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NOVEMBER 14, 1936.
NOV 11 1936

The Billboard

The World's Foremost Amusement Weekly



WALTER DARE WAHL

A Complete, Compact Compilation and a Valuable Reference Work

FOR Sixteen consecutive years The Billboard INDEX of the New York Legitimate Stage has been published by The Billboard.

Each season finds the INDEX a more useful book. Each year hundreds of new readers are added to the many who eagerly await their copy of the latest INDEX. Each issue of the INDEX finds the list of regular "standing orders" from public libraries, casting agencies, etc., growing.

Do You Know? . . .

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

Producers, Casting Directors, Dramatic Critics, Motion Picture Executives; in fact, everyone interested in the theater will find the INDEX an almost inexhaustible source of data and information concerning the record of plays and players.



Contains Important Address Lists

In addition to valuable statistical data the INDEX contains lists of names and addresses of Managers, Artists' Agents, Music Publishers, Play Brokers, Supply Firms, etc.

The pertinent facts of the 1935-'36 season are analyzed and tabulated in the INDEX. How many theaters were used? Number of people involved? What percentage of shows were hits? Failures? Who played in most productions? Who was busiest producer? Stage director? Dance director? Scenic designer? What theater played most shows? Who was the most prolific playwright? Librettist? Composer? Lyric Writer? Sketch Writer?

If YOU worked in any Dramatic or Musical Production in New York during the season 1935-'36 look for your listing in the INDEX. Each player's name is arranged alphabetically under the subhead of dramatic or musical. The identifying number opposite the artist's name indicates the productions played in by the respective names.

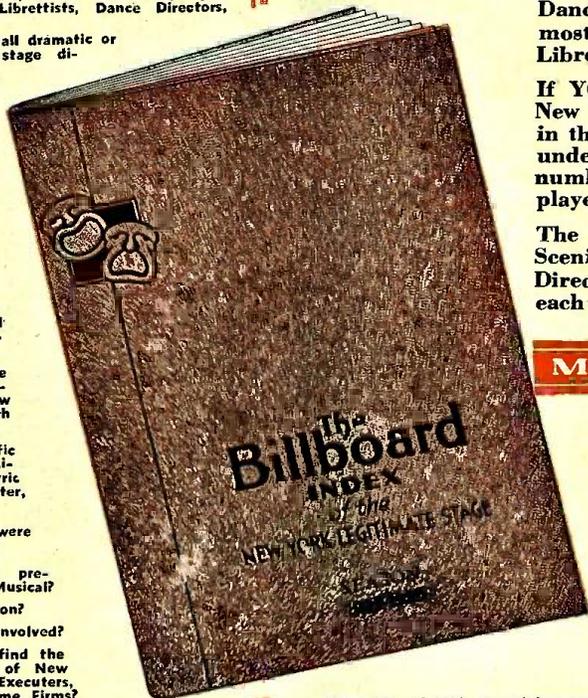
The INDEX also lists Stage Directors, Scenic Designers, Scenic Executors, Lyric Writers, Composers, Librettists, Dance Directors, Sketch Writers, together with the plays in which each was concerned.



You Will Find

- WHO** participated, either as player, author, producer manager, scenic designer or executor, lyric writer, composer, librettist, dance director, sketch writer, etc.
- WHEN** plays opened, closed, or when players played in productions during last twelve years.
- WHERE** plays were shown and the names and addresses of producing managers, critics, brokers, agents, music publishers, supply firms, etc.
- WHY** the season was what it was. A short synopsis of every new play, also comparative figures and statistics and events of the theatrical year.
- WHAT** everyone interested in the theater not only wants to know, but also what any reader MIGHT want to know will be found.

In the INDEX



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

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The Billboard

Vol. XLVIII
No. 46

The World's Foremost Amusement Weekly

November 14,
1936

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RCA-NBC TELE PROGRESS

Wage Demand Hits at Vaude

L. A. houses threaten to yank flesh unless musicians modify demands

LOS ANGELES, Nov. 9.—Unless recent wage increase demands of musicians' Local 47, AFM, are modified within the next several days the death knell of vaudeville in Los Angeles will be sounded.

Discontinuance of live talent at Paramount and Orpheum is threatened by Fanchon & Marco, operators of the Paramount, and Sherrill Cohen, owner of the Orpheum, due to the 15 per cent increase demands, effective November 11.

Stagehands are already on two weeks' notice, effective November 25, at both spots, with possibility that flesh policy will be dropped entirely before then. Wage increase at Paramount entails about \$10.70 per man weekly and between \$8 and \$9.80 per man at the Orpheum. Additional weekly outlay would be \$320 for the former and \$100 at the latter house in addition to its regular orchestra, which includes a leader-conductor. Paramount uses an arranger, librarian and rehearsal pianist. Rube Wolf is conductor-emcee. Orpheum orchestra numbers nine, including house leader Waldemar Guterson, with scale based on whether spot plays three or four shows. Four-a-day policy calls for
(See WAGE DEMAND on page 83)

Union Units Discussed Again; Olivia de Havilland Comes Thru

Film actress cancels date at Strand, New York, upon request of actors and musicians—unions meet this week to talk over unit proposal—Philly musicians volunteer a tax

NEW YORK, Nov. 7.—Often discussed step by musicians and actors in New York to send out their own units to independent theaters; as a means of forcing major circuits into a flesh policy, appears to be closer. Executives of Local 802, American Federation of Musicians, and the American Federation of Actors will meet early next week to go over the entire proposition. Unions have a number of indie theater men interested in the union-built units. Considerable number of these houses are in the Bronx, and it is hoped, other problems being solved, to set up a circuit for the union shows. This represents a victory for the actors, who have long favored this step, since the musicians were loath to get into the production field. Change of attitude by the musicians is considered an indication that it is now realized that steps stronger than picketing must be adopted.

For the second time within a few weeks the two unions gained a moral victory over the Warner Bros., this time
(See UNION UNITS on page 83)

Dodsons Raise \$339 for SLA

ANDERSON, S. C., Nov. 9.—Dodson's World's Fair Shows staged a special midnight performance in the Gay Paree top here shortly after midnight last Thursday. The entire proceeds, which amounted to \$339.55, were donated to the Showmen's League Cemetery Fund. The program, arranged by Connie Ainsworth
(See DODSON'S RAISE on page 85)

What! No Chains?

CHICAGO, Nov. 7.—Reports have reached here of a night spot in Nashville that is unique in its dictatorial methods with performers.

Contracts with entertainers call for a small salary, with meals included, but they are required to go to a certain hotel, they cannot receive any telephone calls, mingle with guests or have any dates while playing the spot.

Entertainers are beginning to call the date "prison week."

Big Show for Miami

CHICAGO, Nov. 7.—A floor show of 40 has been booked into the Frolics Club, Miami, by Ernie Young, local agent. Opening scheduled for Christmas Eve.

Milling Mobs Spend Little On Stem on Election Night

NEW YORK, Nov. 7.—A crowd estimated at 1,000,000 milled around Times Square election night, waiting for the returns, but as far as parting with shekels was concerned the mob was merely a mass of frozen assets. Expecting to do terrific business in hotels, night spots and theaters, the entertainment purveyors attributed the disappointing take to the fact that polls closed at 9 p.m. instead of 6. Some legit shows, notably the *Follies*, sensing the probable slack trade despite the press of humanity—so thick that all traffic except trolley cars was diverted—delayed opening curtains until

First Demonstration of Show Set for Entertainment Value

Forty-minute program held talks by Sarnoff and Lohr, also live talent acts and motion pictures—experiment for further perfection—no "arrival" dates predicted

NEW YORK, Nov. 7.—First demonstration of television under practical working conditions, as developed by RCA and NBC, was given for the press yesterday afternoon when a 40-minute program of live talent and films illustrated the extent of the RCA experimental developments. Altho previous laboratory television has been shown by RCA, yesterday's show before some 200 guests represented the first showing of a complete program built for entertainment value as well as a demonstration of transmission. A new 12-inch receiving tube, which reproduces a picture on a 7½ by 10-inch screen, the largest screen yet employed capable of commercial adaptation, was demonstrated.

Program originated on the third floor of NBC studios via coaxial cable to the top of the Empire State Building, about three quarters of a mile away. From the transmitter atop the Empire the sound and images were sent thru the air, the former on 52 megacycle channel and the latter on 49.75 megacycles. Normal range of the transmitter is 25 to 30 miles, altho an outpost in Connecticut 45 miles away picks up the programs clearly. The television "theater" was on the 62d floor of the RCA Building which also houses the NBC studios. While the demonstration used 343-line tele-pictures, David Sarnoff, RCA president, who took part in the show, stated that the Federal Communications Commission had recommended the adoption of 441-line definition as a standard for commercial television programs. RCA, which is in ac-

9 o'clock, but the thin trade persisted. Bars were the only exception and did landslide business supplying giggler water to the wild Roosevelt supporters and using the same depression syrup to buoy the spirits of the Landonites. At about 11 p.m., when emptying theaters spewed added batches onto the streets, lined with soiled ticker tape and confetti, the crowd reached its peak, but never caused much trouble to the 500 policemen detailed to the district.

Unofficial estimates of general business placed the level at about one-third of that done one year ago when in addition to better theater weather and the automobile show, the crowd had
(See MILLING MOBS on page 83)

(See RCA-NBC on page 8)

Johnson's Rodeo Beating 1935 Hub Records Despite Handicaps

BOSTON, Nov. 9.—First seven days (six evening and two matinee performances) of Col. William T. Johnson's Sixth Annual World's Championship Rodeo, current as a Boston Garden presentation from November 2 thru 11, ended way ahead of the 1935 rodeo.

Show opened this year on pre-Election Day Monday as against the always good Friday opening and was below 1935. Colonel Johnson this year contended with the mentioned double odds. The

1936 seven-day period, however, is better than 1935, with but two matinees as against three of last season. Friday night had the best crowd with capacity at 14,500.

Both attendance and gross for the 1936 period are better than 1935. Attendance in round figures totals 85,000. Because a portion of this gate is composed of children admitted at half price the gate receipts have not at this writing been broken down to ascertain the gross.

Rodeo and Garden officials are enthusiastic over the week's performances inasmuch as the cowboy and cowgirl opera virtually started out with two strikes against it; namely, pre-Election Day, Monday night's strike of some 60-odd star riders; Election Day itself, a miserable rainy Wednesday, and several major items, such as the strenuous
(See JOHNSON'S RODEO on page 87)

In This Issue

	Pages		Pages
Bands	14	Magic	28
Broadway Beat, The	23	Minstrelsy	28
Burlesque-Tabloid	24-25	Motion Pictures	22
Carnivals	47-54	Music	15
Chicago Air Notes	10	New Acts-Bands Reviews	19
Chicago Chat	23	Night Spots-Gardens	11-15
Circus and Corral	36-39	Notes From the Crossroads	67
Classified Advertisements	56-58	Out in the Open	67
Coin Machines	70-98	Parks-Pools	40-41
Endurance Shows	27	Pipes	64-65
Fairs-Expositions	42-45	Possibilities	28
Feature News	3-5	Radio	6-10
Final Curtain	32-33	Repertoire-Stock	26
Forum, The	29	Rinks-Skaters	46
General Indoor	27	Routes	34-35 and 59
General Outdoor	66-69	Sponsored Events	55
Hartmann's Broadcast	66	Thru Sugar's Domino	23
Legitimate	20-21	Vaudeville	16-18
Letter List	30-31	Wholesale Merchandise	60-63

Maine Changes Fair Meet Date

PRESQUE ISLE, Me., Nov. 9.—Maine Association of Agricultural Fairs, in annual session here on Thursday and Friday in the Hotel Northeastland, voted to return to a former custom of holding annual meetings in January instead of November. Principal reason is that many member boards elect officers in
(See MAINE CHANGES on page 87)

WPA Productions of Lewis Play Click Thruout Land

Key production in New York sells out despite mixed notices—various other project activities start—other sections report good business with "Can't Happen Here"

NEW YORK, Nov. 7.—Out-of-town critics accorded the various versions of *It Can't Happen Here* a more favorable press than the greeting given by the local lads, yet the No. 1 company, housed at the Adelphi, seems to be doing all right for itself. First five performances played capacity, the total being 7,170, a good figure even taking into consideration the usual number of free tickets. According to WPA authorities, the Adelphi has booked theater parties well into December. Things are not so favorable in Brooklyn, where the production slated for the Majestic has been called off owing to the withdrawal of principal players in favor of commercial engagements.

Eleven P.M., with Canada Lee, prizefighter, will be the sixth production of the Negro Theater at the Lafayette Theater. First of a series of weekly musicals to be presented at the (See WPA PRODUCTIONS on page 10)

America's First Pop Song Recital

NEW YORK, Nov. 7.—Lucy Lowe, vocalist, will present in Town Hall November 14 a program of American popular songs rendered in period costume covering the years from 1776 to the present. Miss Lowe expresses the belief that perhaps she is the first person to tie up entertainment and history in this manner.

Included in the program will be *Yankee Doodle Came to Town*, *Crinolines and Minstrels*, *Tarara Boomdey*, *The Good Old Summer-Time*, *Mademoiselle From Armentieres*, *Over There*, *You're in the Army Now*; *Just Before the Depression*, *Father*, and finally *Swing It, Sister!*

"Schwartz the Newsmen" Dies After Long Illness

NEW YORK, Nov. 7.—David Schwartz, for a quarter of a century the best known and liked newspaper venter on Broadway, died at his Brooklyn home last night after an illness of six months. "Schwartz the Newsmen" was a landmark in Longacre Square, having been at the corner of Broadway and 47th street and immediate vicinity before Martin Beck built the near-by Palace Theater. He was widely known to showfolks, legit and vaude, and probably sold more theatrical papers than other Broadway stand. Business will be continued under same auspices that held forth during Schwartz's illness.

Survived by his widow, five sons and three daughters.

Davis, Pitts, Into Stores

PITTSBURGH, Nov. 7.—Davis Theater, former two-a-day house, is giving way to stores. Davis Enterprises, Inc., owner of the building, leased the William Penn way entrance to the Oliver Estate. Other sections of the house, with entrances on Oliver avenue and Smithfield street, are being converted into stores. Theater has been dark for several months. Warners had the lease for the last four years, operating it from time to time as a first-run movie house.

Robitschek for America

LONDON, Oct. 31.—Kurt Robitschek, director and producer of the Alhambra Music Hall, Paris, and of *Let's Raise the Curtain*, successful vaude-revue show at the Victoria Palace, London, sailed from Southampton October 28 for New York to engage novel acts for his London and Continental enterprises. In addition he will discuss the probability of presenting (See ROBITSCHKEK on page 10)

Fire Law Costing Frisco Opera Association Plenty

SAN FRANCISCO, Nov. 7.—Fire Chief Charles J. Brennan's order that ordinance prohibiting standing at theatrical performances must be enforced is costing the San Francisco Opera Association a cold \$6,000. Season opened last week with the "no standing room" ruling very much in effect, with Opera Association directors plenty sore.

Twelve of the 17 operas to be given are already sold out, and hundreds of persons are clamoring for "standing room," but the city fathers remain firm in their stand.

Peter D. Conley, executive secretary of the Opera Association, states: "This means disappointment for hundreds of San Franciscans and will cost the Opera Association more than \$6,000, but we have no alternative but to obey the law."

Coast WPA Opera Starts

LOS ANGELES, Nov. 7.—Launching the local Federal Music Project's first serious effort to present opera at popular prices, the grand opera unit inaugurated the Southern California opera season here last week with two performances of Verdi's *La Traviata*, October 27 and 30, at Philharmonic Auditorium. Max Rabinoff directed.

Cast included Edis de Philippe, as Violetta; Felix Knight, as Alfredo, and Rudolph Hoyos, as Germont. Alberto Conti conducted a 65-piece orchestra, Michio Ito handled the ballet and Aldo Franchetti and Adrian Awan staged the production.

First performance drew good crowd of social and motion picture celebrities along with a sprinkling of city and county officials.

New AFA Pittsburgh Rep

PITTSBURGH, Nov. 7.—George LeRay, LeRay and Taylor, has been named local representative for the American Federation of Actors, succeeding William (Jeff) Jeffries, resigned. Headquarters will be established at the Roosevelt Hotel. Walter Ryan, who served as temporary representative here, returned to his Detroit post.

WCTU Hits Pix Practices

DES MOINES, Ia., Nov. 7.—An attack on blind selling and block booking in the moving picture industry was made before the 1936 Iowa WCTU convention, held in Sioux City, Ia., by Maude M. Aldrich, national WCTU director in the department of motion pictures.

"No matter how strong a theater owner's desire to give his community a high standard of entertainment, he is forced to take the good, bad and indifferent—and the bad and indifferent are in the great majority," Miss Aldrich de-

(See WCTU HITS on page 87)

Stuart Joins N. Y. Chain as Gen. Mgr.

NEW YORK, Nov. 7.—Herschel Stuart has become general manager of the 25-theater circuit consolidated Amusement Enterprises here.

Stuart is well known in the theater field. He set up the machinery by which Fox operated its West Coast chain of houses, successfully operated the Poli Circuit (New England), and later was general manager of theaters for RKO.

"Pride" Stays Extra Week

CHICAGO, Nov. 7.—Announced to close November 14, *Pride and Prejudice*, at the Harris, has had such a heavy draw its stay has been extended to November 21, setting the St. Louis engagement back two weeks. Show will go from the Harris to the Cass, Detroit, for a week starting November 23, then to St. Louis.

Other Loop shows are enjoying excellent business. *End of Summer*, with Ina Claire, and *Night of January 16* have announced "last weeks." *Dead End*, at the Studebaker, and the Federal Theater show, *It Can't Happen Here*, at the Blackstone, continue indefinitely.

Call It a Day, with Gladys Cooper and Philip Merivale, opens Monday at the Grand Opera House.

The Children's Theater, at the Goodman, opens November 14 with *Penrod* at \$1 top.

The Ballet Russe is scheduled to open at the Auditorium Theater December 18.

Philly Again Gets Plenty Musicals

PHILADELPHIA, Nov. 7.—Among other things, last year's legit season was characterized by a dearth of musical productions. At the start of the season, when

(See PHILLY AGAIN on page 87)

Fireworks Expected as Local 802 Prepares for Elections

NEW YORK, Nov. 7.—With the federal elections over, various tickets running for election in Local 802, American Federation of Musicians, are getting active. From this week on campaign is figured to get hotter and hotter, musicians expecting the most vigorous battle in local's history since the campaign for local autonomy ended in victory. Indi-

cations are now that there will be two principal tickets. Blue ticket (incumbent officers) will have as its chief opposition the Fusion ticket, organized by Billy Van (William Van Fichtmann). Louis Weissman, former official of the local, who lost his office in the Blue sweep two years ago, will, according to his own (See FIREWORKS EXPECTED on p. 83)

Paris Managers Seeking To Avoid Strikes Among Staffs

PARIS, Nov. 2.—Theater, cabaret and dance-hall managers are worried over the labor situation and are seeking to avoid

strikes on the part of their staffs, musicians and artists.

The serious strike wave which swept France a few months ago occurred when the majority of amusement spots had closed for the summer. Few theaters were affected. However, stagehands, house staffs, musicians and artists are inclined to demand the same advantages—shorter hours, more pay and paid vacations—that the strikers in other fields were granted. So far strikes in the theaters and music halls have been (See PARIS MANAGERS on page 83)

Tear Bombing Committee Set

Mayor appoints group to look into attacks on houses employing Allied men

NEW YORK, Nov. 7.—Latest development arising out of the recent tear-gas bombings in local indie theaters was the appointment yesterday by Mayor La Guardia of a committee of investigation and the issuing of an order Thursday by Supreme Court Justice Callahan, following legal action by Local 306, Motion Picture Machine Operators' Union, demanding that the district attorney's office produce the books and records seized by the police during last week's raid on the local's headquarters. Coming soon after the first bombing of eight theaters on October 29, a second attack occurred Monday, affecting the Globe, Central, Times Square, Liberty, Park and Audubon theaters. All mentioned are part of the chain operated by Harry Brandt, ITOA chief, and employ members of Allied Motion Picture Operators' Union, an organization regarded by Local 306 as a company union.

Joseph D. Basson, president of Local 306, says he regards the raid as nothing but "a spectacular bid for newspaper publicity and an effort to prejudice the public against the legitimate activities of a bona fide labor union which is affiliated with the AFL."

Brandt, commenting on the bombings, said: "Theater unions are making the houses their battleground and the public suffers."

Meanwhile investigations of suspects are being made by police pending the hearing Monday before Justice Callahan.

Pennsylvania Communities Vote for Sunday Movies

HARRISBURG, Pa., Nov. 7.—At least six Pennsylvania communities voted "yes" on the Sunday movie question November 3, late returns show.

Voting districts that asked for Sunday pictures are Sunleyville, Verona, Alexandria, New Holland, Manheim and East Cocalico Township, Lancaster County. A number of communities voted down the Sunday amusement provision.

In the districts that voiced their approval movies and other entertainments may open after 2 p.m. on Sundays. The decision is effective as soon as county commissioners certify the vote.

The Sunday movie question may be put to a vote in Pennsylvania communities not oftener than once every four years.

Screen Playwrights Pact Nears Hancock

HOLLYWOOD, Nov. 7.—Following this week's preliminary conferences between representatives of the producers and (See SCREEN PLAYWRIGHTS page 87)

WALTER DARE WAHL (This Week's Cover Subject)

WALTER DARE WAHL was born in Galicia, province of Poland, coming to America at the age of 17. Of powerful physique, he spent his first five years in this country as a professional wrestler. While traveling around the country as a wrestler some acrobatic friends of his called upon him to help them out in their act in Detroit. That was 17 years ago, and from that time on he turned his attention to the theater.

For a while Wahl did a straight hand-to-hand acrobatic act, but soon switched to a brand of comedy acrobatics which brought him headline honors here and in Europe as well as offers from the legitimate field. Wahl has played practically every important vaudeville theater here and abroad. His appearance in Broadway legitimate shows included "Ziegfeld Follies," starring W. C. Fields and Will Rogers; "Blossom Time," Earl Carroll's "Vanities" and "Life Begins at 8:40." Also appeared in productions in Europe, principally the Drury Lane pantomime. He recently appeared at Billy Rose's Casa Manana at the Fort Worth Exposition.

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Guild-Producer Wrangle Settled

HOLLYWOOD, Nov. 7.—Temporary armistice again has been reached in the legal wrangle between Screen Actors' Guild and the major producers over studio-player relations. Altho the studio filed a strenuous denial some weeks ago, the suit of Victor DeCamp against Columbia on a test case over the \$25 per day check for extras speaking lines has been settled out of court.

First of a series of test cases sponsored by the Guild, the DeCamp suit was filed several months ago, based on the producers' resolution to continue NRA rules for an indefinite period, which calls for payment of \$25 per day for speaking extras. Since filing, new rules have been set down by the Producers' Association regarding extras, and a special committee was organized to handle all disputes.

Feagin School's 'Kind Lady'

NEW YORK, Nov. 7.—Feagin School of Dramatic Art opened its new season last night with a senior class presentation of Edward Chodorov's adaptation of Hugh Walpole's *Kind Lady*, a well-constructed play. It is generally well played and after a somewhat weak opening tightens continually as it goes along. Final denouement is handled with considerable finesse.

Principal roles are held by Mary Shannon, Herbert Voland, Robert Dryden, Mary Randolph, Carol Laidlaw, David Evans and K. Maureen Whelan. Hubert Osborne directed. P. A.

Emsee Averts Panic

SAN FRANCISCO, Nov. 7.—Jay Brower, emcee, stopped a possible panic at the RKO Golden Gate last Sunday night. When smoke poured thru ventilators during the vaude jittery spectators, hearing fire engines, started for the exits. Brower bellowed at the retreating figures, kidding them back to their seats. Smoke was from a rubbish blaze in the rear of a restaurant adjoining the theater.

To Judge Dance Contest

NEW YORK, Nov. 7.—Judges selected for Mal Hallett's Metropolitan Intercollegiate Dance Contest at the Hotel Commodore are Arthur Murray, teacher; Florence Rogge, director of Radio City Music Hall Ballet; Augustus J. Weber, instructor to Dancing Masters of America; Dart Thorne, ballroom teacher; and Thomas E. Parsons, ballroom editor of *The American Dancer*. Each judge will officiate on one Friday night, starting November 13, and the complete roster will decide upon the final winner December 18.

"Show On" Opens To Capacity House

BOSTON, Nov. 7.—*The Show Is On*, after two postponements, opened its world premiere at the Shubert Theater tonight to a capacity house. The Vincent Minelli production, starring Beatrice Lillie and Bert Lahr, scheduled for opening Thursday night, was deferred to Friday night because mechanical arrangements could not be met to assure proper presentation. Same reason postponed the premiere until tonight.

Minor confusion accompanied tonight's opening when patrons holding tickets for Thursday, Friday and Saturday nights and Saturday matinee invaded the box-office foyer for admittance. Entanglement was eventually smoothed, with only holders of Thursday night tickets admitted. All other ducaats will be exchanged.

Indications pointed to the biggest business since pre-depression days.

ALBERT W. NOLL, of *The Billboard's* New York office, has written a new one, *Sing My Heart*. Sung last week by Hazel Sasso at the Actors' Kitchen Club.

DANDRUFF is said to be the most frequent cause of Baldness and Falling Hair in both men and women. It is highly infectious and easily transmitted through public combs and brushes. Get rid of it quickly and easily with **MARIMO DANDRUFF REMEDY**, the gentle prescription of a practicing physician. 25c. \$1.00. \$1.75. **MARIMO MEDICINAL LABORATORY**, Box 75, Station K, Brooklyn, N. Y.

Sheet-Music Leaders

(Week Ending November 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. The Way You Look Tonight (1)
2. When Did You Leave Heaven? (2)
3. I'll Sing You a Thousand Love Songs (5)
4. A Fine Romance (3)
5. Me and the Moon (4)
6. South Sea Island Magic
7. Sing, Baby, Sing (7)
8. Organ Grinder's Wing (10)
9. Did I Remember? (8)
10. I Can't Escape From You (11)
11. Close to Me (14)
12. Pennies From Heaven (12)
13. A Star Fell Out of Heaven (6)
14. When a Lady Meets a Gentleman (9)
15. Mickey Mouse's Birthday Party

Above column was received too late to be included in usual departments.

PHONOGRAPH RECORD best sellers will be found on page 77.

Cook Travel Firm Switching to CBS

NEW YORK, Nov. 9.—Thomas Cook Travel Bureau, one of the first advertisers to use radio and on NBC for many years, is shifting to CBS this season, beginning December 6. Cook used NBC steadily since the network was formed but has shifted to Columbia because NBC couldn't give the company the network time desired.

CBS program precedes the New York Philharmonic Symphony Orchestra concerts and consists of organ playing by Lew White and talks by Malcolm LaPrade. Latter is a fixture on all Cook programs. WABC and 14 stations are being used, advertising agency being L. D. Wertheimer.

G Men Nab Suspect in Corio Kidnaping Plot

PHILADELPHIA, Nov. 7.—Ann Corio, completing a four-week run here at the Shubert, called on G men to help trap a suspect in an extortion attempt. Paul Reno, former theater doorman, landed in police court Wednesday after volunteering to protect Miss Corio shortly after she received an extortion note threatening her with kidnaping unless she paid \$2,000.

Reno denied having anything to do with the contemplated crime, but Magistrate Amodel held him in \$5,000 bail for a further hearing pending investigation. The extortion note and samples of Reno's handwriting are being examined.

Miss Corio declared Reno, whom she has known for several years, popped into the picture while she was still wondering what to do about the threat. The kidnaping note also hinted the possible snatch of her mother, Mrs. Ludwig Corio, or Miss Corio's 2-year-old niece, Kathryn Bonadies.

Child Laws Except Amateurs

DETROIT, Nov. 7.—Michigan child labor laws do not apply to employment of children in amateur acts, according to a ruling this week by Recorder Judge John P. Scallen. Charges were brought against Jacob Schreiber for employment of two 9-year-old boys in a boxing contest at the Colonial Theater. Youngsters testified they received \$2 apiece, but court ruled that this was an amateur event and the laws did not apply.

Mich. Amusement Centers Planned

DETROIT, Nov. 7.—A chain of amusement centers was announced this week for construction in Michigan by William A. Cassidy, circuit owner, now operating in several cities, with headquarters at Midland, Mich., where he has the Mecca and Frolic, only theaters in the city. The first unit, definitely announced this week, will occupy two and one-half acres of ground purchased last week on the Circle, at the center of Midland.

Will include a 1,500-seat theater, as well as a public ballroom, bowling alley, pool and billiard centers and some type of refreshment center. Stores and apartments will be erected in the same building. Name has not yet been selected.

As the Cassidy circuit has frequently used vaudeville in leading houses during the last two years, it is expected that vaudeville will form a prominent part of the program at the first theater to be erected. Extent of the proposed circuit has not been disclosed.

Two New \$200,000 Theaters for Chicago

CHICAGO, Nov. 7.—Following the announcement last week that the Harry and Elmer Balaban Corporation would erect a \$200,000 motion picture theater on the near North Side, comes the news that the Essaness Theater Circuit will also build a 1,600-seat theater, costing \$250,000, in the same vicinity.

Innovations incorporated in the plans call for free nursery and escalators to take patrons to and from the upper floors. Sam C. Meyers, who operates the Teatro del Lago in "No Man's Land," will erect a 1,900-seat motion picture theater costing \$200,000 further north at Devon and Maplewood avenues.

Bill Mahoney Dead

NEW YORK, Nov. 7.—William B. Mahoney, organizer for the American Federation of Labor and former actor, died of a heart ailment at his home in Totteville, Staten Island, Thursday. He was 50 years old. Under the stage name of William B. Naughton he was prominent in theatrical circles for 25 years.

Hotel Booking Bands

DES MOINES, Nov. 7.—Tropical Room at Hotel Fort Des Moines opened Saturday. Music by Bus Canfield's swing band. According to Gary Riggs, hotel manager, there will be a different band each Saturday during the winter.

New McKenzie Club

NEW YORK, Nov. 7.—Charles Rinker and Red McKenzie, band leader, have opened a new spot at 54 West 52d street, calling it the McKenzie Club. Catering mostly to performers and musicians.

London Night Spots

LONDON, Nov. 2.—Savoy Hotel has a newcomer in Margitva Alvarez, delightful and graceful danseuse with a smart routine. Bob Ripa, young juggler (See LONDON NIGHT SPOTS on p. 85)

SHOW PRINTING

The QUALITY KIND that attracts and gets the money. Finest Snow-White or Bright Yellow Poster Paper; Brightest, Finest Ink Colors. TENT SHOW HEADQUARTERS; DATES, POSTERS, CARDS, BERALDS, BANNERS. LOW PRICES—PROMPT SHIPMENTS. Write for Price List and Route Book. **CENTRAL SHOW PRINTING CO.** MASON CITY, IOWA

WANTED

LIVE WIRE SALESMEN TO SELL

PAPER HATS—NOISEMAKERS AND NEW YEAR NOVELTIES TO CLUBS, HOTELS, CAFES, ETC.

We are leaders in this field, carrying the largest assortment and largest stocks in the States. Our prices are VERY ATTRACTIVE. We pay 20% commission. If you are not interested but know anyone who may be, write for full particulars, catalogs and sample line. Quantity users of this line write for special quotation.

GOLDFARB NOVELTY CO.
20 West 23d Street, or 116 Park Row, NEW YORK CITY.



SOOTHING To The TONSILS

"TREATINE" is a Doctor's prescription and a nationally known throat preparation, intended to relieve irritation of the throat, so common in conditions known as sore throat and tonsillitis. "TREATINE" is soothing to the tonsils and assists nature in overcoming such conditions. Send no money—Just name and address, we will send full size treatment. Pay postman \$1.00 plus a few cents postage when received. Guaranteed. Don't fail to try "TREATINE".

TREATINE LABORATORIES, INC., Columbus, O., U.S.A.

TAFT HOTEL 208-10 South Eighth St. PHILADELPHIA, PA.

Subway Connections to All Theaters.

Newly Remodeled and Refurnished

RATES: Special Weekly Rates \$1.00 up Professional

HOTEL RALEIGH

Where You Can Sleep Anytime—DAY OR NIGHT
648 N. DEARBORN ST., CHICAGO

Single Rooms, \$5.00—Double, \$7.00 per Week. Unit Headquarters. 5 minute walk to Loop. Theatrical Booking Agencies located in hotel.

AT LIBERTY

BIG FEATURE ACT, MAGIC AND ILLUSIONS. Ten Changes. Ton of Equipment. Haul our own Baggage. Wife Singing and Dancing, Singles, Parts as cast. Med or Rep. Salary reasonable.

KING FELTON, MAGICIAN
Daingerfield, Tex.

WANTED MED. PEOPLE

All lines, Blackface to produce. Magician, Pianist. Join on wire.

CHAS. MANVILLE, VESPER, WIS.

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.

STOCK TICKETS		ORDER YOUR NEXT LOT OF	
ROLLS OF 2,000		The Toledo Process	
1 ROLL ...	\$.50	TICKETS	
5 ROLLS ...	2.00		
10 ROLLS ...	3.50		
50 ROLLS ...	12.50		
		OF	
		THE TOLEDO TICKET CO., Toledo, Ohio	

RCA-NBC TELE PROGRESS

First Demonstration of Show Set for Entertainment Value

Forty-minute program held talks by Sarnoff and Lohr, also live talent acts and motion pictures—experiment for further perfection—no "arrival" dates predicted

(Continued from page 3)

cord with this recommendation, will adopt the 441-line per inch picture next year.

Program was broadcast from a 10-kilowatt six meter transmitter and received in a battery of sets lined against the wall. Of the 15 latest television receivers, but one, a rough model used the larger 12-inch tube. Rest of the sets showed 5½ by 7½ sized pictures. The latter were of greenish color, but easy on the eyes. The larger picture had a yellowish hue, and the tube projected the pictures horizontally thru the screen, while the smaller ones had the tube projecting the pix upwards and reflected in an inverted mirror on the bottom of the cover of the console type set. The cover or top of the set remains open at an angle when pictures are being received. Room was darkened.

Sets are attractive, have numerous knobs and seemingly simple apparatus inside, the tubes being the costly proposition. On large scale they could be retailed for around \$400, but the price will be brought down by the time they are ready for the general market. Actually, the 15 sets used for the demonstration represent hundreds of thousands of dollars spent during course of experimentation.

Sarnoff Mentions Problems

Both President Lohr of NBC and Sarnoff of RCA were televised as part of the show and each told of the part his respective company is playing and would play in television's development. Mr. Sarnoff told of the field tests that got under way last June, although the preparatory work of these specific tests was started over a year ago. Since June many sets have been installed in various homes and advances have been made on three fronts, mainly, research which must point the road to effective transmission and reception; technical progress which must translate into practical sets for the home; the achievement of laboratories, and field tests to determine the needs and possibilities of a public service.

One of the major problems of television, said Mr. Sarnoff, was network syndication, and to cover the country with television like radio would require multiplicity of transmitters and other facilities. Among other problems mentioned by Mr. Sarnoff is the three-fold program of developing suitable commercial equipment for television and reception; a program service suitable for network syndication, and third, to develop a "sound economic base to support television service." While the problems of television are regarded as formidable, the RCA prez was sure they would be solved. Experimental costs so far have been enormous.

As usual, no definite statement could be obtained as to the actual date for the "arrival" of television, no official wishing to hazard a guess that may prove far from correct and that might be taken as official by those interested in the trade as well as the general public. An unofficial guess, however, appeared to be a year and a half at the earliest for layman sets in the home.

President Lohr of NBC said that NBC's role in tele would be to operate transmitters, programing, and when it becomes available for commercial use, to secure sponsors. NBC engineers and all departments that may be concerned with television are on the job, Lohr assured his audience. Program department, for instance, is learning an entirely new technique in continuity writing, make-up, staging and many other details. Sound, however, would not be hurt by television, but rather furthered enhanced by visual pictures of the broadcaster, in the opinion of the execs. At any rate, tele is regarded as about to

be out of the laboratory and definitely into the field.

NEW YORK, Nov. 7.—Statement earlier this week by Philo T. Farnsworth, of the Philadelphia tele company that bears his name, was to the effect that television should be ready sometime in 1937, but the exact time was not mentioned. Farnsworth was sure that with the progress made by RCA, Philco and other concerns, this country would have the finest tele extant. From the Coast the Don Lee chain announced new daylight television experiments for Station W6XAO, 8:30 a.m. to 6:30 p.m. KHL will help.

Theater Studio Opened By CBS-WBBM in Chicago

CHICAGO, Nov. 7.—After nearly five months of work, during which close to \$800,000 was spent in remodeling and modernizing the CBS-WBBM offices, constructing a series of studios and installing air-conditioning equipment, CBS will formally open its audience studio tonight at 5 p.m. with the *Junior Nurse Corps* program. Practically all the major CBS shows originating here will be aired from this new studio in the future, among which will be Ed Thorgeron's *Football Revue*, with Kay Kyser's Orchestra; Billy Mills' *News With Music* and the *Poetic Melodies* series.

The new theater-studio, which seats 350, was designed by William Lescaze, New York and Philadelphia architect, and introduces a novelty in acoustical engineering. Namely, that no two walls are parallel, thus eliminating echoes bounding from one side to the other. A modernistic control booth is suspended from the ceiling of the two-story studio and is modeled after the bridge of the Zeppelin Hindenburg, its curved sloping window commanding a full view of the stage and audience.

Auto Show Programs

NEW YORK, Nov. 7.—Automobile show opening next Wednesday (11) will be covered completely by the major networks. NBC is doing three broadcasts from Grand Central Palace. CBS will do two, using guest speakers on one of them. WMCA has several shows lined up during the auto show's week stay while WOR has a program from the show set for every day the show is on.

New Canadian General Manager Announces His Plans for CBC

TORONTO, Nov. 7.—Major Gladstone Murray, first general manager of the Canadian Broadcasting Corporation, which came into being November 2, replacing the Canadian Radio Commission, told the board of governors that the new corporation will encourage more co-operation between publicly owned and privately owned stations.

Murray believes there should be more security of tenure for commercial stations and that more United States programs of high quality should be broadcast thru Canadian stations. If this were done, he believes, Canadian listeners would get the habit of tuning in on Canadian stations rather than American. He also believes there is ample talent in Canada to provide good programs not only for Canadian stations but also for United States networks.

No definite advertising policy has been set, he said, but it was hoped it would not be necessary to have a strict rule as to the amount of advertising allowable. When all parties came to realize

Station Lights Up

PHILADELPHIA, Nov. 7.—Having set up a merchandising department for its commercial shows, WFIL has decided to try out several merchandising stunts on its own account. First order called for the use of paper-book matches to advertise the station, with a sales message on the outside and inside folds.

Distribution confined to ad agencies and clients. Figure that time buyers are heavy smokers, and every time they light a match attention will be brought to the station's call letters.

Round Table Group Meets With Ad Men

NEW YORK, Nov. 7.—Radio Round Table, group formed for the uplift of spot broadcasting, held its usual Friday meeting yesterday with, for the first time, representatives of advertising agencies present. Most of the agency men were time buyers, since spot campaigns are their particular headache. Names of the ad men at the meeting are being kept secret until more definite actions are taken. Another factor in keeping the agency men out of the picture from the publicity angle, it is said, is because of a further attempt on the part of another group of station reps, headed by Free & Peters, to organize station reps into a unit to advertise spot broadcasting and institute a campaign similar to one tried previously without success. Round Table group is watching this attempt closely. No official reaction is given, but it is believed the Free & Peters move may have come about because of the Round Table step. Difficulty in financing such a campaign is an added reason for withholding reaction.

Round Table group believes spot broadcasting must lift itself up and that station representatives, while they can play a vital part in it, must work only thru ad agencies. Belief is that only when advertising agencies request definite steps to be taken by stations all over the country will something be accomplished. Reps themselves are leery of making the recommendations to their stations.

Yesterday's meeting discussed spot generally, with particular reference to rate and discount variations. Agency men were asked to make recommendations. These are expected to come up at the next meeting, November 13.

Two More Outlets Join Web

NEW YORK, Nov. 7.—National Broadcasting Company has added WOWO and WGL, both in Fort Wayne, Ind. WGL comes on tomorrow as an optional station for either NBC network. WOWO joins the basic Blue network May 1, 1937. This makes 103 total for NBC's two chains.

Union Breaking WCAU Impasse

Squabble over studio band coming to a head to avoid double scale rule

PHILADELPHIA, Nov. 7.—Long-standing impasse between WCAU and Musicians' Local No. 77 over employment of a studio band is finally being forced to a head. Union rule that all commercial work over station calls for double scale will be credited as doing the trick.

Philadelphia Orchestra's commercial, starting next month, brought union, station, sponsor and network heads together, and with the American Federation of Musicians sustaining Local 77's action it will be cheaper for Dr. Leon Levy to meet the union terms and increase the studio combo to 16 men than to hire them for sustaining work only. Otherwise it means paying a double scale to the 100 or so members of the Philadelphia Orchestra. Pennsylvania Company, bank sponsoring the show locally, insisting that CBS provide it with WCAU as the outlet. Show will go out on Saturday nights as a participating program, various banks in different cities getting in their plugs on station breaks.

Instead of WCAU doing the feeding, CBS figured on making its own pickup, thus circumventing the union rule. However, AFM officials ruled that regardless of who does the pickup, the broadcast is a local engagement since the orchestra plays here and is governed by local rules. As long as WCAU carried it locally the double pay would have to stand, it was ruled.

This is the second time WCAU hit a snag with the union in its relations with CBS. Union squawked to the Curtis Institute of Music on permitting WCAU to broadcast its sustaining network show. Since it involves no sponsor, WIP, an Intercity net station, carries it locally and does the chain pickup. It is reported WCAU's holdout is causing embarrassment to CBS on the Philly symph commercial and CBS officials have advised Levy to settle it with the union.

Asks Mobile Station Permit

MOBILE, Ala., Nov. 7.—H. O. Davis, resident of Montgomery, has applied to the FCC for permit to construct a new radio station in Mobile, Ala., to be operated on 610 band with 250 watts night and 500 watts daytime requested. Unlimited time is asked. Davis says that he intends to spend \$9,000 on a transmitter and about \$2,000 on a studio, location of which is to be announced when and if application is granted. Davis stated in his request for new station that Mobile is in need of a station with better local programs.

Recently *The Memphis Commercial Appeal* asked the FCC for a new 5,000-watt station in Mobile, stating in its application that plans were to hook up with NBC to cover a territory now in need of such service, as Mobile's only station, WALA, is a member of CBS.

Bobby Breen's \$5,000

SAN FRANCISCO, Nov. 7.—Bobby Breen, with Eddie Cantor on the Texaco broadcasts, will be featured at the 21st Pacific Annual Auto Show in the Civic Auditorium, November 14 to 21. Breen's take for two appearances daily during the seven days will be more than \$5,000. Show committee, headed by George Wahlgren, tried to get Deanna Durbin, who also sings and wisecracks on the Cantor program, but Breen's managers wouldn't go for it, it was said.

Meredit Willson, NBC Western division musical director, with a '30-piece crk, will share honors with Breen but at a much lower figure. He'll have Ralina Zarova, Russian soprano on NBC, as vocalist; Syd Chatton, from Don Lee, an impersonator, will also be on the bill.

Hot Springs Men Seek Injunction

LITTLE ROCK, Ark., Nov. 7.—Another step in the effort to retain KTHS for Hot Springs and to prevent its sale to Col. T. H. Barton, oil magnate of El Dorado, was taken early this week when a restraining order was filed in the Hot Springs Chancery Court against Douglas Hotchkiss, secretary-manager of the Chamber of Commerce; W. A. Chitwood, president, and members of the board of directors. The case is to be heard within a day or two. The petition was filed by three large Hot Springs firms and L. L. Ashbury, hotel man.

It is alleged in the petition that the value of the license and power granted the station by the government is worth \$250,000 and that the sale was on a basis of \$75,000. It is charged that neither the plaintiffs nor other members of the Chamber of Commerce were consulted when the deal was made with Barton, who has already stated that he will move the station to a point just north of Little Rock if and when the FCC approves the transfer of ownership.

It was also charged that Chamber of Commerce officers failed to carry out the purposes for which the organization was incorporated. The FCC has dated the hearing on the station later in November and the mayor of Hot Springs announced this week that he had received the proper power of attorney from a majority of the members of the commerce body to represent them in the court hearing and if necessary at the FCC hearing.

NBC Dinner Broadcasters

NEW YORK, Nov. 9.—Speakers at tonight's 10th anniversary banquet of the National Broadcasting Company will broadcast over that network's stations from 10 p.m. until 11 p.m. David Sarnoff is to be chairman, with speakers to include Lenox Lohr, NBC president; Anning Prall, of the Federal Communications Commission; Dr. Karl Compton, of Massachusetts Institute of Technology; Maurice Rambert, president International Broadcasting Union; Colby Chester, head of General Foods, and others. Total of 1,600 guests is expected.

Chi NBC Staff Changes

CHICAGO, Nov. 7.—Joseph C. Green, formerly of the Bloomington, Ill., *Pantograph*, joins the local NBC press department November 9.

Albert B. Ulrich joined the NBC production staff November 1, succeeding Al Short, resigned. He will handle musical shows. Ulrich formerly was with the local CBS studios and previous to that was for 12 years violinist and trumpeter with the Chicago Symphony.

Maurice Lowell has returned to the NBC production staff after a leave of absence during which he was director for the Federal Radio Project in Washington.

Howard Keegan, NBC production man, has returned to his programs after an absence of several weeks because of sickness.

Iowa Network Sets Child Mindreader

DES MOINES, Nov. 7.—Baby Yvonne, six-year-old child psychic, has been signed for a broadcast series by the Iowa Network and will be introduced on Sunday, November 15, over KSO here. Program will feature prominent State and city officials, newspaper men and psychology profs from Drake University. Later will try to account for the child's psychic powers.

Program has been purchased for a thrice-daily series on KSO by Ungles Baking Company for Harvest Bread. Same station and advertiser introduced another child mindreader two years ago and the program built up a tremendous audience. Baby Yvonne is currently appearing over radio in the South.

New WKBN Transmitter

YOUNGSTOWN, O., Nov. 7.—A new \$60,000 transmission building will be constructed here soon for Station WKBN, according to Warren Williamson Jr., president of the station. Federal Communications Commission has granted approval of the project. Present studios will be maintained and the new building will be used only for transmitter and engineering equipment.

S. J. HENRY
Writes on
Acceptance of the Electrical Transcription
In the Christmas Number of *The Billboard* Dated November 28, 1936

Iowa Stations Get Libel Suit Threat

DES MOINES, Ia., Nov. 7.—Harold M. Cooper, former chairman of the Iowa liquor commission, has filed notice he will sue two radio stations for statements he says were made over them by Verne Marshall, editor of *The Cedar Rapids Gazette*. Cooper declared he will ask \$100,000 each of the Iowa Broadcasting Company, operator of WMT, and the Central Broadcasting Company, operator of WHO. The Iowa Broadcasting Company is affiliated with *The Des Moines Register and Tribune*.

The suit against the Iowa Broadcasting Company concerns a speech made by Marshall the evening of October 29, 1936, and the suit against the Central Broadcasting Company concerns a speech made the afternoon of October 25, 1936. Marshall, in speeches preceding election, attacked Democratic office holders.

Cooper, in his action against IBC, says Marshall charged him with "accepting bribes as shown by bank account, all of which was defamatory, false and untrue." In his action against the Central Broadcasting Company he says Marshall charged him with "crime and felony committed 24 years ago, all of which was defamatory, false and untrue."

In connection with these actions Cooper said: "I have become sick and tired of the vicious attacks made upon me thru the medium of the radio stations and a part of the press of Iowa. These suits for libel and slander are a notice to others that there will be additional suits to follow, all of which are certain to be prosecuted to the limit."

KDKA Antenna Blown Down

PITTSBURGH, Nov. 7.—The new 710-foot steel tower antenna completed by KDKA last week was wrecked by a terrific gale. Failure of a guywire was blamed. The tower, weighing 60 tons, was erected near the station's transmitting plant in Saxonburg, Pa., and was to begin experimental broadcasts this week. The managers of the station stated that a new tower will be ordered immediately.

Philly Paper Adds Radio

PHILADELPHIA, Nov. 7.—*Evening Ledger* is starting a daily radio chatter column, giving free space to radio for the

10% Overall Rise in NBC Card In Sudden Move; CBS May Follow

NEW YORK, Nov. 7.—National Broadcasting Company in an overnight move upped its rate card approximately 10 per cent, effective December 15. New card (No. 22) gives advertisers now on NBC and who continue straight thru to December 15, 1937, the usual one-year protection against a rate increase. For such sponsors the prevailing station rates hold good until the 1937 date. New accounts after December 15 pay the new rates.

Card was rushed thru by E. P. H. James, sales promotion manager, after a sudden decision on election day resulted in paying the printers double time for working that night after feverish activity during the day. Office staff was supposed to be off on the day in question. Sales department points out that the jump from over 17,948,162 radio families since 1934 to 22,869,000 justifies the raise.

Adjustments made with NBC stations make the new rate an overall increase of 10 per cent, altho some station rates

Clark Tackling All Fronts; Warner Chain Tieup Denied

Transamerican has finger in every kind of radio pie but most important seems to be straightening out of spot broadcasting chaos—disclaim Warner Bros.' money

NEW YORK, Nov. 7.—Transamerican Broadcasting and Television Company, organized several months ago by John L. Clark, formerly general manager of WLW, Cincinnati, and since then a source of some conversation in the radio trade as to just what the firm is going to do, is tackling radio on several fronts. TBT is acting as station representative; is placing time on stations as an agency or brokerage firm; plans to get into the production phase of radio; is financing at least one attempt to enfranchise a new station, and is reported doing a host of other things. Some of these are denied and some appear ridiculous.

Expansion Program Slated for Ft. Wayne

FT. WAYNE, Ind., Nov. 7.—Request of the Federal Communications Commission in Washington for permission to operate a short-wave station here and announcement of a change from NBC to CBS for Station WGL were two moves in an expansion program here this week, begun last January when Westinghouse Electric & Manufacturing Company bought WGL and WOWO from the Main Auto Supply Company, of this city.

Other plans calls for moving the quarters of the two stations to the Fox Building here, to be known hereafter as the Westinghouse Building, and a \$25,000 remodeling program in the new quarters.

WGL will carry the Red network service of the Columbia chain, according to W. Ward Dorrell, local manager. Negotiations were arranged by Walter C. Evans, head of the radio division of Westinghouse.

A new WGL tower will be constructed on top of the Keenan Hotel about February 1. A new transmitter was recently bought and is now being installed.

The three-story Westinghouse Building will have sales and executive departments and six broadcasting rooms on the second floor, with rehearsal rooms and other technical equipment on the third floor.

The short-wave programs would originate with CBS and be broadcast here with a 269-foot tower now unused. New equipment to cost \$18,000 is contemplated. Power of 10,000 watts is requested. Westinghouse intends to use the short-wave programs mainly for experimental purposes. Fort Wayne will be one of 13 United States cities transmitting international programs.

first time. *Daily News* was the first local paper to give a daily column but discarded it earlier in the year, also canceling its space for time swaps with various stations. *Record and Inquirer* do a piece for Sunday editions only. *Bulletin* still turns a cold shoulder to radio. *Leader* stint is by George Opp, radio editor for paper, without a by-line.

remain the same. This makes the basic Red network rate \$8,000 an hour compared to the present \$6,680 and the basic Blue goes to \$7,200 from \$5,760. All rates based on the evening hours. A maximum of \$18,660 an hour is quoted for a 73-station hookup. NBC, with new stations coming, will have a possible 107 within the year. Outlets now total 103.

Among the increases are: WEAJ, \$1,200 from \$1,000; WNAC, Boston, \$360 to \$400; WTIC, Hartford, \$280 to \$360; KYW, \$440 to \$480; WMAQ, \$600 to \$720; WTAM, \$400 to \$480; WJZ (on the Blue) same as WEAJ, sister New York key station; WENR-WLS, \$600 to \$720; WMT, \$240 to \$300.

Whether Columbia Broadcasting System will up its rates is not definitely known, altho conferences are now being held relative to a rate card to be issued within the coming week. It was believed that a CBS card was in the works when NBC came out with its increase, but this is denied.

One of the most important of Transamerican's aims, especially important now because of efforts being made by two groups of station representatives to get spot broadcasting out of its chaotic doghouse, is its angle on setting up a transcription network. Thus, in addition to representing a claimed list of about 40 stations, TBT is acting as broker on others. Firm is able to service both advertiser and agency on spot campaigns and take problems of rates, discounts and the general headache accompanying spot campaigns out of the hands of the ad agencies.

One of the reports long heard in the trade is that Warner Brothers is financing the firm, planning to build a Coast-to-Coast network. Manny Rosenberg, vice-president of the radio company, denied this yesterday, together with the report that TBT has contracts with some of the stations represented which will swing those stations into a Transamerican network when their present network affiliation contracts expire. Warner angle rumor was strengthened by appointment of Bill Ray as TBT's Coast rep, headquartering in offices of KFQB, Warner-owned station in Hollywood.

Production phase is to be announced shortly, according to Rosenberg. Negotiations should be closed within 10 days or so, if not sooner, giving Transamerican rights to talent, both acting and writing, of a Coast film organization. Naturally, Warners is prominently mentioned in this connection.

Stations represented include WDSU, New Orleans; WHAM, Rochester; WLW, Cincinnati (TBT bought out Reiter and Jaeger, formerly representing this city station); KQV, Pittsburgh; WCAU, Philadelphia; WOL, Washington; KFQB and WXYZ, Detroit. Transamerican also handles some business for WIP in Philadelphia.

Report that Transamerican had sought to have WMCA set up as a New York outlet for a network was explained by Rosenberg as arising out of TBT's contacts with WIP, allied with WMCA in the Intercity system. However, several other possibilities are acknowledged existing in connection with another New York station.

Trade looks upon the including of Television in the firm's corporate title as significant, especially in view of a Hollywood alliance and the desire of film producers to get a foothold in television, if and when it gets here. On the other hand, other firms, including Philco Radio, have "Television" in the firm name.

Transamerican is financing the attempt of a group to get a station on the 1,240 kilocycle spot in Schenectady. Proposed station has been a hotbed of counter applications for some time. A. Mortimer Prall, son of the president of the Federal Communications Commission and associated with TBT in a sales capacity, is said to be head of the group seeking the Schenectady spot.

WJAY Staff Pruned

CLEVELAND, Nov. 7.—As was expected, pruning shears have been applied to the staff of WJAY, following immediately upon the removal of that station from its old site in Carnegie Hall to the stations of WHK in the Terminal Building, by which it has been absorbed. Charley Warren, Vick Campbell, Jack Queen, Neil Riggs, Texas Jim Lewis and his Cowboys and the Breakfast Club crew were ousted by WHK over the last week-end, almost before WJAY had moved to the new quarters. L. Nazar Kurkdjie's Orchestra has been served with a four weeks' notice. A few WJAY office workers remain, but their tenure promises to be short if not sweet. The station call letters will be dropped soon.

Station Notes

Address All Communications to the New York Office

Russ RINSO-LIFEBUOY
CBS TUES. 8:30 - 9 P. M.
rebroadcast 11:30 to 12 P. M.

MORGAN

and His Orchestra
"Music in the Morgan Manner"
HOTEL BILTMORE
NEW YORK

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

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

SHEA'S Buffalo Theatre
The DYNAMIC
ARNO
CONDUCTOR - VIOLINIST
WBBN • Saturday, 7:30 P.M.
"Arno's presentation of Ravel's Bolero is thrillingly different. Four bows were demanded."—Courier Express.

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

JAYSNOFF SISTERS
★ IRIS and JUNE ★
The Leading International Duo Pianists
BRUNSWICK CASINO, Boston, Mass.
WMBX Wiro.

DONALD BAIN
(IMITATOR-COMEDIAN)
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DICK BENVENUTI is now the musical director at WNLC, New London, Conn. VICTOR ZEMBRUSKI and his Polish-American Orchestra, of Naugatuck, Conn., play on four different stations every week, WELI, New Haven; WATR, Waterbury; WNEC, New Britain, and WHTT, Hartford. . . . For the first time in over a dozen years WVIC, Hartford, is in the black, its profit for the first nine months of 1936 being \$17,688. . . . GILBERT BAYEK has been appointed announcer at WATR, Waterbury.

ED JOHNSTON, technical supervisor at WIP, Philadelphia, moves cross-town to WCAU, with CLIFF HARRIS, chief engineer, moving up into his post. . . . ANICE INVES, home economist, bringing her club from WHAT, Philadelphia, to visit the homemakers' group over WMCA, New York, and a tour of the bright lights. . . . New Dr. Algase show on WPTL, Philadelphia, has the piano team of GEORGE VALE and JIMMY GROSS and the chanting of PAULINE CLARK and DAVE TYSON, with JOHN CLARK, station production head, scripting. . . . BEN GIMBEL, prez of WIP, Philadelphia, playing Santa and furnishing the staff's raffle with two 10-pound turkeys. . . . WDAS, Philadelphia's only full-time indie, building foreign-language shows for the evening hours. . . . BILL DYER takes over the complete schedule of news broadcasting over WCAU, Philadelphia. . . . JACK STECK, free-lancer over WFIL and KYW, Philadelphia, being tendered a testimonial dinner by the United Entertainers' Association. . . . FLORENCE BENDON warbling again over WFIL, Philadelphia, after a winning tussle with la grippe.

WSMB, Saenger station in New Orleans and local NBC outlet, has been granted an increase in power from 500 to 1,000 watts, but with plenty of "ifs" and "buts." Ruling says, "Provided power radiated in direction of Akron, O., is not greater than 88 millivolts at a distance of one mile from transmitters at naval base at New Orleans." . . . WNOX, Knoxville, is another older station of the South getting a power boost of late, the FCC permitting a 6,000-watt daytime output and move of station locally. . . . The Zamora Temple 52-piece band of Birmingham Shriners, consistent prize winner of fraternal orks, began a regular biweekly airing over WSGN, Birmingham News station, November 2. . . . The WAPI (Birmingham) Barn Dance last Saturday had a flock of WWL entertainers, who traveled by car from New Orleans for the one-time program. Included in the guest group were JIMMIE WILLSON, program director of WWL, and TOOTIE LOCKHART, ROY SCHAFFER, and JULIAN AKINS. . . . HARRY GOLDSMITH and J. R. DeSAXE, officials of Groves Laboratories, are on a tour of the South visiting stations where firm is sponsoring weekly transcriptions. They were the guest of Manager PRITCHARD of WWL on a tour of night spots in New Orleans last week.

Adams Hat Company hasn't opened its New Orleans branch store as yet, but has already contracted for a series of sport broadcasts over WWL, beginning with a remote from Montgomery, Ala., November 7 for the LSU-Auburn football game. . . . HARRY STONE, general manager of WSM, Nashville, has ideas. This time Harry records the voice of would-be announcers who call for a "chance" at the studios and then plays the recording back to them to decide what they think of their own announcing. "Not a single one has asked for more since I started the idea," Harry says. . . . The first Coast-to-Coast broadcast of a Southern football game, that of Tulane-Alabama at Legion Field, Birmingham, was scheduled for November 7 by NBC, with BILL SLATER, NBC sports announcer, to be aided by BILL BRENGEL, ditto for WSMB, New Orleans. Program is to be a sustainer.

Three resignations have been handed in at KMTR, effective at once. JAMES BURTON, production manager, becomes announcer for SALVATORE SANTAELE's Orchestra over KFWB; JACK SAYER, chief announcer, goes to the Chamber of Commerce in a publicity berth, and ROSWELL ROGERS, continuity writer, will free lance. PATRICIA

FAIR replaces ROGERS as continuity writer; HAL SIMMS is temporarily handling production, and E. MAYES has taken over chief announcer post. Other additions to the staff include JACK McBAIN and HARLEN MCCOY. . . . JACK JOY's KFWB Band tossed the maestro a farewell party this week before his resignation goes into effect.

LATHAM OVENS, continuity writer on WFAS, White Plains, N. Y., has shifted to WLW, Cincinnati, but keeps a program called Phooey, Inc., on the New York outlet. . . . MARGARET M. MURPHY, ukulele songstress, rounded out her first year at WHAT, Philadelphia, last week. Miss Murphy is now announcing her own shows, too. . . . OLLIE CARPENTER is in charge of the recently created sales promotion department at WPTF, Raleigh, N. C. Station is concentrating on merchandising commercial programs. . . . HARRY JOHNSON, of KPAB, Lincoln, was given a trophy recently by The Sporting News as favorite sports announcer in cities without major league teams. The governor of the State, ROY L. COCHRAN, made the presentation. . . . ETHEL PEISER, author and musical commentator, is doing a new series on W2XR, New York, devoted to affairs in the world of music.

WBNX, New York, has a new Saturday afternoon show, directed by DEXTER HALLE, program presenting radio versions of world classics. Cast includes VICTOR REINDINE, BARBARA KAYE, AUDREY GILMORE, LORENE SCOTT, JANE ERSKINE, RALPH COPPELE, RONALD LINDSEY, MRS. J. HOFF, THEODORE BROOKE, FRANK BARONE and MARTIN BECKLER. . . . WHAM, Rochester, is doing a That's My Job series. . . . WDNC, Durham, N. C., boasts of a flock of new spot accounts, including Sears, Roebuck; Citizen Coal and Coke, Carhartt Overalls, Cole Sausage, Moss Bakery and others. . . . LET'S LAUGH is a new series on WOL, Washington, and going over well, according to report. Program dramatizes jokes. A song is introduced each week in a different language.

DAVID VAILE has been added to the announcing staff of KGGG in San Francisco, replacing WILLIAM CLIFFORD. Vaile was formerly with KXA, Seattle, and prior to that did dramatic work and handled dance band pickups for KHJ, Los Angeles. . . . MORT WERNER, who had a weekly spot on KGGG, San Francisco, has gone over to KJBS, that city, for a quarter-hour series under banner of Howard Clothing Company. He's being heard seven afternoons weekly, blending his voice with phonograph records. Claims to be the originator of this system in these parts.

CRAIG LAWRENCE, commercial manager Iowa Broadcasting System, Des Moines, will take a two weeks' business trip to Chicago, Detroit, Philadelphia and New York. . . . COL. B. J. PALMER, head of Central Broadcasting Company, Davenport, Ia., together with his son, Dave, and Ralph Evans, have returned to Davenport from a month's trailer trip thru the South. . . . DEAN WILLARD L. JOHNSON, dean of men, Drake University, is handling a public service program on WHO, Des Moines, using faculty members, visiting professors, etc. in round-table discussion of modern educational subjects for 15 minutes every Thursday. . . . WHO has another excellent public service sustaining which gives Miss AGNES SAMUELSON, head of the 25,000 Iowa school teachers, a Saturday morning 15-minute program message supplementing bulletins and reports of the association.

WBBN, Buffalo Evening News Station, completed new transmitter equipment in time to go on the air Election Day with power boost from one kilowatt to five. The station and newspaper ballyhooed the increase heavily for several days prior to the actual boost. The next News radio activity gives its second station, WEBB, new equipment and a vertical radiator. . . . WEBB is currently offering professional fights locally for sponsorship with no takers in immediate view. . . . DOC GALLAP, former WGR-WKBW amateur sports announcer, is convalescing from a breakdown at the American Legion camp in the Adirondacks. . . . LOUIS AKIN, former WLW vocalist, is now on the WGR-

WKBW announcing staff. . . . WBNY, Buffalo indie, is reported ready to resume Town Crier broadcasts by ROY ALBERTSON. Albertson was former manager for WEBB and author of the Town Crier scripts directed against the Republican Party and a strong local banking interest. The broadcasts were dropped when Albertson received his license for WBNY. . . . Having received FCC permit to up their daytime power, WIP has put in a call to increase its night power and the authority to move its transmitter from the studio site to a more favorable location.

Weber in Chicago; Plans MBS Expansion

CHICAGO, Nov. 7.—Fred Weber, general manager of the Mutual Broadcasting System, has been here for several days conferring with W. E. Macfarlane, president of the MBS and WGN, planning details on the mammoth air show that will usher in eight more stations as members of the Mutual network on December 29. On that date the Don Lee Pacific Coast chain, consisting of Stations KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego, and KDB, Santa Barbara, together with KSO, Des Moines; WMT, Cedar Rapids; KOIL, Omaha, and KPFL, Denver, will become part of the Mutual System's expansion. Many big name stars and orchestras have been lined up for this broadcast, and one of the highlights of the evening will be the appearance of several motion picture personalities.

NBC Maps Extensive Plans for Inauguration

NEW YORK, Nov. 7.—Plans announced by NBC for covering President Roosevelt's inauguration January 20 are claimed to be "most extensive ever attempted by radio." NBC is also going to cover the opening of Congress January 5 and the President's message to Congress the next day. NBC's two networks, expected to number 107 by January, will be devoted to the inauguration starting at 9:30 a.m., continuing until the Inaugural Ball that evening. Staff of 20 announcers and 40 engineers and technicians, with a large amount of equipment—portable master control unit, short-wave transmitters, etc.—will be used.

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Dramatic Baritone.
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JOSEF CHERNIAVSKY
"The Musical Cameraman"
presented by
1847
ROGER BROS.
Every Sunday
4:30 P.M. EST
Coast to Coast
NBC Red Network



Program Reviews

EST Unless Otherwise Indicated

"Hollywood Fashions"

Reviewed Sunday, 6:30-6:45 p.m. Style—Fashion revue and recorded music. Sponsor—Azen's. Station—WCAE (Pittsburgh).

A smart idea in selling furs to a movie-star-conscious public is the *Hollywood Fashion Revue*, which Azen's Fur Shop is sponsoring weekly. Stephanie Diamond, well known in the Smoky City for her clear and detailed descriptions of any subject she has undertaken, is featured here with a talk on fashions in Hollywood. She is somewhat of an authority, having recently returned from a month's stay on the West Coast where she was a house guest of Mr. and Mrs. Dick Powell.

At this time—in she described the Trocadero, Hollywood's mecca for night clubbing stars, and offered an informative talk on the fashions displayed by some of the notables. Finished by praising an expensive looking mink coat which adorned Virginia Bruce and assuring the listeners that her sponsor has similar furs on sale for comparatively low prices.

Stephanie's voice sounds unusually well and her style of delivery is very entertaining. The program promises to build its listening audience with each succeeding week. Between talk and a brief plug by a staff announcer musical transcriptions are played. Well-known orchestras are selected, playing pop tunes. This time it was Brad Collins' outfit playing, among other recordings, *You Came to My Rescue* and *I'm Talking Thru My Heart*. S. H.

"WIP Homemakers' Club"

Reviewed Tuesday, 2-3 p.m. Style—Musical and guest stars. Sponsors—Participating. Station—WIP (Philadelphia).

The way the females clutter up the auditorium of Gimbel's department store, the weekly meeting of WIP's *Homemakers' Club* must be a hot fat. And while the air portion of the meeting is pointed for femme reception, it hits the cycle as a fairly drab and colorless affair. The slapdash hodgepodge order of things may keep 'em amused in the auditorium, but as it tickles the tubes meeting only messes up 60 minutes of listening time.

Carolyn Ann Cross directs the affair. Possesses a style, charm and wit that will tempt any madame away from her scrubbing brush or gas range, as evidenced on her daily stint. But the visual show gets out of its proportions, with no attempt to routine or pace the proceedings.

Guest stars get a nice layout in the newspapers for their efforts, station having the space available on a line-for-time swap with the dailies. Sample caught had Barbara Brown, George Blackwood and Walter Greaza, currently appearing in *Personal Appearance* at one of the legit houses. Trio obliged with a scene that curtains the first act and then made their pretty "glad to be here" speeches. Others advertised included Eugene Moore, bary, and Gertrude Altroge, soprano. Femme warbler never showed up and the male tonsler gave out once about the wide open spaces.

Assemblage does a bit of mob vocalizing on the oldies, James A. Willard, station's Uncle WIP, doing the rounding up. Miss Cross pans out some homey jabber and sewing-circle babble. When there is nothing else to say or do, studio band, Clarence Fuhrman fronting, bangs out a tune or two.

Participants include a cold medicine, coal, paint and catsup. Spiels handled informally and effectively by Miss Cross, and prez of the coal company makes a p. a. to blurb his own copy.

Show is undoubtedly good advertising and good exploitation on part of station and department store, but it can never be accused of being good radio entertainment. ORO.

"La Salle Fashion Show"

Reviewed Thursday 4-4:30 p.m. Style—Fashion talk and orchestra. Sponsor—Cadillac Motor Car Company. Station—WEAF (NBC Red network).

Cadillac presents this program in the interest of Cadillac and La Salle cars, and it is probably the first show of its kind on the air. Motor program appealing entirely to women is also an innovation, and for the woman, in or out of

town, who is interested in style trends and hints the half-hour holds considerable info. The authorities are of the highest and their work is enhanced with a smooth musical complement both in filling the interludes and as incidental music.

Woman announcer (Nola Leftcourt) handed the continuity, bringing on Charles LeMaire directly after the introductory talk and a selection by Eddie Duchin and his orchestra. LeMaire, well known in Broadway and Hollywood circles as a stylist, spoke in a general way at first, seeking to clarify the situation as it applies to some styles that women think far-fetched. This was from the viewpoint of the designer. Subsequently he remarked on the current and forthcoming trends, giving out ample stuff in the way of hints and practical suggestions. Piano solo by Duchin was followed by Sally Milgrim, fashion creator of note, who was interviewed by LeMaire. Later LeMaire trotted out the three models in the studio and described their clothes in detail. Some incidental music was worked in at this point for added atmosphere. Toward the close a cable from a Parisian authority gave notes on last-minute styles. Each week three living models will be on hand in the studio, a different guest designer will be interviewed and the clothes discussed will be on display at various stores throughout the country as per tieup with the Fashion Originators' Guild. In describing the models LeMaire tells why they were selected, what points in good style they represent and what type of woman should wear them.

Credits were not heard during course of the half-hour show but came toward the close for both LaSalle V8 and its leadership in car design, also its low cost. Cadillac V8 and 12 also received benefit of short commercial, copy being good and handled in fine style. M. H. S.

"Dress Rehearsal"

Reviewed Sunday, 11:30 a.m.-12 noon. Style—Comedy and orchestra. Sponsor—Iodent Chemical Company. Station—WJZ (NBC Blue network).

Comedy on a Sunday morning will no doubt find many listeners in a welcome mood; the day is young and the serious minded have plenty to console them before the evening rush of comics takes possession of the ether. Joe Rines, an oldtimer as to broadcasting, altho not a nationally known name, doubles as ork leader and comedian-emcee, doing a breezy job. Assisting are Pinky Lee, nutty comic, who appears to be well on his way now to make himself better known; Mabel Albertson, versatile actress, doing comedy or straight parts, and Morton Bowe, tenor.

"Rehearsal" angle is the supposed back-stage talk that goes on, Rines telling all comers that it is his program and he does as he pleases, yet the control man tells him plenty and he acts accordingly. The loud-speaker effect used by the control man may seem like a steal on Phil Baker, but it really is a different idea as the script goes. The gag offers ample opportunity, however, to throw in commercials and get away with plenty otherwise. When they "try a commercial for balance" it is one more method of seeking to take the

curse off the credits. Early part of the show is taken up mostly by Rines and his talk, with Pinky, the flute player, who tells about his goofy family. Bowes sings a number or two before the Countess of Kleptomania, played by Miss Albertson, comes on the scene. This included considerable nonsensical stuff as well as dialect.

Iodent credits mentioned the 70,000 drug counters which usually have 10 leading toothpastes for sale, but Iodent is the only one making two textures available. Mention is also made of the okeh by a dental association. Closing credit referred to dentists not using powder when they clean a patient's teeth.

Rines has a pleasing style and his aids have ample experience in the art of comedy. Orchestra is also good and the entire show keeps moving at an excellent pace. If the scripts hold up the show should do swell in its a.m. spot. M. H. S.

"Moments Musicale"

Reviewed Sunday, 11-11:30 a.m. (PST). Style—Orchestra and soloist. Sustaining, on KFRZ (CBS-Don Lee network).

After a Saturday night filled with loud fast dance music it is a relief on a Sunday morning to find a quiet, dignified half hour of simple melodies played and sung in a pleasing and diversified manner. Such is Claude Sweeten's *Moments Musicale*, a program of orchestral music with three vocal offerings by baritone Ben Murphy.

Violinist-Conductor Sweeten has a fine flair for picking numbers that people like. This half-hour broadcast includes popular songs, both old and new; ballads and selections from the classical. Each number is a separate, distinct part of a smooth, unified whole, and is both expertly arranged and artistically executed. An outstanding number was Murphy singing *Mary's a Grand Old Name*, during which Sweeten came to the microphone to play the chorus on his violin. Program opened and closed with strains of *Moments Musicale* and was announced by Toby Reid, a pleasant-voiced fellow. A thoroly listenable half hour, easy to take and worthy of sponsorship. D. H. G.

"Vick's Open House"

Reviewed Sunday, 8-8:30 p.m. Style—Soloists and orchestra. Sponsor—Vick Chemical Company. Station—WABC (CBS network).

Several years back Nelson Eddy was on a local program for a ginger ale company and, without a Hollywood boost to center the public eye on him, his excellent work went generally unnoticed. Now he's the star on his own series, paid for by Vick's anti-cold patent medicines. It took a major screen appearance to make a Grade A singer a major attraction. In his line this baritone has few peers, and his extensive repertoire provides a good mixture of songs on the series. Additional talent is Francia White, a superior soprano, and Josef Pasternack's Orchestra. As a concert star Eddy is sure of deliv'ring an audience; that audience is augmented, presumably, by his newer devotees recruited thru his picture work.

Program is big time in all directions musically. Where it falls down is in its continuity. Program caught has Eddy doing requests most asked in his various singing fields—radio, concert and pictures. Introduction of every number was handled awkwardly and no blame can be traced to Eddy, who has shown in the past he can read lines as well as sing 'em. The "open house" idea is used clumsily, with no ease whatsoever in keeping the show moving. J. F.

New Biz, Renewals

NEW YORK, Nov. 7.—New accounts and renewals on the Mutual Broadcasting System: MANTLE LAMP CO. OF AMERICA, thru Presba, Fellers & Presba, starts November 7 on WOR and WLW. Smiling Ed McConnell.

New York Area

FREDERICK FUEL CO., announcements. WNEW.
SAUNDERS, INC., announcements. WNEW.
LONDON CHARACTER SHOES, INC., recordings. WNEW.
BOND STREET TOBACCO CO., thru Blow Company, recordings, WNEW.
RICHMOND HILL MARATHON, thru Schillin Ad Agency, six 15-minute periods weekly. WNEW.
IRONIZED YEAST CO., thru Ruthauff & Ryan, announcements. WNEW.
WISS JEWELRY CO., five 15-minute periods. WNEW.

Newark

INTERNATIONAL VITAMIN CORP., thru Bisberne Adv. Co., starts November 5, participating in *Uncle Don* program. WOR.

White Plains

JENNY HUNTER'S KINDERGARTEN SCHOOL, announcements. WFAS.
KATHLEEN WALSH, announcements. WFAS.
MME. FRANCES, announcements. WFAS.
GLORIA DARLINGTON'S CREME ORCHIDA, announcements. WFAS.

Philadelphia

DR. ALGASE, thru Cox & Tanz Agency, renewal, started November 1 for 18 weeks, Monday, Wednesday and Friday, 7:30-7:45 p.m., musical. WFIL.
HARDWICK & MAGEE, thru Feigenbaum Agency, started November 1 for indefinite period, three spot announcements weekly. WIP.
ATLANTIC REFINING CO., thru N. W. Ayer & Sons, Saturday afternoons, November 7 and 21 and December 5. Football games. WIP.
AUTO TRADES ASSOCIATION, thru Stewart Jordan Agency, starts November 12 for two weeks, 35 spot announcements. WIP.
S. S. S. thru Trans-American Broadcasting Corp., started November 4, ending October 1, 1937, three quarter-hour programs weekly. WIP.
F. J. RITTER CO. thru Geare-Marston Co., started November 2 for eight weeks, daily participation in *Homemakers'* program. WIP.
CHAPEL OF TRUTH, placed direct, starts November 3 for indefinite period, Sunday, quarter-hour period. Rev. Mary Butterworth. WIP.
NEVILLE & HITCHINGS, thru Richard A. Foley Agency, started November 4 for four weeks, 15 spot announcements. WIP.

Chicago

CHICAGO MAIL ORDER CO., thru Matteson-Fogarty-Jordan Co., *Parade of Values*, a local commercial, electrical transcription, 7:15 to 7:30 a.m., Monday, Wednesday and Friday, from November 9 thru December 4. WLS.
NEW England
PAINE WEBBER & CO., Boston (stock quotations), placed direct, thrice-weekly five-minute talks, 100 times. WBZ and WBZA, Boston and Springfield, Mass.
STEPHEN L. BARTLETT CO., Boston (cocoa), placed direct, thrice-weekly Home Forum participations, 26 times. WBZ and WBZA.
BOSTON RODEO, thru Chambers & Wiswell, Inc., Boston, six 15-minute *Musical Clock* programs weekly, two weeks. WBZ and WBZA.
KELLOGG CO., Battle Creek, Mich. (corn flakes), thru N. W. Ayer & Son, Inc., New York, thrice-weekly 15-minute variety shows, 13 weeks. WBZ and WBZA.
PROCTER & GAMBLE CO. (Crisco), thru Blackman Adv., Inc., 50 five-weekly (See NEW BIZ on page 33)

New Transmitter for WNOX

KNOXVILLE, Nov. 7.—Station WNOX, recently granted permission by the FCC to increase daytime power from 2,000 watts to 5,000, will begin soon on construction of a new transmitter, according to R. B. Westergaard, manager. A radiator-type vertical antenna some 800 feet high will be part of the new equipment. The transmitter will be relocated several miles northeast of town. Night power stays at 1,000 watts for the present.

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, October 30, to Thursday, November 5, both dates inclusive.

I'll Sing You a Thousand Love Songs (28)	21	Midnight Blue	18
Chapel in the Moonlight (16)	20	If Can Happen to You	16
When Did You Leave Heaven? (23)	19	Organ Grinder's Swing (14)	11
You Turned the Tables (21)	19	Sweetheart, Let's Grow Old Together	11
		Darling, Not Without You	9

Air Briefs

By JERRY FRANKEN

CHANGES are being discussed for the Fred Allen program, point in question being the continuance or dropping of the amateurs. Decision on the part of the advertiser should come thru soon. Meanwhile the trade got a hefty laugh from Allen's program last Wednesday, when he did a burning satire on comedians playing primarily to studio audiences with trick costumes, etc. . . . All night spots broadcasting now on the Mutual network are paying, network adopting the same policy instituted about two years ago by WOR. Charges range from \$100 to \$150 a week for two half-hours, higher prices in effect when line charges climb. MBS is in a fortunate spot on the late evening orchestra spots, since neither NBC nor CBS, in the majority of cases, can clear the time for Coast-to-Coast airings for these bands, many of the stations being tied up for commercial rebroadcasts for the West Coast. This is one of the reasons why Mutual is getting so large a hunk of the name bands playing in various spots thruout the country.

Wrigley started Jack Fulton and Franklin MacCormack, "poetic reader," on Columbia Monday (9). . . . Bettie Glenn and Charlie Casps decided not to get hitched after all and the license goes to waste. . . . Sealtest's program continues to be a headache, with production and program problems not yet ironed out. Outside advisers may be called in. . . . First time in years that Bill Hansen, of the Three Little Saxes, missed any broadcasts happened last week, cause being the death of his father. . . . Guest stars go off the Packard show, with Fred Astaire, Charlie

Butterworth et al. renewed. Account is said to be looking for a name baritone to augment the singing staff. Anne Jamison will take care of the soprano staff until December 8.

Benjamin Brown, an executive in the turkey industry, spoke last week on WMCA about "How Turkeys Come to Town." Rumor is the speech was written by some legit producers. . . . Mantle Lamp Company started Ed McConnell on WOR Saturday (7). . . . Bernice Judis, of WNEW, took her first vacation in two years last week. Atlantic City. . . . CBS Artists' Bureau has added Billie Bailey, a contralto, to the roster. . . . Benay Venuta is due to sign one of those "long term" contracts with Warners. . . . Harry Leedy, who used to manage the Boswell Sisters and still handles Connie, is now selling motion picture talent for Rockwell-O'Keefe. . . . Marilyn Marlowe, tap dancer who was on the Jarman shoe program last week with Ted Weems and his orchestra, has been booked for several return engagements. . . . Republic Pictures is looking over WHN talent with a view to tests. . . . Mapl-Mix, a dessert, is using Charles Sears and Harry Kogens Orchestra on NBC. . . . Jean Paul King, who has replaced Ed Hill as spieler for the Metrotone newsreel, kissed and made up with Phil Lord and is again announcing the *Gangbusters* serial. Lord squawked when the film assignment kept King away from some of the four rehearsals Lord insists on for this half-hour series. A lot of actors squawk about the same thing that caused King to quit the show, but they can't do anything about it.

Chi Air Notes

By F. LANGDON MORGAN

The Presidential campaign definitely proved that radio has replaced the newspaper as a molder of public opinion. Now that the smoke of the election battle has cleared we can again tune in our favorite radio stations without hearing Senator Pifflepus or some other political aspirant clutter up the ether with their blah-blah. . . . Paul Luther, WBBM announcer, was on the wrong end of an election bet and as a result had to push a peanut across the Michigan Avenue Bridge with his nose. . . . Bill Joyce, of the New York William Morris agency, is making his headquarters at the local Morris office in interests of talent for the Sears-Roebuck radio programs. . . . Beverly Latham, NBC librarian, has left for Los Angeles to become program director of Station KPWB. . . . Louis Adrian, musical director of the Chicago Theater, is slated for a new series over WGN, starting December 9, for a dairy concern. . . . Uncle Ezra and the Hoosier Hotshots made some film shorts in Minneapolis. . . . Al Short is reported to be leaving the NBC production department to free lance. . . . Ray Linton, local representative for WMCA, New York, has left single blessedness to join the matrimonial network. . . . Hookup was effected in Chicago on November 4. . . . It looks like *Lights Out* is to be sponsored, a prospective bank-roller wanting to move it to a late Saturday night spot. . . . With Chicago returning to Central Standard Time on November 15, another wholesale shift of program schedules will take place.

Earl H. Gammons, president of WCCO, Minneapolis, was a recent Chicago visitor. . . . Bob Hafter, formerly program director of KMOX, St. Louis, has joined the WBBM production staff. . . . Jack Fulton, tenor on the *Poetic Melodies* program, is a direct descendant of Robert Fulton, of steamboat fame. . . . Judy Talbot, who has been starred on several Chicago stations, has joined WAAF and will present a weekly series of songs billed as "The Girl About Town." . . . Col. Roscoe Turner, famous aviator, made his debut as star of NBC's *Flying Time* November 9. . . . Kay St. Germaine, singing star, carries one of the leading roles in the new *Listen to This* series over MBS and WGN. . . .

Betty Ito, pretty Japanese radio player on NBC, is also secretary to Philip Schuyler Allen, professor of German literature at the University of Chicago. . . . An enterprising press agent reports that the sun apparently has had an influence on the life of radio actress Sunda Love. . . . He says that Sunda's son was born on Sunday; she is the star of the Sunbrite show; Sunday has always been her lucky day, and she usually ends up the summer with a sun-tan. . . . So'nuff of that. . . . Henry Saxe (Bill Angelo, of NBC's *Mary Marlin* show) brushes up on his Italian dialect by conversing with tradespeople in Chicago's Little Italy. . . . John J. Walsh, actor on *Grand Hotel*, *Welcome Valley* and other programs, and Roma Ricci, national president of the Sigma Tau Gamma, have announced their engagement.

Chuck Osler has been promoted to the position of chief sound effects man and will also assist Al Boyd with production at WLS. . . . Adele Starr, Billy Mills' Orchestra, John Harrington and the Grenadiers quartet are being starred on the new *News With Music* Sunday morning series over WBBM, which started November 8. . . . Lum 'n' Abner (Chester Lauck and Norris Goff) have rented a duck blind in Northern Illinois and expect to open the season with a bang the coming week-end. . . . Glenn Snyder, WLS manager, is attending the 18th annual reunion of his company at St. Joseph, Mo., on Armistice Day. . . . Glenn was a rifle instructor at Camp Shelby, Hattiesburg, Miss., during most of the World War. . . . Charles Fogarty, popular young Irish tenor, returns to WAAF microphones for a new series November 10. . . . Winner of the National Corn Husking Contest in Licking County, O. (being aired by NBC), will probably approach the microphone bashfully and utter, "Aw, shucks."

ROBITSCHK

(Continued from page 4)

Let's Raise the Curtain in its entirety at a Broadway theater early in 1938. Show holds eight American acts, three of which, Arren and Broderick, the 12 Aristocrats and the Taka Sisters, were imported direct from New York for this production.

West Coast Notes; Operas Cost Dough

SAN FRANCISCO, Nov. 7.—To broadcast portions of seven operas during the San Francisco Opera Company's 14th annual season, now under way, NBC has to pay the orchestra members an additional \$3 per man, as required by the musicians' union here. Three of the pickups, all nation wide, are for one hour and the others 45 minutes each. Orchestra has 65 pieces for the French and Italian and 80 musicians for the Wagnerian operas. Because Lawrence Tibbett is under CBS contract, two of the operas in which he is to appear, *Rigoletto* and *Pagliacci*, cannot be broadcast over NBC as originally scheduled. No substitute operas for broadcasting have as yet been announced.

Marcia Davenport, New York music critic and writer, who covered the Salzburg Music Festival in Austria for NBC several months ago, is here acting as commentator during the opera broadcasts. She's being assisted by Archie Presby, announcer.

Budding script writers are being given an opportunity to have their skits broadcast and also a chance at a valuable award during KYA's Sunday evening *Sandman Hour*. Program is sponsored by the Sandman Mattress Company, which awards a \$22.50 mattress for the best script submitted weekly. Adrian Gendot and Lois Hampton enact the winner, with Bob Stanley handling the commercials.

In an effort to stimulate interest in the *Carefree Carnival*, which is to be sponsored by Signal Oil Company over the NBC Pacific Red network starting November 20, Larry Allen, in charge of the network's artists' bureau here, and Harry Anderson, Western division sales manager, accompanied by Johnny O'Brien, ace harmonica player, and Charles Marshall, singer of Western songs, leave here tomorrow night for a seven-day Pacific Northwest tour. They will take along a recording of the show to play for Signal Oil dealers and at service clubs. Group will later invade Southern California, for the same purpose.

Murray Bolen is the new emcee on KFRC's *Radio Talent Tournament*, sponsored by Granat Brothers, local jewelry manufacturers, Sundays at 9 p.m. It's a semi-amateur musical program, with talent recruited from bay region communities.

Los Angeles

LOS ANGELES, Nov. 7.—Rachel Fields Pederson, author of *Time Out of Mind*, has filed suit against Western Broadcasting Company (KNX) and Edward Albricht, announcer, which may establish a new phase of law against plagiarism or use of copyrighted material without permission. The complaint charges that Albricht read the book over KNX and continued to do so after specific warning. The copyright law does not provide against such infringement. Miss Pederson is asking \$25,000 punitive and \$15,000 actual damages, alleging that reading the book destroyed numerous potential sales.

Talent for the new series of *California's Hour* programs, starting Monday, will be drawn from universities in the State. Variety pattern of the program, which formerly has been in the nature of a political airing to fight off a tax proposition on the election ballot, will be followed. David Broekman's Orchestra and Donald Novis continue as features. Each State school will have its night in the new series. Music, dramatic bits and other campus activities will be incorporated in the show under the direction of Jack Runyon, of the Lord & Thomas agency.

Bing Crosby was slated for the final guest star spot on the series just concluded this week, but as a result of a concerted protest by independent grocers, who were trying to slap a special tax on the chain stores of the State, Crosby's airing was canceled by present sponsors' demand, who didn't want to incur the displeasure of retailers.

J. Kelly Smith, representing Radio Sales, Inc., a subsidiary of CBS, is in town to confer with Harry O'Neill, advertising contact for Drug Trade Products, on a new commercial to break on KNX. It is possible that the station's *Hollywood Barn Dance* will be revamped for the sponsorship.

Marion Talley will broadcast from the East November 28 and 29. She pulls out after her November 15 broadcast, stopping off at her Kansas farm and paying a call to her sponsors in St. Louis en route to New York. Josef Koestner, who

conducts the orchestra on the show, will fly east for the two shows. Show resumes from NBC studios here December 6.

Marion Karol, formerly of WABC, New York, has taken up her duties in the commercial department of CBS on the Coast.

WPA PRODUCTIONS

(Continued from page 4)

Ansche Temple Wednesday was *Ask Dad, Moving Along*, also a production of the Variety unit, played Jamaica Arena, Jamaica, Tuesday. Manhattan-Bronx division's *The Barker* was given at the East Side Settlement Thursday, and the same unit presented a one-act novelty, *Three Ways To Rob A Lady*, at the Goddard Neighborhood Center yesterday. The *Dance Project*, now in its 10th month with practically no productions to its credit, is torn with internal dissension—charges of incompetence being hurled at those in charge. Charles Weidman, director and choreographer, shortly resumes his duties as supervisor of *Candide*, recently seen at the Majestic, Brooklyn.

SYRACUSE, Nov. 7.—Exploitation department of the Federal Players here has arranged with leading bookstores in town for tieups with *Street Scene*, current attraction at the University Civic Theater.

FREEPORT, L. I., Nov. 7.—Federal Theater of Long Island will present its 15th production, *The Late Christopher Bean*, at the Playhouse, Cedarhurst, for a week's run beginning Monday.

SAN FRANCISCO, Nov. 7.—Federal Theater Project's production of *It Can't Happen Here* starts its third week at the Columbia Theater Monday night, playing to capacity houses. Directed by W. E. Watts, it is scheduled to run to November 21. Project has Ralph Chesse and his marionettes in the Gilbert and Sullivan operetta, *The Mikado*. It takes to the hinterlands after its showing here.

PITTSBURGH, Nov. 7.—A third WPA vaude unit of the musical comedy type is being organized by the local Federal Theater office. Show will tour Allegheny County, playing school auditoriums and settlement houses. No admission fee. Jimmie Loster, director, is using 17 girls, in addition to a number of acts. Raymond M. Wolf, assistant in the State's Federal Theater Project, has been transferred here to take charge of local WPA theater. Harold Silverstein has replaced M. E. Fierst as assistant director of the vaude unit. Two units are currently touring Allegheny County, with a third in preparation.

LOS ANGELES, Nov. 7.—Following much adverse criticism regarding casting of local project productions, notably *It Can't Happen Here*, new method of filling roles has been instituted. In the future Ann Kingsley, casting director, will be aided by a committee of five in the selection of players.

Charles which brought about change in policy included rumor that FTP casting in Los Angeles was allegedly in the hands of a clique which selected favorites, and that too many amateurs had predominated in important roles.

BIRMINGHAM, Ala., Nov. 7.—Local project presented *It Can't Happen Here* to a well-filled house at the Jefferson Theater Tuesday. In charge was Verner Halderne, who is already drawing up plans for repeat performances by heavy requests. Role of Doremus Jessup was played by Hal Brown, while Craig Neslo is cast as Senator Windrip and Lydia Keyes Woodcock portrays Lorinda Pike. Entire project company of 42 appeared in the play.

Material Protection Bureau

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

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

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

AFM CURBS BAND BOOKERS

Agents To Aid Cabaret Drive

Milwaukee rights-holders pledge support of AFA—200 performers at meeting

MILWAUKEE, Nov. 7.—Local night spot agents have renewed pledges to support the American Federation of Actors here. At a meeting last week in the Commerce Building, eight agents connected with AFA franchised offices told Ralph Whitehead, AFA secretary, that they will continue supporting the current campaign to organize local cafes.

Agents involved are Len Holt and Len Holz, Glenn Lyte, Florence McGrath, Rusty Hagen, Kurt Berger, Mrs. Hunter (Hunter Artists Bureau) and Dick Pritchard. Pritchard was beaten up in front of a local night club recently and the police are said to be preparing indictments against his assailants.

Robert Puelleman, president, and Max Raskin, attorney, for the Wisconsin Cafe Owners' Association, respectively, also attended the AFA meeting and pledged support. About 200 performers were present also. Guy Magley, AFA vice-president; Ted Kraft, local rep, and Whitehead represented the AFA.

Big Season for New Orleans Area

NEW ORLEANS, Nov. 7.—Benny Meroff and ork opened at Roosevelt Blue Room last night, succeeding Leon Navara's Ork and floor show headed by Armida. Only one or two other acts will be booked to augment Meroff's crew.

Local spots are preparing for biggest winter in history of city, with record breaking convention program scheduled and biggest winter spot program and Mardi Gras season promised by sponsor.

A new swing house ork opened this week at Chez Paree, city's top suburban spot, old band moving over to newly opened Cotton Club, where Lee Early will emcee.

Shreveport's two big night spots, Blossom Heath and Washington-Youree Fountain Room, did their biggest business last week with staging of State fair there. Jay Whidden and ork, with the Downey Sisters as floor headliners, opened at the Fountain Room Wednesday. Three Ryan Brothers head new show at Blossom Heath.

Mex Singers Will Record

NEW YORK, Nov. 7.—Recent prize winners as the most typical folk-lore singers in Mexico, Los Murcielagos (Three Bats), arrived here on a trip sponsored by their government. Making their headquarters with the Association of Mexican Authors and Composers in the RKO Building, Radio City, and will be known as the Three Rancheros. Will make 30 recordings for the American Record Company and a short for Vitaphone.

Showboat Guide Guilty

BOSTON, Nov. 7.—Found guilty by a federal board of negligence in the September 9 sinking of the S. S. Romance, dine and dance pleasure craft, Capt. Adelbert C. Wickens, of Dorchester, Mass., skipper of the excursion steamer, was ordered to give up his master's license for a six-month period.

The Bi-Carb Is Free

NEW YORK, Nov. 7.—Assuming that diners have something to say to each other, the Madison Restaurant announces a policy of "No music simply a cuisine conceived and served in the grand manner."

Merely a matter of bloating the gut without distraction.

To the Rescue!

PITTSBURGH, Nov. 7.—Ruby Rublnoff, daughter of Dave, came to the rescue with a gown Saturday when Lillian Sherman, vocalist with the Mickey Katz outfit at the Hotel Roosevelt, discovered her luggage stolen while on her way here.

Chi Night Spots Go Heavy on Novelties

CHICAGO, Nov. 7.—Chicago night spots, from the swankiest to the most plebeian, are going in strong for novelties of the most varied sorts and the patronage they are enjoying indicates that they are giving the public what it wants.

At the Empire Room of the Palmer House, one of the city's class spots, the patrons are being regaled with table tennis as expounded by Ruth Aarons and Sandor Glancz, champs. Toward the other end of the scale the Madison Casino offers a rocking-chair contest that, while goofy, draws and holds the customers. Marcella Mitchell and her nine Bronze Girls are the feature of the Town Club. Silver Cave is ballying a midget show. Rufe Davis, hillbilly; the Caligary Brothers, pantomimists, and the Nagys, fire-eaters, give College Inn the greatest number of novelty acts of any show in town. Hank the Mule cops the laughs at Harry's New York Ca-BAR-et, and at the Bismarck's Walnut Room the Phantom Organ is a high-class novelty.

Demand for novelty acts of unquestionable merit is greater than the supply.

Philly Hotels Cry

PHILADELPHIA, Nov. 7.—Five local hotels filed petitions in Federal Court October 30 asking permission to reorganize under Section 77B of the bankruptcy act. Except for the Majestic, they represent the brightest lights in the town's night-life scenery. Include the Adelphia (Cafe Marguery), Philadelphia (Mirror Room), Ritz-Carlton (Palm Gardens) and the Bellevue—Stratford (Planet Room). They listed debts, mainly unpaid taxes and interest on defaulted mortgages, totaling approximately \$6,000,000. The petitions blamed financial difficulties on the general depression in 1931, defaulting interest and allowing taxes to become delinquent in that year.

Vaude Units Pick Up Nitery Dates

PITTSBURGH, Nov. 7.—Night spots in this territory are proving a salvation for stage units, mostly 20-people outfits. A number of clubs have opened their doors to the shows and are helping them fill in time between theater dates. Managers of small units passing thru report that more shows will be on the road this season because of the added time now available thru night-spot bookings.

Among the first to play night-club time in this section were Jack G. Van's *Femmes de Paree*, at the Gray Wolf Tavern, Sharon, and Harry Beery's *Sun-kist Vanities*, at the Plaza Cafe here. Units are proving popular in spots because they are complete and pile up no worries for the club operators.

New Memphis Spot

MEMPHIS, Nov. 7.—Capacity business greeted the opening of the new 20th Century Room at Hotel Claridge this week. Opening show, which will be changed weekly, includes Fanchon and Fanchon, Herbert Loe and Manno and Strafford, together with Patricia Norman and Frank Raye from the Tom Gentry Band.

New Band Spot

PARIS, Tenn., Nov. 7.—A new city auditorium has just been completed here at a cost of \$60,000. Will house road shows and bands booked by Mose Keenan thru a local sponsorship and backed by a local organization.

Discovers There's at Least One Agent to Each Road Band

Maybe three to each traveling orchestra—2,000 license applications—8,000 road band dates a year—less than 2,000 road bands—600 subagents—students, too

NEW YORK, Nov. 7.—That too many agents are trying to make a living handling bands is one conclusion reached by a survey of the American Federation of Musicians' license system. Conservatively, there's at least one band agent to every traveling band in this country and Canada. The AFM has received more than 2,000 applications for licenses this past year. It handed out 1,300 licenses, with around 200 having lapsed for one reason or another. Since band agents make their living almost exclusively from traveling band engagements, a comparison between the number of active agents and the work available is in order. There were about 8,000 traveling band dates the past fiscal year, meaning only four or five bookings per agent.

May Close Up Jackson Spots

NATCHEZ, Miss., Nov. 7.—Governor Hugh L. White is opposing reopening of gambling houses and open saloons in Rankin County, near Jackson, Miss., called the "Gold Coast." He is threatening to send National Guardsmen into county to "clean it up." Says that if called out militia will be instructed to demolish buildings.

Several of these spots have been using floor shows and bands and are seeking new locations in view of the governor's threat.

Spots began selling liquor, it is charged, when the governor went to Texas Centennial after closing them several weeks ago with dire threats.

El Paso Clubs Socked by Law

EL PASO, Tex., Nov. 7.—Club operators here were in a near-panic today when State Liquor Board officials announced a crack-down enforcement of laws against selling liquor by drink in places holding beer and wine permits. Because of border location, local club operators had winked at law.

Three small-time clubs have been operating on small profit. Work on a swank cocktail room for a leading hotel was dropped until situation is clarified.

Bergere Band for Miami

NEW YORK, Nov. 7.—Maximilian Bergere and orchestra will close at the Stork Club here the latter part of this month and open at the Miami Biltmore early in December. This is the second season at the Florida resort for Bergere. Booking again arranged by Mrs. Elsie Hunter.

French Casino Deal Pends

CLEVELAND, Nov. 7.—Harry Propper, of the Mayfair Casino, is still considering the offer of the New York French Casino syndicate to add his spot to its national chain of theater-restaurants. Jack Denny's Band opened yesterday and will be followed by Wayne King November 20.

Circus Unit for Hotel

BOSTON, Nov. 7.—Al Martin, Lou Walters office booker, has spotted a circus unit into the Biltmore Hotel, Providence, November 12 to 21.

Featured are the Three Cards, Torellia and Clark and Olvera Brothers.

More Up-State Work

ROCHESTER, N. Y., Nov. 7.—Arthur Argyles, of the Mutual Entertainment Exchange, has added two new dates in Newark, N. Y., one in Genesee, N. Y., and one in Buffalo. In conjunction with the Murphy Agency in Buffalo, he is also working on a plan to assemble units here and work them thru the Buffalo office. Hoped for eight weeks of consecutive work.

The AFM issued 98,104 traveling cards during the year ending in May. Figured at the rate of 12 musicians to a band, there were about 8,000 dates played under the union's jurisdiction. As for the number of traveling bands, 3,960 orchestras paid the 10 per cent tax during the year, but undoubtedly some of the bands were playing odd jobs in a nearby jurisdiction and could hardly be called traveling bands. According to AFM officials, from 600 to 2,000 traveling bands were on the road the past year. Fred W. Birnbach, AFM secretary, figures, "Averaging 15 men to an orchestra, it would appear to me that at least 2,000 traveling orchestras were on the road." Other officials figure even less than that.

Using Birnbach's conservative figure, 2,000 agents and 2,000 traveling bands means one agent to every traveling band. Using figures by other officials, it might even be possible to say there are three agents to every traveling band. Not only that, but there are at least 600 subagents working in licensed agency offices. This would bring up the question, "How can they all make a living." The answer would be that many don't, while others jack up their meager income by booking local dates and private entertainment jobs. Many agents do band booking as a sideline. Hundreds of university students work their way thru school booking bands, some schools averaging 50 or 60 music functions each year.

This situation has compelled the AFM to refuse hundreds of license applications. The problem becomes more acute in view of the fact that big band outfits like MCA (which books around 40 per cent of the major dates) grab off most of the dough in the business.

High-Priced Opening

PHILADELPHIA, Nov. 7.—With Benny Fiegelman moving his intimate Benny the Bum's haunt from a brownstone home to the gayly refurbished Piccadilly Cafe, a new high in opening-night tariffs will be established. Spot unshutters Christmas night and bon vivants are being asked to shell out \$35 per. Name policy for band and show. Grind from noon on.

New Wilmington Spot

WILMINGTON, Nov. 7.—Cafe Grande, which opened here recently under management of James G. Carr, reports good business. Current floor show featuring Lee Palmer and ork; Bobby Bernard, emcee; Elsie Gilbert, song stylist; Laberto and Owens and Byrns and Swanson, dance teams, and Jean McCully, dancer. Band booked for 10 weeks.

RUDY VALLEE

Writes on

What's Wrong With Night Club Contracts?

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

Night Club Reviews

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

PAUL ROBINSON
The Ultra Modern
HARMONICIST.

JEAN & JANE FARRAR
Dancers and Singers
of Sophisticated Songs.
New appearing
Club 1523 Locust,
Philadelphia, Pa.

3 RACKET-CHEERS
STEVE PETE LOU
Currently
1214 CLUB, Philadelphia, Pa.
"Three-Racketcheers probing the Zar-
lest theatro that ever hit town."
BILLBOARD
Personal Representative,
MARTY FORKINS, 1664 B'way, N. Y.

Garion Bennett
and
INTERPRETERS OF MODERN
BALLROOM DANCING.

SYLVITA FINA
Portraying Sway-
ing Spain, Amor-
ous Argentine.
Colorful Cuba in
Dance and Song.
46 West 64th St.
New York City

COLLETTE BARRY
Currently
at the
BROWN
HOTEL,
Louisville,
Ky.
Musical Comedy Dancers

ZEB CARVER
and his Country Cousins
Comedy, Music, Singing, Dancing
VILLAGE BARN, NEW YORK, Indefinitely.

don LOPER
and
beth HAYES
"inimitable
dance
stylists"
"A definite discovery among the younger
talents. Fine class, appearance, excellent cos-
tuming and original routines. Look like real
comers and are certainly good enough for a
review."—Possibilities, Billboard, 11/7/36.
ADDRESS BILLBOARD, N. Y.

TELL THE ADVERTISER IN THE
BILLBOARD WHERE YOU GOT
HIS ADDRESS

Continental Room, Brass Rail, New York

The well-known Brass Rail, at 49th and 7th avenue, has opened a first floor adjunct, calling it the Continental Room. Opened election night to show business, but ought to build up.

It's a comfortable and pleasantly lighted room, with the band in one corner and, unfortunately, not visible from all angles. Dance floor is large enough, considering it's an intimate spot. Hidden ceiling lighting by the designer of the Jones Beach Casino is among the finest around. The one-side murals, incidentally, are not in keeping with the rest of the room. They're too loud in comparison to the soft effect of cream-colored walls and lemon-yellow upholstery.

Featured is Vira Niva, who started off three years ago warbling Ukrainian folk songs and is now coming along as a real personality. A pretty redhead, she has a dynamic personality and sells each number beautifully. Her voice is not even in quality, but she has the trick of holding her final notes and achieving a sock finish. Her expressive personality and cute Continental dialect don't do any harm, either.

The Allen Leafe Band (see New Band Reviews) provides continuous dance music and entertainment. A good dance band. Leafe offers his own pleasant vocalizing and then trots out gorgeous Gloria Mossman for ingratiating singing. Miss Mossman is sweet and has an attractive way of handling ballads and the slower type of ditties.

Three Senators work table to table between dance sessions, doing request numbers. Comprise Bob Roberts, guitar; Jimmy Vincent, violin and vocals, and Mack Jaffee, accordion. Vincent has a sweet tenor voice just right for romantic tunes, while Roberts and Jaffee are capable musicians. Work smoothly and effectively and do much to pep up the place.

Dinner is \$1.50. French cuisine is good, but service could be better. Capacity, around 200. *Paul Denis.*

Mayfair Casino, Cleveland

Plenty of swing music is to be found here. Tommy Dorsey and his 14 musicians raising merry Ned with the hottest stuff of this brand heard locally in many a moon. And the Dorsey outfit heads a considerable array of entertainers. Opened here October 30.

Show is more along the lines of vaudeville than NTC's night club frolic which preceded it. Paul Nolan does a juggling act in the W. C. Fields manner, with hats and balls playing a considerable part.

The Three Heat Waves, aided by a guitar, harmonize after the manner of the Mills Brothers. Constuelo and Melba are a smart dance team, specializing in swing waltz aided by many tricky whirles. Particularly clever is their version of *Darktown Strutters' Ball*. Dorothy Gray is a dancer with a pair of Leon Errol legs who gives takeoffs on toe dancers in the Fanny Brice manner.

Rob Roitner is emcee. He was one of the tenors who appeared in the title role of *The Student Prince* and specializes in operatic numbers. Rita Traus, a local contest winner, shows some fine taps.

Dorsey has with his outfit Edythe Wright, an attractive songstress; the Three Esquires and Jack Leonard, singer. *H. R. HOYT.*

Chez Paree, Chicago

It was a triumphant return for Benny Fields when he came back to the Chez Paree Friday night a full-fledged star and head of the new show. At this spot Benny started his sensational comeback last spring and the greeting he received Friday both before and during the show must have done his heart good. With financial worries gone, he's his old care-free, jovial self and looks as young as he did 20 years ago when he and Blossom Seeley were stars of vaudeville. His songs, ranging from the old favorite *Melancholy Baby* down to *Sing, Baby, Sing*, brought round after round of applause, making his wife, Blossom, sitting in the audience, supremely happy.

The revue staged around Fields by Paul Osgard is peppy and colorful. Nick Long Jr. delivered some sensational dancing pumbers that clicked in a big

way: Josephine Houston's songs, which included *Take My Heart, You Are My Lucky Star* and others, were superbly done, and Eunice Healey scored with her clever tap dancing. Barto and Mann, the long and short comedy dancers, kept the audience in an uproar. Then ensemble numbers were elaborate and spectacular, covering a wide range—*Gay '90s, Vote for Mr. Rhythm, Dancing Mood, High Hat, Piccolo and Cape* and *Fantasy in Blue*, with Bob Hannon doing several excellent vocal numbers. Henry Busse was particularly happy in his musical selections, both for the show and the dancing, delivering superbly as he has been doing for months.

Without a doubt Mike Fritzel and Joey Jacobson have an early winter show that compares favorably with anything so far seen here. *Nat Green.*

Star Dust, Chattanooga

Return of floor shows to Star Dust, beautiful night club atop Lookout Mountain, is bringing increased attendance. Shows had been discontinued during late summer.

Natalie and Howard offer an Indian adagio dance and apache number in which the muscular Howard does almost everything but toss Natalie off the mountain. Effective lighting adds to the attractiveness of the number. Bernice Bucans, the "dramatist of the dance," does a toe number for the first show and her own version of *The Dance of the Seven Veils* for the second.

Louise Ploner, brunet singer, late of the Stevens Hotel in Chicago, has a smooth voice, combining sweetness and swing.

Marshall Van Pool's Orchestra supplies the music, including many novelty numbers. *MURRAY WYCHE.*

El Toreador, New York

For real Cuban locale and entertainment this spot can hardly be surpassed by any club in town affecting similar atmosphere. Spacious, as night clubs go; well ventilated and with a mezzanine balcony that overhangs three sides of the room, it is more like the patio of a hacienda. Murals by Camarero add greatly to the illusion. Gayety is contagious and music both excites and soothes.

Capably emceed by Medard Lozano, a 40-minute show fulfills all expectations and then some. Diosa Costello sings and dances rumbas that command attention; her sinuous and sensuous writhings bring down the house, swinging the audience into a jovial and receptive mood for remainder of show. La Monterito, Spanish dancer, heels clicking and castanets clacking, delights with her art.

Ricardo C. Lara, Mexican baritone, well known in Europe and South America, goes over big and obliges with many encores. Possessor of a golden voice that's admirably suited for the lovely romantic tunes peculiar to Latins, he offers, among others, *Maria-Elena, Granada* and *Estrellita* and reaches the higher notes with the ease and lucidity of a lyric tenor. Chicorrito, an honest-to-goodness retired toreador, throws the crowd into howls with his travesty of a bullfight. A clever, hilarious bit of buffoonery, aided to no small extent by the harassed but understanding "bull."

Besides supplying music that induces a dancing urge, or heel tapping if you only listen to it, Don Gilberto and his seven-piece band provide accompaniment for the show. Gilberto also sings an occasional refrain very creditably.

The Siboney Quartet, between dance sessions, saunters from table to table offering songs with typical Latin fervor. A better than usual outfit, with Jack Fernandez doing the vocals.

Despite the "no cover charge at any time" inducement and the moderate prices, the place takes pride in the type of patron it attracts.

GEORGE COLSON

Top Hat, Union City, N. J.

This popular spot has opened a new show, with Baby Rose Marie featured. Appearing only at the midnight show, Miss Marie proves she is developing into a neat little singing comedienne. Her imitations in song of radio singers and comedians stopped the show cold. Did six numbers and had no trouble pleasing. Eddie Gale is another hit. Now a big

favorite here, he displays a fine singing voice, being excellent in interpreting ballads. Should be playing better spots. Hal Sidare went over nicely with his eccentric drunk dancing.

Helen Etheridge sings in good rhythm, doing special arrangements of *Midnight Blue, Until the Real Thing Comes Along* and as an encore *Sweet and Hot*. Has appearance and went over excellently. Cortez and Triano come thru with hot hoofing that is okeh. Need better showmanship, however.

An eight-girl chorus offered fair routines and a talking satire on the March of Time. Dance routines included a Spanish number and a semi-nude *Island of Ball* dance.

Julie Wintz's Band accompanied the show and provided good dance rhythms. Arrangements tend to be monotonous, however. Wintz himself makes a good appearance and does a competent emcee. Band broadcasts over WNBW twice each evening.

Three shows nightly. Prices very reasonable. Plenty of dancing space. Service and atmosphere are okeh. *PAUL DENIS.*

Mayfair Room, Blackstone Hotel, Chicago

This swanky room, richly laden with the atmosphere of quiet dignity, serves as a perfect setting for a short but one of the smartest floor shows presented here in a long while. Only three attractions are on the program. Georges and Jalna, Senorita Corinna Mura and Al Kavelin's music, but all are out-
(See NIGHT CLUB on page 19)

SHAVO SHERMAN
Character Delineator
Now Appearing at
"CHATEAU CLUB," Cleveland, O.
Representatives:
AL CROSSMAN, MANNY SACHS,
160, W. 46th St., Music Corp. of
New York. America.

GALI-GALI
"Gali-Gali, that magician with the swift
line of blab and amazing stunts, is better
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Club Chatter

New York City:

THE HARTMANS, Grace and Paul, doubling from the current musical *Red, Hot and Blue*, went into the Iridium Room, Hotel St. Regis, November 9. . . . DIANE DENISE, chanteuse, opened at the same spot November 4. . . . CHERRY FAIN, swing singer, now at Lou Richman's Dizzy Club. . . . IVOR PETERSON, accordionist, at the McAlpin, becomes poet laureate and chief minnesinger as well. . . . ahem. . . . MARIE ALMONTE, ill past few weeks, now readying for East Side spot. . . . MIRIAM VERNE, now at the St. Moritz, is handled by Bill Miller, of Artists Syndicate of America. . . . RACHEL CARLAY opened at Zelli's new spot November 6. Booked by Irma Marwick. . . . VERA FERN, acro tapper, closed at the Commodore Tuesday and opened Friday at Congress Hotel, Chicago. Previous engagement of two weeks at Hotel Syracuse, Syracuse, stretched into 12. . . . NALDA NARDI presented her student proteges in a revue at McDowell Club recently, featuring Ilea Hahlo, Henry Lang and Tommy Sullivan. . . . ESTELLE AND LEROY will go into the Radio City Rainbow Room December 9 after closing at the Paradise Restaurant. Follow into the Colony Club, Palm Beach, with Sheila Barrett, January and February. Then back to Europe. . . . ENRICO MUZZO, Italian tenor, is back in New York after playing opera and revues in England and the Continent. . . . FRED LEQUORNE, dance teacher to professionals, is building up a route of dance classes in the suburbs.

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BOBBIE DUNCAN PRODUCTIONS has taken offices in the Roseland Building. . . . RUSSELL PATTERSON puppet show opens at the Radio City Rainbow Room January 6, and not November 6, as mentioned here last week.

There's a story around New York that it's impossible for a dance act to jump from a pop-priced cabaret like the Hollywood or Paradise into a swank spot. Well, Estelle and LeRoy, now at the Paradise Restaurant, go directly into the Radio City Rainbow Room December 9. This ought to be proof enough that talent can't be stopped by mythical rules of show business.

New Jersey:

HELEN ETHERIDGE held over indefinitely at Top Hat, Union City. . . . BILLY MAHONEY set for long stay at Crystal Gardens, Paterson. . . . PETER RANDALL, emcee, is in his fifth week at the Will Oakland Terrace, East Paterson.

Al Quodbach, from Chicago, opening Coffee Dan's in New York and installing a sliding shute for customers entering the club, brings up the old question of whether Chicago night-club operators are cleverer than the New York boys. There seems to be no doubt that Chicago night clubs are exploited more effectively and that Chicago clubs have always been slicker in building up intimacy and using trick gadgets and methods of show presentation. New York clubs are amazingly conventional.

Chicago Area:

HOWARD AND HART and Althen Ailen opened at Bruns Palm Garden November 5. . . . HARRIETT NORRIS, Mary Vandas Dancers, Marquita and Florinne Manners opened at the Beverly Gardens the same date, booked by Tommy Sacco. . . . BABI ROLFE and Amos and Vivian opened at Vine Gardens November 6. . . . MADELIN FOSTER, Cortez and Marquita and Dolly Miller opened at the South Bend Inn, South Bend, Ind., November 6. . . . LOUISE SHANNON and Nolan and Kenny are playing the Midnight Frolics. . . . LIDO and LAVONE, Florence Chappin and Frankie Gorton are playing the Silver Cloud Cafe. . . . THEODORE AND CARLO, Mary Monahan, Sunny Mack and Jean King opened at the Von Thenen cafe November 6. . . . BOB AND ETHELYN WAYNE opened at the Carioca Club the same day, booked by Hal Lawrence. . . . CHUCK GORFIE, Sylvia Haig, Clara Strickland and Virginia Whittier opened at the Silver Frolics November 6.

ART TATUM is now playing the Three Deuces. . . . FRANCES WHITMAN opened at the Villa Moderne November 5. . . . BILLY MITCHELL is now playing the Town Club, Cicero, Ill. . . . ELEANOR LEONARD, Kay LaSalle, Virginia Darling and Ginger Wood opened at the Marquette Club November 6. . . . ROBERTA BAKER is playing the Cave of the Winds. . . . BELL HOWARD, Chuck Garfie, Clara Strickland, Helen Duane, O'Neill Clark and Bernice Clark opened at the Silver Frolics November 4. . . . DICK HUGHES, The Three Martins and Wallace and LaTisha opened at the Via Lago November 4. . . . MONFORT SISTERS, Flo Taylor and Charles Patrick opened at the Ann Millstone's on the same date.

BENNY FIELDS to star in new revue at Chez Paree, starting point of his phenomenal comeback. . . . LESTER COLES had contracts extended at Palmer House until February. . . . WOODS AND BRAY opened at Royale Frolic Cafe November 12. . . . "DAD" LEWIS, m. e., enters third year at Talk o' th' Town, Peoria.

LOVE, HITE AND STANLEY, the Pearl Twins, Bob Roltner and the Magins opened at the Mayfair Casino, Cleveland, November 6. . . . THE THREE HEAT WAVES are being held over. . . . MELBA BRIEN opened at Buddy Fischer's Club, Kansas City, November 9. . . . JERRY LAWTON opened at the Hollywood Gardens, Warren, O., November 9. . . . FLO WHITMAN, Nyra Lou, Natascha, Lou King and George DeCosta are playing the Gay '90s. . . . NED SANTRY, Harry Frazier and Moe Lee opened at the Hi-Mac Club November 5. . . . DEWITT TRIO, Margie Carr, Edna Stanley and Bobby Lee opened at the Golden Spot November 5. . . . ETHEL FERRIN, Mac Howe, Dorsha, Virginia Audrey, Del Este,

Sunny Grayson, Margie Burke and Jimmy Kennedy opened at the Club Minuet November 4.

Quite a few acts have been complaining against night club waiters who suddenly become bookers and who usually make it tough for acts by their inept methods. There ought to be a law, or something, providing for an adequate apprenticeship period for bookers.

Buffalo:

BILL CLORE'S Vendome Hotel is playing to capacity with Venus on the Half-Shell, girl in the goldfish bowl act, booked by Mike Special for a four-week run, and Captain Warmack's Orchestra, back after an 18-month tour of Japan. . . . AUTO SHOW has decided on Jack Valentine's Orchestra for the week, starting November 14.

Ben Marden's Riviera, Fort Lee, N. J., which closed its season recently, deserves credit for its excellent exploitation. It had Times Square plastered with big signs, in addition to providing free busses from Times Square to the Riviera. Also had a tieup with a taxi company by which the Riviera would pay part of the fare of customers coming from New York. One of their most clever stunts was mailing a "dividend check" for \$2.50 to old customers, telling them the "check" could be used against their bill when they visited the Riviera again. Night club owners who do nothing but wait for business should read this and start thinking.

Pittsburgh:

JAY AND LUCILLE, dance team, moved from the Nixon Cafe to the Grey Wolf Tavern in Sharon. New bill at the Nixon is emceed by Martin Jensen. . . . INITIAL BILL at the Showboat includes Doris Vinton, Coudriet and O'Day and a line of girls. . . . AGNES FRENDERGAST and her Rhythm Girls moved to Tito's Club Casino. . . . FIVE O' CLOCK TRIO are filling a return engagement at the Lounge Cafe, Roosevelt Hotel.

The Radio City Rainbow Room is one spot that books way ahead. Has talent lined up as far ahead as March and, in addition, has a "waiting list" of talent, especially of dance teams, that is as long as an agent's promise. This is one way of getting the right talent.

Philadelphia:

GYPSY MARKOFF doubles between the Colony Club and Victor's recording labs in Camden grooving platters with her accordion. *Flight of a Bumblebee* first cut. . . . FLORENCE HALLMAN leaves 1523 Club to swing out in a Hollywood spot. . . . GINGER WAGNER, Ivy Hulm and Doty Deane yanked out of the Walton Roof to lend their charms to a cinema on safety on the highways, being produced by the State. . . . GEORGE OLIFFORD and Nadine Wayne, terp team, reunited at the Colony Club. . . . BOO BOO HOFF signatures the Three Racket-Cheers for a full annum at his 1214 Club, which will break their former long run of eight months at the King's Terrace, New York. . . . FOUR QUEENS OF RHYTHM, after 20 weeks at the Cocoanut Grove, take their terping to the Red Hill Inn, Pennsauken, N. J. Set to return to the Grove Christmas night. . . . RUMOR THAT Leon and Eddie might open a local branch will soon become an actuality, with a holiday opening anticipated.

Night Club Department hereby repeats its old warning that it does not seriously consider anonymous letters. Letters containing news items, complaints against agents or short payoffs, views on show business conditions, etc., should always bear the signature of the writer. Anonymous letters will be filed promptly in the waste-paper basket.

San Francisco:

SKYLES BOYS (Dude and Jack Skyles, Howard Kelly and Leroy Holmes) after two weeks at the Mark Hopkins Hotel have moved into the Los Angeles Hotel Biltmore.

Boston:

NEW SHOW at the Cocoanut Grove has Tania and Kirsoff, Sentos and Elvira, Marion Kay and Pearl Kay. . . . TOM MAREN has spotted a new revue, *Flying High*, at his theater-restaurant, the Penthouse. Staged by Boots MacKenna, acts are Francetta Malloy, Olive and Amdur, Dunn Brothers and Doty, and Billy Payne, plus the MacKenna Girls. . . . FIFI D'ORSAY, booked thru Jack Goldstein, was at the Penthouse for a two-day stay, Friday and Saturday. . . . EVELYN OAKS is singing with Nye Mayhew's Ork at the Statler Hotel.

HELEN CHARLESTON



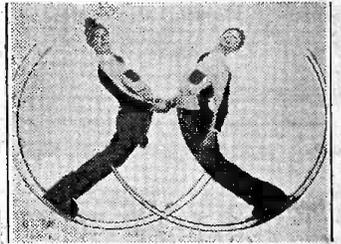
4th WEEK at the N. Y. PARAMOUNT

"Helen Charleston is a sock at the Paramount,"—Ed Sullivan, N. Y. Daily News.
 "Miss Charleston supplied the show-stop. If she hasn't played the right spots, she can and should."—Franken, Billboard.

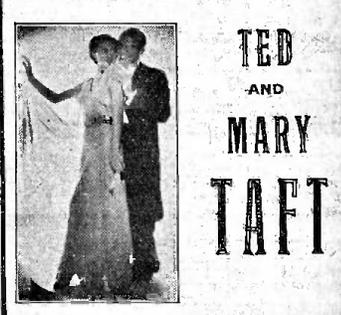


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Union City Club Opens

UNION CITY, N. J., Nov. 7. — New Frolics, city's first theater-restaurant, on the site of the former Wonder Bar Club, has completed casting its show, *Frolic De Jour*, which opens Tuesday. Headed by Aunt Jimma and includes Vito and Pira, Barrett and Smith, Rene and Laura, Three Noblemen and a line of girls.

Phil Brito, featured vocalist and assistant director of Lloyd Huntley's orchestra at the Mount Royal Hotel, Montreal, is starting out soon with his own band under the MCA banner and managed by Huntley.

Lloyd Huntley, who opened with his orchestra at the Mount Royal Hotel, Montreal, last April, has had his contract renewed for another year. Heard nightly over Canadian Radio Corporation Coast-to-Coast hookup, also on the Mutual Broadcasting System.

Charles Pallos and orchestra are filling one-night stands around Pittsburgh. Ted Blake's reorganized outfit has returned to the Club Petite in the Ritz Hotel, Pittsburgh, for a long engagement.

Dick Allen and orchestra, after 12 weeks at the Merry-Go-Round, Akron, O., has moved into the Crystal night club, Cumberland, Md., for an indefinite engagement.

Carl Schrieber and orchestra, who have had a long run at the Ivanhoe Gardens, Chicago, go on tour for the Chicago office of Consolidated Radio Artists, Inc., November 15.

Count Basey and orchestra succeeded Fletcher Henderson's Band at the Grand Terrace, Chicago, Friday.

The swing era is encouraging musicians to try to stand out as brilliant instrumentalists. Although this is good for most orchestras in that it provides extra entertainment and flash, it also has a tendency to pull down the quality of the band music as a whole. With men striving to stand out, a band can't very well achieve proper balance.

Val Olman's Orchestra is now playing at the Glass Hat, Congress Hotel, Chicago.

Ben Pollack and orchestra open at Sebastian's Cotton Club, Hollywood, November 15.

Chick Meyers and band, returned from more than a year of traveling, open an indefinite engagement at the Indiana Roof Ballroom, Indianapolis, November 17, replacing Al Sky and his Musical Stars.

Johnny Hauser, former Paul Whiteman vocalist, makes New York debut as leader at the Brass Rail November 17.

Sammy Frisco and his band remain at Thompson's 16 Club, Chicago, for indefinite engagement.

Johnnie Adams and ork, following long run at Subway Gardens, Canton, O., open at the Dutch Gardens, Dayton, O.

Ted Liebling, former vaude and night club comedian, has formed a novelty comic band, the Cheerleaders, and begins work December 1.

Enoch Light effects his Melody Magic by a slide whistle instrumentation.

Manfred Gotthelf, Chi ork leader who was married to Mildred Bresnahan October 21, is currently playing the German Hotel, Scranton, Pa.

Mel Crocker held over indefinitely at the Torch Club, Cleveland.

Larry Lee's Band at the Beverly-Wilshire, Los Angeles, has added Ruth Robin, Memphis lass, as vocalist.

Billy Brooks' Ork has just completed a five weeks' run at the Cavalier Hotel, Virginia Beach, Va.

Roy Osborne, brother of Will, is giving up managing the band and is vacationing for the winter.

Lucky Millinder and Mills Blue Rhythmic Band headlining the Apollo Theater, New York, last week.

Bubbles Becker Band opened at the Tantara Gardens, Richmond, Va., booked thru ROC, which has also spotted Henry Halstead into the Coconut Grove, Washington.

Lloyd Huntley and band (MCA) broadcasting five times a week from the Mount Royal Hotel, Montreal.

Phil Spitalny told the press last week, "Women are better musicians than men." Says Phil: "They are either exceedingly good or very bad, which makes it easy to pick out the best." Of course, one notorious headache in managing a girl band is marriage. Phil signs up his girls with a special clause cancelling the contract if they marry and also providing a six months' notice on marriage.

Russ Morgan going out of the Biltmore Hotel, New York, November 15 after a run of several months. Doing another Paramount short.

Tommy Dorsey has organized the Tom-Dor Enterprises, with offices in New York. Artie Michael is band manager; Ronald Lanthier, publicity; Joe Herbst, business manager, and Paul Wetstein, arranger.

Rudy Vallee avoiding long engagements, pending closing of picture deal

that will take him out to Hollywood again.

Irving Mills is out on the Coast with the Duke Ellington Band.

Pete Leonard's Band has gone into the Variety Club, New York.

Mario Braggiotti and ork open November 11 at the Hotel Pierre, New York.

Horbie Holmes, who recently completed successful stay at Ringside Club, Wichita, Kan., now current Club Casina, Greenville, Miss.

Panning the musicians' union seems to be a favorite sport among band leaders. The lack of loyalty to the union is amazing. As one union official puts it, the union should suspend operations for a year and then we'll see what happens.

Harold Nelson and band, direct from Cleveland, now at Windmill Club, Vicksburg, Miss.

Dick Snyder and band, featuring Evelyn Gill and Marvel and Fried, still current at Colonial, Jackson, Miss.

"Slatz" Randall and ork, with Three Owens Sisters, making one-nighters in South, following engagement at Colonial Club, Jackson, Miss.

Herb Gordon and Saratoga Springs Ork still current Peabody, Memphis.

Frat dances Christmas Night affording Philadelphia a real battle of music, with Jan Savitt's Top-Hatters beating it out at one hotel and Jimmie Lunceford at another.

Larry Fotin doing the auto show in Camden, N. J.

Dance leaders in Philly have taxed themselves 2 per cent of their earnings to enable the union to carry on its fight for live entertainment.

Cafe De Gorgue, Philly, opens with Bill McKee and the Melody Maids.

Reopening of the Piccadilly Cafe, Philadelphia, Christmas Night, will find a name policy on tap, offering beaucoup competish to the Arcadia, where Hal Kemp holds forth.

Jacques Renard will take his orchestra on tour when he concludes with Eddie Cantor on the Texaco broadcasts.

Henry King's Ork started this week at Casa Del Mar Club, Santa Monica, Calif. Band will air over KNX. King will remain in West until the end of the year, when he goes to the Plaza Hotel, New York.

There is an enormous interest in swing music. Magazines and newspapers are regaling readers with inside dope on swing, especially on swing music terminology. Louis Armstrong has just written a book, "Swing That Music," and a Frenchman recently published a rather scholarly tome, "Hot Jazz." Yessir, the country's swing-conscious.

Pauline Golden, known to radio as the "Girl of the Golden West," is organizing a femme band.

Paul Martell is in his fourth year at the Arcadia Ballroom, New York, setting a record for hooperies.

Prim Vancouver Thinks It Over

VANCOUVER, Nov. 7.—Putting the screws on urban night spots here has resulted in a double boomerang, making the press show a tendency toward a policy of leniency. A ring of whoopee places is flourishing along the fringe of the city limits within easy reach of the paying patrons.

One local newspaper suggests that perhaps it would be better to localize "the sinful area," not only to keep the suburbs clean, but also to keep the revenue where it will do most good.

Racket Trial Begins

NEW YORK, Nov. 7.—Opening gun of the cafe racket trial is scheduled for November 16, on which date nine of the 13 men indicted for extortion, conspiracy, etc., will appear before Supreme Court Justice Phillip J. McCook. Also accused are Metropolitan Restaurant and Cafeteria Association officials. Proceedings will probably last five or six weeks and witnesses, numbering more than 100, will be protected by police.

Pennsy Towns Go Wet

HARRISBURG, Pa., Nov. 7.—Liquor ban was lifted in 23 communities thru-out the State at the polls last Tuesday. Thirteen voted to remain arid, surprise feature being Conneaut Lake, one of Pennsylvania's larger summer resorts, staying dry.

Hymn Singing Going Swing

PHILADELPHIA, Nov. 7.—Twenty-five slightly embarrassed ministers heard a layman criticize their hymn singing as too "sing-songy." "Not so much rhythm and less dum dum de dum dum," said Lewis R. Zelle, principal speaker at the annual meeting of the Presbyterian Ministers' Association. And then Zelle agreed to teach them how to sing them right.

Heating the hymnals is getting squawks all around. Last month, at the annual meeting of the Interdenominational Missionary Institute, assemblage was admonished for singing jazzy hymns in swing time.

May Double N. Y., Philly Nightly

PHILADELPHIA, Nov. 7.—Staid Sleep-towners are in for a dose of Eddie Davis' double-entendre ditties, as there may be a local branch of Leon and Eddie's.

"If we do open a spot," said Davis, "I want to spend considerable time there. And altho nothing is certain yet, I'm now negotiating with a major airline about commuting back and forth by plane between shows."

CLUB CALIENTE, on West 52d street, New York, headlines Rave, Prince and Clark, and features Gail Lee, Duke Grenada and Evelyn Poe. The Stylizes furnish the music. Spot is booked by the Gold & Gordon office.

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Music News in New York City

Rocco Vocco, heretofore in charge of Remick's, has taken over the functioning of Harms, Inc., as general manager. Will have as assistant Norman Foley.

A change has been made in the personnel of Remick's, with Charles Warren heading the professional department and Johnny White, for many years in a similar capacity for Feist, Inc., as associate. New arrangement went into effect last week.

In order to arrange tieups and make other musical contacts in the interest of Warner, Sam Server is headed for a Coast-to-Coast trip. In other words, Sam will go in advance of the talkie, *Gold Diggers of 1937*. Exploitation will include personal appearance of 20 members of the chorus used in the picture. Will travel by special plane.

New addition to the staff of E. B. Marks is Abe Bloom as contact man. Bloom enters his new position backed by plenty of experience in the pop music field. Would like to hear from all his friends.

With the return of Bill Wieman from a road trip in the interests of E. B. Marks, a concentrated campaign was started for *Lonesome Guitar*. James Wilkinson, an old friend of Wieman, started the ball rolling with a plug over WJZ Thursday night. Wilkinson, altho

Now It Can Be Told

PHILADELPHIA, Nov. 7.—A long hair doubling in jazz once caused Ferde Grofe to lose his job with one of the country's leading salon groups, the Los Angeles Philharmonic Orchestra.

One night in 1920, Dr. Walter Rothwell, conductor of the Philharmonic, strolled into the Alexandria Hotel, a leading hot spot of that day. There on the band stand was his favorite viola player, Grofe, gleefully pounding the pedals with flat chords. The next ayem his resignation was accepted.

a young man, recently celebrated his 10th year over the ether.

Altho publishers of a certain brand of music, especially those who do business in Tin Pan Alley, are always on the alert for good songs, they are somewhat loath in encouraging the products of amateur lyricists and composers. Not in the sense they might, in the scheme of things, come across something really worth while, but the fear that they are likely to become a party to an infringement or plagiarism suit.

As a rule, most scripts received are carefully considered. This procedure is usually supervised by a committee appointed by the firm receiving the work. Recently an aspirant threatened to sue a publisher over a title that had been used in various guises from time immemorial. The payoff came in another instance when the writer rhyming you with blue in one of the lines claimed he had that particular phrasing protected, and wouldn't brook any lifting. And it was not a gag, either.

Betty Donnelly, author of *In the Shade of the Pine*, who has been playing in Atlantic City, has returned here with a batch of new numbers which she expects to place with local publishers.

According to Carl Zoehrens, sales manager and widely known in the pop music trade, sheet music sales throuthout the country are on the uptrend. He has just arrived from a journey that took him from Maine to the Pacific Coast. Says he found more pianos being sold, with children going back to the instru-

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of The Billboard Dated
November 28, 1936

ment. Regarding phonograph records, he says reproductions of real and near hits were, in demand. B. B.

MCA's Heavy Bookings

NEW YORK, Nov. 7.—MCA has booked

Carl Hoff to play the General Motors show at the Waldorf-Astoria, New York, November 10 to 18, inclusive. Also Horace Heidt at the Texas Centennial in Dallas November 8 to 21, inclusive, to be followed by Jack Crawford's Band from November 22 to 29.

Paramount Leads in Time And as New Talent Sponsor

Kalcheim books four weeks and spot-books nine—two weeks and Interstate Time by Freeman—unearths new talent from radio and clubs—booking way into March

NEW YORK, Nov. 7.—Paramount booking office has definitely established itself as one of the leading providers of theater employment for performers as well as sponsor of new talent to the theater field, drawing mostly on radio and night clubs, resulting in considerable booking of bands. In addition to four weeks booked consistently from here, the Paramount office also spot-books about nine other weeks. Office is booking as far in advance as March of next year, with the local Paramount Theater the most advanced in bookings. Harry Kalcheim heads the Paramount office, furnishing shows for the local Paramount; the Metropolitan, Boston; Michigan, Detroit, and Chicago, Chicago. He also spot-books shows into Buffalo, New Haven, Duluth, Springfield, Superior, St. Paul, Minneapolis, Omaha and the Oriental, Chicago. Charles J. Freeman is also a part of the Paramount office, putting weekly shows into Montreal and Toronto and spot-booking units on the average of one a month into the Interstate houses in Texas.

For the local Paramount Kalcheim has Mae West coming in November 18 for about a three-week run, assisted by Jack LaRue and Lyle Talbot. Show will also comprise Al Donahue and ork, Lewis and Van, and Jack Powell. Art Shaw and ork will follow, with Louise Massey and Westerners on same bill. Xavier Cugat's Band is slated to follow Shaw. Casa Loma Ork comes in late in December, with Sylvia Froos and Condos Brothers on the bill. Ray Noble Ork is scheduled for November 6 and Sheila Barrett will be added attraction. Phil Spitalny's Ork is slated for a booking in March. Virginia Verrill has been booked as added attraction for some time in December.

Other bands working Paramount dates include those headed by Clyde Lucas, Ted Weems, Horace Heidt, Ina Ray Hutton and Ted Lewis. A band also is with the Major Bowes' all-girl amateur unit, which the office has booked. Units, too, are being bought, including *Music Hall Follies*, headed by York and King, which opens November 19 in Springfield; Olsen and Johnson, opening November 26 in Omaha, and the Bowes' unit. Patricia Ellis, of films, is current at the Michigan, Detroit, on a two-week booking.

Cushman Gets More Comerford Houses

LINCOLN, Neb., Nov. 9.—After tryouts in Comerford-Publick houses in Williamsport, Pottsville and Hazleton, Pa., the Wilbur Cushman Circuit revealed this week that additional spots have been given, starting with the Ritz, Scranton. The *Kit Kat Klub Revue* is opening the East for Cushman and playing these spots.

Rick Robertson, Foxwesco district man in Wyoming, brought his houses, starting with the Lotus, Sheridan, over to the Cushman books this week. First show will be the Brown & LaVelle unit *Comedy Stars of Hollywood*. The Rialto, Tulsa, Okla., a full week, also came in.

Plan Vaude and Club Work For Acts in St. Petersburg

ST. PETERSBURG, Fla., Nov. 7.—Playhouse Theater here contemplates running a combo policy this winter. Plan calls for about three or four days of vaude a week. Town or west coast of Florida has had no vaude for some time other than occasional units in Sparks' houses. Playhouse is indie operated.

Theater management also contemplates booking acts into night spots here and in Tampa. Figure on giving acts from one to four weeks of theater and club work.

Patterson Puppets Into Roxy

NEW YORK, Nov. 9.—Russell Patterson, illustrator, will put a puppet show, which he terms *Personeffes*, into the lounge of the Roxy Theater here, starting this Friday. Booking was made by the Fanchon & Marco Agency.

RUSSELL PATTERSON

Writes on

Art Developments in the Presentation Field

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

Foreign Mart Is Perking Up

**Parnell hunt unearths 100
acts—other foreign buyers
arrive to scout talent**

NEW YORK, Nov. 9.—With Val Parnell and Harry Foster, English booker and agent, respectively, currently in this country and other foreign buyers of talent arriving soon, including the arrival today of Henry Sherek and Clifford Fischer, Europe is scheduled to take a lot of talent out of this country. Last six months found the European demand for American talent negligible, but conditions now point to a steady flow of talent abroad starting in the spring. Parnell and Foster already have a month's advantage on the other European buyers in lining up American talent.

Parnell is general booking manager of General Theaters Corporation in England and arrived here October 6 with Dick Henry, of the Morris Agency. Foster, leading European agent, arrived a week later. Parnell covered practically all of the Midwest and the East in search of talent, scouring theaters, night clubs, legit shows, rehearsal halls and other likely sources of talent. Foster went as far as the Coast for talent, and besides selling acts to Parnell will agent them for other spots abroad.

It is estimated that Parnell, who leaves for London Wednesday on the Normandie, will return with a list of about 100 acts he believes suitable for his theaters. However, no contracts were issued while he was here, but will be issued some time next month after he looks over his books on his return.

Sherek and Fischer arrive today on the Normandie. Former furnishes the shows for the Dorchester House, London, and is an agent besides, while Fischer looks after French Casino shows. Both will also hunt for talent abroad. Kurt Robitschek, operating the Alhambra, Paris, and Victoria Palace, London, was scheduled to leave London for here October 28 on the Champlain, but illness prevented his sailing. He is scheduled to make the trip later, also on the hunt for talent.

NVA San Still Under Circuits

NEW YORK, Nov. 7.—Altho the NVA drive for funds for its sanitarium at Saranac Lake was held six months ago under the sponsorship of the Will Rogers Memorial Fund, the property, which was to be transferred some months ago to the latter foundation, is still being operated by NVA.

According to word from the Will Rogers Memorial Fund office, papers for the transfer have been drawn up but have not yet been signed by attorneys representing both organizations. As far as is known now, current policy will continue.

Allentown's Straight Vaude

ALLENTOWN, Pa., Nov. 7.—Lyric Theater here is using two-day vaude on Fridays and Saturdays, straight vaude without pictures. Acts booked by Harry Biben, of Philadelphia, who is also operating the house.

Mass. Agents Elect V.-P.

BOSTON, Nov. 7.—A vice-president, who failed to be nominated at the October 16 meeting of local nitery, fair and vaude agents, was last week elected. She is Bernice I. Bruce, manager of the Artists' Amusement Agency.

Lew Frey, president, appointed Leslie M. Kreldeberg organization attorney. The organization has been given tentative name Massachusetts Theatrical Agents' Association.

By-laws as presented by Miss Bruce were accepted by the score of agents present. A \$10 assessment was also voted.

Flesh Returns To Pittsburgh

PITTSBURGH, Nov. 9.—Stage shows will return to Pittsburgh next Friday, musicians' union, Local No. 60, and Warners having signed a two-year agreement over the week-end. The union was granted a 10 per cent raise in its pay scale during the first year, with a 20 per cent tilt for the second year.

Warner's Stanley, switching to a combo policy this week, has guaranteed the musicians a 40-week season for the next two years.

The Harris Alvin is planning to add stage bills later in the season.

NEW YORK, Nov. 9.—Stanley, Pittsburgh, resumes with stage shows Friday, first attraction being Major Bowes' all-girl amateur unit. Town has been straight pix for many weeks as a result of disagreement between the theaters and musicians' union.

Stanley will be booked by Harry Mayer, of Warner office here. Further booking plans for the house will be discussed today with the arrival of Harry Kalmine, in charge of the Stanley. It is understood that the pooling deal in Pittsburgh still exists between Warner and Loew.

Anthony and Rogers Suspended by AFA

NEW YORK, Nov. 7.—Anthony and Rogers were suspended from the American Federation of Actors, first members to be suspended for reasons other than nonpayment of dues. Suspension is the result of a recent controversy the AFA undertook for the act with the Folly Theater, Brooklyn.

AFA secured a judgment for the act against the theater in a matter involving number of performances in the policy of the house. When the act played the theater management wanted it to play an extra midnight show, claiming it was a benefit performance for a political club. Act refused and management made a proportionate deduction from act's salary.

When approached by the AFA with the judgment management of the Folly showed a release signed by Anthony and Rogers. AFA suspension stands until act pays for legal costs of the case.

Landwehr Capitol's G. M.

NEW YORK, Nov. 7.—Herman Landwehr has been made general manager of the Capitol Theater here, replacing the late J. K. Emmet. He was assistant to Emmet for nearly 14 years and was also assistant to the late S. L. (Roxy) Rothafel. He previously was in charge at the Rialto and Rivoli.

Hamid's "Revelations" Unit

NEW YORK, Nov. 9.—George Hamid has put out another unit, *Revelations of 1936*, which opens Friday at Fay's, Philadelphia. Idle Sunday of that week will be played at the Steel Pier, Atlantic City. Hamid recently had another unit, *Fascinators of 1936*, which played the Metropolitan Opera House, Philadelphia.

Vaudeville Notes

HARRY KRIVIT folded his first show of the season, *Broadway Nights*, at Warner's Cambria Theater, Johnstown, Pa., last Thursday. Show has been on the road for six weeks, playing most of its dates in the tri-State area. Krivit reports that he will have a new show out this month. . . . Lucille Love, dancer, appeared as dramatic lead in *Accent on Youth*, El Paso, Tex., Little Theater production. She is Mrs. Lou Lockett. Her husband is emcee at Club Tivoli, Juarez, Old Mexico, where his wife appeared. The Locketts also operate a dancing school in El Paso. . . . Bill Scott, manager of Stanley, Pittsburgh, is in St. Francis Hospital there recuperating from an operation. His condition is favorable. During his absence house is being managed by William Beck. . . . Ted Nicholas, Lyric, Indianapolis, manager, spent the week-end in Chicago and St. Louis looking over shows. . . . Barney Grant is recuperating from an appendicitis operation at the Illinois Masonic Hospital, Chicago. . . . Mrs. Lee Biben, wife of Harry Biben, vaude booker, was elected prez of the Ladies' Auxiliary of the Philadelphia Variety Club, Tent No. 13.

LAWRENCE GOLDE has moved out of the Mayfair Building, New York, into the offices of the William Morris Agency in Radio City. . . . Walter (Dare) Wahl is proud of his son's footballing with Baldwin, L. I., team. Pop used to be a professional wrestler himself. . . . Mae (Sparky) Lubow is out of vaude and running a knitwear shop with her mother in New York. Not far away from theater business, for the shop is above Loew's 83d Street Theater. Sister Isabelle is with act of Nice, Florida and Lubow. . . . Joe Bonell and Doris Bay, after five years in Europe, opened Fri-

day at the Carman, Philadelphia. . . . Dawn O'Day, current at the Arcadia, Philadelphia, opens at Loew's State, New York, Friday with Ben Barrie's ork, agented by F. & M.

STEPIN FETCHIT, Negro flicker "name," fell out of his Fox, Detroit, date this week when his studio called him for a pix. Morton Downey took his theater spot. . . . Simon Agency's unit, *Scandals of 1937*, has been renamed *Manhattan Scandals*. *Shooting High*, another Simon unit, is booked thru first of the year, with stopoffs in Cincinnati, Troy, Boston, Schenectady, Toronto and Montreal. Agency also has set *Kudjon Wonders* (Ray and Sunshine) for eight weeks in South America, the act sailing November 21. . . . George Byron, news-tator at Ambassador, St. Louis, given another two weeks added to his original four. . . . Joe Termini left the States for Europe, where he will open November 15 at the Apollo, Dusseldorf, Germany. He was here only five weeks after a 19-month tour of Europe.

JERRY MARTIN, of Martin and Martin, aerial act, has improved so that he's off the "no visitors" list at the McKinley Hospital, Trenton, N. J. He sustained numerous fractures recently in a fall at the Trenton State Fair. Expects to be at his home in Rochelle Park, N. J., around Christmas. . . . Patio, Brooklyn, is running Wednesday night basket-ball games, arranged by Schafer & Slater. . . . Four Robeys, who recently completed 12 weeks of fairs with Ernie Young's Passing Parade, have just finished return date at the Oriental, Chicago, and are set for Loew's State, New York, opening Friday (13), a return date at the latter stand within eight months.

Songs. With his 16-string harp guitar he plucked *When Did You Leave Heaven?*, whammed with some pizzicato on the fiddle, bowed out a nice *Rezevous With a Dream* and *Listen to the Mocking Bird* with sweet bird call on the E string. Eddie was sock with everything and amused with gesticulations. Did a bit of snatch vocaling. On for 20 minutes to a good hand.

The Sallie Wonderettes delighted the audience no end with 20 minutes of 10 diversified and highly entertaining puppet scenes, which included a bike race, piano solo, Bay of Naples scene and such. On one scene the curtain rose to show the four men and one

woman at work. Their 20-minute session was well received for good applause.

Flesh show ran particularly long—75 minutes, but it was okeh thruout.

Pigskin Parade (20th Century-Fox) is the picture.

Paris Bills

(Week of October 26)

Empire, while keeping down its budget, managing to provide good entertainment. Present bill features Ray Ventura and Collegians, who take up a good portion of the second half of the program. Okeh musically, but weak on comedy. Audience, however, eats it up. Show opens with Liberty horse evolutions which are a bit muddled. Theo M. presents two fox terriers which are exceedingly clever. Erickson on in amusing sleight-of-hand number. Walton's Marionettes, long-established puppet show, rate a warm hand. Two Luganos on in exceptionally good double trapeze act, both showing talent and showmanship. Boulicot and Recorder repeat same patter as on last program.

Marguerite Guilbert sings agreeably and is fairly good in imitations. Chevalier Brothers click solidly with a nut acrobatic turn full of amusing gags and hokum. Diane Belly and Ryaux adagio quartet close the first half in neat presentation, using the house ballet. Recha, illusionist, clever and fast worker, presenting several big illusion tricks, in one of which he mysteriously reveals himself seated in the center of the orchestra seats. Pierre Brasseur, film star, gets big billing but appears at a loss on the stage. Relates a few modest stories in mediocre fashion. Ventura and band close the show and find the audience reluctant to let them bow off.

ABC offering a good varied bill, featuring a really amusing sketch in which the comedian, Raimu, plays leading role. Other excellent comedy bits are the witty monologues of Pierre Dac and the songs of Drean, Sinclair and Day, ace ball-room dancers, click solidly with their graceful dances, and Cy Landry pulls laughs with his zany hoofing and operatic burlesque. Paul Berny is one of the best of European jugglers. Two Torres offer a mild session of Spanish dancing. Raquel Meller returns with new batch of songs which she puts across okeh. Petit Mircha scores show-stop with his classy singing, as do the piano and song duo, Gilles and Julien, who stick to a rather monotonous repertoire.

Bobino also presenting a good program, featuring Damia, popular sob singer; Samson Fainsilber, film star; Three Crotes, aerial; Kennedy and Company, illusionists, and Rene Paul, monologist. Trianon featuring the pop singer, Lys Gauty, and comedian-pianist, Betove, supported by a bill including Roblins and Nimo, comedy acrobats; Dog Stars, trained pooches, and a tab revue produced by Earl Leslie, in which the dance team of Gali and Gary are featured.

Chicago, Chicago

(Reviewed Friday Afternoon, Nov. 6)

A pleasing array of diversissements hold the boards here this week despite the fact that the show was booked almost at the last moment following the cancellation of Mae West's scheduled personal appearance due to illness.

The Evans Girls, house ballet, opened the bill with a good routine, done in long black gowns, which was enhanced by colorful lighting effects. Betty Bruce

followed with a nicely done rumba tap that combined ballet turns, leaving to a responsive hand.

Roy Campbell's Royalists, singing ensemble of four men and three women doubling from a local night spot, did *Sing, Sing, Sing; When I'm With You, Let's Sing Again, Who Killed Cock Robin?* and *Louisiana Hayride*, and Bill Thorne, basso, was featured in *I Got Plenty of Nothin'*.

The Evans Girls were back again for a toe number preceding the appearance of Mlle. Nirska, whose beautiful butterfly dance was the highlight of the show. Mlle. Nirska manipulates a pair of mammoth wings with apparent ease and the pictorial effects achieved with the play of various colors on her made a striking picture. Big hand.

Dick, Don and Dinah opened with an eccentric dance with acrobatics and then went into a session of comedy acrobatics, falls and balancing formations that won them nice applause at their finish.

Closing number was built around the song *A Fine Romance* and had the Evans Girls back, costumed in various pastel shade dresses; Betty Bruce with a toe routine and the Campbell's Royalists singing. F. LANGDON MORGAN.

Folly, Brooklyn

(Reviewed Wednesday Evening, Nov. 4)

Vaude this week better than usual, including four acts and a revue, with highlights outnumbering slumps in the bill.

Opens with Jannet May, aerialist, going thru the usual turns on ropes and flying rings. Provides a sock finish with her giant swings specialty, of which she does plenty.

Jack White, in deuce spot, affects Scotch comedy and sings two songs, intended to contain comic lines. Tries hard, but no go. Act needs complete overhauling.

Harmonica Rascals, seven boy players and their leader, offer pretty good numbers, being especially effective in *Poet and Peasant* in swing time and *Tiger Rag*. Nothing new in the way of presentation or comedy relief, but do pantomime and mild horseplay, with a half pint taking most of the knocks and laughs. Called back for two encores.

Mixed duo, Kelly and Hayes, present songs, gags and dancing. He does comedy and sings *I'm a Lone Cowhand* and the girl does aco. They share honors of a fair hand.

A five-people flash, *Don Avlin Revue*, closes. Avlin, backed by four pretty girls, opens with a short tap routine, followed by acrobatic work by one of the line. She has speed, but is not finished. Two girls harmonize *Story of Love* and *Let Yourself Go*. Only fair but make a dainty appearance. Another girl gets nice applause with a fast toe tap to *Truckin'*. A novelty ballroom dance, in double tempo and with taps, is executed by Don and a girl, after which he pounds out his neat tap specialty. Close with all five doing military tap. Act has appearance and should click after a little polishing.

Pictures were *Call Me Co-Ed* and *My American Wife*. GEORGE COLSON.

Orpheum, Lincoln, Neb.

(Reviewed Friday Evening, November 6)

Proceeding along the general lines that if it must be bad, it should be good and bad, this week's collection of talent (See ORPHEUM on page 22)

Rex, Steubenville, O.

(Reviewed Friday Afternoon, Nov. 6)

Several better-than-average specialties boost Harrison Kimball's *Frisco Follies* (See REX on page 22)

Bronx, Bronx, N. Y.

(Reviewed Thursday Evening, Nov. 5)

Current stage show here lasts 40 minutes and is given in revue form, some of the principals making several appearances (See BRONX on page 22)

Roxy, New York

(Reviewed Friday Evening, November 6)

The Roxy stage show was turned over to the air waves again this week, the current layout being labeled *NBC "Radio Stars" Revue*. Why "Radio Stars" is in (See ROXY on page 33)

Boyle Woolfolk's Swing Unit

CHICAGO, Nov. 7.—Rehearsals will start soon on Boyle Woolfolk's unit, *Swing, Baby, Swing*, which is scheduled to open in this territory about November 13, after which it will play some Wisconsin towns and then head south. Cast so far engaged consists of Nixon and Sans, Ming and Toy, Weber and Miles, the DuFrane Sisters, Al Tint, Lillian Frazee and Harry O'Brien's Musical Sextet.

Grand O. H., St. Louis, Reopens as Full-Weeker

CHICAGO, Nov. 7.—Another week of vaude was added to time booked from here when the Grand Opera House, St. Louis, reopened yesterday under the management of Charles W. Daniels.

House, dark since early last summer, is using five acts, full week opening Friday, and booked by Dick Hoffman thru the Billy Diamond office. Opening bill has Harriet Nawrot and Company, Pat Daly and Jean, Four Warners, William Ebbs and the Four Clovers.

Olsen, Johnson Routed

HOLLYWOOD, Nov. 7.—Opening of the Olsen and Johnson unit, handled by F. & M., is set for November 15 with a two-night stand at the State, Long Beach, Calif. Other dates are Denver, November 19; Omaha, 26; RKO, Minneapolis, December 4; Milwaukee, 11; Palace, Chicago, 18; Shubert, Cincinnati, 25; Palace, Cleveland, January 1; Fox, Detroit, 8; Toronto, 15, and Montreal, 22.

Units for Warner Tri-State

PITTSBURGH, Nov. 7.—With picture product weakening, Warner has resumed booking flesh into several of its houses in the tri-State territory. Oscar Kurshner, head booker here, reports that occasional units will be placed thru-out the season in theaters located in Western Pennsylvania, Eastern Ohio and West Virginia. The first unit this season was Harry Krivit's *Broadway Nights*, which played the Capitol, Steubenville, O., and Cambria, Johnstown, Pa.

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New Acts - Bands Reviews

Allen Leaffer and Orchestra

Reviewed at the Continental Room of the Brass Rail, New York City. Style—Dance band.

Instrumentation: Lead and vocals, Allen Leaffer; saxes, Leo Dale, Joe Sagone, Leo Candel; trumpet, Benny Bell, Saul Bonser; trombone, Ozzie Caswell; piano, Billy Straub; bass fiddle, Lee Hulbert; drums, Tommy Hatch; guitar, Lee Conna. Dale, Bonser and Conna double on the violin. Conna also solos on the electric guitar. Arrangements by Leaffer, Caswell and Hulbert.

Claiming a "smooth-swing" rhythm, this outfit evidences no apparent distinction in style, but does succeed in producing soft, smooth, easy-flowing music that is very danceable. Band has a full mellow brass section and a piano that comes in with sweet obbligato runs, both blending for an effect that worked wonders for their *Stardust*. They keep away from all velvet effects and instrumentations. One of the trumpets, Bell, does, however, step forth to hit high C and a fifth above high C. The band accompanies the floor show very competently.

Leaffer does the vocal choruses, handles the m. c. chores intimately and, between dance sessions, obliges with request vocals, sometimes with piano accompaniment. Having already worked for three seasons for his present employer, it looks as if he can remain for another three. G. C.

Morey Amsterdam, Tony Romano and Mabel Todd

Reviewed at the Roxy Theater, New York. Style—Comedy and singing. Setting—In one. Time—15 minutes.

Personalities in the act do most of their stuff individually, with Amsterdam acting as part-time emcee in addition to his own comedy stint. Open with Amsterdam and his bass fiddle, which he occasionally bows. Gags a while and does a few funny takeoffs on Ben Bernie, W. C. Fields, Kate Smith, Bing Crosby, etc., all of whom, for the purpose of the act, are emitting over the air waves from Sing Sing prison. Romano, vocalist and guitarist, instrumentally accompanies Amsterdam in latter's bass fiddle rendition of *Annie Laurie* and then comes on alone to offer *Did I Remember?* and *You Can't Pull the Wool Over My Eyes*. Singing is straight, voice is true and diction is particularly good.

After an introduction by Amsterdam, who straightens for her gags, Miss Todd sings *When It's Twilight on the Trail* and *Square Dance Tonight*. Sells her stuff and is quite a comedienne, her personality being something of a cross between a hillbilly and an Irish gamlin. Encored with rumba and tango tunes, burlesqued, altho central tune was retained.

Act clicked nicely.

P. A.

Ted Allen

Reviewed at the Roxy Theater, New York. Style—Horseshoe pitching. Setting—Special. Time—Six minutes.

Ted Allen, world's champion horseshoe pitcher, offers a swell demonstration during the short time allotted him. Throws the regulation 40 feet, accomplishing ringers with various handicaps such as a screen in front of the stake, etc. Most sensational performance is the lighting of a match by a pitched shoe.

Very nice novelty turn, particularly apropos in view of the ranch motif of the show. P. A.

Harris, Claire and Shannon

Reviewed at the Roxy Theater, New York. Style—Dancing. Setting—Special. Time—Ten minutes.

Two girls, brunet and blonde, make up a ballroom trio together with one man. Material is beautifully produced against a background of Gae Foster girls in striking costumes. First is a gliding waltz, suave and deftly handled, followed by a ballroom adaptation of Eastern dancing and a tango.

Trio is very smooth, good-looking and work expertly. Scored heavily here and seem a natural for clubs. P. A.

Bob McGrew and Orchestra

Reviewed at the Blue Fountain Room, Hotel LaSalle, Chicago. Style—Dance band.

Bob McGrew isn't strictly a musical modernist if one must succumb to the blatant "swing music" of the day in order to be accepted as such. Instead his orchestra is becoming one of the most popular bands in Chicago because his style is in direct contrast to the brassy instrumentation found in most bands today.

McGrew was engaged in symphony work when he decided to organize his present dance orchestra three years ago. His 10-piece combination plays the sweet type, emphasizing the violins and reeds. Seven of the 10 pieces can be converted into a string section, comprising violins, viola, cello and guitar. Only one brass instrument is in the band and that is heard chiefly in muted obbligato. McGrew's zest for symphonic strains in his dance music is carried in most of his orchestrations, and arrangements are founded principally upon the strings. His music has the gayety, spontaneity and charm of the Viennese music of Johann Strauss, Franz Lehár and Fritz Kreisler and is a decided relief from so much swing music of today.

The bandsmen also form a vocal ensemble for light operetta and musical comedy tunes, and the featured singers include Meta Rey, local girl; Lloyd Hundling, tenor, and Malon Gunn, the "Texas Troubadour." F. L. M.

Bahama Dancers

Reviewed at Cotton Club, New York. Style—Native Bahaman dancing.

A feature of last year's Connie's Inn, the Bahama Dancers are again a stand-out of the current Cotton Club show.

Two men and a girl (colored) in near-nude costume, they rush out on the floor in a frenzy of drum beating, yells and convulsive movements. The girl bumps around, her loose neckpiece revealing bare breasts, while the men hop around while beating drums. All three have tails attached to their costumes, which adds to the oddity of the act.

Whether they do authentic Bahaman dancing is anybody's guess. But one thing is sure; they do a swell novelty hotcha act. Very theatrical stuff, but it's effective, especially in a jungle production number. P. D.

Kaloah

Reviewed at the Cotton Club, New York. Style—Contortion novelty dancer.

A big hit of last year's Connie's Inn show here, Kaloah is again making the customers sit up and take notice at the same spot—altho this year it's called the Cotton Club.

Kaloah is an exotic colored gal whose claim to Broadway fame is her rubber-like body. After doing the usual body twists and convulsive upheavals she comes thru with her amazing trick of sending waves thru her stomach. You can see the big ripples, controlled perfectly, pass over her stomach. She can also make her thigh muscles ripple like water. For a finale she did some hot and sexy dancing with Henri Wessels.

A novelty act that can be a wallop in an show. P. D.

Tramp Band

Reviewed at the Cotton Club, New York. Style—Comedy band. Time—Ten minutes.

Here is a sock act. Has novelty and comedy in addition to speed. Six men "musicians" and a comedy leader.

Men are rigged out in tramp costumes and play the bass fiddle, guitar, washboard, drums, frying pans, washtub combo and two queer horns, while the leader affects a lazy-bones mugging personality. The boys go to town with cacophonous but rhythmic playing. It's hardly music, but neither is it unpleasant. It's just rhythm, pounded out fast and furiously.

The washboard player doubles as a singer, while some of the other boys contribute vocalizing—call it that, anyway—and go in for bits of comedy. The leader, who looks like a bewildered and lazy

scarecrow, makes a clever front for the band.

Went over big here.

P. D.

NIGHT CLUB

(Continued from page 12)

standing in their particular line, making it an all-star show. Several changes have been made in the room since last season, most notable of which is the changing of the band stand and dance floor from one end to the middle of the room. Cuisine is of the best, with prices no higher than other class spots in town.

Georges and Jalna are without a doubt two of the smoothest, most graceful dancers extant, barring none, and possess a technique that even surpasses some of the better known publicity-made ballroom teams of today. Their beautiful waltz to *Berceuse* from *Jocelyn* was superbly done; a syncopated rhythm number to *Darktown Strutters' Ball* was airy and spritely, and a rumba to *Maria Lao* was done in true Latin spirit. A pair of great dance artists.

Corinna Mura, a Castilian chanteuse of exotic beauty, kept the audience entranced with her Spanish songs and colorful method of delivery. She has a voice of surprising range, a dulcet mezzo-soprano, using her low tones mostly and strumming her own accompaniments on the guitar. She is proving one of the most colorful floor entertainers ever booked in Chicago. At the show caught she did *Cammenito*, *Then It Isn't Love* and *Tabu* and scored a hit.

Al Kavellin is playing a return engagement here with his orchestra. He wisely keeps away from noisy swing music and emphasizes on reeds, a muted trumpet, an accordion and bass viol, among other instruments in his 11-piece combination, and features Carmen, a young nimble-fingered pianist, with Paul Carlton supplying the vocal passages.

F. LANGDON MORGAN.

1214 Club, Philadelphia

With the unshuttering of former watering places, this old neighborhood is rapidly becoming a counterpart of Broadway's West 53d street. Bon vivants are beginning to eschew the pseudo-snobishness of so-called class joints and are moving down the street to the brownstone houses.

Getting in on the cycle, Boo-Boo Hoff, former fight manager, has hung his shingle out. And it's a worthy shingle to hang your hat on. Lounges on the ground floor and one flight up for festivities. Not as lavish and elaborate as others in the zone, but will have no trouble holding its own with its intimate atmosphere and floor offering. Room is an all righty apartment retreat.

Instead of the usual mob of canaries spot mixes it up aptly. Have a line of five, the Gala Gala Girls. While they show up as champ lookers, stuff is nothing more than a refined hula. Do two turns and Lee La Monte steps out for a tap terp. Melba Beaudraux and Virginia Bennett are on display for pipe ability on the swing and bawl ballads. Both worship the mike and give out per usual niterie tonsiller.

The nightly task to bring down the house, which they do, falls upon the Three Racket-Cheers (Steve Murray, Lew Martini and Pete Clifford). Threesome bet the sipping sitters on their ears with their own thematic and then proceed to approximate mayhem with hilarious results. Their appearance on the floor is a signal for riotous fun. If it ever comes to a poll on successors to the Clayton, Jackson and Schnozz diadem the Three Racket-Cheers are a notch for a grab on a top-row ticket. Their zany interpretations make for an inspired dish of delicious lunacy.

Hal Hixon, ever ready to sing, dance or jest, plugs the waits in mastering the ceremonies. A git box, dog house, scratch box and Tom Thumb, with Freddie Parress giving the down beat, back up the show. Their smooth playing is for tripping the light fantastic, but the customers don't get much of a whirl at it, as the dance space is postage stampish.

No cover or minimum, but scale is upplish, bitters at half an eagle. Two shows. ORO.

Club Bali-Bali, Chicago

A bright new spot arose on Chicago's night life horizon when Ben Lenhoff took over the old Coconut Gardens property and transformed it into this veritable paradise for sun dodgers.

Lenhoff has developed a room of tropical atmosphere, with numerous palm trees scattered about. Seats 400, and at one end is a mezzanine bar, elevated so as to permit an easy view of the floor show. Has a blue sky effect, and all chairs are covered with green.

Husk O'Hare and his Genial Gentlemen, a slick nine-piece combination, are making their first local appearance in 18 months, having been on a long road tour. O'Hare does not go in for much swing stuff. Instead plays smooth and sweet. Bob Hawk, who enjoys more or less of a radio following locally, is emcee. His flippant manner found favor with most of the customers. Not very original, his biggest asset being his ability to remember what he has heard elsewhere.

Arturo and Evelynne, dance team, are the top act. Among their numbers is a ballroom medley of five different styles; a slave dance to the tune of *In a Persian Market*, which gives Evelynne an opportunity for acrobatic stuff, and a weird and sensational *Vampire Dance*.

Second in applause honors was Jimmy Hamilton, singing bartender, whose beautiful baritone was heard in three songs. Here is a fellow who is a definite radio possibility and should go far.

Emily Fiske, a cute little trick, contributed a neat toe dance and a tap number attired in top hat and tails, and Joan Gordon (formerly Terry) sang *It Ain't Necessarily So* and *Mad About the Boys* to nice applause. Her selection of two of the same kind of songs had a tendency to slow up the show somewhat.

The Bali-Bali is another on the long list of spots booked by the Paul Marr-Sammy Clark office.

F. LANGDON MORGAN.

Chanticleer, Millburn, N. Y.

Located in the Orange Mountains, about four miles from the heart of Newark, the Chanticleer easily ranks with any of the top-notch New York supper clubs.

Spot has been built up by catering to food and dance connoisseurs.

Recent fall opening, in which the De Marcos were featured, really did nothing more than bolster the already high opinion of Maestro Gus Steck and his band. Steck's organization, formed here in 1932, has an interesting makeup which perhaps accounts for its popularity with the steppers. Steck himself; Al Weber, bass, and Mace Irish, sax, played together in Will Osborne's Band. Jim McGarvey, first violin, comes from Johnny Johnson's crew. Archie Miller, ivory tickler, got his experience with Henry King, and Frank Flynn was Vallee's original drummer. Max Newark and Fred Billotti, violins; Fred Maier, sax, and Al Doscher, guitar, round out the full 10 pieces.

While the Chanticleer does not have a floor show, vocals by Fred Sayles and novelty numbers by a trio (McGarvey, Irish and Sayles) seem to fill the desires of the patrons. Lee Rogers, guitarist, sings intimately at the tables. He is said to have a repertoire of well over a thousand songs.

Band dishes out melodious, sentimental tunes in the main—and does a swell job. The three violins and four-man sax section, Steck making the fourth, produce liting effects in a pleasing manner. Arrangements are made by Mace Irish—another swell job. Outstanding is his arrangement of *Bo-jangles of Harlem*, a la Andre Kostelanetz.

Minimum check of \$1.50 holds for every evening except Saturday, when \$1 cover is asked; this is reduced to 50 cents for dinner guests.

Club's layout is attractive, interesting and restful. And not only should it attract but it does.

BRUNO M. KERN.

League To Investigate Competition From WPA

Board of governors will meet to discuss problem—waited until after election to avoid being tagged a political issue—situation has changed since WPA started

NEW YORK, Nov. 7.—With elections out of the way, the League of New York Theaters is prepared to look into the WPA theater project situation. Ever since the project was started commercial managers have raised the cry of unfair competition, in many cases backing their outburst with facts and figures. With WPA productions encroaching more and more upon Broadway, both in point of numbers and of space occupied, the problem has become more serious. Nothing was done before election for fear that any objections raised might be considered a political move. Now that the election is over the League will go into the matter thoroughly.

First move will be a meeting of the board of governors, to be held in the near future, according to announcement. It is probable that a committee will be appointed to investigate possible competition from all angles, that it will report back to the board and that the governing body will then take up the problem with the entire membership. In all probability, nothing will be done without the sanction of the membership at large.

Dr. Henry Moskowitz, executive adviser to the League, said this week, "We (See League To Investigate on page 25)

"Scandals" Clicks on Coast

LOS ANGELES, Nov. 7.—Doing top business at the Biltmore Theater here, George White's *Scandals* will be held for one extra performance tomorrow for a total of 11 days. Delay will necessitate troupe traveling by special train after the last show to make Phoenix, Ariz., Monday. Show is heaviest to hit Coast in years, requiring four baggage cars, four sleepers and a diner. Production requires 20 loads.

"Victory" Set for Pitt

PITTSBURGH, Nov. 7.—Second pre-New York presentation at the Nixon Theater this season will be Maxwell Anderson's *Wings of Victory*, which will show here week of November 30. Last month the Theater Guild's *And Stars Remain* premiered here.

Before reaching New York *Victory*, starring Katharine Cornell, will also play Cleveland, Washington, Buffalo and Detroit. Cast includes Walter Abel, Ruth Matteson, Hardie Albright, Effie Shannon, Helen Zelenskaya, Arthur Chatterton, Lois Jameson and Morton Stevens.

Indianapolis Bookings

INDIANAPOLIS, Nov. 7.—Vincent Burke, manager of English's, completed negotiations today whereby the opening-night sale of tickets for *End of Summer*, booked for the theater for two days starting Monday, November 30, will be handled by the local chapter of American Association of University Women.

The same week, starting Thursday, December 3, Burke is bringing in *First Lady*, with Jane Cowl. *A Pride and Prejudice* date has not yet been set. Tentative schedule will bring it in either the last of November or the first of the year.

"Follies" Name Is Sold

NEW YORK, Nov. 7.—Administrators of the Erlanger estate were granted permission last week to sell all rights and title to the name *Ziegfeld Follies*, which was one of the assets of the estate. Purchasers are Lee Shubert and Billie Burke Ziegfeld. Price okehed by surrogate was \$27,500, with royalties on the title to continue up to May 1, 1937. Leonard E. Bergman and Julius Klein are administrators of the estate.

Pix 'Pastures' OK in London

NEW YORK, Nov. 7.—According to word received here this week, the film version of *The Green Pastures* has been passed by the London censor, despite the fact that the stage version was barred in 1931. Decision hinges on a legal technicality. Law forbids the Deity to be shown upon the stage but says nothing about films. Warners, producers of the picture, expect to open it at a big West End house in five or six weeks.

LORELLA VAL-MERY

Writes on

The Growth of the Drama League

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

Critics Walk Out On Paris Opus

PARIS, Nov. 7.—An indication of the quality of some of the new dramatic fare being offered in Paris is the fact that a group of prominent critics recently were so fed up that at the press showing of *Halt! Ou allez-vous? (Halt! Where Are You Going?)*, at the arty arty *Oeuvre*, they arose at the close of the first act and answered the author's question by walking out. Unfortunately author is Eugene Gerber, and it is his first production.

Another arty theater gone wrong is the Atelier, which is presenting *La Camelot (The Hawk)*, a comedy by Roger Vitrac. The play deals with a street-corner salesman who rises to wealth and fame. Bright spot is the acting of Georgius, popular vaude comedian, but even his work doesn't save the piece.

On the other hand the Pitoeffs, equally arty, have scored a success at the Mathurins with *Angelica*, a symbolic tragedy (See *Critics Walk Out* on page 25)

Biltmore Warner Tryout Spot

NEW YORK, Nov. 7.—According to present plans, Warner Brothers will use their newly acquired Biltmore Theater on 47th street as a tryout spot for legit projects. That means that it will house the plays of nonmembers of the Dramatists' Guild. Feud between picture producers and the Guild, which flared up over terms of the new basic agreement, is still going on, film companies steering clear of shows by Guild members—which means all dramatists with produced plays to their credit.

One Guild show, however, will go in the house before the Warner plan starts operation. That is the George Abbott production of *Brother—Rat*, which tries out in Princeton December 5.

Warners take possession of the house November 21.

From Out Front

By EUGENE BURR

When a man's hipped on a certain subject it's pretty hard to unhip him; he comes back to it again and again, like a murderer returning to the scene of the crime. Thus this column has contained countless more or less recondite theses concerned with personality as against acting ability, low audibility of actors, propaganda plays that raise propaganda above playwrighting, the effective use of legitimate hoke, type casting and repertory theaters. Repertory theaters have, perhaps, the particular pet. I have never been able to understand why theatergoers are supposed to prefer a bad new play to a good old one.

The arguments for repertory are many and varied—providing the right sort of repertory were offered, with the right sort of company. They have been discussed here often. It would certainly do no harm to discuss them again, since in all probability nobody's going to be bored by reading this column anyhow—but space is short and time is fleeting, particularly when a deadline looms.

The important thing right now, at least to a guy who has been howling for repertory over a goodly span of years, is the fact that last Sunday Mr. Brooks Atkinson of *The Times* added his voice to the chorus of repertory supporters. And he had a new reason.

His viewpoint was presented in the course of a discussion of *Stage Door*, the Kaufman-Ferber play that presents the plight of the faithful stage actor, true to the lure of the living drama despite enticing offers of celluloid-spoilers on the Pacific Coast. Mr. Atkinson indicated that the stage is not always entirely fair and just to her most faithful children, and he suggested that repertory companies, which offer steady employment over a stated period of the year, might be one way of alleviating the lot of the actor. They would undoubtedly serve that purpose. They would also alleviate the lot of the chronic playgoer, a fact which, to this chronic playgoer, is even more important.

Undoubtedly New York should have at least one company offering permanent rep. That has been proved time after time, to my complete satisfaction, in these columns. There is, however, only one hitch. Several years ago I became so completely hipped on the subject that I went to the length of drawing up a ground plan for a truly civic repertory company, the plan to be used by anyone public-spirited enough to undertake to manage rep. It was a really lovely plan. Subscription seats were provided for; an arrangement was worked out whereby the profits of one season would be returned to the public the next year in the form of reduced prices for seats; a schedule of plays ranging from *The Tragedy of Dr. Faustus* to *Secret Service* and *Journey's End* was drawn up (since any good repertory company should vary classics of all ages with modern plays of all types); provision was made for the production of five new plays each season; even a tentative company was suggested.

There was, as remarked before, just one hitch. After everything had been worked out (and a lovely looking plan it was!) I discovered that every seat in a house very nearly as large as the Center would have to be sold at every performance in order to cover the nut.

The plan was never submitted to anybody.

The loyalty of the children of the stage to a medium only too often blatantly disloyal to its faithful followers is sometimes an almost pitiful thing. Two cases come to mind. A play recently announced for production (tho it's not going to be produced) dealt with an acting gentleman who turned out to be something of a prize heel). A stage-struck Endymion, he worshiped himself, giving heed to naught else, and in the course of the action did things that proved him a drunkard, a lecher and a fool. Despite the dictates of common sense, several actors refused to play the role, feeling that it presented the theater and its practitioners in an unfavorable light. Another play recently read had to do with a theatrical office, satirizing the zany goings-on which characterize so many theatrical offices hereabouts. At least one director refused to touch it, claiming that it presented the theater in an unfavorable light.

The fact that both these plays presented nothing remarkably distant from Times Square truth failed to affect the viewpoint of those who refused them. Whether or not the theater is like that, these people seemed to say, is none of the public's business; it is our job to remain loyal at all costs, to protect the reputation of the stage, even tho at times there is perilously little reputation to protect. It is a loyal and high-hearted attitude—but in view of the theater's treatment of its followers it does seem more than a little pitiful.

Memphis Spot Open to Legit

Lightman house books "Scandals" after Auditorium's mixup on dates

MEMPHIS, Nov. 7.—Tossing a bombshell into the local road-show situation, M. A. Lightman, Memphis motion picture circuit operator, announced this week that he would reopen the Orpheum Theater, which has been closed for the past year, and would present George White's *Scandals* there November 25 and 26.

Action was a surprise from several angles, primarily because it marks the first booking of a legitimate attraction in years outside the municipal Ellis Auditorium. Col. C. A. McElravy, the auditorium's managing director, had previously announced a tentative *Scandals* date for December 8 and 9. When the company was able to come here only during Thanksgiving Week, Colonel McElravy found he had already set the annual Memphis Automobile Show for the entire week.

The attraction was then offered to Lightman with the suggestion that he unshutter the Orpheum. Lightman has never gone heavily for flesh attractions; since the REKO receivership dumped the Orpheum back on local bondholders in 1933 the large showhouse has gone thru four separate regimes, none successful, its chief difficulty being lack of pictures. Lightman tried to operate the house for more than a year. Finally, last November, Lightman, Loew and Warner entered into an agreement to close the theater for one year and split the rent among them, figuring the added revenue at the other theaters would cover the three-way rental. That agreement ends this month and, while there is a possibility that it may be renewed, there is a feeling that Loew and Warner would turn down a continuance. With this situation in mind, Lightman decided to take the *Scandals* and ask the public to show whether it wants stage attractions. A number of shows have been offered him, some of a type that would not play the auditorium anyway, and he feels that he can manage to keep something on the stage most of the time if he can get public support.

While there have been a number of musicals at the Orpheum, the *Scandals* will be the first outright New York stage production shown there since the theater was built 10 years ago. Helen Morgan and Willie and Eugene Howard head the cast.

Meanwhile, at the Auditorium, Colonel McElravy is desperately trying to line up attractions. Altho good road shows have done notably well here in recent seasons, the routings seem to be away from this section. The Auditorium has *The Great* (See MEMPHIS SPQT on page 25)

"Show" Fills Boston; Four Rehearsal Spots

BOSTON, Nov. 7.—Probably unprecedented in Hub legit productions, four houses were utilized for dress rehearsals of *The Show Is On*, which opened at the Shubert Theater. Last-minute rehearsals were staged at the Plymouth, which currently is boarding *Boy Meets Girl*, and the Majestic, which has been dark all season. The Shubert stage was arranged for lighting and scene rehearsals. The Boston Opera House, which this season has seen WPA Grand Opera and Leslie Howard in *Hamlet*, opened its doors to orchestra rehearsals.

The Show Is On is pretentious, with a quartet of carloads filled with scenery brought in from New York. Many truckloads of costumes helped swell baggage car space. Beatrice Lillie and Bert Lahr head an imposing and large cast here for a two-and-one-half-week stay.

Gabel Leaves Kingsley Spot

NEW YORK, Nov. 7.—Martin Gabel, formerly casting director and assistant to Sidney Kingsley in Kingsley production outfit, has withdrawn, his spot being taken over by Julius Evans and Joan Hathaway.

New Plays on Broadway

Reviewed by Eugene Burr

NEW AMSTERDAM

Beginning Monday Evening, November 2, 1936

FORBIDDEN MELODY

A musical with book and lyrics by Otto Harbach and music by Sigmund Romberg. Settings designed by Sergei Soudelkine. Costumes designed by Ten Eyck. Dialog directed by Jose Ruben. Musical director, Robert Dolan. Orchestrations by Donald Walker. Presented by Jack Kirkland and Sam H. Grisman.

- Theodor Bela Lublov
- Tosk Leo Chazalov
- Kazdu Daniel Harris
- Katcha Lillian Clark
- Alexis Constantine Charles Bryant
- Doma Joseph Greenwald
- Gregor Florescu Carl Brisson
- A Walter Herman Williams
- Col. Geza Arthur Vinton
- Mme. Geza Ruth Weston
- Nicholas Constantine Jack Sheehan
- Rozsa June Havoc
- Elene Constantine Ruby Mercer
- Nitza Nitza Vernille
- Yanczi Helen Gray
- Butler Tomes Chapman
- Frederic Harry Raine
- A Streetwalker Marie Louise Quevli
- A Policeman Leo Chazalov
- A Girl Dolores Flanders
- Another Girl Muriel Muth
- Capt. Fedovitch Gladstone Waldrip
- Lt. Czerny Kramer

LADIES OF THE ENSEMBLE—Judith Gates, Beulah Blake, Betty Kerr, Jewel Marie Markham, Rita Joan Hume, Dolores Flanders, Muriel Muth, Dorothy Forsythe, Fay Hope, Joy Hampton, Marie Quevli, Wadecia Atiyeh, Virginia Cole, Mildred Newton.

GENTLEMEN OF THE ENSEMBLE—Tomes Chapman, Alexander Ancharoff, George Magis, Bruce Barclay, Jack Leslie, William Dunn, Mitchell Cowan, Jerry O'Rourke, Gladstone Waldrip, Herman Williams, Harry Raine.

A soprific known as *Forbidden Melody* opened Monday night at the New Amsterdam Theater under the sponsorship of Jack Kirkland and Sam H. Grisman. While not a strong drug, its effects, tho' slow, are sure. Even large dose of black coffee would probably have little effect in combating it.

Those stalwarts of operetta, Sigmund Romberg and Otto Harbach, have fashioned the show out of clippings from their memory books. With its Budapestiferous and Bucharest local (and if those puns are bad, you can at least rest assured that they are not nearly so bad as the humor in the show), it brings out of the mothballs all of the hussars, dragoons, love affairs, moonlight and boredom of our fathers' favorite Balkan musicals. It really should be playing at the old Casino Theater, like so many of its predecessors. If there are those who rise to remark that the old Casino Theater now is no more, this corner still sticks to its guns.

Harbach has provided a plot which practically needs a ground plan to get itself unraveled. Vagely—very vaguely—it is based on the return of Carol to the Roumanian throne. There are various other things involved too, chiefly a young lieutenant who is so charming that no lady can look unmoved upon his toothy smile. He has this and that to do with the wife of a colonel, switches his affections to an actress and finally saves the actress's father from being shot by flying the king home from Paris—tho' the connection is something you'll have to learn from Harbach, not from me. It is all very complicated and devastatingly unimportant.

As usual in operetta books of this type, the humor is something less than hilarious. Also, as usual, the principals break into song upon the slightest provocation, intoning numbers most of which have to do with that much-maligned emotion, love.

All of that might have been forgiven, at least in part, if Romberg had not happened to be in as reminiscent a mood as Harbach. His music has its usual swing and lilt, but there's very little of it that shows any sign of becoming particularly popular. It all sounds as tho' we'd heard it many times before.

A large cast is headed by Carl Brisson, a Danish performer who was once a prizefighter. He was obviously a better prizefighter than he is a performer, since his face seems to have retained its original contours. Flashing a desperate smile that outshines the spotlights, he is relentlessly coy thruout the evening.

As the nice little heroine Ruby Mercer sings pleasantly enough. Those who like Ruth Weston will undoubtedly like her in this. Joseph Greenwald and Jack Sheehan give the comedy just about what it deserves. As for the dancing, it is contributed chiefly by Nitza Vernille, who provides the high spot of the evening, and Helen Gray, who ably abets her in the terpsichorean department.

Sergei Soudelkine's settings are very nice, and so are Ten Eyck's costumes. The direction does little or nothing to unscramble the mess in which Harbach left the book—but the mess was so complete that no director in the world could be expected to unscramble it.

Until Monday this corner had thought that *Love in the Balkans*, in its operetta manifestation, was as dead as anti-macassars or Uncle Oscar's sidewhiskers. As a matter of fact, events at the New Amsterdam on Monday night did little or nothing to change that opinion.

BAYES

Beginning Monday Evening, November 2, 1936

DON'T LOOK NOW!

A comedy by John Crump. Directed by Gustav Blum. Setting designed by Lou Bromley and built and painted by Theodore Reising Studio. Presented by Gustav Blum.

- Tom MacDonald Edward Marr
- James Cabot Robert Shayne
- Winters Oscar Stirling
- Ernest Johnson Ferdi Hoffman
- Fred Luder Robert Leslie
- Mrs. Jones Kathryn Harris
- Elaine Jones Quenell Tucker
- Sam Stern Joseph Buloff
- Nina Gay Beverly Phalon
- T. T. Lawrence Forbes Dawson
- Rodney Fletcher Schloss Jack Hasler
- Colonel Vance Carleton Macy

SCENE—James Cabot's Apartment in a Mid-Town New York Hotel.

ACT I—A Morning in Autumn. **ACT II**—Afternoon of the Next Day. **ACT III**—That Evening.

A piece called *Don't Look Now!* opened at the refurbished Bayes Theater on Election Eve, just in time to make the idiosyncrasy on Broadway on Election Night a bit more horrible than it would otherwise have been. Described as a comedy, it was written by John Crump and was produced by Gustav Blum under his own direction. One wonders why.

It's supposed to be one of those mad theatrical farces, replete with handsome author, dialectical film producer, moving picture star, Southern gal who wants to act, hard-boiled press agent and all other addenda of the species. Crump, so far as can be seen, has mixed them all together indiscriminately, and Blum has poured the resultant mess upon the Bayes Theater stage to entice unwary customers. They underrate the theater-going public.

The plot of *Don't Look Now!* (to get it over with as quickly as possible) concerns a film star (female) who loves a playwright and therefore dashes out of an expensive picture to travel to New York and win him. The playwright, however, is engaged to a Southern gal with a yen to be an actress who has financed his current flop. He finds that he really loves the film star and so, thru the star's producer, who wants to get her back to Hollywood, the Southern gal is exposed to the amatory ministrations of a phoney English lord. She falls for them and breaks her engagement.

A cast that seems little better than its materials struggles painfully thru Crump's morass of inept lines and unfunny situations—the Robert Shayne, an excellent actor, is inexplicably involved. He seems quite unhappy about it all—the almost as tho' he were a member of the audience. Also involved is Joseph Buloff, from the Yiddish stage. Cast as the film producer, he turns out to be an energetic gentleman who bears down heavily upon detail, whose head darts forward like that of an angry duck, and who seems in general to be offering a ballroom version of St. Vitus' dance. Lack of mention for most of the others is not an oversight but a kindness.

Blum's direction is as ill-advised as his choice of play.

If the title was supposed to be a command, it proved unnecessary after the first five minutes.

BROADWAY RUNS

Performances to November 7, inclusive.

Dramatic	Opened	Perf.
And Stars Remain (Guild) .. Oct. 12 .. 32		
Boy Meets Girl (Cora) .. Nov. 27 .. 402		
Dead End (Belasco) .. Oct. 28 .. 434		
Don't Look Now! (Bayes) .. Nov. 2 .. 8		
Green Waters (Masque) .. Nov. 4 .. 6		
Hamlet (Empire) .. Oct. 8 .. 86		
Idiot's Delight (2d engage.) (Shubert) .. Aug. 31 .. 80		
Night Must Fall (Barrymore) .. Sept. 28 .. 48		
Plumes in the Dust (48th St.) .. Nov. 6 .. 3		
Pre-Honeymoon (Little) .. Apr. 30 .. 214		
Reflected Glory (Morosco) .. Sept. 21 .. 56		
Seen But Not Heard (48th St.) .. Sept. 17 .. 60		
Stage Door (Music Box) .. Oct. 22 .. 20		
St. Helena (Lyceum) .. Oct. 8 .. 89		
Swing Your Lady! (Booth) .. Oct. 18 .. 24		
Ten Million Ghosts (St. James) .. Oct. 23 .. 19		
Three Men on a Horse (Fulton) .. Jan. 30 .. 744		
Tobacco Road (Forrest) .. Dec. 4 .. 1268		
Victoria (Plymouth) .. Oct. 15 .. 28		
Victoria Regina (2d engage.) (Broadhurst) .. Aug. 31 .. 80		

Musical Comedy	Opened	Perf.
D'Opily Carte Opera Co. (Beck) .. Aug. 20 .. 92		
Iolanthe (Belasco) .. Sept. 21 .. 8		
Mikado, The .. Aug. 20 .. 16		
Pirates of Penzance and Trial by Jury .. Aug. 31 .. 16		
Gondoliers, The .. Sept. 7 .. 8		
Pinatore and Cox and Box .. Sept. 28 .. 8		
Princess Ida .. Oct. 12 .. 16		
Women of the Century .. Sept. 10 .. 16		
Patience .. Oct. 5 .. 8		
Ruddigore .. Oct. 22 .. 4		
Forbidden Melody (New Faces) .. Nov. 2 .. 8		
New Faces (Vanderbilt) .. May 19 .. 199		
On Your Toes (Majestic) .. Apr. 11 .. 241		
Red, Hot and Blue (Alvin) .. Oct. 29 .. 12		
White Horse Inn (Center) .. Oct. 1 .. 44		
Ziegfeld Follies (2d engage.) (revised) (Winter Garden) .. Sept. 14 .. 64		

MASQUE

Beginning Wednesday Evening, Nov. 4, 1936

GREEN WATERS

A play by Max Catto. Staged by Reginald Bach and Milton Shubert. Setting designed by Watson Barratt, built by Turner Construction Company, and painted by Louis Kennell. Presented by Lee and J. J. Shubert.

- Michael Fraser Denis O'Dea
- Joey Fraser Jackie Jordan
- Ian McRuvie Dennis Hoey
- Mrs. McRuvie Alice John
- Richard Fraser Reginald Bach
- Jennifer Fraser Doris Dalton
- Edgar Fraser Terence Neill
- Father Roffe Ralph Cullinan

ACT I—Time: The Present. The Frasers' House on the West Coast of Scotland. Late Afternoon. **ACT II**—Scene 1: An Afternoon, Two Weeks Later. Scene 2: Next Evening. **ACT III**—Late Afternoon, Three Weeks Later.

Stephen Leacock, at the start of one of his nonsense novels, remarked that it was a wild and stormy night on the West Coast of Scotland. "This, however," continued Leacock, "is immaterial to the present story, since the scene is not laid in the West of Scotland. For the matter of that, the weather was just as bad on the East Coast of Ireland. But the scene of this story is laid in the South of England."

Unfortunately, however, the scene of Max Catto's *Green Waters*, the play that the brothers Shubert brought to the Masque Theater Wednesday night, really is laid on the West Coast of Scotland, and one gets the idea that life there is nothing but a long succession of wild and stormy nights—or, rather, late afternoons. Such dour meteorological phenomena naturally affect the inhabitants, and life in the house of the Frasers is just one round of hate. It seems that old Mr. Fraser had had one son by his wife, and then, when she died, proceeded to have a couple more sons by a lady he loved dearly tho' unconubinally. Michael, the eldest of these, hates his father with all the intensity of a dour Scotch hate, and pours all his love on his little brother.

To this somewhat dispiriting home-stead come Edgar, the legitimate son, and his pretty young wife, who has been caught in the strong bonds of Edgar's matter-of-fact mind. Michael, who is as wild and stormy as a Scotch afternoon, falls in love with her and she with him. (See *GREEN WATERS* on page 27)

"Maze" Next on Group Sked

NEW YORK, Nov. 7.—Group Theater has dropped from consideration George O'Neill's *The Red Pavilion* (not an adaptation of John Gunther's book), but still has on its schedule Paul Green's *The Enchanted Maze*. Green play will probably follow *Johnny Johnson*, now in production, as the second item on the Group schedule.

"Inn" Breaking Records

NEW YORK, Nov. 7.—House records at the Center Theater, mammoth Radio City house, are being smashed by *White Horse Inn*, current occupant. *Inn* grossed \$51,000 in a single week, \$6,000 better than anything done by *The Great Waltz*. Weekly nut is a reported 35 grand.

Show has pulled in exactly \$215,91.66 in one month of operation. Number of customers during the same period reached 91,259.

Group Wants Suggestions

NEW YORK, Nov. 7.—According to present plans, the Group Theater will present a revival, for matinees only, during the run of *Johnny Johnson*, its first production of the season. Outfit wants suggestions. It's looking for a neglected American classic on the order of Philip Barrie's *White Wings*. Show would be put on by members of the junior Studio Group with the aid of various people in the regular production.

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★ LAWLER**

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ZIEGFELD FOLLIES

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

Direction—LOUIS SHURR.

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WINTER TERM BEGINS JANUARY 15

For Catalog address the Secretary, Room 145, Carnegie Hall, N. Y.

"As You Like It"

(20TH CENTURY-FOX)

TIME—95 minutes.

RELEASE DATE—January 8, 1937.

PLOT—Famous Shakespeare vehicle deals with tyrants and loyalists, a tyrannic duke exiling his brother and holding his niece as hostage. Latter has the affection of her uncle's daughter. Two other brothers, younger, have trouble also, one of them being exiled, too. He drifts to the Forest of Arden, where resides the banished duke. Two girls, fleeing from the tyrant, go there also. Boy and daughter of exile fall in love, staging a beautiful romance, touched with comedy by the girl's later impersonation of a boy. Boy's brother when saved by him has a change of heart. He becomes kindly and the tyrant's daughter falls for him. They're all united in the forest, and happiness is replete when the tyrant amends his way.

CAST—Elsabeth Bergner, Laurence Olivier, Henry Ainley, Sophie Stewart, Felix Aymer, John Laurie, Mackenzie Ward, Leon Quartermaine and others. Bergner splendid actress, but her dialect not suitable for Shakespearean language. Others grand, particularly Olivier and Quartermaine.

DIRECTOR—Paul Czinner, producer also. Beautiful treatment, a nice tempo and sustains interest. Made it simple, understanding and delightful.

AUTHORS—Story by William Shakespeare. Scenario by R. J. Cullen. Adaptation remarkably well done. **COMMENT**—While an excellent picture, a Shakespeare vehicle loses effectiveness because of difficulty in grasping the language on the screen. Hurt further by Bergner's foreign accent.

APPEAL—Limited. General run of neighborhood audiences will find it difficult to consume, but arty ones will take to it.

EXPLOITATION—Much plugging on it being a Shakespeare story, passing word around to schools, libraries and other educational sources.

"Under Your Spell"

(20th Century-Fox)

TIME—63 minutes.

RELEASE DATE—November 6.

PLOT—A famous baritone, tired of it all, goes off to the mountains where he was born, despite the fact that his manager has contracted for him to sing at the party of a pretty heiress. She follows him to the wilderness, falls for him and then leaves him when she thinks that she's been made the butt of a publicity stunt. He starts for Europe, but she holds him legally to his contract, so he eventually manages to get out of it with the aid of a music-smitten judge. As soon as he gets out of that contract, however, he enters into another one with her, for marriage.

CAST—Lawrence Tibbett, Wendy Barrie, Gregory Ratoff, Arthur Treacher, Gregory Gaye, Burton Churchill, Charles Richman and others. When the gal in the picture tells Tibbett she thinks his voice is highly overrated, this section of the audience felt like applauding. Barrie, a pretty kid, seems to regard the act of acting with wistful and frustrated eyes. Ratoff and Treacher do what they can.

DIRECTOR—Otto Ludwig Preminger. He allows Tibbett to sing on the slightest provocation, but there really wasn't much else he could do.

AUTHORS—Screen play by Frances Hyland and Saul Elkins from story by Bernice Mason and Sy Bartlett. A framework for Tibbett's yodeling.

COMMENT—A weak one. **APPEAL**—Can't stand alone. **EXPLOITATION**—Tibbett, if you think it'll do any good.

"Down the Stretch"

(FIRST NATIONAL)

TIME—86 minutes.

RELEASE DATE—Not given.

PLOT—Snapper's father has been barred by the turf association for throwing races. When Patricia Barrington inherits her father's stable and debts she also inherits Snapper. He rides for

her and wins, but he is eventually framed by rival owners. So the association, figuring he's like his pa, tosses him out too. He goes to England, repeating his success, and is picked to ride the Maharajah's horse in a classic; if he wins he'll ride for the king. But Pat's best horse is entered, too, and when Snapper is foiled in his attempts to see his former mistress he throws the race, allowing her horse to win. So he's barred by England but returns to Pat's stable.

CAST—Mickey Rooney, Patricia Ellis, Dennis Moore, William Best, Gordon Hart and others. Young Rooney does an acceptable job. The rest are strictly routine.

DIRECTOR—William Clemens. He keeps it moving.

COMMENT—A nice enough racing picture of the double-bill variety except for the angle of ethics. It's a bit tough to build up interest and appeal in a lad who'll throw a race for any reason.

APPEAL—Lower brackets. **EXPLOITATION**—Young Rooney as a jockey.

"The Girl on the Front Page"

(UNIVERSAL)

TIME—75 minutes.

RELEASE DATE—Not given.

PLOT—When the publisher of a big metropolitan paper dies, his flingy daughter inherits. The hard-boiled managing editor threatens to resign of she takes over management, so she disguises herself and gets a job as a cub. When she's discovered they fight, make up, fight again, et cetera ad infinitum until the required running time is taken up. There's also this and that about a club of blackmailing servants, led by the gal's butler, eventually trapped by the managing editor.

CAST—Edmund Lowe, Gloria Stuart, Reginald Owen, Spring Byington and others. Lowe amusing in his usual vein. Owen does outstanding work, and Byington is, as always, excellent. Stuart is pretty enough to make one wish she could act.

DIRECTOR—Harry Beaumont. A smoothly paced job, once he gets going.

AUTHORS—Screen play by Austin Parker, Albert R. Pedkins and Alice D. G. Miller from a story by Roy and Marjorie Cansior. They didn't have to wrack their brains over this one. A few of the cracks, tho, are funny.

COMMENT—Starts slowly and is strictly lightweight all the way, but the occasional cracks keep it amusing.

APPEAL—General run. **EXPLOITATION**—News angles.

ORPHEUM

(Continued from page 18)

for the Orpheum patronage is very bad. Altho it's passed off as a unit and advertised as *Bag o' Tricks*, it's one of those shows that was mixed up and poured out to the audience all in the day.

Bad judgment was used in allowing Lole Bridge, of Lole Bridge and Girls, to do the honors as mistress of ceremonies. Show had a great emcee laying practically idle all the time in Joe Christy, one clever gagster and one of the fastest comics around. Joe stands in the wings until the opus is ready to allow rigor mortis to set in gracefully and then comes in ahead of the hook to pay off the mortgage.

But Lole opens with talk which allows the patrons to get comfortably seated on their hands. Then she announces the dancing duo, Chappel and Darlene. The gent taps on both skates and stairs; the girl does a toe number. Barely gets by. Lole brings out her trio of girl dancers next, which clicks not at all.

Lane and Louise, comedy, are well received. Lane's business about Uncle Tom, with the gal giving cues from the piano, is probably the best portion. His talk isn't so bad. The girls come forward again in a challenge routine, sort of a dare to the audience to stay it out. Never will Joe Christy find a bill probably wherein he was more welcome to the customers. From the first crazy gag he was on the way. Several times he had the house in screams, especially with his bathing girl sequence, which tied it up for him. He had to come back twice for additional giving.

Gilbert Brothers, parallel bar artists, draw the shutting assignment. Theirs is a polished acrobatic act and they're smartly dressed. Not only do they click on the bars, but with some fancy hand-to-hand stuff their encore wows.

Picture is *Lady Be Careful* (Para). Biz fair.

"The Charge of the Light Brigade"

(WARNER)

TIME—115 minutes.

RELEASE DATE—November 7.

PLOT—England cancels her bounty to a leader of tribesmen in India. Latter aligns with Russia, raising havoc with English army in that territory. Results in massacre of English fort. English soldiers swear vengeance, getting it in a war, when army of 600 men from India make a daring attack that's turning point in war and also results in killing of powerful tribal leader. Love interest woven in by two brothers, army officers, enamored of the same girl. Engaged to one but loves the other. Hero of the story is the brother who loses out in love.

CAST—Errol Flynn, Olivia de Havilland, Patric Knowles, Henry Stephenson, Nigel Bruce, Donald Crisp, C. Henry Gordon, Spring Byington, E. E. Clive and others. Flynn and De Havilland in stand-out performances. Byington a comedy treat. Cast is huge.

DIRECTOR—Michael Curtiz. Superlative treatment in turning out a spectacular and thrilling war film. Fine job of weaving in other interests.

AUTHORS—Original by Michel Jacoby and screen play by Jacoby and Rowland Leigh. Based on Lord Tennyson's poem. Fictionized beautifully, capitalizing on the war thriller angle.

COMMENT—Outstanding action pic, a thriller from start to finish, with a cavalry charge that's breathtaking. Warners went to town on it.

APPEAL—A man's picture and one time when he'll make his lady accompany him. Duck soup also for the kids.

EXPLOITATION—Tennyson's poem of the same title as the film, passing word around to the classrooms, public libraries, etc.

BRONX

(Continued from page 18)

ances. Emsee is Eddie Alken, who also assists Harry Lander, comic.

Opener is *Five Dancing Graces*, fenners, who try a rumba but look like a dancing class. Harriet Beery, vocalist, follows with *When I'm With You* and *Rendezvous With a Dream*, coming on later to do *When Did You Leave Heaven?* A fair voice, but needs more showmanship.

Harry Lander supplies the comedy, appearing several times in conjunction with Alken, Harriet Beery and the Five Graces. Gets his lines over okeh, the best sketch being one of those broad farces hinging on babies.

Five Jassies contribute an Indian dance, considerably better than their previous rumba, and following another comic interlude by Lander the headline act comes on, Three Little Sacks.

Act at the catching comprised only two men, Bill being ill. Material comprises songs, recitations and doubling at the piano, and is carried off well. Offered a rumbly, *I'm the Plumber*, *Smoke Gets in Your Eyes*, a funny version of a double broadcast and *Shut the Door, They're Coming Thru the Window*. Clicked solidly here.

Alken and Lander in the next spot for some fairly amusing cross patter following which *Five Dancing Graces* closes the show with a hoofing routine.

Fix, *Road to Glory* and *Rhythm on the Range*. Business fair.

PAUL ACKERMAN.

London Bills

(Week of November 2)

Sophie Tucker back at Holborn Empire and doubling at Lewisham Hippodrome, both important vaude houses. Plays to a legit show-stop at all performances. The Biltmorettes, cute acro dancers and tumblers, back from a tour of Germany, are another American act registering solidly at Holborn Empire. Two newcomers from the Continent, Joe Milton, with a smart and novel wire act, and Paul Paetzold and Company, funny pantomime cyclists, click heavily on same bill.

Maximo, Cuban wire wizard, debuts at Leeds Empire. Act is sensational. In same city Bell Brothers and Carmen, musical and dancing flash, and Petley Jones and Company, comedy trampoline turn, prove dandy entertainment at Paramount Theater.

Three Canadian Bachelors, male harmony singers with an excellent act, are hitting solidly at the New, Northampton,

"Polo Joe"

(WARNER)

TIME—65 minutes.

RELEASE DATE—December 5.

PLOT—Joe Bolton, who hates horses, returns from China and falls in love with a gal who's just cah-razy about polo. He, of course, spins tall stories about his prowess with the mallet and the ponies. There is an interlude of kidnaping, wherein Joe takes over his captors thru use of a flip trick with a spoon. The payoff, of course, comes when he's forced into a polo game. He does all right with various artificial aids and, as expected, flukes the winning goal.

CAST—Joe E. Brown, Carol Hughes, Skeets Gallagher, Joseph King, Olive Tell, George E. Stone, David Newell and others. It's all Brown. Hughes is a particularly annoying ingenue.

DIRECTOR—William McGann. Slapstick job that doesn't get over any too well.

AUTHOR—Screen play by Peter Milne. It must have taken him 30 seconds to think it all up.

COMMENT—A weak one, whatever amusement there is depending entirely upon Brown.

APPEAL—Double bills. **EXPLOITATION**—Brown.

REX

(Continued from page 18)

into the pick of the smaller unit crop which is now blossoming in several Ohio towns. Talent makes up for the lack of elaborate costumes and scenery.

Ginger Stover, shapely and lively bundle of personality, acts as mistress of ceremonies and leads the band. A line of five Palmer Girls opens the show with a strutting concoction that netted a good hand. Joe Sydney, in clown outfit, offers some fancy bicycle and motorcycle riding, hitting high spots with his rope jumping and stair mounting while on a one-wheel contraption.

Lou Henry steps out of the line to score with an Indian dance number in which she displays some marvelous acrobatics. Gal returns later to impress the customers with a neat high-kick acro routine.

Richard Gunthorpe, announced as a Major Bowes school graduate, steps out to imitate various birds and to canary whistle *Without a Word of Warning* and *Is It True What They Say About Dixie?* The kid has a decent specialty but is woefully lacking in salesmanship.

The line returns next, Mae Westing on the stage to the tune of *Easter Parade*. Miss Henry's high-kick number is featured in this spot.

Ginger Stover leaves the band long enough to do a hip-shaking tap number that is a treat for the boys. Gilwarg and Brown, hand-balancing team, follow with the usual but applause-getting tricks to every hand balancer's favorite tune, *Beautiful Lady*. The boys don't stay on too long and wisely so.

Line returns for another hot strut and makes way for Bill Henderson, black-face comic, who delivers a fairly funny line of talk that is productive of laughs, particularly in the smaller towns. Entire company is on for the finale.

Going Highbrow (Warner) and shorts on the screen. Business fair; opening show. SAM HONIGBERG.

where they are by far the class act of the nine-act bill.

Rosemary Dering, American ballerina, is splendidly received at Nottingham Empire, where her coking dancing, enhanced by grace and personality, stops the show.

Hackney Empire (Stoll Theater) has four American acts providing the nucleus of the talent. Valaida, colored singer from *Blackbirds*; Bob Howard, colored singer; Buck and Chic and Company, peach of a Western act, and Chaz Chase, pantomimist, all hit heavily.

Retta Ray, American rhythm dancer, leads the field for applause honors at Penge Empire.

Four Franks, youthful stars of steps and tunes, and George Beatty, monologist and comedian, share headline honors at Manchester Hippodrome, with both acts tying the show into knots.

Gaudsmith Brothers, with two clever pooches, and Wilson, Keppel and Betty, comedy dance novelty, are winners at the Ritz, Huddersfield.

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Thru Sugar's Domino



Stray Shots

TALK of the street is the remarkable progress made by the Friars since mid-summer in the effort to re-establish itself as a haven for good fellowship among actors, showmen, newspaper men and Broadwayites. . . . The club has entirely decorated new and comfortable quarters. It has boosted its membership to the point where efforts may soon be made to temporarily close the rolls. It has restored the confidence of its members in the officers and board of governors. It owes no debts—and Abbot Jay C. Flippen is planning a busy year of functions and possible physical expansion. . . . Abbot Flippen, famed for years as a sock emcee, has revealed a new side of his versatility to the Friars. . . . He is now recognized as a level-headed and farsighted leader. . . . It appears that the Friars' Club is really on its way back over the trail of the years to a revival of its former glory. . . .

* * *

At this writing it looks like all is not well with the Associated Motion Picture Advertisers, better known as AMPA. A new executive setup elected last spring has been working steadily since in an effort to alter the purpose entirely of this organization of film advertising and publicity workers and executives. Little has been revealed, even officially, to the membership at large. The inside is that the officers are pretty well agreed that the organization should be a trade guild—and maybe a union as the next step. Reason for working under cover on the guild angle is that certain of the boys are fearful of the wrath of film companies, which up until now have been most kindly disposed toward AMPA. . . . A move to eliminate from active (voting) membership trade press reporters and execs was recently kiboshed. . . . Seems that the more serious-minded among the AMPA members are somewhat fed up with the stressing of the organization's activities as a hero-worshipping luncheon club. . . . They feel a guild is really needed in the trade and that it should evolve from the innocuous AMPA, where ribbing and laughs comprised for years the principal activity. . . .

* * *

TRUTH is indeed stranger and more exciting than fiction. Even in the seemingly prosaic confines of the vaude business. . . . A pretty swell feller among vaude names organized an act a couple of seasons ago. . . . The act required many months of rehearsing to perfect. . . . Its success hinged on the retention of personnel. . . . It worked with fair consistency; for these days wonderfully well. . . . There was a brief layoff during which one of the dozen boys asked the standard bearer if he might save some expense by living at his commodious home. . . . The owner of the act gladly consented. . . . The youngster was taken into the household and made himself at home. . . . The good wife fed him, kept his wardrobe in trim; in short, treated him like her own son. . . . One day he left, after thanking the couple with a great show of emotion for their hospitality. . . . With him disappeared the contracts for every boy in the outfit. . . . Today the benefactor is nursing his hurt feelings and trying to find himself a job. . . . The ingrate has taken the boys out in a new act. . . . And they are working the best houses. . . . The victim can't proceed against the thief because he has no proof. . . . The pieces of paper are probably torn into thousands of pieces. . . . One of those things that make a guy want to commit mayhem. . . . It's hoped he does—if he can get away with it. . . .

* * *

Two mimics that have undergone tremendous improvement: Helen Charleston and Sheila Barrett. . . . The girls are already high up on the ladder, but they're still climbing. . . . Despite the efforts of William Morris Agency in that direction, Broadway still needs a gigantic booking organization specializing in night clubs. . . . An office that will inspire spot owners with confidence and that has the resources to tie up talent should prove to be a gold mine. . . . It's about time that night-club booking were taken out of the hit-and-run category. . . .

* * *

Rewards of persistence: Rubinoff is now in the big money class. His bow-scraping interludes are conservatively timed. It wasn't very long ago (when he was starting out in vaude as a single) that he would obligingly play his latest arrangement while talking over the phone with trade newspaper men. . . . At that time a new high in ingenuity. . . . Even more tragic figures than Al Smith are the grayed and graying gents who used to have swell inside jobs with the big-time booking office. . . . Most of them are forcibly retired today, living on the little they saved; others are working at menial jobs—the price they are paying for lack of training in a staple trade or profession. . . .

* * *

NOW that the election of a century is over and comment on personalities in a trade paper can no longer be ascribed to partisanship, it is well to review one of the outstanding features of the speech-making phase of the regrettably bitter campaign. . . . This commentator listened to many of the Roosevelt and Landon radio speeches. . . . With due credit to other fundamental aspects that were undoubtedly responsible, it must be acknowledged, after weighing carefully the merits of the major party candidates as radio orators, that Roosevelt had a great advantage. . . . Roosevelt is in his own field perhaps the greatest showman of our time. . . . Maybe even Billy Rose will concede the President that distinction. . . . Radio comedians and performers generally could have learned a great deal from the proper application of Roosevelt's technic. . . . Roosevelt is a master of the workings of the mass mind; a superior orator and an even better showman. One comparison between the Democratic and Republican Presidential candidates should suffice to show what we mean. Roosevelt received a tremendous ovation during his last appearance at Madison Square Garden. . . . He waited patiently until the tumult began to subside and it seems that he timed the mass reaction to a second. . . . When he began to speak the huge throng quieted down to a barely perceptible hum. . . . By the time the first sentence had been uttered it was quiet enough to hear the ticking of a watch. . . . Landon, on the other hand, was apparently at a loss to cope with a similar situation. . . . When Landon arose to speak at his last Garden appearance the ovation was equally loud and enthusiastic. . . . Worried probably about the limited radio time at his disposal, the Kansas governor started to speak what seemed to be a countless number of times. . . . "Mr. Chairman," he repeated again and again. . . . His "Mr. Chairman" might not have been heard by the Garden audience, but its frequent and monotonous repetition created an unfavorable impression on the radio listeners-in. . . . His failure to keep the mob in check flavored his subsequent speech with an anti-climactic extract. . . . To compare Roosevelt and Landon on equal terms as campaigners is unfair because of Roosevelt's far greater experience on the rostrum. . . . But the point we make for the benefit of actors and showmen is that there is much to learn for the man who deals with the masses in the oratorical technic of the Squire of Hyde Park. . . .

* * *

At least twoscore of the lecherous small-timers who maintain theatrical agencies on and off Broadway would be shivering in their boots this minute if they knew the real identity of one of the hundreds of lassies who call upon
(See THRU SUGAR'S DOMINO on page 26)

The Broadway Beat

By GEORGE SPELVIN

ALMOST ruined, one press agent stunts: The *Follies* publicity staff recently tipped off the newspaper boys that Fanny Brice's daughter was going to become a chorus girl—so some of the lads traipsed down to the theater named, located the young lady and began asking her questions. "So you're going on the stage like your mother," said one of the boys—and they were somewhat startled when the lass answered, naively but truthfully, "Naw; I want to be a champ horse rider and appear in a Garden show some day. This is just a publicity stunt." . . . Hanya Holm, who represented the German Wigman dancing system in this country, has gone independent—which is big news in the modern dance world, even tho' us lowbrows don't know what it's all about. . . . Incidentally, the local dance unit of the WPA is torn by internal strife, the project having been unable to present a single dance concert in a major WPA theater. . . . The dancers, if you remember, were the ones who were hollering a year ago that they ought to be subsidized by the government in the interests of art. . . . Richard Huey, of *Three Men on a Horse*, doubles as a Harlem restaurateur, dramatic teacher in a local school, radio actor and head of a Negro talent agency. . . . Robert Robinson has been given jurisdiction over all TWA traffic north of 42d street, coincidental with the opening of the new TWA branch office in the Paramount Theater Building, which will look after the regional bookings of theater folk going to the Coast and elsewhere. . . . The air line is making a special drive for this trade. . . . D'Arrigo Brothers sell a certain brand of broccoli and decided recently to go on the air for the first time, buying a local spot from NBC—but the talent had not been set yet, so the NBC program listers tentatively marked the spot, "D'Arrigo Brothers." . . . And sooooo the most careful dailies—those who take most pains to guard against the name of a sponsor appearing in the columns or listings—gave the broccoli outfit a free ad that ran all week. . . . Advertisers spending heavy dough for years never get a break like that; naturally it was unintentional all round, and the firm name does sound like a two-act. . . . Barry McKinley was finally set for the spot, which follows the news service and runs but 10 minutes. . . .

The funniest gag about that French actress is Fred Allen's. Doing a burlesque of Hollywood on his show last week, Fred had a jungle picture starring his gorilla man—and he called him Simian Simian. . . . Ed Fisher, of United Artists, is just getting around to telling people that he became a groom two months ago. . . . A Broadway columnist wanting a color column could do a lot worse than pick Arthur Rosenfeld, of the Stanley Frame Company; he's been around for years, knows everybody on Broadway and has the widest speaking acquaintance around town, next to Keceley Allen's. . . . Rosenfeld stutters and Bill Fields has a method to make him stop; Fields hollers at Rosenfeld, who gets mad and hollers back, forgetting to stutter. . . . A radio comic now on a show using the audience as part of the broadcast planted an actress among the customers as part of a question contest affair; the gal worked the bit perfectly, got the best laugh on the show and was awarded the \$5 prize for the best question. . . . After the broadcast she went up to the comic and offered him the fin; he took it—and kept it. . . . She got \$35 for the program; he gets about \$750. . . . Selma Marlowe has changed her first name to Marilyn; she's currently appearing in Chi. . . . Eddie Court writes from the Coast, reporting that he staged the dances for the Marx Brothers' road show, and that he's to do the dances for Jack Halcy's flicker, *Pick a Star*, at the Hal Roach studio. . . .

Chicago Chat

By NAT GREEN

ELECTION NIGHT in Chicago's night spots was like a New Year's Eve celebration. . . . Every Loop hotel dining room and every night club in the city was crowded with jolly, carefree celebrants who continued their merrymaking far into the early morning hours. . . . Many a drink was ruined by showers of confetti, but no one seemed to mind, taking all sorts of pranks good naturedly. . . . At all of the larger spots special arrangements had been made to announce election returns and this drew capacity reservations. . . . With the crowds eager to prolong their celebration indefinitely and being in a spending mood, closing hours were forgotten and every place reaped a golden harvest. . . .

Dorothy Day, well-known actress and writer, has joined the staff of *The Herald and Examiner* as night club editor and second-string movie and dramatic critic. . . . Miss Day was for a number of years on the staff of *The New York Telegraph* and she has been a frequent contributor to *Liberty*. . . . Her last appearance on the stage in Chicago was in *Councillor at Law*. . . . Beg Pardon dept.: Gene Gaudette, independent New York agent, has joined the theatrical department of MCA and not the publicity department as stated last week. . . . He will work with Eddie Elkort. . . . Bill Holden, manager of the Southtown Theater, was elected president of the Balaban & Katz Employees' Club, defeating Roy Bruder, of the Chicago Theater. . . . Ted Weems has been playing Charlie Kallen's newest song, *From the Bottom of My Heart*. . . . Chicago's own Frankie Masters is set to open in the Continental Room of the Stevens Hotel November 27, following Xaxier Cugat, who moves to New York City. . . . Frankie's genial personality has won him a large following in Chi and elsewhere. . . . Maurine and Norva, dance team, getting a fine reception in the Continental Room on their return engagement. . . . Warner Brothers have been wiring ork leader Carlton Kelsey to come back to Hollywood, but as he's maestro on the *Then and Now* air show that will keep him in Chicago for some time to come. . . . Incidentally, Hollywood has pulled another raid on Chicago's NBC continuity staff by signing Beverly Latham, who goes to Warner Brothers. . . . J. E. (Dinty) Doyle, New York radio columnist, dropped into Chi via plane from the West Coast a few days ago for the purpose of visiting Amos 'n' Andy and Lum and Abner. . . .

Randolph street sight: Leo Carrillo, of *Viva Villa* fame, did a bally the other day with a horse and in Mexican costume in front of United Artists' Theater for the picture *The Gay Desperado*. . . . A couple of days later the picture opened at the RKO opposition house. . . . Amos 'n' Andy have decided to give the great mass of infant clothes and toys that fans have sent in for "Ruby's" baby to the famous Evanston founding home, the Cradle. . . . The famous Colleen Moore doll house returns to Chicago Saturday for another showing. . . . It has proved a gold mine to its owner. . . . November 21 has been set as State Street Toy Opening Day, ushering in the annual holiday buying period. . . . All of the larger stores are putting in some sort of holiday entertainment features, giving work to a large number of performers. . . . Dancing masters' association in meeting here declared that swing-time dancing is due to remain in vogue thruout the winter. . . .

Actors Lean to Militancy In Dealings With Managers

**BAA impatient about blanket guarantee from EBMA—
to deal individually with New York houses—awaits con-
tracts from some indie houses—Phillips to make trip**

NEW YORK, Nov. 7.—Burlesque Artists' Association is preparing a militant drive against managerial groups which have failed to carry out agreements and against which there have been filed numerous complaints by performers. An issue involved is that of the long-delayed blanket guarantee due from the members of the Eastern Burlesque Managers' Association. Individual contracts are also awaited from some of the theaters of the Independent Burlesque Circuit. In addition, Tom Phillips, head of the BAA, plans to make a trip soon over the Indie Circuit to investigate complaints registered by performers.

It is expected that Phillips will soon send word to the members of the EBMA, explaining that the blanket guarantee has not been received and that in its place some satisfactory arrangement must be made individually by the theaters. Houses involved are the Republic, Eltings and Apollo here; Star and Verba, Brooklyn, and Shubert, Philadelphia. Unless the blanket guarantee is forthcoming it is likely that the BAA will demand suitable guarantee from the individual houses.

Phillips revealed this week that some contracts from indie houses have not been received as yet, altho an agreement has been effected and is being observed. He also stated that complaints are pouring in from circuit performers. These complaints will make it necessary for him to tour the circuit to check. He is expected to make the trip in a few weeks.

While the managers are going to be made to toe the mark by the BAA, it is understood that the actor organization is also going to lay down rules and regulations for its members for the protection of the managers.

Casino, Toronto, On Indie Circuit

NEW YORK, Nov. 7.—Arrangements have been practically completed for the Casino Theater, Toronto, to become a part of the Independent Burlesque Circuit. Issy Hirst, head of the circuit, left here Wednesday for Toronto to close the deal.

With Toronto coming in, there is a possibility that Youngstown and Akron, O., will drop off the circuit.

Minskys Plan To Open Broadway House Nov. 23

NEW YORK, Nov. 7.—Herbert K. and Morton Minsky have tentatively set November 23 as the opening date for their new Minsky's Oriental Theater, on Broadway near 52d street. They intend holding an invitation performance the night before.

The Minskys have made some additions to their staff. Eddie Lynch will aid in production; George Reynolds is stage manager, and Nathan Seader is house manager.

Burly Briefs

MARIAN LA MAR, of the *Modes and Models* show, visited her husband, Kenny Brenna, at the Rialto Theater, Chicago, recently and met Marian Walker, who was recently reported.

Ada Leonard has been booked into the Palace, Buffalo, for a week opening November 12 by Milt Schuster. She opens at Colosimo's, Chicago, November 18, for six weeks, also booked by Schuster. . . . Shirley O'Day opened November 7 at the Avenue, Detroit. . . . Kay Lopez opened at the National, Detroit, November 3. . . . Joan Barlow is closing on the Metropolitan Circuit in Buffalo November 11 and opens at the Roxy, Cleveland, November 27. . . . Chuck Gregory, dance producer

of the Rialto, Chicago, is producing the new revue at Colosimo's, Chicago. . . . George Young, manager of the Roxy, Cleveland, spent some time in Chicago lining up talent for his theater and night spot, the Back Stage Club. . . . Harry Hirsch, manager of the Gayety, Minneapolis, is mourning the loss of his mother, who passed away November 8. . . . Bobbie Young, known as Coquette, opened at the Rialto, Chicago, November 6. . . . Diane King, Megg Lexing, Freddy Walker, Betty Sharon, Evelyn Cushman and Walt Collins were booked into the Grand, Canton, O., by Milt Schuster, opening November 6. . . . Boob Blake, comic, jumped from Cincinnati to New York last week to go to work in the East for Nat Mortan.

MRS. SUE PHILLIPS, wife of the president of the BAA, is mourning the death of her father, who passed away last Thursday in a Brooklyn hospital. . . . Paul Ryan replaced Al Golden Jr. at the Eltinge, New York, Friday. . . . Queenie King left the Eltinge Thursday and opened the next day at the Gayety, New York. . . . Mimi Lynne and Dorothy Lawrence will go into the Weinstein fold in New York Saturday, the former coming from the Bijou, Philly, and the latter from Oxford, Brooklyn. . . . Ann Norman and Grace Walker are cashing in at the Casino, Brooklyn.

NAT MORTAN will cast the show for Minsky's Oriental, New York. He has also been commissioned to furnish added attractions to the Roxy, Cleveland. Among his recent placements were Washboard Four and Harry Levene, Casino, Brooklyn; Danny Lewis, on the Metropolitan Circuit; Annette, Eltinge, New York; Diane Ray, Gayety, New York, and Boob Blake, opening November 22 at Minsky's Gotham, New York. Among strippers managed by Mortan are Annette, Joan Carroll, Nadine Marsh, June Lacey, Dyna Dell, Sunny Lovett, Barbara Doane and Diane Ray.

PARSONS AND REED still on the West Coast, playing in Los Angeles. . . . Dave Hamil, formerly manager Variety, Pittsburgh, now managing *Vani-Teasers* on Indie Circuit. Jean Collette, on same show, making her first appearance in East after absence of two years. . . . Frank Mack, brother of Jess, also managing an indie show, his being *Scandals*. . . . Solly Fields and family are busy producing stock at Center Theater, Denver. . . . After 20 weeks Billy Foster and Danny Jacobs are still touring the Metropolitan Circuit as a team.

U-Notes

By UNO

EVELYN MYERS glad to be back with the Wilners. This time on a five-month contract. Reopened at the Apollo, New York, Friday. Floral gifted by the ork boys, a gift from Roy Dalton, and received an Angora cat from the showgirls at the Follies, Los Angeles, where she spent five months.

BEN HAMILTON, singing-juve, is a newcomer to burlesque at the Shubert, Philly, for the Wilners.

GLADYS CLARK doubling between the Irving Place and the People's, New York, via taxi.

SALLY REED, a Billy Koud front-liner at the Gayety, New York, taking gym courses to become an acro dancer.

GEORGE TUTTLE, tenor-juve at the Eltings, New York, considering an offer from Tom Moore for Max Gordon's *Wishing Well* musical.

JOE FREED, comic, and Alba Bradley Freed receiving congrats over the birth of a six-pound girl, Roberta Augusta Carleen, at the Polyclinic Hospital, New York, October 28.

KENNETH ROGERS returned to the Weinstein firm November 1 after 18 weeks at the National, Detroit. Gifted

by National Theater Rogerettes, including Bee and Honey Vester, Ruth Baker, Vera Saunders, Peggy Moore, Claire Geissert, Ruth Jacquillard, Arnold Bennett, Mary Desmond, Fern Jamison, Peggy Jackson, Leona Faye and Dolores Diamond. The Misses Baker, Geissert and Jacquillard back to Weinstein also.

AGNES MURRAY promoted from the People's, New York, chorus to principal and opens at the Clover, Baltimore, November 15.

ESTA ALJA and Teddy Underwood closed October 30 with the Rubin & Cherry Show in Greenville, S. C., to go to Detroit.

SAM KRAUS, manager of Minsky's Gotham, New York, credited with inducing house fireman to allow the evening show of October 29 to go on after a small blaze in the boiler room.

ANN SCHAEFFER, of the dancing chorines at the Oxford, Brooklyn, ill at her (See U-NOTES on opposite page)

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NEW FACE—DIFFERENT DANCES.
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At THE PEOPLES, New York City.

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THE SWEETHEART OF BURLESK

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THE BLACK ROSE
At THE CASINO, BROOKLYN, INDEF.

RITA (AGAR) LE ROY
In Her New
STRIP SPRING STYLE SENSATION.

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

CHET ATLAND
TENOR-JUVENILE
DIRECTION FRANK BELMONT.

AGNES MURRAY
THE LATEST WOW OF A STRIP-TEASE.

THELMA KAY
STRIP AND TALKING ARTISTE.
New in the East.

Burlesque Reviews

Rialto, Chicago

(Reviewed Friday Evening, November 6)

This week's road show, the 11th to reach here, is a letdown from previous ones and again the local company and added attractions bore the brunt of the entertainment. There are some good people with the visiting unit, but somehow the material just didn't click and the production seemed very slow at the third performance today.

Comedy scenes included the *Egg in the Hat*, done by George Broadhurst and Jack Lamont to mild results; a hotel scene, with I. B. Hamp, Franklyn Hopkins, Marion Bower, Jack Lamont and Gertie Beck, that drew a good share of laughs; *One-Arm Burglar*, with Charles

Country and Kenna Brenna, who made their entrance to whistles and yells; Jack Buckley and Marion Bower, and *Boliver*, with Country, Brenna, Buckley, Lamont and Beck; a scene wherein the antics of Country and Brenna had the audience in stitches. The cocktail bar scene, with Broadhurst, Lamont, Hopkins and Beck, had some funny business with bottles, followed by some eccentric tap dancing by Broadhurst.

Strip specialties were offered by Maxine DeShon, who made a stunning appearance and worked in her usual lithe and graceful manner; Peaches Strange, whose syncopated rhythm numbers always get big applause; the Bower Sisters, with their double strip, and Bobbie (See Burlesque Review on opposite page)

DIANE RAY

THE DARLING OF THE SOUTH

At MINSKY'S GAIETY THEATRE, Broadway and 46th St.,
New York City, Indefinitely.

Direction NAT MORTAN

Tab Tattles

BERT SMITH sets us straight on his new attraction, *Varieties of 1937*, on which several conflicting reports have been making the rounds recently. The company, Smith announces, has not been booked on the Cushman Time, as recently reported, but is currently playing the Butterfield Circuit in Michigan, with a stock engagement in Albany, N. Y., slated to begin Christmas week. . . . Vi Shaffer (Mrs. Bert Smith) is building a new unit, *Girlie Go-Round*, to open on the Cushman Time late in November. Company will comprise standard vaude acts, a line of six girls and a five-piece swing band. . . . Among the veteran tabsters in the Detroit area, all of whom have piloted their own attractions in the past, are Billy Van Allen, Jack Lord, Art Huebner, Billy Malone, John McGeorge, Pete McCurdy and LeRoy Osborne.

ABE SHER has signed with Vi Shaffer's *Girlie Go-Round*. . . . Lew Cohen, of Hollywood, Roxy and Mayfair theaters, Detroit, has left the Motor City for a vacation in Central America and Honolulu. . . . Bert Smith and Vi Shaffer are part owners in a racing stable which is shipping from Texas to California. . . . Billings Booth, former show owner, is managing a Warner theater in Jamestown, N. Y. . . . E. B. Coleman, who for many years had his own tabs on the road, is now handling publicity in the Middle South for the Metro-Goldwyn-Mayer interests. . . . Barney Tassel, erstwhile tabloider, is now a booker in the Philadelphia sector. . . . Jack Roof, former tabloid manager and producer, now operates a theatrical hotel in the Quaker City. . . . George Gardner now has a restaurant in Nashville. . . . "Kiki" Roberts is appearing with the Bert Smith *Varieties* for two weeks as an added attraction.

IRVING LEWIS' new show, *Merry Whirl*, played its first engagement, October 30 and 31, at the Weller Theater, Zanesville, O. Linton DeWolfe, veteran agent, has the advance. . . . Ross Lewis and the Grimes Sisters have been with Joe Samuels' Band and floor show for the last six months. Troupe has been in the Carolinas for the past month and is slated to remain south all winter. . . . Bob Hicks Page, advance agent for Bell's Hawaiians, was a visitor at the tab desk during a two-day stay in Cincy last week. Page advises that the Bell organization is set for a week each at the RKO Colonial, Dayton, O., and the Lyric, Indianapolis, with a string of Shea houses, booked by Bob Shaw of the Sun office, set to follow. Present bookings will take the show up to Pontiac, Mich., January 3, after which it will gain head southward. . . . Paul Chole's new edition of his *Kit Kat Klub Revue* played Grace Fisher's Maryland Theater, Cumberland, Md., last week. Unit features Freddie Craig, Jr., mentalist; Ruth Sue Powell, dancer, and the Three Short Waves, comedy trio.

KARL J. WALKER and Buck Cathey are combining their interests to produce a girl musical unit to open late this month in Texas. . . . Jeanne Lorraine was stricken ill recently while driving from Cleveland to Chicago and rushed to the Mercy Hospital, Toledo, O. She was critically ill with pneumonia for a time, but is now out of danger. Friends are urged to drop her a cheery note. Miss Lorraine closed recently with Al Hemke's *Flaming Fanny* show at the Great Lakes Exposition in Cleveland and was making the drive home with Harriett Thompson when stricken. . . . Hal Crider, of Crider & Nelson's *Ladies in Lingerie*, recently purchased a new seven-passenger Buick in Atlanta. That, together with a 16-people Buick bus, takes care of the show's transportation problems. . . . With Cotton Watts' No.

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1 show at the Roxy, Knoxville, are Watts, Chic Moreland, the Blue Sisters, George D. Bartlett, eight girls in line, with Wesley Brown leading the four-piece pit combo. . . . Dawn and Lewis, dance team, have replaced Frank (Red) Fletcher with the Watts No. 2 show at the Bonita, Chattanooga. Freddie Framp-ton is managing the unit, which also includes Billy Lewis and a new line of girls. . . . Art Almond, formerly with Cotton Watts, who sailed for his native country, England, several months ago, plans to return to the States next month. . . . Harold Wilson, former straight man, is now engaged in selling beer in Charleston, W. Va., and doing well. . . . A certain gent who recently rehearsed a company in a mid-Western town for nearly two months, finally folding and leaving the acts and musicians flat, has again begun rehearsals with a new set of people in the same town. And with most of the original company still stranded there, holding contracts which are worth exactly nothing. He holds his people by telling them the show is opening almost any day on one of the better-known circuits. When his first opry folded, he made a great display of kindness by driving one of the musicians to the edge of town so he could thumb his way home.

HENRI NEISER, who closed recently with Ches Davis' *Chicago Follies*, is now sojourning in Atlanta. . . . Jack (Tex) Hamilton, who closed with the Great American Shows at Little Rock, Ark., October 31, is now with the tab at the Liberty Theater, Davenport, Ia. . . . Sid Marke, of the National Theatrical Exchange, Pittsburgh, has added three Warner houses to his books—the Columbia, Sharon Pa., Cambria, Johnstown, Pa., and the Capitol, Steubenville, O. The three stands will use occasional units. . . . Pierre Dale, unit producer, is now operating a dance studio in Atlanta. He also presents a half-hour *Kiddie Revue* over Station WATL each Sunday. . . . Jimmie Wilkins has just set his ark, comprising Victor Showalter, Fred Brooks, Clyde Howell, Verne Buyers and himself, with the *Girlie Girls Revue*, heading for the Cushman Time. . . . Charles Kyle, of Kyle Productions, scribbles that he has returned east to make preparations for the indoor season.

BURLESQUE REVIEW—

(Continued from opposite page)

Young. In the *Lilac Time* production number the Four London Sisters were introduced for a walkaround in semi-nude costumes, revealing attractive bodies. Production numbers included *Lilac Time*, with Buster Lorenzo singing; a scene with Gertrude Beck and Franklyn Hopkins, in which the chorus girls sang in glee-club fashion; the opening and the finale, the latter having Carmen and Marion in it doing a ballroom routine. Carmen did a neat session of contortion and control work in one of the numbers.

F. LANGDON MORGAN.

Eltine, New York

(Reviewed Monday Afternoon, Nov. 2)
A trim little show, bedecked with colorful costumes and scenery, is offered by this 42d street house, where business at this second show was about three-quarters. Only weakness is comedy, not the fault of the comic talent but the use of awful material that digs deeply into the blue. Too bad, for otherwise producer George Pronath would have had a sterling show. Comedy is burlesque's weakness, whereas with so many girl numbers it has an opportunity to sparkle. The comics are Jack Rosen and Walter (Schultz the Butcher) Brown. Both are able laugh providers, but handicapped, unfortunately, by material. Rosen has a nice eccentric style, as has Brown, who's a good mugger and a manhandle of the English language. Expert straightening is provided by Lou Denny and Al Golden Jr., with George Tuttle, show's singer, helping out also. They handle their duties commendably. Markie Wood is the show's expert femme talker, working often and good all the time. Sonny Lovett, Diane Ray and Barbara Doane, of the stripping crew, work in bits also. Zonia Duval heads the stripping contingent. Paces her disrobing at a slow tho graceful tempo and is beautiful of face and figure. Sings a sweet song, too. Miss Lovett, attractive blonde, fares well in peeling her clothes; Miss Ray is a cute brunet of much charm, and Miss Doane is a lovely-to-look-at brunet who's a clever stripping stylist. Nudity via production numbers is pro-

vided by Queenie King, a treat on the eyes from angles of looks and dance ability. Elaine Hubert, chorine, doubles out of line for a nice bit of high kicking. A sock is given the show by the Three Sams, colored boys who go to town with legwork. The 14 chorines, five doubling as showgirls, work well, backed by well-staged production numbers. Tuttle is one of the better burly singers. SIDNEY HARRIS.

U-NOTES

(Continued from opposite page)

Brooklyn home with gripe the last 10 days, was a lucky ticket holder in the recent Irish sweeps with a non-starter.

MARGIE HART left Apollo, New York, November 5 and opened the day following at the Shubert, Philly. When her Wilner contract expires shortly she intends going to the Garrick, St. Louis, for H. M. Pickens.

JEAN DELMAR, who just closed under the name of Jean Rogers Jones at the House of Morgan nitery, Atlantic City, is considering a Leon and Eddie (New York) offer.

BONITA GERMAINE wound up her Star, Brooklyn, contract October 29 and opened in Butler's Taproom in Yorkville, New York, November 2. Ruth Donald left at the same time to open in Buffalo November 3 with *Red Rhythm*, Indie show. Replacing them were Paula Lind and Tamara.

HELEN BINGLER, an Allen Gilbert marionette at the Apollo, New York, captured first prize in a silhouette contest held recently under the auspices of the Madison Avenue Presbyterian Church, New York.

THELMA KAY, new strip and talking principal at the People's, New York, was formerly an acro dancer in vaude and circus. Then in burlesque for 30 months in almost all Pacific Coast houses. Hurt her back during a circus engagement and had to cut out the acrobatics.

LEAGUE TO INVESTIGATE

(Continued from page 20)

are going to discuss the problem very seriously, in an effort to find a constructive solution for the permanent theater.

When the project was announced managers immediately yelped, claiming that the low prices charged by the federal shows were in direct and unfair competition with the commercial theater. Then, when the project got under way, with Elmer Rice as the regional head, it was decided that no WPA production should be made above 39th street or below 53d street, thus keeping them out of the Times Square area. The only exception made was in the case of the Biltmore, which housed the Living Newspaper project.

Since then the situation has radically altered, with the project taking other houses and in general expanding until at times as much as 20 per cent of the aster activity has been under federal auspices. Commercial managers claim that it is impossible to expect the public to attend a commercial production when close by there is a WPA show, the admission to which is very little more than the tax on the commercial seats.

On the other hand, proponents of the project point out the fact that it has made work for a countless number of actors and other theater people, and also claim that its low prices have drawn back to the living stage thousands of theatergoers who had been weaned away by the movies and who now, after seeing several WPA productions, will patronize the commercial theater.

MEMPHIS SPOT

(Continued from page 20)

Waltz set for November 30 and December 1; the San Carlo Opera Company for two January dates; *Ziegfeld Follies* also for January, and a tentative booking of *Boy Meets Girl* for February 26 and 27. Otherwise there is little in sight.

The auditorium will also be the scene of the following attractions sponsored by

Making Dough

CEDAR RAPIDS, Ia., Nov. 7.—After many years out of the spotlight, the Cherry Sisters are in the dough again. They have opened another bakery here and are packing them in for doughnuts and cherry pies.

Broadway County Fair

NEW YORK, Nov. 7.—Latest outburst of Hiram Mann, famous reformer, is a rhymed (?) blast against Times Square, printed on a postcard of delicate pink. "Little does human nature change," says the sage from his sanctum in 77 Wall street as he painfully unwinds in six labored and halting stanzas the thesis that the Stem is kin to the County Fair and the people on it, presumably, hillbillies. Swing it, Hiram!

outside organizations: Lily Pons, December 4; Josef Hoffman, December 5; Eallet Russe de Monte Carlo, January 4; Gladys Swarthout, date not definitely set; St. Louis Symphony Orchestra, March 29; Helen Jepson, date not definitely set; Nino Martini, April 9; Philadelphia Symphony Orchestra, April 26.

CRITICS WALK OUT

(Continued from page 20)

blasting dictators and their methods. While written in French by the late Leon Ferrero, young Italian who was killed in an auto accident in America, the drama is in the style of the old Italian dramatists, with a modern setting. Manuscript of the play was found at the home of the author and as a mark of esteem no alterations have been made in the text.

Altho quite implausible, *Genevieve*, by Sacha Guitry, at the Madeleine, is good entertainment. Theme is an attorney-general, obliged to prosecute his illegitimate daughter for murder, who attacks her so savagely—purposely—that the jury revolts and acquits the girl, which is exactly what papa intended.

Of lighter vein is *Fric Frac*, by Edouard Bourdet, at the Michodiere. Also an implausible but amusing tale, dealing principally with underworld characters of Paris.

Paul Derval's production, *En Super-Follies*, starring Josephine Baker, is a typical Folies-Bergere revue, with several elaborate and gorgeous stage settings, nude cuties and all the rest. Josephine pleases in her usual manner of singing, dancing and clowning, but the outstanding laugh hit of the show is the nutty acro burlesque bit by Cass, Mack, Owen and Topsy, which stops the show.

Other good American acts in the revue are Jigsaw Jackson, rubber-jointed bender; Vitch, pantomimic clown, and the dance team, Paul Meeres and Meade. Huge cast of local favorites, best of which are the comics, Dandy and Orbal, and Viviane Gosset and Yvonne Bouvier, warblers. Blue Bell's Girls (English) provide the dance ensembles.

Henri Varna's new revue, *Paris Qui Chant*, at the Casino de Paris, stars the tiresome crooner, Tino Rossi, who sings and sings—with the expression of an automaton. Aside from two or three beautiful sets the revue is shoddily produced and mounted.

Several good vaude acts, such as George and Jack Dormonde, crazy unicyclists; the Christians, ace tumblers; Louis Douglas, peppy hooper, and the Four Wilkys, excellent adagio quartet, liven up the show. Good line of English girls, trained by Helena Greasley, also do much to speed it up. Usual bevy of nudes and a few off-color skits.

Casa Manana Show Stays

FORT WORTH, Tex., Nov. 7.—Continued capacity attendance has induced Billy Rose to extend the Casa Manana floor-show revue another two weeks. Of the specialty acts only Paul Remos and his Midgets are being retained. Rose plans to bring the show to New York next year.

THE GAY NEW YORKERS WANT

Musicians, brass and saxes, doubles preferred. Union. High-class road unit. Cliff Holliday, Billy Heath, Spud Greenwald, Horsey Griball, all write or wire

BUCK CATHEY

The Gay New Yorkers, General Delivery, San Antonio, Tex.

WANTED

For Musical Stock Timed Theatre, 1320 Dodgless St., Omaha, Neb. Young Chorus Girls, must lead numbers. Piano Player, also Comic. Both with wires for chorus. All state sex, height, weight. Frank Maley, Herb Camp, wire, others write. Address JACK MURREL.

**Original Floating Theater
Breaking in New Territory**

ONANCOCK, Va., Nov. 7.—Nina Howard's Original Floating Theater, now in its 27th week of its present season, has two more weeks to play on the eastern shore of Chesapeake Bay before heading into South Carolina.
Boat is scheduled to put in the winter in South Carolina, Georgia and Florida, the first time a showboat has ever played that territory.

Van Arnam's Barn Dance

VIENNA, Ga., Nov. 7.—It won't be long now. We're headed down the home-stretch towards the end of the tent season. After that the show will go into theaters for a long winter tour. At this writing the closing stand has not been announced, but it will be soon.

Hayes Griffith and Hiram Smith, better known perhaps under the name of Griff and Hi, were visitors on the show at Covington, Ga., and after the show were kind enough to drive your correspondent to Atlanta to spend the Sunday. Saw so many old friends in Atlanta that while I was circulating around the boys lost me or I lost the boys.

Douglas Trotter, former boss canvasman on this show, hopped on the caravan when we passed thru his home town, Macon, and spent several days with us.

Bishop Tent Show only 10 miles away from us last Saturday, so Mr. and Mrs. George Bishop were over in the afternoon to say "hello." At night E. S. and F. I. Holland, of the Bishop advance, witnessed the performance. They report a good season.

In Atlanta saw Emmett Miller, who drinks milk these days. The boy looks great and tells me he has just made a new record for the Victor people. Saw Mack (Don't Give a Happy) Frye and he still insists on calling me Duck. Frye is out of the business and is now connected with an Atlanta garage.

Those who know him, and his friends in show business are legion, will be interested to know that Maurice Coleman is now manager of Station WATL, Atlanta. That Coleman is well fitted for his job is proven by the tremendous increase in business the station has enjoyed since has taken over the managerial reins. A busy executive, but a regular guy who always has time to greet old friends.
MACK D. FERGUSON.

**Lewis "Varieties"
To Tour Southland**

DALLAS, Nov. 7.—H. Kay Lewis' Hollywood Varieties is now in Dallas for an indefinite stay after making an extended tour from the West Coast, playing theaters, night clubs and fraternal engagements. Management reports good business and is now negotiating to play a string of Southern theaters.

In the roster are H. Kay Lewis, emcee and magic specialties; Thayer Lewis, Marge Henry, Fontella, Arthur Henry, Bertie Smyth, the Henry Duo, Madam Alberta; Della, the "Hillbilly Belle," and Mary Hays. Harlin Tolbert is general agent.

Unit is transported on three touring cars, a truck and a semi-trailer.

Lamb Readying Talkie Show

TIFTON, Ga., Nov. 7.—Tony Lamb, band leader, and wife, Lola, arrived here this week to begin preparations on the opening of their traveling picture show. Lamb has just purchased new talkie equipment for the show, which will be known as Lamb's Movie Palace, with the opening set for around January 15.

**THE FILM WEEKLY
AUSTRALIA**

Covering the Motion Picture and Entertainment Field Generally.
Conducted by MARTIN C. BRENNAN,
100 City Tattersall Building, Pitt Street, Sydney,
Australian Office of THE BILLBOARD.

Rep Ripples

WITH THE INFLUENZA BAN on amusements being lifted in Southern Georgia, quite a few shows are expected in that territory soon.

BUD HAWKINS and the missus are at present laying off at their home in Cincinnati. Bud is keeping in trim by working his dogs and monks on an occasional club date around the Queen City.

GILBERT'S COMEDIANS report business good in Western Georgia. Jake and Olive Rose and Curt Crocker recently joined the company. Harry L. Gilbert is manager.

CHIC AND ESTELLE PELLETTE have returned to their home in Lake Helen, Fla., after closing with the Frank Smith Players at Campbell, Mo., October 31.

ALICE RICHEY and Company, comprising, besides Miss Richey, Kazi, the magician; Raydini and Robert Butler and presented by Royal Edwin Butler, are still going strong with their GE and RCA affiliations.

FANNIE MASON writes from Hollywood that her son, Dick, in a recent important interview was asked how old he is. He replied: "Twenty-two years." When asked how long he had been in show business Dick's answer was: "Nigh on 23 years." "Maybe the writer for Billroy's Comedians can figure that one out," Fannie pencils. "By the way, about 15 years ago a young man of 18 joined the Fannie Mason Show. His name was McD. Ferguson. We called him Mack for short. In answer to the recent query, the D in Mack's name stands for Dougal." Mabel Mason, Fanny reports, is playing some important parts in pictures.

ROBERT AND PEARL LA THEY and Johnnie and Myrt Evans have joined the Frank Williams circle with headquarters in Trenton, Tenn. The LaTheys closed recently with Choate's Comedians and made a terrific jump of 35 miles to join the Williams opey.

ROI LA RENZO, scenic artist and actor, has returned to Chicago after a season with the Gifford-Robertson Players. He has established his own studio in the Windy City. La Renzo will be with the same company when it opens under canvas the middle of May at Clinton, Ia.

BERNICE CLEMMONS and her dad, Charles D. Clemmons, are with the William Hynes Players, who opened at the Anthony Wayne Hotel, Hamilton, O., November 7 for an indefinite engagement with old melodramas. In addition to parts, Miss Clemmons will also do her accordion specialties. Both she and her dad appeared with the National Players at the Cox Theater, Cincinnati, some eight years ago.

Fort Pitt Gets 'Noose' Dec. 1

PITTSBURGH, Nov. 7.—M. E. Fierst and Clyde McFall have set December 1 as the opening date of their forthcoming production, *Snatched From the Noose*, in the English Room at the Fort Pitt Hotel here. Show will come in for an indefinite engagement.

Among those already selected for the cast of 12 are Joe Woods and Irene Cowan. Dancing and floor-show specialties will be offered nightly in conjunction with the production.

KILBUCK THEATER, Pittsburgh, following its engagement of Ibsen's *A Doll's House*, will present a couple of original plays penned by Pittsburgh dramatists. Another original play will be offered later in the season by the Pittsburgh Playhouse.

Kansas City Jottings

KANSAS CITY, Mo., Nov. 7.—Frank Myers, who blazed the trail for the Rose-wall-Terhune Show all season, was in the city recently.

Walter Mars has joined the Ralph Dennis circle, showing in Colorado.

Sonny and Ardye Dexter are said to be closing this week with the Princess Stock Company, showing under canvas in the South.

Frank Delmaine, former Kansas City Equity representative, after a long season as secretary of the J. L. Landes carnival, was spotted on the local rialto this week.

Buddy Norton recently joined the Morris-Davis circle in Nebraska.

Sid Snider, after a long season with Allen Bros.' Comedians under canvas, is in the city.

Phil Duncan is reported to have opened a one-nighter to play Texas.

Clark Felgar, veteran actor and press agent, is reported to be leaving here soon for Frisco, where he has accepted a position in the advertising line.

Oscar Howland, following the closing of the Frank Smith Players, was spotted on the main stem here this week.

Pup Shannon and Dorothy Dumas are reported to be closing with the John Baylor circle in Minnesota to join the Boob Brassfield circle in Georgia.

Don Null Players, who have been under canvas nearly all season, closed recently in Arkansas.

Bert Black and Lynn Arden are said to be joining the Long-Balfour circle in Wisconsin.

Nona Nutt, who has been with the Frank Smith Players under canvas all summer, returned here following the close of the season and is now visiting relatives in near-by Kansas City, Kan.

Wallace Bruce is reported to have opened his new show to good business this week at the Howard Theater, Arkansas City, Kan.

Tip Tyler's Comedians closed their tent season in Arkansas last week.

Eddie and Mona Hart are recent arrivals here, having closed with Toby's Comedians. The Harts conducted their own show under canvas this summer in Nebraska.

Mr. and Mrs. John Justus, owners of the Justus-Romain Players, are visiting relatives at Caney, Kan., following the close of the tent season.

Dick Caldwell and Evelyn Easter, who recently closed the season with Frank Smith Players, have joined the Chick Boyes No. 1 unit.

George L. Barton, well known in rep circles, is a village visitor.

Rosewall-Terhune Show closed the tent season last week in Oklahoma. Show will reopen in theaters after a brief layoff.

David Demille has abandoned his plans for the opening of a circle to play Arkansas.

Sid Kingdon is a recent arrival, following the closing of the Tip Tyler Show in Arkansas.

Mr. and Mrs. Eddie Lane are in the city for a few days. The Lanes were with Skippy Lamore's Comedians the past summer.

Billroy Show Briefs

SAN ANGELO, Tex., Nov. 7.—Regardless of opinion to contrary that may be held by those who scan this column, it has never been our policy to resort to exaggeration or overstatement in regard to business garnered. With this thought uppermost in mind, I give you the week past: Business, fair only, but consistently so. With weather conditions as disagreeable as they have been, however, we consider ourselves fortunate even to show.

Beth Davis, of the line, has been on the sick list for several days, as, too, has Daphne, our concert feature. Alma Findley joined in Lamesa, Tex., Sunday as an addition to the line, and Helen (Pap) Reed has been pinch-hitting for Daphne in a manner quite proficient.

Letter recently from Martin Arnold, former Billroyian, who discloses that for the time being he has retired from the profession and is residing in Bolton, Ga. Lot in this town was only a stone's throw from that upon which the Western States Shows exhibited. There were many visits paid back and forth and courtesies shown to all.

Billy Wenhe Jr., who attends O. M. I., in Cincinnati, has established quite a reputation for himself there in the records of gridiron glory. It is this writer's humble opinion that we'll grow more familiar with the name in print during his years at college.
Eddie Mikael, of the crew, recently

made the mistake—in the line of duty—of turning his back to a hot-headed Mexican. Result: a stiletto between his shoulder blades to the depth of two and a half inches. He is doing nicely at the present writing.

Ray Howell, well known in rep circles, was a recent visitor. Buck Eldridge and wife, also. Eldridge was formerly connected with Jack Kane and Fred Hurley as carpenter and scenic artist. Howell formerly piloted his own company.

The writer has just put the finishing touches on a travesty based on *Uncle Tom's Cabin* that will be presented by the Wesleyan College freshman class of Macon, Ga., in the near future.
JOHN D. FINCH.

Detroit "Drunkard" Closes

DETROIT, Nov. 7.—Eugene Sharkey's production of *The Drunkard* closed Sunday night at the Players' Theater after a run of 168 performances. House is being taken over by the Players for their own productions for the winter. Sharkey is considering a revival of the production for next spring, but no plans have been completed.

Bryants End Cincy Season

CINCINNATI, Nov. 7.—Bryant Showboat, owned by the Four Bryants and with Billy Bryant managing, this week concluded its eighth summer season at the foot of Lawrence street here. Show enjoyed its usual big business here. Billy Bryant will go to Hollywood in a few weeks to discuss an offer which has been made him to appear in a picture. The Bryants promise to return here next May with their present craft enlarged and renovated.

SUGAR'S DOMINO

(Continued from page 23)

them for jobs every day. . . . The little lady who helps us wind up this column is the highly respectable but slightly madcap daughter of a man who served not long ago as one of the leading officials of New York State and is still active and most influential in political circles. . . . She is determined to land a night club or orchestra singer job entirely on her own, even if she holds on to it only a week. . . . Just a little yen that must be gratified. . . . For weeks she has been making the rounds of the offices, walking in cold and naively asking for work. . . . She has been insulted enough to last a prude a lifetime. . . . But she still persists and entertains the not very old folks at home almost every evening with the stories of her experiences. And she mentions names and addresses, too. . . . Lucky thing for the cavemen so far is that the father has a sense of humor and unbounding faith in the daughter's ability to circumvent dangerous situations. . . . But if the girl keeps on touring something is bound to happen one of these days that will make pop real sore. . . . Then pray for the soul of the lecher who is nailed. . . .



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The National, State and Local Tuberculosis Associations of the United States

ROLL TICKETS
Printed to Your Order 100,000 for
Cheapest GOOD TICKET on the Market
Keystone Ticket Co., Shamokin, Pa. \$15.00
10,000 . . . \$5.00
20,000 . . . 8.75
50,000 . . . 8.75
Cash With Order—No C. O. D. Stock Tickets Any Assortment, \$12.50 for 100,000

Chorus Equity Notes

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

Eleven members of *The Great Waltz* company prevent that chorus from being 100 per cent in good standing to May 1, 1937.

The chorus of every company that is playing should be 100 per cent paid up to May 1, 1937, within the week. The constitution defines a member in good standing as one who on May 1 or November 1 of any year is paid six months in advance. Your contract provides that you are a member in good standing and will remain a member in good standing for the duration of the engagement.

Don't wait for your deputy or for a representative from Chorus Equity to come and collect your dues. Remaining in good standing is your responsibility. In mailing money to the office do not send cash. Send a money order or check made payable to the Chorus Equity Association.

Chorus Equity is holding checks in settlement of claims for the following members: Nancy Lee Blaine, Adele Butler, Charlotte Davis, Liela Gans, Gladys Harris, Eda Hedlin, Marge Hyland, Marion Hyland, Fred Holmes, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray and Carolyn Russ.

Sweet River closed after a run of four days, almost a record closing for a musical production. However, every member of that chorus received two weeks' salary plus three or four days' rehearsal pay. The more stable conditions brought into the theater by Equity have become so much of a matter of course that it is doubtful now if many people realize how different such a closing as that of *Sweet River* would have been in pre-Equity days. In those days so different from now there would have been weeks of rehearsal—and in the end all that the people could have claimed as salary would have been for actual performances given, less than a week in this case. Certainly a guarantee of two weeks' salary plus some rehearsal pay is a far better outlook.

Some of our members have become a little careless about supplying us with correct addresses. If you aren't receiving your *Equity Magazine* regularly and are in good standing it means that your address is incorrect.

Failure to give us a correct address may cost you an engagement. Check up now and be sure that we have your address.

Don't forget to apply for an honorable withdrawal card immediately if you are going out of the profession. If you are out of work and unable to pay dues at this time call in the office and get an extension of time. This extension saves you the delinquency fine and also gives you free use of the employment bureau.

Those WPA members who were unable to complete payments on their reinstatement prior to November 1, 1936, in accordance with the Council ruling have been given an extension of time so long as they continue to make weekly payments. DOROTHY BRYANT, Executive Secretary.

Milwaukee Aud Earnings Are Upped to \$31,593.89

MILWAUKEE, Nov. 7.—Net earnings of the Milwaukee Auditorium Company for the fiscal year ending October 31 were \$31,593.89 against \$17,291 for 1935 and \$14,063 for 1934. Receipts in 1936 were \$133,421.14 against expenditures of \$101,827.25. The report, as in previous years, pointed to the need for increasing the capacity of the Auditorium.

Cortese Bros. Again Active

MEMPHIS, Nov. 7.—Cortese Brothers, Angelo and Joseph, long active in the concert field here but in retirement since 1930, have resumed their promotions with the announcement of two bookings for the current season. They will bring Nino Martini to Ellis Auditorium for a concert April 9 and have contracted for a Helen Jepson concert in the early spring.

Johnson Plans Cowboy Unit

BOSTON, Nov. 7.—Everett Johnson, managing director of Col. William T. Johnson's Cowboy Rodeo Band, plans to organize a cowboy-cowgirl musical stage unit to work theaters during the winter months. Unit will be booked independently out of New York. Present indications point to a December 15 opening.

New Texas Tax Hits Amusements

AUSTIN, Tex., Nov. 7.—Under the Omnibus Tax Law passed by a recent special session of the Texas Legislature and signed this week by the governor additional taxes were levied upon almost all types of amusements.

An amusement tax, new in the State's revenue scheme, is levied on theaters and other amusement places where the admission charge is in excess of 51 cents. The tax will be 1 cent on each 10 cents or fractional part of the price.

On admissions to horse racing, dog racing, motorcycle racing, automobile racing and the like the tax also will be at a rate of 1 cent on each 10 cents of admission, but regardless of the amount of the admission price. For dance halls, night clubs, skating rinks and other like places of amusement the tax will be the same regardless of admission charge.

Season tickets will be taxed 10 per cent of the amount paid for them and passes and complimentary tickets will be taxed on the basis of the admission charge. In addition theaters and other places of amusement or business enterprises will be made to pay 20 per cent on all money, prizes or awards (Bank Nights and the like).

GREEN WATERS

(Continued from page 21)

and most of the play thereafter concerns his hate for his father and his love for Jennifer and little Joey. Little Joey is killed by a train of events dragged in by the hair, and Michael, broken, thinks he also loses Jennifer when she decides to go off again with her husband. He is left alone with papa, who really loves him. And then he realizes, thru something that Little Joey had said before he died, that his hate for papa is really inverted love. After a particularly virulent outburst he falls sobbing across the knees of the sad old man—and just then the door opens and there stands Jennifer, drawn breathlessly back to mutter, haggis and love. Everything, as the curtain goes down, seems sweetness and light in the house of the Frasers—the one presumes that the weather outside (along with the customers) remains dour and wild.

Silly as it may seem in synopsis—and in production—Catto's play isn't really as bad as all that. As a matter of fact, under proper conditions it might have emerged as an immensely effective piece of theatrical hoke. Certainly Catto has included all of the tried and true ingredients, and he has written them out in stage terms that should be effective. He is, however, double-crossed by his cast and his director.

The brothers Shubert have hired Denis O'Dea, who made a name for himself with the Abbey Players, to enact Michael—and O'Dea offers a performance that

Saranac Lake

By JOHN C. LOUDEN

Harold Rodner, NVA executive from New York, surprised the patients with an unexpected visit last week. He addressed the patients on the favorable prospects under the new board of directors.

Ned McGushion is our latest guest-patient. He was formerly a member of the McGushion Trio and for several years manager and producer of the Harry Carrol revues.

Danny Murphy, ex-NVAer, contributed to the enjoyment of his old pals at the lodge by donating the makeup for the Halloween party.

Ford Raymond is at the general hospital, where he has undergone another stage of the rib operation. He is doing nicely.

Doris Gascoigne, after weeks of trying, has finally won a carton of cigarets in the Lucky Strike sweepstakes.

Halloween party held at the Lodge October 31 proved a huge success. Dr. Fischel welcomed the patients and guests. Boyce Lavigne and his orchestra, thru the courtesy of the Saranac Hotel, entertained with songs and swing music. The Florida sent Betty Gordon, singer, and Lee Lamar, pianist. Jack Edwards was emcee. Eddie Ross entertained with songs and dances. Others who contributed to the evening's entertainment were Hazel Coleman, Dolf Singer, Doris Gascoigne, Armand Monte, Al Lorraine, Sal Ragone, Mina Morse, Charley Minor and Lew Burko, accompanist. Refreshments were served in the dining room.

Write to those you know in Saranac Lake.

carefully avoids taking any of the chances that Catto so bountifully provides. With his voice pitched in a single key, with emotion expressed chiefly thru an increase in his at-all-times considerable vocal speed, O'Dea completely ruins a role which might have been a beauty. The rest of the cast also contributes little, with special annoyance coming from the self-consciously coy work of young Jackie Jordan as Joey. Even such usually fine players as Reginald Bach and Doris Dalton seem pretty bad in this. Miss Dalton is particularly alarming; she poses all over the place and there is hardly an honest note in her performance.

Bach also directed, aided by Milton Shubert. In view of Bach's excellent direction of *Love on the Dole* last season, one is forced to the conclusion that Shubert's aid was something less than sensational. The direction of *Green Waters* is, to put it mildly, amazingly inept.

The production represents the ruin of what might have been effective theatrical hoke. There wasn't even a bagpipe in it, much to the disappointment of this reporter.

Endurance Shows

Communications to 25 Opera Place, Cincinnati, O.

Lewis Walkashow Finds Biz Okeh

OCEAN PARK, Calif., Nov. 7.—Rookie Lewis Walkashow, in its fifth week at the Egyptian Ballroom on Ocean Park Pier, reports good biz, with 10 couples and five solos still picking 'em up and putting 'em down.

Walkie is being sponsored by C. L. Langley, localite, with Lou Stutz keeping a check on the nickels and dimes. Rookie Lewis is head mike-man, going over the ether twice daily via KMTB, Hollywood. Bill Owens, Al Lyman and Jimmie Gable are emceeing, with Manny Harmon and his boys supplying the music. George Newell thumps the keyboard during the off hours.

Forrest Bailey and Tony Lombardo alternate as floor judges. Head nurse is Betty Kelly, with Mary Landiso, Bobbie Newell, Frenchie Lehman and Betty Benson assisting. Training staff is comprised of Bill Wheeler, Buddie Lowe, Jack Jacobs and Michael Edelstein. Tickets are handled by George Montgomery and Harry Smith, with Buelah Oringdorff and Edith Junkers cashiers. Reserved seats are supervised by Irene Stutz. Fred Jones is house electrician. Harry Phillips is making a nice go of the con-

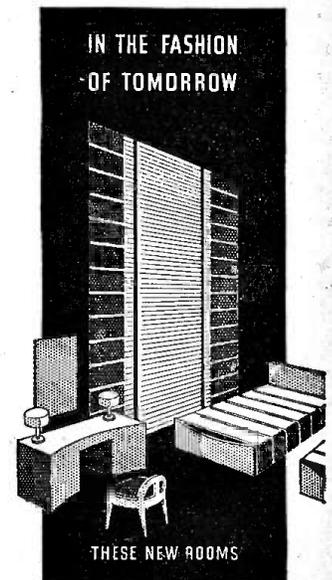
cessions. Tiny Schillinger is handling the dope sheets, sponsors and banner business.

The remaining contestants are Fred Kramer and Helen Forister, Joe West and Peggy Cogan, Jonny Reid and Elsie Manhart, Charlie Loeb and Maxine Green, Porkie Jacobs and Margie King, Phil Ratney and Dorothy Spencer, Gene Costello and Margaret Bucholtz, Frenchie Bolsjolie and Chad Alviso, Marshall Roberts and Flo Mileson, Tex Johnson and Ruth Johnson, Tim Hammack, Tommie Loring, Mickey Britton, Stan West, Slim Miller.

CLIFF REAL, at present taking a breather between shows, would like to hear from Clyde Morse, Doc Roberts, Cora Tracy and Ruthie Keller via *The Billboard* Letter List.

ADELE FORRESTER, walkathon contestant, recently underwent an operation for the amputation of her right leg as the result of injuries sustained in an automobile accident. Her friends may write to her at 2631 East Admiral boulevard, Tulsa, Okla.

TOMMY STRICKEL, now located in Pontiac, Mich., would like to hear from all his old walkathon pals via *The Billboard* Letter List.



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

Luncheon—50c
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1000 Rooms with Bath From \$2

Iowa Judge Okehs Screeno

CHICAGO, Nov. 7.—R. S. Markstein, of the Screeno Amusement Company, has received word that Screeno has been given an okeh by an Iowa court. Last week Paul Powers, operator of the Rex Theater, Glenwood, Ia., was arrested for operating Screeno. When the case came before Judge John P. Tinley, of the District Court, 15th judicial district of Iowa, he dismissed the defendant on the ground that the plan of Screeno is identical with that of Bank Night, which in the case of State of Iowa vs. Hundling was given a clean bill.

No Bank Night Ads in Mail

FORT WORTH, Nov. 7.—Bank nights may be okeh in Texas, following the recent Supreme Court ruling, but it will be unlawful to advertise them thru the mails, according to an opinion handed down here this week by Karl Crowley, solicitor for the post-office department. Newspapers carrying notices or ads on bank nights also become nonmailable, Crowley says. "The federal courts have uniformly held that bank nights are lotteries," Crowley reminded.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

SOCIETY OF DETROIT MAGICIANS opened the fall season last week with a well-attended meeting at the Polish Century Club, that city. Little Johnny Jones, now playing Detroit clubs, was guest of honor and also entertained. Walter H. Domzalski, Dr. William B. McDougall, Dr. John Buell, David Pogo, Albert Redfield and Charles Lewis cooperated in putting on a magic show for the crowd. Next meeting will be held at the same location November 18.

Why not a code for the "steal" industry?

AL CAROSELLI is currently playing the Commodore Club, Detroit.

THE HOUDINI CLUB, Philadelphia, conducted a seance at midnight October 31 in an effort to communicate with the late Harry Houdini. Philly seance was one of the 16 meetings held in the United States, England, Australia and British Columbia and was held at the special request of Mrs. Harry Houdini, who conducted her own seance on the roof of a Hollywood hotel. Philadelphia meeting was in charge of Hugh Munro, president of the American Philosophical Club of Philadelphia, who spent much time in this city with Houdini investigating "fake seances."

A good spare-time job for a ventriloquist is to sell parrots.

GEORGE THE MAGICIAN and company of mystery workers opened their season last week at the Texas Theater, Whitney, Tex. Show is booked solidly until December 1 and is routed into South Texas for the winter. George is this season featuring an original illusion, wherein he produces himself and his entire company for an apparently empty packing box. Assisting George are his wife, Madame Marie; their three sons, Jack, Joe and Tom; T. O. Gregory, Frankie Gregory, Mildred Gregory and Dorothy Gene Gregory.

ED REARDON, who conducts the "Passing By" column in *The Herald-News*, Passaic, N. J., recently devoted nearly a full column to magic in general and to Wallace, the magician, in particular. He said, in part: "I like magicians. Maybe it's because of the way they can draw half-dollars out of my ears when I can't even find a thin dime in any of my pockets. Anyway, I like them. That's why I got a bang out of meeting Wallace, the magician, back in town for a few months of mystifying the youngsters along the blackboard circuit."

Don't invest in yourself until you have complete confidence in yourself.

THE GREAT GEORGE (Grover George) was featured on the Westinghouse Jubilee bill presented at the Syria Mosque, Pittsburgh, October 31. He offered a condensed act, assisted by his wife and two men.

THE GREAT NICOLA is erecting a new storage building for his paraphernalia on his property in Monmouth, Ill. It will be possible to convert the large building into a private theater on short notice. Nicola is planning a trip to Old Mexico for a winter vacation and, according to well-founded rumors, is planning another world tour for 1937.

Add Thankless Jobs: Those held by the boys on the expose committees of the various magical organizations.

C. A. GEORGE NEWMANN, mentalist, now celebrating his 40th year in the business, is currently sojourning in New

Orleans. During his stay there he expects to look up Felix Hermann (Kretschman) and other magi before jumping into Florida and over to Cuba. He will return to his Minnesota headquarters in time to get his rag opry going early in the spring. En route south, Newmann enjoyed a pleasant visit with Nicola at the latter's home in Monmouth, Ill.

MAGIC AND VARIETY SHOW will be given at Broad Street Methodist Church Auditorium, Columbus, O., Friday night, November 13, in memory of Howard Thurston. Five Ohio magicians will show their wares. They are Roger Middlesworth, Earl Pogue, Douglas Anderson, Oscar Guthrie and George Ginn. There will be a lineup of 25 people, including dancers, singers, mystifiers and novelty acts. Thurston was a native of Columbus.

It might be well for some of the anti-exposers to remember that the expose evil cannot be stamped out by merely calling the guilty magi a string of dirty names.

LaFOLLETTE, who had the *Unbelievables of 1936* on the Johnny J. Jones Exposition all summer, played two nights recently at Girard College, Philadelphia, jumping there from Baltimore, where he enjoyed a successful fortnight's stay at the El Patio Club. LaFollette returns to Philly this week for two engagements, after which he will go back to Baltimore to do a full evening's show at St. Mary's Industrial School. John Taylor (Jontay), who trouped with LaFollette for 17 years, presented his new handkerchief act at Girard College to big success.

MONTAGUE THE MAGICIAN posts from Salt Lake City under date of October 29: "Caught Ben Chaves and Company (Dolores) at the Roxy here. He is an excellent manipulator, but his otherwise fine act is marred by a bit of exposing."

A casual look around will prove that magic is one of the most popular forms of entertainment in the night club field today. It's up to the magic boys working that field to retain that popularity.

TOMMY WINDSOR and his Indoor Chautauqua are playing schools and auditoriums thru Central and Northern Ohio.

PACIFIC COAST ASSOCIATION of Magicians honored Mrs. Beatrice Houdini November 2 with a "come back soon" dinner prior to her departure for the East November 5. Mrs. Houdini will spend the Christmas holidays with her 88-year-old mother in New York, then going on to Florida before returning to California in February.

GORDON THE GREAT, mentalist, opened his solo act last Friday for a week at Niles Theater, Bakersfield, Calif. Next week he goes to the California Theater, that city, and then to the Hippodrome, Taft, Calif. He recently completed a swing around Los Angeles neighborhood houses.

It's a smart worker who allows the customer an occasional chance to participate in the workings of a trick. It serves to make the patrons more magic minded, thus gaining new friends for the ancient art.

CYRIL VON BAUMAN, who went with the Andre Roosevelt Expedition into Ecuador, has returned to New York to make purchases of supplies. Visited the Max Holden Shop last week for a load of magic gadgets, telling Max the natives were nuts over the magic trinkets handed out to them recently.

HENRY HAVILAND, "magical paper tearer," is playing the Beechwood Tavern, Columbus, O.

THE GREAT MAURICE played before the Hotel Men's Association at the Waldorf-Astoria, New York, last week.

JARVIS THE MAGICIAN is heading for the Southwest, after several weeks in the Charleston, W. Va., territory.

THE GREAT LEROY is presenting an hour-and-a-half show in high school and municipal auditoriums thru Iowa, assisted by his wife, Madam Lovina. He



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For RADIO

RICARDO C. LARA—Mexican baritone, new to New York's entertainment field but reputedly very well known in Europe and South America, now appearing at the El Toreador, New York. Clear voice of good quality and appeal and an excellent range. Repertoire includes songs in Spanish, Mexican, French, Italian and English.

LEON LaFELL—member of the Cappy Barra harmonica act caught last week at Loew's State, New York. Plenty of possibilities in the boy, has a beautiful singing voice and is a talented harmonica player. A standout in the act for his excellent pop singing, which he follows with top-notch mouth-organ playing.

For VAUDE

TRAMP BAND—seven colored men, now at the Cotton Club, New York. Leader does comedy, while the other six pound out wild rhythms on odd

instruments. A sock in the floor show, the act ought to be an easy clicker in vaude. Swell sight comedy. The boys work hot and fast, winding up like a riot.

For FILMS

MICHEL ROSENBERG—character actor now appearing in the Yiddish Art production of *Jacques Bergere* at the 49th Street Theater, New York. Should be a standout in parts calling for foreign character comedy or radical political roles. Hands out plenty of action for the eye as well.

For LEGIT MUSICAL

HARRIS, CLAIRE and SHANNON—ballroom dance trio composed of a lad and two girls, blonde and brunet. Good looking, suave and deft. Work beautifully, the man handling his two partners with ease. Routines should find a place in a revue.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

RAY (NEMO) IRELAN cards from Muncie, Ind., where he is hibernating for the winter: "It was a shock to all of us boys who were friends of Doc Samson to hear of his death." Irelan says he plans to have his own band with one of the major circuses next season.

CLAYTON HUBBARD, harmonica specialist and tenor, formerly with Gorton's, DeRue Bros. and Guy Bros.' minstrels, letters from Oneonta, N. Y., that he recently entertained at several Republican rallies. However, we are sure that Hubbard was not responsible for the election results. He is at present playing night spots in that vicinity.

AL TINT opened November 2 as emcee at Von Thenen's night club, Chicago. He is carded to remain there indefinitely.

"DO YOU REMEMBER," shoots Billy Goho from Buffalo, "Al Tint in a soldier's uniform with Uncle Sam's Yankee Minstrels, with John Meany and Lew Nelson on the ends and Dan Montgomery as bandmaster and interlocutor? The Vogel show crack-up in Florida? The Arthur Crawford-Henry Keyes duets en

is featuring sleights, illusions and a brief mental routine. Leroy was secretary of and did his magic in the concerts with the Barnes Bros.' Circus the past season.

Everybody seems to notice the spots on a magician's vest except the performer who is wearing the vest.

JIMAE is playing Hollyhock Gardens, Warren, O.

OKLAHOMA RING NO. 53, IBM, will stage its second annual magic show at Harding Hall, Shrine Temple, Oklahoma City, November 16. Show this year will be under the direction of Dr. F. T. Stackpole and Grady S. Nicholson, with the following slated for a spot on the program: Emmett E. Barbee, emcee; Mrs. Lee V. Sneed, music; R. C. Hughes, Sam Mackey, Charles Klabzuba, Dr. Fritz Stackpole, Dr. E. R. Dunn, Grady S. Nicholson, Fred Poulter, Mysterious (See *MAGIC* on page 68)

route? The yearly blowout held at the Elks in Elkhart, Ind., by the C. G. Conn Company for members of the Field show?"

TED CREAGER, 45, of the J. C. Lincoln Sunny South Minstrels, was burned to death October 25 at Crossett, Ark., when fire destroyed the covered truck in which he was sleeping while on the jump. H. S. Talmar, company manager, said he believed a charcoal stove overturned in the truck. Talmar has been unable to trace Creager's relatives.

PROF. WALTER BROWN LEONARD and the missus left their home in Glens Falls, N. Y., last week for a motor trip to Florida. On their way down they will stop off in Savannah, Ga., for a visit with Charles Bernard, and at Gibsonton, near Tampa, Fla., to say "hello" to Charley Gales. The Leonards will stop in St. Petersburg for a few days, then on to Sarasota in time to see the big show get in for the winter.



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W. C. DORNFIELD

Writes on

The Magician of Today

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

The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Would Aid Big Artists in Vaude Rally

Providence, I was greatly interested in a story on page 16 in *The Billboard* of October 31 regarding Rudy Vallee giving professional talent all that it deserves, and I know that he is not doing this to get free publicity. It only goes to show what this great artist will do and has been doing for sister and brother artists. And I am one who knows.

When on January 20, 1932, I had the misfortune to fall while performing on the tight wire and was rushed to Rhode Island Hospital in Providence the first one to send me words of encouragement was Rudy Vallee, and he has not forgotten me during my four years' stay there. And I am not a big-time act. Recently in Fay's Theater I saw a real vaudeville show with plenty of variety, not all dancing or singing, and believe it or not, Fay's Theater later placed a comedy sketch of six people in the middle of the bill to again bring real vaudeville to the people of Providence. Brother and sister performers should get behind Rudy and talk vaudeville to the people where they are playing in an effort to get them to demand vaudeville. Then it will be seen how hungry the public really is for something besides pictures. When stars like Rudy Vallee, Sophie Tucker and Belle Baker are not ashamed to tell the world that they are for it, why should we not help? I, for one, will be at the service of Vallee or anyone else interested in vaudeville.

LORA VALADON.

Why Merchant Was in Favor Of a Carnival

Brady, Tex. I am special agent of the Western States Shows and read with interest the article in *The Billboard* of October 31 in the carnival department entitled *Those Merchant Slips*. It was by Jim Schneck, our general agent, and I am naturally one agent with whom he has discussed the subject. There is one story I want to tell. Jim

booked one of the best spots that we played this season by overcoming the opposition of certain local organizations that had decided they would put on a 1936 celebration without using a carnival. When I made the town I checked up to find out why the local manager of a nation-wide retail chain store had been in favor of playing a carnival. This manager showed me \$392 worth of those merchants' slips from the carnival that had played the celebration in 1935. He not only supported the carnival idea but bought a banner from me.

FRANK DOWNES.

Says Movies Heldira Should Be Debunked

Kansas City, Mo. What I am about to say has been deferred thru "long suffering," and been left unsaid until the patient shrug has become almost an explosive "bustin' out," with patience declaring a moratorium and endurance on an enforced holiday. If the personal pronoun is occasionally dragged in it is but to echo the experiences of myriads of my fellow-sufferers in trouperdom who have had to put up with the same inane matter!

Character actors on the dramatic stage have, either fortunately or otherwise, a personality that leaves its impress on the playgoer. Long before William V. Mong became a standard screen player he was known from Coast to Coast as an artist of finesse in *The Clay Baker* and *The Middleman*. Similarly, Tim Murphy and Sol Smith Russell, who never appeared in the cinema, were associated with striking character roles on the dramatic stage. Lon Chaney was a character actor whose playing was years ahead of his age, and I doubt if his artistry on the screen was ever fully appreciated. When such great artists as Marie Dressler, George Arliss and others bring their genius from stage to screen

we old troupers have the last word. We know they were not screen-made; it is the other way around. They help to make the canned show endurable. And then we satelletes of grease paint and crepe hair sally forth conquering and to conquer, only to find our old admiring handclappers and feet-stampers sitting in the shadows and a new generation of gum-chewers and tinted darlings to stare at us in moon-eyed wonderment, exclaiming: "Mister, you surely ought to go to Hollywood. Why waste your talent here in the sticks?" Biz of bustin' right out with verbal gangrene! And this is usually my answer, as I fold my wardrobe like the Arabs, and as tragically steal away: "Listen, little one: Art will be art, parts will be played, curtains will rise and fall, audiences will applaud and smile and shout and weep and go home to their little greenroom happier for having seen a character portrayed as only a dramatic artist can portray it, and not as the canned-art director tells him to play it—long after you and I have turned up our toes, and the last divorcee in Hollywood has ogled her final good-night to a celluloid Romeo. And the sooner you forget that 'you-gotta-go-to-Hollywood' stuff and begin to realize that right here at your own little village cowbarn theater door you may find dramatic artists to whom you may go to school all the rest of your mushroomy age, the easier it will be for the world to accept you as a human instead of a simian. Run along to your puppy now, read Dr. Conwell's *Acres of Diamonds* and go to bed instead of to the night club." And I'd love to see a moratorium declared on this fool idea of hatching up contests for beauty queens, most popular local beauties, etc., all over Christendom, the only goal being the artificial hegra publicized in this caption. When Podunk learns to appreciate the genius that belongs in Podunk—well, if nothing more, we may at least have less reason for the before-Hollywood grievance of Mister Old Citizen about "them city fellers takin' all the money outa town." God made the country, and the old trouper knows it as no one else can know it. If the denizen can be made to understand that he can have the most artistic entertainment right at his door if he wants it—oh, well—

THOMAS ELMORE LUCY.

Queries About Motor Power in Strength Feat

New York. Recently in Rochester, N. Y., in-publicity strong-man stunts two 80-horse power autos, facing opposite directions, were held together. I have always been under the impression that the maximum force a professional strong man can hold under conditions such as the above is the amount of power generated by a car going 30 miles an hour. I wonder if there are any Forum readers informed on this subject.

JAMES PAUL.

Holds to Claim Of First Act To Use Neon Light

Greenville, Ala. In a recent letter to the Forum I claimed to be the first free act to use neon lights. It is evident that my friend Joe Cramor misunderstood the complete meaning of my letter. I still claim to be the first and only free act using them. I know neon has been used for several years by outdoor shows on ticket boxes and bingo and custard concessions, as well as shows owned by Max Kimerer and several others. I fully understand that neon was used outdoors before my use of it in a free act. That should rectify the misunderstanding. After reading Joe's letter in the Forum I asked Fred Guthrie and Marie, who recently worked with him, how his neon lights looked and they said he positively did not have neon lights, but a string of white-frosted, flashing lights. My witnesses to being first to use this type of light on a free act are Walter D. Nealand, carnival press agent, and Sam Prell, of De Luxe Shows of America. In addition I

have newspaper clippings from Henderson, N. C., and Greenville, S. C., commenting on my lights when I played the fairs there. I have heard that controversy is the life of a column and as competition is the life of trade, here's hoping we hear more on this interesting subject.

CAPT. JIMMY JAMISON.

He Trouped With Gebest On Robinson's

Champaign, Ill. Replying to the letter of George (Chandeller) McGinty in the Forum of October 10 asking as to who knew Band Leader Charles Gebest, I knew him well and was with his band on John Robinson's Ten Big Shows when the *Queen of Sheba* was the spec in 1889. His son played trombone; Tom Hamilton, now of Oklahoma City, baritone; Gus Retke, Eb clarinet; a boy from Iowa, piccolo; Charles, Bb clarinet; Jim Gebest, his brother, Eb bass. Our opening overture was a medley of plantation songs by L. Conterno, of which I still have a copy. It was published by F. Fischer in 1882, has all sax parts and is not a first-grader by any means. Josie Demott was a rider. Gil Robinson was always with the show then. We ate at hotels and slept on the cars. In those days cornets did most of it. Two of us played reels for the tumbling and races. Clarinet players were more than scarce. George W. Landers was a fine clarinet man, but he was on the season previous to the one of which I write. I trouped in various ways for 19 years.

W. M. EWING.

Finds School Dates Hard To Get in Texas

Waco, Tex. Times are a bit slow for show business in Texas. I suppose it is because of depression and low wages; many are lucky to be eating. I have been putting on shows in schools and I find it a tough proposition. In fact, the schools have been worked to death and the main complaint is that the so-called shows that have been booked have not been suitable for schools. Superintendents of schools have become disgusted and many have closed down on shows in schools. I have seen a number of such so-called acts and I do not blame superintendents of schools for deciding not to let any more in. The shows we have had to follow have surely made the situation tough for others. It is surprising that some of the shows and acts have the nerve to go into a school. Such things do not appeal to school children and as a result some of the cities we have visited would not consider any show, despite the best of letters of recommendation. It will not be long until superintendents of schools will not let any attraction in. I was told the other day that they intended to put a check on them; that is, school boards will force all attractions to list with the State school bureau, and if attractions are oked by the bureau they will have no trouble in securing bookings. This should have been done long ago, but I suppose the school officials had to learn by experience. It is said there are few acts that have the educational appeal desired by schools. Because an offering is good for a side show does not make it appropriate for schools.

J. LAMONT.

One-Nighters Did Good Biz In the Tanks

Effort, Pa. Altho out of the business the past eight years and owner of a 13-room house and 35 acres in the beautiful Pocono Mountains of Pennsylvania, where I reside, I still have old *Billyboy* every week. I fully agree with my old pal Tom Waters, and also with Samuel Rogers and Frederick Kelly, that the Forum is one of the brightest spots in *The Billboard*, not, of course, to the Johnny Newcomers, but to the real, honest-to-goodness, old-time performers and managers of 35 and 40 years ago. I wish to mention a few old-timers while I played the tanks with Cliff Grant's *Little Egypt London Gayety Girls*; Fitz and Webster, in *A Breezy Time*; James B. Mackey, *Grimes' Cellar Door*; Watson, Galleger and West, *O'Hooligan's Wedding*; Howarth's *Hibernica* and Scenery of Ireland; *When Women Love, The Factory Girl, A Break*

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Vol. XLVIII. NOVEMBER 14, 1936. No. 46

*for Liberty, Down on the Farm, The Two Johns, Flaming Arrow, Night Before Christmas, Wife in Name Only, Hottest Coon in Dixie, Al Leech, in Girls Will Be Girls, The Beauty Doctor, The Only Way, Along the Kennebec; John Griffith, in Macbeth, Uncle Hes; Davidson Comedy Company, in Farmer Hopkins; At the Old Crossroads, St Stebbins, Uncle Josh Spruceby, When the Bell Tolls, Holy City, Roanoke, Little Outcast, Devil's Lane, Midnight Fire, Roy Slave, Queen of the Highway, The Village Postmaster, A Boy of the Streets, Dora Thorne, An American Gentleman, A Hidden Crime, Out of the Fold; Worth Bros., in Slave Girl and Foggy Ferry. Burlesque shows hitting the tanks at that time were Tom Dinkins' *Innocent Maids*, managed by Bill Jennings; Sam T. Jack's *Burlesquers*, managed by Bill Eversole; *London Gayety Girls*, with Cliff Grant as manager and myself ahead, and all did good business on the one-nighters.*

CHARLES F. EDWARDS.

Bowes Letters Have Response From Educator

Glens Falls, N. Y. A letter from one of the superintendents of education in Syracuse in regard to my articles about Major Bowes that have appeared in *The Billboard* recently, reads, in part, as follows: "He is the creator of blasted hopes and shattered dreams; a money-maker who poses as youth's benefactor. There will come a cry from the wilderness soon bewailing the fact that a 'false god' has led the little ones astray. Many a good dishwasher and taxi driver have been made stars to skyrocket, explode, and see in their desecration that a big hand from a free education does not bring in the 'family bacon'."

The public is tiring of this form of amusement, and sponsors are now not using amateurs but seasoned actors in many instances to save the program. People are satiated with: "Yes, Major Bowes, I walked barefooted 600 miles, leaving a sick mother and a blind father to care for six small children without a crust of bread in the house, etc." (Great applause.) "What do you wish to sing, my boy?" "I would love to sing that late song by A. Lead Pencil, entitled *I'm Putting It Over on the Sponsors*." (Tremendous applause.) The aspirant takes his bow and starts to leave when the Major, who is listening at the mike, calls to him: "Young man, you are to report for rehearsal at the Evergreen Theater at Podunk, where you will join my unit No. 13." "Thank you, Major, you have

(See THE FORUM on page 68)

BLENK—Mrs. Carrie, 45, wife of Gustave W. Blenk, conductor of the Philadelphia Symphony Orchestra, October 30 in Lankenau Hospital, Philadelphia. She had been in ill health for over a year. In addition to her husband a daughter, Miriam, survives.

BOYER—W. S., 85, father of Mrs. Rosa Gorman, who is well known in outdoor show business as a promoter, at his home in St. Marys, O., October 22.

BRUNS—Louis, 69, father of George H. Bruns, an engineer on the Queens World's Fair Committee, at his home in Jamaica, Long Island, N. Y., November 4.

CAMP—Charles Wadsworth, 57, author and playwright, at Jacksonville, Fla., October 31. His play, *Evil Tongues*, was produced in New York in 1915, and a dramatization of the *House of Fear* was produced in New York and London from 1922 to '24. Among the novels Camp wrote were *Sinister Island*, *The House of Fear*, *The Hidden Road*, *The Barbarian* and *The Forbidden Years*.

CARROLL—George M., 77, Tennessee shooting-gallery operator, for many years at Tennessee State Fair, Nashville, November 4, from injuries sustained when hit by an automobile. Survived by three daughters, three sons, sister and brother. Interment in Spring Hill Cemetery, Nashville.

CASWELL—C. Percy, theater electrician, suddenly at his home in Cleveland October 31. He suffered an injury of his leg in a fall which resulted in an embolism. For the last two years he had been electrician at Loew's State Theater, Cleveland. Previous to that he served in a similar capacity for nine years at the RKO-Palace Theater there. He was a member of the stagehands' union. Survived by his widow and one sister, Mrs. Edna C. Roberts. Funeral services November 2 at the E. S. Bennett Funeral Home, Cleveland.

CHRIST—Herman, 65, father of Mrs. Sue Phillips, wife of Thomas J. Phillips, president of Burlesque Artists' Association, in Brooklyn November 5.

CLARK—Lum R., 59, October 30 in Druid City Hospital, Tuscaloosa, Ala. He was born and reared in circus business. Surviving him are his 84-year-old mother, Mrs. W. C. Clark, oldest living pioneer wagon-show owner of the '70s; two brothers, Allie and Willie; two sisters, Ruby Orton, Pearl Dionne; two children, Pearl and Johnny, and his widow. Interment in Memorial Cemetery, Tuscaloosa, November 1.

CREAGER—Ted, 45, of the J. C. Lincoln Sunny South Minstrels, October 25 at Crossett, Ark., when fire destroyed the covered truck in which he was sleeping. H. S. Talmar, company manager, said he believed a charcoal stove overturned in the truck.

D'ARCY—Ella, internationally known actress, November 2 at her apartment in Portland, Me. She first went on the stage under direction of William A. Daly in 1895 and sang the role of the fairy in *Midsummer Night's Dream*. She went to London in 1897 and played before the Prince of Wales. She appeared with the Henry W. Savage Company in New York and Chicago and later joined the Daniel Frawley Company with which she went to the Philippines, Australia and South Africa. In 1910 she went to

Ed Ballard

Ed Ballard, 63, sportsman and former circus owner, of French Lick Springs, Ind., was shot and killed during a quarrel at Hot Springs, Ark., November 6.

He, with the late Jerry Mugivan and the late Bert Bowers, formerly owned the Hagenbeck-Wallace, John Robinson, Sells-Floto and other circuses. The firm was known as the American Circus Corporation. These shows were sold to John Ringling in 1929.

Ballard founded the first large casino at West Baden, Ind., and years later took over the casino in French Lick, known as Brown's. He disposed of all his interests there several years ago except the Homestead Hotel. He gave the large West Baden Springs Hotel to the Jesuit order, which has established there a school for priests.

Surviving are his widow; a son, Charles, and a daughter, Mary.

The Final Curtain

Portland, Me., where she played stock for several seasons. She was with Otis Skinner in *Marius* in 1930 and 1931. During recent years Miss D'Arcy did much broadcasting. Funeral services November 4.

IN MEMORY OF OUR BELOVED HUSBAND AND UNCLE,
BABA DELGARIAN
Died Chicago, Ill., November 10, 1934.
May He Rest in Peace.
MRS. M. DELGARIAN and
Nephew, HADJI DELGARIAN.

DODD—Edgar, announcer at Station WSPA, Spartanburg, S. C., November 1 in a local hospital. Dodd was allegedly stabbed by a Negro in a local business establishment following an argument.

DOYLE—Laird, 30, Warner Bros. scenarist, November 2 in an airplane crash at Burbank, Calif., while learning to fly. Doyle was a newspaper man and producer, writer for KNX, Hollywood, before going into films. His picture writings included *Hell Below*, *Jimmy the Gent*, *The Key*, *Finishing School*, *Front-*

HANNER—Derwood, 19, son of Leona Young, former trouper, in an auto accident near Gilbertsville, N. Y., November 1. Derwood and his twin brother, Delwood, were known as the Pedro Twins. They worked for a time on Carol Miller's show in a double fire act. Derwood was on his way to Norwich, N. Y., to be married when the accident occurred. Survived by his father, Oliver Hanner; mother, Leona Young; two brothers, James and Delwood, and a sister, Mrs. Cottea Townsend.

HOLLY—Grady, member of C. R. Leggett Shows, at Nashville, Ark., October 30 from a gunshot wound. Holly's home is near Foreman, Ark.

HOUSEMAN—Grace, musician, organist, author and poet, November 1 in Jefferson Hospital, Philadelphia, after a month's illness. She was a member of the Philadelphia Music and the Matinee Music clubs.

KING—Henry, 54, veteran trouper known as the "Dublin Dandy" and one of the first to sing with illustrated slides on the Pacific Coast, at his home in Oakland, Calif., October 21. He was associated with Walter Farnellis and Nellie Montgomery in Los Angeles and was with an act known as King and

CHARLES (CHIC) SALE

Charles (Chic) Sale, 51, character actor and author, died of lobar pneumonia November 7 at Hollywood. His family was at his bedside. He had been critically ill since November 2 and under an oxygen tent.

He was one of the nation's foremost and most popular comedians, having appeared in vaude, legit and on the screen. He was best known for his characterization of a Union soldier in the sketch "The Man Who Knew Lincoln" and for his little booklet "The Specialist," which was reputed to have netted him a small fortune. He was best known for his impersonations of elderly men.

He was born in Huron, S. D., August 25, 1885, passed his boyhood in Urbana, Ill., and made his debut in vaude in 1908.

It was only several weeks ago that he signed to appear in a motion picture, "You Live Only Once," with Sylvia Sidney and Henry Fonda.

Sale went to Hollywood in 1931 after box-office triumphs in nation-wide vaude tours. An engagement at the New York Winter Garden in 1919 lifted him to his first major success.

Surviving are the widow and children, Cherry, musician; Charles Jr.; Mary, a dancer, and Dwight. Mr. and Mrs. Sale were married in 1912. Their happy home life was a by-word in the acting profession.

Page Woman, *Oil for the Lamps of China*, *Three Men on a Horse*, and at time of death was working on *Call It a Day*. His widow and infant daughter survive.

EMMET—Joseph K., 70, manager of the Capitol Theater, New York, at Doctors' Hospital, that city, October 31. He was born in St. Louis, son of J. K. Emmet and Eleanor Webber Emmet, actors and playwrights of the last century. Appeared on the stage when 18. Acted as his father's manager and later became matinee idol in romantic roles. Toured with his father in grand opera, light opera and romantic plays. He married Mary Ellen Ryan, his co-star in a number of plays. When he retired from stage he became an executive of the Loew Circuit and was for five years manager of Loew's State Theater, New York. Survived by his mother, his widow and a son.

ERICKSON—E. A., 58, of the McCann-Erickson Advertising Agency, and a stockholder in Technicolor, in Pasadena, Calif., November 3.

ESBERGER—Mrs. Louisa, 82, mother of Charles and Walter Esberger, widely known Cincinnati band leaders, at her home in that city November 6. Charles Esberger died several years ago. Walter is still active in Cincinnati music circles. Two other sons, Hubert and Albert, and two daughters, Mrs. William Buck and Mrs. John Kunkel, all of Cincinnati, survive.

FORD—R. Walton, 35, interior decorator and former actor, found dead in his New York hotel November 4. Appeared in several Broadway successes, including *Music Box Revue*, *Animal Crackers* and *Bye Bye Bunny*.

FRANZ—Henry, father of Armand (Jack) Franz, organist at the Fox Theater, Detroit, in that city October 30. Survived by another son. Burial in Detroit.

theater and stock groups in Philadelphia. His father, mother and three brothers survive.

LANGHEINRICH—Paul Sr., 74, widely known in Milwaukee musical circles and one-time bandmaster and owner of the Bursleigh Theater, that city, at his home there October 19. Survived by two sons, Paul Jr. and George C. Services at Raasch Funeral Home, Milwaukee. Body was cremated.

LEAF—Edwin, 73, for many years cornetist with the John Robinson Circus Band, at his home in Terrace Park, O., November 2. Survived by his widow and two brothers, Charles and Clifford.

LEBENSBURGER—Maurice A., concessioner at *The World a Million Years Ago* show and Admiral Richard E. Byrd's ship at Great Lakes Exposition, October 31 at his home in Cleveland after a month's illness. In 1913 he became an independent film distributor in Cleveland, organizing Standard Film Service Company and First Division, Inc. When sound pictures came he became a salesman for the Pecant sound equipment organization. At time of death he was a partner in the Metropolitan Theater, Cleveland. Survived by his widow; two children, Maxine and Maurice Jr.; his parents, Mr. and Mrs. Abram Lebensburger, and a brother, Alfred C., all of Cleveland. Funeral November 1 in Mayfield Chapel.

McCLANAHAN—Mrs. Goldie, 40, member of C. R. Leggett Shows, at Nashville, Ark., October 30 from knife wounds allegedly inflicted by a man who attempted to rob her in her auto-trailer home on the carnival grounds.

MARSH—Leo A., 42, dramatic editor of *The New York American*, of heart ailment at his home in Westport, Conn., November 5. Survived by his widow, a former New York film reviewer.

MAUTTE—Louis, 58, well-known violinist and member of symphony orchestras both in New Haven and Bridgeport, Conn., in Bridgeport November 1 after a long illness.

MUSTEL—Alphonse, 63, well-known French musician and head of an important organ and musical instrument factory in that country, in Paris recently.

NAGEL—Beth, 59, screen actress for 18 years, in Beverly Hills, Calif., October 29. She began her film career in the old Sellig and Essanay studios in Chicago and played in Ireland Comedies. Her last film was *Mountain Justice* for Warners. Survived by her husband, John, and two daughters, Mrs. Helen Jansen, in the Universal Pictures story department, and Marie Nagel, employed at Warner Bros.' studio.

PERRY—Sam A., 52, concert violinist and composer, November 1 in Los Angeles. He was affiliated with Universal Pictures and scored such films as *All Quiet on the Western Front* and *Phantom of the Opera*. He recently completed a Hebrew Rhapsody for the B'nai B'rith. Surviving are his widow and two sons, Herbert and Robert.

RENAUD—Camille, stunt motorcycle rider, at Woonsocket, R. I., from burns received in an automobile accident October 31. He had been a member of E. Ward Beam's Congress of Dare Devils the last four years. Survived by his widow, son and daughter, parents, three brothers and a sister, all of Woonsocket, R. I.

RILEY—Charles Jr., 5, son of Charles Riley, member of an outdoor act playing with a Harry Clark unit, October 31 in Bucyrus, O., after being struck by an auto. Burial in Holy Sepulchre Cemetery, Chicago.

ROTH—Frederick, 66, musician, October 31 in Episcopal Hospital, Philadelphia, after an illness of several months. Survived by his widow, a daughter and three sisters.

RUFFER—John, electrician at the Gayety Theater, Baltimore, at St. Joseph's Hospital, Baltimore, October 21.

SAVILLE—Nina, 74, retired character actress, at the Actors' Fund Home, Englewood, N. J., October 30.

SHORT—Eddie, 86, fighter and actor, formerly with Weber and Fields, in Kings County Hospital, Brooklyn, November 4.

SOOY—Mrs. Lenore E., California horsewoman, in San Francisco October 28, following a heart attack. She was

Ames and the Three Van Stats. King was also with Mike Bernard, of ragtime fame. Survived by his widow, two sisters and one brother.

KOCH—Ed, formerly with Smith Greater and George Reynolds Shows and of recent years on the boardwalk at Jacksonville Beach, Fla., in a private sanitarium in Jacksonville October 31. Burial in family plot in that city.

LANDIS—Charles K., 34, playwright, October 30 at his home in Wyndmoor, Pa., following a heart attack. Several of his plays were produced by Little

RITA LATLIP



Killed in Trenton, O., NOVEMBER 8, 1935. Mourned by the Entire LATLIP FAMILY.
We miss you, dear.
CAPT. MARION, VIRGINIA, ROSLINE, MADLINE, IDA, WAE AND CAPT. DAVID, JR.

one of the West's most noted amateur riders and participated in rodeos and horse shows in California for the last several years. Survived by her husband, Charles H. Sooy, director of California State Fair and Salinas (Calif.) Rodeo; also president of San Francisco Live-Stock Exposition. Services October 31, with interment at Holy Cross Cemetery, San Mateo, Calif.

STARBUCK—Rosá, 55, who handled concessions with her husband, Harry G. Starbuck, in various parks, November 5 at the home of her daughter, Mrs. J. B. Glover, in Memphis. She and her husband spent 10 years in East Lake and Avondale Parks, Birmingham, and five years at Livingston Lake Park, Jackson, Miss. Later they were active in the management of amusements at the municipal zoo in Birmingham. Besides her husband and Mrs. Glover, one other daughter, Flora Starbuck; four sisters and three brothers survive. Burial at Elmwood Cemetery, Memphis.

STREET—George Slythe, 69, author, dramatist and play censor, in London November 1.

WEIKOFF—Otto, 49, clarinet player with Smith Superba's Band, at Rocky Mount, N. C., last week, when the band played the Rocky Mount Fair. He formerly played in Ringling-Barnum & Bailey Circus band. Body shipped to Lakeland, Fla., for burial.

WILLIAMS—Walter S., 57, superintendent of speed at Winnebago County Fairgrounds more than 20 years, November 1 at his home in Oshkosh, Wis., from injuries received while driving in a harness horse race June 28 at Manitowoc, Wis. He was State field representative for Wisconsin Harness Horse and Breeders' Association and a director of Winnebago County Fair. Survived by his widow, a daughter, son, two brothers and a sister.

YEOMAN—George, 67, vaudeville performer, in Hollywood, of heart trouble November 2. Yeoman had been in show business nearly 40 years and at one time teamed with George Sidney in a double Dutch turn. He also worked in stock and played his standard vaude act, George Yeoman and Lizzie. Funeral arrangements were handled by the Troupers' Club. Survived by his widow, Bertha, and two sons and a daughter by a former marriage.

YOUNG—J. P., 50, with the J. George Loos Shows for a number of years, in Lufkin Hospital, Temple, Tex., October 18 following an appendicitis operation. Survived by three brothers and two sisters. Burial in Lufkin Cemetery, Temple, by members of the J. George Loos Shows.

Marriages

AGUIRRE-CHAPLIN—Henry Aguirre Jr., actor, to Lita Grey Chaplin, actress, at Santa Ana, Calif., September 21, it was revealed last week.

BEATY-LANGSTON—Earl J. Beaty, electrician with Mimic World Shows, to Mrs. Velma Langston, nonprofessional, at Alexandria, La., October 31.

BELLAMY-CANOVA—Don Bellamy, nonprofessional of Fort Worth, to Anne Canova, of the radio team of Judy, Anne and Zeke Canova, who have been in Fort Worth with Paul Whiteman for the past four months, at Ardmore, Okla., November 2.

BEEUWKES-BYERLY—Lambert B. Beeuwkes, sales promotion manager at KYW, Philadelphia, and Eleanor Byerly, nonpro, October 14 in Baltimore.

BROOKS-LEE—Tom Brooks, son of Jack and Maude Brooks, of the Brooks Players, and Barbara Lee, of Kansas City, Mo., at Waterloo, Ill., November 1.

GRIBANOVSKY-DAVENPORT—Dmitry Gribanovskiy, musician, and Muriel Davenport, vocalist with the George Nelidoff group, in Chicago November 2.

HANNON-STOLL—Bob Hannon, emcee and featured vocalist with Henry Busse's Orchestra, Chicago, and Rosella Stoll, nonprofessional, at Waukegan, Ill., October 30.

KAMIKI-HOLTHUSEN—Ernest Kamiki, of Honolulu, and Shirley Holthusen, of Waukesha, Wis., both members of the Kalama Royal Hawaiians troupe, at Rockford, Ill., October 29.

HAYES-LA BONTE—Edward Hayes Jr., MGM technician, and Charlotte La Bonte, nonprofessional, in Los Angeles October 30.

LINTON-POOLE—Ray Linton, Chicago representative of Station WMAC, New York, to Doris Poole, in Chicago November 4.

MALONE-BUTTERWORTH—Roy Malone, chief usher at the Palace Theater, Bridgeport, Conn., to Nora Butterworth, also connected with the Palace in Carmel, N. Y., recently.

MARX-FLEMING—Arthur (Harpo) Marx, screen comedian, to Susan Fleming, former *Follies* girl, in September, it was revealed last week.

NAHM-RONSON—Horace Nahm, non-professional of New York, and Adele Ronson, radio dramatic actress, October 30 in New York.

ROBERTS-INCH—Bill Roberts, junior writer at MGM, and Helen Inch, non-professional, in Los Angeles October 31.

SHEPPARD-COHEN—Mike Sheppard and Mrs. Molly Cohen, both of Pittsburgh, at Laurinburg, N. C., October 5. Both are known in the carnival concession business.

SMITH-WALKER—E. H. Smith, of the Sheesley Shows, to Elizabeth Walker, of Jacksonville, Fla., in that city October 31.

SOLOF-PETROV—Sam Solof, concessioner, to Marsha Petrov, night-club entertainer, recently in Detroit.

Coming Marriages

Terry Hunt, film studio physical director, and Elaine Shepard, screen actress, November 26.

Anthony Mungello, Western Pennsylvania theater exhibitor, and Jessie Ruth Johnson, of Cleveland, in Slovan, Pa., the groom's home town, soon.

Carleton F. Petit, nonprofessional, of Arlington, Mass., and Esther A. Chichester, Boston musician, soon.

Cornelius J. Mahoney, Boston musician, and Mary M. Gallien, Cambridge, Mass., soon.

Frederick F. Paul, Hollywood publicist, and Ethyl Bowers, character actress, in California soon.

Sol Klein, nonprofessional, and Ruth Kahan, of Warner's publicity department, in Los Angeles soon.

Tom Holt, Melbourne, Australia, film man, to Lola Thring, daughter of the late F. W. Thring, in Melbourne soon.

Births

A 6½-pound girl, Patricia Rose, to Mr. and Mrs. Charles Simpson at Bloomington, Ill. Mother was formerly Evelyn Fleming, daughter of Mr. and Mrs. Herb Fleming, of the Flying Flemings.

A nine-pound son, George III, to Mr. and Mrs. George H. Jaspert Jr. October 24 at Lying-In Hospital, Philadelphia. Father is member of sales staff at Station KYW, Philadelphia.

An eight-pound son to Mr. and Mrs. Bob Smith in Wichita Falls, Tex., October 27. Father is son of George Smith, manager of Casino Park, Fort Worth, and mother is former cashier at the Majestic Theater, that city.

An eight-pound son, Herbert Lee Jr., to Mr. and Mrs. Herbert L. Pass, at Thomasville, Ala., November 3. Father is secretary of Majestic Shows and mother is the former Georgia McHendrix, daughter of R. G. McHendrix, manager of Majestic Shows.

Divorces

Virginia Reed, film actress, from Ralph McClung, nonprofessional, in Oskaloosa County, Fla., in August, it has just been learned.

Lyda Sokoloff from Nikolai Sokoloff, (See **DIVORCES** on page 85)

ROXY

(Continued from page 18)

quotes in the billing is beyond this reviewer, unless it's a form of self-criticism.

If it is, tho, it's unduly harsh, since the show turns out to be a nice one, with not as much overemphasis on the mike as one would expect from the setup. It's headlined, for one thing, by Tom Howard and George Shelton, and the brace of zanies click solidly with their comedy stuff, good material that's tremendously enhanced by their off-hand dead-pan delivery. It's pretty late to come along and say that Howard and Shelton are good; it is news, tho, to report that they're still as good as ever, despite their long sojourn in films and on the air.

The Jesters, three lads who sing (their voices blending beautifully) and accompany themselves on a uke and bass viol, deliver a session of special material stuff that clicks solidly and deservedly. Shandor, a violinist, fiddles a couple of tunes, and Morton Bowe, a tenor, intones a series of numbers in a high, thin voice. Non-mike entertainment is provided by Al White and the Andrew Sisters, who do a clever and difficult tap routine, backed by the Gae Foster Girls, the house line. The Foster Kids are also on for nice routines at the start and finish of the show.

Eddie Paul and the house band are up on the stage this week. Ford Bond announces the stage show and delivers news flashes, doing an excellent job. Picture is *The Girl on the Front Page* (U), and house was average the third show opening day. EUGENE BURR.

Fay's, Philadelphia

(Reviewed Friday Afternoon, Nov. 6)

Current bill marks the local debut of Durelle Alexander as a member of the wand-waving fraternity. And the occasion is an inauspicious one. Gal has been doing her terp tricks with Paul Whiteman's Band for some time, but unfortunately has been inadvertent in picking up some of "Pop's" stick tricks.

Miss Alexander has taken over a skilled group of girls, 15 in toto. Gals know their sharps and flats. However, it's all mill-run tooting, with nothing in their style or arrangements to mark the outfit as individualized. Further, their stage personality registers zero. And hiding behind the house prop stands detracts plenty on that score. Instrumentation a bit unusual in that two string basses are used in the solid section. Remaining roster includes four saxes, five brasses, piano, harp, git box and suitcase. Band numbers are all of the sock 'em and rock 'em variety that's big guns at high-school dances and house parties. Of the instrumentalists, first trombonist and one of the trumpeters stand out. When sheet splits gal on the slip horn does nice sliding on 16 bars of *I'm Getting Sentimental Over You* a la Tommy Dorsey. Sachmo tooter whips out a heated version of *China Town*. Harpist Ann Welsh takes the spot, picking at one of the semi-classics. Three of the gals step down to chant a chorus, allegedly in harmony.

Miss Alexander is one front that can never be accused of hogging the spot. In fact, half of the time she isn't even on the stage. Beating it out for a couple of bars on the intro and then running off stage, leaving it to the first sax player to give the cues, is hardly an effective way to present any musical aggregation. Makes plenty of costume changes, but wardrobe gives her no opportunity to show that s. a. slinky figure. It's hard for pewholders to forget Ina Ray Hutton's showmanship along those lines where femme bands are concerned.

Three standard acts fill the supporting bill. First on are the Three Tops, females, who offer the regulation precision tap with the customary challenge evolution. Get over nicely, but doing three turns in one takes off all the edge. Lela Moore offers her *Dance of the Lovers*, and Frank and Peter Trado, the only touch of masculinity on the bill, oblige with comic patter and pantomime.

Pix is *They Met in a Taxi* (Columbia). Clocked at 45 minutes. Biz fair.

ORO.

NEW BIZ

(Continued from Radio Section)

one-minute announcements. WBZ and WBZA.

NARRAGANSETT RACING COMMISSION, Pawtucket, R. I. (race track), thru Chambers & Wiswell, Inc., Boston, five-

weekly one-minute announcements for two weeks. WBZ and WBZA.

PROCTER & GAMBLE CO. (Drene), thru H. W. Kastor & Sons Adv., Chicago, 34 weekly World Transcriptions, 15 minutes, Jack Randolph and his Music, WBZ and WBZA.

HARMONY GARMENTS, Inc., Boston (Foundation Garments), thru Broadcast Adv., Boston, 13 weekly Harmony Hints talks. WBZ and WBZA.

M. J. BREITENBACH CO., New York (Gude's Pepto-Mangan), thru Brooke, Smith & French, Inc., New York, thrice-weekly one-minute RCA transcription announcements, 87 times. WBZ and WBZA.

GOOD LUCK FOOD CO. (Good Luck Foods), thru Hughes Wolf & Co., Rochester, N. Y., twice-weekly Home Forum participations, for 13 weeks. WBZ and WBZA.

UTICA KNITTING CO. (textiles), thru John Thomas Miller, New York, thrice-weekly one-minute announcements for nine weeks. WBZ and WBZA.

PARKER BROS. (games), thru John W. Queen, Boston, five-weekly one-minute announcements for 14 weeks. WBZ and WBZA.

COLGATE - PALMOLIVE - PEET CO. (Palmolive Soap), thru Benton & Bowles, Inc., New York, four-weekly one-minute announcements for 13 times. WBZ and WBZA.

BOSTON & MAINE R. R. (transportation), thru Doremus & Co., Inc., Boston, daily one-minute weather reports for four weeks. WBZ and WBZA.

BOSTON MOLASSES CO. (molasses), thru Franklin P. Shumway Co., Boston, twice-weekly Home Forum participations for 52 weeks. WBZ and WBZA.

KINOX CO. (Callous-Base), thru Hays Adv. Agency, Burlington, Vt., thrice-weekly one-minute announcements for 14 times. WBZ and WBZA.

WILLIAMSON CANDY CO., Chicago (O'Henry Candy Bars), thru H. W. Kastor & Sons Adv. Co., Chicago, five-weekly one-minute transcription announcements for 120 times. WBZ and WBZA.

CHATTANOOGA PRODUCTS CO., Chicago (Sunsol Products), thru Vanderbie & Rubens, Inc., Chicago, five-weekly one-minute transcription announcements. WBZ and WBZA.

RIVAL PACKING CO. (Rival Dog Food), thru Charles Silver & Co., Chicago, six-weekly *Musical Clock* Victor transcription programs for 52 weeks. WBZ and WBZA.

UNITED DRUG CO., thru Street & Finney, New York, five-weekly five-minute transcribed talks for five times. WBZ and WBZA.

South

KENTON PHARMACAL CO., Covington, Ky. (Brownotone), placed thru Roche, Williams & Cunningham, Inc., Chicago, three one-minute drama transcriptions weekly. WWL, New Orleans.

WILLARD TABLET CO., thru First United Broadcasters, Chicago, three five-minute transcriptions, *Headline of Other Days*, weekly for 28 weeks, from November 1. WWL, New Orleans, and KWKH, Shreveport.

BUNTE BROTHERS (Tango Bars), placed thru Fred A. Robbins, Inc., Chicago, three to six weekly spots for 13 weeks. WAFB, Birmingham.

McKESSON & ROBBINS, Inc. (Pursang), placed thru H. W. Kastor & Sons, Chicago, one-minute transcriptions, Monday thru Friday. WWL, New Orleans.

LOWENSTEIN'S DEPT. STORE, Memphis, two 15-minute transcriptions weekly, Tuesday and Friday at 5 p.m., *Tim's Rancho Adventures*. WNRB, Memphis.

FRIGIDAIRE CORP., placed thru Collins Kilgore, distributor, Memphis, five 15-minute transcriptions weekly at 10 a.m., *Modern Melodies*. WNRB, Memphis.

MANTLE LAMPS, placed thru Presba, Feller & Presba, Chicago, 15-minute transcriptions on Sunday afternoon, Ed McConnell and two spot announcements on Friday and Saturday of each week. WWL, New Orleans.

PROCTER & GAMBLE (Drene), placed thru H. W. Kastor & Sons, 15-minute drama transcriptions on Wednesday and five one-minute spots weekly, from November 1 for 52 weeks. WWL, New Orleans.

CHEVROLET MOTORS, thru Campbell, Ewald, Detroit, four spots daily for two weeks, from November 1. WWL, New Orleans.

ADAMS HAT CO., New Orleans branch, placed direct, from November 7; occasional remote football games from various sections of South. WWL, New Orleans.

ACTS, UNITS AND ATTRACTIONS

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

Route Department

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

EXPLANATION OF SYMBOLS

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

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

ADO Trio (Chico) NYC, nc. Abbott, Joan (Hilary) Chi, nc. Abbott, Snooky (Hilary) NYC, nc. Abbott & Taylor (Hilary) Chi, nc. Ace, Red (Club Leo) Youngstown, O., nc. Adair & Richards (Royal Franks) Chi, nc. Adams, Crawford & Paulette (Park Central) NYC, h. Adams, Margaret (Versailles) NYC, nc. Adler & Tarsman (Ambassador) NYC, h. Afrique (Ritz-Carlton) NYC, h. Alene & Evans (Lookout House) Covington, Ky., nc. Alexander, Peggy (WitFas) NYC, re. Allen, Jean (Swanee Club) NYC, nc. Allison, Dorothy (311 Phila, nc. Alpert, Mickey (Philadelphia) Phila, h. Althoff, Chas. (Columbia) Dayton, O., h. Ambrose, Ruth (Hilary) NYC, h. Andrews, Avia (Cotton Club) NYC, nc. Anabelle, Mille (French Casino) NYC, nc. Archer, Gene (Webb's Summit) Baltimore, Md. Ardity, Ely (French Casino) NYC, nc. Arden, Dell (Park Central) NYC, h. Arley, Four (Carmen) Phila, h. Armlida (Hoooverist) New Orleans, h. Armstrong, Marie (Black Cat) NYC, nc. Arnaud, Nellie, & Bill (Lyric) Indianapolis, h. Arturo & Evelyn (Club Hall) Chi, nc. Athburn, The (Hollywood) NYC, nc. Aube, Lou (Oriental) Chi, h. Avalon Troupe (Indoor Circus) Paterson, N. J., 9-14. Avalon Troupe: Reading, Pa.; (Indoor Circus) Paterson, N. J. 9-14.

Bahama Dancers (Cotton Club) NYC, h. Baines, Pearl (Kil Kat Club) NYC, nc. Baker, Frank (Honey Club) NYC, nc. Balassi, Babe (Broadway Hofbrau) NYC, nc. Baldwin & Bristol (Blue Bird Inn) Detroit 14, 16, nc. Baker (Cotton Club) NYC, nc. Banks, Fay (Black Cat) NYC, nc. Banks, Sadie (Old Romanians) NYC, re. Barnes & Steger (Cotton Club) Chi, nc. Barr & Bates (Riverside) Milwaukee, h. Barrett & Smith (Brown Derby) Boston, nc. Barron, Tony (De Pierrot's) NYC, nc. Barr & Beatrice (French Casino) NYC, nc. Barr, Martin (Place Elegante) NYC, nc. Barris, Ruby (Village Casino) NYC, nc. Bartholomew, Lillian (Orpheum) Minneapolis 7-13. Basno, Marie (Place Elegante) NYC, nc. Baxter, Marilyn (Variety) NYC, nc. Beatrice & Harry (French Casino) NYC, nc. Beckman, Jack (WitFas) Phila, nc. Behm, Arthur (Gay Nineties) NYC, nc. Bell & Gray (Hungalov Inn) Norristown, Pa., nc. Bell, Harvey (Blossom Heath) Shreveport, La., nc. Bell's Hawaiian Polka (New Pomeroy), O., 11-12; (Liberty) Lancaster 13; (Clifton) Circleville 14; (O. H.) Lexington, Ky., 13-14; (Shady) Shelbyville 19. Belmont Bros. (Brown Derby), Me. 9-15; (Columbian) Club Mt. Morris, Me., 16-22. Belmont, Beloe (St. Regis) NYC, h. Benda, Billy & Beverly (Baltimore) Los Angeles, h. Bennett, Eddie (Place Elegante) NYC, nc. Bennett, Jean (La Casina) Jamaica, N. Y., nc. Bennett, Virginia (1214 Phila, nc. Benson, Pat (McVane's) Buffalo, N. Y., nc. Bentley, Gladys (Ubangi) NYC, nc. Bergen, Edgar (Hudson City Harbor Room) NYC, nc. Bernard, Lil (Club Alabam) Chi, nc. Bernard, Phil (Orpheum) Orinda, Utah, 12-14. Berry, Harry (Piazza Pittsburgh) 2-14. Bert & Jay (Columbia Village) Peoria, Ill., nc. Bestiger, Frank (New Yorker) Me. City, h. Beville & Tony (Congress Hotel) Chi, h. Beyers, Ted (Village Casino) NYC, nc. Bierra, Mck. (Nuxi) NYC, nc. Bialoe, Barbara (Blossom Heath Inn) Detroit, h. Bissell, Buddy (Steuben) Boston, re. Blake, Barbara (McAlpin) NYC, h. Blakey, Buda (Astor) NYC, h. Blanchard, Eddie (Club Elegante) NYC, nc. Blanchard, Jerry (Embassy) Phila, Pa., nc. Blanche & Edith (Ubangi) Me. City, h. Blackstone, Nan (Lookout House) Covington, Ky., nc. Blase, Barbara (Terrace Gardens) Chi, re. Blecker, Four (Embassy Club) San Francisco, h. Bliss, Lewis & Ash (Edgewater Beach) Chi, h. Bodenweiser Ballet (French Casino) NYC, nc. Booth, John (Green Gables) Hasleton, Pa., nc. Booth, Dora (Hudson Art) NYC, re. Boston Bachelors, Three (LeRoi's) D'Or Penthouse NYC, nc. Bowker, Betty (Chateau Moderne) NYC, nc. Brady, Olive (Yacht Club) NYC, nc. Brann, Mickey (Waltou) Phila, h. Brice, Phil (Monte Royal) Montreal, h. Brooks, Frank (Gramatan) Bronxville, N. Y., nc. Brooks Twins (Club Vogue) NYC, nc. Brownfield & Greedy (Ubangi) NYC, nc. Brown, Evans (Old Vienna) Indianapolis, h. Brown, Isabel (Jimmy Kelly's) NYC, nc. Brown, Ralph (Ubangi) NYC, nc. Bruce, Betty (Chicago) Chi, h. Bruke, Irene (La Casina) Jamaica, N. Y., nc. Bryants, The (French Casino) NYC, nc. Bryson, Louise (Venezian Room) NYC, nc. Bryson, Clay (Monte Royal) NYC, nc. Bulzar, Prof. (New Yorker) NYC, h. Buraw, Ethel (Berre's) Phila, re. Burns, Pat (Mina's) NYC, nc. Burns & White (Blossom Heath Inn) Detroit, h. Byrd, Maril (Edison) NYC, h. Byrd, Gertrude (Park Central) NYC, h. Byrnes & Farney (Royal Franks) Chi, nc.

Caceter, Emilio (Merry-Go-Round) Dayton, O., c. Call, Audrey (Hollywood) NYC, nc. Call & Stewart (Club Laurie) Lowell, Mass., nc. Callery Bros. (College Inn) Chi, re. Cameron, Lou, & Co. (Columbia) Dayton, O., h. Caperton & Columbus (Adephi) Phila, h. Carley, Rachel (Zed's) NYC, nc. Carlie, Chas. (Robert) Cincinnati 9-12, t. Carlton & Juliette (Club Leo) Montreal, nc. Carlyle Sisters (Royal Pines) Lake George, N. Y., re. Carole, Gail (Dudley) Salamanca, N. Y., h. Carpenter, Inez (Ambassador) NYC, h. Carrizano Bros. (Terrace Gardens) Rochester, N. Y., nc. Carroll & Gorman (313 Club) Chi, re. Carroll, Lee (Jungle Inn) Youngstown, O., nc. Carson, Nita (Riviera Hotel) NYC, h. Carroll, Jane (Village Casino) NYC, nc. Carroll, Della (Leon & Eddie's) NYC, nc. Carroll's Mardi Gras (Lyric) Indianapolis, h. Carter & Schaub (Jimmy Kelly's) NYC, nc. Carter, Johnny (Cotton) NYC, re. Carter, Stan (Vanity Fair) Chi, nc. Carter, Zeb (Village Inn) NYC, nc. Casano, Del (Hollywood) NYC, nc. Castanaga, Eddie & Panny (Eleventh) Chi, h. Casia & Razzell (Webster Hall) Detroit 13-17, h. Celsida (Yumuri) NYC, nc. Owens, The (Embassy Club) Toronto, Ont., Can. Challis, Beth (Silver Lake Inn) Cleveland, O., nc. Charles & Celeste (Park Central) NYC, h. Cheney & Fox (Deauville) San Francisco, nc. Chiorritto (El Torador) NYC, nc. Chiquita Dora (Seneca Terrace) Rochester, N. Y., nc. Chigo, Princess (Parlour Grill) Budapest, Hungary. Church, Bill (Crystal Park) Cumberland, Md., nc. Clark, Keith (Leon & Eddie's) NYC, nc. Clarke, Jay (Orpheum) Denver 9-14, t. Clark, Tonia (French Casino) NYC, nc. Claudet, Marguerite (McCurdy) Evansville, Ind., h. Clavin, Charles (Cafe Hall) NYC, nc. Clavin, Four (Grand St. Louis, t. Clyman, The (Robert) Cincinnati 9-12, t. Cole, Lester, & Iles (Midshipmen Palmer House) Chi, h. Coley, Curtis (Club Diamond) Wheeling, W. Va., nc. Collette & Barry (Brown) Louisville, h. Coll, Yoll (Oriental) Chi, h.

Comfort & Yarnell (Jimmy Kelly's) NYC, nc. Compton, Dorothy (Hollywood) NYC, re. Conroy, Chuck (Van Fan Alley) New York, nc. Cook, Eileen (Beachcomber Bar) NYC, nc. Cooley, Marion (Baphire Room) NYC, nc. Cooper, Una (Arrowhead Inn) Cincinnati, nc. Coopers, Kay (Dixie Club) NYC, re. Cort, Nita, singer (Club Mayfair) Boston, nc. Cort, Al & Toni (Black Cat) NYC, nc. Corter Islanders (Montclair) NYC, h. Corbett Trio (Loew) Akron, O., 13-14, t. Corrier, Tanya (Bob's) Phoenix, Colorado, nc. Corrie & Nora (Garrick St. Louis, t. Cosacks, Three (Savoy) London, h. Crocker, Mill (Torch Club) Cleveland, nc. Cron, Roberta (Backstage Club) Cleveland, nc. Crosby, Jane (Victoria) NYC, h. Cross & Dunn (Casanova) Hollywood, nc. Cunningham & Bennett (Holland Tavern) NYC, nc. Cunningham, Fairy (Cocoon Grove) Minneapolis, nc.

Dade, Eimer, Girls (Montgomery Royal) Brooklyn, N. Y., re. Dale, Helen (Honey Club) NYC, nc. Dale, Marion (Chateau Moderne) NYC, nc. Dalton, Dorothy (Oibson) Cincinnati, h. Daly, Pat & Jean (Grand St. Louis, t. Damm, Hede (Cocoon Grove) Boston, nc. Dancy, Jenny (Kil Kat) NYC, nc. Dandies, Four (Largo's) NYC, re. Dandridge, Patsey (Hickory House) NYC, nc. Daniels, Billy (Black Cat) NYC, nc. Daniels, Doris (Columbian) NYC, h. Daniels, Max (Kil Kat Club) NYC, nc. Dany, the Horse (State-Lake) Chi, h. Dary & Diana (Troadero) Hollywood, nc. Darley, Margaret (Ostie Terrace) Columbus, O., 9-14, nc. Darrin, Dore (Tower Kansas City, t. Daverport, Maril (Hismark) Chi, h. Davidson, Trocye (Cotton Club) Chi, nc. Davy, Dorothy (Caliente) NYC, nc. Davis, Eddie (Leon & Eddie's) New York, nc. Davis, Lew (Lancet) Albany, N. Y., h. Davis, Lois (Edorado) Detroit, nc. Davis, Rufe (College Inn) Chi, re. Dawn, Dolly (Tati) NYC, h. Dean Carol (Hollywood) Galveston, Tex., nc. Deauville Boys (Rainbow Grill) Radio City, N. Y., nc. Dea, Gloria (Seneca Terrace) Rochester, N. Y., nc. DeFries, Lole (Dirzy Club) NYC, nc. DeBolt Twins, Dancers (Paradise Club) NYC, nc. DeBor, Riana (Ormatan) Bronxville, N. Y., nc. DeGross, Harriet (College Inn) Chi, re.

DeRita Sisters (Dallas Central) Texas. Delina, Vera (El Chico) NYC, nc. Delicia, The (Hil-Hat Club) Chi, nc. Del Vito, Dolores (Sasa South) Havana, nc. Dell, Bobbe (Club Paradise) Baltimore, nc. Dell, Mickey (New Earl) Baltimore, nc. Denise, Diane (St. Regis) NYC, h. Dennis, Eibel (Waterfront) Boston, nc. DePalma, Angelo (Piazza Gate) Pittsburgh, h. DeV. Bobbe (Club Paradise) Baltimore, nc. Diaz, Hase (Sonia's Paradise) NYC, nc. Dick, Don & Dinah (Chicago) Chi, t. Dign & Sparkittes (Tap House) Elmira, N. Y. Dickman, Four (Dickie Wells) NYC, nc. Dixon, Dixie (Glas Bar) Toledo, O., c. Dolores & Antonio (Yumuri) NYC, nc. Dolores & Candido (El Chico) NYC, nc. Dolores & Rosalind (Variety) NYC, nc. Dolores, Ruth, (Garrick) Columbus, nc. Dolores, Miss (Venezian) NYC, nc. Dorothy & King (College Inn) Chi, re. Dot & Dax (Frolics) Toledo, O., nc. Doser, Jane (Edison) NYC, h. Drake, Connie (Deauville) New York, nc. Drake, Paul (Pierrot) NYC, h. Driscoll, Dolly (Riviera) NYC, h. Driscoll, Dolly (Riviera) NYC, h. Duke, Vernon (St. Regis) NYC, h. Duncan, Midget Jackie (Zepp) Akron, O., nc. Duval, Sheila (New Town Bar) New York, nc.

Durr, Jack & Betty (Mayfair Casino) Cleveland, nc. East & Hariton (Westminster) Boston, h. Easton, Bob (Shubert) Cincinnati 9-12; (Columbia) Dayton 13-14, t. Eaton, Palty (Harmony Lodge) Johnsonburg, Pa., nc. Egan, Four (Club Callente) NYC, nc. Ede, Wm. (Grand St. Louis, t. Edevaria, Florine (Oauco) NYC, nc. Eilens, The Two (Congress Hotel) Chi, h. Electronic Trio (Montclair) NYC, h. Ely, Beatrice (Mina's French Cabaret) New York, c. Elliott & Alden (Anchor) NYC, nc.

Embassy Boys, The (Congress Hotel) Chi, h. Endor, Chic (The Paris) NYC, nc. Enger, Rne, Trio (Beacon) Vancouver, Can., 13-14, t. Errante, Charles "Happy" (Place Elegante) NYC, nc. Enrico, Novello (Radio City Rainbow Room) NYC, nc. Errol, Leon, Unit (Oriental) Chi, t. Equites, Four (Hoooverist) NYC, h. Estelle & LeRoy (Paradise) NYC, re. Etheridge, Helen (Top Hat) Union City, N. J., nc. Estrella, Clair (Essex House) NYC, h. Evans, James (Riverside) Milwaukee, t. Everett & Conway (Strine Circus) Pocatello, Ida.; Grand Junction, Colo., 10-19. Everett & Conway (Strine Circus) Twin Falls, Ida.; Pocatello 9-14.

Fain, Cheryl (Dirzy Club) NYC, nc. Fantasia (Yumuri) NYC, nc. Farner, Chic (Elyse) NYC, h. Farrar, Jean & Jane (1937) Phila, nc. Farrell, Bill (Place Elegante) NYC, nc. Farrell, Charlie (Leon Paris) NYC, nc. Farrell, Bonny (Place Elegante) NYC, nc. Farries & Goodie (Vanderbilt) NYC, nc. Fashionettes (Variety) NYC, nc. Faye, Frances (Yacht Club) NYC, nc. Faye, Gladys (Jimmy Kelly's) NYC, nc. Faye, Jerry (Jungle Inn) Youngstown, O., nc. Fein & Dillray (Piazza) Pittsburgh, c. Ferguson, Bobby (Club Hollywood) Columbus, Vern. Vera (Oceana) Chi, h. Ferreris, Ed (Seneca Terrace) Rochester, N. Y., nc. Fields, Benny (Chez Paree) Chi, nc. Fields, Happy (Place Elegante) NYC, nc. Fields, Irving (Buckingham) NYC, h. Flaher, Jack (Beuten) Boston, re. Flinn, Gladys (Jimmy Kelly's) Chi, t. Flash, Serge (St. Regis) NYC, h. Fleunzig, Frank (Luzern) NYC, h. Fleurette (Le Mirage) NYC, nc. Florence & Alvarez (Arcadia) Phila, re. Flowers, Erna & Larry (Dixon Springs, Ala. Foy, Gladys (Jimmy Kelly's) NYC, nc. Fogarty, Alex (Wetlands) NYC, h. Fogarty, John (Coffee Dan's) NYC, nc. Folsa & St. Clair (Club Belvedere) Des Moines, nc. Follin, Evan Barrows (Adephi) Phila, h. Forbes, Mrs. Alexander (St. Regis) NYC, h. Forbes, Louise (Number One Bar) NYC, nc. Four Dandies (Largo's) NYC, re. Foster, LaMaie (Dixon's Cafe) Omaha, h. Fox & Ames (Billmore) Providence, h. Fox, Bob (Cocoon) NYC, nc. Frans & Fuller (Front Street Gardens) Toledo, nc. Fraser, Al (Savarin) Buffalo, nc.

Frey, Eibel (Dickie Wells) NYC, nc. Froeba, Frank (Onyx Club) NYC, nc. Frohman, Bert (Paradise) NYC, re. Fry, Bob & Virginia (Man About Town) New York, nc. Fuld, Leo (French Casino) NYC, nc. Gaby, Frank (Pal) Chi 9-12, t. Gainsworth, Marjorie (St. Moritz) NYC, h. Gale, Betty (Town Tavern) Cleveland, nc. Gail-Gail (Versailles) NYC, nc. Gail, Wanda (Chateau Moderne) NYC, nc. Gamba, Richard (Hilary) NYC, nc. Gardner, Beatrice, Co-Eds (Freddie's) Cleveland, nc. Gardner, Beatrice, Sweetbrats (Chez Paree) Indianapolis, nc. Gardner, Volson (Beachcomber Bar) NYC, nc. Gardner, Nancy (WitFas) NYC, re. Garrett & Wray (Variety) NYC, re. Gase Troupes (Strine Circus) Pocatello, Ida., 9-14. Gattie, Rex (Place Elegante) NYC, nc. Gay Nineties Quartet (Gay Nineties) NYC, nc. Gentlemen of Rhythm, Four (New Yorker) NYC, h. Gerard, Adele (Lincoln) NYC, h. Gertrude, Paul (St. Regis) NYC, h. Gibboe & Greta (University Grill) Albany, N. Y. Gibe, Arthur (Queen Mary) NYC, re. Gibson, Virginia (Billmore) Providence, h. Gilbert, Edna (Cafe & Poodle) Cincinnati, nc. Gilchrist, Jackie (Village Casino) NYC, nc. Gill, Evelyn (Columbia) Jackson, Miss, nc. Girard, Adele (Lincoln) NYC, h. Glenn, Cindy (French Casino) NYC, nc. Glover, Camille (118 Club) NYC, nc. Gooch, J. LeMae (Soreham) Washington, D. C., h. Goss, Three (Boston) Boston 9-12, t. Gonzalez & Rangel (McAlpin) NYC, h. Goodale, Nela (State NYC 9-12, t. Goodale, Jack (Oriental) Chi, h. Goodell, Dan (Coke Inn) Chi, re. Gout, Bill (Oriental) Chi, t. Gower & Jeanne (Drake) Chi, h. Graeco, Three (Michigan) Detroit 9-12, t. Graeco, Edis (Sasa South) Havana, Colo., nc. Grant, Arthur (Village Casino) NYC, nc. Gray & Berger (Casanova) Hollywood, nc. Gray, Helene (Lookout House) Covington, Ky., nc. Gray, Noma (Kil Kat) NYC, nc. Gray, Al (Place de Nut Club) NYC, nc. Greene, Jackie (Terrace Gardens) Chi, re.

JACKIE GREEN

Now Playing TERRACE ROOM CHICAGO Management JACK KALCHEIM. Gresham & Blake (Oriental) Chi, h. Greenway, Ann (Essex) NYC, h. Greenwood, Dawn (Paradise) NYC, re. Griffling, Edith (Yacht Club) Chi, nc. Grinn, Al (Place de Nut Club) NYC, nc. Grydenkrone, Baron (WitFas) NYC, re. Gypsy Albert Trio (Berly Bar) NYC, nc. Hackett, Janette (State) NYC 9-12, t. Hager, Clyde (Lyric) Indianapolis, t. Hager, Marlon (Small's Paradise) NYC, nc. Hahn, Teddy (Pal) Cleveland 9-12, t. Hall, Libby (Venezia) NYC, c. Hall, Libby (Venezia) NYC, c. Hall, Libby (Waterfront) Boston, nc. Halliday & Clark (Syracuse) Syracuse, N. Y., nc. Hallman, Florence (1123) Phila, nc. Hamilton & Manners (Gramatan) Bronxville, N. Y., nc. Hardie & Mills (Gloria) Columbus, nc. Hancock, Lloyd (Midway Inn) Miami Beach, Fla., Ore., nc. Hardy, Moore (Gabriella) NYC, nc. Hariston, Marlon (Small's Paradise) NYC, nc. Harpre, Ruth (Mount Royal) Montreal, h. Harrington Pat (18 Club) NYC, nc. Harris, Betty (Swanee) NYC, nc. Harris, Irving (Chateau Moderne) NYC, nc. Harris, Sylvia (Cocoon Grove) Boston, nc. Harrison's, Happy, Circus (Downtown) Des Moines, h. Hart, Carl (Number One Bar) NYC, nc. Hartman, The (St. Regis) NYC, h. Haviland, Henry (Beachwood Tavern) Columbus, nc. Hawkin, Bob (Ball Hall) Chi, nc. Hawkins, John (Queen Mary) NYC, nc. Hayes & Ashby (Tony's) NYC, nc. Hayes, Pete (Bally-Hoo) Phila, nc. Healey, Eunice (Chez Paree) Chi, nc. Heller, Shirley (Yacht Club) Chi, nc. Henri, Harry (Maple Diner) Hartford, Conn., re. Henry, Flo (Club Alabam) Chi, nc. Herbert, Orace & Charles (State-Lake) Chi, t. Herman, Irving (Man About Town Club) NYC, nc. Herrera, Billy (Hicacilly Club) Baltimore, nc. Herrera, Maria (Guacho) NYC, nc. Higgins, Danny (Jimmy Kelly's) NYC, nc. Hill, Jack (DuPierrot) NYC, nc. Hills Society Circus (Columbia) Dayton, O., t. Hinton, Nix-Gis (Pecceilly Club) Baltimore, nc. Hixon, Hal (1214) Phila, nc. Hoffer, George S. (Chez Ami) Buffalo, N. Y., nc. Hoffman, Charles (Astor) NYC, h. Hoffman, Ortrude, Ballet (O-Boys Inn) Chi, re. Holden, Virginia (Seneca Terrace) Rochester, N. Y., nc. Holmes, Billy (Onyx) NYC, nc. Holly, Edna Mae (Ubangi Club) New York, nc. Holmes, Helen (McVane's) Buffalo, N. Y., nc. Hooch, Helen (St. Louis) St. Louis 9-12, t. Hooker, Dynamite (Cotton Club) NYC, nc. Houston, Josephine (Chez Paree) Chi, nc. Howard, Helen (118 Club) NYC, nc. Howard, Joseph E. (Gay '36) NYC, nc. Howard & Shelton (Rozzy) NYC 9-12, t. Howard, Smith (Netherland Plaza) Cincinnati, h. Hudgins, Johnny (Ubangi) Phila, nc. Huff, Tico (Holladay Tavern) NYC, nc. Humberto, Artico (Du Pierrot's) NYC, nc. Hunt, Raymond (Congress Hotel) Chi, h. Hurst, Jemma (Shirley-Netherland) NYC, h. Hurst, Frank (18 Club) NYC, nc. Illiana, Miss (Billmore) NYC, h.

Indefatigable Charles (St. Regis) NYC, h.
International Trio (18 Club) NYC, h.
J
Jack & Jill (Hi-Hat) NYC, h.
Jackson Lawrence (President) New York, h.
Jacob, Peggy (Vogel) New York, h.
Jai-Leta (Lion & Eddie's) NYC, h.
Jakob, Anita (London Casino) London.
James, Fred (Kit Kat) NYC, h.
Jana, Leonard (Washington) & Liverpool, O., h.
Janon, Barbara (Philadelphia) Phila, h.
Jean, Jack & Joe (State) NYC 9-12, t.
Jeanne & Marie (Ma-Moe Club) Cedar Rapids, Ia, h.
Jenkins, Polly, & Mowboys (O. H.) St. John, N. Y., h.
Jerry & Turk (Yacht Club) Chi, h.
Johnny & George (Yacht Club) NYC, h.
Johnston, The (Navarro) NYC, h.
Johnston, Dorothy (Harry's, N. Y. Cabaret) Chi, h.
Johnson, Clarence (Canadian National Motor Show) Toronto.
Jones, Broadway (Cotton Club) NYC, h.
Jones, Doc & Dick (Jimmy Kelly's) NYC, h.
Jordan, John (Village Casino) NYC, h.
Jordan, Jean (Village Casino) NYC, h.
Jordan, Seven (Orphe) Lincoln, Neb., 12-15; (Victory) Salt Lake City, Utah, 12-20, t.
Joy, Floria (Low) Montreal, 9-12, t.
Joyce, Betty (Dixie Club) NYC, h.
Julian, Lewis (Belmore) NYC, h.
K
Kalama, Willie (Rocky) Cleveland, t.
Kaiser & McKenna (Prolic) Niagara Falls, N. Y., h.
Kishan (Cotton Club) NYC, h.
Klans, Three (Michigan) Detroit 9-12, t.
Kane, Alex (Vercia) NYC, h.
Karcly, Maria (Tokay) NYC, h.
Karcly, Le Baron Trio (Atriohead Inn) Cincinnati, h.
Karsen, Gordon & Larsoo (St. Hays) Columbus, Ia, h.
Karloff, Volodia (Russian Ketchikan) NYC, h.
Kay, Beatrice (Toys) NYC, h.
Kay, Carol (La Casina) Jamaica, N. Y., h.
Kay, Dolly (Royal Prolic) Chi, h.
Kaye, Johnny (Greenwich) O., h.
Kear, Betty (Adelphi) Phila, h.
Keller, Leonard (Casa Madrid) Louisville, h.
Kela, Princess (Seneca Terrace) Rochester, N. Y., h.
Kendall, Billie (Mowey Club) New York, h.
Kendry, Buddy (Murray's) Tuckahoe, N. Y., h.
Kendry, Paul (Cobey Club) Chi, h.
Kent, Carl (Caliente) NYC, h.
Kerpeck, Dolia, Fire (Waterfront) Boston, h.
King, Ken (Piazza) Scrabbleville, O., h.
King, Tommy (University Grill) Albany, N. Y.
King, Wally (Vogel) NYC, h.
Kington, Marion (Yacht Club) NYC, h.
Kinsley, Edie (Village Casino) NYC, h.
Knox, Arden (Village Casino) NYC, h.
Kroger, W. Zeckel (Arch Casino) NYC, h.
Kramer, Dolly (Midway City) Texas Centennial, Dallas.
Kramer, Ida (Swanee) NYC, h.
L
Lahrli, Surat (La Belle de Boh) NYC, h.
Lada, Adele (Philadelphia) Phila, h.
Lambone, Jean (New Casino) Toledo, h.
Lamberti (Capitol) Washington, O., 9-12, t.
Lambert, Helen (Man About Town) NYC, h.
Lambert, Nellie (Man About Town Club) NYC, h.
Landon, Renee (Village Renservous) NYC, h.
Lans & Carroll (Village Casino) NYC, h.
Lara, Leta (New Casino) NYC, h.
Lara, Ted (Hickory House) New York, h.
Lang & Leo (Clove Leaf) Pueblo, Colo., h.
Lang Sisters, Three (Boston) Boston 9-12, t.
Langdon, Virginia (Cafe Boh) NYC, h.
Lariff, Arthur (St. Louis) St. Louis 9-12, t.
La Marr, Bobbe (Singer) Ind. Youngstown, O.
La Marr, Frank (Singer Club) NYC 12-20.
La Marr, Jacquette (Spinning Wheel) Kansas City, Mo.
La Moe, Sally (13) Phila, h.
La Moutre, Yvonne (Yuma) NYC, h.
La Nacerrito (El Toreador) NYC, h.
La Redd, Cora (Boston) Boston 9-12, t.
La Vela, Don (Singer Circus) Pocatello, Ida., 9-14.
Lara Ricardo (El Toreador) NYC, h.
Lary & Freddie (Gamble Inn) Detroit, h.
LaRochelle, Cecile (Poet Arthur) Providence, R. I., h.
LaTempte & Co. (Ostrick) St. Louis, t.
Laver, Earl, & Helen Ware (Tower) Kansas City, h.
Lewler, Terry (Adelphi) Phila, h.
Lawrence, Lucille (Swanee) NYC, h.
Lawson, Iowen (Lido Club) Long Beach, N. Y., h.
Lazaro, Leo (Place Eclair) NYC, h.
Lester, Freda (Club Diamond) Wheeling, W. Va., h.
Leamy & Dad (Colonial) Dayton, O., t.
Lea, Bob (Wives) NYC, h.
Lea, Dixie (New East) Baltimore, h.
Lea, Gypsy, Quartet (Edison) NYC, h.
Lea, Joe & Betty (Vercia) NYC, h.
Lea, Linda (Billmore) NYC, h.
Lea, Mary (11) Phila, h.
Lea, Leta, Princess (Rocky) Cleveland, t.
Lea, Steve (Lambert) New York, h.
Lea, Gary & Marcia Mace (Swanee) Chi, h.
Lea, Paul (William Penn) Pittsburgh, h.
Lea, Bobbie (Piazza) Scrabbleville, O., h.
Leahy & Many (Canadian National Motor Show) Toronto.
Leahy, Gaby (Walton) Phila, h.
Leahy, Ann (Cotton Club) NYC, h.
Leahy, Dad (Tall of the Town) Peoria, Ill., h.
Leahy, Frank (Oramant) Bronxville, N. Y., h.
Lea, Henry (Mets Old Mission) Modesto, Calif., h.
Leahy, Jane (McVann's) Buffalo, N. Y., h.
Leahy, Mary (Vercia) NYC, h.
Leahy, Tod (Riveride) Milwaukee 13-19, t.
Leahy, Rosa & Ray (Lambert) Phila, h.
Leahy, Fred (Village) Toronto 9-12, t.
Linden & Brydon (Vegetian Room) NYC, h.
Lindy Hoppers, Six (Pal) Cleveland 9-12, t.
Lind, Edmund (New Earl) Baltimore, h.
Lind, Sylvia (St. Regis) NYC, h.
Linda, Little (Singer House) Chi, h.
Little Words, Three (Smalls) NYC, h.
Lloyd, Shirley (Lexington) NYC, h.
Long, Avon (Ubangi) NYC, h.
Long Jr., Nick (Cafe Parer) Chi, h.
Loper & Hayes (Commodore) NYC, h.
Lopes & Anita (Barry) Newark, N. Y., h.
Lord, Velma (Paradise) NYC, h.

Loia Bros., Seven (Ambassador) St. Louis 9-12, t.
Loren & Carr (Capri) Lawrence, Mass., h.
Lorraine & Manners (Cocoanut Grove) Boston, h.
Loret, Borya (18 Club) NYC, h.
Lucky Alice (Smalls) Paradise NYC, h.
Luby, Mice (Palumbo's) Phila, h.
Luby, Bunn (Dorsey) Chicago, Pa., h.
Lury, Dee (Vanderbilt) NYC, h.
Lyons, Dencie (Ubangi) Phila, h.
Lyons, Geo. (Drake Hotel) Chi, h.
M
Mack Bros. & Rita (Lyric) Indianapolis 9-12, t.
Mackey's Rhythm Debs (Broadway Room) NYC, h.
Madonn, Frances (La Rue's) NYC, h.
Ma, Edna (Paradise) NYC, h.
Mahoney, Billy (Crystal Gardens) Paterson, N. Y., h.
Mantling Scandal of 1937 (Pal) Chi 9-12, t.
Mandell, Kitty (New Town Bar) New York, h.
Manners, Gene, & Bernice Lee (Paradise) NYC, h.
Manners, Grace (Hickory) Chi, h.
Mandy & Digo (New Yorker) NYC, h.
Maret & Lavore (Kit Kat) NYC, h.
Marianne (St. Moritz) NYC, h.
Marilla (St. Tabarin) San Francisco, h.
Marlowe & Leonora (Pelaya) Canton, O., h.
Marlowe, Howard (Mayfair Club) West Orange, N. J., h.
Marshall, Thre (New Yorker) NYC, h.
Martha, Joan (Cub Diamond) Wheeling, W. Va., h.
Martel, Lee (Dixie) NYC, h.
Martin & Laverne (Flatiron) Peoria, Ill., h.
Martin, Marian (Hollywood) NYC, h.
Martin, Rubber Legs (Flat Iron) Peoria, Ill., h.
Martini, Vera (Flat Iron) NYC, h.
Marvel & Fried (Colonial) Jackson, Miss., h.
Maryland Singers (Chesapeake House) NYC, h.
Mason, Jack (La Rouge) NYC, h.
Masters & Rollins (Oramant) Bronxville, N. Y., h.
Mathews, Babe (Ubangi Club) NYC, h.
Matthay, Nicholas (Russian Ketchikan) NYC, h.
Maxwell, John (McVann's) Buffalo, N. Y., h.
May, Harry (Ambassador) St. Louis 9-12, t.
Maybank, Jan (Royal Plaza) Lake George, N. Y., h.
Maye, Jackie (Torch Club) Cleveland, h.
McBride, Jack (Romance Inn) Angola, N. Y., h.
McConnell & Moore (Pioneer Palace) Ft. Worth, Tex., h.
McCooy, Elena (Jimmy Kelly's) NYC, h.
McCooy, Frances (18 Club) NYC, h.
McCahey, Jean (Silver Lake Inn) Cincinnati, N. Y., h.
McKay, Doreen (Paradise) NYC, h.
McKinn, May (Book-Gadalupe) Detroit, h.
Medrano & Donna (Ambassador) NYC, h.
Mendez, Nilo (Stevens) Chi, h.
Menden, George (McAlpin) NYC, h.
Merriman, Sylvia (French Casino) NYC, h.
Merrill, Mary (Man About Town) NYC, h.
Merriman, Harry (Vendome) NYC, h.
Merrill Bros. & Sister (Wood Show) Charlotte, N. C., 11-15.
Merrill & Zola (Tokay) NYC, h.
Meyer, Bernice (Man About Town) NYC, h.
Meyer (Billmore) NYC, h.
Michael (Hipp.) Toronto 9-12, t.
Miles & Kovert (Palmer House) Chi, h.
Milford & Veda Lee (Downtown) Detroit, t.
Miller, Charlie (Tall Club) Pittsburgh, h.
Miller, Wood (Romance Inn) NYC, h.
Mitchell, Martha (Man About Town Club) NYC, h.
Mitchell, Virano (Cocoanut Palms) East Detroit, h.
Moler, Mary (Savanti) Buffalo, h.
Mogul (Memorial) Boston 9-12, t.
Mollison, Dorothy (Benny the Bum's) Phila, h.
Mondray, Joe (DeSoto) Dealer, Ill., 12, t.
Monte, Mona (Coca-Cola) NYC, h.
Montgomery, Anne (St. Regis) N. Y., h.
Montone, Carotte (Wives) NYC, h.
Moore, Miley (Rainbow Room) NYC, h.
Moody, Paul (Man About Town Club) NYC, h.
Moody, Ann (Variety) NYC, h.
Moore, Cocchitta (Chesapeake Moons) NYC, h.
Morgan, Anne (Sherry-Netherland) NYC, h.
Morgan, Grace (Park Plaza) St. Louis, h.
Moses, Joe (Marta's) NYC, h.
Morris, Dwight (Cabel's) NYC, h.
Morrill, Will, & Bobby (Shrine Circus) Toronto.
Morrison, Tex (Harry's N. Y. Bar) Chi, h.
Mossman, Gloria (Brass Rail) NYC, h.
Mossman, Corinne (Bakstone) Chi, h.
Muriel, Mimi (Meridic) NYC, h.
Murphy, Markon (Variety) NYC, h.
Murray, Edith (Vanity Fair) Chi, h.
Murray & King (Hollywood) NYC, h.
Murray, Master Trio (Park Ave. NYC, h.
Mylers, Thelma (Town Tavern) Cleveland, h.
Myra (Tillie's Chicken Out) New York, h.
N
Nash, Nellie (Savanti) Buffalo, h.
Nawrot, Harriett (Grand) St. Louis, t.
Nazzaro Jr., Nat (Lido) Montreal, h.
Nedoff, George (Huzarek) Chi, h.
New Yorkers, Three (Stok Club) NYC, h.
Newland, Clifford (St. Regis) NYC, h.
Newman & Thorne (Chez Maurice) Montreal, h.
Newman, Harry (Gabriel's) NYC, h.
Newell, Laurence (McVann's) Buffalo, N. Y., h.
Nico, Florio & Lubov (State-Lake) Chi, t.
Nicol, Nick (Hi-Hat) Chi, h.
Niles, Dora (New Yorker) NYC, h.
Nils & Nadyne (Club Lido) Montreal, Can., h.
Niles, Norma (Swanee) NYC, h.
Nirva, Noma (Chicago) Chi, t.
Nirva, Vera (Brass Rail) NYC, h.
Noon, Terry (Old Summerville) NYC, h.
Nolan, Paul (Edison) Detroit, t.
Nolan, Eddie (Lookout House) Covington, Ky., h.

Nolan, Nancy (Navarro) NYC, h.
Norman, Jimmy (De Pierro's) NYC, h.
O
O'Brien, Arthur (Oriental) Chi, t.
O'Connell, Yvonne (Paradise) NYC, h.
O'Neil, Ruth (Variety) NYC, h.
O'Neil, Wilma (Village Casino) NYC, h.
O
O'Connell, Bernice (Edison) NYC, h.
O'Brien, Adrian (Steuben) Boston, h.
O'Connor, Ruth (18 Club) NYC, h.
O'Connor, Katers (Green Oakes) Hazelton, Pa., h.
O'Dea, Sunny (Oriental) Chi, t.
O'Doherty, Molly (Chesapeake House) NYC, h.
O'Malley, Pat (Drake) Chi, h.
O'Neill, Cackles (Hollywood) NYC, h.
O'Connell, Tom (Edison) NYC, h.
O'Connell, Edna & Eddie's (Cotton) Cincinnati 12-19, t.
Olive, Dorothy (Leon & Eddie's) NYC, h.
Olive, Nina (Hollywood) NYC, h.
Olmstead, Minto (Number One) NYC, h.
Olson, Paul (Club Greyhound) Louisville, h.
Olympics, Three (Beechamber Bar) NYC, h.
O'Neil, Nan (Gaily) New York, h.
O'Neil, George (18 Club) NYC, h.
O'Neil, Toddy (Kit Kat) NYC, h.
Owen Sisters (Cocoanut) Jackson, Miss., h.
P
Page, Lucille (Starland) Rochester, N. Y., h.
Page, Marion (Hollywood) NYC, h.
Paine, Ann (18 Club) NYC, h.
Parker & Clifford (Ritz-Carlton) NYC, h.
Parker, Bobby (Berghoff Gardens) Ft. Wayne, Ind.
Parker, Cecile (Steuben) Boston, h.
Parslow, Carl (Lookout House) Covington, Ky.
Patterson's Personalities (New Yorker) NYC, h.
Paul, Charles (Montclair) NYC, h.
Pavetta (Piccadilly) NYC, h.
Peabody, Eddie (Mel.) Boston 9-12, t.
Peacock, Melvin (Singer Bar) Sheboygan, Wis., h.
Pecoraro, Dick (Monte Rosa) NYC, h.
Peden, Hugo (Lafayette) NYC, h.
Peggy, Paul (Ostrick) Albany, h.
Peggy, Paul (Holland) Albany, h.
Pekins, Jerry (Commodore) NYC, h.
Pekins, Anthony (Gabriel's) NYC, h.
Perry, Dorothy (Tokay) NYC, h.
Perry, Katharine, & Her Girls (Cotton Club) NYC, h.
Perrado, Jean (Golden Grill) Rochester, h.
Petch & Deauville (Pal) Chi 9-12, t.
Peterson, Ivar (McAlpin) NYC, h.
Pfeard & Seal (Edgewater Beach) Chi, h.
Pfeiffer, Harry (Cub Paradise) Baltimore, h.
Pierce, Burton (Drake) Chi, h.
Pierce & Harris (Mayfair Casino) Kansas City, h.
Pine, Jerry (Dixie Club) NYC, h.
Pomroy, Leo (Gaily) NYC, h.
Ponce, Joe (Clarendon Inn) NYC, h.
Pope, Owen (Ritz-Carlton) NYC, h.
Pope Sisters, Three (Kit Kat) NYC, h.
Pope & Thompson (American Music Hall) NYC, h.
Pope, Virginia (Savoy) London, Eng., h.
Pritchard & Lord (State) NYC 9-12, t.
Proctor, Purde (Romance Inn) Angola, N. Y., h.
R
Radcliffe, Roy (Belgian Village) Boston, h.
Rafferty, Tom (Cocoanut Grove) Boston, h.
Rafferty, Mabel (Netherland) NYC, h.
Rand, Kathryn (Philadelphia) Phila, h.
Rand, Sally, Show (Majestic) Dallas 9-12, t.
Randall Sisters (Embassy) Phila, h.
Ranobon, Amanda (Black Cat) NYC, h.
Ranobon, Mabel (Netherland) NYC, h.
Ray, Barbara (Cotton) Phila, h.
Ray, Eria (Holland) NYC, h.
Ray, Vivian (Hollywood) NYC, h.
Ray, Gilbert & Vicky (Embassy) Toronto, h.
Raymond & Ann (Vet's Dagoal Club) Toledo, Pa., h.
Readings: Twins (Chez Parer) Chi, h.
Recker, Al (Waterfront) Boston, h.
Reed, Billy (Dixie Club) NYC, h.
Reed & Hlan (Washington) NYC, h.
Reed, Ed (Cotton Club) NYC, h.
Reed, George (Palumbo's) Phila, h.
Reed, Lena (Navarro) NYC, h.
Reed, Jeanne (18 Club) NYC, h.
Reese Sisters (Chez Maurice) Montreal, h.
Reese, Paul (Casa Manana) Fort Worth, Tex., h.
Rey, Dick & Doty (Downtown) Detroit, t.
Rhodes, Dale (Stok Club) Providence, R. I., h.
Rhythm Boys (Waylin Hotel) NYC, h.
Rhodes, Tom (Riveride) Milwaukee, t.
Ricardo, Rona (French Casino) NYC, h.
Rich, Ernie (Savoy Gardens) Canton, O., h.
Richardson, Harry (Hollywood) NYC, h.
Richardson, Jimmy (Edison) NYC, h.
Rinack, The (Pal) Chi 9-12, t.
Ringer, Jimmy (Vogel Club) NYC, h.
Ringer, Jimmy (Caliente) NYC, h.
Rinaldo (Albee) Providence, R. I., 9-12, t.
Rio, Ramon (Chateau Moderne) NYC, h.
Rio, Eddie (St. Louis) St. Louis 9-12, t.
Rio & West (Arrowhead Inn) Cincinnati, h.
Rios, Romia (El Club) NYC, h.
Rishka, Rita (Vendome) NYC, h.
Roberts & White (William Penn) Pittsburgh, h.
Robinson, Bill (Cotton Club) NYC, h.
Robinson, Evelyn (Ubangi) NYC, h.
Robinson, Paul (Club Rio) Allentown, Pa., h.
Rockets, The (Show Boat) Pittsburgh, h.
Rocks, The (Kit Kat) NYC, h.
Rockstar, Marianne (Westminster) Boston, h.
Rockwood, John (Jimmy Kelly's) NYC, h.
Rodeo Revue (Empress) Laramie, Wyo. 12-14; (Princess) Cheyenne (St. Francis) Walden, Colo., 11; (Rockets) Laramie 15; (Rialto) Trinidad 12-20, t.
Rogers, Dick & Dorothy (New Yorker) NYC, h.
Rogers, Harley (Coco Tavern) Buffalo, h.

Rogers, Marjell (Chateau Moderne) NYC, h.
Roller & Dorabec (Colonial) Jackson, Miss., h.
Rolph, Wynne (Wives) NYC, h.
Rohrer, Bob (Chez Maurice) Montreal, h.
Rosario & Co. (Ostrick) St. Louis, t.
Rosen, Pat (Cabel) NYC, h.
Rostand (State-Lake) Chi, t.
Rose Marie, Baby (Top Hat) USSU City, N. J., h.
Rouin, Paul (Palmer House) Chi, h.
Rosa, Imported (Lafayette) Phila, h.
Rose, Dr. Sydney (Radio City Rainbow Room) NYC, h.
Ross, Pat (Cafe Loyal) NYC, h.
Ross, Lillian (Chez Parer) Chi, h.
Ross, Harry (St. Regis) NYC, h.
Ross & Shay (Alameda) Mexico City, t.
Rose, Dorothy (Hickory) Brooklyn, h.
Royal Hawaiian (Dixie Club) NYC, h.
Royal Rogers (Club Artica) Milwaukee.
Royal, Eleanor & Seymour (Chevrolet) Cleveland, h.
Russell, Al & Sally (Dadley) Salamanca, N. Y., h.
Russell, Frank (Gay Nineties) NYC, h.
Russell, Mabel (Cotton Room) NYC, h.
Russell, William (Hill-Carlton) NYC, h.
Russo, Connie & Jimmie (Coco Tavern) Buffalo, h.
Ryan, Jerry (Queens Terrace) Woodside, L. I., h.
S
Sable, Mickey (Man About Town) NYC, h.
Saba Pupetta (Mel.) Boston, 9-12, t.
Salvo & Gloria (Netherham) Washington, D. C., h.
Samsuel, Iroo, (Michigan) Detroit 9-12, t.
Sanchi & Huckleby (St. Francis) San Francisco, h.
Sandler, h.
Sandler & Parchild (Green Garden) Hazelton, Pa., h.
Sandra & Wypsters (Tower) Kansas City, t.
Santore, Toddy & Jack Tanna (Village Pig's) Sheepshead Bay, Brooklyn, h.
Santore, George (18 Club) St. Regis) NYC, h.
Sargent, Jean (Sapphire Room) NYC, h.
Sauders, Sylvia (New Yorker) NYC, h.
Savage, Jean (Southern) Baltimore, h.
Savoy, Harry (Lyric) Sheepshead Bay, Brooklyn, h.
Sawyer, Tom, & Co. (Garrick) St. Louis, t.
Shay & Raymond (Low) Montreal 9-12, t.
Schneider, Barbara (Vendome) NYC, h.
Scott, Blonnie (Black Cat) NYC, h.
Seagrave, Edna (Hollywood) NYC, h.
Seaton, Harry (Pioneer No. Club) NYC, h.
Seiler, Jay & Lou (Drake) Chi, h.
Selby, Arlene & Norman (Philadelphia) Phila, h.
Selby, The (Brass Rail) NYC, h.
Sergey & Grey (Sherry-Netherland) NYC, h.
Shandor (Rocky) NYC 9-12, t.
Shaw, Bret (Lincoln) NYC, h.
Shaw, Frank (Coffre D'Or) NYC, h.
Shaw, Fred & Ned (Hickory) NYC, h.
Shaw, Jack (Cub Royal) McAlpin, Tex., h.
Shaw, Bubbles (18 Club) Phila, h.
Shelton, James (Coco Netherland) NYC, h.
Sheridan, Eleanor (Stok Club) NYC, h.
Sherman, Ira (Edison) NYC 9-12, t.
Shirley, White (Hi-Hat) Chi, h.
Sigmam & Mells (Paradise) NYC, h.
Simmons, Leo (Ubangi) NYC, h.
Simpa, Faith (Orphe) Los Angeles 9-14, t.
Sinda (Russian Ketchikan) NYC, h.
Singer, Edward (Way (Cotton) NYC, h.
Slatton, Garland (Midway City) Texas Centennial, Dallas.
Slavova, Elena (Russian Bear) NYC, h.
Small, Ed (Village) Sheepshead Bay, N. Y., h.
Small, Paul (Yacht Club) Chi, h.
Smith, Alma (Ubangi) NYC, h.
Smith, Beate (Ubangi) Phila, h.
Smith, Chubby (Swanee Club) NYC, h.
Smith & Sally (Dixie Club) NYC, h.
Snyder, Marguerite (Hotel Edison) NYC, h.
Sola, Willis (Le Harle) NYC, h.
Sola, Aerial (Shrine Circus) Toronto.
Sprezer, Amy, & Roger Sinclair (Black Cat) NYC, h.
Spic & Span (College Inn) Chi, h.
Spic, Al, Clark, Edna (Park Plaza) NYC, h.
Stanley, Eileen (Park Lane) NYC, h.
Stedman, Dave (Variety) NYC, h.
Steele, Bill (New Yorker) NYC, h.
Steele, Doc (Club Deauville) San Francisco, h.
Stevens, Three (Ubangi) NYC, h.
Sterling, Joe (Mayfair) Williamsville, N. Y., h.
Stewart Sisters (Hipp.) Toronto 9-12, t.
Stone, Charles & Helen (St. Tabarin) San Francisco, h.
Stone, Dix (Kaiser House) NYC, h.
Stone, Harold (Chateau Moderne) NYC, h.
Stoner, Percy (Man About Town) NYC, h.
Stoyanovsky, Akhadi (Russian Ketchikan) NYC, h.
Stout, Rhythm Girls (Astor) NYC, h.
Sullivan, Bobby (Swanee Club) New York, h.
Summerfield, Wesley (Fifth Ave.) NYC, h.
Sunshine Samay (Pal) Cleveland 9-12, t.
Swan & Lucille (Steuben) Boston, h.
Suzer, Dix (Cotton Club) NYC, h.
Sweeney, Ed (Merry-Go-Round Club) Akron-Blyden, Pa. (Paradise) NYC, h.
Sylvester, Hannah (Dixie Wives) NYC, h.
Symington, Eric (Waldorf-Astoria) NYC, h.
T
Tamura, Maria (French Casino) NYC, h.
Tania & Kirsell (Cocoanut Grove) Boston, h.
Tanel & Pinesco (French Casino) NYC, h.
Tanner, Maxine (East House) NYC, h.
Tate, Erskine (Vanity Fair) Chi, h.
Taylor, Jack (Don Air) Chi, h.
Taylor, June (William Penn) Pittsburgh, h.
Taylor, Lou (Rainbow Inn) NYC, h.
Taylor, Nita (Chi) NYC, h.
Tread, Frank (New Yorker) NYC, h.
Tonia, Eleanor (Pierre) NYC, h.
Theodore & Deneha (Stok Club) Providence, h.
Till & Menel (Gambou) NYC, h.
Till, Al (Midway City) Texas Centennial, Dallas.
Thomores, The (Casanova) Hollywood, h.
Thomas, Edie (College Inn) Phila, h.
Thomas, Orville (Place Eclair) NYC, h.
Thompson, Kay (Chi) NYC, h.
Thompson, Three (Club Rialto) Washington, Pa., h.
Thorn, Bea (Navarro) NYC, h.
Thry, Bea & (Tokay) NYC, h.
(See ROUTES on page 35)

THE NONCHALANTS

PARAMOUNT THEATRE, Paris, France.
Doubling to ABC Theatre.
Personal Director
MUSIC CORPORATION OF AMERICA.

Closing of More Shows

Downie Bros., Tom Mix and Barney Bros. circuses calling it a season

CINCINNATI, Nov. 7.—The season of Downie Bros.' Circus will end at Live Oak, Fla., November 11 and show will return to quarters at Central City Park, Macon, Ga. Length of season 30 weeks and miles traveled 11,600.

The Tom Mix Circus concluded its season at Anniston, Ala., Thursday and went into quarters in that city. Show traveled more than 12,000 miles and was on road 33 weeks.

Barney Bros' Circus closes its season November 7 at Blythe, Calif., and will winter at Phoenix, Ariz.

Polack Show in Idaho

TWIN FALLS, Ida., Nov. 7.—Polack Bros.' Circus, under auspices of El Korah Shrine Temple here, had a very good week. Co-operation of the Shrine members, newspapers and personnel put the show over in a big way.

Mrs. Osa Owens, one of the staff promoters, returned after an absence of eight weeks. She underwent a major operation at Columbia Hospital, Great Falls, Mont. She will leave to direct the promotion at Albuquerque, N. M., assisted by Mrs. Alva Brown and her daughter, Ellen.

Mr. and Mrs. G. O. Dupuis were promotional directors at Boise.

Mr. and Mrs. Herman Q. Smith were in charge of advance promoting at Twin Falls, reports Don LaVola.

Ed Ballard Killed

CINCINNATI, Nov. 7.—Ed Ballard, sportsman and former circus man, having been connected with the American Circus Corporation, and Robert Alexander, sportsman and promoter, were shot and killed night of November 6 in a hotel room at Hot Springs, Ark. Chief of Detectives Horbert Akers of that city described the shooting as a "killing and suicide." He stated that Alexander shot Ballard, then turned the gun upon himself. Ballard died instantly, while Alexander succumbed shortly afterwards in a hospital.

Police said associates of the two men reported they were former business partners and had quarreled over an old business deal.

Further details on the Final Curtain page.

Betty Delmar Injured

ST. LOUIS, Nov. 7.—Word was received here Tuesday from Jean Delmar, of Flying Delmars, that his wife, Betty, had a serious fall during their double trapeze act night of October 20 in Hilo, Hawaii. Act is with the E. K. Fernandez Circus.

Mrs. Delmar suffered a broken back and internal injuries and is in Hilo Memorial Hospital, where she will be confined for several months. She is anxious to hear from friends.

Royal Out All Winter

PINE BLUFF, Ark., Nov. 7.—Business with Royal Bros.' Circus has been good since opening October 10. The show will play Texas and be out all winter. Roster includes Roy Crandell, manager; Mrs. Crandell, secretary-treasurer; Fred Crandell, equestrian director; D. C. Hawn, advance; Edward Riley, billposter; Jake Friedman, legal adjuster.

JOHN P. GRACE

Writes on

The Circus During The Billboard's Span of Life

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



WIZARDE FAMILY, of the Wizarde Novelty Circus, which recently closed its outdoor season. Left to right: Mr. and Mrs. Jack O., Frank and Jack Jr.

Cole Advance Cars Back in Quarters

ROCHESTER, Ind., Nov. 7.—The Cole-Beatty advance, including No. 1 and 2 cars in charge of William Backell and Mike Lyons, and brigade, under Clyde Willard, have arrived at local winter quarters, having closed season at Clarksdale, Miss., October 27.

On account of the serious illness of Mrs. Backell in Philadelphia, Mr. Backell was forced to leave No. 1 car at Frankfort, Ind., to be brought to quarters by Earl Sisson, contracting press agent.

The season was devoid of accidents. Statistical data shows that the advance covered approximately 15,000 miles from New York State and Pennsylvania to the Pacific Coast, and from Canadian to Mexican borders. In all, 165 stands were billed. Of these, 17 were Sunday, three were afternoon only and one was for night show only, while 14 were for more than one day. Chicago leads for consecutive days with 23. Los Angeles follows with five; San Francisco, four, and Hollywood, three. Ten stands were billed for two days each.

CLARKSDALE, Miss., Nov. 7.—When Cole Bros. Advertising Car No. 1 closed here October 27 the crew departed for their respective homes as follows:

William Backell, manager, Philadelphia; Earl Sisson, press agent, Rochester, Ind.; H. DeLoth, boss billposter, Portsmouth, O.; Marty Yates, boss lithographer, Memphis; Tod Sloan, boss bannerman, Indianapolis; Si Simon, banner squarer, Ft. Wayne, Ind.; Billers—Billy Moran, Detroit; O. Lind, Pensacola, Fla.; Dick Talley, Morristown, Tenn.; William Hupp, Chicago; W. B. Ladd, Oklahoma City; James Ramsey, Minster, O.; H. M. Kilpatrick, Roanoke, Va.; then Gaston, N. C.; Al Spencer, Pittsburgh; Frank Draper, Kansas City; Phil Isenberg, Manchester, N. H.; Togo Christon, Atkins, Ark.; Harry Withers, Roanoke, Va.; Ray Clough, Milwaukee; Russell Alexander, New York City; Roy Backell, Herkimer, N. Y.; Gene Hodgeman, Hollywood, Calif.; Harry Kackley, Zanesville, O.; Sidney Middleton, Birmingham; Bob Bender and Tom Murden, programers, to Peru, Ind.; Cecil Taylor, paatemaker, Birmingham.

Seils-Sterling's Best

ST. LOUIS, Nov. 7.—William Lindemann, one of the brothers owning Seils-Sterling Circus, during a visit to The Billboard office here, advised that show would close a successful season at Bollivar, Mo., today. Show had the best season in its history, the Wisconsin and Michigan dates being exceptionally good. Circus has obtained winter quarters in Springfield, Mo.

Main in 30th Week

LAUREL, Miss., Nov. 7.—The Walter L. Main Circus is now in its 30th week, with no sign of closing. Opened April 10 and has not lost a performance; made one Sunday stand, and on three days gave three shows; showed six weeks in one State. Show has moved promptly and has not been 30 minutes late any day.

Cole Bros.' Season Highly Successful

MONROE, La., Nov. 7.—One week from November 4 and seven months to the date the show opened Cole Bros.-Clyde Beatty Circus will end its tour. Clarksdale, Miss., is the stand where Victor Robbins' Band will play Home, Sweet Home, while in Side Show P. O. Lowery's musicians will break forth into Back Home Again in Indiana. Show opened in Chicago Stadium April 11 and will close November 11, season running over 31 weeks.

The show has covered over 15,000 miles, or that figure will be exceeded in railroad mileage when trains arrive in Rochester, Ind. It has appeared in Illinois, Indiana, Kentucky, Ohio, Pennsylvania, New York, Iowa, Missouri, Kansas, Oklahoma, Colorado, Utah, Idaho, Montana, Washington, Oregon, California, Arizona, Texas, Arkansas, Louisiana and Mississippi.

Only 10 Sundays have been missed during the tour. Afternoon-only shows were given in Salida, Colo.; Helper, Utah; Weed, and El Centro, Calif., while a night-only show was staged in Midland, Tex. On every other day there were two performances. But one scheduled exhibition was missed and that at El Dorado, Ark., due to rains, which made an afternoon show impossible. Total exhibition days numbered 205, with a total of 404 performances on season.

Attendance was big at almost every stand. Rain and storms were few and far between, and equipment, horses, animals and all paraphernalia will arrive in quarters in splendid working condition considering the long tour.

All Agents Finish

Every agent that started with show in the spring will finish at Clarksdale. The routing and billing of show, directed by Moyd King and J. D. Newman and handled by W. J. Lester, Fred Kilgore, William Backell, Clyde Willard and Mike Lyons, was excellent. The press and radio departments, which included Ora Parks, R. B. Dean, Klara Knecht, Rex de Rossett, Earl Sisson and Bob Hickey, co-operated 100 per cent and there was never any question about the folks not knowing that the show was coming to town.

Back on the show Fred Seymour, superintendent; Charles Young, canvas; (See COLE BROS.' SEASON on page 45)

Russell Advance Scatters

WEST PLAINS, Mo., Nov. 7.—Advance car of Russell Bros' Circus closed season here October 31 and members departed for their homes as follows: Manager Kitzman and wife, Hollywood, Fla.; A. Adelman, steward, San Antonio; Lee S. Conarroe, boss lithographer, Cincinnati, then to Miami, Fla., for winter; William S. Wilson, Louisville; Mike Kitzman, Honolulu; Mike Orabala, Bronx, New York; John Gearhart, Kansas City; Walter Lawrence to Florida; John Cousins and Thomas McCluskey, Des Moines; P. Wilson, Tyler, Texas; Martin Conarroe, Norwood, O.; C. Haskill, Lapeer, Mich.; H. (Snuffy) Hevener, Lawrence, Kan.; Willard Chaplin, Cincinnati; Polk Hemphill, Hot Springs, Ark.; Dutch Loeber, Fort Dodge, Ia.

Around Ringling-Barnum Lot

ATLANTA, Nov. 7.—There was an unusually large advance order for the season's route book which Frank Meyer has published. It has been necessary to place an order for a second edition.

The circus folk spent a quiet Sunday in Charlotte, N. C., as no theaters were open. The Monday matinee there was good. A Democratic rally and parade downtown at 7 o'clock delayed arrival of crowd to showgrounds until around 7:30, the tent filling up from 7:30 until 8. A capacity house.

Sherwood Upchurch was a frequent visitor thru the Carolinas.

Visiting Frank Cook on the lot in Danville, Va., were W. Capers White, division supervisor of State Highway and Public Works; Harry Woodring Jr., mayor of Danville, Va., oldest active mayor in the United States (his age is 95), and P. G. Ragland, commissioner of revenue.

Destinations of Troupers

Raleigh Davidson, superintendent of light department, will spend a brief visit at his home in West Baden, Ind., returning to quarters at Sarasota early in January. Tim McCoy will leave for Hollywood to continue his picture work. (See Ringling-Barnum on opposite page)

Mix Gets Dates Mixed

KNOXVILLE, Tenn., Nov. 7.—Tom Mix, here with his circus the day before the Presidential election, made a "bet" on President Roosevelt that he would have lost had he had anything at stake.

After the night performance Mix sent this wire to President Roosevelt: "Dear Mr. President: Bet I ride my horse again in your inaugural parade on March 4." What Tom forgot was the recent amendment which changed inauguration dates to January. The cowboy circus star mailed his ballot to Beverly Hills.

Amars Open Second Show in Paris

PARIS, Nov. 2.—In addition to the Empire Music Hall, presenting circus-vaudeo programs, the Amars Brothers, important tent circus operators, have opened the Nouveau Cirque, in the Montparnasse quarters of Paris. The new circus arena is of the "construction" type, a circular, wooden-walled, canvas-topped solid frame building with one ring and an elevated stage. The structure accommodates 3,000 spectators and is heated.

Opening bill at Nouveau Cirque features the herd of 18 elephants presented by one of the Amars and a group of lions presented by Dames Trefal. Both numbers are excellent. Large group of Liberty horses and ponies on in well-regulated formations.

Circus numbers are not overly strong, the best being the comedy slack-wire and bumps of Germain Aeres and perch act of Four Georgys. Manetti and Rhum, assisted by Recorder—all ex-Cirque Medrano Joys—score with their excellent clown bits. Daley Trio of jugglers are also okeh, as are the jockeys, the Three Straasburgers.

Other numbers are Two Birkeneders, hand-to-hand balancers; Two Leonardis, Roman rings and iron-jaw; Nor-Ber-Tya Trio, aerial; Vagabond Orphan, musical; Lanram, aerial; Illiet, contortionist, and a troupe of Arab tumblers. Show closes with mediocre spectacle, A Fete at Singapore.

Present bill at the Empire is shy on circus turns, having only a group of Liberty horses, a pair of clever dogs, presented by Theo M.; the clowns, Boulicot and Recorder, and the acrobatic comedians, Chevalier Brothers. Next week's bill on the contrary will feature animal and circus acts.

Bouglione Brothers, at Cirque d'Hyver, are presenting their new circus spectacle, The Princess Saltimbanque.

Paul Kirkland, the American unsupported ladder comedian, is at the Moges. (See AMARS OPEN SECOND on page 46)

Barnum Museum Taken Over by City

BRIDGEPORT, Conn., Nov. 7.—The newly renovated Barnum Museum, which was formally taken over by the city this week, is now opened to the public. Formerly it was operated by a private organization, but because of not meeting its tax bills, etc., it was in danger of being permanently closed until the city decided to take a hand. Now for the first time since P. T. Barnum donated the building to the community in 1893 it is entirely equipped for the purpose that it was intended.

It is one of the most unique buildings in Bridgeport and was patterned after the Oriental-looking home of P. T. Barnum. Included in its exhibit are original furniture belonging both to P. T. Barnum and Tom Thumb.

FRED HIGH

Writes on

Why Circuses and Towners Should Co-Operate

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



With the Circus Fans

By THE RINGMASTER

President. CFA. **Secretary.**
FRANK H. HARTLESS, W. M. RUCKINGHAM,
2830 West Lake Street, Times Bank,
Chicago, Ill. Norwich, Conn.
(Conducted by WALTER HOHENADEL, Editor
"The White Tops," care Hohenadel Printing
Company, Rochelle, Ill.)

ROCHELLE, Ill., Nov. 7.—Arthur H. Nehls, prominent member of the CFA, passed away at Buffalo, N. Y., November 3. He had been an active Fan for many years and his passing will be regretted by all members and his many friends in circus business.

John H. Warnick, CFA, Dallas, caught Russell Bros.' Circus October 26 at Terrell, Tex., and reports a splendid performance. Due to recent rains, the lot was boggy and performers worked under handicap. Special praise was due elephants and horses for their work, inasmuch as they were knee deep in mud part of the time. Warnick previously visited the show when it was in McKinney, Tex., and had visits with his old friends Mr. and Mrs. Walter Jennier, the Webbs and others.

A welcome-home party given to Charles Hunt, of Eddy Bros.' Circus, held at the home of Elmer Kemp, Trenton, N. J., was an enjoyable affair. The meeting resulted in the establishment of the Charles T. Hunt Top for Central and South Jersey Fans. Following officers were elected: Jacob Jones, Bridgeton, general manager; Hugh Higgins, of Ridgwood, general agent; Robert Vanderbeek, Somerville, equestrian director. The room was decorated with paper of every show on the road with the exception of two. Circus music over a public-address system was played during the meal and different Fans took turns in making announcements that are so familiar to circus lovers. Walter Cougle acted as toastmaster and talks were made by the officers and others present.

R-B No. 1 Car Closes

TAMPA, Fla., Nov. 7.—Advertising Car No. 1 of Ringling-Barnum Circus closed season here October 28. Personnel of car and destinations follow:
Vernon A. Williams, manager, Los Angeles; Edward A. Johnson, contracting press agent, Chicago; Tom Connors, boss (See WITH THE FANS on page 55)

**RINGLING BROS
AND
BARNUM & BAILEY
COMBINED
CIRCUS**

**WINTER QUARTERS
SARASOTA, FLA.**

THE GREATEST SHOW ON EARTH

MELL A. GRISSOM
SELLING CHEVROLET EQUIPMENT.
Special Showman's Finance Plan.
KENSINGER CHEVROLET CO.
MEMPHIS, TENN.

**WANT FOR Department
Store Circus Units**

Novelty Circus Acts, Also Magic, Punch and Judo, Animal Acts, Good Dog & Pony Men. Write all to:
**GEORGE E. ROBERTS, Manager, Pamahaska's Indoor
Circus Units, 515 W. Erie Ave., Philadelphia, Pa.
Tel.: Sagmore 5536.**

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Midsets, ladies and gentlemen. One year contract. Transportation paid from your home and return. Send late photo. State salary.
M. A. PENNOCK,
8949 Sunset Blvd., Hollywood, Calif.

**Want Outstanding
COMEDY WILD ANIMAL ACTS and
THRILLING WILD ANIMAL ACTS**
CHIMP AND MONKEY ACTS.

Give full particulars. Not an agency. Reply direct, Box 743, The Billboard, 1564 B'way, N. Y. City.

billposter, Philadelphia; James Kennedy, boss lithographer, New York City; Tom Clemens, steward, Okmulgee, Okla.; Harold Adams, Shreveport, La.; William Albers, Pittsburg, Kan.; Forrest Biggs, Covington, Va.; Joe Bernstein, North Wilkesboro, N. C.; Ray Beard, Oklahoma City; Thomas Colligan, New York City; Othel Corkrum, Chicago; Sam Clauson, Minneapolis; Robert Flanigan, Los Angeles; Frank Gelsler, Waco, Tex.; Paul Hale, Monroe, Mich.; James Kearney, Detroit; James Long, Brattleboro, Vt.; Norman Lombard, New York City; George Malley, Denver; George O'Connor, Bowling Green, Ky.; Bud Robins, Minneapolis; Eugene Shindeldecker, Baltimore; Charles Smith, Columbus, O.; William Woods, North Wilkesboro, N. C.; William P. Taylor, Birmingham; Henry Whately, pastemaker, Columbus, Ga.

Los Angeles Brevities

LOS ANGELES, Nov. 7.—The Al G. Barnes Circus already has posters on winter quarters building, "Watch for Al G. Barnes Circus 1937 opening date. Many new features."

Bert Nelson, it is reported, will soon have an act ready for vaude dates. Reported that Dr. George W. T. Boyd will have a winter circus, opening at Monrovia, Calif. Olga Celeste, with her leopards; Melvin Koontz, with lion Jackie and mixed group of the California Zoo, have gone to Dallas to fill an engagement for Frank Buck. Johnny Brassil, of Barnes show, left for Sacramento, Calif. his home town, for visit. Jimmie Brown, of this show, is back from Northern trip. Jack Earl, giant on Ringling-Barnum Side Show, writes he will be on the

RINGLING-BARNUM

(Continued from opposite page)
Felix Adler will make New York his winter home. Betty Bader will join her husband Tommy, in New York, sailing for Europe after a brief visit with her brother and sister. Olive and George Brasso, who are returning to Hollywood to appear in another picture. Margaret Strickler will winter in Sarasota after a two weeks' visit in Midland, Texas.

Hugh Hart will divide his time between Natchez, Miss., and New York. He plans to spend Thanksgiving Day in Massillon, O. The Uyenos plan to spend the winter in New York. Ed and Jennie Rooney will winter as usual in Sarasota and also plan to make winter dates. Mr. and Mrs. Bob Reynolds will go to New York. Ray Ollech will join his family in Chicago. Ralph (Curly) Lill will remain in Florida for some time. The Bumrang Troupe will winter in Sarasota and Nelson Brothers in Danville, Conn. Willie Moser, circus mail man, will spend winter in New York, and Dr. John R. Scully, superintendent of ring stock, in Sarasota.

Charles Haley, in baggage stock department, will winter with his sister in Boston. Barbara Sisters, Kay and Estel-lo, will journey to their home in Brooklyn and play winter dates. Red Finn, superintendent of baggage stock, will winter in Sarasota; Walter Guice in Tampa, Fla.; Raiffenach family in Sarasota. Mickey Graves, superintendent of property department, will spend a month in Sarasota and then return to his home in New York City. The Willos will go to Germany and England for six weeks, playing winter dates. Will return to this country early in February to make indoor circus dates.

Where Are You Wintering?

Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circuses, carnivals and tent shows in winter quarters:

Title of Show

Owner or Manager

Winter Quarters Address

Office Address

Coast in time for the PCSA banquet and ball. Austin King, inside lecturer on Clyde Ingalls' Side Show, is in El Paso. Has suffered a broken arm and sends word that he will be with the Coast defenders soon. John Red White, of the Big Show, writes he will be with the showfolk in a few weeks. George Tipton, steward of the Barnes show, left Tuesday for a trip east. Expects to have a four weeks' vacation.

Improvements at Quarters Of Cole Bros.-Clyde Beatty

ROCHESTER, Ind., Nov. 7.—Many improvements await the arrival of the Cole-Beatty Circus here about November 13. Largest and most important perhaps is the new car barn, located between cat barn and repair shops. This building, 280 by 80 feet, will house 20 railroad cars and is equipped with heavy repair machinery, paint shop and forges. Plans are said to include complete overhauling of all rolling stock during the winter.

Adjacent to west side of the horse barns a new addition, 280 by 60 feet, will provide new training rings for ring stock and elephants, as well as specially constructed tanks for seals and hippopotamus. A wagon shop and storage being built adjacent to repair and paint shops is designed to permit movement of at least 20 wagons and dens thru repair and overhauling at one time. All additions have been carefully planned to provide maximum expansion of the quarters. All are equipped with steam heat. A corps of 50 local carpenters, masons and other artisans are engaged in the building program.

The Loyal-Repenski Troupe will winter in Sarasota, having purchased a new home; Bobby Worth in Miami, Fla.; Martha Wallenda in Dallas with her husband, Jack Mitchell; Mr. and Mrs. Harry Rittley in Tampa, Fla.; Wallenda Troupe to Sarasota, Fla., then play indoor dates. The second Wallenda act will work vaudeville in the East. Mildred Millette will stay in Sarasota for a while and then work winter dates; Everett Hart to Los Angeles and work dates. HUGH HART AND SMILEY CARLTON.

JACK BAUGHMAN, touring Florida with his own travelogs, is showing schools to good biz and is booked until January. He visited Downie show at Lakeland and spent afternoon with his friend, Harry Mack, announcer and press agent. Also visited with Charles Sparks, who reports excellent business in the many Florida cities. At Lakeland a three-quarter house at matinee and near capacity at night.

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Under the Marquee

By CIRCUS SOLLY

JAMES SUBER is in St. Mary's Hospital, Quincy, Ill., ill of blood poisoning.

BEN HOLMES and F. J. Frink left Walter L. Main Circus late in September.

SEILS-STERLING had a big afternoon at St. Genevieve, Mo., November 1.

HOMER KEEFER is now in Cincinnati where he will remain for several months.

CAPT. DALBEANIE has been booked for vaude dates, opening in Chicago, following close of Russell Bros.' season.

W. K. WARNER will return to Atlantic City following close of Ringling-Barnum Circus.

IRA MITLETTE was on program of Cuvier Press Club celebration in Cincinnati night of October 31.

Nothing attracts more attention around a circus than politeness. Neatly groomed animal attendants who answer questions intelligently are the bosses of tomorrow.

DON TAYLOR, playing night clubs in Chicago, will work a department store during holiday season.

PERCY SMITH was at Shrine Circus, Toronto, with Harry LaPearl and his troupe of clowns.

COLE-BEATTY and Russell Bros. had quite a bit of opposition in Arkansas and Texas.

ALEX SOKOLOVE, with Cooper Bros.' Circus this season, is again managing a cigar store in Easton, Pa.

RUBY LATHAM and Spuds, the clown, have teamed and are now playing night clubs in and around Cincinnati.

GUY V. WILKINSON has left Veterans' Hospital, Albuquerque, N. M., and is feeling fine. Will be at Roanoke, Va., for several weeks, then go to Washington, N. C., for a month.

If you cannot buy The Billboard where you are, 15 cents in postage to The Billboard, Cincinnati, O., will bring it to you.

CHARLES (KID) KOSTER, handling advance billing for *Boy Meets Girl*, advises that show is heading westward and that he hopes to run into many of his old circus friends along the route.

TOBY TYLER, Curly Phillips, Charlie Bayes and Pat and Bill King are clowning with the E. K. Fernandez Hawaiian Circus. Mungandi, of Cristiani troupe, has joined the show.

MR. AND MRS. HERB FLEMING, of Flying Flemings, are now grandpa and grandma. Their only child, a daughter, recently had a girl. Herb is now being called "The Flying Grandpa."

HARRY AND LORETTA LaPEARL went from Toronto to Paterson, N. J., where they will produce clown numbers for Elks' Circus, presented by Frank Wirth.

There is one headache that all circus owners generally complain about—light rain. Fast cars and ribbons of concrete highways have revolutionized the circus. How can we get them there in the afternoon?

W. F. (BILL) WILCOX and wife, of Seal Bros.' Circus, are very active in affairs of Heart of America Showmen's Club, Kansas City. Mrs. Wilcox was contracting agent for show the past season.

MR. AND MRS. ALEX THOMPSON (Cedulle St. Onge) recently celebrated their golden wedding anniversary in Detroit. Years ago they were with Orrin Bros.' Circus. Thompson was an acrobat and his wife a slack-wire performer.

We know a circus owner who has a line in his newspaper ads: "Traveling aboard 42 all-steel cars." He has 10 trucks that are barely ahead of the sheriff. Okay to speak in big terms, but a direct misrepresentation acts as a boomerang.

LEO ABERNATHY, international president of billposters' union, left for Tampa, Fla., to attend annual convention of American Federation of Labor. He is making a number of stops en route. Will be back in his office in Pittsburgh next week.

KING BAILE, Side Show manager of Seils-Sterling Circus, has issued a season's route book, which also gives the personnel. It has a number of illustrations. The season's banner day was at Superior, Wis. Night performances were lost at Clintonville, Wis., and Mt. Morris, Ill.

Around the lot we knew a regular fellow once—until they put him in the ticket wagon. It wasn't long before his head swelled until he could hardly get it in the door.

FRANK B. HUBIN, veteran circus man of Atlantic City, visited more than 500 towns giving boost talks for reelection of President Roosevelt. Samuel Groper, former circus, carnival and minstrel man, was elected to Board of Free Holders of Atlantic County.

ABE GOLDSTEIN, following close of

Tom Mix season, will leave for California. He has had a good season. In addition to being producing clown, he has been obtaining the Ford advertising. He has been clowning with Jimmy Davison. Abe is contemplating working for Jack E. Lewis, who has an agency in San Francisco.

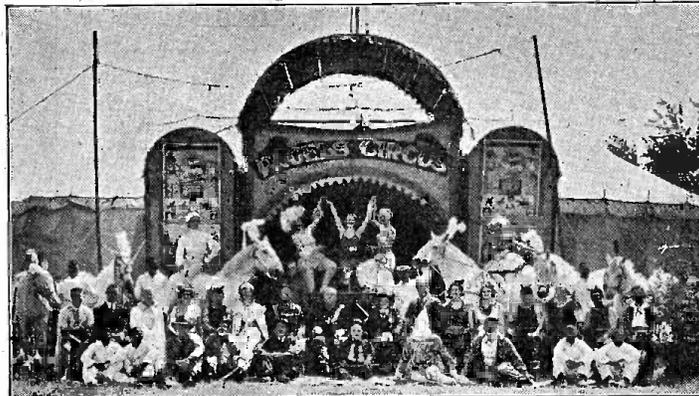
Several loads of shavings cost a few dollars. It gives the atmosphere around the midway, marquee and in the rings. It tends to put you in the big-time class.

JOSEPH NATHAN KANE is writing the manuscript for a book that will give valuable data on historical events of the past century. One of his chapters will give details of the invention by Walter Hunt about 100 years ago of the "Ceiling Walking" equipment which, when introduced in theaters and later in circuses, proved a sensation. Kane has granted Charles Bernard the special privilege of quoting from manuscript.

Don't worry about the circus. Fortunes will be made with it long after the final curtain has caught us. Its appeal is universal. Long live the circus, peanuts and red lemonade!

WALTER LEVINA and wife, Princess (Lola Levina), had a pleasant and profitable season with King Baile's Side Show on Seils-Sterling Circus. Levina will be in a large Springfield, Ill., department store four weeks, entertaining and doing Santa Claus.

THE LERCHES (Jenny and Billy) were slightly injured on Halloween en route to Okawville, Ill., for a celebration. Their car crashed into another. After a brief rest at their home in Belleville, Ill., they will open for five and (See *Under the Marquee* on page 55)



PERSONNEL OF PAGEL CIRCUS IN SOUTH AFRICA—Top row: William McK. Bausman, Leo Loranger, Berta Griedneff, Evelyn Stephens, Ruth Pinder, Billie Osborne, Nellie Dutton. Second row: George Griedneff, Walter Pagel, Archie Silverlake, Pearl Williams, Ken Griedneff, Billie Silverlake, Captain R. Miller, William Pagel, Mrs. William Pagel, A. Disney Herbert, Millie Williams, Jonnie Mae Silverlake, Mischa Griedneff, Mrs. G. Kirk, Demetrie Griedneff, Jackie Williams. On ground: Joseph Drabbe, George (Spuds) Kirk, Danny Mitchell, Peter Grunewald (midget), Phil Williams, George Pinder.



Circus Saints and Sinners Club

For the Troupers—and a Home

RICHMOND, Va., Nov. 7.—Even "two-fun he-men" sometimes find difficulty in controlling their emotions while discussing departed associates and Tom Mix proved no exception night of October 22 while talking of Will Rogers.

Rogers was a close friend of Mix and at a dinner at Hotel Petersburg, in telling members of the Will Rogers Tent, OSSCA, of his association with the humorist, Mix had a hard time holding his feelings in check. Mix eulogized Rogers in telling of their friendship in the cowboy country and later in the movies.

Mix congratulated the Petersburg, Va., group on naming the Tent after Rogers and requested a roster of the charter members.

The distinguished guest was made an

honorary life member of the local organization, thus becoming the first "Saint" in the Rogers Tent, he being the only member connected with a circus. The motion to make Mix an honorary member was made by Police Justice Ed Clements, who termed him the "Idol of Young America." It was seconded by Mayor John Jolly and unanimously carried amid cheers.

Responding, Mix declared he was proud of being looked up to by the youth of America, that he always had tried to live up to the honor and would endeavor to hold the admiration of the youngsters. He told of some of his hardships before reaching the top and proved himself a real after-dinner speaker by his witty remarks. Mix met every member of the Tent.

Following the dinner members of the Tent accompanied Mix to the McKenzie street grounds, where the Tom Mix Circus was showing, and were his guests at the night performance. They were taken on a tour of the backyard and got a glimpse of circus life behind the scenes.

CHES. GOLDSTON,
National Secretary.

15 Years Ago

(From The Billboard Dated November 5, 1921)

Mugivan, Bowers and Ballard, controllers of a number of circuses, closed a real estate deal at Peru, Ind., involving a consideration close to \$500,000. They bought 600 acres of land, circus winter quarters and cars shops. Till now the property was part of the estate of Benjamin E. Wallace. The new owners have the John Robinson, Hagenbeck-Wallace, Howe's Great London, Seils-Floto and the Yankee Robinson shows and ultimately they will all be housed on the farms, it is said. . . . The Al G. Barnes Circus has been doing a wonderful business thru Oklahoma the last three weeks. All towns in that section in good shape, with plenty of money being spent. . . . Albert Gaston, veteran clown, was a caller at *The Billboard*, Cincinnati, last week on his way to Peoria, Ill., after closing with Howe's Great London Shows.

The John Robinson show will close November 10 at Cullman, Ala. . . . The will of Louisa M. Cody, widow of Col. William F. Cody (Buffalo Bill), has been filed for probate and reveals an estate of \$95,000. Provision was made in the will for the disposal of a number of famous pictures belonging to the estate. . . . The Siegrist troupe of aerialists arrived home in Canton, O., from Richmond, Va., where they closed another successful season with the Ringling-Barnum Circus.

John G. Robinson, who has his elephants on the Shubert Vaudeville Circuit, paid *The Billboard* offices in Cincinnati a visit last week. . . . Frank Lemen, the senior member of the Lemen Bros.' Shows, died October 24. He was believed to be Missouri's oldest pioneer in the circus business, having been associated with the sawdust ring for 55 years. . . . George G. (Floto) Coleman, after closing with the Ringling-Barnum Circus, joined the Al G. Barnes show. . . . Seils-Floto Circus, Greater Sheesley Shows, R. M. Harvey's Greater Minstrels and Rusco & Hockwald's Minstrels all in Los Angeles during the past week.

Joe Lewis, with the Ringling-Barnum Circus the past season, has contracted with the Walker Accessories Company, of Chicago, to do campaigning work for the winter. . . . Charles Farrell, one of the oldest circus treasurers, passed thru Philadelphia on his way to Havana, Cuba, where he will spend the winter. . . . T. H. (Heath) Cowan died in Kansas City, Mo. Associated with show business for a number of years, he last worked with the Forepaugh-Sells organization.

Excellent Biz for Wirth's

SYDNEY, Oct. 8.—Wirth's Circus is playing to excellent business on its way from Adelaide to Melbourne, Australia. Show is playing one-night stands to almost packed houses.

On October 16, the occasion of the diamond jubilee of the organization, a banquet of 11 courses, to be followed by nine wines, will be held in the big cage. One hundred guests will be present and all the firm's lions will be in the cage. Two of them, under the watchful eyes of the keeper, will be prowling around the table during the dinner. Despite the risk the management has been inundated with requests for invitations. All guests are being insured against being mauled. A show will be given for the guests after the banquet.

Old-Time Showmen

By CHARLES BERNARD

Closing of the 1936 circus season records the same deep interest in the traveling tent-show organizations that has made them the people's favorite amusement thruout the past century. We now know the most ardent admirers of the circus under the name of Circus Fans. Among them there is a rapidly increasing group that collect books, programs, routes and other mementos of past and present-day shows to enter (See *Old-Time Showmen* on page 45)

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The Corral

By ROWDY WADDY

HOMER SWIGART, South Dakotian, who roped on the John Robinson Circus years ago, is now a traffic policeman on the Buffalo force.

LEONARD MURRAY, former big-time contestant, is now a mounted policeman at the model Walkhill, N. Y., prison. Frank Hiron, known for years as a roper, is his superior officer.

COLONEL BUCK TAYLOR, former rodeo czar at the Million-Dollar Pier, Atlantic City, is telling friends that he is seriously thinking of launching a Wild West show in 1937.

ROY VINCENT, trick roper, who appeared with the Gorman Show, Poodies Hanneford, Ted Merchant and the Art Lewis Show during the past summer, writes that he plans to start roping alone and manufacture Indian war bonnets.

ROSS LUND, Canadian cowboy, who was injured by a bucking horse at the Mineola, L. I., N. Y., Fair, was sufficiently recovered to enter the bareback bronk riding contest at the Madison Square Garden show.

BUCK HARRIS, of Anadarko, Okla., and erstwhile doorman at Jack Brown's The Roundup, Boston nightery, was contestant No. 23 during the Hub stay of Col. W. T. Johnson's World's Championship Rodeo.

If you cannot buy *The Billboard* where you are, 15 cents in postage to *The Billboard*, Cincinnati, O., will bring it to you.

MRS. CHARLES ALDRIDGE and Mrs. Dollie Eskew, who slipped away from the Garden Rodeo long enough to thoroughly inspect the palatial steamer Queen Mary, came ashore with arms loaded with souvenirs, because, as one of the officers said: "You are rodeo folks."

ROCHESTER (N. Y.) RODEO Association, thru its president, John Wegman, has announced that its second annual purse event will be held next summer. Association consists of prominent Rochester business men. Their first rodeo, held last June, netted them a profit of more than \$9,000.

"BUTTONS" YONNICK, 16-year-old Oklahoma steer rider, left the Garden Rodeo with more purse money than he ever thought existed. Buttons, during the summer, also won the steer-riding contest at the Rochester, N. Y., Rodeo and placed second at the Buffalo event.

COLONEL JIM ESKEW has been contracted to act as arena director and furnish all saddle and wild stock for four contests, scheduled to start in the South about the middle of January, according to Herbert S. Maddy, general representative of the Harris-Eskew Western Attractions. Maddy infos that RAA memberships will be secured for these events and the purse money will be guaranteed by a bank in each city.

AFTER A SUCCESSFUL run thru the Southwest, Ann Mix and her Cowboys are playing for the Gus Sun office in Kentucky, Ohio and West Virginia. Show plans to play Middle West until Christmas, when it will lay off for the holidays. Roster includes J. E. Word, manager; Ray Salzer, advance agent; Dixie Southworth, Texas Eddie, Ray Cox, George Wilson, Slim Francis and Frankie Nelson. Four trucks are used to transport the show.

HENRY ROLAND, human fly, announces his retirement from the stunt field after 28 years. He joined a circus in Conneltsville, Pa., when he was 16 and started as a chair and table balancer. During his 16 years as a human fly he made 2,500 climbs. He fell twice, once a distance of five stories, which broke hips and five ribs. Mrs. Roland, former Texas cowgirl and stunt rider, and their dog Rollo are going journeying via trailer on the first vacation in many years. Their present home is in Cleveland.

PARTICIPANTS in the impressive memorial services held night of October 16 for Red Harrington, of Tulsa, Okla., who was killed that afternoon by a bucking horse while riding in the

Kosciusko, Miss., Rodeo, included Cowboy Slim, Roy Kirk, Red Carmichael, Cameron Nixon, Slim Flemings, Dalton Pough, Dick Johnson, Frank Dial, Joe Baker, Robert Dial and Leland Nixon. Harrington's widow was the recipient of a generous donation from employees of the Wallace Bros.' Shows, which was showing on the midway; the fair association, a local women's group and the cowboys.

BOSTON RODEO NOTES — Cowboy Band, directed by Everett Johnson, proved to be a peppy organization, playing incidental music and its own program. . . . Several cowgirls and cowboys received mild abrasions and sprains as a result of being thrown by bronks. . . . A Brahma steer thrilled the opening evening crowd as it snorted on the loose only to miss by a hair's width a lackadaisical cowboy who woke up just as the steer booted its head where he had been a split second before. . . . Don Williams, drum major of grand-entry band, delighted the crowd with his ambidextrous baton work. He received plenty of applause. . . . Witticisms and Western twang of John Jordan, announcer, from Carlsbad, N. M., won the crowd. While Jordan was riding a bronk Ray Whitley subbed as announcer. . . . Ray Whitley received advance applause when he announced that he would again sing *Boots and Saddles*, the number he introduced last year at the New York and Boston rodeos.

RESULTS of the recent Lewiston (Ida.) Roundup: Bronk Riding—First day, Pete Knight (90 RAA points), Ray Mavity (87), Bill McMakin (45), Buck Tiffin (23). Second day, Doff Aber (90), Herman Linder (67), Ray Mavity (45), Bill Sievers and Dave Shipp split fourth (11 each). Third day, Doff Aber (90), Dave Shipp (67), Herman Linder (45), Guy Cash and Dick Slappert split fourth (11 each). Finals, Herman Linder (236), Ray Mavity (142), Pete Knight (95). Calf Roping—First day, Charles Jones (50), Everett Bowman (30), Irby Mundy (20). Second day, Charles Jones and E. Bowman split first (40 each), Oral Zumwalt (20). Third day, Carl Arnold (50), Oral Zumwalt (30), Irby Mundy (20). Finals, Charles Jones (145), Everett Bowman and Oral Zumwalt split second and third (73 each). Steer Wrestling—First Day, Tex Doyle (75), Norman Cowan (45), Steve Heacock (30). Second day, Oral Zumwalt (75), Steve Heacock (45), Dick Herrin (30). Finals, Steve Heacock (180), Oral Zumwalt (108), Tex Doyle (72). Single Roping—First day, Everett Bowman (50), Irby Mundy (30), Vic Rogers (20). Second day, Carl Arnold (50), Everett Bowman (30), Irby Mundy (20). Third day, Charles Jones (50), Carl Arnold (30), Oral Zumwalt (20). Finals, Carl Arnold (125), Everett Bowman (75), Charles Jones (50). Team Roping—First day, Charles Jones and Carl Arnold (13 each), Everett Bowman and Charles Jones (8 each), Vance Rooke and Frank Woods (5 each). Second day, Bill McFarland and Al Allen (13 each), Al Allen

and Everett Bowman (8 each), Bill McFarland and Carl Arnold (5 each). Third day, Bill McFarland and Al Allen (13 each), Charles Jones and Carl Arnold (5 each), Everett Bowman and Al Allen (8 each). Finals, Bill McFarland and Al Allen (70 each), Everett Bowman and Al Allen (42 each), Carl Arnold and Charles Jones (28 each).

CHICAGO—Chicago Stadium money winners for the final days, Thursday, October 29, to Sunday, November 1, inclusive: Steer Riding—Ninth go-around, Ken Roberts, Harold Piper, Ted Bushbaum, Durwood Ryan. Tenth go-around, Ted Bushbaum; Benny Bender and Durwood Ryan split second and third; Don Thompson. Final go-around, Ken Roberts, Frank Marion, Curly Bell, Ted Bushbaum. Final awards, Ken Roberts, Elmer Martin and Ted Bushbaum. Saddle Bronk Riding—Fifth go-around, Buster Brown, Lonnie Rooney; Ted Miller and Clay Carr split third and fourth. Final go-around, Rube Nelson, Ted Miller, Chuck Williams, Lynn Huskey. Final awards, Lonnie Rooney, Buster Brown, Bob Askin. Bareback Bronk Riding—Ninth go-around, Joe Cody, Benny Bender, Elmer Martin, Don Thompson. Tenth go-around, Joe Cody, Benny Bender, Ken Meyerhoff, Harold Piper. Eleventh go-around, Don Thompson, Buck Wyatt, Harold Johnson, Ed Collins. Final go-around, Harold Johnson, Buck Wyatt, Harold Piper, Ken Meyerhoff. Final awards, Ed Collins, Harold Johnson, Bob Hess. Cowgirls' Bronk Riding—Sixth go-around, Theima Warner, Gene Creed, Margie Greenough. Seventh go-around, Alice Adams, Mary Parks, Theima Warner. Final go-around, Pete Shipman, Vaughn Kreig, Mary Parks. Final awards, Gene Creed, Vaughn Kreig, Mary Parks. Calf Roping—Fifth go-around, Jim Wilkinson, Jim Snively, Earl Moore, Bill Wilkinson. Final go-around, Barton Carter, Buck Sorrells, Floyd Peters, Amey Gamblin. Final awards, Tom Taylor, Vic Rogers, Amey Gamblin. Steer Bulldogging—Mike Fisher, Earl Blevens; Tom Hogan and Joe Thompson split third and fourth. Final go-around, Hugh Ridley, Earl Blevens, Mike Fisher, Ted McCrory. Final awards, Tom Hogan, Mike Fisher, Dave Campbell. Wild Cow Milking—Fourth go-around, Buck Sorrells, Buck Stanniford, Jack Skipworth, Jim Wilkinson. Final go-around, Henry Snively, Allen Holder, Breezy Cox, Jerry Littrell. Final awards, Jim Wilkinson, Buck Stanniford, Bill Wilkinson. Amounts of money awards were not announced. The Seagram trophy for best all-round cowboy was awarded to Lonnie Rooney, of Wilson, Okla., with Clay Carr, of Visalia, Calif., as runner-up. *Ranch Romances* magazine presented Rooney with a beautiful belt and solid silver buckle. A similar belt also was presented to Vaughn Kreig as best all-round cowgirl. On the closing night Arthur Wirtz, Stadium head, threw a party for all the

(See CORRAL on page 45)

Attendance for First Three Days at Hub Rodeo Is 18,000

BOSTON, Nov. 7.—First three days of Col. William T. Johnson's nine-day sixth annual World's Championship Rodeo presented at the Boston Garden ended November 4 after what might be looked upon as a trinity of hectic days filled with mongrel temperament and unusual circumstances.

Estimated attendance in round figures gives opening Monday evening at 5,000, held back by pre-Election Day activity. Tuesday, Election Day, turnstiles clicked 4,000. Wednesday saw 9,000 customers. From observation, and in spite of political events, the 1936 opening was better than 1935, altho the 1935 rodeo was held from November 4-12, with the opening on a Friday, always a good day here.

Colonel Johnson came to Boston under heavy odds. Originally scheduled to open November 1, the show was pushed back a day to allow Democrats the use of the Boston Garden for a political demonstration. The customary publicity parade was called off. Previous to opening on Monday Colonel Johnson was faced with a cowboy strike when 60 of his star riders quit because the \$6,400 prize money for the nine-day 13-performance engagement was inadequate for some 100 contestants. Confronted by this dilemma, the Colonel proceeded with the opening, using staff cowboys, grooms and officials as contestants. Original

programs were destroyed and special ones printed. The striking cowboys bought their way in and from a section at the west end of the Garden they booed and jeered the events thruout the two and a half hours of the show. They cat-called and whistled at all contestants who substituted for them. Colonel Johnson sent a delegate to buy the block of grand-stand seats, even at \$20 apiece, but the strikers refused. Event slated for 8:15 got under way at 8:40. The band, under contract, remained intact. A note of amusement crept in when, without any prearrangement, the band played *Empty Saddles*.

Before the evening wore off a prize-money settlement came. The original sum was doubled and the entry fees added to make the total \$13,200.

Strikers Back in Corral

On Tuesday, with strikers back in the corral, the first show that looked like a rodeo was presented to a small gate, which was appreciative in figures even tho it was voting day. Despite rain Wednesday brought a real Western rodeo affair to the arena. Contestants seemed to sense the sudden injection of big attendance and gave a rip-snorting performance.

Bronks and steers chalked up the main victories Monday evening, tossing

(See ATTENDANCE on page 58)

Dexter Fellows

(CSSCA)

Tent Tattles

By FRED PITZER

NEW YORK, Nov. 7.—We are in receipt of the November number of *The White Tops*, CFA organ, and it contains 16 pages of text and pictures. It carries on the editorial page the following article culled from *The Richmonder Magazine*, Richmond, Va., for October, 1936:

THE CIRCUS HOME

"It seems strange to us that Richmond should be the birthplace of the Circus Saints and Sinners of America. From our past connections with the show business we have a vague recollection that the home for old and indigent performers was to be located there.

"But when Richmond and Henrico County both pass laws causing a prohibitive tax to be placed against outdoor shows of all varieties, the membership of the CSSCA does not raise a hand to prevent it. Consequently, on the outside, it looks as if Richmonders will be deprived of the pleasures of the circus.

"Certainly there is no objection from local merchants, including the theater (who would be affected more than anyone else), to the one-day performances of a circus in the city. There may be objections from certain groups to carnivals of the type which operate gambling devices and have bawdy shows. If that type show wants its license reduced it's their battle, not ours.

"The Richmonder promises, after interviewing Charles Spks, of the Downie Bros.' Circus, that there will be no more outdoor shows here as long as the tax remains on the books.

"A concentrated effort on the part of the membership of the circus association may bring results."

While Richmond is not the birthplace of the CSSCA and while the Dexter Fellows Tent is not affiliated with the national organization, yet we believe there is something radically wrong in this, as we well know by the W. W. Workman Tent for circuses. Besides, John C. Goode, national president of the CSSCA, is the collector of revenue for Richmond and is directly responsible for granting licenses to circuses and we know how frequently he has gone out of his way to accommodate circuses in this respect, altho we know of cases where circuses deliberately lied as to the size of their show when making application. We are writing to John for his word in this matter and will print it as soon as received.

While the objective of the Dexter Fellows Tent is of a serious nature, yet one cannot help but view, thru laughing eyes, some of the things which happen at a luncheon, things that are not on the record, and it might interest some of our members to be pulled behind the scene. Let us take our last initiation

of Lou Gehrig. In front of the dais is a red electric light which is blinked as a signal to a person who is running over the speaking time allotted to him. When Lou talked the hour was late and the president fearing that the members might become restless blinked the red light, but Lou paid no attention to it. Again it was blinked, but Lou kept right on. If Les (Rolypoly) Kramer had authority he would have locked up the famous ball player for passing a red light. . . . When it came time for Tex O'Rourke to portray Dr. Nicholas Murray Butler everybody was trying to locate the big Texan. However, he was being paged all over the north side of the room by at least a quartet of greatly excited members when he was calmly making up and entered from the south side of the room. . . . Strange as it seems the man who wore the pair of shoes donated by the Pediforme Shoe Company was Sinner Joe Pearman, 1932 winner, Solympic winner of the walking match. . . . The ritual and member ceremony sheets were in a folder laid down for a minute and then picked up by the police officer. When these sheets were missing the writer went scurrying around the place as if he had been injected with TNT and, at last despondent, he was about to ask the president to cancel both ceremonies on account of the missing papers. Just as the gavel came down for the ritual the police officer handed the folder to the writer, saying "I've been trying to locate the owner of these papers for 20 minutes. Will you announce that they have been found and ask for the owner." Ask for the owner! Or! Or! Or! . . . Bert Cobb sings

(See DEXTER FELLOWS on page 45)

NEW HIGHS IN NAAPPB BILL

Chi Convention Program Lauded As a Guide by President Baker

Vital subjects in industry are placed for discussion by leaders in their lines—committee is praised for lineup of topics—reservations point to record-breaker

NEW YORK, Nov. 7.—President Harry C. Baker declared himself enthused over the great showing being made toward a marvelous display of exhibits which will be seen at the annual convention of the National Association of Amusement Parks, Pools and Beaches and allied bodies in the Hotel Sherman, Chicago, on November 30-December 4, and the outstanding program arrangements which are rapidly drawing to completion by the program committee, made up a Paul H. Huedepohl, chairman; Paul C. Morris, vice-chairman; George A. Hamid, A. C. Hartmann and Sylvan Hoffman. "In these times it is vital that all park, pier, pool and beach men obtain a definite and accurate knowledge of certain subjects, a knowledge of which is absolutely necessary to their future success," he declared. "We are confronted by a lot of tremendous problems and the fellow who does not have specific information on them is just going to be out of luck.

"It is like trying to steer an automobile upon a rough country road without headlights. Secretary A. R. Hodge and myself have been in constant touch with the program committee for several months and everyone has given the matter of program more careful consideration than ever before because, in our judgment, the selection of subjects is more important than ever before.

"Take, for example, the tax situation. We are going to treat it in three ways: First, federal taxes; second, State taxes, and, lastly, old-age security and pensions which, of course, will include both federal and State aspects. No operator can afford not to be fully posted on the tax situation.

Air Conditioning Timely

"Next, what is more important right now than to know how to bring back an old park in these days, and who is better qualified to tell us than Irving Rosenthal, of Palisades Park, who is going to talk on *Developing a Nationally Known Park During Depression Days?* What subject offers bigger possibilities in parks than air conditioning? We are going to learn a lot about this most timely topic from one who knows.

"What is more important than accurate information on modern lighting for parks, pools and beaches and the best paint adapted to modern architecture, especially when we get this information from men who have had experience at the recent expositions, more particularly the Chicago exposition, which set a new high in modern lighting, modern architecture and the best paint adapted to both?"

"Then the all-important subject of public liability insurance and the accomplishments of the association during the first year of its sponsorship of a cooperative plan which has produced marvelous financial results to those who had the courage to participate. What, too, is more important than a first-hand knowledge of the most successful promotion schemes operated thruout the country during the 1936 season? These are only a few of the high spots and in each case they will be treated by men who know, because they have proved by actual experience and will not talk theories."

Space Sellout Certain

Invitations were mailed by Secretary Hodge in Chicago on November 10 to more than 8,000 owners of parks, piers, pools, beaches and concessioners located (See *NEW HIGHS* on page 45)

WM. H. FINKLE

Writes on

Why Keep Them Out?

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

MAURICE PIESEN

Writes on

Bringing Game Operation Up to Date

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

Bonnie, Cleveland, To Have a New Site

CLEVELAND, Nov. 7.—Bonnie Park, near here, will have a new location in 1937, the State having taken over the former site, said Harry L. Milgate, secretary of the park company. He said location of the new site would be announced in February, when work will be started for an early opening.

These officers have been elected: Larry Jones, president; George Stone, vice-president; Harry L. Milgate, secretary and general manager.

Management plans to locate a winter home for concessioners, regular employees of the park and officers, idea being that each head of a family will be entitled to a cottage, rent free, and with an opportunity to purchase it if desired and paying for it-in work. Erection of a large clubhouse also is planned.

To Improve Detroit Pool

DETROIT, Nov. 7.—Crystal Swimming Pool, opened last summer at Eight Mile and Greenfield roads, outside of city limits, found business so good this year, said Manager Henning Rylander, that the company will make major improvements to invite larger crowds. A new sand beach capable of holding 500 and additional landscaping will be chief features of improvements. Company has just been incorporated with a capitalization of \$50,000.

Fight Renewed for State Publicity Bureau To Exploit Jersey Resorts

CAPE MAY, N. J., Nov. 7.—Percy H. Jackson, director of the Board of Chosen Freeholders of Cape May County, has renewed his one-man fight to secure legislation which would set up a State department for advertising and publicity. Waging the battle for the past three years, last year he was successful in having a bill introduced appropriating \$150,000 for State-wide advertising to publicize the numerous resort towns along the Atlantic Coast.

The bill was changed in committee and a substitute bill appropriating \$100,000 was introduced. But during economy and relief talk, the measure was lost in the shuffle. Mr. Jackson's big job, as he puts it in the first of his series of radio talks, is to attempt to show members of the legislative branches that an appropriation for publicity and advertising would be a good investment. Additional tolls from Dela-



HARRY C. BAKER, New York, president of the National Association of Amusement Parks, Pools and Beaches, who has announced some timely topics selected by the program committee for sessions of the annual convention in the Hotel Sherman, Chicago, on November 30-December 4.

Schott Again Head in Cincy

Young Coney Island president reports big season—improvements to be made

CINCINNATI, Nov. 7.—The best season by far since that of 1929 was reported by President and General Manager Edward L. Schott at the annual meeting of Coney Island, Inc., here on November 2. He was re-elected to the post which he assumed in August, 1935, when 28 years of age, to succeed his father, George F. Schott, who died on July 25, 1935.

Plans were announced for extensive improvements for next season and installation of considerable new equipment. President Schott's report was greeted with applause. He also declared that the annual autumn down-river tour made by the steamer Island Queen had been the most profitable in many years.

Other officers re-elected are Fred E. Wesselmann, vice-president and chairman of the board; Mason Towle, secretary; Joseph P. Brandewie, treasurer; E. W. Edwards, Walter J. Friedlander, M. E. Lyons, Douglas McClure and Charles Sawyer, directors.

Season Is Big For Nantasket

Beach and Paragon Park report increased biz—steamer traffic is up

BOSTON, Nov. 7.—Nantasket Beach, on the south shore of Massachusetts, reports the greatest business season in 1936 since 1929, according to Harold E. Greene, general manager of Nantasket-Boston Steamboat Company, operator of the Mayflower, Pemberton, Nantasket and Allerton vessels that plied between the Hub and Nantasket Beach.

With more than 1,000,000 paid passengers carried by these steamers to and from the resort, plus automobile traffic, total number of summer visitors and vacationists to Nantasket undoubtedly doubled this figure. Nantasket has a five-mile stretch of clean, white sandy beach on the ocean. The past season observers report that not in almost a decade has the beach appeared so literally black with people surf bathing.

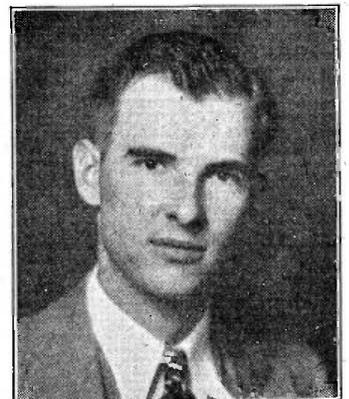
Paragon Amusement Park, together with many other amusement centers, reports improved turnstile business that summer visitors brought along with them. A number of high-class restaurants and hotels at the beach, reasonable (See *SEASON IS BIG* on page 45)

All-Year Air Plug Advocated for A. C.

ATLANTIC CITY, Nov. 7.—Spending of \$200,000 on high-class programs all the year round to plug Atlantic City over the air via WPG was this week advocated by Commissioner Joseph Paxson, as city fathers began to give thought to 1937 budgets. He declared there are a lot of virgin fields from which Atlantic City could derive patronage if the resort were properly put over on the air and pointed out that every coastwise steamer tunes in WPG because of its good ocean reception.

He referred to hundreds who go from here to Miami in winter and wanted to know why this could not be reversed in summer. "I am advocating a far more elaborate radio program for WPG, as I am convinced we could draw from South American resorts and such places as Bermuda if we had some way of reaching them," he said. Much of the money

(See *ALL-YEAR AIR* on page 45)



EDWARD L. SCHOTT, re-elected president and general manager of Coney Island, Inc., Cincinnati, at the annual meeting on November 1. He is 29 years old and succeeded his father, the late George F. Schott, in 1935. The best park season since 1929 was reported and best business in many years by the steamer Island Queen in its fall excursion business on the Ohio River.

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of Cincinnati Office, The Billboard)

Beauty at the Plunge

Advantages of swimming have been known a long time. Health values of the art have been publicized far and wide, but never before has an eminent authority come forward and praised aquatics as to its beautifying benefits as has Dr. James Stotter, New York City.

Dr. Stotter, who apparently is a reader of this column because of his interests in swimming, wrote to this department last week, in part: "I thought it would interest you to know that in my long years of medical experience I have discovered nothing so highly beneficial to one's beauty as swimming. There is really no other exercise that acts so successfully as a beauty aid for men and women as swimming, and I often wondered why those in the business of supplying aquatic facilities didn't advertise this fact more extensively.

"As president of the German Medical Society in Cleveland and prior to that when on the staffs of St. Luke's and Polylinic Hospitals in New York I found that persons who required facial reconstruction were those who never took an interest in swimming. Those who swim always have pretty and handsome faces and well-proportioned bodies, and this point is evinced by the handsome male swimmers we have thruout the country today as well as the beautiful women swimmers. Even before my actual experience when I was a student years ago at the famous University of Vienna, studying beauty surgery, I well remember the renowned professors there extolling the advantages of swimming as beauty treatment. It is for these reasons that I write you at this time, believing it will be of interest to you."

And of interest to me it certainly is—and should be to every reader of this column. When a noted medico such as Dr. Stotter takes the time to write to a trade journal far away from his own field to rave about the beautifying advantages of swimming it's about time every man in the pool industry pricked up his ears and took notice. I know that you've all preached the health influence of swimming and that there are various Swim-for-Health campaigns waged thruout the country each year, but, as Dr. Stotter stated, not enough attention is given to the beauty angle.

To my mind the beauty side is as important as health, if not more so, for men and women alike are all interested in either getting prettier or remaining so. And if you sell them the idea that swimming can help them acquire that beauty all the more persons can be attracted to the sport.

Therefore I should like to take this opportunity to urge all pool men to use the word "beauty" in their ads this year as much as "health." It might be a good plan for Martin Stern to adopt in his national aquatic drive next spring, as well as Paul Huedeppoh in his Jantzen campaigns, altho the latter has employed the beauty angle to some extent already. Indorsements like that from Dr. Stotter are marvelous for swimming. I don't know how the learned doctor would feel about giving a written testimonial to pool men to use in their ads, but I'm sure that, from the tone of his letter, he's interested enough to co-operate in every way possible. Indorsements from various noted stage beauties would be easy to acquire and as important as the testimonials that pools are getting all the time from health commissioners. So take advantage of that which exists—swimming helps one become beautiful! Tell your prospective swimmers about that and they'll no longer be prospective but actual.

Turnstiling the Tables

Ran into Harry Lanzner the other afternoon. He runs Park Central indoor tank, New York City, and he immediately went into raves over the new turnstile system at the tank. Park Central never did use turnstiles up to a month or so ago, and many indoor tanks thruout the country still operate without them. Most of the open-air natatoriums have them, of course, but the inclosed aquadromes just don't think they need them. And I never could understand why outdoor pool men are in favor of turnstiles and their indoor brothers don't give a care. Lanzner didn't either for many years until he discovered that he was doing a

good business in the pool but his receipts were away off. And in checking up he found the proverbial Negro in the woodpile. I'm not saying that every pool cashier or employee is crooked, but the temptation is so much greater without turnstiles, and then, too, it's so much easier to check up receipts at night. At least Harry Lanzner thinks so—and he's a hard man to convince.

Zeta, Beta Swims

Wilrad swim school gave up its small indoor tank in New York City to move uptown and so a local fraternity chapter has taken it over. Pool is now being used exclusively for frat boys, but one of the members confessed to me that there is a possibility that during summer the tank will be open to the public. The revenue taken in will be used by the fraternity and, if the plan goes thru, the members who are taking summer courses in New York will turn pool operators for the three months.

Dots and Dashes

Ralph Williams writes in to inform that Bill Goll, whose whereabouts were queried in this pillar recently, has just closed his water act with Max Linderman's World of Mirth Shows. From early reports it looks as the more indoor pool operators than ever before will attend the convention in Chi next month—Billy Rose has aspirations to become a pool owner, but "on a very big scale," as he told the writer. Water bikes will try for a revival in Miami pools this winter.—And Shipwreck (Flagpole Sitter) Kelly is going to enter the water stunt field.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, Nov. 7.—Boardwalk started putting up its winter front this week and many lights went out until next season. Million-Dollar Pier holds its net hauls for the last time over the week-end, after which Capt. John L. Young will pack up at No. 1 Atlantic Ocean and leave for Palm Beach.

Doc Couney has boarded his incubators, this year a free exhibit, but will be back in spring. Johnnie's bumper, only one allowed on the walk, also was boarded, its operator being one of the oldtimers of the boards. Hubin's has put up a winter front. George Miller, with Fortune, plans to keep going all winter and has installed a storm front. Pennylands, wax exhibit and ice-cream places also went dark this week.

Activity will center a block farther down at the Auditorium, where first football game will be played tonight, to be followed by an all-winter program of ice hockey, skating, carnivals, tennis, boxing, wrestling and basket ball.

Harry Waxman announced Hollywood would return vaudeville over the week-end for start of the winter season. Steel Pier will continue vaude, despite rumors to the contrary. George Chartier is putting on a high-pressure campaign for President Pool. Manager Phil Thompson of the Auditorium holds a week-end conference in New York on ice schedule. W. K. Warner, with Ringling Bros.-B. & B. Circus all season, will return for the cold months. Ed O'Keefe, old-time minstrel and theater owner, organized a county-wide glee club as a Roosevelt boost. Ex-minstrel Charlie Dootin has a couple of good offers to return to baseball. Veteran stock and legit man, Frank E. Walters, running a theater in Philadelphia, took the week-end off to visit oldtimers here. Lincoln G. Dickey, former manager of the Auditorium, flew down to interest Atlantic City in putting in an exhibit at Great Lakes Exposition, Cleveland, next year.

With the Zoos

BOONE, Ia.—A wild-animal farm is being started near here by H. J. Darnley. Animals will be trained and boarded and a heated building will house tropical denizens in winter. There will be men and women trainers and daily training periods. Boone Chamber of Commerce is co-operating. Elwood Emery, trainer of Baby Mine, Iowa children's elephant, and 30 years in the training field, is expected to join the staff.

PHILADELPHIA—This city is planning to build a barless and cageless zoo with—(See WITH THE ZOOS on page 45)

American Recreational Equipment Association

By R. S. UZZELL

As convention time approaches we gather momentum all along the line. Members of the association who had not yet decided to attend the 1936 convention are falling into line as they hear of the large number of their friends who are going to make the trip this year. Exhibitors who were hesitant two and three weeks ago are reserving space and sending in their definite commitments.

We shall have more nearly a sellout this year than in any year since we departed from the Stevens Hotel. This has all been accomplished before the publication of any of our programs. Another new push will be scored when the well-prepared programs are seen. Shorter programs and more time for discussion will surely make each subject more helpful to the active men in the management of our parks and factories.

Where Are the Doubters?

The settlement of last year's account between the NAAPPB and AREA has progressed continuously since late summer and has paved the way for a fine feeling of co-operation that will be reflected in a better working agreement between us than has ever yet been enjoyed.

Rex D. Billings and his wise and little Barron Billings have been with us from Montreal for a few days. New attractions, new acts with a quest for any worth-while innovations absorbed Billings' time while in the big town. He noticed about 20 degrees difference in temperature while here. Old Broadway still is some magnet for Rex. Its grip once felt seems never completely relaxed. Belmont Park in the Land of Snows will have several new attractions for 1937. There will be some changes in the staff for next season. Billings has definitely decided to remain at the helm another year.

Where are the doubters of the New York exposition? As our friends visit the grounds and see the work of grading and filling going forward night and day and have learned that a \$700,000 Administration Building of permanent construction has been contracted for and will be occupied before the close of 1937 they begin to seriously think of what definite part they will take in the \$50,000,000 show which is sure to bring \$1,000,000,000 to New York City.

Those who become frightened at the mud and soft ground out there now should ask some of us what was done in the mud at Rye, N. Y., before beautiful Playland took shape. Up there some trucks almost disappeared from sight in the new fill where now are found substantial buildings. A lot of settling and frezging will have taken place before the great city of pleasure and wonder appears.

Wendler To Make Bow

By the fall of 1937 there will be terra firma on which to work. There will be no turning back now that the site has been acquired and work has been in progress since last spring. The reclaiming of this submerged land, mosquito infested, is alone a great constructive feat and should inspire other municipalities to turn into a thing of beauty some of their eyesores and pest holes which have annoyed the aesthetic and been a menace to the city since its foundation.

Armand Vincent, of Montreal, heads a group of Canadians who are planning an ice palace in winter sports for the New York exposition. It contains features which our amusement parks should ponder well.

John Wendler, president of Allan Herschell Company, will read a paper for us in Chicago. This will be his first appearance. He has been asked to do it by his neighbor, our president, George H. Cramer. J. N. McKenzie, the treasurer of the Herschell Company, has appeared before us, but never before have we had Wendler. He is one of our old-

timers and can tell us a lot that some of us have missed.

William de L'Horbe Jr. is here for a few days endeavoring to work out plans for selling and operating the Flying Skooter and some of his own ideas. He, like all others, learned that no concession contracts can be had at the New York exposition until late in 1937. Most visitors see the grounds being filled in and graded and go away with an assurance that the exposition is surely on the way.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: From time to time within the confines of this column we have discussed the possible stand-out features of the 1939 World Fair. Speaking as one who has been around the Long Island scene for quite some time, and who can remember what is presently the site of the ensuing expo at Flushing when it was wild enough to make Mr. and Mrs. Martin Johnson water their mouths, we have some thoughts.

Previously we toyed with the prediction that Frank Buck would be a stand-out as an individual at the '39 fair, first because the bring-'em-back-alive fellow is a showman in the true sense of the word, and secondly, because Frank is, generally speaking, already "on the grounds," his huge animal farm being situated at a relatively short distance from Flushing Meadows.

Sally Rand, who shook a fan at Chi so deftly that she waded herself right up to Number One Personage of the fair, may have a svelt figure and appealing smile, but never the variety of animals that Frank Buck possesses. We can't vouch one way or the other on how Frank Buck looks behind a fan, but for his smile (if such things count with animal fellers) it is a long shot from being unattractive. As for showman-ship, certainly Buck is not Miss Rand's inferior, and some folks may say that he is a bit better. That is debatable, and we take the neutral stand there.

Buck has the trick of making the country animal-conscious. Funny, too, he can bring the craze into being, let it lapse, then bring it back! It is this writer's contention that what a pretty little lady can do with a fan, a husky man may be able to do with a whip. If that makes any sense.

Anyway, a lot of water will pass under the bridge between now and the time that Prez Grover Whalen will turn the official key to let the world into the fair. Who knows but that probably an acrobat, a toe dancer or a ballad singer may steal the brightest glare of the fair's limelight?

Which brings to mind Mr. Whalen's statement apropos his desire to have no one feature stand out, but have them all shine with equal brilliance. To which we say: Could edicts or anything else have prevented Babe Ruth from becoming a bigger attraction than the team he played with?

In our thoughtful moments we also gave some consideration to automobile racing cutting something of a figure in connection with the great exposition. Paradoxically, the auto racing that will go on for fairgoers will be a long distance from the grounds. Probably at George Marshall's monster Roosevelt Speedway, near Mineola, or the Madison Square Garden Bowl, Long Island City. Plus this there are eight other tracks on Long Island.

Auto racing is being given a big build-up and if its popularity rises as it has hereabouts for the two years past World Fair patrons will see plenty of it.

Quincys Return to Paris

PARIS, Nov. 2.—T. Jay Quincy and Miss Quincy, American high diver, have returned to Paris after playing the season in parks in Norway, Sweden and Denmark.

MAKERS OF MECHANICAL SHOOTING GALLERIES W. F. MANGELS CO. CONEY ISLAND, N. Y.



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LA. MISSES RECORD

Siege of Rain Prevents Highest Mark for Annual in Shreveport

With promising conditions, eager public and a great show, weather puts damper on 10-day event—some damage done by wind—outpouring of showfolk visitors

SHREVEPORT, La., Nov. 7.—Altho official figures have not been given out, attendance at the State Fair of Louisiana here on October 24-November 2 was less than half of the more than 100,000 at the 1935 fair. Out of the 10 days there was not a cloudless day and only two days without some rainfall, October 30 and November 2, and even on those days there was a mixture of clouds with sunshine. A heavy downpour deferred official opening shortly after noon. The 18,000 seats for the Louisiana-Arkansas football classic were sold in advance, but due to the rain only about 15,000 braved the downpour. Most of the football crowd left immediately after the game and there was light patronage at night grand stand, Gladway and other performances. It was Press Day and about 700 newspaper folks of Louisiana, South Arkansas and East Texas gathered for the annual frolic.

On the following day, Sunday, before the first auto race could be run rain in cloudburst proportions forced everybody to shelter and caused abandonment of the initial program. Wind caused several tops to be unfastened. Gladway marquee was among tops that collapsed. An automobile exhibit top, 100 by 150 feet, was knocked off, resulting in a salesman being injured sufficiently to necessitate several days' hospital care. Three women also were hurt. Some buildings were partly flooded, including Agricultural Hall, and it was necessary for the association to build hurriedly levees to turn water away.

Closing Sunday Big

Monday, October 26, Children's Day, with all youngsters admitted free and given special low prices to shows, rides and other attractions, was also a bad-weather day, with sunless skies and (See LA. MISSES on page 44)

\$60,000 Exhibit for Frisco

SACRAMENTO, Nov. 7.—Sixteen Northern California counties will unite in a Golden Empire exhibit at Golden Gate International Exposition, to be held in San Francisco in 1939, according to Arthur S. Dudley, secretary-manager of Sacramento Chamber of Commerce. Exhibit will cost about \$60,000 to install and \$50,000 to operate for duration of the fair.

N. C. "Strike" Versions Given

CINCINNATI, Nov. 7.—Regarding the "artists' strike" which hit Coastal Fair, Wilmington, N. C., Saturday night, October 17, as told by a dispatch in *The Billboard* of October 31, M. B. Howard, Southern representative of George A. Hamid, Inc., New York, which booked in some of the acts, has sent the following statement:

"In *The Billboard* of October 31 there was a writeup of Wilmington (N. C.) American Legion Fair about me. The statement is entirely wrong. The fair had a big Tuesday; in fact, several good days. On Friday our contract was due. I went to the office to draw some money and they said they had none, not a dime. I asked, 'How do you expect to pay the acts?' They said, 'If we get it after everything else is paid we will give you what is left.' So on Saturday the acts worked in the afternoon and we had a meeting with the fair association. They said they had \$1,800 more bills to pay and after that they would see what they could do.

"I told them to take the money that came in and give the acts one-third, the fireworks part and the labor and premiums their part, as the acts had to have enough money to get out of town. They insisted on \$1,800 for labor and premiums first and said if there were anything over that they would split it, but they knew there was no chance of (See N. C. "STRIKE" on page 45)

Bixler Charges Breach Of Contract in Savannah

SAVANNAH, Ga., Nov. 7.—Mort L. Bixler, Mobile, filed a petition in Superior Court here seeking to enjoin Savannah Fair, sponsored by Savannah Post, American Legion, and scheduled for November 9-14, from interfering with his management in accordance with a contract between him and the fair committee, and asking that an auditor be named to take charge of receipts and distribute them according to contract.

He sets forth that he was to receive 50 per cent of net profits and was to be allowed \$35 a week drawing account. He charges that the committee breached the contract and placed a new manager, W. Z. Browers, in charge.

Mr. Bixler maintains that he will sustain a loss unless competent and experienced management is given the fair.

Big Gates in Emporia, Va.

EMPORIA, Va., Nov. 7.—Five-County Fair here closed on October 23 with largest paid attendance since 1927. Weather was good on all four days. Large attendance was attributed largely to harness horse racing, the first class races that the fair has had in several years. Emporia Fair out horse racing five years ago, but will go stronger for it in 1937, said Secretary B. M. Garner. In exhibits all classes were filled. Grand-stand show, well received, was headed by Bonnie Brownell's *Continental Revue*, booked thru George Hamid; music by Frank Cervone's Band; Cooke and Cooke, Hollywood Clowns, and Dare-Devil Miller on his motorcycle. Strates Shows furnished midway attractions.

Profit Up in Indianapolis

INDIANAPOLIS, Nov. 7.—Net profit of \$51,360 for the season of 1936 of Indiana State Fair was reported by the board of agriculture. In 1932 a deficit of \$20,000 was recorded; in 1934 profit was \$13,611 and in 1935 profit was \$37,125. Attendance at the 1936 fair was 365,000, exceeding previous year by more than 55,000.

Great Lakes Bosses Do Scouting; Partner Takes in Son of Collister

CLEVELAND, Nov. 7.—Lincoln G. Dickey, director general of Great Lakes Exposition, here, is resting in Bermuda en route home from a visit to Dallas and Fort Worth, Tex. It probably will be another fortnight at least before he arrives in Cleveland.

Frank D. Shean, in charge of the midway and Streets of the World concessions, and Sammy Brinn, in charge of admissions, will leave on Monday for a tour of the South. They will visit Dallas and Fort Worth before their return, inspecting attractions and features. It is probable that they will be gone two weeks.

An interesting announcement is made by R. A. Miller, prominent Cleveland coal dealer and partner of the late Larry



MISS MABEL L. STIRE, secretary-manager of Mississippi Free State Fair, Jackson, which set all-time records on October 19-24. The busy executive, who has held her post since 1915, was hostess during the week to about 200 State editors and to a large group of visiting fair officials who came to witness personally what they had been told about School and College Day on Friday in Jackson.

Rome World's Fair Is To Start in 1941

NEW YORK, Nov. 7.—Announcements from Rome, Italy, last week officially confirmed reports that that city will be the scene of another World's Fair in 1941. Opening date, subject to change at this early date, is October 28, 1941, 19th anniversary of the Fascist march on Rome, and closing date, October 28, 1942. Exposition will celebrate 20th year of Fascism and fifth year of the new Italian empire.

According to reports, Mussolini has approved plans that will require several thousand workmen several years to put into execution. About 625 acres of land situated on the Tiber River between Rome and the Tyrrhenian Sea at Ostia have been set aside as the site.

Plans, according to Marcello Piacentini, Italian architect, call for the construction of parks, hotels, athletic fields, swimming pools and railroads besides an extensive array of exhibition buildings. All buildings will be constructed for permanent use, Italian government being anxious to extend bounds of Rome toward the sea. It is the plan to convert buildings into factories, schools, museums and government buildings at conclusion of the fair in 1942.

CLOSING at Anderson (S. C.) Fair on November 7, Mills and Mills, high wire, intended to return to their home in Chillicothe, O., after a season of 31 weeks with Dodson's World's Fair Show and signing of contract for 1937, to make the fourth season with that organization.

Collister in the Loop-a-Plane and other expo amusement concessions last summer. Mr. Miller will carry on at next year's expo as he did this year, but Cameron Collister, Larry's 10-year-old son, will occupy the place held by his father. In other words, Mr. Miller is seeing to it that the boy becomes his partner and shares in profits of the enterprise just as his father did, Mr. Miller acting as the lad's guardian. His generous action has been acclaimed thru-out the entertainment field of Cleveland.

Howard Krause, who managed Black Forest concession, is in the beer business in Lima. Harry Kerr, his partner, is looking for a location to spot his Mammy's Log Cabin Show.

HARRY KAHN

Writes on

Getting Repeat
Grand-stand Crowds
In the Christmas Number
of *The Billboard* Dated
November 28, 1936

Mobile Gets Best Crowds

Rearrangement and larger midway draws an estimated 150,000 thru free gate

MOBILE, Ala., Nov. 7.—Greater Gulf Coast Fair here on October 26-November 1, operating with a free gate, attracted greatest crowds since the annual was organized, according to Fournier J. Gale, president of the fair association, and Elmer C. Velare, of the Royal American Shows, on the midway.

Saturday and Sunday were banner days in crowds and business done by shows, rides and concessions. An unusual feature of the drawing power of the 1936 fair was that only one daily newspaper co-operated fully with the carnival company, according to officials of the latter. It is estimated that more than 150,000 visited the grounds on Mobile Bay at Arlington fairgrounds.

With exception of Wednesday, weather was clear and warm. This and improved presentation of exhibits, including an increased number, and more flash by the Royal American Shows was given as the main reason for increased business. And this was done without any free acts, grand-stand show or featured bands.

Agricultural exhibits were 30 per cent more than in 1935, featuring the U. S. mechanical exhibit. Citrus exhibits from Mobile and Southern Alabama counties, as well as Mississippi counties, were greater in number than in previous years. This also extended to pecan exhibits. Merchants, auto dealers and farm machinery companies had more goods on display than usual. Exhibitors said that the fair management had attracted them to the grounds by improvements and rearrangement of exhibit buildings. The association offered large premiums, attracting exhibitors who had never made the fair before. Better business conditions in Mobile and adjoining county of Baldwin, where farmers had good crops, resulted in increased business at the fair.

There was not an arrest or a complaint filed with the police during the fair. The clean and orderly manner in which shows, concessions and rides were operated was commented upon favorably by city and county officials. Officers of the fair are Fournier J. Gale, president and treasurer; W. T. Ramsey, auditor; E. T. Rosengrant, secretary; Jay G. Janett, publicity director; Charles J. Brockaway, agricultural director. Tuesday was Merchants' Day; Wednesday, Baldwin County Day; Thursday, Roosevelt Day; Friday, School Day; Saturday, Traveling Men's and 4-H Clubs' Day. There were no radical changes in general policies, except an improved lighting system, more general renovation of buildings and better accommodations for exhibitors.

Final Figures for Laurel Reflect Success of Annual

LAUREL, Miss., Nov. 7.—Final figures are on the right side of the ledger for South Mississippi Fair held here on October 12-17, reported Secretary-Manager E. P. Ford. There will be added features at the municipally owned and operated annual in 1937, he said.

Barnes-Carruthers furnished grand-stand acts, auto races were by J. Alex Sloan and Hennies Bros. Shows were on the midway. Increased exhibits reflected growing interest in the fair, said Mr. Ford.



Texas Centennial Exposition

DALLAS

By HERBERT DE SHONG, THE TIMES HERALD, DALLAS

Problems in Plans for '37

Tentative layout for continuation of expo already is getting consideration

DALLAS, Nov. 7.—A large capacity outdoor theater casino of the Casa Manana type will be the feature of the 1937 exposition in Dallas, according to tentative plans being worked out in advance of closing of Texas Centennial Exposition on November 29. Ray A. Foley, assistant to the director general, has been assigned the task of organizing a tentative layout for 1937, which directors of the fair corporation have promised will include many changes from the present.

Many knotty problems face the planners. R. B. George will take over his race-horse track on the grounds, leaving the fair with no site for Cavalcade of Texas and the military camp. Tentative Cavalcade sites include a block by the Humble Oil building and space occupied by Streets of Paris, which could be shifted to another spot.

Stanley Graham's Showboat will be turned into the Red Barn for next year and Midget City will remain alongside. Tom Wolfe's Holy City is to stay. Falstaff Tavern will remain, but the Globe Theater will be turned into an English music hall, perhaps offering Gilbert and Sullivan works. Disposal of most of the other shows is undecided as yet. No public announcement of the layout or theme for 1937 will be made before the 1936 expo closes. A new name may be given the exposition then. No announcements have been made concerning continuation of any present exhibits and it is understood that the exposition management has made no formal proposals of continuation yet.

Gainesville Circus In

Col. W. T. Johnson's scheduled rodeo engagement for two weeks, beginning on November 15, has been canceled and Frank Buck's Jungle Circus will open instead on November 14 for a 14-day run. It was understood that Colonel Johnson withdrew his option to come in the fair for the last two weeks on a split-take basis. He played the exposition in June on a guarantee.

The exposition paid Gainesville (Tex.) Community Circus a flat price to stage two performances in the live-stock arena night of November 5. Buck's show will also be in the arena.

Organized tours of school children and special days designated for citizens of Texas towns barely enabled the exposition to keep its attendance to a presentable figure for last week. Halfway mark toward the 6,000,000 was recorded.

As the week reported ended on Wednesday show was beginning to thaw out from a severe blizzard that struck on Monday and forced the entire expo to close around 9 p. m. on Tuesday. A new low attendance figure, 10,191, was set on Tuesday, as thermometers went down to the 25-degree mark.

The week started off with bad weather, too. Wednesday, Firemen's Day, was wet and overcast. Despite weather the evening fire-fighting stunt went off well, making one of the best thrill shows the management has itself staged. A three-story house was filled with smoke bombs and flares to make it appear to be afire. A spectacular parade of equipment answered the alarm. A family was rescued from the top floor by means of ladder towers, hoists and belts and life net.

Halloween Not So Good

Friday was Jesse H. Jones Day. The RFC chairman and his wife saw Caval-

Attendances

Previously reported	5,303,830
Oct. 28, Wednesday	18,897
Oct. 29, Thursday	27,221
Oct. 30, Friday	39,222
Oct. 31, Saturday	58,120
Nov. 1, Sunday	42,766
Nov. 2, Monday	18,498
Nov. 3, Tuesday	10,191
Total	5,518,745

cade of Texas Thursday night and paid it high tribute. At ceremonies Friday morning Mr. Jones watched Lieut. Gov. Walter Woodul present diplomas of bravery to Pilot Ed Hefley and Mrs. Eugene Scacher, of South Dakota. Pilot Scacher died of burns and injuries he sustained when he and Hefley safely landed an airplane in which Jones and his party were riding when it caught fire near Dallas on June 12. That was President Roosevelt Day at the exposition and the Jones party were returning to Houston after meeting the President. Mayflower Doughnut Shop fostered Doughnut Day on Friday. Doughnuts were given visitors as they entered the gates and dunking contests were held thruout the day for children, women and men.

Attempt to move Dallas' annual downtown Halloween festival to the fairgrounds was only halfway successful on Saturday. Attractions were free admissions to persons in costume for a 90-minute period beginning at 7 p. m., costume contests with cash awards, orchestra and variety acts followed by three simultaneous Negro battles royal in the court of honor. Exhibit halls were closed at 6 p. m. on Saturday to forestall damage from vandals and to focus attention on carnival aspects of the evening. Attendance for the day was 58,120, about 27,000 of that after 6 p. m. Saturday was also drizzly and cloudy. International Sheep, Goat, Wool and Mohair Show opening on Saturday topped the list of live-stock and poultry activities.

Thrill Circus Is Free

A partial performance of the Frakes-DeLuca thrill circus was staged Sunday afternoon in the race track concourse. No admission was charged, altho the show was first brought here for a full performance behind a 75-cent gate two weeks before. That showing was barred by the park board. In Sunday's show Jean DeLuca, 21-year-old blonde, drove her car over a row of 75 sticks of dynamite, hurtled it off ramps for long broad jumps and played a game of auto polo with a large ball. A mishap nearly occurred when her car climbed onto the large ball and was flipped over. Capt. W. W. Frakes drove his car thru a burning building.

After Monday and Tuesday had been ruined by weather, warm sun shone on the grounds for Will Rogers Memorial Day, John Boles Day and Greenville (Tex.) Day. One hundred citizens came from Claremore, Okla., to stage Will Rogers memorial ceremonies. Home for a short visit, John Boles, screen star, was leader of about 3,000 of his hometown folks who came for Greenville Day. Day also brought nearly 10,000 school children of Texas counties to establish a new record for organized school tours in one day.

Frisco Ad Club Is Told About W. F. Print Pageant

SAN FRANCISCO, Nov. 7.—With Col. James Franklin Bell, executive vice-president of Golden Gate International Exposition, as guest of honor, San Francisco Advertising Club members in the Palace Hotel on Wednesday heard how plans for the 1939 World's Fair are progressing.

Ad men were informed that the exposition exhibits will include A Pageant of Print, which will tell the story of American journalism from its birth in

New England in the 17th century to its present place. Newspapers of the Pacific Coast and the NEA are behind this effort to direct attention to the newspaper's part in national life.

Howard Willoughby, chairman of the Ad Club's civic affairs committee, introduced the speaker, and Nathan Danziger, club president, presided.

Gray With Webster Co.

CHICAGO, Nov. 7.—R. M. Gray, who supervised installation and operation of all public-address equipment at A Century of Progress, has been appointed sales manager of the Webster Company, maker of sound equipment.

Fair Grounds

MIAMI, Fla.—International Industrial Exposition Company, of Miami, has been chartered by the secretary of state. Authorized capital stock is 50 shares. Incorporators are given as J. M. Shepard, W. U. Wester and D. W. Bartlett.

ENID, Okla.—Despite drought, Garfield County Free Fair and County Poultry Show, ending here on October 30, was a decided success, said officials, with best agricultural exhibits in many years. Rides and concessions did good business. Fair was held in the 3,000-seat convention hall and an adjacent building.

WADESBORO, N. C.—Anson County Agricultural Fair Association, Inc., has been granted a charter by the secretary of state. Incorporators include Dr. F. Y. Sorrell, C. C. Greene and J. W. Cameron.

DOVER, O.—Directors of Tuscarawas County Agricultural Society authorized an architect to proceed with plans for a \$30,000 WPA grand stand on the fairgrounds here, to be constructed of brick, steel and concrete and to seat 2,300. Space under the stand will be used as an exhibition hall. Cost to the fair society will be \$10,000. County commissioners agreed to advance that sum and to subtract \$1,000 a year from the annual appropriation until the sum is paid off.

LEIPZIG, Germany—Leipzig's Spring Fair will get under way on February 28 and will run thru March 8. Sample Fair will wind up on March 5, with Textile and Clothing Fair running until March 4. The vast Technical and Construction fairs continue until March 8, with closing of Photography, Optical and Motion Picture Fair set for March 5.

KEWAUNEE, Wis.—Receipts for 1936 Kewaunee County Fair amounted to \$10,925.22, with disbursements of \$10,127.59. In addition there is a cash balance of \$2,462.14 and \$2,050 in State aid still to be received. About \$1,600 was spent in the past year in improvements on grounds.

MANSFIELD, La.—De Soto Parish Fair Association met with the parish police jury to plan a permanent location for the 1937 fair. Jury has agreed to purchase 20 acres near the old fairgrounds in northeast part of the city at a cost of \$2,500, one-half of which is to be paid immediately. Jury appropriated \$625 and hopes to raise rest by popular subscription. Plans are to be drawn for building when amount needed for down payment is raised.

Grand-Stand Shows

A SUCCESSFUL season of three months at fairs in Virginia, West Virginia and North Carolina is reported by Bandmaster A. J. Wagner for Wagner's Band,

Ontario Cuts Out Fair Tax

Levy on midway and grandstand ducats abolished by provincial government

TORONTO, Nov. 7.—Duncan Marshall, minister of agriculture of Ontario, announced that the Ontario government has abolished its tax on attractions and amusements at large agricultural fairs. Lifting of the tax, he said, would benefit the public in the form of reduced admission prices.

Royal Winter Fair, opening here on November 18, will be the first to benefit. Ottawa and Guelph shows will also be affected. Canadian National Exhibition, when it again opens, will likewise be able to offer lower-priced tickets for midway, grand stand and other attractions within the grounds, it is declared.

Wherever the amusement tax applies to any fall fairs it will be canceled, Mr. Marshall added. This tax has not been levied on general admissions to these smaller shows, but has in some cases applied to grand-stand tickets. The course the government has taken is the result of repeated conferences on the situation between Mr. Marshall, Premier Heppburn and representatives of exhibitors.

Tax was slapped on pay attractions and amusement features at fairs and exhibitions early in 1935 at the time the Heppburn government extended the amusement tax on motion picture theater admissions. Originally it was to apply also to general admissions to exhibition grounds, but warm protests resulted in withdrawal of this plan, and now continued objection to the tax on admissions to midway shows, horse shows, grand-stand performances and other attractions and amusements has resulted in its cancellation. Tax in most cases was not absorbed by fairs but passed along to the public by increasing admission prices by the amount of the tax.

which ended its fair dates at Coastal Plain Fair, Tarboro, N. C., on October 31.

ACTS at Coastal Plain Fair, Tarboro, N. C., included Jammie Graves, Swinger and Swinger, Spriggs Sisters, Dalny Jane, White Brothers, Doss Dog, Pony and Monkey Circus, Oswald, comedy horse, and Wagner's Band.

DE KOHL TROUPE, reporting one of its best seasons, is at home in Macon, Ga., having played Chattanooga (Tenn.) Better Homes Show week before last. Troupe, booked for Macon (Ga.) Shrine Circus this month, comprises Perry De Kohl and daughters, Gladys, Collette and Virginia. Mother and a little grandson travel with them.

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ACTS WANTED FOR 1937 FAIRS

Revue, Troupes, Animal Acts and others. Give full details. Write

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1937 SUMMER SEASON. Reliable High-Class ACTS—Animal, Novelty, Acrobatic Troupes. FLORENCE E. REINHUTH, Minneapolis, Minn. 64 South 11th Street. "WE TREAT YOU RIGHT."

CAN USE A FEW MORE SENSATIONAL ACTS FOR OUR 1937 FAIR SEASON • WANT ACTS NEW TO THIS TERRITORY • WRITE FAIR DEPT.

GUS SUN BOOKING AGENCY SPRINGFIELD OHIO

Slump Cuts Frontier Biz

Advertising of closing on October 31 has had effect—three attractions left

FORT WORTH, Tex., Nov. 7.—The week following first scheduled closing date of Frontier Centennial, October 31, was greeted with poor business, due partly to weather, which was near freezing for several days, and partly to advertising given the show in dailies. For two weeks prior to October 31 all advertisements warned showgoers that there were just so many days left to see the show.

Up to the last day, in spite of the fact that the management had announced in news columns that the show would continue thru November 14, the advertisements still said the show was closing on October 31. As a result many thought the show closed on last day of October in spite of later publicity about the holdover. Some of the few people in attendance that week thought it had closed because of the small number present and because of few attractions open.

Of all attractions that opened here last July and since that had admission charges only three were left for the last weeks of the show: Casa Manana, Nude Ranch and Walter K. Sibley's Snake Show. Pioneer Palace, only other attraction open, has no admission charge. List of paid shows included Jumbo and later the International Circus, *The Last Frontier*, Neptune's Harem, Beauty and Beast, Milk Bath, Oriental Theater, Joe Peanuts, Bozo, the large steer exhibited by Graham Young, and other shows.

Special Events Finally

Billy Rose was given a luncheon and a silver cup at the Fort Worth Club by the board of control of the show. Paul Whitehead and orchestra and entertainers left on November 3 for New York. Rhesus monkeys which have held down Monkey Mountain were taken to Forest Park Zoo here for the winter. Olin Thornton attractions left on October 30 for winter quarters in San Antonio. Most of those connected with the Thornton attractions will go to San Antonio.

During the farewell two weeks Rose and staff contributed some special events to draw crowds. On November 2 there was scheduled a \$50,000 insurance bank night at Casa Manana. November 3 was Pioneer Costume Night, with persons dressed in old-fashioned clothes being admitted free between 6 and 7 p.m.; November 4 was Sweethearts' Night, with women free at gate when accompanied by a man. November 5 was Treasure Night, with five \$100 bills pasted in conspicuous places thruout grounds. Such events as these were mentioned in formative plans for the show, but this was first evidence of special attractions of any kind at the local show or of anyone being admitted free to the grounds either.

New Girls Come In

Mary Lou Bentley, one of the Casa Manana chorus girls, took Sally Rand's role as Little Egypt in the revue for remaining week of show. New showgirls taking places of those who left the revue for other engagements on October 31 are Glenyce Audrey, Frances Haley, Irma Lee, Fay Mayo and Mildred June Bardwell. New dancers in revue are Gypsy Sheppard, Jean Stewart, Millie Millerick, Jerry Richards and Jack Sims. Misses Haley, Audrey and Bardwell went into Casa Manana from Pioneer Palace, making it necessary to be given without line girls and showgirls. The vaude acts are moved from stage above bar to dance floor, where they give longer and different acts from those presented above the bar. Joe Frisco is emcee.

Elizabeth Morris, Edith Goode, Jacke Gately, Verba, Lee Ellison, Charlene Harkins, Pat Morgan, Wilbe Lingo and Marlon Rogers, dancers from Casa Manana Revue, joined the Sally Rand unit show as line girls. Rose Reedy, prima donna of Pioneer Palace Honky Tonk Revue, will also be in the Rand show. No other new acts were brought

in to replace Cardini or the Sally Rand fan dance. Mlle. Corrine was sought for the Rand spot, but she preferred to remain in Dallas. Radio Rogues replaced Jack Powell.

Nude Ranch Changed

Jack (Beck) Becklean, manager of Neptune's Harem until that show closed several weeks ago, is now at Nude Ranch. Bob Williams succeeded Bob Sandberg, who left for California on October 28 as talker at Ranch annex show. Noel Rosen remains as grinder. Buddy Lewis, human ostrich, visited Rosen at Ranch en route to Los Angeles. Sylvia O'Day is now the only bally girl at Ranch. Jeanne Mason is in Pioneer Palace chorus now. Since October 31 Nude Ranch is just plain "Nude Ranch" and not "Sally Rand's Nude Ranch" as she left the show on that date.

Gene Berry, weight guesser, recently purchased a new Viking V-8 car for a trip to Florida after this show closes. Pig races, operated by Sam Salerno and Tony Miller, closed several weeks ago because of cold weather. Betty Pryor and Helen Summers, two of the Six Rosebuds at Pioneer Palace, who had birthdays on October 20 and 24, respectively, were given a joint birthday party in dressing room at Pioneer Palace by cast of Honky Tonk Revue on October 24. Miss Pryor has been out of the Rosebud lineup a week because of the recurrence of a back injury she received this summer while diving.

Mrs. Helen Hughes left last week for a visit with her mother in Grand Rapids, Mich. Her husband, Frank Hughes, was in charge of the double blower here for Olin Thornton. Albert Wright, Benny Hyman and Tommy Davis, Western States Shows, visited last Sunday night, Pug Stokes and Eddie Booth acting as their guides. Irene McAfee was a visitor from the Dallas expo, where she and Jack McAfee have an act with Midget Village. The McAfees came to Texas from the Cleveland expo. The harness which Rossie, the Walter Sibley dog, wore so proudly was stolen from him last week. It had on it metal plates telling names of expositions Rossie had attended with the Sibleys.

Dunn, N. C., Annual Called Most Successful Since '22

DUNN, N. C., Nov. 7.—Great Dunn Fair on October 19-24 staged a comeback with the most successful event since its inception in 1922. Reorganization was effected in midsummer with J. A. Winters as executive secretary-manager. Reduction in admission prices, free parking, free grand-stand show and superior exhibits, as well as the largest publicity campaign ever attempted here, were responsible for the peak record of 38,212 paid admissions, he said.

On Tuesday, White School Children's Day with every school in the county declaring a holiday, tickets were issued by each school and so the fair was able to make a check of attendance, which was more than 13,000. Thursday was the big day, with more than 12,000 paid admissions. Friday was Colored School Children's Day and the same method of checking attendance recorded 2,100.

Billy Ritchey's Water Circus and Graham's cannon act were featured attractions. William Glick Exposition Shows on the midway were the largest ever to play the fair and were given part of the credit for large attendance. Co-operation was thru State and county agricultural agents, headed by J. O. Anthony, Lillington, N. C. Operating expense and premium list was paid before end of the fair and the 1937 fair premium money has already been placed in bank in escrow, said Secretary Winters. Contracts for reconstruction work on grounds for the 1937 fair will be let in a few days.

Nine-Year Attendance Mark Is Broken in Lawrenceburg

LAWRENCEBURG, Tenn., Nov. 7.—Unprecedented attendance on Friday, with a night crowd estimated at 30,000, together with a satisfactory Saturday attendance of some 20,000, overcame diminished attendance during the first three days due to rain and resulted in the best attendance in nine years for Lawrence County Middle Tennessee District Fair here on September 28-October 3. Attendance for the week was about 70,000.

Among attractions credited with drawing power after the performances had become generally known during the first few days were Need's Concert Band, which furnished music during free acts,

Fair Meetings

Canadian Association of Exhibitions, November 19 and 20, Royal York Hotel, Toronto. W. D. Jackson, secretary, London Ont.

International Association of Fairs and Expositions, December 1 and 2, Hotel Sherman, Chicago. Ralph T. Hemphill, secretary, Oklahoma City, Okla.

Iowa Fair Managers' Association, December 7 and 8, Savery Hotel, Des Moines. E. W. Williams, secretary, Manchester. Iowa State Fair Board, December 9, Savery Hotel, Des Moines. A. R. Corey, secretary, Des Moines.

Wisconsin Association of Fairs, January 4-6, Hotel Plankinton, Milwaukee. J. F. Malone, secretary, Beaver Dam.

Indiana Association of County and District Fairs, January 5, Claypool Hotel, Indianapolis. Frank J. Claypool, secretary, Muncie.

Ohio Fair Managers' Association, January 12-14, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, executive secretary, Bellefontaine.

Western Canada Association of Exhibitions, January 18 and 19, Fort Garry Hotel, Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask.

Nebraska Association of Fair Managers, January 19-20, Lincoln Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Massachusetts Agricultural Fairs Association, January 21 and 22, Hotel Brunswick, Boston. A. W. Lombard, secretary, 136 State House, Boston.

Virginia Association of Fairs, January 25 and 26, John Marshall Hotel, Richmond. Charles E. Ralston, secretary, Staunton.

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

Association of Connecticut Fairs, February 16, Hartford (meeting place to be selected). Hallie G. Root, acting secretary, Box 1505, Hartford.

AS INQUIRIES are being made, secretaries of associations should send in their dates.

presented twice daily; Flying Howards, comedy trampoline; Cloyd's bicycles and unicycles; Three Sparks, ring and iron jaw; Atwoods, acrobats, featuring Bozo and Raggedy Ann; Conley's Pony, Monkey and Dog Circus; Five Flying La Vans; Harrison's Cycle, featuring Miss Yetta; Wigands Troupe, teeterboard; Conley Trio, high pole; Blondin-Bellins, Alpine high wire, and Roscoe Armstrong's Bucking Ford Troupe. Monday night was given over to big Horse and Dog Show.

Midway attractions were by Blue Ribbon Shows. Rains, followed by unusually cool weather at night, hurt revenue from rides.

Exhibits were called best in years, 100 booths and all stalls being crowded. Increase in exhibits will result in additional buildings in the spring of 1937, said Dr. E. R. Braly, president and general manager.

LA. MISSES

(Continued from page 42)

some rainfall. However, many thousands of kiddies attended.

Similar conditions prevailed on Tuesday, Shreveport Day, with public offices and a number of business places giving a half holiday, heavily curtailing attendance. It was similar on Wednesday and Thursday, cold temperature adding to the handicap. On Friday, first day on which no rain fell, there were clouds and chilly breezes, but a good-sized crowd attended, and Saturday, October 31, attracted thousands, including 8,000 to the football game between Mississippi University and Centenary College, Shreveport. Many remained for night attractions. Sunday, November 1, started off with a drizzle, but the rain soon stopped and the biggest crowd of the 10 days was present, packing grand stand for auto races and night performance and shows and rides. Closing day, Negro Day, was attended by thousands of Negroes and program was favored with a rainless day altho cloudy.

On perhaps two or three days attendance exceeded that of the same days last year, but as a whole it was far below normal attendance. Had weather been favorable the 1936 event would no doubt have been patronized by the large

est attendance on record because crop and industrial conditions have been unusually good and people were prepared to attend and spend money.

Entertainment a Hit

Exhibits were superior in number and quality to any heretofore, said Secretary-Manager W. R. Hirsch. State Commissioner of Agriculture Harry D. Wilson declared the agricultural show was unequaled anywhere.

Bad weather also caused heavy curtailment of grand-stand patronage, afternoon and night. Programs were so attractive, however, that attendance, except in very favorable weather, was surprisingly substantial. Despite a muddy track horse races were held each afternoon except Sundays.

Revue, *Rise and Cheer America*, which made a great hit, and free acts, which also drew much applause, were furnished by Barnes-Carruthers, with M. H. Barnes, personally on hand. Other grand-stand entertainment included Ceyvone's Band; Frank Ross, emcee; Ainsworth Dancers; Ahern Troupe; Kit Kat Four; Nordic Singers; Grauman Four; Naid-o-Tone; Cimse and Company; Stair and Perez; Mlle. Pierre, prima donna; Royal Swedish Bell Singers; Michan Bros. Displays each night were by Thearle-Duffield Fireworks Company, with Jack Duffield in charge.

Gladway amusements were furnished again by the United Shows of America, with 16 shows and 14 rides. The Octopus ride was shown for the first time on the Gladway here and it attracted many leading carnival owners. Despite bad weather the Gladway drew many patrons. Special exploitation included awarding of \$25 in cash to a grand-stand patron each night; editorial contest among weekly newspapers of Louisiana, in which many papers took part, and distribution of copies of special editions of newspapers featuring the State Fair and resources of their respective communities.

Poultry Show was held in a building of its own. Previously it was staged in the Coliseum, which this year was used for a two-day Dog Show, three-day Horse Show, state-wide beauty pageant, Fiddlers' contests and state-wide meetings of Future Farmers of America and 4-H Clubs. More than 50 young women took part in the beauty pageant, but due to rain attendance was small.

Hirsch Host at Dinner

An idea of good conditions in State Fair territory and interest taken in the fair was given by the sellout of space indoors two weeks before opening, first time in years that this happened. Great demand also was shown for outdoor space, with 90,000 feet alone going for machinery.

Of special interest to show people was the annual performance for benefit of the Heart of America Showmen's Club, Kansas City, Mo., and Showmen's League of America, Chicago. Annual stag dinner for fair officials, showfolks and others directing the fair was held in Caddo parish jail, atop the million-dollar courthouse in Shreveport, of which Thomas R. Hughes, sheriff and friend of showfolks, is official custodian. Secretary-Manager Hirsch was the host. Fifty-six were in attendance and *Rise and Cheer America* artists furnished entertainment, which was richly enjoyed. There also were several barbeque dinners at the Little Beer Garden on the fairgrounds.

It is believed the largest number of show and fair visitors ever attending a fair was here, which gave Mr. Hirsch, President George Freeman, Assistant Secretary-Manager Joe T. Monsour and other fair officials lots of pleasure. Among visitors were Mr. and Mrs. Fred Beckmann, Beckmann & Gerety Shows; Carl J. Sedlmayr and Elmer C. Velare, Royal American Shows; O. N. Crafts, Crafts Shows; John Francis, Francis Shows; Orville and Harry Hennies, Hennies Bros.' Shows; L. L. (Larry) Hall, Milwaukee; Mr. and Mrs. Noble C. Fairly, Joe Scholibo, Hennies Bros.' Shows; E. Hickey, Cole Bros.-Clyde Beatty Circus; Mr. and Mrs. Tony Martone, Kansas City, Mo.; Danny Odom, San Antonio, Tex.; Mr. and Mrs. A. R. Corey, Mr. and Mrs. John Miller, Mr. and Mrs. F. Sheldon, Iowa State Fair; Mr. and Mrs. Lee M. Shell and son, Mr. and Mrs. Raymond A. Lee, Mr. and Mrs. Harry Fort and son, Minnesota State Fair; Lew Dufour, Texas Centennial Exposition, Dallas; Murray Goldberg, Texas Centennial, Rudolph Illinois; Nate Miller; Mrs. M. H. Barnes, Chicago; Max Goodman, concessions, and Phil Little, cook-house and beer garden operator.

Expiring Gasps From Ft. Worth

By WALTER K. SIBLEY

Frontier Days Centennial extension to November 14 was arrived at by the board of control because of capacity business of Casa Manana daily.

Closing night (original), Halloween, was distinguished by one of the smallest crowds of the season. Grounds had the appearance of a deserted village. Instead of the usual three Saturday night shows in Casa Manana, only two were given to very slim audiences.

Complimentary dinner to Billy Rose at Fort Worth Club by the board of control and presentation of a silver cup will be followed later by tokens of appreciation to Faye Cotton, Texas Sweetheart No. 1; Mrs. Edwin T. Phillips, official hostess; Everett Marshall, Paul Whitman, Lauretta Jefferson, Carleton Winkler, Miss Hall, Sally Rand and Joe Venuti, No. 2 band leader. Presentations by Toastmaster James M. North Jr.

Suggests Two Funerals

Paul Whiteman appeared to have caught the people's fancy here as elsewhere. His music they reveled in and, as a man, they liked him.

Rumor is rampant about a 1937 Frontier Days with a new Casa Manana show and other unusual features. Now that Dallas has officially declared for a 1937 continuation, it is dollars to doughnuts that Fort Worth will stay in the ring. It is just as well to have two funerals as one, when they both can be held at the same time and in practically the same place.

There seems to be a Casa Manana building craze, as per items in various journals, such as: "Dallas Will Have a Casa Manana in 1937," "Cleveland Will Have a Casa Manana Next Year," "Miami Will Build a Casa Manana," "Havana To Have a Casa Manana" and "Atlantic City Amusement Company To Build a Casa Manana."

Lowdown on Casa Manana

Here are a few "don'ts" for Casa Manana enthusiasts by one who has been on the spot from its inception, from an idea on paper to one of the greatest show successes that the world has ever known:

Don't think that you can build and operate a Casa Manana for 100 days for less than \$500,000. I mean one comparable to Billy Rose's.

Don't think because you can run an exposition that you can successfully run a Casa Manana. When you get to fooling with that baby you are in the real show business. There are hundreds of smart showmen who would make a hopeless muddle of producing such a stupendous attraction. This kind of show business must be innate.

Don't forget the three prime factors in Casa Manana, Billy Rose, Albert Johnson and John Murray Anderson.

Don't forget that Casa Manana in Fort Worth was the "big fish in the small pond." It really had no competition after the first few weeks.

Don't forget that the average person who visited Casa Manana had never seen a big musical spectacle.

Don't overlook the fact that this last summer in Fort Worth was as arid as the Sahara. The weather was made to order for this great open-air show.

Don't forget that the great Jumbo building was available for use for a modified Casa Manana review when the weather was inclement.

Don't overlook the fact that stagehands here are much more lenient than they are in great metropolitan centers.

Don't forget that there are thousands of beautiful and talented young ladies in Texas from which most of the chorus and showgirls were selected. They were paid very moderate salaries.

Don't overlook the fact that if YOUR Casa Manana is to be the "big fish," that most of the "little fish" will either die of starvation or lack of interest.

Don't forget that Casa Manana is Billy Rose. No Billy Rose, no Casa Manana. Probably 750,000 people attended Frontier Days. While this is much short of the original estimate of 2,000,000 admissions on which everything was based, nevertheless it is quite some folks for a city of 170,000 and a great exposition only 30 miles away.

A "norther" just blew into town. Thermometer dropped from 82 degrees to 87. Looks like curtains for the Centennial.

N. C. "STRIKE"

(Continued from page 42)

getting \$1,800 or near that. So at 8 o'clock I declared that we had to have some of the money that came in. The grand stand was about three-fourths full. I said, "Give me some of that money, enough to get the acts out of town and notes for the balance."

"Acts Not Considered"

"They would not give us a penny and this was Saturday night and our contract was due on Friday. It was just a case of not going to pay. They took in money all week and would not share any part; in fact, the acts were not considered at all, and without the acts they would not have had anything—just a grounds not half built. They would not try to do anything at all towards paying off."

"Since the story was published in *The Billboard*," writes Donahue and LaSalle, one of the acts concerned, from Anderson, S. C., "we have been paid in full by the George Hamid office in New York City. We were booked in that spot by the Hamid office."

Why Aerialists Worked

Eddie Viera, manager of the Four Aerial Devils, of Jack Haller Attractions, explained why that act worked in Wilmington, as follows:

"It is only fair that you know my side of the affair. I represent the Four Devils, which act was the only one that worked on the night in question. The act was booked not thru Hamid but the John H. Marks Shows, which it played all season. I received payment for the date and had to do the show, altho it was with much regret that we acted as 'strikebreakers,' so to speak. But I had five more weeks to play and also had my money, so I had no 'out.' I regretted this the more as we had very pleasant relations with the other acts on the bill."

SEASON IS BIG

(Continued from page 40)

in price, were continually flooded with business.

As the oldest steamboat line in America, Nantasket-Boston Steamboat Company has operated 118 consecutive years without a fatal accident or loss of life. It has been estimated that during that period the company has carried a number comparable to population of the United States, about 125,000,000.

NEW HIGH

(Continued from page 40)

therein. It is the hope of the association to invite everyone eligible to attend, and President Baker expressed the hope that anyone not receiving an invitation by November 15 write direct to Secretary A. R. Hodge, Suite 317, Hotel Sherman, Chicago, who, he said, will gladly mail an invitation to anyone in the industry who should be present. President Baker also said that the joint banquet and ball being given by the Showmen's League of America and NAAPFB on Wednesday, December 2, promises to be the biggest and finest thing in the history of the organization, and from present indications, measured by seat reservations, those who defer too long in arranging for seats are going to be disappointed.

Coin machine men have also manifested a keen interest in the convention, as they are realizing more and more the importance of parks, pools and beaches as a potential market for coin-operated machines of all kinds. Carnival and fair men, too, are most enthusiastic over the big week ahead, as the week of November 30, when all branches of the industry will congregate under the same roof in the Hotel Sherman, Chicago, promises to be without precedent in attendance and enthusiasm. Secretary Hodge reports only a few booths not definitely assigned at this writing and assured *The Billboard* that there will be not only a complete sellout of exhibition space but a few disappointments on the part of manufacturers and jobbers who have delayed in making reservation.

DEXTER FELLOWS

(Continued from page 39)

ing *The Man on the Flying Trapeze* for three minutes before he discovered that we were all singing *Circus Days*, the Tent's new song. . . . *Jim Pond* actually being handed 5 cents for a package of the peanuts he had in his basket. . . . The melting of the grease paints on Lou Gehrig's face and he lapping it in whenever it reached his lips. . . . Dexter Fellows (after whom our Tent was named) will attend the November meeting when Rube Goldberg, the famous cartoonist, will be the Fall Guy.

WITH THE ZOOS

(Continued from page 41)

in the very near future. According to reports, architects' plans would permit lions to stalk a two-acre area and sleep in natural rock caves. Jungle underbrush would be installed for the tiger lair. Each species of wild animal would be isolated on a separate island especially designed to represent their respective native homes.

NEW YORK—In an interview in *The New York Times* Berthold Lubetkin, British architect and designer of English zoos, announced that in his opinion animals are happy in modernistic zoos. "To try to copy the animal's natural habitat is a mistake," Lubetkin said. "You can't do it. The animal knows it is not really out in the wild. You should create synthetic conditions that will be pleasant. A purely geometric setup is often successful."

MADISON, Wis.—Rufus, 9-year-old Siberian camel, children's favorite in Vilas Park Zoo here, died on October 28 from an undetermined ailment. It was one of a herd presented to the city by Zor Shrine Temple on February 26, 1934.

LITTLE ROCK, Ark.—W. R. Sprout, superintendent of Fair Park Zoo, has made an appeal for rats, mice and sparrows to feed about 40 snakes in the zoo. He said his collection was in need of special food as quickly as possible, and offered to pay for deliveries uninjured and alive.

GREENVILLE, Miss.—George C. Weathers, Delta game commissioner, has asked clubs to co-operate for establishment of a first-class zoo in Leroy Percy State Park near here. He promises to furnish several of every species of native animals if other persons will furnish proper inclosures and care for them.

MEMPHIS—Memphis Zoo, one of the largest in the country, is to modernize by eliminating bars and cages in exhibiting animals that can be confined by moats. First step has begun with construction of a monkey island. Moated inclosures are planned for deer, elk, llamas, zebras and camels. Most of the work is expected to be undertaken this winter. Other improvements include concreting of the waterfowl lake and gravel walks around the lake.

CINCINNATI—For the first time since the Zoo opened 60 years ago the doors of the institution were closed to patrons on November 4. Gates were closed at 11 a. m. because heavy snow had caused about 25 or 30 large limbs to be broken off trees. As winds blew other limbs came crashing down. The management decided that it would be dangerous to allow any patrons to walk beneath the trees, so the gates were closed. Never before had they been closed in the daytime.

CORRAL

(Continued from page 39)

contestants. Two contestants broke the world's record for steer bulldogging. Dave Campbell, of Bartlett, Neb., made a mark of 62-5 sec., and Hugh Ridley, of Red Rock, Okla., in his final effort Sunday night set a mark of 52-5 sec. Ridley's average for five go-arounds, however, did not place him in the final money. Campbell took third money. In addition to the \$15,000 prize money awarded, Arthur Wirtz included half of the entrance fees in the awards. He also took care of all the injured and made several special awards.

ALL-YEAR AIR

(Continued from page 40)

would be spent on star attractions, he added.

During the past season the city was on big chains; an NBC wire being in Million-Dollar Pier, a CBS and Mutual being in Steel Pier, while both broadcast thru the local station.

Resort went after foreign trade last spring when it hit Canada with plenty of advertising, flew Canadian flags and arranged to accept Canadian money with results better than expected. This will be repeated.

OLD-TIME SHOWMEN

(Continued from page 38)

tain future generations as authentic history, and there is regret among the collectors that the once-popular season route book is no longer published at the end of the circus season.

As a reminder of the valuable in-

formation published in 19th century route books, some data is herewith given as published at end of the 1886 traveling season of the John B. Doris Great Inter-Ocean Circus and Menagerie. It was a book of 52 pages with imitation leather covers, compiled by E. C. White, who was superintendent of the confectionery department. John B. Doris was sole proprietor of the show, and R. V. Hunter was general manager. Transportation was by rail, using 35 cars, including two advance cars. The No. 1 car was managed by George Goodhart, who was during later years identified with the Ringlings.

The season opened at Indianapolis, Ind., April 26 and during a season of 30 weeks traveled in 20 States and covered 9,007 miles. The closing stand was Gallatin, Tenn., November 20. An important feature of that season tour of the Doris Circus was the Inter-Ocean Military Band of 17 pieces, under the leadership of Harry Armstrong. The program of the show was made up of members of the profession whose names and acts were well known to the circus-going public. The women performers included Ella Stokes and Sallie Marks, principal bareback riders; Mlle. DeGrandville, iron-jaw act; Maud Oswald, on the flying rings; Lizzie Armstrong, on trapeze; Lena and Hattie Martell did a sister bicycle riding specialty; Laura Ashby, hand balancing; the entre riders were Lizzie Keys, Minnie Kaye, Lillian Markham and Mary Templeton.

In the list of performers, James and Clarence Robinson, in their well-established classification of champion bareback riders, gave the ring performance an outstanding strength of equestrian feats; Frank Kenebel headed the clowns, assisted by Frank Cummings, George Drew, James Bely, F. Onifri, Harry Vokes and William Higgins; the leaps was a featured number of the program, with John Batchelor as principal leaper. Appearing with him in the act were the Three Segrists, Thomas, Louis and William, the famous acrobats. The Two Kenebels, Ed Rice, William Fisher, Dan Kennedy, Harry Vokes, William O'Brien, John Ahearn and William Higgins were included. Fisher and Ahearn did their flying trapeze; the Martell Brothers, Harry and Michael, were also in the bicycle-riding exhibition; Prince Satsuma, in balancing and juggling; Edmund Rice, on the horizontal bars; Harry Loa and William Ruge, contortionists; Theo Ferris, in the performing lion den and the elephant acts. All were praiseworthy features of the performance. The Three Segrists, in their wonderful acrobatic specialties, obtained newspaper comment as artists in the champion class, along with James Robinson's riding and John Batchelor's leaping.

The concert and the slide show were managed by William J. Doris. In the concert a featured number was the skipping-rope dance by Sallie Marks. In the slide-show curiosities John W. Coffee, the famous "Skeleton Dude," was one of the 15 people introduced by the orator; John J. Jennings, known as the "Modern Sampson," was given special mention in the descriptive lecture. In the daily parades the long-time expert manipulator of the callopo, W. W. (Bud) Horn, did his full share toward entertaining the street crowds and drawing them to the lot for the night show. The season route had many events that were given mention in Mr. White's route book. Second day of the season there was heavy opposition billing by the Wallace Circus. At Elmira, N. Y., on May 9 the first of a hot and lengthy Forepaugh opposition billing was encountered. Almost every city played by Doris during remainder of May was heavily billed with Forepaugh's "coming" paper. Brockton, Mass., was the Memorial Day stand and it was plastered with Forepaugh paper. All of June thru Massachusetts, New Hampshire and Maine John B. Doris and his company of performers and employees were compelled to look at mammoth displays of Adam Forepaugh's opposition paper. July 8 at Dover, N. H., was the last of the Forepaugh opposition. Yonkers, N. Y., on August 14 was credited with being best day's business of the season. Concert tickets were not taken up, as practically the entire audience remained for the concert. During last half of September in Virginia and Tennessee Doris again encountered heavy opposition billing for the Barnum & Bailey Circus for later dates. The October and November itinerary took the Doris show to the principal cities of North Carolina, Tennessee, Georgia, Alabama and South Carolina.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

LEO A. SELTZER'S Transcontinental Roller Derby, which opened in the Coliseum, Chicago, on October 13, closed its third season's run after 27 days of continuous skating, with mileage equaling distance from Chicago to San Diego, Calif. Mr. Seltzer said receipts showed a marked gain over last year and that public interest was manifest up to the closing, when the Coliseum's 11,000 seats were sold out five days in advance. At present Eastern Derby rights are in the hands of Mike Jacobs and New England rights are handled by Lew Smith. Mr. Seltzer plans to hold the next Derby in Cincinnati, starting on Thanksgiving Day and running 21 days, to be followed by Miami, Chicago, Detroit and Pittsburgh.

HOLLYWOOD Roller Rink, Chicago, under management of Jules Mahl, recently staged a collegiate party, with Northwestern University team as guests. Highlights included a football game between the Northwestern team and skaters from Hollywood, Calif., which was made doubly exciting and difficult as both teams played in couples and on skates.

JOSEPH FURFURO, Calais, Me., has leased a building there and is remodeling the upper floor into a roller-skating rink. Calais is connected with St. Stephen, N. B., by an international bridge. Mr. Furfuro had not been previously identified with roller skating.

FLYING DEMONS, Pittsburgh roller-skating trio joined Jack G. Van's Femmes De Paree stage unit which played W. B. Urling's theaters in Eastern Ohio last week. Act features two boys and a girl.

RAYEN - WOOD Auditorium Roller Rink, Youngstown, O., has been reopened three nights a week, Mondays, Wednesdays and Fridays, under management of Cyril Janosik, who said all roller skates have been reconditioned, auditorium redecorated and being operated on a high-class basis. Later it is planned to hold sessions nightly.

HONORARY Secretary Champlain Provencher, Amateur Skating Association of Canada, said the 49th annual convention will be held in Queen's Hotel, Montreal, on November 21. Besides election of officers and drafting of season's program, arrangements will be made for celebration of the golden jubilee of the association in 1937. Association, allied with the Amateur Skating Union of the United States and member of the International Skating Union, was founded in 1887 thru efforts of the late A. L. Louis Rubenstein, Montreal. William E. (Bill) Roughten is president. Col. Sir H. Montagu Allan, C.V.O., E.D., is the only survivor of the original founders and a past president of the Canadian organization.

A WEDDING ON ROLLER SKATES will be performed in Washington Park Rink, El Paso, Tex., on Armistice Day. Bridal pair told reporters they met while skating and plan to skate at least once a week after marriage. Grover (Red) Wilson, former pro baseball player, is manager of the rink, biggest money maker in the park last year.

OLD-TIME Skaters' Club scheduled an Armistice Night Roundup, which was to include numerous former stars, in Norwood Roller Rink, Cincinnati. On arrangements committee were Edward J. Von Hagen, manager of the rink; Ralph Towers and Armand J. Schaub.

ROLLER skating act, Ace Rollers, after playing in and around California, has disbanded, advises Angelo V. Magnano.

who has been doing a single at spots in Fresno, and is headed for San Francisco. Report is that roller skating is going big in that territory, there being rinks in Porterville, Varsalia and Fresno, all doing good biz.

TWO FRENCH roller skating fans recently made the trip across France, from Chamonix to Havre, on roller skates, towed by motorcycles. Three Jewels, roller skaters, are at the European in Paris. Resua Sisters, five-people skating act, are at the Centralhallen in Bremen.

NEED of an organization among rink operators has again been emphasized in Philadelphia, declares E. M. Moorar, Chez Vous Rink there, who writes that on Sunday, October 18, Carman, Crystal Palace and Circus Garden rinks received notice to close on Sundays. "The Pennsylvania open-Sunday law does not cover roller rinks," he states. "It was passed largely thru an expenditure of considerable money and effort of theater and baseball interests. Theaters minus stage shows are allowed to open after 2 p.m.; baseball and other sports can be indulged in from 2 to 6 p.m. Nothing was mentioned regarding roller rinks and the question now in doubt simmers down as to whether roller skating is to be classed as a sport or an amusement. If the latter it would seem possible that some way could be found to allow it to operate the same as theaters. On the other hand, if it be classed as a sport, it cannot be promoted except from 2 to 6 p.m. It would appear that roller rinks are classified with dance halls, which are not allowed to operate at any time on Sunday. Various reasons have been rumored as to the cause for the closing on Sundays of these rinks, as in previous seasons they have operated under a club system. No tickets were sold at the box office and patrons were obliged to produce club membership cards and pay dues weekly. One rumor has it that a prominent minister who does not approve of Sunday amusements took offense at a broadcast made by one of the rinks, advertising the fact it was open on Sundays. Another has it that one of the other rinks was cutting in on box-office receipts of a picture house and a complaint came from it. Still another has it that complaints have been made from neighbors who claim disorderly conduct by patrons leaving the rinks disturbing the peace, also in some cases ending in street brawls. Rinking as a whole today is on a better basis than ever before and every possible means should be taken to keep them above reproach as to lack of discipline if they are to receive the support of the public. In the Philadelphia case it would appear that lack of financial support and an effort to include roller skating rinks in the law was lacking. Had we an organization, such matters could probably be looked after at a slight cost to all concerned. Since this article was started I am informed that the rinks in question will be allowed to operate on Sundays only where club membership cards are bought during the week. This does not seem to be a very satisfactory arrangement. However, it is to be tried out, and if not satisfactory it looks as the Sunday operations will have to be discontinued."

Rollers in Olympics

By E. M. MOORAR

I am informed that a very substantial effort is being made to have roller skating events as part of the next Olympic Games. As there will be a period of four years before the next Olympics, sufficient time is given for something tangible along these lines and it is to be hoped that when proper arrangements have been concluded rink operators and skaters in general will give the matter unlimited support.

The events would call for practically the same program as the ice skaters now

enjoy—speed and figure-skating events. No doubt trials and final contests would be held at rinks. It is possible that the finals, which would consist of winners of trials, might be held in Japan and in this event roller skaters, both speed and figure skating, would be taken there.

This would be of great benefit to the game and should bring many new faces to the rinks as well as bringing forth the very best amateurs in this line. Records made in the events would be reliable and would mean a great deal to contestants; also it should develop a much-needed interest in the game.

Roller Derby

By LEO A. SELTZER

(Continued from last week)

Some rink managers who wish to steal a little local thunder forget to measure their tracks carefully or to keep the exact, accurate stop-watch timing that is so necessary for the making of truthful records. Well, this may be all right for the minute to them, but what does actually happen? The skaters who make these supposed records are not in on the deal and really think they are that good. As a result, when they are later asked (as has happened in many cases of entries to Roller Derbies) what they did certain distances in they tell what they think they did them in. But not in one instance has any of them come up to what was claimed.

Of course, we now open a field for controversy regarding how to measure a floor, whether for a flat track or banked. We went into this and found several recommendations but nothing definite. In one case we were informed that on the banked track if we measured 18 inches from the edge we would have it. That didn't look right, so we tried a common-sense measurement. We powdered the entire track and sent every one of the speed skaters over it. Then we measured by rolling a tire on the inside edge of just where the majority of the skaters had actually traversed and as a result we found that there was almost a lap difference in the two methods of measuring; that is, for a mile. Think what a difference this makes in the timing!

Frankly, we are trying to establish definite records for all distances on the banked track in this manner. The last week of our meet we called in representatives of the local newspapers' sport sheets. They are right there when the track is measured and they are the ones who keep the stop watches in their hands when the races are run. And these are the only records that we intend recognizing until others pursue the same or similar methods that leave no question as to the authentic nature of results. That published record recently of 2 minutes and 6 seconds is an insult to the intelligence of anyone in the skate game. I hope that it was a typographical error, but if it wasn't and the interested persons insist that it was and can be done again please contact me at our show in the Coliseum in Chicago, because I have some money that is burning in my pocket to wager that it can't be done. I am sure that there are many scores of rink managers who would be more than glad to come to see this feat done.

The Billboard is very good to us all. We are being given space to express our thoughts and developments. So why not take advantage of the opportunity by contributing something of interest to roller skating more often and also trying to buy only from advertisers who make our skating columns possible? I am not on the pay rolls of the skate companies or The Billboard and I am not looking for anything, as I have all that I can handle. This is my final thought to you all. Throw your hammers away so that by next year we can have a national convention with real representation from all parts of the country. How about it?

Robbins, band, and Ray Dean, announcer, were on the job.

Ernie Tucker's Boys

Ernest Tucker, in concession department, had a loyal bunch of boys and they established new records for this department. Gene Weeks, Eldridge Rumbley, Sidney Ayles, Bill Hunt, Pat Fye, Johnny Ritchy, Jack Partello Jr. and Roxy Fieber are some of the men that were constantly offering the public merchandise. There were few changes in concession department during the summer. Johnny Seawall handled the commissary department all thru the tour and showed a very good profit.

Al Dean and his dining department provided good meals regardless of conditions. The race for the cookhouse flag, which goes to the man or woman that has the highest average attendance, is now a tie and won't be decided until the last day. P. G. Lowery, Side Show band leader, and L. C. Gillette, of the front door, are neck and neck—missing but three meals on the season.

Nick Carter, superintendent of dining cars on the train, and Joe Becker, his main-most cashier, also looked after the comforts of the trouper. Bill Hunt also did a good job with his "snack" stand on the lot, while Harold Nicholson provided the performers with good eats in the backyard.

Business has been very good during the past week. Henderson gave show a 'big day in the rain, while Longview was, as usual, big. Texarkana came thru with a bang-up matinee and a huge night show, despite following a truck show by one day. Hope was a very good Saturday town.

Little Rock Big

Little Rock came thru with a great matinee, and at night thousands were on the straw. In fact, so many attended night show that the tournament and races were called off, while all track numbers worked in the rings. El Dorado was played Election Day, and due to the storm at Little Rock after the night exhibition trains did not arrive until 10 o'clock. However, night business was very good considering the terrible weather, which resulted in no matinee.

Monroe came thru with a bang-up matinee and a capacity night house. Thousands were on hand to see the Monroe parade, schools being dismissed. Little Rock also turned out to see the parade. Show has left plenty of boosters in all cities, not only because of the street parade but also the courtesy at main entrance and all over the lot.

AMARS OPEN SECOND—

(Continued from page 36)

dor. Three Crotos, aerial, are at the Bobino. Paul Berry, fast-working juggler, is at the ABC. Robbins and Nino, comedy acrobats, and the Dog Stars, trained dogs, are at the Trionon. Franklin D'Amour and Jack Lane, American acrobatic comedians, are at the Paramount. Billy Bourbon, tumbler, and Three Jewels, roller skaters, are at the European. The Frills, teeterboard tumblers; Two Harris, hand-to-hand balancers, and Two Folkers, acrobats, are at Gaumont Palace. The Shuan Foun Troupe, Chinese acrobats, are at the Rex.



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COLE BROS.' SEASON—

(Continued from page 36)

Louis Scott, electrician; "Bama" Campbell, ring stock; Henry Brown, baggage stock; Eugene Scott, menagerie; J. P. McGrath, trainmaster; Clarence Adolph, trucks; Joseph Kuta, assistant canvas; John James Washburn, Side Show canvas; Orville Wilbur, properties; George Cutschall, tickets; Don Cooke, usher; Noyeles Burkhart, front door; Harry McFarlan, equestrian director; Victor

HENNIES SIGN STAFF MEN

Blue Ribbon's Cemetery Fund Benefit for SLA Totals \$200

DAWSON, Ga., Nov. 7.—The first annual Showmen's League of America benefit performance given by members of the Blue Ribbon Shows was a success financially as well as from an entertainment standpoint. A check for \$200 was at once forwarded to the SLA, Chicago. This amount was raised thru the earnest efforts of John Galligan, Mike Rosen and Victor Canares and other members of the Blue Ribbon Shows.

The performance was presented on the

Sedlmayr Books Tenn. State Fair

NASHVILLE, Nov. 7.—Combining business with pleasure Carl J. Sedlmayr, general manager Royal American Shows, airplaned here Sunday last from Mobile. Accompanied by Judge Litton Hickman, chairman, and James A. Cayce, director of the board of fair commissioners of the Tennessee State Fair, he attended the dedication exercises of the new municipal airport.

Just before leaving the city for points south Sedlmayr was tendered the mid-way contracts for the 1937 annual fair and accepted them. The Royal American has the distinction of having played this date for the past three years in succession.

Cracraft on His Way To Springs for Rest

CINCINNATI, Nov. 7.—C. W. Cracraft, general agent Mighty Sheesley Midway, passed thru here Thursday on his way to visit homefolk at Martinsville, Ind., while en route from Charlotte, N. C.

He reported the best season in several years and spoke most optimistically for the future of the carnival business. In glowing terms he described the fair in the North Carolina metropolis as destined to command outstanding attention in the fair world.

After a rest at home for a short time he will hie himself to the springs to take the baths, so as to condition his physical being (not that he is not the picture of health and vigor) to withstand the strain of the forthcoming big meeting at Chicago.

On his visit to *The Billboard* office here he was accompanied by E. Clay May, who has been special agent working with the Sheesley organization for many seasons.

May stated that he was on his way to Detroit, from which point he will en-train for Miami, Fla., to spend the winter.

Bingo Game Wins; Mayor Grants Licenses

FALL RIVER, Mass., Nov. 7.—Defending his acts as official and within right to the city and beano operators, Mayor Alexander C. Murray answered the complaint made to him by the Rev. Gabriel R. Geudj, Baptist Temple pastor, that he had faithfully complied to the fullest extent with the State law in granting beano licenses in Fall River.

Mayor Murray stated he would refuse to revoke the license of any organization unless it disregarded and violated the State laws.

DOC WADDELL

Writes on

The Voice of the Winds

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

stage of the *Brown Skin Vanities*. Those taking part in the entertainment were as follows: Doc Willisie, of side-show note, in a perfect reproduction of "Pop-eye"; Mrs. Birdie Willisie, Chief Long Wolf, Doc Stanton, members of the *Follies Revue*, Gracie Stanton, the Three Aces, the Wigand Troupe, Capt. Jack Perry, Mitzie and Harry, Rinty the Wonder Dog, members of the *Brown Skin Vanities*, Tommy Gentry and his Cowboy Band; Eddie Martin, as emcee, and, last but not least, Victor Canares, as judge of the Kangaroo Court.

The show got under way shortly after 1 a.m. and was all out and over by 3 o'clock. The tent was filled with concessioners, ride men and showmen.

The performance was put on at Dothan (Ala.) Fair, one of the show's best weeks in the South. The congenial hosts, Mr. and Mrs. Lundsford, operators of the above fair here, were high in their praise of this show's activities on behalf of the SLA Cemetery Fund.

The highlight of the evening was the Kangaroo Court conducted by Victor Canares, judge; Mike Rosen and John Galligan. Fines were assessed from 10 cents to \$50. The highest fine was assessed on L. E. Roth, manager of the Blue Ribbon Shows.

This is the first attempt of the Blue Ribbon Shows in a benefit performance and members of the show have expressed their wishes for many more just like it.

E. M. FOLEY

Writes on

Looking Forward

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

"More Yes Than No" — Goodman

That's his answer to query on report about taking out his own show

CINCINNATI, Nov. 7.—Max Goodman looms on the carnival horizon as the owner and manager of a carnival for season 1937.

A flash from the New York office reached the Cincinnati headquarters of *The Billboard* and read: "Max Goodman's office here reported that Max will take out a 15-car carnival next year. This is all that can be gotten here."

The wires were put into service over (See "MORE YES on page 48")

Include Lohmar, Scholibo, Ray

Hirsch retires from carnival business — Castle's plans are not disclosed

SHREVEPORT, La., Nov. 7.—This city is now in the limelight of showdom due to the big deal effected last Monday midnight by Hennies Bros., when they took over the entire outfit previously owned and operated by John R. Castle, R. L. Lohmar and William R. Hirsch.

It was announced during the past week that Robert L. Lohmar had been appointed general representative; Joseph S. Scholibo, general press agent, and Irving C. Ray, treasurer of the new Hennies' shows.

The past season Scholibo occupied an identical position with the motorized unit of Orville and Harry Hennies.

Work of dismantling the former USA carnival was started at midnight, but was somewhat hampered by rain and a drop in temperature of nearly 40 degrees. However, all the property is now stored, on which rebuilding will start immediately following the new year.

It is with much admiration that the carnival world looks forward to success of the Hennies, who but three short years ago entered the field with a small motorized outfit. By one stroke they have reached the point where much is expected from their future efforts.

W. H. Hirsch Off the Road

W. R. Hirsch does not intend to get into the show business again. He has important private interests in Shreveport as well as being secretary-manager of the State fair. He will devote his time from now on to these interests. As Hirsch himself put it when asked what he was going to do since the sale of the United Shows, declared to *The Billboard* representative: "I'm going to stay at home and attend to my business here. I'm not going back into the show business."

Hirsch has spent his life in Shreveport, where the family has lived for generations. He is interested in a number of business and other enterprises, having considerable investments, this being in addition to the important position of directing the operation of the State fair.

While president and general manager of the United Shows the past few years he has had to spend several months a year out of Shreveport, and this absence has been at considerable personal sacrifice and inconvenience. He is being congratulated by friends and business associates upon the transaction thru which he and his co-owners, John R. Castle and R. L. Lohmar, disposed of the mammoth shows and train. Many Shreveport citizens are gratified at the deal, because it will mean that Hirsch will spend more time among the home folks.

Castle Plans Not Revealed

What John R. Castle plans to do since disposing of his holdings in the United Shows is not disclosed. He was not contacted (See HENNIES SIGN on page 48)



HERE IS SHOWN A GATHERING OF CARNIVAL FOLK and fair officials on grounds of Shelby County Fair, Center, Tex., recently. The party is celebrating birthday of Roy Gray, of Big State Shows, shown on right of table in center. Walter Harris sits opposite him.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

No-Vote, Tex.
Week ended November 7, 1936.
Dear Charlie:
PETE BALLYHOO LOSES IN PRESIDENTIAL ELECTION. CANDIDATE ON STRAIGHT CARNIVAL TICKET DEFEATED

Presidential Candidate Pete Ballyhoo looked fresh after three weeks of hard campaigning in the show's cookhouse and dining car. Nattily attired in a gray salt and pepper suit (having just hit the jackpot on a slot machine), the carefree and ever-popular showman took his defeat in a real showmanlike manner.

Gloom was cast over midway the day following election when the returns were all in, announcing "Pete Ballyhoo defeated on a straight carnival ticket." Several office seekers immediately left the show, including our auditor, who aspired to become secretary of the treasury. Our show mail man had planned on taking Jim Farley's job, and

many others that looked forward to cabinet appointments scrambled.

Early Tuesday night the returns were received on the lot by a cheering crowd of 15,000 who had paid admissions thru the main gate. By 3 p.m. it looked so bad for the boss that he ordered the radios turned off and instructed the sound-truck operator to announce the returns and to use his own judgment. By 9 p.m. Candidate Ballyhoo had carried 48 States, which made him President-elect for a few hours. The sound-truck operator was given a 1937 contract as a result of his overwhelming returns.

When the official count was in it didn't correspond with the show count. The boss immediately demanded a recount, appointing three of our roll-down agents to act in that capacity. The official count didn't even carry the show.

In a private interview Pete Ballyhoo said: "I find that 90 per cent of our people are not eligible to vote. Also that my Share-the-Brass-Plan was not popular

with showmen in general. But I did make a good showing as a first-time White House aspirant. I was only fifth or sixth in the race."

Mrs. Pete Ballyhoo said: "I am sorry that I sold my homey living top to the gypsies. I was misled by different favor seekers that I would soon flop in the White House."

Rare judgment was used by the office in their staging the victory ball and dinner, three days before the election. The proceeds of this event were to go towards enlarging the White House lawn for carnivals, will now be used to enlarge the show.

MAJOR PRIVILEGE.

P.S.—Just received a wire from our appointed recount men stating "Pete Ballyhoo won the first and second coupons."
M. F.

Dee Lang Shows Close Season

32 weeks' tour ends in Tennessee—this motorized unit to enlarge in 1937

ST. LOUIS, Nov. 7.—Dee Lang, owner-manager Dee Lang Shows, announced on his arrival here this week that his shows closed the season last week in Dyersburg, Tenn.

This tour of 32 weeks is the longest and most successful in the history of the show, stated Elmer Brown, of the staff. Despite rain and cold the date in the closing town under Veterans of Foreign Wars was profitable.

The shows immediately loaded and took the highway for a distance of 245 miles and are now in the traction barns here, recently leased by Lang, as the new winter quarters.

The present plans call for material enlargement of this carnival for season 1937, one of the most successful of motorized carnivals. The building of a number of new show fronts, more brilliant and modern illumination and a different color scheme are programmed. New rides will also be added, new tents and general equipment. On the whole a newer and larger Dee Lang Shows.

Orders were placed Monday with Goss, of East St. Louis, Ill., for seven new trucks to be delivered in time for the opening next year. Many of the Dee Lang people will winter in this city and will be employed on new buildings operations for the shows. Wahn, the master mechanic, will have charge of winter quarters.

Western States Shows Hold Annual HASC Benefit

SAN ANGELO, Tex., Nov. 7.—The Western States Shows held its annual benefit performance at Odessa for Heart of America Showmen's Club Cemetery Fund in the minstrel tent Friday night. The affair grossed \$56.30, which was at once forwarded to Kansas City.

Ben Hyman acted as emcee. The performers were Kelley Brothers, Slim Russell and others from the Minstrel Show, in charge of Manager Billy Williams; Wood the Magician, Roy the Upside Down Boy and others from the Pit Show, in charge of Manager Nick DeLoe. The highlight was Slim Russell's monolog on the various outstanding errors of the different executives of shows, particularly those of Manager Ruback. It covered the 11 years of show's existence and was a gridiron performance enjoyed by all, especially those on the grill.

More than half the proceeds came from the "blowoff" which was a Kangaroo Court, with Ruback as judge; John Graves, sheriff; Trusty McColloch, prosecuting attorney, and Business Manager Wright his assistant. The first fines were assessed against General Agent Jim Schneck and Special Agent Frank Downes because their duties compelled them to be in another town night of the show. Tony Kitterman was fined for being present at the show. Les Schlotin, of ham and bacon fame, who was leaving next day for his annual winter trip to California, was fined for taking money out of Texas. Brown Bishop was fined for disturbing the housecar wives. The wives for operating an amusement tent for their husbands after the show closed each night. After many other fines were imposed Judge Ruback was deposed and disbarred. He received the biggest fine of all for his efforts to make the benefit performance a success.

Walter D. Nealand Joins Morris Miller's Museum

ATLANTA, Nov. 7.—Following the close of his carnival season Walter D. Nealand joined Morris Miller's traveling museum. Nealand, one of the best known and efficient press agents, will handle the advance and do publicity.

The Miller Museum is scheduled to open here at an early date in a downtown location. It is a building of ample dimensions that will enable the proper display of the various platform attractions booked.

Goss Returns From Trip After Visiting Many Carnivals

ST. LOUIS, Nov. 7.—Charles T. Goss, of Standard Chevrolet Company, returned from a 2,700-mile automobile tour calling on shows. He visited Kaus, Cetlin & Wilson, Sheesley, Dodson, World of Mirth, Marks, Metropolitan, Johnny J. Jones, Dan Rice Circus, Dee Lang, Hennies Bros., Midwest, Gooding, C. L. Spencer, Greater American, Bill's Greater, Greater Exposition and Al C. Hansen. Goss during a call at *The Billboard* office displayed 25 orders for trucks and cars to be delivered before March 15, 1937. Automobiles and trucks have already been delivered to J. D. (Wop) Caddy, C. L. Spencer Shows; Mrs. Edith Lundgren, Midwest Shows; A. F. Strubble, Gooding Shows; Mrs. L. Mackey, C. D. Ferguson, concessioner; Ray Ellis, A. F. (Alabama) Crusius, Greater American Shows; J. Smith Jr., concessioner; Jessie Norwood, Johnny J. Jones Exposition; R. S. Lamb, Hubert Layman, concessioner; Edward Lundgren; E. C. (Telegram) Hare, Noble C. Fairly; William C. Senior, Gus Sun Booking Exchange; L. P. Reece, Eddie Burg, L. H. (Whitie) Butler; E. L. Wade, riding device operator; G. M. Holmes, Sutton Greater Shows; James I. Smith, concessioner; O. F. Mack; W. L. Rainbolt, concessioner; H. D. Conway, Al C. Hansen Shows; Joseph Rosen; E. H. Davidson, Metropolitan Shows; Harry Minash; Jake Hoffman, concessioner; Mrs. F. Bartol, concessioner; Larry Hughes, concessioner; Jack Dowling; W. M. Brodrick, concessioner.



THIS PHOTO of the Lojstrom and St. Eloi Trained Monkey Show was taken at Dayton, O., on fairgrounds during annual held in that city this season. William Lojstrom is shown with mike on balcony and Edward St. Eloi is seen in ticket box. Albert Tillman is on inside lecturing before a large audience, as shown under the tent.

Miller To Operate Museum, John T. Tinsley the Shows

GAINESVILLE, Ga., Nov. 7.—At the conclusion of Miller Bros.' Shows' engagement here Morris Miller will devote his time to operation of his traveling museum, titled European Congress of Living Wonders. Scheduled to open in Atlanta, with Birmingham to follow, routing westward this winter. Attractions will be presented on elevated stages, velvet curtains, drops and special lobby displays. Miller states he will spare no expense in making this one of the largest and most elaborate museums of his career in this field. Paraphernalia will be transported in trucks, while people will travel in a chartered bus.

Miller Bros.' Shows, with the exception of a few changes of the attaches, will remain the same for the balance of the season, titled the Great American Shows, which will fill dates in Georgia and Florida.

John T. Tinsley, co-partner of Morris Miller, will be general manager; Bob Hallock, general agent; Herbert Tisdale, lot superintendent; Bobby Kirk, secretary and publicity; George Bennett, chief electrician; Shorty Vanburg, trainmaster; Hank Stulken, properties and canvas.

Geo. Kogman, Ride Owner, Ill in Veterans' Hospital

LEAVENWORTH, Kan., Nov. 7.—George Kogman, ride owner, was taken to Veterans' Hospital last week suffering from a heart ailment. His condition is not considered serious, yet physicians prescribed a long rest.

His partner, Thomas J. (Fuzzy)

Hughes, of Los Angeles, took a plane for here as soon as he heard of Kogman's illness. Hughes later spent a day in Kansas City, Mo., then departed for Dallas, following which he returns to Los Angeles.

Kogman and Hughes have four units of riding devices with various shows and, according to Hughes, all did a paying business during season.

William R. Hicks Now With Bruce Greater Shows

OCILLA, Ga., Nov. 7.—William R. (Red) Hicks joined Bruce Shows in Cordelle last week as business manager for balance of season.

Hicks has had a long and varied career in carnival business dating back to early days of Sheesley organization. He recently gave up post as general agent for Blue Ribbon Shows, going from there to his present position.

Spillman Building Speedway Autos and Trackways

NORTH TONAWANDA, N. Y., Nov. 7.—J. W. Shillan, European manufacturer and operator of amusement rides, recently consummated an agreement with Spillman Engineering Corporation for exclusive production in United States of Rite-Craft Midget Petrol Car, to be known here as Spillman speedway car.

In addition this firm will manufacture portable platforms in a variety of sizes to suit the demands of parks and

Corey Shows' Season Ends, Most Successful in Years

PHILLIPSBURG, Pa., Nov. 7.—E. C. Corey announced here Tuesday that Corey Greater Carnival Shows closed its season at the fair Loris, S. C., Saturday, October 31. All show property was at once shipped to permanent headquarters, Johnstown, Pa.

Corey will rest after his most successful tour in many years before taking up his indoor promotions under auspices for the winter. Work in winter quarters will be deferred until early spring, when all show items will be reconditioned and new additions made to entire outfit.

Jimmie Dupree, Notice!

Jerry R. Marsh reports that your mother was buried recently and that your sister Cholle wants to hear from you at once.

"MORE YES"

(Continued from page 47)

the signature of the outdoor editor in Cincinnati. He contacted the New York office for the present whereabouts of Goodman. The outdoor editorial man in New York immediately informed that Max "is now on the State fairgrounds, Shreveport, La."

The *Billboard* correspondent there was requested to run down the story, which he promptly did. He put the question to Goodman regarding his future activities as relative to his launching a carnival on his own, with the following results: "Goodman said to the correspondent, 'It's more yes than no.' He said to tell you he hoped to be in Cincinnati before the Chicago meeting. He leaves here Saturday morning for Hot Springs, Ark., for a few days, then to Shelby, N. C. From there he goes via Cincinnati to Chicago."

If Max launches a carnival on 15 cars or any other number it will not be his maiden venture in this field, as some years back he operated in the East with his own outfit. As one of the leading concessioners in big-time companies over the continent he has had many contacts that will doubtless stand him in good stead should the final word be flashed, "Goodman definitely decides to launch his own carnival. Title to be announced later."

HENNIES SIGN

(Continued from page 47)

tacted by *The Billboard* representative for interview, but close friends say they do not know his plans. He will not be connected with the Hennies Bros. In the operation of the United Shows, Orville Hennies stated, altho his former partner, R. L. Lohmar, will be its general agent as before stated. Castle has resided in Shreveport around 15 years, ever since the organization of the United Shows, then known as Morris & Castle. He has many friends and acquaintances in the show world here and over the nation.

"And there never was any fairgrounds, in my opinion, with as much show paraphernalia assembled thereon as is on our Louisiana State fair grounds now," W. R. Hirsch, secretary-manager of the State fair and former president, secretary and general manager of the United Shows, said in directing attention to both the United and the Hennies shows being here at the same time.

ALEXANDRIA, La., Nov. 7.—Playing here for second consecutive year under sponsorship of local police department, Greater World Exposition Shows drew exceptionally well on downtown location last week. Inclement weather hurt attendance first two days, but better breaks came later and show made money for itself and sponsors, it was reported by the auspices. Dixie Minstrels was high spot and drew best.

HOUSTON, Tex., Nov. 7.—Doc Waddell reports the closing of the Big State Shows at Mexia November 5. An extremely cold wave hit that section and forced the abrupt termination of the season. Shows will winter here.

EL PASO, Tex., Nov. 7.—Some shows may winter in El Paso. Military Order of Cooties, VFW side-order, has booked a carnival for an early date. Seabrand Bros.' Shows spent last winter here.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Nov. 7.—Another well attended and very interesting meeting. Past President Edward A. Hock presided in the absence of our regular chair officer. With him at the table were Past President Sam J. Levy, Treasurer Lew Keller and Secretary Joe Streibich.

Membership committee report shows a total of 294 new members for the year and still going strong. Brother Harry Ross has passed the 100 and will be recipient of the prize of a gold life membership card. This is the award to be made to any member reaching this mark. The standing in the drive to date is Harry Ross, 101; E. C. Velare, 94; Rubin Gruber, 38; Sam Feinberg, 5; Sol's Liberty Shows, 9; Harry Hennies, 9; Maxie Herman, 8; Frank D. Shean, 4; Cole Bros.—Clyde Beatty Circus, 6; Fitzie Brown, 4; Happyland Shows, 4; Frank R. Conklin, 4; Rube Liebman, 2; Imperial Shows, 3; Harry Lewiston, 3; Frank E. Joerling, 2; Charles T. Goss, 4; David J. Mulvie, 3; Nate Miller, 1; Richard Miller, 2; Nat S. Green, 1; Neil Webb, 1; Max Linderman, 3; Kent Hosmer, 1; Jack Benjamin, 1; J. C. Simpson, 1; Sam Lieberwitz, 1; Tom Rankine, 1; Max Goodman, 1; Dennie Curtis, 1; Fred K. Kressman, 1; Tom Mix, 1; William J. Coultry, 1; Oscar Bloom, 1; M. J. Doolan, 1; Dufour & Rogers, 7.

Other prizes offered in this drive are a 10 by 18 concession tent, three 8 by 10 show banners and a bronze engraved plaque. There is still time to get in on one of these awards. So let's all keep going right up to the close of the drive on December 1.

The committee on the annual Memorial Service reports arrangements about completed. They have asked that attention be given announcement of this event. Same will be held in Bal Tabarin at the Hotel Sherman on Sunday, November 28, at 1 p.m. Stress is put on this announcement due to the fact that last year many went to Showmen's Rest expecting the service to be held there. The visit to the Rest will be made after the service.

Brothers, remember the date of November 28. This is the night of the big Testimonial Party. Those who were there last year know what this means. You will sure have a never-to-be-forgotten time. Another date to remember is Thursday, December 3, this is the night of installation of officers and big open house in honor of the retiring officers. Better be on hand for both of these affairs. Brother Rube Liebman, who is still in the hospital, wires that he hopes to be with us for both occasions.

Arrangements for the 24th annual banquet and ball are progressing rapidly and each mail brings reservations. This affair will be a sellout without doubt. Chairman Frank P. Duffield is highly elated with the outlook. Brother Al Rossman is busy on the program and intends to outdo the one of last year. Brother Nat Green and his press committee are lending real co-operation and promise publicity of the affair in the daily papers, also over the radio stations. Brothers, remember we are holding to annual plan of holding general open house all during the convention. This will be in effect from November 25 to December 5.

Reports show we are bringing to a

THERE ARE "SCORES" OF REASONS
Why YOU SHOULD
BE A MEMBER OF

Showmen's League of America

165 W. Madison St., Chicago

The Showmen's League of America is an organization incorporated "not for profit," and its keystone is Charity. Therefore, if you are an outdoor showman you should be a member. Join Now!

close one of the best years the League has ever been privileged to enjoy. President Patty Conklin may well be proud of the financial reports read at each meeting.

Applications presented for reading and referred to the board meeting of the 11th were A. Silvers, John J. Sweeney, Philip Shapiro, P. T. Strieder, George H. Cramer, Herman Horrow, Morris Horrow, E. J. Reicher, George H. Black, Jeffery Wolff, John S. Longchant, Sam Zimmerman, James E. Clare, Maurice Ohren, Sidney Wolfe, R. C. Illions, Abe Raynor, Phil Kaplan.

Brother Francis L. Deane announces the arrival of twins at his home. He has a smile that sure seems will not come off. Congrats were in order. Brother Harry Coddington was host to gang at the League rooms on Election night with coffee cake and coffee. Brother Sam Bloom in for his first meeting of the year, sure pleased to have him with us. Bill Carsky back and says he will be a regular for all winter. Dave Picard says he is anxiously awaiting arrival of our Canadian secretary, Neil Webb. Brother Maxwell Harris back at the meetings after a long absence. Brother Harry Hancock advises that Mrs. Hancock is seriously ill. This is a sickness of long standing. Brother Courtemanche in the urn at Showmen's Rest. This will help to beautify the place thruout the winter.

Interesting letters received during the week from Brothers Neil Webb, Charles T. Goss, Charles H. Duffield, Jimmy Morrissey, Dr. Max Thorek, Nat S. Green, Albert J. Horan and President J. W. Conklin.

Vice-President Joe Rogers writes that the benefit show at Dallas was a real success and that returns will be forthcoming in a short time. Incidentally, Joe also sent in a nice lot of applications with his letter. He and Brother Lew Dufour are in hopes of being back in time for the banquet and ball.

Brothers are anxiously awaiting the arrival of Brother Frank D. Shean. He was expected some time ago.

Dues received during the week from Brothers George A. Hamid, J. Gilbert Noon, Morris Miller, Tom Rankine, Jules Lasures, Maurice Richby, Elmer Day, Steve Dorgan, Frank Ehlenz, Louis Torti, J. B. Gore, Patty Ernst, Charles G. Driver, Edward Murphy, Thomas Riggins.

Returns in the Cemetery Fund Drive from J. W. Conklin, Thomas Riggins, Florence Emerald, Peter Kortez, Dennie Curtis, John F. McTighe, J. Harrison, C. D. Odum, Mrs. Rose Polk, Mrs. E. Haag, Elmer Day, C. L. Spencer Shows, Mrs. J. D. Newman, Simon Krause, Charles Goss, L. A. Anderson, Bob LeBurno, Ed Hughson, Jules Lasures.

Chairman Joe Rogers has ordered final letters sent out on the Cemetery Fund Drive and is in hopes these will receive your attention. Remember to send in all returns so as to reach this office before December 2.

LADIES' AUXILIARY

Thursday, November 5, was the night of the regular biweekly social. Mrs. Bob Brumleve being the hostess of the evening. This was preceded by a short business meeting to make final plans for the Tacky party to be held in the League rooms on November 14. Cora Yeldham, chairlady of this affair, announces sale of tickets going along nicely and a large crowd is expected. This is the first of the many activities planned for the winter and all the ladies are co-operating 100 per cent.

President Mrs. Lew Keller has returned from a two weeks' visit in the East and is ready to give her full support to the Auxiliary activities as usual.

Relief committee reports Elsie Bell has been stricken with an attack which forced her removal to the hospital. Our sincere hopes for her speedy recovery. EDITH STREIBICH, President.

Troupers' Jamboree Makes Nice Profit

LOS ANGELES, Nov. 7.—The annual carnival of Troupers, Inc., closed Saturday night. Was held for three days and a very nice profit was turned in for this fine organization. In its personnel are names of some great ones of years gone by. The carnival was held at the club on El Centro avenue, Hollywood. There were the usual varieties of entertainment of such affairs. The Pacific Coast Showmen's Association sponsored night of October 31.

Among those who are members of Troupers and who assisted on the concession and in other capacities were the noted Truly Shattuck; Violet Carleton,

formerly of Canfield and Carleton; Pearl Early, of Early and Late; Lydia Knott; Frankie Bailey, former star, headlined and billed "the girl with million-dollar legs"; Isabelle Miller, Alice Belcher, Helen Gibson, Lillian Weldon, Adabelle Driver, Jane Crowley, Lucille Brown, Eva May Towers, Fred St. Onge, Edw. (Daddy) Kimball, father of Clara Kimball Young; Rose Murphy, Louise de Varney, Herbert Munson, S. S. Simon, Harry B. Stafford, Mme. M. Real, Blanche Rose, Fannie Cossar, James Gordon, Daisy Farmington, Nellie Anderson, Harry Burns, Sydney Bracey, Bert Chipman, Winie Real, Charles French, Harry C. Bradley, Mary Gordon, Anita Perry, Gussie Mudge, Florence Roberts, Henry Roquemore, Evelyn Selbie, Mr. and Mrs. Walter Sanford, Wyndham Standing, Lillian Thomas, Eva Thatcher, Frank Whitson, May Wells, Catherine Clare Ward, James Marcus and Margaret Whistler. These names will be familiar to those who can think back a few years. Assisting the Troupers handling the concessions and whose efforts helped much were Capt. Frank Phillips, Capt. Ed Mundy, Steve Henry, Dan Kelly and Ted Le Fors, of Pacific Coast Showmen's Association. Others of PCSA present were George Tipton, Theo Forstall, S. L. Cronin, Jack Youden, Thelma Mundin, Mr. and Mrs. Neal Eastman, Blossom Robinson, Mrs. Ted Le Fors, Mr. and Mrs. L. A. Gregory, Hugh Wier, Jack Buzzell, Zack Hargis, Eleanor Martin, Doad Parker, Jack Bigelow, Ada Mae Moore, Mr. and Mrs. L. A. Godfrey, Buff Jones, Mr. and Mrs. Mark Kirkendall, Barbara Brenner, Harry Wallace, Doc Hall, Eddie Gamble, Peggy Michel, Leo Haggerty, Mr. and Mrs. John J. Klein, Mr. and Mrs. Harry Seber, Lew Keller and Mel H. Smith.

Hooley Shows

Eaton, Tenn. Week ended October 24. Weather, fair. Business, good. Location, uptown.

Gibson, Tenn. Week ended October 31. Weather, bad. Business, fair. Location, uptown.

Not big, but gratifying. A new opera recently organized now in its fourth week. William R. Dyer, manager. He replaced Shorty Lewis. Bill Boyle is taking vacation in Louisiana.

WILLIAM REYD.

"IT'S TOPS IN RIDES"

This New ALT-A-WHIRL

With a Blaze of Flash—Streamlined Cars—Chromium Plating—Durochrome Decorations—Animated Signs—All Truck Bearings—Masterful Engineering. 100% Portable.

SELLNER MFG. CO., Faribault, Minn.

CONCESSION CARNIVAL TENTS

Our Specialty for Over 46 Years.

UNITED STATES TENT & AWNING CO
701 North Sangamon Street, Chicago, Ill.

WANTED

Showmen Who Are Interested in **MOTORIZING**

Write for Our Special Finance Plan.
CHARLES T. GOSS
(With Standard Chevrolet Co.),
EAST ST. LOUIS, ILL.

Promoter Wanted

Herb Knight and Ben Weiss, wire.

LOUIS (Stretch) RICE
1025 Boudoin Place, Elizabeth, N. J.

BABY WHALE 6 FT. LONG

With 8x10 Banner, \$45.00; Porfiried Stone Man, \$15.00. Curiosities with or without Banners. Pig Child, Mermaids, Devil Child and other small ones, \$12.00 Each. All ready to ship.

NELSON SUPPLY
514 E. Fourth Street, So. Boston, Mass.

Show Property Wanted

Portable Shooting Galleries and Penny Arcade Machines for Store Use. Also Kiddie Rides, Skates, all makes. Write or wire.

WEIL'S CURIOSITY SHOP
20 S. 2nd Street, Philadelphia, Pa.

CARNIVAL OWNERS

USE

Aggressive, Result-Producing Advertising

IN

The Billboard

Secure the Cream of Bookings for '37

A Well-Told Message in the

CHRISTMAS SPECIAL

Will

"Break the Ice"

The issue will be distributed at the I. A. F. E. Convention in Chicago and mailed to Fair Secretaries thruout the country.

You can also secure the best of attractions and help for 1937 thru advertising in this issue.

MAIL YOUR ADVERTISING COPY TODAY

Midway Confab

By THE MIXER

NEWS FROM MUSEUMS is in order now. **CHARLES S. ARNOLD** letters from New Orleans of the death of Mrs. Arnold.

"**THE ONION**" says he wishes he knew all the things he does not know. **NOTICE** a lot of carnivals are going to winter in post-office boxes.

DON'T GIVE UP until the last card has been laid down.—Soapy Glue.

WOULD LIKE to see William R. Hicks light some place permanently.

NEW CARNIVALS are being planned and launched every day now. Some big surprises yet to come.

ERIC B. HYDE—Your own carnival in 1937? You can do it to perfection.

HOW LONG is years ago? What is the calendar for?

MR. AND MRS. GENE YOUNG letter from Norwich, N. Y., reporting a death in the family of old show troupers.

NOW COMES a big carnival with all wagon fronts. Wonder what side show will have one like Ringling-Barnum Circus.

KENT HOSMER may take his typewriter in hand this winter and turn out a carnival story. If he does?

MANY ARE ALL set to go that never make the leap. Something always seems to happen to their heart and knees.

LEO POWERS cards from Shorter, Ala.: "Leo's Dime Circus is all set to open for winter in Georgia and Florida."

NEVER CHIDE those amateur Barnums. They may spring a surprise on you when you least expect.—Soapy Glue.

GEORGE (SPOT) TIPPS closed at Charlotte, N. C. Visited Cincinnati last week en route to Tampa, Fla.

"**TWO UP AND ONE DOWN**." That makes a jackpot. Pay you all alike, men?

FLOYD R. MATTER wrote from Temple, Tex., reporting the death of P. J. Young on J. George Loos' Greater United Shows.

BEN WILLIAMS is ever and always ready to learn. He is a great newspaper reader, not overlooking his other reading habits either.

VIOLA M. DEVEANEY letters from San Francisco: "Been off road several years. Will be back in 1937 with something new." Probably a hat.

E. H. SMITH cards from Jacksonville, Fla.: "Got married. I am Smith that was in office with Pounds on Mighty Shiesley Midway. Home here."

TO REMEMBER: Harry E. Noyes, George W. Traver, Mike Gravis, Lawrence (Moxie) Hanley, L. Clifton Kelley, J. H. Johnson and Eric B. Hyde.

"**BETTER LET ME** help you count them up, brother." That is just one of the things the matter with the concession business.

TALK ABOUT a high-pole act: The Stratosphere Man. If he keeps on there will have to be a drawbridge put on the moon to let him sway.

SPECTACLES PARISIENS: Franklin d'Amore et Jac Lane, at Cirque Medrano. William J. Hilliar used to review them in American vaudeville.

"**FRIEND OF THE BILLBOARD**" on the Bruce Shows—No attention paid to unsigned communications! Time, stationery, stamps wasted.

NEW CARNIVAL TITLES. New shows. New rides! So we go, on our jolly way toward season 1937. Carnival is now Big Business, says E. M. Foley.

HARRY TAILOR was the "killo watt or two" head man on the Byers Bros'. Shows the past season. To the profession, chief electrician.

FRED WEBSTER cards from Shawnee, Okla.: "After closing with Evangeline Shows in Okla., went ahead of a traveling museum."

R. H. MINER cards from Phillipsburg, N. J.: "Miner Model Shows closed season and stored shows and rides at New Holland, Pa., on October 26. Had best season in years."

HUMAN AND ANIMAL EYES are always in front of the head. That is one of the reasons we should look ahead and never back, except to find out our mistakes and what has been done.

CARL V. NOLD letters from Pittsburg, Kan.: "Closed with Strates' Shows at Emporia, Va. A great show to be with. Had a good season. Have established 'hibernating quarters' here."

EDDIE DAVIS cards from Indianapolis, Ind.: "Joel Grossbart and myself, late of Strates' Shows, are on way to West Coast to work a theater concession plan."

THOMAS PIETRO cards from Waverly, N. Y.: "Ella Pietro, my daughter, while dancing in a floor show fell, which called for a serious operation at People's Hospital. Have little hope for her recovery."



R. L. LOHMAR, internationally known carnival executive, who was recently appointed general representative of Hennies Bros.' Shows.

DID YOU NOTICE the two datelines that appeared with certain news items last week? One from Pughwash, N. S., Can., the other Sopchoppy, Fla. Proving beyond doubt that The Billboard does cover the field.

LAWRENCE LaLONDE cards from Salem, Ore.: "Besides my magic revue, am promoting special events thru this section. Plans for my new show coming along fine."

E. C. COREY uses title Corey Greater Carnival Shows. Now if he would drop "Shows" he would have "Carnival." It is coming to this carnival title thing some day.

NEVER MIND those two-title carnivals. One, one week and another the next. Come out in the open with personality titles. To really operate and manage it properly is a big assignment for any showman.

FIVE BIG ELI WHEELS as one unit season 1937? Twin Tilt-a-Whirls also? Well, how about double-deck Carroussels like those in France? You no like? Then a Motordrome twice as high as they were in 1936.

GUS ELSNER letters from Littleton, N. C.: "Am inclosing a news item as a warning to show people not to run on a flat tire. Our new Covered Wagon was purchased in Winston-Salem, N. C. We are comfortably fixed again."

CAPT. ANDREWS cards from Edgefield, S. C.: "Cookhouse on shows here destroyed by fire from gas stove. Quick work of show employees saved other

properties, using buckets of water from Diving Gordon's tank."

HARRY M. BADGER cards from Tishomingo, Okla.: "Many thanks to The Billboard for all favors shown B. & M. Shows past season. Just carrying a small winter show, 5 shows, 2 rides and 12 concessions, at present."

IN ENGLAND many portable concession booths have carved, goldleaf maskings in front. Some center stands are so masked in at the bottom all around. What about this style for diggers, bingo and grab?

RAYMOND CHANDLER letters from Lewisburg, Ala.: "Am anxious to get some carnival letterheads for my collection." Send this boy some of your carnival letterheads. In a way he must be an humorist.

FLOYD NEWELL is the inventor of the tack-hammer brigade. When a public official says he for the shows, in advance of arrival Floyd gives him a tack hammer and an armful of cards and tells him to go forth and put 'em up.

OWNERS and managers—Give those workingtons at least two half-dollars, so they will have something to rub together during weeks in winter quarters—and don't let them mooch nickels and cigarets—Tilly Few Clothes.

WHAT OWNERS and managers of carnivals will title their organizations "CARNIVAL" instead of "SHOWS" season 1937? Those who do will display real confidence in the business in which they are engaged.

E. H. RUCKER (chocolate colored comedian) cards from Aliceville, Ala.: "Not with F. H. Bee Shows. Back with C. D. Scott's Minstrels. It's great to be on your home show once again. The 18th season for this minstrel company."

RAY GLAUM letters from Loris, S. C.: "Closed with Dennert & Knepp Shows in Lumberton, N. C., and joined Corey Shows here. Have my own show, "Ray-Nell." George Usher, manager; George Jennier, tickets; Mrs. Usher, wardrobe. Am having nice business."

GROVER GRAHAM letters from New Orleans: "After playing some fairs in Tennessee and Northern Georgia, went to New Orleans. Will leave by boat soon for Tampa, Fla. Everybody in N. O. talking races. Business about average. Very cool weather."

WOODROW ARNOLD cards from Aberdeen, Miss.: "C. L. Spencer's Shows here. Very cold but business was good. Will close for season soon in Tennessee and play clubs and theaters. Had a very nice season. Expect to continue with Spencer season 1937."

WHEN White Norman was in Cuba one time he was told that to mix rum and bananas as drink and food at the same time was liable to kill a person. However, all the time he was there that winter he never ate a banana—Claude R. Ellis.

CAPTAIN DAVID LATLIP is back home in Charleston, W. Va., after another season on the road. He certainly has been in outdoor show life for many long years. First as a high diver, then carnival owner, then with the Latlip family, aerialist, and again carnival manager.

THOMAS CONROY cards from Scranton, Pa.: "While passing thru Whitesville, N. Y., was royally entertained by Alex Rowe, John T. Wilson, Arch Hickman and Howard Herman, of the Ajax Amusement Company. They were promoting the Veterans' circus there."

LESTER HECKLER — The death of your father is mourned in the carnival

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world, with which he was identified for many long years. Lester—What do you know about those black widow spider shows? Are they presented like Flea Circuses. Sounds like a novelty.

SEASON 1937 will see more real art banners in front of shows than ever in the past. The late Francis Ferari thought nothing of paying from \$500 to \$1,000 for a good animal picture, or jungle scene for his animal show front.

MR. AND MRS. EARL KETERING letter from Charlotte, N. C.: "Earl lost a finger, the result of a slight injury, infection set in, getting along slowly but fine. We wish to thank members of Mighty Sheesley Midway for kindness and consideration shown."

J. (BOZO) MANSFIELD and James Mansfield Jr. letter from Dayton, O.: "Closed Side Show and placed it in the barn. Played fairs this season independent in Indiana, Illinois and Missouri. Will build three more shows. Going to enlarge Side Show to Twenty-in-One. Will book on a carnival in 1937."

ROCCO ALIO cards from Savannah, Ga.: "After closing the most successful season I ever had am going to take a trip to Boston, Mass., in my new car. Left my partner in Ludowici. Season ended in Summerville, Ga. Expect to be back with Cumberland Valley Shows in 1937 with Coocher and corn game."

SPEAKING OF SOAP BUBBLES: Ollie Young and April made a big feature act out of blowing soap bubbles. They played in the Ziegfeld Follies. If good enough for the Follies it should certainly be all right as an act in a side show. Who will do it? After one does, they all will.

DOC JACK WILSON letters from Hot Springs, Ark.: "Closed season with Gold Medal Shows in Louisiana. Expecting Mrs. Wilson down from Minnesota. Will take three weeks of rest and baths. Either store the show in Little Rock or take it back home in Minnesota. Not so many showfolk here yet, or else they are hiding.

HARRY FAILOR letters from Leachville, Ark.: "Closing stand of Byers Bros. Shows. Played Arkansas, Missouri and Iowa. Had a very successful season. Show people scattered in all directions. Staff: J. W. and C. W. Byers, owners and managers; Roy Lee, banners; J. M. (Dad) Byers, lot superintendent; Harry Failor, electrician. Out 30 weeks. Ten rides, 10 shows and 30 concessions were carried."

AN (AP) ITEM FROM MOAB, Utah, recently reported: "Al Capone's famous armored limousine—on a nation-wide tour as part of a crime exhibit, en route from Farmington, N. M., to Salt Lake City when a tire blew out. The machine turned over and was damaged beyond repair, but its occupants, Mr. and Mrs. George Hodge, escaped injury, thanks to shatterproof glass they had installed."

LOSE YOUR PANTS and The Billboard will help you find them. Witness this: Mrs. M. B. James letters from Covington, Tenn.: "Inform Sol Green that his handbag has been sent to the Cincinnati office of The Billboard." He thought it was in Texas, as stated in recent issue.

BYRON W. KING cards from Starkville, Miss.: "While playing here the lights went out on the L. J. Heth Shows for half an hour. In the darkness some students promoted the electric bulbs out of the center stringer in the Ten-in-One. G. Norman King is now going to put them higher up on the center poles. Business was very good, mostly student patronage. Mississippi State College is located here."

COL. M. L. BAKER cards from Chester, S. C.: "Closed Side Show and with it Mrs. Baker's animal show, in winter quarters in Crouse, N. C. Will play auditoriums in this section, assisted by Mrs. Baker and Chief Lone Eagle. June Trinkle, our daughter, is at school in Crouse. John Baker will go home. Joe Young to Georgia. Mrs. Robbins to Virginia. Mabel Jones to York, S. C. Chief Lone Wolf will pitch medicine in South Carolina."

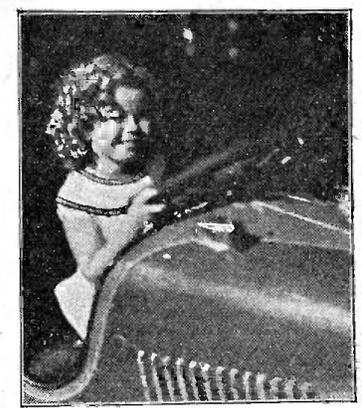
FRANK ZORDA letters from Atlanta: "Miller's Museum to open here, each act to be presented on platform, 16 in number. Walter D. Nealand, Morris Miller and the writer visited Ringling-Barnum Circus here. Met lots of old friends—James McSorly, Frank Miller, Mr. and Mrs. Eddie Lewiston and others. Cash

Miller was a visitor here. Plenty of show people in town. Morris Miller says he is going to take his museum to the Orient."

ERNEST ANDERSON letters from Youngstown, O.: "In answer to 'How long have you been in business,' will state that I have been in it 46 years. Made first appearance when six weeks old, Mrs. Hanneford (Poodles' mother) can support this statement. A man is as good as his memory. Am concluding with 'A man's wisdom is as wide as his wit.'"

G. JACK SHAFER letters from Augusta, Me.: "Played thru Maine and the maritime provinces with Ben Williams and William P. Lynch. Had a successful tour. Closed in Halifax, N. S., with Lynch. There is no law against a carnival man owning a home, so I bought one. After getting rested up may take a trip down country to look over possibilities for a museum. Anything can happen, as I have C. C. Hill, artist; Jess Trout, builder, and George Van Anden—over 300 years' show experience—and myself with four years is a combination to reckon with."

NEIL BURK lettered from South Hill, Va.: "While playing the Burlington, N. C. Fair with West's Shows Dave (Duddles) Tolin, manager Fitzie Brown's cookhouse, visited the fair at Greensboro. On his return trip to Burlington had a head-on collision, demolishing his car. He spent two days in hospital, necessitating the return of Fitzie



SHIRLEY TEMPLE, well-known child moving picture star, enjoys the carnival form of amusement. Here she is shown taking a spin in one of the Lusse Scooter cars at a recent event which she and her mother attended.

from Charlotte, where he had blanket wheels with Sheesley. Brown commuted daily between Burlington and Charlotte during the week. All is well now. Duddles is better and Fitzie had a banner week."

AL PORTER letters from Charleston, S. C.: "Al Porter, Morris Roland and Blackie Sinclair have formed a partnership and are now operating the Atlantic Coastal Shows. Porter is agent, 23 years' experience in show business; Roland, manager, has operated his own carnival for years, and Sinclair has been on the staff of Dennert & Knepp for the last five years as legal adjuster. Shows carry 18 concessions, six shows and two rides at present, all of which closed with Dennert & Knepp in Lumberton, N. C. Hope to keep operating all winter. The writer has experienced many winter washouts and has come out all right."

THE INTERIOR illumination of Merry-Go-Rounds on a dazzling scale is in order for season 1937. There are unlimited possibilities for this, illuminating engineers. Wooden horses with flashing "light" eyes, casting rays on the animals ahead, floodlights thrown into the body of the machine, drop lights over the heads of the riders in various colors, are just a few of the many light schemes possible. This "Onion" guy is nuts! But do not overlook good organs, no matter what else is done, or not done. The Merry-Go-Round is the basic ride of the carnival. Some carnivals do not quit the business until their "Flying Jinney" is worn out.

JERRY E. MARSH (Marsh's Death Dodgers) letters from Nashville, Ark.: "Had pleasure of entertaining quite a few friends with the C. R. Leggette

Shows here last week, among them Doc Dean, Stim King, Bob and Gean Roberts. Several jackpots were cut up. Mother, 80 years young, assisted by Marsh Sisters, water performers, cooked a full-course chicken dinner. Am at present with Isler Greater Shows, playing Hope, Ark. This visit home was the first in several years. The family was all together. Contracted with a big carnival for 1937, to present five acts, including double fire-dive."

WILLIAM DALTON compliments the women in a letter from Alken, S. C.: "Marie K. Smuckler, secretary-manager Royal Palm Shows; Dolly Cooper, owner and operator of 10 concessions, and Raynell, girl show operator de luxe on the Royal American Shows. What a combination!" Well, William—Why not have an all-women carnival operated exclusively by them? Imagine a lady wagon builder—not hard to do, as they do about everything else. Helen Osborne puts up her own diving rigging and other women do the same for various acts. We have long since had lady advance agents and talkers. Oh, those women!

COL. LOUIS T. RILEY letters from Owensboro, Ky.: "A friend of mine, Roy McCormack, promoted a fox hunters' meet at Morgantown, Ky., week October 19. He contracted with me to furnish two rides and a few concessions. Included in these concessions was a photograph gallery owned and operated by W. M. Midcalf, of Evansville, Ind. He had been on my shows steady for the past three seasons. He had a helper, Ray Phillips, also of Evansville. Clippings from local Morgantown papers tell of the terrible happening there during this engagement. I considered Midcalf a high-class gentleman and as a concessioner he will be hard to replace." The happening referred to relates the sudden death of the two mentioned from Evansville, which account appeared in the Final Curtain last week.

NEWS FROM the Great Applesauce Carnival: Our Motordrome will be built of either aluminum, solid mahogany or rosewood. It will be the tallest structure of the kind ever built. High up over the center there will be a "Globe of Death" as part of the ballyhoo and the performance. Parts of every motorcycle and auto will be chromium-plated. We plan to have midjet riders and the only 500-pound fat woman to ever ride a motorcycle. A giant will do the talking. There will be cash and ticket carriers from the ticket sale booth to various points in front of the ballyhoo stage, so enormous will be the business this giant Motordrome garners. Our illumination scheme is a secret for the present. Another feature of our carnival will be B. H. Nye's idea of a center midway Side Show. Ain't no such carnival—"The Onion."

Happy Days Shows

Andalusia, Ala. Week ended October 31. Covington County Fair. Weather, pleasant. Business, good.

Fair conducted by American Legion. Nothing neglected and support. Best date all season for the show. Business Manager Al K. Pine always on hand and co-operating with T. P. Littlejohn on contests. Show's last date on this circuit; ends a very pleasant and profitable four weeks with Littlejohn. Seven more fairs to be played. Doc Fontana now called "Mouse King" due to his mouse-game concession clicking so regularly. Mrs. Dedrick and Colonel boosting the President. Dad and Ma Reynolds feeding all showfolk. Pat Lewis and Al Wish sparring for lead on concession row. Harry Berger, wife and son joined with three stock stores. Mr. and Mrs. Joe Sparks with three. The writer's four rides holding their own. Mrs. Albert Heth's corn game scoring.

FLOYD R. HETH.

Philadelphia

PHILADELPHIA, Nov. 7.—South Street Museum good business for opening week. With Milo, sword swallower; Baby Joe, fat boy; Habu, iron tongue; electric chair; Mme. Verona, mentalist, on the main stage. In center pit Black Bottom Revue of eight people. Museum management of Al Paulert. Hazel Hasson, secretary-treasurer. Annex, dancing girls. Eighth Street Museum still continues prosperous. This week's bill: Walter Smith's Colored Revue, six people; Leo, magician and illusionist; Dot Smith,

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soubret; Princess Zelds, mentalist; Spidora and Mysteria, illusions; Posee Plastique. Annex, dancing girls.

George White's Oddities is operating a traveling museum in close-by towns. Traveled at Coatesville, Pa., October 31 to real business. Attractions: Jo Jobie, two-faced African pygmy; Bulu Bula, African pygmy fire eater; Wesley La Pearl, big snakes; Bobbie Barron, electric chair; Goldie Fitts, illusions and sword box; George White, man turning to stone; Bobbie Baron, sword ladder. Annex, Alien, sex contradiction.

Louis Kaufman closed with Miner's Model Shows, returned home this week after a successful season.

Johnny Keeler, operating the Exhibit Producing Company, closed a most successful season last week. During winter will promote indoor events.

Marks Shows

Milledgeville, Ga. Middle Georgia Fair. Week ended October 31. Weather, cold. Business, poor.

A natural "bloomer." Real cold weather helped make it worse. Townspeople didn't seem to be with it. Good crowds at night, but little spending. Children's Day, Friday, one bright spot, but business not what it should have been with number of school children on fairsgrounds.

Newspapers, Daily Times and Weekly Union-Recorder (more than 100 years old) liberal with space and helpful with suggestions. Fair officials, Mrs. E. W. Hendrickson and Captain Ennis, helpful to their limit.

Visitors included Chapman and Campbell, Sandersville, Ga. Fair; H. O. Campbell and Leo-Leola, who had just closed with a show. Contracting Agent Roy B. Jones on lot several nights from Dublin, where he is looking out for advance details for that fair.

Jimmy Hester, The Billboard agent and postmaster, visited by his mother and brother from the home town, Augusta. Hester is assisting Henry Palmer at the fishpond concession. Mrs. Ruby Wilson is courteous and capable clerk at George's cigar shooting gallery. Pat Perrotta continues to sell worlds of baseballs.

Newton Kelly closed last Saturday with Oddities of 1936, as did Urgel Beaudet and Autodrome. Sam Palitz went out for a new Plymouth and let it be known that he was so well pleased with his first season under the Marks banner that he would be back next year with more concessions. W. R. Powers' shooting gallery and Kiddie Swings have been clicking consistently. He also joined new automobile owners and is preparing for trek to Florida. Turk Laird spent week polishing his reels and testing his lines preparatory to his annual assault on wily tarpon in Florida waters. Mr. and Mrs. F. Eresk are enjoying life in their new custom-built housecar, purchased three weeks ago.

Mrs. Al Wallace presides with great dignity at the cashier's stand in Wallace Eating Emporium. John H. Marks was a dinner guest of friends, Joe Payne and Joe Marks found Milledgeville to their liking, with a hometown chicken stand on fairsgrounds saving all livers for them. Jimmy Raftery and writer went for the turnip greens and cornbread.

Herman Trabue and Percy Sink rejoined with their trained mice concession. Ben Holliday had twin Big Eli wheels first up here and led the others in gross business, with Tex Leatherman and Slim Carver fighting it out with the Ridee-O and Caterpillar for second honors. CARLETON COLLINS.

Big State Shows

Kerens, Tex. Week ended October 31. Auspices, R. H. Mays Community Fair Association. Main entrance, free. Pay gate to midway. Weather, rain and cold. Business, worst in show's history at fairs.

Lee Fine took additional laurels for move over 173 miles. Downpour most of distance. Loads cotton burs spread over midway. Fair rained out. Parades called off first three days. Opened Thursday night. Receipts meager. Joe Trimble with Texas State Orphans' Band—50 pieces—from Corsicana. Guests fair management and Roy Gray. Poor and underprivileged to shows and rides free. Friday best day. Saturday almost nil. Director Gray visited five carnivals: J. George Loos, at Temple; Ed Streitch and Valley shows, Bastrop; Bill Hames, Lockhart; Joe Gavin, Colored Fair, Waco, and Beckmann & Gerety, Cotton Palace, Waco. Secretary-Treasurer Louis Bright slowly recovering from pneumonia attack. Jack Baker about ready to walk on lacerated left foot and leg. To East St. Louis, Ill., when season ends. Memorial services for Mrs. Mary O. Gaskill, widow late Frank W. Gaskill; Mrs. Mary Edythe Mugivan, widow of late Jerry Mugivan, and Horace Stevens, John Robinson Ten Big legal adjuster. En route to Beaumont, Tex., Harry Dale's auto wrecked. He and B. W. Hilton injured. Frank Marvin breaking five Jersey cows to perform. Mrs. Jesse Wrigley returned from bedside of her brother, Jack Ward, air corps mechanic, in Fort Houston Hospital. Jack Robinson, account illness, to Palestine. To make schoolhouses with entertainment thru winter. He and Manager Jesse Wrigley plan five different attractions. Writer presented Mr. and Mrs. Red Rogers children, Bess and Ruth, with schoolbook satchels. Came from Japan.

Soon to enter Houston schools. James Taylor, publisher Kerens Tribune, delivered, preceding fair, 12 columns in stories and pictures. William (Pig-Iron Bill) Gann, ride man, manager of Chamber of Horrors. C. D. Millsap now manager of Expose. Mrs. Claude Fowler and Richard Gardner, of Des Moines, joined with cigret shooting gallery. Marjorie Woodrum visiting in Marshall. R. A. McHer joined Cole-Beatty Circus. New midway feature: Foley & O'Neill's Monkey Circus. DOC WADDELL.

Beckmann & Gerety Shows

Waco, Tex. Four days ended November 3. Brazos Valley Free Fair. Weather, showers and cloudy.

Interval of three days between closing of Beaumont Fair and start of this. Staging its second annual and is making progress toward eventually becoming as old Cotton Palace in years gone by. Backed by a live bunch of business men who are heart and soul with the venture and steering a straight course under the able direction of Secretary A. E. Quinn. No doubt this fair will soon become one of largest fall festivals in Texas.

After closing in Beaumont Sunday night Mr. and Mrs. Fred Beckmann drove to Shreveport, La. They spent day and half visiting friends on United Shows of America. Then caught Cole-Beatty Circus at Henderson, saw a portion of the matinee, driving into Waco Wednesday night.

Eddie Vaughn, of Ringling-Barnum legal department, in town for a couple of days on business for the circus. He was accompanied by Candy Shelton, also connected with Big One. Therese Myers, daughter of well-known Meyer Myers, of San Antonio, has been visiting Mrs. Fred Beckmann.

Sunday visitors were Mr. and Mrs. J. George Loos and son, George Jr., over from Temple; Denny Pugh and Margaret Day, from Dallas, and a number of folks from Bill Hames Shows. KENT HOESMER.

Endy Bros.' Shows

Goldboro, N. C. Week ended October 24. Wayne County Fair. Weather, chilly nights. Business, good.

First time shows ever here and first real week of favorable weather in several weeks. All attractions clicked. Shows and rides did exceptionally good. Hutchins Museum leading shows, followed closely by the Minstrels. Tilt-a-Whirl top for rides, followed by twin Big Eli Wheels. Co-operation from fair board, W. C. Denmark secretary. Denmark entertained all showfolk. Edythe Siegrist and Company and Bench Bentum's diving act free attractions. Many concessions on midway. Among them Johnny Caberia, Mickey Timmins, N. L. Shore and Mrs. Frank Pope. Benny Weiss' corn game joined. Rogers Hornsby now in charge of Follies Revue and Toby Kneeland on Art Studies. Jake Davis repainted Motordrome and building new front. New truck purchased by Jack Perry, of fat-girl show. Merry Rose. Art Lewis, of shows bearing his name, a visitor. Matthew J. Riley, general agent, also. J. J. (IRISH) KELLY.

Cetlin & Wilson Shows

Clinton, N. C. Week ended October 31. Sampson County Fair. Weather, cold. Business, fair.

Opened Monday night in rain, turned cold Tuesday and continued so rest of the week. All business done in daytime, entirely too cold at night for anyone to stay on grounds. Midway gross was 20 per cent over 1935 Tuesday, Kiddies' Day. Big street parade. Thursday biggest day of week. Many visiting showfolk, as well as representatives from quite a few North Carolina fairs. Mr. and Mrs. Dayton, of Raleigh, N. C., guest of show Friday. Duke Jeannette celebrated his 64th birthday October 29. Was recipient of some very nice remembrances. Art Parent, of Paradise Revue, received notice of death of his father in Montreal, Can. Leo Carrell's Monkey Circus top show, with Happy Harlem second and Willis Johnson's Palace of Wonders third. Scooter top ride, with twin Big Eli Wheels second, Tilt-a-Whirl third. One more week and then the show goes to barn. At this time will say that it was most successful season show has ever had. GEORGE HIRSHBERG.

Hilderbrand's Shows

Stockton, Calif. Six days ended November 1. Location, Oak Park. Auspices, LLL. Business, none. Weather, rain.

Worst week of season. Never more than 200 people on midway any night. First three days the weather fair, last three days rain. Advertising campaign by Lucille King went for naught, as people simply ignored fact that show was in town. Location may have had something to do for lack of interest, as show was surrounded by cemeteries. Many visitors, including Phil Williams, Benny Rubins, Mr. and Mrs. Hugh Bowen, Mr. and Mrs. Shorty Wrightman and Mr. and Mrs. Red Patrick. Hazel Fisher and Verna Seeborg visited relatives in Oakland. Writer, accompanied by Mr. and Mrs. R. C. de Pellaton, of Stockton; Mr. and Mrs. Johnnie Gibson and Charles Marshall, spent day visiting Oakland and San Francisco. Bud Cross made flying trip to Silverton, Ore., to attend birth of daughter, Betty. Fred Webster spent week in Los Angeles arranging his winter show. Mr. and Mrs. R. C. de Pellaton entertained at dinner party honor of writer's birthday at their home. Following night gave a dinner complimentary to Mr. and Mrs. Johnnie Gibson and Charles Marshall, of Four Jacks. Lillian La France departed for Oakland, where she stored her motordrome for winter. Mrs. E. Pickard and daughter, June, with Mr. and Mrs. Gordon Pickard, joined newly organized show, Kennedy & Pickard, at Riverbank. Charles Soderberg called it a season, closed and returned to Los Angeles, where he has contract for motion picture. Mrs. Ralph Balcom spent week visiting her brother, O. H. Hilderbrand, in Los Angeles. Jack and Bobby Dillon departed for Los Angeles. Vaudeville Vardens visited friends in San Francisco. Little Elain Foss rapidly recovering from recent attack by bear. Week was spent with much gaiety and entertaining. Among those who gave parties were Mr. and Mrs. Johnnie Hicks, Mr. and Mrs. E. W. Coe, Mr. and Mrs. William Groff, Mrs. Fred Webster and Mr. and Mrs. Johnnie Miller. Mrs. Edith Lenzner departed for home, Los Angeles. Game Monopoly still occupies majority of showfolk daily on midway. Mrs. J. C. Erickson, from San Francisco, was house guest of Mr. and Mrs. William Groff over the week-end. Following another week stand shows will move to Long Beach and close night of November 15, completing 39 weeks' season. WALTON DE PELLATON.

Miller Bros.' Shows

Madison, Ga. Week ended October 31. American Legion Fair. Weather, fair, nights cool. Business, satisfactory.

Business not up to expectations. Top money to Plantation Melodies and John Smith's Congress of Freaks.

Chief of police and mayor commented on shows and rides, which made a pleasing flash.

American Legion did everything possible to encourage attendance. Nick Patrinos' cookhouse still doing business.

New arrivals: John Williams' Congress of Freaks, including Agnes Smith, rubber-skin girl; Harry McGreger, fire eater and lecturer; Lillian McGreger, pulling wagon and automobile with eyelds.

Visits exchanged with Ringling-Barnum Circus. Writer was entertained by Clyde Ingalls, likewise renewing acquaintances with Fred and Mimi Garneau, Smiley Rice and others. BOBBY KORK.

Kennedy-Pickard Shows

Riverbank, Calif. Five days ended November 1. Business, good. Weather, poor.

Off to good start. Shows, rides and concessions did very good all week. People were pleased, as no show here for several years. Starting from 6 o'clock Saturday Big Eli Wheel ran full until 4 o'clock next morning. Pat Kelly, Ray Thomason, Mickey McVary and C. A. Smith joined here. Pat Kelly has taken over all electrical work. Owing to winter touring, shows are being repainted and enlarged en route. Mr. and Mrs. Kennedy took vacation from shows to see San Francisco-Oakland Bridge. Mrs. Viola Pickard visited her folks on Clark's Shows. Building fever has struck, as many new house trailers and cars are being built. International truck was purchased by Mr. and Mrs. Bert Elam. Mr. Pickles Pickard returned from his trip south. Among visitors from Hilderbrand's Shows were Jerry God-

frey, Hazel Fisher, Verna Seeborg, Ruth Groff, Speedy Webster, Kenneth Turner, Mr. and Mrs. Miles Nelson.

J. L. PICKARD.

Zimdar's Shows

Cleveland, Miss. Week ended October 31. Bolivar County Fair and American Legion. Weather, cold and rain. Business, fair.

With odds against it, committee, a live one, did all in its power to make affair a success. McClellan, of McClellan Shows, and Ray Goldstein, of Olympic Shows, were visitors. Quite a number of concessions coming and going. Hoffman, with watch-lab; Davis, with pitch-till-you-win, and J. Vegraska, with novelties, joined. Pop Harrington bought popcorn machine from Bud Mann and booked with shows. Zimdar is well pleased with the season's receipts to date, which are largest since 1929. CHARLES SEIP.

Cumberland Valley Shows

Summerville, Ga. Week ended October 31. Weather, fine. Business, good.

Owner Winton shipped shows back to Cowan, Tenn., where he has leased a building in which repainting and repairing of equipment will start after first of year. Shows played Tennessee and Georgia and moved on by truck. Six rides, Merry-Go-Round, Big Eli Wheel, Chairplane, double Loop-o-Plane and two Kiddie rides, carried. The shows: Sunflower Minstrels, 16 performers, featuring William Earl; Girl Revue and Buried Alive Show. Concessions, 40 all merchandise. No pay gate. Rocco Alio, cookhouse man, closed a fine season and has Buick. He will go to Boston and then to Florida. Roy McWilliams will spend winter in Ludowick, Ga. Stored his corn game with Winton. Ellis Winton and family will go south on a hunting trip, then return to quarters. Harry Stewart, electrician, will stay in winter quarters. Savoy Winton and wife go to Miami, Fla.; Bernice King to Wintonsville, Tenn. All of which is according to an executive of the shows.

Olympic Shows

New Albany, Miss. Week ended October 17. Auspices, Fair Association. Weather, good. Business, excellent.

Shows made move on time despite bad roads. Mr. and Mrs. Roy Goldstone, formerly with Crowley's Shows, joined with 25 concessions. Reported this a banner week. Shows and rides did capacity. Mrs. Maude Keel, also formerly with Crowley's, did a good job getting banners and publicity.

Leland, Miss. Week ended October 24. Weather, cold. Business, fair. Auspices, Leland Band Club.

Poor location, yet everyone did some business.

Moorhead, Miss. Week ended October 31. Business, good. Weather, good. Auspices, Fair Association.

Even though there were many shows playing in vicinity, this spot proved a good week for all concerned. To date Manager Spheris reports a successful season. Mrs. Goldstone gives service to the many who patronize her fishpond. Mrs. McNeil has been on the sick list. Shows now consist of 30 concessions; 5 rides and 5 shows. Manager Spheris recently purchased new house trailer. A. SPHERIS.

Western States Shows

Odessa, Tex. Week ended October 31. Auspices, American Legion. Weather, cold and cloudy most of week. Business, fair.

Credit for success of engagement given Commander Peri, of Legion, and G. Ward Moody, chairman of committee. Latter, former trouper, has charge of Odessa high-school band and donated their services several nights. They also assisted business manager in putting on elaborate public wedding Friday night. Several new autos on shows, among them Ben Hyman, an Olds, and Frank Downes, a Studebaker. Sonny Graves celebrated his sixth birthday with a party attended by all children and many of grownups of organization. Mrs. Rose Marie Ruback's sister and family reside in Odessa. There were several social events during week. Her two nieces, Tillie and Betty Ruth Jones, who spend their summers with us, gave party on lot to school friends. SOPHIE MULLINS.

Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Nov. 7.—There were 105 members of PCSA present at the regular meeting Monday night. President Theo Forstall presided, with Dr. Ralph E. Smith, first vice-president; O. H. Hilderbrand, third vice-president; Ross R. Davis, treasurer; John T. Backman, secretary, at hand.

As the date of the 15th annual Charity Banquet and Ball of this organization draws near there is a lot of enthusiasm noted, and this function was the principal matter discussed. The date, Wednesday, December 9, in the Gold Room and alcoves of the Biltmore Hotel. Communications: Tom and Brownie Atkinson of the Barney Bros. Circus, expressing appreciation for the courtesies shown the show by members of PCSA during time they were in the vicinity of Los Angeles. Frank Forest, of West Coast Amusement Company, wrote of fine business done this season and of plans for the exploitation of LuVerne, feature of his new winter show. Will Wright, manager Golden State Shows, inclosing application and an expression of good will toward the club. President Theo Forstall then read a letter, deleting what he said were important names, who plan to make the Coast in time for the annual Charity Banquet and Ball, whose names would be announced when he had received definite assurance of their being present. There was but one new member elected, the low score on memberships for a long time. New member Hiram W. Butler, credited to Charles W. Miller and Joe Krug.

Came the time for Jack Grimes' weekly "broadcast." He said, in part, that the chart for ballroom reservations would be ready November 18. He stated that the allotting of seats would necessarily have to be first come, first served, and urged those who will attend to make their reservations at once. Bill Newberry, manager Wallace Beery, and M. D. (Doc) Howe, of M. D. Howe, Inc., and George McCaull are assisting Jack in interesting the studio folks, big names and lesser personalities in the coming ball and, incidentally, it was stated by Jack Grimes that the efforts of those persons mentioned would be the means of attracting to this membership many of the films. It was also stated that there would appear in person and be introduced several stars of the screen. The weekly-announced "over surprise number" is Polycarp's Aerial Ballet, said to be an act entirely new to this country.

President Forstall announced that beginning with next meeting it would be incumbent on every chairman of any of the standing committees to make a report covering the activities of the committees. There was appointed a committee for the annual memorial services, to be held Sunday, December 6. Of committee, Harry G. Seber was made chairman, with Dr. George W. T. Boyd, Steve Henry, Joe Glacey, Thomas J. Hughes, George Moffat. There will be arranged a program with several prominent persons to make short talks. Captain Cordell, of the Los Angeles Fire Department, will act as chaplain. Cleveland's Boys' Band of 50 pieces, directed by I. W. Larimore. This is the official band of this organization. Los Angeles own Militia No. 99 will be the firing squad, detachments of Boy Scouts, the Golden Gate Male Quartet; a prima donna to be supplied by President Theo Forstall. A. Samuel Goldman will furnish 500 roses, every grave to be decorated, a flag at head of each marker and George Moffat will furnish chairs and tent to cover Showmen's Rest in Evergreen Cemetery.

Introductions being next in order, Brother Frank Conklin got a big hand and responded with a brief interesting talk. Mardoni, back from Dallas, made short talk. Mel H. Smith then introduced Harry Hendricks, member California State Highway Patrol, who has done much for the circuses and carnivals. Made a very interesting short talk, paying high tribute to the outdoor showfolk, with whom he has for years been much in contact.

To fill vacancies on committees account death of Brother Joe Diehl, Milt Runkle was placed on the cemetery board and Johnny Klein placed on

house committee. Vote of thanks went to E. H. Caldwell, local artist, for beautiful large standing card for memorial services. Splendid pictorial work in the replica of the large monument in Showmen's Rest.

President Forstall said that until the time came for the Grid Club to function (and noting a desire on the part of any to talk) he invited members who had anything to say to say it at the "good of the order period." Dr. George W. Boyd beat the barrier and talked of the patriotic duties of all members of PCSA. He asked the chair to have discussed the matter of a standard for this organization made that would be carried by members who were veterans of Spanish-American and the World War with other members of PCSA in the Armistice Day parade. Then what seemed like another war broke out, mentioning patriotism, Ed Nagel spread himself on that and going on got almost to the goal line on a speech that might have turned out as political and which subject is taboo. Finally subjugated. Then came Joe Glacey, new "Stormy Petrel" of the organization; Spot Kelly, Sol Grant, Ed (Lead) Smithson, Eddie Gamble, Arthur Stahlman, Mel Smith, Sam Goldman, John Miller, Jack Austin, Bob Winslow, Lew Keller, Dan Kelly, Mark Kirkendall, Lucky Ball, Ed Walsh and Dr. Ralph E. Smith. For a time patriotism fairly oozed out. Harry Pink asked for the floor and begun thus, "Better save this pent-up patriotism for a proper time, all "it" bravely when war was over," and quickly reminded that the weekly award and a lunch with refreshments awaited. Before Ed Nagel could again untangle himself, moved adjournment. Anyway there will be a standard. Dr. George W. T. Boyd will be color sergeant for the Armistice parade despite Mel Smith's assertion that Doc was not tall enough to keep the "colors up."

The weekly award went to John T. Backman. Lunch and refreshments served by Harry Wallace, Earl Harvey, Jack Bigelow and Will Casey.

Showmen should belong to a showmen's organization. What has been accomplished by PCSA should be an incentive for eligibles to enroll among those in their same line of endeavor for the uplift and betterment of all.

PCSA stands proudly four-square, better investigate and if you are in or near Southern California the clubrooms will be found to be a fine spot to stop in Los Angeles.

Ladies' Auxiliary

At last meeting of Ladies' Auxiliary of PCSA plans for a Halloween party, to be held November 2 in the clubrooms, were completed. All requested to come masked.

Every week brings in new faces, as shows are closing. Sandwiches and coffee served and prizes awarded. Door prize, Gladys Graham; cash award, Stella Brake; bingo prize, Babe Miller. New draperies were hung at windows. Floor basket was donated by Tillie Palmateer. Etta Haven contributed a large bouquet of chrysanthemums. Minnie Fisher, as hostess, is kept busy keeping clubrooms in good shape.

Three new members this week: Charlotte Duran, credit to Ethel Krug; Cecilia Kanthe, credit to Marlo Le Fors; Margaret Farmer, credit to Madge Buckley.

Visitors: Mrs. Parker, Mrs. Goldberg, Ida Delano, Nellie Williams, Mrs. Holsahan, Georgia Pierce and Mrs. Clyde.

Members present: Pearl Jones, Tillie Palmateer, Stella Brake, Vera Downie, Ruby Kirkendall, Pearl Runkle, Addie Butler, Madge Buckley, Virginia Schaller, Regina Pink, Florence Appel, Etta Haven, Gladys Graham, Alfreda Avalon, Olga Celestie, Minnie Fisher, Grace De Garro, Babe Miller, Marlo Le Fors, Stella Lynton, Vera Genae, Martha Levine, Etta Haven, Irena Saunders, Frances Klein, Peggy Marshall, Gladys Ross, Ada Mae Moore.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Nov. 7.—A rush of mail to ACA office within last few days indicates that annual meeting of association at end of this month will be largely attended by members and non-

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SPEEDY PROFITS. APPEAL—Loop-o-Plane appeals to everyone, old and young. RUGGED CONSTRUCTION—Loop-o-Plane is constructed for perfect safety, ease of assembling and dismantling, and long life.

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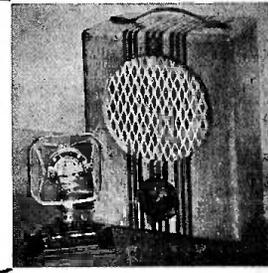
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BEST OF LOCATIONS—STRONG AUSPICES

All Concessions open. Have opening for Loop-O-Plane or any other New Ride. Can place high-class Shows with own outfit. Can use sensational Free Act. **WANTED—Foreman on Whip, Eli Wheel and Carousel. All must know how to set up and tear down. No boxers or chasers. Ernest Mahrole, get in touch with me. Can place you. Address**

CHARLES GERARD
5424 N. E. 2d Ave., Miami, Fla.

members alike. Typical of the numerous letters received is one from "Captain John" M. Sheesley, general manager of Mighty Sheesley Midway, in which he indicates that he has made arrangements to attend all of sessions of annual meeting.

Likewise, considerable interest is being shown in set of proposed by-laws, copies of which have been forwarded to each ACA member during last week. In this connection, we wish to acknowledge receiving a letter from O. J. Bach, general manager of O. J. Bach Shows, which contained some valuable suggestions in connection with by-laws.

All in all everything seems to indicate a full attendance at meetings.

We are also pleased to announce that Richard Kaplan, of Gary, Ind., general counsel to National Endurance Amusements Association, has written us that he will be in attendance at Chicago meetings as a spectator to observe working of our association.

For benefit of those who are interested we wish to restate that all sessions of annual meeting will be held in Room 114 of the Sherman Hotel, with opening session on Monday, November 30, at 11 p.m. In all, it is planned to have four sessions, with additional sessions on Tuesday at 2 and 11 p.m. and on Wednesday at 2 p.m.

The general program developed up to this time, will be as follows: First session, a review of the activities of the association for the past year, including our report as general counsel; second session, the consideration and adoption of by-laws for association; third session, election of directors and officers for ensuing year, and fourth session, the discussion and adoption of a plan of action for 1937, including matters relating to association's legislative program for next year.

We would appreciate it greatly if those planning to attend either or any of our sessions would communicate with ACA office. Likewise, it would be very helpful if those interested in any particular subject, and planning to discuss it at length, would write us as soon as convenient, so that necessary program arrangements can be made well in advance of the meetings.

ACA Program for Third Annual Meeting—Monday, November 30, 11 p.m., opening of meeting, roll call of member

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, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked 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, 26 for \$1.00

Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense, instant delivery. No checks accepted.

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Small Merry-Go-Round, Ferris Wheel and Automobile Kiddie Ride. Must be in good shape and cheap for cash.

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shows, reading and approval of 1936 Chicago meeting, reports of officers, report of general counsel for past year, discussion of activities of association for past year and applications for and election to membership. Tuesday, December 1, 2 p.m., reading and discussion of by-laws, adoption of by-laws, unfinished business and new business. Tuesday, December 1, 11 p.m., election of directors, directors meeting combined with membership and election of officers. Wednesday, December 2, 2 p.m., miscellaneous business, addresses by members present on subjects to be announced, general conference on matters affecting carnival industry and adoption of policies and legislative program.

Heart of America Showmen's Club

KANSAS CITY, Mo., Nov. 7.—President Castle sends club word that he and wife will leave Shreveport, La., for California, where they will spend part of winter rearing and enjoying sunshine. He also stated that Jake Brizendine will send in 22 more new members, which will tie up first place in membership drive between Harry Altschuler and Jake. Drive closes on 15th of this month. It seems to be anybody's race at present, as first and second place seem to change every week.

R. E. Haney, of Johnny J. Jones Exposition, sent in the name of Morris Lipsky as a new member. Reports he will have several more before season closes.

Members that received new cards lately are Dewey Thomas, J. E. O'Brien, R. E. Haney, C. J. Chapman and A. N. Rice.

The club voted Harry Altschuler, who has been treasurer for past nine years, the honor of life membership. Then presented him with a gold card for splendid services rendered. Mr. and Mrs. Eddie Strassburg arrived after closing with F. E. Gooding Shows at Circleville, O. Strassburg is owner of Sammie, educated ape. Last-year this ape was made the mascot of Heart of America Showmen's Club. Strassburgs will spend winter here.

LADIES' AUXILIARY

Under guidance of Juanita Strassburg as president, the ladies are making plans for winter months in their newly decorated clubrooms at Coates House Hotel. New carpet and furniture have been added, as well as other decorations. All are looking forward to many enjoyable evenings during winter.

A birthday and surprise party was held for Mrs. Harry Duncan at her home and ladies of auxiliary showered her with handkerchiefs. Harry Duncan then turned the surprise on all present by serving beer and sandwiches. All present reported a very enjoyable evening. Mrs. Duncan is a member of Ladies' Auxiliary, and Duncan is very active in the men's club. Those present at party: Bird Brainerd, Margaret Haney, Toots Riley, Etta Smith, Helen Brainerd Smith, Elizabeth Yearout, Naomi Porter, Lillian Markt, Mrs. Herbert Duncan, Mrs. Mabel Byrning and Marjorie Readon.

Mrs. Sallie Stevens and Mrs. Lynch are both just out of hospital and are reported on way to recovery.

Mrs. Hattie Hawk has had another sick spell and has been confined to her room at hotel.

Mrs. John R. Castle, who has been very active in work for ladies' club, sent in 15 new members and \$45 donation from United Shows.

15 Years Ago

(From The Billboard Dated November 5, 1921)

Steve A. Woods completed negotiations to pilot a big caravan for the 1922 season. C. A. Wortham's World's Best Shows played host to more than 1,500 Texas orphans at State Fair there. . . . It was winter quarters for the R. H. Miner Shows after concluding a poor season at Easton, Pa. . . . Zeldman & Pollie Shows were playing their 11th fair date of the season at Edenton, N. C. . . . Mr. and Mrs. A. D. (Red) Murray, after closing with the Con T. Kennedy Shows in La Fayette, Ind., returned to Chicago to spend the winter. . . . According to reports from Boston, a new carnival organization under the title of Showland Amusement Exposition, carrying 2 rides, 3 shows and 25 concessions and using its own railroad cars was to be launched from Boston in April of 1922. . . . Walter K. Sibley was forming a stock company and syndicate to operate a carnival in the Canal Zone and all of the countries in South America. . . . Kirk Allen sold his interest in the All-American Shows to his partner, Fred (Nip) Butts. . . . Almyra, Ark., proved a red one for Rao Bros.' Shows. . . . After closing at Peru, Neb., T. W. McMahon admitted that his show had made money on the season but countered with the statement that he had given it all to the railroads and Uncle Sam. . . . D. Kreko Bros.' Shows rolled into Brownwood, Tex., after convincing the populace of Sweetwater, Tex., that a carnival could be run on a "clean" basis. . . . Members of the Showmen's League of America held their first session in their new home, 177 North Clark street, Chicago. Talbot Manufacturing Company, well-known carnival and cookhouse outfitter, moved into larger quarters in St. Louis. . . . Greater Sheesley Shows were playing the Southern California Fair with one of the largest aggregations of carnival attractions ever to make that event. . . . Majestic Shows reported that financially their season was far below the last several years. . . . Rain was playing havoc with the anticipated large gate for the Johnny J. Jones Exposition at Valdosta, Ga., Fair. . . . C. A. Wortham Shows were contracted by the combined American Legion posts in New Orleans to show in that city later in the month. . . . K. G. Barkoot Shows were wintering in Dayton, O., for the second consecutive season. . . . Clarence Barthel, of the T. A. Wolfe Shows, was wintering in New York and making plans to return to Coney Island, his old stamping grounds, in 1922. . . . Immediately after closing their season with Sol's United Shows in Metropolis, Ill., George Tompkins and the missus left for their home in Sikeston, Mo.

Trials and Tribulations Beset Bluenose Shows

AMHERST, N. S., Can., Nov. 7.—Is hauling a schooner off a sand bar worth \$6,000? Frank J. Elliott, proprietor of the Bluenose Shows, is contesting the demand for this sum made by the Beacon Dredging Company.

As a schooner carrying the carnival equipment, animals and staff of the Bluenose Shows from Newfoundland to Pugwash, N. S., for winter quarters here, near Pugwash, the vessel went on the bar in a heavy fog.

A tug was summoned from Pictou, N. S., about two miles away. On the next tide the tug cleared the schooner off the bar. After it was docked at Pictou and the unloading of the show equipment was in progress an attachment was slapped on the vessel and the carnival property for the \$6,000. Where as there had been no agreement on the price between the Beacon Dredging

(See TRIALS on page 65)

Along the Expo Midway at Dallas

By HERBERT DE SHONG, The Times Herald, Dallas

DALLAS, Nov. 7.—Lew Dufour, treasurer of the Showmen's League of America Cemetery Fund benefit staged Thursday, October 29, announced that figures on final receipts of the show will be available later.

Danny Odom returned from Hot Springs. Roy Rupard returned from a fair tour that ended at Jackson, Miss. With Mrs. Rupard and Mr. and Mrs. J. Eddie Brown he visited the Beckmann & Gerety Shows at Waco.

Mr. and Mrs. Orville Crafts made a stop as they flew back to the Pacific Coast.

Ernie Young is due in from Chicago. Jose Manzanares left for San Francisco after disbanding his orchestra upon expiration of his engagement at the Ford exhibit.

R. W. Hood, of Streets of Paris, returned from a flying trip to Miami. Don Carlos and his Monkey Hotel are stopping in Dallas.

Officials of the San Francisco Golden Gate Exposition are due to arrive here within a few days.

Capt. W. W. Frakes and Jean DeLuca left for the Pacific Coast, where they will winter and work for Fox films. Frakes' thrill circus was disbanded.

"Whirligigs," the fair's Bunny Biggs production, finally folded in the bad weather. Horace Heidt's Orchestra opens Sunday in General Motors Auditorium.

Kansas City

KANSAS CITY, Nov. 7.—Toney Martone, here to take part in election, returned to Shreveport, La.

Roy Roberts, of Sell-Sterling Circus, here for visit, will return home, Kirksville, Mo.

George Howk and crew returned from Shreveport, La., where they played an engagement at the fair. Reported some business there. Rained out first two days.

B. W. Wadsworth and wife left for Springfield, Mo., where they will visit their son who is in school, then will motor south, traveling in new housecar.

Sammie Ancher and wife left for Des Moines, Ia., to visit relatives.

Harry Martin, from Hennies Shows, visited.

Jack Bauman and wife closed with McMahon Shows. Passed thru on way to Leavenworth, Kan., where they live.

Joe Miller is here for a short stay.

Mrs. Verna Adams left for points in Iowa, where she will visit relatives.

H. L. Whitesell in for winter, home here.

Frank Delmaine, secretary J. L. Landes Shows, here for winter.

R. & W. Shows' Roster

R. & W. Shows opened November 2 at Bearden, Ark. Show consists of 3 rides, 5 shows and 14 concessions. Roster: Ben Wear, Ferris Wheel foreman; Dan Kelly, ticket seller. George Burns, Merry-Go-Round foreman; Mrs. Burns, ticket seller. A. C. Quigley, Kiddie Ride foreman; Mrs. Quigley, ticket seller. Miller's mechanical show, "The Battlefield," operated by J. E. Miller, Ray Crownover, Paul Raymond and C. M. (Red) Miller. Mr. and Mrs. C. C. Burkett have the Wonder Cow, "Alice and Her Sister." Geck Show, Ted Sharkey, manager; Mrs. Red O'Day, tickets. Monkey Show, Mr. and Mrs. Louis Selzer, Cookhouse, Mr. and Mrs. Pate. Ball game, Ted Morris. I. H. Murphy and J. L. Hizon, "Engraver." Vic Nelson, bumper. Mr. and Mrs. Owen "Over and Under." Cova game, Mr. and Mrs. Reid. Erie Digger, Mrs. Reynolds, and Mrs. Wells, Penny Pitch. Mrs. Jimmie Farnell and Mrs. Fred Russell, wheel. G. A. Kalb, better known as "Balloon Red," jewelry. Mrs. George Woods, clothes pin rack. Madame La Belle, photo gallery. W. C. Ward and Russell Grant, pop corn. Fred Russell, electrician. Red O'Day, advance and banners. L. C. Curly Reynolds, manager. H. Wells, business manager, and the writer, publicity. C. C. BURKETT.

West Coast Items

LOS ANGELES, Nov. 7.—Cool nights have had deterrent effect on outdoor amusements. However, night Midget Auto races and the Vic McLaglen Sport Stadium are drawing good houses. The beaches have felt the effect of the change in weather the most, according to those on the pier.

Frank Conklin, of Conklin Shows, arrived for a two weeks' stay. Goes back to Chicago and Toronto. Doc Cunningham left for San Francisco. Engaged as lecturer on a new feature film that opened last Saturday. George Moffat has put the United Shows away for the winter, but has much of the equipment contracted for studio rentals.

Doc Hall has made a survey of towns in Southern California and will promote affairs at Indio and Blythe and got permission to set up at Palm Springs, Calif.

Frank Ward, general agent of the Intermountain Shows past season, in town for the winter.

C. F. Zeiger Shows that had formally closed went out for another spot, Buckeye, Ariz., Rodeo, then goes back to Phoenix, where the shows will winter.

Doc and the missus and Rosemary Loomis will arrive next week for usual winter stay.

Topsy Gooding has returned and with Clyde are getting together a Lilliputian Show. Singer Midgets that were at San Diego will be sent out as a road unit under direction of Murry A. Pennock.

Doc Howe, it is stated, will have two road units on tour soon.

Jack Brick, of the Four Jacks (Jack Schaller act) with the C. F. Zeiger Shows, will work in a new act that is getting set for dates.

Ben Dobbert back from another scouting trip. Reported that C. F. Alton's Shows will augment the West Coast Amusement Company for the Porterville, Calif., date.

A. C. Barton, back from a trip east, stopped at Hoboken, N. J. George Lieber, of the Intermountain Shows, in town for short stay, then goes to Boise, Ida., for a visit.

Billie Claire, of West Coast Amusement Company, in for stop, going to Chicago for visit.

Dan Kelly, up from San Pedro, says he will have a promotion in the Harbor Cities district. Frank Babcock has contracted the Italian Fiesta on North Broadway.

Jim Shute, who has been on Foley & Burk Shows past season, came in with car and trailer and will spend some time in Southern California. Stanley E. Keilm, noted in town, will be located at Santa Monica.

Ross R. Davis drew a good story, done by a feature writer on Los Angeles Times. Ross has had a very successful year at his spot in Griffith Park, owned by city of Los Angeles. He states he will spend over \$30,000 in adding amusement devices to those already installed in that popular playground.

T. E. Johns, back from the Hilderbrand Shows, will locate in Culver City, Calif. Cliff Clifford and missus have two candy floss stores making events. Bill Kohler, who has been with the United Shows past season, has a job in one of the major studios.

Jimmie Cooley, who has been freelancing with candy floss and candy apples in Northern California, will set up at one of the local parks for the winter.

Mardoni, magician and escape artist, back from Dallas, contracted for clubs.

Mrs. Joe Glacey, in town for few days, left for north; Joe considering proposition for the Orient. Harry Fink starting on two promotions.

W. D. St. Clair, of Mel Vaught Shows, is back for winter.

Otto Tangleber, back from the Intermountain Shows, has propositions from studio for stunt performances.

Swede Olsen another addition to the rapidly growing list of Coast Defenders. Pickles Pickard working out plans for a new show for next season.

California Golden Gate Shows has office and will establish quarters in South Los Angeles. Joe Krug and Max Harry Bernard owners.

Many local concessioners going to San Francisco for the big event, opening of the bridge between San Francisco and (See West Coast Items on opposite page)

Corey Bazaar Company

WANTED—Penny Arcade, Bingo, Blankets, Palmist, Dolls, or any legitimate Wheel or Grind Store, Novelties, Acts with Concessions, Accordion Player, Bats, Drums, Photos, Arcades, or what have you? Reasonable rates. Out all winter in Indio. Man to ditch. Prize Package Daily. All address E. S. COREY, Brink's Hotel, Phillipsburg, Pa.

FOR SALE
Caterpillar, complete — new Tunnel, made by Spillman Engineering Co. Ride in first-class condition. Will trade for other Ride or sell for cash. BOX D-52, care The Billboard, Cincinnati, O.

BROWNIE SMITH'S SHOWS WANTS

For now and balance of winter, playing choice spots thru South Carolina and Georgia. Concessions of all kinds, shows not conflicting, have several complete show outfits will turn over to responsible people. Will buy or book a Smith & Smith Chairplane, one with music preferred. All address Kingtree, S. C., Fair, this week; then as per route in The Billboard.

6 THE BIGGEST \$\$\$\$ SPOT IN ARKANSAS 6
ROYAL FLUSH SHOWS WANT
6 DAYS FOR BUFFALO ISLAND FAIR, MONETTE ARK., NOVEMBER 16 TO 21, ON THE NIGHTS
Independent Shows, Concessions. Special inducement for Corn Game. No exclusive. This is a bona-fide Fair. This Show will positively be out all winter, going into South Texas and Old Mexico. Address all communications ROYAL FLUSH SHOWS, Monette, Ark.

Balance in Portland, Ind.; Four Days' Rain at Centen

PORTLAND, Ind., Nov. 7.—Final figures show a profit balance for Portland Centennial here on September 27-October 3, said Managing Director John J. Jaqua, altho there was rain on the first four days.

Total attendance was about 45,000. F. E. Gooding had five rides, but weather hurt midway business. Pageant with a cast of 1,000 was produced by John B. Rogers Company. Anson Weeks and ork played for the queen's ball.

A. E. Selden, "the Stratosphere Man"; Rita and Dunn, high wire, and May Collier as free acts pleased the crowds. Receipts from merchants' donations, grand-stand tickets, concessions, exhibits and other sources were \$68,972.41.

Gate in Milwaukee 101,366

MILWAUKEE, Nov. 7.—Attendance at the eight-day Milwaukee and Wisconsin Exposition, which closed on October 31 in Milwaukee Auditorium, was reported at 101,366. Horace Heidt and his Brigadiers were featured all week, playing in main arena and Cafe Moderne. Four King Sisters, Jerry Bowne, Lysbeth Hughes, Alvino Rey and Four Rhythm Boys were among feature acts. Milwaukee bands augmenting the entertainment included those of Heinie and his Grenadiers, John Davis, Joe Smith, Al Buetner, Roy Numon, Joe Caravella and Myron Stuart.

Wirth Again in Hartford

HARTFORD, Conn., Nov. 7.—Sphinx Shrine Temple has again contracted for its two major projects for 1937, first being the Sportsman Show in January. The Shrine has again awarded the circus contract to Frank Wirth for the eighth consecutive year, date to be in April. Hartford Shrine Circus is known as one of the biggest Shrine indoor dates in the East.

Cleveland Billing Started

CLEVELAND, Nov. 7.—Billing has started for Cleveland's First Annual Children's Show, an amusement festival, to be held in the Auditorium here, produced by National Children's Exhibitions, Inc., under Production Manager H. M. Hirsch. More than 5,000 lithographs are being put in store windows and tickets are on sale in drug stores and numerous groceries.

Badger Centen Has Profit

MUKWONAGO, Wis., Nov. 7.—Mukwonago's Centennial committee reported net profit of \$1,165.15 from the 1936 celebration. Total receipts were \$5,165.38, with disbursements of \$4,000.23.

Rain Hits Fiesta on Coast

COULTEVILLE, Calif., Nov. 7.—Rain during the Fiesta Celebration here precluded any chance of profit, altho the merchants' committee was pleased with attractions and merchandise concessions. Kahn's Greater Exposition Shows were on the midway. C. Wrightman booked a Ferris Wheel, and Pony Ride and wrestling show came from Foley & Burk Shows. There were 10 independent concessions. Free acts included Indians from Yosemite National Park; California Ramblers, San Joe, and Bosco, escape artist.

A 10-ACT vaudeville bill and a name band are to be twice-daily features at the annual six-day automobile show, under sponsorship of Mahoning County Automotive Association, in Stamburg Auditorium, Youngstown, O. James S. Taylor, secretary and manager of the association, has been named general manager of the show.

BOB MORTON

Writes on

Exploiting and Producing
Circuses

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

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Circleville Registers One of Best Pumpkin Shows in History of Event

CIRCLEVILLE, O., Nov. 7.—The 33d annual Pumpkin Show here opened on October 21 with a perfect day and the largest crowds on record. Day was topped with the Miss Pumpkin Show parade at 7:30. Miss Dolly Riffle was crowned Miss Pumpkin Show and reigned as queen over festivities. Exhibits were larger than ever and were featured by a high-class Horse Show and fine Junior Fair and 4-H Club display.

All concessions, merchandise displays and lunch stands were booked independently by Secretary Mack Parrett Jr., assisted by J. F. Enright, concessioner of Columbus, O. Mr. Enright has made the Pumpkin Show 26 consecutive years. F. E. Gooding Amusement Company furnished eight rides in charge of Mr. and Mrs. A. W. Gooding and Mr. and Mrs. E. C. Drum, who reported the largest Circleville business they ever had. These free acts, which pleased the crowds, were given twice daily: Bee Kyle, high diver; A. E. Selden, "Stratosphere Man;" Conley Trio, double high pole, and Conley's dogs, ponies and monkeys. Shows consisted of Ed Straasburg's Sammy, the Ape, under a new 70-foot top; Armartita, Berentz's Animal Show, Gay Pares, Streets of Paris, Meyers' Glass Blowers, Frank Wittlinger's Penny Arcade, Bobby Show, What Is It?, Pony Ride, Motor-

drome, Davis' Athletic Show, Magic Carpet and Zim Zom.

Saturday was the largest day, with more than 50,000 in attendance. Thursday and Friday were marred by cold and rain, which cut attendance and affected business for all concessions, shows and rides. Among the seven parades was the Industrial Parade, with many beautiful decorated floats and automobiles representing leading business men. Chamber of Commerce won first prize for the best decorated float, adorned by five beautiful girls, headed by Miss Marvina Wallace, daughter of W. E. Wallace, president of Chamber of Commerce and Ohio Bakers' Association.

The slogan "Bigger and Better" was carried out to the nth degree. Premiums and prizes were increased. Fireworks by United Fireworks Manufacturing Company were displayed each night. City and business houses were decorated and the secretary received fine co-operation from business men in placing concessions, shows and rides. A large pumpkin, the idea of Mayor W. J. Graham, adorned a pedestal high above crowds in center of the show, which created much favorable comment and impressed the people with the fact that the pumpkin is "king" in the heart of Ohio's agriculture district, said Secretary Parrett.

Concessioners reported good business in spite of inclement weather for two days. Visitors were reported from almost every State in the Union and Canada. Show covered more territory, as there were more concessions, amusements and displays booked than in past years.

Shorts

AFTER playing Charlotte (N. C.) Exposition and Food Show on November 11-14 Merrill Brothers and Sister will return to their home in Lakeland, Fla., reporting the best season in many years.

LARGE crowds attended Chattanooga (Tenn.) Better Homes Exposition in Memorial Auditorium, sponsored by The Chattanooga Times and featuring Merrill Brothers and Sister on the entertainment bill.

PURE FOOD and Industrial Exposition being held in Greenville, Miss., this week under Elks' Club sponsorship has Zimdar's Greater Shows on the midway. Exposition is being held in a large tent.

A HUGE stage show and orchestra in addition to displays are main attractions at the Enid (Okla.) Electrical Show and Exhibit this week in Convention Hall. Retail merchants are sponsoring the event.

AT THE Mummies' Celebration on October 30 in Mt. Union, Pa., Harry and Loy Rose presented a three-act program, consisting of trapeze, wire and knockabout.

THE 1937 Houston Fat Stock Show and Live Stock Exposition will be held in a new building being erected at a cost of \$1,337,000, according to W. O. Cox, business manager. Plans call for the show to be held in the fall coincident with dedication of the building.

FIRST ANNUAL Great Lakes Sportsmen and Motor Boat Show in Toledo Civic Auditorium will be staged concurrently with several conventions of State and national organizations early in 1937, said L. M. Fox, general chairman. Show, which will be one of the events of Toledo's Centennial Celebration, is sponsored by Maumee River Restocking Association and indorsed by local Retail Merchants' Board, Hotel Association and Convention Bureau.

HELP This Department by Telling
Committees About It.

Hotel Owners' Association: Charlie Phelan, Pete Robinson, Claire Richter; Koo Koo, bird girl; Ajax, sword swallower; Edna Blanche; Viani, fire-eater; Margaret Hill. Kassow played Variety Club in Pittsburgh with Pete Robinson. Edna Blanche, Charlie Phelan, Margaret Hill, Claire Richter.

Notes From France

PARIS, Nov. 2.—The annual indoor circus season at the Cirque de Rouen, in Rouen, is under way. Opening bill features the American tight-wire ace, Con Colleano; big animal act of Alfred Court, and clowns, Beby, Lole and Pickard. Other acts are elephants, camels and horse of Strassburger; the Freydlanis, Rislly acrobats; Rola Rola, equilibrist, and Rollet and Semsey, acro dancers.

Cirque Pourtier is presenting a new bill at Bordeaux with new animal acts, Seven Atlas, Arab tumblers; Two Marcolis, comedy bumpsters; Joe Breitbart, strong man, and Iles and Loyal, clowns.

Cirque Medrano "construction" closed its season at Havre last week. The Cirque des Allies (tent) closed at Gisors. Lemeny's Circus is at Saint Quentin. Lambert's Circus is at street fair in Oyonnax. Bouillon's Menagerie, Tissen's sea lions and Gallon's Jungle Animal Show are at street fair in Lorient.

Friedel Jobsen, trapezist, is at Casino Municipal in Aix en Provence. The Colters, cowboy parodists, and Four Misleys, equilibrist, are at Alfa Variete in Luxembourg. Otto Kemmerich's tame lion, "Lee," is at the Arena in Rotterdam.

The Mijares-Schreiber Circus is planning a season at Gothenberg, Sweden, December 26 to January 10.

WITH THE FANS

(Continued from page 37)
Next meeting will be held at the home of Jacob B. Jones in Bridgeton.

The editor of *White Tops* has Denny and Edna Curtis to thank for the first copy for a greeting card received for the holiday number. Mr. and Mrs. Curtis are at their home in Westmont, Ill., after the close of a successful fair season. They will rest for several weeks before starting on indoor dates.

National President Frank Hartless and Col. William Sneed, chairman of the John Davenport Tent of Chicago, were visitors at the *White Tops* office October 5.

F. Moose Moore, CFA of Midland, Ont., attended Hamid-Morton Circus at Toronto and visited with Mme. Bedini, Harry LaPearl and wife, Bob Morton, Mickey King, Mrs. Pallenberg and others. He had a most enjoyable time. Moore has been following circuses since P. T. Barnum's time.

WEST COAST ITEMS

(Continued from opposite page)
Oakland. Foley & Burk have contract for concessions and amusements.

Cal Lipes left for hunting trip in Arizona and vacation on a New Mexico ranch.

Jack Austin has gone into the advertising game for the winter. Joe Lucas and Angelo De Rosa, in from Chicago, will open merchandise bazaar.

Bunny Dryden, reported engaged for downtown publicity stunt, to walk wire from top of tall office buildings.

WANTED

CHILDREN'S SHOW

DECEMBER 23 TO JANUARY 1, INC.

Ten Days and Nights, Including Sunday and Holidays, in Cleveland's Mammoth Auditorium.

150,000 Advance Tickets Now Selling at 75c.

Will sell space for small Shows. WANT Flea Circus, Illusions, Wax Show, Penny Arcade, Walk-Through, Mechanical Show, Society Circus, Museum, Punch and Judy. All must be clean with good flash. WANT all kinds of Rides. We have 32,000 square feet of space. Will have estimate of \$30,000. Backed by all Civic Groups and Schools. Will contract Cowboy Rope Spinners, Clowns, Circus Acts for Stage Show. Address

H. M. HIRSCH

National Children's Exhibitions, Inc.,
286 Public Auditorium, Cleveland, O.

LAST CALL

Maysville, Ky.,

TOBACCO

FESTIVAL,

Indoors,

Nov. 25 to 28,

Inclusive.

CAN USE

A Few More Legitimate
Concessions.

\$500 Cash Tobacco
Awards.

\$125.00 Cash Door
Awards.

Ford Car Given Away.

HELEN DILLIN, Secy.

Classified Advertisements

COMMERCIAL
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Mjnimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

5c WORD (First Line Large Black Type)
2c WORD (First Line and Name Black Type)
1c WORD (Small Type)
Figure Total of Words at One Rate Only
No Ad Less Than 25c.
CASH WITH COPY.

ACTS, SONGS AND PARODIES

MODERN SPECIAL DANCE ARRANGEMENTS, 75c. DR. PERRY, Bowling Green, Ky.

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

WHAT WILL YOU OFFER FOR MY PRIVATE collection of 2,500 carefully selected jokes and humorous stories? JACK ANDREWS, 309 N. Division, Appleton, Wis.

AGENTS AND DISTRIBUTORS WANTED

A BUSINESS OF YOUR OWN! SELL USED Clothing; 100%-300% profit; we start you; satisfaction guaranteed. Catalogue free. **GLOBE RUMMAGE MART**, A-3238 State, Chicago. x

AGENTS—EARN MONEY WITH ESPECIALLY low priced ladies' fur coats. Write for particulars. **SNIPPER & SCHWARTZ**, 153 West 27th, New York.

AGENTS — STICK-ON-WINDOW SIGN LETTERS; 500% profit; free samples and liberal offer. **METALLIC LETTER CO.**, 439 N. Clark, Chicago. x

AGENTS—90c PROFIT—\$1.00 SALES; CLEANER for Autos, Metal, Glass. Your name on labels. Free sample. **INSTANT KLEEN LAB.**, Dept. C, Dayton, O. del19x

ATTENTION, SUBSCRIPTION SALESPERSONS—Individuals or with crew. America's best Poultry Journal wants agent east of Mississippi River. Write for proposition. **C. L. ROYSTER**, 538 So. Clark St., Chicago, Ill. x

DISTRIBUTOR—DIXIE DANCE WAX. CLEANS as it waxes. Your own business, highly profitable, be independent. Easy, pleasant. Cafes, taverns, beer parlors, anywhere there is dancing. Constant repeats. Sample hunters save your stamps. **DIXIE WAX CO.**, Evansville, Ind. no21x

EXPERIENCED SUBSCRIPTION MEN WANTED for rural work; attractive club national magazines; liberal proposition. **PUBLISHER**, 750 Shukert Bldg., Kansas City, Mo. del12x

FAMOUS FORMULAS — MADE MILLIONS, 9,000, \$3.00; \$6,000, \$2.00; 3,000, \$1.00; 1,500, 50c; 600, 25c. 30 Automobile Specialties, 25c. **VOXCO**, B-933-A, Denver. x

GOOD INCOME SILVERING MIRRORS, PLATING and Refinishing Lamps, Reflectors, Autos Beds, Chandeliers by late method. Free particulars. Write **CUNMETAL CO.**, Ave. G, Decatur, Ill. tfx

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LOCAL AGENTS WANTED TO WEAR AND demonstrate Free Suits to friends. No canvassing. Up to \$12 a day easy. Experience unnecessary. Valuable demonstrating equipment; actual samples free. **H. J. GRAVES**, President, 1300 Harrison, Dept. L-807, Chicago, Ill. x

MAKE MORE MONEY SELLING SHIRTS, TIES, Underwear, Dresses, Hosiery, Raincoats, Jackets, Pants, Uniforms. Sales outfit free. **NIMROD CO.**, Dept. 43, 4922-28 Lincoln Ave., Chicago. no28x

MELDRUM'S CRYSTAL CLEANER—25c PACK- age makes 10 gallons; \$5 bag 500 gallons; sent prepaid. **MELDRUM'S LABORATORY**, Dept. C-1, 8354 Epworth, Detroit, Mich.

MUST SACRIFICE — 200,000 DOUBLE-EDGE Razor Blades below manufacturing cost. Overstocked condition. **NALPAK BLADE COMPANY**, 4514 North Kedzie, Chicago, Ill.

NECKTIES—NEW XMAS LINE, \$1.00 TO \$3.50 dozen. 25% cash, balance C. O. D. Sample dozen, \$1.50 prepaid. **FREEDLINE TEXTILE AGENCY**, 106 W. Ninth, Los Angeles. no28

NO PEDDLING — FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE**, 214 Grand, New York. no28x

PERFUME BUDS — SENSATIONAL STREET- men's seller. Cost 1c each, sell 5c. Particulars free; samples 10c. **MISSION**, 2328 W. Pico, Los Angeles. no28x

PITCHMEN! SOLICITORS! MAKE EXTRA money with new stamping outfit. Stamp checks, plates, fobs. Catalogue 69¢ free. **C. H. HANSON**, 303 W. Erie, Chicago. x

PROFIT 2,000% — AGREEABLE EASY WORK applying Gold Initials on Automobiles. Every owner buys. \$3 to \$15 daily earnings. Write for complete details and free samples. **AMERICAN MONOGRAM COMPANY**, Dept. 20, Dunellen, N. J. x

PROMOTIONAL MEN WANTED FOR STATE supervisors. \$62.50 investment required; enormous earnings. Give experience. **KENNETH FLECK**, Columbia City, Ind. no21x

SALESBOARD MEN — NEW PUT AND TAKE jars, twelve different payments. Details, sample free. **TOM THUMB**, Dept. BB, Nauvoo, Ill. de5x

SELL NEW AND USED CLOTHING — 100% — 300% profit; selling experience unnecessary. We start you; furnishing everything. Catalogue free. **ACME MERCHANDISE**, M-558 W. Roosevelt, Chicago. x

TINSELED DAZZLING MERRY CHRISTMAS and Happy New Year (9x11) Signs. Retail 25c; instant delivery. 100 Signs, \$4.00; express charges collect. **KOEHLER**, 335 Goetz, St. Louis, Mo. x

WHERE TO BUY AT WHOLESALE 500,000 ARTI- cles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. de5x

WHY WORK FOR OTHERS? MAKE AND SELL your own goods. Formulas, Thilet Articles, Perfumes, Extracts. Valuable book free. **SCIENTIFIC LABORATORIES**, 1957 W. Broad, Richmond, Va. tfnx

100 RARE PHOTOS, \$4; CARTOON BOOKS, \$3. Spicy Magazines, \$10. Samples \$2 up. **BOX 468-B**, New Haven, Conn. de5x

100% TO 200% PROFIT ON THE HOTTEST Xmas Greeting Cards yet produced. Greetings for friend or enemy. Sell on sight; lithographed in colors. Sample and reproductions, 10c. **SAWATA CO.**, Ledger Bldg., Fort Worth, Tex.

ANIMALS, BIRDS AND PETS

ALLIGATORS SNAKES, TURTLES, CROCO- diles, Animals. Twelve small assorted Snakes, \$3.00; eight large attractive assorted Snakes, \$10.00. Coral Snake preserved in patent jar for exhibition, \$1.50. **ROSS ALLEN**, Silver Springs, Fla. Wire via Ocala. no28x

SWAN—THREE PAIRS LARGE WHITE BREED- ers, three years old, outstanding stock, tame, will stay on any lake or pond. Sell one, two or three pairs at \$40.00 per pair. Write for photograph if interested. **R. E. RICHWINE**, Williams Grove Park, Mechanicsburg, Pa.

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WANTED TO LEASE FOR CHRISTMAS PARADE for 3 weeks—5 White Dog Team and Sled, Four Sets Double Pony Harness. Rush answer; Season starts November 27th. **B. C. TRUAX ATTRACTIONS**, Wichita, Kan.

WIRE-WALKING DOG DOING OTHER TRICKS, \$30.00; High-Diving Dog doing other tricks, \$30.00. **BOX 1109**, Harrisburg, Pa.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

LEARN VENTRILOQUISM BY MAIL—SMALL cost. 3c stamp brings particulars. **GEORGE W. SMITH**, 125 North Jefferson, Room S-659, Peoria, Ill. x

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TURN IDEAS INTO CASH—FREE LITERATURE tells you how. Stamp appreciated, but not necessary. Write today. **MARTINEZ-B**, San Bernardino, Calif. no14x

YOU CAN ENTERTAIN FOR ALL OCCASIONS with Trick Chalk Stunts and Rag Pictures. Catalog free. **BALDA ART SERVICE**, Oshkosh, Wis. no21x

BUSINESS OPPORTUNITIES

FOR SALE—KID CANFIELD GAMBLING EX- pose Show complete. Two reels synchronized film with negatives. Large lobby display, oil banners. Play motion picture, vaudeville exhibitions. Write for detailed information. **GEORGE BONNER**, 8764 97th St., Woodhaven, N. Y.

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OPPORTUNITIES—LOCALLY BY MAIL. PAR- ticulars free. Interesting novelty sent for 3c stamp. **KINGTEX SERVICE**, BB, 222 Leavenworth, San Francisco, Calif. no14

SELL BY MAIL BOOKS, NOVELTIES! BAR- gains! Christmas sellers! Display Signs! Big Profits! Particulars Free. **F. ELFCO**, 43B N. Wells, Chicago. tfnx

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers, may not be advertised as "used" in The Billboard.

BARGAINS—10 AD-LEE 4 COLUMN 1c NUT and Candy Vendors, \$9.50 each; 25 Columbus 5c Peanut Vendors, \$3.50 each; 50 Robbins 2-in-1 Vendors, 1c Slots, \$9.50 each; 25 Spear-mint 1c Stick Gum Vendors, \$3.50 each. **ROBBINS CO.**, 1141-B DeKalb Ave., Brooklyn, N. Y.

BARGAIN — 7 PRACTICALLY NEW 1936 Buckley Diggers, including merchandise, \$75 each. Terms 1/3 with order, balance on delivery. **DELUCA AUTOMATIC SERVICE**, 2149 74th St., Jackson Heights, L. I.

BARGAINS FOR QUICK SALE—EXHIBIT'S DICE Games, \$3.00; Sportsman, \$7.00; Grootchen's Gum Vendors, Nubba and Cigarette Reels, fine condition, \$6.50; Traffics, \$10.00; Ace, \$15.00; Jumbos, \$25.00; Tickettes, \$5.00; Jigsaws, \$2.00; Rock-Ola Baseball, \$2.00; Prospector, \$15.00. Send deposit. **PARDUE NOV-ELTY CO.**, 1400 Princess Ann St., Fredericksburg, Va. x

BUCKLEY 1936 MODEL DIGGERS, USED 60 days, \$65.00; Paces Races, equipped with Musers parts, \$145.00; Jennings Triple Jack Pot Tenor Escalator Slots, \$30.00; Duchess Double Jack Pot, \$20.00; Burtmier Penny Slots, \$17.50. All machines 5c play. **NORTHFIELD AMUSEMENT**, 2114 Buchanan, Grand Rapids, Mich. x

CENT-A-SMOKE CIGARETTE VENDERS, \$4.50; Clawd Diggers cheap. Peanut, Pistachio, Spotted Ball Gum Vendors, \$2.75 up. Wanted Late Photographs. **NATIONAL**, 4242 Market, Philadelphia.

CLOSE-OUT BARGAINS—GOLD RUSH, \$5.00; Ten Grand, \$35.00; Repeater, \$17.50; Pamco Parlays, \$37.50; Bally Peerless, \$32.50; De Luxe "46", \$17.50; Jumbo, \$29.00; Sunshine Derby, \$32.50; Baffle Ball, \$17.50. Certified deposit, orders under \$20.00, 50%; orders over \$20.00, one-third. **MILAM MUSIC CO.**, Cameron, Tex.

COIN-OPERATED MACHINES BOUGHT, SOLD, exchanged. Highest prices paid for Escalators. In business since '91. **JARL**, 1704 Leavenworth, Omaha, Neb. x

DAILY LIMIT, \$20; MAMMOTH, \$20; MYST- erious Eye, Automatic Dice, \$12.50; Brown Sportsman, 2 boards, \$6; reconditioned. 1/2 deposit. **T. DEAL**, Great Bend, Kan.

DIGGERS, 3, 1933 MOTOCOPES, PERFECT condition, \$100.00; 1 Bat 'Em Winter Baseball game with new nets, canvas, cost \$1,200.00, first \$300.00 takes; Mystery Blue Fronts, \$70.00; Cornets, Roll Taps, \$55.00; Punchette, \$35.00; Hit Me, \$7.50; Grootchen Cigarette Machines, \$4.00; Big Six, \$12.50; Stampedes, \$19.50; also 100 Novelty Games cheap. **THE NATIONAL AGENCY**, Columbus, Ga.

EXHIBIT'S TICKET GAMES — BAGATELLO, High Way, Rodeo, Bonanza, Whirlpool, Baseball and Football; all guaranteed to be in good condition; \$20.00 each, or five for \$90.00. One-third deposit with order. **KENTUCKY SPRINGLESS SCALE CO., INC.**, P. O. Box 936, 516 S. 2d St., Louisville, Ky. x

FIFTEEN MILLS GOLDEN BELLS AND SIDE Vendors, refinished, look brand new, guaranteed same as new machine, \$62.50 each. **F. O. B. Oakland. MILLS SALES CO.**, 1640 18th St., Oakland, Calif. no14

FOR SALE — 10 SEEBURG SELECTOPHONES, 1934 model, 10-record selective, walnut cabinet, and 2 Mills Troubadours, model \$75, walnut cabinet, 12-record selective, all \$75 each, 1/3 down with order. **CARL D. KING**, Elwood, Ind.

FOR SALE—25 WAITING FIVE CENT LATE model Rol-A-Top Front Vendors, all in good condition, \$50.00 each in any quantity. **J. M. HUGHES**, 1243 Central Avenue, St. Petersburg, Fla.

FOR SALE—FIVE-CENT PACES RACES, SAME as new, \$300.00 each; Cailles Bells, latest type machine, 20 stop reels, double jack pots, escalators-cabinets painted modernistic colors, five-cent play, \$50.00; ten-cent play, \$52.50, and twenty-five cent play, \$55.00. All of these machines same as new and used at the Texas Centennial only. **JOE ROGERS**, Texas Centennial, Dallas, Tex. de5x

FOR SALE—2 MILLS SNAKE EYES, \$250.00 each. **F. O. B. Oakland, Calif.**; includes tax. Practically new. Special Iron Stands for same, \$10.00 each. Deposit required. **MILLS SALES CO.**, 1640 18th St., Oakland, Calif. no28

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Big Annual

Christmas Special

issue of

The Billboard

Close Promptly in Cincinnati
Thursday, 4:30 P.M.

November 19, 1936

Mail your Copy Today

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FOR SALE—PEERLESS, JUMBO OR ALAMO, \$27.50; Pacific Pamco Speedway, Ballot, Chase, Gottlieb Sunshine Baseball, \$37.50; Challenger or Multiple, \$45.00; Prospectors, \$17.50. One-third deposit required. WALKER SALES, 1723 Franklin, Waco, Tex.

FOR SALE—MILLS UPRIGHT SLIDING DOOR Safes: five single, two double; \$12.50 for double; \$7.50 for singles. Respectfully, GEORGE MARKOS, 237 Front St., Dover, O.

FOR SALE—50 DAVAL'S 21s, \$17.50; 10 Daval's Tit-Tat-Toe, \$10.00; 10 Penny Smokes, \$7.50; 10 Exhibit's Beat It, \$8.00; 10 Exhibit Sweet Sallies, \$5.50. KOSTAKES NOVELTY CO., 512 E. Trade St., Charlotte, N. C.

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MILLS 5c AND 10c BLUE FRONT COLD Awards, refinished, look like brand new and guaranteed as such, \$65.00. F. O. B. Oakland, Calif. MILLS SALES CO., 1640 18th St., Oakland, Calif. no14

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MILLS BULL'S-EYE JACK POT SLOT MACHINES—1c, 5c, 10c and 25c at \$30.00; some as low as \$15.00. Write us for details; large stock; slots only; no trades; selling out; real bargains. FERRIS & COMPANY, Box 245, Manitowish, Wis. x

MILLS 25c JACKPOTS, \$10.00 EACH; WATLING 1c Double Jackpot, \$25.00; also Tit-Tat-Toe Counter Machine, \$6.00. Have a customer that wants Q. T. 1c, 5c, 10c play. Write O'BRIEN, 89 Thames St., Newport, R. I. x

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RECONDITIONED 5c COLUMBUS PEANUT, \$4 each; Ball Gum, 1c Play, \$2 each. Cash with order. EASTERN, 350 Mulberry, Newark, N. J.

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TWENTY-FOUR RECORD SELECTIVE GABELS, attractive streamline cabinets, Webster pick-up and amplifier, like new, latest serial numbers, \$65.00 each; complete with records. CAPITOL AUTOMATIC MUSIC CO., 460 W. 34th, New York.

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WANTED—ELECTRIC EYES WITH TICKETS, Seeburg Hockeys, All-American, Atlas Baseballs. We buy, sell, exchange Penny Arcade Machines, Pin Games, Cranes. MUNVEY, 145 Park Row, New York.

WANTED—50 SIX SLOT PAMCO PALOOKAS, 50 Stewart Maguire Cigarette Vendors, Races Races. THE NATIONAL AGENCY, Columbus, Ga. x

WANTED—ANY QUANTITY BLUE FRONT Mysteries, Extraordinary Mysteries, War Eagle Bells, Jennings Chiefs in 5, 10 and 25c Plays; 1c Q. T.'s. BADGER BAY COMPANY, Green Bay, Wis. no28x

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1935 ELECTRIC HOISTS, WITH ROLL CHUTE, \$59.00; 1933 Mutoscope Cranes at \$35.00; Erie Diggers, floor models, \$15.00; Exhibits Iron Claws, model E, \$20.00; Exhibit Junior Crane, \$15.00. Send 1/2 deposit to HARRIS, 537 Summit Ave., Schenectady, N. Y.

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BEAUTIFUL VELVET CYKE, LARGE SIZE, COMPLETE, \$125.00; Scenery Curtains, \$5.00; Musicians' Mess Jackets, \$2.00; Costumes, Overcoats, Gowns, WALLACE, 2416 N. Halsted, Chicago.

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FLASH! FLASH! THEATRICAL COSTUMES FOR sale. Parades, Jazz Sets, Tillers, Hats, Hulas, Trains, Leafards, Wigs, Rhumbas, Gypsy, Indian, Cowgirl, Sailor, Spanish, Military, etc. Prices 25c up; slightly used. F. I. Y. THEATRES COMPANY, 226 W. Superior Ave., Cleveland, O. no21

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NEW FAST SELLING FORMULAS—AUTOMOBILE Renovator, new process for tenderizing meats. Canvassing, pitching and all formulas. Anything analyzed. ASSOCIATED CHEMISTS, Indianapolis, Ind.

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BARGAINS—GENERATORS, MOTOR GENERATORS, Exhaust Fans, etc. Ask for quotations on your needs. ELECTRICAL SURPLUS COMPANY, Dept. 50, 1885 Milwaukee Ave., Chicago.

CASWELL JACKPOT GALLERY BULLET TRAP, safe, convenient and ideal for miniature jackpot rifle galleries. Write for descriptive literature and prices. CASWELL SHOOTING GALLERY EQUIPMENT CO., Anoka, Minn. no21

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COMPLETE DRAMATIC-SHOW READY TO GO, used five months; Tent, 40x110, A-1 condition; \$600.00 if taken now. CLYDE MATCHETT, Hamilton, Mont.

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KIDDIE AUTO AND AIRPLANE RIDES, BOTH operate from one horsepower motor, twenty-seven capacity, \$500.00 cash for both rides. KLOTZ, Brady, Tex., last week out.

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MODERN CO TENOR DOUBLING CLARINET—Must read; Trumpet double some Fiddle; prefer arrangers for a small band. Wire HARRISON KIMBALL, Marlow Theatre, Ironton, 10-11; Civic Theatre, Fostoria, 12-13; Ritz Theatre, Tiffin, 14; all Ohio.

ORGANIZED DANCE BAND—WORK UNDER leader; complete information in first; must be union and willing to travel. BOX C-132, Billboard, Cincinnati.

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WANTED—SINGLE MED PERFORMERS, sketch teams, piano player. Money any time. MO-TEE-NA MEDICINE CO., Ashley, O.

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ALL 4 FOR DIME PHOTO SUPPLIES AT CUT prices. Our new Photostrip Outfits, either 1 1/2x2 or 2 1/2x3 1/2, complete \$140.00. WABASH PHOTO SUPPLY, Terre Haute, Ind. no14

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ROLLS DEVELOPED, TWO PRINTS EACH AND two free enlargement coupons, 25c. Reprints, 2c each; 100 or more, 1c. Christmas Cards, 60c dozen. SUMMERS' STUDIO, Unionville, Mo. del9x

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BARGAINS—SOUND FILM FEATURES, WEST-erns, Dramas, Actions, Road-Show Specials, Shorts. Free list. R. MONROE, Box 71, Burrell, Calif.

PORTABLE SOUND PROJECTORS—FREE Trials. Films shipped for screening. You don't need to buy a cat in a bag if you come for us. WESTERN FEATURE FILM & SUPPLY CO., 1018 S. Wabash, Chicago.

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SOUND FEATURES—WESTERNs. TWO-FISTED Justice, Texas Pioneers and others, \$10.00 up. Silents, \$5.00. MOORE BROS.' EXCHANGE, Box 106, Portsmouth, O.

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SELL NOTHING! \$95.00 WEEKLY. \$500.00 Salesboard firm announces new, no investment plan, Season starting. K. & S., 4346-D Ravenswood, Chicago. x

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A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Side-Show Banner Painters. Increasing business requires enlarging our studio. MANUEL'S STUDIOS, 3544 North Halsted, Chicago. no14

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CARNIVAL, SIDE-SHOW BANNERS—NOT the cheapest, but the best. Prompt service. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago. no14

DYE DROPS, LIKE NEW, OVER 300 DESIGNS, from \$10 to \$25, according to size. SCHELL SCENIC STUDIO, Columbus, O. x

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COLORED DODGERS—3x8, 1,000, \$1.00; 5,000, \$2.75; 6x9, 1,000, \$1.50; 5,000, \$4.50. Money-saving list free. STUMPPRINT, South Whitley, Ind. del2x

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WANT FERRIS WHEEL OR MERRY-GO-ROUND; must be cheap. Also Candy Floss Machine. BEAUCHAMP, 409 E. 65th, Seattle, Wash.

WANT EXCLUSIVE POPCORN AND PEANUT privilege on bona fide indoor circus with solid booking. Give route, state all. Flashy outfit. Quote price, percentage or flat rate. Act quick. R. L. SINDERSON, 2912 Indianapolis, Des Moines, Ia.

WANTED - CANDY FLOSS MACHINE OR other good money maker. Full particulars, price first letter. BOX C-35, The Billboard, Cincinnati, O.

WILL PAY CASH FOR BABY Q, LITTLE Beauty or small Merry-Go-Round. Condition must be good. HARRY H. SEIFER, 795 S. Clark-ston St., Denver, Colo.

DRUMMER-EXPERIENCED, COMPLETE PEARL outfit, Bells, can swing. Have car; go anywhere. MUSICIAN, 307 Summer St., Royersford, Pa., near Philadelphia.

FRONTMAN - FEATURED VOCALIST, ALSO play Swing Drums. State all in first. HARL WOOD, 221 So. Clark, Salina, Kan.

GO TENOR AND CLARINET - FEATURE voice. Transpose alto at sight. Plenty fine experience, age 23, union. Distance no object. RUSS SNIDER, 1402 10th Ave., Greeley, Colo. no14

MODERN, IN STYLE, ARRANGE, THOROUGHLY reliable, good appearance. L. H., Box C-123, Billboard, Cincinnati, O. no14

MODERN DANCE TRUMPET, DOUBLE VOICE, want location; no joints. BOX C-130, The Billboard, Cincinnati, O.

SNARE DRUMMER WANTS JOB WITH CON-34 band. Read Bells; go anywhere; age 34. Write DRUMMER, 2959 E. Grand Blvd., Detroit, Mich.

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AT LIBERTY - Modern Drummer, all essentials, sing, new appearing accordion. Job preferred. Florida. MR. BUD CARPER, General Delivery, Largo, Fla.

AT LIBERTY - Pianist and Six-String Guitar Team. Guitar doubles nice Tenor Voice, read anything. Playing experience; dance band or night club. Prefer location in Arkansas. Write, stating full particulars in first. J. T. ROSS, General Delivery, El Dorado, Ark.

THE LONE SYMPHONY - A musical act using the Mirrored Guitars Accordion. Hear this beloved act and forget all your troubles. Will play own act or join unit. Attractive wardrobe. Write, don't wire, stating full particulars in first. EMMAL LUBACK, 1008 West Madison St., Chicago, Ill.

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BALLOON ASCENSIONS - Now booking Southern parks, fairs and celebrations. Boy and girl Parachute Jumpers. Address JACKSONVILLE BALLOON CO., Jacksonville, Ill. no21

AUTO KIDDIE RIDE - NEW EIGHT-CAR Allan-Herschell; Christmas holidays for department store or permanent location for winter months. K. L. MOYER, Lynch Park, Niagara Falls, N. Y.

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CHARLES LA CROIX - High-class Novelty Trapeze Gymnastic Act available for indoor circus engagements, bazaars, carnivals, etc. Flashy nickel-plated apparatus. Can work under any height ceilings, from ten feet and up. Large, attractive photo for advertising; also photos. A real act, big drawing card. Price of act reasonable. Reliable committees address CHARLES LA CROIX, 180 W. 1st St., Fort Wayne, Ind.

CLOWN MOTORCYCLE GOLF on Funny Ford Motorcycle; also flashy Comedy Juggling Act. Fast Comedy Wire, Comedy Trapeze, Clown Numbers. Grand stand. One man. ART ATTILA, Billboard, Chicago.

THREE-ACT COMBINATION Swinging, Balancing Trapeze Act. Fast Comedy, Swinging Wire Act. Comedy Platform Act, Barrels, Chairs, Ladder. Each act plenty laughs and thrills. Work either high or low. ROSE BROS., Claysburg, Pa. no2

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EXPERIENCED DANCE PIANIST-CAN READ, take off and also fill in; prefer location; single. CHUCK RABER, 22 Auburn Ave., Pontiac, Mich.

EXPERIENCED PIANIST-NOVELTY, SONGS, Solos. Appearance. Prefer South; MAURICE LUCKETT, Eddyville, Ky.

PIANIST-READ, FAKE, ETC., CAPABLE AND dependable. BOX C-214, care Billboard, Cincinnati, O.

PLENTY RHYTHM, MODERN TAKE OFF, young, experienced; reliable. PIANIST, 546 So. McDonough St., Montgomery, Ala.

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GIRL PIANIST-Read anything, fake, transpose. Age 21, neat, sober, single, union, experienced accompanist. Prefer location. Give full details. JANE MILL, Princeton, Ind.

PIANIST-Fully experienced in all lines of piano playing. Solos, accompaniment, concert, dance, orchestra, radio. State details in full by letter. RAYMOND DEMPSEY, Franklinville, N. Y. no21

PIANIST-Experienced, union, age 25. Dance band or unit. No night clubs or taverns. No good stage producers or co-operative dance bands. Save your time and mine by stating all. Booked till December 5. PAUL BERLIN, 4258 Archer Ave., Chicago, Ill.

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COLORATURA SINGER would like to hear from managers interested in such singing. Also sing concert, radio, opera, high-class and club. CLARA HANCOCK, Rex Hotel, West 47th St., New York. Phone, Bryant 9-7090.

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AT LIBERTY - BLACK-

face, Jugg, Straights, Singles. Know the acts. Saw, Broom, Drums. Join on wire, your best. Lecture med. PAUL LABOYNTY, La Crosse, Wis. no14

JACKIE SELLERS - ENGlish Comedienne, European Female Impersonator, Talking and Singing Monologue Act, partner at Piano-Accordion. Featuring the \$2,000 flash. Offers invited vaudeville and unit shows. Tell all first letter. Address JACKIE SELLERS, 130 Holly St., New Bedford, Mass.

VERSATILE TEAM FOR MED, UNIT, OR WHAT have you? Straights, Characters. Black, up in all acts, Musical Saw. Doubles for two weeks, singles, hokum songs, illusions. Plenty experience. Positively sober, reliable. Have car. Write only, stating full particulars, BOX C-129, Billboard, Cincinnati, O.

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

DARWIN, Magician, Ventriloquist, Punch, five other novelties. 15 changes, A-1 Parts, Tabloid, Reviews, Museums that pay average quick. Know Act, med. State it. Cyclone, Pa. no14

PAMAHASIK'S DOG, Pony Monkey, Bird Circus, etc. Start of act. Story beautiful performing animals and birds. GEO. E. ROBERTS, Mgr., 515 W. Erie, Philadelphia, Pa. Telephone, SAGmore 5536.

PUNCH AND JUDY - Strictly first class, excellent figures de luxe set up, expert manipulation. For theatres, cabarets, night clubs. A complete entertainment. CALVERT, Billboard, 1664 Broadway, New York. no14

STRANGE ACTS from all over the world. The only white man to master them. Weighing less than acts of Europe and America, the dangerous fakir acts of India and the leading acts of Japan. Also acts of his own that defy reproduction. International challenge the best met no opposition. Write to North America, Conventions, night clubs, film producers and booking agencies write for literature and photos to RAYMOND WEIHER, Broken Bow, Okla. no14

THREE-PEOPLE SHOW - Organized, equipped, playing near Cincinnati. Full evening programs, Theatres, clubs, shows write; state particulars in first. BOX C-131, care The Billboard, Cincinnati, O. no14

YOUNG LADY for med or anything. A-1 Ventriloquist, Puppet, smokes, spits, winks, laughs. Change for two weeks. Straights or Characters. Old-time Accordion, some Singing, Dancing. Call for literature. State best in first. DOLORES DU SHANE, Paulding, O.

YOUNG SOLO DANCER - Sensational Spanish, Gypsy, Rumba, expert Castanet Player, Hula, Oriental, Toe, Character. Professional experience. Consider first-class work. State or club. FLORITA, 323 South P St., Lake Worth, Fla. no21

ATTENDANCE

(Continued from page 39)

at least 93 per cent of all riders, although the cowgirls stuck pretty close to their backs. Monday and Tuesday evenings passed with several cowboys and cowgirls receiving minor abrasions about the bodies and wrists and leg sprains. Tad Lucas wrenched her left knee during Tuesday evening's trick and fancy riding exhibition. Despite the injury, however, she rode in the second event of the horseback quadrille Wednesday.

Canada Kid was tossed and considerably dazed in the saddle bronk-riding contest. David Longericke was mildly goled in the left hip by a brahma steer in the steer-riding contest. At the finish of the third day the mounted basketball game between the Texas and Oklahoma teams was scored thusly: Monday, Texas and Oklahoma tied at 3-all; Tuesday, Texas 3, Oklahoma 4; Wednesday, Texas 2, Oklahoma 3. Monday had 68 registered contestants, with the list increased to 126 by Wednesday.

Stars Arrive From Chicago

Following the close of the Chicago Stadium Rodeo November 1, a group of rodeo stars entrained for Boston to compete in Wednesday's performance. In the lineup were Frank Martz, Harold Fiker, Holloway Grace, Roy Mayes, Grady Wilson, Les Karstad, Ted Miller, Earl Moore, Sonny Hancock, Jack Roberts and Alice Sisty.

In a statement to the press Colonel Johnson and Les Stout, Boston Garden publicity director, declared that they do not feel that the Boston Automobile Show, which opens this evening and continues thru next week, will have any appreciable effect on the rodeo gate receipts.

The Colonel also announced that he had received a telegram from Bob Miller, representing Florida rodeo interests, urging him to consider winter rodeo engagements in the tropical State. Johnson declared that if he did organize rodeo units for the Florida invasion he would not attempt to start until after Christmas or the turn of the new year. He stressed emphatically that he first must clean up all work at his Texas ranches.

At Liberty Advertisements

10 WORD, CASH (First Line Large Black Type), 2c WORD, CASH (First Line and Name Black Type), 1c WORD, CASH (Small Type) (No Ad Less Than 15c). Figure Total of Words at One Rate Only.

AT LIBERTY ACROBATS

FAST TUMBLER - ANY type routine needed; also Head Balancing and little Understanding. Address TOMMY ROSS, 2444 Holly Ave., East Dearborn, Mich.

THE MATEER BROTHERS-TUMBLING, HAND-Balancing Team. Vaudeville preferred. JACK MATEER, 1016 South Ave., Niagara Falls, N. Y.

AT LIBERTY-Top Mounter for Hand-to-Hand and Ground Tumbler, also can work Flying Act or Trestle Board or Trampoline Bed or Riding Acts. Can do Double or Triple. Would like to join some troupe, Trumbling or Circus acts or any act. Write Mr. BILLY STAN BEDDELL, 23 Second St., Norwich, Conn. no14

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BAR PERFORMER-Aerial and Ground Bar, Straight or Comedy. LOUIS OZVIRK, 81 W. Wallis Street, Milwaukee, Wis. no14

AT LIBERTY AGENTS AND MANAGERS

ADVANCE AGENT - 15 years' experience. Can route and book any attraction anywhere in the United States and Canada. Close contractor; salary quick; reliable. BOX 300, Billboard, Chicago.

MUSEUMS-Experienced Agent at Liberty. Have proper connections to handle arrangements for established traveling museum in Louisville, other key cities in this territory. Desirable large store available in heart of Louisville, business district now. Splendid opportunity to show present attractions suitable for better class patronage. Write MUSEUM AGENT, 2313 Morton Ave., New Albany, Ind.

THEATRE MANAGER or Assistant Business Builder. 12 years' experience. Expert publicity. Exploitation. Any size. Any policy. Anywhere. SHOWMAN, Box 400, Billboard, Chicago.

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THEATRE MANAGER, PUBLICIST, Booker of Stage Talent. Many years valuable professional knowledge. Offers to change and better than many. GEORGE ENGLEBRETT, Billboard, Cincinnati, O.

YOUNG MAN, Accountant, Secretary, single, 29, university education, seven years experience amusement field. Know business and thorough. Want position with high-grade road show, circus, fair, polo, etc. References exchanged. Address X. G. P. O. Box No. 192, Beverly, Mass. no12

AT LIBERTY BANDS AND ORCHESTRAS

AT LIBERTY-HI HENRY AND HIS ORCHESTRA desires winter engagement in Florida. 9 men and leader. If necessary will cut to seven. Excellent P. A. System, uniforms, box stands, arrangements, up-to-date library, etc. Please do not misrepresent. State all in first. MR. HENRY REYNOLDS, 48 Clermont St., Saugerties, N. Y.

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FAST DANCE BAND-Any size. Doubles, Vocal Ist, Diner (Trio) available now, later Bermuda, West Indies, abroad or cruise. ORCHESTRA, 307 Glenlake, Toronto, Can. no19

FOUR OR FIVE-PIECE Swing Band-Singers, entertainers, union. Can open immediately. ORCHESTRA, 18 Sixth St., Fond du Lac, Wis.

FOUR SAXES, using 3 Baritone, 2 Tenors, 2 Alto, 4 Clarinets and Accordion, String Bass doubling Trumpet, Ride Drummer, Tenor saxophones. Have cars, reliable and union. Write or wire JOE SWIST, General Delivery, Vicksburg, Miss. no28

MODERN TEN-PIECE, Entertaining, Costumed, Singing Orchestra, with preferred Amplifying System, transportation. Just closed tenth summer season Michigan's leading resorts. Address LARRY FULLER ORCHESTRA, Decatur, Mich. no28

AT LIBERTY CIRCUS AND CARNIVAL

MONDU-EUROPEAN SENSATION, Double Sex Enigma. Offers invited for winter engagement. Work strong feature. State best percentage terms. Cortez Lorum and Dick Best, let's hear from you. Address MONDU, or Bob Coleman, Mgr., care Billboard, 1564 Broadway, New York City.

AT LIBERTY COLORED PEOPLE

AT LIBERTY-COLORED BB BASS PLAYER, SOUSAPHONIST, 106 Hyland Ave., N., Minneapolis, Minn. no28

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COLORED DRUMMER, age 21, several years' experience. Will go anywhere; South or West. D. J. BOOKER, 101 Harriehof St., Boston, Mass.

AT LIBERTY DRAMATIC ARTISTS

CHARACTER COMEDIAN-WIFE, INGENUES, General Business, plenty of Comedy, Singing, Dancing, Vaudeville Acts. Pop, personality, ability and wardrobe. Director, for scripts, etc. Reliable troupers; Coast-to-Coast in vaudeville, dramatic, musical comedy, screen, radio. Photos on request. State sure salary. WILL AND AVIS FERNS, 1521 Ft. Wayne St., Warsaw, Ind.

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AT LIBERTY MAGICIANS

MAGICIAN, SOBER, RELIABLE - CIRCUS, carnival, stage experience. Inside lecturer, good Magic, Strait-Jacket Escape. LEON, THE MAGICIAN, Mt. Olivet, Ky.

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FEATURE MENTAL ACT-Mindreading, Crystal. Box-office builder for any kind of show, Oriental presentation. Salary and percentage on private readings. PRINCE YOSE, care The Billboard, Cincinnati.

AT LIBERTY MISCELLANEOUS

HIGH-CLASS LECTURER- Unborn, Sex or Health for museum, store, theatre or halls. Percentage or salary. LECTURER, 4550 Ellis, Chicago.

DOG, PONY, MONKEY, BIRD CIRCUS-Complete unit. Gives performance an hour or longer. All clean stock and good features. Presented by the well-known Prof. Pamahasik himself. A real attraction for summer resorts and indoor circus. GEO. E. ROBERTS, Mgr., Pamahasik's Studios, 515 W. Erie Ave., Philadelphia, Pa. SAGmore 5536.

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HYPNOTIST - Full Evening Show. Profound, scientific, sentimental, sensational. Latest psychic phenomena, cleverly presented. Schools, theatres, assemblies. Box-office winner. Opportunity for manager. DR. MELROSE, The Great English Psychologist, Route 1, Box 87, Brooklyn, Mich. no28

AT LIBERTY MUSICIANS

LADY ACCORDIONIST, Pianist-Organist, stenography, age 20, blonde, pleasing personality, taught accordion 3 years at Wurlitzer's desires position with reliable orchestra. RUTH BRINCK, Broadway Hotel, Chicago. no14

TENOR SAX, DOUBLE Clarinet. Read, fake, swing, age 20, non-union, go anywhere. JACK GARRETT, 109 Columbia Place, Atlantic City, N. J.

AT LIBERTY-LADY SAX WISHES WORK IN South; preferably New Orleans or Florida; experienced. VERNA WHIPPLE, Orange Heights, Fla. no21

ROUTES

(Continued from page 55)
Trotter, Al (Voo Thence) Chi. re.
Trotter, Al (Voo Thence) Chi. re.
Trotter, Al (Voo Thence) Chi. re.

U
Usher, Phyllis (Commodore) NYC, h.
Valdes, Fern (Plaza) Steubenville, O.
Valdina, Olga (St. Regis) NYC, h.

V
Vacker, Bob (Leitgang) NYC, h.
Vaggs, Johnnie (Frolia) Youngstown, O.
Valko, Edna (Hollywood) NYC, re.

W
Wagner, Jack (Hollywood) NYC, re.
Wallace, Edna (Ritz-Carlton) NYC, h.
Wallace Sisters (Number One Bar) NYC, re.

X
Xanthopoulos, George (Hollywood) NYC, re.
Xanthopoulos, George (Hollywood) NYC, re.
Xanthopoulos, George (Hollywood) NYC, re.

BANDS AND ORCHESTRAS

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

A
Abbott, Dick: (Netherland Plaza) Cincinnati, h.
Adams, Jackie: (McCaddly Club) Baltimore.

B
Bannon, Al: (Book Cadillac) Detroit, h.
Bartel, Jean: (Dunobon) NYC, re.
Bartley, Al: (Great West) Atlantic City, h.

C
Caceres, Emilio: (Merry-Go-Round Club) Dayton, O.
Calloway, Cab: (Cotton Club) NYC, re.
Ospello, Joe: (Jimmy Kelly's) NYC, re.

D
D'Arcy, Phil: (Scolton) NYC, h.
Dantzig, Eli: (St. George) Brooklyn, h.
Dare, Ronald: (Murphy) Richmond, Va., h.

E
Eaves, Jack: (Copley Plaza) Boston, h.
Edwards, George: (Loyale) NYC, c.
Ekins, Eddie: (Jack Dempsey's) NYC, re.

F
Fairley-Hiley: (Hickory House) NYC, re.
Fisher, Will: (Eggs & Eggs) NYC, re.
Fenton, Ray: (Hickory Post) Union, N. Y., re.

G
Gabriel, Al: (Montgomery Royal) Brooklyn, re.
Gaines, Charlie: (Parish) Phila., re.
Gaugher, Jimmy: (Round-Up) Boston, re.

H
Hall, Edwin: (Plaza) San Antonio, h.
Hall, George: (Tart) New York, h.
Hall, Mal: (Commodore) NYC, h.

I
Imperial Trio: (Imperial) NYC, h.
Ike, Joe: (Ben Franklin) Phila., h.
Ike, Joe: (Ben Franklin) Phila., h.

J
Jaffe, Moe: (Ben Franklin) Phila., h.
Jehovah, Eugene: (Baron) NYC, re.
Jesse, Frank: (Bellevue-Stratford) Phila., h.

K
Kaye, Sam: (Broadway) NYC, h.
Kaye, Sam: (Broadway) NYC, h.
Kaye, Sam: (Broadway) NYC, h.

L
La Marr, Frank: (Arcadia) NYC, h.
La Salle, Frank: (Whelan) New York, h.
Lally, Howard: (Fifth Avenue) NYC, h.

M
Mack, Austin: (Harry's New York Bar) Chi., re.
Mack, Ed: (Martin's Tavern) Lima, O., re.
Mack, Ed: (Martin's Tavern) Lima, O., re.

N
Nelson, Harold: (Windmill) Vicksburg, Miss.
Nelson, Harold: (Windmill) Vicksburg, Miss.
Nelson, Harold: (Windmill) Vicksburg, Miss.

O
O'Connell, Mac: (Larchmont Casino) Larchmont, N. Y., re.
Oman, Phil: (Trocadere) Hollywood, re.
Oman, Phil: (Trocadere) Hollywood, re.

P
Pablo, Don: (Rendezvous) Battle Creek, Mich., h.
Padern, Ed: (Plaza) Brooklyn, N. Y., re.
Padula, Vincent: (113 Club) NYC, re.

Q
Quinn, Robert: (Larchmont Casino) Larchmont, N. Y., re.
Quinn, Robert: (Larchmont Casino) Larchmont, N. Y., re.
Quinn, Robert: (Larchmont Casino) Larchmont, N. Y., re.

R
Raginsky, Misha: (Commodore) NYC, h.
Rainbow Ramblers: (Club Moose) Haverhill, Mass., re.
Ramona, Ramon: (Ambassador) NYC, h.

S
Sandoz, Sam: (Ball NYC) NYC, h.
Sankin, Bud: (Paradise Club) Midway, O.
Savanna, Carl: (Adolphus) Dallas, h.

T
Tabor, Robert: (Martin's) Rathskeller) NYC, re.
Tabor, Robert: (Martin's) Rathskeller) NYC, re.
Tabor, Robert: (Martin's) Rathskeller) NYC, re.

FAIR GRAND-STAND ATTRACTIONS

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

Beno, Ben: (Brewton) Ala.
Calvert, Orest: (Bavannah) Ga.
McCabe Grand Trio: (Streets of Paris, Expo.) Dallas, Tex.

(See ROUTES on page 62)

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

Unprecedented Gains Predicted In Winter Sports Merchandise

As the nation prepares to enter into the winter season in earnest, wholesalers begin to feel the first effects of what promises to be an unprecedented demand for winter sports merchandise. Included in the early placements were generous orders for sleds, ice skates, skis, snowshoes, toboggans and many items of winter sports apparel. This type of merchandise, only introduced to the industry during the past few winters, has been somewhat handicapped by the lack of recognition as an important classification in the merchandise field. However, the success which greeted the efforts of those with initiative enough to promote this class has attracted the attention of a great many leaders in the industry, with the result that this season is expected to experience boom sales.

Increased average income, it is pointed out, will be reflected in a more widespread use than ever of this type of goods on the part of the public. Not only is winter sports paraphernalia generally in the better-price category, but it is also the tendency of the purchaser to most often select only the quality items in the better price range, giving

Built-in Gadgets for The Modern Kitchen

PHILADELPHIA, Nov. 7.—Gadgets are one thing to look at and another thing to live with, as any housewife or buyer will testify. One of the most striking features of the "New American Homes" show, sponsored by the Philadelphia General Electric Company, was the kitchen, that focal point for enlightened household engineering. The electrical appliances, altho interesting in themselves, were but part of a scientifically planned workshop. All the various items were arranged and built into the room in use sequence, applying the industrial production-line technique for the first time to the home.

Distributors and exhibitors maintained that the maze of electrical appliances could easily be concentrated into a single unit, as shown here, and prospective buyers soon find that using any one appliance in the daily round of kitchen tasks is an easy and natural thing to do rather than an effort.

Architect and kitchen specialist combined talents to organize the various articles. And instead of presenting a confusion of wires, the mixers, toasters, fans, irons and radios at once made an appealing room. The kitchen is molded by and to the various devices, rather than taking on an appearance of a curiously shop of electrical gadgets.

Shaving Kit Made For Vending Machine

Among the interesting devices shown at the National Inventors' Congress held recently at the Hotel Clinton, Springfield, Mass., was a coin-controlled shaving equipment vender.

A shaving kit, complete with razor, may be obtained from the machine for a dime. The kit contains a brushless shaving cream, a cake of face soap, a towel of soft absorbent paper and a powder puff impregnated with antiseptic powder. The razor has a blade soldered to the frame which cannot be removed.

WASHINGTON, Nov. 7.—Based on statistics from 78 manufacturers, the Department of Commerce reported that orders booked for electrical goods during the third quarter of 1936 were valued at \$189,516,083, compared with \$190,597,939 in the second quarter and \$143,132,022 in the third quarter of 1935.

the industry an opportunity for good profit in most instances.

Alert premium men are planning to feature more extensively winter sports equipment and thus give it the full measure of recognition that its rapid growth in favor warrants and at the same time profit handsomely themselves.

Staple Item Orders Heavy

BOSTON, Nov. 7.—"Manufacturers are way behind in shipments. Dealers in this particular territory are having extreme difficulty securing staple items." So declared, in no uncertain terms, the Ruby China Company when asked for a statement on current conditions between the manufacturer and the wholesaler.

The Ruby company is looking forward to the largest volume of business since the halcyon days of 1929. It reports that Japanese items are still used in large quantities for premiums.

Toy Trade Is Prosperous

NEW YORK, Nov. 7.—Santa Claus this Christmas will carry his biggest pack since 1929, according to the Toy Institute here. The retail toy volume is expected to reach \$215,000,000, a 15 per cent increase over last year.

Reflecting America's dominant interests, Santa's pack will introduce more

Retail Trade Boosted By Hint of Winter

The first hint of winter bolstered the upward movement of many branches of trade during the week ending October 31, according to Dun & Bradstreet's weekly review of business.

"As consumers covered deferred needs generously," the agency said, "retail buying swung into a more accelerated gait."

"The growing shortage of holiday merchandise and unrelieved delivery difficulties in other goods indicated the development of a sellers' market in the wholesale branch."

"General industrial operations were unchanged, near-capacity schedules being maintained in more divisions to align production closer with rising demand."

It is estimated that retail sales for the country were 12 to 18 per cent over the same week in 1935, with percentage gains in the major geographical areas as follows: New England, 15 to 20 per cent; East, 10 to 18 per cent; Middle West, 16 to 22 per cent; Northwest, 20 to 25 per cent, and Pacific Coast, 15 to 27 per cent.

than 1,000 new science building, transportation and housekeeping toys, as well as a record crop of handicraft sets. The predominance of toys reproducing peaceful arts and industries and home equipment as contrasted with European emphasis on uniformed dolls was demonstrated at the annual preview of Christmas toys held by toy manufacturers here.

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

THE wave of cold weather that followed a streak of unusual mildness late in October cut down attendance in the still running Northern amusement parks. Early closing is only a question of a few days. Some that had continued with a skeleton force will cease operation immediately following election day, which means that we have definitely reached the end of the 1936 season. The amusement trades prepare for a very active 1937. Late fall business has been good, with the trade at present enjoying a breathing space. Discussion centers upon next year's possibilities.

As regards locality the farm regions hold best promise for early spring promotions. The leading preference at this time is the wide farm belt stretching from the Middle and Northwest thru the Lake regions into the New England States with another not quite so promising belt in the southern part of the market. Farm income in these two regions has been good and a great deal of pre-season work has been finished ahead of time. This will provide families with leisure during the spring months. Planting reports are good. The solely industrial markets are spotty. Present indications are that the heavy industries will keep active thru the winter. This will make the lake cities a good spot and there should be some useful pickings in the bigger population centers. Operators working from permanent spots say that the noon-hour business has been dropping off somewhat in the larger cities, but the evening hours are getting better. I have no explanation for this, unless it is that people are busier during the day than they have been.

Men's items are active, with jewelry taking a leap into fairly high figures. This was expected, but the demand is almost 25 per cent higher than last year, which comes somewhat as a surprise. Women's knit goods have become lively with the cooler weather. A line of men's socks with garter attached is causing much talk. Garterless stockings and socks may become a good fair item next year. Halloween merchandise provided some fireworks late in October and a rush of orders cleared the shelves. Buyers are looking over their Christmas orders for possible shortages. Sidewalk demonstrators of mechanical toys are getting ready for a little activity immediately after election. They will have some fine novelties on hand.

As to the broader merchandising trends for next year, automobile accessories look rather favorable. A number of small cars have been contracted for by dealers, which should mean good business for polishes, electric equipment, ash trays, etc. For midwinter selling consider snow glasses, defrosters, chain links for emergency repairs and chains. While the market is somewhat shy of novelties right now there will be plenty of them later on. In fact, it looks as if we were running into a real novelty boom. Manufacturers who have difficulty with their regular lines find that the market will pick up any novelty. The designing studios are turning them out as fast as they can. Household helps lead, but there will be a fair sprinkling of tools, office aids and such items as bags, smokers' necessities and others.

Little things that sell these days: A small pressing iron for travel use does well in New York. Tiny safety razors for women are consistently good items and splendid for demonstration. Small photographic cameras, making postal-stamp size pictures, and miniature cameras are okeh generally. Small change purses, small cosmetic compacts and manure sets to be carried on the person should move easily.

Summary of Business Trends

While business volumes in the first half of October tended to expand from the already high September levels, since the midmonth they do not appear to have changed significantly. Automobile production has continued to expand. Steel mill operations were apparently unchanged in the last week of October at a rate somewhat lower than in the first half of the month, tho above the September average.

Among other weekly production indicators, bituminous coal output continued to expand more than seasonally, while electric power production declined slightly in the week ended October 24. Freight car loadings recorded a small seasonal decline in the same week. For the month indicated daily average loadings were above those of September and on the seasonally adjusted basis were about equal to those of the recovery high recorded in July.

Stock prices broke sharply on Monday of last week, but by the close of the week had more than recovered the loss, and were only slightly below the recovery high which, according to the Dow-Jones "average" of 70 stocks, was recorded on October 17. Financial statements now available indicate that profits in the third quarter were well above a year ago. For 245 corporations the National City Bank of New York reports a gain of 59 per cent, as compared with a rise of 74 per cent in the second quarter and an increase of 42 per cent in the first three months of this year, all comparisons being made with the corresponding quarters of 1935.

—Survey of Current Business (Nov. 5).

Salesboards Gain In Favor This Fall

It is expected that millions of heads of poultry, including turkeys, chickens and ducks, will be sold thru salesboards for Thanksgiving and Christmas of this year. It is also being noted that salesboards or pull cards of one pattern or another are becoming as much a fixture during the holiday season everywhere as any other holiday goods.

That Thanksgiving, Christmas and New Year's specialties will be sold in larger quantities by means of salesboards and the like this year than at any time in history is being predicted both by distributors of the boards and by merchandise wholesalers catering to this type of trade. The latter report that everything from vanity sets and fountain pens to radios, lamps and easy chairs is being sold thru the boards this fall. Liquor service sets are also a popular fall number on the boards.

Holiday Lines Show Increase in Philly Area

PHILADELPHIA, Nov. 7.—Wholesale jobbers and merchandisers in the Philadelphia area reported that business activity was well sustained during the past week, with holiday lines showing a steady increase. Widened distribution for the gift items added to the impetus of wholesale activity. And with retail buying swinging into a more accelerated gait many buyers foresee the development of a sellers' market in the wholesale branch as delivery difficulties and a growing shortage of holiday goods loom.

Altho general industrial operations remain unchanged, near-capacity schedules being maintained in more divisions to align production closer with rising demand, delays in receiving merchandise threaten to hamper operations and shorten stock. Because of their delay in covering requirements when the markets opened many retailers now foresee loss of sales during the Christmas season and already have started to place spring commitments.

**FOR QUICK SALES--
--AT GOOD PROFIT**

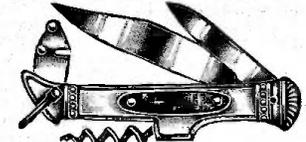
MAGIC WINDOW CLEANER
Made of Lithographed Tin, with Folding Wire Handles. One side fitted with Red Rubber Sponge, other side has Gray Rubber.

B19C246

PER GRD. **8.50**
PER DOZ. **.75**



Size, 6x2 1/2". One Dozen In Box.

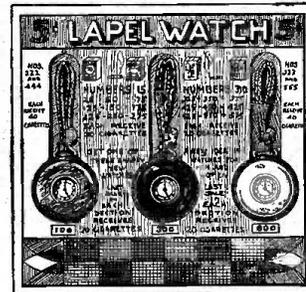


COMBINATION GLASS CUTTER KNIFE—Two Blades, Clip and Pen. Glass Cutter and Corkscrew, Nickel Finish, Metal Handle, Center with Fancy Colored Celluloid Inlay, equipped with Shankle for Chain. Size of Knife Closed, 3 1/2". One Doz. In Pkg.

B10C178

PER GROSS **12.00** PER DOZEN **1.05**

N. SHURE CO.
Adams & Wells St.
CHICAGO



B280—800 Note Lapel Watch Salesboard Deal. Lapel Watches are American made and fully guaranteed. Have real leather cords and ass't. colored enamel fronts. Takes in \$30.00. Pays out 40 pkgs. cigarettes.

Per Deal **\$3.95**
In Lots of 3 **\$3.75**
In Lots of 6 **\$3.45**
25% deposit required on C. O. D. orders.

JOSEPH HAGN COMPANY
"The World's Bargain House," Dept. BB,
217-225 W. Madison St., CHICAGO, ILL.

17 PIECE SHAVING DEAL
SHAVING CREAM 12c
15 BLADES. Styptic Pencil Per Deal

No Orders for Less Than 10 Deals, Include Postage.
● **SNAPPY XMAS CARDS.** Sample Assort mt. Prop'd. **25c**
● **BOXED XMAS CARDS.** Wreaths. Sample Assortmt. Prop'd. **55c**
● **BLADES.** Prop'd. E. 20/15's. Per Card **40c**
Include Postage
● **SHAVING CREAM & GOODS.** Gross. **75c**

19-BOX CHOCOLATE Deal & Salesboard.
Costs You **\$5.25** Brings **\$25.00**
Handsome cellophane Boxes. High Quality Hand-Rolled. 25% Deposit. Bal. C. O. D. **FREE CATALOG.**

CHAMPION SPECIALTY CO.
814L CENTRAL STREET, KANSAS CITY, MO.

BOY! WHAT FIREWORKS!
FREE CATALOG AND COUPON
Return coupon with order for Fireworks and get his 35c box of SALUTES FREE.
SPENCER FIREWORKS CO., Box Polk, Ohio

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, New York City.
161 Canal St., New York City.

New Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Sunwatch

A combination pocket sun dial and compass, known as the Sunwatch, is the latest convenience for the out-of-doors person, just introduced by Outdoor Supply Company, Inc. The two instruments are set in a thin satin-finished solid brass case about half the size of a cigaret case. The inside cover is fitted with latitude, longitude and variation tables, permitting one to tell the time with accuracy and determine position by the compass. Because of the item's universal appeal, it can be used for a wide number of gift, prize and premium purposes.

Pencil and Paper in One

A complete writing unit—pencil and paper in one—is a new product destined to be widely used by the premium trade. The pencil is of standard size and contains nearly a yard of paper for jotting down data. A simple turn produces any desired length of paper. The pencil, said to be structurally foolproof, looks like any other de luxe model, the paper being cleverly concealed. It is precision-constructed thruout, with all parts made of high-grade materials, including gold-plated clip and tip and mottled pearl pyralin barrel. Refills are instant-loading, adding to its popularity. R. W. Ross Manufacturing Company, the maker, invites inquiries from the trade.

Sleet Master

A sleet-covered windshield is a winter driving peril most car owners vividly remember. Special fans, heaters, flexible tubing to direct the car heater output against the glass, chemical solutions, etc., have been used to combat this hazard with varying success. The newest sleet-removing device is the simplest and most direct, says the Anderson Company, sponsor of the Sleet-Master. It is a "spare" wiper blade, easily and quickly interchangeable with the regular "rain" blade whenever sleet strikes. It both melts the sleet and wipes the windshield clear. Entirely self-contained, it puts no load on battery or motor. Comes complete with two refill elements, enough for a normal season's sleet insurance. In a handy box to tuck in the car pocket. A good item for cold months when other lines are slow.

Protective Sheaths

With the Social Security Act now vindicated by the overwhelming victory of President Roosevelt, Seal, Inc., well-known manufacturer, is marketing a most timely and necessary item which will be needed by every worker in the United States. It is the Meritum card protective sheaths for the Social Security Identification Card which will be issued by the government to all workers in the very near future. These cards are covered by a modern method of document preservation. A tough, transparent film, is welded on each side of the card with a special applicator furnished by the manufacturer. An excellent item for streetmen, salesmen, demonstrators.

Low-Priced Fur Coats, Etc.

Offered for the first time are a number of startling fur values in coats, muffs and scarfs. Charles Brand, whose slogan "Everything in Furs" is well known to the trade, has introduced to the market a complete line of smartly styled, hand-

somely made fur coats, featuring such skins as Black Seal, pieced and dyed Coney; Black Seal, dyed Coney; Marmink, pieced; Squirrellette and Cocollette. The foregoing skins are used in the creation of ladies' coats, but Brand also features a line of white fur coats with muffs and scarfs to match for children and an assortment of black cloth coats with genuine seal skin, dyed Coney collars and interior lining for men. Silvered Fox scarfs, which look like genuine silver fox and imitation white fox scarfs, are leaders in their line. The muffs are of the latest design in seal skin and dyed Coney.

An early announcement in The Billboard featuring the fur items mentioned above brought a fine response from pitchmen, agents, canvassers and salesboard operators and gave every indication that the fur items will be much in demand during the late fall and winter months. Especially for the Christmas season are the coats, scarfs and muffs expected to be big sellers.

BINGO

12.	14.	58.	61.
Use 3000			
4.	Different Combination		54.
Midget Special Game Cards Regardless of the Size of Your Audience.			
5.	COSTS YOU LESS		5.
Shortens Playing Time. Increases Number of Games. Insures Greater Profits.			
8.	\$1.50 Per 500		69.
Sample Card on Request. E. S. LOWE COMPANY Dept. M, 1123 Broadway, New York City.			
11.	24.	33.	66.

START WITH LETTER O IN CENTER, FREE SERIAL 5 Numbers Across Any Line Wins 13 Different Ways TO BINGO 2043

ELGIN OF WALTHAM \$1.95 Ea.
7-Jewel, 18 Size Watches. In New White Cases.
7-Jewel, 16 Size Elgin and Waltham 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, 118 N. Broadway, St. Louis, Mo.

3 BIG BARGAIN BUYS
OVER 60% LESS THAN REGULAR PRICE

No. 1—GILBERT ELECTRIC COFFEE MAKER MADE TO SELL FOR \$12.50. DOZ. \$30.00
Samples . . \$3.00 Each
6-Cup, Pyrex Pot—Electric Stove
Gilbert Motor Percolator
BINGO OPERATORS will do well to look this item over.

No. 2—UNIVEX CAMERA
Internationally Famous—Limited Quantity

No. 3—COPY KAT ART STUDIO MADE TO SELL FOR \$2.50 . . DOZ. \$7.00
Samples . . \$1.00 Each
Background—Easel—Brush
7 1/2 Oz. Bottles Color—2 Pans
Height 45"—Width 56"—Weight 10 lbs.
Cash With Orders. Shipments F. O. B. N. Y.

GEO. W. CHESTER COMPANY, INC. 2 WEST 20th St., New York City

THE SMALLEST MIDGET RADIO MADE
EXACT SIZE 7-7/16x4 1/2x5 3/8 WITH A DYNAMIC SPEAKER

- Striped Walnut Cabinet
- New Style Zephyr Dial
- Side Method Tuning
- Litz Wound Coils
- Exceptional Sensitivity
- Hair Line Selectivity
- Moving Coil Dynamic Speaker
- Filtered Signal Detector
- Tremendous Volume
- 43 Pentode Output
- R. C. A. Licensed Tubes
- Exclusive Style
- Original Design
- Set and Tubes Guaranteed

You Don't Need Any Free Trials. Our Sets Really Work. Continuous repeat orders is our best proof.

Send for New Catalog

PLAYLAND SUPPLY CO.
118 East 28th St. New York City
The Smallest Radio in the world with a full sized 5" Dynamic Speaker

Model 4DW.
\$6.10 each
in lots of six F. O. B. N. Y. 25% deposit

\$6.75 each
samples

Here Are The BIGGEST MONEY MAKERS and the BEST VALUES on Earth for Agents and Salesmen

Table with 3 columns: Quantity, Description, Amount. Lists various products like Razors, Shaving Cream, and Sewing Machines with their respective prices.

PLUS 1,000s OF OTHER BIG VALUES. For Direct Import and Factory Prices Send Orders to NEW YORK Only, Deposit of 25% With All C. O. D. orders. FREE CATALOGS. OUR ONLY MAILING ADDRESS:

MILLS SALES CO. 901 BROADWAY, NEW YORK, N. Y. ESTABLISHED 1916 Branch, 85 ORCHARD ST. NEW YORK

A KNOCKOUT 10 PIECE IMPERIAL DEAL. Consisting of: Giant Size Shaving Cream, Hollywood Hair Dressing, Giant Size Tooth Paste, Lilac Vegetal, Ever-Ready Safety Razor, Economy First-Aid Kit, Quality Shaving Brush, Styptic Pencil in Vial, Giant Size Davets Talcum Tooth Brush in Container. Full amount must accompany order. IMPERIAL MERCHANDISE CO., Inc. 893 BROADWAY, N. Y. C.

NOTES from SUPPLY HOUSES

The Magnotrix Novelty Corporation again hits the bull's-eye with a real fast-selling standard number for novelty dealers, cigar stores, etc. Its new Sparkling Matches, Sparkling Cigaretts and Sparkling Cigars are going over with a bang. They are claimed to be harmless and possess a big element of surprise.

I. F. Trading Company, premium merchandise jobbers, announce that they have established a special department devoted to bingo. Isidore Faber, director of the firm and regarded as an expert on games due to his long association as game concessioner and operator of sportlands, states that he considers bingo the game attraction of the hour.

The rapidly growing demand for its line of balloons, toylooms and sponge rubber balls has caused the Lee-Tex Rubber Products Company to enlarge its manufacturing plant. The firm's new facilities will enable it to supply new territories with its products and to meet present increased demands.

The Supreme Specialty Company, wholesale distributor, Kansas City, headed by Joseph Berkowitz, last week leased the two-story building at 2460-62 Grand avenue, which will have five times the space now occupied by the concern. The building contains about 7,500 square feet of floor space.

Berk Merchandise Company, Inc., well-known distributors of watches, has just issued a special holiday catalog illustrating numerous American watches for the Christmas trade. Catalog is free for the asking.

"The consumer acceptance of the Bazooka is absolutely unprecedented in

the musical novelty industry," says M. M. Pochapin. Introduced less than a month ago, this Bob Burns creation has gone over the 100,000 mark in sales, and from all indications will likely pass the million total in the near future.

Bob Burns and his Bazooka have just scored heavily in The Big Broadcast of 1937, with resulting great free publicity which should make the tieup a natural for real sales. The Pochapin instrument has all the sliding features of the Bob Burns original and should go over big as a Christmas item.

Erwin S. Lowe, well known in the jobbing and premium field, and Jeanette Marmott were married election night, November 3, at Harrison, N. Y. Lowe is head of E. S. Lowe Company, exclusive manufacturer of Bingo games. Miss Marmott was born in London and since 1934 has resided in Long Island, N. Y. They will reside in Manhattan. A host of friends extend to them congratulations.

ROUTES

(Continued from page 59)

- List of routes and agents including: Rice, Arline; Rinaldo, Nino; Ringer, Johnny; Rixon, George; Rodrigo, Nando; Rodriguez, Y. J.; Rodriguez, Jose; Roland, Will; Royal Moscovians; Ruby & Ork; Russo, Danny; Sanabria, Juanito; Sansone, Charles; Saretter, Carl; Scangone, Chic; Sears, Carl; Septeto, Cantor; Shaw, Artie; Sherwin, Pat; Simmons, Lonny; Smith, Joseph C.; Smith, Stuff; Smith, Willie; Snyer, George; South, Eddie; Spitalny, Maurice; Stead, Dick; Stanley, Stan; Steele, Leo; Stelt, Marvel; Sten, Eleanor; Stewart, Jack; Stibel, Allan; Talge, Tommy; Taylor, Art; Terry, Frank; Texas Co-Eds; Thompson, Claude; Thompson, Lang; Thurn, Otto; Tomson, Ellis; Torney, Bob; Toyer, Vincent; Trace, Al; Traton, Johnnie; Tramp Band; Trask, Clyde; Travers, Vincent; Tremaine, Paul; Tyldesley, Bobbie; Tuttle, Elsha; Van Duzer, Roger.

Xmas Catalog. CONTAINING 36 PAGES OF CHRISTMAS MERCHANDISE AT LOWEST PRICES IN U. S., featuring Xmas Cards, Icicles, Tree Lights, Gifts, Tinsel, Xmas Signs. DON'T ORDER XMAS MDSE. UNTIL YOU'VE READ OUR CATALOG. XMAS CARDS - 8 four-fold cards with envelopes to match in gift box. Per box... 7c. KEY CASE FLASH LIGHTS, Dozen... \$1.60. GRAVE LEWIS ROUGE... 30c. 25% Deposit, Balance C. O. D.

BENGOR PRODUCTS CO. 10 E. 17th St., Dept. K, New York City

TIES WRINKLE-PROOF New-No. 614 Line. Here are the greatest values in Wrinkle-Proof Ties you've ever seen. Starting high at \$1.25. 100% Postage. FALL CATALOG READY. Write for it Today. CONTINENTAL MERCANTILE CO. 414 B'WAY NEW YORK, N. Y.

Men's Beautiful 15-J SWISS WRIST WATCHES. Yellow top cases, new style fancy dials, Robuilt movements... \$3.75. LADIES' 15-J SWISS WRIST WATCHES. Round, Yellow Top Cases, Fancy Dial, Robuilt Movements... \$4.00. JEWELRY NOVELTIES. Values \$1 to \$7.50. \$4.50 Gr. 10% With Order. Bal. C. O. D. TUCKER - LOWenthal INC. Wholesale Jewelers 5 South Wabash Ave., CHICAGO, ILL.

FAST SELLING SPECIALTIES FOR DEMONSTRATORS - Pitchmen and Novelty Workers

SEND FOR A COPY OF OUR LATEST CATALOG. XMAS CARDS ASSORTMENTS EXCEPTIONAL VALUES. B5985-12 Assorted Xmas Cards in Box, Per Dozen Boxes... \$1.10. B5986-20 Assorted Xmas Cards in Box, Per Dozen Boxes... \$2.00. B5987-24 Assorted Xmas Cards in Box, Per Dozen Boxes... \$2.85. B5988-21 Assorted Xmas Cards in Box, Per Dozen Boxes... \$4.50. MINIATURE CHARMS. B2318 - Monkey Charms with Silk Cord, Per Gro. 75c. B2320 - Elephant Charms with Silk Cord, Per Gro. 95c. B2319 - Scotty Dog Charms with Silk Cord, Per Gro. 75c. B2325 - Camel Charms with Silk Cord, Gro. 85c.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

THE "FIRESIDE" A BETTER RADIO for LESS MONEY

"THE FIRESIDE" is cataloging on all over the country! Orders and reorders are flooding in daily! There's just one reason - "THE FIRESIDE" is a better Radio for less money! Illustrated is latest improved model, No. 4. A C-D. Smart, modern, walnut finish cabinet. New improved white marble, full-vision calibrated dial, lights up glowing red, 550 to 1600 kilocycles. Four quality RCA licensed tubes. Built-in aerial. Amazing tone with new chromatic speaker. Powerful-Selective, Accurate! All parts thoroughly tested. Order today! 25% deposit, bal. C. O. D. Circular on request. \$5.00 \$5.35 \$5.75. FREELY CORP., 2 W 20th St., New York, N. Y.

Great Sale - While They Last

SMALL 12 SIZE ELGIN AND WALTHAM WATCHES in Fancy Venetian Cases, made by Illinois Watch Case Co. Chicago, Ill. Each... \$2.50. 15 JEWELS, Each... \$3.00. DUBBER HAMPDEN WRIST WATCHES - 7-J., \$3.00; 15-J., \$3.75. LADIES' GENUINE DIAMOND RINGS - 10 Karat Solid 14 K. D. and Up; 14 Karat, \$4.50 and Up. ELGIN & WALTHAM - 18 Size, Railroad Model... \$2.00. 15-Jewel, \$2.50; 17-Jewel, \$2.75. SPECIAL PRICES FOR QUANTITY USERS. 25% Deposit, Balance C. O. D. Send for Catalog. N. SEIDMAN NEW YORK, N. Y. 173 Canal Street.

MAKE BIG MONEY FAST Sell XMAS SIGNS GREAT HOLIDAY SEASON DISPLAY PRESS. "BEAUTY-GLO" SIGNS ARE A "NATURAL." Make a clean-up this season. Outsell all the others because of superior attractiveness. 11x14" Silver Glass Metallic on 1 Ply Mboard. Samples, 10c or 15 for \$1.00, with return privilege in 3 days if not satisfied. Retail 25c to 35c. Original, Sparkling Designs and Signage. B. D. DISPLAY PRESS, Louisville, Ky. 547 Third Street.

SERV-A-LITE Sensational Performance, Appeal, Style and Attach to any car in 5 minutes without tools. Press a magic button and a lighted cigarette pops out! SERV-A-LITE is 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.

GIVENAWAY You get one - your friends get one - without cost. Let us give you the details of this amazing Time Teller. Also it can pay you big money by showing others how to obtain without cost. Nothing to buy or sell! Write fast. GARDEN CITY NOVELTY CO., 4387-C Ravenswood Ave., Chicago.

1000 BARGAINS AGENTS UNDERSSELL STORES. Clothing, Dry Goods, Shoes, Notions, School Supplies, Novelties, Sales Boards, Razor Blades, Sundries, Cosmetics, Perfumes, Food Products, Soaps, Cards, Goods, Specialties, Etc. Write for Catalog. RELIABLE JOBBERS, Dept. 388, 830 West Roosevelt Rd., Chicago.

Big Premium Item!



No. B101. EACH. 69c
 Case is made of Metal. Crystal Finish; may be had in assorted colors. Very compactly constructed—snap closed, 3 1/2 x 2 1/2 in. May be used for snap or time pictures. Makes pictures size 1 1/4 x 1 1/2 in. One of the LATEST MODELS—very successful as a seller. Produces very excellent pictures that may be enlarged.

Ten for \$6.50
No. B102 FILMS, for Above. Put up 8 Exposed in a Roll. Dozen Rolls. \$5c

SEND FOR CATALOG.

ROHDE-SPENCER CO.
 (Wholesale House)
 223-25 W Madison St., Chicago

VanWinkle, Joe: (Melody Grill) Kokomo, Ind.
 Velasco, Esther: (Roosevelt) NYC, h.
 Velasco, Emil: (Lookout House) Covington, Ky., nc.

W

Wagner, Bill: (Jimmy Kelly's) Brooklyn, nc
 Waller, Fats: (Boston) Boston, t.
 Wallis, Jack: (Yacht Club) NYC, nc.
 Warner, Billy: (Twilight Inn) East Paterson, N. J., re.
 Warren, Arthur: (Hollywood) NYC, cb.
 Waters, Ethel: (Pal.) Cleveland, t.
 Watkins, Ralph: (Riviera) Fort Lee, N. J., cb.
 Watkins, Tommy: (Arundel) Baltimore, h.
 Watts, Kenney: (Dicky Wells) Harlem, New York, nc.
 Weeks, Ranny: (Cocanut Grove) Boston, re.
 Weiser, Leo: (Michigan Tavern) Niles, Mich., nc.
 Weems, Ted: (Gibson) Cincinnati, h.
 West, Neil: (Lewiston) Lewiston, Mich., b.
 Whalen, Jimmy: (Bertolotti) NYC, cb.
 White, Dave: (Oasis Grill) New York City, re.
 Whitman, Bernie: (Mt. Pocono Grill) Mt. Pocono, Pa.
 Whitney, Palmer: (Baker) St. Charles, Ill., h.
 Williams, George: (Little Hofbrau) Canton, O., nc.
 Williams, Griff: (Mark Hopkins) San Francisco, h.
 Williams, Joe: (Mark Twain) Hannibal, Mo., h.
 Williams, Roy: (Cabin Club) Cleveland, nc.
 Wilson, Les: (Threema O'Clock) NYC, nc.
 Wilson, Ray: (Golden Pheasant) Jamstown, N. Y., nc.
 Winton, Barry: (Sapphire Room) NYC, nc.
 Wintz, Julie: (Top Hat) Union City, N. J., nc.
 Wolohan, John: (Wolohan's) San Francisco, h.
 Woodbury, By: (Semloh) Salt Lake City, h.

Y

Yates, Billy: (Show Boat) Pittsburgh, nc.
 Young, Sterling: (Beverly Wilshire) Los Angeles, h.

Z

Zarin, Michael: (Waldorf-Astoria) New York.
 Zetour, Joseph: (Larue's) NYC, re.
 Zelman, Rubin: (Caravan) NYC, nc.
 Zwoilin, Ted: (Jake McKeitech Bar) Detroit, Mich., h.

★ ★
A FOUR STAR HIT
 ★ ★
GOING BIG EVERYWHERE!

BOB BURNS BAZOOKA

Sure Fire Premium
JUST STACKED WITH
MONEY MAKING POSSIBILITIES

Our recent announcement brought quick action. Orders from all parts of the country for the hottest novelty item to hit the market in years. Personally sponsored by Bob "Bazooka" Burns, here is your chance to cash in on millions of dollars of free publicity. The Bazooka and Bob are on the Radio every week and have just scored heavily in the new picture, "The Big Broadcast of 1937." Other pictures starring Bob and the Bazooka now in production. The tie-up is a natural and will sell millions of Bazookas.

ANY ONE CAN PLAY IT

You don't have to know how to play an instrument to play the Bazooka. Just sing into it and out comes beautiful music.



T. M. REG. PAT. PEND.

Just Sing.

SAMPLE, 50c
 Plus 15c Postage.
\$3.60 Dozen
 In Lots of 1 Doz. or more.

The Bazooka is so constructed that it resembles the Burns original instrument, sliding features and all. It is 21" extended and 16" collapsed. Finished in a beautiful golden tone, the Bazooka makes a knockout flash.

CASH IN WITH THIS SENSATIONAL NOVELTY. ORDER TODAY
M. M. POCHAPIN, INC. 235 FIFTH AVENUE
 NEW YORK, N. Y.

JEWELED LADIES BAQUETTE WATCH
 With 50 Sparkling Fac-Simile Diamonds

SPECIAL
 No. 111—Modified From a \$300 Article. In 1/2 doz. \$5.50
 No. 100—Fine Ladies' Jeweled Watch, Complete with Box, Chromium Bracelet. In Dozen \$2.25
 Lots Each in. One of the LATEST MODELS—very successful as a seller. Produces very excellent pictures that may be enlarged.

FRANK POLLAK 86 Bowery, NEW YORK CITY

DRAMATIC AND MUSICAL

Blossom Time: (Nixon) Pittsburgh 9-14.
 Boy Meets Girl: (American) St. Louis 9-14.
 Boy Meets Girl: (Plymouth) Boston 9-14.
 Call It a Day: (Grand) Chi.
 Children's Hour: (Shubert) Newark, N. J., 9-14; (Nixon) Pittsburgh 16-21.
 Co-Respondent Unknown: (Loeust) Phila 9-21.
 Dead End: (Studebaker) Chi 9-14.
 End of Summer: (Erlanger) Chi 9-14.
 Ethan Frome: (Colonial) Boston 9-21.
 First Lady: (Cass) Detroit 9-14; (Hanna) Cleveland 16-21.
 Great Waltz: (Hartman) Columbus, O., 12-14.
 Lady Precious Stream: (Royal Alexandra) Toronto 9-14.
 Naughty Marietta: (Hanna) Cleveland 9-14.
 Nazimova: (Chestnut St.) Phila 9-14.
 New Faces: (Forrest) Phila 9-21.
 (See ROUTES on page 84)

SELL BIBLICAL SIGNS

Every Home, Church, Sunday School, Hotel buys and sells SPARKLITE Motions. Large selection for all. Cost 5c (in 100 Lots). Sell for 25c—40% Profit. Mail 10c for SAMPLE and 2-way "talking" Order Blank. Address SPARKLITE, 7509 Exchange Ave., Dept. 141, Chicago.

PREMIUM & NOVELTY
 Manufacturers and Jobbers

the

XMAS

Holiday Merchandise Issue

of

The Billboard

Will Be on Sale November 24

A Full Month Before Christmas

Christmas Buying Will Reach the Highest Peak Since 1929

YOUR Sales Depend Upon Whether or Not You Advertise in the Big Selling Issue

MAIL YOUR COPY TODAY
 Forms Start to Press Thursday,
 November 19

ONCE IN A LIFETIME



THIS MONTH about 30,000,000 people—almost every person in the U. S. A. who has a job—will receive from Washington a little "Social Security Identification Card." This card, an important document to be kept for thirty or forty years, had to be printed on relatively fragile material because the time was so short.

You can cover these cards for people by the most modern method of document preservation at 10c each and make a 300% profit. The Social Security Board would undoubtedly have provided this protection for these cards if the time had not been so short. Samples of "Thermium" Sheaths and full instructions as to this rare opportunity will be sent for 25c in stamps.

SEAL, Inc. Shelton, Conn.

See Our Advertisement on Page 65.

FREE 5 DAY TRIAL

5 TUBE GENUINE GENERAL RADIO

SATISFACTION GUARANTEED
 Try this GENUINE GENERAL RADIO for 5 days AT OUR RISK. You'll find it the best buy on the market—or your money refunded. No questions asked. (Less freight charges.)

FAST SALES! BIG PROFITS!
 Modern Walnut Cabinet. Powerful dynamic Speaker. Superb tone. NEW 3-COLOR DIAL. R. O. A. Licensed Tubes—one Metal. No serial or round needed. A. C.-D. C. Packed in air-cushioned cartons. FREE! NEW 1937 CATALOG. Genuine Generals Build Business.

\$6.95
 LOTS OF SIX
\$7.45
 SAMPLE SET

25% with order. Balance O. O. D. Remember—Satisfaction or Money Refunded.

GENERAL WIRELESS LABORATORIES, Inc.
 240 W. 23rd St. (Dept. 3-F) New York, N. Y.

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.

OAK BALLOONS
Are Flashier—
Sell Faster!

The colors in Oak balloons have more lustre. Designs are striking. Novelties are unusual and unique. That's why Oak balloons, for 20 years, have been the best sellers.

At Leading Jobbers!
The **OAK RUBBER CO.**
RAVENNA, OHIO.

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 8F4s.
Optical Specialties
17 N. Wabash Ave., Chicago, Ill.

Every \$1.00 Gets you \$5.00

Yes, a real profit. Goodrich Home Workers always have a demand, and when you tell prospects Homes are made by the Goodrich Co., Est. 1864, they buy with confidence. Pitchmen Window Workers, Distrs. write for low gro. prices. Best season ahead. Sample 40c.

GOODRICH
1500 West Madison, Chicago, Ill.
Dept. BG-11.

IT'S BANKER PENS AGAIN

Plungers, Vaccums, Combinations, Stream Line and Bullet Shapes. All fitted with the new 2-Tone Points. It's all in the Pen Point.

DEMONSTRATORS—Get my New Prices on Xmas Pitch Package.

JAS. KELLEY, The Fountain Pen King,
487-B'way, N. Y. C. **AGAO, 150 W. Adams St.,**
754 Mission St., San Francisco, Calif.

HAND STRIPPERS
\$8.00 per Gross. Sample, 35c.

RAZOR STRIPS, \$4.80 to \$72.00 per Gro.
WALLENBECK WOLAND MFG. CO.,
Sandwich, Ill.

CHRISTMAS CARD AGENTS

Large Profits easily earned selling new 21-Point Assortment. Sells on sight for \$1.00.

Write for particulars.

DOROTHEA ANTEL
226 West 72d Street, New York, N. Y.

Save 80%

Buy your Sundries, Specialties, Supplies, Blades, etc. direct from manufacturer through our Mail-Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.

THE N-R MFG. CO.,
Dept. H-61, Box 283, Hamilton, Ontario.

GENUINE DIAMOND RING
Solid Gold Mounting

Send for Catalog. Biggest Bargain in Used Watches and Diamonds in the Country.

N. SPARBER & CO.,
108 North 7th Street, St. Louis, Mo.

2.95

PEN WORKERS COMPLETE LINE LOWEST PRICES

PLUNGER FILL VACS—PEN & PENCIL COMBINATIONS. THEY WORK and GET THE MONEY.
Send for Illustrated Circular.

EVERLAST Pen & Pencil Co., Inc.
808 Fourth Ave., Dept. G, N. Y. C.

PITCHMEN

by **BILL BAKER**

(Cincinnati Office)

JIMMY DOYLE
infos that he will be kicking the snow-balls around this year at 43d and Broadway, New York, and in Washington. The former candy butcher with the Al G. Barnes Circus has been working thru the East this summer.

CHIEF GRAY FOX
scribes from Wellington, Ill., under date of November 2: "Had our first snow of the season here last night and the weather has turned-cold. The weather isn't hurting biz, however, as we continue to pack 'em in. Natives have informed me that our show is the only free one ever held in the town hall. Would like to see pipes from Doc F. Street, Chief Sunny Sky, Rolling Cloud and Rusty Swan. Now to get my Billyboy and settle down to a day's reading."

WHY NOT work the push first and keep the thickheads for bally?

"AMONG THOSE
present at the big doings here were Bill Pierson, Johnnie Absher and Doc Crosby," cards Hot-Shot Austin from Leonard, Tex. "Business hasn't been so hot in these parts. Met Tom Smith and the missus and Buster and Peggie Dunbar in Prescott, Ark., and had a nice visit with them. They are just a bunch of good oldtimers. Leaving here for Lufkin, Tex."

"IN ORDER TO
avert a controversy I would like to correct an error I made in my pipe which appeared in the issue dated October '31," pens Harry P. Rose from Sunbury, Pa. "The State mentioned in regard to amusement permits should have been Pennsylvania instead of Texas. Here one must secure a permit for each spot played."

THE LAST FEW years have seen numerous inventions for personal safety and comfort. What a relief it would be for humanity if some fair-haired lad came along and contrived a device to keep a person's nose out of the other person's business. Think what it would mean to the pitchman, to say nothing of the dividends which the inventor would accumulate.

JACK FLOWERS
and the missus shoot in from Ponca City, Okla.: "Have been making sale days here to fair biz. Saw Frenchy Thibault, Johnny Vogt, Eddie St. Mathews and Doc Lund on our way thru Omaha. Some one lifted Johnny's new suit and overcoat and also stock out of Frenchy's car. Purchased a new trailer for the missus while in Omaha. How is everything, Jack Young, Bill Goforth, Al and Ann Decker and the Jim Osborne and Al Wallien families? Pipe in, Jeff Farmer and Mickey Walker."

SPEEDY ROSE
was in Cincinnati last week, shopping around for a car and house trailer. In a visit to the Pipes desk Speedy infoed that he expects to go to Miami this winter. He says that the fair season just ended gave him the best business he has ever enjoyed.

SOME OF YOU lads are long overdue with a pipe. Come on, boys, limber up and shoot 'em in.

BARNEY BANKS
veteran key-check worker, who has been working at another line the last two years, was a visitor to the pipes desk

last week. He says he plans to hit the road again soon with the checks; He plans to spend the winter in Florida.

"JUST CAME UP
from the mining country of Ohio," cards Kid Carrigan from Columbus, O. He says things are booming once more and that he hasn't seen a med show since he left Chicago. He expresses the hope that they are doing okeh and would like to know what has become of the Mighty Dillon.

HUSTLER'S TIP: Aspirin card purveyors could increase their volume by also handling lighter flint cards and slogan signs. All three items are sold to practically the same prospects. A lad who is on his toes can take advantage of a profit on all of the items when making a call. The items are also a life-saver for the traveling contingent, as one can make trades for gas and oil and oftentimes cash to boot.

"HERE'S ONE FROM
San Francisco," cracks T. (Haynes) McCuskey. "Have been here for the last two weeks and getting my share with the little white mouse. Saw Tom Barret, with dots and dashes, taking in dimes faster than the mint could supply 'em."

FRED X. WILLIAMS
reports that a lad recently made off with \$62.45 worth of his novelties at Columbus, O. "Police Prosecutor Kemp of Columbus has sent out a national broadcast in an effort to apprehend the culprit," Williams adds.

THE QUESTION "Who is the the poor man's Santa Claus?" can be answered in just two words—The Pitchman.

BEEMAN YANCEY
after a year's silence, wigwags from Dyersburg, Tenn.: "Glad to learn that all the boys are doing so well. Would like to use this pipe as a plug for the Heart of America Showmen's Club. I don't see where the lads could spend \$6 a year to any better advantage. Plan to go to Texas for a month and then to Florida. Let's see some pipes from Joe Morris, Morris Davidson, Ray Redding, Harry Webber and the remainder of the lads and lassies. Plan to stop off in New Orleans and visit the boys on my way to Florida."

"STILL IN THE
land of cotton and money," scribbles W. D. Cooper from James, Miss. "Sheet-writers are on every road and carnivals in every town in this territory. Looks as the everyone is sporting new clothes and trading for new cars. There have been some squawks, but Old Sol is shining and I'm smiling. Have been working closed plantations and preaching home ownership. This year marks my 19th in the delta. Dewitt Shanks, do you remember Greenville in 1921?"

WONDER IF THE window demonstrators are preparing for the annual holiday business. Remember, boys and gals, get those orders in early.

DOC TOM MCNEELY
cards from Pueblo, Colo., that due to the serious illness of his wife, who underwent a gall-bladder operation recently, he was forced to close his Satapio Show. Doc says that the missus is resting easily but her condition is serious. He adds that Howey Snow, wife and daughter have returned to their home in De Leon, Tex., and that business for the season was pretty good.

CAREFUL STUDY and earnest action in any business usually bring favorable results.

"HAVE BEEN HERE
in the heart of the oil fields for the last two weeks," booms Madaline E. Ragan from Ada, Okla. Visited Little Doc Roberts' opera in Oklahoma City. He has been working the same lot in that city for more than four years. I think that is a record of some sort. Besides a good, clean show he has the good will of the natives. Have worked the following towns in Oklahoma without readers to good results: Seminole,

Wewoka, Ada., Coalgate and Atoka. The mule sale at Fort Smith, Ark., is n. g. Haven't met many of the fraternity in these parts. Shawnee, Okla., is closed. Dick and Honey Jacobs and Curley Bartok, why don't you pipe in? Dr. Victor Lured, where are you hiding? Write in, folks, and let us know what territory you are working. The oil fields here are working night and day."

WHO KNOWS of a better way than a cheerful disposition to get over those seemingly impassable rough spots.

BILL FARRIS
after a year's silence, infos from Indianapolis that he is still working solder to fair results. He says that there are few road men in the Hoosier capital at present and that after watching Al Rice jam at a plant there recently it is his opinion that Al is one of the cleanest workers he has ever lamped. Farris infos that he plans to go down yonder soon.

"NOW THAT OUR fair season is behind us we are headed for California," pens Mary Ragan, the other half of those famed pitch twins, from Trenton, Tenn., under date of November 1. "Work here tomorrow and then Dallas until the exposition closes. The season has been our best since 1929. Just purchased a new house trailer and pulling it with a Chrysler. It is our intention to open a med show in the spring. Met quite a few of the boys and gals while working the fairs. Circleville, O., was the best for us. Saw Bill Millington and the missus there and learned that the missus and I were schoolmates. Also had nice chats with Bill Danker

IT SELLS PLUNGER FILLER VAC ZIP! ONE PULL—IT'S FULL!

EVERYTHING IN FOUNTAIN PENS & SETS.
JOHN F. SULLIVAN
458 Broadway, NEW YORK CITY.
Fast Service Sully.

PITCHMEN—DEMONSTRATORS—FOOT POWDER WORKERS—
The Biggest Money Getter in Twenty Years
QUEEN'S "FOOT FOAM"
The two sided double coat bar of Medicated Foot Soap. Nothing like it ever before. Remarkable chemical demonstration gets the quarters. Radiotized Crystals Free with each sale. Make your pitch blower prove "FOOT FOAM" is put up in a flashy package. Clean up in chain and department stores.

\$4.00 Free goods to cover express-
age, free trial, workers flash
and certificate of merit.
Complete Samples 25c. Experienced pitchmen
only; others save money.

QUEEN PRODUCTS
1888 Guerlain St., New York City

YOU WILL WIN

With These Xmas Specials.

DE LUXE, FLASHY 3-PC. PERFUME SET, \$2.25
REAL LEATHER CIG-ARETTE CASE, 1.80
THANKSGIVING-XMAS SIGNS for Stores, .86
CREPE PAPER XMAS WREATHS, 40c—75c
BIG VALUE 21-CARD XMAS BOX, .45
POPUP 12-CARD XMAS BOX, .45

Other good things on list. Trial orders welcomed. Deposit on all C. O. D. orders. Prices P. O. B. N. Y. Samples at wholesale, plus postage.

DE LUXE, FLASHY 3-PC. PERFUME SET, \$2.25
19 East 17th St., NEW YORK
DEFENDABLE SERVICE ALWAYS

XMAS PEN SALES
100% Workers, Extra Heavy Point.

AUTOMATIC PLUNGERS
Fountain Pens in Solid Gold and Gold Plate at all prices. "GET OUR PRICES FIRST!"

116 Nassau St., NEW YORK CITY, N. Y.

VETERANS' BIG SELLERS!

Our sales are increasing. Get your share Now! Great Flash Cover, Primer of Constitution. Everybody must have one. Will Rogers' Latest Jokes, 3c. Flashy Armistice Day Closing Cards, 5c. Veterans' Magazine, Holiday Flashies, 5c. Veterans' Joke Books, 2c. 3c. Patriotic Calendar Hot Season, 5c. Samples, 10c. **VETERANS' SERVICE MAGAZINE, 157 Leonard Street, New York.**

MEDICINE HEADQUARTERS

A complete Medicine Show, private label, and Office Special Line **SUPER SERVICE**. Wholesale Catalog and Office Special Price List upon request.

GENERAL PRODUCTS LABORATORIES,
Mfg. Pharmacists,
137 E. Spring Street, Columbus, O.

PEN ASSORTMENTS

New Stock. Latest Colors all year round. Send your orders to **BERK BROS.** for quality merchandise and prompt shipments. Send \$2.50 for Samples.

BERK BROS. NOVELTY CO.
26 East 17th Street, New York City.

W. G. BARNARD
Writes on
Pitchmen Are Super Salesmen
In the Christmas Number
of The Billboard Dated
November 28, 1936

and the missus and Doc Miller and his charming wife. Hope everyone's season was as good as ours. Pipe in, everybody."

SUPPOSE ALL the lads and lassies have decided on what specialty they will work during the holiday season.

"HAVE BEEN FRAMING and producing entertainment for political meetings and up to my ears generally in politics," pens Dr. Krejs from Scranton, Pa. "Have never ridden in so many sedans in my life. It's all over now, tho, so it's me for the road. George

PLUNGER FILLER VAC



QUICK SALES—BIG PROFITS.

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., 396 B'dway, New York, N. Y.

Announcing OUR COMPLETE HOLIDAY LINE



Yellow and Rhodium line of Rings includes Mens & Ladies Lalthoda Gems. Three NEW BIRTHSTONE Numbers and Cameo Rings, Sample Line available.

ble—18 Rings, \$2.00. Sold only to Dealers. **HARRY PAKULA & CO.,** 5 North Wabash Ave., Chicago.



BRILLIANT XMAS SIGNS

BUY FROM MFR. NO SUBSTITUTES. FREE 5 SIGNS WITH EVERY 50.

- R22—Wishing You All A Merry Xmas
- R23—Wishing You All A Happy and Prosperous New Year
- R24—Wishing You All A Merry Xmas and a Happy New Year
- R25—Do Your Xmas Shopping Early
- R26—Let Us Help You Select Your Xmas Gifts
- R27—Buy Your Xmas Gifts Here and Save
- R28—Wines & Liquors—Ideal

Xmas Gifts. R29—Small Deposit Will Reserve Any Article Until Xmas. R30—A Large Selection of Useful Xmas Gifts. R31—Large Selection of Xmas Toys at Lowest Prices. **SPECIAL SAMPLE OFFER—ALL 10 SIGNS 50c. PREPAID.** Free Extra-Low-Price Catalog of Gifts, Trimmings, etc. Tree Light Set of 8, 21c; 4-Fold Xmas Cards (Boxed), 10 for 10c, 21 for 16c. **LIBERTY SALES CO., 24 E. 21st St., N. Y. City.**



SLIP-NOT TIES NEW FALL LINE, Silk-Lined—Jacquard Figures—Stripes, Plaids, Solid Colors. Fast 60c Seller. \$2.25 per Doz. Send for Sample Doz., \$2.50 Postpaid. Money refunded if not satisfied.

Leader Ties Original. Patented. Ready-Made Knote. Hold its shape forever. NEW FALL LINE—Silk Lined. Fast 50c sellers. \$2.25 PER DOZEN. Send for Sample Dozen, \$2.50 Postpaid. Money refunded if not satisfied. New Fall Line Four-in-Hand Ties, Silk Lined. \$15.00 gro. Sample doz. \$4.50 postpaid. **M. LEVINE, INC., 13 N. 19th St., Phila., Pa.**

Wherever Beer is Sold FOAM CONTROL is a necessity!

Foam Control puts a uniform collar on every glass of beer. Reduces scrubbing 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 wherever beer is sold on draught. Retalls at 25c. Be the first in your territory to clean up with this new specialty. Rush 10c for sample and full particulars. **GORDON MFG. CO.,** Dept. JK9, 110 E. 23d St., New York City



Hughes and Tommy Strunk have been doing a fair biz at the auction sales and coal mines. George Sims informs me that he is down near Washington. Helen Rex is sitting high, wide and handsome at Allentown, Pa. Met a man here who calls himself Dr. Serlerno and claims he was a doctor in the Russian Army during the World War. Listen, men, he has us all stopped. Here is his specialty. He promotes a Polish, Slavish, Russian or Ukranian church and puts on a hypnotic act and really gets the dough. Myself and three other pitchmen saw him take in \$4.20 an evening. He even sets himself up as a chiropractor, makes as much as \$25 and \$50 touches and never bats an eye. You didn't hear my mother yelling 'come and get it,' did you? That means lamb stew, dumplings and all that goes with it."

Pitchdom Five Years Ago

Sol Addis, seed worker, after giving Broadway the double-O, blew that spot in favor of a pitch store in Springfield, Mass. . . . George Stewart returned to Cincinnati for the holiday season. . . . Sulphur, La., was the land of "no dinero" for Hot-Shot Austin. . . . C. L. Delaney, after a successful season ahead of that ace pitchman, Ross Dyar, took a position as branch manager at Youngstown, O., for Seven Bakers Brothers, of Pittsburgh: . . . Johnny McLane was clicking in Cincy with paddles. . . . Plans were being made to do away with the last hitching post in Newark, N. J. . . . Joe Clark was rambling thru Kentucky and finding things none too good. . . . Philip Goldfarb, suave master of ceremonies during the summer months at the White Row Lake House, Livingston Manor, N. Y., made his annual hike to Park Row, New York, to assist his dad in doling out supplies to pitchmen. . . . Jimmy Lyons was finding biz fair at his new store in Springfield, Mass. . . . Mary Ragan was taking a much-needed rest in her home town, Indianapolis. . . . It was formal opening for J. A. (Pic) Picardat and his new United Trade Press in Richmond, Va. . . . S. N. Ullman and Frank X. Murphy were having quite a time of it cutting up jackpots in a North Dakota hotel. . . . Tulsa, Okla., was okeh for Jerry Russell. . . . Included among the contingent of pitchmen at the Spartanburg, S. C., Old Home Week Celebration were Morris Kahntroff and partner, Herb Casper; Jackie Keegan, Bill Cox and Sid and Mike Shipman. . . . All in all, John C. Carter was finding conditions good over the country. . . . Keyes Milton, after sustaining a broken hip while performing with C. L. Stumpf's Medico Comedy Company, was sent home to Mt. Vernon, Ill., for treatment. . . . J. Rottman and Ben Fried had everything to themselves at the Shreveport, La., Fair. . . . Clark, the sox king, was scoring heavily at Arkadelphia, Ark., according to Louis Collins. . . . Starting out with Toledo his destination, Leland Johnson got his U. S. routings mixed and wound up in Omaha. . . . Robert N. K. Kaill blew into Cincinnati on his annual visit, preparatory to joining out with a med show. . . . Stanley Anderson wound up a winner after four weeks on 14th street, New York, with auto wax. . . . That's all.

TRIALS (Continued from page 54) Company and Frank W. Elliott. The only personal contact was when the captain of the tug asked the skipper of the schooner if the latter were insured. The exorbitant claim for the salvaging, which occupied only several hours, and the attachment were protested by Elliott, who immediately sent a lawyer from Amherst to Halifax to submit the protest to the Admiralty Court there. The \$6,000 is considered out of all proportion to the value of the towing. Incidentally the schooner is not owned by Elliott, having been chartered by him to carry his equipment, animals and staff from Bell Isle, Newfoundland, to Puffwash. He had been chartering schooners in moving his carnival from Souris, P. E. I., to the Magdalen Islands; then to Channel, Newfoundland; thence to St. Pierre-Miquelon Islands;

Pitchmen I Have Met

By SID SEIDENBERG

Many of the old heads of Pitchdom have told me that I would never settle down after my 18 years on the road. Overtime I feel that I could choose a town I like, go into it, drag the streets and town hall over me and make the last stand for the rest of my days. Of course, I haven't tried it and I'm not certain that I would or wouldn't "stay put" after observing these old babies year after year, however—some vowing that it is their last season on the highways and byways of the nation and then seeing them pop up in some town—then after telling friends that they have quit—well, I guess some day I will make a stab at being "put" and let Father Time decide whether I will or won't suffer with the "itchy foot."

One of the worst cases of "itchy foot" in Pitchdom has a stranglehold on my good friend Max Grodsky. Max started out in life as a perfectly good watchmaker, enjoying a lucrative business in his own establishment in St. Louis. About 12 years ago he got a yen for California and sold his store, lock, stock and barrel for 800 simoleans. He took Horace Greeley's advice and went west. His 800 smackers went west, too, but a little farther than Max. On the Coast, broke and faced with the prospect of getting a good panning if he returned home busted, wasn't the dish Max ordered. He took to peddling needle books and soap from house to house. From those items Max went to bigger sellers with a larger take and after accumulating a good-sized b. r. purchased a drug store in Brooklyn. The drug trade, together with his watch-repairing bench in the store, proved too much for this high-pressure baby. It wasn't long before he turned over a perfectly good business to one of his brothers, who was out of a job, and returned to the highways with the tripods as a meal ticket. The last time I saw Max he was driving a new Ford to the East Coast. He was returning from the West Coast, working razor-blade sharpener, and keeping his joint mighty hot. He was collecting plenty coconuts, for he works corners, doorways or what have you on the outside and jumps into windows with his p.-a. system in towns that are hostile to the outdoor worker. Max is 31 years old and calls St. Louis his home.

thence back to Newfoundland for the closing date at Bell Isle. Elliott, who will henceforth title his carnival the Frank Elliott Shows, eliminating the Bluenose title, plans on fighting the ridiculously high towing charge for a few hours' work to the last ditch. In the meanwhile the carnival equipment is held under the attachment at Pictou, as is the schooner. Mariners report that \$1,000 would have been plenty high for the salvaging.

Concessions and Truck at Charleston Destroyed by Fire

CHARLESTON, S. C., Nov. 7.—On the morning of November 5 six concessions, one Chevrolet truck and trailer were destroyed by fire here, reports Ch. Lefevre and L. Tapper, concessioners on the midway.

Truck and trailer were new and recently purchased. The Max Gruberg Exposition Shows, furnishing the midway, were threatened by the flames but escaped damage due to the quick work of the firefighters.

Readers Organize for Mutual Happiness and Protection

BUFFALO, Nov. 7.—Professor Chairs, who lists his profession as psychic palmist and graphologist, announces the formation of the International Readers' Registry. With certain specific intentions in mind for the good of all readers, he wishes to enlist their co-operation.

ONCE IN A LIFETIME!



IN ABOUT TWO WEEKS about 30,000,000 people—almost every person in the U. S. A. who has a job—will receive from Washington a little "Social Security Identification Card."

And there lies a rare opportunity for you!

Each of these has an identification number and a signature, to identify the holder ten years, thirty years, forty years hence. It is an important document. And yet the "card" had to be printed on relatively fragile material. If the time had not been so short, the Social Security Board would undoubtedly have provided a transparent protective sheath for each card, but the time was too short.

You can cover these cards for people by the most modern method of document preservation at 10c each, and make a handsome profit. A tough transparent film of "Thermium" is welded on both sides of the card with a flatiron or with a special applicator we can furnish.

Almost everybody on the streets, in stores, in factories, will have one of these cards in a few weeks. And they will soon realize how important it is to cover them and preserve them for the years to come. You can erect a booth near a large factory, in some prominent store window, even on a busy street corner—and make a 300% profit in a very easy, dignified way.

But there is no time for delay. And all transactions are cash. A few sample "Thermium" sheaths will be mailed for your inspection on receipt of 25c, in stamps, together with full instructions as to this rare opportunity.

SEAL, Inc., Shelton, Conn. Gentlemen: Enclosed please find 25c for sample lot of Thermium Card preservative sheets and instructions as to this rare opportunity.

Name
Address
City State

Genuine -- HURST GYROSCOPES -- Genuine
The Leader for Demonstrations for Nearly Thirty Years.
BUY FROM YOUR JOBBER
Direct Shipments Only for All Cash With Order. No C. O. D. Shipments.
L. J. HURST MFG. CO.
1605 College Avenue, Indianapolis, Ind.

Save Hotel Bills HAVE A HOME ON THE ROAD!



REAL HOME COMFORT WITH A STEPHENS HIWAY HOME

Show business goes modern! Hotel bills are given the gong. The comforts and conveniences of home are now enjoyed everywhere by modern trailer rompers. Famous show people now breeze over their circuits in Stephens' HIWAY HOMES.

Biggest Trailer Value on Market
They select the HIWAY HOME because it offers the biggest trailer value for the money. Pullman-type seats convert into two beds for four people. Fold-away table. Stove. Drain-board. Sink. Running water. Ice box. China closet. Linen cabinet. Dual lighting system for battery or current outlets. Heater. All-weather insulation. Wardrobe closet. Hat rack. Toilet and bathing facilities in the large model.

Designed by a Hollywood Artist
C. Leland Gibson, popular Hollywood stage artist, designed the HIWAY HOME. Inside appointments compare favorably with fine homes and hotels. Outside appearance has the streamlined beauty and grace of a yacht. Strong, rugged construction withstands constant travel over all types of roads. Scientific balance assures perfect trailing and SAFETY.

LOW COST Three models—14, 16 and 18 feet in length—priced amazingly low. Custom-built models made up special for private or commercial purposes. Avoid the hurly-burly existence of tramping on trains and in hotels. Beathome everywhere with a Stephens' HIWAY HOME. Mail coupon, attached to your letterhead, for FREE literature!

A. J. STEPHENS AND COMPANY
1401-1427 Chestnut Street
Kansas City, Missouri

A. J. STEPHENS AND CO.
1401 Chestnut, Kansas City, Mo.
RUSH illustrated HIWAY HOME literature, prices, etc., without obligation.

Name _____
Address _____
Town _____ State _____



Hartmann's Broadcast

THE Dodson World's Fair Shows next season are to have the four largest chimpanzees in the world that have been trained to give a circus performance.

Advices from Dick Collins, who is now in London booking attractions for Dodson, are to the effect that these chimps are 218, 198, 145 and 18 pounds in weight, the last named being a baby.

They are trained to the letter, take it from Dick, the largest being exceptionally clever. They ride old-fashioned high bicycles; put on a cabaret act, acting as waiters, performers and a guest; one of them is an artist and draws perfectly good pictures; in fact, they are the epitome of simian understanding, says Dick, and will be the feature of the Dodson midway.

The scenery, appurtenances, paraphernalia and the front, all of which will be brought over for the 1937 season, weigh in the aggregate no less than 13 tons.

In addition to Zaechini, who has been re-engaged for the entire season of 1937, Dick is contracting another outstanding sensation that is now the talk of Europe and has the option on a troupe of a dozen midgets, all of whom are seasoned performers, presenting two entirely separate and distinct acts in the way of midget revues.

All of which means that the Dodson brothers are again pursuing the progressive policy that has been so successful this past year, and with the publicity they have obtained put them in the limelight of carnival activities.

TO WARREN H. WOOD I am indebted for a tear sheet from *The Hudson Dispatch*, Union City, N. J., of recent date, containing a cleverly written full-page "house" advertisement in which the circus and the elephant are drawn into a sales talk as to why it pays stores to constantly advertise. Warren found the message quite interesting and so did I, and feeling that our readers (and who of them aren't interested in ele-

phants?) will likewise be interested, I am going to quote from the ad.

Illustrated with the head of an elephant, the ad was captioned "Two Million Americans Never Saw an Elephant." "That's why the circus will come back next year," the first sentence reads. Continuing: "Same old stuff," says you. Same old animals. Same old stunts. Same old ballyhoo. Maybe a few new frills, but mainly the same old circus you saw when you were a kid. All right! All right! But every business man should be compelled by law to see the circus every year because of the Great Advertising Truth that he can learn at the circus.

"For the same old elephant walks around, but between the time that you saw the elephant walk around this year and the time when you'll see the elephant walk around next year 2,000,000 new Americans will have arrived in this funny old world.

"And that is why, year after year, the elephant walks round and round!

"Each year brings throngs of new citizens who never saw an elephant. Who never tasted. . . Who don't even know who operates the oldest department store here or which jewelry store has been serving this community's home owners for generations. NEW readers! Starting right from scratch.

"Every year 2,000,000 babies are born. Every year 1,000,000 boys reach the girl-crazy age and start shaving the down off their chins for the benefit of a million young women suddenly become acutely clothes-and-cosmetic conscious. Romance invites steady spending!

"And every year, in spite of everything, 2,000,000 young folks up and get married and start new homes; have babies! Every day in every year new people become interested in ads of diamond rings, electric refrigerators, twin beds, plumber's friends, lawn mowers, baby carriages, high hats and evening gowns.

"Yesterday they weren't interested. Today they are. Tomorrow other people will be.

"That's why it pays to keep on advertising and advertising and advertising. The market is not static, but changing. You're not advertising to a grand stand, but to a parade always on the move, continually bringing new eyes over your ads. Eyes of NEW buyers!

"To some readers these merchants' ads are 'old stuff,' but to others they are as interesting as is an elephant to a kid who never actually saw one.

"The circus will return, gay and noisy and flamboyant. Throngs of kids will stare with goggle-eyed wonder at that

strange new animal, the elephant. Older folks who never saw a circus before will conceal their astonishment beneath an air of sophistication. They'll betray themselves with loud laughter when the clowns crack jokes that Noah told the animals in the ark. . .

"So the elephant walks around serenely confident that among every biased group that says, 'That's just an elephant,' an eager voice will cry, 'So—That's an elephant!'

And those arguments are right in line with the statement on the future of the circus from S. W. Gumpertz, general manager of the Ringling-Barnum Circus, quoted in *The Billboard* of October 24: "As long as the birth rate remains normal and there are plenty of kids the circus will be all right. We compute our future potential business on the birth rate."

Wood, by the way, has worked on the Big Show, where he sold ducats for Clyde Ingalls on the side show. He is now assistant manager of the Park Lane Theater, Palisades Park, N. J. Picture-house work is okeh, he says, but the circus seems to "still have his eye."

Johnny J. Jones Exposition

Waycross, Ga. Week ended October 31. Auspices, American Legion. Weather, fair and cool. Business, fair.

Broke in a new lot. Located on paved street on edge of city limits. Ideal show-grounds. Ample parking space. Special Agent Tommy Thomas had grounds in shape on show's arrival.

Opening Monday night, very light attendance, but crowd that attended were liberal spenders. Tuesday too cold for show weather but attendance way above opening. Wednesday, Thursday and Friday gate registered big, spending just fair. Saturday a good Children's Matinee and fair at night. As a whole date not up to expectations.

Two free acts, Wilno, human cannon ball, and Prince Nelson, high wire, well received and much publicized. Daily *Waycross Journal-Herald* very liberal with space. Manager Jack Williams Sr. and Editor Jack Williams Jr. co-operated in every way to try to make date a success. G. U. Gates, of Legion, worked hard and untringly.

General Manager Walter A. White away on a business trip. Mrs. Boots Paddock, now manager of Unbelievables of 1936, General Superintendent Sheppard buying oak lumber for winter building program. Bob Dent, manager Crime Show, preparing for his theater tour of Evelyn Frechette. Carl J. Lauther's crew building and painting a new lobby display for his traveling museum. Pearl Harvey, Caterpillar operator, reports her best season in years. Lee Cuddy's Loop-o-Plane well lighted and a bright spot on midway. One of good old-time showmen, Harry L. (Skidoo) Willson, still in harness, operating his funhouses and getting results. Bertha (Gyp) McDaniel, one of the first Rocky Road operators, still cashing in with the same style attraction. Dave Traugott, bill-card manager, has been so far ahead of shows he's almost forgotten. His fourth season with it and will be back again in 1937.

STARR DeBELLE.

Psychology of Mass Midway Gatherings

An Interview With KENT HOSMER, Press Agent Beckmann & Gerety Shows

Kent Hosmer, publicity manager for Beckmann & Gerety Shows, while on the midway of the Iowa State Fair, Des Moines, frankly admitted he doesn't know anything about midway crowds. After years of observation their whims and caprices are still an intriguing mystery to him. He makes no attempt to explain why certain types of shows are popular in some cities and unpopular in others. He doesn't try to figure out why the revenue on some occasions hasn't been sufficient to pay light and power bills even when the midway was jammed with people. However, the light and power bills haven't bothered much this season, since the shows are running 47 per cent ahead of 1935 and grossing more in the first three days of the fair this year than in the nine days it played at this Iowa fair in 1932.

Hosmer enjoys telling about going into one town where the leading banker advised against it, saying the people didn't have enough to pay their grocery bills. "Shows played to capacity. Rides were filled to the brim and the banker was amazed and chagrined," Hosmer says. Iowans are good spenders but rebel in a big way when they think they're getting "gypped." "They won't," he commented, "pay a dime for lemonade. You can give them a smaller glass and charge a nickel, however, and they'll drink it up."

He made no effort to explain why their crime show is attracting large crowds here when the only other place it has done much this year was at Springfield, Ill. "Of the rides," he explained, "the youngsters like best the ones they can steer themselves, like small automobiles. Live ponies, which they can drive, are also favorites.

"Des Moines," he declared, "is no good for still dates. Bu. at the fair we do a nice business." Minstrel shows don't go over so well in this part of the country, but further south they begin to take hold. He pointed out, however, that certain Wisconsin towns, like Racine and Kenosha, were good minstrel spots and named Detroit as one of the greatest places for the circus side show.

Separated from the carnival and set up by themselves, few if any of the midway attractions would make any money unless "ballyhooed" extensively, Hosmer claims. "It is the flash, the lights and the din that attract people," he declared. And another thing—he doesn't like to see the chilly fall nights roll around. "The customers," he explained, "walk around the midway with their hands in their pockets—and they won't take them out."

Benefit for HASC and SLA At Shreveport a Success

SHREVEPORT, La., Nov. 7.—The joint Cemetery Fund benefit for the Heart of America Showmen's Club, Kansas City, and the Showmen's League of America, Chicago, held here by the United Shows October 28, records another success for so worthy a cause.

John R. Castle, of Shreveport, president of the Kansas City organization; W. R. Hirsch and R. L. Lohmar comprised the committee on arrangements in behalf of the United Shows of America. The performance was staged in the Municipal Auditorium. Mayor Samuel S. Caldwell complimented the showmen when granting the use of this city building.

A nice sum was derived from the affair, which was proportionately divided between the two organizations. There are about 100 members from the two showmen's clubs now in this city.

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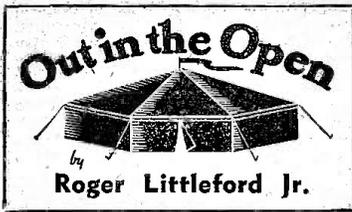
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The Rodeo Game

GRAND illustration of what a traveling show can mean to townspeople, to local merchants in particular, was evidenced in New York recently while Col. W. T. Johnson and his wild gang from the West were cutting capers at Madison Square Garden. Several days before the rodeo closed its engagement an executive of Macy's Department Store contacted the Colonel with several thoughts in mind. Exactly what they all were we cannot be sure, but we know for a fact that the Macy establishment is intensely interested in the feasibility of sponsoring a rodeo at the forthcoming New York World's Fair, preferably under direction of the San Antonio rancher. According to Macy officials, the sale of children's cowboy and Indian outfits, of Western-books and Western toys took tremendous jumps during the rodeo's 1936 sojourn in New York. The increased business realized at the store was so remarkable that they are evidently seriously contemplating a shot at the rodeo game themselves. And that, my friends, is just what a properly operated out-of-town show entourage can do to the largest, most cosmopolitan city in the land. . . . While on the subject of rodeos, it seems as tho that particular phase of entertainment is making rapid gains in popularity thruout the Eastern half of these United States. New York's show was unusually successful this year, and from all indications the Barnes-Carruthers event is enjoying remarkable business in Chicago. Outdoor showmen are obviously impressed by this, realizing that trends have had their effect on the show business just as they have on all types of industry. The popularity of rodeos should strengthen conviction in the belief that fundamental types of outdoor entertainment attractions will live on forever. All that is necessary is an occasional face lifting, a periodical

redressing. In the case of rodeos, it can be simply summarized in a very few words—a few smart showmen have utilized that ever-present lure of the West by revamping the old Wild West show idea and selling it under a new guise. It's competition now, not merely a show.

Exposition Excerpts

EVIDENTLY the imaginative and capable French architects and engineers who have been planning and building the Paris International Exposition of 1937 have cleverly harnessed the River Seine and put it to work for the duration of the event. French expositions in the past have always been built around a singular "high spot" and next year's fair promises to do just that with Old Man River. In 1851 it was the Koh-i-noor diamond that constituted the central attraction; in 1878 it was the Trocadero; in 1889 the Eiffel Tower; in 1900 the Bridge Alexandre III; in 1931 the Angkor Temple and now the Seine itself which will be put to many artistic and ingenious uses. Several of the exposition head men are in this country at present, supposedly on a tour of good will but actually engaged in obtaining ideas of the American way of conducting large expos. . . . Engineers actively engaged in building the New York Fair have completely refuted the rumors hereabouts that the Flushing Meadow site possesses a soft base unsuitable for the erection of even medium-sized structures. . . . Billy Rose was the recipient of an attractive silver cup at a luncheon of the Fort Worth Centennial Board of Trade last week. Trophy presented to the dynamic little showman by the board members in recognition of his activities at the centennial bore the inscription: "In appreciation of a big job well done." . . . Ed Hungerford, wizard pageant and spectacle producer, is currently visiting the Dallas and Fort Worth layouts. Hungerford is without definite plans for the future, keeping as tight-lipped as ever. Chances are that he will be back at Cleveland in 1937.

Here, There and Everywhere

ED LUCAS, better known to circusdom as "Irish Red" Lucas, writes from Des Moines concerning an interesting WPA show that took place in that city recently. Program featured old-time circus and vaude acts and, according to

Notes From the Crossroads

By NAT GREEN

FRANK W. BRADEN, Ringling publicity man, probably never will convince many of his friends that he was not responsible for that J. P. Morgan-and-the-midget picture which appeared in papers thruout the country a couple of years ago. The idea was concocted, Braden declares, in an off-hour powwow with a bunch of newspaper men. When they learned that Lia Graf, German midget, planned to visit the White House and was going to the Senate Building to obtain a pass they thought it would be a great idea if J. P. Morgan, then engaged in an income tax session with the Senate, and the midget could be photographed together. But the talk shifted and the idea was forgotten by everyone except a photographer, according to Braden. It was the photog, he declares, who next morning marched into the Senate chamber, placed the midget on Morgan's lap and snapped the picture. All of which may be true—but we know the Watskesa cosmopolitan well enough to recognize the Bradenesque twist to the Morgan-midget idea, and we'll bet a five-cent seegar to a Luling

(Texas) haircut Frank W. was the chief instigator of the stunt.

Three or four progressive showmen have done much in the last few years to put girl shows, colored minstrel shows, freak shows and snake shows in the class of really meritorious attractions. There always have been a number of these shows that were framed and conducted in a high-class manner, but on most of the smaller outfits they have been rather sorry spectacles, poorly presented, unattractive and sometimes downright objectionable—and seldom have they yielded their operators more than a meager existence. For the non-descript, makeshift shows there is no valid excuse. They are a detriment not only to the show world in general but also to the carnival that allows them to operate. Better no show at all than such as these!

About the time this hits the stands the bands on two circuses will be playing *Auld Lang Syne*. The Ringling-Barnum show will close at Tampa on the 11th and Cole Bros.-Clyde Beatty at Clarksdale, Miss., the same day, and immediately afterward a wave of activity will hit Peru and Rochester, Ind. The former spot has presented a forlorn appearance in recent years, especially since the burning of two of the large barns. It is not the Circus City of old, and circus lovers grieve to see tons and tons of circus equipment and scores of animals lying useless. At Rochester there is already considerable activity, indicating that the "Cole boys" are planning bigger things for '37.

Clyde Beatty is set to make another picture in Hollywood when he returns from a short trip to Europe. . . . No doubt Colonel Robert Emmett Hickey will again handle Clyde's publicity. . . . EEH is due back in Chi most any minute. . . . Mickey McDonald, who recently closed a season at the Cleveland expo, is set for six weeks in a Tulsa department store, his 10th consecutive year of clowning there. . . . The Elks have bought the Al Ringling home in Baraboo. . . . Tex Sherman off for the West Coast, stopping on the way at Tulsa to confer with Tom Kelly, who has a show in mind. . . . Grover McCabe, who spent the summer with J. Ross Reed's historical show at Cleveland, will be with the show at the Royal Winter Fair, Toronto. . . . Cuban Mack and wife were at the Chi Stadium rodeo with Jacobs' concessions. . . . Silver Dollar Brady, now touting a popular brand of liquor, used to be chief cowboy with the 101 Ranch show. . . . Orrin Davenport has enough indoor circuses lined up to keep him busy a good part of the winter. . . . Guy Weadick, stampee producer and "range boss" of the Range Riders' Club of West Magazine, is leaving the T S Ranch at High River, Alberta, this week and expects to be in Chi for the big doings of the IAFE, NAAPP, SLA, et cetera. . . . Circus atmosphere at the Hotel Sherman's College Inn seems to be pleasing to the crowds that are flocking to the popular spot. . . . Four boys from clown alley—Walter Matz, Karl Marx, Chris Cornalla and George Gerber—have done such a good job they are being retained indefinitely.

Rao Bros.' Shows

Livingston, Tex. Week ended November 1. Auspices, Polk County Fair. Business, excellent. Weather, good.

First fair here in 20 years. Attendance was big. Children's Day 8,000 youngsters on the grounds. Rides and shows did capacity business. Rao purchased two rides, making a total of five. There are eight shows and 20 concessions. The Wild West Show had a bang-up week, as did Dog and Pony Show. Monty Beekler, who had 12 successful weeks with Hollywood in the Texas Centennial, joined at Livingston and did good. Hula Show and Animal Show business was good. Tobe McFarlan motored to Houston to get his daughter, who is in school there. Rao purchased a new top for the Merry-Go-Round. Mrs. Monty Beekler, formerly Marie Lorden, of Flying Lorders, has a free act. The show will remain out until Christmas. FREDICA C. HUNT.

Lucas, the idea went over with a bang. Among the veterans that appeared on the bill were Fred Copeland, who wrote and directed the play; Bob Stickney and ponies; Frank Lemoind in a wire and juggling routine; Orr and Orr, comedy jugglers; Hazel Heston, slide for life; Prosses and Diamond, musical wonders; Bob Davis, hooper, and the Wadell Brothers in a balancing act. Irish informs us that Copeland is in charge of the Des Moines WPA theater unit and is more than making good. . . . After the close of his circus season Tom Mix will play a series of indoor dates, probably for Music Corporation of America. Several agencies have been angling for Mix but he is demanding too high a figure for most of them. . . . New York Hippodrome, now controlled by Mike Jacobs and his 20th Century Sporting Club, will probably be the scene of a circus just prior to the Ringling-Barnum inaugural date at the Garden, which, incidentally, will follow the Easter holidays this year. The Hipp is playing host to everything from opera to roller derbies this winter. . . . Bill Fields, versatile publicity man, is handling Lawrence Rivers' *White Horse Inn* at the Center Theater, New York. . . . Orson Kilbourn, Tony Sarg, Freddy Benham and Fred Pitzer are getting plenty plaudits for starting the Circus Saints and Sinners' Club luncheons off to such a hilarious winter season. First two together have been no end of fun. . . . Eighth months ago doctors informed Harold Powers that he would never walk again. Harold, of the Powers and Dignair aerial turn, had just fallen from a high wire in Fall River, Mass., and was suffering serious injury. Today, however, he can be seen negotiating the Broadway district with almost as much ease as before the accident. A special back brace makes it possible. . . . Schork & Schaffer's Hubert's Museum on 42d street is open again, difficulties with the license commission having been ironed out. And Dan Cristafano's elaborate musee in the basement of his Crystal Hall sportland is all set to begin operations. The 14th street establishment should receive the license commissioner's okeh within the next week.

Bruce Shows

Americus, Ga., Fair. Week ended October 24. Location, fairgrounds. Weather, warm. Business, good.

Long jump from Anniston, Ala. Opened to good business. Several concessions and shows joined. Kokomo Jimmie has three concessions; Glickman, four; Bingo Randolph, four; Frank Self, four; Pat Price, two; White Hardin, one, and Maxie Glenn, one. New shows were Leo-Leola, Sex Show; Fred Thornton, Crime Show; U. Beaudet, Motordrome, and Doc Powers, Baby Show. Shows had a very profitable season and played 15 fairs. Ten rides, 12 shows, 40 concessions, 2 free acts and a band now carried. W. R. HARRIS.

LETTER LIST

- (Continued from page 31) Hill, George B. Rheed, Walter Hill, King Selman Holliman, Fred Hope, Jack Joy, Billy & Karmino, Georges Kelly, L. A. King, Howard J. Kireh, George Lange & Morgner McGrail, Jack McGrail, John McGuinness, Daniel Marshall, Ray Martin, Harry Mason, Jack Mcford, Buddy Meier, Josef Miller, E. G. Mullen, Mr. & Frank Neiss, Trotter Nixon & Sams Noon, J. Gilbert Nun, Lester O'Brien, Don O'Connor, Jimmy O'Donnell, Mr. O'Neal, Jack Ogie, Douglas Ohman, Ted Oppie, John Osburn, Babe Pablo, Don Randsen, Mr. & Mrs. C. C. Wyatt, J. W. Templeton, Patricia Mullen, Mr. & Frank Neiss, Trotter Nixon & Sams Noon, J. Gilbert Nun, Lester O'Brien, Don O'Connor, Jimmy O'Donnell, Mr. O'Neal, Jack Ogie, Douglas Ohman, Ted Oppie, John Osburn, Babe Pablo, Don Randsen, Mr. & Mrs. C. C. Wyatt, J. W. Templeton, Patricia Mullen, Mr. & Frank Neiss, Trotter Nixon & Sams Noon, J. 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Elephant Not Smart as Many Animals --- Memory "Bunk"

By HARRY SPINDLER

Zoologist; Educational Program Sponsored by the Ohio Department of Education

Can you imagine seeing wild elephants walking softly among the trees of Ault Park or stepping down the bank of an unpolluted Ohio River to drink and bathe?

Many thousands of years ago early men who roamed our hills and valleys (if men actually had reached this part of the world at that time) might have seen such sights in the primeval forests which our civilization has supplanted. True, the beasts they might have seen were not true elephants, but they belonged to the same order as the elephants of today; they were massive, powerful animals; they had great tusks and flexible, useful trunks. This extinct animal is called a mastodon, and its fossil remains have been found in Ohio as well as in most other parts of the United States. Another elephant-like extinct animal was the mammoth.

It's a long way from Ohio to the tropical homes of present-day elephants in Africa and Asia. But when we consider that North America and Asia are separated at one place only by the Bering Strait, which is but 22 miles wide, and that they were united at one time, as were Eurasia and Africa at the Strait of Gibraltar and the Isthmus of Suez, and if we think of the years that have intervened we may not think it so peculiar that beasts from the dark ages in Ohio resemble a live beast from the Dark Continent. Even now many species of living American animals show only superficial differences from others of the same kind still living in Europe.

The Asiatic elephant is the kind most frequently seen in American zoos and circuses.

Exaggerated Tales

Many exaggerated tales are told and believed of these interesting animals. Frequently members of lecture audiences tell the old story about the fellow who gave an elephant a chew of tobacco and who was punished by the same elephant when the circus came to town years later. So far as I've observed no elephant would remember such an incident very long.

We see the elephant's large head and form the impression that it is a very intelligent beast. But we see only the outside of the head, not the bony skull, which houses a brain cavity not much larger than that of a man. I have had some opportunity to test the much-heralded memory of the Asiatic elephant, both in the Far East and among the shipments I have brought to the United States. I have found it to have a very ordinary memory and to be not exceptionally intelligent.

The intelligence of some other animals far surpasses that of— I feel safe in saying—all elephants. Our friend the dog is one of them. We find a surprising degree of intelligence in many birds. A bird's skull may be as thin as egg shell, with most of its head consisting of brains.

This skull of the elephant's is one of the reasons he is a dangerous beast to hunt. Ordinarily he is timid and flees from man. But let a poor marksman hit the head of the beast, his bullet falling to penetrate the small brain and lodging instead in the bone of the massive skull, and the elephant becomes one of the world's most dangerous wild creatures.

But don't believe that the elephant is so stupid that he would "go haywire" if a mouse ran up his trunk. If ever a mouse attempted that, the elephant would turn on enough air, thru that long nose of his, to blow the mouse out so hard that he would probably look like a splotch of paint wherever he landed.

Most Obvious Differences

The most obvious differences between the two major species of elephants of today are the receding forehead and gigantic ears of the African species, compared to the high forehead and smaller ears of the Asiatic kind. On close observation it also will be noticed that the African elephant has two well-developed "rings" one at the front and one at the back, on the tip of his trunk, while only the forward finger on the tip of the Asiatic elephant's trunk is well developed. The Asiatic elephant has four nails on each foot; the African elephant has four on each front foot and but

three on each rear foot. The skin of the African elephant is coarser and darker than its Asiatic cousin's, although age may alter these characteristics in either species.

In the Asiatic species the tusks usually are worn by the bull, as male elephants are called (female elephants are called cows). However, female Asiatic elephants sometimes have small tusks and bulls occasionally are found without them. In the African species both sexes usually have tusks.

The African elephant has been relentlessly slaughtered for the ivory provided by these great teeth, which are much longer than those of the Asiatic elephants. Now, however, the elephant is protected in parts of Africa.

An adult African bull elephant averages about nine feet in height. The average height of an adult Asiatic bull elephant is eight feet, usually exactly twice the circumference of a fore foot. These measurements, of course, are sometimes greatly exceeded by individuals.

The Asiatic elephant lies down to sleep or rest, but I do not know of anyone claiming to have seen an African elephant do so. Dr. Raymond L. Ditmars, of the New York Zoological Park, states that during the 20 years an African elephant has been an inmate there he never has seen it lie down.

Altho the Asiatic elephant is used as a beast of burden the African species is not, tho it is believed that in bygone centuries the Romans and Carthaginians used them in warfare.

Elephants have been known to live 100 years in captivity. It is estimated that their age in a wild state may reach 150 years.

Majority Females

Most of the elephants seen in the United States are Asiatic elephants, and the great majority of them are females, tho, oddly enough, the circus slang for elephants is "bulls."

The male Asiatic elephant gets spells, in captivity at least, when he actually goes mad. At these times he is apt to kill anything or anybody within reach. When such a spell, called the "must," is upon him, there is a goosy flow from small holes in his cheeks. The spells can be anticipated by running a straw into these pits. If it becomes odorous it is a sign that the elephant is about to go "must" and should be securely chained before he becomes dangerous.

It may be surprising to know that the elephant's running speed is only about 15 miles an hour and then only for a distance of not more than 200 yards. They can neither trot nor gallop; they have a shuffling movement. The legs on the same side move almost at the same time. The African species is the stronger and more agile.

A "white elephant" of the kind held sacred in some Asiatic countries is merely an albino; even then it is not actually white, but pinkish gray with pink eyes and nails. Asiatic elephants are found in India, Burma, Ceylon, Borneo, Siam and Sumatra.

Little has been written regarding the authentic pygmy elephant. Remains of pygmy elephants not much over three feet high have been found on the Island of Crete, off Africa. The pygmies were thought to be extinct. Early in this century, however, a species of pygmy elephant was discovered in the French Congo territory in Africa.

There are many kinds of fossil remains of elephantlike animals, referred to as mastodons and mammoths, found thruout the world. The ancestry and exact time of the extinction of the American mastodon are not known.

The American mastodon was not larger than the existing African elephant. It is believed, but not known for certain, that it was covered with hair. Some mastodon remains have been found with rudimentary tusks in the lower jaw. The upper tusks of very large old males averaged nine feet in length.—*The Cincinnati Enquirer*.

Royal Palm Shows

Milton, Fla. Santa Rosa County Fair. Week ended October 31. Weather, fair, cold. Business, very good.

First date of Florida circuit for the shows started off with a bang. Tuesday,

Children's Day, every school in county closed, school busses bringing the youngsters to the fair. Shows and rides up and awaiting their arrival. Soon midway was a mad throng of youngsters riding and patronizing the other attractions liberally.

Capt. Frank Sterling's show graced with new banners, adding very much to its attractiveness. Sterling's Chinatown and dope expose show visited by several State and city police officials, all giving it their 100 per cent indorsement.

Thursday evening the highlight of the week was when the writer staged his first public wedding on Royal Palm midway. Midway packed to see popular local couple, David Rollo and Bessie Lee Barnes, publicly married on a flower-bedecked altar by Mayor Woodrow Melvin.

Pensacola News and Journal, thru Editor Sam Ellis, an old friend of Mr. and Mrs. Smuckler and General Agent Robert E. Kline, gave the show plenty publicity. *Milton Gazette* also front paged the show. Ray Swanner laid out one of the prettiest looking midways of the year, all attractions showing to good advantage.

Branda Brothers, Nick and Tony, still greeting them and serving real meals at cookhouse, which has been styled Royal Palm Rendezvous. Ray Marsh Brydon, of Rice Bros.' Circus, a visitor and royally received. Cash Miller's Oddities still topping the midway. Lucky Detrich's Rhythm Girls and the Dixie Minstrels running a close second. Two free attractions, Red Brady, Joan and Oscar, high-diving trio, and Ben Beno, still thrilling crowds. Fireworks display each evening after the acts. General Agent Kline paid the show another of his famous flying visits in a new Dodge. BLAIR HALL.

MAGIC

(Continued from page 28)

Haenchen and Albert Robertson. Officers of the Oklahoma Ring are Dr. E. R. Dunn, president; Fred Foutler, vice-president; Sam Mackey, secretary, and Ralph Archer, treasurer.

LEE V. DURHAM, of San Jose, Calif., claims to be the only magician performing feats of magic and juggling while atop a huge rolling globe. As a feature he performs on roller skates on the sphere.

ERICKSON, card and ball manipulator, is at the Empire in Paris. Kennedy and Company, illusionists, are at the Bobino in the same city.

MENITO, cigaret manipulator, is at the Eldorado-Casino in Lyons, France.

CARRINGTON AND COMPANY open an extended tour of Northern Africa late in November.

SALINAS is presenting his cigaret tricks at the Olympia-Cinema in Algiers, Algeria.

HOWARD BROOKS, magician, has succeeded Dr. Charles Hoffman in the Chatterbox of the Hotel William Penn, Pittsburgh. Hoffman left for New York to open in a prominent spot. Jerry O'Neil, William Penn manager, reports that it is now the policy of the Chatterbox to use a magic act with each new floor show.

BILLY THORNTON has been playing thru Ohio, Indiana and West Virginia on the Gus Sun Time.

LAEMPLE, Ed Miller, Anthony Marx and Alexander have been playing dates in and around Chicago.

FREDDIE CRAIG JR., mentalist, is touring with Paul Cholet's *Kit Kat Klub Revue*.

THOMAS ELMORE LUCY, globe-trotting poet-humorist and friend of hundreds of the magical fraternity, is touring schools, clubs and CCC camps in Southwestern Arkansas and Texas.

A CHECKUP of the acts booked into leading night spots in the Pittsburgh territory reveals that magic is the most popular offering next to dancing. Almost every leading club is in the market for a good magic act, particularly a magician who can double as emcee.

London Magic Briefs

LONDON, Nov. 1.—Horace Goldin, much-traveled illusionist, now touring the principal English theaters with his

own unit, is presenting, among other illusions, his version of the much-debated "Indian Rope Trick" which he claims to have successfully mastered. The illusion as presented by Goldin is convincing and baffling and excellently produced and proves one of the highlights in a grand exhibition of magic.

Dante, international magician, is touring the G. T. C. and Moss Empires theaters with his elaborate display that proves a big box-office attraction. He's currently at the Empire, Sunderland.

Two other magicians, both excellent in their respective spheres, traveling their own units are Levante, who hails from Australia, and the Great Carmo. Latter has a strong tendency towards comedy and uses clowns in his act.

Chris Charlton gives a satisfactory show at the Palace, Southampton.

Tommy Bradley Martin, American trickster, has completed his English tour and is now hitting solidly at the Ufa Palace in Hamburg.

Sealtiel, the "pickpocket" conjurer, has sailed for South Africa to play a vaude season there.

Billy O'Connor, card manipulator and inventor of some dandy magical effects, goes strong at the Chiswick Empire, Stoll theater, this week.

Will Mahoney's unit, *Bats in the Belfry*, has a number wherein the line girls do a combination lighted cigaret production item that proves a winner.

Fred Culpitt, comedy magician and compere, gets roars of laughter with his funny act which is a big feature of the Douglas Wakefield unit. Currently at Holborn Empire.

THE FORUM

(Continued from page 29)

saved the life of my dear father and mother." (Thundering applause.)

Since the Major has changed his spot on the radio program many of the "fans" do not listen in and are gradually getting away from the erstwhile novelty. WALTER BROWN LEONARD.

Los Angeles. Would like to mention some old-time shows with which I traveled but which I haven't seen mentioned in *The Billboard*, tho they were first-class circuses and well known at the time. This was especially true in the South. For the most part they were two pole one ring shows, carrying side

Stellar Acts

Trouped With Old Circuses

shows but no menageries. Admission price was 10 cents and they gave wonderful performances. Every act would be featured with circuses of today. In those days one had to serve an apprenticeship before being classed as a performer. Some of them were the Johnny Shields Show, Sam McFlinn Show, Harris Nickel Plate Show and Popcorn George's Show. MINNIE FISHER.

Los Angeles. My attention was drawn to a recent letter in the Forum from Harry Lakola regarding the return of vaudeville. I recently attended a beach club party where there were four very high-class vaudeville acts.

Vaude Acts,

On Their Own, Stop a Show

First there were two girls and a man doing a triple horizontal bar act. The girls were exceptionally good and the man superb. Then a juggler, who was also very good. Following were a man and his granddaughter, with her Four Georgia Fickanninies. It was a riot from start to finish. The girl portrayed an octaroon 100 per cent and her singing and jig dancing went over big. The four colored children simply stopped the show with their singing and dancing. The father, portraying a Southern dandy, with a little minstrelsy thrown in, did a buck and wing dance and was very good. The last act was a Mexican dance team and you'd have to look far for a better act. Here were four high-class acts playing clubs, banquets, etc., because theaters are practically closed to them because of motion pictures. I have no idea what these acts received, but I do know their performances were far superior to those of some high-priced movie stars. While talking to one of the performers I was told salaries were about the same as when they played theaters, but due to one-night stands they had to travel by their own means of transportation in order to make a living. ANDREW S. McMILLAN.

Cristafano Set for Opening

His plans call for innovations in museums, progressive showman reveals

NEW YORK, Nov. 7.—Dan Cristafano, operator of Crystal Hall here, announced this week that difficulties with the New York License Commission are being rapidly ironed out, paving the way for an early opening of his new museum and freak show in the basement of his 14th street building. Trouble with the License Commission arose when that body refused to issue Cristafano an operating permit following the closing of a similar establishment on 42d street for alleged violation of the Child Labor Law.

New musee promises to be an elaborate affair and one of the largest institutions of its kind in the country. Two floors, 50 by 100 feet, have been redecorated with an extensive array of neon and vividly colored electric signs; freshly painted stands have been erected and a dressing room fitted out for employees. In addition, modern heating and ventilating plans, have been installed that should make the premises comfortable to work and play in. Everything is in readiness for the grand opening, to be announced in the near future.

Show will be managed by Sam Karl, Cristafano's right-hand man, and, of course, Cristafano himself will supervise operations. Provisions have been made for a big assemblage of acts and attractions in the building, many of which are being booked at the present time. Karl announced last week that the following attractions have been tentatively engaged: Albert-Alberta, Ethel Mory and girl show, Al Flossa and Koo Koo the Bird Girl, Doc Willard Foster will be inside lecturer.

According to Cristafano, the addition of the museum to his plant, heretofore considered in the Sportland category, marks the first step in a series of improvements he plans for the 14th street

establishment. By next spring the second story of the six-floor building will be housing another battery of skill games. Ultimate goal is to utilize the entire six floors for the most elaborate all-round playland in existence.

Miller Drops Circus Plan

CINCINNATI, Nov. 7.—Queried on the reported announcement that he would have a circus on the road in 1937, Cash Miller today wired *The Billboard* from Geneva, Ala., where he is with Royal Palm Shows this week: "Just signed with big show with Rubin. Circus out for this year. Regards."

Season for B & G Closed in Waco

Inclement weather forces cancellation of Austin—back to San Antonio

WACO, Tex., Nov. 7.—The Beckmann & Gerety Shows finish their engagement here at the Brazos Valley Free Fair tomorrow night, concluding this stand of nine days and the season of 1936.

The shows were booked to go from here to Austin and close there, but owing to the inclement weather and the fact that the lot there is in bad condition finis will be written in Waco Sunday night.

The show train will leave here early Monday morning for San Antonio, the long-established permanent winter quarters of the Beckmann & Gerety Shows.

After the shows have been put in the barn in their home town Fred Beckmann and Barney S. Gerety will take a breathing spell for a few days prior to going to the Chicago meeting.

A canvass of the lot today by Kent Hosmer found the following as definitely decided where they will go and what they will do during the winter months: Jess Shoat, manager of the Cotton Club Revue, to Houston, Tex.; Bo and Dolly Sherman, of Motordromer, Mr. and Mrs. Stephen Good, of Society Circus; Felix Charneski, Heyday foreman; Mr. and Mrs. Roy Shepherd; Mr. and Mrs. Ted Webb, frozen custard, and Samuel Feinberg to San Antonio.

Jimmy Limbaugh, of Creation Show, to Mishawauka, Ind.; Karl J. Walker, of Gay New Yorkers will play theaters; Mr. and Mrs. Peter Korte will take the side-show attractions on tour as a Traveling Museum; Doc and Betty Hartwick, of Deep Sea Show, to Tampa, Fla.; Mr. and Mrs. Bill Hageman, Two-Headed Baby, and Doc Seanton, mail and *The Billboard* agent, to Miami, Fla.; George Davis, steward, to Peru, Ind.; Sam Gordon, superintendent of concessions, and Mr. and Mrs. Charles MacDougall to St. Louis; Mr. and Mrs. Johnny Weatherlock, concessioners, to Davenport, Ia.; Glen Buck, auditor, to Springfield, Ill.

The longest jump from closing stand to next opening spot will be made by the Peerless Potters, aerialists. They will go to London, Eng., to open with Capt. Bertram Mills' fair and circus, held annually in Olympia.

The circus world mourns the recent passing of John Francis (Cow) O'Connell, of Ringling-Barnum Circus, and Mrs. Mary Edith Mugivan. Their friends were legion.

The Circus

By SILAS LUCAS
Oldtimers recall the good old days
When 40-horse teams cut a shine,
Memories of mud shows and minstrel lays,
The days of *Auld Lang Syne*.

When the bombastic Barnum came to town
With his famous aggregation;
How lions got loose and seats fell down
Amid general consternation!

Young and old of every class
Welcome the knights of the road;
Little folk turn out en masse
To see the circus unload.

There it is! on the hill,
The first section's coming in;
Early birds all a-thrill,
Unloading will, soon begin.

Two big dapple-grays take their place
As soon as the flats are switched;
Cops wave back the crowd for space
So the horses can be hitched.

Runs are placed, a big wagon rolls,
The driver's right on the spot;
An imposing team, pulling canvas and poles,
Leads on to the lot.

Children gather like droves of ants
When the animals appear;
Here comes the herd of elephants,
Bigger than ever this year.

The cookhouse is up without delay,
Machines are driving stakes;
The Tent City is spreading away,
Cooks are turning the cakes.

Roustabouts and local boys
Carry poles and seats;
Streetmen peddle balloons and toys,
Near-by stands sell eats.

They're forming that featured revival,
The classic cavalcade;

Main street awaits the arrival
Of the big parade.

Bands and banners lead the way
For that colorful caravan;
Holiday crowds in full sway,
The pageant of spangleland.

The big top swells like a huge balloon,
Side-show banners unfold;
The minstrels hit a snappy tune,
While tickets are being sold.

The sawdust plaza's in gala array,
They're coming from near and far
To the kaleidoscopic madway
Of the "Billboard Bazaar."

Spielers intone their nasal chant:
"That strange, exotic creature
In the greatest congress of wonders ex-
tant"
Is the big headline feature.

Thru the main entrance, just in time,
To visit mammoth collections
Of animals from every clime,
And stands selling confections.

The tent's filling up, the crowd's hum-
ming,
The band begins to play;
Evry seat's taken, they keep on com-
ing—
They're "putting 'em on the hay."

Heralds sound off for the grand entry
Faring forth in flashy formation,
A stately spectacle, with stellar gentry,
The premier presentation.

Headliners hold forth in all the rings
Gorgeous girls and clever clowns;
Aerial artists take daring swings,
Reckless riders in leaps and bounds.

Wire-walking wizards, the big cage, too,
Where wild beasts are held at bay;
Always the same, yet ever new
Is the thrill of Circus Day.

KNEPP'S MUSEUM
WANTED—Freak and Novelty Acts of all kinds with sales ability. CAN PLACE Lecturer.
MUSEUM OPENS NOVEMBER 16, IN CINCINNATI, O.
State All in First Letter or Wire. Address BOX 22, COVINGTON, KY.

The Flash for 1937
A 21-Ft. PORTABLE MERRY-GO-ROUND. A Real Money Maker at Low Cost. Write or wire for Photograph, Description and Price. Also Fun House on ton-and-half truck.
MARKS ENGINEERING CO.
Cameron, Missouri

Where Are You Wintering?
Kindly give the information on this blank and mail to *The Billboard*, Cincinnati, O., for our records of circuses, carnivals and tent shows in winter quarters:

Title of Show

Owner or Manager

Winter Quarters Address

Office Address

NEW AFRICAN IMPORTATION
HENRY TREFFLICH, 215 FULTON ST., NEW YORK CITY
14 Chimpanzees, male and female; 2 African Leopards, Redback Mangabey, Bearded Mangabey, Sooty Mangabey, Spotnose Monkeys, Mona Monkeys, Dogface Monkeys, African Green Monkeys, Civet Cats, African Bush Cat, Young Beavers, Ball Snakes, Green Mambas, Black Mambas, Golden Spitting Cobras, Boas, Lizards, Turtles, Alligators, Clock Birds, Woodpeckers.
Large variety of African Curios.
WRITE FOR PRICE LIST.

FREAKS—ACTS—FREAKS STRONG ANNEX ATTRACTIONS
FOR BEST TRAVELING MUSEUM ON THE ROAD,
OPENING NOVEMBER 23
World's Fair and Ripley Acts and Freaks preferred. CAN PLACE any Acts suitable for high-class Museum. WANT Window Attractions and Mechanical Men. Also Midget Team, Giants, Spotted and Armless People, Sword Swallower Etc.; Mind Reader and strong Mental Act with flash. WANT experienced Museum Agent with car, Banner Man that will paper, also experienced Museum Cook. CAN PLACE following Concessions: Photo Gallery, Pitch-Pill-U-Win, Novelties, Cigarette Gallery, etc. No Backet. I am gathering the outstanding Attractions of all kinds for a Museum that will make history. If you are good, "Why not be with the Best?" Wire or write all in first answer, stating lowest salary (as you get it). Yes, we feed good. F. W. MILLER, Monroe, La.

LITTLEJOHN'S FAIR CIRCUIT
BOOKING INDEPENDENT
Will book Shows and Rides for 20% per cent. Opening for Cook House, American Palmist, Novelties, Lead Gallery, Grab, Ball Games, Popcorn, Want Baritone. Wire George Stoltz, Band Leader. Want to buy Electric Cable for Midway, Union Springs, Ala., Fair, this week; 15 and 10-Cent Gate. Then Eufaula and Cuthbert Fairs. Want Platform, Free Acts, Commencing November 30.

DOUGLAS DISTRICT FAIR
DOUGLAS, GA., WEEK NOVEMBER 16.
ALSO
SOUTH GEORGIA FAIR
TIFTON, GA., WEEK NOVEMBER 23.
WANT Rides, Shows, all kinds of Concessions. Joe Seiglist wanted for both spots. Address ERNIE McLAUGHLIN, at Douglas, and TOM AITON, at Tifton.

JOHN R. WARD SHOWS CAN PLACE
Shows, capable Athletic People. WANT Chorus Girls and Musicians for Minstrel Show. WANT Stock Concessions and capable Concession Agents. WANT Working Acts for Ten-in-One. Will sell exclusive Photo Gallery and Lead Gallery. Out all winter in Louisiana. WILL BUY No. 5 Eli-Wheel and late model Loop-o-Plane for cash if priced right. Address Opelousas, La., this week.



Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

LIBERALISM

Most potent factor in American history today is the spirit of liberalism. It is broad and deep in its sweep, changing the habits, customs and methods of the populace and, if unhindered, would make of every individual a true liberal.

The true liberal may not understand all the threads that have been woven together to produce modern America, but he reduces the philosophy of history to the plain everyday language of a live and let live policy. He anchors his faith to a few simple ideas of freedom and progress and makes the most of changing times.

The true liberal may hold high standards and lofty ideals for himself, but he will not try to force others to conform to them. He understands that life is a game and that rules are necessary to play that game. But rules tend to grow cumbersome and the liberal believes in adapting them to suit changing conditions and needs. The player is always more important than the game and thus human beings come first.

To the liberal, even religion is a strong personal hope and not a system to standardize the conduct of others. Its power is in example and not in edict or command.

The true liberal respects the rights of others because he loves his own liberty above all other possessions. He knows that human beings can only live together when a give-and-take policy is the guiding principle of law and conduct.

The true liberal studies his history, to learn its story and its warnings, and he sees that some of the worst crimes have been committed in the name of liberty. Of all things, he must learn to be tolerant and to hear the other fellow's side of the story. He sees that the spirit of liberalism has had many ups and downs in the course of history. He sees that revolution has at times been the costly means of breaking the bonds of reaction and oppression, but he prefers the ways of peace and learns to hate war and unbridled competition.

The true liberal sees the difficulty in breaking away from outworn customs and ideas; he recognizes the value of experiment in human progress and he lends co-operation to new ideas and new movements, if perchance human happiness may be advanced.

He recognizes the difficulties of adjustment to changing times, and the ever-present necessity for such adjustment. The basic facts of increasing population and the complexity of civilization clearly increase the difficulty and the frequency of necessary adjustment. He recognizes that an increasing proportion of human beings lose out in these times unless a larger spirit of co-operation provides aid for those who may be injured or outstripped in the speed of the age.

He recognizes that civilization can only justify itself by developing better ways to distribute its benefits more widely and proportionately among individuals. In the

realism of the present day, he sees that a machine age and complex business organization greatly hasten the accumulation of wealth and power at the top, unless conscious steps are taken to redistribute benefits widely among the masses.

He reduces the complexities of life to a working philosophy in which about 90 per cent of the affairs of the individual are determined by circumstance, chance, heredity, conditions and associations, while about 10 per cent is determined by personal choice and will-power—with much virtue in that 10 per cent. Thus, he sympathizes with the underdog today because he may be the underdog himself tomorrow.

The true liberal sees the need of relieving human beings from the stress of a complex system by providing more and better means of amusement and recreation and the time and money for enjoying such amusement. A more liberal attitude toward the wide variety of amusement and recreation methods takes place as the tenseness of modern life increases.

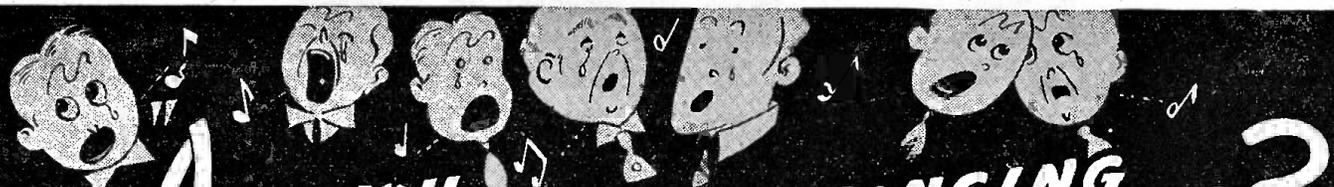
He learns that a liberal distribution of awards, benefits and services to others may often be the best means of increasing the flow of his own business.

The higher he climbs to personal success the more sympathetic the true liberal becomes toward those who are less fortunate in life. The greater his success the more he appreciates the hopes, ambitions and fears of the masses. He perceives that as much as 60 per cent of the masses prefer no greater success than the privilege to make a decent living, enjoy life with their family and to find at least a moderate degree of pleasure in the world. To the true liberal, these people are the salt of the earth.

The true liberal does not take himself and his own opinions too seriously; he believes in ideals of liberty and progress, but understands that reaction must be endured at times with patience. He promotes the cause of liberalism by being liberal in his relationships toward others. He knows that liberalism is an ideal in itself and all that can be expected of any human being is to make a good batting average.

Thus, the contributions that the individual may make to the liberal movement may be enumerated. The liberal is encouraged today by the fact that three great liberals, King Edward VIII, of England; Mackenzie King, of Canada, and Franklin D. Roosevelt, of the United States, head three great English-speaking nations of the world. It is an important coincidence in history that the English-speaking peoples of the world should be thus united by their leaders in the liberal movement. It may be a significant fact in world history at a time when true freedom needs its champions. The true liberal faces the future with hope that the blessings of liberty, peace and prosperity may be spread to all people in every nation.

The coin-machine industry has much to gain from the liberal movement, in a more tolerant public attitude and fairer and more reasonable laws.



ARE YOU ONE OF THE CHORUS SINGING OPERATING-TROUBLE BLUES!!?



It's a very sad song . . . with the words and music provided by unethical manufacturers who have unsuccessfully tried to imitate the original SEEBURG RAY-O-LITE RIFLE RANGE. Mechanical unreliability is the industry's "profit dirge" and this is the characteristic of any product designed and created in a hurried fashion without the necessary thorough engineering background . . . SEEBURG engineers devoted two years of intensive research to assure electrical and mechanical perfection. Without hindrance of location breakdown, the SEEBURG RAY-O-LITE RIFLE RANGE has attracted enormous play and earned big money on thousands of locations.

Quality manufacturing has been the keynote of the J. P. SEEBURG CORPORATION for over thirty years. The RAY-O-LITE RIFLE RANGE is fully protected by patents 2,007,082-83 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! This is not for the sole protection of the J. P. SEEBURG CORPORATION, but is also a measure on behalf of the operators to prevent undependable products from reaching the market. There are new and richer locations open to you with a SEEBURG RAY-O-LITE RIFLE RANGE. So sing a song of profits instead of the "blues". Order today or write for further information.

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UNSURPASSED EARNING POWER



COMPLETELY AUTOMATIC
ALL HITS REGISTERED
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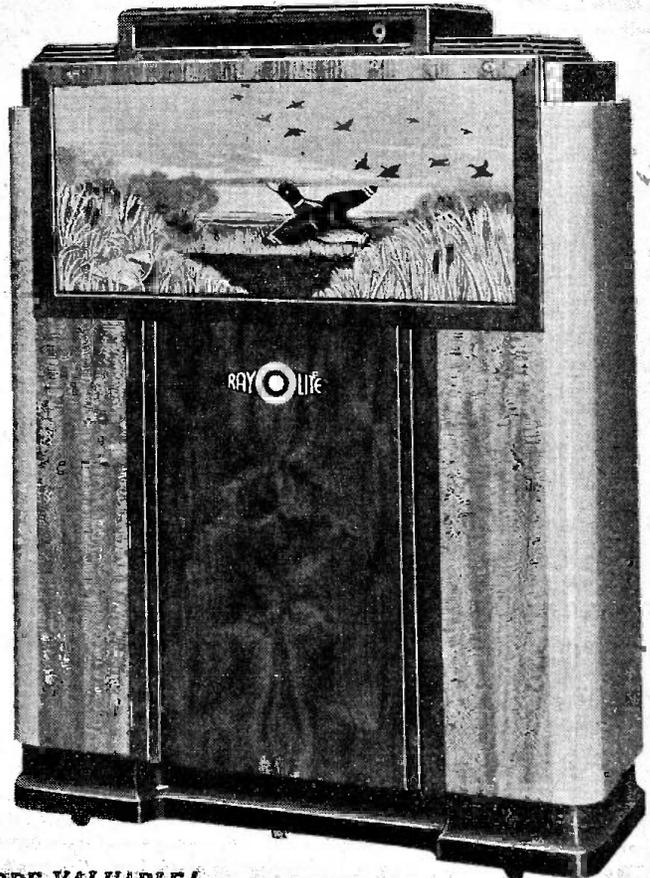
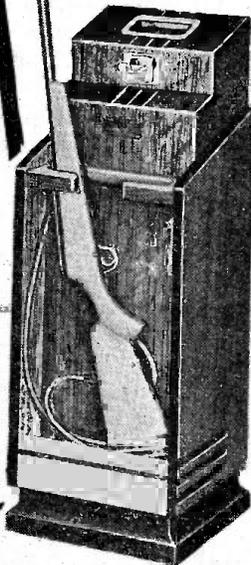
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MATCHED WOOD CABINET
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YOU CAN'T GO WRONG!

ASK FOR CREDIT!

Lee D. Jones

P. S.—No room for umpchays or wrong gees.

Each Score Wins In New Belmont

CHICAGO, Nov. 7.—Created to meet a definite demand for a game of its type, Bally Manufacturing Company's new Belmont is reported to be gaining great favor in all one-shot territories.

Discussing the new one-shot payout game with changing odds, Ray Moloney, Bally's president, pointed out that Belmont owes most of its appeal to its simplicity. It is one of those games which appeal to all types of players because it is so simple and easy to play. Simply shoot a ball in any pocket on the board and out comes the award. In other words, every pocket on the panel is a winner. There has been a strong demand recently for a good "every-pocket-pays" pin game. In fact, a number of our distributors have given us a blanket order to ship such a game as soon as we had it ready. Belmont was built primarily for those distributors and, accordingly, it was launched without any great fanfare of publicity. However, it made such an immediate hit on location that we have swung into full production in order to take care of the flood of repeat orders now coming in. Belmont is definitely one of Bally's major hits.

"Belmont features the new twice-size odds changer in the light-up back box, a big 53 inch by 24 inch cabinet, new A. B. T. No. 400 coin chute, 12-coin visible escalator and a number of other mechanical refinements. Suspense is obtained by the fact that player never knows when the odds-changer will set top odds of 30 to 1 on the easiest skill-shot in the game and also by the two mystery pockets, each of which pay from 10 to 1 up to 30 to 1. In addition to regular odds-change at start of each game, odds also change when ball goes in free play pocket."

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URGES YOU TO SEND FOR HIS NEWEST PRICE LIST

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As Well as Unheard of Bargains in Guaranteed Used Machines.

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WANTED

1000 USED PIN GAMES

MAD CAPS, TOP HATS, 21,000, FRISKY, HIGH HANDS. Write or wire at once price and quantity of each.

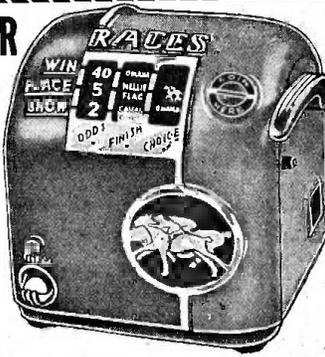
NATIONAL NOVELTY & AMUSEMENT CO.
8535 Linwood Ave., DETROIT, MICH.

RUSH US YOUR ORDER FOR DAVAL'S RACES

ON OUR 10 DAY FREE TRIAL GUARANTEE! DAVAL'S RACES IS ENDORSED BY "VEMCO"! IT'S THE BEST THAT MONEY CAN BUY!

ONLY \$17.50

TAX PAID 4-WAY PLAY 1/3 Deposit With Order



RUSH YOUR ORDER NOW FOR REEL "21" . . . \$23.75 EXCEL 54.50

THE VENDING MACHINE COMPANY
FAYETTEVILLE, NORTH CAROLINA

PHONE—WRITE—WIRE

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MCCALL NOVELTY

Central 5459 Distributors 2230 Pine
Central 3920 Chicago Coin, Genco, Western ST. LOUIS.

STOP!! Buying New Games Until You Have Seen **STONER'S NEW HOLD'EM \$54.50**

Another Stoner Winner Better Than Madcap

Attention—To convince you that "HOLD'EM" will get more nickels in the cash box than any novelty pin game you ever operated, we will lend you a sample for 7 days, and if not satisfactory, you may return it (transportation charges prepaid) and we will refund your money in full. "Fair Enough—Isn't it?"

Terms: 1/3 Deposit, Balance C. O. D. Specify method of shipment preferred. Write for Our Latest Price List on Guaranteed Used Coin-Operated Phonographs.

W. B. SPECIALTY COMPANY 3800 N. Grand Blvd. St. Louis, Mo.

ROLL-O-MATIC, INC.

209-19 PARKHURST ST., NEWARK, N.J.

MANUFACTURERS OF "AMERICA'S BEST BOWLING GAME", THE "DE LUXE MODEL" ROLL-A-BALL, ARE NOW MAILING FREE 8 PAGE CATALOG TO HELP YOU TO BIGGER PROFITS! WRITE FOR IT NOW!

Guaranteed Reconditioned Counter Games

BEAT "21" \$ 7.50	GYPSEY \$ 5.00	SPRINTLAND APT \$ 7.50
BALLY BABY 13.00	HALF MILE 15.00	SUPERIOR 1c CIG. 7.50
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BOOSTER 5.00	MILLS TICKET 3.00	TAVERN 5.00
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All Machines subject to prior sale. 1/3 cash with order, F. O. B. Knoxville. Orders less than \$10.00, full cash with order. "IT WILL PAY YOU TO GET ON OUR MAILING LIST."

H. & D. SALES COMPANY
410 NORTH GAY ST., KNOXVILLE, TENN.

Big Dividends Put More Money Into Circulation

NEW YORK, Nov. 7.—Millions in dividends were voted at the regular meetings of the directors of corporations this week, thus helping to swell the volume of money in circulation. A few increased annual rates were among the grist, but the majority of the companies voted to retain nominal rates, supplementing these with large extra disbursements.

And the flood is not yet over. There are many corporations still to be heard from on the matter of final quarter payments to stockholders to avoid high surtaxes. A number of companies among those acting yesterday admitted that additional payments would be necessary before the year-end or just as soon as more accurate estimates of profits could be made.

Wolcher Sees Retirement

SEATTLE, Nov. 7.—From his headquarters in this city Harry Wolcher, president of Western Distributors, Inc., reports that all three offices of his distributing organization are featuring the latest games. Games being featured include Reel "21," Races and the Excel pin game made by Daval Manufacturing Company.

Wolcher says there is a coincidence in

the fact that each office is making its greatest sales on a different game. He explains that his headquarters at Seattle are doing best with Daval Races. The Portland branch is leading with Excel and the Spokane branch is out in front with Reel "21."

Wolcher only asks that manufacturers keep bringing him three similar hits every week for his offices and he will retire within 90 days.

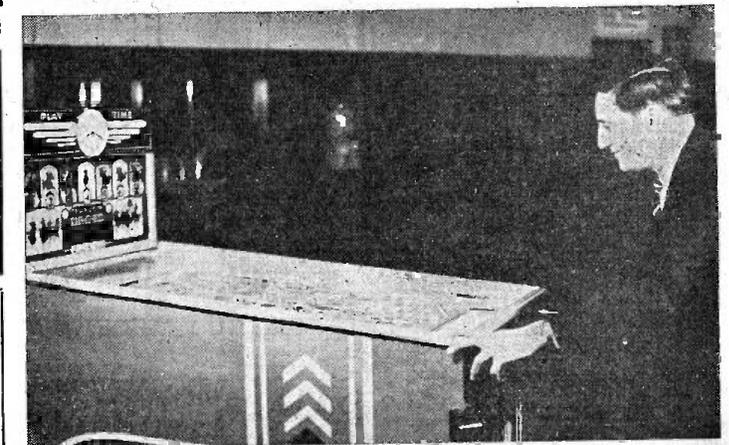
Bank Reports Show More Money Is in Circulation

NEW YORK, Nov. 17.—A sharp rise in money in circulation was shown in the banking statistics issued by the board of governors of the federal reserve system this week. The statements, covering the week ended November 4, revealed an increase of \$76,000,000 in money in circulation to a total of \$6,378,000,000. Notes issued by the federal reserve banks accounted for but \$48,000,000 of this gain, with treasury issue evidently providing the balance of the currency needed.

The combined influence of the increase in currency in circulation and the fall in deposits was reflected in excess reserve balances of all member banks. These were estimated by the reserve board at \$2,140,000,000, a reduction from the preceding week, when the banks' idle funds reached a high—since August 15 of \$20,000,000.

A further influx of gold into the country partly counteracted the effect of the currency and deposit movements on the member banks' idle reserves.

Monetary gold stocks were reported in an increase of \$27,000,000. Largely responsible for this increase were importations of the metal received at New York during the week totaling \$20,510,000. Of that total \$16,731,000 came from England, \$3,099,000 from Canada and the balance from India and Guatemala.



HY GREENSTEIN, HEAD OF HY-G GAMES COMPANY, MINNEAPOLIS, tries a Gottlieb game with the new Hammond Electric Clock inserted in the backboard of the game. Greenstein praised the idea.

NEXT WEEK!

Keeney's Targette

ELECTRIC RAY RIFLE GAME

As outstanding in the rifle game field as BOWLETTE is among bowling games!



BOWLETTE

10 FOOT SIZE

A new deluxe game with the same totalizing scoring mechanism and positive ball counter as the regular longer BOWLETTE. Full 18" alley width. Generous playing area. 3/8" balls. Noiseless beyond belief.

14 FOOT BOWLETTE

America's most popular bowling game—the choice of operators and players alike. Don't be fooled by substitutes! Order the best—get BOWLETTE!

The Rifle Game Operators have been waiting for! The same masterful engineering and mechanical perfection have gone into the designing of Targette as were employed in the designing and manufacture of Bowlette—a more interesting rifle game of greater mechanical perfection and selling at a comparatively lower price. Illustrated in next week's Billboard with delivery date announced.

FREE ONLY A FEW MORE LEFT
Operators should write at once for our Free Pin Game Nail Set and Switch Adjuster which you'll find the handiest tools in your kit.

SEE YOUR KEENEY DISTRIBUTOR OR WRITE ...

J. H. KEENEY & CO.

"The House that Jack Built"

2900 S. MICHIGAN, CHICAGO

New York City Office: 250 W. 54th St.

Babe Kaufman, Mgr.

City Manager Is Liberal in Views

"I'm glad to see the slot machines come out in the open. As city manager I am looking the situation squarely in the face. I won't dodge. I'm willing to accept responsibility. "The man who plays a slot machine in a sucker pure and simple. He gets the thrill and the slot machine gets the money. There you are. It's up to him whether he can afford the thrill. "Anybody knows you can't beat a slot machine. It's there to make money for

GEORGE B. TURNER

Writes on

Coin Chutes and Shooters

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

the owner. Put in \$10 and you get back \$5. You may win today, but you will pay the bill if you keep on playing. "There isn't a city or town where the slot machine isn't accepted as an institution, except perhaps in towns of 300 population, where it doesn't pay to install them.

"If there is an agitation in this city against slot machines I will order their removal from the larger stores that can afford to pay for morality. But I will not remove them from small independent stores. Why? Because they are keeping small, independent stores in business. I am not going to force the owners of those stores to close and walk the streets looking for work. If the neighborhood objects to the slot machine let it complain to the storekeeper. Nobody required him to keep a slot machine. It is his business and if his customers are willing to pay for it all right.

"Furthermore, I do not believe slot machines corrupt children. Their parents corrupt them. Any child who must be reared by the police probably will turn out to be a police character.

"Slot machines are in the stores of substantial, reputable citizens. They maintain them so they can live. They get 50 per cent of the money in the till. The owner of the machine gets the other half of it. He pays out of his half for the machine and the maintenance of it.

"To my knowledge slot machines have been in Kansas City for 38 years. For the first time in the history of the city

the police department is not getting any of the profits.

"God pity the man who has to have a law passed to bring up his children. And the adult who is spoiled by a slot machine has very little moral margin.

"I'll look any man in the face and repeat what I've said."

The above statement appeared in the editorial columns of a Kansas City newspaper July 16, 1936, and was attributed to Judge H. F. McElroy, the city manager. We are indebted to J. L. (Bones) Treadway and George Tatum, of the T. & T. Novelty Company, of Joplin, Mo., for a copy of the item.

President's Trip Boost To South American Trade

WASHINGTON, Nov. 7.—Among the early plans announced by President Roosevelt following the election of November 3 is a trip to South American countries. President has recently received several messages from officials of South American countries urging him to attend the Pan-American Conference, which opens December 1. He probably will make a speech at the opening of the conference.

The trip is seen by business interests as having immense possibilities in promoting better trade relations with South America. Aitho none of the South American countries have been a market for coin machines in quantity, the possibility has been entertained for some years that eventually some of these countries might open up to accept machines of various kinds in paying quantities. Coinage is still a handicap, even when favorable tariff rates are granted.

B. & L. Novelty Co. Moves

BOSTON, Nov. 7. — B. & L. Novelty Company has moved to larger headquarters at 1246 Washington street.

Company, handling Rock-Ola products, announces the addition of Bally products to its line. In moving, necessitated by the increase of business, B. & L. Novelty Company practically doubles its floor area thruout the various departments.

SALESBOARD OPERATORS!

FUR COATS
All Styles and Sizes. LADIES' Fur Coats include such outstanding Furs as Black Seal Skin, p'd., (dyed Cooney); Black Seal Skin (dyed Cooney); Marmink, p'd., looks like real Mink; Squirrelskin; Coccolette; CHILDREN'S White Fur Coats with Muffs and Scarfs to match; MEN'S Black Cloth Coats with genuine Seal Skin (dyed Cooney) Collar and Inside Lining and with genuine Marmink Collar and Inside Lining.

WRITE US FOR INDIVIDUAL FUR COAT REQUIREMENTS TODAY! NO OBLIGATION. LOWEST PRICES. Best Merchandise. Priced from ... to \$27.50.

Seal Skin, Dyed Cooney... \$3.00

Silvered Scarf, Looks Like Genuine Silver Fox... \$6.00

White Fur Scarf, Looks Like Genuine White Fox...

All merchandise beautifully made in latest models, smartest designs, wrapped in cellophane display envelopes and packed in attractive durable boxes. Every woman will play any board to win one. Every man will play at any price to bring one home to his wife or sweetheart. All prices guaranteed to be the lowest you can get anywhere. Write today for FREE complete Salesboard Operators' CIRCULAR.

SPECIAL NOTICE TO OPERATORS We do not sell complete Salesboard Deals; but will furnish these operating desiring them, any standard type differcard. Write us your needs immediately! Quick, efficient service! Order today! 25% deposit with order, balance C. O. D. Your money (less freight charges) cheerfully refunded if you are not 100% satisfied with our merchandise.

CHARLES BRAND 208 W. 26th ST. NEW YORK, N.Y.

GUARANTEED MACHINES

In Good Shape and Ready to go on Location

- 12 DAILY ... \$37.50
- 4 PALOOKA, SR ... \$66.00
- 4 HIALEAH, 40.00
- 2 MATCH ... 15.00
- 5 GALLOP ... 15.00
- 2 CARIOCA ... 15.00
- 3 PAMCO
- 2 PUT AND TAKE ... 15.00
- PARLAYS, 35.00

I have been a Machine Operator for twenty years and have done lot of differcard. Write us your needs. Write me what you can use. CHAS. E. TILGHMAN, Box 163, Snow Hill, Md.

OHIO OPERATORS

Visit the New Markepp Branch at

TOLEDO, OHIO

1823-1825 Adams Street

Easy to reach—Free Parking

NEW AND USED MACHINES

EXPERT REPAIRS AND PARTS

NOVELTIES AND PRIZES

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THE MARKEPP COMPANY

Ohio's Largest Distributors

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LOOK

IN THE WHOLESALE

MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES

PREMIUMS AND SPECIALTIES

**USED
PAYOUT
TABLES**

**THOROUGHLY
RECONDITIONED**

READY TO OPERATE

SPORTSMAN
Brown Cabinet, Last Coin Visible
PUT AND TAKE
Front Door
TREASURE SHIP
\$9.85

SUNSHINE DERBY \$32.50

MAMMOTH
BAFFLE BALL
PROSPECTOR
REPEATER
TROJAN
\$19.85

JUMBO \$35.00

ROCK-OLA'S CREDIT
BALLY ALL STARS
BALLY PEERLESS
WHEEL OF FORTUNE
PINCH HITTER
\$39.50

PAMCO PALOOKA SR. \$63.50

BALLY DERBY
RED SAILS
GOTTIEB RACES, Multiple
GALLOPING PLUGS
MULTIPLAY
\$44.85

BALLY CHALLENGER \$69.50

FLOOR SAMPLES \$57.50

GRAND SLAM
PAMCO BALLOTS
SUNSHINE BASEBALL
\$79.50

PAMCO PALOOKA JR. \$79.50

New, in Original Crates

ATTENTION!!

OPERATORS OF CLOSED TERRITORIES, WE HAVE SIX HURDLE HOP, TEN-BALL TICKET GAMES, EXHIBIT TICKET UNIT, BOWL-A-TYPE GAME. New, in Original Crates.

WRITE FOR SPECIAL PRICE

NEW COUNTER GAMES
CENT-A-SMOKE \$11.95
BALLY BABY 15.50
PENNY PACK 16.50
DAVAL'S RACES 17.50
DAVAL'S REEL "21" 23.75
Sold on Ten Day Money-Back Guarantee, Tax Paid.

WURLITZER
AUTOMATIC
RHONOCRAPH, Model P12, Like New
\$169.50

IT WILL PAY YOU TO BE ON OUR MAILING LIST. WRITE NOW FOR COMPLETE LIST OF PRICES.

**Acme
NOVELTY
CO.**

23-25 NORTH 12th St. MINN. APTS. BLDG.

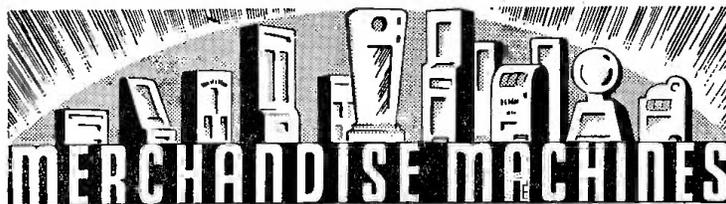
LOOK THEM OVER, YOU CAN HAVE THEM AS LONG AS THEY LAST

- | | |
|-------------------------|---------------------------|
| BeamLite .. \$5.00 | Goal Kick .. \$5.00 |
| Cross-Cross-A .. 7.00 | Forward Pass .. 4.00 |
| Kings .. 3.00 | Skyscraper .. 5.00 |
| Castellite .. 6.00 | Working Blue Seal .. 3.00 |
| Drop Kick .. 4.00 | |
| Rebound .. 5.00 | |
| Major League .. 8.00 | |
| Register .. 5.00 | |
| Lightning .. 3.00 | |
| Golden Gate .. 3.00 | |
| Beacon .. 6.00 | |
| Contact, Jr. .. 5.00 | |
| Contact, Sr. .. 6.00 | |
| Big Bertha, Jr. .. 4.00 | |
| Big Bertha, Sr. .. 5.00 | |
| Signal .. 5.00 | |
| World Series .. 2.50 | |
| Jig Saw .. 4.50 | |
| Streamline .. 4.00 | |
| Blue Ribbon .. 4.00 | |
| Cross-Cross .. 3.00 | |
| Rockette .. 5.00 | |

- AUTOMATIC PAYOUT**
- | |
|----------------------|
| Rocket .. \$ 9.00 |
| Champion .. 10.00 |
| Rapid Fire .. 7.00 |
| Red Arrow .. 8.00 |
| Stampede .. 22.00 |
| Gold Rush .. 10.00 |
| Put 'N Take .. 10.00 |
| Do or Don't .. 10.00 |
| Hit & Run .. 10.00 |
| Carica .. 10.00 |
| Jumbo .. 35.00 |
| Fortune .. 27.50 |
| Trojan .. 27.50 |
| De Luxe 46 .. 22.50 |
| Ivory Golf .. 17.50 |

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LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES



New Soap Vender To Be Ready Soon

DETROIT, Nov. 7.—A new and modernistic soap vending machine is about to be placed on the market by the newly organized American Dispensing Corporation, of Detroit. Company is headed by A. A. Amlinger, as president, and Russell E. Anger, vice-president, and general manager. Anger, who has operated for several years in the Detroit field, was formerly vice-president in charge of production of the National Dispensing Company, manufacturer of another type of soap vender.

New machine is the result of several years of experimental work under Anger's direction and embodies several new principles in construction.

Method of dropping and cutting the individual soap pieces is an entirely new and patented development. New machine comes in a tapering case about 30 inches high, 8 inches wide and 6 inches deep. It is designed to be permanently attached to the wall, which is said to give superior safety and protection over the portable or stand type of machine.

The case and the entire machine are made of heavy gauge sheet steel. The case is finished in black crackle, giving an attractive sheen to the product, with all parts plated for rust prevention. The face of the machine carries an instruction and identification label. Exposed delivery mechanism is chrome plated. An observation glass window near the bottom allows both operator and patron to see whether the machine is empty or not. The A. B. T. coin chute is used on the machine, giving superior protection against slugs or vandalism.

Front of the machine may be removed by simply turning the lock at the top, exposing all working parts in one operation. It uses hand paste soap, carrying a load of seven and one-half pounds, which is enough for 150 to 175 slices of soap or enough to service the average industrial washroom for one week. In some locations additional machines are required, especially in the larger plants, and two are in operation in washrooms in several large plants around Detroit at present.

Machine is made to operate for a penny.

The American Dispensing machine is now in operation in the Detroit territory by the company in about 25 industrial plants, including the Graham-Paige Motor Company, Federal Motor Truck, Gar Wood Industries and American Blower Corporation. Returns on the machine are averaging at the rate of about 100 per cent net per year.

New machine is being placed in production for national distribution. Exclusive territorial rights will probably be granted to operators.

Candy Machine Sales Up

DETROIT, Nov. 7.—"Candy vending machines have been showing a very satisfactory increase in the past few weeks," Ray Hopkins, one of Detroit's most popular operators, reported this week. "The increase is naturally seasonal, of course, but the jump is probably a little better than last year."

"Factory locations are showing a definite increase wherever the men are working, while other retail locations are coming along nicely as well."

Hopkins has increased his routes extensively in the last few months. He reports the penny venders as the best money makers at present both in candy, gum and nut machines.

Coin Machines Up At Leipzig Fair

WASHINGTON, Nov. 7.—U. S. Consul David H. Buffum reports of the 1936 fair at Leipzig, Germany, that in keeping with a steadily increasing importance of slot vending machines in German retail business there was offered in this line at the fair this fall a display which has no precedent here with regard to completeness and versatility.

Both exhibitors and display space occupied were indicated by the management to have increased. In addition to the large firms that have been leading in this line for years, there was an unusual increase in smaller manufacturers among the exhibitors this fall. The line of automats has been favored by a recent law in Germany which provides for a considerable enlargement in the kinds of merchandise that may be sold in such manner. Judging from the models on display at the fair this fall, there appears to be a uniform tendency of development from the "silent seller" to the "automatic warehouse." One leading firm in this line displayed a large cigarette automat about the size of a normal shop window, the front part of which was manufactured entirely from glass. In fact, it was obvious that most manufacturers have endeavored to combine formerly employed selling features with enlarged storage capacities with a view of increasing the profitability of such automats and reducing expenses entailed in replenishing stocks.

Goods to be retailed at 25 pfennigs heretofore have been a problem for automat manufacturers, but the problem has been solved in two ways by devices that refund 5 pfennigs upon the insertion of three 10 pfennig pieces or by those providing for the insertion of both 5 and 10 pfennig pieces. One automat displayed at the fair this fall for the first time was provided with a device that tests the coins before entrance into the mechanism, which was exploited as the best known protection

against the stoppage of the apparatus thru the insertion of too worn or wrong coins, slugs, etc. Such coins or slugs are understood to be rejected before they enter the mechanism.

A successful endeavor at increased display possibilities was made by one manufacturer in the introduction of an automat that was a departure from the usual oblong shapes in that it was round in design like glass show cases. It was intended for the sale of 50 different kinds of merchandise in various price ranges. Table automats for dispensing foodstuffs, cigars, cigarettes, chocolate, etc., were displayed in great profusion. Several small automats were introduced as novelties, which by their shape, like a match or cigar, for instance, indicate their particular purpose, being featured for attachment to larger automats.

Sales Above Last Year

PITTSBURGH, Nov. 7.—Marked increase in sales from candy machines in this territory during the last two months over a similar period last year is due to the improved quality in the merchandise now offered, leading operators here believe. Customers have always displayed favor in using candy machines, but the inferior quality of some of the candy in them cut deeply into the sales receipts.

"It is possible to sell nationally advertised candies and still reap handsome profits," a well-known candy machine distributor here states. "Not only is the customer completely satisfied with his purchase but he develops a habit to use coin-operated contrivances."

Queer Story of Bag To Hold Runner Cash Box

BROOKLYN, Nov. 7.—One of the queerest stories that has come from this city of queer stories is that of Harry Siskin, noted coin-machine operator here, who has one of those 24-hour locations in the city.

According to Harry, he placed an Excel game on the location and the money box filled so fast that it became necessary to service the account three and even four times a day. "In fact," he says, "this was one of the last things I did before going to bed."

To remedy this situation, which was taking up much of his time from other location efforts, he bored a hole in the bottom of the cabinet, attached a large bank sack to it and covered this with sheet metal on all sides.

He says the money comes in just as fast, if not faster, but he is able to retire much earlier, for all it requires now is two collations a day.

The incident would never have become known if Harry had not brought the game to the Supreme Vending Company for repairs. When William Blatz saw the game he simply howled, for it was the first game he had seen in all his many years in the business which required a large sack to handle the coin.

SILVER * KING**

Worlds finest life time vendor. Guaranteed to vend everything, Pistachio's Candies, Prizes, Ball Gum, etc. 5 lb. capacity. Size 7x7x14". Write once for details and low prices.



AUTOMAT GAMES
3214 N. California Ave., Chicago

CASH INCOME

with TOM THUMB



Many have started with one Tom Thumb Vendo, 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 vendor you have ever seen—15 exclusive features, including "Magic Coin Selector." Neatness and beauty opens many stores, waiting rooms, beer taverns, restaurants to Tom Thumb where unsightly machines are barred. Don't confuse Tom Thumb with any ordinary cheaply built vendor. 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. 48, JACKSON, MICH.



"I'LL GET IN THE PICTURE SOMEHOW," Meyer Marcus, Markepp Company, Cleveland, seems to be saying as he plays the Bally Preakness game at the Chicago factory.

MEN & MACHINES

Working at Mills Novelty Company has many advantages — good fellowship among employees, pleasant bosses, attractive offices, pretty girls, and intelligent, too, and all the ice cream you can eat. The ice-cream freezer school for distributors, salesmen and buyers is located next to the general offices. All the ice cream made up during the school hours is free to the employees—a dozen flavors.

A. J. LaBeau, of LaBeau Novelty Company, St. Paul, spent Tuesday and Wednesday of this week around the Chicago factories. LaBeau is a distributor of coin machines around the Twin City territory.

Don Leary, who represents that name in the firm of Leary, Manguson & Jenson Company, Minneapolis, was in Chicago from Saturday to Tuesday. Spent Saturday at the Minnesota-Northwestern football game and saw his team go down in defeat. Leary was in the company of a large Minnesota delegation that came to Chicago for the game, also to lay off their bets because of the better odds in the Windy City.

E. W. Willis, manager of the Square Deal Novelty Company, Cave City, Ky., this week shopped around the Chicago factories for radio rifles to operate in his territory.

L. B. Reed, of Dover road, Colonia, N. J., spent a few days in Chicago this week. His interests also were in radio rifles.

Other recent visitors in Chicago were George W. Young Jr., of Clarion, O.; William Oliver, of Cincinnati, and Joe Gallus, manager of the East Side Bar, Minneapolis.

An entire section of fast-production machinery has recently been installed in the west side plant of the Exhibit Supply Company, Chicago. New equipment is said to be necessary to meet the increased demand for the manufacture of the two new one-shot payout games recently announced by Exhibit.

A new department at the Mills Novelty Company, Chicago, required an expenditure of \$500,000 for machinery. The department is for the manufacture of compressor equipment and indicates the diversity of manufactured products turned out by the Mills firm.

Advertising program now being carried out by Joe Calcutt, of the Vending Machine Company, Fayetteville, N. C., features personalities in the manufacturing industry, thus serving to introduce these men and their likenesses to the industry.

Dave Gensburg, of Genco, Inc., Chicago, was in New York for a few days recently. He visited the George Ponsler Company while in New York. Dave also made a trip to the West Coast recently.

George Ponsler, president of the George Ponsler Company, Newark and New York, reserved a table for guests at the fifth annual banquet of the New York operators' associations.

J. J. Stuck, of the United Novelty Company, Sioux Falls, S. D., was a recent visitor at the Chicago factories. Besides coin-machine operating, Stuck operates a carnival company in the Northwest.

John A. Latham, of Bicknell, Ind., was in Chicago early this week to purchase additional equipment for operations in Southern Indiana. Latham is an active American Legion member and has numerous friends in Southern Indiana, where his operating business is considered one of the best in that territory.

Sam Goodkind, Eastern traveling representative of the American Sales Corporation, of Chicago, made his semi-annual trip to the Chicago office of his company last week. While in the Windy City Goodkind visited all the manufacturing plants, taking back with him a thorough knowledge of the latest developments in coin-machine manufacturing.

I'll confess, I spent the afternoon with the O'Toole Indians at Bally Manufacturing Company. Those Indians gave me the "works," if you know what I mean. If you don't know, I do now. Anyway stop at Bally Manufacturing Company on your next visit to Chicago and get the "works." It's okeh.

Bigger Odds Changer for Bally Game Gains Favor

CHICAGO, Nov. 7.—Due to widespread popularity of the double-size odds changer as used on its Belmont machine, Bally Manufacturing Company announces that the over-size odds changer is being adopted as standard on the Snappy game. A large light-box with a new backboard design will be used to set off the new odds-changer.

Snappy is said to be scoring unusual success as a selector type one-shot game. Six players can play at a time, each selecting a number. A new device, known as the "odd-or-even" mystery award, is reported to be attracting an average of 15 cents per game, even when played by a single player.

Tourist Season Begins With Record Migration

ST. PETERSBURG, Fla., Nov. 7.—Florida operators are looking forward with happy expectancy to the heavy southward migration which began in earnest the day after the election. Travel agencies and scouts report that the highways are already filled with tourists headed for Florida.

Heaviest passenger loads in years are being carried by the railroads, with steamship, bus and air lines sharing in the wholesale movement of sun-worshippers to a warmer clime after performing their duty as citizens.

Already the vanguard of the post-election influx is pouring into the Sunshine City, as Candy Bridge officials report record-breaking traffic across that seven-mile span, and hotels, apartments and dwellings available to tenants begin filling days and weeks earlier than ever before.

Hotel reservations are from 25 to 50 per cent greater than at this time last year, when an all-time mark for this resort was set. Registrations at the City Information Bureau point to another new high total for the fifth consecutive year. The de luxe trailer camps, ranked among the best in the South, will triple last year's business.

For the first time in 22 years' experience of the City Information Bureau, visitor registrations were expected to reach a daily total next Monday of more than 1,000, travel experts estimating that one of every five arrivals registers.

In preparation for the amusement of the incoming throngs, an ambitious program of social and sports events and entertainment in 57 varieties has been provided by hotels, civic groups and the municipality.

Poses With Comedian

NEW YORK, Nov. 7.—Earl Winters, of International Mutoscope Reel Company, Inc., and Milton Berle, widely known comedian, posed together recently for a photograph taken by the Mutoscope photomatic machine.

The picture created a great deal of interest when shown at the Mutoscope offices and was instantly dubbed "Earl and Berle," which, it was explained, could also be translated as meaning "oil and boil" in New York's east side pronunciation.

The most interesting part of the picture, treasured very highly by Earl Winters, is the clearness of the automatic photography and also the sharpness of the two figures appearing on only one frame. The photomatic is gradually becoming recognized as a real money maker in the coin-machine industry and has already gained a host of followers.

Exhibit Offers Two Games

CHICAGO, Nov. 7.—Operators, jobbers and distributors have had such wonderful success with Gusher and Twister, Exhibit's two five-ball games, as novelty boards that they have demanded them in payout and ticket models, according to Leo J. Kelly, of the Exhibit Supply Company.

"Both Gusher and Twister are now ready for immediate delivery in the payout and ticket models desired. After the great money-getting record they chalked up as novelty games, they should certainly top the field as automatics, and they are priced right, at a low figure every operator will welcome."

It pays 3 ways to use these two batteries in pin games



1. They Last Longer
2. They're More Dependable
3. They're Available Everywhere

And, of course, "Evereadys" present no fire hazard

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—

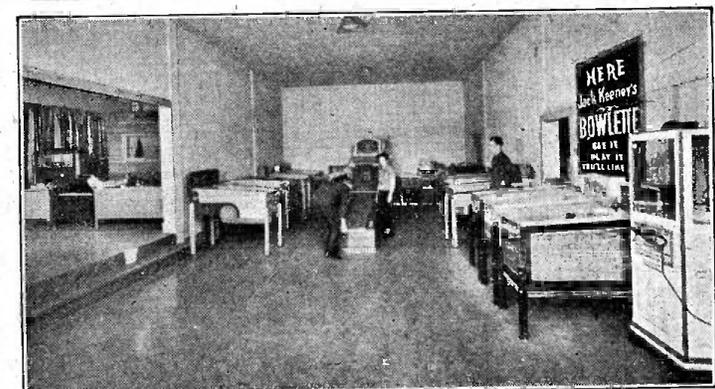
NATIONAL CARBON COMPANY, Inc.
P. O. Box No. 600
Grand Central Station
New York, N. Y.

Name.....
Address.....

Distributor Jobber Operator
PLEASE CHECK

Unit of Union Carbide and Carbon Corporation

DUCK SOUP
1c Skill Game
5 PENNIES ON DUCK (PACKAGE OF CIGARETTES)
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.



ATTRACTIVE SALESROOM AND OFFICE OF JACK MOORE, Portland (Ore.) distributor, with branches in Spokane and San Francisco.

Weekly MUSIC Notes

Finds Phonographs In Great Demand

CHICAGO, Nov. 7.—Ralph H. McCabe, factory representative of the Rock-Ola Manufacturing Corporation and said to have been engaged exclusively in the coin-operated machine business continuously for a longer period of time than most of those in the game, has just returned from a trip on which he combed the States of Kentucky, Indiana and West Virginia.

"I have been thru these States five or six times this year," says McCabe, "but during the last trip I have found more enthusiasm over the outlook for increased business for phonograph operators than I have ever before encountered.

"Operators everywhere are pronounced in their happy predictions of the future outlook for phonographs. Practically

every operator of the hundreds I visited is already planning an expansion of his activities. Locations which were formerly passed by are now being contacted for the placement of phonographs, due almost entirely to the increase of the normal natural business of the particular establishment. For example, in a certain community in Kentucky the local golf club had not enjoyed a very prosperous and certainly not a profitable business since 1929 until the closing months of this summer, when the course took on such new life and activity that the local operator, who had placed a Rock-Ola Rhythm King phonograph in the clubhouse four weeks before my visit, reported that the machine had been averaging \$19.10 per week.

"I also found many operators taking advantage of new locations thru newly created establishments of various kinds. For example, in one city of only 9,000 population the operator there told me that of 47 new retail business establishments which had started since August 1 he was able to place 15 phonographs. I cannot speak for the rest of the country, but after this recent comprehensive trip I can definitely state that the great Commonwealths of Kentucky, Indiana and West Virginia are showing a remarkable uptrend of business conditions in general, which naturally reflects upon the increased prosperity of the phonograph operators.

"Every operator upon whom I called was not only enraptured with the business outlook for 1937 but was equally enthusiastic over my pictures of Rock-Ola's new 1937 Rhythm King.

"Another advantage was to observe a

greater co-operation between the operators in these States than ever before. No longer are they 'at each other's throats,' so to speak. No longer do they try to outdo each other in changing each other's locations, but instead there seems to be an unquestionable spirit of 'live and let live.'

"In conclusion, I can emphatically say that the outlook for the phonograph operators for the coming year of 1937 is mighty grand and glorious!"

Mrs. Swanstrom Is Buried

LOS ANGELES, Nov. 7.—Funeral services for Marjorie Swanstrom, wife of Milton Swanstrom, formerly with the Rock-Ola Company, Chicago, and now sales manager of the Novelty Records Company, this city, were held Tuesday from the funeral home of Adair & Payne here. Eunice Dean, Christian Science reader, conducted the services. Mrs. Leon McDonald, soloist, sang. Services were impressive.

Many beautiful floral offerings came from friends locally and in Chicago. Honorary pallbearers were Jack C. McClelland, Paul Laymon, Mack Mohr, M. C. Saunders, Sol Gottlieb and Clegg LeBauve.

Mrs. Swanstrom died October 30 from injuries received in an automobile accident the previous day.

Music Operator Expands

HARRISONBURG, Va., Nov. 7.—Mr. and Mrs. Marvin Drake, owners of the Drake Automatic Music Company, recently made a trip to the Wurlitzer factory in North Tonawanda, N. Y. Wurlitzer Simplex automatic phonographs are used by Mr. and Mrs. Drake in this territory. They were accompanied on the trip by W. R. Deaton.

Mr. and Mrs. Drake are reported to have placed an order for a carload of new phonographs to be delivered immediately. They are already operating 100 phonographs and Mrs. Drake is operating 31 machines herself. She is thoroughly experienced as an operator, and, like her husband, takes a great pride in providing locations with high-grade instruments.

Drake Automatic Music Company, with headquarters here, also has a branch office in Lynchburg and is rapidly covering the territory all thru the Shenandoah Valley.

Clicks With Seeburg Line

BOSTON, Nov. 7.—Atlas Coin Machine Company, handling Seeburg Ray-o-Lites and phonographs, is doing a healthy business with the Ray-o-Lite products, according to Bernard Blatt, president.

To experiment with the popularity of Seeburg products, Blatt tested the machines in locations for almost one year. Not only have the machines been coin-ing profits for operators but they have been found to retain their mechanical status to a perfect degree.

Blatt also said that the beautiful cabinet aided considerably to attract customers.

Radio Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, October 30, to Thursday, November 5, both dates inclusive.

I'll Sing You a Thousand Love Songs (28)	21
Chapel in the Moonlight (16)	20
When Did You Leave Heaven? (23) 19	19
You Turned the Tables (21)	19
Midnight Blue	18
It Can Happen to You	16
Organ Grinder's Swing (14)	11
Setheart, Let's Grow Old Together	11
Darling, Not Without You	9

Small Phono Needle Is Big Item for Music Ops

CHICAGO, Nov. 7.—"A comparatively small item in size, but a giant in providing a necessary, invaluable function in automatic phonograph operation, that is the Permo Point phono needle," so officials of Permo Products Corporation say. "The product is used as a standard equipment by every manufacturer of automatic phonographs and is distributed by the leading record companies.

"Its performance record is marvelous," Permo chiefs say, "and it has proved in every instance the authenticity of the claim that it will do better than 2,000 plays. The elliptical pointed needle is comparable to a sapphire in its hardness. As it is matched to all standard pick-up heads, true reproduction is received regardless of volume. This phono needle offers perfect clarity of tone, longer record life, positive accuracy in turning and greater resiliency. It is the only long-life needle that truly reproduces high fidelity. The Permo Point needle is completely covered by patented letters."

Art Olsen, president of the Permo Products Corporation, and one of the most popular men in the automatic field, has extended every possible effort to supply only reliable and dependable equipment to the industry. The production of the Permo Point needle is highly technical. Craftsmen specialized in detail work are absolutely necessary in turning out products with a high degree of accuracy. Various tests are made at frequent intervals to keep check on the maintenance of precision production. Elaborate decibel apparatus is employed to conduct these tests.

"The Permo Point needle is an outstanding example of manufacturing perfection," Olsen says. "Every efficient type of equipment that science has contributed and all the skill that man can provide are combined to create this famous phonograph needle.

"The Permo Products Corporation is in the process of completing an extensive metallurgical laboratory, primarily designed for specialized research in the field of rare and precious metals."

Los Angeles

LOS ANGELES, Nov. 7.—At the National Amusement Company Earl Busby, sales manager, and Clegg LeBauve state that sales on the new Rock-Ola Rhythm King are very big; that they sold one carload in a single day and that five carloads are en route. It was also stated that Henry Stewart, who has been in the antipodes for several months, will dock at San Francisco December 26 and remain here until February. Letters from Stewart indicate that conditions in New Zealand have shown a definite improvement and that amusement games are gaining in favor there.

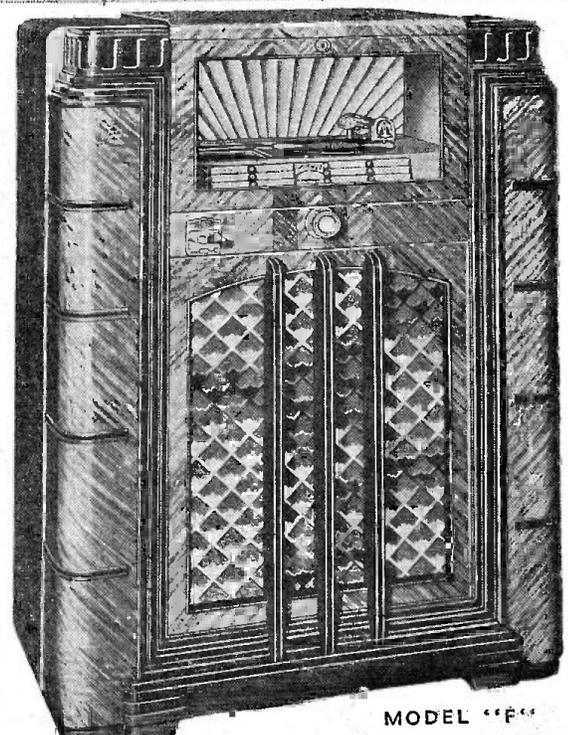
J. M. Gould, sales manager for Irving Bromberg, reports good business and that Bally's Preakness and Keeney's Stop and Go are much in demand. At Mohr Brothers Dan Mohr states that sales on Bally's Preakness and Wurlitzer Simplex phonos are tops and that business generally is very good. Major Mohr is covering the key cities on the West Coast.

Joe Orcutt, of the California Games, also reports good business. Says he is

RALPH G. NEAL
Writes on
Profit Tips for Music Operators
In the Christmas Number of The Billboard Dated November 28, 1936

SEEBURG HIGH FIDELITY SYMPHONOLAS

THE INSTRUMENTS WITHOUT SERVICE HEADACHES



THE SEEBURG FRANCHISE IS MORE VALUABLE

MODEL "F"

J. P. Seeburg Corporation
1502 DAYTON STREET * CHICAGO, ILLINOIS

RECREATES THE TRUE TONAL VALUE



RALPH H. McCABE, factory representative of Rock-Ola Manufacturing Corporation, finds brisk demand for phonographs.

Demand
PERMO-POINT
PHONO NEEDLES
 FOR
YOUR AUTOMATICS!
2000 PERFECT PLAYS

FOR SALE

25 MILLS MODERN SELECTIVE TROUBADOUR PHONOS,
 Or Will Trade for Late Model Slots.
VENDING MACHINE SALES CO.
 1812 N. Grand Avenue, St. Louis, Mo.

breathing normally again after the exciting episode of several weeks ago when three bandits entered his place and gave him and five other coinmen the "lay down" for a \$1,400 bank roll.

Jack R. Moore's Los Angeles branch at 1517 West Pico boulevard is an attractive layout. Lloyd Sutton, manager, and Monetta Bates are temporarily in charge. Business is steadily improving, Moore reports. Paul Laymon and the missus find good business in the distribution of the Exhibit Supply and Buckley lines. They also handle Pamco Marksman and Gottlieb's Derby Day. Seeburg phonographs are a recent addition to their line.

Herb McClellan, busy unloading a shipment of Marksman, states he recently sold 233 Marksman machines in one day. Sol Gottlieb is pleased with the volume of business on Gottlieb's Derby Day and Genco's Bank Roll. Harry Stearns, of the California Exhibit, states they are entering into production of new ideas in amusement games; that the experimental department, to which two engineers have been added, is pro-

gressing on new and startling ideas that will be announced soon.

W. P. Canaan is doing excellent business on merchandise venders. Supply end of his business has grown to enormous proportions. John Winn, of Long Beach, was in town looking over the jobber's stock. C. B. Hayes, of Pasadena, has added considerably to his operating routes and is doing nicely. J. L. Humper and Morgan Edick, of the Western Games, are constantly looking over the field for new ideas in games and attribute their success in a large measure to keeping abreast of the times in choosing new games of merit.

Glenn Hanson is one of the newer successful operators out here.

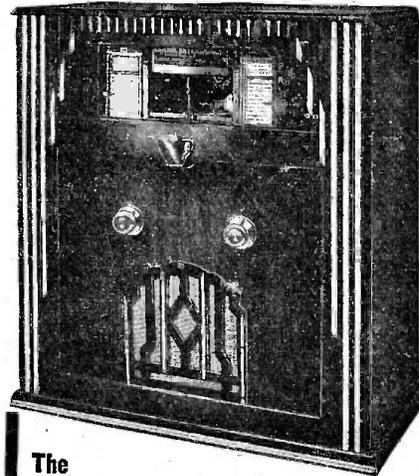
Fort Worth

FORT WORTH, Nov. 7.—Ray Moloney and Jim Buckley, president and general sales manager, respectively, of the Bally Manufacturing Company, Chicago, were in Texas last week, devoting two days of their visit to this city. While here they entertained the operators with a dinner party at Casa Manana and Pioneer Palace on the Centennial grounds, where everybody had a rollicking good time, ending up with a harmony on *I Had a Dream, Dear*, Fort Worth's favorite song. Moloney and Buckley also spent a few days in San Antonio and Houston.

S. L. Stanley, president of Automatic Amusement Company, Memphis and Fort Worth, was a visitor around the Fort Worth office the latter part of last week. From here to Oklahoma City, then back to the main office in Memphis.

Other visitors in Fort Worth during the past 10 days included Jim Boyle, of Oklahoma City; L. E. Montgomery, W. R. Cox, Booby Obedahl, Alton Abbott, W. R. Munday, D. F. Garrett, Vic Cornelius and George Reynolds.

The newly appointed secretary to Helen Savage, Fort Worth manager of



The **CAPITOL AUTOMATIC MUSIC CO., Inc.**
 460 West 34th Street Phone: Medallion 3-5090 New York, N. Y.

Rock-Ola's Largest DISTRIBUTOR CLOSSES OUT GABEL LINE

24 Record Selective PHONOGRAPH
 Freshly refinished. Perfect working condition.

\$65.00

1-YEAR GUARANTEE
 We will replace any mechanical part that proves defective within one year.
 1/3 Deposit, Balance COD.

A-1 USED PHONOGRAPHS

25 ROCK-OLA, REGULAR MODEL, MECHANICALLY PERFECT..... **\$135.00**
 None over one year old. 1/3 deposit with order, balance C. O. D.

FRIEDMAN AMUSEMENT CO.

186 Georgia Ave., Southeast,

ATLANTA, GA.

GUARANTEED PHONOGRAPHS.

- WURLITZER P-10 \$140.00
- WURLITZER P-12 175.00
- WURLITZER P-30 180.00
- WURLITZER P-42 200.00
- WURLITZER P-400 215.00
- WURLITZER JUMBO 315.00

Cabinet good as brand-new machine. Order one and you want more.
 Terms: 1/3 Down, Balance C. O. D., F. O. B. Brenham.

SCHATZ NOVELTY CO.,
 St. Charles Street, Brenham, Tex.

the Automatic Amusement Company, 15 Naomi Sears, which makes for Automatic Amusement Company two swell-looking representatives in Fort Worth.

The Arlington race track is again operating and with its opening came the seasonal rush. Any afternoon one can meet a host of coin men on the plaza in front of the grand stand.

Ten Best Records for Week Ended Nov. 9

	BLUEBIRD	BRUNSWICK	VICTOR	VOCALION
1	86604—"One, Two, Button Your Shoe" and "So Do I," Shep Fields and orchestra.	7757—"I Wasn't Lying When I Said I Love You" and "The Harlem Waltz," Leo Reisman and orchestra.	25432—"It's De-Lovely" and "You've Got Something," Eddie Duchin and orchestra.	3333—"A Fine Romance" and "I Can't Pretend," Billie Holiday and orchestra.
2	86605—"A Fine Romance" and "I Can't Pretend," Wingy Mannone and orchestra.	7759—"For Sentimental Reasons" and "Did You Mean It?" Kay Kyser and orchestra.	25430—"La-De-De La-De-De" and "Lounging at the Waldorf," Fats Waller and orchestra.	3334—"Let's Call a Heart a Heart" and "One, Two, Button Your Shoe," Billie Holiday and orchestra.
3	86592—"Easy To Love" and "I've Got You Under My Skin," Shep Fields and orchestra.	7758—"Wang Wang Blues" and "The Isle of Capri," Music in Russ Morgan Manner.	25391—"You Turned the Tables on Me" and "Here's Love in Your Eyes," Benny Goodman and orchestra.	3335—"Do'nt' the Suzi-Q" and "The Wedding of Mr. and Mrs. Swing," Joe Haymes and orchestra.
4	86505—"The Way You Look Tonight" and "Never Gonna Dance," Shep Fields and orchestra.	7717—"The Way You Look Tonight" and "Pick Yourself Up," Fred Astaire, Johnny Green and orchestra.	25406—"Love Me or Leave Me" and "Exactly Like You," Benny Goodman and orchestra.	3336—"A Swingy Little Rhythm" and "Swinging in Harlem," Erskine Hawkins and his "Bama State-Collegians.
5	86488—"A Star Fell Out of Heaven" and "When Did You Leave Heaven?" Charlie Barnet and orchestra.	7760—"Sitting on the Moon" and "I-O-U My Heart," Jimmie Crier and orchestra.	25431—"Pennies From Heaven" and "So Do I," Eddie Duchin and orchestra.	3337—"Them There Eyes" and "Sweethearts on Parade," Louis Armstrong and orchestra.
6	86615—"Do'nt' the Suzi-Q" and "Please Don't Talk About My Man," Amanda Randolph and orchestra.	7716—"A Fine Romance," Fred Astaire, Johnny Green and orchestra, and "The Waltz in Swing Time," Johnny Green and orchestra.	25372—"The Way You Look Tonight" and "A Fine Romance," Guy Lombardo and orchestra.	3302—"When Did You Leave Heaven?" and "Algiers Stomp," Henry (Red) Allen and orchestra.
7	86533—"Bojangles of Harlem" and "Organ Grinder's Swing," Tempo King and orchestra.	7729—"My Melancholy Baby" and "I Grieved for You," Teddy Wilson and orchestra.	25428—"One, Two, Button Your Shoe" and "Let's Call a Heart a Heart," Ray Noble and orchestra.	3320—"Old-Time Waltz Medley: "A Bird in a Gilded Cage," etc., and "Sidewalks of New York," etc. Jimmy Carroll and orchestra.
8	86605—"Did You Mean It?," Charlie Barnet and orchestra, and "Floatin' Down to Cotton Town," Wingy Mannone and orchestra.	7753—"It's De-Lovely" and "You've Got Something," Leo Reisman and orchestra.	25434—"You're Giving Me a Song and a Dance" and "When a Lady Meets a Gentleman Down South," Benny Goodman and orchestra.	3276—"No Regrets!" and "Did I Remember?" Billie Holiday and orchestra.
9	86593—"Sing, Baby, Sing" and "The Milkmen's Matinee," Charlie Barnet and orchestra.	7736—"Sing, Baby, Sing" and "You Turned the Tables on Me," Teddy Wilson and orchestra.	25415—"Floatin' Down to Cotton Town" and "S'Posin'," Fats Waller and orchestra.	3332—"You Came to My Rescue" and "Night in Manhattan," Emmett Matthews and orchestra.
10	86548—"(Trouble Ends) Out Where the Blue Begins" and "Me and the Moon," Shep Fields and orchestra.	7718—"Never Gonna Dance" and "Bojangles of Harlem," Fred Astaire, Johnny Green and orchestra.	25407—"Say 'Si Si'" and "Love, What Are You Doing to My Heart?" Xavier Cugat.	3281—"Hinky Dinky Parley Voo," Part 1, and "Medley of Bar-Room Songs. Sweet Violet Boys.



How Shep Fields puts the "ripple" in his rhythm.

SHEP FIELDS... New York's Newest Sensation RECORDS EXCLUSIVELY FOR BLUE BIRD RECORDS!

He has what it takes to make money... He proved it by taking only one short year to get to the top among New York dance bands. Feature Shep Fields in your machines. He'll make money for you, too!

New Recordings by Shep Fields and his Ripping Rhythm Orchestra
B-6639

"It's De-Lovely" "Wintertime Dreams"

B-6640

"In the Chapel in the Moonlight" "You're Everything Sweet"

VICTOR and BLUE BIRD RECORDS
 RCA Manufacturing Co., Inc., Camden, N. J.
 A Service of Radio Corporation of America

OUTSTANDING BARGAIN PRICES ON RECONDITIONED MACHINES!

USED SLOTS

25	5c	MILLS TWIN JACKPOTS. Very Good	\$27.50	Each
10c	MILLS TWIN JACKPOTS. Very Good	30.00	Each	
4	25c	MILLS TWIN JACKPOTS. Very Good	32.50	Each
4	5c	MILLS WAR EAGLES	37.50	Each
5c	MILLS WOLFHEADS. Exceptional	35.00	Each	
3	5c	MILLS MYSTERY SKYSCRAPER BELLS	42.50	Each
5c	MILLS SKYSCRAPER BELLS	39.50	Each	
15	5c	MILLS AND JENNINGS SINGLE JACKPOT. Reserve	15.00	Each
5c	WATLING TWIN JACKPOTS	32.50	Each	
1c	WATLING TWIN JACKPOTS	27.50	Each	
1c	MILLS O. T.	27.50	Each	
1c	MILLS JUNIOR SILENTS	12.50	Each	
1	5c	SUPERIOR DOUBLE JACK POT ESC. GOLD AWARD. Like New	32.50	Each
1	1c	JENNINGS LITTLE DUKE	18.50	Each
1	5c	BALLY RELIANCES. Late Model	55.00	Each
2	5c	JENNINGS DUCHESS	24.50	Each

COUNTER MACHINES

1	WESTERN EQUIPMENT MYSTERIOUS EYE	\$45.00	Each
3	SEBIL GRAND NATIONAL RACE HORSES	12.50	Each
4	PUNCHETTES	5.50	Each
3	BABY SHOES	3.50	Each
1	TWINS, Dice	3.75	Each
2	BIG GAME HUNTERS	8.50	Each
1	BULLET, Automatic Payout	7.50	Each
1	PUNCHA-LITE, Automatic Payout	22.50	Each
2	STEEPLE CHASE	1.75	Each
2	HARMONY BELLS. Power Pack Model	32.50	Each
1	SANDY'S HORSES, New	8.50	Each
1	SPORTLAND	4.75	Each
5	BALLY BABY	7.50	Each
1	FOUR JACKS	4.50	Each
2	HOLD & DRAW	7.50	Each

\$5.00 Allowance on any Counter Machine, regardless of age, on the purchase of a new Daxal Reel "21" Vender.

We are Distributors for O. D. Jennings & Company, Western Equipment, Chicago Coin Corporation, Pacific Amusement, and Storer Corporation.

Immediate Deliveries!

TERMS: 1/3 Cash, Money, Order or Certified Check with Order, Balance C. O. D.

NATIONAL PREMIUM COMPANY

1312 FARNAM ST. OMAHA, NEBR.
NOTICE TO JOBBERS! WRITE FOR JOBBER PRICES!

"Trapshot" New Rock-Ola Game

CHICAGO, Nov. 7.—At the offices of Rock-Ola Manufacturing Corporation. it is reported that operators bring word that Rock-Ola has again hit the bull's-eye with Trapshot, a new novelty game. It is said to be really four games in one, having single, double, triple and quadruple scoring features which, it is said, holds and revives players' interest to an unusual degree.

Trapshot is a five-ball novelty game, based on the five balls contacting and knocking over various animals, resulting in a combination of lighting effects on a gorgeous back panel. Lighted combinations depend upon the type of bird or animal knocked over plus the number of bull's-eyes the player can score, all of which, it is claimed, makes Trapshot an interesting and attention-holding new game.

In this particular game a winner can be scored with one ball and thruout the play there is that last-ball suspense which means continual interest on the part of the player. Some of the features are a positive ball lift, no scores to add, latest coin chute and the fact that the location owner can see a winner at a glance. The play is based on varicolored traps which stand up like impressive statues, and as the ball runs down the playing field it knocks over a series of traps, as well as the individual traps, thereby making the game distinctly interesting, very exciting and leading the player to continue playing the game because of the thrill of "trapping" the various bull's-eyes — wild ducks, foxes, quail, etc. With the hunting season at hand the game is very timely and Rock-Ola officials say operators report the game irresistible.

GUARANTEED



O. K.

Used
Pay Tables
and
Slot Machines

USED PAY TABLES

CHALLENGERS (like new)	\$85.00
ROCK-OLA MYSTERY "3's"	23.75
MAMMOTHS	25.00
HOLLYWOOD	32.50
JENNINGS DAILY LIMIT	30.00
JENNINGS SPORTSMEN	5.00

USED SLOT MACHINES

MILLS FOK BULL'S-EYE DOUBLE 5c JACKPOT	\$22.50
MILLS FOK BULL'S-EYE SINGLE 5c JACKPOT	20.00
JENNINGS SINGLE 1c DUKES	15.00
JENNINGS TRIPLE 1c DUKES	20.00
JENNINGS TODAY VENDORS	7.50
JENNINGS TODAY VENDORS WITH JACK POTS	12.00
CAILLE 25c JACK POTS	15.00

NEW PAY TABLES

Write for Prices Today on BALLY GAMES, RAY'S TRACKS AND JENNINGS MACHINES.

HOW TO ORDER

Purchases of \$10.00 or less, full amount with order required. All other purchases 1/3 with order, balance C. O. D. Canadian shipments, 50% with order, balance C. O. D.

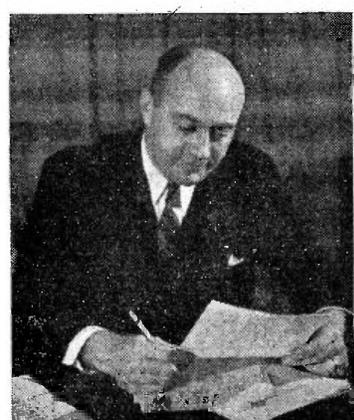
TWIN CITY NOVELTY COMPANY
246 W. Broadway Minneapolis, Minn.

Bank Roll Is Praised

NEW YORK, Nov. 7.—Hubert's Museum, 42d and Broadway, operated by Schork & Schaeffer, prominent in sportland and arcade history, is said to have gone 100 per cent for Bank Roll to bowling games. They report Bank Roll to be doing exceptionally well in this location.

Originally three Bank Roll games were installed and within a few days two more machines were put in. High-score awards are given daily, including such items as a carton of cigarets for the daily prize, as well as gum, cigars, cigarets, etc., for scores of 260 and above for each day. Proprietors have had long experience in the use of premium goods to stimulate play of skill games, having set merchandising records for the value of prizes offered.

They report that the alleys are in constant use and giving full satisfaction in mechanical performance.



AMONG those recently promoted in the Rock-Ola organization was Herbert Walker, who has assumed the position of assistant treasurer and comptroller. Walker went to the Rock-Ola organization with some 20 years' experience with such organizations of General Motors, Library Bureau, Inc., Curtiss Candy Company, J. O. McKinsey Company and other large national organizations and brings to the organization a wide and diversified knowledge and a thoroughly seasoned viewpoint as a comptroller.

BOWL-A-GAME

TRADE MARK

FOURTEEN FOOT
PORTABLE, 2 SECTIONS
STURDY CONSTRUCTION
MECHANICAL SCORE REGISTER

Manufactured by
INTERNATIONAL MUTOSCOPE REEL CO. INC.
NEW YORK



A Honey!
FOR PROFITS!



WORLD RECORDS SINCE 1925

MUTOSCOPE

INTERNATIONAL MUTOSCOPE REEL CO. INC.

THE HOME OF THE ELECTRIC TRAVELING CRANE

51620 W. 34th ST. New York

Fitzgibbons Says Plan Will Be Announced Soon

NEW YORK, Nov. 7.—John A. Fitzgibbons, president of Fitzgibbons Distributors, Inc., said this week that complete details of his new profit-sharing plan would be released at an early date. He plans to have the printed announcement ready for the formal opening of the new branch office in Newark.

Fitzgibbons said that such nationally known firms as Stanley Tools, Chase Brass & Copper and Westinghouse have contributed to the formation of the plan. It will be launched with the biggest advertising program in the history of the firm, he added.

"To focus greater attention on the plan here in the East we will launch an advertising program that will set the pace for the industry. More than 14 industrial firms of international reputation have helped to make our new profit-sharing plan. It is so sound in its fundamentals and based upon successful merchandising experience that it is certain to revive a new wave of buying among operators along the entire Eastern seaboard. The plan is also flexible enough to be worked thru our jobbers. Then we will follow the Newark branch with branch offices in other centers in the East. In fact, we plan to have four branch offices going by the time of the convention in Chicago and all of them

will offer to operators our new finance plan."

Will Watch Workings of One-House Legislature

LINCOLN, Neb., Nov. 7.—When most of the 48 States have legislative sessions scheduled for the first quarter of 1937, much attention will be centered upon the workings on the one-house legislature in Nebraska that will be inaugurated in January under auspicious circumstances. The coin-machine trade will study closely its consideration of coin machine legislation, if any.

Senator George W. Norris, father of the plan, has indicated he will forego attendance at opening sessions of Congress to witness the start of the unicameral legislature.

Nebraska voters chose an experienced group of men to launch their experiment. Thirty-two of the 43 members have been senators or representatives in the two-house Nebraska legislatures. The 21 others are men of wide experience in business and public affairs.

It was Senator Norris' idea that the unicameral legislature should be non-partisan and the voters furthered that idea. They elected only 22 persons with known Democratic leanings in the face of a national Democratic landslide. The 21 others are either Republican or are men who never have been attached to any political faith.

Art Nagel on Road in Interest of Bolo Game

CINCINNATI, Nov. 7.—Art Nagel, president Avon Novelty Sales Company, Cleveland, was in town Thursday, calling on local jobbers in the interest of the novelty game, Bolo, on which he recently obtained exclusive distributorship for Ohio from the Pacent Novelty Company. Nagel succeeded in placing substantial orders with Bill Marmer, of the Sicking Manufacturing Company, and Harry Cohen, of the Ohio Specialty Company. He was also a visitor at local office of *The Billboard* during his brief stay in town.

He spent the entire week on the road plugging the new machine. From Cleveland he jumped to Akron, to Columbus, then here. He left here early yesterday for Dayton, O., and then to Springfield, O. From the latter town he jumped into Chicago and then to Toledo. He reports swell business with Bolo.

Drive on Used Machines

SPRINGFIELD, Mass., Nov. 7.—W. P. Kelley, president of the Automatic Coin Machine Corporation, announces a special 10-day used-game promotional drive for 1,000 new customers. Kelley states that altho the prices his firm is quoting on operating equipment meet practically all competition, the big features of the used games to be sold is the renewed idea. Every game, before being shipped, goes thru a thoro revitalizing process. The service department replaces all worn parts and reconditions and refinishes all others wherever necessary.

"Thus the operator doesn't buy a game just as is, but gets a good appearing piece of equipment that stands ready to earn a dependable return on the investment," Kelley says.

"Automatic Coin Machine Corporation is rapidly becoming one of the foremost New England distributors. Operators and jobbers for many miles around are making the Automatic Company their buying headquarters."

Mr. Zilch says...

Why tolerate batteries when you can save their cost 10 times yearly by using

ELECTROPAK

ELECTRICAL PRODUCTS COMPANY, INC.
6527 RUSSELL STREET - DETROIT, MICH.
CHICAGO OFFICE: 131 W. JACKSON BLVD.
NEW YORK OFFICE: 152 WEST 72nd STREET

Mills Pays Fee

CHICAGO, Nov. 7. — Mills Novelty Company made the front page of newspapers here this week and attracted special attention in financial circles by announcing that the firm will pay the employees' premium under the federal security act.

According to *The Chicago Evening American*, "Fred L. Mills, president of the Mills Novelty Company, notified the 2,600 employees of his concern that the firm itself will play the employees' portion as well as the company's share of the new federal tax on wages, effective January 1 under the social security act."

"The announcement, Mills said, will affect employees in three plants and 40 branch offices of the concern.

"Amplifying his announcement, Mills said that this policy was adopted because it would be too much of a burden for employees to pay the tax, adding that it was his belief that other corporations will follow the same policy."

Said *The Chicago Daily Times*: "Another hastily erected campaign scarecrow was destroyed today as Fred L. Mills, president of the Mills Novelty Company, announced that the firm will pay both the employers' and employees' share of the social security tax."

"Attributing his action to 'the tremendous vote of confidence in President Roosevelt,' Mills gave notice of the decision to 2,600 employees of the company's three Chicago plants and 40 branches.

"Roosevelt's overwhelming re-election means that for the next three or four years there will be confidence and the people will spend their money," he explained.

"This means that business will be good. Besides we are better able to carry the tax load than are our employees."

"The manufacturer expressed the hope that other concerns would follow his example, which gave the lie to pre-election propaganda that both sides of the wage tax would eventually be passed on to the workingman.

"The decision to absorb the employees' 3 per cent contribution toward an unemployment insurance and old-age pension fund is not the first benefit extended the company's workmen. Mills Stadium, Kilpatrick avenue and Lake street, was built as a recreation field for employees. The firm boasts that it has had no labor trouble in over 40 years."

New Orleans

NEW ORLEANS, Nov. 7. — As the weather grows colder down in Dixie coin machine ops report continued improvement in play of all types of machines and particularly the newer types of sport machines, including football, race horse, sailboat racing and such getting best results.

Dixie Coin Machine Company had as its guest this week Karl Klein, of the Grotchen Tool Company, Chicago. Klein's stop was too short to get a good taste of New Orleans' life, according to Julius Pace, head of the firm. "He wouldn't even stay long enough to find out the difference between Northern and Southern dripped coffee," Julius says, "and that sure is a pity." Klein is working the Southern territory with High Stakes and 21, in addition to the firm's other games.

Another Northern visitor in New Orleans this week was Paul F. Jock, of the Pace Manufacturing Company. He called on the New Orleans Novelty Company and showed Louis Boasberg something new in a counter game that the firm is campaigning on at present. Paul left here for the Southwest.

Burt Trammell, of Electro Ball's New Orleans branch, again returns from a business trip to report good business, especially for Seeburg phonographs and a wide variety of pin games. Burt says that cooler weather has helped business in the Southeast, altho business is lagging a bit in parts of Louisiana and Mississippi, "because," he says, "operators fail to see the advantage of buying new ideas."

Harry Batt, sportland operator and Mutoscope distributor, returned this week from a several weeks' stay at Hot Springs, Ark., where he took the baths and rested after his strenuous season at his big lakeside resort here. Harry says that he is moving all of his best machines from the beach to the B. & M. Playland on Canal street.

Plans are well under way here for the biggest local delegation in coin-machine history to the annual convention in January. Enough ops have signified their intention of going to seriously consider the chartering of a train for the trip. At least a score of the biggest ops and distributors in town are going to make the trip with their wives and families and every effort is being extended by President Pace of the coin-machine association and Jules Peres, of the United Music Operators, to make it 100 per cent.

Dot Devine, of the Dixie Coin Machine Company, is just what her name implies. She's turned out to be a "divine" cook, has always been a "divinely" good secretary and now her husband says she's making him an equally "divine" wife. Dot has only one fault that annoys herself more than anybody else and that is the big appetite. "It's getting so now," one observer says, "that Dot is eating between letters in addition to between meals."

Two Baton Rouge visitors to New Orleans last week were T. E. Odder and J. C. Allen, both of whom report good play in the State capital, especially on week-ends when the Louisiana State University football eleven attracts thousands of visitors.

Hack Bros., who operate the biggest line of coin machines in the Bogalusa,



"EARLE AND BERLE"—Earle Winters, International Mutoscope Reel Company, photomatically snapped with Milton Berle, well-known comedian.

La., section, were also visitors to the Crescent City this week. They did some shopping for new machines and found what they wanted in the Bally line, including a few Preakness, Snappy and Belmont tables. All were sold by the New Orleans Novelty Company, which reports a brisk demand for the full Bally line. Claire Pace, firm's secretary, says she believes that the company's record-breaking sales of Bally Derby will be shattered by this setup of new machines.

J. P. (Buster) Clesl, of the Great Southern Novelty Company, has purchased several new Rock-Ola Rhythm Kings and has put them out on location. Buster believes that the new Rock-Ola phonos will be his best money makers of the coming year.

Hank Friedburg, of the Crescent Novelty Company, did it again. Playing the lead in the first feature play of the Group Theater of New Orleans, *Awake and Sing*, Hank drew plenty of plugs from all of the local sheet critics. "Outstanding in his role was Hank Friedburg," *The Times-Picayune*, the town's biggest sheet, said.

A clever bit of window advertising is being pulled off by Melvin Mallory, of the Louisiana Amusement Company, in an effort to sell numerous surplus recordings he has in stock. Gathering several pictures of beautifully draped girls, Mallory has interspersed the display with some of his records.

Using Health Slogan To Boost Bowl-a-Game Play

NEW YORK, Nov. 7. — Bill Rabkin, president of International Mutoscope Reel Company, Inc., reports that he has received many compliments from operators who have seen the firm's new Bowl-a-Game because of the health slogan on the light-up board. On the board a copyrighted slogan appears beneath the name of the game, "Bowl for Health."

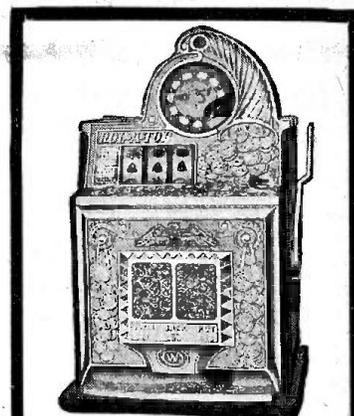
Because of a flasher arrangement the slogan is easily seen and instantly attracts attention. It has acted as a stimulant to play and has been useful in creating extra play for the game on many locations.

This is said to be the first time that any firm in the industry has taken advantage of the idea which is behind the national advertising of the large bowling alleys thruout the country, which association urges the public to bowl for exercise and health.

"Bowl for Health" seems to have caught the fancy of the entire operating world, and those that have seen Bowl-a-Game believe that it is the most attractive advertising idea yet presented on bowling games. Rabkin explains that the slogan in itself creates a real amusement atmosphere for the game.

Murray Elected To Head Ft. Worth Association

FT. WORTH, Nov. 7. — At a special meeting of the Ft. Worth Operators' Association held October 27 Tom Murray was elected president of the association and "Dad" Johnson, vice-president. Plans have been outlined by the new



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models, Bell, Front Vender and Gold Award Built for 1c-5c-10c-25c Play

Made Only By **WATLING MFG. CO.**

4640-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1889—Tel.: COLumbus 2770. Cable address "WATLINGITE" Chicago

Above Model and Other **WATLING ROLATOP SLOTS** in Stock at Our Offices **READY FOR IMMEDIATE DELIVERY.**

"TIME SAVED IS MONEY MADE."

ELECTRO-BALL CO., Inc.

Dallas, Fort Worth, Waco, San Antonio, Houston, Wichita Falls, Oklahoma City, New Orleans, Memphis.

BIG - CASH - SALE

P. 12s, P. 30s and P. 412s (Any Quantity)

Wurlitzer-Simplex Phonographs

P. 30s \$145.00
P. 12s \$165.00
P. 412 \$ WIRE \$

SELLING OUT ALL USED **PIN - GAMES**

TRI-A-LITE . . . \$7.50	SPIT-FIRE . . . \$ 7.50
GINGER . . . 8.50	CLIPPER . . . 10.50
ANGLE LITE . . . 8.50	TOP-F . . . 11.50
LIN-O . . . 8.50	ROTATION . . . 12.50
ROLY-POLY . . . 9.50	TOTALITE . . . 12.50
	50 GRAND . . . 19.50

We are distributors for **PACES RACES and PACES SLOTS**

1/3 deposit with order, balance shipped C. O. D.

OHIO SPECIALTY CO.

129 West Central Parkway, CINCINNATI, O.



SHOWING HOW JOE CALCUTT, Fayetteville, N. C., tells the world about another shipment of Rotary Merchandisers.

president and an extensive membership drive will be launched immediately. Ft. Worth operators look forward to a big year during 1937.

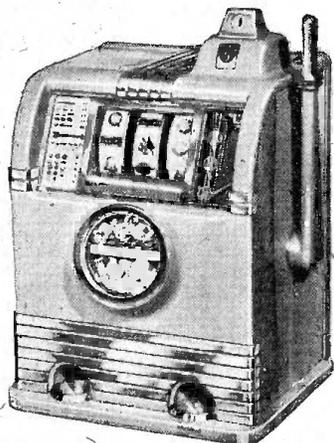
Meetings are held by the association every first and third Tuesday at the Blackstone Hotel. Visitors are always welcome.

EVENTUALLY

YOU WILL OPERATE

THE CAILLE CADET!

The Greatest Money Maker in Coin Machine History.



YOUR CHOICE OF 1c, 5c, 10c 25c COIN PLAY.

Six Sparkling Colors—Red, Blue, Green, Yellow, Orange, Black
All at the Same Price! Available in Bell Type or Venders.

Why Not NOW?

USE THIS COUPON FOR FULL DETAILS!

CAILLE BROTHERS CO., 6220 Second Blvd., Detroit, Mich.

Please send me complete information about the latest Caille CADETS.

Name
Address

AMAZING SALE!

NON-PAYOUTS		Screamo	\$10.00	Jitters Ticket	\$35.00
Autodart Ticket.....	\$ 8.00	Ivory Golf	17.50	Kings of Turf	20.00
Autocount	5.00	PAYOUTS		Palooka, Jr.	85.00
Big Game	8.00	De Luxe 46	\$30.00	Palooka, Sr.	75.00
Angolite	5.00	Daily Limit	55.00	Shell Game	25.00
Beacon	4.00	Double Header	35.00	Sportsman	10.00
Champs	15.00	Double Score	40.00	Ten Grand	45.00
Crackerjacks	15.00	Fortune	25.00	Flicker	100.00
Fire Chief	5.00	Giant	30.00	Tycoon	50.00
Neotact	8.00	Hollywood	50.00	Traffic	17.50
Round 'N Round	25.00	Jumbo	40.00	Wh'l of Fortune, Fkt.	50.00
				Wh'l of Fortune, Cash.	50.00

TICKETS: For Bally, Keeney and Jennings Games \$.85 per 2M Bundle
For Exhibit Games \$ 1.15 per 2M Bundle
Minimum Purchase, 12 Bundles.
Write for Our Complete Price List.

AUTOMATIC COIN MACHINE CORP.

37 - 43 ESSEX ST. * SPRINGFIELD, MASS.

Premium Firms See Big Gains

NEW YORK, Nov. 7.—Firms dealing in novelties and prize merchandise report that the recent ruling on bowling games here, permitting the offer of prizes for skill, has greatly boosted the sales of premium merchandise. Operators are said to be greatly interested in new items offered and in the methods of using premiums to stimulate public interest in the games.

The public has taken to the prizes like ducks to water, the operators report, and with some of the new merchandise which they have been featuring there is no doubt that the play will double in many spots in the city. The bowling games have been selling at a fast clip since the official ruling, and for every bowling game that is sold much merchandise follows the sale.

Operators who haven't visited the wholesale merchandise centers for some time are back in force again. They are buying the new merchandise as fast as they can so as to cover all their locations immediately. Items being purchased range from complete bridge table sets to cigaret lighters for immediate award. Some of the major prizes being used are the most expensive that coin-machine operators here have ever used.

Deliveries of major prizes are a problem, due to large purchases by the retail trade, and every item of any possible allure is being grabbed up as fast as possible by operators.

In New Jersey operators have also started to issue major prizes, and this has boomed business thruout the Newark area for premium merchandise. They report that prizes are almost at a premium due to the rush of business. Operators in some cases purchase hundreds of dollars of merchandise immediately to cover all their spots and to have stock on hand for ready replacement.

One case of an operator purchasing 23 expensive console radios for weekly high award was reported and is considered a major sale. Other reports of similar expenditures are reaching the ears of the industry here and generally creating greater confidence than ever enjoyed by the premium merchandise firms.

Florida Coinmen Well Organized

MIAMI, Nov. 7.—Letterhead being used by the Coin Machine Operators' Association of Florida in the present campaign for the State licensing law contains some interesting information about the "slot-machine dollar" and the members who are serving on committees and in official positions.

The "slot-machine dollar" is said to be divided as follows: Fifty per cent to the merchant, 20 per cent for taxes, 20 per cent for equipment, maintenance and labor, and 10 per cent to the operator.

The official roster of the organization includes the following: A. H. (Jack) Bechtol, president; William Frey, vice-president; M. V. Alders, treasurer; Mary Newman, secretary. George W. Alcorn Jr., Tampa; A. C. McDonald, Jacksonville; Fletcher Fuller, Ocala; Frank Fearnside, Palatka; D. F. Saxon, Miami, and Lee Sharp, Orlando, constitute the board of directors.

The executive committee is made up of Frank Willis, Panama City; Ralph Cohn, West Palm Beach; F. A. Blalock, Pensacola; C. D. Helm, Gainesville; W. H. Robinson, Orlando; G. W. Nation, Bartow, and George Buchmann, Miami. The public relations committee includes F. W. Roquemore, Lakeland; William Shayne, Miami; B. R. Daley, Jacksonville; Luther Cate, St. Petersburg, and William Webster, Marianna. Office of the secretary is located in the Midyette-Moor Building, Tallahassee, Fla.

The letterhead bears the inscription: "Operate only approved equipment, keep it in good repair and place all machines within easy and convenient access to the tourist."

Markepp Reports Heavy Play on Bally Preakness

CLEVELAND, Nov. 7.—Demand for Bally's Preakness here has been so heavy that when a truck load arrived at the Markepp Company late one afternoon recently the entire crew of mechanics worked until midnight to get the games set up and ready to go on location the following morning.

"Preakness is the biggest thing that has hit the local market in a long time," says Harry Sachs, coin-machine division manager for Markepp. "We have ordered Preakness for months ahead and it looks as tho the game is going to be as long lived as Bally Derby, Jumbo and other numbers that made coin-machine history."

Deliveries are being made promptly to Ohio operators from the Markepp Company here and its two branches in Cincinnati and Toledo.



SAM KRESBERG, who with his associate, Bill Goetz, owns the Capitol Automatic Music Company, New York, recently flew to Chicago and placed a huge order for Rock-Ola's new 1937 Rhythm King phonographs.

First Order From Africa

HARTFORD, Conn., Nov. 7.—Abe Fish, of General Amusement Game Company, was thrilled by his first African order this week. He received an impressive looking envelope dated at Capetown, British South Africa, and was surprised to find a check inside and an order for some used machines.

Fish believes that this is the first order from Africa to reach his State. He claims a record therefore as the first jobber in Connecticut to receive an African order and places this among his souvenirs as one of the high spots of the firm's career.

He expects to do more business with the South African coinman, for the order was given special attention. Fish says the order came from an advertisement he ran in *The Billboard* some time ago.

AUTOMATIC PAY OUTS

Multiplay	\$35.00	Lite-O-Line	\$55.00	Pamco Bell	\$40.00
Palooka Jr.	45.00	Columbia Bell (Slot)	40.00	One Standard	
Palooka Sr.	55.00	Daily Races	35.00	Johnson Counter (1c to 25c) ..	20.00
Top Row	25.00	Bambino	45.00	Seeburg Selecto-phones	95.00
McCoy	35.00	Hialeah	45.00		
Double Nugget ..	20.00				

ALL MACHINES GUARANTEED. IMMEDIATE SHIPMENT. ONE-THIRD DEPOSIT. BALANCE C. O. D.

COIN-O-MATIC CORPORATION

1309 NEW JERSEY AVE., N. W., WASHINGTON, D. C.

WE HAVE IN STOCK FOR IMMEDIATE DELIVERY

WURLITZER SKEE BALL—SNAPPY—PREAKNESS—STOP AND GO—RAYS TRACK

Also a big stock of Used Pay Out and Novelty Games. This week's special: Mad Caps and Short Sox with Electropaks, \$25.00 each.

SNYDER AMUSEMENTS

108 South Seventh Street, ALLENTOWN, PA.

DAILY RACES, MYSTERY	\$60.00	SUNSHINE BASEBALL	\$52.50	MULTIPLAY	\$47.50
DAILY RACES, MULTIPLE	\$47.50	SUNSHINE DERBY	\$39.50	BALLY DERBY	\$47.50
				DAILY LIMIT	\$29.50

NATIONAL SALES & DISTRIBUTING CO.,

3136 SAN JACINTO ST., DALLAS, TEXAS

EQUITY, \$15.00; ECLIPSE, \$15.00; PYRAMID, \$15.00; GRAND PRIZE, \$25.00; TROJAN, \$25.00; MCCOY, \$49.50; KING FISH, \$19.50; DE LUXE 46, \$35.00; RAMBLER, \$45.00; BONUS, \$45.00; CASINO, \$35.00; MULTIPLE, \$69.50; JUMBO, \$35.00; RODEO, \$35.00; ROUND-UP, \$65.00; PERLESS, Ticket, \$55.00; SLOT MACHINES, \$10.00; DOUBLE JACK SLOTS, \$25.00; ESCALATORS, \$35.00. SIX USED PIN GAMES (YOUR CHOICE), \$25.00. ROLA-Score, \$179.50; TARGET ROLL, \$169.50; ROLL-A-BALL, JR., \$175.00; ROLL-A-BALL, SR., \$225.00; BOLOS, \$54.50; RANGER, \$35.00.

Order From LEHIGH SPECIALTY CO., N. W. Corner 2nd and Green Streets, Philadelphia, Pa.

Federal Trade Commission Seeking Definition of Distrib and Jobber

NEW YORK, Nov. 7.—A staff writer for *The New York Journal of Commerce* says that the complaint brought by the Federal Trade Commission against the U. S. Quarry Tile Company may eventually require a standard definition of the business of a distributor and jobber.

"There is perhaps no more controversial field than that provided by attempts to define correctly the wholesale and retail function," the article states. "Yet by its citation of the tile company for quoting wholesale discounts to wholesalers who are actually not legitimate wholesalers but who sold direct to the public the commission indicates that it stands ready to attempt to define just when a concern is a retailer and when it is a wholesaler.

"The line of demarcation between retailing and wholesaling has never been clearly cut. There are jobbers in many fields who openly sell at retail. There are also many more jobbers who surreptitiously sell at retail in competition with their retail customers. Differentiating between such jobbers and the legitimate ones who sell only to retailers is a difficult enough task.

Definitions Difficult

"However, there are many other cases which present a more difficult problem. For example, there are dry-goods wholesalers who sell to large institutions, such as hospitals or colleges, as well as to retailers. Since these sales to institutions are not made for resale they may be defined by some authorities as direct sales to the consuming public. Another instance is afforded in the meat-packing industry. Wholesalers in this field have alleged that the meat packers sell to the small restaurants and small hotels and assert that such sales represent retail transactions. Will the Federal Trade Commission hold that transactions of this nature are retail sales and that manufacturers cannot offer wholesale discounts to such wholesalers?

"As a matter of fact, however, the very transactions complained of in the tile company case are not radically dissimilar from those just cited.

"There are still other possibilities created by the latest complaint issued under the law. Thus the question arises as to the status of the retail-buying offices maintained in the dry-goods field. The complaint at hand affords little light as to whether such agencies would be held legitimate wholesale concerns or not. It is conceivable, however, that the commission, pursuing the policy indicated in this case to its logical conclusion, might hold that buying offices were not entitled to any discounts over and above those justified by the size of orders they bring in.

"Many manufacturers would, of course, welcome any clarification of the distributive setup that the commission can bring. They would be glad to see con-

cerns which are in actuality retailers removed from the ranks of those entitled to wholesale discounts. They are not anxious, however, to assume the responsibility for determining the exact status of any of their customers as to their standing as a jobber or retailer.

New Practices

"Two practices may develop, in the opinion of some observers, if the complaint of the commission in the tile company case is sustained. Some manufacturers may decide to bill all wholesalers who sell at retail on a retail price basis and then pay them a commission on all goods actually sold to other retailers for resale.

"Other manufacturers in the past faced with this problem have followed the practice of allowing wholesale discounts only to those retailers who demonstrate by sending in actual invoices that they have sold part or all of the goods bought to other retailers. The major objection to such practices is the addition to bookkeeping costs they entail. Most sellers would like to regard any transaction as completed once it is booked and shipped. Such a policy would mean that all transactions will remain unsettled for some time after they are shipped.

"However, if manufacturers are forced to assume the burden of determining whether goods sold to so-called jobbers are actually sold to retailers and not to the public some such practices may have to be adopted."

New Bill in Milwaukee

MILWAUKEE, Nov. 7.—An ordinance for regulating pinball and digger type machines was presented to the judiciary committee of the common council here Wednesday by Carl F. Zeidler, assistant city attorney.

The measure, combining features of several other proposed ordinances which were never acted upon by the council, contains these provisions:

Machines would be permitted to release tokens good only for free plays. If the tokens were exchanged for merchandise the merchant would be guilty of keeping a gambling device.

Machines would not be permitted within 300 feet of a school, church or playground, and children under 18 years of age would not be permitted to play them unless accompanied by parent or guardian who gave consent.

The license fees would be assessed against the operators, who would be charged \$200 for each unit of 40 machines or less and would have to pay an annual fee of \$3 for each machine. If a machine were transferred from one place to another an additional fee of \$1 would be charged. The city would also collect a percentage of the cash returns of each machine.



THE HAM WHAT AM!—A phonograph operator presents Homer Capehart with a ham that is said to be the real stuff from Ole Virginia. In the picture are seen Mrs. Marvin Drake (second from left), then Mr. Drake; Homer Capehart, of the Wurlitzer Manufacturing Company, is on the receiving end of the ham.

HALF PRICE Offer

Electro-Ball Super-Reconditioned Pin Games!

Buy One Game at the listed low price (Listed here or in our stock) and you may buy another game of the same price, or lower priced, AT EXACTLY HALF PRICE!

For example:

You buy a Challenger, priced at\$54.50
Then you buy another Challenger (or any other game at the same or a lower price) AT HALF PRICE 27.25

Both games, worth \$109.00, cost you\$81.75
Buy as many games as you want at listed low prices and get an equal number of the same price, or lower priced, at HALF PRICE.

This offer subject to stock on hand. First Come, First Served. All games thoroughly reconditioned and up to Electro-Ball Super-Reconditioned high quality.

ALAMO	\$39.50	HIALEAH	\$49.50
BALLY BONUS	49.50	JUMBO	34.50
BALLY DERBY	65.00	PAMCO PARLAY, SR.	49.50
BIG SHOT	32.50	PEERLESS	49.50
CHALLENGER	54.50	RAINBOW	34.50
DAILY LIMIT	29.50	REPEATER	29.50
DAILY RACES (Multiple)	49.50	STAMPEDE	17.50
DE LUXE 46	22.50	SUNSHINE DERBY	34.50
GALLOPING PLUGS	49.50	TROJAN	25.00
GOLD RUSH	14.50	VELVET	74.50

And Many OTHERS. Prices F. O. B. Dallas.

Write for our complete list of Reconditioned Games.

TERMS: 1/3 with order (Bank Exchange or Money Order), Balance C. O. D.

ELECTRO-BALL Co., Inc.

1200 Camp DALLAS, TEX.

We are NOT one of The Large Billboard Advertisers. Our Ad appears only when we really have something to offer in NEW and USED Games. LOOK THESE OVER!!

BANK NITE	\$49.50	NEW PIN GAMES	
BOLO	54.50	TWISTER	\$59.50
		EXCEL	54.50
		NEW COUNTER GAMES	
GROETCHEN HIGH STAKES	\$24.75	DAVAL RACES	\$17.50
GROETCHEN 21 VENDER	24.75	PENNY PACK	17.50
DAVAL REEL 21	23.75	REEL RACES	19.50
		BUCKLEY HORSES	\$17.50
		AUTOMATIC PAY TABLES (Liberal Trade-Ins)	
GOTTLIEB DERBY DAY, with Clock	\$149.50	BALLY PREAKNESS	\$149.50
GOTTLIEB HIGH CARD, with Clock	149.50	KEENEY STOP & GO	139.00
GOTTLIEB HIT PARADE, with Clock	149.50	STONER TURF CHAMPS	137.50
GOTTLIEB COLLEGE FOOTBALL, with Clock	149.50	EXHIBIT TRAP LITE	149.50
GOTTLIEB NEW DAILY RACES	125.00	EXHIBIT GIANT MOVIE BANK	149.50
BALLY'S SNAPPY	149.50	ROCK-OLA MONTE CARLO	99.50
BALLY'S BELMONT	129.50	ROCK-OLA ONE BETTER	137.50
		USED COUNTER GAMES	
GROETCHEN HIGH TENSION	\$10.00	BUCKLEY HORSES	\$10.00
		HOLD & DRAW	7.50
		USED ONE BALL PAY TABLES	
KEENEY DOUBLE	\$32.50	TURF CHAMPS	\$95.00
DAILY RACES	37.50	SUNSHINE DERBY	40.00
		GENCO KINGFISH	15.00
		USED MARBLE GAMES	
LIGHTS OUT	\$37.50	TRI-A-LITE	\$ 3.00
SHORT SOX, Electro	30.00	SINK OR SWIM	3.00
SHORT SOX, Plain	27.50	10 SMALL SIGNAL	3.00
SCOTTY	22.50	GENCO BASEBALL	9.00
TORPEDO	15.00	BEACON	3.00
LIVE-O	8.00	WATCH DIAL	5.00
10 SCORE-A-LITE	4.00	SPITFIRE	7.00
50 SCORE-A-LITE	4.00	FIVE & TEN	9.00
LARGE ACTION	5.00	SOCCER	15.00
SMALL ACTION	4.00	SORETIO	9.00
DITTO	10.00	THRILLER	17.50
LUCKY STAR	10.00	10 TIT-FOR-TAT	4.00
ROTATION	20.00	TIT-FOR-TAT	4.00
		ZOOM	10.00
		PUT & TAKE	\$10.00
		DAILY PEERLESS	55.00
		DAILY LIMIT	37.50
		USED MARBLE GAMES	
		GOLD MEDAL	\$15.00
		TOTAL-LITE	17.50
		CYCLONE	8.00
		DOMINO	9.00
		MADCAP, Electropak	25.00
		MADCAP, Plain	22.50
		CROSS-CROSS-LITE	4.00
		ZENITH	22.50
		MILLS BALANCE	4.00
		WILLS NEIGHBORS	4.00
		QUICK SILVER	4.00
		TRAFFIC LITE	5.00
		SPOT LITE	5.00
		TREASURE HUNT	5.00

When ordering machines, state whether 1c or 5c play is desired, and method of shipment preferred. All orders must be accompanied by 1/3 deposit in cashier's check, cash or money order. Prompt service given, and our central location means a saving to you on freight or express charges.

WRITE!!! WIRE!!! PHONE!!!
MORRIS NOVELTY COMPANY 4505 Manchester Ave., St. Louis, Mo.
PHONE, FRANKLIN 0757

The "GOLD DUST TWINS" Have Got IT Again!

••• PREAKNESS •••

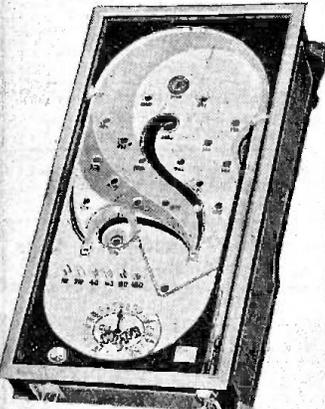
Bally's Biggest Pay Table HIT! It's "Write—Wire—Phone or Call Today got EVERYTHING! Takes in MORE "We've Got PREAKNESS READY MONEY on Location FASTER than for IMMEDIATE DELIVERY." Max and Harry Hurvich "THE GOLD DUST TWINS"

BIRMINGHAM VENDING COMPANY
2117-3 AVENUE NORTH BIRMINGHAM, ALABAMA PHONE - 3-2327

By
popular
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GUSHER



TWISTER

Those two great Exhibit 5-Ball Novelty Games, Gusher and Twister, are NOW available in Automatic Pay-Out and ticket models at a price that's right. Operators demanded these two proven winners in Pay-Out models. So here they are, ready for immediate deliveries.

NOW IN PAY-OUT AND TICKET MODELS \$99.50

Complete with check separator
Ticket model \$10.00 extra

WRITE for
Amazing Details

SHOOT-A-LITE

4 Moving Targets

EXHIBIT SUPPLY CO.
4222 W. LAKE ST., CHICAGO

Population Up In Many Cities

WASHINGTON, Nov. 7.—Census estimates of the population show how various cities are increasing in size to make more locations for coin machines. Chicago has a population of 3,599,997 persons, a gain of 223,559 since 1930, and is easily the second largest city in the country, according to an estimate prepared by the census bureau.

New York, however, with 7,364,620, is still twice as big. The queen city showed a population gain of 434,174 since the beginning of the decade.

London Leads

But London, with a population of 8,202,218, still leads the world in size.

No changes occurred during the period in the ranking of the first 12 cities, altho all showed increases for the period.

Occupants of the first 12 positions were New York, Chicago, Philadelphia, Detroit, Los Angeles, Cleveland, St. Louis, Baltimore, Boston, Pittsburgh, San Francisco and Milwaukee.

The estimate was made shortly after the census bureau disclosed the nation's population on July 1 as 128,429,000.

Census officials explained that the estimates were not exact in the absence of general field reports, but added that they were the most accurate available. They said that there may have been slight variations such as the influx of outside persons into an industrial city which they might not have known about.

The estimates by cities:

	1930	1936
New York	6,930,446	7,364,620
Chicago	3,376,438	3,599,997
Philadelphia	1,950,961	1,993,100
Detroit	1,568,662	1,759,171
Los Angeles	1,238,048	1,457,181
Cleveland	900,429	934,751
St. Louis	821,960	838,216
Baltimore	804,874	828,414
Boston	781,188	792,164
Pittsburgh	669,817	696,812
San Francisco	634,394	676,711
Milwaukee	578,249	613,374
Buffalo	573,076	595,044
Minneapolis	464,356	492,113
New Orleans	458,762	482,466
Cincinnati	451,160	467,698
Newark	442,337	451,556
Kansas City	399,746	424,707
Seattle	365,583	382,239
Indianapolis	364,161	380,717
Rochester	328,132	338,861
Jersey City	316,715	322,882
Louisville	307,745	331,884
Portland, Ore.	301,815	316,237
Houston	292,352	343,402
Toledo	290,718	306,474
Columbus, O.	290,564	308,301
Denver	287,861	298,255
Oakland	284,063	306,528
St. Paul	271,606	283,835
Atlanta	270,366	293,476
Dallas	260,475	294,105
Birmingham	259,678	286,478
Akron	255,040	270,482
Memphis	253,143	283,225
Providence	252,981	258,079
San Antonio	231,542	254,789
Omaha	214,006	221,429
Syracuse	209,326	221,787
Dayton	200,982	217,026

Supreme Sets 600 Mark On Sales of Excel Game

BROOKLYN, Nov. 7.—William Blatt, of the Supreme Vending Company, reports that his firm has set a sales record for one week on the Excel pin game. Blatt claims that last week he passed the 600 mark, which is probably the highest mark during the year for any non-payout pin game in the East.

Blatt attributes the big sales of Excel to the fact it is the speediest game that has been introduced to the coin-machine industry. He claims that only two balls are used by the average player on the game. He arrived at the figure after questioning many customers from whom he learned that the most balls ever used by players has been three and that the average good shot will use only two.

"Aside from this feature," Blatt says, "the game is mechanically perfect in every detail. It is extremely beautiful and impressive in appearance. It is convenient for the storekeeper, for he does not have to leave any part of the store to see the score. The game also features the best cabinet construction of any pin game on the market."

"But," says Blatt, "more than anything else, the very fact that we surpassed all 1936 sales records, with the record of over 600 sales last week, proves

the great hit which this game has been here. Furthermore this is only a good start, for we still have many weeks ahead of us and I feel sure that we will pass the 1,000 mark."

Target Roll To Sell Nationally

NEWARK, Nov. 7.—Target Roll Distributing Company, headed by Leo and Sam Waldor, is introducing Target Roll Jr., a bowling game which has been in production for the past four months. The game has been sold to local operators during this time and now will be offered to the national market. F. (Chippy) Maltz has been made sales manager and will direct the sales activities. Production has been speeded up accordingly so that he will have ample machines to fill orders. The firm is now introducing the game to the coin-machine operators thruout the country for the first time.

Maltz says they have established some real production records in the past four months. They also have one of the finest machines in the bowling-alley division of the industry, he says, and he feels that Target Roll Jr. opens a tremendous market for operators all over the country.

According to Leo Waldor, shipments of the machines are being made as fast as they can produce them. They are rushed with orders and have been working unusually hard getting into faster production to meet the demand of operators for Target Roll Jr., he claims. He says that the junior model is the best game for operators, for it takes the place of the large pin game and will earn much more money than the pin game, with the surety of remaining on location for a greater length of time.

Maltz adds: "We have one of the greatest games ever introduced to the coin-machine business in our nine-foot Target Roll Jr. One of the best features that operators want is easy servicing of the mechanism of the game. In the Target Roll Jr. the 23-inch-wide alley lifts up so the operator can get right into the mechanism of the machine without any trouble at all.

"As far as the beauty of the machine itself is concerned, we feel that we lead

Reconditioned - - - Ready To Operate

Satisfaction Guaranteed on Your Purchase Price Refunded

\$34.40 YOUR CHOICE \$34.40
ALAMO, DAILY RACES, MULTIPLE, DBLE SCORE, HOLLYWOOD, JUMBO, RED SAILS, SUNSHINE DERBY, TYCOON, RAINBOW.

\$44.40 YOUR CHOICE \$44.40
BONUS, GALLOPING PLUGS, GRAND SLAM, HIALEAH, PEERLESS, REPEATER, NATURAL, PAMCO FARLAY.

\$54.40 YOUR CHOICE \$54.40
CHALLENGER, ALL STARS, PALOOKA, JR., ROUND UP, DAILY RACES, MYSTERY.

\$64.40 YOUR CHOICE \$64.40
MULTIPLE, PALOOKA SIX SLOT, VELVET, SUNSHINE BASEBALL, PARI-MUTUEL.

TERMS: One-Third Cash, Balance C. O. D., F. O. B. Shipping Point.

NO ORDERS ACCEPTED WITHOUT A DEPOSIT.

AUTOMATIC AMUSEMENT CO.
628 Madison Ave., Memphis, Tenn.

in this direction. Any operator who wants a bowling alley that has been tested and proved can ask for no better game than Target Roll Jr.

"The many other features that we have are really too numerous to mention. All that we can tell operators is that this is one game built for operators by operators who know what is necessary for a game to be a success on location. We have put all of our past operating experience in the game. We believe that not only have we made it the best game of its kind but that we have priced it within the range of what operators want to pay for a junior bowling alley."

FORMS FOR THE

XMAS SPECIAL

DATED NOVEMBER 28

START TO PRESS

Thursday, November 19

If position is desired in any particular section copy must be received in Cincinnati by Thursday, November 19. Only a few pages will be held open until Saturday for late news and last-minute ads.

MAIL YOUR COPY TODAY

The Xmas Number of The Billboard will be on sale November 24, a full month before Christmas, during the most active buying period of the year. The issue will contain many special editorial features and have the largest circulation and distribution of the season.

Your sales depend on the amount of Advertising you do!

NEW YORK OFFICE
Palace Theater Bldg.
Medallion 3-1616, 7, 8.

CHICAGO OFFICE
6th Floor Woods Bldg.
Central 8480.

The Billboard
25 Opera Place, Cincinnati, Ohio

ST. LOUIS OFFICE
390 Arzode Bldg.
Chestnut 0443.

PHILADELPHIA OFFICE
7222 Lampost Rd.
Madison 6895.

New Daily Races Model In Answer to Demand

CHICAGO, Nov. 7.—“They asked for it and we gave it to them,” describes the introduction of the 1937 model Daily Races perfectly,” Dave Gottlieb says.

“As you all know,” said Dave, “Daily Races has broken all records for uninterrupted production. But in the eight months since Daily Races was introduced there have been many changes and improvements in the industry. But even that did not deter the operators. Orders kept pouring in day after day until records for continued production were established and then shattered. We felt, however, that a game with all the thrills and appeal of Daily Races combined with the new modern features would make it even a greater success. We put this idea up to some of the leading jobbers and operators and their answer was, ‘Let’s have it!’ And therefore we are proud to offer the 1937 Daily Races at no increase in price, which, we are confident, is the perfect answer to their request.

“The new model of Daily Races has all the play-compelling attractions of the original game, plus new features. A smooth-action plunger and a positive ball lift are newcomers to the 1937 model. The famous A. B. T. illuminated escalator was chosen after many types were tested. The cabinet has been redesigned and is a creation of exceptional beauty. Many other improvements have been made to make the 1937 Daily Races the outstanding payout in its price class. “When we first introduced Daily Races,” continued Dave, “I made a prediction which I am glad to say came true. I predicted that Daily Races would become one of the most successful payouts in the field. The fact that it has maintained an unbroken production schedule proves my contention. Now with the features embodied in the 1937 model I go on record here and now as predicting its continued success for a long period.”

MILLING MOBS

(Continued from page 3)

none of the tenseness so apparent on this occasion. In legit 17 shows had matinees, all more or less disappointing. *White Horse Inn* is understood to have been the only one garnering a sizable total.

Three openings of the week, the Romberg-Harbach musical, *Forbidden Melody*; Max Catto's *Green Waters*, and a sad piece entitled *Don't Look Now*, ended their first performances with two strikes already on them and seem slated for a quick exit into limbo. *Follies*, now doing poorly, will also leave in two or three weeks for a road tour whose first stop is Pittsburgh in order to make way for the Beatrice Lillie-Bert Lahr musical, *The Show Is On*. Closing tonight are *St. Helena*, *Seen But Not Heard* and *New Faces*, the last mentioned going to Boston. Philly and points west.

New night spot openings of the week were the Brass Rail Continental Room, to poor business election night, and Clover Club and Coffee Dan's, both to good grosses, yesterday.

Pix continue evenly, the Strand still cashing in with *Light Brigade* and Music Hall seemingly slated for full coffers with *As You Like It*, which opened Thursday following *A Woman Rebels*. Rivoli, weak with *Ladies in Love*, opens Wednesday with *Come and Get It*. Paramount still holds *Big Broadcast* and Clyde Lucas. Roky opened yesterday with *Girl on the Front Page* and stage show headed by Tom Howard and George Shelton, following a fair week with *East Meets West*. State, with *Guy Desperado* and vaude bill headed by Eddie Garr, opened well yesterday.

PITTSBURGH, Nov. 7. — A pouring rain that continued thruout election night sliced a large part of the profits which night spots in this territory expected to reap. Most of the advance reservations, a checkup reveals, were filled.

PHILADELPHIA, Nov. 7.—Coffers and cash registers along night-life row are banging out a welcome *Happy Days Are Here Again* tune. All nabobs, ultra, pseudo or anything-goes, report that biz is up. Downtown theaters used to have them standing in the aisles Saturday nights, but with the main stem being a vaudeless sector, gadders-about are turning to the niteries for entertainment, and every Saturday night finds a premium on a table for two.

Several factors are responsible for this

healthy trend in after-midnight biz. Aside from the hunger for flesh, Chamber of Commerce has lined up an impressive list of conventions, with election day and football games, notably the Army and Navy, adding to the gravy.

DETROIT, Nov. 7. — Detroit theaters took a huge drop in patronage Tuesday night as crowds gather around radios for election returns. Beer gardens receiving broadcasts did good business consistently. Only theaters doing consistent business, especially after the early show, were those which gave results direct from the stage, as, for example, all United Detroit Theaters.

Major night spots, like the Ten Forty Club, Powatan, Chalet, Webster Hall, Fischer's and Saks, drew patronage by the same method.

UNION UNITS

(Continued from page 3)

by stopping a personal appearance of a WE player at the Strand, New York. Olivia de Havilland, scheduled to show at the Strand Friday (6) and heavily advertised, did not show after Ralph Whitehead, AFA secretary, and Jacob Rosenberg, 802 secretary, sent her a wire asking her support of the campaign. Miss de Havilland followed Anita Louise, who a short while ago was similarly scheduled for the Strand. Miss Louise, upon the request of the unions, also canceled the date.

A mass parade down Broadway is scheduled for next Saturday (14) by the two unions. Name bands and actors are due to join the walk.

PHILADELPHIA, Nov. 7.—All leaders and contractors in Philadelphia's musicians' local have voted, on their own initiative, to tax their earnings 2 per cent to help finance the campaign for live entertainment in film houses here. Tax applies to every job, be it a single engagement or a steady job. Meeting was attended by 900 members, largest assemblage in the history of the union. It was figured this self-imposed tax will swell the campaign coffers by \$1,200 each week. It was also decided that, regardless of the outcome, tax will be continued for a defense fund, money to be available for any fight being waged by the musicians.

Entire membership voted to draft members for picketing, every member being assigned to two hours of sign carrying. With Warners being in a financial position to outwait the union, inactivity of the national body was also hit. Appeal from A. Anthony Tomei and A. Rex Riccardi, prez and secretary of Local 77, rated a promise from the AFM that some of that \$1,000,000 in the national defense fund would find its way here. At this date no aid has been forthcoming. Report the AFM assigned \$1,000 to the local cause was denied by union officials. It is reported that Joseph Weber, president of AFM, has failed to answer Tomei's letters following their initial head-lock. It is believed that failure on part of Weber to take up the fight started by Local 802 in New York and rapidly spreading thruout the country will become a convention issue next summer. Weber just left a New York hospital and is due to go to California for a rest.

Local picketing continues, with members of the American Federation of Actors on hand for sign toting. First indication that this defensive blow at the box office was being felt was noted when Warners boarded a 20 by 40 sheet in front of their houses reading: “This Theater Employs Union Stagehands, Union Operators and Union Engineers, affiliated with the American Federation of Labor. And Is Also Willing To Hire Union Musicians.” Since the campaign started on October 14 this was the first recognition by Warner Bros. that there was any trouble. However, film men have been unwilling to meet with union officials, following the fizz with the mayor's labor relations board, and reportedly are marking time until the end of the year, when Tomei and Riccardi come up for re-election. In retaliation to Warners' explanation picketing signs say “Warners Refuse To Arbitrate With Musicians and the Mayor's Labor Board.”

Union officials have given up all hope of being able to crash the daily newspapers, and Schima Kaufman, press agent for the union's campaign, has mapped out an individual publicity plan to spread the word and foment public opinion in effecting a boycott on the box office. Town is still plastered with one-sheets. With the billposters' union waging a fight of its own against every movie house in the city, there is

not much danger of the one-sheets being covered. An airplane, with the message trailing on the wing, will be engaged to circle football fields and all other points where there are large outdoor gatherings. Letters will be sent to every music student and parents in the city, asking co-operation in boycotting Warner theaters so that their chosen profession can provide a livelihood upon their attaining maturity. A further plan calls for the revival of the chain-letter gag, only this time using the telephone. Each member will be asked to call up five friends, who in turn will be asked to call five others, and so on down the line. Every member has realized that this time it's a fight to the finish, and with a promise that there will be no police interference every effort is being made to fight it out peacefully.

WAGE DEMAND

(Continued from page 3)

\$85.45 per man, with leader-contractor getting additional 50 per cent.

Unless compromise is reached Orpheum show slated for Wednesday will use services of pianist and possibly an accordion player. Paramount will probably follow suit Thursday. Fanchon & Marco's Manchester Theater, with a week-end policy, is not affected by musicians' demand. Satisfactory pay scale is said to have been worked out there recently. Local 47 officials declared new pay demands to be only restoration of members' pay to early-depression levels.

PARIS MANAGERS

(Continued from page 4)

avoided thru a temporary agreement, but a showdown is due shortly.

To present a more solid front, the theater, music hall and circus directors, who at present are grouped in three separate associations, are organizing a syndicate. Minority groups in an “association” are not obliged to abide by decisions adopted by the association, while in a “syndicate” such decisions are binding on all members. Trouble has resulted in the associations thru members signing individual agreements with their employees and the move to form a syndicate is the result.

A new alignment of artists, stagehands, musicians and other employees opposed to the CGT labor union, responsible for most strikes, is also being organized. It is called Federation Francaise du Spectacle and within a few days has registered more than a thousand members.

At present serious efforts are being made by both managerial groups and all classes of employees and artists to avoid tying up the theaters or other amusement spots, at least until the close of the Paris International Exposition of 1937, which is expected to draw tremendous crowds here and is already resulting in increased business in theaters and cabarets. To avoid unnecessary friction little information is being given out by either side and it is difficult to judge what the prospects really are.

FIREWORKS EXPECTED

(Continued from page 4)

statement, have a ticket in the running. Weissman expected to have as his presidential candidate Edward Canavan, but Canavan is not running for local office in this election. Canavan, now 802's president, will, however, be a candidate for delegate to the AFM convention, running on the Fusion ticket.

Blue ticket lineup has been changed, as reported here some time ago. Lineup now is Jacob Rosenberg, for president; William Feinberg, secretary (replacing Rosenberg); Richard McCann, for vice-president; and Harry Suber, incumbent, for treasurer. Fusion candidates are Selig S. Liese for president; Henry A. Maccaro for vice-president; Harold R. Basch for secretary, and Albert L. Caseday for treasurer. Rest of the Blue ticket (other officers and board members) consists of those in office now. Fusion candidates for these positions are yet to be selected out of a roster of about 22. Admission of Canavan to the Fusion ticket is regarded as a strengthening factor.

Blue ticket will carry most of its campaign on the work done by the administration since in office. Administration will point to the healthy financial position of the union; the organized relief introduced; cleanup of burlesque theaters and stopping of kickbacks in all branches of the amusement field; improved conditions and wages secured

THANK YOU!

For the tremendous reception and acclaim accorded our first showing of TARGET ROLL JUNIOR in the November 7 Issue of The Billboard.

Due to this marvelous reception we are employing a double shift production schedule which will speed delivery of TARGET ROLL JUNIOR in the biggest quantity in bowling game history!

For the greatest 9-Foot Bowling Game HIT—Rush Your Order Today for . . .

TARGET ROLL JUNIOR



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127-139 FRELINGHUYSEN AVE.
NEWARK, N. J.

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LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

from broadcasting stations and networks and other accomplishments.

Fusion group is planning several lines of attack. Communism, according to Van. Fusion organizer, is to be definitely in the picture as a campaign item. Van and his party claim that while any member of the union, including officials, is perfectly free to join any political party, this should be done as an individual and not as an officer of the union. It is claimed that Dave Freed, welfare secretary of Local 802, and Joseph Brodsky, associate counsel for the local, appeared on publicity releases of the Communist party in the recent national campaign with their positions listed. It is also claimed that Feinberg, vice-president, and other Blue ticket men sponsored a collection on the exchange floor for the benefit of the Spanish government. Collections on the membership floor are prohibited, and while it is said that the indorsement by these men of the Spanish government cause is all right on a private basis, their positions should, not have been mentioned in this connection, as they allegedly were.

Another point of attack by the Fusion group will be the system installed by the administration regarding various places of employment in the city. Administration, to rid the fields involved, especially burlesque, of kickbacks to employers, adopted the policy of appointing the contractors and men for the spots involved. Fusion claims this is not within the function of the local, which should act as a judiciary body rather than a job-placing one.

The HIT PARADE

JAY ROSE TESTED DEALS

WE DID THE EXPERIMENTING FOR YOU

We offer you the JAY ROSE Deals with the POSITIVE PROOF that they will bring immediate results. There's No Risk with these Deals—We have tried them from the Poorest to the Best Locations . . . That's why we back every JAY ROSE Deal with a **7-DAY MONEY-BACK GUARANTEE.**

JUMBO CANDY DEAL
← This Board Sells Candy Fast

- Plenty Eye Appeal.
- Three Attractive Colors.
- 150 Large Holes, Looks Much Less.
- No Waiting — Hit and Take.
- 10, Not Over 150 Per Sale.
- 5 Wild Winners.
- Last Punch in Each Section Wins.
- 3 Winners in All.
- Entire Board Sells.

Eight 5-Lb. Christmas Boxes (40 Lbs.) of High-Grade Assorted Chocolates in Attractive Cellulose Wraps, Complete With Jumbo Board.

COSTS YOU \$6.55 TAKES IN \$21.45

MIDGET CANDY DEAL
Small cost - Quick turnover

- Flashy 4-Section Board.
- 120 Holes—50 per Sale.
- 2 Wild Winners.
- 12 Winners in All
- Last Punch in Each Section Wins.
- 3 Winners in All
- Twelve 1-Lb. Boxes Assorted High-Grade Chocolates, Complete With Midget Board.

COSTS YOU \$2.50 TAKES IN \$6.00
2 QUICK ACTION BIG PROFIT DEALS

J. ROSE & CO. 2316 LOCUST ST ST. LOUIS, MO.

PROMPT DELIVERY
Shipped Same Day Order Is Received. TERMS: 1/4 Deposit With Order, Balance C. O. D. References: Dun & Bradstreet, Easton-Taylor Trust Co.

HIT NO. 1

HIT NO. 2

that it would be a gold mine for operators and location owners. The clock is a pulling point because not only does it serve patrons by providing the correct time, not only does it attract players in great masses, but also the inscription around the clock—Play Time—has been carefully placed so that people will get the urge to play. In this manner they are reminded of the spirit of the game, and since Gottlieb payouts have been proved time and again to be highly profitable, well, the combination of the Hammond clock and Gottlieb games just can't be improved upon. That's why the clock idea is such a sensational innovation.

"For example, suppose a person comes into a location. Sooner or later he looks around for the correct time. He sees the Hammond clock on a Gottlieb game and also the Play Time reminder. That leads his gaze to the game and it isn't long before he's playing.

ROUTES

Night of January 16: (Selwyn) Chi, Pride and Prejudice: (Harris) Chi. Scandals: (Texas) San Antonio 13-14. Show Is On: (Shubert) Boston 9-14. Tonight Road: (Cox) Cincinnati 9-14. Tobacco: 8:30: (National) Washington, D. C. 9-14.

MISCELLANEOUS

Baughman's Traveltours: Davenport, Fla., 11; Haines City 12; Lake Alfred 13; Winter Haven 14; Dundee 17; Lake Wales 18-19; Bartow 20-22.

Birch, Magician: Sandusky, O., 11; Wooster 12; New London 13; Canton 14; Canton 15; Vernon 17; Columbus 18; Newark 19-20. Bragg Bros.' Show: Brownington Center, Vt., 9-14; Irasburg 16-21.

DeCleo, Magician: Macon, Ill., 9-14; Dalton City 16-21.

Huntington, Magician: Alexis, Ill., 11; Roseville 12; Oskaloosa, Ia., 12. LaLonde, Lawrence, Magician: Wallace, Ida., 11; Butte, Mont., 12-15.

Loftstrom & St. Elmo Monkeys: Hobgood, N. C., 11; Roxabell 12; Kelford 13; Osgood 14; Henderson 15; Conway 18; Merry Hill 19; Powellsville 20.

Long, Leon, Magician: Birmingham, Ala., 10-16; Troy 17; Andalusia 18; Lockhart 19; Florida 20-22.

Lucey, Thos. Elmore: Dallas, Tex., 15-18.

McL-Roy, Magician: Douglas, Ariz., 12; Wilcox 13; Benson 14; Tucson 16; Casa Grande 17; Miami 18; Phoenix 19-20; Glendale 21.

Ricton's Show: Lutherville, Ga., 9-11; Gay 12-14.

Turtie, Wm. C., Magician: Seattle, Wash., 9-21.

CIRCUS AND WILD WEST

Cole Bros.-Clyde Beatty: Greenville, Miss., 10; Clarksdale 11; season ends.

Main, Walter L.: Payette, Miss., 10; Natchez 11; Woodville 12; McComb 13; Tylertown 14; Columbia 16; Poplarville 17; Poyayune 18; Wiggins 19.

Polack Wigos.: Pocatello, Ida., 12-18; Grand Junction, Colo., 21-28.

Ringling Bros. and Barnum & Bailey: Orlando, Fla., 10; Tampa 11; season ends.

Royal Bros.: Tillar, Ark., 10; Montrose 11; Parkdale 12; Budora 13; Epps, La., 14; Delhi 16.

INDEPENDENT BURLESK

Bebes of Broadway: Harrisburg, Pa., 11; Reading 12-13; Williamsport 14; (Gayety) Buffalo 16-21.

Ballyhoop: (Garrick) St. Louis 9-14; (Miles Royal) Akron, O., 16-17.

Beauty Parade: Open week, 9-14; (Rialto) Chi 16-21.

Dizzy Dames: (Gayety) Washington, D. C., 9-14; (Empire) Newark, N. J., 16-21.

Garden of Girls: (Casino) Pittsburgh 9-14; (Gayety) Baltimore 16-21.

Gayety Girls: (Trocaadero) Phila 9-14; Allentown 16-17; Harrisburg 18; Reading 19-20; Williamsport 21.

Ha-Cha: (Capitol) Toledo, O., 9-14; (Rox) Cleveland 16-21.

Hilarys: (Gayety) Minneapolis 9-14; (President) Des Moines, Ia., 16-21.

Hindu Belles: (Rialto) Chi 9-14; (Gayety) Minneapolis 16-21.

Modes and Models: (Rox) Cleveland 9-14; (Capitol) Phila 16-21.

Red Hot: (Jacques) Waterbury, Conn., 9-14; (Hudson) Union City, N. J., 16-21.

Red Rhythm: (Gayety) Buffalo 9-14; open week, 16-21.

Scan-Tees: (Miles Royal) Akron, O., 9-10; (Gayety) Detroit 16-21.

Scan-Dolls: (Gayety) Baltimore 9-14; (Gayety) Washington, D. C., 16-21.

Speed and Sparkle: (Howard) Boston 9-14; (Jacques) Waterbury, Conn., 16-21.

Steppin' Stars: (Gayety) Detroit 9-14; (Capitol) Toledo, O., 16-21.

Too Hot for Paris: (Empire) Newark, N. J., 9-14; (Trocaadero) Phila 16-21.

Vanteasers: (Hudson) Union City, N. J., 9-14; (Howard) Boston 16-21.

Wing Women: (Song) (President) Des Moines, Ia., 9-14; (Garrick) St. Louis 16-21.

REPERTOIRE

Bilroy Comedians, Billy Wehle's: Cisco, Tex., 11; Ranger 12; Stephenville 13; Dublin 14.

Blythe Players: Warren, Vt., 8-14.

Fox Players: Texarkana, Tex., 9-14.

Harvey Womers: Dyersburg, Tenn., 9-14.

Stone, Hal Show: Gueydan, La., 9-14.

CARNIVAL COMPANIES

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

Atlantic Coastal Expo.: Fernandina, Fla.

Badgers Greater: Soper, Okla.

Baldwin Expo.: Florence, S. C.

Barly Greater: Gaffney, S. C.

Burley's Cosmopolitan: (Fair) Colquitt, Ga.

Blue Ribbon: Phenix City, Ala.

Brown Family Rides: Rocky Ford, Ga.

Brown Novelty: (Fair) Valdosta, Ga.

Bruce: (Fair) Douglas, Ga.

Bullock Am. Co.: Elmore, S. C.; Bamberg 16-21.

Burdick's All-Texas: Karnes City, Tex.

Campbell, H. W.: Thomson, Ga.

DON'T BE DISAPPOINTED WHEN ORDERING FROM DELUXE "DELUXE PLASTER"

LATEST CREATIONS—FINEST FINISH
CORN GAME FLASH
"NUF SED—YOU'LL BE SURPRISED"

Beacon BLANKETS and SHAWLS

Order Now—While They Last—Beacon Magnets—Mingos

WISCONSIN DELUXE CORPORATION
1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

MOHAWK VALLEY SHOWS

WANT for fourteen weeks in Cuba, Shows, Rides, legitimate Concessions. Transportation furnished both ways. Leave for Miami about November 25. Write or wire

LEO BISTANY,
Seminole Hotel, Jacksonville, Fla.

Clock Idea Gets Orders For Gottlieb Machines

CHICAGO, Nov. 7.—Gottlieb officials report that "the games which are equipped with genuine Hammond electric clocks are being enthusiastically received by jobbers and operators who have put in their orders for Derby Day, College Football, High Card and Hit Parade. Of course, Hammond clocks are popularly known to be among the most reliable and accurate timepieces on the market."

WANTED MUSICIANS

SOLO CORNET, BARITONE.
Long season, Hartsboro, Thursday; Seale, Friday; Midway, Saturday; Clio, Monday; all Alabama.

MIGHTY HAAG SHOW

Joe Schwartz, head of the National Coin Machine Exchange, Chicago, dropped into see Dave Gottlieb a few days after he had placed a substantial order for clock-equipped games.

"You know, Dave," he said, "I expected these payouts to be met warmly by operators, but I didn't expect to be cleared out so fast. In fact, I'm here to get this stack of orders filled and I want all I can get quick for stock. The Hammond Electric Clock is a real selling point if there ever was one. Operators in my territory are praising this radical, new idea to the skies."

"I'm not surprised," said Dave Gottlieb, "we built Hammond Electric Clocks into these payouts after a great deal of planning and testing because we knew

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Concessionaires NOVELTY SUPPLY FOR FAIR, CARNIVAL, CIRCUS, GARDEN STORES, WHEELS, ROLLS, COIN GAMES, ETC.

Catalog with New Low Prices
THE TRIP NOVELTY COMPANY
TIRECANE CITY, OHIO

WANTED

Shows, Rides and Concessions not conflicting for Winter Rides. Those wishing to book can join now and have preference. This Show will show up near location on 3d St. Lot, Macon, Ga. WILL BUY Ferris Wheel or small Merry-Go-Round.

J. L. JOHNS, Manager, Alamo Shows, Macon, Ga.

WANTED WANTED

CAPITAL CITY SHOWS

Rides, Shows and Concessions that don't conflict. Will be out until Xmas. Mrs. Kline vice Wimpy. Cotton come on. This week Minter City, Miss. Wire or write PHIL ROCCO.

Wanted Oriental Dancers

CAN USE Dancers, Girls at all times. Fan Dancers, Strip, Dance and Rumba, Bubble or Balloon Dancers. Get in touch with me at once. Plenty of Museum work in surrounding cities. Write for booking.

AL PAULERT, Mgr., Oriental Village, South St. Museum, 1419 South Street, Philadelphia, Pa.

Shoot-a-Lite Called Ideal Target Machine

CHICAGO, Nov. 7.—“When we tell you that Exhibit's Shoot-a-Lite is the perfect rifle target game it's like saying Lou Gehrig, of the Yankees, is a great ball player,” says Leo J. Kelly, of the Exhibit Supply Company. “Shoot-a-Lite has everything you could ask for in a photo-electric target at the world's lowest price for a moving target game.”

Kelly continued, outlining the essential elements for the ideal target game for operators: “There are four special features which we have built exclusively in Shoot-a-Lite. They are essential and without any of them imitation ray-shooting games will fail. Shoot-a-Lite first of all features realism, the same thrill a sportsman gets from an early-morning duck hunt. Gun built to real rifle proportions, precision sights and lifelike moving targets with sound effects bring all the thrill of a big-game hunt right into your location.

“The second feature that appeals exclusively to Shoot-a-Lite players is its test of skill. Only Exhibit's lifelike action in moving targets can give this true test of marksmanship. Instead of one target Shoot-a-Lite has four moving targets that furnish a thoro test of skill. Shoot-a-Lite, however, may be adjusted to suit beginners, fair, good or crack shots. This assures continuous play, for as the players get more skillful the game can be adjusted to make the test of skill more severe.

“The third and fourth features in Shoot-a-Lite have to do with the operator. Shoot-a-Lite is built sturdily, perfected mechanically and has the triple player attraction of flashing lights in perpetual display, colorful settings in modern design and the optical illusion of a real hunt that attracts everyone entering the location.

“Frankly,” said Kelly, “I don't believe a better photo-electric target game can be built. Our fourth big feature is our low price. Shoot-a-Lite is adaptable to any type location, for it can be placed on ceiling, wall or pedestal, which is adjustable for height and any practical distance.”

Ontario Puts Approval On Electropak Device

DETROIT, Nov. 7.—Electrical Products Company announces that its Electropak device, widely used in the coin machine industry, has been approved recently by the Hydro-Electric Power Commission of Ontario.

The honor conferred upon the Electropak can be fully evaluated by this single point, Epco officials say, that up to the present time it is the only power unit that has been given the right for Canadian sales. The restrictions and high standards demanded by the commission are exceptional. Electropak conforms with their requirements and has been granted approval No. LA5076. Hydro-Electric Power Commission of Ontario exercises practically sole control of all electrical devices sold in the territory.

Electropak has proved itself not only an efficient advancement but an extremely economical factor in location operation. As standard equipment with 92 per cent of all the automatic amusement manufacturers, the unit has on each location saved many times the cost of ordinary batteries per year.

Once the Electropak has been installed it is entirely independent of replacements or repairs, assuring service for more than the full life of the amusement machine itself, Epco officials claim. The Epco firm is also responsible for the Adaptapak. This power unit, naturally manufactured under the highest standards of production, serves the same purpose as the Electropak, except that it can be used with alternating or direct current.

Another nationally known item, made by the Electropak Products Company, is the Epco fuse eliminator. This device saves from \$7.50 to \$15 per year for each electrically operated machine. Replacing the ordinary glass fuses that “blow,” the Epco fuse eliminator offers an unlimited period of fuse service. Easily installed, this eliminator assures perfect fuse protection. After a short or overloaded circuit occurs it can be immediately reset for further use without expense of replacement or the inconvenience of removing parts. It is an absolute prevention against lost operating time resulting from this type of breakdown.

The Electrolok, a device which prevents mishandling of the machine when the

Hub Music Ops To Meet

BOSTON, Nov. 7.—A meeting for the express purpose of organizing music coin operators in this area has been called to convene at the Hotel Essex here Tuesday evening, November 17.

All music operators and those connected with the trade are cordially invited to attend and to bring some ideas along with them.

plug is disconnected from the socket, is another member of the famous Epco line. It is a flawless preventative against cheating when the machine is not under operating power.

Leading manufacturers, distributors and operators have many times expressed their appreciation of the invaluable benefits rendered to the entire automatic field by the dependable Epco products.

L. G. Anderson Forms New Distributing Company

DETROIT, Nov. 9.—Leslie G. Anderson, formerly sales promotion manager of *The Billboard* and general sales manager of the George Gonser Company, announces that he has formed a distributing company known as General Amusement Devices Company at 3136 Cass avenue here.

The company will distribute all types of coin-operated equipment in Michigan and Ohio. Further particulars will appear in next week's issue of *The Billboard*.

DODSONS RAISE

(Continued from page 3)
tin, was cleverly produced and presented by the personnel of the *Gay Paree Review*. Ray Balzer acted as emcee and handled the situation like a veteran. Clarence Sherman worked diligently to make the affair a success, as did M. G. and C. G. Dodson. A Kangaroo Court, presided over by the Hon. Judge C. G. Dodson, helped to increase the fund. Professor Charles Clark and his Zouave Band furnished the music.

DIVORCES

(Continued from page 33)
musical director, in Bridgeport, Conn., recently.

LONDON NIGHT SPOTS

(Continued from page 4)
phenomenon, and Four Trojans, Californian athletes and tumblers with a dandy act, are held over.

Molly Picon succeeds Sophie Tucker at the Grosvenor House. Miss Picon, a sensational hit in English vaude, has chosen her numbers for a floor show with discrimination and consequently is a big hit. A novel act is that of Doray and Chela, Cuban monkey dancers. Peppy and Inbricate. Pamela Randall, 18-year-old English showgirl recently elevated to stardom, hits solidly. She's a looker besides being talented.

Mignone, American acrobatic danseuse, hits with a corking routine. Currently at the Ritz Hotel and duplicating her success at the Savoy.
Dora Orlando, Continental cabaret star, made a successful English debut at the May Fair Hotel.

Don Galvan, Mexican troubadour, is a holdover at the San Marco.
George Beatty is back at Trocadero and scoring loads of laughs with his witty and up-to-date material.

Following acts are being held over: The Whirlwinds, sensational roller skaters; and Michel and Hero, comedy and dancing xylophonists, at the Trocadero Grillroom; Lydia and Joresco, swell dancers, and the Wiere Brothers, versatile and refined comedy novelty, at Dorchester Hotel; Clifford Fisher's show at the London Casino, and the Yacht Club Boys at the Cafe de Paris. B. R.

MTAPA To Drive Against Unlicensed Bookers First

BOSTON, Nov. 7.—Formal acceptance of by-laws and the charter of the newly organized Massachusetts Theatrical Agents' Protective Association became the first steps in the fulfillment of Boston theatrical booking agents' dreams at a meeting held Thursday in the Metropolitan Theater Building.

More than 25 agents paid their \$10 charter fee, with others sending in checks to Everett L. Rich, treasurer. Charter will be open at least one month, according to Lew Frey, president. Proce-

VEMCO'S "OO" CLOSE-OUT BARGAINS

- | | |
|--|--------------|
| 7—DAVAL RITHMATIC COUNTER GAMES | EACH \$ 8.00 |
| 16—*MODEL "B" TRAFFICS, 5 BALLS | 8.00 |
| 6—MILLS NEIGHBORS | 10.00 |
| 2—*DAVAL AUTOPUNCH COUNTER MACHINES | 12.00 |
| 2—JENNINGS CONFECTION VENDING SCALES | 15.00 |
| 7—ROCK-OLA TOTALITES WITH PAYOUT REGISTER | 20.00 |
| 17—SHYVERS ROUND 'N' ROUNDS WITH PAYOUT REGISTER | 20.00 |
| 5—*DAVAL BOWIE, 1 BALL | 20.00 |
| 2—*WESTERN COCOANUTS, 1 BALL | 20.00 |
| 1—*ROCK-OLA GOLD RUSH, 1 BALL | 20.00 |
| 1—*PACIFIC ECLIPSE, 1 BALL | 20.00 |
| 1—*MILLS EQUITY, 1 BALL | 20.00 |
| 1—MILLS OWL LIFTER (FLOOR SAMPLE) | 25.00 |
| 2—IRON CLAW DIGGERS | 25.00 |
| 40—*MILLS TYCOONS, 1 BALL, SEVEN SLOT | 39.00 |
| 4—*JENNINGS HIT IT BASEBALL GAMES, 3 BALLS | 39.00 |
| 1—*A.B.T. TRANS PACIFIC, 1 BALL | 39.00 |
| 1—*MILLS POSITION, 5 BALLS | 39.00 |
| 1—*MYSTERIOUS EYE DICE MACHINE | 35.00 |
| 6—*JENNINGS FLICKERS, 4 BALLS | 79.00 |
| 8—MILLS TRIPLE SLOT TROUBADOUR PHONOGRAPHS | 100.00 |
| 7—*BALLY RELIANCE DICE MACHINES, 5c PLAY | 60.00 |
| 3—*BALLY RELIANCE DICE MACHINES, 25c PLAY | 65.00 |

(Skee Games at Money-Saving Prices)

- | | |
|-------------------------|--------|
| 16—BALLY ROLLS | 145.00 |
| 10—WURLITZER SKEE BALLS | 165.00 |
- (Machines Marked Thus * Are Automatic Payout)

Every piece of equipment listed above bears the well-known "VEMCO" guarantee. Our terms are one-third certified deposit with order, shipment C. O. D. for balance. Don't delay! Phone, wire or write for your requirements today.

THE VENDING MACHINE CO. FAYETTEVILLE N. C.

sure will then be undertaken to incorporate.

First major act of the MTAPA will be to pursue, obtain evidence and prosecute persons who are booking without licenses. Efforts will also be made to stop taverns from booking their own entertainment.

Next meeting of the MTAPA is scheduled for November 12 in the Metropolitan Theater Building.

Memphis Band News

MEMPHIS, Nov. 7.—Joe Sanders' Orchestra is booked to follow Tom Gentry into the Hotel Claridge November 27 for a three-week stay.

Leonard Keller's Orchestra will come to the Peabody Hotel ballroom Tuesday, succeeding Herb Gordon's Band. Keller comes from Casa Madrid in Louisville.

Silver Slipper night club continues its policy of playing occasional one-nighters. Carl (Deacon) Moore was at the Slipper this week, and Slatz Randall is due tomorrow.

Central Artists' Bookings

NEW YORK, Nov. 7.—New Central Artists' Bureau here has just spotted Edith Roark and Maryan Mercer into the Vogue Club. Opened yesterday. Both came out of the Caliente Club. New office also signed Marcia Stewart, ballet dancer, to an exclusive binder. Al Jay Slep has joined the office, doing publicity.

Name Bands in Pittsburgh

PITTSBURGH, Nov. 7.—Roosevelt Hotel has reopened its Gold Room for Saturday night operations only. Name bands will be used. Jack Miles' Orchestra was the opening outfit.

New Frisco Agency

SAN FRANCISCO, Nov. 7.—New band-booking agency, Associated American Artists, has opened at 101 Post street. Headed by Tom Coakley, former band director, now practicing law; Richie Dorso, for the past five years with the Hotel Del Monte, Del Monte, Calif., and Dean Maddox, emcee and radio producer.

Will also go in for radio production and other entertainment angles.

New outfit has Harry Barris' Ork, now at the Cotton Club, Culver City, and several others under contract. Coakley is said to be co-owner of Carl Ravazza's Ork, which he once directed.

Oshkosh, Wis., May License Night Clubs

OSHKOSH, Wis., Nov. 7.—Proposed floor-show ordinance here requiring issuing of licenses to taverns and other spots providing such entertainment has already been referred to committee and police for further study following two readings in council.

Tentative suggestions placing the fee at \$10 and \$25 were made by Aldermen Joseph Seftenberg and A. J. Shumway.

Liquor Board Gets Tough

SCRANTON, Pa., Nov. 7.—With night spots seeking institutionalization, the State Liquor Control Board is continuing its drive to keep the night haunts along legit lines. Board agents were successful in having the licenses of 31 spots in Lackawanna County revoked for violation of the State liquor code. During the past month seven niteries in the Philadelphia area felt the ax.

Texas Hotel Adds Band

EL PASO, Tex., Nov. 7.—Bob Miller's Orchestra is appearing daily in the Gold Room of the Hotel Paso del Norte, first ork in the spot in years. Features Maybeth Carr and Bert Douglas in vocals. Opened Halloween to a nice crowd. Engagement is indefinite.

20 MILLS FUTURITYS

5c Play, Used Two Weeks, Like New, \$75.00, Apply your Silent Slots toward Bowling Games, Pay Tables.
D & S NOVELTY CO.,
1005 Broadway, Rockford, Ill.

Wanted To Buy For Cash - - ROTARY MERCHANDISERS

Wire or Write
Monarch Coin Machine Co.
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Write for Price List, Just Off the Press.

High Stakes

with the alluring "match-a-color" Horses, Win - Place - Show positions, and changing, teasing odds, ranks topmost among Counter Games today.

High Stakes

brings immediate player response, jerks up sleepy locations and changes them overnight into "bright spots." It has "class," it's way out in front as the liveliest money maker.

High Stakes

Through its unique award system gains player loyalty. There are HIGH STAKES Fans on every spot, it's a natural, a repeater, it gets the glad hand every time.

STAKE YOURSELF TO PROFITS WITH HIGH STAKES



TWENTY ONE BLACK JACK

A DE LUXE Game, of elegant appearance, with high profit potency. Earnings surpass all records ever established. You must compare it with others to appreciate its greater profit capacity.

TWENTY ONE BLACK JACK

Remarkably silent performance is indicative of the matched precision of all component parts. You can run it on "bright spots" without attracting unwanted attention. "Golden Silence for Golden Profits."

TWENTY ONE BLACK JACK

is absolutely cheatproof. Nobody can shake its Reels or manipulate its shutters fraudulently. Your Locations won't have to make good on fake payouts, your net profits are much larger as a result. In "21" Games—it's a Groetchen Landslide.



GROETCHEN TOOL COMPANY
130 NORTH UNION ST., CHICAGO

London

LONDON, Nov. 7.—There is quite a bubble of activity in British manufacturing circles these days. Scott, Adickes & Company seem to be making a habit of introducing a new British table at regular intervals. Latest from this source is called Fives-Board, inspired by the dart throwing game. Play is 10-ball with top of field designed as colored dart board. This has, in addition to a number of ordinary score pockets, a double 20, triple 20 and 50, identical with principal scores in darts. Each of these lights up section of a glass of beer situated on field below ordinary score pockets. All scores are shown in channel register at bottom of field, balls falling thru pockets into channel of corresponding number.

First table here to introduce light up of glass of beer was Cheerio of Major Automatics. This was on small side, bigger than usual counter models and smaller than standard tables. To meet demand, it is now produced in larger size. Backboard has large glass of beer which players light up in sections as balls enter correct pockets. Cheerio is favorite English expression when folk drink together.

Bryan, famed for cranes and wall machines, has produced All Sport, an upright version of ice hockey theme. Two players participate and endeavor to score goals against each other. Balls play between two sheets of strong glass behind which is panoramic all-sports scene in color. Operator makes choice as to number of balls which are ejected at each end in turn.

Ahrens is busy turning out rotary skill merchandisers; British American Novelty Company is introducing new upright shooting machines, and Burrows Automatic Supply is at work on new table.

Other manufacturers are concentrating on new machines which will not be revealed until the Coin-Operated Machine Exposition at Royal Hotel next February. Lineup of those already booked to show includes Bryan (own manufacture); Kraft's Automatics (line not announced); Shefras Automatics, Ltd. (own manufacture, O. D. Jennings, Rock-Ola); Original Machine Manufacturers, Ltd. (British Brenner Machine Guns); Western Novelty Company (Crackshot and other lines), Major Automatics (own manufacture); Bolland's Automatics Machine Supply, Ltd. (own manufacture); Goddard Novelty Company, Ltd. (Stoner, Watling and Buckley); Scott, Adickes & Company, Ltd.

Wurlitzer Hub Party Success; Capehart Speaks on Music Biz

BOSTON, Nov. 7.—Three hundred and fifty-nine Wurlitzer-Simplex phonograph operators, wives, sweethearts and friends from the New England territory paid homage to Homer E. Capehart, vice-president of the Rudolph Wurlitzer Company, at a banquet held Thursday night in the Pearl Room of the Copley Square Hotel here.

Supreme Amusement Company of New England, Inc., owned and operated by Ben D. Palastrant and M. J. Lockwood, was host to the large gathering. Ben L. Kulick, New England district manager, was toastmaster.

Highlights of Capehart's informal address that brought much applause and cheering included:

"There are big possibilities in the coin-operated music business as a business.

"Operators are not shouldering the business as seriously as they should. In comparison with other businesses there is no doubt in my mind that the music business is tops. It's a grand venture with continuous profits. The operator can move his equipment from location to location as he desires. There are no headaches, no leasings, no multitude of equipment to cart away when an operator makes up his mind to gypsy it.

"It has long been a profitable business. The operator controls and runs his own business. He's his own boss. The one thing, however, that is hurting the business—and it is unwarranted and unnecessary—is the chiseling methods, the high pressure and promotional tactics employed to sell product. The coin machine business is a \$10,000,000-a-week proposition. This is based on the esti-

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

REBUILT - READY TO OPERATE

STAMPEDE	\$16.50	TYCOON	
DE LUXE 46	22.50	(NEW FRONT) . . .	\$54.50
HOLLYWOOD	26.50	ROCK-OLA ALAMO . .	39.50
MONTE CARLO	39.50	DAILY RACES	42.50
RED SAILS	44.50	BROKERS TIP	39.50
MULTIPLE	69.50	PAMCO CHASE	49.50
RELIANCE 5c	49.50	PAMCO BALLOT	59.50
DOUBLE HEADER	42.50	PALOOKA JR.	69.50
		PALOOKA SR.	79.50

REEL "21" . \$23⁷⁵ | RACES . \$17⁵⁰

Lifetime Guarantee on These Games

1/3 Deposit With Order, Balance C. O. D.

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

(Exhibit, Genco and British and German lines); Samson Novelty Company, Ltd. (Mills Novelty and Hoover); International Coin Counting Machine Company, Ltd. (coin counting machines); C. Ahrens (own manufacture); British American Novelty Company, Ltd. (own manufacture, Buckley, etc.); Coin-Operated Machine Supply (Daval and Groetchen); S. Capaldi & Co., Ltd. (Mutoscope); Strand Automatics, Ltd. (A. B. T. and British products); Amusement Equipment Company, Ltd. (own manufacture, Wurlitzer, Royal and others); Burrows Automatic Machine Supply Company, Ltd. (Seeburg, Gottlieb, Pace and own manufacture); L. Walton (own manufacture); Exhibit Machine and Merchandise Company, Ltd. (merchandise); Jacobs & Woolf (merchandise); J. Kleiner & Sons (merchandise); Connick & Company (merchandise); Wholesale General Warehouse Company (merchandise) and the French trade as a representative body.

Dave Buckman, of Auto Machines, London jobbers, plans another visit to New York in near future.

Thanks to teaching of Samson Novelty boys, Buckley's L. V. Hodgson is be-

coming a star fisherman. Look out for tall fishing yarns when he returns to the States. For his firm he has just introduced Diamond Mine and payoff model of Double Nugget.

Once a month during winter machine men-manufacturers, sellers and operators will meet for conviviality in popular hostelry in London's Petter Lane. Such gatherings will be known as the Slot Club and first is set for November 21 when a "hot pot" supper will be served. Inspiration for these gatherings comes from J. G. Brenner, of Original Machine Manufacturers. Reel "21" has been subject of price cutting "war" between four prominent factors. Operators may have benefited, but trade as a whole has not regarded the affair in favorable light. Jobbers got a nasty hit and have talked of retaliatory measures should such a thing happen again.

Claim Endurance Record For Ray-o-Lite Demand

CHICAGO, Nov. 7.—Still in steady production on the Ray-o-Lite target machine, the J. P. Seeburg Corporation claims that demand for the machine has brought the record up into the thousands.

Officials of the firm said that "the marvelous acceptance of this unusual machine by the industry, as well as the general public, is encouraging. Myriads of people of all ages and classes have played the Ray-o-Lite rifle range. Its popularity cannot be estimated except by dollars and cents of the operators' profits. With this as a standard of measurement, undoubtedly Ray-o-Lite will rank as one of the greatest amusement creations of all time.

"Now that some time has passed it can truthfully be said without one reason for denial that the Seeburg Ray-o-Lite rifle range has proved itself an amazingly consistent money maker over a long period of operation. It cannot be accused of being a short-lived success, for today the Seeburg rifle range is one of the major contributing factors to the industry's income. Noteworthy is its constantly trouble-free operation. Undoubtedly this is largely responsible for the tremendous profits being made on thousands of locations.

"Altho production has reached such a high volume peak, the careful precision workmanship so characteristic of the J. P. Seeburg Corporation for over 30 years is not lacking."

LOOK
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

Sweet 21 Is New Game Made by Chicago Coin

CHICAGO, Nov. 7.—Chicago Coin Corporation offers a new game, to be called Sweet 21, which is said to be a de luxe type of game that will "revolutionize the one-ball payout table field."

Officials state that "its playing mechanism is the cleverest adaptation of blackjack ever devised. A super-size odds commutator presents the deal, the number to be beat and the odds to win. An unusual improvement is a 1 1/4 inch steel ball, the first mammoth-sized ball to be used in any game!"

"The designing engineers responsible for this advancement in amusement machines have injected a new idea which assures big profits. Sweet 21 is regulated to pay out frequent small awards plus offering the possibility of 40 to 1 odds. Proven psychological tests have convincingly demonstrated that this is a reliable come-on, inducing repeat play and satisfying the player."

"The de luxe cabinet dimensions are 55 by 26 inches. Adding to its powerful traffic-stopping appearance is an eight-color panel depicting a casino scene and a flashy, colorful playing field."

"Equipped with the new type 12-volt Electropak, power trouble is automatically eliminated. All machines undergo an exhaustive test to insure against location breakdown. Every game is played 5,000 times to substantiate its correct payout percentage before it is placed on the market."

PHILLY AGAIN

(Continued from page 4)

house managers went into a huddle with the musicians' union, theaters claimed that the song and dance shows were a losing proposition from scratch and threatened a steady diet of dramatic fare. However, month of November finds all predictions going overboard and no less than four musicals on tap for the takers.

Forrest has *New Faces*, with the Duncan Sisters, on Monday (9) for a fortnight's stay. On the follow Shuberts bring in their new Beatrice Lillie-Bert Lehr musical, *The Show Is On*, for another two weeks. Other musicals include the University of Pennsylvania's 40th annual *Mask and Wig show This Mad Whirl*, for Turkey week at the New Locust and Alex Yokel's production of Rodgers and Hart's *Babes in Arms* at the Erlanger November 30.

It now appears certain that *The Women*, Max Gordon's production of Claire Boothe Brokaw's new play, which will have an all-female cast, will premiere at the Forrest December 7, staying for a fortnight. Margalo Gillmore will have the leading part. More shifting of dates gives Philadelphia another premiere November 30, Sam Harris presenting the new George S. Kaufman-Moss Hart comedy, *You Can't Take It With You*, coming to the Chestnut for two weeks, putting *Lady Precious Stream* back to December 14.

WCTU HITS

(Continued from page 4)

clared. She asked that the Iowa WCTU exert its influence to put an end to block booking and blind selling and to urge enactment of laws which would bring about federal regulation of films.

Miss Aldrich declared that one of the evils of the moving picture business is that the most underprivileged sections of cities, the breeding centers of crime and loose morals, almost invariably get the poorest pictures. She deplored the increase of drinking scenes in pictures and urged that pressure be brought to stop it.

SCREEN PLAYWRIGHTS

(Continued from page 4)

Screen Playwrights, Inc., on the problems confronting both the writers and the producers in the film industry, it was indicated that producers would recognize and sign a formal agreement with SP before the expiration of the Academy of Motion Picture Arts and Sciences' writer code. This will have the industry working under two distinct writer pacts, with the scrapping of the Academy agreement slated at the conclusion of its run in October, 1937.

The no action has yet been taken, it is understood that producers are in favor of the SP proposed agreement, which will be similar to the Academy pact in many ways, but with additional concessions. New angles chiefly concern credits and the limitation of such to those contributing to scripts. Another phase to be settled will be arbitration of differences.

Screen Playwrights represents about

Sheet-Music Leaders

(Week Ending November 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. The Way You Look Tonight (1)
2. When Did You Leave Heaven? (2)
3. I'll Sing You a Thousand Love Songs (5)
4. A Fine Romance (3)
5. Me and the Moon (4)
6. South Sea Island Magic
7. Sing, Baby, Sing (7)
8. Organ Grinder's Wing (10)
9. Did I Remember? (8)
10. I Can't Escape From You (11)
11. Close to Me (14)
12. Pennies From Heaven (12)
13. A Star Fell Out of Heaven (6)
14. When a Lady Meets a Gentleman (9)
15. Mickey Mouse's Birthday Party

Above column was received too late to be included in usual departments.

150 of the industry's writers and studio men who bowed out of the Screen Writers' Guild a number of months ago.

MAINE CHANGES

(Continued from page 3)

December and are not in position to contract for attractions in November.

Next annual will be in Bangor in January, 1938, members to be guests of Bangor Fair Association. Josiah Stewart, Bangor, was elected president; Francis Friend, Skowhegan, first vice-president; Samuel Woodard, Brunswick, second vice-president; James S. Butler, Lewiston, secretary, and F. W. Hill, Bangor, treasurer.

There was a good turnout of free attractions, carnival and fireworks representatives. Business sessions were attended by 138 members, and more than 200 were at the annual banquet. Because some members were not in attendance it was voted to recess to meet in Augusta in January, 1937, at the call of the president. More details of the meeting will appear in next week's issue.

Word came today of the death of Fred W. Weston, 43, chairman of the State racing commission, who attended the meeting here and made two addresses. He was stricken with a heart attack upon return to his home in Skowhegan, where he is survived by his widow and a daughter.

JOHNSON'S RODEO

(Continued from page 3)

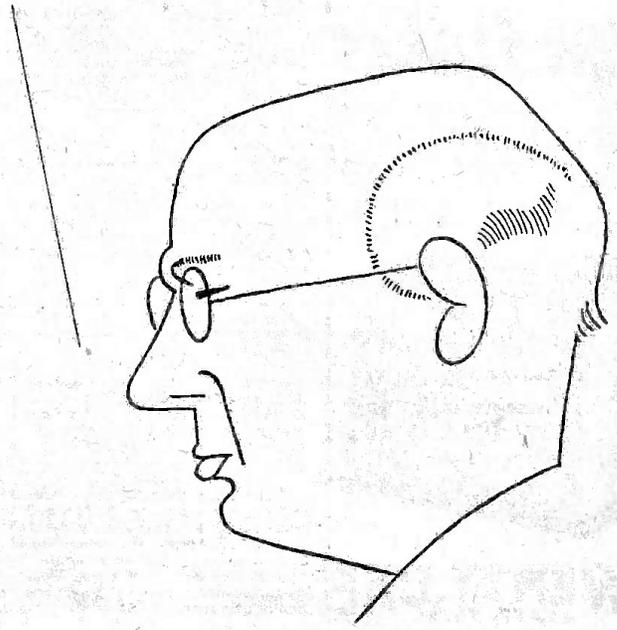
Madison Square Garden engagement and the many injuries sustained there.

Actual day-money winners and the start of first go-round didn't begin until Tuesday evening because of the strike. However, those who did compete in Monday's contests and weren't among the strikers received due prize money.

Accidents at the Boston Garden engagement have taken their usual toll, with several broken arms, concussions of the brain, neck sprains, etc. John Jordan broke a finger on his right hand while competing in the cowboys' saddle bronk-riding event. Jordan is also announcer of the rodeo. Other contestants sustaining injuries were Harry Van Campen, right arm broken, bareback bronk riding; Rose Smith, severe shoulder injury, bronk riding; Hike Wolrich, broken arm, bareback bronk riding; John Beasley, both wrists sprained, steer riding; Bob Matthews, sprained neck, steer riding; Bob Matthews, trampled by steer; Paul Carney, face and head injuries.

Hugh Bennett, 1934 champion steer wrestler and calf roper, established a new world's record of 63-5 seconds in the steer-wrestling contest yesterday. This time was the best made at any of

GENTLEMEN, when an operator wrote me today and said: "Mills Railroad is easily the best payout pin table ever put on the market!", I couldn't help feeling his enthusiasm, but at the same time I couldn't get excited. For many weeks now letters just as potent, just as glowing, as his have been passing over my desk. Not a customer has ever expressed anything but complete satisfaction over cash box results. The price of Railroad, the 7-slot, 27 pay-station table with new motor payout, is \$135, F.O.B. Mills Novelty, 4100 Fullerton, Chicago, Ill.



***MILLS RAILROAD**

WANTED FOR BRUCE SHOWS

Join here, Corn Game and Legitimate Concessions. Douglas, Ga., Fair, this week; Fitzgerald, Ga., school grounds location, next week. Wire quick. W. R. HARRIS, Manager.

Colonel Johnson's rodeos, either at Madison Square or Boston Gardens, during the last six seasons. Matinee crowds cheered the performance.

Buel Johnson, of Parks, Ariz., and Violet Clement, of Edmonston, Alta., skipped off to Rhode Island and were married Wednesday following a courtship of three days. Making their acquaintance last Sunday, the romance blossomed when Johnson sustained a fractured rib and a broken knee cap in competition last Monday night.

Following are the results for Monday night contests. Bareback Bronk Riding—Harry Van Campen, \$45; Clinton Booth, \$27.50; George Conwell, \$20. Bell Calf Roping—Howard Westfall, \$100. Cowboys' Bronk Riding—Tommy Horner, \$45; George Conwell, \$40; Dick Slapbert, \$35; Harry Davis, \$30. Steer Wrestling—Oklahoma Curley (10 seconds), \$45; Pete Kerscher (13 3-5), \$37.50; Jonas DeArman (14 2-5), \$30; Bert Weems (15 1-5), \$22.50. Steer Riding—Carl Dykes, \$40; Buel Johnson, \$32.50; Joe Orr, \$25; Harry Van Campen, \$17.50. November 3 saw the beginning of day-money winners. Results are for evening contests unless otherwise stated. Bareback Bronk Riding—First day (Tuesday thru Thursday), Paul Carney, \$137.50; Walter Cravens, \$82.50; Hoytt Heffner, \$55. Cowgirls' Bronk Riding—First day (Monday and Tuesday), Vivian White, \$81.25; Mildred Mix Horner, \$65; Rose Smith and Ruth Woods split third and fourth, \$40 each. Second day (Wednesday and Thursday), Alice Greenough, \$81.25; Violet Clement, \$65;

CIRCUS ACTS WANTED

Few more Ground Acts doing two and three. Act to feature. Write at once—do not wire. Send descriptive matter and state all you can and will do. Work man or shine. One-day stands. State positive lowest winter salary. Must have your own transportation (We furnish gas). Feed and sleep yourself. Keep sober. Work all winter. Why spend the summer B. R.?

AGENT WANTED.

Must be capable of selling Circus Unit to high-class supplies. Must have Car. State all. Pay own. UNIT OPENS NEAR JACKSON, MISS., DEC. 1. L. L. Etchison wire. Address CIRCUS, St. Francis Hotel, St. Louis, Mo.

Ruth Woods and Grace White split third and fourth, \$40 each. Calf Roping—First day (Tuesday and Wednesday), Everett Shaw and Bob Crosby split first and second (21 2-5), \$123.75 each; Ralph Bennett (27 1-5), \$90; Dick Truitt and Tom Breeden split fourth (27 2-5), \$33.75 each. Bronk Riding—First day, Frank Martz, \$135; Eddie Curtis, \$112.50; Turk Greenough, \$93.75; Pete Knight, \$71.25; Melvin Tivis, \$52.50; Hub White-man, \$30; Herman Linder, \$22.50. Steer Riding—First day (Tuesday and Wednesday), Melvin Harper, \$80; Carl Dykes, \$65; Canada Kid, \$47.50; Buel Johnson, \$32.50. Wild-Cow Milking (Monday), Stretch Elsele (47 1-5), \$35; Clinton Booth (57 4-5), \$25; Jonas DeArman (59 3-5), \$15. Wild-Cow Milking (Tuesday), Howard Westfall (37), \$35; Carl Shepard (40 2-5), \$25; Clinton Booth (43), \$15. Wednesday, Johnnie McEntire (37 3-5), \$35; Hugh Bennett (53 2-5), \$25; Jake McClure (59 3-5), \$15. Thursday, Everett Shaw (23 3-5), \$35; Roy Mayes (50), \$25; Joe Welsh (52 2-5), \$15.

Genco's BANK ROLL
on **2163** LOCATIONS has **PROVEN** its *Leadership*

Buy BANK ROLL

With the ASSURANCE that it is 100% Mechanically perfect and will OUT-PULL all others as a nickel getter ! !

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FREE BANK ROLL Write TODAY for Details as to How You Can Get a BANK ROLL Absolutely Free!

Western Plans Machine For Every Type Location

CHICAGO, Nov. 7.—Western Equipment and Supply Company, is aiding operators to follow the maxim, "There's an amusement machine for every location." Regarding this, Western Jimmy Johnson says: "Presenting a diversified line of the most famous coin-operated machines in the industry, this company has built a reputation for possessing not only the most advanced but original developments.

"The impressive array, now actively on the market, are Reel Races, Country Club, Top 'Em, Harmony Bell, Thoro-bred, and the latest Western creation, Center Smash, the biggest hit of the season, a one-ball automatic payout incorporating the intense appeal of football.

"The keynote of each Western production is the clever adaptation of playing appeals that have been proved intensely popular in their original form. In the case of Reel Races, the spinning odds device and the matched numbers feature are related to the thrilling sport of racing.

"Country Club has the familiar fascination of golf, employing a hazards device and a consecutive scoring payout feature that induces heavy play. Top 'Em is a variation of the old-fashioned card game of black jack. An illuminated back panel carries different odds for every number which change on each play. Harmony Bell, used in conjunction with automatic phonographs, is also very profitable when maintained as a separate unit. This machine has stimulated phonograph play tremendously in many locations. Upon the insertion of a coin, flickering lights behind a mirror signify win or lose and the amount of the award. The player gets a record selection whether he wins or not.

"Thoro-bred is a distinctive machine with the utmost in mechanical reliability and dynamic playing appeal. Seven people can play this machine at the same time. The mutuels change with each race and odds from 30 to 2 are automatically paid out on a winner. It possesses the thrill of the race track, as the first place horse is not known until the very finish.

"The season's most popular sport, football, has been cleverly used in Western's newest automatic one-ball payout table, Center Smash. A mystery coin chute lights from one to seven college pennants on the illuminated backboard. These pennants match seven field goal holes and touchdown holes on the field. One or all of these pennants may flash on, varying winning possibilities. To win an award the ball must enter a hole bearing the name of an illuminated pennant on the backboard.

"Naturally, with all these outstanding machines included in our line, production at this plant is at a maximum schedule to take care of rush orders with immediate shipment."

Business Idea

To the Editor: "We had a party at our house the other night for some of the newspaper gang and I had set up one of the Short Sox games made by Stoner, with the idea that some of the folks might not want to play bridge all evening. Not one of the guests was a pinball fan, but we never did get the bridge tables going, because everybody ganged around the pin table.

"I don't think the potential market for the games has been much more than scratched, because the game tables are not in a good many locations where a good many people would get to play them. The women were crazy about Short Sox, but they are women who never patronize taverns, cigar stores, etc., and consequently had not had the chance to find out about the pastime."—An Illinois Reader.

area proportions, which allow expert play and skillful bank shots. This game owes its popularity, largely, to its skill appeal, as it is known as the official bowling alley game all over the country. Bowlette is 14 feet in length and is equipped with de luxe features.

"A chip off the old block, Bowlette Jr., has all the thrills of the master edition, altho it is constructed on a smaller scale of 10-foot length. It has the same totalizing score mechanism and positive ball counter that is used on the larger game. Play is as exciting and satisfactory on Bowlette Jr. for its playing dimensions are proportionately similar.

"The size of Bowlette Jr. makes it available for almost any type of location. Placement opportunities are wide open, with profit reports offering further evidence of its consistent playing appeal. Its appearance and noiseless operation make it eligible for the most desirable locations.

"Recently the J. H. Kenney Company extended a free offer to all operators of a service kit for pin games. The response was far beyond expectations, for these handy tools are invaluable in location maintenance work. This presentation was made in accordance with the Kenney policy of close co-operation with the operator. The management exerts every effort to not only meet the tremendous order demands with immediate shipments but to assure complete and satisfactory service with every Kenney machine."

Maurie Ginsburg Back From Trip to Southwest

CHICAGO, Nov. 7.—Maurie Ginsburg, of Atlas Novelty Corporation, was seen about town this week, walking chipper and carrying around the air of a newly elected senator. He is back from a vacation lasting three weeks, which took him to Dallas, Fort Worth, Hot Springs and other places.

Noting the list of cities, his sales-minded brother, Eddie, says that Maurie must have mixed a little business with vacationing. However, the mention of Hot Springs arouses suspicion. Maurie reported that he took in the Texas Centennial in company with Johnny McMahon.

Maurie enjoyed the vacation so much that he sent Sylvia Freeman, his executive secretary, on an extended vacation, which she will spend largely in California.

Mrs. Anna Ginsburg, mother of the Ginsburg boys, and Eddie gave a welcome dinner upon Maurie's return, which really developed into a big family reunion. Maurie surprised them all by presenting souvenirs gathered here and there.

SALESBOARD OPERATORS

"TWELVE JACKS"

A Sure-Fire Profit Maker. Over 100 Winners, 2,100-hole Beard 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.

Formal Introduction of Targette To Be Next Week

CHICAGO, Nov. 7.—Only seven more days until the formal introduction of Kenney's newest creation, Targette, an electric ray target machine, so officials of the firm stated this week.

"Superior playing design, perfected mechanical and electrical construction have been combined to make this game the tops among rifle games, as Bowlette is in the bowling game field," they state. "Its unusually interesting play is based upon exclusive features developed by the J. H. Kenney Corporation. Despite high quality construction and de luxe equipment, it is being sold at a comparatively low price.

"Targette has undergone several tests, made purposely to uncover any defects that might arise on location. Thus Kenney engineering has maintained its enviable record, and the game has come thru its rigorous examinations with flying colors. The Kenney assurance of trouble-free operation is built into this latest production.

"Bowlette, the aristocrat of bowling games, by virtue of its long proven playing appeal and profit-making ability, is well on its way to a new sales peak. Production on this game, stimulated by the winter season, is approaching the maximum. Credit for the tremendous success of Bowlette must go to Kenney's designing engineers, who are responsible for the correct alley pitch and playing

EXCEPTIONALLY LOW PRICES ON MACHINES IN FIRST CLASS CONDITION

A.B.T. GRAND PRIZE.....	\$20.00	JUMBO (25c)	\$25.00
A.B.T. BIG SHOTS	20.00	LEATHERNECK	34.50
ALAMO	12.50	MULTIPLE	49.50
BALLY AIR LINE (10-Ball Automatic)	27.50	PAMCO GALLOPING PLUGS	42.50
BALLY DERBY	49.50	PAMCO CHASE	30.00
BALLY BONUS	40.00	PEERLESS	30.00
BALLY RANGER (New)	60.00	RAY'S TRACK (Named Arlington Downs; Used One Week)	250.00
BALLY-ROLL (practically new)	125.00	ROUND UP	52.50
BIG SHOT	27.50	SUNSHINE DERBY	20.00
CHALLENGER	52.50	TROJAN	17.50
GRAND SLAM	27.50	TYCOON	30.00
GOLD RUSH	7.50	SNACKS (3 Compartment Nut Vender; Same as New)	7.50
HIALEAH	40.00	WURLITZER SIMPLEX P-10	100.00
JUMBO	20.00		
JENNINGS DAILY LIMIT	29.50		

IMPORTANT No machines will be shipped at these prices unless a 50% Deposit is sent with order.

EARL E. REYNOLDS

SUITE 222 JEFFERSON HOTEL DALLAS, TEXAS

3000 BIG BARGAINS

SPORS wholesale catalog

AT WHOLESALE PRICES. Hundreds of items from many parts of the world are shown in Spors Catalog, 196 pages, chock full of Fast Sellers and 15 Money Making Plans for Agents, Jobbers and Dealers. This Catalog is free—send for it Today.

SPORS CO.,
11-36 Erie St.,
Lo Center, Minn.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Canada

ST. JOHN, N. B., Nov. 7.—Isaac Mintz, head of the Maritime Sales Company, with headquarters here, has become financially interested in the construction and operation of a motion picture theater in Halifax, with possibility of participating in another theater project in St. John. Associated with Mintz are his two brothers, Sydney and Jacob.

A. W. Covey, of St. John, who has been distributing and operating candy, gum and weight vending machines in the maritime provinces the past 25 years, is president of the Olympic Athletic Club, a new group organized to revive amateur track athletics in St. John. The club has applied for the Canadian track and field championships for 1937. Covey was active as an amateur sprinter a quarter of a century ago and later was president of the maritime provinces branch of the Amateur Athletic Union of Canada.

Frank J. Elliott, of Amherst, N. S., veteran distributor and operator of coin machines, has been renewing his contacts with operators since his return from the Magdalen Islands, Newfoundland and St. Pierre Islands at the head of his Bluenose Shows carnival company. Elliott distributes coin machines thru Nova Scotia, New Brunswick and Prince Edward Island, his headquarters being directly on the line between Nova Scotia and New Brunswick.

Harold Broderick, local distributor, has applied for authority to operate a passenger bus service in the parish of Lancaster, in suburban St. John.

Rotary Demand Grows Among Southern Ops

FAYETTEVILLE, N. C., Nov. 7.—Joe Calcutt, the man who heads the Vending Machine Company here, reports unprecedented demand from Eastern and Southern operators for the Rotary Merchandiser.

"To date the demand for the Rotary has far exceeded our biggest expectations," Calcutt stated. "Operators down here are displaying genuine enthusiasm



BOWL-A-GAME (by Mutoscope) uses the national health slogan of the bowling industry, "Bowl for Health," on the light-up board.

for the Rotary and orders are coming in from practically every section, and the thing that pleases us most about this business is the fact that in the majority of cases the orders are from operators who only a short time ago ordered Rotaries. In other words, these operators have had Rotaries out on their locations and have seen what a profit producer the machine really is and now are placing orders for additional machines for other locations. There certainly is no more positive evidence of a machine's outstanding qualities than this.

"We have discovered that the flexibility of the player appeal of the Rotary has had a lot to do with its tremendous popularity. Each time a few new items are added to the machine, an entirely new appeal is created, and this keeps the players continuously coming back for more. Operators here have been wise enough to figure that a machine with a player appeal that continues almost indefinitely is certain to assure them of a big steady income which repeats month after month and that is why the orders are gaining in numbers each day.

"There is another factor that may be directly responsible for this ever-increasing popularity of the Rotary. To all responsible operators we are extending the facilities of the CRK finance plan. Under this plan the operator makes a small down payment at the time of purchase and pays the balance in weekly payments. This gives him the opportunity of practically paying for his machines from profits. And in addition it enables the operator to order more machines than he could normally for the same amount of capital. We have found this service, as it might be termed, has greatly aided the operators in expanding their territories and they are thus daily enthusiastic about it."

TURF CHAMPS

Dominates The Entire Field!

TICKET MODEL



\$137.50

ELECTROPAK EQUIPPED

STONER CORPORATION

Aurora, Illinois

IF STONER makes it HOLD 'EM
 STONER'S New 8-Ball Novelty Game
 Ready for Delivery **ATLAS sells it**
 1200 N. WESTERN AVE. CHICAGO — 1201 FIFTH AVE. PITTSBURGH

TRIPPE'S NOVEMBER BARGAINS IN REBUILT AUTOMATICS

ACE (1 Ball)	\$22.50	JUMBO (1 Ball)	\$42.50
ALAMO	45.00	JUMBO (Ticket, 1 Ball)	80.00
ALL STARS	65.00	MAMMOTH	80.00
AUTO PUNCH (Counter)	22.50	MONOPOLY	45.00
BALLY DERBY	57.50	MULTIPLE	80.00
BIG FIVE SENIOR (2 or 5 Ball)	20.00	MYSTERIOUS EYE (Counter Dice)	20.00
BIG LEAGUER (1 Ball)	17.50	NATURAL	65.00
BIG SHOT (1 Ball)	25.00	PACE'S RACES	275.00
BONUS HOUR (10 Ball)	55.00	PERLESS	60.00
COCKTAIL HOUR (10 Ball)	80.00	PROSPECTOR	75.50
DAILY LIMIT	37.50	PUT 'N' TAKE	10.00
DE LUXE 48	30.00	RAMBLER (10 Ball)	30.00
DOUBLE SCORE	35.90	RELIANCE (Counter Dice)	89.80
DOUBLE UP (Stoner)	49.50	ROCKET (New Model)	8.00
ELECTRIC EYE (Exhibit)	80.00	SPARK PLUG, 5c (Counter)	6.00
FORTUNE (1 Ball)	29.50	SPORTSMAN	9.00
GALLOPING PLUGS	50.00	THOROBRED (Races)	300.00
GRAND SLAM	49.50	TURF CHAMPS	92.50
GRAND NATIONAL (Racchorse)	48.00	TYCOON	47.50
HARMONY BELL	15.00	VELVET (Ticket)	57.50
HIALEAH	50.00		

TERMS: 1/3 Deposit, Balance C. O. D. Specify Method of Shipment Preferred.

IDEAL NOVELTY CO. 1518 MARKET ST. ST. LOUIS, MO.

TURKEY CARDS
 75-Hole Card, 10-Lb. Turkey
 Nos. 1 to 15 Free.
 Nos. 16 to 35 Pay What You Draw.
\$5.00 per 100—\$35 per 1,000, Tax paid
 Full Cash Payment on All Orders.
LOUIS J. THEBAULT 4639 MILWAUKEE AVE. CHICAGO, ILL.

FOR BIGGER INCOME--OPERATE STONER GAMES

HOLD 'EM! EXCITING FOOTBALL GAME \$54.00 WITH ELECTROPAK!

TURF CHAMPS. COMBINATION TICKET & CASH WITH ELECTROPAK \$137.50

D. ROBBINS & COMPANY, 11418 De Kalb Ave. Brooklyn, N.Y.

TURKEY BOARDS and CARDS

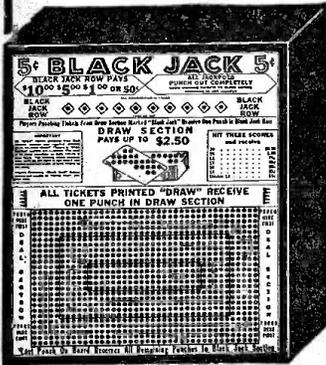
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GLOBE PRINTING CO. Philadelphia, Pa.

1023-27 RACE ST.

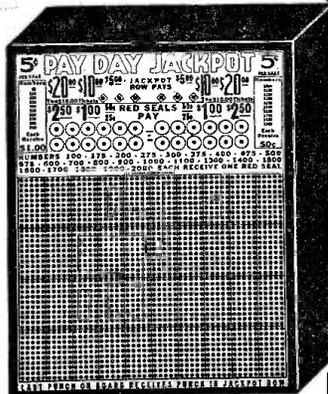
HARLICH SALESBOARDS

The World's Finest Line
FIRST CHOICE EVERYWHERE!



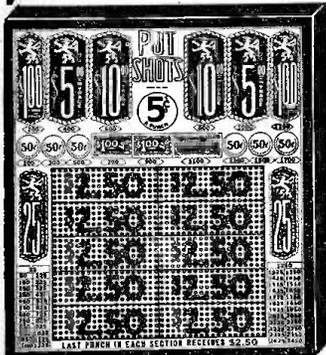
\$10.00 DEFINITE WINNER BLACK JACK

No. 1127 1000 Holes
Played just like the popular card game of the same name.
Takes in \$50.00
Average Payout 22.88
Average Gross Profit ... \$27.12
Price \$3.77 Each
Price includes easels and fraud-proof tickets for big winners.
A HARLICH JUMBO BOARD



\$20.00 and \$10.00 TO GO AFTER PAY DAY JACKPOT

No. 2003 2000 Holes
Takes in \$100.00
Average Payout 44.36
Average Gross Profit ... \$ 55.64
Price \$5.96 Each
Price includes easels and fraud-proof tickets.
A HARLICH JUMBO BOARD



75 BIG WINNERS POT SHOTS

No. 3075 3000 Holes
Takes in \$150.00
Definite Payout 75.00
Gross Profit \$ 75.00
Price \$3.83 Each
Price includes easels and fraud-proof tickets for big winners.



FIVE \$10.00 WINNERS BAGS OF GOLD

No. 4092 4000 Holes
800 Free Punches
Takes in \$160.00
Definite Payout 92.00
Gross Profit \$ 68.00
Price \$5.45 Each
Price includes easels and fraud-proof tickets for all large winners.



FAST PLAY and BIG PAY GOLD RUSH

No. 449 400 Holes
Takes in \$22.00
Average Payout 9.38
Average Gross Profit ... \$12.62
Price \$2.31 Each
Price includes easels and fraud-proof tickets for the Gold Dust and \$5 Tickets.
A HARLICH JUMBO BOARD

SEND FOR OUR NEW CATALOG OF PROFITS

Write, Stating Your Line or Business to
HARLICH MFG. CO. 1317 W. JACKSON BLVD. CHICAGO, ILLINOIS

Lichtman Takes on New Lines on Chicago Trip

NEW YORK, Nov. 7.—Charley Lichtman, of the New York Distributing Company, recently returned from a visit to Chicago and reports that his firm will handle the products of Exhibit Supply Company in metropolitan territory.

The first game which Lichtman plans to feature will be the new Shoot-a-Lite. He claims that this is one of the greatest target-range games in the industry and that the game is sure to make a hit in this part of the country.

Lichtman is also preparing to open new offices in the downtown section which will be strictly for the distribution of the products of Exhibit Supply Company. Plans are to outfit the offices so that they will match the best in this territory.

Samples of the new gun are on the way from Chicago and will soon be on display at the new showrooms. The downtown location has been chosen because it is believed that this part of the city is becoming the coin-machine center for direct distributors of manufacturers' products.

While in Chicago Lichtman spent considerable time at the Exhibit factory looking over and thoroly testing the Shoot-a-Lite. He also conferred with Leo Kelly, going over general plans for the opening of the New York offices and plans for the distribution of the gun thruout the East.

"Shoot-a-Lite is so constructed that it is certain to meet with the approval of operators here," Lichtman says. "It has the features that operators here want in a target machine.

"A time-payment plan will be used. Many other ideas will also be tried out, some of them entirely new and never before presented to the coin-machine industry."

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

NEW PENNY-PLAY CIGARETTES BLACK-JACK

PAYS OUT IN CIGARETTES NO TEXAS TAX

ONLY Complete \$10.50 WITH METER & SEPERATE MERCHANT'S CASH DRAW EXCLUDES 10% PROFITS TAX PAID ONE-THIRD DEPOSIT REQUIRED

PRICES TALK

We Will Not Be Undersold

16 GOLD RUSH 4 STAMPEDES \$7.50
9 DE LUXE 48s 8 DOUBLE SCORES 3 SUNSHINE DERBIES \$32.50

5 PEERLESS 2 MAMMOTH 2 REPEATERS 12 GRANDS \$32.50

14 50 Q 13 6 LATEST TYCOONS 9 CHALLENGERS 8 DAILY RACES 13 BALLY DERBIES 19 HIALEAHs 4 ALL-STARs \$42.50

2 MULTIPLES 2 HARMONY BELLS 2 PAMCO PARLAYS 3 GALLOPING PLUGS

3 NATURALS 2 FLYING HIGH \$49.50 85.00

RADIO RIFLE GUARANTEED PERFECT, USED ONE MONTH \$125.00

3 RECONDITIONED, OAK 8 CLEAN BLACK CABs 2 PRACTICALLY NEW, 25c

WESTERN THOROBRDS. Used \$225.00 10 Days

HI STAKES GROETCHEN 21—Write or Ready for Immediate Shipment.

7 BALLY DERBIES 4 ALL-STARs 5 HIALEAHs 1 MULTIPLE 4 CHALLENGERS 1 SUNSHINE Derby 3 Latest TYCOONS 3 DOUBLE SCORES 3 DE LUXE 48s 2 PEERLESS This lot of games easily worth more than \$1,200.00, considering class and condition. Biggest Bargain ever offered.

\$10.00 Deposit on Each Table. Immediate Shipment, WIRE, PHONE PERSHING 0641, OR AIRMAIL.

United Amusement Co. 908 McOutlough, SAN ANTONIO, TEX.

LET'S TALK TURKEY!

ABOUT SOME REAL PROFITS

Here is what the 10c jar does:

Takes in .. \$205.20
Pays out .. 149.20 (in turkeys)
NET PROFIT \$56.00

Our New 1937 Catalogue has just been completed. Write for yours.



Here is what the 5c jar does:

Takes in .. \$102.60
Pays out .. 74.40 (in turkeys)
NET PROFIT \$28.20

Operators — Jobbers and Distributors ask for Quantity Prices.

Sample Jar \$3.50—Refills \$3.25 Send One-Third Deposit, Balance C. O. D.
INDEPENDENT NOVELTY COMPANY
220 North Fifth Street Springfield, Illinois

BOLO THE SENSATIONAL \$54.50 2-BALL GAME

The Biggest Money Maker of All Times
Faster Than a Pay-Out — Legal Everywhere

Distributed by **AMERICAN CIGARETTE MACHINE CO.** 1349-51 FIFTH AVE. PITTSBURGH, PA.

USED AUTOMATICS

BALLY ROLL	\$124.50	DO OR DON'T	9.50	CHALLENGER	\$64.50
BALLY BALL	71.50	REPEATER	29.50	BONUS	46.00
ALAMO	29.50	PROSPECTOR	24.50	SKY HIGH, TKL	44.50
PAMCO CHASE	49.50	ELECTRIC EYE	49.50	TRAFFIC	50.00
PAMCO PARLAY	59.50	STAMPEDE	12.50	SPORTSMAN, Vis.	7.50
JUMBO	34.50	ACE	14.50	MAMMOTH	29.50
DELUXE 46	24.50	RODEO	14.50	GOLD RUSH	9.50

One-Third Deposit With Order, Balance C. O. D.
BOYLE AMUSEMENT CO., 522 N. W. Third Street, Oklahoma City, Okla.

STILL LEADING THE WORLD!

FOR THE BIGGEST, STEADIEST, PROFITS IN HISTORY!

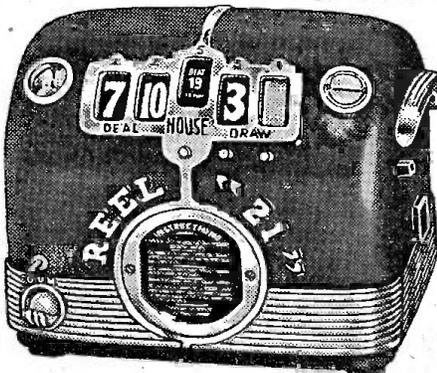
7 DAY FREE TRIAL

NEVER CHALLENGED! That — "REEL 21" is the BIGGEST AND STEADIEST MONEY-MAKER in all WORLD coin machine history! Still leading the world to BIGGER and BIGGER PROFITS! RUSH YOUR ORDER TODAY ON OUR 7-DAY FREE TRIAL GUARANTEE! YOU CAN'T LOSE!!!

\$23⁷⁵

TAX PAID
4-WAY PLAY
1c-5c-10c-25

REEL "21"

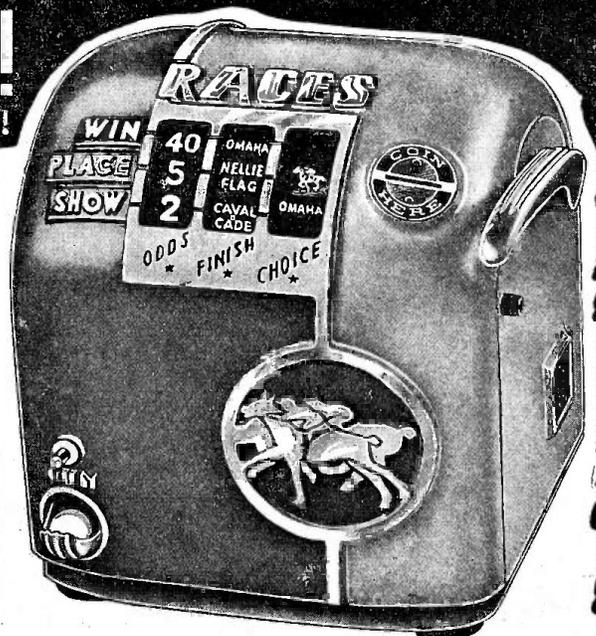


JOBBERS.... ..OPERATORS

in the following States —
RUSH YOUR ORDERS TO US NOW! Learn WHY it PAYS TO DEAL with GERBER & GLASS!!
COLORADO — ILLINOIS — INDIANA — IOWA — MICHIGAN — MISSOURI — MINNESOTA — NEBRASKA — NO. DAKOTA — SO. DAKOTA — WISCONSIN — WYOMING.

EXCEL

The greatest NON-PAYOUT Pin Game in all coin machine history! Leading the world in THRILLS — ATTRACTION — SPEED — ACTION AND — PROFITS! UNCONDITIONALLY GUARANTEED!!
Rush us Your **\$54⁵⁰** Order TODAY!! YOU CAN'T LOSE!!
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Daval's RACES

7 DAY FREE TRIAL
The ONLY PERFECT and SILENT reel RACE game EVER BUILT!! No further praise than OUR 7-DAY FREE TRIAL GUARANTEE is necessary! ORDER TODAY! YOU CAN'T LOSE!!

\$17⁵⁰

TAX PAID
4-WAY PLAY

"The World's Foremost Distributors of Winners for Operators!"
GERBER & GLASS, 914 DIVERSEY, CHICAGO

First Marksman Sample Brings Flood of Orders

NEW YORK, Nov. 7.—Nat Cohn, president of Modern Vending Company, reports that the first sample of the Marksman shown at his offices brought a flood of orders for the machine. Cohn claims that Marksman is the best money maker and the best machine mechanically of its type on the market.

He also explains that the tremendously large orders received points to the statement he made some time ago, wherein he said that he saw a complete change in operating conditions and that operators would buy de luxe equipment in the future.

"The great flood of orders for Marksman," he says, "bears out this statement. De luxe games are now in demand by operators, for they have learned that this is one type of equipment which is certain to repay their investment and make a profit."

"There is no doubt any more as there

was in the minds of some operators some six months ago when I first predicted that there would be a return to the de luxe machines. At that time many of the operators with whom I spoke thought that I was jumping too far ahead of the field itself. Today these same operators not only agree with me that the future of the amusement division of the industry lies in de luxe equipment but by the large orders which they have already placed with us for Marksman and other de luxe equipment we handle they have as much as agreed with me in fact as well as in theory.

"The operators also tell me that they are earning more money with the de luxe games than with any others. Every one of the operators also tells us that the Marksman is the greatest game of them all and that it will lead the field to new profits and a new era."

Reason for Higher Price

CHICAGO, Nov. 7.—"Potash and Perlmutter," heads of the firm of Gerber & Glass, explain that there is a reason why they list used machines at a higher price than has been quoted elsewhere. "For example," they say, "a machine listed at \$4 higher than other list machines of the same type undoubtedly has had as much as \$8 to \$10 additional improvement and reconstruction labor costs invested upon it. A low price, while it is an important factor, is worthless if operating troubles keep occurring after the sale has been consummated. It is the old story of being penny wise and dollar foolish."

"A Gerber & Glass machine is not allowed on the market until it is thoroughly and perfectly rebuilt. If the labor and improvements warrant a higher price it is quoted. The insignificant and extra margin on the sales price will be made many times over by the decrease of location maintenance costs and the profit assured by a smooth-playing amusement machine.

"Beware of unreasonably priced machines. They are not bargains, but automatic coin-operated devices that are in every sense of the word used, and they offer no reliability on location."

EXCLUSIVE ILLINOIS DISTRIBUTORS

IMMEDIATE DELIVERY

Gottlieb Famed Payouts

with built-in
HAMMOND ELECTRIC CLOCK

- ★ DERBY DAY
- ★ COLLEGE FOOTBALL
- ★ HIGH CARD
- ★ HIT PARADE



NO INCREASE

\$149⁵⁰

NATIONAL COIN MACHINE EXCH.,
1407 Diversey Blvd., Chicago, Ill.

1937 MODEL DAILY RACES

With Latest Features
SAME LOW PRICE
\$125



MAKE BIGGER PROFITS

WITH OUR DEALS

6 Jewel Lever Wrist Watch and 500 Hole 5c Salesboard. Average Profit, \$15.00. No. B110, Complete.

\$3.95

Send for Our New CATALOGUE
Many New 1c-2c and 5c

Salesboard Asst's

Send 25% Deposit with Order, Bal. C. O. D.

LÉE - MOORE & CO.

180-182 West Adams St. CHICAGO

READY TO OPERATE

One or one hundred Reconditioned Future Fortune Telling Machines, ready to go to work, \$6.00 each; Iron Stand extra, \$1.50 each. 7 Exhibit Supply Iron Claw Diggers, \$25.00 each; one Punching Bag, \$60.00; one Seeburg Sportsman Machine, \$60.00. All in good shape. 50% with order, balance C. O. D.

FUTURE PRODUCTS CO.

330 No. Ashland Ave., CHICAGO, ILL.



Is Your Subscription to The Billboard About To Expire?

Party Opens New Markepp Quarters

TOLEDO, O., Nov. 9.—Formal opening of the Markepp Company's new Toledo branch was celebrated yesterday and today with a housewarming party that brought operators from all over Ohio, Michigan and Indiana.

There were plenty of eats and drinks and one of the gayest times that was ever had in Toledo coin-machine history. "We tried to invite every operator in and near Toledo," said M. M. Marcus, general manager, "and to judge from the turnout everyone was here. The new branch was made possible thru the support of operators and we want everyone to feel perfectly at home here."

Appointment of E. W. (Ernie) Defries as manager of the new Markepp office was announced by Marcus from Cleveland. He has traveled extensively in Ohio, Michigan and Indiana and has a host of friends in the business.

In addition to samples of all new games, considerable stock will also be carried at the Markepp branch here to give immediate delivery on equipment. Branch will also carry a large number of used games and venders of all kinds, as well as novelties, salesboards and parts. Expert repair service will be maintained.

Otto Drollinger, of the Cleveland office, has been made assistant manager of the local branch. Drollinger is thoroly acquainted with all types of games.

Markepp Company is distributor of Bally games in Ohio and in addition represents other leading manufacturers. Local branch will carry a large stock of all the newest games for immediate delivery. It is the aim of the Markepp Company to give the same complete service in its Toledo branch that may be obtained at the home office in Cleveland.

Detroit

DETROIT, Nov. 7.—A. C. Wagner, who is working on manufacturing plans for a new type of machine to distribute storage batteries, plans to have definite arrangements completed within a few weeks. The product has been perfected and is now ready for production. It will be marketed by the Automatic Distributing Company.

Donald J. Katz, Detroit's newest scale operator, has formed the Modern Coin Machine Company with headquarters in Highland Park, north end suburb. Katz is operating pin games, bowling games, vending machines and automatic phonographs. He reports business as very satisfactory.

Samuel Rosenthal has formed the National Novelty & Amusement Company to handle coin machines on a wholesale basis. Headquarters are at 8585 Linwood avenue. Rosenthal has been op-

erating the General Novelty & Amusement Company for the last five years. He is planning to discontinue the retail firm and devote all of his time to the wholesale field.

E. C. Bourden, president of Detroit Skill Game Operators' Association, has been confined to his home for a week with la grippe.

John W. Breckenridge has entered the field of coin machine operators. He recently purchased three electric pipe machines from the Mills Novelty Company. He is operating from headquarters in River Rouge, Mich.

An Appreciation!

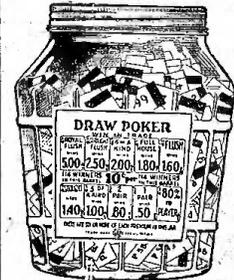
We wish to extend thanks to our customers who have patiently waited for delivery of "BOLO" and assure them that our new plant is running day and night to meet orders on hand.

PACENT NOVELTY MFG. CO., INC.
UTICA, NEW YORK



MORTON DUFF, recently appointed advertising and sales promotion manager for Exhibit Supply Company, Chicago.

DRAW POKER



"The National Game" Where the "House Never" Loses."

Sample, \$ 2.75
Dozen, 25.50
Refills, 2.25 Each.

Sit In By Ordering at Once.

STAR SALES CO.
3801-09 Wayne Ave., Kansas City, Mo.

BIG PROFITS for Salesboard Operators

Handling Our New CANDY BOARDS

Complete Deal of 21 Boxes Costs Only \$5.75

Brings the Dealer . \$15.00

Here's a Wonderful Opportunity for Salesboard Operators to Cash in on Some Extra Good Profits. Order right now and get the business. Deal consists of the following:

- 12 Half-Pound Boxes Fancy Chocolates.
- 6 Full Pound Boxes Chocolates.
- 3 Three-Pound Boxes Fanny Chocolates.
- 1 Three-Hundred Piece Salesboard.
- 21 Winning Numbers.

Your Cost Complete Only \$5.75. Deposit of \$3.00 is Required on C. O. D.

Send for complete list of Turkey Cards and New Salesboards. New edition of the Hustler Catalog now ready for distribution. When requesting copy mention your line of business.

LEVIN BROTHERS Terre Haute Indiana

NEW TURKEY CARDS



Size	1c to 25c Cards with 10 Free Numbers	1c to 35c Cards with 10 Free Numbers	Doz.	100.
60	\$11.45	\$14.50	\$0.84	\$5.87
70	13.95	16.00	.88	6.44
75	15.20	19.75	.88	6.71
80	16.45	21.50	1.01	6.99
100	21.45	28.50	1.17	8.12

Send a Dollar Bill for One Dozen Assorted Cards prepaid. With them you will receive our New 1937 Catalog—Thousands of Fast Selling Items. 25% with orders, balance C. O. D.

THE MIDWEST MERCHANDISE CO.
1026 BROADWAY KANSAS CITY, MO.

Better Than a PUNCH-BOARD!

OKS & GUM VENDOR

VENDS GUM WITH NUMBERS
INSERTED READING FROM 1 TO 1200. Capacity: 1200 BALLS

TAKES IN 100.00
PAYS OUT \$10.00 IN TRADE AWARDS.

PRICE ONLY \$15.00 per O.K.S. GUM VENDOR WITH 1200 BALLS of Numbered Gum FREE.....
WRITE FOR QUANTITY PRICES

D. ROBBINS & CO. 1141 DE KALB AVE. BROOKLYN, N.Y.

You've got what it "takes" WHEN YOU OPERATE THESE WESTERN MACHINES!

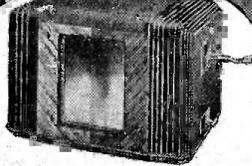
CENTER SMASH HARMONY BELL THORO-BRED REEL RACES TOP 'EM



1 Ball Payout Football Game . . . mystery coin chute . . . visible escalator coin chute . . . odds from 2 to 40 . . . beautiful illuminated backboard . . . attractive cabinet, 24"x50".

\$139.50 **\$149.50**

Power Pack or Batteries Optional Ticket Model

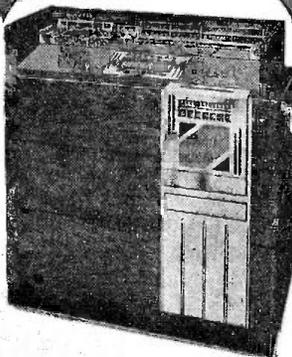


An automatic payout that gives renewed life to your automatic phonographs, new or old . . . actually triples their income . . . operate it individually or with phonograph . . . win or lose, the player gets a record selection if operated with a phonograph.

\$67.50
TAX PAID

Power Pack \$5.00 Additional

ALL THESE WESTERN MACHINES ARE READY FOR IMMEDIATE DELIVERY



A marvelous race horse machine . . . multiple visible slug-proof coin chutes, 7 coins . . . mutual change with each race . . . odds vary from 2 to 30 and are automatically paid out . . . no tapes or refills, sequences or charting . . . modernistic walnut matched-wood cabinet . . . 43 1/2" height, 41 1/2" wide and 18" deep . . . positively the biggest money-maker you can operate!



The biggest value in counter machines . . . 4 reels not 3 . . . 4-way coin chute takes pennies, nickels, dimes and quarters . . . a sensation on any bar or counter . . . superior in construction, design and play than any counter machine selling \$19.50 for \$4 to \$5 more! TAX PAID



A real game of Black Jack in a marvelous new 1 ball automatic payout . . . illuminated spinning-odds dial gives odds on all pockets . . . visible escalator coin chute . . . distinctive cabinet . . . 24"x50" . . . Proven consistent heavy play!

\$139.50 **\$149.50**

Power Pack or Batteries Optional Ticket Model

THORO-BRED, TOP 'EM, CENTER SMASH Are equipped with Western's MOTOR-DRIVEN DOUBLE ACTION PAYOUT UNIT! No charge for check separators.

WESTERN EQUIPMENT & SUPPLY CO.

925 WEST NORTH AVENUE

CHICAGO, ILLINOIS

LADY LUCK

1200 Hole Form 4190

Takes In . . . \$40.00
Pays Out . . . 19.00

HOLIDAY BOARDS, HOLIDAY CARDS AND HOLIDAY HEADINGS

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

CHAS. A. BREWER & SONS
Largest Board & Card House in the World
6320-32 Harvard Ave., Chicago, U. S. A.



ROTARY MERCHANDISER BOWLETTE BOWLING GAME

For Real Profits Get In on These Two Sensational Money-Getters.
PHONE, WRITE, WIRE

MEYER WOLF, DISTRIBUTOR

Vermont Apts., Atlantic City, N. J. (Formerly of 1212 South 5th Street, Philadelphia).

MONARCH—THAT'S THE NAME

REMEMBER IT FOR EVERY GAME!

PIN GAMES	AUTOMATIC GAMES
ACTION, JR. 4.00	REPEATER \$32.50
DROP KICK 4.50	BARFLE BALL 27.50
SCOREALITE 5.00	CARIOCA 15.00
BEAMLITE 5.50	ROCKET 8.80
ANGLERITE 6.00	SPORTSMAN, Vis. 11.50
CRISS CROSS-LITE 6.50	TRAFFIC 15.00
KINGS 7.00	BONUS 52.50
TRIALITE 7.00	MYSTERY 3 20.00
BIG GAME 8.00	PUT AND TAKE 10.00
PAR GOLF 8.00	GOLDEN HARVEST 32.50
AUTO FLASH TPE 11.00	PEERLESS 55.00
CHEER LEADER 12.00	WAHOO 12.50



Jumbo \$35.00
Public Parlay Sr. 48.00
Sunshine Derby, 40.00

Write for Latest List. Hundreds of Bargains.
MONARCH COIN MACHINE CO., 2308 Armitage Ave., Chicago, Ill

IMMEDIATE DELIVERY

EXCLUSIVE NORTH TEXAS DISTRIBUTORS

Gottlieb Famed Payouts

with built-in
HAMMOND ELECTRIC
CLOCK

- ★ DERBY DAY
- ★ COLLEGE FOOTBALL
- ★ HIGH CARD
- ★ HIT PARADE



No Increase In Price
\$149.50

1937 MODEL DAILY RACES

With Latest Features
SAME LOW PRICE **\$125**

NATIONAL SALES & DISTRIBUTING CO.,
3136 San Jacinto St., Dallas, Texas.

YOU CAN'T --- YOU WILL

YOU CAN'T—make money with claims by SOME that they are the world's largest, country's best distributors and so on.

YOU WILL—make money using only the best machines—WE ENDORSE NO OTHERS and we recommend them conscientiously and fairly.

Coin Operated Machines of Every Description.

BANNER SPECIALTY COMPANY, 1530-32 PARRISH ST., PHILADELPHIA, PA.

Thank You for Mentioning The Billboard.



SWEET 21

A DELUXE BLACK JACK GAME WITH A 1 BALL CHANGING ODDS PAYOUT

\$149⁵⁰*

No charge for check separator. \$10.00 extra for Ticket Model. Also available in 2 and 5 ball models.

- ★ **NEW AWARD ADJUSTMENT**
frequent, small awards--40-1 top odds
 - ★ **PROVEN MECHANICALLY PERFECT**
by the "5000 test"
 - ★ **EXCLUSIVE 1¹/₄" STEEL** *mammoth sized ball*
- The cleverest adaptation of Black Jack that has ever been devised! Equipped with super-sized odds commutator, 12-volt Electropak, guaranteed motor-driven payout unit, in-a-drawer mechanism and the A.B.T. Coin Chute.

ROLA-SCORE

A 9-FOOT BOWLING GAME PRICED AT \$75 LESS than others on the market! Electrical scoring system . . . Animated lights flicker on the back rack . . . Cheatproof against any known method . . . No lost balls . . . Visible ball count . . . Automatic score cancellation if more than 9 balls are played . . . Trouble-free operation!

\$179⁵⁰

F. O. B. Chicago

Order Today for Immediate Delivery

CHICAGO COIN CORPORATION

1725 DIVERSEY BLVD. CHICAGO ILL.

LOOK!-OPERATORS AND JOBBERS-LOOK!

Moseley Can Make Prompt Shipment of Any of the New Games on the Market. If You Are a Jobber, We Will Quote You Jobber's Price.

Slightly Used and Floor Sample Machines

7 PALOOKA, JR	Each. \$47.50	1 FUTURITY, 25c, J. P. V.	Each. \$75.00
5 DAILY RACES	40.00	1 MILLS 25c MYSTERY, J. P., G. A. V. Serial 368389	70.00
3 PAMCO CHASE	37.50	DUCK SOUP, Per Doz. (New)	15.00
3 GALLOPING PLUGS	47.50	3 MILLS J. P. Side Vendor, 50c	35.00
2 PAMCO PARLAYS	35.00	1 MILLS J. P., Plain Bell, 25c Play	15.00
3 RED SAILS	35.00	2 MILLS FRONT V, 5c Play	10.00
2 PINCH HITTERS	35.00	1 PACES RACES, Cash Payout, 5c Play, Never on Location, F. S.	355.00
1 DAILY LIMIT	33.50	1 PACES RACES, Check Sep., 5c Play, F. S., never on location	400.00
3 REPEATERS	20.00	1 PACES RACES, 25c Play, Serial 3681	350.00
10 PROSPECTORS, Like New	22.50	1 WESTERN WHEEL OF FORTUNE	45.00
4 PEARLESS	37.50	1 WESTERN HORSE RACE, F. S., Cash and Ticket Model	175.00
4 JUMBOS	33.50	2 KEE BALLS, Electric Slot, used 2 weeks	180.00
2 RELIANCE, 5c Play	47.50	2 HIALEAH, Cash Payout or Ticket	42.50
3 RITHMETICS, Brand New	10.00	10 BALLY ROLLS	155.00
25 TIT TAT TOES	5.75	10 SNACKS, 1c Play	12.50
1 HORSE SHOE	4.00	20 CLEARING HOUSE	6.50
4 SELECT 'EM	4.00	2 PACES RACES, Ser. over 1200, appearance like new, 5c play, cash pay.	200.00
4 I. O. U.	62.50	1 FLYING HIGH	47.50
1 PALOOKA SR	85.00	1 CHALLENGER	80.00
4 MILLS VICTROLAS	30.00	1 ROCK-OLA MULTISELECTOR, never on location	200.00
1 WATLING G. A., 5c Play, J. P. G. A. V.	35.00		
1 MILLS GOOSENECK, 5c, J. P. 321058	35.00		
1 MILLS SILENT J. P., 5c Play	30.00		
1 MILLS BLUE FRONT, 25c	40.00		
1 MILLS FUTURITY, 5c Play	70.00		
1 JENNINGS SIDE V., 5c	9.50		
1 CAILEY BELL, 25c Play	30.00		

MOSELEY VENDING MACHINE EX., Inc. 00 BROAD ST., Richmond, Va.
DAY PHONE, 3-4511. NIGHT AND SUNDAY, 5-5328.

Superior "WORLD'S FASTEST GROWING SALESBOARD FACTORY"

WE SELL To Operators Only

DOME O' GOLD

The Most Beautiful Salesboard Made. Players Have Opportunity To Receive \$50.00. Five Jackpots with Plenty of Big Awards, 1,000 Hole 20 Section 5c Board.

Board Takes In . . . \$50.00
Pays Out (Average) . . . 23.47

Profit (Average) . . . \$28.53
Thick Board with Essels and Celluloid Jackpots Protector.

SUPERIOR PRODUCTS, Inc.
14 No. Peoria St., Dept. B, CHICAGO

BOWLETTE

KEENEY'S SENSATIONAL NEW ALLEY SKILL GAME.

IMMEDIATE DELIVERY!

9 Balls
12 Coin Escalator.
GUARANTEED 100% SILENT.

2 SIZES
14 FOOT
NEW!
10 FOOT SIZE

Light-Up Score Board. Perfect Mechanism.

ABE KAUFFMAN, INC.
250 West 54th Street (Circle 6-1642) NEW YORK, N. Y.

NEW! STOP and GO - 1 BALL ODDS CHANGING PAYOUT

SALESBOARDS - 10c EACH

We offer a limited quantity of 300-Hole Put & Take Boards, 10c Each—Make \$11.00 Profit—Limited Quantity, 2,000-Hole 5c Trade Boards, \$1.00 Each. Sample Orders Filled.

ASSOCIATED SALES AGENCY,
108 No. 17th St., BIRMINGHAM, ALA.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co. D. Gottlieb Co. Daval Mfg. Co.
Pacific Am. Mfg. Co. A. B. T. Co. Western Equip. Co.
Groetchen Mfg. Co. Exhibit Supply Co.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

These
ALL-LEGAL
EVERLASTING MONEY-MAKERS . . .

PAMCO

FLYING DUCK

PAMCO

and

MARKSMAN

Bringing
Wires like
this Every
Hour!

BROUGHT ORDERS FOR 25 TO 1000 EACH FROM BIG DISTRIBUTORS!!!

NEW COMPANIES ORGANIZED BACKED BY BIG CAPITAL!
Business Men in ALL walks of commercial life realize the UNLIMITED MONEY-MAKING OPPORTUNITIES offered with Pamco "MARKSMAN" and "FLYING DUCK" — New Coin Machine Concerns actually SEEK State Rights — with HEAVY CAPITAL and RESOURCES behind them!

Practically EVERY Distributor and jobber in America has laid down deposits on 25 up to 1,000 Pamco "MARKSMAN" and "FLYING DUCK". These are BONA-FIDE SIGNED ORDERS backed by CASH!

OPERATORS!
Don't buy untried gun-lite units. Above all—BEWARE of target guns with changing-odds or awards of any kind. Choose these ALL-LEGAL Winners!

PAMCO'S PAY AS YOU PROFIT PLAN
Permits you to purchase these splendid gun-lite products and pay as you earn RICH INCOMES!

PAMCO MARKSMAN on Terms at \$298.50
PAMCO FLYING DUCK on Terms at \$196.50

RECEIVED BY PRIVATE WIRE FROM POSTAL TELEGRAPH STANDARD TIME INDICATED IN THIS MESSAGE

Postal Telegraph THE INTERNATIONAL SYSTEM
Commercial Cables All America Cables

C 24 COLLECT VIA HACKAYRADIO - TD BOSTON MASS 313P NOV 4 1936
PACIFIC AMUSEMENT MFG. CO. ATTN FRED C McLELLAN

RECEIVED SAMPLES PAMCO MARKSMAN PAMCO FLYING DUCK STOP
OPERATORS CLAMORING FOR IMMEDIATE DELIVERIES STOP ROSE
ONE CARLOAD EACH NOT LATER THAN NOVEMBER TWELFTH
SUPREME VENDING CO OF N E INC
BEN D PALAISTRANT. 339P.

MI 193B CENTS

YOU CAN DEPEND ON PAMCO PRODUCTS

WRITE! WIRE NOW!

PACIFIC

AMUSEMENT MANUFACTURING COMPANY
4223 WEST LAKE STREET, CHICAGO • 1320 SO. HOPE ST., LOS ANGELES
EASTERN DISTRIBUTOR TEXAS DISTRIBUTOR
FISHMAN - SCHLESINGER DIST. CO. SOUTH COAST AMUSEMENT CO.
682 BROADWAY • NEW YORK CITY M & M BLDG., FT. WORTH • 211 S. PEARL ST., DALLAS

Get a Gobbler!
Select Your Favorite Girl's Name and Get a 10 Pound Turkey

Numbers 1 to 10 FREE
Numbers 11 to 25 Pay What You Draw - Over 35 Pay

60	\$11.45	\$14.50	\$0.84	\$5.87	\$23.84	\$44.01
70	13.05	18.00	0.93	6.44	26.09	48.14
75	15.20	19.75	.98	6.71	27.21	50.19
80	16.45	21.60	1.01	6.99	28.34	52.26
100	21.45	28.50	1.17	8.12	32.88	60.51

We furnish Turkey Cards with take-in as follows: "Numbers 1 to 10 Free—Numbers 11 to 25 Pay What You Draw—Numbers over 25 Pay only 25c." Also "Numbers 1 to 10 Free—Numbers 11 to 35 Pay What You Draw—Numbers over 35 Pay only 35c."

1c to 25c Cards with 10 Free Numbers
1c to 35c Cards with 10 Free Numbers

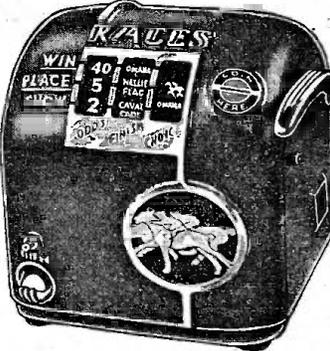
Non-breakable center fold. Fits coat pocket. Produced in full colors. Exclusive trouble-proof name registry.

HAMILTON MFG. CO.
MINNEAPOLIS - MINN.

On all orders for Turkey cards, full payment must be sent with order. State take-in that you desire. Add 10% govt. tax to all prices.

RACES
Beautifully designed. Silent Mechanism. 4-Way Play—1c, 5c, 10c and 25c. Play through same slot.

Proven by many weeks on test locations to be the biggest money maker of any counter game.



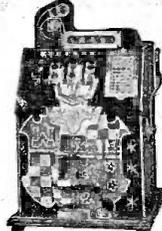
Order your Sample today. A few days on location will make you order more.

\$17.50

REEL "21" 10 DAY TRIAL \$23.75 Double Door & Register, \$2.00 Extra.

SICKING MFG. CO., Inc., 1922 Freeman Ave., Cincinnati, Ohio

ALL TYPES OF MILLS BELLS & VENDERS AT FACTORY PRICES
Write for Complete Catalog



MILLS BLUE FRONT MYSTERY Still the most popular Bell and Vender in the world. A marvel for consistent service. Never gets out of order. Made in 5c, 10c, 25c and 50c Play.

BALL GUM 15c a Box (100 Pieces). Case Lots (100 Boxes), \$12.00. 1/3 Deposit With Order.

Turke & Goose Duck or Chicken
For Now Until Christmas Selling

MAKE BIG MONEY
From Now Until Christmas Selling
JUMBO TURKEY BOARDS
A Real Flash that Readily Sells at \$1.00 Each
150 Holes. No Numbers Over 150
BRINGS \$21.45 AND SELLS
1 Turkey, 1 Goose, 1 Duck and 2 Chickens
Price \$3.00 per Doz. \$22.50 per 100
Sample, \$1.00
Remittance With Order or 50% on C. O. Ds.
Arcade Novelty Co., 927 Walton Ave., St. Louis, Mo.

2 CANDY SALESBOARD DEALS

SENSATIONAL MONEY MAKING DEAL
50 WINNERS
A 5c Salesboard.
COSTS YOU \$5.50

44 Boxes of High-Grade Candy—9-1 Lb.—1/2 Lb.—1/4 Lb. 6 Jars of Assorted Filled Candy.
1 300-Hole Salesboard.
TAKES IN \$15.00

QUICK TURNOVER DEAL
Every Punch Receives a 1-Lb. Box of Candy. Numbers Run From 1 to 99
24-1-Lb. Boxes of Candy.
24 WINNERS
124-Hole Salesboard.
COSTS YOU \$4.25

1 300-Hole Salesboard.
TAKES IN \$8.00
20% Deposit With Order, Balance C. O. D. Send for FREE Illustrated Catalog.

CANDY HOLIDAYS FOR THE HOLIDAYS

5-Lb. Box of Assorted Chocolates. Per Box **65c**
5-Lb. Box of American Mixed Hard Candy. Per Box **55c**
All 5-Lb. Boxes Packed 1/2 Dozen to Carton.

DELIGHT SWEETS, INC. 50 EAST 11th STREET NEW YORK N.Y.

The Last "Word" in Your Letter to Advertisers, "Billboard"

Only Bally's
EAGLE-EYE
PHOTO-ELECTRIC RIFLE



has the *New* sensational
TRIPLE-DUCK
TARGET *feature*

BALLY'S done it again! Created a photo-electric rifle so REALISTIC you'll hope the game warden isn't looking when you bag FROM 10 TO 30 DUCKS in rapid succession!

Deposit your coin . . . and see, not a lonely duck, but a flock of THREE . . . soaring into the sky! Bang! Bang! Bang! Take as many shots as you want! Hit one of the trio . . . and down he drops . . . giving you a crack at number two! Hit him and he falls, exposing number three! And a moment later THREE MORE DUCKS wing into range!

The novice may average 1 out of 3 . . . or 10 ducks a game. The better-than-average shot may hit 2 out of 3. And the sharp-shooter, by bagging 3 ducks every flight, can score as high as 30 ducks! YET SHOOTING TIME, whether for 10 or 30 ducks, IS NO LONGER THAN ON ORDINARY RAY-RIFLE MACHINES!

And, best of all, Bally's EAGLE-EYE . . . with 30 MOVING TARGETS . . . with its clever PROGRESSIVE SCORE idea . . . is so downright simple that it employs . . .

ONLY 1 SINGLE PHOTO-CELL

And only EAGLE-EYE gives the player assurance of getting his money's worth . . . by RECORDING EVERY FLIGHT OF DUCKS AND EVERY HIT. Player always knows, not only how many hits he has made, but how many chances he still has!

Bally's EAGLE-EYE embodies so many new exclusive features . . . such as REALISTIC SCENE-IN-ACTION . . . ADJUSTABLE HEIGHT . . . ADJUSTABLE BEAM . . . ADJUSTABLE SPEED that only an examination of the machine can reveal its true and complete superiority.

You've waited for EAGLE-EYE . . . and it's worth waiting for! See next week's announcement for date of first deliveries . . . you'll be glad you waited!

BALLY MANUFACTURING CO.

2640 Belmont Ave. CHICAGO, ILL.

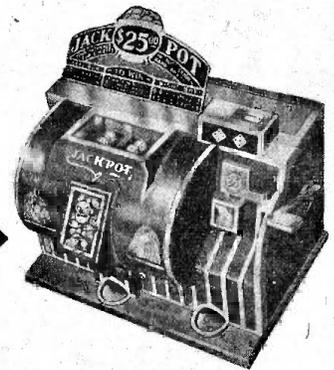
John A. Fitzgibbons, Inc., Eastern Distributors
453 W. 47th Street, New York, N. Y.

MAKE MORE MONEY WITH THESE
BALLY HITS!

NEW SUPER-FLASH RELIANCE

PAYOUT DICE GAME

It's a NEW RELIANCE! NEW in play-appeal, NEW in flash-plus . . . but with the same time-tested mechanism and playing features that have made RELIANCE the big profit hit of smart operators from coast to coast! Plays regulation "7 come 11" dice!



NICKEL MODEL - \$92.50
QUARTER MODEL - \$95.50
F. O. B. Chicago

NEW VISIBLE JACK-POT

The flash of RELIANCE has been stepped up with the NEW VISIBLE JACK-POT feature, showing \$25.00 cash jack-pot in quarter model, \$5.00 cash jack-pot in nickel model. This new feature alone is drawing and holding the largest crowds on every RELIANCE location. A few RELIANCE machines will put you on Easy Street—order today!

BELMONT 1-SHOT • PAYOUT • CHANGING ODDS

SIMPLICITY. . . . SMOOTH ACTION. . . . SKILL-APPEAL. . . . SUSPENSE. . . . AND SPEEDY PLAY! It's simply Easy to savvy! Just shoot the ball in ANY POCKET and get award shown on LIGHT-UP BACK-BOARD. It's packed with suspense . . . odds change every game AND ODDS CHANGE ON FREE PLAY POCKET . . . player never knows when the easiest skill-shot will pay 30-TO-1 TOP. It's speedy . . . the kind of high speed, "spring-action" play demanded by pin-ball fans from coast to coast . . . speedy play and QUICK PROFITS FOR YOU!



PAYOUT MODEL - \$123.50
TICKET MODEL - \$133.50

F. O. B. Chicago
BATTERY EQUIPPED

53 IN.
by
24 IN.

SNAPPY 1-SHOT • PAYOUT • CHANGING ODDS

WITH NEW FINGER-TIP SELECTOR

From one to six players can play SNAPPY . . . but, whether played by a group or a single player, this clever new SELECTOR game GETS EXTRA NICKELS every time . . . due to the unique "Odd-or-Even" Mystery Award . . . which is a powerful incentive for a lone player to cover at least three pockets to qualify for the big Mystery Award! Get the facts about this amazing new idea. And for bigger, steadier profits . . . make it SNAPPY!



PAYOUT MODEL - \$149.50
TICKET MODEL - \$159.50

F. O. B. Chicago
ELECTRO-PAK EQUIPPED

53 IN.
by
24 IN.

Order from your jobber NOW for quick delivery!

BALLY MANUFACTURING COMPANY

2640 BELMONT AVE. CHICAGO, ILL.

John A. Fitzgibbons, Inc., Eastern Distributor, 453 W. 47th St., New York, N. Y.

GOTTLIEB LEADS AGAIN!

INTRODUCES SENSATIONAL NEW FEATURE!

HAMMOND ELECTRIC CLOCK

NOW STANDARD EQUIPMENT



Any of These Four Games

\$149⁵⁰

Mystery Single or Multiple Coin Slot Optional. Ticket Game, \$10.00 Extra. Check Separator, No Charge. D. C. Adaptapak, \$5.00 Extra. Electropak Equipped. Equipped With New A. B. T. No. 400 Slot.

Cabinet 54"x26"

Only Gottlieb Gives These Super-Features!

★ **CLOCK HAMMOND ELECTRIC**
Sensation of the Industry.

★ **MYSTERY-SINGLE COIN SLOT**
Another Gottlieb Origination

★ **IN-A-DRAWER MECHANISM**
All Parts Easily Accessible

★ **AWARDS ADJUSTABLE**
Invisible Mechanical Control

★ **ESCALATOR A.B.T. Illuminated Belt Type**

★ **PAYOUT UNIT MOTOR DRIVEN**
Accurate, Jam-Proof

No Increase in Price.

\$125⁰⁰

Check Separator, No Charge. 2-Ball Play, \$2.50 Extra. Ticket Game, \$10.00 Extra. Electropak Equipped (Batteries Optional) D. C. Adaptapak, \$5.00 Extra.

A GAIN Gottlieb steps out — ahead of the entire Coin Machine Industry and introduces another sensational innovation — a feature absolutely new — totally different! The famous Hammond Electric Clock built into the colorful light-up rack. A powerful attraction—the correct time, a reminder for "Play-Time" and a strong talking point in getting new locations. Order these Clock-equipped payouts today and get way ahead of competition!

GOTTLIEB'S FAMED PAYOUTS

Equipped with Hammond Electric Clock

DERBY DAY

Original horse race game paying for **FOURTH** place, in addition to Win, Place and Show. Odds up to 40-1. The leading payout of the industry.

COLLEGE FOOTBALL

Football atmosphere in all its pep and spirit. Pays out for Place Kick, Safety, Field Goal and Touchdown. Odds from 2-1 to 40-1.

HIGH CARD

A payout for all card fans. 28 chances to win on Diamonds, Clubs, Hearts and Spades. Odds up to 40-1. Elaborately designed playing field.

HIT PARADE

Seven baseball stars ready to go to bat. Pays for Single, Double, Triple and Home Run. Odds up to 40-1. Plenty of irresistible "come-on".

You Asked for It--Here It Is!

1937 MODEL

DAILY RACES

NEW FEATURES . . . NEW BEAUTY

Popular demand insisted that we keep Daily Races in production. In answer we offer the new, improved 1937 model. Daily Races now gives you the thrills of the turf combined with the latest improvements of the industry. All the proven features of Daily Races made more play compelling with the addition of the **A.B.T. Illuminated Escalator . . . New Smooth Action Plunger and Ball Lift . . . Newly Designed Cabinet.** The greatest horse race game made greater . . . at no increase in price. Order yours quick!

IMMEDIATE DELIVERY ON ALL GAMES

D. GOTTLIEB & CO.

2736-42 N. PAULINA STREET

CHICAGO, ILL.

Bally's PREAKNESS

PILES UP HUGE PROFIT PLURALITY!

TEXAS CIGAR STORE \$67.00 IN ONE WEEK

CALIFORNIA DRUG STORE \$50 IN 4 DAYS

OHIO HOTEL \$37.00 IN 3 DAYS

ILLINOIS TAVERN \$28 IN ONE DAY

NEW YORK CLUB \$42.00 IN 2 DAYS

TEXAS CAFE \$175.00 IN 2 WEEKS

WISCONSIN TAVERN \$84.00 IN ONE WEEK

TEXAS DRUG STORE \$193.20 IN 10 DAYS

MONTANA CAFE \$21.00 IN ONE DAY

INDIANA CIGAR STORE \$35.50 IN ONE MONTH

OHIO CAFE \$62.00 IN 2 WEEKS

FLORIDA DRUG STORE \$32.00 IN 2 DAYS

MICHIGAN CIGAR STORE \$79.00 IN 10 DAYS

TEXAS HOTEL \$21.00 IN ONE DAY



PAYOUT \$14950
 TICKET MODEL \$159.50
 POWER-PAK EQUIPPED
 F. O. B. CHICAGO

CASH-BOX RETURNS prove PREAKNESS is now sweeping the country in the greatest profit landslide ever known to amusement history! Collections climb to a new all-time high, as weekly nets of \$75.00 to \$175.00 are tabulated by operators from coast to coast! Even Bally Derby and Jumbo collections—long regarded as the peak of profits—now look like small change compared to the rich revenue operators are scooping out of PREAKNESS cash-drawers today!

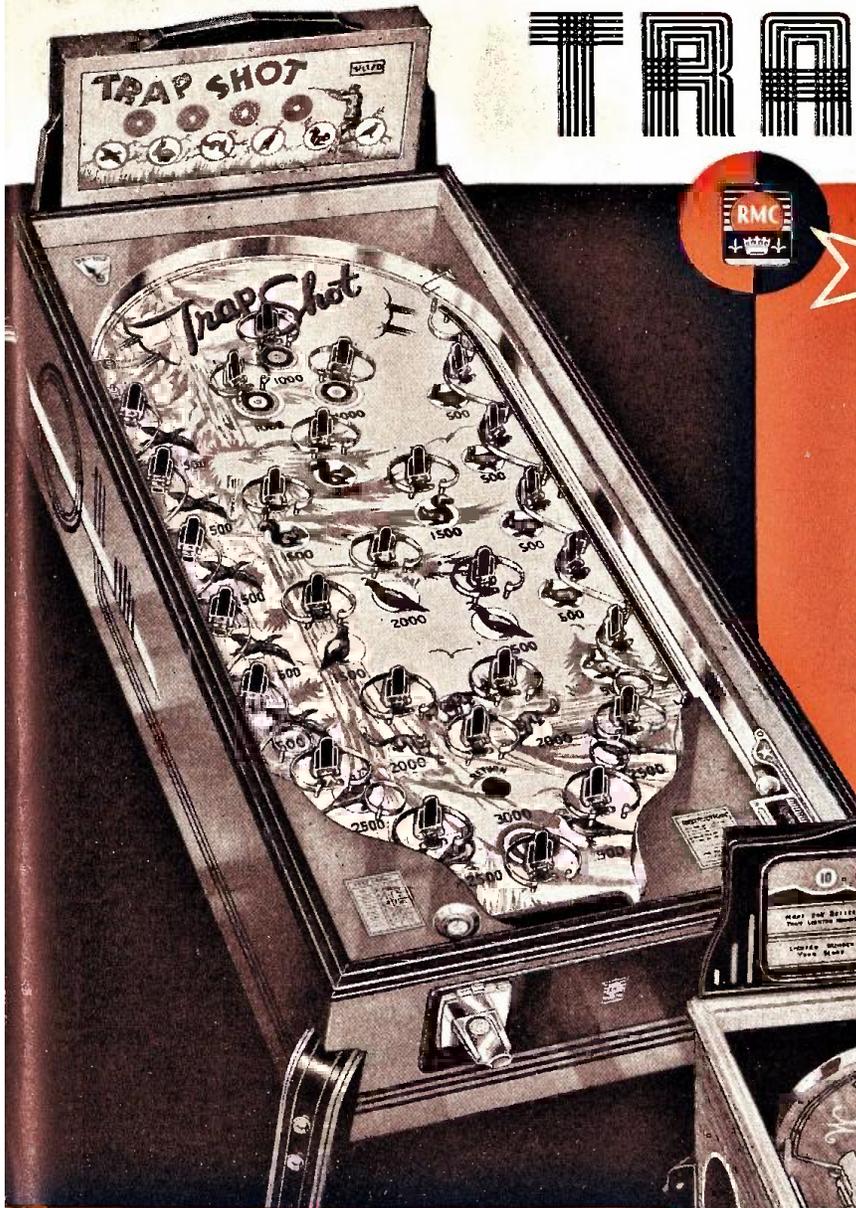
PREAKNESS is your opportunity to cash in on the greatest CHANGING ODDS 1-SHOT PAYOUT boom you've ever experienced—and reap a fortune with a game that gives player 1 to 7 "selections" every play—that PAYS ON FOURTH PLACE as well as on Win, Place and Show—with 28 WINNERS possible on one board and 40-TO-1 TOP!

Grasp this opportunity TODAY! Immediate action is imperative! Factory facilities are already taxed to the limit—even with 24-hour production—and still the avalanche of orders pile higher and higher. A few day's delay in ordering may mean a week's delay in delivery! So write—wire—phone—drive to your jobber and place your PREAKNESS order at once!

BALLY MFG. CO.
 2640 BELMONT AVE. CHICAGO, ILL.
 John A. Fitzgibbons, Inc., Eastern Distributor, 453 W. 45th St., New York, N.Y.

Trap big profits with

TRAP SHOT



ROCKOLA HITS THE BULL'S EYE AGAIN!

His new "TRAP SHOT" is "location-proved" ★ ★ ★
Get these Cash-Box Features!

Novelty 5-ball play—vari-colored traps stand up like gorgeous statues—large sensitive springs—ball contacts and knocks over any of six different animals, resulting in a combination lighting effect on the glamorous back panel.

Winner can be scored with one ball—fascinating last ball suspense—a winner seen at a glance—no scores to add—positive ball lift—latest and greatest coin chute.

As each ball runs down the playing field, there is the intense thrill of getting a bull's-eye—wild ducks—rabbits—foxes—quails—squirrels—pheasants—in various suspense-holding anxiety.

A Thriller You Simply Must Get From Your Distributor Today!

\$67⁵⁰

Still a Better One **ONE BETTER**

Already proving to be another "Big Bank Nite"—100% favorable reports from everywhere.

This "Old Army 21" game has so many features only a few can be listed.

- ★ Large 25x50 size
- ★ Non-splitting legs
- ★ Latest coin-chute
- ★ Positive action
- ★ Universal pay-out unit
- ★ Inner-drawer mechanism
- ★ Rock-o-Pack standard equipment
- ★ \$2.50 top award
- ★ Large light panel
- ★ Latest escalator
- ★ BIRD'S EYE MAPLE NATURAL FINISH PLAYING FIELD

What a Thrill! The ball starts on its way—you get a number from one to twenty instantly flashed on the brilliant light-up panel—then the ball crosses another switch, determining the odds also on the panel—the ball continues to another series of switches and if it lights a switch numbered one higher than the first one lighted, player wins with odds already determined. Can be made for one or two balls, specify when ordering.

SIMPLE! APPEALING! BETTERING OPERATORS' PROFITS EVERYWHERE! YOUR DISTRIBUTOR AWAITS YOUR PLEASURE!

\$137⁵⁰

TICKET Unit \$10.00 extra

ROCK-OLA MANUFACTURING CORPORATION

800 North Kedzie Ave., Chicago, Ill.



COMPARE THEM ALL!

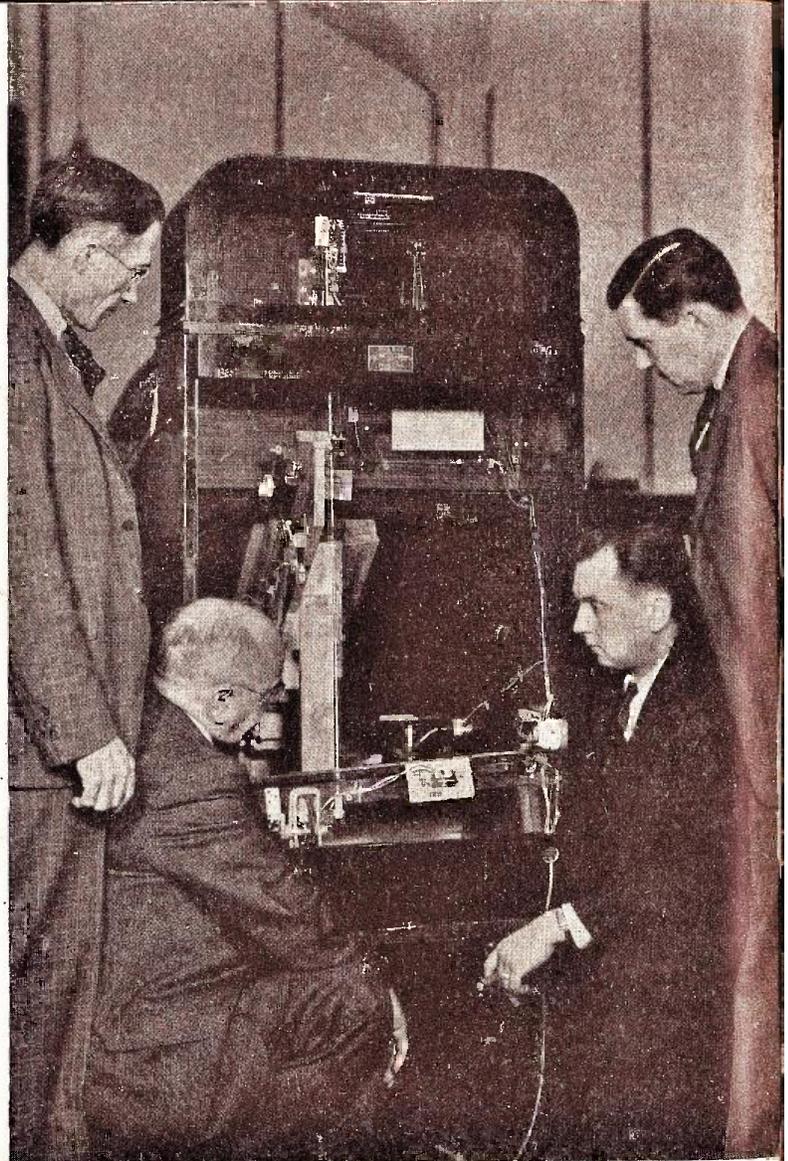
for **CONSTRUCTION** and
MECHANICAL PERFECTION
Then decide

**WHICH BOWLING GAME WILL HOLD UP
LONGEST...REQUIRE THE LEAST SERVICING**

NO feature of any bowling game is more important from an operator standpoint than construction and mechanical perfection. Any weakness here means continual trouble — constant service expense—loss of profits, if not complete destruction of your investment. Consequently, it is with your welfare in mind that Wurlitzer urges—before you buy any bowling game—compare them all for construction and mechanical perfection.

You'll find that the **WURLITZER SKEE BALL** is solidly built of fine hardwood weighing 522 pounds. Its unobstructed, full size alley is covered with heavy green cork carpet. Its heavily corded, hand woven net is supported on tubular steel forms. Everything about the **WURLITZER SKEE BALL** is built to last. Its operating mechanism embodies the best electrical and mechanical devices. Nothing has been overlooked that will keep the **SKEE BALL** in condition for constant play—an investment that will pay big returns for years and years to come.

In addition to durability, the **WURLITZER SKEE BALL** is marked by the advanced styling of Paul Fuller, who designed the beautiful Wurlitzer Phonographs. **SKEE BALL** has eye appeal, play appeal, everything to make it a large and a lasting profit producer.



Again we say - before you buy any bowling game, compare them **ALL** from every angle, and for every appeal.

THEN MAIL THE COUPON FOR DETAILS ON **WURLITZER SKEE BALL** - THE ORIGINAL SKEE BALL WITH ALL THE TRIED AND PROVEN PRINCIPLES OF PLAY APPEAL.

THE RUDOLPH WURLITZER CO.
North Tonawanda, N. Y.

Gentlemen:

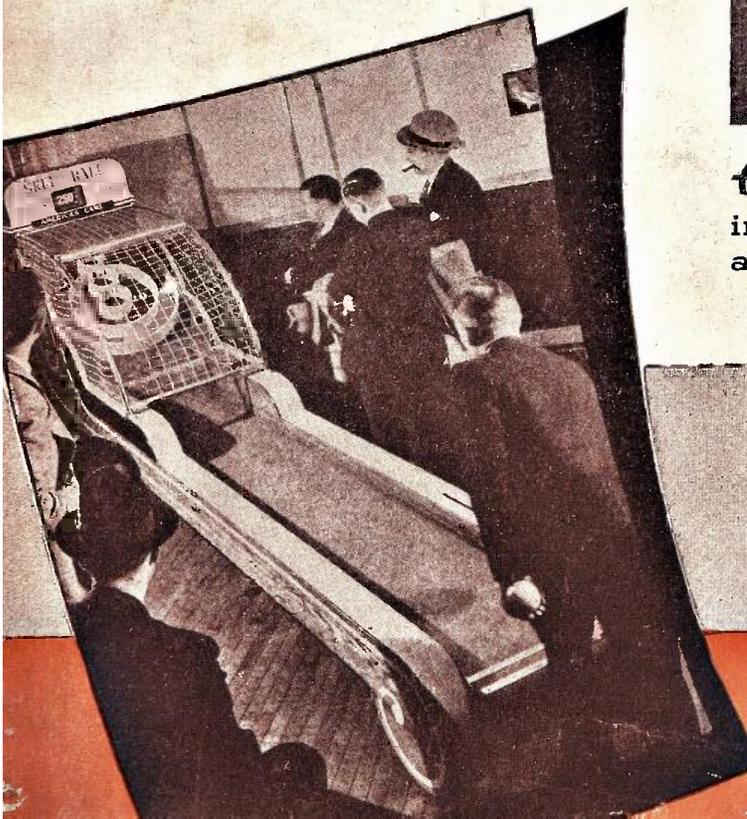
I'd like to cash in on the big Skee-Ball profits. Please tell me how I can get into this profitable business.

Name

Address

City and State

Present Occupation



WURLITZER SKEE BALL