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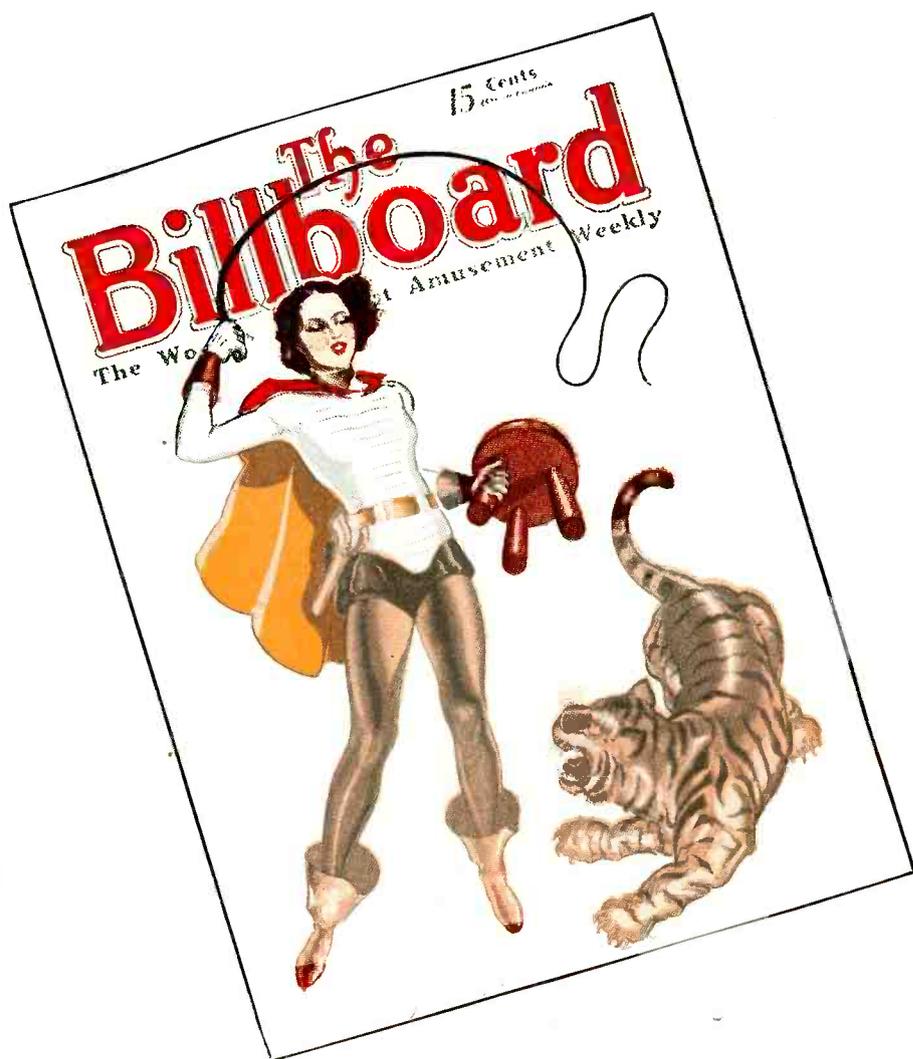
The Billboard

The World's Foremost Amusement Weekly



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Show Business**



The Billboard

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January 23,
1937

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INTERNATIONAL MEET, PARIS

23% of Federal Theater Performers Are "Phonies"

Fact-finding committee verifies old complaint—29% in legit and 10 in vaude projects—bona fide legiters are 993 out of 1,394—stagehands okeh—supervisors next

NEW YORK, Jan. 16.—Release of statistics by a fact-finding committee of the WPA Federal theater yesterday, revealing that 23 per cent of the actors on the legit and vaude projects were amateurs, verified the old complaint that the government theater was being used by nonprofessionals as a means to satisfy stage ambitions. There is no way now of ascertaining the percentage of amateurs who, previous to cutting of the personnel, had been cashing in on the benevolence of the WPA administrators. Results have already been seized upon as ammunition by two factions, the AFL theater unions and the little theater crowd. Latter claim the figures indicate a not-so-broad representation for whom the unions can speak. The unions, on the other hand, blurt that the nonprofessionals are crashing the gate.

Breakdown shows a higher number of phonies in the legit units than in vaudeville, the comparative figures being 29 per cent for legit and 10 for vaude. In legit 993 out of 1,394 on the project are classified as professionals, and of these, 787 persons, or approximately 57 per cent, belong to Actors' Equity. Semi-professional category includes 264 and out-and-out amateurs are listed at 133. Four are unclassified.

The vaude project, with a total of 650, lists 50 as semi-professionals and 14 as (See 23 PER CENT of FEDERAL page 8)

Chicago Legit Biz Capacity

Ziegfeld Follies sold two weeks ahead — Katharine Hepburn opens big

CHICAGO, Jan. 16.—For the first time in years the "sold out" sign is being displayed in legitimate theaters here. Not since the days before the depression have the box-office ticket racks been bare so frequently. Capacity and near capacity houses have been the rule at most theaters for the past two or three weeks and all indications point to this situation existing for some time yet.

Ziegfeld Follies, which opened last week at the Grand Opera House, is proving one of the greatest hits since theatrical boom days. Constant lines are waiting to buy tickets that can't be had for at least two weeks in advance.

Katharine Hepburn's Chicago stage (See CHICAGO LEGIT on page 10)

Frisco Fair Heads Fall in Revamping

SAN FRANCISCO, Jan. 16.—Reorganization for 1939 Golden Gate International Exposition Company—lopping off of a number of prominent heads—is under way. J. Franklin Bell, executive vice-president, informed all employees of departments of exhibits and concessions that their services would end on January 31 to make way for consolidation of the two departments.

Among prominent employees who received their notices are R. F. Allen, (See FRISCO FAIR on page 85)

No Divorcees for Minors!

DES MOINES, Jan. 16.—A bill which would penalize theaters showing movies in which divorced performers appear was filed for introduction in the Iowa Senate January 13. The bill was offered by Senator L. H. Doran (Rep.), or Boone, Ia., and would provide that no person under 19 could be admitted to a theater showing movies containing divorced actors. The theater manager or proprietor would be responsible for barring minors in such cases, and failure to do so would be punishable by a fine and jail term.

Doran also filed a bill which would permit judges to sentence for 30 days persons willfully disobeying court orders in divorce cases.

Film Actors' Peeve at Radio Gossip Takes Squawk to FCC

HOLLYWOOD, Jan. 16.—Striking back at various air commentators who are alleged to have made uncalled-for attacks on the film industry and its personnel, the Screen Actors' Guild last week began a campaign to still the ether lanes of malicious gossip. First step was the issuance of instructions to its attorney to file a demand with the Federal Communications Commission for revocation of the license of KFI, from which station Jimmy Fidler's movieand gossip emanates locally, on charges of circulating slanderous and libelous misinformation over the air.

Outbreak of hostilities between the Guild and air chatterers came to a head last Tuesday night, following remarks by Fidler over the NBC network to the effect that the Guild had plans set to

call a strike of its 5,000 members in April to force a player closed shop. Kenneth Thompson, executive secretary of the actor body, declared that Fidler's statement was "absolutely untrue." Fidler also quoted an anonymous producer as stating that Jean Muir, active Guild member, "had talked herself out of the picture industry."

SAG, which has been conducting an undercover survey the past few months of all types of professional gossip splinters, plans to move thru the Communications Commission to give the Fidler broadcast series a thoro cleansing. Another aim is to enforce strict censorship of gossip on the airways, making each station broadcasting these features individually responsible. The matter of Fidler's (See FILM ACTORS on page 8)

S. E. Fair Body Disbands; Each Member State Will Now Organize

ATLANTA, Jan. 16.—Meeting here on January 14 and 15, the Association of Agricultural and Industrial Fairs of the Southeast took several important steps.

The Southeastern organization was disbanded with the understanding that each State would continue with its own organization. Resolutions were passed requesting the Georgia Legislature to take action reducing tax on carnivals and midway attractions playing rec-

ognized fairs in the State. State Senator J. Howard Ennis, chairman of the finance committee of the State Senate, was elected president of the Georgia Association of Agricultural Fairs. Mike Benton, president of the Southeastern Fair, was re-elected chairman of the board of directors. Augusta was selected as the 1937 convention city.

It is decided to disband the South- (See S. E. FAIR on page 85)

French Outdoor Showmen in Bid

Carnival, park and exposition men asked to join in convention slated for '37

PARIS, Jan. 16.—Preliminary plans for an international convention of carnival, amusement park and exposition showmen have been drawn up by one of the outdoor showmen's associations of France, the Syndicat General des Forains de Fetes et Foire, La Liberte Foraine, and efforts are being made to interest similar organizations in other countries in the convention, which will be held in Paris during the Paris International Exposition of 1937. Among topics proposed for discussion and action at the convention are:

1. Conditions for the exploitation and carrying on of street fairs in different countries: (a) Laws and regulations; (b) tax questions, ground rents, etc.; (c) installation on public grounds; (d) amusement parks; (e) transportation, railway and highway.

2. Admission of foreign showmen with their attractions to France and vice versa: (a) International regulations; (b) admission of material and personnel; (c) temporary or permanent admission; (d) customs tariffs.

3. Reciprocal authorization to work between the different countries: (a) Foreigners having formerly exploited street (See INTERNATIONAL MEET page 85)

First Fair of Year Over Big

Pinellas County event at Largo, Fla., gives Royal American gross record

LARGO, Fla., Jan. 16.—The Florida midwinter fair season opened here Monday and closed tonight. Midsummer weather prevailed, attendance was more than a third greater than for 12 years and the midway gross receipts were never before approached at this event by any carnival organization. This is the record scored by the Royal American Shows (See FIRST FAIR on page 85)

Billy Rose May Return to Ft. Worth

CHICAGO, Jan. 16.—Billy Rose, who stopped over here a couple of days this week to visit his wife, Fannie Brice, of the Ziegfeld Follies, on his way back to New York from Fort Worth, told *The Billboard* that there is a possibility that the Fort Worth Frontier Centennial Exposition will reopen next June for its second season. Rose spent several days in Fort Worth talking over plans with Amon G. Carter and the exposition's board of control, but nothing definite was decided.

According to Rose, the board will have several meetings next week to decide if the exposition will reopen or not and if they do he will again travel to Texas to go further into the situation. Plans are in the conversational stage at the present time, he said, and no contracts for his services have been signed.

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Actors Charge Favoritism In Chicago WPA Project

Players claim discrimination in casting—many are relegated to subordinate clerkships—Frederick Donaghey and Sam Ward head press department

CHICAGO, Jan. 16.—Altho none of its members have held demonstrations like some of the left-wing organizations of other WPA units, the echo of repeated grumbings of disension and dissatisfaction in the Federal Theater Project here is becoming more evident. Actors claim that they are being pushed about and are hurling charges of favoritism and discrimination. Isn't there a ruling, they ask, that prohibits a man and his wife both drawing a salary on a WPA project, pointing out that there are two married couples in the cast of *O, Say Can You Sing?*, musical revue at the Great Northern Theater. Why is it necessary to import people for leading roles when there are so many talented people on the projects right here? Is another burning question, and why are so many performers in the Great Northern cast drawing supervisors' salaries? Added to this is a resentment against the employment of amateurs when, they claim, old troupers are being dropped from the theatrical projects.

Since November, when an order came from Washington to cut the theater and musical projects here by 20 per cent, it is said that more than 100 actors have either been dropped from the roles or transferred to other projects. Many of the performers who had cleared for relief and had qualified for a place on the theater projects have been reduced from \$95 per month and been reassigned as clerks and to other minor positions at \$55 and \$65 a month. Most of these are people late in years who evidently have lived their usefulness to the theater project. But they can't understand why they must be compelled to do something they know nothing about when they were put on as performers.

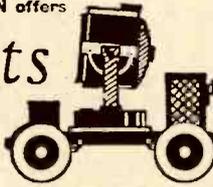
When interviewed George Kondolf, head of the Federal Theater Project here, (See ACTORS CHARGE on page 10)

Fed Judge Says "No, No" To "Si, Si" Plaintiffs

LOS ANGELES, Jan. 16.—Plagiarism suit for \$1,000,000 brought against Paramount Pictures and studio associates for alleged use of their song, *Si, Si Senorita of Spain*, under the title *One Hour With You* in the film of the same name reached a temporary end here yesterday when Federal Judge Yankwich handed down a decision in favor of the defendants. The judge stated he saw no similarity in the two songs.

Plaintiffs, Leo Martin and Eleanor Ninon, charged copyright infringement against Richard A. Whiting and Famous Music Corporation, Adolph Zukor, Ernst Lubitsch, Jeanette Macdonald and Maurice Chevalier. Songwriting pair also have a suit filed against United Artists and 20th Century-Fox for an alleged number used in *Folles Bergere*.

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Awkward, Indeed!

PHILADELPHIA, Jan. 16.—Millenium has turned the corner and the day of reckoning is at hand. Sydney Granville, who takes his Gilbert and Sullivan from all angles, muffed a line in "Gondollers." Report has it that the entire D'Oyly Carte Company was knocked for a row of Mikados and Pinafores.

As if they had seen a dream walking, Derek Oldham, Leslie Rands, Marjorie Eyrce and Sylvia Cecil, sharing the stage with Granville, flung the line at him, as did prompters in every wing.

The missing words were: "This is very awkward!"

Nolan Test Case Filed By Guild

HOLLYWOOD, Jan. 16.—Attempting to straighten out a recent precedental California court decision which affects all film actors, the Screen Actors' Guild has instructed its attorney, Lawrence Beilenson, to file a brief in connection with a recent ruling in favor of the Small-Landau agency in a commission suit against Lloyd Nolan. The decision, which affirmed a \$10,000 judgment awarded by Superior Judge Thurmond Clarke, established a new point on the right of an agent to sue a client for damages beyond the date of discharge or cancellation of a managerial contract.

Attorneys Simon & Garbus, representing the actor, are preparing an appeal to the State Supreme Court. Odd angle of the case is that the Guild, which is stepping in to support Nolan, has just filed charges against him as the latest of the small group of Equity members still refusing to join the SAG under the terms of the Guild-Equity mutual membership deal.

L. A. Federal Theater Project In Line for Reorganization

LOS ANGELES, Jan. 16.—Wholesale reorganization of the Federal Theater Project in the local area and replacement of J. Howard Miller, regional director, and other top officials are recommended in a report filed by the Democratic county central committee, which has been conducting an investigation. The investigating body recommended the installation of "persons of more suitable age and wider experience and possessed of qualifications apparently lacking in the incumbents." Also suggested was a more complete official investigation of the project.

Understood that Miller himself asked for a local project investigation previously and that a number of FTP officials from the Salt Lake City area are expected here shortly to conduct the probe.

Memorial Little Theater Dedicated in Clearwater

CLEARWATER, Fla., Jan. 16.—The Francis Wilson memorial little theater building here, made possible by a gift from Mrs. Edward Bok, was formally dedicated to the memory of Francis Wilson on January 7.

A bas relief of Mrs. Bok, donated by John C. Howard, actor, adorns the entrance to the building. Ceremony preceded the presentation of the first play of the Clearwater little theater season, *The Royal Family*.

Savannah Cuts Amusement Tax

SAVANNAH, Ga., Jan. 16.—City council, meeting in special session, passed an ordinance reducing the tax on amusements to 2 per cent on the purchase price of each admission and fixing a minimum tax of 1 cent on each ticket.

New ordinance went into effect immediately and replaces the 10 per cent gross receipts tax imposed on amusements since January 1. The new tax runs proportionately to a top of \$5 admission, on which 10 cents is charged.

Reduction in the tax followed a threat by the theaters to close down. It is estimated \$30,000 will be raised by the tax, to be used for unemployed.

New Amusement Code To Tighten Reins in Birmingham

BIRMINGHAM, Ala., Jan. 16.—Amusement supervision in Birmingham will be extended and tightened in many respects rather than relaxed by the proposed creation of a department of amusement supervision, Commissioner - President Jones said this week. The city official made this statement before a group of protesting members of the Birmingham Motion Picture Council and added that his new system will be given "a fair trial."

Petterson Marzoni is scheduled to be director of amusement supervision, and Harriett B. Adams, now amusement supervisor, assistant to Marzoni. The ordinance under these people, Jones says, will be considerably enlarged and will "clarify the amusement supervision sections of the code." The new department, he says, will have complete authority over theaters, circuses, fairs, carnivals, night clubs and other entertainment which is not now covered. Jones and another commissioner say they will vote for new code this week-end, while a third commissioner says he will vote against it.

Kenosha Musicians Elect

KENOSHA, Wis., Jan. 16.—Musicians' Local 95 at a meeting here Tuesday re-elected the following officers: H. A. Thompson, president; William J. Ryan, vice-president, and Clifford Lindstrand, secretary. Members of the board are W. C. Draudt, John Puhek, Harold Schaffer and Byrn Calvi. Fred Zbauck got the nod for sergeant at arms.

Federal Theater Scores Again With Kit Marlowe's "Faustus"

NEW YORK, Jan. 16.—Redolent of fireworks, trapdoors and experimental stage technique, the WPA Federal Theater's oft-postponed production of Christopher Marlowe's *Doctor Faustus* finally arrived at the Maxine Elliott Theater last week. It is, in brief, one of the finest things the people's theater has accomplished and brings to the proletariat some of the

most haunting poetry in the language. Production is in charge of Orson Welles, who, in the role of the learned doctor who sells his soul to the devil in order to gain universal knowledge and live in voluptuousness for 24 years, clinches his position as the Federal Theater's white-haired boy. Welles speaks the honeyed lines with dramatic power and attains a fine lyric peak in a few of the more ravishing passages.

Jack Carter, principal in the Negro Theater's production of *Macbeth* last year, comes thru with a capable interpretation of Mephistopheles, Faustus' good tho implacable servant. Others in the cast are sufficient, but are definitely without the pale of interest.

For anyone who claims an interest in the theater, *Faustus* is a must.

PAUL ACKERMAN.

Extra Extras Must Get Pay

California Commission gives recognition to SAG in case against Radio Pix

HOLLYWOOD, Jan. 16.—Following on the heels of the Screen Actors' Guild's successful initial test of strength in regard to actors on location units, first official recognition of the Guild as the exclusive labor representative of film players was made by the California Industrial Welfare Commission in a decision rendered this week against RKO-Radio. Decision followed complaints of a group of extras for salary involving approximately \$2,000. Details of the ruling will be made public in several days.

Hearing of the case, which tests the rights of studios to call two sets of extras for the same shooting unit for alternative use according to the weather, and to dismiss one group without pay, was held under oath before Mabel E. Kinney, chief of the State body. Kenneth Thomson and Audrey Blair, officials of the Guild, represented the extras, while Bob Palmer, casting director, and J. R. Crone, production executive, were present for the studio.

Following the hearing Mrs. Kinney, (See EXTRA EXTRAS on page 10)

Two Scratched for Philly, But Two More Added

PHILADELPHIA, Jan. 16.—Two definite bookings for the local list were scratched this week, with replacements up and coming. Alex Yokel's oft-postponed production of *Bury the Dead* was postponed again. With no prospective show for the Erlanger, house goes dark tonight. An American tour of the anti-war drama, starting here, is promised for the spring. Altho it had been definitely announced as coming to the Chestnut for three weeks beginning February 8, *Swing Your Lady* was pushed back to February 15, and now it is entirely off. Goes to Chicago following its New York run, and may come here before the season curtains.

Locust adds two to keep the total intact. *Tobacco Road* comes back for the week of January 18, with Taylor Holmes in the Jeeter Lester role and the same company that did a fortnight at the Erlanger just two months ago. Follow-up promises premiere of Vincent Marr's dramatization of *Lady Chatterley's Lover*. Now in rehearsal with James Hall, Lillian Foster, Leaneore Sorsby and George Blackwood in the leads. Jack Linder is producing, with Jules Laventhal holding an interest.

DAWN and DARROW (This Week's Cover Subjects)

ALTHO his parents had destined him for a business career, Jose Darrow always wanted to be a dancer. With this in mind he left his home in Puerto Rico, where he was born, and migrated to South America, where he had heard there were plenty of opportunities to follow his adopted profession. He was disappointed in not finding a proper tutor and sailed for the United States. Here he came across a real instructor and in a short time was proficient enough to get a job in an adagio offering touring the vaudeville circuits.

As his prowess advanced he decided to go on his own. In a local studio he met Evelyn Dawn, who had gained some experience in a terpsichorean way with another dancing act. The pair teamed and within a short time elevated themselves to a position where their respective and combined talents became quickly recognized. Today they enjoy the distinction of being one of the most outstanding stepping duos in the show business.

Miss Dawn hails from Philadelphia. She really started out to be a dressmaker. In New York she secured several positions in high-class shops. During her spare time she took up designing, an art that has helped her and associate in good stead. She forms and executes all the wardrobe used in the turn, with her ideas of revolutionary attire winning laudatory comment wherever the pair have appeared.

For At-Home Nite Clubbers

WDAS, Philly, airs make-believe cabaret — has everything but the drinks

PHILADELPHIA, Jan. 16.—If you can't come to a night club, WDAS has arranged for the night club to come to you. Everything is on the house and everybody has to bring their own. Station started a new series Monday which dramatizes a night in a nitery, excepting that it hits the loudspeaker at 10 in the morning.

Idea is brainstorm of Harold Davis, WDAS program director, and rings in house band and staff talent for the floor show. Additional local color provided by knockers and banging bitter bottles. Following the trend, make-believe nitery is tagged the 1370 Club, station's spot on the wave-band. Jerry Stone does the emcee mutterings for Frances Cooper, Dave Wahls, Wilson Donahue and Chris Seider; band stand has Joseph Shrelbman; Three Naturals, instrumental harmonizers, do strolling stunts, and Ted Hale is the rambling pianist to fill the waits.

Mythical spot airs for an hour, and in keeping with legislative limitations, is closed on Sundays.

Nixon's Solid Bookings

PITTSBURGH, Jan. 16.—Booking of *On Your Toes* into the Nixon for the week of January 25 marks another month of uninterrupted bookings in that house. The Nixon, for the first time in years, has not missed a full week since opening for the season in September. Other bookings for this month include *Boy Meets Girl* and Leslie Howard in *Hamlet*.

Project Subcommittee Elected

NEW YORK, Jan. 18.—National advisory committee of the Federal Theater Project at a meeting Friday at the Ritz Theater elected a subcommittee of nine, comprising Brooks Atkinson, Barrett Clark, Sidney Howard, Mrs. Edith Isaacs, Irene Lewisohn, Donald Oenslager, Elias E. Sugarman, George Sklar and Maurice Wertheim. Meeting was the first since the committee's inception a year ago.

Fund Benefit Grosses 13Gs

NEW YORK, Jan. 18.—Actors' Fund of America, at its 55th annual benefit last night at the New Amsterdam Theater here, grossed \$13,000. Daniel Frohman, president of the Fund, was unable to attend owing to a cold. This is the first benefit in years that he has missed. Frohman, who will leave for Florida early this week, is not expected to produce another Fund benefit. He will, however, continue his other activities in connection with the Fund.

Feagin Students Do "Berkeley Square"

NEW YORK, Jan. 16.—Senior class members of the Feagin School of Dramatic Art opened a three-day run of John L. Baiderson's *Berkeley Square* Wednesday. Production, directed by Harry Plimmer, went off nicely opening night, but was marred by a too self-conscious performance on the part of David Evans in the principal role of Peter Standish. Evans, portraying the romantic philosopher who becomes enamored of the past and establishes a psychic relationship with his 18th century forebears, with one of whom he falls in love, gives a more creditable account of himself when set in the earlier period than when cast as a contemporary.

Plimmer, however, has managed the flashback technique nicely, giving proper emphasis to the varying moods of mysticism, hopeless romance and occasional terror and comedy.

Outstanding in support of Evans were Robert Dryden, in the comedy role of Mr. Throstle; Doris Glasser, as Helen Pettigrew, the main love interest; Maureen Whelan, as Kate Pettigrew, sister of Helen, and Arthur Anker, as Tom, a drunkard, gamester and voluptuary.

One well-designed set by Brammer Binder suffices for the piece.

PAUL ACKERMAN.

Local 802 Official Slugged

NEW YORK, Jan. 18.—Sam Suber, member executive board Musicians' Local 802, AFM, was mysteriously attacked and beaten last week. He is in a Brooklyn hospital. Various theories are offered as to who Suber's assailants were. No definite information is available. No comment was forthcoming from Local 802 officials.

Para Talent Dept. Changes

HOLLYWOOD, Jan. 16.—Reorganization of Paramount's talent department has taken place, with Oliver Hinsdale, formerly MGM talent chief, now in the top spot but subjected to the supervision of A. M. Botsford. Ted Lesser, former assistant to Adolph Zukor, is another recent addition. Melville Shauer, head of the department for some time, has again taken up his work as associate producer.

American Academy Students Present Barry's "Holiday"

NEW YORK, Jan. 16.—The senior students of the American Academy of Dramatic Arts gave an unsteady performance of Philip Barry's *Holiday* yesterday afternoon as the second presentation in their current series of matinees. The comedy, as usual, practically plays itself, but the youngsters didn't do a great deal to help it.

Linda, of course, is practically the whole play—and Marlon Sweet, a charming and attractive lass who has personality, stage assurance and a good voice, played her nicely, particularly during the big moments of the last act. She played her nicely—but she didn't play Linda, lacking the bitterness and the bite, the verve and the sparkling heartbreak necessary to the character. It was a good performance in everything save interpretation.

The best work of the afternoon was done by Jean Barrere in the really difficult role of the drunken Ned. Young Mr. Barrere read his lines with assurance and insight and offered a finely effective characterization. Martha Gaylord also did well as Julia—very well indeed—tho she failed to convey the surface charm of the girl (very much like Linda's at first appearance) which was the cause of the love affair on which the plot hinges. Wade Wybrants was pictorially effective as Papa Seton. Joseph Hurst and Jane Anderton, as



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SAG Wins First Test of Strength

HOLLYWOOD, Jan. 16.—First step of strength of the Screen Actors' Guild met with success last week when production was temporarily suspended on Paramount's *Souls at Sea* Company, on location at San Pedro harbor. Six actors were dismissed from the set for failure to carry union cards. The players subsequently signed SAG applications for membership. Also ordered from the set by union stewards until they could produce union cards were a property man and several hairdressers.

Guild demands were backed by the maritime unions, who protested to studio officials the use of non-union workers at the harbor. Checking of every location unit is now part of the studio unions' program. Recent order of the Guild requires members to carry their membership cards at all times, particularly while on location.

Nick and Susan Potter, who carry a great many of the grand comedy lines, swallowed their words so that most of the lines were lost. Delano Finch and Christine Formby offered burlesque bits as Seton and Laura Cram. Hugh Farley and Betty Graham played the servants.

No real appraisal can be made at this time of the work of Arthur Sutherland, who played the rich and important role of Johnny. A good-looking lad, he occupied himself chiefly in being nervous. There was no curtain raiser.

EUGENE BURR.



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Chains Unloosen Bankrolls In Coast Audience Scramble

Columbia and Don Lee in extensive ad campaigns to nab listeners under new station lineups—CBS will spend \$30,000—local dailies happy—Lee three-year plan

LOS ANGELES, Jan. 16.—In the hectic period of readjusting listeners' habits, acquainting them with recent switches in network affiliations and the battle for new listeners, Pacific Coast radio is indulging in an orgy of spending that surpasses any campaign previously waged. Heaviest expenditures are being marked up by Columbia Broadcasting System in plugging its new Los Angeles and San Francisco outlets, KHJ and KSFO, respectively. Next is Don Lee, who joined Mutual at the turn of the year. National Broadcasting, with no important announcements for the public, is continuing along routine exploitation schedules for the present, but may be forced to participate in the general spending to protect itself. California Radio System, combination of the Hearst and McClatchy stations, is also giving itself a buildup, while KFVB, in a drive for important sponsors and wider listening audience, has also thrown the hat into the ring.

Columbia Broadcasting System's promotional campaign, which started several weeks before the switchover from Don Lee to KNX and KSFO, calls for an expenditure of \$30,000 before coming to a gradual close next month. Bulk of the business is going to daily newspapers in the State's key cities, Los Angeles, San Francisco and San Diego, with a series of full and half-page advertising splurges announcing the change in CBS program outlets and pluses for various top performers and shows. On the same pattern, ads went to newspapers in Sacramento, Fresno, Stockton, Bakersfield, San Bernardino, Oakland, Berkeley and Alameda.

About 110 billboards in Los Angeles and San Francisco Bay region were taken by Columbia. In addition to 600 street car cards. Network also called in top sponsors for participation in the campaign, which called for distribution of program schedules to customers, distribution of advertising at audience shows and inclusion of plugs in each envelope of tickets. On the special publicity side, Dave Carter and George McCaughna arranged for a series of department store window displays with blown-up photos of air personalities at the CBS mike.

Don Lee Plans

The Mutual-Don Lee campaign, handled by the Raymond R. Morgan Agency, calls for a three-year schedule at an expense of \$60,000. Deciding against sporadic splurges in favor of a consistent flow of advertising, Don Lee is turning out a series of film trailers and slides for showing at the Fox-West Coast theaters. Advertising space has been taken by the web in some local papers, but the bulk of newspaper advertising will go to both the Downtown and Hollywood Shopping Guides, weekly door-to-door giveaways, with nearly 750,000 circulation. Ads in these sheets are written in the form of a radio column by Wayne Miller, KHJ publicist, and go for a quarter-page.

Hearst-McClatchy chain is getting a systematized campaign of advertising and editorial matter from all Hearst and McClatchy newspapers. Another intensive campaign will be begun locally when KEHE gets its new studio and transmitter.

KFWB, Warner-owned station, is going in for some mild spending, with the bulk yet to come. Newly reorganized exploitation department has three men, with Hary Maizlish, station manager and former ace Warner exploitation man, directing. Campaign will utilize some 250 billboards thruout the local area, extensive newspaper advertising in dailies, weeklies and neighboring college papers. Weekly series of trailers plugging the station and its top programs is currently being shown at all Warner film houses, with the forthcoming Gus Edwards amateur program late this month slated for wide buildup. Station is also lined up with department stores for window space, as well as handcards and display sheets at strategic spots.

Weed Reps WCOP

BOSTON, Jan. 16.—WCOP is now represented by John J. Weed Company, of New York. Station was purchased recently by Arde Bulova and Harold A. LaFont, subject to oking of Federal Communications Commission.

Gus Edwards Gets Sponsor

Program sold before going on air—CBS seeks Hollywood theater—Coast items

LOS ANGELES, Jan. 16.—One of the fastest sales stunts in the history of Coast radio was pulled here during the week, with the signing of Gus Edwards' *School Days on the Air* by Gaffers & Stattler, refrigerator and gas-range company, for 26 weeks on KFWB. Idea for the program was announced only last week, and Edwards hadn't even begun rounding up talent for his first show when the deal was set. Promise of guest appearance by former Edwards proteges, now top-money people in radio and pictures, probably had much to do with hurried pact. Show goes out once weekly (See GUS EDWARDS on page 10)

Brown, Bosworth With N. W. Ayer

NEW YORK, Jan. 16.—Fred Pflugfelder, head of the radio department of N. W. Ayer & Son, has added two producers to his staff. C. Marsh Bosworth, formerly with NBC and CBS, joined the agency a week or two ago. Brad Brown, radio actor, formerly half the team of Brown and Llewellyn, started this week.

Ayer outfit has been talking to Eddie Dunham also as a possible New York staff addition. Dunham, formerly with NBC, quit Ruthrauff & Ryan this week. He's a producer.

Ed Wolf's Coast Office

NEW YORK, Jan. 16.—Jack Ruben, of the Ed Wolf talent office, hops to the Coast in about three weeks and will establish a branch office in Hollywood for Wolf. Ruben will take Neila Goodelle with him, with a picture deal for the singer pending. Ruben is due to be away from New York for about three or four weeks.

Smoke in Reisman's Eyes as Beer Pay Tops Ciggie Stint

NEW YORK, Jan. 16.—Situation concerning the orchestra on the Philip Morris cigaret series became more definite this week, with authoritative reports that Leo Reisman and his orchestra would shortly be replaced. Spokesman for Reisman, however, said today that as far as the leader knew he was continuing on the present NBC series and was to have the music assignment on the Saturday night program starting soon on CBS. Meanwhile the agency for the account, Biow Company, auditioned two bands, Russ Morgan and Yascha Bunchuk. Reported that Morgan is favored so far. Milton Biow, head of the agency, who will buy the new band if any is bought, left yesterday for California, where his wife is ill. Due back in several weeks.

The Reisman-Morris situation has numerous angles. Most important one, which started the whole affair, is that

Ike Levy Prophecies

PHILADELPHIA, Jan. 16.—Story reaching here from Miami Beach has Ike Levy, WCAU biggie and CBS director, throwing his chapeau to the left wing in the oracle circle with a candid prognostication that "we'll be wearing grey beards before television is developed to the point where it is feasible for general broadcast use."

Radio Acts' Pop Seeks a Station

WASHINGTON, Jan. 16.—Clarence G. Dill, former senator from Washington and for many years guiding hand behind radio legislation in Congress, has decided to take filer in broadcasting himself, and FCC Examiner John P. Bramhall looks with favor upon the idea in a report made public this week. Dill seeks authority to establish 1,000-watter, with studios here and transmitter at suburban Bethesda, Md.

According to report by Bramhall, Dill, principal author of Radio Act of 1927 and Communications Act of 1934, plans to offer purely local program service, featuring daily comment on legislative activity, food market reports, periods devoted to school material and first air appearance of Adventist Church in addition to seeking local ad accounts. Bramhall declared sample program week submitted included "many interesting subjects which are a complete departure from the ordinary stereotyped program."

WSPR Denies Foreign Language Net Hookup

NEW YORK, Jan. 16.—WSPR, Springfield, Mass., has no connection with the foreign language network being formed by Roessler & Howard, station representatives, as recently reported, according to a communication received from Quincy A. Brackett, president of the station. Brackett also denies any connection with another possible foreign tongue network as planned by Viola & Furman, also station reps.

Brackett states: "We have a leased wire of our own between WSPR and WNBC in New Britain, Conn., and over this wire we take one Italian program from Viola & Furman. There is no organized network; the telephone line is our own, and there is only one foreign language program involved. While we do not exclude foreign language programs entirely from Station WSPR, we limit them very definitely to a very small percentage of our program time."

Man Bites Pooch as West Goes East for Act

SAN FRANCISCO, Jan. 16.—Hastings Clothing Company, thru the NBC Artists' Bureau, has signed Dick Newton, Eastern pianist-vocalist, for a 13-week quarter-hour spot over KPO. Titled *The Singing Salesman*, he made his local air debut Thursday at 9:45 p.m. His fee is said to be in three figures and is considerably more than that paid for local talent.

Hastings auditioned several local acts but they didn't please, with the result that NBC had to import.

\$35,000 Wk. For Soap Firm

Lever Bros. lead on CBS as weekly spenders—plenty for talent, too—5 hours

NEW YORK, Jan. 18.—Start of a new series today on CBS for Lever Brothers gives that firm top ranking—at least temporarily—among the weekly spenders on the network. New show, which runs across the board Monday thru Friday for a quarter-hour each time, brings Lever's weekly expenditures to an estimated \$35,000 weekly. New program is called *Aunt Jenny* and dramatizes real life stories. Spry, a cooking fat, is the product.

Other shows for the same company include the hour Monday night *Radio Theater* from the Coast; a sketch, *Big Sister*, four times a week for a quarter-hour, and the half-hour Al Jolson series on Tuesday. Ruthrauff & Ryan place the latter two shows; J. Walter Thompson the hour show.

Radio Theater has one of the biggest talent budgets in the radio picture. Using two film stars a week at phone-book prices, talent ranges around \$10,000 a week. Jolson show has a pretty stiff talent "nut" as well, mainly for Jolson.

Including rebroadcast, total time involved is 5 1/4 hours.

That 'Mr. Whiskers' Inquiry Here Again

WASHINGTON, Jan. 16.—While making plain that he had not yet read actual text of the resolution, James W. Baldwin, managing director of NAB, voiced prompt indorsement in principle of measure sponsored by Representative Connery (D. Mass.) calling for Congressional probe of American broadcasting biz aimed at major nets.

"I have one thought with respect to Congressional investigations generally—to favor them," Baldwin told *The Billboard*, adding, "As an industry, we haven't anything to be ashamed of, and we shouldn't oppose them."

Connery's stirring up of the "monopoly" nest failed to get rise out of FCC, however, bigwigs adopting noncommittal attitude with apparent general feeling that airing is not their worry to date. Officials available for queries did not consider this agency by any means certain to figure in such inquiry should it materialize, with unofficial declaration in one quarter that, "FCC's only possible connection would be to furnish Congressional investigators with any information they might ask for, which, of course, it stands ready to do."

Only inkling of possible commish attitude on question raised by Connery is "don't quote me" statement by an official after release of stinging report of Examiner P. W. Seward in recommending denial of WOAI sale to CBS. "Don't be surprised if there are more like that one," was the hint at that time. It is obvious here, however, that FCC and Connery are not working together at this stage of the game.

NEW YORK, Jan. 16.—Broadcasting trade paid scant attention to the Connery resolution. This has come up before, with Connery making a similar suggestion last year after a Mexican broadcast on NBC involved the network in charges that one of the songs, sung in Spanish, was obscene.

MacMurray Strikes Oil

HOLLYWOOD, Jan. 16.—Fred MacMurray, following Dick Powell in the emcee spot on *Hollywood Hotel*, will draw \$2,500 a week for his labor. Contract with F. Wallis Armstrong Agency is for 15 weeks with options.

Lauda Now a Director

NEW YORK, Jan. 16.—Charles Lauda, World Broadcasting System production executive, has been elected a member of the board of directors. Lauda is an old hand at the recording game, having been engaged in it before radio. He is now in charge of all recording and studio activity for World.

UP Ponders Air Spread

NEW YORK, Jan. 16.—United Press, getting more air-minded, sent a letter to ad agencies this week sounding out their reaction to the idea of a UP radio department, equipped to aid in framing programs calling for news personalities and dramatizations. Idea is that UP sees the "human news element" in radio here to stay, and figures that its present newspaper setup can be easily augmented to service radio. UP formerly handled *March of Time*, and has had a hand in other news programs, in addition to its usual news wire to stations. Other wire services have done similarly, including International News Service for the Kate Smith show.

Success of such programs, relying for much of their punch on the use of personalities, minor and major, and cheap to do, inspired UP with the idea of expanding its radio division.

UP figures that it has the physical facilities, which would make the development of its present radio setup a comparatively simple job. If UP is successful in expanding its radio department to service agencies with news, news backgrounds and people it may expand into actual production. LeRoy Keller, former UP feature writer and more recently of the sales division, is making the study.

UP is dominated by the Scripps-Howard interests, also engaged currently in expanding in radio thru purchase of several stations and applications to buy more. UP was the first to pull out of the Press Radio Bureau setup from the standpoint of selling news for commercial sponsorship, altho continuing to feed the bureau.

N. Y. Indie Gets Bond House Test

NEW YORK, Jan. 16.—Lebenthal & Company, financial house, specializing in municipal bonds, is testing radio by way of a campaign on WQXR, local high fidelity station. No other New York brokerage firm is known in the local ad agency field to have used radio before as a means of attracting, and the trade is watching the program closely. Belief is that if this show pulls, a new market may be opened for the stations to get after. Chase Bank is sponsoring a series on CBS, in association with a group of other banks, using the Philadelphia Orchestra, but that's about the only hint of financial advertising in radio currently.

Lebenthal & Company is using a two-hour recorded operatic program once a week. WQXR has a limited class audience, with most programs being recordings of classicals. Agency placing the business, Frank Kiernan & Company, figured listeners to this type stuff would be more likely to be in the income bracket the advertiser wants to reach.

Seed Co. Owing KMA Buys Time Elsewhere

DES MOINES, Jan. 16.—Earl May Seed Company, operator of KMA, Shenandoah, Ia., has purchased five weekly 15-minute periods on KRNT and WMT. Another Shenandoah seed company and station operator, Henry Field, of KFNF, has renewed his KRNT schedule and is also buying WMT time. *Scotty Views the News* is a new show sponsored by Fels Naptha soap for three 15-minute periods weekly over KRNT and WMT.

NEW YORK, Jan. 16.—Ferry-Morse Seed Company has increased its radio budget for greater station coverage this year. A 39-broadcast three-weekly series will be aired. Programs will offer hints to gardeners, and various hoe and rake events will be dramatized. Special programs are being arranged for West Coast planters.

Coast Fair Radio Chief

SAN FRANCISCO, Jan. 16.—Art Linkletter has been appointed to head the radio division for the 1939 Golden Gate International Exposition by Clyde M. Vandenburg, the fair's new publicity chief. Linkletter was formerly associated with Vandenburg at the Texas Centennial and California Pacific International Exposition at San Diego, Calif. Prior to that he was on the staff of KPFD and KBG in San Diego.

Must Be a Union

HOLLYWOOD, Jan. 16.—Following complaints of Screen Actors' Guild against his chatter, Jimmie Fidler, columnist-air commentator for Ludens via NBC, told the film studio publicity heads that he will take the sting out of his broadcasts if they would dig up freak yarns for him. John Swallow, NBC manager here, will hereafter collaborate with Fidler on his air scripts.

Raymer Lands Station Plum

NEW YORK, Jan. 16.—Paul H. Raymer & Company, station representatives, have landed WWJ, Detroit, on an exclusive basis. Detroit broadcaster is regarded as one of the sweetest plums in the field.

Before Raymer got the station letter had its own representative, H. Betteridge, in New York, working out of the New York office of *The Detroit News*, which owns the station. Betteridge is now stationed at the home office.

Goose Creek Parson Dies

HOLLYWOOD, Jan. 16.—Rev. William B. Hogg, minister in real life and also Josiah Hopkins, the Goose Creek Parson of radio, died January 14 after an operation. He had been a circuit-riding minister in the Tennessee hill country and served as pastor of several churches. Rev. Hogg came to Hollywood three years ago and opened a non-denominational church and later broadcast his sermons. His *Goose Creek Parson* series, which achieved wide popularity, was inaugurated last year, with Colgate-Palmolive-Peet Company sponsoring.

WHN's New Rate Card Shows Increased Tariffs

NEW YORK, Jan. 16.—WHN's new rate card, effective this month, has upped costs considerably. Class A time for night time has gone from \$250 per hour to \$400 per hour. Daytime proportion of increase is the same, from \$125 the hour to \$200. Prorated for the smaller periods.

Special rate group, for three periods a week, in hour divisions down to five minutes, came in for an upward bump, too. Formerly \$675 a week for three hourly periods, tariff is now \$810 for the same time.

Spotting Tea

NEW YORK, Jan. 16.—Tea Market Expansion Bureau has bought one-minute spots on nine stations for 26 weeks, starting February 1. Idea is to promote use of tea, no matter what brand. Flesh announcements rather than e. t.'s will be used. William Esty & Company the agency.

Edgeworth Renews

NEW YORK, Jan. 16.—Marschalk & Pratt, Inc., ad agency, has renewed for Larus & Bros. Company (Edgeworth tobacco and Domino cigarettes) the half-hour spot Moments You Never Forget. Renewal is for 13 weeks over 10 stations in original lineup. Eleven more stations were added to original list on January 13.

Decca-WHN-Crumit Hearings Delayed; Crumit Sues Decca

NEW YORK, Jan. 16.—While arguments in the action brought by Decca Records, whereby they seek to enter the Crumit vs. WHN suit over the broadcast use of phonograph records, were postponed from Thursday (14) to next Thursday, the already complicated legal picture became a little more involved this week. New twist happened when Crumit filed suit against Decca, alleging the record firm had not paid him royalties for recordings made and that the number of records to have been made under the contract had not been fulfilled by Decca. Action was filed thru the singer's attorneys, Maurice J. Speiser and A. Walter Socolow.

While Crumit's royalty suit was not filed as part of the WHN involvements, this same defense, it is said, will be used as an argument against the pending

Television "Foreseen" in 1937 by John Clark's Firm

Transamerican sales letter to stations says tele is anticipated this year—other station reps burn as rap is thrown in for exclusive station representation

NEW YORK, Jan. 16.—A "promise" of television during the coming year is held forth in letters seeking representation rights sent to stations by Transamerican Broadcasting & Television Corporation. Television in the letter is described as "the most important broadcasting development anticipated for 1937." At the same time the letter has drawn a burn from other station rep firms because of a phrase included warning the recipient stations against making commitments which might prevent them from taking advantage of TBT's production facilities, if and when there's tele. Letter expresses the opinion that "... exclusive spot representation is inadequate."

Good Will Court Gets New Garb

NEW YORK, Jan. 16.—*Good Will Court*, which, before it was forced off the air as a result of barristers' opposition, was cleaned up pretty much by Chase & Sanborn, its sponsors on both NBC and Inter-city, will come back on W/MCA with a new name, a new modus operandi, but, reportedly, less of a barrier on sex than when sponsored. Donald Flamm, WMCA prexy, who returned from Europe this week, set a deal with John J. Anthony, who directs the Marital Relations Bureau in New York, to handle the show.

Anthony's bureau has had considerable success in straightening out marital difficulties. Appointment of the home-preserver to handle the show is expected to stifle any squawks from attorneys. Starts January 24.

ALBANY, N. Y., Jan. 16.—State Judicial Council urged a ban on use by radio in radio programs of the word "court." Possible injury from this continued practice was foreseen to the administration of justice. Council also suggested the Appellate Division bar lawyers from such shows. (Appellate Division in the first legal department of the State has already done so, this accounting for the withdrawal of *Good Will Court* some weeks ago.)

New Tele Firm

DOVER, Jan. 16.—Television Corporation of America was formed here to improve, develop and perfect the arts and business of electronics, electric and photography, listing capital stock of 250 shares, no par value. The incorporators are Edwin E. Lindgren, David H. Jackman and Charles N. Caldwell Jr., of New York.

Weed Gets Another

NEW YORK, Jan. 16.—Joseph J. Weed Company, station representative, has added the new 100-watter, KGLO, Mason City, Ida., to its list. Station is owned by the local *Globe-Gazette*, part of the Lee Syndicate. Weed represents only the radio end of the business, not the newspapers. Weed is also placing the Matrix shoe account. Fifteen-minute-weekly e. t.'s on several stations.

According to the letter TBT, organized about five months ago by John Clark, former general manager of WLW, Cincinnati, with reported alliances with Warner Bros. and Philco for production and technical facilities, has sold over \$1,000,000 in broadcasting time. If the Warner-Philco deals are true TBT is regarded as being in a position to offer both product and equipment for television. Letter mentions a "new plan" that creates sales. This is said to be the absorption of transcription costs by TBT on all business placed directly with it by advertisers.

Letter reads: "The most important broadcasting development anticipated for 1937 is the probability that commercial television will become an accomplished fact. This development is characteristic of an industry that exists thru change.

"Recognizing that exclusive spot representation is inadequate, Transamerican in the first four months of operation has accomplished the sale of over \$1,000,000 in broadcasting time for its affiliated stations thru a new plan that actually creates sales.

"Anticipating the next step, Transamerican has available exclusively the most adequate production facilities in the radio industry, not only for general broadcast use, but for television as well. We urge you to avoid any commitments for the sale of your time which would prohibit you from participating as a Transamerican affiliated station in the profits which are to be expected immediately. . . ."

Letter is signed by E. J. (Manny) Rosenberg, vice-president.

National Accounts Check Alien Markets

NEW YORK, Jan. 16.—Roesler & Howard, who are forming a foreign language network, have several national accounts eyeing the non-English radio field. Firm is working on a survey to swing Coast-to-Coast advertisers to the foreign-language way of thinking. Study will include the number of stations presenting foreign-language programs, type material presented, how long programs have been established and days and hours of such entertainment. An analysis of news broadcasts in other tongues and case histories of successful foreign languages will also be made.

Olson Rugs is experimenting with the foreign idea, and Libby, McNeill & Libby's evaporated milk program is on several Illinois stations. Among those accounts considering the idea are toothpaste and soap manufacturers.

Kelly-Smith Expand

NEW YORK, Jan. 16.—Kelly-Smith Company, newspaper representative, which recently added a radio division, will probably open a Detroit office after the strike situation clears. Frank M. Headley, former "G" man, is in charge of radio.

"S(h)ic"

LINCOLN, Neb., Jan. 16.—Altho it's long after New Year's Eve, a local announcer acted suspiciously the other night on KFOR. All announcers are ordered to give the time every 15 minutes and the temperature on the hour. His announcement went like this:

"This is KFOR. Time: 27 degrees. Temperature: 8 o'clock."

NEW YORK, Jan. 16.—It was erroneously reported in last week's issue of *The Billboard* that Frank Crumit's attorney is Milton Speiser. Crumit's legal representative is Maurice J. Speiser, who is not connected in any way with Milton Speiser.

Decca proposal. Crumit sued WHN for using a phonograph record on a commercial broadcast, alleging injury. Decca then came into the picture, stating that it, not Crumit, was the aggrieved party. The WHN suit is a Supreme Court action; Crumit's salary suit is in the City Court.

There are about 14 records not made on the original Decca-Crumit recording contract and back royalties on records produced total about \$1,400, Crumit claims.

NAB Takes Time On Disc Library

WASHINGTON, Jan. 16.—While NAB is following cautious policy, making no effort to rush completion of public domain record library setup, actual production of discs is not far off, it was learned this week.

In order to insure absolute protection for eventual subscribers, Edward J. Fitzgerald, chief of NAB's copyright bureau, has been engaged in supervising exhaustive check at Congressional Library. According to Fitzgerald, file system in music division is not conducive to swift progress, but he is determined to go slow, taking nothing for granted in claims of alleged unrestricted selections. Altho feelers have been sent disc manufacturers, Fitzgerald made plain no commitments had been made, emphasizing resolve to eliminate slightest possibility of hitch.

"Hello, World's" KWKH Suit Heard

NEW ORLEANS, Jan. 16.—With hearings completed and reviewed by the Louisiana Supreme Court Monday, that tribunal took under advisement for possible ruling on February 1 suit of the Hello World Broadcasting Corporation, Shreveport, against the International Broadcasting Corporation, also of Shreveport, upon appeal from the District Court of Caddo parish. The Hello World firm, of which W. K. Henderson, radio's pioneer "bad boy" is president, asks damages to the sum of \$37,750 growing out of an alleged breach of contract.

The contract in question, it was brought out, was signed by both parties on May 24, 1933, whereby the International company undertook to purchase from the Hello World interests radio station KWKH, Shreveport, on its then licensed channel of 850 kilocycles, sharing time with WWL, New Orleans. The pact was violated by the purchaser, the plaintiff alleges, when the buyer sold the wave length of 850 to Loyola University,

op of WWL, for \$25,000, which "was for a sum far too little in making such a sacrifice for the city of Shreveport." The plaintiff also alleges that in making the sale it had reached agreement that the "preferred" channel should not be disposed of at any price "because it jeopardized the community."

The \$12,750 additional asked by the original owners of the station is the alleged difference between the actual sale price of the channel of 850 kilocycles and the "nearer true value of the sacrifice." At a trial by jury in the Caddo court concluded February 15, 1936, the Hello World Company was awarded by unanimous verdict the sum of \$21,250. At this time the defendant entered a general denial to all allegations in plaintiff's petition and appealed the judgment to the State's highest tribunal.

Since the transfer of the license from Hello World to International, station has become the property of *The Shreveport Times*, which also operates KTBS, and has become a link in CBS, while KTBS is a part of NBC. Following its "sellout" of 850, KWKH moved to 1,100 band to share with WLWL, Paulist Fathers' station, New York, at the "courtesy" of the Paulists to the Jesuit order who operate WWL, thereby allowing the New Orleans station full time on 850 wave. WWL is

at present operating on a short-time permit because of the Paulist Fathers' desire to rescind their "courtesy" and to have the FCC return KWKH back to sharing time with WWL on 850, or moving the Shreveport station to some other wave.

Henderson contended at the hearings in Caddo Court that he was once offered \$65,000 by WWL to sell out the station's cleared band, but that he refused "because it would have jeopardized both himself and the city of Shreveport."

New Faces at WFIL

PHILADELPHIA, Jan. 16.—Two additions to the WFIL staff include Edward Scatterday to the technical staff, former engineer at WCAE, Pittsburgh, and Newton (Duke) Rorbaugh as continuity writer, formerly program director of WIBG, Glenside, Pa.

NBC Spot \$397,534

NEW YORK, Jan. 16.—National Broadcasting Company's November national spot and local advertising biz was the best month in NBC history, topping October, 1936, by 6 per cent and November, 1935, by 27 per cent. Estimated November total is \$397,534.

NBC, CBS Top Estimates for 1936; December Grosses Good

NEW YORK, Jan. 16.—National Broadcasting Company closed its books for 1936 with a gross income from time sales of \$34,523,950. This topped the estimates made in December by about \$67,000. Columbia Broadcasting System splashed black ink for the year 1936 to the tune of \$23,168,148. This compared with the CBS estimate, made in December, of a \$23,298,000 total for the year.

In the network breakdown for December the NBC Red garnered \$2,418,713 and the Blue grossed 1,139,877. For the year the Red took in \$22,645,527, coming in second as compared to CBS. The Blue, during the 12 months just passed, sold time worth \$11,878,423. NBC's two networks during 1935 had a gross of \$31,148,-

931, this past year stepping ahead of that total by 10.8 per cent.

CBS for December, 1936, did \$2,433,353, as compared to 1935's \$1,885,977. For 1936 as against 1935 CBS beat its own record by 31.4 per cent. December of 1936 was up 29 per cent.

Fiscal year for WOR ends January 31 of this year, at which time the station will be a few dollars either side of \$2,300,000 for that 12-month period. Estimates made last month had the station down for \$200,000 more than was given. While WOR will net plenty on this figure, that profit will be down somewhat because of the expense incurred last year when the station built and opened a new 50,000-watt transmitter.

Promotion Shorts

AS A tie-in for its *High School Reporter* series, a nightly affair, WMCA got out a folder this week called *Life Begins at 14*. Program gives school news as gathered by correspondents for the station in each school and is plugged in the schools by special posters on the schools' bulletin boards. The kid reporters were given "police cards" identifying them as station correspondents. New brochure, dished up by Al Rose, station promotion manager, plugs the steady audience garnered by the individual school tieups, which number about 48.

Radio Belgrano, operating LR3 in Buenos Aires, gets out a weekly program booklet, on glossy stock, listing the week's shows. South American dailies won't give listings unless paid for by the stations. Booklet is decked out with photos of station execs and performers.

WSM, Nashville, Tenn., boasted to ad agencies and radio editors this week about mail response for the first week of 1937. As an attention getter the boast was sent by telegraph. Mail for that week broke a record—as you might guess.

WHN is plugging its *Behind the Lens*, camera programs, in photog clubs thru-out the city. Members invited up to take shots, etc. NBC had something similar last year.

They will be away for at least two weeks. IRVING GROSSMAN, head of the Artists' Bureau, WHO, Des Moines, will accompany the WHO cowboys to the Coast. . . . The road company of the "Iowa Barn Dance Frolic," WHO, Des Moines, got stranded in Mason City, Ia., en route to Albert Lea, Minn., because of treacherous highways.

FILM ACTORS'

(Continued from page 3) broadcasts will also be taken up with NBC and the sponsors, the makers of Ludens cough drops. The Guild and a number of other studio unions have been consolidating their position in the AFL the past months, with the idea of officially seeking studio recognition thru the existing machinery of the studio unions' basic agreement. However, spokesmen for the organizations involved have repeatedly stated that they eventually expected to obtain recognition without a strike.

23% OF FEDERAL

(Continued from page 3) amateurs. Of the bona fide performers, 255 or 39.2 per cent are members of the American Federation of Actors. Smaller percentage of phonies in vaude as compared to legit is based on the fact that the legiters were recruited, during the regime of Elmer Rice, without auditions. How many will be transferred as a result of the probe is doubtful, owing to the shortage of young talent in the various units. Altho checkup on the stagehands is not yet completed, preliminary surveys indicate 100 per cent professionalism. Supervisors are slated for a rubdown next. No one announced what was meant by semi-professionals or how people not belonging to Equity could be classed as anything but amateurs.

BOSTON, Jan. 16.—William Haddon, since June, 1936, director of the Federal Music Project here, was appointed supervisor of all government-sponsored music activities in the entire commonwealth as of January 1.

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.

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HAMMOND SMITH, veteran salesman of WMC, Memphis, is now station manager of WGPC, Albany, Ga. His place at WMC was taken by **FRANK CLARKE**, formerly of *The Commercial Appeal* advertising department. . . . **CARL HAGMAN**, advertising man previously associated with KTSa in San Antonio and WIND in Gary, as well as with the Texas Centennial, has joined WNRB, Memphis, as a member of the commercial staff. . . . **WARNER BOWDEN**, commercial agent for WMC, has been elected to a directorship in the Memphis Junior Chamber of Commerce. . . . Radio officials frequently make news when elected to important posts, but **MALLORY CHAMBERLAIN**, commercial manager of WMC and WNRB, Memphis, made news recently when he was defeated for the presidency of the Kiwanis Club in Memphis. . . . WNRB, Memphis, has employed **PAUL GREEN**, formerly of WNOX, Knoxville, as salesman to succeed W. D. SISSON, recently named head of the Little Rock, Ark., bureau of *The Commercial Appeal*. . . . **DAVID COBB**, former announcer of KSD, St. Louis, has joined the announcing staff of WMC, Memphis, succeeding **HOWARD CARRAWAY**, who left to take a post with WSIX, new Nashville station.

KTSM, El Paso, started using a new 158-foot vertical aerial January 10. Transmitters now in the El Paso National Bank Building will be moved. **KARL WYLER** is manager of the station.

WSMB, New Orleans NBC outlet, expects to be on the air within 30 days with new 1,000-watt transmitter and other new equipment. **HAROLD WHEELER**, manager, says. . . . **WALT RUBENS**, of Vanderble & Rubens, Inc., Chicago, spent a few days in New Orleans this week conferring with station officials. Reports good prospects for commercials during first months of 1937. . . . **BILLIE WALKER**

and Her Longhorn Boys are so busy filling out-of-town engagements that troupe has arranged series of recordings so that regular daily WWL appearances will not be missed. . . . **Scott Towels** began a series of daily five-minute spots on **WSMB** January 18, placed by J. Walter Thompson.

BILL WILLIAMS has joined the staff of **KFDM**, Beaumont, as sales manager of ad department. . . . **EVELYN TUCKER**, assistant program director and announcer of **KFDM**, recently married a non-pro. . . . **Falstaff Beer**, which recently took over large New Orleans plant, has bought time heavily on four local stations for daily spots and news broadcasts. . . . Veteran of the air, **HENRY FIELDS**, of Shenandoah, Ia., is taking daily five-minute spots on several Southern stations for campaign on spring seed sales.

LARRY BALL plays the head walter sketch in *Down by Herman's*, beer garden sketch on **WISN**, Milwaukee. **BALL** is a former producer of floor shows and has settled in Milwaukee. . . . No. 1 Busy Man of **WATR**, Waterbury, Conn., is **BILL DERWIN**. He announces several programs, including the *Sports Reporter* and the **WPA** band broadcast. He is also assistant supervisor of recreation at the local park department and manager of the Hamilton park pavilion and also does some publicity. Probably writing an O'Neill-length opy in his spare time. . . . Students of **ANNE KYLIN**, piano instructor, to be heard on **WFAS**, White Plains, N. Y., January 28. . . . **WDNC**, Durham, N. C., has a sponsor for its *Legislative Roundup*. Program, which presents political guest speakers, is paid for by local representative and the Goodrich Rubber Company. Unusual angle is that program is handled by **OSCAR BARKER**, Durham County representative.

AL CLAUSER and his Oklahoma Outlaws will head for Hollywood in March to make a picture starring **GENE AUTRY** for Republic.

Program Reviews

EST Unless Otherwise Indicated

"The Romantic Serenaders"

Reviewed Sunday, 2:30-2:45 p.m. CST. Style—Musical. Sponsor—Olson Rug Company. Station—WGN (Chicago) and MBS.

Produced by Fred Jacky, who conducts the *Hymns of All Churches* choir and arranges music for *Poetic Melodies*, two well-known chain shows, this new Sunday afternoon program is a pleasing 15 minutes of singing and instrumental selections.

Group consists of the Olson Weavers, a male quartet; Kenneth Stevens, baritone; Edna Thompson, soprano, and a string orchestra that features John Welcher, assistant concert master of the Chicago Symphony Orchestra, and Joseph Vito, harp soloist with the same organization. Edna Thompson's and Kenneth Stevens' voices blend very well, and the background music by the concert ensemble added greatly to the enjoyment of the program. Advertising plugs were minimized. F. L. M.

Checker Harmonica

Reviewed Monday, 5:30-5:45 p.m. Style—Music. Sustaining WICC (Yankee network), Bridgeport, Conn.

This marks the debut from the New Haven studios of WICC of a group of nine fellows and one girl, ranging in ages from 15 to 21, in a pleasing program of harmonica music. Band is under direction of George Popolitzio, who showed in several solos that he could make the harmonica do everything but talk. His rendition of *St. Louis Blues* and an imitation of two dogs fighting on a train were classics.

Program would have been very much improved if there had been a vocal solo thrown in to vary it a bit. A little more showmanship and re-routing of the period will make it an ideal program. S. A. L.

Hal Kemp and Orchestra

Reviewed Friday evening, 8-8:30. Style—Orchestra and vocalists. Sponsor—Liggett & Myers Tobacco Company. Station—WABC.

A smooth-running program, but containing neither highlights nor exceptional talent from either Hal Kemp's Band or Kay Thompson, featured vocalist.

Kemp and his outfit, with their distinguishing pulsing and sometimes choppy and staccato rhythms, had moments of lilted brilliance and of deep fullness, with muted horns and alto saxes. Without doubt Kemp has one of the sweetest brass sections extant. But by concentrating and featuring brass combinations, even the muted, he leans toward monotony in style, resulting in lack of variance of offerings. At times even his accompaniment was too loud and blasty. In fact, the only approach to actual sweetness is his signature.

A voice that displayed no unusual beauty but withal impressed with a clear easy-flowing delivery and a flexibility that climbed to heights without effort, marked Miss Thompson's offerings. She inclined to overarrange her numbers, somewhat reminiscent of Ethel Merman. The Rhythm Singers chorus provides colorful background to several of her songs, but Paul Douglas' prelim build-up to each one was superfluous. Skinny Ennis offered a single number in his exhausted short-winded delivery. David Ross handled pointless plugs meticulously. G. C.

"Salon Moderne"

Reviewed Sunday, 1:30-2 p.m. (PST). Style—Music and vocalists. Sustaining on KFRC (Mutual-Don Lee network).

After an absence of several months one of the Pacific Coast's ace musical sustainers, Claude Sweeten's *Salon Moderne*, returns with but few changes, and those for the better. Prime departure from previous pattern is the substitution of a male announcer (Bob Bence) to call the tunes in place of Beatrice Benedaret. Continuity on this show was the only factor to fall below previous high standard.

Sweeten Orchestra has long been characterized by subdued and polished arrangements, and this show was no ex-

ception. Music, both in choice and presentation, was typically "salon" and was executed with finesse by the 17-piece group. A new vocalist, launched with this broadcast, is Dorothy Allen, of Oakland. Her voice has plenty of "it" and her work with *One Never Knows* and *You're Not the Kind* should serve as a prelude to what may well be a meteoric rise in radio. Baritone Howard Harding displayed versatility and a good voice.

Violinist Ferdinand Claudio soloed Paldini's *Dancing Doll* with evident confidence. Typical of the numbers presented by the orchestra was the *Parade of the Wooden Soldiers*, in which some fine xylophone and flute work was displayed. Program has integrity, musicianship, splendid arrangements, good vocalists and an expert leader. It needs better continuity and production to make it a really top-notch show. D. H. G.

"Earl Lawrence Serenades"

Reviewed Tuesday, 6:15-6:30 p.m. Style—Songs and organ. Sustaining on WNAC (Boston) and the Yankee Network.

Earl Lawrence Serenades is a sock show. Lawrence has a vibrant baritone that decidedly proves this 28-year-old Yankee Network artist has plenty on the ball. On the show caught he warbled *Song of Songs* (theme), *Sunset Mystery of Life*, the narrative from *The Rogues' Song*, and *Good Night, My Love*. Francis Cronin, organist, accompanies and shows an expert console touch that makes for nice background. S. J. P.

Job Problems

Reviewed Saturday, 7:30-7:45 p.m. Style—Social science. Sustaining on WNAC (Boston) and the Yankee Network.

Once in a blue moon something drifts along the airways that rates a blue ribbon. This one goes to Gene Slate and his *Job Problems*. Show replaces *Yankee's Court of Common Troubles* a la *Good Will Court*, yanked off because of barrister squawks.

Text of show deals with employment and unemployment problems penned in to Slate. Letters are dramatized, but not maudlinly so. Obstacles, hazards—mental, physical, social, economic and otherwise—are set forth for Slate to

discover the bogeys and fallacies that are ostensibly attached to those with or without employment. Of course, no one is satisfied without a job, and few are satisfied with the one they have (till they lose it), so the learned gentleman has a large order on his capable hands, but he can rely upon 50 per cent of his material (the listeners' half) being dumped bountifully on his desk.

On the program caught Slate disposed of six widely varied job problems in the short quarter-hour frame, with the selected six questionnaires embracing the emotional and social harassments, such as an old maid forced thru unemployment to live with a married sister; a discontented bus boy with aspirations leaning more to the aesthetic; a mother watching her son's career in public office being ignominiously menaced by the eternal triangle, and a truck driver with an innate distaste for his bunglesome vehicle and its environments.

Slate shuffles his psychological deck with a sagacious hand. S. J. P.

Joe Cook

Reviewed Saturday, 9:30-10:30 p.m. Style—Variety Show. Sponsor—Shell Petroleum Corporation. Station—WEAF (NBC network).

Joe Cook with Ernie Watson's Orchestra and an armful of guests got together an enjoyable show with variety galore, knitted firmly together by Cook. Show had been on the Coast with different talent and wasn't doing so well. Move east downed the nut and upped the reception. Guests this night included Babe Ruth, John McCormack, Johnny Weissmuller, Edgar Rice Burroughs, a lady from the Walt Disney studios, who imitated animals with startling reality, and a man who went over Niagara Falls in a barrel. William Moran, retired secret service head, told of a counterfeited catch which led to a just so-so dramatization.

McCormack, tho his voice isn't what it was years back; Burroughs and his talk about Tarzan, and the Niagara Falls goer-overer gave good accounts of themselves. Babe Ruth supplied brief advice on school and baseball to the juve audience.

A great miscellany of subject matter, that might have easily been threaded far apart, was held together deftly by Cook and his judicious gagging thruout. His delivery of the gag about the fat girl who had, for a lap dog, a St. Bernard, was a funny-bone tickler.

Commercials, short, crisp and few, were done in a highly civilized, non-offensive manner and could well be followed by other sponsors.

Current Program Comment

PICK AND PAT present humor of this type: Question: "What does de Statue of Liberty stand for?" Answer: "Becuz if it laid down it would be drowned." The like of this may be funny to many. It probably is, because Pick and Pat have been going for a long, long time and continue to bask in popular favor. Heard with the Landt Trio and White and the Kreuger Orchestra, they undoubtedly sell pipe tobacco and appeal to pipe smokers, particularly those in the sticks. Program is weak on big-town appeal, but the corn country likes it—and the corn country buys pipe tobacco, and buys Dill's Best and Model. Team sticks to same type of humor—white man's conception of Negro jokes, lacking any great wit.

LUM AND ABNER, on for Horlick's Malted Milk for years, still doing the same hillbilly stuff. Those who like their humor corney, pointless and almost witless probably continue to roll on the carpets, but others dial the next station. Lum isn't too smart, but he's a wizard compared to slow-thinking Abner. Credits well done.

JOSEF CHERNIAVSKY and his orchestra, with WILLI MORRIS doing soprano solos, contribute a good Sunday afternoon show for Rogers' silverware. Cherniavsky paces his show well, and the influence of his theater-pit background is easy to note. His music is good, with plenty of color and a canny selection as to the more popular semi-classics in occasional round-up numbers he does. . . . Another good Sunday show, around the noontime period, is

J. Walter Thompson Company is the agency.

"National Spelling Bee"

Reviewed Saturday, 7-8 p.m. Style—Spelling contest. Sponsor—Standard Brands, Inc. Station—WMCA (Intercity network).

Another spelling bee, this one for Chase & Sanborn coffee, participated by kids in the sixth to eighth grades. May seem incongruous to the sensitive that a coffee concern should have a kids' program on, but a contest of this type gets a wide parent and neighbor following, which should sell coffee. Cheap show with a \$5 prize to the winner and a handful of medals tossed to some runners-up.

Dr. Henry Hagen conducts the bee. He asks each youngster his name, age, school and grade and occasionally questions contestants about their ambitions. This eliminates an extremely cut-and-dried procedure and humor now and then helps things along. But it's still a long hour for those not directly interested in the contest.

Hagen pronounces the words, then the kids, one at a time, pronounce, spell and pronounce. Meanings were not asked. The defining of certain words might add some zest to the proceedings. Two bells the equivalent of the hook or gong.

Show reviewed consisted of youngsters from various schools. One school issued a challenge to other school teams, which should make for local interest.

Agency is J. Walter Thompson Company.

"Old-Time Spelling Bee"

Reviewed Sunday, 8:30-9 p.m. Style—Spelling contest. Sustaining on WOR (Mutual network).

This spelling bee is participated in by men and women. In program heard they appeared as individuals, but teams of adults were invited to strut their spelling mettle. Words were, of course, more difficult than those given to kids, but of an original 20 spellers at the beginning, four were left at the finale.

A program of this type probably appeals to friends of the spellers, school teachers and occasional dialers. Its chief advantage over the WMCA bee heard on Saturday night is that it's a half an hour shorter.

Greater interest would be created if some form of audience participation is developed. Fans are invited to send in difficult words, and possibly if small prizes were given to those sending in suitable lists this increased interest might accrue.

New Feenamint Show

Reviewed Sunday, 6-6:30 p.m. Style—Variety show. Sponsor—Health Products Corporation. Station WOR (Mutual network).

Ray Knight with his Cuckoos and Arnold Johnson's Orchestra supply a lively, somewhat daffy Sunday supper-time bit. Program consists largely of Knight and wisely so. Previous program for same sponsor used amateurs and interest sagged, but Knight and Johnson should get the dialers back. Relatives and feuds and Knight's firing squad idea are ticklers. No great novelties, there being several families and hillbilly brawls dancing around the kilocycles, but that's radio.

Weekly subject of the firing squad is to be a much-hated pest. Show reviewed eliminated the pest who telephoned to tell a pal's wife that it was the morgue calling and gave a description of the husband and then reported that the stiff was not hubby. Knight's Super Troupers (see Allen Mighty Art Players) threatened to do *Hamlet* but never quite got to it.

Johnson's Ork furnished pleasant music, with *Talking Thru My Heart* particularly well done. A Hawaiian number, the usual hula-hula opy stuff, sounded better than most grass-skirt classics because of the sweet handling by a femme chorus.

Sponsor, Feenamint chewing laxative, dramatized two incidents of people who made a quick comeback by using Feenamint. Delicate subject, particularly at New York's supper hour, and while not handled offensively the dramatizations were not sterling examples of subtle ether peddling.

William Esty Company is the agency.

SAN FRANCISCO, Jan. 16.—Charles E. Morin, formerly manager of the Packard Advertising Corporation and previously with KFRC and KJBS, has joined the local sales division of CBS.

Air Briefs

By JERRY FRANKEN

THINGS get tougher for dramatic actors in radio, with several agencies now refusing to see or audition any more players and relying only on the files already built up. . . . Mary Small, with her *Juvenile Review*, plays a guest shot on the January 28 *Showboat*. Act includes the Loria Brothers, Cuban singing kids; Stuart Canin, 10-year-old fiddler; a couple of trumpet players and a number of juve radio actors. . . . Bob Nolan, WLW, leader, auditioned for CBS last week as a possible replacement for the sustaining spots left open by Al Pearce.

JERRY BLAINE and his orchestra are set for a commercial for America Dry Corporation, fizz-water firm. It's this company's initial radio plunge, altho time isn't set yet. . . . *Showboat* goes to a half hour later this year, with Burns and Allen to fill in the time given up. Benton & Bowles aren't definitely set on what time or program Ripley will get, having an option, not a definite contract with him. . . . Jack White, night-club vet, goes on the Vallee show soon. . . . National Biscuit show, with Victor Moore, Helen Broderick and Buddy Rogers, shifts to a Sunday position on CBS when the Nelson Eddy Vicks

series winds up in April. . . . Since he started his early-morning stint on WOR Ed Fitzgerald has been dubbed "Alarm Clock Eddie."

LOUIS K. SIDNEY back at WHN after a vacation out West. . . . Mrs. Cornelius Weed, wife of the Chicago manager for Joseph Weed & Company, station reps, was recently mistaken at a New York hotel for Mrs. Simpson. Such a lather resulted! . . . Norman Farrell, formerly with Burroughs Adding Machine Company, has joined the New York Weed office. . . . Bulova Watches increases the ad budget by \$200,000, much of it to go for the time announcements. Stations used by this advertiser now have a combined wattage exceeding the major networks' total. . . . Bob Taplinger flew to the Coast Friday in connection with the Gillette *Community Sing*.

JESSE CASHIN and Sylvia Arnold left the WOR Artists' Bureau. . . . Corinna Mura, radio warbler, recently playing night clubs, sails for Europe for another fling at the London theatres. . . . Have you seen Jap Gude, now known as "The Professor" since he got his new glasses?

Chi Air Notes

By F. LANGDON MORGAN

VALENTINE SHERMAN, WBBM announcer, became night operations manager of the CBS studios here January 18. . . . Stan Thompson, former night manager, is now day supervisor of program operations. . . . Margery Williams, wife of Frank Dare, local Equity representative, is a prolific radio writer and when not busy on scripts she makes frequent appearances before the mike. . . . Sophie Tucker has agreed to guest on the Nash Speed show and with Ben Bernie in the near future, altho contracts haven't yet been signed. . . . Art Gillham, formerly on the WBBM staff here as "The Whispering Pianist," has located in Atlanta, where he contemplates opening a piano studio. . . . The Maple City Four leave Chicago January 23 for two weeks in Hollywood to appear in *Git Along, Little Dogie* at the Republic studios, where their former WLS co-worker, Gene Autry, is starring in horse operas. . . . Al Rice, of the quartet, celebrates a birthday January 20. . . . Morey Amsterdam, former member of Al Pearce's gang, is playing vaudeville dates around here. . . . Mabel Todd and Tony Romano, also former Pearce-ites, are appearing on NBC programs from the local studios. . . . Georgia Erwin, who comes from KMOX, St. Louis, makes her Chicago radio debut over Station WAAF on January 20.

VIVIAN DELLA CHIESA, NBC soprano, slipped away to New York last weekend for an audition with the Metropolitan Opera Company. . . . Ralph Juul, a native Chicagoan, has entered the cast of *Modern Cinderella* as the voice of Ogie Bellington. . . . Hugh Kendall Bolce, vice-president in charge of sales of CBS, New York; Art Lund, publicity director of WCCO, Minneapolis, and Merle Jones, sales promotion manager of KMOX, St. Louis, visited WBBM last week. . . . Ethel Owen, former commentator at WTMJ, Milwaukee, who has been appearing in various NBC dramatic shows for the past eight months, was chosen this week to play the role of the grandmother in *Today's Children*. . . . Mary Moyer, who originated the part, has left for Asheville, N. C. . . . Gale Page's mother is visiting her for two months. . . . Bess Flynn, author of *Bachelor's Children*, leaves for a California vacation March 1. . . . Frank B. Falknor, chief engineer at WBBM, has invented an amplified tenor banjo, designed along acoustical and electrical lines, which he has tentatively nicknamed the "steam banjo."

WLS NOTES: Glenn Snyder, WLS manager, was snowbound in Hampton, Ia., for two days last week. . . .

WLS has announced that listeners addressed 1,515,901 pieces of mail to that station during 1936. . . . This tops the 1935 mail count of 1,300,012. . . . Henry Burr, dean of balladeers, is mourning the loss of his only sister, Mrs. Fred C. McNeill, of Montreal, Can., who died January 8. . . . Pete Cooke, of the commercial department, recuperating from an attack of pneumonia, is convalescing on the ranch of Burridge D. Butler, WLS prexy, in Phoenix, Ariz.

TRUMAN BRADLEY was forced to decline an offer to become narrator for a national newsreel in New York because his contract with his present sponsors necessitates his remaining in Chicago until next June. . . . Bradley has a birthday coming on February 8. . . . Wayne King's Lady Esther broadcasts will come from Florida for the next two or three weeks while he is playing an engagement at the Biscayne Kennel Club, Miami. . . . Avis Leone, young St. Charles, Ill., singer, is a good bet for some sponsor.

GUS EDWARDS

(Continued from page 6)

for 45 minutes, using college and high-school talent. Is signed by Transamerican.

CBS, currently dickering for the Hollywood Playhouse as a remote spot for audience shows, is also negotiating with two downtown theaters, the Criterion and Belasco, in the event the Playhouse deal falls thru. Playhouse is ideally located but at present houses Federal Theater Project shows.

Wrecking of the old Christie studio at Sunset and Gumbler to clear the site for the new Columbia Broadcasting headquarters gets under way February 1.

Second NBC quarter-hour show to move here from Chicago this month is *Lum and Abner*, nightly script show sponsored by Horlick's Malted Milk, on the Blue web. Rube comics follow *Amos 'n' Andy* to the Coast this week to emanate from the Hollywood NBC studios.

Ken Englund, radio writer, is here on a special assignment from CBS to write scripts on the auditions being lined up for the Marx Brothers. He wrote the *Red Horse Tavern* and Ken Murray airings from New York. Nat Wolff, of the H. N. Swanson talent agency, brought Englund here from New York.

San Francisco

SAN FRANCISCO, Jan. 16. — Wilbur Eickelberg, new manager of KFRC, the Don Lee-Mutual outlet here, came on the job this week and was presented to local radio scribes at a luncheon meeting in the Hotel St. Francis Thursday, when Fred Pabst, Northern California manager

of Don Lee, Inc., interests, presided. Eickelberg will give the major part of his time to sales promotion. Bill Pabst, assistant manager, will be virtually in charge of the station's talent and production. Several shows are being built, and pressure is being put on the sales department to interest prospective sponsors in Claude Sweeten's 17-piece studio combination ork, which is the station's most valuable live-talent asset.

University Explorer, twice-weekly quarter-hour educational feature, which has been jumping from one Pacific Coast network to another, has finally landed back on the Don Lee. Featuring Hale Sparks as narrator, the program is sponsored by the University of California.

Pete Abenheim, formerly on *The Chronicle* art staff, is a new NBC producer. He has taken over several programs formerly handled by David Elton, who succeeded Caryl Coleman as producer of the five weekly afternoon *Woman's Magazine of the Air* programs.

EXTRA EXTRAS

(Continued from page 4)

whose office has been closely checking studio conditions, stated that extras with complaints against film companies can in the future be represented by the SAG. No individuals will be given publicity, and there need be no fear of intimidation when players have legitimate complaints, she declared.

Basis of the Guild complaint is that 49 extras were on call every day from December 19 to December 24 for an RKO film, and were canceled each day. SAG claims that continued calling without employment or pay, with other extras called on the same picture for alternative weather conditions, comes under the NRA agreement as being "on call" and entitles the extras to compensation.

The Guild has been seeking recognition from the State for some time. Previously the body had only been permitted to have representatives at hearings.

ACTORS CHARGE

(Continued from page 4)

seemed to have plausible answers for most of the questions. As to Kurt Graff and Grace Cornell and Grace and Charles Herbert, the two married couples in the Great Northern cast, Kondolf stated that the women in both cases were volunteers and were not on the pay rolls. Graff is reported to be getting \$225 per month and Herbert \$175 as supervisors. Neither needs a WPA job, but they are using the revue they are appearing in as a showcase for their and their wives' respective talents. Other leading people in the cast are on for the same reason. This is another thorn in the side of the rank and file in the cast, who feel that the purpose of the project is lost when they go out and hire performers at big salaries to complete the cast. Kondolf explained this point by saying that the people in question were within the 10 per cent off relief allowed by WPA rules and were functioning as supervisors at wages set by the government.

In discussing the situation Kondolf stated that he believed most of the complaints were unjustified and said the only discrimination shown was that between abilities, if this could be called discrimination as interpreted by the actors. He also denied that any of the resignations last week had anything to do with dissatisfaction of the present setup.

Ted Robinson, who has been handling publicity, has resigned and has been replaced by Frederick Donaghey, former dramatic critic for *The Chicago Tribune*, and Sam Ward, well-known publicity man. Martin Burton, general supervisor of the Great Northern Theater, is returning to New York, as is H. Gordon Graham, director, who was on loan from a New York project. It is rumored that other resignations are slated in the executive departments here.

CHICAGO LEGIT

(Continued from page 3)

debut last Monday night was a brilliant success. Appearing in the lachrymose *Jane Eyre*, which the Theater Guild has exhumed from the archives and dramatized into a play of Victorian charm, she drew good notices from the critics, and the consensus of the theatergoers was that she gave an intelligent, diverting and highly promising performance. She proved totally unlike the affected creature with the rasping voice who has harrowed the souls of many movie goers. Engagement here is limited to three weeks, two of them being on American Theater So-

Mexico May Quiet Pesky Broadcasters

NEW ORLEANS, Jan. 16. — Mexico is ready and willing to talk radio frequencies with the United States and Canada, but she wants to be sure she will get something out of the bargaining, Alfonso Gomez Morentin, communications department's director of mails, telegraph and radio, says. Morentin gave this explanation of his country's attitude toward the United States listeners' complaints that powerful Mexican transmitters along the border were drowning out many of the favorite stations of this country. Such conditions have been particularly bad of late along the entire Gulf area, where some of our best stations have been blanketed and hetrodyed to such an extent that reliable reception is almost an impossibility even during the colder season.

Morentin states that as long as operators comply with Mexico's regulation, broadcasting plants like the 250,000-watt station XERA at Villa Acuna, Coahuila, are welcome to the sister republic. This station is operated by Dr. John R. Brinkley, former Kansas politician, who broadcasts medical advertising from Mexico since his Milford, Kan., station, KFKB, was ordered from the air by the U. S. Radio Commission several years ago.

Shortly after Brinkley moved to Mexico the U. S. Government made overtures regarding broadcasting by him in Mexico, and for some months after he planned opening of the station at Villa Acuna he was silenced, but not for long. XERA, just across from Del Rio, is one of the stations that has given southern listeners their jitters. Others are XENT, 150,000 watts, at Neuvo Laredo, Tamaulipas, opposite Laredo; XEPN, 100,000 watts, at Piedras Negras, Coahuila, near Eagle Pass, Tex., and XEAW, 50,000 watts, Reynosa, Tamaulipas, west of Brownsville, Tex.

Morentin cites these four stations as of great advantage to Mexico. He acknowledges they were erected primarily to reach an English-speaking audience, and admits that 75 to 90 per cent of all programs are English. Some advantages are, he says, that they get the name of Mexico spread abroad; they provide work for many natives; they make revenue for the government, and last but not least, give potential talking points in any discussion of reassigning broadcast frequencies.

"The United States went into the commercial radio broadcasting business," Morentin says, "when the business was new and succeeded in taking over all the desirable channels, and therefore forced Mexico to play for more powerful stations and operate on 'in-between' waves. Whenever the United States and Canada are ready to talk business, Mexico will be ready to meet their terms, but be assured, Mexico must get something of benefit to herself out of the results."

clety subscription. The demand for tickets has spurred Manager Rollo Timponi, of the Erlanger Theater, to install two box offices for the convenience of the patrons. *Jane Eyre* will be followed at the Erlanger on February 15 by the D'Oyly Carte Opera Company with two weeks of Gilbert and Sullivan repertory.

Charlotte Greenwood in *Leaning on Lety* (*Post Road*), now in its ninth week at the Selwyn, is still attracting large audiences at every performance and the business the play is doing is one of the surprises of the season. Jane Cowl, who begins her fourth week today in *First Lady* at the Harris Theater, is also playing to near capacity houses. Only the WPA plays, *It Can't Happen Here*—at the Blackstone Theater—and *O. Say Can You Sing* at the Great Northern Theater, are playing to sparse audiences.

Mulatto, starring James Kirkwood, completes its third and last week tonight at the Studebaker Theater and moves on to Detroit. Martin Jones, who holds a three months' lease on this house, will produce *Walkup*, a new melodrama, here altho he hasn't yet announced the opening date.

Max Gordon's *Great Waltz*, headed by Guy Robertson, plays a return date at the Auditorium Theater beginning January 29. Engagement is limited to 11 performances. Early possibilities are Tallulah Bankhead in *Reflected Glory* in about four weeks and the number two company of *You Can't Take It With You*, which is scheduled to get under way February 4 at Columbus, O., or Indianapolis, and supposed to open here shortly after. Another possibility is Fritz Block's *Sweepstakes*.

THEY WANT NOVELTIES

D. A. Probes Boston Racket

Looks into complaints against 'gangster' agency— all offices under scrutiny

BOSTON, Jan. 16.—An alleged racket using gangster methods and being run by a theatrical booking agency is being probed by the D. A. here. The allegations point to the insistence that niteries and cafes in the Hub employ only talent booked by agency under investigation. An investigation has been undertaken by the police department, working with District Attorney William J. Foley, of Suffolk County.

The probe will envelop all theatrical agencies in an attempt to ferret out the one in on the alleged racket.

It is claimed that representatives of this certain agency visit a spot and lay down ultimatums as to whom they should book, or else.

In one case, according to reports, a femme warbler in a downtown cafe was seriously assaulted by a henchman of this certain agency, because she had been booked by another agency.

Early to Bed Bad for Biz

BOSTON, Jan. 16.—Proprietors of niteries and producers of shows playing hostilities were to have met to discuss filing of a bill for the Massachusetts Legislature providing for a later closing hour for selling giggle water. Time padlock for liquor selling is 1 a.m. week days and midnight Saturdays. Owners of spots declare they can't make a profit with these hours in vogue. Some of the boys have a 3 a.m. curfew time limit as their pet suggestion, altho they'll probably take a modification of this time if legislation is nice to them. Another group warms up to a 2 a.m. deadline thruout the week. The locals have been looking into New York niterie regulations and feel that the Hub should be on a par with Manhattan's owls.

To Reopen Coast Sardi

LOS ANGELES, Jan. 16.—Sardi's, destroyed by fire some weeks ago, will reopen March 1.

Burton R. Oglvie, manager of the Royal Hawaiian Hotel in Honolulu for the past eight years, will manage the Beverly Wilshire Hotel here, succeeding Robert P. Jennings, resigned.

Boston Agents Hit Benefits

BOSTON, Jan. 16.—Benefit board of the Massachusetts Theatrical Agents' Protective Association, with the four chair officers—Lew Frey, president; Bernice I. Bruce, vice-president; Mrs. Buddy Shepard, secretary, and Everett L. Rich, treasurer—as members, has been formed. Object is to enable night clubs and booking agents to refuse to give benefits.

Board has ruled that when a benefit is to be run the case shall be brought before it for investigation.

As a result of disregarding this ruling, one booker was fined.

Between Shows, Too

NEW YORK, Jan. 16.—Eighteen girls used in the Esquire number at the Paradise Restaurant here, in order to make the Poor Richard Club party at the Bellevue-Stratford Hotel, Philadelphia, this week were forced to fly in a special plane between the two cities, with only coats wrapped over their stage costumes. Had to sandwich in the show and the two flights between their 8 o'clock and midnight appearances here.

Versatile Cafe Owner

PHILADELPHIA, Jan. 16.—Philly has seen many fighters and fight promoters turn night club impresarios. But now, for the first time, a niterie nabob goes fight promoter. Frank Palumbo, operator of Palumbo's Cabaret, has taken over the old Olympia A. C. for a revival of weekly boxing bouts. Figures the squared ring and squared dance floor should make for good promotion and dough, each to each.

London Casino Set for 15 Weeks

LONDON, Jan. 12.—Clifford C. Fischer's new floor show, *Folies D'Amour*, brought intact from America, is playing to excellent business at the London Casino. Heading the cast is Cinda Glenn, who formerly played here as Glen Ellyn. Walter and Paul Briant, who are familiar to club and vaude audiences this side; the Bodenweiser Ballet, originally from Germany, and Barry and Beatrice, dancers, are hits, while other acceptable interpolations are Malcolm Hubert, tenor singer, and Elly Ardeley, whose trapeze work is more graceful than daring. Show will remain here at least 15 weeks.

B. R.

London Night Spots

LONDON, Jan. 9.—Several new openings this week, principal one being Jacques Charles' *Pour Tour De Monde* floor show at the Grosvenor. Well produced and costumed, it consists of Percy Athos Girls, Duo Dell Adami, Marisa Corbia, Kent and Paddy, and Kambor. Show is light on humor, but heavy on dancing. Trocadero Cabaret has Jean Carroll and Buddy Howe, American comedy team, who show class with their dancing. Girl is easy on the eyes and is a fine comedienne of the Dumb Dora class. Hearty applause and plenty of laughter rewards Vic Oliver, who cashes in plenty on his recent matrimonial publicity. Frakson, prestidigitator, and Gypsy Nina, singing accordionist, score in the same show.

Sonia Ganser Trio, with their "League of Nations" dance travesty; Mary and Erik Company, skating dancers, and Hermanos Williams, Spanish acrobats and dancers, fill the bill at the Savoy Hotel.

Stephan and Schubert hit solidly with an original singing offering at the Berkeley Hotel.

Michiko Tanaka, Japanese singer, makes an auspicious London club debut at the Cafe de Paris.

Jackson Club Burns; Other News From South

JACKSON, Miss., Jan. 16.—Fire of undetermined origin Wednesday razed the Colonial Club, one of brightest spots in Rankin County "Gold Coast," at loss estimated at \$10,000.

Expensive musical instruments owned by Dick Snyder and members of orchestra were among fire losses. Members of the staff said they did not know whether the resort would be rebuilt.

New club opened recently in Rayville, La. It is the Spanish Gardens, operated by William T. Walden, of Winnsboro, La. Uses bands. Business said to be very good.

Crystal night club in Natchez, Miss., is using Perc Wagner and band, featuring singing of Margie Person. Band en route Florida for hotel engagement.

Rasch Ballet to London

NEW YORK, Jan. 16.—Albertina Rasch Ballet, late of the Hotel St. Regis here, sails February 1 for its engagement at the Dorchester House, London, opening February 25 and extending thru the Coronation festivities this spring. Booked by Sir Henry Sherek.

CLUB BAGDAD, Lakewood, R. I., is experimenting with a new low minimum charge of 50 cents every night except Saturdays and holidays. Makes no cover or location charge. Move is causing quite a stir among night-club circles of the State.

Song and Dance Loses Ground As Demand for Novelties Soars

Class hotels and cafes booking more magicians, fencers, table tennis acts, skaters and novelty comedy turns— natural reaction against stereotype shows

NEW YORK, Jan. 16.—All indications point to an increasing demand for novelties, not only of the smaller cabarets, but also by swank spots and class hotels. A trend away from singer-and-dancer shows in the class spots and nudity in the cabarets has been apparent since the fall and now seems to have reached its height. The ultra lorgnette spots, such as the Radio City Rainbow Room and the St. Regis, Waldorf-Astoria and Ritz-Carlton hotels, are going in for novelties. The class restaurants, such as the Versailles, have also been favoring novelty turns. As for the pop-priced mass spots, like the Hollywood, Paradise and French Casino, they have always used novelties but are using more than ever before.

Pa. To Control One-Man Clubs

HARRISBURG, Pa., Jan. 16.—Night club owners thruout the State, griped because one-man clubs constitute unfair competition to their legitimate enterprises, have been promised relief. State Liquor Control Board has proposed a sharp increase in club license fees, bringing them somewhere near the \$600 paid by restaurants and hotels.

Other recommendations would give the board wider discretion in granting club licenses, restrict such licenses to clubs chartered in Pennsylvania only and prevent clubs from selling bitters for consumption off the premises or intoxicants to any but bona fide members. One-man clubs, which can operate all night and on Sundays, now pay a \$50 annual license fee as contrasted with the commercial license fees, which range up to \$600 in populous centers.

Recommendations also provide for a change in the legal closing hour for niteries and hotels. Board would ask that communities be permitted to establish their own closing hours by ordinance.

Sudden Cabaret Boom in Paris

PARIS, Jan. 11.—A mushroom boom in night spots occurred during the past few weeks, with hastily decorated niteries blooming all over here. Boom was particularly violent in the Montmartre cabaret belt, where no less than 10 new spots opened in hastily transformed cafes, stores and long-dark cabarets. A few panels of wallboard, a coat of paint, flashy draperies and dim lights served as camouflage.

Many of these spots are shoe-string ventures which cashed in on the holiday trade, but a few will try to hang on until the Paris International Exposition opens in May.

New Beverly Hills Club

LOS ANGELES, Jan. 16.—Victor Hugo, class eatery in Beverly Hills, formally opened its new Garden Room Thursday and will make a play for the dancing mob by installing Eddie Oliver's Orchestra. John Steinberg, formerly of the Trocadero, takes over the managerial reins.

Detroit Agency Expands

DETROIT, Jan. 16.—Michigan Vaudeville Association has added Shan Austin, orchestra director and producer, to handle a new orchestra department.

Paul Spohr has been appointed Toledo representative. Elgin Mason, who is handling the night-spot department, reports Dorothea Dorne, dancer, held over at the Duffield Club here.

Gamsa Rejoins Yellman

CHICAGO, Jan. 16.—Senia Gamsa has rejoined the Duke Yellman agency after an absence of two months. Gamsa will book cafes and hotels here and out of town.

The trend started when audiences began to freeze up on the usual dance team-singer shows and, in the case of the cabarets, on the usual girle line and combos. After a few enterprising cafe managers successfully presented such novelties as table tennis, magicians and fencing teams, the rest of the bookers and managers stampeded for novelties. It has reached the point where, currently for example, the Rainbow Room is showing a roller-skating trio and a comedy horse act in addition to the usual dance team. This show follows the spectacular success of Edgar Bergen's ventriloquial act. The staid St. Regis Hotel has added magician Paul Duke to its Maisonette Russe and drummer Jack Powell to its Iridium show. The icy Ritz-Carlton Hotel is continuing its new policy of complete floor shows produced by the French Casino office, and the swank Pierre Hotel experimented, but unsuccessfully, with a French Casino show recently.

The pompous Waldorf-Astoria has loosened up and is currently featuring Aldo Nadi, fencer. Hotel spots that wouldn't consider anything but quiet formal-dress entertainers are now using unicycle, juggling, bicycle, magic and other novelty turns. The snooty Sherry-Netherland is currently featuring Tania and Kirsoff, native dancers, featuring daggers thrown by the teeth.

Magicians have been enjoying enormous popularity—especially in the so-called better spots. Palm readers and other types of fortune tellers are being used increasingly for luncheon, cocktail and between-show intervals in many ritz restaurants.

The Hollywood Restaurant is using a shadowgraph act and recently used such novelty turns as midgets and basketball and fencing numbers by the girls. The Paradise has found a hit act in Paul Sydel's dog act. The French Casino, of course, has always stressed novelty almost as much as spectacle. One of its current hits is Rolf Holbein, comedy cartoonist.

Some night clubs are experimenting with trampoline, bar and aerial acts, but usually the physical limitations of the floor have been serious obstacles to extensive use of such acts. About the only type of act rarely seen in night spots are animal turns—but a couple of enterprising performers are already working on special devices which they hope will permit use of animals on polished dance floors.

Agents Invite Actors

BOSTON, Jan. 16.—A midnight meeting of the Massachusetts Theatrical Agents' Protective Association, to which all acts working the Hub are invited, will convene at the Hotel Touraine Thursday.

The MTAPA is eager that actors better understand the organization's objectives.

Going Too Far

BUFFALO, N. Y., Jan. 16.—Night club owners here agreed to sort of dress up the strip-tease and nude angles of their floor shows, for the good of the public, but refuse flatly to abolish the practice of entertainers sitting in with the patrons, fearing they would go out with their friends between shows and patronize other places.

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Night Club Reviews

Radio City Rainbow Room, New York

Getting away from the conventional, this class spot is giving the ultra-ultras a novelty show. Believe it or not, the brief floor bill comprises a comedy horse act, a roller-skating turn and—as a concession to the old guard, we suppose—the usual dance team.

Glen Gray and his Casa Loma band, succeeding a run by Ray Noble's Orchestra, is back and, apparently, still a favorite, even tho business this week was off. Gray's band is just the type for this spot. It is a not-too-flashy outfit that can ingratiate itself with the dignified patrons here and, at the same time, provide dance rhythms that lure them out onto the floor. Pee Wee Hunt leaves his tromboning for frequent pleasant vocal bits, while Kenny Sargent also provides his share of okeh vocalizing.

As for the floor entertainment, Maurice and Cordoba open with their gentle gliding-about and occasional lifts and spins. They are a nice-looking pair who depend on their apparently effort-less ease, rather than stunts, to make an impression. As a result, they pleased, but without enthusing the patrons.

The novelty horse act, already set for six weeks here, provides light amusement. The "horse" is Zingo, a lively Shetland pony that can prance around, tap dance and act coy while its mistress, pretty Faith Hope, urges it on. The lorgnette-holders liked its antics, even tho they suspected all the time that a couple of men were inside the skin.

The Olympic Trio, working atop a small wooden platform a couple of feet off the dance floor, offer good old-fashioned thriller stuff. The girl and one of the men come thru with sock stunts, while the other male does relief with equally strong roller feats. A daring trio, well presented.

Nano Rodrigo and his Tango-Rumba Band (nine men) are still dishing out Latin and American pop rhythms that are as danceable as ever. Rodrigo is leaving January 20 after an 11-month record run, and will be succeeded by Don Azpiazu and his Cuban-American outfit.

In-between entertainment is furnished by Evalyn Tyner at the piano and the electric organ, and by Dr. Sydney Ross, sleight-of-hander and confidant (palm reader to you).

As always, service and food is excellent and the view is awesome and inspiring.

The adjoining Rainbow Grill is going along nicely catering to the informal crowd, with Johnny Hamp and band still a popular attraction.

Paul Dentis.

Restaurant de la Paix, St. Moritz Hotel, New York

Nearing the end of its third month this spot with a Continental flair is still continuing the policy of a brief but intimate floor show. Current offering comprises Miriam Verne, Charles Wright and the orchestras of Jack Sherr and Alex Batkin.

Here since the opening of the room, Miss Verne, an extremely attractive youngster, continues to delight patrons with her nimble footwork. She makes two appearances, the first one displaying good tapwork, made doubly entertaining because of the naive style in which it is offered, without the usual very obvious struggle to make a sock impression. Her second is a soft-shoe waltz, graceful and simple as the first, accentuated by high kicks, a few walkovers and tynsiccas as closing punch. Far from sensational, she charms her way to a pleasing impression.

Replacing Marjorie Gainsworth is Charlie Wright, comedy accordionist, who with a style crossed between Yankee and hillbilly, sings satirical ditties on sundry topics. Occasionally he injects slightly off-color lyrics. Typical is his *Rosa and Rosario*, poking fun at the Bronx-Latin dance team. His material is original and his style is refreshing, tho his numbers seem a bit long and could be shortened for better results.

Jack Sherr, newcomer to the hotel spots, this being his first engagement in that capacity, has a versatile group of five boys who can dish out suprisingly full dance rhythms for so few

pieces. Vocals are supplied by nearly everyone, and Sherr, himself, altho he leads with the accordion, doubles on flute, piccolo, clarinet and sax. Often he plays two instruments at a time.

Alternating with Sherr's outfit is Alex Batkin and his Gypsy ensemble of piano, bass, accordion and maracas, who concentrate on the rumba and tango sets.

George Colson.

Versailles Restaurant, N. Y.

An unusually enthusiastic throng of well-wishers packed this popular spot Thursday night to welcome the current show. Its vociferous approval of the several acts was much more than the entertainers themselves expected and perhaps deserved.

Making her first night club appearance in some four and a half years, beautiful Wini Shaw, who skyrocketed to fame as the *Lady in Red* of the flickers, cashed in very nicely on the strength of that reputation. Altho a bit nervous, she managed to sell her stuff for three encores. Her rather low, quakey voice, limited in range, counted for naught against the persuasive charms of face, figure and friends. Her singing is distinguished by its catchy phrasing, novel arrangements and enervating sensuousness. Her stay here is expected to be short-lived—she must return to the Coast and pictures in two weeks.

Another face long absent from our midst, Larry Adler, virtuoso of the harmonica, who has just returned from a lionized two-year stay on the other side, drew a hand comparable to that of Miss Shaw. In excellent form, he rendered *These Foolish Things*, Ravel's *Bolero* and an ill-chosen *St. Louis Blues*. Besides incomparable playing on the harmonica, this boy possesses showmanship plus, the plus being an over-dramatized left hand which out-Stokowski-ed Stokowski in setting tempo for the accompanying Meadowbrook Boys.

Many a Drigo drew a sincere round of applause for their beautiful terping. This graceful pair of ballroomers did four sets, all of them, whether slow or fast, highlighted by lightning-fast whirls and dips. For some unaccountable reason, all four dances were either of Latin origin or executed to Latin type of music. A swerving from such a fixed motif might make each of the numbers more striking by contrast.

Dance music and show accompaniment is still provided by the Meadowbrook Boys. Alternate dance rhythms by the Hawaiian Serenaders.

Coming show has Borralh Minnevitich penciled in to replace Larry Adler. Unusual event, as it has one harmonica player supplanting a confrere. Minnevitich, in turn, to be replaced by Reginald Gardner.

George Colson.

Cafe Venezia, New York

This lovely restaurant on West 48th street opened last year as strictly an Italian class eatery and later added a dance orchestra. Now it has gone further and added an intimate floor show.

Show is pleasing and informal and is emceed by Steve Murray, of the Three Racketcheers. Murray and his partners, Lou Martini and Pete Clifford, comprise the hoke trio combo that has been playing the cabaret field steadily. While other Clayton-Jackson-Durante style trios have come and gone, this outfit continues to make the customers sit up and take notice. Their opening number could have been improved, the boys falling to make the lyrics altogether distinguishable. However, they really hit their stride with their new and zany opera bit, a rare piece of buffoonery.

Murray does a good emcee, saving his comic talents for his own act, however. Outstanding is Bea Saxon, formerly of the Saxon Sisters and making her debut as a single. Still doing arrangements by the brilliant Al Siegel, she handles deftly the complicated broken rhythms and other variations. Uses the arrangements to display her own vocal versatility to best advantage.

Jerry Withee, blond tap dancer, impresses with her above-average work. Clicks out the taps neatly, giving her routines that extra punch by incorporating some dandy new steps.

Johnny and George, colored song-and-piano team, entertain for the show and during band intermissions. One of the best cafe teams around, they continue to compel attention with their

pleasing voices, good piano accompaniment and their polished rendition.

Eugene Jelesnik, a fine violinist, and his orchestra play the show well and then provide thoroly ingratiating music.

A handsomely decorated and lighted room suggesting Venetian splendor, this cafe should be able to establish itself permanently as a moderate-priced cafe catering to the better type of patron. Dinner, from \$1.25, is excellent and there's no cover charge.

Paul Dentis.

Club Esquire, Toronto

Newest and most brilliant night spot here has already hit its stride. Doing turn-away business Thursdays, Fridays and Saturdays at \$5 per couple, with fair crowds Mondays, Tuesdays and Wednesdays, when cover is \$3 per couple.

Special Sunday Midnite Frolic, with breakfast at \$3 per couple, has become quite popular with older folks.

Show runs an hour and a line of 12 Esquirettes opens with a snappy sword-fencing number, followed by Ruth Denning, a cute 90-pound blues singer, who offered *I Take to You* and *Swing Me a Lullaby*, with *Sing Me a Swing Song* as an encore.

Jay and Lucille, comic dance team, stand them up in their seats with a rumba. Glover and LaMae, nice looking and clever dance team, who have been here since the opening, displayed a nice routine of fancy ballroom dancing ending in spectacular whirls.

Don Hooten, a recent addition, does a couple of vocals and some clever hoofing.

Raye, Prince and Clark, booked here since the opening, take the show with their clowning and well-seasoned songs (not too smutty). Raye does emcee and keeps the show rolling.

Charles Kramer and his boys furnish the music, with Frank McKinley vocalizing in the main room, and Jimmy Namaro and his Marimba Band hold forth in second ballroom.

Club's second floor has been remodeled to represent a ship's deck, with cabins for private parties. An iron stairway leads to the poop deck; baggage, trunks and life preservers lend atmosphere. Eight staterooms are named after foreign countries and furnished with miniature bars. The club furnishes the bartender and the mix. Guests bring their own.

Arthur E. Woods.

Additional Night Club Reviews
 Appear on Page 19

"Ji Mae"
 The Mystifier.

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Club Chatter

New York City:

After two weeks of girl-less shows at the Park Central the revue is back. Eight dancers and six show girls comprise the permanent troupe. Bill Powers has replaced George Libby as dance director and producer. Lora Dreyer handles the booking. . . . **AMBASSADOR HOTEL** has booked Leonard Sillman's casino edition of *New Faces*, featuring Heather Halfday, Robert Bard, Jack and June Blair, June Sillman and Robert Reinhart. . . . **NICKY BATES** will reopen the Original *Maisonette Russe*, formerly called the House of Morgan, January 22. . . . **PEGGY DOLAN**, songstress, is now appearing with Phil Darcy and band at the Shelton.

YVETTE RUGEL will make her first step in her comeback at Bill Hardy's Gay 90s January 22. . . . **BILLY K. WELLS** signed to do the comedy material and sketches at the Harlem Uproar House. . . . **BOB DUPONT**, comedy juggler, who closed at the Versailles January 14, has called for an engagement at the Casino Atlantico, Rio de Janeiro. . . . **TRUTH THOMAS**, femme emcee, for the past year playing Philly and Camden, is currently featured at Jack and Eddie's here. . . . **JACK BROWN** and Marie Doherty are in their fifth month at the Club Lincoln, Jamaica. . . . **SANDRA** is current at Leon and Eddie's. . . . **BARBARA AND BARRIE LESLIE**, Sylvia Kirby and Roy Adler are at the Seven Gables, Milford, Conn. . . . **THREE MALONES** are at the Club Rio, Jamaica. . . . **STONE AND VICTOR**, Bee Le Borday and Helen Francis are at the Monte Carlo.

Mike Riley recently voiced an interesting argument that would doubtless find favor with all musicians and a few night spots. He points out that the musicians devote their efforts toward entertaining and amusing people, they themselves can find no place to go to when their labors are done. He suggests allowing a limited number of clubs to remain open after curfew for the purpose of entertaining musicians and performers.

Chicago:

BEN LENHOFF is spending three weeks on the Isle of Ball in search of new ideas for his popular night club, Ball-Ball. . . . **CORINNA MURA** has again been held over for the new show in the Mayfair Room, Blackstone Hotel. Three Radio Rogues are a new addition to the bill. . . . **WILLIE SHORE** has had his contract renewed at the Hi-Hat Club. . . . **RAY NOBLE** and orchestra will open at the Congress Casino January 28. . . . **EVERETT MARSHALL** follows Morton Downey as headliner at the Chez Paree January 22. . . . **LORRAINE SCHULTZ** and **BERNICE THOMA** were chosen the most beautiful girls in the Chez Paree chorus by the Furniture Club at its annual party and were each awarded a \$1,000 bedroom suite.

LOUIS F. BLUMENTHAL, one of the owners of the Casino Parisian, Chicago, and Clifford C. Fischer, his producer, were week-end visitors in Chicago to look over their newly opened spot in the Morrison Hotel. . . . **MITZI GREEN** is being held over at the Congress Casino until January 21. Her original contract was for four weeks. . . . **PETER HIGGINS** will head the new show going into the Yacht Club on January 20. Others on the bill will be Toni Shaw, Willma Novak, Adrian and Helen Martelle. . . . **THREE SAMUELS BROTHERS** and Harriet Hayes and Robberts and White open January 29 in the Empire Room, Palmer House. . . . **PAUL ROSINI** has been held over for the second time and will be in the new show. . . . **RAY AND TRENT** and June Taylor are also holdovers.

STAN KAVANAGH will open at the Congress Casino January 22. . . . **VIOLET LOVE** has switched from the Trocadero Casino to the 885 Club. . . . **MARQUETTE CLUB** folded January 10. . . . **JIMMY RUSH**, formerly with the Chicago Kennaway office, is now with the Marr & Clark agency and handling out-of-town spots.

Hotel spots of the better type are getting away from the hard and fast rule of permitting only dance teams working in full dress and are now using more costume dancers. However, they still shy away from teams that use snakes or daggers or that do stunts that are too exciting or that may scare the dowagers at the ringside tables. Apparently there's one never-to-be-broken rule:

entertainers must never upset the stomachs of the customers.

Here and There:

BILLIE WINGERT and Gerald Neadley are in their eighth week at the Market Tavern, St. Louis, and signed for an additional eight weeks, with Bud Vallier joining them. Billie Wingert's stage tag is Lena Ginster. . . . **JOE (CIGARS) McHUGH** is in the 12th week of his second season at the Lodge Room of the Guest House, Easton, Pa., as emcee. Spot's music is being supplied by the Four W's, including Wilson Woolf, Frank Worman, Charley Wearhle and Bob Williams. . . . **DE MARLO AND MARLETTE** have been held over another week, making total engagement of seven weeks, at the Club Paree, Hartford, Conn. . . . **CHIC WILLIAMS**, emcee, closed at the Club Nightingale, Parkersburg, W. Va., and is slated to open at the Torch Club, Canton, O. From there he is scheduled for a date in Tampa, Fla.

LITTLE CLUB, Galveston, Tex., recently opened by Louis Massoni, Joe Magnani and Louie Quoysier, currently features Joe Seidler, comic; Mona Lee, apple dancer; Kay and Ginger, sister team; Billy Stevenson, cowgirl songstress, and Elizabeth Rose as Lady Godiva. Music supplied by the Red "Oglesby" Cold Beer Trio and the emceeing handled by Louie Quoysier. . . . **THE 4 DONS** are in their 10th week of an indefinite engagement at the Randa-Voo, Hotel Randolph, Des Moines, Ia. Boys recently returned from the West Coast after 25 weeks at the El Prado Room, Plaza Hotel, San Francisco; six weeks at the Colonial Club, Las Gatos, and three months at the Club Hollywood. Personnel includes Roy Shaw, violin and sax; Jug Brown, bass, sax, cornet and entertainer; Tommy Coan, guitar and violin, and Orin Clark, accordion and piano.

LOPER AND HAYES have opened at the Arcadia in Philly. Just signed for a year with MCA. . . . **RENEE AND RONE** return to the Jermyn Hotel, Scranton, Pa., for another indefinite engagement. . . . **PERZADE AND JETAN**, after 12 weeks at the Golden Grill, Rochester, N. Y., are breaking their jump to the South and West with a 10-day date in Hanny's, Buffalo. . . . **FAIRY CUNNINGHAM** opens at the Pines, Nashville, January 22. . . . **MARIA KARSON DUO** is in its fifth week of a third return engagement at the Jermyn Hotel, Scranton, Pa. . . . **RAINBOW GRILLE**, Wilmington, Del., is featuring Harry Stevens, Mazel and Zita and Bob Bennett and his music.

DAWN AND DARROW have made a big hit at the Town Casino, Miami, according to the newspaper clippings they have sent us. . . . **JIMMY DALEY**, Albany, N. Y., booker, and wife have returned from a Miami rest, made necessary by the New Year's rush. . . . **MARIE DOSCOU**, singer, sent New Year's greetings from the Antibes, France. . . . **RUTH DENNING**, singer, is being held over for the new show at the Club Esquire, Toronto. . . . **DONN ARDEN** is now producing the show at the Look-out House, Covington, Ky. . . . **JOHN BOOTH**, Lafayette and Laverne, Helen Mack and the Pol-Mar dancers comprise the current show at the Hotel Jefferson, St. Louis. . . . **CHARLES CHUCK PAYNE**, emcee, made his pro debut in his home town, Birmingham, Ala.

JACK EARLY, former vaude comedy single, is now working with Sally and Marian, dance team, at the New Dance-land, Monongahela City, Pa. . . . **GILIO'S DANCING VANITIES** opened at the New Penn, Pittsburgh, where the Frazier Sisters and Ken Meddick are featured. . . . **PEG LANAGAN**, of Pittsburgh, placed Sally Joyce and Sally Foster into the Pines, Somerset, Pa.

GAYLE AND LLOYD, dance team, got into the Blue Room, New Orleans, a day late when grounded by bad flying weather. Nolan, juggler in same show, was grounded with two sisters but managed to make good connections for opening. . . . **BOB CROSBY** left New Orleans happy, having broken Phil Harris' Blue Room record on closing Sunday following Christmas by a mere \$3. In return he bought \$30 worth of champagne to celebrate victory. . . . **JOE AMATO** is temporary manager of Shm Sham Club, New Orleans, while Leon Prima spends honeymoon on the Coast. . . . **MILES AND KOVER**, dance team at the Blue Room, New Orleans, have a

Extra! Big-Hearted Boss

BOSTON, Jan. 16.—Never be it said that all club operators are heartless. Tom Maren, owner of the Penthouse here, had booked the Two Lords, a trampoline act, for a week's stay, but when it was discovered that the tramps were too big and couldn't be used, he not only turned them away with an unearned week's wages, but added \$15 more for transportation expenses.

stable of 12 horses at the Fair Grounds there and have rented a cottage on ground for their stay there.

CARLTON AND JULIETTE, ballroom dancers, closed at the Plaza, Pittsburgh, and will open at the Mayfair Casino, Boston, January 18 for an indefinite run. . . . **VERN VALDEZ**, impressionist comedian, billed as the "Male Fanny Brice," is in his sixth week at the Ballyhoo, Columbus, O.

THE KENTUCKY SINGERS, American harmonizers, are at Chez Ray Ventura in Paris. . . . **HAZEL MANGEAN GIRLS**, American acro dancers, are at the Gaiety Cabaret in Brussels. . . . **DAWN MEREDITH**, who sang at the Hotel St. Francis, San Francisco, was offered a spot at Chicago's Chez Paree, but will remain in town because of prospective network program.

EVELYN NATIONS is in her seventh week at the Allerton Hotel, Cleveland, where she was booked by MCA. She plays the piano and accordion and sings. . . . **NEW SHOW** at the Nixon Cafe, Pittsburgh, features an Ernie Young revue headed by Bernice Hart, Bert Gilbert, Barry and DeAble, Etta Reed and a line of eight girls. . . . The Three Idlers succeeded the Roberts Brothers at the Roosevelt Hotel's Lounge Cafe, Pittsburgh. . . . **CORVINO AND YOVITA**, ballroom dance team, have booking for the next three weeks in Indiana and Ohio. . . . **VIRGINIA HAINES** at the Riptide, Miami Beach, the last six weeks, will probably be held over the remainder of the season.

BROOKLYN NOTES: Village Varieties is playing the newly decorated Italian Village of the St. George Hotel. . . . The Breuklein Fantasy, novelty presentation, is playing the Harold Stern Merry-Go-Round. . . . Montgomery Royal is Flatbush's latest niter. . . . **SUZANNE LYNNE** has been going great guns with her tap dancing at Hartmann's in Bay Ridge. . . . Weismantle's Showboat in Cypress Hills is presenting the *Follies of 1937*. . . . **JIMMY KELLY'S Paradise** has a new edition of *Streamlines of 1937*. . . . College atmosphere is prevailing at the Half Moon Hotel, where each week a program is devoted to a local college in the Ocean Terrace Room. . . . **T. DE JIULI**, long known in Brooklyn night club circles, is spending time in the South, having made the trip by plane.

Jack Powell, comedian drummer appearing at the St. Regis Hotel, New York, presents a novelty in drum beating by tapping out, in Morse code, the lyrics to some of the songs he uses for background. For an added kick he adds a sly postscript for the benefit of those who do not understand the code.

Cafes in Maine Hit by 10% Tax

AUGUSTA, Me., Jan. 16.—To start next Monday and run till June 30, a 10 per cent tax on all liquor purchases will be collected to aid old-age pensionists. Governor Barrows penned the okch on the emergency measure. This will directly hit Maine's night clubs and all other public liquor spots.

Would Restrict School Bands

ALBANY, N. Y., Jan. 16.—Proposed new laws making it unlawful for any band or orchestra, composed principally of students, pupils or teachers, to play at any function not directly connected with schools and colleges were introduced in the Legislature yesterday by Senator Doyle, Democrat, of Rochester. Employees of public works departments also come within the scope of the bills.

Lawrence Theater Becomes Cabaret

LAWRENCE, Mass., Jan. 16.—Colonial Theater here, for years a combo house, has been leased by J. P. Wagenback, who has remodeled it into a nitery tagged the Hofbrau. Approximately \$8,000 has been expended to clear the orchestra and balcony of seats and install cabaret equipment.

Band Leader Collapses

LYNN, Mass., Jan. 16.—Jimmy (Still Hanging On) Gallagher, ork leader, collapsed while performing this week and was rushed to the Lynn Hospital. After examination revealing nervous breakdown, he was taken to his Dorchester home.

★

don
LOPER
beth
HAYES

"inimitable
dance
stylists"



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DANCERS OF DISTINCTION,
Appearing
TOWN CASINO, MIAMI, FLA.
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Bookings: MCA.

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Songs and Dances Well Seasoned.
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MAURINE AND NORVA ★

"World's Foremost Dancing Stars."
Now Playing
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Just Completed 20 Weeks Chez Paree, Chicago.
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Iridium Room ST. REGIS HOTEL, N. Y.
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COLLETTE and BARRY

★ HELD OVER *Musical Comedy Dancers* Palm Room ★
INDEFINITELY **COMMODORE HOTEL, N. Y.**

Orchestra Notes

"Dean of Sophisticated Swing"

BEN POLLACK
AND HIS ORCHESTRA

Now Playing Beverly Blue Room, Hollywood, Calif.

Exclusive Management
CONSOLIDATED RADIO ARTISTS, INC.

Featuring the Mound City Blue Blowers.

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AND HIS ORCHESTRA

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Broadcasting via NBO, Coast to Coast.

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AND HIS COMMANDERS

Musical Director WHN

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39th Week GLORIA PALAST, N. Y.

DICK DIXON

The Romantic Tenor, And His Ambassadors.

Per. Rep. HARRY MOSS.

Exc. Mgt. Consolidated Radio Artists, Inc.

RAMON RAMOS
AND HIS CONTINENTAL ORCHESTRA

Now Playing
THE TRIANON ROOM
AMBASSADOR HOTEL, N. Y.

11 No. Pearl St., ALBANY, N. Y.

Keith Bldg., SYRACUSE, N. Y.

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ENTERTAINMENT
ATTRACTIONS

ON TOUR
THE ORIGINAL BATTY
BRITTON BAND

"NUTS TO YOU"
Under Exclusive Direction
MILLS ARTISTS, Inc., 799 7th Ave., N. Y. C.

THE ONE AND ONLY
JIMMIE LUNCEFORD
AND HIS ORCHESTRA

the new King of Syncopation

WEEK JANUARY 21,
BALTIMORE, ATLANTIC CITY, NEWARK,
BRIDGEPORT. DECCA RECORDINGS.

Direction:
HAROLD OXLEY, 17 E. 49th St., New York, N. Y.

DON MARIO
and his ORCHESTRA
NOW ON TOUR

Per. Mgt. PAUL WIMBISH,
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DON REDMAN
AND HIS ORCHESTRA
ON TOUR.

CENTURY ORCHESTRA CORPORATION,
1619 Broadway, New York.

EMERY DEUTSCH will follow Johnny Hamp at the Rainbow Room in Radio City, New York, February 1.

DON AZPIAZU replaced the Nano Rodrigo outfit at the Rainbow Room, Radio City, New York, January 19.

SHELTON HOTEL, New York, has been auditioning bands for the past week. Change will be effected in less than two weeks.

RAY WELLS and orchestra, after a tour of the South, are back in New York. Emily Downs and Billy Pritchard are featured vocalists.

XAVIER CUGAT, playing at the Hollywood Country Club, Miami, returns in April to open at the Waldorf-Astoria, New York.

ENOCH LIGHT and ork this week celebrate their third year at the Mc-Alpin, New York.

At Abe Lyman's informal party the other day Henny Youngman, comic m. c., stopped the show with this one: After writing a lot of songs, but anticipating the publishers' action, he tore them up himself and threw them in the wastebasket. Now he's swamped with fan mail from the janitors.

STUFF SMITH, leader, and Jonah, featured artist with the band at the Onyx Club, New York, have been set for a commercial three times weekly over WMCA by CRA.

BARNEY RAPP and Ruby Wright, vocalist with his band, who were married in New York last week, left on a honeymoon cruise to the West Indies.

EARL HINES and band begin a one-night-stand tour for CRA on January 25.

JOHNNY HAMP is slated to start a tour of college dates for CRA February 1.

ABE LYMAN and his Californians have been engaged to play the President's Ball in New York January 30.

DICK MANSFIELD opened at the Brass Rail, New York, on the 9th, playing for dinner and supper. After a 10-day shutdown spot reopened as a pop-priced restaurant with ork only.

JERRY FODOR and his men are in Tampa, Fla., with a four-week booking.

DUKE GLENN and ork are proving an attraction at the Graystone Ballroom, Utica, N. Y.

RITA RIO and her Swing Girls conclude their engagement at the Governor Clinton Hotel, New York, January 21, and will be followed by Ray O'Hara and band, who recently returned here after a nation-wide tour.

HOTEL UTAH, Salt Lake City, has gone in for a name-band policy, opening with Ray Herbeck and ork. Revamping of its Empire Room cost \$10,000.

HOWARD LEROY has taken over the co-operative Al Kearney Band. Leroy moved the band into the Hotel Jermyn, Scranton, Pa., where he is currently music and entertainment director.

CHARLIE BARNETT will open at the new Kenmore Hotel, Albany, N. Y., February 15. Broadcasts over NBC five times weekly. Booked by CRA.

BOBBY MEEKER, former ork leader in Pittsburgh, is now head of a booking agency in St. Louis.

JERRY BLAINE, broadcasting over an NBC wire from the Park Central Hotel,

New York, was heard in San Francisco by an agent of the S. F. World's Fair who offered him an 18-month contract beginning February 8, 1938.

BENNY THE BUM'S, Philadelphia's newest haunt, adds a relief band, Pedro Banco. Rumbors alternate with Earl Denny.

DOC DOUGHERTY leaves Babette's, in Atlantic City, for the 31 Club, Philadelphia.

UBANGI KLUB, Philadelphia, brings in Doc Hyder and his Southernaires, replacing Frankie Fairfax.

GEORGE HAMILTON'S Orchestra, now at the Palmer House, Chicago, will pinch hit for George Olsen's music at the Edgewater Beach Hotel, Chicago, February 8-13.

TED FIO-RITO and orchestra began a return engagement last week at the Palomar, Los Angeles. Band has also been signed by RKO for a musical short.

DUKE ELLINGTON'S Band is making recordings at the Associated Cinema Studios, Los Angeles.

RUTH ROBIN, sister of Leo Robin, songwriter, and recently singing with Larry Lee's Orchestra, has been signed by Republic Pictures.

BOB CROSBY left Blue Room, New Orleans, Saturday to make one-nighters on way to open four-month engagement at Netherland-Plaza, Cincinnati.

BUSS MORGAN and orchestra opened O'Neal's Night Club, Vicksburg, Miss., last week. Arlene Dell is vocalist.

JAN GARBER is making one-night stops in Louisiana as he heads for season at Miami hotel.

AUGIE SCHELLANG and band of seven "swingers," New Orleans style, made first public appearance last week with formal opening of The Roosevelt's (New Orleans) second night club, the Fountain Terrace. Band has been practicing for over six months undercover. Rumor say that group will outdo the best in country's swing bands. Anyway, New Orleans has the jitters waiting for results.

JERRY GILBERT'S combo leaves the Montauk Grill, Brooklyn, for a series of one-nighters heading south prior to opening a location job at the Edgewater Gulf Hotel, Biloxi, Miss. Outfit has Hatch Sprague and Kit Halleck on saxes; Bill Homan, drums; Lenny Schnier, trumpet; Duke Kimbal, bass, and Gilbert at the piano.

Vincent Travers has met with so favorable a response from patrons of the French Casino, New York, to the new type of dance music he recently introduced as "Surrealism in Melody" that he plans to go at it in earnest. Travers has just received word from Washington that a copyright on his title has been granted.

RICHARD (BABE) STUTZ has left Harry Howard's Hollywood Hotel stage unit to organize a band.

JIMMY LOSS and orchestra are engaged for the winter season at Hotel Royal Worth, West Palm Beach, Fla.

AUSTIN WYLIE and his orchestra opened in the Rainbow Room of the Hotel Webster Hall, Pittsburgh, January 2. Taz Wolter and Honey Lane are featured vocalists. Engagement was booked thru Consolidated Radio Artists by

George K. Moffett, Wylie's representative. Ork is being aired via KDKA and the Blue network of the National Broadcasting Company.

DUKE CARLTON and orchestra are in their seventh week at the Hotel Sienna, Menominee, Mich. Carlton is carrying his own girl show in addition to his band, with Audrey Williams as featured vocalist.

BILLIE NICKLES and orchestra closed a long engagement at the Midway Night Club, Los Angeles, and are now at Waldorf night club, that city.

STAN STANLEY and orchestra closed at the Jung Hotel, New Orleans, and open this week at the Blossom Heath Club, Shreveport, La.

GRIFF WILLIAMS, leader at the Mark Hopkins Hotel, San Francisco, is sporting a pair of \$3,000 pearl cuff links, a Christmas gift from his in-laws.

PAUL PNDARVIS and orchestra will play a return engagement at the Palace Hotel, San Francisco, opening February 1.

BILL DALE'S Band succeeded Gene Urban at the Italian Gardens, Pittsburgh, last week.

FLEA MADDEN and orchestra will open an indefinite engagement at the Silver Slipper, Brentwood, Pa., January 21.

DAVE DIAMOND and orchestra played Tuesday for the annual Michigan Shoe Fair. Diamond was formerly a Detroit shoe salesman and was kept busy renewing acquaintances.

JOY HODGES, singer with Jimmie Grier's Ork at the Biltmore Bowl, has been optioned for 13 more weeks on the Joe Penner air show.

RUBE WOLF has a deal on the fire with Consolidated Radio to go into a San Francisco hotel with his band. Wolf is now available, due to recent Fanchon & Marco differences with musicians at the Paramount, Los Angeles.

FRED WARING planned to the West Coast last week for several days' business in connection with a new fruit juicer he has patented. Reported to have also talked picture work before leaving for the East again to start a 10-week road tour.

Boston Cabaret Owners Give Benefit for Girl

BOSTON, Jan. 16.—A committee of nitery and theatrical men will conduct a benefit to aid Helen Kaplan, known to the trade as Helen Carroll, whose singing and dancing career was terminated as a result of an automobile accident December 22, in which her right leg was amputated. Performance is at the Majestic Theater February 7.

Committee is headed by Benny Ginsburg, of the Mayfair Club; Barney Welansky, of the Cocomat Grove; Tom Maren, of the Penthouse, and Bob Sternberg and Harry I. Wasserman, of M. & P. Theaters.

Bates Opens N. Y. Club

NEW YORK, Jan. 16.—Nick Bates will open his new Merry-Go-Round Bar, on the site of the former Original Maisonette Russe at 54th street and Madison avenue, January 22. Music by Horatio Zito's Orchestra and Boris Koretzky's Viennese Ensemble.

Argyries Signs Bands

ROCHESTER, N. Y., Jan. 16.—Arthur Argyries, of the Mutual Entertainment Exchange here, has just booked Vic Lewis into the Brightview Club, and Pat Cleff into the Times Square Club. Both bands open January 25 for indefinite runs.

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, January 8, to Thursday, January 14, both dates inclusive.

Good Night, My Love (23).....	32	May I Have the Next Romance? (12) ..	16
Pennies From Heaven	29	Please Keep Me in Your Dreams	16
When My Dream Boat Comes Home ..	28	Trust in Me (15)	16
There's Something in the Air (30) ..	27	Easy To Love	15
With Plenty of Money and You (27) ..	27	Gee, But You're Swell (16)	15
I've Got You Under My Skin (24) ..	26	Gone (16)	15
You Do the Darnedest Things	26	So Do I	14
The Night Is Young and You're So	25	Twinkle, Twinkle, Little Star	13
Beautiful (22)	25	Serenade in the Night (8)	13
Chapel in the Moonlight	22	'Tain't Good (9)	12
I'm in a Dancing Mood (24)	21	For Sentimental Reasons (14)	11
If My Heart Could Only Talk	20	Where the Lazy River Goes By (10) ..	11
There's Frost on the Moon (18)	19	Copper-Colored Gal	9
Love and Learn (14)	18		

SHEET MUSIC BEST SELLERS will be found on page 15.

MARIO



BRAGGIOTTI
and his orchestra
Distinctive Dance Music
Mgt. CONSOLIDATED RADIO ARTISTS.

Music News in CRA Revamps New York City Key Offices

R. S. Peere, of Southern Music Company, has returned to his desk after undergoing a major operation. His work is confined to alternate days, as he has not entirely recovered.

Ben Edwards is again professional manager with the reorganized Isham Jones Company. Outfit has been taken over by Max Mayer, head of the firm of Max Mayer Company and owner of the Paull-Pioneer Forces. Leo Jacobs will assist Edwards. Will Roffiter is Chicago representative.

Now that *The Night Is Young* and *You Are So Beautiful* have been successfully launched, George Piantadosi, of Words and Music, Inc., is concentrating on *Let Me Dream of Havana* and *Three-Cornered Paths*, which are showing up exceptionally well. The Havana ditty is by Marty Syms and Mabel Wayne.

Among late arrivals from abroad is Reginald Forsythe, British West Indian composer, band leader and creator of the two novelties *Serenade to a Wealthy Widow* and *Dodging a Divorcee*. Both tunes have had a profitable welcome in Europe. Forsythe says he is now completing a concerto for Paul Whiteman.

Hollywood Songs and a new Sam Fox subsidiary have arranged for a branch office in California. Phil Kornheiser is general manager in the East. Firm's initial catalog contains *One in a Million*, *The Moonlight Waltz* and *We're Back in Circulation Again*. B. B.

Ritz Hotel Books Ams

PHILADELPHIA, Jan. 16.—When 1936 was put behind the eight ball, it was generally believed that "amateur shows" were hidden in the old man's whiskers. However, swanky Ritz-Carlton heralds the innovation that "every Friday night is Amateur Night."

Ams find fertile fields here, with cash prizes announced for the best act and for the worst. Stooges report that the best you can get now at the corner taps is beer and pretzels. And you have to be good. Ritz is going all the way. "Bruno" will be on deck with a genuine "gong."

This ritzy (?) move on part of the Ritz was more than a mild shock for the local bookers. Spot has continually turned up its best stiff-front shirt to floor shows.

Another Illusion Smashed

PHILADELPHIA, Jan. 16.—Common belief that a bandmaster's life is just one hike after another is all the bunk, according to Frank Simon, who conducts the Armco Band. Declares that in his 30 years of professional band playing he only marched once. This was when *Hip, Hip, Hooray* opened at the Hippodrome in New York. Simon was the cornet soloist in that production and the street march was for the show's ballyhoo.

MRS. MEYER DAVIS, whose hubby gets \$10,000 for a debby shindig, has gone tone poemy. Her composition has just been offered to the Philadelphia Orchestra.

Clarinet Vs. Wife

CAMDEN, N. J., Jan. 16.—William V. Biddle can now lick his licorice stick without experiencing a day in Spain. "I'm a clarinet player, Judge," he said. "I make my living playing in small orchestras in cafes. Once I was playing in a five-piece band in the cafe. My wife wanted to be the sixth member of the band and kept hanging around. One night, just as I reached for a very high note on my clarinet, she socked me from behind. She hit me so hard that I not only broke up the number, but rammed the end of the clarinet in my ear and damaged my hearing. I lost my job as a result of that." Biddle also lost his wife, Judge Alexander Trappe understanding and granting a divorce.

Expands New York staff—Post out—Hillman new Chi exec—Russell out

NEW YORK, Jan. 16.—Consolidated Radio Artists, which went thru three important organizational deals this past few weeks, is just rounding out its staff.

Locally, Charles E. Green, president, has revamped the office, with the staff now comprising: Gus C. Edwards, general manager; Milton Roemer, manager of the local office; Clifford Glick, radio department; succeeding James Post, who resigned; Irving Mills, supervising the theater and phonograph record departments; Bill Burnhan, small bands; Frank Burke, press relations; Harry Moss, one-nighters; Harry Squires, special sales; Ed Kirkeby, radio and electrical transcriptions; Ann Richardson, secretary to Green, and Katherine Gallagher, secretary to Edwards.

The Chicago CRA office has brought in George M. Hillman as associate manager with Leo Salkin. The revamped Chicago staff has M. T. Thatcher and Charles M. Richter, hotels and cafes; Lew Diamond, Johnny Mullaney, Frank D. Hogan and Reginald Vorhees, clubs; Joe Karper, one-nighters, and Leona Buchanan, office manager. Jack Russell is out.

Names for Philly Ballroom

PHILADELPHIA, Jan. 16.—Having jammed the gates with Tommy Dorsey, Studio Ballroom institutes a name-band policy for Friday night terp turns. Has Clyde McCoy for the follow-up. Ballroom is the first locally to use a series of names.

Mills Band Booking Deal Set; CRA, MCA Now Dominate Field

NEW YORK, Jan. 16.—Irving Mills and Consolidated Radio Artists this week straightened out most of the details of the deal whereby Mills becomes head of the CRA theater and phonograph record department and CRA handles dance, hotel, cafe and ballroom dates for Mills' 15 bands. This gives Mills and CRA 117 bands altogether and makes them second only to MCA in total number of bands under management. MCA is understood to be handling about 200 bands. More than ever before CRA and MCA now dominate the band-booking business.

This deal follows Mills' dropping his dance department and will enable him to concentrate on his band production, talent development, music-publishing and recording interests. Mills calls this a "step toward better band booking." He

Swing Doomed to Oblivion? Well, That's What They Say

PHILADELPHIA, Jan. 16.—Year-end statements coming from the radio maestra doom swing music to oblivion. The fortissimo blast against this "throwback to raucous pre-war jazz," Sigmund Spaeth's characterization of swing, should put the cats in a huddle. Harry Salter is also emphatic when he envisions the end of swing music. He sees the dawn of a new style of rhythm—a cross between swing and sentimental ballads.

Guy Lombardo says "The public taste in music is changing. People are beginning to ask for smarter and more melodious songs. They like clever lyrics and soft harmony. The loud, blaring rhythm is falling out of favor, and I believe that within the next 12 months it will be heard less and less."

Andre Kostelanetz prophesies that thru the medium of radio, ballet music, symphonies and tone poems of true American origin will be introduced to an understanding and appreciative public,

Sheet-Music Leaders

(Week Ending January 16)

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

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

1. In the Chapel in the Moonlight (1)
2. Pennies From Heaven (2)
3. When My Dream Boat Comes Home (4)
4. It's De-Lovely (3)
5. The Night Is Young (6)
6. Good Night, My Love (13)
7. I've Got You Under My Skin (5)
8. With Plenty of Money and You (9)
9. One, Two, Button Your Shoe (11)
10. I'm in a Dancing Mood (7)
11. Rainbow on the River (12)
12. South Sea Island Magic (10)
13. I'll Sing You a Thousand Love Songs (8)
14. Easy To Love (15)
15. Gold Diggers' Lullaby

PHONOGRAPH RECORD best sellers will be found on page 78.

Songwriters Eye Legislation

NEW YORK, Jan. 16.—Songwriters' Protective Association, at its monthly meeting last Thursday, again considered copyright legislation. Took no definite action, however.

Grofe Is Up To Old Tricks Again

NEW YORK, Jan. 16.—Concert by Ferde Grofe's Ork at Carnegie Hall Tuesday, during which he will present his own composition of *Hollywood* and five other new works, will be replete with a variety of novel musical props. The audience will see in action shoes, brooms, hammers, a camera, compressed and pneumatic air drills and something termed a "woo-woo."

New numbers, in addition to *Hollywood*, will be *Charleston*, by Lily Strickland; Harry Sosnik's *Grand Central*; Eastwood Lane's *Street Parade*; Grofe's *Symphony in Steel* and his *Little Miss Mischief*, the latter inspired by the late Felix Arndt's *Nola* and dedicated to Shirley Temple.

Wants \$500,000 for System

DETROIT, Jan. 16.—John Frabutt, owner of a music shop in Convention Hall, filed suit Monday in Federal Court against Grinnell Brothers. He charges Grinnell Brothers have infringed upon a system which he invented to teach people how to play the piano-accordion. Suit is brought for \$500,000. Frabutt said suits would be brought against music firms in other cities also.

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MCA Planning To Give Vaude Important Buildup

Indications of circuit for vaude shows—signing up much talent, seeing movies and radio as outlets—look to Europe's needs—increase vaude manpower

NEW YORK, Jan. 16.—Activities within Music Corporation of America give rise to the fact that the firm is quietly preparing elaborate plans in which vaude will play an important part. Understanding is that the firm will enter into the booking business, building up a circuit of many weeks for vaude shows. This is in addition to the firm's activity in signing up vaude and night club talent, seeing them as lively prospects for the radio and movie outlets as well as a supply for Europe's talent demands. Recently the manpower of the office was increased by two agents whose knowledge of vaude is extensive.

That MCA has intentions of building up a booking office for sending out vaude shows was evidenced several months ago when it leaked out that the firm planned to build units and send them out on tour. At that time it was revealed that the plan was to use one of the firm's "name" bands as the foundation of a show and surround it with about seven or eight acts. These shows were to be sent into auditoriums, convention halls and theaters, preferably under the sponsorship of local organizations. Also the firm planned to put shows of this nature into towns where union difficulties allegedly forced out stage-show policies.

For some time now MCA has been signing up acts by the score, specialties, dance teams, novelties and the like, whereas other big agencies were overlooking their little acts and concentrating on their headliners. MCA's act signing was believed to have been for the purpose of acquiring material for the many hotel spots it books. However, it now develops that there are other reasons, such as grooming likely talent for the picture field. Also the idea of grooming talent for radio. Key men in MCA feel those two fields will be compelled to take steps to fulfill their talent needs.

Lou Wolfson, formerly of the Morris Agency, and Phil Bloom, former booker and recently with the Simon Agency, are the two new additions to the staff of MCA. Both were active in the vaude field and their joining MCA indicates the vaude trend within the firm. Wolfson is to go to Europe to build up the talent outlet there, while Bloom is expected to double between the Coast and here.

Interstate Gives Unit 31-Day Tour

NEW YORK, Jan. 16.—Interstate Circuit is opening up its theaters to \$150 a day units, with Charles Freeman, booker, buying *Bell's Hawaiians* to open March 6 in Waco, Tex., for 31 consecutive days in Texas territory. Dates comprise from one to four-day stands.

If this first booking clicks Freeman expects that additional units of this nature will be sought, with the probability that other time will be lined up thru the South to provide more extensive booking.

Sun Opens Chicago Office

SPRINGFIELD, O., Jan. 16.—Gus Sun, head of the Gus Sun Booking Exchange, with headquarters here, announces the opening of an office in the Woods Building, Chicago, with Dwight Pepple in charge. Three assistants will be added to the Chicago staff soon. Sun Circuit plans to service the Western territory out of Chicago. Sun firm, under management of Bob Shaw, now has branch offices in Detroit; Columbus, O., and Pittsburgh. Sun contemplates the opening of additional offices shortly.

"Transatlantic" for Road

LONDON, Jan. 11.—*Transatlantic Rhythm*, Felix Ferry's ill-fated revue, which brought Lou Holtz, Ruth Etting and Lupe Velez to England, will go on tour in March. Road version is being presented by Lee Ephraim. Barbara Vernon, American, who made a hit in the West End revival of *No, No, Nanette*, has been chosen to head the cast.

McCONNELL AND MOORE, juggling act, played the Palomar, Los Angeles, week of January 6, and jumped from there to San Francisco to fill an engagement.

Stanley, Pittsburgh, May Stay in Pix

PITTSBURGH, Jan. 16.—Stanley Theater, only combination house here this season, returns to straight pictures January 29, with the return of flesh into that house remaining uncertain. Harry Kalmine, Warner's zone manager, explains that he found it exceedingly difficult to book suitable shows on the allotted budget. He also explains that an increasing number of big pictures will be given a play without any vaude support.

Harris Amusement Company, operator of the Alvin Theater, contemplates no change in the present straight picture policy of the house. The Alvin, too, has several big pictures on hand.

WEAVER BROTHERS and Elvira are booked for Seattle and Portland. They are planning to settle permanently in Southern California. Interstate Circuit gave additional time to Gene Autrey thru Oklahoma, which keeps him going until January 22.

THE THREE CARDS opened at the Majestic Theater, Paterson, N. J., after an engagement at Fay's Theater, Providence, R. I. Dressing room of Shea and Raymond at Stanley, Pittsburgh, was ransacked this week, thief escaping down the fire escape with only 95 cents of Jimmy Shea's money. Shea came in just in time to prevent further looting. Cy Buford, with Benny Davis unit, had his name changed twice during his Stanley, Pittsburgh, engagement. At opening he changed his name to Don Mario, and before closing he was tagged Robert Baxter. Eric Philmore, juggler and co-owner of *Swing Show*, touring this territory, ill and out of show for two weeks. Spot filled by Mel Ody, who may stay on after Eric rejoins. Boyle Woolfolk, Chicago agent, has booked the *Centennial Revue* for a series of nine two-hour midnight shows over the Buterfield Michigan time, starting January 30.

WEST COAST NOTES: Weaver Brothers and Elvira have been booked for nine weeks on the Pacific Coast, with Midwest bookings to follow. Bert Levey was a flu victim at Dante Hospital, San Francisco, for a week. Harry Savoy in Hollywood for tests at several studios. Coast-to-Coast Booking Agency now handling the Palomar Theater, Seattle, formerly booked by Fanchon & Marco. Agency also booking the Tabor, Denver, using five acts weekly, and the Missouri, St. Joe, Mo., for a three-day stand, starting February 21.

HOLLYWOOD HOTEL REVUE played Albee, Providence, last week and came out with nearly six grand as its share. Show was offered to the house originally at \$4,785 net, but was nixed for a straight percentage deal. Radio City Music Hall ushers have athletic talents. Georgie Coyle is quite a boxer, and now Vincent Doyle and Edward Lopatyunski are being groomed by major league baseball clubs. Sims and Bailey will open at the Victoria Palace, London, February 5 on a four-week booking. The Stapletons are scheduled to open in South America February

Memphis White Elephant Clicking as Combo Spot

MEMPHIS, Jan. 16.—Orpheum here, recently reopened, established a new record with the Sally Rand unit, which grossed \$15,000. According to Managing Director Virgil Posey, house has not had a bad week since reopening with a policy of stuff pictures and vaude or units, indicating the desire for flesh here.

Opening week, with Andre Lasky's *French Revue*, drew a little under \$10,000. *Comique Continental*, with Jack Pepper and the Maxellos, is the current attraction.

Closed for more than a year and a white elephant for four years, Orpheum was reopened by W. H. Johnson interests, represented by Posey. Chalmers Cullins is in charge of stage attractions, and Sam Kirby doubles on publicity and as assistant to Posey.

Old English House to Legit

LONDON, Jan. 11.—Collin's Music Hall, Islington, oldest vaude theater here, has been acquired by Herbert Camrose. House finishes this week as a vaude spot and goes to legit repertory January 25.

Stamford's Money Shows

STAMFORD, Conn., Jan. 18.—Palace Theater here, which successfully played the Kit Klein skating unit recently, is going in for other big units. *Glorified Follies* has been booked for three days, opening this Thursday. The *NTG Revue* is booked to play here February 5 and 6. House is operated by the Edward Peskay Enterprises, with George C. Ritch as general manager.

Vaudeville Notes

12 for Hal Sands. . . . The Rimacs, after making shorts for Warner next week, will sail for European engagements January 29. . . . NTG and his revue have picked up additional time, including Reading, Baltimore, Atlantic City, York, Stamford, Akron and Youngstown. Unit has played 46 weeks since January of last year.

LOWE, HITE AND STANLEY have been signed by RKO Radio pix for the film *New Faces*, with Music Corporation of America doing the agenting. Marnie Sacks, of MCA, was in Florida last week to look in on club openings. Bob Dupont sailed Saturday for South America for about three months. Robbins Family closed Thursday at the Congress Hotel, Chicago, and next day went into the Chicago Theater. They will open this Friday at the Michigan, Detroit, on their way east to their farm. Metropolitan State Hospital, of Waltham, Mass., staged its second *Follies* recently, with Bertram Wilson in charge of production. His aids were Charles Frank, George Murphy, Nellie Murphy, Frank Ryan and Irving Brown.

GLORIFIED FOLLIES. Harry Romm unit, is being condensed into a smaller priced unit. Cutting out two show girls and four chorines, leaving 12 in chorus and six show girls, and acts are being changed. Sid Piermont, Loew booker, left New York Friday on a week-end talent scouting trip to Chicago. Belle Baker will go into the Metropolitan, Boston, week of February 4. Ray Noble's *Ork* will stay three weeks instead of two at the Paramount, New York. Sheila Barrett could only remain one week with the Noble show because of a previous booking in Florida. Rusty Reuben Boys, Western radio troupe, returned to Canada after holidays in the States. They are playing Famous Players theaters out of Toronto. Cast comprises Ozzie Gile, Elmer Peabody, Tex Richards, Tex Hart, Ickey Pepin and Freddie Stone, with Mr. and Mrs. Eddie Rusty Brest managing and in advance. Shavo Sherman is now teamed with Ross and Pierre, formerly of Ross, Pierre and Schuster. Lela Moore has been booked for Europe, opening February 26 at the ABC, Paris. She will also play the Dorchester House, London. Retta Ray returned to New York after eight months in Europe, altho her original booking called for only four weeks. Scheduled to return to London in March for the new revue at the Prince of Wales Theater.

Europe Host to 225 U. S. Acts

'36 total an increase over other seasons—only four flops and 90 per cent hits

LONDON, Jan. 16.—Europe played host to 225 American acts during 1936. Of this number 103 were new to this side, while 65 were held over from 1935 and 57 were playing return engagements. Nearly 90 per cent of the acts were listed as hits. Only four flops were recorded.

Increase in acts over previous seasons is attributed to the activities of the Music Corporation of America and Kurt Robitschek. MCA entered the scene with vaude dates and a floor show at the Grosvenor House here. Robitschek's vaude shows at the Alhambra, Paris, and Victoria Palace here accounted for many American bookings. Another important importer was Montague Lyon, who operates 60 picture houses using acts.

Palladium, with three shows and but eight straight weeks of vaude, used fewer acts than usual. Among other importers of American acts were Foster's Agency, Henry Sherek, Reeves & Lamport, Bert Montague, Fred Collins, Stanley Wathon, Eric Wollheim and Wade Ross, who are all located here; Eduard Duisberg, Berlin, and Jimmy Wittireid, Teddy Ehrental and Rottenbourg & Golden, Paris.

Successful American acts of the year included Sophie Tucker, Lou Holtz, Walter Dare Wahl, Diamond Brothers, Darlene Walders, Lols and Jean Sterner, Arren and Broderick, Frank Melino and Company, Retta Ray, Barr Estes, 12 Aristocrats, Powell and Nedra, Chaz Chase, Four Franks, Carroll and Howe, Harris Twins and Loretta, Dario and Diane, George Beatty, Carolyn Marsh, Mae Wynn and Zella Company, Lassiter Brothers, Biltmorettes, Bobby Maye, Chilton and Thomas, Jeanne Devereaux, Three Cossacks, Al Trahan and Yukona Cameron and Fred Sanborn.

Following acts are well established in Europe on their second and third years: Ganjou Brothers and Juanita, Max and his Gang, George Prentice; Wilson, Kapple and Betty; Hazel Mangan Girls; De Wolfe, Metcalf and Ford; Whirlwinds; Arnaud, Peggy and Ready; Con Colleano, Aussie and Czech and Russell and Marconi.

RKO Hearing Is Postponed

NEW YORK, Jan. 16.—Hearing on RKO plan of reorganization, originally set for last Thursday before Federal Judge William Bondy, has been postponed to February 18. Request was granted application made by White & Case, counsel for RKO general creditors' committee. Motion by Isidor J. Kresel, attorney for Orpheum Circuit, asking permission to have a say in the reorganization proceedings was also set for the later date.

Case of Edward J. Hickey, who protests the constitutionality of the RKO actions, was not heard either. Hickey's beef stems from his ownership of old RKO Class A stock, which he neglected to convert into common when the recapitalization of 1931 was effected.

Balaban & Katz Acquire McVickers

CHICAGO, Jan. 16.—McVicker's Theater, which has been dark for several months, was leased this week by the Board of Education for 30 years to the Comet Amusement Company, said to be a partnership between Balaban & Katz and Jones, Linick & Schaefer, which will operate the house as soon as it can be put into condition. Policy is expected to be first-run double features when it reopens, with the possibility of stage shows if the straight film fare doesn't click.

Rental is fixed at 15 per cent of gross income with a minimum guarantee of \$60,000 if the theater is operated with sound pictures and 10 per cent with a \$60,000 minimum if a stage policy is pursued. A sliding scale brings the minimum up to \$75,000 per year for the last 10 years of the lease.

Loew's State, New York

(Reviewed Friday Evening, January 15)

Milton Berle is back at the State, the third time in a year, and he returns with new honors. He's now star of the Gillette air program and has an RKO Radio pix contract. Loew is paying him \$4,500 for this week, plus a split over 36 grand. If the house reaches that figure it'll be Berle who did it, for the *Garden of Allah* pix is not up the State audience's alley. Looks like it'll be reached at that, considering that this fifth and last show opening day, which didn't start until 10:15, found a packed house. Show is clocked at exactly 59 minutes, from Berle's opening and closing flag-wavers, which find the audience a pushover.

Show, without any discredit to accompanying acts, is all Berle, which means fast and furious fun. He's amazing, this tireless funster, for he can pile laugh upon laugh, build the audience up to high reactions, and still keep the show moving without a hitch. On his own he masterfully thrusts gag after gag at the audience, sings comedy tunes nicely, clowns with supporting acts and always makes sure there's a big hand coming and going for those he introduces. His *I'm Talking Thru My Heart* closing flag-waver was gobbled up by the folks.

First of the specialties is Betty Keane, whose one tap routine was uneventful. Follows the Eleanor Powell pattern closely but lacks the personality. Doris Rhodes is next and she scores handily with her delightful singing, offering two well-chosen numbers. Stays on to foil charmingly with Berle, who was amusingly breaking her up with the wrong answers.

Yacopi Troupe sock in midportion with their circus aerial act, a turn showmanly presented and featuring breath-taking tricks sold at a fast clip. From the teeterboards they go into three, four and four-and-a-half high, latter a new stunt involving a perch. Eight in the troupe, not counting Berle, who also clowns around effectively here.

Bert Frohman, doubling from the Paradise, clicked big with three songs, all sold expertly and sung beautifully. With as many as five and six shows here and more at the restaurant, he's in for a tough grind. Seemed to tell a little on his voice this show, but he landed big nevertheless. Berle clowned with him for some laughs. "Judge Hugo Straight" (Tommy Mack), who's on Berle's air program, brought further laughs with his odd speech, swelled even greater with Berle aping him and also Berle's sister, who stooges from the mezz.

Then the curtainer, Berle's excellent getaway song, Ruby Zwerling and the pit boys did a grand job of playing the show. **SIDNEY HARRIS.**

Oriental, Chicago

(Reviewed Saturday Afternoon, Jan. 16)

Buddy Doyle headlines the current bill, which goes to show what an appearance in a motion picture will do for an actor. House is taking advantage of the publicity angle by adver-

tising him as the "Eddie Cantor of *The Great Ziegfeld*."

Doyle is one of the very few black-face artists left on the stage today. In the middle of the bill he dished out some fair comedy talk, but was at his best when singing. Among his songs were *When a Lady Meets a Gentleman Down South*, a tribute to the stooge called *That's Why I'm a Stooge* and tunes while doing impressions of Crosby, Jolson and Cantor, the last, of course, being his best. Closed with *Pennies From Heaven*. A hit.

Show was opened by the Hild Ballet, followed by Haynes and Perry, a new dancing twosome, who have a novel stair presentation. Boys do challenge stuff on the stairs; one of them goes up and down on his toes backwards and Russian kneefalls on the stairs. They also do cradles, twisting flip-flaps and back somersaults and took three bows.

Camilla's Birds, a group of cockatoos, did tricks on horizontal bars, hurdle jumps, revolving globe, a fire scene and a butterfly dance. Mme. Camilla put her feathered acrobats thru their paces to a good hand.

Ross and Edwards, in the next-to-closing spot, got the laughs with a line of chatter based on the marriage problem, but the session of mispronunciation got a bit tiresome and could be shortened to advantage. Some singing was interpolated and the act closed with a dance. Two bows.

The Mayfair Revue (the Balabanows) closed with an interesting array of accordion playing and dancing. Two of the girls harmonized on *Under Your Spell*; Margo did a swell contortion routine, and one of the girls did a neat toe tap. Jumps by one of the boys closed the act. **F. LANGDON MORGAN.**

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, Jan. 14)

Following a two-buck run at the Astor, *Lloyds of London* moves into Radio City for a first run at popular prices. Should be a strong business-getter here, with prospects of a three-week or so run. Business tonight very heavy. Stage show, 29-minute affair, not so forte, a production that thinks more of draggy spectacle than fast entertainment.

Symphony ork is shorn of its overture assignment this week and there's no newsreel, but length of picture and showing of *The March of Time* short account for the trimming.

Amor Gitano is the title of the show, which is Spanish for *Gypsy Love*. A Leon Leonidoff production featuring Rosita Ortega, Spanish dancer. Settings by Bruno Maine and costumes designed by M. Montedoro and executed by H. Rogge. Show technically is beautiful, but it's terribly slow and boring. Only awakening is when the two specialty acts take the stage in the closing minutes. They are Dorothy Crocker and James Evans.

Opener is *In the Cave*, a den-like setting, in which Miss Ortega, Robert Weede, Marian Raber and the choral ensemble perform. All singing except for Miss Ortega's number, which is colorful Spanish dancing, but which calls for more intimacy than this huge theater affords.

In the Ruins of the Monastery is next, which permits the ballet corps to do a ritual dance. A mild number, and by this time the slow tempo of the show begins to tell.

At the Fiesta is gay and colorful and given punch by the specialties of Miss Crocker and Evans. Audience took to Miss Crocker's amazing control work, whereby she gets about gracefully with one foot off the ground for a long stretch. Evans does his familiar foot-juggling excellently. Miss Ortega again, the ballet and the Rockettes round out the number, latter contributing their faultless precision, which again polls big applause returns. **SIDNEY HARRIS.**

Chicago, Chicago

(Reviewed Saturday Afternoon, Jan. 16)

Leo Stahr, scenic designer for Balaban & Katz, has furnished a novel idea for the opening number of this week's show and the production department has executed it with nice effect.

Show opens with a cloud film projected on a wide scrim, behind which is seen a giant air liner with moving propellers. As the lights come up and the scrim is raised the aeroplane set-piece is lowered from the flies and makes a landing on the stage as the illusion is furthered by setpieces of buildings being moved onto the stage. The Evans Girls, attired in summer-resort frocks, make their entrances from the plane and go into a neat routine,

followed by the Robbins Family, two men and a woman, with a clever line of tap, acrobatics, high kicks, aerials and cartwheels, leaving to a big hand.

Loretta Lee, who tops the bill, is a gorgeously gowned little brunet who can certainly sell a song. Opening with *Basin Street*, she then swung into *Pennies From Heaven* and a swell version of *Tiger Rag* for a hit. She then sang *There's Something in the Air* for the Evans Girls next routine done in a palm-tree setting.

The Harlemaniacs, as Bud Harris and Bert Howell are billed here, had them laughing heartily with their comedy chatter. Howell contributed a tenor solo, *Until Tomorrow*, as he accompanied himself on the uke and drew generous applause, and Paul Harris joined later in the act for more comedy and some very fast tap work. A hit.

The Great Wallendas closed the show with their marvelous exhibition of balancing perfection on the tight wire. They are in a class by themselves with this kind of act and drew heavy applause. **F. LANGDON MORGAN.**

Roxy, New York

(Reviewed Friday Evening, January 15)

Roxy show is somewhat different this week, what with no newstating service by Ford Bond and half a dozen girls from the line stepping out to do specialties. Marty May emsees and manages to inject a degree of intimacy into the proceedings. May's sock turn, in addition to his gags and chatter, comprises a series of takeoffs on broken tenors, belching baritones and the like. Routine wherein he impersonates a full-busted coloratura scores heavily. Wound up with a bit of hoke on the fiddle.

Bill Steele, vocalist, goes thru his stint dressed in an artist's smock, the Gae Foster Girls being similarly attired. Turn is given nice production, with Steele introducing artists' models with special lyrics. Number reaches its climax when the girls, doing a peel a la Minsky, place their clothes on a blackboard to create a landscape scene. Idea is novel, and Steele's tunes, particularly *There's Something in the Air*, are pleasing.

Jean Lorraine, who appears a few times to gag with May, postures comically and later comes on to do a ballroom satire with Ken and Roy Paige, knockout duo. Takes plenty of falls with the latter two, who are an able pair of hoke artists. They wrestle, do nutty acro and, when the act becomes somewhat dull, pull it thru with a good eccentric dance.

Katherine Harrif, acro toe-tapper, does a short but definitely topnotch turn. Her somersaults, in which she lands on her toes, are not only marvels of agility but beautiful to look at.

Edward Rickard, shadowgraph expert, offers a knockout novelty. Portrays animals and two masterpieces about a kid smoking his first cigar and a visit

to the dentist. Act is fast, deft and never boring.

Ballroom dancers are Nadine Gay and Kirk Allen, who contribute a showy, stylized *St. Louis Blues* bit to the proceedings. Couple might well have been spotted for another number.

Foster line, in addition to the artists and models routine, appears in a Mother Goose production and another number with a moonlight and balcony setting. Latter gets its greatest effect thru lighting.

House only fair during third show, probably due to holding over for a third week the pix *One in a Million*.

PAUL ACKERMAN.

Fay's, Philadelphia

(Reviewed Friday Afternoon, January 15)
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Dr. NAT KALCHEIM, Wm. Morris Agency.

tion, figures on cashing in on its air show, *Professional Parade of the Air*, unit getting its christening at Fay's this week. Network letters make for part of the scenic, but the WPA is sadly neglected. Show stretches over the hour but never quite makes up its mind whether to be a vaude show, presentation unit or a visual broadcast. Calling the opening exhibit a dress rehearsal would be more like it, except for the fact that a well-filled house paid for the privilege.

Talent, both the standard and the new faces, show enough to warrant good returns, but all are handicapped by lending their collective efforts to get no place in a hurry. Trench crew is on the top to dish out the musical back-up, and instead of the usual pony line unit curtains on a mixed choir of eight voices piping the air show's theme.

Mastering the ceremonies is left to George Mayo. An unhappy choice, to say the least. Calling upon himself to justify his presence, Mayo gets over neatly with a sleep-walking ditty. But for the rest turns just wobble along with build-ups on tag of the routine panning out as letdowns. Badly in need of punchier pacing and timing and an emcee with a gift of gab if it hopes to survive.

Roster includes Joyce Brothers and Sylvia Dean, Isabelle Rook and her Three Octaves, Murray Lane and his Nine Harmonica Scamps, Swor and Lubin, Lizzie Wilson, Yvette Rugel and Miss Blix Ruskay.

Joyce freres and Dean contribute solid stepology, with plenty of individuality in their airy taps. Isabelle Rook, at the baby grand singing scat, and her Three Octaves, two males and a femme, lads playing the git-box and doghouse, collectively dish out swiny harmonizing, chanting the chimes to good effect. Group dirties them up with hotcha figurations that make for bullish rockin' rhythms.

Murray Lane and his mouth-organ tooters pack a load of dynamite. Lads dressed as street walfs, with a sepla midget counting for hilarious results. Crumples 'em with a swing arrangement on *Poet and Peasant* overture.

Swor and Lubin, black-face males, make their stock minstrel end-men routine count for a solid click. Stuff was undoubtedly a show-stopper 20 years ago and this reviewer is happy to report they did it again.

Blix Ruskay has a flair for impersonating the femme flicker stars that catches well.

Lizzie Wilson, announced as the original Rosie in the old Potash and Perlmutter act, shows the gang how the *Schnitzelbank* word twister should be sung.

Yvette Rugel, home-town gal, proves she still stacks up with the up-and-coming at larynx unleasings.

Show is studded with talent but lacks the proper knit job to make it count as a unit. Pix is *Flying Hostess* (Universal). ORO.

rah Minevitch and harmonica crew do a clever arrangement of *Pennies From Heaven* during a few less turbulent moments, with the colored lad of the group taking a featured spot in act. Hit as usual, tho, is excellent humorous pantomime and mugging participated in by Minevitch and diminutive Johnny Puleo, local product. Aggregation goes off to fine response and show closes with tableau presenting face of President and dancers in supplicant pose.

CHRIS MATHISEN.

Kit Love Sisters, dance team, and Four Romanos, acrobats.

Jean and Lois Sterner, American dancers, are at the Paramount. Rex has the Hollywood Four, nut jugglers; Serge Renn and Helene Troutowska, dancers, and Tom and Tom, comedy bar act. Alexandre Fortunato Ballet is at the Gaumont Palace. Wes Adama and Lisa, dancers, and Paul Berny, juggler, are at the Nouveau-Lido.

Berlin Bills

(Month of January)

Another "crazy" program is staged by Ecard Duisberg at the Scala. Called *Scala, Just a Little Bit Crazy*, the lineup is strong in talent. Outstanding hit is that of Charlotte Arren and Johnny Broderick, who are a sensation. Berliners fall heavily for the unique vocal acrobatics of Miss Arren, who renders her opening number in English. Also from America are Myrlo and Desha, interpretative dancers, who score on the points of talent, versatility and novelty. Stetson, juggling comedian; Four Sloans, circus knockabouts; Billy Kay and Company, eccentric comedy trio, and Albert Richardson, with comedy, are English acts doing well in this lineup. Noni, international musical clown, and his partner fare well. Norwich Trio present a contortionistic offering with the head man working in Golliwog costume. Locals in Lydia Wesler, George Hunter, Gisela Schuler, Ludwig Lommel and Otto Stenzel are prominent and successful. Business reaches a high level.

Joint headlines at the Wintergarten are the Felix Parnell Ballet from Poland and the Three Medrano Sisters, with a high-school riding act. Both click heavily. No American acts listed, but swell performances are turned in by the Caroli Trio, musical clowns; Paul Berny, slick juggler; Four Fellers, wire act; Roulette Trio, with an unusual gladiatorial display; Torence and Victoria, thrilling perch and aerial act; Teuber's Marionettes, and Willi Schaefer, local comedy "name."

Paramount, New York

(Reviewed Wednesday Evening, Jan. 13)

Reviewed on the 13th and tough luck for the customers. This Ray Noble band show was a dull 40 minutes, an amazing fact since Noble's stand here last year was one of the best shows the house has offered during its band booking policy so far. This time Noble has changed his entire routine; the zing, flash and showmanship that made the other show such a honey have been eliminated. Now Noble and his men take a back seat. Only sock number is a holdover from the other show and one of Noble's best recording jobs, *Blue Danube* a la fox trot. Comedy specialties by the band have been dropped, and all the band does, outside of *Danube*, are an opening medley and a next-to-closing number, *Organ Grinder's Swing*, an arrangement not up to the Noble par.

Specialists suffer from maladroit handling. After that opening it's a steady flow of specialties, each taking the edge off the other. Only one to come out with colors flying is Sheila Barrett, who, likewise, is the only show-stopper. Her barbed imitations were plenty liked.

Lynn Martin, who's done a radio job or two, is the girl vocalist, working solo for a ballad, in a comedy number with a male trio and in a choral number behind Howard Barrie in *Chapel in the Moonlight*. Gowned handsomely, Miss Martin has a pleasant voice but does nothing to distinguish herself. Barrie (formerly known on radio as Howard Phillips and previously at this house as Brooks) has an okeh baritone but gummed up one number by electing to close with a falsetto. *Chapel in the Moonlight* gets a swell lighting effect, Barrie in a solo chorus getting a blue spot, with the bandsmen, humming in the background for a repeat chorus, getting dark red spots on either side of their heads. It meant the difference between a click and a flop for that (See VAUDEVILLE REVIEWS page 22)

Boston RKO Producing

BOSTON, Jan. 16.—Jack T. Edwards has been made production manager of the RKO Vaudeville Exchange office here, which is headed by Doc Breed. Edwards has already sent *The Chateau Revue* out, is rehearsing *Ebony Follies* and is casting *Rhythm in the Rain*.

The Chateau Revue cast comprises Harold Burnham's Chateau Rhythm-asters (9), Bomby, the Mad Hatters, Edwards and Morris, La Salle Sisters and June Newell, George Schreck and Bunny Homes.

Folly, Brooklyn, N. Y.

(Reviewed Wednesday Evening, Jan. 13)

Boro's lone vaude house offers a bill that is evenly balanced; that is, half bad, half good, with only the acts of Jeni LeGon and Hunter and Percival really making the grade.

Three Aces, juggling act of two men and a woman, opened with accepted routines with pins, pacing themselves thru solo and ensemble work of juggling, passing and interchanging. One of the men also attempts juggling done to rudimentary tapwork. Act never different or spectacular, but pleased nevertheless.

Mammy Jinny, in the deuce spot, revealed herself as a fair capitalizer on the Aunt Jemima reputation. Did *When the Real Thing Comes Along* and *Loving This Man of Mine* in a robust, almost manly, voice of ordinary grade and also attempted the expected short dance as a closer.

Taking advantage of the current popularity of prestidigitators, Joan Brannon, assisted by a male helper, stepped forth as one of the few femme exponents of the act. Dressed in white flannel tails and sustaining an explanatory spiel thru-out her entire performance, she handled silks, accomplished an egg trick, poured various colored drinks from the same vessel and wound up with the cigaret trick. Aside from the novelty as a femme sleight-of-hand artist, act has little to recommend it, for obviously Miss Brannon is in need of more practice.

Hunter and Percival work up to show-stopper with broken English and malaprop comedy. Miss Hunter also sings two numbers and Percival ludicrously entangles himself with attempts at rope tricks. He is very funny with sight stuff and with delivery of material.

Emsee Billy Lyons gags, sings and works with an unbilled partner. Tries very hard but fails to warm up and just doesn't take with the audience.

Jeni LeGon, cute little colored miss, backed by a line of five boy dancers, closes with a swiftly paced flash of tapwork and singing. She went over big, scoring with personality, voice and novel style in footwork. She was abetted by excellent, well-co-ordinated work by the boys, two of whom offered specialties.

Pix was *Big Broadcast of 1937*.

GEORGE COLSON.

Paris Bills

(Week of January 4)

With the exception of the Alhambra and Cirque Medrano most of the bills presented during the holiday weeks were decidedly weak.

Empire program features the jazz band of Joe Bouillon. Band dishes out a repertory of novelty and comedy numbers that are excellent for the sticks but are a bit tedious in a big-time house. Musically the band is okeh and some of the comedy efforts are good. Two sad flops are the so-called cartoonist, Paul Caprano, and the quick-change artist, Jack Hoff. Sam Barton, American hobo cyclist, puts his mild comedy across, but really has little to sell.

Man and Thit offer an amusing medley of bumps and slapstick comedy which gets over. Four Hermans balance on cylinders atop pedestals. One of the boys is good and the act is lavishly, but garishly, mounted. Natol uses his tongue for comedy effects in his number, which is a mixture of singing, whistling and imitations. Gomez Trio, Spanish dancers, and the Amar Lions have been held over from the preceding bill. Boulicot and Recorder, house comics, offer good line of patter. Valies, pleasant crooner, scores easily, and Little Rudy, juvenile tumbler, does neat work in a dance flash with the Empire Ballet Girls.

Bobino is offering a good program, with the local favorites, Armand Bernard, Rene Paul and Franconay, in comedy and songs. Novelty acts on the bill are Chrysis de la Grange, aerial; Jose Moreno, juggling on slack wire;

Capitol, Washington, D. C.

(Reviewed Friday Evening, January 15)

Capitol is open for business week of the big doin's here with *The Inaugural Revue*, Gene Ford production, on stage and *One in a Million* (20th-Fox) the screen offering. House good at the supper show. Taking several standard acts for working material, Ford has put together a flesh presentation that clicks off nicely from start to finish. Elda Dancers, augmented by local steppers, handle production numbers with attractive backgrounds provided.

Open with *The Capitol Steps*, building itself on scrim and 12 gals tapping on steps while other eight manipulate drum stricks, a well-routined bit, with Frank Gaby coming on thereafter to take up emsee chore. Gaby scores well with reliable gags, heckler in house taking punch lines. Venetrio stuff is his best offering, however, dummy warbling *Sing, Baby, Sing*. Stooze comes on next, apparently singing, is beckoned off and audience cuts loose when it realizes that Gaby had been rendering all along.

In a *French Garden*, with Lew Davies mike vocaling, precedes the top-billed turn and presents neat toe work by the dancers, after which come Lupe Velez and Johnny Weismuller. Weismuller does little besides emit Tarzan call after much coaxing, but Lupe spreads it on too thick in appealing to audience with "treat him nice—hope you like us" line. Once they get started, Lupe-Johnny duet is okeh, as is former's rumba.

With usual amount of horseplay, Bor-

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New Acts - Bands Reviews

Eugene Jelesnik and Orch.

Reviewed at the Cafe Venezia, New York. Style—Dance and show band.

Jelesnik and his band have been around for the past 10 years, recently doing the relief job at the Hollywood Restaurant. Now featured at this cafe, they are able to show off their stuff to good advantage.

The band has two outstanding angles, Jelesnik's swell violin work and the use of a cimballum. Jelesnik is an above-average violinist who knows how to extract sweet tones which give a dance orchestra that extra quality. As for the cimballum, it is an instrument rarely seen in a dance band. It provides excellent accompaniment to Jelesnik's violin in addition to focusing attention of patrons and thus making them doubly aware of the orchestra.

Richard Marta plays the cimballum; Marty Magnes blows a trumpet that is often brilliant; Jules Ernst doubles on sax and clarinet; Arthur Weiner is at the piano, and Dave Gold handles the drums. Bobby Pace, youthful baritone, reveals a pleasing voice as the band's vocalist.

Band displays good musicianship and provides a pleasing variety of styles.

P. D.

Three Noblemen

Reviewed at the Bronx Theater, New York. Style—Comedy and dancing. Setting—In one. Time—Eight minutes.

A good act of its kind, offering genuine talent instead of that hopelessly boring type of nonsense dished out by so many. Opening business comprises hoofing and knockabout, followed by hoke recitations and mugging.

Act is needed with a quantity of nice tapping of the free and easy sort, something of a relief after so many heart-breaking energetic hoofers.

Trio personable and might well hit better spots.

P. A.

Dolly Clair

With

Byron and Gerala

Reviewed at the Bronx Theater, New York. Style—Dance flash. Setting—Full stage. Time—Eleven minutes.

Three-people flash comprising an acro dancer and a ballroom team. Former appears twice, impressing as a good performer in conventional routines, mostly somersaults. Ballroom duo offer waltz, tango and rumba, the first-mentioned the best. Turns are rather on the classical side and would perhaps be more effective if movements were not so stiff and precise. Rumba routine should be omitted or worked up better.

P. A.

Kenny and Sadie

Reviewed at the Bronx Theater, New York. Style—Singing and dancing. Setting—In two. Time—Nine minutes.

Colored mixed team in typical Harlem song and dance business, rendered both individually and together. Gal offers *When a Lady Meets a Gentleman Down South* and *Rhythm in My Nursery Rhymes*, while man pantos and does eccentric bits. Hoofing of the latter is fair. Both do a Suzi-Q.

Turn offers no outstanding talent but is paced and put together in an interesting manner.

P. A.

Alexander Bunchuk and Band

Reviewed at the Sherry-Netherland Hotel, New York. Style—Dance music and variety entertainment.

Instrumentation: Alexander Bunchuk, conductor and arranger; Murray Ribman, Tony Franchipani (also vocalist), Don Trimmer, saxes; Allen Moran and Leo Lefler, pianists; Victor Zeidman, bass violin; Fred Henry, drums; Fred Moore, guitar; Mischa Boor, violin.

Despite the formidable array of saxes, Bunchuk has so arranged his instrumentation, with the brass nearly in the background, that that section, together with the drums, provides no more than a subdued, but definitely distinct, rhythm setting combination. Melody and sweetness are mainly generated by

the strings and pianos, the double pianos are seldom used.

This style produces enjoyable dance rhythms, despite its softness, and is admirably suited to the demands, in regard to both size and tenor of the room and to the patronage. Then, too, Russian, gypsy, semi-classic and the more musical of the modern pieces constitute the preponderance of the ensemble's music, outside of actual dance numbers. Ample accompaniment to the floor show is usually provided by a piano and violin, with an occasional treat on the cello by Bunchuk thrown in. Very little vocalizing is offered by Franchipani, but what there is is pleasing.

G. C.

Carlos and Marchan

Reviewed at the Park Central Hotel, New York. Style—Ballroom dancing. Setting—Floor show. Time—Eight minutes.

Handsome pair of ballroomers—a striking brunet and a good-looking boy—doing two numbers, a slow waltz and a livelier dance to *Tea for Two*. They look tremendous on the floor and in both numbers displayed graceful and nimble stepping, but made a lesser impression in the execution of the flash stuff, such as spins, lifts, etc. Team does rumbas and tangos as well.

G. C.

Raphael

Reviewed at the Sherry-Netherland Hotel, New York. Style—Concertina playing. Setting—Floor show. Time—Ten minutes.

This man's art is such that each appearance is a concert in itself; to describe it as an act would be condemning it at the outset.

A short, unassuming fellow in his 50s, he enralls with the magic he evokes from his midget concertina. There is scarcely an instrument or a mood that this artist cannot duplicate or interpret, and his repertoire, reputed to contain over 3,000 numbers, is unstampable by requests. Tho he opens with one or two pieces of his own selection, request numbers take up most of his time. One of the very few specialists on this instru-

ment, Raphael is a rare novelty in more than one sense.

G. C.

Men of Gotham

Reviewed at the Park Central Hotel, New York. Style—Comedy singing. Setting—Floor show. Time—12 minutes.

A quartet composed of Bobby Borger, Jack Gifford, Henry Russell and Bob Rice, fresh in the night club field, that harmonizes satirical parodies in zesty fashion. Dressed in tails, the lads blend suitable voice and dish out sophisticated satire on current events and personages.

Last half of their act burlesques the possible results of a Minsky invasion of the grand opera and the ballet fields. Burly lyrics done to the scores of venerable arias and the supplanting of ballet steps by bumps make up the consequent hilarious output. Tho not exactly new in their idea or presentation, they offer something that's a little different, and that should put them over.

G. C.

Josie Carroll

Reviewed at the Bronx Theater, New York. Style—Singing. Setting—In one. Time—Seven minutes.

Josie Carroll sings into a mike effectively, displaying good voice and control. Choice of tunes could be improved to heighten the effect of the act.

Songs were *Gotta Push the Clouds Out of Heaven*; *Baby, Won't You Please Come Home* and *I Can't Dance*. Last mentioned done to the accompaniment of considerable prancing and kicking around, which clicked here but would be superfluous in better spots.

P. A.

Lola Bard

Reviewed at the Park Central Hotel, New York. Style—Singing. Setting—Floor show. Time—Five minutes.

Blues singer who opened with a medley of songs as an introductory number to her single offering, *I'm in a Dancing Mood*. Pleased with effective variations in tempos but hurt her selling ability by hugging the mike too close.

Voice is average; personality and appearance good.

G. C.

11:30 to 12, thru the same station. It has already done much Victor and Brunswick recordings.

Accompanying Illiana, in addition to the band, is Serge Malavsky, pianist.

Harold J. Warner.

Blue Room, Roosevelt Hotel, New Orleans

Policy of top-flight orks and entertainment finds Will Osborne's Band and several outstanding acts here.

Osborne, given credit for creation of "slide music," and his crew, who play it to perfection, drew enthusiastic demands for encores. For dancing or merely listening Osborne's group, with its team play of brasses and reeds, is among the best heard at this spot in many months.

Novelty is Paul Nolan, juggler, who does amazing things with top hats, rubber balls and cups and saucers. Nolan was recalled several times by a delighted audience. Act was topped off with "mergering" of a cup, saucer, spoon and lump of sugar by means of forehead and agile foot.

Dance team of Miles and Kover stop the show. Combining adagio and acrobatics, pair performed difficult and exciting routines with ease and grace. Gayle and Lloyd, dance team, were smart, fast and glamorous. Their costumes are particularly refreshing.

Singing with Osborne's Ork during dancing and giving several renditions in the floor show is Dorothy Rogers. She has quiet charm and earns applause for her gracefulness in handling a microphone without taking the usual half-Nelson. Osborne's best rendered selection is the *Bugle Blues*. His voice is pleasing thruout.

Spot has a cover charge, and meals range from \$1.50.

P. C. Muth.

New Agency in Frisco

SAN FRANCISCO, Jan. 16.—Sam Rossey, in charge of the talent division of the now defunct Western Booking Corporation, opened his own booking bureau in the Loew's Warfield Building here. Specializing in night spot entertainment.

Additional Night Club Reviews

Hi-Hat Club, Chicago

Increasing popularity of this intimate near-the-Loop spot has made it necessary for Louis and Elmer Falkenstein to increase the seating capacity. Recently they opened an alcove adjoining the main room, providing seating for an additional 50 diners.

Current bill is headed by Toni Lane, songstress, with Willie Shore, now in his 20th week, continuing as emcee. Syd Lang's six-piece orchestra capably plays the shows and furnishes the dance tunes.

Miss Lane, a very attractive brunet with personality plus, was the hit of the show. With all special arrangements, some of them great, and a voice that can sell them, she opened with *It's De-Lovely*, during which she gave a fleeting impression of Helen Morgan. Followed with *It Ain't Necessarily So*, with heigh-de-ho embellishments; *Mr. Paganini* and *There's Something Wrong With the Way They Write a Song*, leaving the floor to heavy applause.

Lillian Warner fared badly earlier in the show, singing two songs as tho she were in a trance. Allen and Martin, beauteous blondes, were a nifty opener with a high-kick tap routine done with ease. Nice hand.

Nikki Nichols contributed a neat modernistic Spanish number with a bit of rumba, and Margaret Allen returned for a tap routine with turns.

Willie Shore, young chattering and dancing emcee, was at his best when dancing. His tap with turns and frequent aerial pirouettes was tops, but his material is ready for a Social Security pension. He is a hard worker but was a bit handicapped when caught by

a crowd that refused to be quiet. Some new, smart material would help him a lot.

F. Langdon Morgan.

Chez Ami, Buffalo

When one mentions Paul Amigone's Chez Ami nowadays all ears turn to comments on the local orchestral sensation, Emilio Caceras, booked as the "King of Swing," and his 11-piece spine-thrilling band. Starting his sixth week at this smart-set spot, Caceras is in for an indefinite stay.

Led by Caceras, who handles his fiddle in an amazingly smooth and unemotional manner and yet produces notes as warm as a subway hot-box, the band consists of three saxes, two trumpets, trombone, guitar, bass viol, piano and drum.

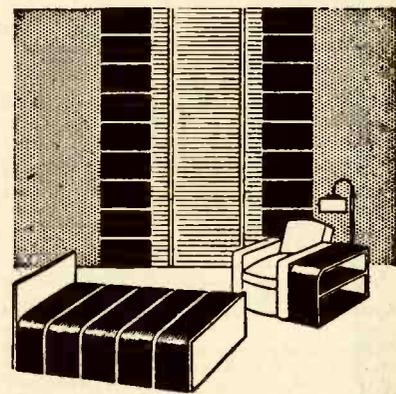
The floor show is of more than average merit. Diminutive and peppy Jimmy Kelly, emcee, gets a big hand for encores each time he enacts one of his character roles.

The MacArthurs, Donna and Darrell, offered waltz, fox-trot and tango numbers with much emphasis on whirlwind spins. So well are they received that they are completing their fourth booking here.

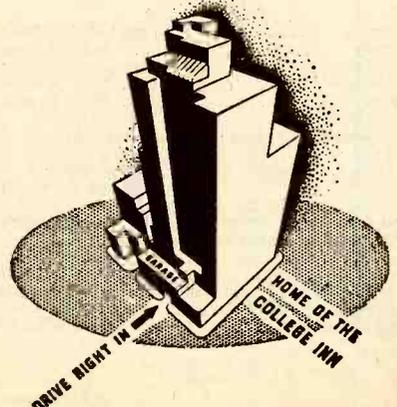
Looking every bit the genuine Russian singer, Illiana, a semi-classical contralto, gets a real workout each time she steps to the mike. At least two or three encores are called for at a stretch.

The toe and tap team of the Long Sisters, Alice and Ruth, is hometown talent. They are about average, but not too much could be said of them, aside from, perhaps, their *College Rhythm* number, executed in attractive costumery.

Caceras' Band goes on the Columbia network thru WGR every other Saturday at 1:30 p.m., and four nights locally,



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Reviewed by Eugene Burr

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THE ETERNAL ROAD

A play by Franz Werfel. Translated by Ludwig Lewisohn. Adapted by William A. Drake. Music by Kurt Weill. Additional lyrics by Charles Alan. Conceived and directed by Max Reinhardt. Settings, costumes and lighting designed by Norman Bel Geddes. Costumes executed by Helene Pons Studio. Additional costumes designed by Anton Refregier and Paul Du Pont. Scenery built and painted by Stagecraft Studios. Properties built and painted by Frank Ketzner. Electrical installation and lighting supervised by Carlton Winckler. Lighting equipment and effects by Century Lighting Company. Production supervisor, Charles Alan. Associate director, Francesco von Mendelssohn. Dances and ensembles by Benjamin Zemach. Musical director, Isaac Van Grove. Assistant musical director and conductor, Leo Kopp. Presented by Meyer W. Weisgal and Crosby Gaige.

PROLOG

A Synagogue

The Rabbi Myron Taylor
The Adversary Sam Jaffe
The Timid Soul Mark Schweid
The Rich Man Anthony Blair
The Estranged One Harold Johnsrud
The Estranged One's Son Sidney Lumet
President of the Congregation David A. Leonard

First Pious Man Robert Harrison
Second Pious Man Charles Adler
Third Pious Man Baruch Lumet
Fourth Pious Man Leslie Austen
Fifth Pious Man Bennett Challis
Sixth Pious Man Cassius C. Quimby
Seventh Pious Man Harry Hammill
Eighth Pious Man Hal Kingsley
Ninth Pious Man Kurt Kasznar
Fanatic Roger De Koven
Adversary's Follower Abner Biberman
Watchman David Kurlan
Elders Al Clifford, Charles Homer, Gustav Stryker

Women of the Congregation Edit Angold, Elizabeth Carpenter, Alberta Chauncey, Mildred Dunnock, Miriam Elisa, Lea Wardell
Boys of the Congregation Nat L. Mintz, Howard Sherman, Dickie Van Patten
Jesse—A Young Man Herbert Rudley
The Alien Girl Olive Deering
An Ancient Charles Hale
Synagogue Choir Antoinette Allen, Ruth Virginia Lewis, Eva Ortman, Angela Schopp, Eleanor Searle, Molly Taylor, Michael Bataeff, Albert Cazentre, Carroll Howes, Lucien Rutman, Harold Sternberg, Sam Sternberg, James Spivak, Sol Tisman
The Voice of God is sung by Ben Cutler.

ACT ONE

Abraham

Abraham Thomas Chalmers
Sarah Bertha Kunz-Baker
Isaac Dickie Van Patten
Eliazer Carl Formes
The White Angel John Uppman
First Dark Angel Edward Kane
Second Dark Angel Ben Cutler
Voice of a Cherub Tommy Mott
Jacob and Rachel

Jacob Ralph Jameson
Rachel Sarah Osnath-Halevy
Joseph and His Brothers
Joseph Earl Weatherford
Reuben Robert Warren Bentley
Shimon Noel Cravat
Levi Paul Hammond
Judah Joseph Macaulay
Issachar Starr West Jones
Zebulon Kurt Kasznar
Dan Carl Formes
Naphtali Edward Fisher
Gad Leonard Mence
Asher Edward Vermonti
The Trader Angels Edward Kane, Ben Cutler, John Uppman, Albert Cazentre, Harold Sternberg

Joseph in Egypt
Benjamin Walter Elliott
The Steward Blake Scott
The Juggler Florence Meyer

ACT TWO

Moses in Egypt

Moses Samuel Goldenberg
Miriam Lotte Lenya
The Taskmaster Raymond Miller
A Hebrew Slave Paul Marion
Aaron Noel Cravat
Elders of Israel Leslie Austen, Edward Fisher, Carl Formes, Harry Hammill, Starr West Jones, Kurt Kasznar, Leonard Mence, Cassius C. Quimby, Gustav Stryker, Edward Vermonti

In the Wilderness

The Adversary's Follower Benjamin Zemach
The Priestess of the Golden Calf Florence Meyer
Joshua Robert Bentley
White Angels Edward Kane, John Uppman
The Angel of Death Joseph Macaulay
Soul of Moses Tommy Mott

ACT THREE

The Synagogue

Ruth Katherine Carrington
Naomi Bertha Kunz-Baker

Boaz Ralph Jameson
Head Reaper Kurt Kasznar
Dancers at the Wedding Lili Landre, Janet Janov, Frances Hellman, Ruth Nisenson
Saul

King Saul Walter Gilbert
Samuel Bennett Challis
Jonathan Hal Kingsley
David Earl Weatherford
A Henchman Fred Barrie
David's Comrade Paul Hammond
The Witch of Endor Lotte Lenya
David

King David Earl Weatherford
Bath-Sheba Rosamond Pinchof
Uriah Raymond Miller
The Dark Angel Joseph Macaulay
A Courtier Fred Barrie
A Sentinel Starr West Jones
The Ghost of Ruth Katherine Carrington
Solomon

King Solomon John Uppman
The Synagogue
The Ghost of Rachel Sarah Osnath-Halevy
The Voice Tommy Mott
The King's Messenger Starr West Jones

DANCERS: Maia Airoff, Herbert Alani, Louise Allen, Nelson Barcliff, Ida Bildner, Sophie Brent, Eva Dalnova, Henry Day, Marguerite de Anquera, William Elliott, Blanche Evan, Jules Flier, Elizabeth Friend, Marie Guttman, Anita Corin, Frances Hellman, William Howell, Janet Janov, Lili Landre, Victorie Mous-saieff, Alexander Lazuk, Lou Lelf, Paul Leon, Betty Lind, William M. Miller, Ruth Nisenson, Doris Ostroff, Mary Perrine, Ruth Ross, Ethel Selwyn, Sylvia Shane, Marian Siwek, Ruth Strom-burg, Lydia Tarnova, Maxene Trevor.

SERVANTS, SLAVES, SOLDIERS, ISRAELITES, REAPERS, ARCHERS, BRIDESMAIDS, PRIESTS, ETC.: Misses Bernbaum, Bliss, Boone, Castle, Coates, Cooper, Cubitt, Curtiss, Druce, Heller, Hellman, Kubert, Lester, Lyons, Paduit, Petcheski, Quimby, Reilly, Dewey, Romaine, Saunders, Seranne, Woodfin. Messrs. Adams, Alsop, Arndt, Bowden, Brock, Brooke, Budd, Burns, Beech, Chain, Clarke, Berwick, Dassori, Davis, Fuente, Dickens, Donahue, Ferguson, Firestone, H. Fisher, J. C. Fisher, Foote, Frank, Gardner, Gompers, B. Gordon, D. Gordon, S. Gordon, Graves, Gray, Grimshaw, Haas, Halperin, Hare, Heure, Hinkley, Holmes, Jovanovitch, Johnson, Kossoff, Lefrier, Loeb, Lynch, Mahra, Martin, Merrill, Michael, Morgan, Murray, Nason, Nelson, O'Connell, Prince, Putnam, Rand, Reppetti, Richards, Rowland, Samuylow, Scheln, Seymour, Shannon, Sheehy, Shem, Sherry, Shipman, Simons, Slocum, Stange, Stevens, Sullivan, Tandberg, Thomas, Thompson, Thor, Waxman, Zwrit.

After straining for more than a year Max Reinhardt passed another miracle last Thursday night at the Manhattan Opera House. It is called *The Eternal Road*, and it burles Oscar Hammerstein's grand old theater deep beneath the accumulated deposits of production that emanated from the mighty Max. It is without doubt the biggest, most expensive, most expansive and most imposing bore in the annals of the stage.

It was originally written by Franz Werfel and set to music by Kurt Weill, and the clew furnished by its title indicates that it intended to symbolize the eternal path of the Jewish race, beset by oppression and prejudice and misfortune, as it wandered thru the world. There is, however, little of this purpose left in the glittering and gargantuan gewgaw dumped by Herr Reinhardt upon 34th street. The play has become simply a self-conscious panorama of Biblical incidents—resplendent, colossal, self-consciously pretentious and infernally tiresome.

Werfel evidently intended to drive home his theme by contrasting persecution with the calm faith evoked by simple and beautiful Jewish racial tradition. To this end he starts with a synagogue in some unnamed country that might be any one of a dozen. Gathered there are the faithful, fleeing to sanctuary from the rigors of a pogrom, and as they pray and wait and hope and despair their rabbi reads to them from the Holy Writ, stilling their fears, easing their doubts, giving them courage and pride and faith. As he reads, the stories are unfolded upon the stage. It is, in essence, a simple and tremendously powerful arrangement. It might have become enthralling, magnificently heart-breaking and gloriously inspiring, as it told of the hopes and courage and innate nobility of a tragic race—if it had been produced with a modicum of either insight or reverence.

But the lovely legends of the Old Testament have been made simply springboards to display the directorial agility of the mighty Max; they have become beautiful and simple salvers upon which are heaped in vast and re-

pellent profusion the glittering tinsel knick-knacks, the overdressed and blatant dolls, the gold-smeared, intricate, needlessly convoluted toys of a self-conscious directorial ego. The beauty of those old tales is inherent in their fine simplicity and splendid sincerity; but there is no vestige of either simplicity or sincerity in *The Eternal Road*. It is as reverent as a picture-palace and as religious as a parade.

The tales that are brought to life—or, rather, animated by Herr Reinhardt's pretentiously glittering automata—are many and varied. They include those of Abraham, Jacob, Joseph, Moses, Ruth, Saul, David and Solomon, all interspersed with excerpts from the synagogue. Weighed down by a production that spends far more time upon itself than upon the stories it is meant to elucidate, they drag thru interminable hours, until it almost seems that the plight of the audience was referred to when a title was selected. This reporter, who owns a new puppy, expected to find it grown to full doghood when he finally managed to drag back to home and sanctuary.

It is hard to pick aspects of even the production upon which to comment in all the welter and confusion of production detail that has been packed into the Manhattan Opera House. So many people and so much scenery were used that a Broadway legend spoke of 40 extras who had wandered into the basement, lost their way and had never been missed, their plight being noticed only thru their dying moans three weeks later, after the scenery had been built around them. That is probably untrue—but the fact remains that there is so much production in *The Eternal Road* that it is hard to comment upon any of it.

Some mention, however, must be made of Norman Bel Geddes' set, which rises in a series of earth-brown levels to a panorama of sky, in which Herr Reinhardt has occasionally set a choir of angels in his best *Miracle* manner. It is a serviceable enough and tremendous enough setting for the spectacle, the one does get terribly tired of looking at it thru all the years of *The Eternal Road*. Mention must also be made of Kurt Weill's music, some of which is stirring, a bit of which is inspiring and most of which is shallow and dull; some mention must be made of the amplification system that produces all the sound effects thru the use of records and sounds as the subway trains rather than locusts were afflicting the tribes of Israel; some mention must be made of the truly magnificent lighting and of the synagogue built where the orchestra pit used to be. And mention must be made of the crowds, mobs, flocks, hordes, tribes, multitudes and races of performers who chase each other all over the tremendous set, with almost all individual performances completely submerged in the self-conscious movement of Reinhardt direction.

Those individual performances that do stand out are, most of them, unfortunate. It seems that Herr Reinhardt has a way with actors—a way in which to make even good actors appear like ranting posturers. Thus, Thomas Chalmers and Walter Gilbert, excellent actors both, are forced to indulge in scenery-chewing on a par with the size of the scenery itself as they represent Abraham and Saul. Few if any of the players manage to avoid the Reinhardt influence. Sam Jaffe does, as the Adversary, and so does Harold Johnsrud—but they're about the only ones.

A great deal of the dialog is sung, and most of the voices are at least adequate. Only one, however, is outstanding—that of Myron Taylor, who sings the rabbi and who brought to this reporter the only unadulterated bit of delight that the evening afforded.

There is, too, much dancing, most of it choral work in the stylized modern manner, a manner that jars sharply and annoyingly when one considers the subjects of the dances. A lot seems out-and-out funny, particularly the capering of the Egyptian caterers, a group of boys and girls who waltz out of the wings as the Lou Holtz were chasing them with his cane.

The Eternal Road is certainly big; it is certainly lavish. But the suspicion remains that anyone in the world can produce a big and lavish show if given access to unlimited resources. What is needed, rather, for a retelling of the old religious legends (or for the production of a good show, for that matter) is intelligence and taste—and in taste *The Eternal Road* is particularly lacking. For in *The Eternal Road* all the beauty and simplicity of the old legends are lost—lost as they were never lost in the startling black-faced version of *The Green*

Pastures. To capture true reverence in the irreverent confines of the theater the soul rather than the body of the material must be emphasized, and the gargantuan spectacle at the Manhattan Opera House so emphasizes the body that even a hint of the soul is buried under ego-glorifying production. *The Eternal Road* is no reverent presentation of the Old Testament; it's simply the Max Reinhardt version of the Bible.

I'm probably a heretic, but I think that the original version is better—and less boring.

MARTIN BECK

Beginning Friday Evening, January 8, 1937

HIGH TOR

A fantasy by Maxwell Anderson. Staged by Guthrie McClintic. Settings designed by Jo Mielzner, built by T. B. McDonald Construction Company and painted by the Studio Alliance. Presented by Guthrie McClintic.

The Indian Lee Baker
Van Van Dorn Burgess Meredith
Judith Phyllis Welch
Art J. Biggs Harold Moffet
Judge Skimmerhorn Thomas W. Ross
Lise Peggy Ashcroft
Captain Asher Byron McGrath
Pieter John Philliber
First Sailor William Casano
Second Sailor Will Archie
Third Sailor Harold Grau
DeWitt Charles D. Brown
Dope Leslie Gorall
Elkus Hume Cronyn
Buddy John Drew Colt
Patsy Charles Forester
A. B. Skimmerhorn John M. Kline
Budge Jackson Halliday

ACT I—Scene 1: A Section of the Summit of High Tor. Early Morning. Scene 2: The Summit of High Tor. A Few Hours Later. Scene 3: Another Section of High Tor. A Few Hours Later. ACT II—Scene 1: The Same as Act I, Scene 3. Five Hours Later. Scene 2: The Summit of High Tor. ACT III—The Same as Act II, Scene 1. Early the Next Morning.

After seeing *High Tor*, the Maxwell Anderson fantasy that Guthrie McClintic presented at the Martin Beck Theater last Friday night, one is reluctantly forced to believe that Mr. Anderson must have read somewhere that Shakespeare (the Maxwell Anderson of the Elizabethan age) took his plots ready made from earlier writers. He must also have read that Shakespeare improved as he fished, turning old tales into frameworks for the magnificent platitudes that stud his verse. Mr. Anderson's splendid *Wingless Victory*, now playing at the Empire Theater, is startlingly similar in plot outline to Joseph Hergesheimer's *Java Head*. And Mr. Anderson's *High Tor* is uncomfortably reminiscent of such diverse literary predecessors as *Rip Van Winkle* and *Berkeley Square*.

Another thing, too, has Mr. Anderson taken from Shakespeare—the interplay and intermingling of sundry almost unrelated plots. One of these plots, the chief one in *High Tor*, concerns Van Van Dorn, a lad who owns a mountain peak in the Catskills and loves it, resenting the encroachment of a machine age represented by real estate promoters who spread their steam shovels malodourously over the mountain side. Another plot concerns the fate of an early Dutch crew, stranded by time upon the mountain and holding wistful wassail as they wait for the rescuing ship that is now several centuries overdue. Another concerns the love of Van for a Dutch lass, the wife of the ghostly crew's captain—a love that bridges the yawning chasms of time, but is predestinate by time to fall within the abyss. Another has to do with the low comedy antics of two real estate promoters as they are marooned upon the mountain and come into contact with the spectral Dutchmen. Still another, a by-plot that has little or no reason for being, concerns a trio of young bank robbers making a getaway from State troopers and blundering into both the real estate men and the ghostly crew.

These varied plots are woven together with many jolts and bumps, the mood breaking from the farce of the realtors to the pastel drama of Van's love for the Dutch girl, and back again. Continuity, both intellectual and emotional, is lost.

Even less fortunate is the fact that Mr. Anderson in none of his plots reaches the mark that he must have set for himself at the outset. Only in the riotous burlesque of the real estate men, who are hauled up in the air in one of their own derricks by the Dutch crew, and in the heart-warming comedy of one of the supernatural vagabonds does he come anywhere near it. And even then the success, I suspect, is due less to Mr. Anderson than to Charles D. Brown, who plays the Dutchman, and Thomas W. Ross, who plays one of the realtors.

The other plots fall woefully short of

their marks. Van's love for the mountain, the primary spring of the play, never comes thru as it should, never stands as it was meant to as a fine individual protest against the lack of beauty and the muffling, horrible, smug conformity of our day. The pastel love affair with the wraith strains too hard—and falls—to reach heights that *Berkeley Square* achieved without straining. The plight of the sailors marooned upon the borders of the lapping sea of time, wistfully wondering whether they be flesh or mist, is never made into what its author obviously intended.

Worse still, Mr. Anderson's poetry fails to fulfill its purpose. In *Winterset*, in *The Wingless Victory*, it is amazingly and gloriously right. It is not altogether right in the light, wistful, comic fantasy of *High Tor*; almost always it outweighs its material. Even in the speeches concerning Van's love for the mountain and his hate of modernity, the most fitting place for it, it is too heavy for the light and idealized thoughts it is intended to convey. Mr. Anderson overstates his lines and overwrites his material.

All of which doesn't mean that *High Tor* is bad; much of it is really good; all of it is a great deal better than the usual level of Broadway plays. It is simply that Mr. Anderson set out to do one chief thing and a great many minor things and didn't succeed fully in doing any of them.

As for the production, it is excellent, with equal credit going to Jo Mielziner's settings and Guthrie McClintic's direction. As indicated, Messrs. Brown and Ross walk off with the acting honors, both giving outstanding performances. Burgess Meredith seems somewhat unsteady as Van, and Peggy Ashcroft, an English importation, appears like a particularly annoying elocution-school pupil as the Dutch girl.

VANDERBILT

Beginning Monday Evening, January 11, 1937

A HOUSE IN THE COUNTRY

A comedy by Melvin Levy. Staged by Melville Burke. Settings designed and painted by P. Dodd Ackerman and built by Nolan Bros. Presented by Murray Queen.

Frankie Lotzgzazel Tom Powers
 President, His Dog Puck Powers
 Gramma Alladay Lotzgzazel Fredrica Slemmons
 Herman Sigafos Alfred Herrick
 Delphine Lotzgzazel Louise Campbell
 Mooney Will Geer
 "Mr. Knox" Roy Gordon
 Joe Teddy Bergman
 Mac Leon Ames
 Bean Elmer Brown

The Action Takes Place in the House Occupied by the Lotzgzazel Family, at Jugtown, Pa., Just Across the Delaware River From New Jersey. The Time Is the Present.

ACT I—An October Afternoon. ACT II—An October Morning, a Week Later. ACT III—Immediately After.

The first faint breath of spring, turning playgoers' thoughts to the imminent blossoming of theatrical trillium plants, blew into the Vanderbilt Theater Monday night when Murray Queen presented Melvin Levy's *A House in the Country*. The trillium odor is faint as yet, but *A House in the Country* proves that the sap is stirring in the shoots. An innocuous little melodrama about a bucolic ne'er-do-well, it shows no particular reason for having been produced—except perhaps to provide Tom Powers, that usually immaculate performer, with a part in which he can have a good time with a white wig, a mustache and an outfit of rags. That Mr. Powers is having a good time (and doing a good job, too, for that matter) is evident; it would be nice if his auditors were permitted to share wholeheartedly in his enjoyment.

But they are prevented by the play written by Mr. Levy, who several seasons ago furnished the Group Theater with the grandiloquent excursion into American history that was known as *Gold Eagle Guy*. There is little either grandiloquent or historical about *A House in the Country*; it is the simple, badly constructed and for the most part boring tale of Frankie Lotzgzazel, who for 40 years has supported his long-suffering wife by the simple expedient of finding empty houses and moving in. His wife is getting a bit tired of it.

The owner of their current estate, a bootlegger who reformed and became a policy racketeer, has sudden need of his residence after killing a rival business man. He arrives with two pals, but being in a parlous position himself he fails to evict the Lotzgzazels; instead, the three men stay on as boarders until the rival business man's associates discover their retreat. Then they try to escape and are captured by Frankie and accident combined. The rival gang is also rounded up, and a rustic romance be-

tween the Lotzgzazels' granddaughter and a local game warden blossoms into the lush fruit of matrimony.

There is, obviously, nothing in particular wrong with all that; it will probably make a pleasant enough program picture when it is bought by Hollywood, just as it has made pleasant enough program pictures when it was bought in other versions in the past. But the demands of the stage are more exigent than those of the screen; people attend the theater to do something more than spend an innocuous two hours on evenings when they don't feel like playing bridge. *A House in the Country* fails to fill those demands. The odor of spring trillium is in the air.

Mr. Powers, as mentioned before, does a detailed, enjoyable and gusto-filled job as Frankie. Louise Campbell, a cute sprite, plays his granddaughter with excellent visual effect, and nice work in minor parts is contributed by Will Geer, Alfred Herrick and Teddy Berg-

man—particularly by the latter, whose unique comedy talents are never given a chance. Leon Ames, who gave one of the season's outstanding performances as the English instructor in *Bright Honor*, is convincing as the toughest of the gangmen. Mr. Powers' own dog, who is engagingly billed as Puck Powers in the program, plays his dog on the stage, and appears almost as bored with the proceedings as are the customers.

GUILD

Beginning Tuesday Evening, January 12, 1937

BUT FOR THE GRACE OF GOD

A play by Leopold Atlas. Directed by Benno Schneider. Settings designed by Stewart Chaney, built by Vail and McDonald Construction Company, and painted by the Studio Alliance. Presented by the Theater Guild, Inc., by arrangement with Sidney Harmon.

Josey James McCallion
 Eddie Gene Lowe
 Petey Joe Brown Jr.
 Bosco Leslie Klein
 Snowball Theodore McKnight
 Uncle Louis Harry Levan
 Fotzo Robert Mayors
 Mcoch Arthur Bruce
 Sharkey Edgerton Paul
 Bugsey Jack Arnold
 Ralphie Melbourne Ford
 Charley Robert J. Mulligan
 Frank Adamec James Bell
 Mrs. Sullivan Beatrice Moreland
 Hannah Adamec Kathryn Grill
 Wilson Anthony Ross
 Rusek Clem Willenichik
 Stanley Maurice Burke
 Kababian Joseph Greenwald
 Zhlub John Call
 Julius Stanley Povitch
 Rosey Cilda Oakleaf
 Bertha Harriet Caron
 Berg P. A. Xantho
 Whitey Lester Lonagan III
 Marty Robert Reeves
 Mac Clem Willenichik
 George Shay Frank Gabrielson
 Bert Phillips Sheridan
 First Woman Dorothy Scott
 Second Woman Marie Blake
 Interne Sidney Packer
 Steve Phillips Sheridan
 York Robert Gordon

ACT I—Scene 1: A Street Corner of a Medium-Sized Industrial City. Late Afternoon. Scene 2: The Adamecs' Home. Several Hours Later. Scene 3: Kababian's Shop. Two Weeks Later. ACT II—Scene 1: The Roof-Top of the Adamecs' Tenement. Noon, a Week Later. Scene 2: The Adamecs' Home. Several Hours Later. Scene 3: The Roof-Top. Immediately Following. Scene 4: Back Room of a Police Station. An Hour Later. ACT III—Scene 1: A Street Corner. Half Hour Later. Scene 2: Kababian's Shop. Immediately After. Scene 3: The Adamecs' Home. About Midnight.

One of the 100 Neediest Cases annually collected by *The New York Times* was dramatized by Leopold Atlas under the title of *But for the Grace of God* and placed on the stage of the Guild Theater Tuesday night by the Theater Guild itself, working under an arrangement with Sidney Harmon. One's sympathy goes out freely to all the 100 neediest cases; one helps them if it is possible. But the drab recital of their penury and heartbreak is hardly potential dramatic material, even if it is touched up, as it has been by Mr. Atlas, with expected melodrama reminiscent of the hack playmaking of *Around the Corner*. All that Mr. Atlas tells about is, to the shame of our so-called civilization, true enough many times over; it is fitting material for a tear-jerking newspaper yarn, a sociological treatise, a soap-box oration or a sermon; but placed in the theater and called a play it becomes both a bore and a cheat.

Certainly a dramatist is privileged to convey a message; certainly he may present material calculated (with what vain hope!) to raise the public from its beefy smugness; but in so doing, in order to

BROADWAY RUNS

Performances to January 16, inclusive.

Dramatic	Opened	Perf.
Aged 26 (Lyceum)	Dec. 21	32
Behind Red Lights (Mansfield)	Jan. 13	6
Boy Meets Girl (Cort)	Nov. 27	484
Brother Rat (Billmore)	Dec. 16	40
But for the Grace of God (Guild)	Jan. 12	7
Country Wife, The (Miller)	Dec. 1	56
Dead End (Belasco)	Oct. 28	514
Eternal Road, The (Manhattan Opera House)	Jan. 7	12
Hamlet (Gielgud) (St. James)	Oct. 8	116
High Tor (Beck)	Jan. 8	11
Holmes of Baker Street, The (Masque)	Dec. 9	46
House in the Country, A (Vanderbilt)	Jan. 11	8
Howdy, Stranger (Longacre)	Jan. 14	4
Idiot's Delight (2d engage.) (Shubert)	Aug. 31	160
Johnny Johnson (44th St.)	Nov. 19	68
Othello (New Amsterdam)	Jan. 6	14
Promise (Little)	Dec. 30	21
Stage Door (Music Box)	Oct. 22	102
Swing Your Lady! (6th St.)	Oct. 18	101
Tobacco Road (Forrest)	Dec. 4	1339
Tonight at 8:30 (National)	Nov. 24	63
Tovarich (Plymouth)	Oct. 15	110
You Can't Take It With You (Booth)	Dec. 14	42
Victoria Regina (2d engage.) (Broadhurst)	Aug. 31	157
Wingless Victory, The (Empire)	Dec. 28	26
Women, The (Barrimore)	Dec. 26	26
Musical Comedy		
On Your Toes (Majestic)	Apr. 11	817
Red, Hot and Blue (Alvin)	Oct. 29	93
Show Is On, The (Winter Garden)	Dec. 25	28
White Horse Inn (Center)	Oct. 1	116

avoid being a cheat and a gold-brick purveyor, he must also live up to the demands, limitations, aims and ideals of his medium. He must write a play that will take his auditors out of the ruts of their common lives; he must make them live vicariously upon the stage and within his scenes; he must filter his materials thru his own personality, changing and arranging them, thus taking them out of the confines of life and into the realm of art. He must at very least provide his audiences, as best he may, with a play.

This Mr. Atlas has signally failed to do. He has reached down into the American slums and dredged forth a family a little more miserable than most (tho the case is still acceptable as an example of the horrors of our mad and disgusting philosophy of materialism); he has searched for and found all of the cliches that have been used to describe that horror, adding one or two banal and obvious touches of his own; he has picked up a couple of stock melodramatic incidents and thrown them into his depiction of mean and squalid life; and he has called the resultant mess a play. That Mr. Harmon and the Theater Guild agreed with him is a matter for wonder.

In order to explain with any degree of thoroughness the underlying reasons for my condemnation of *But for the Grace of God* would take more space than I have at my disposal and more time than you'd care to spend. It has all been discussed hereabouts before, many times, and at such length that it must have become almost as boring as Mr. Atlas' play. It is based on the quaint theory that it is dishonest to take the money of a man who wants candy, and then give him a package of pills wrapped in a thin sugar coating—even tho you think, in your great wisdom, that the pills will be good for him.

However that may be, *But for the Grace of God* tells of the unfortunate Adamec family, held together thru tremendous struggles by Mother. Father has been out of work for three years and has lost all his self-respect. Ralphie has contracted a fatal disease in a sweat-shop and dies, as his parents are unable to get city hospitals to give proper aid. Josey, the youngest, takes Ralph's place in the sweat-shop and gets himself involved in a juvenile holdup and murder. That is all. If their story had appeared in the columns of *The Times* I would have done my best to be charitable, but since Mr. Atlas has elected to put it on the Guild Theater stage, charity would be misplaced.

Such excellent performers as James Bell and Kathryn Grill are entirely

wasted upon Mr. Atlas' dull, pointless and sometimes woefully overstressed lines. Young James McCallion does a good job as Josey.

Benno Schneider directed in a stylized and often silly manner, making most of the players appear as tho they were afflicted with acute cases of jitters. Come to think of it, maybe they were. Who could blame them?

NEW AMSTERDAM

Beginning Wednesday Evening, January 6, 1937

OTHELLO

A play by William Shakespeare. Directed by Robert Edmond Jones. Settings and costumes designed by Robert Edmond Jones. Settings built by T. B. McDonald Construction Company, and painted by Triangle Scenic Studios. Costumes executed by Eaves Costume Company. Additional costumes designed and executed by Mme. Valentina. Musical setting for the songs by Frank St. Legere. Presented by Max Gordon.

Othello Walter Huston
 Iago Brian Aherne
 Desdemona Nan Sunderland
 Emilia Natalie Hall
 Cassio G. P. Huntley Jr.
 Roderigo Arthur Pierson
 Brabantio Edward Fielding
 Duke of Venice A. P. Kaye
 Lodovico Walter Beck
 Gratiano Joseph Roeder
 Montano Leo Chalzel
 Paulo William E. Morris
 A Herald George Spaulding
 Messenger Philip Foster
 A Gentleman Elliott C. Brown Jr.
 SENATORS: George W. Masters, Al Bayfield, G. B. Kingston, Henry Walters, Edward James.

OFFICERS, GENTLEMEN, MESSENGERS, SAILORS AND ATTENDANTS: Burton Bowen, Hudson Shotwell, Charles Campbell, Nicholas Warwick, Robert Selman, Bernard Goodman, Howard Kelder, Charles Brunswick, Vincent Manz, Leslie Ostrander, Sidney Palmer, Ralph Scharff, Arthur Rosen, Clark Butler, Arthur Mack, John Rustad, John Morley, Lloyd Bridges, Alexander Micone, Robert Stewart, David Dittmer, Michael Borodkin, Marvin Hansen.

ACT I—Scene 1: Venice; Before Brabantio's House. Scene 2: Venice, Before the Sagittary. Scene 3: Venice, the Council Chamber. Scene 4: Cyprus; the Arrival. Scene 5: Cyprus; a Tavern. Scene 6: Cyprus; a Hall in the Castle. ACT II—Scene 1: Cyprus; a Corridor in the Castle. Scene 2: Cyprus; Another Room in the Castle. Scene 3: Cyprus; a Wharf. Scene 4: Cyprus; a Bedchamber in the Castle.

If the production of *Othello*, designed and directed by Robert Edmond Jones and brought by Max Gordon to the New Amsterdam Theater last Wednesday night, is notable for nothing else it will

(See NEW PLAYS on page 27)

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

"Fugitive in the Sky"

(WARNERS)

TIME—60 minutes.

RELEASE DATE—November 23.

PLOT—Latest whodunit with the murder this time taking place in an airplane. It's been done before, but not often, and maybe there are not so many places where murder may be committed. Anyway, "Killer" Martin is the menace here, and, like Victor Moore in *Anything Goes*, he has gradually worked himself up to a position of importance in the rubbing-out industry. Martin, masquerading as a woman, gets out from under his disguise at an efficient altitude, presumably shoots one man, knocks out the pilot and makes plenty of excitement. In the plane, naturally, are a detective and a reporter, and when the ship is forced down and the alleged murderer hides himself to a refuge the passengers light out after him. All is solved in due time, with the reporter and the plane hostess supplying the love business.

CAST—Jean Muir, Warren Hull, Gordon Oliver, Carlyle Moore Jr., Howard Phillips, John Littel, Gordon Elliott and Nedda Harrigan. Stock job thruout.

DIRECTOR—Nick Grinde. That's about right.

AUTHOR—Story and screen play by George Bricker.

COMMENT—All in the day's business and of no particular significance.

APPEAL—For the fans who go for this sort of thing.

EXPLOITATION—Murder in the clouds.

"The Plainsman"

(PARAMOUNT)

TIME—112 minutes.

RELEASE DATE—Not given.

PRODUCER—Cecil B. DeMille.

PLOT—Semi-factual story about Wild Bill Hickock and Buffalo Bill Cody in the frontier days. Basic plot is Hickock's attempt to nail a gun-runner, Latimer. He shoots several soldiers stooging for Latimer in his work and is pursued by the army he's served so well. When he has Latimer's men prisoners in a saloon—their leader has already been polished off—a tinhorn crook, thinking it'll make him a big shot, shoots Hickock in the back. Sketchy love story between Calamity Jane and Hickock. Injun fights and torture scene, too.

CAST—Gary Cooper, Jean Arthur, James Ellison, Charles Bickford, Helen Burgess, Porter Hall, Paul Harvey, Frank McGlynn, Purnell Pratt, Fred Kohler, others. Cooper top notch. Arthur ditto. Ellison thin and unconvincing. Hall turns in a good job as the tinhorn. Bickford routine.

DIRECTOR—Cecil B. DeMille. Long-winded job, needing cutting. Closing scenes admirably tense. Indian fights, especially a charge by the Indians on a small band of soldiers, are the nuts. Shot in the St. Louis of olden days, at the river front, with river boats, etc.; also superb.

AUTHORS—Based on book by Frank J. Wilstach. Screen play by Lynn Riggs, Waldemar Young and Harold Lamb. A good semi-historical piece of work. Dialog at all times crisp.

COMMENT—Grade A Western in big-time class.

APPEAL—General.

EXPLOITATION—Buffalo Bill, Wild Bill, DeMille, Cooper.

"We Who Are About To Die"

(RADIO)

TIME—80 minutes.

RELEASE DATE—January 8.

PLOT—Largely based on certain facts in the author's own life, *We Who Are About To Die* is a grim presentation of the mental torture endured by innocent men who thru the old bugbear of circumstantial evidence find themselves set for the electric chair. Thesis is woven around John Thompson, engineer whose car was used by bandits to facilitate a

murder at an airplane factory. Thompson, unable to satisfactorily explain his way out of the mess, is sent to the death house. Connie, sweetheart of the condemned man, persuades a policeman that her lover is innocent, thereby paving the way for the cop to fasten the crime on those really guilty. Thompson, known to be innocent by the inmates, escapes the chair because his friends stage a dramatic prison riot. The few minutes gained are sufficient, for shortly thereafter the crime is unraveled.

CAST—John Beal, Ann Dvorak, Preston Foster, Paul Hurst, Ray Mayer, Gordon Jones, Russell Hopton, J. Carroll Naish, Frank Jenks, John Wray and others. Leads all turn in capable portrayals.

DIRECTOR—Christy Cabanne. Nice work. A tight, grim production with plenty of suspense.

AUTHORS—Story by David Lamson. Screen play by John Twist.

COMMENT—One of the better pictures of its type.

APPEAL—Should draw well, generally in upper dual spot.

EXPLOITATION—Tieup with "campus murder case" of three years ago, upon which the story is based to a large extent.

"Night Waitress"

(RADIO)

TIME—57 minutes.

RELEASE DATE—December 18.

PLOT—Margot Grahame, gal who clicked so terrifically in *The Informer*, plays the part of a waitress on probation in this one. Plot concerns Martin Rhodes, captain of a schooner, and a mysterious cargo with which the ship is to sail. Someone gets killed in the arrangements and Helen (Margot Grahame), with whom a message for Martin was intrusted, finds herself again in difficulty with the police. Note deals with the secret cache of a lot of gold, sought after by hijackers. G men finally straighten the tangle and absolve Helen of implication.

CAST—Margot Grahame, Gordon Jones, Vinton Haworth, Marc Laurence, Billy Gilbert, Donald Barry, Otto Jammaoka, Paul Stanton, Arthur Loft and Walter Miller. Grahame does not live up to her reputation as an emotional actress but contents herself with posing. Rest are so-so.

DIRECTOR—Lew Landers. Purely run-of-the-mill effort, lacking distinction.

AUTHOR—Screen play by Marcus Goodrich.

COMMENT—Of no great moment and scarcely deserving of better billing than a supporting feature.

APPEAL—Nabes.

EXPLOITATION—Routine and Grahame reputation.

VAUDEVILLE REVIEWS—

(Continued from page 18)

tune. Edna Sedgwick, tapster, the other specialist, seemed lost and failed to merchandise her ability to any extent. But the mystery remains. What happened to Ray Noble?

Picture, *The Plainsman*, and business very good. JERRY FRANKEN.

RKO Keith, Boston

(Reviewed Thursday Afternoon, Jan. 14)

Vogues and Vanities Revue, headlining Sally Rand and Benny Fields, is an 85-minute flesh offering. Show, altho it didn't conform to routine, looked as tho it had some last-minute shuffling. However, it clicked all the way thru.

Sally Rand hasn't the lithe shape she had at the two world's fairs. The gal has put on a bit of poundage. Her fan and bubble maneuvers weren't as skillfully maneuvered as at the Windy City spot. But for all of that Sally is still the gal for weaving fans and tossing bubbles. Lighting effects for Miss Rand could have been better. There's no doubt that the first show didn't do justice to Sally.

Benny Fields works a single for over 30 minutes, socking all the way thru. Benny works his sentimental vocaling and choice bits of dialog from a specially built pier extending into the ork pit. Socked plentifully with *It's De-Lovely*, *I'm Gonna Sit Right Down and Write Myself a Letter*, *There's Love in Your Eyes*, *Lullaby of Broadway*, *Thanks a Million*, *Melancholy Baby* and *You're Wonderful*, the latter a gag number in which a trumpet player comes on stage to kibitz with Benny. Windup has Fields singing *The Music Goes 'Round and Around* in Italian, English and Hebe. Fields shines as a real showman of the old school.

Steve Evans is a wow with his protean

"Hideaway Girl"

(PARAMOUNT)

TIME—72 minutes.

RELEASE DATE—November 20.

PLOT—Making no great demands upon an audience's intelligence, this piece is nevertheless entertaining nabe stuff, combining as it does music, gem thieves, detectives and romance. It all happens on a yacht, where Mike, a playboy, is entertaining and dallying with the more deadly of the species. Mike's current fiancée is in reality one of the crooks, and when a valuable necklace disappears she manages to divert suspicion to Toni, a blonde upon whom Mike has cast longing eyes, and vice versa. The cordon of Hollywood moguls who plotted this yarn for the screen saw fit to end it as you might imagine. A contingent of police, hearing of these phony doings on the briny, set out for the yacht, board it and figure out who crooked who. True love gets its innings without more ado.

CAST—Martha Raye, Shirley Ross, Robert Cummings, Monroe Owsley, Louis Da Fron. Raye okeh as a frivolous cutie, Ross sings with a punch and Cummings fits nicely as the male lead.

DIRECTOR—George Archainbaud. Right in the groove.

AUTHORS—Story by David Garth. Adapted by Joseph March.

COMMENT—A good dualer, with enough froth to satisfy average audiences.

APPEAL—Non-class.

EXPLOITATION—Routine.

characterizations of Bob Burns, Pop-eye, John D. Rockefeller Sr., a Polish laborer, a barroom character, Mussolini and a swell delineation of the late Lon Chaney as the Hunchback of Notre Dame. Lad has plenty on the ball.

Dare and Yates work an amusing tangled hoke satire of acro that is side-splitting.

Hal Sherman, who was to have been assisted by Beth Miller, clicked heavily with his sliding tap, burlesquing of *Truckin'*, *Carioca* and a fan dance without the plumes. His eccentric work in an "aw, what's the use?" vein, worked with new wrinkles, floored the audience continuously.

Harris, Clair and Shannon, two gals and a lad, received much applause for their novel ballroom dance routines and fine workmanship. Their new designs in ballroom dancing included Polka-Bolero and sophisticated steps.

Line of 16 shapely lovelies didn't receive the attention they should have. However, they were okeh. Eddie Rosenwald and house ork contributed an overture of current hits. An entertaining show—definitely.

Screening is *The Luckiest Girl in the World* (Universal). Biz—a packed house. SID PAINE.

Orpheum, Lincoln, Neb.

(Reviewed Friday Evening, January 15)

Will J. Harris tailored this one to fill about seven weeks over the Mid-West and he's named it *Yacht Club Revue*. It's lame on girls, with only about three of the line of 12 fair to look upon. Of the line's three appearances, the *Mid-Night Blues* production number is the best. The one just ahead of the finale, a buildup for Ellis and Herman's act—the living fountain—is in ballet motif.

Show indicated it was having a bit of trouble getting used to being without Gus Van and Fifi D'Orsay, who were added on the Tri-States dates in Des Moines and Omaha and dropped with the cut rate at which the show came in here. Sock of the opus is Frank Conville and Company. Latter is a gorgeous blonde who does nicely. Conville's pantomime and general languid fun is in high favor with the customers. His finish is Chaplin and he works it for five minutes.

Opening on a picket crew, which takes a stab at the multitude of French shows on tour, it breaks into the gals and a swing number. It's a little early and they don't warm up. Ray Goody, done up like a sailor, does his wire act—the drunk bit and then straight. His flip, wire-to-wire, could stand a bit of practice.

Three Burke Sisters, ballied in the announcement as Ina Ray Hutton proteges, show why they're not with Ina now. Voices aren't so bad but their biz is. Best is their finish with an arrangement on *Sing, Baby, Sing*.

Cecile Blair, tap and acro, is on twice. She was having trouble getting with the music and vice versa this show, but her routine is good both times around.

Jackie Green, emcee, breaks in at this point with several impersonations. He

"The Jungle Princess"

(PARAMOUNT)

TIME—84 minutes.

RELEASE DATE—November 27.

PLOT—Dorothy Lamour, heretofore a yodeler over the ether waves, makes her debut in this one, a sort of female Tarzan business. Gal is cast as Ulah, a jungle princess ruling over birds and beasts and living together with a Hollywood man-eating tiger and ape. Christopher Powell, tiger hunting in this particular corner of Malaysia, fortunately sprains his foot and comes upon this beautiful specimen of Amazonian gorgeousness. She is kind, nurses Christopher's leg and affects him in many ways. Before much footage is ground out, boys, it is apparent that East has met West and both love it.

CAST—Dorothy Lamour, Ray Milland, Akim Tamiroff, Lynne Overman, Molly Lamont, Mala, Hugh Buckler, Sally Martin and Roberta Law. Lamour a talented gal, nicely equipped for musicals both as to voice and looks. Other performers capable as far as the script allows.

DIRECTOR—William Thiele. Okeh.

AUTHORS—Story by Max Marcin. Screen play by Cyril Hume, Gerald Geraghty and Gouverneur Morris.

COMMENT—Mostly for the kiddies, despite an auspicious debut by Lamour.

APPEAL—Non-class.

EXPLOITATION—Jungle business.

does Arliss, Cantor, Jolson, Givot and Penner. Givot is best.

The girls and Frank Conville, and then the finale buildup thru Ellis and Herman. Latter reminds of the stately finish with the Ringling-Barnum show. Duo works atop a fountain spouting water and does some stilted adagio. Founts splatter on each side of the stage, with a nude figuring in each case.

Harris built this one so the boys could take it with or without additions. Better than the usual speed for this date, but money is considerably heavier than normal. In the larger spots will need a name to bolster. Manager and musical director is Charlie Soutela.

Picture, *Night Waitress* (RKO-Radio). Biz very good. B. OWE.

Regent, Beaver Falls, Pa.

(Reviewed Tuesday Evening, January 12)

A unit dotted with novelty is *Swing Show* which pleased a packed flesh-starved house when caught. There is a wealth of entertainment on hand, some 30-odd people keeping things on the go for 55 minutes.

A 10-girl ork on the stage, conducted by the personable Val Chap, opens the show with *Sing, Baby, Sing*, a line of 10 shapely chorines pitching in with a feverish strut.

Maxim and Bobbie, the latter an amazingly talented dog, follow with a sock turn. The dog does marvelous tricks and Maxim's pantomime work is good for many laughs. Closed to a big hand.

Emily Fisk, a cute and versatile dancer, was next, opening with a talented rhythm routine and following with a neat tap number to the music of *Shine*. Emily returns later in the show as a feature in an ensemble number with a graceful toe offering. The girl displays a lot of promise.

The line comes back for a second number, this time in tennis ensembles in which their racquets are cleverly spotted. They make way for Mel Ody, an up and coming juggler who works with considerable speed.

Helen Mona Selkirk follows with a fair modernistic number before the band turns on the musical heat with *Tiger Rag*. Charles Myers, the emcee, and Susan St. John do a sock comedy act, contributing well-timed knockabout, tap and acrobatic work. Are spotted in both single and double turns.

Chic Willis, a handsome tenor, is on for a brief session to warble *Sing Me a Thousand Love Songs*, *Until the Real Thing Comes Along*, *Rose Marie* and *Make Believe*. Ushers in the line in a hoop scene with *Lovely Lady*, which is well done.

The Stevens Brothers with their lovable bear, "Big Boy," are next to closing and have an easy time tying up the show with a barrel of clean laughs. During the course of the act kids are invited on the stage to play with the animal. Charlie Oral closes the act with a hilarious wrestling match with "Big Boy." Big hand.

All are back for the finale. The screen had *The Luckiest Girl in the World* (Universal). SAM HONTIGBERG.

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PERHAPS not this year, or five years from now or even during our time. But eventually—as sure as God made green apples—all theatrical unions will be marshaled under the leadership of one controlling force within their sphere. We do not refer to the embracing of theatrical unions by John Lewis' CIO or the defeat of the William Green brand of unionism. Our prediction takes in only the narrow confines of the amusement industry. We realize that our reflections on the theme of the centralization of executive authority over theatrical unions are quite as futile as the counsel of a withered old man about moderation to a young, healthy man full of life, vigor and the recklessness and abandon of youth. Ours is, we modestly confess, a small voice lifted from the deceptive responsiveness of echoes in the hills. But the small voice reflects a trend and it tells of days and months and years to come that are being seemingly unheeded by those who think only in terms of today and immediate gain.

The actor is theoretically unionized to the hilt. Every jurisdiction in performerdom is now covered by a union chartered by a weak parent group, the Association of Actors and Artistes of America (Four A's). But of all the unions deriving their being from the Four A's only two—Equity and the Burlesque Artists' Association—can actually claim, without their tongues in their cheek, a status akin to a closed shop. Even Equity puts the soft pedal on closed-shop pretensions in radio, English Grand Opera and television. And the new and thriving BAA is restricted in its closed-shop status to New York and several other large cities. As for the remainder of the actors' unions they are spotty in their closed-shop status, to say the least.

In the field of labor covered by the American Federation of Musicians and the International Alliance of Theatrical Stage Employees (IA) the closed-shop angle is dominant and as between these two powerful organizations a reciprocal working agreement has the effect of co-ordinating their efforts towards the end of enforcing union conditions in all situations of importance in the United States and Canada.

There is no reciprocal working agreement between the musicians and stagehands on the one hand and the actors on the other. A very obvious reason is the fact that the Four A's is far from being a real cohesive force in the actors' union field and as weak in its regulatory and enforcement powers as the King of England. It is going to happen whether scribes like us light the way or not. But perhaps with constant cajoling and suggesting and educating it will happen the sooner that the Four A's will become as real a guiding and governing force in organized actorhood as the IA is in the realm of property men, electricians, projectionists, film studio workers, etc., and as the AFM is in the field of music. When the Four A's comes into its own, when the Four A's begins to be really the guiding star to all actor unions then will the day dawn of a unified labor movement in the theatrical field.

We wise guys of the 1937 era rarely look back on the days that have passed. Most of us feel that we have little to learn from a past that is depicted only from its ludicrous aspects. Yet in theatrical unionism it is well for the proper consideration of the present and for planning a more secure future to take a hasty glance at the panorama of the years and in this instance contemplate the interesting history of the AFM.

Review in retrospect the struggles of Joe Weber and his courageous confreres who piece by piece built the structure that is today as solid as any institution of its kind in the world. Some 40 years ago Weber used the freight car route to travel over the country preaching to as many varieties of musicians as there are apples of the doctrine of centralization. In those days musicians were as clanish in their societies as racial groups in Shanghai's foreign colony. Weber was rebuffed, sometimes discouraged and almost always challenged when he tried to tell musicians (from the symphony gents to the beer garden brass blowers) that they are all one and that only as one could they expect to place music on a high level so far as wages and conditions are concerned. The years rolled on and Weber's energy, force and logic also did their work. The result was the formation of the AFM with jurisdictions formed only by geographical limitations.

There is no reason that we can see for burlesquers to be in one tent, legit actors in another, vaude and night club performers in another and in still other tents the various language groups. The way actors swing from one field to another these days the lineup of jurisdictions under the Four A's represents obstacles placed by labor on its own right of way. Not long ago we discussed the rather provoking matter of the interchangeability of membership cards. This is still an important issue, but relatively unimportant when one considers that actors (supposedly intelligent persons) are at least 40 years behind the times in their concept of unionization. We have cited the glimpse into the history of the AFA as an example because there are no two segments of the show business that are as closely akin to each other as those of the musician and actor. The musician follows the actor into every hole he creeps in the anthill known as the show business.

The AFM has jurisdiction over the symphony musician as well as the horn tooter in the jam band, men sitting on opposite poles of the social ladder and with nothing in common, perhaps, save their mutual interest in an organization that protects their status and makes more secure their future. The Theater Guild player is an item quite different in style, texture and breeding than the burlesque chorus girl, but not more diverse in general aspect than the satchel mouth and the highly cultured and highly paid first violin in a subsidized symphonic unit. It has been done in the music field and it can be done in the acting field, too. The various elements can be blended together into a cohesive mass of tremendous power. The

The Broadway Beat

By GEORGE SPELVIN

A WPA OFFICIAL denies reports that there are more press agents on the Federal Theater Project than clowns in the WPA circus. . . . The truth is that the circus has 64 clowns, while there are only 60 in the project's press department. . . . But then press agents are very often funnier than clowns. . . . The Brass Rail settled a threatened strike of its workers a few weeks ago by making concessions to the restaurant union. . . . A few days later fire swept the basement. . . . If the strike threat hadn't been settled by then the union would probably have taken veiled accusations of starting the fire—which is what usually happens when accidents occur during a strike. . . . Lillian Duval, who was in the line at the Hollywood, is the latest night club chorine to make good; a couple of weeks ago she married the son of the governor of Massachusetts. . . . Miss Jerry Mangan, of the Mangan Troupe, makes artificial flowers as a hobby. What's more, she does it thru a secret etherizing process of her own. . . . That big lobby display at the French Casino, the one that shows cartoons of the reviewers and leaves blank spaces for quotes from their reviews, is a subtle sword hung over the heads of the newspaper boys. . . . Obviously, they can't force the poor management to write in things like: "The show smells."—Joe Kluck, *Daily Owl*. . . . The hotels Lexington and New Yorker increased the salaries of all their workers recently. . . . What was that corner everybody was talking about a couple of years ago? . . . Mr. Spelvin has gone into mourning for Dick Davey, late of the Two Daveys, whose death in Washington, D. C., last Wednesday deprived vaude of one of its comedy highlights. . . . He was one of the five funniest men in the show business for Mr. Spelvin's money.

Sophie Tucker flew back from Chicago Saturday to guest-star with Vincent Lopez on the Nash air program, and then left again the same evening for Hollywood and her MGM assignment. . . . Guy Eysell, of the Music Hall, sailed Friday for a month's vacation in Mexico and Havana. . . . The De-Marcos were ill a couple of days last week (as who wasn't?) and Paul Draper subbed for them at the Persian Room of the Plaza. . . . He's scheduled to follow them in. . . . Harry Romm now has an "Inc." tagged after his name, having set up a corporation last week in which he's prez, with brother Leonard v.-p. . . . Jack Barnstyn, of Grand National, sailed last week for a five-month tour abroad, in which business will take him to practically every country on the map; the itinerary includes England, France, Holland, Sweden, Denmark, Norway, Finland, Latvia, Poland, Czechoslovakia, Hungary, Austria, Yugoslavia, Roumania, Greece, Turkey, Egypt, Syria, Palestine, Iraq, Persia, Italy and Switzerland. . . . Leon J. Bamberger, of Radio pix, got back to town last week after a few days in Peoria, having traveled all that way just to make a speech before the Peoria Advertising and Selling Club. . . . Paul Sifton, the dramatist, was one of those seriously ailing from the flu last week—but if we began listing everybody ill we'd fill the entire issue. . . . Two plays cut three performances each during the week because of the illness of the stars—*Victoria Regina* because Helen Hayes was bedded, and *Swing Your Lady* because John Alexander was out. . . . They claim, tho, that the epidemic is getting under control. . . . More gags have come out of the mammoth production of *The Eternal Road* than out of any show since *Jumpo*. . . . There are so many people in the cast that the idea along the street is to find somebody who isn't in it. . . . And that's almost impossible.

Chicago Chat

By NAT GREEN

SOPHIE TUCKER, whose years of popularity indicate she knows what the public likes, always has leaned strongly to material of azure hue. . . . At the Oriental last week we noticed she hands out the "blue" in graduated shades. . . . At the afternoon shows it is a trifle pale, but as the day progresses a more robust hue appears and by the time the last show is on it is close to indigo. . . . George Tormey, time buyer for Blackett-Sample-Hummert, here from New York looking over the local setup. . . . Irving Berlin, here between trains on his way from New York to California, spent practically all of his time in the Berlin offices in the Woods Building. . . . Rev. Arthur LaVoy, well known among show people, took a trip to Hell right after the holidays. . . . Just to set you straight, Hell is the name of a village in Michigan and an ideal place for the reverend or anyone else to go for complete rest. . . . Those three Del Rio living dolls whom Clint Finney showed at department stores in many large cities last winter are booked for a week in a State street store. . . . They're going with a tented aggregation next spring, under the management of Jack Tavlin.

That's Gypsy Rose Lee of the *Follies* who is being seen around the class night spots with Phil Davis, poet, author, lawyer, etc. . . . The dailies have carried rumors that Phil is going to Hollywood soon to ask Leah Ray a pertinent question, but we wonder if his volatile affections can ever "jell." . . . John Pollock is ahead of *The Great Waltz*, which opens here shortly. . . . With legit booming, this operetta probably could repeat its success of a season or so ago when it had a run of more than 15 weeks, but it is scheduled for only 11 performances. . . . Local Shakespearean fans are sorry that Chicago will not see John Gielgud in the Guthrie McClintic production of *Hamlet* this season, the Broadway extension having necessitated curtailment of the road tour. . . . Eskell Gifford and H. W. McCall noticed in earnest conference, which may or may not mean something. . . . Local theatergoers are wishing Jack Kirkland luck in his efforts to find a suburban theater where *Tobacco Road* can be presented in spite of Mayor Kelly's ban, and present indications are that Jack is going to win out.

Gus Sun evidently figures that popularity of unit shows is going to continue, as he's opening a Chicago office with T. Dwight Pepple in charge. . . . The Sun office is booking a number of units in Ohio theaters at the present time, but right now Gus has his Miami trip on his mind. . . . He leaves for the South January 23 and will remain in Miami until April 16, he writes. . . . Betty Jaynes, 15-year-old singer who has proved a sensation with the Chicago City Opera Company, has just signed a seven year movie contract with MGM. . . . She will start at \$400 a week and increase to \$1,750, and is to have four months each year to herself. . . . The Ex-Glorified Ziegfeld Girls' Club held a tea at the Sherman Friday and entertained the California Varsity Eight boys, who were with the *Follies* last season. . . . "Rosie" Green, Mitzl's mother, was a guest and renewed acquaintance with friends she hadn't seen since the days when she played on the same bill with Nora Bayes and Sophie Tucker. . . . "Dizzy" Dean got a great workout at the Coin Machine show signing miniature bats for the fans.

first step should be the modernization of the Four A's. The rest will follow as naturally as the boy's fingers in the beckoning jar of jam on the kitchen table when mom isn't looking.

Hirst Vs. Phillips In 4G Damage Suit

NEW YORK, Jan. 16.—Issy Hirst's \$4,000 damage suit against the Burlesque Artists' Association and Tom Phillips, as president of the organization, was dismissed in the U. S. District Court last week on a technicality. Judge ruled that the membership organization could not be sued in his court, but gave Hirst 20 days to amend his action so that it be directed against Phillips personally.

The case dates back to the controversy this season between Hirst and Phillips involving the Ann Corio unit when it played the Pennsylvania one-nighters. At that time it was alleged that a ruling made by Phillips caused the houses to go dark.

Youngstown's Direct Booking

YOUNGSTOWN, Jan. 16.—While the Princess Theater here is no longer a part of the Independent Burlesk Circuit, Fred Hurley negotiated with indie performers direct last week to play three days at the theater. IBA had nothing to do with the booking, agreeing to the use of its production just so long as the performers wanted the three days during a layoff.

Waterbury House Folding

WATERBURY, Conn., Jan. 18.—Jacques Theater here, operated by Frank Ilo and associates, is scheduled to go dark this Saturday. House is one of the stopoffs on the Independent Burlesk Circuit.

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Met's Four-Week Shows

BUFFALO, Jan. 16.—Metropolitan Circuit has dropped its rotary stock policy, with each house signing performers to four-week contracts. Palace Theater here is definitely in stock, altho the Roxy, Toronto, and National, Detroit, will continue to alternate but every four weeks instead of the former two.

Ask Miami for Extra Show Pay; Chorines Get Day Off

MIAMI, Jan. 16.—Burlesque Artists' Association has made demands of J. W. Weinstock's local burly house for pro rata payment to performers for two extra shows. One show was a dress rehearsal, which played to a paid audience, and the other was an invitation performance.

Weinstock recently acceded to the BAA's request for one day off in 14 for chorus girls.

BAA Having Members Sign Up for Social Security

NEW YORK, Jan. 16.—Burlesque Artists' Association is seeing to it that members are registering under the Social Security Act. This followed deductions in performers' pay envelopes last week for Social Security, altho many of the artists do not hold their numbers under that law.

Tom Phillips, head of the BAA, got 1,000 Social Security blanks last week to be filled out by members who have not done so as yet.

ZONIA DUVAL slowly recovering from injuries received when she was hit by a taxi January 2 on her way to Minsky's Brooklyn. Will not be able to return to the stage until the latter part of this month.

Burlesque Reviews

Irving Place, New York

(Reviewed Tuesday Evening, January 12)

This downtown house has come up to an uptown level, meaning that from a production standpoint it's swell and that business rivals the Times Square bonanza. Business tonight found the lower floor comfortably filled, and at a price range from 83 cents to \$1.65 that's not half bad. Production numbers and girls are the mainstays of the show, with only seven men in the cast lineup. First act runs an hour and 45 minutes and second act 24 minutes. Show was well-liked by audience, which was about 30 per cent femme, with a celeb or two in the audience, including Lou Gehrig, ballplayer.

Comedy takes a back seat in this show by reason of material and comics themselves. Luckily Eddie Kaplan is on hand to afford some laughs with his clever performance, including his sputterings, odd speech and showmanly delivery. Walter Brown got some laughs, but for the most part was ineffective. Gene Baylis couldn't get anywhere with his vaude-styled comedy, doing bits and gags which have been handled better by Freddie Lightner, Ben Blue and Harry Savoy. Joe Wilton is a busy straight and does his chores capably. Jack Lyons helps out ably as the juve, with scene support also given by several of the strippers.

Stripping is made to count, especially with Nadja as featured woman. Audience stamped, yelled and otherwise insisted on more from this very clever performer, whose audience number and then *Russian Personality*, involving a breath-taking bit, topped the first act. She also does an Indian dance, proving her versatility. Ann Valentine is a lovely stripper, a lassie who knows how to play up to her audience and win them over. Marie Cord strips effectively, adopting a sort of Gypsy Rose Lee style. Dorothy Weeks and Betty Novak round out the stripping con-

tingent, both working well but should work more to the audience.

Miss Cord is spotted several times as the show's prim, working nicely. Jimmy Calvo and Jack Lyons are paired off at singing the show, their voices registering nicely in their many mike jobs. Miss Weeks' dance specialty is okeh, while Bordine and Carol are spotted for a couple of dance numbers, which class them as something different for burlesque. A clever team of class caliber. There are 14 girls in line and five showgirls, a neat-looking troupe.

Production numbers are all swell, with producer Ida Rose evidently trying to be different and succeeding at it. Numbers run overlong, however. Among the numbers are the kitchen item, *Plenty of Money, I've Got You Under My Skin, Shooting High*, butterfly number, and *Serenade*.
SIDNEY HARRIS.

Shubert, Philadelphia

(Reviewed Friday Evening, January 8.)

Allen Gilbert undoubtedly had honorable intentions in lending his efforts to the production of this musical review that calls itself "glorified" burlesque, but "dullified" is the more appropriate word. Those who looked for spice and flesh were doomed to disappointment. And the tempo was that of a marathon dance going into its ump-teenth hour.

Now that vaude has returned to the downtown and nabe houses, and night spots are placing greater emphasis on floor shows, cash customers are becoming shrewd shoppers. Apart from the show-walloper in Carrie Fennell's ever-good-for-guffaws specialty, the only sincere and solid mitt-noise went to Mitch Todd for a standard acrobatic turn.

Show is long on gals, six showgirls and 14 ponies, but there's lot of practice yet for them if they're going to make their (See *Burlesque Reviews* opposite page)

Burly Briefs

HYMAN LEVY was switched from managing *Red Hot* on the Indie Circuit to *Lid Lifters*. Johnny Cook left latter show to join the Metropolitan Circuit, with Bob Bates replacing him. Dorothy Ahearn replaced Sherry Griffith on the same show. . . . Billy Pitzer is now appearing in stock in New Orleans.

. . . While playing Lyric, Bridgeport, Conn., Mike Sacks was a flu victim and Lew Petel took over his comedy scenes with Coo-Coo Morrissey. In an effort to stimulate business Bridgeport house runs amateur nights on Tuesdays. Gus Meyers Jr., orchestra leader at the house, acquitted himself admirably when called upon to give violin solo in a scene with Petel, Morrissey and Lillian Dixon.

HERMAN GREEN, former vaude agent, now a company manager with the Indie's *Whiz Bang Revue*. . . . Holly Leslie and Lou Black closed at Roxy, Toronto, to move into Roxy, Cleveland, where Leslie is doubling as producer and straight. . . . Scotty Humbert replaced by Maxine Fields as producer at Palace, Buffalo,

with Humbert slated for the Roxy, Cleveland. . . . Georgia St. George returned to People's, New York, as producer, relieving Evyleen Ramsay. . . . Martin Ashley and a new ork replaced Bruce Healey and his crew at the Century, Brooklyn. . . . Loretta Martin, with Indie's *Scrambled Legs*, to undergo an operation soon.

MARIAN LA MAR opened at Casino, Toronto, this week as added attraction, placed by Milton Schuster. . . . George Claire and Whitlock Sisters and Marie Sarie were placed on Independent Circuit by Sammy Clark, Chicago, in conjunction with Phil Rosenberg. Clark also placed Kiki Roberts as added attraction at Bijou, Philadelphia, this week. . . . N. S. Barger, operator of Rialto, Chicago, is back home after a two-week trip to Panama and Miami. . . . Jay McGee is producing at the Colonial, Indianapolis. . . . Marlon Morgan is playing night clubs around Chicago and doing well. . . . Kara-Nova, cobra dancer, opened Friday at Roxy, Cleveland, for a week. . . . Evelyn Marsh, (See *BURLY BRIEFS* opposite page)

U-Notes

By UNO

JUNE AND DOROTHY MORGAN, formerly with *Lid Lifters* and later with the Sunya Slane Company, Indie shows, plan to merge as a team after their first trip around the circuit.

DAVID KRASSNER back to the Casino, Brooklyn, assisting Moe Costello in the house management.

HELEN SANTORA, former showgirl at Eitinge, New York, is now Helen Crosby, strip-tease principal, placed by Tommy Levene, at the Clover, Baltimore.

WINNIE AND FRANK SMITH, with Weinstock shows, are new owners of a summer home at Yellow Creek Lake, Ind.

VIVIAN REEMER, showgirl at Star, Brooklyn, laid up at the Long Island College Hospital.

ROSE SELIG, wife of Irving Selig, underwent an operation January 11 in French Hospital, New York.

LEW DEVINE and Boots Burns, with *Scrambled Legs*, Indie show, have just disclosed their marriage December 31 in (See *U-NOTES* on opposite page)

★ **NADJA** ★
NOW AT
IRVING PLACE, NEW YORK.
Returned from Lengthy Coast Engagement.

The Essence of
Tosse-Tap
Dancing.
**MADGE
CARMYLE**
Ultra Nudes Modernist
At STAR, Brooklyn, Indefinitely.

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NEW TO BURLESK
Julian & Corinne Hall
In Dances As They Should Not Be Done.
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The Mexican Spit-Fire in Character Dances.
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Singing—Juvenile—Straight—and Specialties
Reps.: PHIL ROSENBERG, East, and MILT SCHUSTER, West.

CHET ATLAND
TENOR-JUVENILE
IN STOCK WITH THE WEINSTOCKS.

AGNES MURRAY
THE LATEST WOW OF A STRIP-TEASE.

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

TOMMY SEYMOUR
JUVENILE—STRAIGHT—BARITONE.
With "Vaniteasers" Co., En Route Indie Circ.

JIMMY CALVO
BARITONE—JUVENILE.

JOANN MARLO
IN BURLESK WITH A REAL NEW WOW—
AN ACROBATIC-STRIP ROUTINE.

BOO LAVON
Dancer—Singer—Talker—Stripper.
"Dizzie Dames," Indie Circuit. En Route.

MIKE ALICE
SACHS & KENNEDY
Enjoying Issy Hirst's Circuit.

CHUBBY WERRY
JUV. TENOR.
Dir.—PHIL ROSENBERG

DOT DABNEY
Blues Singer, Strip-Teaser, Dancer and Scenes,
Dir.: DAVE COHN.

Tab Tattles

ART GLEASON'S new unit, which opened recently in Jacksonville, Fla., and which played last week at the Capitol, Atlanta, is set until March 23 in the Carolinas and Virginias for T. D. Kemp, booker for the Wilbur-Kinsey Circuit. Featured in the show are the Musical Town Criers, Wells and Gilmore, Alex Perell, Valentine and Bell, Stewart and Folle, Romer and Allen and Art Gleason. . . . Red Mack is now in the hotel business in Atlanta. . . . We enjoyed a few drinks last week with Lloyd Connelly, of Connelly and Radcliff, at the Coin Machine Convention in Chicago. Lloyd was in the Windy City visiting with his sister and brother-in-law, who are engaged in the coin machine business. He left Chicago Wednesday night to rejoin his partner in Detroit to make a string of Canadian night club dates. . . . Ervil Hart left Chicago early last week to open at a Springfield, Ill., night spot. . . . Claude (Kid) Long is at present sojourning at his home in the Windy City. . . . Ethyle McDonald, former prim with Bill Martin's *Buzzin' Around* on the Sun Time, is a feature with the *Beef Trust Revue*, now in its second year at the Rainbow Club on Chicago's South Side. . . . Marie Purl, who recently closed her unit, is now vacationing in Florida. . . . Prince Buddha is a new feature with Ed Gardiner's unit, presenting his magic and modernized *Punch and Judy*. . . . Ned Haverly is still located in Nashville. . . . Joe Rolley, formerly of Gallagher and Rolley—shoot your route into this desk. Holding important message for you. . . . Frank E. Laughhead is now walloping the drums with W. E. DeBarrie's *Bird of Paradise* unit.

W. E. DeBARRIE'S new unit, the *Bird of Paradise Revue*, jumped from the South to the Sun time four weeks ago and is still working for the Sun office, with booking up to February 22, at which time the show will head back for some Florida dates. Featured with the revue are Mlle. DeBarrie and her Birds in Toyland; Carl J. Thorson, juggler; Ivan Starr, song and dance man; Dorothy Taylor, Dixie Sweetheart; Eve Morris, Rhythm in Cellophane; Babe Lucas, banjo wizard; Karavan, magician; Mac's South Sea Islanders; Butters Royal Four, tight-wire act. Show is emceed by W. E. DeBarrie and carries a seven-piece band. . . . Jimmie Wilkins and his orchestra left Bert Smith recently in Nashville, Tenn., and are now with Harry Clark's *Paramount Revue*. Orchestra consist of Jigger Johnson, Clyde Howell, Fred Brooks, Fred Duke, Bill Betts and Jimmie Wilkins. . . . Jimmy Stanton invaded Western Pennsylvania territory last week with his new *Round the World Revue*. He filled dates at Warner's Ritz Theater in New Kensington and at the Mishler in Altoona. Featured in his unit are the Isawawa Troupe, hand balancers; Eddie Minetti, comedian; a Scotch troupe and a four-piece band. A visitor in New Kensington was Sid Marke, Pittsburgh booker.

BYRON GOSH letters from Huntington, W. Va., that "the bank roll could still take out a few tabs or any other kind of show provided we could find profitable playing time in worthwhile theaters." Gosh waxes almost lyric in a rave about his new trailer, which he describes as having tandem wheels, Philippine mahogany interior finish, 12 windows, three rooms and bath and a private servants' entrance. The proud proprietor of the rolling By-Gosh menage announces that the latching string is out and all friends and old-timers are welcome, with chicken and dumplings for black-face comedians.

JIMMIE ELLIOTT, burlesque straight man, is in his 10th week at the Hippodrome Theater, Louisville, Ky., and reports that the house is doing nice biz. Elliott is assisting Bert Berry in production, and Berry likewise is filling as a comic. John Miller is doing comedy, Ethel May is playing ingenues, and there are five girls in the line. . . . *Pals and Gals Revue*, owned and managed by Bennie Gould, is in its sixth week of an indefinite stock engagement at the Rialto Theater, Knoxville, Tenn., playing to satisfactory business. Roster includes Bennie Wayland, Goldie Wayland, Millie Wade, Eddie Gould, Pearl and Everett Lawson, Grace Newman, Mitzl Brown, Mary Danies, Gene Lewis and Maurice Luckett.

Macon Theater Gets Flesh As Owners Adopt Tab Policy

MACON, Ga., Jan. 16.—Flesh is again on Macon stages and attracting good business. Since reopening the remodeled Grand Christmas Day Lucas & Jenkins, Inc., controlling the four white theaters here, have established policy of tabs and pictures for the Capitol, former ace house, first three days of each week. Previously there was occasional stage show at Ritz. John Van Arnam's *Radio Barn Dance* revue opened the new policy, and was followed this week with *Nothing But Dames*, a girl revue with only three males. Harry Clark's *March of Rhythm* is slated for January 18 to 20. *Nothing But Dames* was given exceptionally good rating by local critics. Features Maureen Rio, blond mistress of ceremonies; an all-girl swing band of seven; Tom (Groucho) Rollo, comedian; Udell triplets; Jordan and Grace, jugglers; Julian Bills, singer.

U-NOTES

(Continued from opposite page)
Newark, with Frank Penney, Wanda Romanick and Tom Noone witnessing the ceremony.
PHYLLIS GARDNER, showgirl at Eltinge, New York, was formerly a principal under the name of Ethel D'Arcy in a Mutual Wheel show.
DYNA DELL recovering at the Peerless Hotel, New York, from flu and a recent operation.
HERMAN FERBER and Inez Marvin plan to call it a season after the close

of their first trip around the Indie with *Lid Lifters*, entraining for their Miami home to vacash the rest of the season.
EVA COLLINS, costumer, and hubby Bluch celebrated a ninth wedding anniversary January 10 at the French Casino, New York.

TERAH NOAH, new to burlesque, is interpreting an Othello-Desdemona, one of the novelty features at Minsky's Oriental.

ESTA ALJA forced to turn down a 10-week Coast offer because of her current engagement at the Roxy, Toronto.

BURLY BRIEFS

(Continued from opposite page)
under contract to Milt Schuster, is reported as doing nicely with Popkin & Ringer at the Burbank Theater, Los Angeles. . . . Jack Laughlin has replaced Scotty Humbert as number producer at the Roxy, Cleveland. . . . Jean Delmar opened Friday at the Grand, Canton, O. . . . Milt Schuster has placed George Corwin with the Metropolitan Circuit, opening at the Palace, Buffalo, January 21. . . . Joan Collette is opening at the Garrick, St. Louis, January 22 as added attraction for two weeks.

MARGIE HART closes Thursday at the Oriental, New York, to open Friday further down the street at the Apollo. . . . Walt Stanford has moved into the Gaiety, New York, following a 20-week stay at Minsky's Gotham, further uptown. . . . Beef Trust Billy Watson is gathering a lot of human-interest yarns in the dailies while touring the Indie.

JACK (TINY) FULLER opens Thursday at the Palace, Buffalo, booked by

Endurance Shows

Communications to 25 Opera Place, Cincinnati, O.

Rome Walkie Still On After 870 Hours

ROME, Ga., Jan. 16.—Derby Show here still drawing well after 870 hours of continuous walking. The seven couples and one solo remaining are Jack Glenn and Iris Eisan, Pee Wee Collins and Pauline Boyd, Buddy Flanagan and Anne Benson, Jack Kearns and Billie White, Johnny Makar and Joan Leslie, Jack Kelly and Beany Beam, Billy Ryan and Marcella Bainter, and Ginger Coleman, solo.

GINGER COLEMAN, Anne Benson and Billie White, contestants in the Rome (Ga.) walkie, pool their "would like to hear from": Ginger from Frankie Wagner, Jean DeLuca, Maxie Capp and Millie Sweet; Anne from Van Mills, Betty Sue Long, Verna Snyder, Nick Winrick and Jerry Reynolds; Billie from Ann Wagner, Millie Sweet and Jack (Falls) Smith.

Seltzer Roller Derby Getting Big Play

MIAMI, Jan. 16.—The Roller Derby promoted by Leo Seltzer and now in progress at the Coliseum is gaining momentum daily. Capacity crowds are the nightly rule as the race runs into its final laps. Prominent personages from all over America, vacationing columnists, nationally known horsemen and others have caught the fever and attend frequently. Damon Runyon is one of the most ardent fans. The favorite with the customers is "Schoolboy" Crickmore, a local lad. Fifteen minutes nightly at 9 p.m. is given over to introductions of the racers and the prominent people who may be in the audience.

MARION YARDELL would like to hear from Junior Jack Kelly, Buddy Gannon, Joe Rock and other friends in the Chicago walkie thru the Letter List.

ACCORDING TO a communication from Arthur P. Craner, of San Francisco, there is a possibility that a bill may be introduced in the current California State Legislature that would place all endurance contests under the jurisdiction of the State Athletic Commission. Proposed bill is being fostered by a few members of the endurance field who have its best interests at heart

and they look for support from others interested in the future good of the profession.

BUD MEHAFFEY would like to contact Glenn Grimes, floor judge in the recent Rochester, Minn., walkie.

LES McCULLAM is confined to the U. S. Naval Hospital, Philadelphia, and would like to hear from friends.

MRS. IDA SMITH would like to hear from her brother-in-law, Millard (Marvo) Schleicher, immediately via *The Billboard* Letter List.

F. N. BAILEY is resting in Pasadena, Calif., after closing with the Rookie Lewis Show on the Pier at Ocean Park, Calif. He would like to hear from friends.

BILLY STEELE writes from his home in Saginaw, Mich., that he would like to contact his father, Ernie Steele, floor judge, via the Letter List.

KENNY GRUWELL would like to get in touch with his ex-partner, Opal Williams, and would also like to hear from friends via the Letter List.

EDWARD C. CHECK would like to contact Jack (Schnozzle) Diamond via the Letter List.

POP AND MOM DUNLAP are wintering in Miami, where they have recently completed extensive remodeling of their home. They have made plans and preparations for the resumption of endurance activity in the spring, and the contract for new top, bleachers and equipment has been awarded the Bell Company, Newark, N. J.

RECENT REPORTS from the Coast have it that Bill Stein (Master of Microphones) has entered the vending-machine business in Beverly Hills, Calif.

DICK EDWARDS, manager and publicity man of the Dunlap org. is handling publicity for the Embassy Club and Meyers Lake Park, Canton, O. He is also in the vending-machine biz there, operating music, bowling games and merchandise vendors, with Marvin (Stooge Hobo) as his head service manager. Latter's working partner, Elmer (Sparkplug) DuFree, and Lucille Rock are expected to join them at the close of the Chicago Coliseum Walkie, where they are working.

Milt Schuster. . . . Kara-Nova, cobra dancer, opened Friday at the Roxy, Cleveland, for one week. . . . Joan Collette closed Thursday with the *Paris by Night* Company at the Gayety, Minneapolis, and was replaced by Kurly Kelley. . . . Jeane Williams left *Wine, Woman and Song* and will soon marry a nonpro.

GEORGE KINNEAR was discharged last week from Sinai Hospital, Baltimore, where he underwent treatment for a heart ailment. . . . Allan Forth and wife, Kitty, have opened a cleaners and dyers shop on upper Broadway in New York. . . . Arthur Clamage, Midwestern operator, was in New York for a couple of days last week. . . . Frank Silk is scheduled to open January 29 for the Minsky-Herk firm. . . . Artie Lloyd and Freddie Walker switched spots Saturday at the Casino, Brooklyn, and Gotham, New York. . . . Mrs. Max Rudnick (Billie Shaw) is taking a Miami vacation while hubby is undergoing lamp treatments in New York. . . . Annette, placed by Nat Mortan, goes into the Casino, Brooklyn, January 24.

BURLESQUE REVIEWS

(Continued from opposite page)
production numbers look like anything. Costumes are big-timey, but nothing more than that to keep it from tiring the audience. Four femmes make a feeble attempt to pass off as an alleged choir, their warbling to give story-body to the flashes. This is one time that silence would be golden. Danny Morton is considered the show's singer, an attainment approximating the efforts along those lines usually exhibited by strippers. Comics go begging for handouts. Lou Costello, Joey Faye and Jack Greenman have that assignment. They may be funny men in their own right, but from the material on tap one would never know it. Stuff would hardly rate a titter on a Toonerville trolley line. Buddy and Betty Abbott, Bert Grant and Jack Coyle work the straights against the odds of never having a tangent in view. For the anncoristics, Roxanna, Mary Joyce and Joan Dare give a generous eyeful. The Mrs. Kingfish manipulates the fans before giving the bare; Miss Joyce makes 'em first listen to a song, while Miss Dare lets Morton do the piping off-stage and starts from scratch. Final score is way below par, plenty under the general run of shows seen here. ORO.

Casino, Pittsburgh

(Reviewed Monday Evening, January 11)
George Jaffe continues to do good business at his Casino Theater, the policy of new faces, family material and low prices clicking. Blue gags and offensive stripping are kept down to a minimum, just enough to draw the type that likes it and not to invite any protests from the clean fun lovers. Jaffe hit the nail on the head when he figured that 25, 35 and 40 cents admission and a continuous policy will look more inviting than two-a-day at higher prices. At this show they were standing five deep. Comedy honors of the show, labeled *Beauty Parade*, rightfully belong to Mannie King, harmless-looking and very funny. He stars in several skits, a couple of them free of any burly-typed gags. His baseball bit was as clean as it was hilarious. Another funster on the bill is the Stan Laurel-looking Johnny Barry, who also drew plenty of laughs. Excellent straight work was furnished by Murray Green, Charlie Harris and Bobby Taylor. Only two strippers, each on for unusually brief periods. Honey Bee Keller (featured) is the drawing card, having appeared here many times before. She still boasts of a perfect hour-glass figure and her work, including a bit of teasing with the front-row boys, scored. Evelyn Brooks is the other teaser, opening, like Miss Keller, with a song recitation and going into her undress session with welcome taste. Not as many specialties this time as See *BURLESQUE REVIEW* on page 26)

CONTESTANTS

Watch for Another
METRO ENTERPRISE CONTEST
All Communications to
FRANK RAVESE
Care General Delivery, Jamaica, N. Y.

Hamilton Show in Best Run Since '29

MORGAN, Ga., Jan. 16.—Ollie Hamilton Players, Ollie Hamilton, owner-manager, one of the South's oldest week-stand tent shows, closed its season here recently. Fall season was the best since 1929, Manager Hamilton reports. Several spots were exceptionally good, with others just average, he says.

Show will reopen in the spring, with Manager Hamilton planning to incorporate a number of new ideas. All new canvas will be added, too, he reports. Outfit is transported on five Chevrolet trucks.

After the closing Mr. and Mrs. Ollie Hamilton went to Moultrie, Ga., where Mrs. Hamilton underwent a major operation. She is out of the hospital now and improving nicely. The Hamiltons will head for Tampa, Fla., soon to spend some time with their old friends Harry M. and Mabel Cooke, retired tent-show folk. Ollie and Harry used to do black on the old James Adams Big 10-Cent Shows years ago for \$15 a week.

Hamilton Players' roster remained the same all season and included the following: Jack and Ellen Irvin, leads; Bunny and Tottie Leonard, characters; Otto Irvin, juvenile; Bob Demorest Jr., director and general business; Marge Demorest, ingenue; Ollie Hamilton, comedy; Ona Demorest, mascot; Mrs. Ollie Hamilton, secretary-treasurer; Smith Hamilton, agent; Bert Estes, sousaphone; Fuzzy Mooney, tenor sax and clarinet; Edgar Settle, piano; Jack Irvin, drums, and Otto Irvin, violin. N. H. Byrd has charge of the canvas, assisted by George Teal, Hilton Johnson and Otis Copeland. LeRoy Abrams was property man.

The Irvins left for Alexandria City, Ala., at the closing to open their circle stock. They were joined there by Otto Irvin. The Leonards went to Boston to visit Leonard's father. Bert Estes went to his home in Spartanburg, S. C., while Fuzzy Mooney journeyed home to Washington. Ona Demorest went to her granddad, Bob Demorest Sr., in Stark, Fla., to attend school, but a week after her arrival there was forced to undergo an appendectomy at a Jacksonville (Fla.) hospital. She is okeh again now. Bob Demorest Jr. and his small company are now playing schools in Florida. Smith Hamilton is visiting his brother, P. G., in Weldon, N. C.

Harry Cooke visited the show recently at Baxley, Ga. Ollie put on a Negro act for the concert for Harry's benefit, but afterwards received a letter from Harry saying he used the same act 25 years ago. Hamilton is still trying to convince Harry that he's all wrong.

H. L. Brunk in Wichita; Show Reopens in March

WICHITA, Kan., Jan. 16.—Henry L. Brunk, manager of Henry L. Brunk's Comedians, is spending the winter in Florida, where he is still under a doctor's care as a result of the serious burns sustained last October.

Company closed its season November 28 and this is the first season the show has been in the barn since 1931. Brunk is already making plans for the new season, which is slated to get under way early in March.

Stock Player Breaks Arm

RICHMOND, Ill., Jan. 16.—J. Warren Lawler, of the J. B. Rotnour Players in circle stock with headquarters here, recently slipped on an icy step and in attempting to break his fall fractured his right wrist. Lawler played the balance of the week with his arm in a cast but is now resting and will return to the company in a few days. He has been with the Rotnour Company for four years and was formerly well known in the East in light opera and stock.

Rep Ripples

EMILY B. CONNER writes from Houston: "Saw the Hopkins Players the other night in the Charlie George version of *The Adventures of Tom Sawyer*. What a unique production it was! I have seen younger Tom Sawyers and Huckleberry Finns than Jack McClaskey and Bob Totheroh, but never any funnier ones. They kept the house in an uproar. Imagine Tom Sawyer being portrayed by a lean six-footer in his thirties, and Huck Finn by a well-built man of the same age. Their work was great. Jessie Gilde, as Aunt Polly, was perfect and she played the part as tho it were written for her. The rest of the cast was good, but these three stood out like three bright stars on a dark and stormy night."

INCLUDED IN THE CAST of the Monroe Hopkins Players, who recently celebrated their fifth anniversary under canvas in Houston, are Jack McClaskey, Joey La Palmer, Bob Totheroh, David Polly, Stever Powers, Mack Long, Jessie Gilde, Dayne Totheroh, Crystal Morse, Margie Baker, Mae La Palmer and Florence Kless. Ted Krause is musical director.

NORMAN PORTER and James Macfarlane, co-directors of the Pittsburgh Players, which offered several old-time melodramas in Columbus, O., returned to Pittsburgh last week. Porter reports that he may return to Columbus to accept a job outside the profession.

FRED'S KIDDIE CIRCUS opened on the Interstate Circuit in Dallas, Tex., January 9 for 13 weeks to follow thru the State.

M. E. FIERST and Clyde McFall, co-producers of *Snatched From the Noose*, now in its ninth week at the Fort Pitt Hotel Opry House, Pittsburgh, report that the show will begin a tour in the tri-State territory at the end of its current Smoky City run. Among towns to be played will be Wheeling, W. Va.; New Castle, Tarentum and Johnstown, Pa.

E. F. HANNAN is getting information on trailers for a small dramatic outfit for Cape Cod towns in Massachusetts the coming summer. Hannan has recently directed several plays of his own composition for amateur groups near Boston. He has also authored material recently for burlesque going into the old Howard, Boston.

JEAN AND CARLOS HARVEY are in Fergus Falls, Minn., with the Big Ole Show Company for their third season. Big Ole Swanson, owner of the company, is suffering from influenza but is well on the road to recovery. Business continues satisfactory despite the fact that the temperature stays around 10 to 20 degrees below zero most of the time.

EARL T. HUBBELL is still doing general agent and publicity work for the Boyd Bros.' Talking Picture Show, playing under canvas in Texas. Hubbell joined the outfit after closing with the Bob Hurst Shows last November.

Tifton, Ga., Tips

TIFTON, Ga., Jan. 16.—Judging from the weather the last three weeks one would think opening time were near; the thermometer has been around 75 degrees, straw hats and Palm Beach suits are seen daily. Of course, this is out of the ordinary, but nevertheless we are enjoying it. Around Jenkins Camp you can see jugglers, acrobats, wire acts, etc., in daily practice and that is a sure sign that opening time is not far off.

Among the recent troupers arriving here are members of the Cannon Comedians, Dee Cook Show, Lee Reeves Com-

pany, Bruce Show and Harry Gilbert's Comedians.

All shows report business as being satisfactory. Manager Cannon says his troupe played to very nice biz at Lakeland, Ga., last week.

Mr. and Mrs. F. H. Barker left the camp this week to play school dates. Frank X. La Velle is playing schools in and around Tifton. Doc and Ching, vaude act, is playing Georgia and Florida dates. Martiney Rozana, wire artist, of Portsmouth, Mass., was married to Miss Elberta Farris, of Bloomington, Ill., at Moultrie, Ga., January 9. Couple is visiting the bride's mother, Mrs. Al Green, who is wintering here. Roy Butler, who has the General Electric Show, paid us a visit. Roy and the missus seem to be going places with their new acts as well as a swell new trailer and car. Young Bob is also working with his dad. Jesse Baxter has opened a show, playing halls and schools in Northern Georgia.

Caught Dee Cook Show last week. Cook has a very good show and the best equipment seen on any small show in many years.

Kansas City Jottings

KANSAS CITY, Mo., Jan. 16.—Jimmy and Mildred Tubbs, who recently closed with the Hank Neal Players and vacationed in the city, have rejoined the troupe.

Mr. and Mrs. Oscar Johnson, after closing with Kennedy Sisters, were spotted on the main stem here.

Charles Cook, formerly with Walters Comedians, left here recently to join the Crago Players in Wisconsin.

Stan Phillips, former Midwest actor, is now holding an executive position with the Alexander Film Company at Colorado Springs. Phillips visited the city during the holidays.

Gus and Lucille Locktee have closed with the Wallace Bruce Players and have gone to the West Coast.

Mr. and Mrs. Hal Stone, managers of Stone's Comedians, are wintering in Miami. It is said they will reopen their show under canvas in the early spring.

Sam Bright and Betty Fromen are now with the Federal Theater Stock in Des Moines, Ia.

J. S. Hollingsworth, manager Kennedy Sisters' Stock Company, now closed for the winter, will reopen in the early spring in a Texas spot.

Reported here that Billy Fortner is making tentative arrangements to open a circle in Southern Missouri.

Eva Hogan, after closing with Phil Duncan's one-nighter in Texas, is now at her home at Branson, Mo.

Everett and Mae Evans, who recently closed with Scotty's Comedians, have joined the Fred Brunk Show.

Jerry and Marvel Dean, after a long season with Harry Dunbar's Comedians, are visiting friends and relatives in the village.

Hal Barber, character man, has joined the Billy Farrel circle, now operating in Northern Iowa.

Jimmie Warren is said to be doing good business with his Louisiana circle operating out of Monroe.

Margie Brennan is a recent arrival after closing with the Ogle show in a Southern spot.

Mr. and Mrs. Herbert Walter and entire cast of Walter Comedians spent the holidays at San Antonio, Tex.

Roscoe Patch, former director of the McOwen Players, is producing home-talent shows in an Iowa spot, where he is spending the winter.

Jess Phillips, former rep leading man, is a new arrival here and is emceeding in local night spots.

Cliff and Helen Carl recently joined one of the Big Ole units, now trouping in Minnesota.

Mr. and Mrs. E. F. Silvers, after closing their show in Iowa, motored to California and are now en route to Miami for the balance of the winter, after which they will return to Iowa for the opening of the Silvers Comedy Company in the spring.

Harry and Agnes Clarke, after closing their Central Missouri circle, are in the city.

Billy (Toby) Young's Comedians have reopened after a short layoff and are now playing theaters in the South.

Dude Arthur and Mr. and Mrs. Gene Bradley sojourned briefly in the city last week after closing their circle in Texas. The party left for a visit with friends in Chicago.

Phil Duncan, who closed his one-nighter just before the holidays, has reopened on a circle in Southern Texas. Besides Duncan the cast includes Dorothy Saxon, Blue Dolron, Don and Caro-

Billroy Comedians Wind Up Tent Trek

ENTERPRISE, Ala., Jan. 16.—Billroy's Comedians, Billy Wehle, (manager), closed their 1936-'37 tent season here tonight. Business this year was the biggest the organization has enjoyed in its 11 years on the road, Manager Wehle reports. Show this season invaded considerable new territory, including New England and Texas.

Galveston, Tex., Sunday and Monday of last week, gave the Billroy organization phenomenal business, reminiscent of that garnered consistently by the troupe earlier in the season.

Show lost its scheduled stand in Goose Creek, Tex., Tuesday of last week, due to inclement weather and ensuing lot conditions. Quite a few of the Billroy folks took advantage of their night off to motor into Houston and catch the Monroe Hopkins Players, now in their fifth year under canvas there.

Recent visitors on the Billroy outfit were Mr. and Mrs. Harley Sadler, Denver Crumpler and Tommy Lang, of the Sadler organization.

Famous Irish Tenor Now Voice Teacher

LOS ANGELES, Jan. 16.—Fiske O'Hara, long famous in light opera and Irish song plays, has recently opened a studio here for voice culture.

O'Hara last appeared for a 64-week engagement with *Tobacco Road*.

line Hopkins, Ward and Margaret Hatcher.

Hilton-Guthrie recently closed their Iowa circle. It is said they will not reopen until spring, at which time they will make their annual tour under canvas thru Iowa.

Sonny Dexter, who took over the former Mal Murray circle, is making definite arrangements to book the show on three-night stands.

W. O. Wolford is carrying on with the Dick Miller circle, headquartered at Elgin, Kan.

Harold Porter is reported to be opening a show to play West Coast theaters at an early date.

Jay Coggshall recently joined the B. L. Dickson circle in Minnesota.

Mr. and Mrs. Slim Andrews have closed with Kelly Masters circle in Alabama and are now playing club dates in the South.

Cleve Terhune, manager of Biehle Sisters' Stock Company, was in the city this week to sign people for the opening of the show in April.

Abe Rosewall, former comedian with Biehle Sisters' Stock, has accepted a position as manager of a movie house in Oklahoma.

Bill Thebus, well-known Midwest actor, is now supervisor of a Federal Theater Project in Little Rock, Ark.

Frank Smith's circle, which opened last week with a lineup of towns around Little Rock, Ark., reports good business the first time over the merry-go-round. Cast includes Mr. and Mrs. Harley Green, Mac and Maree McDonald, Dorothea Holt and Orion Marr.

Ted North Players are now in their second week of permanent stock at the Shrine Theater, Oklahoma City.

Dan and Erstyn Benton have joined the Vernon circle, now trouping in Wisconsin.

Toby Nevius, formerly with Ted North and McOwen stock companies, is playing night spots in Southern California.

A new Federal Theater unit has opened in Des Moines with the following cast: John Morris, director; Kenneth Ferguson, Roy Burnett, Carl Fleming, Howard Hack, Hal Phillips, Elton Hackett, Pearl Reed, Lucille La Valliers, Betty Fromen and Ruth Whitworth.

BURLESQUE REVIEW—

(Continued from page 25)

usual, but all good. Kane and Harris proved a talented dance team, topping two of the show's production numbers with a good ballroom number and an intricate adagio turn. Murray Green, tenor, and Elsa Lang, diminutive prima donna, filled the song departments quite satisfactorily.

Chorus, 16 shapely girls, furnish the proper trimmings for the ensemble numbers and proved themselves real workers during their frequent strutting. Show is three hours long, an hour going to a program of screen shorts.

SAM HONIGBERG.

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NEW PLAYS

(Continued from page 21)

be remembered for having contained one of the worst pieces of Shakespearean (or any other) acting known to the modern generation. I never did see the famous egg-spattered Hamlet of the turn of the century—I forget his name now—but I have suffered thru Fritz Lieber's Hamlet, John Barrymore's Hamlet, Mabel Moore's Ophelia, Ethel Barrymore's Ophelia, Walter Hampden's Shylock, Raymond Massey's Hamlet, Gladys Cooper's Lady Macbeth and all of the rather sad performances of that Shakespearean repertory company which writhed, along with its audiences, at the Jolson Theater several years ago. I have even suffered thru John Gielgud's Hamlet. But, though some of these performances have been bad—and some even atrocious—none managed to reach the ridiculous, posturing, self-conscious, matinee-idolish, scenery-chewing, word-swallowing and altogether impossible depths plumbed by the Iago of Brian Aherne.

The production that Mr. Gordon brought to the New Amsterdam is the same that created quite a stir when Mr. Jones produced it a couple of summers ago as a festival-piece in Colorado. It retains Walter Huston as its Othello and Nan Sunderland (Mrs. Huston) as its Desdemona. Visually it is a splendid thing, far surpassing any other modern Othello in color and warmth of background. From the standpoint of its acting it is somewhat less successful; even the Merivale-Cooper production, presented last year by Crosby Gaige with Kenneth MacKenna doing not very well as Iago, surpassed it in that respect.

Mr. Huston is unfortunately cast as the tragic Moor—unfortunately cast, one suspects, in any Shakespearean role. His is the modern approach and the modern manner. His high voice, his truncated gestures, his evident unwillingness to yield to emotion, the kindliness of his character that shines thru all his roles, all combine to make him a sincere and dignified Othello, yet one entirely lacking in the force and passion, the grandeur and flair, necessary to the part. He appears a dignified and pleasant business man in blackface rather than a swashbuckling and passion-tossed adventurer. At his best in the quieter moments, he loses much of the force of the final speeches by depending only upon a monotonously raised voice to denote their passion. Only the essential honesty of the Moor—intellectual and emotional—comes thru as it should.

Miss Sunderland is more successful as Desdemona, the cloying and demanding sweetness of the role finding apt yet mercifully subdued interpretation. The insistent saccharine of the part makes it a hard one to interpret; Miss Sunderland is sweet enough to make it convincing, yet not quite sweet enough to cause it to become nauseating. It's a nice job.

The supporting cast is uneven, the most notable (and surprising) work of the evening being turned in by Miss Natalie Hall, hitherto of the musicals, who is a splendid Emilia. G. P. Huntley Jr. is a somewhat finicky Cassio, Arthur Pierson brings rare humor and effect to Roderigo and A. P. Kaye shows how Shakespearean lines should be read in his one scene as the duke.

But Mr. Aherne's Iago is really the most notable feature of the production. It is an Iago that poses, postures and primps, that bellows, rants and roars, that contorts itself into picturesque pretzels and shouts itself into romantic hoarseness. It is an Iago that falls enthusiastically to take advantage of any single one of the manifold opportunities offered by the lines, an Iago intent upon false and shallow display rather than upon any faint interpretation of the meanings inherent in the script. It is, as I may have indicated, the silliest Shakespearean performance that I have ever seen, one that needs only a self-plated laurel wreath to crown it as the acme of self-conscious incompetence.

Mr. Aherne's picturesque posturings and romantic bellows verge frequently upon out-and-out burlesque. Indeed so insistently picturesque does he become that a few leaps would stamp him as the logical successor to Nijinski. And when he doubles up and crouches before the footlights, his arms crooked over his head (this denotes the very soul of fiendishness), one expects him to give vent to the inimitable "Ong-gong-gong" used by Bert Lahr a few blocks uptown at the Winter Garden. As a matter of fact, the delivery of some of the lines very nearly fulfills expectations.

It is a rich production at the New Amsterdam but not a very competent one. In the outcome it seems almost as tho Mr. Pierson and Miss Hall deserve a better supporting cast.

MANSFIELD

Beginning Wednesday Evening, Jan. 13, 1937
BEHIND RED LIGHTS

A play by Samuel Shipman and Beth Brown. Staged by A. H. Van Buren. Settings designed and executed by Yellenti. Presented by Jack Curtis.

Joe Burke	Bruce MacFarlane
Lily White	Maida Reade
F. Reid Singleton	Murray Bennett
Ben Miller	Richard Taber
Teddy	Ruth Edell
Ruby	Blanche Gladstone
Jerry Wilkins	George Lewis
Mona	Barbara Brown
Gracie	Jane Johns
Fay	Barbara Fulton
Ned Stone	George Baxter
Laura Taylor	Marjorie Lytell
Peggy	Thelma Shaw
Gladys	Lucille Beaumont
Winnie	Wilma Drake
Frank Moran	Arthur Hughes
Dan O'Connor	Edward Andrews
Jim Donovan	George N. Volk
Samuel J. Armstrong	Hardie Albright
Lucy Gray	Beatrice Kay
Norma King	Dorothy Hall
Wendy	Betty Lee
Billie	Jane Moxon
Myrtle	Marion Crosson
Jean	Eileen Wenzel
Connie	Jerrie Maxwell
Emma Good	Mary Morris
Kitty	Miltzi Haynes
Eddie	Don Ostrander
Delight	Georgette Harvey
Three College Boys	David Pelham
	Alan Dinehart Jr., Stephen Wilson
Dick Jackson	Richard Sterling
Tony	Earl Ebi
Nick	Henry Antrim
George	Edgar Mason
Policemen	John Kearney, Randolph Preston

ACT I—Scene 1: An Office. Afternoon. Three P.M. Scene 2: Office of Special Prosecutor Samuel J. Armstrong. Two Weeks Later. 11 A.M. ACT II—Scene 1: Living Room in Norma King's Apartment, Park Avenue. Same Day as Previous Scene. Ten P.M. Scene 2: Same. Two Weeks Later. One A.M. Scene 3: Same. Four Days Later. Four P.M. ACT III—Scene 1: Same. Five Days Later. Two A.M. Scene 2: Same. The Next Day. Seven P.M. TIME—The Present. PLACE—New York City.

Samuel Shipman, a playwright with a kind heart and a melodramatic pen, investigates the vice racket in *Behind Red Lights*, a play written in collaboration with Beth Brown. Miss Brown may possibly know something of the racket, since she previously dealt with it in a lurid novel published for the delectation of sex-starved shopgirls. It is also just possible, of course, that the recent anti-vice trials in New York suggested to her that it would be a good subject for a bad pot-boiler, whether she knew anything about it or not.

In any case, Miss Brown and Mr. Shipman have collaborated on *Behind Red Lights*, and Jack Curtis brought it to the Mansfield Theater Wednesday night. It turns out to be a rank melodrama with wistful overtones of filth—the sort of play that hovers with a smirky upon the borderline of obscenity, never having enough honest courage to indulge in good, clean, out-and-out dirt—the sort of play, in other words, that imitates the thing at which motion pictures have become so adept. Somewhere in the action someone says, "Truth is never vulgar." If that is so, then *Behind Red Lights* must be a compendium of lies.

It tells of Norma King, the young and pretty keeper of a bordello on Park avenue, a swank joy-house that approximates the growing legends building themselves around the Everleigh establishment. Not only is Norma young and pretty; she is also a college graduate who encourages music and art, who cares for her girls with a fond mother's solicitude, who keeps them on the straight and narrow path (within, of course, the limitations of her business) and who turns out to be, if not a Lady Bountiful to the harried trollops, at least a Madam Bountiful.

She refuses to have any truck with the Ring, that dreadful organization that specializes in obtaining and booking talent for its expansive seraglio-circuit. She also refuses to aid the enthusiastic young special prosecutor who is trying to stamp out the Ring, for, as she quaintly puts it, since she is in the sporting business she should be a good sport.

She is involved, however, when a girl she has befriended kills a member of the Ring in one of the bedrooms of the ornate zenana; she must either join forces with the Ring or the prosecutor. And since this tart of gold has conceived something of a yen for the young reformer she becomes one with the forces of order and of law. But she is never permitted to get her man; Mr. Shipman and Miss Brown, staying self-consciously within the moral

boundaries prescribed by lecherous moralists, kill off their noble quean. She is shot in a raid and dies a martyr to the ethics of her profession, a red-lettered vestal, a virginal fille de joie.

The authors, evidently in an effort to make their mixture more palatable, indulge in some didactic and platitudinous monologs concerned with the advantages of legalized prostitution, the rights of honest strumpets, and the evil of bosses who pay little girls \$15 a week to work in factories. This is an obvious attempt to put a crusading sugar-coating over their pellet of slime; it fails to diminish the spectator's nausea.

A large cast works, for the most part, as tho its members felt that they might just as well be in the Vice Ring itself as on the stage of the Mansfield. It is doubtful if ever before in the history of the theater so many young ladies offered so many hopelessly inept performances from a single stage. Even usually good performers such as Bruce MacFarlane are affected by the general incompetence, with only Hardie Albright, as the special prosecutor, doing anything like good work.

The whole thing is not only behind red lights; it is also behind the eight-ball.

LONGACRE

Beginning Thursday Evening, Jan. 14, 1937

HOWDY, STRANGER

A play by Robert Sloan and Louis Pelletier Jr. Staged by Carl Hunt. Incidental songs by Edgar Leslie and Joe Burke. Settings by Karl O. Amend. Presented by Theodore J. Hammerstein and Dennis DuFor, in association with Robert Goldstein.

Tex	Tex Fletcher
First Dude	Peter Hues
Miss Martin	Jean McCoy
Ma Hardy	Mary Horne Morrison
Jane Hardy	Dorothy Libaire
Panthis	Tonia Lawton
Jeff Hardy	Marion Willis
Prof. Landis	Walter Scott Weeks
Second Dude	Anthony Gray
Pa Hardy	Royal C. Stout
Sam Thorne	Arthur L. Sachs
Elly Jordan	Frank Parker
Roy Chadwick	Louis Sorin
Miss Semple	Francetta Malloy
Pat Dunn	Russ Brown
Bell Boy	Thomas Todd
Mrs. Jordan	Catherine Proctor
Mr. Jordan	Hans Robert
From The Star	Arthur Uttry
From The Chronicle	Peter Van Buren
From The Transcript	Joseph Kleema
From The Beacon	Rudolf Brooks
Camera Man	Al Waldron
Gibson Girls:	
Sandra Waring, Elaine Adams, Monica Klop-	
ping, Kay Thorne.	

The Action Takes Place at the Hardy Ranch in Wyoming and in a Radio Office in New York. The Play Is in Three Acts.

Theatergoers who swoon with delight when they listen to a radio crooner's dulcet strains slithering thru an indignant amplifier may now rush in droves to the Longacre Theater; for at the Longacre Theater is a play called *Howdy, Stranger*, and in it Mr. Frank Parker, of the air waves and the microphones, makes his acting debut. Mr. Parker's debut, however, is the only thing of note at the Longacre, and if theatergoers don't as a rule swoon with delight when listening to crooners the chances are that he won't be at the Longacre long. For the play itself, written by Robert Sloan and Louis Pelletier Jr., a couple of actors who should have known better, is a lightweight farce with nothing at all to recommend it.

Under the title of *Git Along, Little Dogie*, it got along in the try-out towns for a while. Then its three producers, Theodore J. Hammerstein, Dennis DuFor and Robert Goldstein, decided to change its name and bring it to New York. That may have been done in desperation—but it does seem as tho a different title could have been found. *Howdy, Stranger*, gives too many chances to nasty reviewers who figure that they've seen the show only just in time to say so long.

It's all about Elly Jordan, a Brooklyn crooner (that's two strikes on him in the first place) who hitchhikes to the Hardys' dude ranch out in old Wyoming. There he falls in love with the daughter of the Hardys and is mistaken for a genuine, root-tooting, steer-roping cowboy by Roy Chadwick, a Broadway agent with an accent. This is unfortunate, since Mr. Chadwick signs him for a radio contract on that basis, and since Elly has an inborn fear of live stock. He'd probably take to cover at sight of a goldfish.

Some months later, after the proper ballyhoo has been applied, he is high among the favorites of the ether—even despite the fact that he sings hillbillies and Westerns. But a jealous rival spills the beans over the air (by courtesy of an amateur hour) just as Elly is set to go to Madison Square Garden and pre-

sent trophies to winners of the rodeo. There is much hopped-up excitement for a while; then Elly (hold your hats, my frans) is hypnotized—and while under the influence he goes to the Garden and beats all the simon-pure cow wrestlers at their own game.

Mr. Parker, a personable gentleman, goes thru all this almost as tho he were apologizing for both the play and his own acting debut. There is really no need for him to apologize for himself. He turns out to be a likable if somewhat nervous chap who is easily sufficient for the routine humors of the script and who on several occasions sings ditties in a voice that is probably relished by those theatergoers who swoon with delight when they listen to a radio crooner.

The play does manage to pack a few laughs in its madly ridiculous last act, but most of them are due to the practically unaided efforts of Louis Sorin, who works like a dialectical Trojan at the doubtful humors of Mr. Chadwick. Dorothy Libaire is innocuously decorative as the Wyoming heartthrob and the others are all certainly good enough for what they are called upon to do.

If Messrs. Hammerstein, DuFor and Goldstein really believe in the hypnosis gag that is featured in their play they should have used it themselves on the authors. If hypnotism could turn the canary-fearing Elly into a prize bronc buster then there's just a chance it might conceivably have turned Messrs. Sloan and Pelletier into playwrights.

American Academy Students Present "The Shining Hour"

NEW YORK, Jan. 16.—The senior students of the American Academy of Dramatic Arts opened their current season of matinee performances last Friday (8) with a surprisingly capable presentation of Keith Winter's *The Shining Hour*. The play is a tricky one for any group of youngsters, as has been amply demonstrated in previous Academy presentations, and the first few performances of each season are usually—tho understandably—shaky in both interpretation and technique. But the kids involved in this year's initial performance acquitted themselves capably judged by any standards, turning in the best amateur performance of the play that I've yet seen.

Almost all of them deserve mention. Alice Nevin, faced with the mature psychology of Mariella, did a far better job than might have been expected, giving force and insight to her reading of the lines, tho she is still far too tight and strained in her movements. Really the most amazing work was turned in by Carman Jones, who played David. Reading nicely, but appearing extremely stiff thruout the first two acts, he performed the extremely difficult mad scene in the last act better than I have ever seen it done before, amateur or professional, making it quiet and tremulously affecting, rather than wild and silly.

Mary Rolfe, doing a fine job as the sympathetic Judy, already has the makings of an excellent ingenue; she is a cute youngster with a finely assured stage personality. Katherine Pemberton did nice work as Hannah, tho her interpretation was far kinder than most; Henry Lascoe was adequate as Henry, and Lyle Bettger played David so over-enthusiastically that he seemed like a particularly annoying Life of the Party.

The curtain raiser was Walter Pritchard Eaton's bit of lavender-scented whimsy, *The Purple Door Knob*. Beatrice Wolfe made a striking appearance as the actress, while Elizabeth Eustis achieved some amazingly right visual effects as the old lady. Helen Pratt appeared briefly as the maid. EUGENE BURR.

Minturn to Pacific Coast

CHICAGO, Jan. 16.—Harry Minturn, stage director of the Blackstone Theater here, a Federal Theater project, left last week for California on a short leave of absence to direct the *Return of Hannibal*, which is scheduled to open at the Geary Theater, San Francisco, February 1. This is the play in which Elaine Barrie, wife of John Barrymore, has a role. Others in the cast will be Jerome Lawlor, Helen MacKellar, William Farnum and Fritz Leiber. Minturn will return to his duties at the Blackstone in time for the premiere of Martin Flavin's *Around the Corner*, which he directed. It is slated to open February 17.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

EVERY MAGICIAN in Philadelphia turned out for the marriage of George B. Trabbold, president of the Houdini Club of Philadelphia, January 9. Boys appeared in top hat and tails but without the usual rabbits.

HARRY HUNSINGER, magician, closed at Shafer's in Johnstown, Pa., and is now in Pittsburgh working spots for the Lanagan Booking Office.

MADAME ESKE, mentalist, opened for Peg Lanagan, of Pittsburgh, at the Ace of Clubs in Johnstown, Pa.

"JUST CAUGHT JIMAE at a local theater," cards Montague, the magician, from Salt Lake City, where he is working under the auspices of the City Recreational Department. "He has a fine act and his work with pipes and cigarets is outstanding. Best of all he was the first magician thru here for some time that did not exposing. Am set here for balance of month and perhaps longer."

HARRISBURG, Pa., Keystone Ring No. 20, IBM, held a special reorganization meeting at the residence of Doc Endlich recently. The following officers were elected: Dr. William (Doc) M. Endlich, president; William W. Campbell, vice-president; Charles J. Jones, secretary; J. Harry Messersmith, chaplain. Fred C. Landrus was appointed publicity agent. Among those attending were Bill Wagner and Oliver Spahr, of Carlisle, Pa., and Charles Springer, of Lemoyne, Pa.

FRED LANDRUS, of Harrisburg, Pa., professionally known as the Prince of Mystery, is planning a visit to New Orleans during the Mardi Gras.

MILBOURNE CHRISTOPHER is back in London after engagements in Scotland and Liverpool. In Edinburgh he visited Edinburgh Castle with E. Leale May (Scottish Conjurers' Association). May is a member of the British Army and has recently returned from service in Egypt. In Liverpool Christopher played on the bill with Deven, the masked magician, who presented a fast-moving routine of sleight-of-hand tricks, card productions, cut rope, phantom tube and production of coins and paper money, lighted cigarets and cigars. Christopher is currently at Holborn Empire Theater in London and expects to remain in England until spring. He has recently seen several brother magi, including Jack Salvin, Shaun MacCallister, Russ Swann, Giovanni (Trocadero Cabaret) and Erickson, who is playing at the Windmill Theater but soon leaves for Australia.

RICHARD HIMBER, ork leader, is also a magician of professional caliber, according to O. O. McIntyre, New York columnist. Latter says the musician is set to teach him a card stunt based on a new principle of magic called "psychoskill."

CARL ROSINI, magician, who recently terminated a three-week engagement at the Arcadia, Philadelphia, opens at the New Yorker Hotel, New York, January 23. Booked by Tommy Martin, of Rockwell O'Keefe.

JOHN S. VAN GILDER, discriminating magic critic of Knoxville, typewrites: "Last week I caught John Booth's act at the exclusive Bluegrass Room of the Brown Hotel, Louisville. John gayly solidifies smoke rings into rainbow handkerchiefs, catches flapping goldfish on the polished dance floor, plucks lighted cigarets floating in the supper club's smoky atmosphere, and bi-nightly sends his pet live canary, Oswald, in brass cage invisibly back home to Hamilton, Ont., with ease, skill and patron-pleasing eclat. At a WHAS radio stage show John Booth's subtle ocular bewilderments had the balcony stamping and whistling for encores."

ANNUAL MEETING of the Magicians' Association of Cleveland was held in the organization's theater Monday evening, January 11. Constitution of the organization was so amended as to eliminate the presidency from the list of elective offices. George A. Holly was named to serve the association as president for life. Following were elected

to serve for the ensuing year: William T. Symes, vice-president; Webster H. Mandell, treasurer; George V. Holland, secretary; George J. Eldman, Harry W. Burger and John M. Lathrop, board of directors. Holly is also president of Cleveland Assembly No. 10, Society of American Magicians, and of Augustus Hartz Ring No. 22, International Brotherhood of Magicians.

COLUMBUS (O.) MAGIC CLUB will stage its sixth annual Magi-Fest January 29 and 30 at the Nell House, that city. Main event, a charity magic show with all professional acts, will be staged Saturday night. Proceeds are donated to local charity institutions. All interested in magic are invited to attend.

PRINCE HASSAN, mentalist, is located in the Cascades Bar of the Biltmore Hotel, Miami, for an indefinite engagement.

DARWIN THE MAGICIAN postals from Cyclone, Pa.: "Caught the Blackstone show at the New Bradford, Bradford, Pa., recently for the first time in four years. Blackstone is the same master as always and has a wonderful show, put on as only Harry can do it. Am still playing dates around here in the oil fields."

PAUL ROSINI, now in his 14th week at the Palmer House Empire Room, Chicago, has again been held over for the new show.

THE STERLINGS, Detroit magicians, are under a six-week contract to fill club engagements in and around Milwaukee.

MARTIN SUNSHINE, New York mentalist, has closed at the Morrison Hotel Casino Paraisien, Chicago, and departed for Florida.

IN THE EARLY CULTURAL progress of our civilization magic and mystery played an important part, for then our ancestors, eagerly fumbling about in a world so full of the mysterious and unexplained, combined and confused magic with religion. In ancient Egypt the highest social strata was composed of the priests, who were actually stronger than the early kings, and who kept the latter in line even as they did the masses by exploiting their fear of the mysterious and unknown. Amenophis IV, father of King Tut-Ankh-Amen, precipitated an uprising that nearly cost his son the throne by defying the priests and announcing himself as the first monotheist in an attempt to toss out the existing form of religion with its sorcerer-priests and substituting his monotheistic belief in the Sun as the source and arbiter of all life. The priests, knowing a good thing when they saw it, lost no time in tossing out poor Amenophis instead.

Magic has gone on playing an important role in all succeeding phases of religion, which are largely all more or less firmly based on human credulity and superstition, tho, of course, some of them have other saving graces.

The leading magicians of the Middle Ages were the alchemists, who mixed metaphysics and some knowledge of the science of chemistry and astronomy in their endless and fruitless effort to transmute baser metals into gold.

The task of the magicians of today is an even more subtle one than that of a medieval Paracelsus working over his retorts and alembics, for in 1937 the practitioners of this ancient and time honored art must now mystify an audience that knows it is being fooled.

ARTHUR MARCUS, magician, entertained the annual meeting of the Delaware State Dental Society meeting at Wilmington, Del., last week. Marcus' performance was given at the annual of the society held at the University Club following the annual meeting.

MAX TERHUNE, Hoosier mimic, ventriloquist and magician, has just finished work in *Hit the Saddle* for Republic Pictures on the Coast. He is currently making his headquarters in Burbank, Calif.

R. S. SUGDEN, of Pittsburgh, billed as "Tampa, England's Court Magician," obtained a court order in Newark directing a New York attorney to show cause why an inventory of the late Thurston's property has not been filed. Sugden is

ENTONAL
DEPT.



GLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For VAUDE

JOHN ANDREWS—winner of a recent amateur contest at the 125th Street Apollo Theater, New York, and more recently a guest amateur with Willie Bryant's Band at the same house. Colored lad who possesses a grand personality in selling a song and who trucks nicely. Got himself a big hand in Harlem; white audiences should go for him just as heavily.

where her subtleties of style and voice could be caught more accurately.

FLORENCE TARR—student caught at a showing of the Fay Foster Studio, of New York. A young woman who possesses an unusually expressive speaking voice that she uses effectively in dramatic and poetic recitations. Should be excellent handling dramatic roles on the air.

For RADIO

BEA SAXON—singer formerly with the Two Saxon Sisters. Now appearing at the Cafe Venezia, New York, doing brilliant arrangements by Al Siegel. Capably handles the tricky broken rhythms and rapidly shifting styles. Strong in a floor show, she should be even finer on the air,

For LEGIT MUSICAL

MYRA JOHNSON—colored lass with the Fats Waller Ork, caught last week at Loew's State, New York. Has an excellent voice glove-fit for blues, plus a dynamic delivery. Sells expertly and also makes an excellent appearance. Rates a spot in a legit revue.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

LOUIS H. AMASON, black-face comedian, of Washington, Ga., was recently the victim of a thief who, according to Amason, has an exceedingly perverted sense of humor. Stripping his poke, the facetious dip left therein a rabbit's foot and a note that read, "Wishing you better luck next time."

ROBERT BURNS GUYOT (stage name, Hi-Brown Bobby Burns), dancer, singer and comedian, was born in Jersey City, N. J., June 14, 1896. First minstrel engagement was in 1918 with John Vogel's Minstrels. Later showed with Gus Hill, J. A. Coburn, J. R. Van Arnam, Lasses White, Neil O'Brien and Al G. Field. Recently the producer of local talent minstrels. Home address, Louisville Hotel, Louisville, Ky.

"A FEW LINES to let the ollo boys and my theatrical friends know that I have recently undergone an operation for double hernia," pens Nat Danzic from Johns Hopkins Hospital in Baltimore. "Received the injury necessitating the operation some 15 years ago while with Roy H. Hyatt's showboat, the Water Queen, when I helped Skelly and Skelly push a Model T up a hill.

"Am still in show business, putting on small-town oprys. Live in a metropolis with a population of 22 people. The storekeeper lets me spit in the stove now, but when I moved here several years ago I was expectorating in the sawdust box. Pine Ridge hasn't a thing on Ridgeville, W. Va. (my post-office address), and all in all it's a pretty nice place to live. One can go out in the smoke house and cut oneself a piece of ham and go to the chicken house and get a few eggs—put them together and you know what you get.

"Just learned of Doc Sampson's death and was certainly sorry to hear of it. Tell Al Tint that I will sell him a car-load of razor blades. Have several home-talent minstrel shows to put on

asking \$599,355 out of Thurston's estate, claiming that the magician asked him to take a No. 2 Thurston show on the road before his death. Sugden claims to have lost money and prestige because the fulfillment of the contract was prevented by Thurston's illness and death.

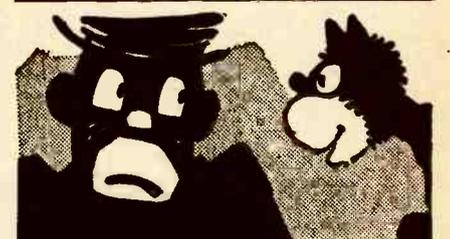
ADRIENNE, well-known mentalist, is doing her stuff every day in the lower (See *MAGIC* on page 67)

after I get out of here, which will be in about three weeks. Would certainly like to hear from old friends."

THE PEREGRINATING Walter Brown Leonard is now in Tampa, Fla., where he says the weather is very warm and the tourists are very thick. He met Charley Poles, old-time minstrel man of Joe Gorton fame, there and we imagine the balmy southern air was full of reminiscences for a time.

CINCINNATI is not only the home of The Billboard but it is also here that Stephen Collins Foster, one of America's greatest composers, lived in the late '40s and wrote several of his famous songs for the minstrel shows that were very popular in the Queen City at that time.

J. AUSTIN TRAINOR, director and producer of minstrel and dramatic shows, was guest entertainer at the Gyro Club dinner held recently at the Canadian National Hotel, Charlottetown. P. E. I. A comedy sketch directed by Trainor drew much favorable comment from the press and members of the Gyro Club.



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The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Rochester, N. Y.
As a vaudeville ex-performer, now a night-club entertainer, I was much interested in the article in the Greetings Number of *The Billboard* anent the *Headaches of the Booking Agent*. While agreeing with nearly all that was written and thoroughly understanding the bookers' need of aspirin, I would like to point out that the agents themselves can do a whole lot toward bettering conditions and save a few gray hairs caused by the demand for girls, girls, girls. The article, covering this territory, stated there is a big demand for "novelty acts," meaning "acts that are different." So let's look around. There are four booking offices here, each booking several spots. My partner and I, a two-man combo, came here nine weeks ago and received the same refrain from each of them: "They want only girls; they won't use men." But do they or won't they? Not a bit of it. The proof? Well, at this writing we are in our eighth consecutive week and are booked till March, and so far only one week was received thru an agent. What is the answer? Just this. The average agent is not interested in anything except girls and makes no effort whatever to sell anything else. The proof again? In each spot we ask: "Has Mr. So-and-So, your booker, submitted us to you?" And the answer always is no. One prominent spot here, booked by an agent, has run nothing except tap, acrobatic and ballroom for many weeks. "They won't use anything else," cries the same agent. Won't they? Well, we booked that, too. If the agent would "try" he could sell plenty of novelties and lessen his headache about where to get girls. As things are now the phone rings and a manager asks for an act, preferably girls. "Yes, sir," says the agent. "I'll send 'em." But not a word about any real act lying idle in town.
FRED FRAZER.

Blames Agents In Demand for Girls and Girls
like to point out that the agents themselves can do a whole lot toward bettering conditions and save a few gray hairs caused by the demand for girls, girls, girls. The article, covering this territory, stated there is a big demand for "novelty acts," meaning "acts that are different." So let's look around. There are four booking offices here, each booking several spots. My partner and I, a two-man combo, came here nine weeks ago and received the same refrain from each of them: "They want only girls; they won't use men." But do they or won't they? Not a bit of it. The proof? Well, at this writing we are in our eighth consecutive week and are booked till March, and so far only one week was received thru an agent. What is the answer? Just this. The average agent is not interested in anything except girls and makes no effort whatever to sell anything else. The proof again? In each spot we ask: "Has Mr. So-and-So, your booker, submitted us to you?" And the answer always is no. One prominent spot here, booked by an agent, has run nothing except tap, acrobatic and ballroom for many weeks. "They won't use anything else," cries the same agent. Won't they? Well, we booked that, too. If the agent would "try" he could sell plenty of novelties and lessen his headache about where to get girls. As things are now the phone rings and a manager asks for an act, preferably girls. "Yes, sir," says the agent. "I'll send 'em." But not a word about any real act lying idle in town.
FRED FRAZER.

Allentown, Pa.
For the past five years the writer has at various times tried to interest circus owners and publicity men in using model circus equipment as an advertising medium for the circus. As wide-awake as these gentlemen are reputed to be, it might seem odd that they cannot see the potential advertising value of models. My plan of action would be to make up six or seven sets of scenes around a circus lot, to be used a week ahead of the show in the windows of the store having the downtown ticket sale. If the window were made up in such a way as to also advertise something the merchant had for sale he would be only too glad to let such a novel window display in his window for a week before circus day. These sets could be carried in the last advertising car, installed in windows when they are in town and taken out of the window on circus day. They would then be sent ahead of the advertising car to be used in some other city. Each set would require only several pieces of circus equipment, one tent, and two or three wagons with six or eight-horse teams would be sufficient to fill the average window. Some sets could be made on the scale of one inch to the foot and others on the half-inch scale, which would make them adaptable to large or small windows. Several years ago the writer exhibited his models in a window in the lobby at Madison Square Garden during the Ringling engagement and at times people stood four and five deep to view the display. The merchant, at first reluctant to use the display, later admitted that it attracted more attention than any display he ever had. It is my contention that if these models were made with great detail and used as explained they would be the greatest innovation circus publicity ever had. The old poster and news stories are all right in their way, but a nice display of models would attract more genuine attention and cause more talk than all

the rest of the circus' advertising mediums.
ROBERT D. GOOD.
Denver.
Recently *The Billboard* published encouraging news about activities of the AFA and Morris Agency in their attempt to put vaudeville back on its proper pedestal by arousing interest of business men by pointing out to them the business real live performers bring to their towns. That one-night-stand vaudeville idea of the Morris Agency, in my opinion, should work remarkably well toward making farmfolk and rural suburbanites vaudeville-conscious. Many small-town folks have been subjected to take their movies in "one opry house towns" where the manager says, "Ye git no flesh, so what?" This is especially true when he happens to own houses in near-by villages. He has worked the bank night and country store idea to a frazzle, but when asked for real live actors says, "You can't have 'em." Don't think I am eliminating big-city dictators who almost blind you in darkness with two-feature programs. Sometimes they condescend to put on flesh units thru a dancing school, presenting tots and juveniles costing the manager a few dollars and possibly a sugar-coated speech from the stage in which he gives the local school a little ad. This flesh-revival idea is going to materialize if it is skillfully handled, but the AFA and Morris Agency must make every effort to secure the best talent available, with variety as its keystone. Unscrupulous agents presenting acts to bookers merely because they get bigger commissions should be avoided as much as parasites would be avoided by any conscientious business man. If graft is eliminated the danger of poor shows can be avoided. Years ago when vaudeville started its nosedive bookers had an idea that big flash acts, comprising anywhere from 10 to 50 people, were the backbone of a bill. Quantity not quality was considered and the big acts got the money. Naturally the agent who booked the act got the big commission, while poor teams and trios didn't get much over \$25 a skull. Let us hope and pray the AFA and Morris Agency go over the top. The public has long been waiting for this treat. We have thousands of talented performers and willing managers, but let us not forget the public has a discriminating mind of its own with a radio in the home and the two-feature movie program to fall back on should it become bored.
J. FARRELL BROWNE.

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under canvas in Texas. Frank Adams' Great Southern Show was another good one. Adams was principal performer. Wintermute's Wagon Show, a 40-people circus, made plenty of money and Harry Wintermute retired. His daughter, Mrs. Frank Hall, now owns the Frank Hall Motorized Circus. Adam Fetzer's Wagon Show was en route for several seasons. Buffalo Tom's Wild West and Cauble's Circus Combined was owned by Cauble, who now operates a theater in Oklahoma. Carl Dalton's Circus, Myers Circus, Bonn Bros., Eli Nelson's motorized show and Gay Billings' 35-people show all lasted one season. Arthur Herridge had out for several years the finest five-people flash circus I ever saw. He had aerial and ground acts, animals and a calliope. Each one drove a truck and doubled many times during the show. One-day stands were made and one show a day was given. Emil Seibel, owner of a large department store and gentleman farmer in Watertown, Wis., took out a railroad show. It made money

for several years, then biz dropped and the show went on wagons for a few years and folded. It was a good show but lacked features to draw heavily enough. Ed Reno, known as Professor Reno, had a wagon show for years known as the Reno & Alvord Show. He retired recently. Prof. Eph Williams had out quite a large railroad show one season. Williams later died wealthy in Florida. Clinton D. Cook had out Cook Bros.' 10-car show, but the war crippled it so badly it closed for the last time in Iowa. It was one of the first big shows to use a calliope only for music and the player could cue the show to perfection. The Wallet Family was featured.
FRANK H. THOMPSON.
Covington, Ky.
I never miss reading *The Forum* any week and I can truthfully say that I enjoy reading comments about old-time circuses. But some of the oldtimers apparently have forgotten to mention a few of them. I have in mind a few with which I tramped in the '70s and '80s: French & Monroe, Hilliard & DeMott; Hilliard, Hunting & DeMott; Burr Robbins and Grenier Bros., who bought the Burr Robbins Show in the season of 1888. Come on, oldtimers, rack your brains and dig up a few more.
FRANK H. SWAIN.
York, Pa.
I read *The Voice of the Winds*, by Doc Waddell, and enjoyed it very much. What a wonderful story it tells. If every showman, carnival or circus would follow that man's desires and efforts to uplift the business what a blessing it would be to both patrons and producers. Show business is an honorable profession and one that brings to all classes great pleasure. He speaks of Col. Frank W. Gaskill as the greatest carnival man. I know he is correct. If every showman would take lessons from his record, giving the public what they pay for and what they want, what a wonderful business could be developed. Colonel Gaskill called upon me several times and I never met a more quiet and gentle man. When Doc Waddell placed the crown on him he placed it well. When show business gets rid of undesirables and other dishonorable people then Doc Waddell will not have written in vain.
ED C. EICHELBERGER.
Sicklerville, N. J.
It was a pleasant surprise to read the letters from Tom Waters and learn that he is taking such interest in *The Billboard*. While we mourn the passing of many friends of other days not all have hit the long, long trail. We have close at hand here Jeff and LaVerne Healy, Joe Hamilton; Pop Chadwick, of the famous trio; Dick Gardner, of the Three Gardner Brothers; George Hartzel, Ringling-Barnum clown, and Lampe Brothers. We lately had the honor to be a feature act during the celebration of President Roosevelt's birthday and received a grand letter of thanks from the President, which has been framed and hung in the living room. Sorry to say our old bookers, Norman Jeffries and H. Bart McHugh, have joined the silent majority and are mourned by all who knew them.
TOM AND GERTIE GRIMES.
Providence.
Have read Ed La Rue's letter in a recent issue of *The Billboard* and thought the ideas expressed therein fine. It shows others want the return of vaudeville. We hope the profession will not forget the wonderful work *The Billboard* is doing. Without *Billyboy* what would we do? We believe some managers playing vaudeville should cut out filth being presented on their stages. Recently we attended vaudeville and never have we witnessed such a filthy show. Of course, some acts could not make good without filth. However, the audience goes there to be entertained, not insulted. In the days of clean vaudeville such a show would not have been tolerated. When we left the theater several women spoke to us about

the smutty jokes and actions of certain performers and said they would no longer patronize the theater unless the shows were cleaned up. Years ago a recognized vaude performer did not dare insult an audience. Now, however, amateurs and those who don't care insult the spectators and expect them to take it. And the audiences are the ones who pay. Isn't that a laugh? We did our first show Christmas Eve, after a long layoff. On the same bill were three other professionals and, of course, some home talent. They could not understand why the professional acts went over so big. There is a reason—experience. The thing to do is to keep on plugging for the return of flesh and in this vicinity it seems to be coming back, tho slowly. For the sake of the business, let's get after managers who permit filthy and suggestive acts to appear on their stages.
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Asks Show Biz To Rid Itself Of Undesirables
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Saranac Lake

By JOHN C. LOUDEN

Dr. Karl Fishel, superintendent of the NVA Lodge, left Saranac Lake for New York on business.
Eddie Ross celebrated another birthday last week. He is coming along nicely and seemed to thoroughly enjoy his cake with its 33 candles.
Marya Blake, who has been very sick for the last four weeks, requests *The Billboard* thru this column to thank all of her many friends for their presents and thoughtfulness during the holidays. She says she will write them all herself when she feels a little better.
Constance Reeves and her all-girl orchestra are playing an indefinite engagement at the Lake Placid Club. Constance is an ex-NVAer and has been doing well since she left here.
Dr. Witt, former interne here, surprised the patients with a visit last week. He is now connected with the staff at the Broadacres Sanitarium in Utica, N. Y.
Herman Levine, of the New York NVA office, is spending a few days at the Lodge. Herman is very popular and is always a welcome visitor, but his bridge is atrocious.
Charley Foster has been added to the up-patient department and is now enjoying two meals in the dining room.
Jack Edwards has returned to the Lodge after a brief visit to New York. Jack is the official shopper for the girls and Joe Parker bargains for the lads. Needless to say the patients are very grateful.
Write to those you know at Saranac Lake.

- Christensen, Grant C.
 Christensen, Walter
 Church, Clarence
 Church, J. M.
 Chaburri, John P.
 Ciser, Russell
 Claire, Bill
 Claire, Hans
 Claire, Ted
 Clark, Arthur
 Clark, Chas. Barry
 Clark, Charlie
 Clark, Doc
 Clark, Earl
 Clark, Fenley
 Clark, Fred
 Clark, Jack
 Clark, Joe Jewel
 Clarke, Lloyd
 Claude-Claudette
 Claude, Leo
 Clauser, Joseph W.
 Clausen, Theo M.
 Clayton, Gene
 Clayton, Geo. E.
 Clemens, Murray
 Clemento, Stepano
 Cleveland, Geo.
 Click, Wm. A.
 Cluff, Benjamin
 Cochran, Jimmie
 Cochran, Bert
 Cochran, Bob
 Cochran, Harold
 Cochran, Ray
 Cockrell, Geo.
 Codona, Alfreda
 Cody, Leon Eyes
 Cody's, The
 Coe & Drida
 Coen, Billie
 Coffey, Lloyd
 Coffey, W. R.
 Cogswell, Charles
 Cohee, G. Rex
 Cohen, Ben
 Cohen, Milton
 Cole, M. H.
 Cole, Theodore
 Coleman, Ben & Esther
 Collier, Bernice
 Collier, Jack
 Collins, Frank A.
 Collins, Louis E.
 Collum, Fred E.
 Colman, Robert
 Conchlen, Art
 Conchlen, Ernest
 Conchlen, W. W.
 Condy, Alfred
 Coney Island
 Condon, Daniel
 Conley, Emil
 Conner, John
 Converse, Art L.
 Conway, H. M.
 Conway, Ted
 Cook's Comedians
 Cook, Bill
 Cook, Chas.
 Cooley, Al H.
 Cooper, John A.
 Cooper, Mickey
 Cooper, Vandy
 Copp, Walter
 Copperstone, T. E.
 Corcoran, M. J.
 Cormier, Arthur
 Corn, Oliver
 Coruso, John
 Costa, Geo.
 Cote, Elmer
 Cotter, Robert
 Coughlin, John E.
 Cowley, Harold
 Coy, Bill
 Craddock, Robt. L.
 Crager, H. R.
 Crager, Oscar
 Craig Bros.
 Cramer, Fred
 Cramon, Bill
 Crandall, Fred
 Crandoe, Harry
 Crawford, Albert
 Crawford, Art
 Crawford, Chick
 Crawford, Tex
 Cray, Wm. H.
 Crasler, Ray B.
 Creamer, Harry
 Creason, Roy
 Creason, Lee
 Crenshaw, Orvel
 Creson, Lee
 Crewe & Summers
 Crider, H. C.
 Criswell, Ray
 Critchley, Arthur
 Crocker, Goldie J.
 Cronin, Phil
 Croone, Jack
 Cross, Frank
 Cross, Lawrence
 Cross, Richard
 Crouch, Del
 Crouse, Earl
 Crowe, Carl Elmer
 Crowe, Paddy
 Crowell, Sam
 Crowley, Dr. J. B.
 Crumley, Earl C.
 Crump, Jesse
 Crusius, A. F.
 Cuellar, Tony
 Cummins, Hansel
 Cundiff, Richard
 Cunningham, A. W.
 Curtis, I. C.
 Curtis, Robert P.
 Cutshall, Geo. C.
 Cylar, Doc
 Daggett, Art
 Dagnons, Charles
 Dale Bros.
 Dale, Lavn
 Daley, Art
 Daley, Frank
 Daley, James & Jeanne
 Dallinger, Jack
 Dalphin, Chester
 Dalrymple, Earnest
 Daly, Wm. B.
 Dandy Dixie Show
 Dandiger, Maxey
 Daniels, Eddie
 Daniels, Johnny
 Daniels, Jerry (Baby)
 Daniels, Beckless
 Dannerell Troupe
 Dariano, John
 Daugherty, Patrick J.
 Dault & LaMarr
 Davenport, Charles
 Davenport, Orrin
 Davey, Richard
 Davis, Bill
 Davis, Ches
 Davis, Curtis Jack
 Davis, Curly
 Davis, Earl M.
 Davis, Geo.
 Davis, John B.
 Davis, Louie
 Davis, L. P.
 Davis, Monty
 Davis, O. P.
 Davis, P. H.
 Davis, Paul
 Davis, Stan
 Davis, W. H. Bill
 Davlin, Lila Reed
 Dawkins, Harry
 Dawson, Skinny
 Dawson, Matt
 Day, D.
 Day, Elmer L.
 Day, Harvey
 Day, Lee
 Day, Tim O.
 DeArville, Lawrence
 DeArville, M.
 DeCerrzie, P. A.
 DeCobb, Jimmy
 DeGrano, Harry
 DeKok, Dutch
 DeKreko, Jean
 DeLaCruz, John
 DeLong Family, The
 DeLong, Tommy
 DeMarco, John
 DeMarlo, Harry
 DeMont, Karl
 DeRizkin, Frank
 DeRosette, Clarence
 DeVerrie, Wm.
 DeWright, Vern
 Deal, Jimmie
 Dean, L.
 Debarie, Bill
 Decker, A.
 Decker, Joe
 Decker, Ralph
 Deetz, C. C.
 Deibebes, Harry H.
 Delacruz, Juan
 Delaney, Doren
 Delaney, Jack
 Delaney, J. D.
 Delhart, Bernard
 Delion, Leon
 Delmar, C. M.
 Delmore, Lou
 Deloy, A. L.
 Dematro, Archie
 Demetro, Tom
 Demtro, John
 Demby, Buck
 Dempey, J.
 Denham, Bert
 Denham, Capt.
 Denham, E. H.
 Dennis, Harry
 Dennis, Jack
 Dennis, W. J.
 Dent, W. J.
 Dernberger, Al
 Derwells, Flying
 Deshon, Doral
 Diana
 Desmond, Buddy
 Desmond, Holly
 Deutsch, Fred W.
 Devany, O.
 Dewain, Danny
 Dewain, Bart
 Dexter, Bob
 Dexters, Dr. V.
 Diavolo, Frank
 Dickman, Robert
 Diener, Al
 Dill, Milt
 Dillinger, Hardin
 Dina, Doral
 Dion, Theo
 Dixon, Cat-Fish
 Dixon, Geo.
 Dingar, Claude
 Dockstader, Gene
 Dolan, Harold
 Dolliver, Frederick
 Dolliver, Geo.
 Donahue, Geo. M.
 Donahue, Walter
 Donatello, Joe
 Donovan, Bill
 Donoghue, Jas. F.
 Donohue, Chas.
 Dorman, Russell
 Dorris, John W.
 Doto, Bert C.
 Dotty, Jack
 Dougherty, Geo.
 Dougherty, Will
 Dowdy, S. H.
 Downs, Lemmy
 Doyle, J. W.
 Doyle, Sam
 Downard, Virg
 Doyle, F. J.
 Dralunay, Wm. F.
 Drake, Jack
 Dree, Harry & Daisy
 Dreihelms, H. H.
 Drillick, Louis
 Dubey, F. J.
 Dudley, H. G.
 Dudley, Harry
 Duffy, Bruce J.
 Dugan, Blackie
 Dugan, Jack
 Dugan, Eddie J.
 Dugan, Eddie J. (Blackie)
 Duke, L. E.
 Duncan, Phil
 Dundary, J. H.
 Dunfee, Earl
 Dunlap, Leonard
 Dunn, Lyman
 Dunn, Scotty
 Dunn, T. D.
 Dunn & Walsh
 Duncan, Midget
 Frankin, Harry
 Franklin, Sheeny
 Franks, Abe
 Franks, B. F.
 Franquez, Master
 Frantz, Jerry
 Franz, Billy
 Frazer, E. H.
 Frechette, Ray A.
 Fredericks, Freddie
 Frederick, Roy
 Fredette, Arthur
 Freed, H. T.
 Freeman, Billy
 Freeman, Robert
 Friedman, Abe
 Friedman, Harry
 Friedman, Dr. Sam
 Friend, Homer L.
 Frink, Howard
 Fritz, Cecil
 Frost, Leslie
 Fry, Luther B.
 Frye, James G.
 Fuguo, W. O.
 Fulkerson, Babe
 Fuller, Lloyd
 Fuller, Sid
 Fulton, Casino
 Rustanio, Sam
 Fuzzell, T. A. & Bill
 Gafarth, W. B.
 Gaines, L. P.
 Gaines, L. W.
 Gaither, Woodie
 Galazian, Barney
 Galpin, Earle
 Gaphar, W. B.
 Gardiner, E. M.
 Gardner, Art
 Garfield, Doo
 Garren, T. J.
 Garrett, Harry
 Garvey, Eddie J.
 Gary, Bill
 Gasca Troupe, The
 Gatewood, Col. A. L.
 Gatton Jr., J. F.
 Gaubyn, Harry
 Gavin, Joe L.
 Gaynon, Bert
 Genders, Harold
 George, Joe M.
 George, Kay
 George, Tony
 Geran, Jack
 Germon, Major
 Gevas, Adam
 Geyer, Bill
 Giazuinto, Frank
 Gibbons, Geo.
 Gibbons, Billy
 Gibbons, Harry
 Gibbs, Allen H.
 Gibson, Howard
 Gibson, Arthur
 Gibson, Eddy
 Gibson, Jack E.
 Gifford, Al
 Gilbert, Art
 Gilbert, Art & Una
 Gilbert, Jack
 Gilbert, Pat
 Giles, Eda
 Gilman, Art
 Gill, W. M.
 Gillespie, W. M. S.
 Gilligan, Joe
 Girard, Chas. E.
 Glascock, D.
 Glaum, Ray
 Gloster, E.
 Gloth, Robert
 Glover, John
 Goad, Duke
 Goe, Ellis
 Goff, N. E.
 Goff, Newell
 Goldberg, Samuel
 Golden, C. L.
 Golden Gate Show
 Golden, Nathan
 Golden, Richard
 Gooch, Bill
 Goodenough, Walter
 Goodey, Ray
 Goodman, Morris
 Goodman, Morris L.
 Goodrich, Verne
 Goodwin, W. H.
 Goralick, Sam
 Gordon, Ed
 Gordon, Jean
 Gordon, Art
 Gordon, Bert
 Gordon, Mathew G.
 Gode, Byrne
 Gode, Payne
 Gossman, Richard
 Gotch, Jack
 Grable, Frank
 Grabs, Otto
 Grace, Pete
 Grady, Jack
 Grady, Johnny
 Grath, Happy
 Graham, Hal
 Graham, J. B.
 Gram, Ralph A.
 Grant, A. W.
 Grantham, B. O.
 Grasnik, Alex
 Gratiot, Meryl
 Graves, Eddie
 Graves, Gene
 Gray, Billy
 Gray, Robert
 Gray, Weaver
 Grebling, Leo
 Green, Felton
 Green, Lue
 Green, Paul
 Green, Col. W. E.
 Greenwood, Capt. H.
 Greer, Haywood
 Gregory, L. B.
 Griffire, Willard
 Grime, James R.
 Grimes, J. T.
 Grimes, Marlon
 Grimes, Red
 Grish, Johnnie
 Groder, C. E.
 Groder, C. H.
 Grodsky, Max
 Groffo, Babe
 Groffo, Miller
 Guerrin, Frank M.
 Guertin, Jack
 Guice, Walter
 Guinn, John
 Gull Coast Show
 Gump, Andy
 Guthrie, Charles
 Guyer, John Lewis
 Haase, Dick
 Hackett, Harry
 Hafer, George
 Hafley, Col. C. F.
 Haggood, Jess
 Haines, Fred
 Hale, D. D.
 Hale, Tom
 Hale, Tom T. H.
 Haley, Geo.
 Hall, Alton
 Hall, Ed
 Hall, John
 Hall, Sam
 Hall, Tom J.
 Hallie, Robert
 Hallings, Ward
 Halprin, Eddie
 Halstrom, Twins
 Hamilton, G. W.
 Hamilton, Ollie
 Hamilton, Tom
 Hamilton, Wm. F.
 Hamlin, Mel
 Hammsack, Tim
 Hammond, Geo.
 Hancock, Frank
 Hampton, John
 Hanasaki, F. S.
 Hancock, Bob
 Hancock, C. C.
 Hand, Leonard
 Haney, R. E.
 Hankinson, Ralph
 Hannay, Wilfrid N.
 Hannan, John
 Hannon, W. F.
 Hansen, Art
 Hardin, L. H.
 Harding, G. W.
 Hardwick, S. W.
 Harlos, Geo. R.
 Harms, Geo. H.
 Harolds Fun Show
 Harper, Alfred
 Harrell, Ralph
 Harrington, Leighton
 Harris, Alfred
 Harris, Bill
 Harris, Dick
 Harris, Frank
 Harris, Harry
 Harris, Jack
 Harris, Joe
 Harris, M. J.
 Harris, Nick
 Harris, Pat
 Harris, Pocket
 Harris, Shorty
 Harris, Walter C.
 Harrison, Dan
 Harrison, Ezzie
 Harrison, Frank
 Harrison, Naylor
 Hart, Ed
 Hart, Eddie
 Hart, Capt. John
 Hartley, Joe
 Hartberg, Chas.
 Harvey, Floyd
 Harvey, Geo. P.
 Harvey, Mike
 Harwell, R. W.
 Haskins, Neilson
 Hauser, Sam
 Hawkins, A. O.
 Hawkins, Bud
 Hawkins, Ernie
 Hawkins, Jess
 Hawkins, Sam E.
 Hawkins, S. L.
 Hawthorn, Jack
 Jennings, Ted
 Jerome, Paul
 Jewell, Bill
 John, Elise
 John, Thomas W.
 Johnson, Charles
 Johnson, Earl
 Johnson, Eldin
 Johnson, Emory
 Johnson, F. & N.
 Johnson, Geo. R.
 Johnson, Harry Lee
 Johnson, Hinda
 Johnson, Joe G.
 Johnson, Leonard
 Johnson, Louis R.
 Johnson, Raymond
 Johnson, Victor
 Johnson, W. J.
 Johnston, Ennis S.
 Johnstone, Dr.
 Jones, Cotton K.
 Jones, Early
 Jones, Sam
 Jones, Sherman L.
 Jones, Willie
 Jordan, Oscar
 Jordan, Rody & Jean
 Judy, Russell
 Julius, Harry B.
 Kain, Don E. J.
 Kalanda, Tom
 Kam, Yong
 Kane, Edwin
 Kane, Pepoo
 Kane, David A.
 Kanthe, Eddie
 Kaplan, Bennie
 Kaplan, Sam
 Karl, Geo.
 Karas, Clifford
 Karr, Joe
 Karris, Gus
 Katz, Clarence
 Kaufman, Wallace
 Kawinona, Johnnie
 Keefe, Geo.
 Keekis, James
 Keer, Mike
 Keller, Boston
 Keller, Lester
 Keller, M. N.
 Kelle, Kai
 Kelly, Al C.
 Kelly, Burton
 Kelly, Earl L.
 Kelly, T. Wilbur
 Kelly, T. W.
 Kelso, Walter
 Kemp, Albert
 Kemp, Robt. Paul
 Kendall, H. G.
 Kennedy, John E.
 Kennedy, Wayne
 Kenny, Walter
 Kent, Willard
 Kent, Curley
 Kenyon, Omer J.
 Kepler, Harry
 Kern, Gerald E.
 Kerwin, Dave
 Keyes, Bill
 Keyes, Harry
 Keyton, Clarence
 Kidder, Chas.
 Kiermaier, Josepha
 King, Alfred
 King, E. M.
 King, Edmond
 Hosmer, Edward
 Hosmer, J. E.
 Hotcher, Ward
 Houck, Michael
 Housner, Sam
 Houston, Lew
 Houston, Richard
 Howard, Denny
 Howard, Johnny
 Howard, Tom
 Howell, Bob
 Howell, Don
 Huber, Ray
 Hudgins, Pope
 Hudson, Earl H.
 Hudspeth, T. C.
 Huesman, C.
 Hughes, Chas.
 Hughes, Sylvester
 Hughes, James
 Hughes, James
 Hughes, T. E.
 Hughson, Eddie
 Hugo, Capt.
 Hull, Jas.
 Hull, Ralph W.
 Hull, Sam
 Hummel, Ray C.
 Hume, Henry
 Hunn, Herman
 Hunt, Al
 Hunt, Ted
 Hunt, W. S.
 Hunter, LeRoy
 Hunter, Neal
 Hurly, Geo. L.
 Huston, Lee
 Hutchison, Red
 Hutterman, Edwin
 Hutton, Billy
 Hynds, Henry
 Ibberson, Bert
 Iney, James
 Ingleson, R. H.
 Innes, N. R.
 Irwin, Jack & Eva
 Irwin, Robert G.
 Isibitor, Walter
 Isler, Ernest
 Ivey, W. L.
 Jackson, Doc W.
 Jackson, Harry
 Jackson, W. L.
 Jacob, Lou
 Jacobin, John
 Jacobs, Capt. Terrel M.
 Jacobs, L. J.
 Jacobs, T. O.
 James, A. H.
 James, Clarence
 James, J. F.
 Jarman, C. O.
 Jason, F.
 Jearle, Wm.
 Jeffries, Bruno
 Jennings, Ted
 Jerome, Paul
 Jewell, Bill
 John, Elise
 John, Thomas W.
 Johnson, Charles
 Johnson, Earl
 Johnson, Eldin
 Johnson, Emory
 Johnson, F. & N.
 Johnson, Geo. R.
 Johnson, Harry Lee
 Johnson, Hinda
 Johnson, Joe G.
 Johnson, Leonard
 Johnson, Louis R.
 Johnson, Raymond
 Johnson, Victor
 Johnson, W. J.
 Johnston, Ennis S.
 Johnstone, Dr.
 Jones, Cotton K.
 Jones, Early
 Jones, Sam
 Jones, Sherman L.
 Jones, Willie
 Jordan, Oscar
 Jordan, Rody & Jean
 Judy, Russell
 Julius, Harry B.
 Kain, Don E. J.
 Kalanda, Tom
 Kam, Yong
 Kane, Edwin
 Kane, Pepoo
 Kane, David A.
 Kanthe, Eddie
 Kaplan, Bennie
 Kaplan, Sam
 Karl, Geo.
 Karas, Clifford
 Karr, Joe
 Karris, Gus
 Katz, Clarence
 Kaufman, Wallace
 Kawinona, Johnnie
 Keefe, Geo.
 Keekis, James
 Keer, Mike
 Keller, Boston
 Keller, Lester
 Keller, M. N.
 Kelle, Kai
 Kelly, Al C.
 Kelly, Burton
 Kelly, Earl L.
 Kelly, T. Wilbur
 Kelly, T. W.
 Kelso, Walter
 Kemp, Albert
 Kemp, Robt. Paul
 Kendall, H. G.
 Kennedy, John E.
 Kennedy, Wayne
 Kenny, Walter
 Kent, Willard
 Kent, Curley
 Kenyon, Omer J.
 Kepler, Harry
 Kern, Gerald E.
 Kerwin, Dave
 Keyes, Bill
 Keyes, Harry
 Keyton, Clarence
 Kidder, Chas.
 Kiermaier, Josepha
 King, Alfred
 King, E. M.
 King, Edmond
 King, G. M.
 King, John
 King, Kenn
 King, Russell
 King, Sidney
 King, Tony
 King, Val
 Kingdon, Sid
 Kingsey, Tommie
 Kinkade, T. H.
 Kinsey, Morris
 Kinter, Commodore M.
 Kinzer, Jas. B.
 Kirby, Herman M.
 Kirk, Joe
 Kirk, Wayne
 Kirma, Dr.
 Kiseny, Bill
 Kish, Al B.
 Kissinger, Chas.
 Kitchens, Josh
 Kitzman, Tony
 Kitzman, Francis
 Kline, Abner K.
 Kling, Frank
 Garry, Pat & Bill
 Klingman, Walter
 Klossing, Charles
 Klutke, Harold
 Knight, Felix
 Knight, Humana-toms Jim
 Knight, D.
 Knott, Johnny
 Koban, Kaichi
 Koch, Ed
 Koch, Edwin H.
 Koge, Mack
 Kogman, Geo.
 Koko, the Clown
 Kopetzky, Fred
 Korke, Bobby
 Korte, Lew
 Koteln, Ben
 Krall, Sam
 Kramer, Chas.
 Kramer, Joe
 Kramer, Andy
 Kriswell, Ray
 Kriswell, Ray
 Kroh, Willis Pug
 Kronan, Arthur T.
 Kuhn, Edw. P.
 Kury, Joseph
 LaFara, Frank
 LaFare, Vance
 LaMont, Jerson
 LaPorte, Jules
 LaReno, Roi
 LaRue, Don
 LaRue, Ted
 LaShure, Thos.
 LaVerne, Al
 LaVne Troupe
 Labrell, Geo.
 Lacy, Leo
 Lathier, Woody
 Lake, Ed Red
 Lamar, Browns
 Lamarr, Harry
 Lamb, Capt. E. L.
 Lamb, Ray
 Lancaster, Cliff
 Landis, Richard R.
 Landes, Robt. J.
 Landis, John
 Lane, C. H.
 Lane, Cecil R.
 Lane, Jack
 Lanford, Chuck
 Lang, Billy
 Lang, H. J.
 Lanier, Skinny & Dorothy
 Lankston, Paul R.
 Lanzl, Renier
 Larkin, Jim
 Larkin, P. G.
 Lash, Virg
 Lassell, W. M.
 Lassel, Wm.
 Lashell, Wm.
 Lavine, Mike & May
 Lavine, Willie
 Lavone, Walter E.
 Law, Eddie & Gladys
 Lawes, Claude D.
 Lawrence, Dewitte
 Lawrence, Sam
 Lay, Walter Bula
 Layman, Robert
 Layne, Don
 Lazarus, Ben
 Lazlar, Martin
 Lazon, Elmer
 LeBeau, Perc Wee
 LeNarc, Edw.
 Leal, Johnny
 Leavitt, Harry
 Leceese, Dan
 Ledox, Jas.
 Lee, Bob
 Lee, Charlie
 Lee, Curley
 Lee, E.
 Lee, Frank B.
 Lee, Harry
 Lee, Doc J. W.
 Lee, Rex
 Lee, Roy
 Left, Eddie
 Letton, Abe
 Lesage, C. R.
 Lettman, Fred
 Lehr, Raynor
 Lelle, Peter
 Leland, Toney
 Lenox, Jack
 Lentini, Frank
 Lents, Bill
 Leo & Leota
 Leonard, Harry & Mario
 Leonard, P. R.
 Leonard, W. M.
 Leonhart, LeRoy
 Leroy, Jack
 Leslie, Don
 Leslie, Francis F.
 Leslie, Holly
 Leslie, Marian
 Lester, John
 Letzeman, W. E.
 Leverson, Bob
 Levin, Mike
 Levine, Abe
 Levine, Benny
 Levitt, Jake
 Levy, Eric
 Lewis, Dr. J.
 Lewis, J. Y.
 Lewis, Leta
 Lewis, Trevor M.
 Lewis, Willie
 Lexell, Ben
 Leyland, C. L.
 Lieberwitz, Sam
 Liesman, Slim
 Liff, Eddie
 Lilly, W. R.
 Lind, Art
 Lindsey, Carl Ray
 Linement, Albert
 Liniger, Harry
 Link, Jack
 Lippincott, Mal B.
 Linnman, Eddie
 Little, Jack
 Little, Ted
 Locke, Harvey
 Lock, Wm. Harvey
 Locke, Wallace F.
 Locktee, Gus
 Loftus, Pete
 Logsdon, Billy
 Lohmar, Roland L.
 Lomar Jr., Bob
 Lombardo, Chuck
 Long, Leon
 Long, W. F.
 Loomis, Harold E.
 Loper, Don & Beth Hays
 Lovell, M.
 Lowrey, Sammy
 Lusa, Bonnie K.
 Lucas, Jack
 Lucas, Steve A.
 Luckis, Geo.
 Ludwig, Prince
 Lukow, Alfred
 Lumpkins, Bat
 Lundgren, Ed
 Lundquist, Leonard
 Lundy, Willie
 Lush, Doc
 Lyman, H. E.
 Lyman, Al
 Lyman, A. H.
 Lynch, H. T.
 Lynch, Joe
 Lynch, Oscar
 Lynch Jr., Bobby
 Lysel, Jack
 Lysel, Geo.
 MacAlcese, Johnnie
 MacAlster, Tate
 MacCall, Jack
 MacDonald, Chas.
 MacNeill, Albert
 MacNeill, Weasley
 McArdell, E. J.
 McArthur, Red
 McAtee, Robert
 McCall, Al
 McCall, Lonnie P.
 McCampbell, A. P.
 McCann, Marvin
 McCann, Emory
 McCann, Lew
 McCarter, A. T.
 McCarter, Joe
 McCarty, A.
 McCarthy, Geo.
 McCauley, J. P.
 McCauley, W. L.
 McClam, Cleveland
 McClanahan, C. S.
 McClung, C. B.
 McClung, Mack
 McCormack, James E.
 McCoy, Pete
 McCoy, Wm. Mack
 McCraw, Ed
 McCrow, A. B.
 McCulley, W. T.
 McCullum, O. F.
 McDaniel, Carl L.
 McDaniels, Texas
 McDermid, Stuart
 McDonald, Earl
 McDonald, Guy O.
 McDonald, H.
 McDonald, Morrison
 McDonald, Jack
 McDonald, Russell
 McDonald, W.
 Olinton
 McDougall, E. B.
 McFee, Connie
 McFee, (Clown)
 McFee, Johnnie
 McGee, Irish
 McGee, Jay
 McGinnis, Norman
 McGowan, Mathew
 McGuey, F. W.
 McGuire, W. F.
 McHugh, Frank
 McInnis, Norman
 McKay, Lee
 McKenna, Frank
 McKenzie, W. D.
 McKee, Harold
 McKnight, C. H.
 McKnight, C. H. Slim
 McLachlan, A.
 McLamore, Thos.
 McLane, John
 McLane, Robt. H.
 McLaughlin, Chas.
 McLaughlin, Kenneth
 McLaughlin, Wm. M.
 McLean, J. C.
 McLeod, Robt.
 McLaugh, Angus
 McMahon, Thos.
 McMin, F. S.
 McManna, Carl
 McNally, Arthur P.
 McNeely, Tom
 McShay, Kelly
 McSween, J. M.
 McWilliams, Roy
 McWilliams, W.
 Mack, Chas. (Big)
 Mack, Mada
 Mackey, G. D.
 Madden-Stilian
 Maddox, Earl
 Madigan, Eddie
 Madison, Bob
 Madison, Perry
 Magee, H. H.
 Magner, R. J.
 Malen, Fred
 Malinowski, Walter
 Malone, Frank
 Malone, Jimmie
 Malone, Spike
 Mallahan, Frank
 Mangan Troupe
 Mann, Carl
 Mann, Joe
 Mann, Nate
 Mansfield, Cyril
 Mansion, Mitchell
 Manya & Drigo
 Dance Team
 Mapes, Roy
 Maples, Bruce
 Marcello, Chas.
 March, Walter
 Curley
 Marcus, A. B.
 Margo & Rosika
 Marietta, Sugar
 Marion, Stanley
 Markee, Vince
 Marks, Joe
 Marland, Tom
 Marlowe, Ray
 Marple, Len
 Marr, Geo.
 Mars, Walter J.
 Marshall, Geo.
 Marshall, Irwin
 Marshall, Lee
 Marshall, Phil
 Martin, Bert
 Martin, Buddy
 Martin, Dr.
 Martin, Fred
 Martin, Irving
 Martin, L. E.
 Martin, Mickey
 Martinau, Tomie
 Martini, B. D.
 Martini, Duke
 Mascar, Joe
 Mascang, Johnnie
 Maseang & Lucille
 Mason, Dick
 Mason, Dr. H. M.
 Mason, Ralph
 Mason, Harry J.
 Mason, Ray
 Mathews, Ben
 Mathews, Tom
 Mathewson, Jimmie
 Mathis, Gene
 Mathis, Edw. R.
 Mateson, Capt. Billy
 Matthews, Al
 Matthews, Geo. E.
 Matthews Jr., Harry
 Mattingly, Henry
 Mauney, M. A.
 Maurice, Dr. N. J.
 Mauterstock, W.
 Maxwell, Jack
 Maxwell, Jack
 Maxfield, Rock
 Mayberry, Doc
 Mayer, Frank J.
 Mayer, Geo. F.
 Mayman, Dave
 Mayman, Gil
 Mechanic, Sam
 Meeker, Al
 Meikle, G. S.
 Melons, Leon
 Melton, Bert
 Melzora, Buster
 McMe, the Clown
 Mendis & RaNous
 Merchant, Ted
 Mercy, Al & Virginia
 Merlane, the Magician
 Merritt, B. H.
 Mersearan, W. B.
 Merteul, Frank
 Merton, Hans
 Mettler, James
 Metz, Edw. A.
 Meyers, Geo.
 Meyers, Johnny S.
 Meyers, Ralph
 Mickie, Shinghai
 Miles, Dr. J. C.
 Millard, Stanich
 Miller, A. B.
 Miller, Bertram E.
 Miller, Brownie
 Miller, Chris H.
 Miller, the Flying
 Miller, E. F. Rusty
 Miller, Frank
 Miller, Frank Gene
 Miller, Fred M.
 Miller, J. & B.
 Miller, J. D.
 Miller, L. H.
 Miller, Little Joe
 Miller, Leo
 Miller, Lloyd D.
 Miller, Luther
 Miller, Jack
 Miller, Obert
 Miller, R. A.
 Miller, Tom
 Miller, Tom
 Miller, Walter
 Millette, Ira
 Millette, C. M.
 Milliken, Geo.
 Milliken, J. A.
 Milman, Bird
 Mills, Carl B.
 Mills, G. C.
 Milmar Family
 Milner, C.
 Miltona, Leon
 Mimmis, Otis
 Miner, Bert
 Minnerger, Happy
 Minor, Carl P.
 Miserman, Eddie
 Mistoe
 Mistrot, James
 Mitchell, Frank C.
 Mitchell, Geo. Angus
 Mitchell, James
 Mitchell, James
 Mitchell, J. G.
 Mitchell, John
 Mitchell, Johnnie
 Mitchell, L. O.
 Mitchell, Pet
 Mitchell, Walter
 Mitchell, W. M.
 Mitchell, Geo.
 Mittie, Thos
 Mitton, Doc
 Moberg, C.
 Moberly, Harry
 Moffett, H. E.
 Moffitt, Victor
 Molan, Jack
 Moley, Bert
 Money, White
 Monahan, Geo.
 Monahan, R. J.
 Montaleon, Louis
 Montes, Joe & Robt.
 Montgomery, Grover
 Montgomery, Lowrie
 Montgomery, Don
 Mooney, Howard P.
 Moore, Bill & Helen
 Moore, Chints
 Moore, Don
 Moore, Jerry
 Moore, Jim
 Moore, Kelly
 Moore, Vernon
 Moore, Walter F.
 Moore, Bob
 Moore, Ritchie
 Moore, Rocco
 Moreno, J. B.
 Moffitt, Charley
 Morgan, Carl
 Morris, Claude
 Morgan, Eddie
 Morgan, Edw.
 Morgan, J. Doug
 Morgan, James A.
 Morgan, Johnnie
 Morris, Harry
 Morris, Joe
 Morris, Edw. K.
 Morris, Blackie
 Morris, Frank
 Morris, Blackie
 Morris, Jacques
 Morris, Joe
 Morris, M.
 Morris, Ted
 Morris, W. A.
 Morse, Joe O.
 Mortensen, Fred
 Morton, Mort
 Morton, O.
 Moser, Willie
 Moser, Wmran
 Moss, Art
 Moss, Lee
 Moyer, Ken
 Mueller, Tex
 Mullen, Don
 Mullin, Frankie
 Mullins, Phil D.
 Munser, Fred
 Murdock Bros., Show
 Murdock, R. K.
 Murand & Gitton
 Murphy, Earnest C.
 Murphy, E. J.
 Murphy, Harry A.
 Murphy, Jimmie
 Muterstock, W.
 Murphy Jr., Dr. Jack
 Murphy, Pat
 Murphy, S. R.
 Murphy, V. E.
 Murray, J. J.
 Murray, Ralph T.
 Murray, Wayne C.
 Murray, W. H.
 Murrell, Paul
 Mursat, J. H.
 Myers, Jean & Al
 Myers, Robt.
 Myhre Novelty
 Mynter, Entertainers
 Mylle, Sam
 Nadeau, Gean
 Naitto Troupe
 Names, Art Show
 Nappie, J.
 Nardin, Paul
 Nardine, Paul
 Neal, Neelie R.
 Neal Stock Co.
 Neel, J. J.
 Neicey, Tama
 New, Bert
 Nelson, Bert O.
 Nelson, Edw.
 Nelson, G. A. N.
 Nelson, Harry S.
 Nelson, Kid
 Nelson, Lew Ralla
 Nelson, Morris
 Nelson, N.C.
 Nelson & Nelson
 Nesbitt, Jimmie
 Nestor, Billy
 Nettles, H. S.
 Newton, Billy S.
 Newton, Clyde
 Newton, Earl
 Newton, J. T.
 Newton, B. G.
 Niblo, J. B.
 Nickerson, S. W.
 Nicholas, J. L.
 Nichols, Les
 Nichols, Rudy
 Nicholas, Leo
 Nickerson, Earnest O.
 Nishan, Ned
 Nix, Bunny
 Nixon & Andre
 Nocera, Anthony
 Noe, Frank
 Noel, Chas.
 Noel, Boyne
 Noite, Emory
 Norcross, D. F.
 Norman, John E.
 Norman, Karyl
 Norris, Lee
 North Players
 Norton, Carl
 Norton, Jack
 Norton, H.
 Norton, Bill
 Norwood, A. L.
 Norwood, Jack
 Novikoff, Geo.
 Nuten, James
 Nye, B. H.
 O'Brien Bros.
 O'Brien, W. C.
 O'Brien, W. J.
 O'Brien, Jim
 O'Connor, Michael
 O'Day, Jack Peg
 O'Dell, Larry
 O'Donnell, George
 O'Donnell, James
 O'Ferral, Red
 O'Hara, Roger
 O'Hearn, Jimmy
 O'Malley, R.
 O'Malley, Pat
 O'Neil, G. C.
 O'Neil, Frank
 O'Neil, Geo. & Crip
 O'Neil, Philip E.
 O'Neil, Jas. Robt.
 O'Shea, King
 Oarman, Frankie
 Odcom, Rudy
 Odrey, Frank
 Odgen, Geo. T.
 Oglesby, Blackie
 Ogden, John
 Ogden, Will & Gladys
 Oliver, H. Ben
 Oliver, Capt.
 Oliver, Dare-Devil
 Olivera, Amerika
 Opael, L.
 Orboegen, Geo. C.
 Orlandi, Earl

Orman, Frank
Ornick, Paul
Orrell, Dewey
Osborne, Bob
Hillbilly
Ott, Vernon
Owens, Frank
Owens, Ned
Pablo, Don
Paddock, Harold
Page, Jack
Page, Johnny
Paige, Geo. W.
Paige & Jewett
Palais Royal
Palen, Bud
Palmer, Hal
Palmer, W. F.
Palmer, Wm.
Palmer, Pliny
Palmer, Guy M.
Pappas, Nick
Parcel, L. E.
Pargia, Dr. Chas.
Parker, Bob K.
Parker, Chas. M.
Parker, Jerry
Parks, E. F.
Parks, F. H.
Parks, Lester
Parr, V. J.
Pash, Don
Passini, Joe
Pastelwaite, Wm.
Patrick, Ted
Patterson, Eugene
Payne, Charles
Payne, White
Pearson, Leonard
Peaverts, The
Peay, L. W.
Pelkin, Elmer
Pence, Geo.
Peppers, Abe
Peppers, A. M.
Pepple, Dwight
Perocall, P. B.
Perdus, Charles
Perkins, Fred A.
Perrigo, R. S. Shows
Perring, Ray
Perrino, John
Perry, Bill
Perry, James
Perry, Joe
Perry, N. N.
Perry, W. W.
Perrys, The
Peshong, Wm. J.
Peters, Billy
Peters, Frank
Peters, Eugene
Peters, Papa
Peters Sr., Wm.
Peterson, G. E.
Pettit, Leonard C.
Phelps, W. J.
Phelps, W. M.
Phoenix, Speedy
Philbert, Caudy
Phillips, E. H.
Phillips, D. Ray
Phillips, Harold
Phillips, Jack
Phillips, J. D.
Phillips, Leon Phil
Phillips, Willie
Pickett, Bill
Pierce, C. C.
Pierce, Harold
Pierce, Jack
Pierce, James
Piffer, Debs
Pilgrim, A. A.
Pillgrim, Billy
Pine, Harry L.
Pink, Wm.
Pirtill, Delbert
Pitcher, Bill & Irene
Pitta, Harley
Plank, Tom
Plankoff, Keith
Plumhoff, Wilbur
Plyer, C. M.
Poe, Eugene
Polk, Ollie
Pollitt, John
Pollock, Sid
Pope, Bill & Conclata
Pope, Frank C.
Pope, Stanton
Popy, James H.
Poplin, Clarence
Poplin, T. R.
Porier, Oscar
Pottle, Frank W.
Pottle, Wm.
Potta, Harvey
Powell, Albert
Powell, Bobbie
Powell, Capt. Jack
Powell, Halton
Powell, S. B.
Powell, Walter
Powell, Whitey
Powers, Al D.
Powers, Doc D. A.
Powers, Rex
Powers, T. H.
Powers, Voo D.
Prather, Henry H.
Preaveau, Joe & Mona
Preston, A. V.
Price, Arthur
Price, the Magician
Pritchard, Robert
Pritchett, H. D.
Pringle, Everet D.
Prior, Jerome
Pritts, Willard
Prophet, Chas.
Proudley, Spot
Pucci, Baron
Pughe, Pop
Purcell, Joe Toby
Purl, Billy
Qualla, Knox
Quinan, Martin
Quinan, Robt.
Radcliffe, P. H.
Radcliffe, S. D.
Rae, John
Ragland, L. E.
Ralston, Frank
Ralston, W. L.
Rankin, Elmo
Rankin, Howard H.
Rankin, Jake
Rankin, Tom

Rao, N. H.
Rarich, Kenneth
Rawlinson, Odell
Ray, Buster
Ray, Jack
Ray, R. E.
Ray, Ralph
Ray, Tommy
Rayna, Martinez
Raymond, Wm.
Raymond, Prof. Chas.
Read, Mike
Reading, Arthur
Reading, Charles
Reagle, H. B.
Real, W. C.
Reano, Ed
Reano, Wm.
Reckless, Fred
Reed, Joe
Reed, Nuffie
Reed, Ros. R.
Redbird, Joe
Redmond, Doc
Redrick, Chas.
Redrick, Spud
Reece, Larry P.
Reed, B. V.
Reed, Bennie
Reed, Ben H.
Reed, Chas. B.
Reed, Chick
Reed, Fred
Reed, Dad
Reever, Bert
Reeves, Chas. B.
Reeves, Curtis J.
Regan, Joe
Regan, Myron R.
Reger, Chas. R.
Rehn, Geo. W.
Reichman, Joe
Reick, Johnnie
Reimer, James A.
Remish, Harry
Remson, Arthur
Remro, Leonard
Reno, Paul
Reno, Sax
Replogle, Carl
Revello, Dr.
Reynolds, E. S.
Reynolds, Lyle C.
Reynolds, Tom
Rhyner, W. L.
Riccio, Joe & Kitty
Rice, A. C.
Rice, Cecil C.
Rice, Glen
Richard, Annone
Richards, B. R.
Richards, Buddie
Richards, Fred A.
Richards, Handley
Richey, Billie
Richey, John
Richmond, Marvin
Richter, Dick
Ricken, Elmer
Ridenour, Fay
Riegal, E. B.
Rieley, Tommy
Riehy, John
Riggins, Tommie
Riggs, H. W.
Riley, Dan
Riley, Harry
Rinehart, Jack
Rio, Joe
Ritchey, Billy
Rittley, Harry
Roach, Bert
Robbins, Clarence
Roberts, Chas.
Roberts, E. B.
Roberts, Jas. C.
Roberts, Joe
Roberts, Kay
Roberts, Lowell
Roberts, Roy
Roberge, Victor
Robinson Jr., Bow
Robinson, Chas.
Robinson, Kitty
Roche, John T.
Rock, Joe
Rogers, A. B.
Rogers, Brahma
Rogers, Tom
Rogers, E. J.
Rogers, Harry & May
Rogers, Jimmie
Rogers, E. L.
Rogers, Wm.
Roland, N. P.
Roll, Hi
Rolley, Joe
Romelli, Tony
Roop, Everett S.
Rose, Athel
Rose, (Tattooed)
Rose, Jack D.
Rose, Marty
Rosen, H.
Rosenberg, Archie
Rosenberg, Louis
Rosenberger, Bert
Roser, Roy
Rosewall, Abe
Ross, Bert
Ross, D. L.
Ross, Milton E.
Ross, Nelson E.
Ross, Sammy
Ross, Tommy
Roschid, Jack
Rounds, James
Roussau, Elton
Rowe, E. Chas.
Royal Comedy Co.
Royal, Geo.
Rubel, Bert
Rubenstein, Sidney B.
Rubin, Harry
Rucker, E. H.
Rudolph & Chiqueta
Rues, Johnnie
Rusa, Buddy
Russa, Phil
Russell, Fred
Russell, Harry
Russell, Sam
Rutledge, E.
Rutter, Roy
Ryan, F. W.
Ryan, Jack A.
Ryan, Pat J.
Saccell, Sanford
Sabas & Cinona

Salvador, John
Salatore, Frank
Sampeon, Jack
Sanborun, J. A.
Sanders, Paul
Sanders, Rex
Santo, Alex
Sartell, Jack
Sartwell, Allen J.
Saunders, Howard
Saunders, Tom
Savacini, Jos. A.
Saveland, Clarence
Sawback, Eddie
Sayer, F.
Saylor, Geo. C.
Schaeffer, Fred
Schaeffer, Charlie
Schaffner, Neil
Schaffer, Blackie
Schaffer, C. Jack
Schaffner Players
Scharding, John
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Schlenare, J. C.
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Schlinger, Robt.
Schleicher, Millard K.
Schmidt, Walwyn
Schmuck, Carl
Schneider, Doc C.
Schooley, Edgar I.
Schopp, Lawrence
Schreiber, J. Fred
Schuls, Omar
Schumaker, Paul
Schuscock, Louis
Scott, Claude L.
Scott, Earl
Scribner, Wm.
Scrifer, Fred Slim
Scruggs, Forrest N.
Scriver, Fred
Seamster, Blackie
Sears, Louisville
James A.
Sedquist, Harvey D.
Seigrist, Louis
Seilers, Jackie
Senter, Lloyd
Serien, Max
Setz, Val
Sexton, Thos. J.
Seymour, Raymond
Shaffer, Wingie
Shane, Nick
Shaner, J. F.
Shannon, Geo. W.
Shannon, J. R.
Shapiro, Prof.
Sharkey, Geo. E.
Sharpe, Marie
Sharpe, Ernest
Shartell, O. P.
Shaw, Kid
Shaw, Tom
Shayse, Raymond
Shean, Geo.
Shesley, Geo.
Shelly, Jack
Shelton, Candy
Sherel, Toby
Sherman, G. B.
Sherwin, Dan C.
Sherwood, James
Shinomaya, Geo.
Shoats, Jess
Shoffett, Little
Shook, Red
Shoptaw, Ray
Shores, Buck
Shriver, Gene
Shultz, Capt. Wm. K.
Shwartz, Herman
Siebrand, Hiko
Siebrand, Pete
Sigel, Harry
Silliman & Miller
Silliman, G.
Silverberg, Walter
Simmons, Bert
Simpson, Bill L.
Simpson, Cameron
Simpson, Frank M.
Simpson, Oscar
Simpson, Wilfred
Sims, Bob
Sims, P. P.
Sinclay, W. E.
Singletary, Ray
Singleton, O. H.
Skiter, Charles
Slater, O. E.
Slauser, Earl
Sliker, Ray
Slovensky, Speedy
Shover, Bill
Small, Paul
Smart, Herbert I.
Smeins, S. A.
Smith, Ben A.
Smith, Ben.
Smith, C. Y.
Smith, Chas.
Smith, Rhiner
Smith, Chris M.
Smith, Clarence W.
Smith, Curly
Smith, D. C.
Smith, J. Davis
Smith, Ed
Smith, Ford
Smith, Herman Q.
Smith, J. D. Smitty
Smith, Joe F.
Smith, L. R.
Smith, Lucy
Smith, Marvin
Smith, Nelson
Smith, Ralph
Smith, Robt. L.
Smith, Roland
Smith, Sailor
Smith, Sammy
Smith, W. C.
Smythe, Paul
Smythe, Smitty
Sneek, Herbert
Snider, Geo. E.
Snider, Billy
Snyder, Harry C.
Solburg, Osmond
Solodulin, Gabriel
Solomon, Sellers
Solontag, Joe
Souda, Eugene
Souza, Henry
Spanier, Elmer
Spencer, Buck
Spencer, Johnny
Spheris, Andrew

Spicer, Earle
Spring, Ed
Spring, Tony
St. Clair, Earnest
St. Charles, F.
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Stack, E. L.
Stack, F. Co.
Standley, G. F.
Stanly, Las
Stanley, Clipper
Stanley, Joe
Stanley, Steve & Ethel
Stanley, Thos. G.
Starr, Dave
Starr, Ivan
Starr, Sammie
Stennett, Ray J.
Stenson, Andrew
Stevens, Frank
Stephenson, Cecil
Stephenson, Geo. L.
Stephenson, Ted
Sterchi, E. B.
Sterling, Johnnie
Steve, Eli R.
Stewart, C. C.
Stewart, Harvey
Stewart, R. W.
Stewart, Toby
Stewart, Royal
Stewarts, Robt.
Stoggs Motorized Show
Stoltz, Lloyd F.
Stone, Sandy
Stoneman, Joe
Stout, C. T.
Strand, Stanley
Straten, Bunny
Strauss, Geo.
Stral, Geo.
String, Ervin
Strout, Earl
Stuttis, J. C.
Stutz, Billie & Peewee
Suarez, Baldy Joe
Suggart, L. A.
Sullivan, Arthur
Sullivan, Edw. M.
Summers, F.
Shortie
Summers, Frank
Summers, Nevan
Sunbury, Geo. G.
Sunshiny, Doc
Sus, Harry A.
Sutherland, John
Sutter, C. A.
Sutton, Pete
Swain, W. I.
Swallow, Fred
Swann, Chas. B.
Swann, G. C.
Swanson, C. O.
Swanson, Geo.
Swisher, Jerry
Sweet, L. L.
Sweet, Charles
Sweet, Joe
Swiber, Gene
Sykes, Robt.
Sydow, Milton W.
Tabot, Hugh
Tammhill, Sid
Taswell, Paul
Tavies, James
Taylor, Dr. M. Sales
Taylor, R. Ferris
Taylor, Mit
Taylor & Moore
Taylor, Raymond
Teaters, Heavy
Teeter, Tol
Teisenberg, Albert
Thomas, Wm.
Templeton, Forest
Templeton Patrick
Terrell, Billie
Terrell, C. J.
Terry, Don
Terry, G. H.
Terry, James O.
Thardo, Ed
Thardo, Paul C.
Tharne, Jerry
Theis, Al
Therrew, Henry
Thibaut, E. E.
Thiebault, Frenchy
Thomas, H. O.
Thomas, Jack Kitty
Thomas, Lester
Thomas, Loren
Thomas, Nick
Thomas, Tommy
Thompson, W. H.
Thompson, Chas.
Thompson, Curley
Thompson, Hal
Thompson, Herman
Thompson, Roy
Thornton, Robt. E.
Thorson, Carl J.
Thorson, Norman
Thunderbird Herb Co.
Tidwell, Ted
Tierney Troupe
Tiffans, The
Tiler, Betty
Timblin, Slim
Timmons, Ted
Tindel, Hal
Todack, Jos.
Todd, Edw.
Todd, Jas. B.
Todd, Jas. Buster
Tommas, Lester
Tom, Frank
Tomson, Jack
Tonkin, Walter
Torbett, James L.
Tom, Geo.
Tortier, W. W.
Tosky, Tad
Townsend, C. L.
Townson, M.
Trainer, Howard S.
Traugott, Dave
Treadway, Shorty S.
Trenter, Warner
Trevallion, Fred
Tribbens, Merle L.
Troxel, Bill
Troy, J. J.
Truit, Joe
Tubbs, Jimmie
Tucker, Al
Tucker, Horie
Turley, Hugh O.
Turner, Clarence
Turner, Garrison
Turner, Jack
Turner, Joe C.

Turner, L. G.
Turney, Roy
Twyman, Fred J.
Tyner, Aurelius
Tyree, O. H.
Udwytyz, Irvin
Ulcer, E. Co.
Underhill, Howard
Unrath, Barney
Urban, Joe
Vall, Al Sol
Vall, Howard
Valentino, Geo.
Valier, Bud
Van Arne, Pete
Van Buren, Reginald
Van Campen, Harry
Van Fred C.
Van, Freda-Fred
Van Hooser, Clyde
Van, Jack G.
Van, Kenneth
Van Lodwick, Frank
Vance, Fred C.
Van Pool, Marshall
Van Velzer, Donald K.
Varnell, Chick
Vasquez, Tony
Vaughn, Harry C.
Vaughn, Jack
Vaught, H. M.
Venable, Bill
Venable, Joe
Vernon, Wally
Verran, Wm. T.
Victor, Joe
Villa Jr., Pancho
Virgil, the Magician
Vlado, Miller
Vogstadt, Ed
Volitgao, Morris
Volunteer State Show
Voyles, Whitey
Wade, Robt.
Wagers, L. L.
Wagoner, Harry L.
Waite, Kenneth F.
Walker, Ernest F.
Walker, Wallace
Walkmir the Great
Wallace, Frank
Wallace, G.
Wallace, James E.
Wallace, W. M.
Wallein, Al
Waller, Fats
Walls, R. S. Joe
Walpert, Chas.
Walrick, Mike
Walsh, Gene
Walsh, Jack
Walters, Jimmie & Betty
Walters, Oria
Walze, Jack
Ward, R. W.
Ward, Blonny
Ward, E. P.
Ward, Henry
Warner, Alberto
Warner, Claborn
Warren, B. Doc
Warren, Jack
Warren, Richard
Washington, Chief
Washington, Edw. W.
Washington, T. Geo.
Wasko, Jack J.
Waters, Guy
Watkins, Alzora
Watson, Harold
Watson, Johnny
Wasserman, Sol
Watson, James
Watson, M. E.
Watts, Cotton
Watts, Dr. T.
Wayland, Dennis
Wayland, Fred
Weaker, Boots
Weaver, Julius
Webb, Johnnie & Mary
Webber, A. R.
Webber, Carl
Webster, Fred
Webster, Josh
Webster, Terence & Geo.
Wechsler, Wm.
Weese, Otto
Weir, Lew
Weir, Sperm
Weiss, Ben
Weiss, Dave
Welch, Clyde
Wellyer, Col.
Wells, Happy
Wells, Izzie
Wenzel, Paul F.
Werner, Geo.
Werner, Tim
Wesco, John O.
Wesley, Chas.
Wesselin, L. B. Show
West, Jim
West, Johnnie
West, Lyle
West, Vernon
Western, Jimmie
Wetzell, Walter
Weyls, Ed M.
Whalen, Bobby
Whalen, Jackie
Whalon, John
Wheeler, Carl X.
Whetten, F. D.
Whippo, Bill
White Bird, Chief
White, Ben & Billie Burns
White, Don, Magician
White, Gaylord
White, Geo.
White, H. S.
White, Harry
White, Hugh V. P.
White, Jos.
White, care Art Lewis
Whitefield & Hearing
Whitefield, Harry
Whitehead, Edward
Whitehead, Robt.
Wienberg, Joe
Wilhelm, Eugene
Wilkinson, Geo.

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Williams Family
Williams, Doc
Williams, E.
Williams, Fred X.
Williams, Geo. L.
Williams, Harold
Williams, Les C.
Williams, Lucky
Williams, Ollie
Williams, Orval
Williams, Pascal
Williams, S. B.
Willie-West & McGinty
Willis, Floyd Miser
Willis, Jack
Willis, Macon E.
Willis, Carl
Wilson, C.
Wilson, Clyde
Wilson, Dutch & Alice
Wilson, Earl & May
Wilson, J. D.
Wilson, Jack
Wilson, James L.
Wilson, Jimmie
Wilson, Leonard
Wilson, Sam
Wiltse, Cash
Windsor, H. S.
Wingfield, Red
Winkle, Rip
Winter, August
Winters, J. G.
Winters, Jimmie
Winton & Diane
Wipple, Mr. Ruth
Wirth, Martin
Wise, Radio Johnny
Wise, Whitey
Wish, Harry
Wisb, Jack
Wolcott's Minstrels
Wolf, Sidney
Wolfe, Jack
Wolff, Jeff
Wonder, Tom & Betty
Wood, E. M.
Wood, Frank H.
Wood, Robt. L.
Woodard, R. W.
Woodruff, Harry
Woods, Bobby
Woods, Bryan
Woods, Lou
Woodson, M. S.
Woodward, J. C.
Woodward, Carl
Workman, Dave
Workman, John T.
Worthins Co.
Wright, Creston
Wright, H. L.
Wright Jr., Dr. J.
Wright, Leo C.
Wright, Marlon
Wyatt, Dick
Wyoming Duo
Yasby, Eddie
Yanko, Vastan
Yarico, John
Yarnell, Bob
Yellow-Bird, Joe
Yonko, Leo
Yonko, Miller
York, R. Dick
Younan, Ralph
Young, Carl
Young, Jurnous
Young, Les
Young, Roscoe
Young, Toby
Youngblood, Zeke
Zand, Murray
Zeagler, Alvin
Zell, Bob
Zerold, L.
Zerado Premier Attrac.
Ziegler, Mike
Zimmer, Joe
Zimmerman, Gerald
Zimmerman, Whitey
Zinn, John
Zully, Dan
Zupkafaska, Bernard

Brine, Tim
Brown, Dallas
Brown, I. F.
Brown, Gary C.
Burns, Charles
Burns, Harry
Caldwell, Andrew
Calen, Bob
Cameron, Don
Cann, Harvey
Cantor, Harry
Carlell & Rosa
Carley, Pete
Carman, Alfred
Carroll, Dot
Carter, Ellis
Casper, Colonel
Chapman, Tex & Vickie
Chisholm, Jack
Christensen, J. M.
Christian, Earnest
Christie, Victor
Clawson, Ralph
Clifford, Mr. & Mrs. Joe
Cohen, Wm.
Coleman, Max
Collins, James
Cooke, W. H.
Corey, Tex Gus
Cortish, Harry
Cortez, Ramon
Cortland, Great
Cortello, Geo.
Craig's Tent Show
Crane, Al A.
Creamer, Harry
Crist, Carl
Cronin, Billy
Crossman, Forrest
Crowley, Mr. & Mrs.
Cummings, Johnny
Cuscheri, Bennie
Dale, Sidney
Datoli, J.
Dauphinee, Owen
Davenport, Orrin
David, Jack
DeKoe, Gabby
Delmar, J. seph
Delmonte, Edw.
Densmore, Speedy
Donovan, Daniel
Duane, Alan
Dumont, Arthur
Dunham & O'Malley
Emerson, Charles
Ewell, Tom
Fares, Geo. & Helen
Ferraola, John
Ferreira, Jake
Fields, T. A.
Fisher, A. H.
Fouche, Arno
Frank, Tamma
Freeman, J. H.
Freemans' Wire Act
Freeman, Mr. & Mrs.
Friedell, Scotty
Froomesse, H. E.
Fry, Harry W.
Galvin, Joseph
Geni, Henri
Gillen, Tom
Goldie, Jack
Goodman, Joseph
Gordon, Gene
Gordon, Roy & Ula
Gottlieb, Sam
Grady, Johnnie
Graham, Danny
Greene, Al F.
Greenspoon, Jack
Guice, Walter
Gurney, Henry
Guzzee, Jimmy
Hamilton, Wm.
Hammerschmidt, Geo.
Harlan, Kenneth
Hart, Milo J.
Hassan, Mustapha
Haynes, Arthur
Healy, Michael
Heller, Edw.
Henry, Lew
Herbert, T.
Hoff, Rudy
Holmes, Johnnie
Hong Kong Trio
Homer, S. C.
Howard, Garry
Hutto, Z. T.
Irving, I. J.
Jacobson, Harry
Jerome, Paul
Johnson, Hindu
Kaaf, Bennie
Kahn, Popper
Kahn, Robt.
Kaiser, Milton L.
Karris, Clifford
Karstad, Les
Katz, Louis
Kaulahao, Jack
Keck, Edward
Kelley, Mr. & J. J.
Kelley, T. W.
Kelly, E. H.
Kennedy (Seal Man)
Kenney, Martin
Kenney, Walter
Kernan, Walter
King, Fred
King, Russell
Kirwan, Chas.
Kortez, Pete
Kovac, Nick
Kramer, Don
Kuykendall, J. W.
La Clair, Geo. P.
Lalor, Edw. M.
Landis, Dusty Lem
Landon, Thad
Larabee, Cliff
Lawson, Eric
Lay, Harry
Le Roy, Charles
Le Vere, Paul
Lee, Billy
Lee, W. J.
Lees, Thrice
Leesters, Lucky

Leland, Bill
Leland, Fred B.
Leonard, Harold
Lewis, Irving
Lewis, Mr. & Mrs. James
Lincoln, Harry
Lines, Arthur L.
Liston, Jim
Loftus, Art
Lomas, Tom
Lons Fox & Dewdrop
Love, Carl
Love, Louis
Lucas, Jimmie
Mac, Mr. & Mrs.
MacCarthy, Patrick J.
McCarthy, Patrick J.
McGarrigle, J. J.
McGeough, Philip
McInvale, J. W.
McKay & LaVallee
McKenna, Geo. E.
Meier, Joseph
Meyerhoff, Henry
Michaam, Ortega
Michaels, Arthur
Michels, Sam
Miles, Morgan
Miller, Art & Ted
Miller, Eugene
Miller, Wm.
Milne, Ed
Mohamid, Bee Hee
Moran, Jim
Morris, A. W.
Mott, Victor
Murphy, Wm.
Murray, Wm. A.
Nadreau, Gene
Nathane & Sully
Nazar, Nick
Nerins, Al
Newman, Chas.
Newsham, N.
Noda, Al
O'Brien, Geo. D.
O'Hara, Fiske
O'Sullivan, Burns
Oso (Bear Boy)
Oliver, Vincent
Oliver, Phill
Omar, Houssain
Pelley, Burnam
Pepper, Red
Perry, Emilio
Pressler, James
Phillips, Tip
Picchiani, Jimmy
Portable Movie Shows
Porter, Glenn
Porterfield, Robt.
Powell, Mr. & Mrs. Major
Prince, Mickey
Purlane, Harry
Pyles, Sidney
Quinlan, Ralph
Redman & Bell
Re Don
Remsen, Art
Reynolds, Jackie
Richie, H.
Rieno, Tamara
Roberson, James
Rogers, Wm.
Rooney, Arthur
Rosenberg, Ben
Royce, Leone Earle
Russell, Geo. L.
Russell, Jack B.
Saluto, Frank
Sandler, Harry
Satterlee, Al
Sawyer, Charles
Schick, Frank W.
Schaeffer, Eddie
Schaeffer, (Jurile)
Seymour, Arthur
Shafer, Eddy
Shapiro, H. S.
Shaw, Jack
Shirner, Al
Siegist, Chas.
Simpton, Kay & Jimmie
Smock, Theo B.
Snell, Fred F.
Spiker, Steve
Stanton, Steve
Stein, John J.
Stewart, Jerry
Stratton, Sam
Stuart, Tex (Ben)
Stuart, Sid
Sullivan, Ernest
Thomas, Lester
Togo, Geo.
Trout, Mr. & Mrs. J. E.
Uls & Clark
Ueno Troupe
Verlander, Tommy
Vincent, Roy
Vogt, Frank
Vote, Eddie
Warner, J.
Walberg, Herbert
Wallace, Com. & Mrs. Wm.
Walsh, Joe E.
Ward, R. A.
Waters, Keane
West, Cliff L.
Weston, Sam
White, Ray
Wicks, John F.
Wicks, Robert
Willis, Billy
Woodward, Ernie
Wina, Jas.
Winokur, Harry
Wolcott, Ben F.
Wolf, Slim
Woodward, Earl.
Worfoot-Oo
Worthey, Glenn F.
Young, James
Youngman, Geo.

The Final Curtain

ARA—Ugo, 60, in Lausanne, Switzerland, December 10. He was a former viola player in the Fionzaley Quartet from 1903 to 1916.

ALTHOUSE—Harry J., 65, father of Paul Althouse, Metropolitan Opera Company star, January 7 at his home in Reading, Pa., after an illness of three months. Surviving are his widow, his son, two grandchildren, a brother and two sisters.

ANDERS—Otto, 70, pioneer Wisconsin exhibitor and manager of the Cudahy and Majestic theaters, Cudahy, Wis., of heart attack there January 8. He was a recipient of a Zukor Silver Jubilee medallion. Survived by two daughters.

ANGELOPOULOS—Nick, 32, orchestra leader and violinist, at his New York home January 11 of pneumonia. He was also known in the show business as Nick Angells. Survived by his widow and two children.

ARCHIBALD—William P., 63, controller of the Golden State Theater Circuit, in San Francisco January 11. Survived by his widow and three children.

ARTELT—Emma W., 61, prominent in Philadelphia musical and literary circles, January 5 at her home in that city following a brief illness. She was a member of the Philadelphia Music Teachers' Association, the Mozart Association of that city and a former member of the board of the Philadelphia Music Club. A son, a daughter, two brothers and two grandchildren survive.

ATWELL—Mrs. Ben H., 48, wife of the theatrical publicity man, of heart disease in Mount Sinai Hospital, New York, January 13. Before marriage Mrs. Atwell was an opera and concert soprano under the name of Marcella Albus. Survived by her husband and a sister, Mrs. Lillian Stevens.

BANCKS—Mrs. J., wife of Jimmy Bancks, creator of Ginger Meggs, well-known Australian comic-strip character, and daughter of E. J. Tait, managing director of J. C. Williamson's, Ltd., in Sydney, Australia, recently.

BASY—Alexander, 54, booking agent for Russian circuses and theaters, at his home in Brooklyn January 13 after a three-month illness of sleeping sickness. He came to this country from Russia in 1905 and formed the Russian Grand Opera Company. He headed the Amsov Artists' Bureau, of New York, which sent

many performers to Russia in 1935 and 1936. The purpose of the exportation of American acts was to promote good-will between America and Russia. Basy was also Russian agent for Ringling Bros.-Barnum & Bailey Circus and managed the Russian Symphonic Choir. He had been manager of the Tuskegee Choir and other musical groups and played the piano and several stringed instruments. He also rearranged Russian music for American musicians. Survived by his widow and a son, Sidney. Burial in Beth David Cemetery, New York.

BERTOTTI—Joe, operator of Columbia Theater, Clinton, Ind., January 12 in that city.

BOETTCHER—Prof. George, 51, for eight years a member of the Boston Symphony Orchestra and of the New England Conservatory of Music faculty, Boston, recently at Rangsdorf, Germany. Boettcher resigned from the Boston Symphony Orchestra and the New England Conservatory of Music last May and returned to Germany under contract at the Radio Center there. He was imported to Boston from Germany eight years ago as solo horn player. Mrs. Elizabeth Boettcher, his widow, and a daughter survive him in Germany.

BOWYER—Frederick, 87, formerly a well-known songwriter and composer for many English and American comedy acts, January 1 in London. He was author of the well-known phantasy play, *The Windmill Man*, which is annually presented as a Christmas play in London.

CAPUTO—Charles O., 54, trombone soloist and orchestra leader, at his home in Pittsburgh January 9 after more than a year's illness. He was once a member of the Sousa Band and traveled with the Valdmir Kryl Band. In recent years he conducted his own band in the Pittsburgh area and served as guest conductor for the San Carlo Opera Company and the Pittsburgh Grand Opera Company. Services January 13. Survived by his widow, five sons, a daughter and a brother.

CASELL—Mamie, 70, mother of Duncan Casell, production executive at Columbia Pictures, in Los Angeles January 10.

CODY—Charles R., 78, circus performer, December 21 in a London hospital. Cody was a prominent rodeo rider for 15 years.

COLLIER—Ralph, 36, operations department employee at Paramount studio, January 9 in Los Angeles.

CROWE—Donald S., 48, bear trainer, who last year exhibited his bears with the United Shows of America, at the Victorian Hospital, Miami, January 7 following an operation. Survived by his mother, widow and a daughter. Burial in Jackson, Mich.

DAINTY—Marion, 34, pioneer radio singer in Detroit, January 12 in Delray Hospital, that city, following an operation. Born in England, she went to Detroit 21 years ago. She was well known as a pianist at Station WMBC, Detroit, for seven years. She retired a year ago upon her marriage to Ray Johnson, radio engineer, who survives her. Burial in Woodmere Cemetery, Detroit.

DAVEY—Richard, of the vaudeville act of the Two Daveys, January 13 at the Casualty Hospital, Washington. Vaudeville was his life's work, and while he was primarily a juggler his natural comedy talk made him one of the field's outstanding funny men. He was a native of Sydney, Australia. Funeral arrangements were made by the Actors Fund of America, Australian consul and British war veterans, with burial in Washington. He leaves his wife, who appeared with him in his act, and two sisters in Australia.

DAWSON—Joseph, 69, retired dancing master, suddenly January 14 at Ventnor, N. J. Survived by a daughter, Mrs. Mae Dawson Smith.

DIMINA—Myra, one of the principals in the Col. de Basil Russian Ballet company, Adelaide, Australia, November 22 of leukaemia.

DRAKE—Paul, 50, for many years operator of the Ideal Theater, Ponchatoula, La., of a heart attack January 8

at his home there. His widow, two sons and a brother survive. Interment in Ponchatoula.

DRUCKER—Jack, theatrical trade paper reporter and advertising solicitor and also manager and advance man in vaudeville, January 10 of a heart attack in New York. In 1910 he was vaudeville editor of *The Billboard* and later directed his attention to advertising solicitation for that publication. In his advertising connection he was also associated with *Variety* for a time. In recent years he engaged in managerial and advance activities with vaudeville units. At the time of his death he was recording secretary of the Allied Theatrical Division of the Tonkawa Democratic Club. His wife died 10 years ago. He leaves his parents, three sisters and a brother. Funeral services January 13 at the Prospect Funeral Home, Bronx, New York, and interment in Maple Grove Cemetery, Long Island.

EDDY—Clarence, 86, famed organist, at his home in Chicago January 10 of heart trouble and complications, as was briefly mentioned in Late Deaths of last week's issue. Eddy gave his last concert during the Chicago World's Fair of 1934. He had been identified with the Vienna Exposition in 1873, the Philadelphia Exposition in 1876, the Paris Exposition in 1889, the Chicago Exposition in 1893, the St. Louis Exposition in 1904 and the San Francisco Exposition in 1915. His first concert was given at the age of 12.

GASTON—George, 93, actor, at the Actors' Fund Home, Englewood, N. J., January 14. He made his theatrical debut during the Civil War period, playing with Julia Daly, then he joined various road companies and toured thru the South and the Middle West. In 1873 he played with Charlotte Cushman at the J. H. McVicker Theater, Chicago, and played in the first Wednesday matinee ever presented in an American theater. After he had completed a season of light comedy roles with the McCall Opera Company at the old Bijou Opera House, New York, he acted with Keene in a tour of Shakespearean revivals. Among the other plays in which he appeared were *The Master*, with Arnold Daly; *The Servant in the House*, with Henry Miller; *The Prodigal Father* and *The Witching Hour*, with John Mason. Burial in the Actors' Fund plot in Kensico Cemetery, Englewood.

GITTELSON—Samuel, ticket broker, in Los Angeles January 10. He was in partnership with his two brothers, Harry and George, in the ticket brokerage business in that city for years. Besides his brothers, his widow, Jennie; two sons, Harry and George, and a daughter, Geraldine, survive.

HALES—A. G., 67, Australian author, war correspondent and playwright, in Herne Bay, Kent, England, December 29. He was the creator of the character McGlusky.

HENNINGER—Mrs. Ruth Comstock, 54, wife of Frederick W. Henninger, secretary and treasurer of Kenwood Park Corporation, Pittsburgh, in her home in that city January 10. Survived by her husband, four sons, a sister, two brothers and two grandchildren. Funeral services January 13.

HILLMAN—Frank, concessioner for many years with various carnivals, of heart failure in a cigar store in San Antonio January 8. Local showmen attended to the burial.

JOHNSON—Edward D., prominent Pittsburgh musician, at his home in that city January 8. Was solo clarinetist at the Nixon Theater, Pittsburgh. Survived by his widow, one daughter and three brothers.

JOHNSON—Martin, 52, famous photographer of animals in tropical jungles and a movie producer, January 13 in Good Samaritan Hospital, Los Angeles, of injuries sustained after a Western Air Express airliner crashed a few miles from Burbank, Calif. His wife, Osa Johnson, was also seriously injured in the crash.

JOYCE—Martin Rutledge, 22, film actor, January 2 of injuries received when struck by an automobile.

KELLEY—John R., 35, auditor and office manager of WTAM, Cleveland, at his home in that city January 13 of heart disease. Kelley was a protege of John F. Royal, former WTAM manager and now program director for NBC. Kelley's father, Patrick O., and a brother, Thomas F. Kelley, survive him.

KENNEDY—George C., 50, at a St. Louis hospital December 17 of pneumonia. Survived by his widow, five sisters and a brother. Burial at Union City, Ind.

KERBER—Mrs. Louis, 24, night-club hostess, suddenly in New York January 12.

KEYDEL—Hans B., 37, novelty manufacturer, January 6 at Harper Hospital, Grosse Pointe, Mich. He was general manager of the Household Paper Products Company. Survivors are his widow, a daughter and a son. Burial in White Chapel Memorial Cemetery there.

KIMEL—Henry Thomas, 39, theater man, suddenly at Panama City, Fla., December 26. He was a native of Winston-Salem, N. C., and was former manager of that city's Auditorium Theater. For six years he managed the Rivoli Theater in Douglas, Ga. He was in Panama City to supervise the opening of a new theater there. Survived by his widow, parents; a sister, Mrs. Lewis Conrad, and a brother, Fred G. Kimel.

KOUBITSKY—Alexandre, 55, well-known opera singer, in Paris December 23.

LEWIS—Mrs. Marion, 26, wife of Joseph Lewis and entertainer with the E. K. Fernandez Circus, of pneumonia December 19 at Queens Hospital, Honolulu. She was a member of the Cosmopolitan Advancement Association of Honolulu. She was a native of New Orleans. Survived by her husband and parents, Mr. and Mrs. Frank Hendricks.

LORANG—Frank P., president of the Royal Ark Association, the Detroit organization of operators of various classes of night spots, January 13 in St. Mary's Hospital there from pneumonia. Survived by his widow and two daughters.

McFIELD—Joe, vaudeville, circus and carnival showman for more than 25 years, from injuries received in an auto accident January 10 in New York. He once was general superintendent of the Bostock & Ferari Shows, B. H. Patrick Shows, William Glick Shows, Williams Standard Shows, Matthew J. Relly Shows, Meyerhoff & Leavitt Shows and the Leon Washburn Shows. He was connected with the Bostock animals for several seasons at Coney Island, New York, and last year with the New York WPA circus unit. McField, a war veteran, was buried by the American Legion.

MACNEILL—Mrs. Maud, active for many years as a concert and choir singer in St. John, N. B., and Montreal, Que., recently in Montreal after an emergency operation. She was a sister of Harry McClaskey (Henry Burr), veteran talking machine record tenor and now in radio in New York. Surviving are her husband, Fred C. Macneill, and one son, Fred, also singers. Funeral and interment were at Montreal.

MIHLON—Frank, Sr., 60, sports promoter and former part owner of Newark,

Frank A. Cook

Frank A. Cook, legal adjuster with the Ringling Bros.-Barnum & Bailey Combined Shows for many years, died of a heart ailment at Polyclinic Hospital in New York City January 11. He was 63.

Cook, altho not a member of the bar, had a vast legal knowledge and was extremely familiar with tax and license statutes of almost every State in the Union. He began his circus career 30 years ago as legal adjuster with the Barnum & Bailey Circus and continued in that capacity when that show combined with Ringling Bros.' Circus in 1919. He had a wide acquaintance among people in all walks of life and numbered many a mayor, governor and federal official among his intimate friends.

Early in February, 1935, he was named manager of the Hagenbeck-Wallace and 4-Paw-Sells Bros. Combined Shows, but was only with that circus for a short time when he returned to the Big Show.

Besides his adjusting duties, "Cookie" was responsible for importing several of the freak attractions featured with the Ringling-Barnum Show in recent years. Among his prominent importations were the disc-lipped Ubangi women from the French Congo featured with the show in 1932.

Cook was born in Albany, N. Y., December 16, 1873, and before entering the circus field he was an investigator for an Eastern life insurance company. His widow, Mrs. Evelyn Joyce Cook, of New York City, and two children by a former marriage, Mrs. Francis Sullivan, of Hudson, N. Y., and Edward Cook, of Albany, survive.

Cook was a member of the St. Cecilia Lodge of Masons and funeral services were held under auspices of that organization January 14 at the Park West Memorial Chapel in New York City. The body was cremated.

Barney Fagan

Barney Fagan, 37, famous minstrel and vaudeville headliner of the '70s, '80s and '90s, died recently at the Percy Williams Home, East Islip, L. I.

He started his career in 1869 and was half of the hit team Fagan and Fenton. In 1884 he toured in Gus Hill's act, "World of Novelties." His famous dancing led him to enter the minstrel field, where he organized in 1886 Sweetnam, Rice & Fagan's Minstrels. He married Henrietta Byron, who appeared with him in vaudeville for several years.

"My Gal Is a High Born Lady," "Riding in a Heavenly Rowboat" and "When the Robins Nest Again" were among the song hits which he wrote. He appeared in several films and also with Eddie Dowling in the stage productions of "Sidewalks of New York" and with George Jessel in "The Jazz Singer."

Burial in the Catholic Actors' Guild plot, Calvary Cemetery, Queens, L. I., N. Y.

N. J., Velodrome, of heart disease December 29 at his home in Belmar, N. J. He had promoted a number of cycling events at Madison Square Garden. Survived by his widow, Mrs. Minnie Mihlon, and a son, Frank Jr.

MORRISON—Stephen W., operator at the Paramount Theater, North Adams, Mass., of pneumonia recently.

NORTH—Frank, salesman and production man of Station KOIL, Omaha, January 7 in his automobile of monoxide poisoning. Before entering radio he had been a partner of the North Bros.' Tent Shows and Stock Company. Survived by his widow and a daughter.

NUTTLE—Albert (Al), musical clown, who has appeared at fairs and celebrations, at City Hospital, Indianapolis, January 12.

O'BRIEN—Mrs. Dennis F., wife of the theatrical attorney and mother of Ken O'Brien, of the United Artists publicity department, at her home in Yonkers, N. Y., January 11.

PITT—Fanny Addison, 94, famed stage star, at her home in Philadelphia January 7, as was briefly mentioned in Late Deaths of last week's issue. A native of England, she made her first appearance on the American stage 53 years ago. She played with John Drew, E. H. Sothern and Julia Marlowe. Later she appeared with Ethel Barrymore in *Captain Jinks*. Her last appearance in Philadelphia was with Margaret Anglin in the Little Theater. Survived by a son, Addison, and two daughters.

POTTS—Mrs. William D., nee Hazel Hausen, former chorus girl and specialty dancer, January 12 at Huron Road Hospital, Cleveland.

REEVES—Jesse L., 42, superintendent of the mechanical shop at Warner Bros.' studio for the last 12 years, in Los Angeles January 11.

REICHENBACH—Leo, 67, St. Louis theatrical manager of two decades ago, December 28 at his home in that city. At 22 he managed the old Standard Theater there and remained its manager for 30 years. Services in the Rindskopf Chapel, St. Louis, and burial in Mount Sinai Cemetery, that city.

RILEY—Albert B., 63, manager of the Hotel Seville, Detroit, in his apartment January 9 from pneumonia. He had been in the hotel business almost his entire life and had a long acquaintance with show people in the operation of various hotels. Survived by his widow, one daughter and a son.

ROSEN—Herman, 35, violinist, concert, professional and teacher, January 9 in a Boston sanitarium after a confinement of two months. He studied under Leopold Auer, and while in his teens he won the National Federation of Music Club's prize for the best American-trained violinist. His early training was under Charles V. Rychlik, composer. He traveled extensively in concert and nine years ago established his permanent home in Cleveland. Survived by a widow, Lenore White Rosen; a daughter, Judith; Mr. and Mrs. Joseph Rosen, his parents, and Harry L. and Nathan Rosen, brothers.

SAMUEL—Harold, 58, pianist and composer, who won musical renown with Bach recitals in London, January 15 in that city. Samuel, a native of London, composed music for comic opera and operettas. His principal compositions include songs for *As You Like It* and for the musical comedy *Hon'ble Phil*. He played with the Cincinnati Symphony Orchestra in 1932.

SAMUELS—Dr. Louis, 60, known as the "father of string bands" among Philadelphia mummies, January 3 in Graduate Hospital, that city, of complications. He was a friend of the late H. Bart McHugh, theatrical agent, who organized the local New Year's Day Mummies' Parade, of which string bands have since become a feature attraction. His widow, Mary Elizabeth, survives.

SMITH—Reynolds M., 55, ticket taker at the Paramount Theater, Indianapolis, at his work December 26.

SMITH—Mrs. Sophia Freiday, 74, mother of Walter M. Smith, internationally known cornetist and bandmaster, and Archie F. Smith, trombone specialist, both of Quincy, Mass., at her home in Brockton, Mass., December 29. Was the widow of John W. Smith. Besides her two sons the surviving are three sisters, Mrs. Annie F. Kohler, Miss Mary Freiday and Mrs. Bertha F. Holley, and two brothers, William and George Freiday. Funeral services at the Sampson Funeral Home, Brockton. Burial in

Mt. Wollaston Cemetery, Quincy, January 2.

SMITH—Mark, 70, veteran circus man, of heart attack January 2 at Royal Center, Ind. Smith was stricken while motoring from Marianna, Fla., to Chicago with Harry E. Haag, general manager of the Haag Circus. Smith was with the Hagenbeck-Wallace Circus for many years.

SOBENSON—Michael, 78, musician, at his home in Sioux City, Ia., January 7. He had been a musical leader in Sioux City for more than 50 years, where he organized the Union Orchestra and led the house playing in the Peavy Grand Theater for 30 years. At his death he was still playing his violin in the Sioux City Symphony Orchestra. He was also a member of Mose Reed's Knights of Pythias Band.

SPENCER—Roger Q., 48, show fan, especially devoted to circuses and carnivals, crushed to death beneath the engine of a derailed train near Glenwood, Mo., recently. He had many show-folk friends and at various times had traveled with large shows. Burial in La Plata, Mo.

SPEARING—James O., 47, first motion picture critic of *The New York Times*, at his home in New York January 9 of pneumonia. From 1923 until 1926 he worked for Universal, and later Paramount pictures as a scenario writer. In 1932 he went to Singapore to direct *Devil Tiger*. Survived by his widow.

STEVENSON—Jeanne Marie, 46, member of a well-known English vaudeville and circus family, December 27 at Swansea, Wales. Her husband and daughter, who present an English vaudeville animal act under the name of Miss Louise and Company, survive.

TOLLETT—Harry, 62, engineer at the Bay Theater, Green Bay, Wis., January 12 in a hospital there. Survivors include three sons, Jack, Henry and Richard, the latter two being connected with theater circuits in Milwaukee and Racine, and two daughters.

TRUE—Bert E., 64, musician, at his home in Anderson, Ind., January 1 of heart disease. He tramped for a long time with a dog and pony show and was noted for his tone on the trombone. He formerly played with Victor Herbert's Symphony. He was a member of Local No. 5, American Federation of Musicians, at Detroit, and was an honorary member of Local No. 32 in Anderson. Survived by his widow, Mrs. Percle True. Burial in Memorial Park Cemetery, Anderson.

TUTTLE—Charles D., 88, retired music publisher and composer, January 6 at the Presbyterian Home for Aged Couples and Single Men, Philadelphia, after a short illness. He was also widely known as a singer and organist. His daughter, Helen Hudson, is a professional singer now in Chicago. Besides his daughter, Helen, a son and four other daughters survive.

VALENTINE—Vera, dancer and widow of Paul Valentine, ballet dancer, in London January 1.

VIEAU—Wilford W., 61, a Milwaukee musician for 40 years, January 8 in a hospital there. Vieau had been a violinist in Christopher Bach's Orchestra, the Milwaukee Symphony Orchestra and the Milwaukee Philharmonic Orchestra. He had been a member of the Milwaukee Musicians' Association since 1903 and some time ago was made an honorary life member.

WELLINGTON—Walter L., 66, former clown, in Lansing, Mich., January 8 at the home of his sister, Mrs. Annie Shutleworth. He was with John Robinson Circus for eight seasons, with Howe's Great London Circus, with Hagenbeck-Wallace Circus, and his last engagement was with Tom Mix Circus. Burial in Mason City, Ia.

WILLIAMS—Ed, husband of Violet Will Williams, dancer, January 5 at his home in St. Louis.

Marriages

ANGERT-LINTNER—Samuel Angert, Vineland, N. J., orchestra leader, and Mary Lintner, nonprofessional, in Philadelphia December 27.

BERNANDER-WILLIAMS—Toney Bernander, production director at Station WMC, Memphis, and Kathryn Williams, WMC pianist, recently in Memphis.

BROUWER-MAYS—Theodore Brouwer, member of the Royal Holland Bell Ringers, to Mary Mays, of Plant City, Fla., at Miami December 25.

CAUPERT-BALDWIN—E. J. Caupert, of Hollywood and publicity man for

Tom Mix, and Mrs. Christine Baldwin, nonprofessional, of Memphis, recently in Marion, Ark.

CLARK-BUTLER—Ralph Clark, of cowboy contingent with Tim McCoy's Wild West on Ringling-Barnum Circus, and Estelle Butler, of same show, recently at Macon, Ga.

DE CAVAIGNAC-DONNELLY—Jean G. DeCavaignac, French film producer, to Mrs. Virginia G. Donnelly in New York January 13.

DIETZ-MONTAGU—Howard Dietz, vice-president of MGM, and Mrs. Tanis Guinness Montagu, English heiress, divorced wife of Earl of Sandwich, at Juarez, Mex., January 16. Dietz divorced Elizabeth Biglow Hall in Juarez last week. They left for New York by plane.

DINERMAN-WORKS—E. V. Dinerman, Cincinnati RKO publicity man, and Margaret Works, of Covington, Ky., recently in Cincinnati.

EVANS-HOOD—Betty Hood, of 20th Century-Fox Film Exchange, Los Angeles, to Lawrence Evans, nonprofessional, in that city January 9.

HINTON-HILBERG—Donald Hinton, saxophonist, and Charlotte Ann Hilberg, dancer, both of Cincinnati, in Newport, Ky., January 14.

HUEBNER-DAVIS—Dr. Richard A. Huebner, Philadelphia, and Miriam M. Davis, dramatic actress, in that city December 31.

MOHN-KENT—Montgomery Mohn, NBC actor, and Barbara Kent, nightclub singer, in San Francisco December 25.

NEARY-HOYT—Clayton (Jack) Neary, manager of the Orpheum Theater, Dubuque, Ia., to Jean Hoyt, box-office attendant, January 11 in Dubuque.

NEIL-LUNDY—Gwen Lundy, employee at RKO-Pathé studios, and Jack Neil, electrician at that studio, January 11 in Culver City, Calif.

PIERCE-DAWSON—Janice Dawson, film actress at 20th Century-Fox, to Bruce B. Pierce, film editor at that studio, January 10 at Tijuana, Mex.

STROBEL-BONNER—Floyd R. Strobel, son of Mystic Courtney, to Goldie Bonner, nonprofessional, of Cumberland, Md., January 9.

SULLIVAN-DEMPSEY—Gale Sullivan, Santa Clara, Calif., and Winifred Elizabeth Dempsey, daughter of Jack Dempsey, former RKO booking manager, at Long Beach, Calif., January 9.

WARD-VAN—Vera Van, radio singer, and George Ward, of the William Meiklejohn Agency, January 9 in Los Angeles.

Coming Marriages

Manuel M. Greenwald, manager of the Barry Theater, Pittsburgh, and Dorothy Goldstein, of that city, next summer.

Jack Taylor, Boston, and Sybil Bowan, vaudeville artist, soon.

Robert Jennings, sales department employee at Station WLW, Cincinnati, to Page Crosley, daughter of Powell Crosley Jr., president of the Crosley Radio Corporation, soon.

Mickey Blue, promoter, and Beatrice Black, performer, both with Polack Bros.' Circus, soon in California.

Maurice Harold Rubin and Anne Hausman, secretary of Allied Theaters of Illinois, Chicago, in that city January 31.

Ray Wheeler, manager of the State Theater, Pittsburgh, and Melba Scott, dancer, soon.

Arthur Johnson, film songwriter, and Loretta Sayers, actress, in Los Angeles next April.

Arthur McLaglen, screen player and brother of Victor McLaglen, to Marie Mitchell Shipley, nonprofessional, in Los Angeles in June.

Dr. Joseph L. Parsons to Joan Beyerly, of MGM's publicity department, in Chicago soon.

Emmanuel Berl, director of the weekly *Marianne*, Paris, and Mlle. Mireille, songwriter and vaude performer, soon.

Arnold Nygren, engineer, Station WFIL, Philadelphia, to Elaine James, nonprofessional, of Merchantville, N. J., in Philadelphia soon.

Arthur Kerns, assistant manager of the Palace Theater, Philadelphia, to Eleanor Burns, nonprofessional, of Norwood, Pa., in the spring.

Paul J. Hibbert, nonprofessional, of Boston, and Irene L. Pugnetti, dancer, soon.

Vincent G. Gonzales, Boston musician, and Gweneth Whittemore, nonprofessional, of Brooklyn, soon.

Lester Krieger, Warner Bros.' Philadelphia executive, and Margie Brand, nonprofessional, in that city soon.

Eddie Fitzpatrick, orchestra director, and Lorraine Sanchi, dancer, in San Francisco soon.

Harry Einstein, known to radio fans as Parkyakarkas, to Thelma Leeds, RKO employee, soon.

Richard A. George, Beverly, Mass., musician, to Natalie E. MacNeal, Boston hostess, soon.

George Jones, Pittsburgh, and Betty Janos, secretary to Joe Feldman, Warner's publicity chief in that city, in April.

William Stanley, musician, and Olive Rice, entertainer, both of Boston, soon.

Philip J. Howells, Homestead, Pa., and Betty Elsley, of the program department, Station KDKA, Pittsburgh, in June.

Richard F. Smith, North Braddock, Pa., and Marcella Campbell, of the continuity department, Station KDKA, Pittsburgh, soon.

Lester Lee Griffith, NBC announcer, and Laura Satterwhite, of the NBC Chicago production department, at Chicago soon.

Jimmy Shea, of Shea and Raymond, eccentric dance team, to Alice Miller, tap dancer, formerly with Benny Davis' unit, in New York soon.

Sonny Spurling, saxophonist with Nelson Maples' Orchestra, Pittsburgh, and Tony Hanna, of that city, soon.

Frank Parker, tenor, and Mary Lou Dix, stage and screen actress, of Pittsburgh, soon.

Erman Pessis, film press agent, and Renee Torres, actress, soon.

Art Colville, drummer, and Elena Melba, violinist at Hotel Henry, Pittsburgh, soon.

Francis Chamberlain, radio announcer and former co-owner of Station WNBR, Memphis, to Virginia Collins, WNBR singer, soon.

Cecil Rudnick, Boston official of the National Screen Service, and Bernice Levy, of New York, in June.

Births

A son to Mr. and Mrs. J. Milton Straus last November. Mother, a film actress, is known professionally as Claire Dodd.

To Mr. and Mrs. Jack Silvers a 5½-pound daughter, Virginia Mae, at Harper Hospital, Detroit, January 13. Father is a novelty balancer and mother, known professionally as Rose Carey, is an acrobatic dancer.

To Mr. and Mrs. Harvey Brandon at Limon, Colo., January 7, a daughter, Arloa Bernice, five pounds seven ounces. Father is manager of Harvey's Comedians.

A daughter to Mr. and Mrs. Harry Lubcke in Los Angeles January 11. Father is technical man for Don Lee network.

A son to Mr. and Mrs. Charles Mergens in Pittsburgh recently. Father is booking manager for Paramount Exchange in that city.

A daughter, Gloria, to Mr. and Mrs. Izzy Grove January 13 at New York. Father is a theatrical agent.

Divorces

Melba Jones Prager, film actress, from Emanuel Prager, saxophonist in Ben Bernie's Orchestra, at Carson City, Nev., December 23.

Eddie Karmel, with Johnny J. Jones Shows the past season, from Marie Karmel December 28.

Pearl White Carty, night club entertainer, from Peter A. Carty, vocalist, at Chicago December 30.

Violet G. Hays from Alfred Martin Hays, film studio technician, in Los Angeles recently.

Esther Pressmann Packer, singer and dancer, from Harry Packer in Los Angeles recently.

Mary Louise Baker, night-club entertainer, from Robert Baker in Los Angeles recently.

Barbara Stanwyck, film actress, from Frank Fay, actor and emcee, at Los Angeles January 2.

Hazel Fay Estill, film actress, from Thomas O. Estill at Los Angeles January 11.

Sally Sage Carroll from Gene Carroll, of the radio team Gene and Glenn, in Des Moines January 6.

William V. Biddle, musician, from Helen Biddle, nonprofessional, in Camden, N. J., January 11.

Irene Prager, guitarist, from Edward Prager January 8 in Detroit.

Sylvia Logan, screen actress, from Will

(See DIVORCES on page 85)

ACTS, UNITS AND ATTRACTIONS

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

A

ABC Trio (El Chico) NYC, nc. Accosta, Olga (El Gaucho) NYC, nc. Ace, Red (Silver Slipper) Mansfield, O., c. Adair & Richards (Edgewater Beach) Chi, h. Adaleit (French Casino) NYC, nc. Adelaide & Sawyer (Zelli's) NYC, re. Adelina & Theodori (Original Maisonnée Russe) NYC, nc. Adler, Larry (Versailles) NYC, re. Aero Aces (Club Paree) Hartford, Conn., nc. Afrique (Ritz-Carlton) NYC, h. Ah San Lu (Mahoney's Palace Cafe) Hartford, Conn. Albassi, Countess (Village Casino) NYC, nc. Alex, May (Kit Kat) NYC, nc. Alexander, Joan (Piccadilly) NYC, h. Allen, Bernie (5th Avenue) NYC, h. Allen & Kent (Riverside) Milwaukee, t. Alvin, Don, Revue (Nixon) Phila 18-21, t. Ambrose, Billy & Ruth (Blackhawk) Chi, re. Anderson & Allen (Casino Parisien) Chi, nc. Andree & Samuels (Gaiety) Brussels, cb. Andre, Janice (Paradise) NYC, re. Andre, Pierre (Congress) Chi, h. Anson, Bill (Royal Frolics) Chi, nc. Apollon, Dave (Maj.) San Antonio, Tex., 18-21, t. Arden, Anita (Paradise) NYC, re. Arden, Donn (Lookout House) Covington, Ky., nc. Arena, Joe, & Co. (St. Louis) St. Louis 18-21, t. Aristocrats, Twelve (Savoy) London, h. Arnold, Jack (Ball) NYC, nc. Arlynde & Borden (Gloria) Columbus, nc. Armando & Maria (Bright View) Rochester, N. Y., nc. Armstrong, Jane (Cafe de Paris) London, nc. Armstrong, Maxie (Black Cat) NYC, nc. Arturo & Evelynne (Ball-Ball) Chi, nc. Ashburns, The (Levaggi's) Boston, re.

B

Bahama Dancers (Cotton Club) NYC, h. Bailey, Mildred (Blackhawk) Chi, re. Baines, Pearl (Kit Kat Club) NYC, nc. Baird, Bill (Washington Youree) Shreveport, La., h. Baker, Belle (Hollywood) NYC, re. Baker, Bonnie (Lookout House) Covington, Ky., nc. Balabanov, Six (Oriental) Chi, t. Balasi & Skaren (Broadway Hofbrau) NYC, nc. Baldwin & Bristol (Roxy) Salt Lake City 25-Feb. 1, t. Ballard & Rae (Ringside Club) Ft. Worth, nc. Bankoff & Cannon (Colosimo's) Chi, nc. Barbary, Lea (Gay '90s) NYC, nc. Bard, Robert (Ambassador) NYC, h. Barlow, Dorothy (Palmetto) Detroit, nc. Barr, Dave (Leon & Eddie's) NYC, nc. Barr & Estes (State-Lake) Chi, t. Barrett, Sheila (Drake) Chi, h. Barrett, Virginia (Nixon) Pittsburgh, c. Barrie, Eve (Wivel's) NYC, re. Barrie, Mickey (Radison) Minneapolis, h. Barry, Capl (Adelphia) Phila, h. Bartell & Hurst (Shoreham) Washington, D. C., h. Barrett, Sheila (Paramount) NYC 18-21, t. Barri Girls (Boston) Boston 18-21, t. Barton, Mary (Jimmy Kelly's) NYC, nc. Barton, Phil (Radison) Minneapolis, h. Baycece, Rita (Kit Kat) NYC, nc. Bayceuroux, Melba (Colony) Phila, nc. Beck, Melton & Beck (Savarin) Buffalo, c. Behim, Arthur (Gay Nineties) NYC, nc. Bell, Bobbie (Ballyhoo) Columbus, O., nc. Bell, Dorothy (Basque) NYC, c. Bell, Jim & Nora (Royal Frolics) Chi, nc. Bell & Grey (Coral Gables) Saginaw, Mich., nc. Bell's Hawaiian Follies (New) Ft. Smith, Ark., 24-25, t. Belmont Bros. (Anchor Club) Sandusky, O., nc. Bemis, Bill & Beverly (Chez Paree) Chi, nc. Benga, Feral (French Casino) NYC, nc. Bennett, Ethel (Old Roumanian) NYC, re. Beno, Ben (Fair) Vero Beach, Fla., 19-23, t. (Fair) Ft. Pierce, Fla., 25-30. Berle, Milton (State) NYC 18-21, t. Berman, Bobby Burns (Lookout House) Covington, Ky., nc. Bernards & Duvals (Park Central) NYC, h. Bernhardt & Graham (Congress) Chi, h. Bernard, Rose (Wheel) NYC, nc. Berryman, Duke (18) NYC, nc. Bert & Jay (Colonial Village) Peoria, Ill., nc. Beyer, Ted (Village Casino) NYC, nc. Bigelow & Lee (Yacht) NYC, nc. Birch, the Magician: Columbia, Tenn., 23; Dickson, Tenn., 25. Blaine, Rose (New Yorker) NYC, h. Blair, Francis (Jungle Inn) Youngstown, O., nc. Blair, Jack & June (Ambassador) NYC, h. Blake, Barbara (St. Moritz) NYC, h. Blanchard, Jerry (18 Club) NYC, nc. Blanche & Elliott (Club El Retiro) Mexico City, Mex. Blenders, Four (Embassy Club) San Francisco, nc. Bohn & Van (Leon & Eddie's) NYC, nc. Boone, Marvin (Rendezvous) Battle Creek, Mich., nc. Booth, John (Jefferson) St. Louis, h. Borg, Inga (Jimmy Kelly's) NYC, nc. Borring & Lazar (Wivel) NYC, re. Bower, Marion (Blue Mirror Tavern) Waterbury, Conn. Bowne, Jerry (Biltmore) NYC, h. Brannon, Billie (Verillos) Phila, c. Brent, Lillian (Casa Grande) Washington, D. C., nc. Brite, Betty (French Casino) NYC, cb. Brito, Phil (Mount Royal) Montreal, h. Brooks Twins (Club Vogue) NYC, nc. Broomfield & Greeley (Ubangi) NYC, nc. Browe, Harold (San Diego) Detroit, nc. Brown, Evans (109) Indianapolis, nc. Brown, Ralph (Ulangi) NYC, nc. Browning, Fitzgerald & Collins (Leon & Eddie's) NYC, nc. Bruce, Betty (French Casino) NYC, nc. Bryant, Betty (Larue's) NYC, re. Bucans, Bernice (Colosimo's) Chi, nc. Burkhardt, Johnny (Indiana Roof) Indianapolis, b.

Route Department

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

EXPLANATION OF SYMBOLS

a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater. NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Burnham, Castle & Scott (Uproar House) NYC, nc. Byrnes & Swanson (Royal Frolics) Chi, nc.

C

Call & Stuart (Brass Rail) Lawrence, Mass., re. Caleman, Hazel (Kit Kat) NYC, nc. Caligary Bros. (College Inn) Chi, re. Camilla's Birds (Oriental) Chi, t. Campbell, Burns (Javo Jungle) Pittsburgh, nc. Campo, George (Casino Parisien) Chi, nc. Canglost, Toto (Place Elegante) NYC, nc. Carlyle, Betty & Sue (Le Mirage) NYC, nc. Carlos & Marchan (Park Central) NYC, h. Carr Bros. & Betty (State-Lake) Chi, t. Carr Bros. (Arcadia) Phila, re. Carroll, Winifred (Queen Mary) NYC, re. Carson, Laura & Marie (Piccadilly) London, h. Carter, Johnny (5th Ave.) NYC, h. Carter & Schaub (Jimmy Kelly's) NYC, nc. Caruso, Judy (Show Boat) Phila, nc. Casino, Del (Hollywood) NYC, re. Cassall, Jean (Riviera Inn) Stowe, Pa., nc. Castle, Boots (Gillis) Kansas City, nc. Chandler, Evelyn (Hershey Ice Arena) Hershey, Pa. Chiyu, Princess (Casino) Cannes, France. Chumbecos, Florence (French Casino) NYC, nc. Claude & Corinne (Mayfair Casino) Cleveland, nc. Claudet, Marguerite (Jermyn) Scranton, Pa., h. Clayton, Pat (Barrel of Fun) NYC, nc. Cleve, Elmer (State-Lake) Chi, t. Clovers, The Four (Edgewater Beach) Chi, h. Coca, Imogene (Ambassador) NYC, h. Cole, Jack (Man About Town) NYC, nc. Cole, Lester (Palmer House) Chi, h. Cole, Sheila (Valhalla) NYC, re. Coleman & Clark (College Inn) Chi, re. Coley, Curtis (Club Diamond) Wheeling, W. Va., nc. Collette & Barry (Commodore) NYC, h. Conrad, Anita (Flamingo Club) Orlando, Fla.

De Marlo & La Marlette (Club Paree) Hartford, Conn., nc. Dennen, Ruth (State-Lake) Chi, t. Denning, Ruth (Esquire) Toronto, nc. Detroit Red (Small's Paradise) NYC, cb. Deyer, Ted (Gay '90s) NYC, nc. Dickson & Lane (Queen Mary) NYC, re. Dimitri (Hollywood) NYC, re. Dimitri & Virgil (Gaucho) NYC, nc. Diplomats, Four (Dickie Wells) NYC, cb. Divorcees, Seven (Ball) NYC, nc. Dixon, Dixie (Ballyhoo) Columbus, O., cb. Dixon, Ethel (Drake) Chi, h. Dolan, Patsy (Leon & Eddie's) NYC, nc. Dolan, Peggy (Shelton) NYC, h. Donahue, Ralph (Gloria) Columbus, O., nc. Donatello Bros. & Carmen (Tower) Kansas City, t. Donn, Berta (Valhalla) NYC, re. Dorie, Mme. (Nini's) NYC, nc. Dorne, Dorothea (Book Cadillac) Detroit, h. Dornfield, Bill (Pick's Club Madrid) Milwaukee, nc. Dot & Dash (Frolics) Toledo, O., nc. Downey, Mary Jane (Barrel of Fun) NYC, nc. Downey, Morton (Chez Paree) Chi, nc. Doyle, Buddy (Oriental) Chi, t. Drake, Connie (Deauville) New York, nc. Drayson, Danny (Leon & Eddie's) NYC, nc. Drew, Dursella (Kit Kat) NYC, nc. Duke, Norman (Silver Lake Inn) Clementon, N. J., ro. Duke, Paul (St. Regis) NYC, h. Dukes, Three (Chez Ray Ventura) Paris, nc. DuPont Bob (Casino Atlantico) Rio de Janeiro, nc. Duran, Adeline (El Chico) NYC, nc. Durelle (Ritz-Carlton) NYC, h.

E

Earns & Gordon (Chateau Frontenac) Quebec, h. Edwards, Irving (State-Lake) Chi, t. Elaine & Barry (Village Barn) NYC, nc. Elder, Hal (Bat Gormly) Lake Charles, La., nc. Elfonte, Hilda (French Casino) NYC, cb. Elliott, Baron (Showboat) Pittsburgh, nc.

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

Conrad, Lew (Cocoon Grove) Boston, nc. Conrad, Henry & Starr (Florodora) NYC, nc. Conti, Mickey (Savoy-Plaza) NYC, h. Cook, Ted (Tower) Kansas City, t. Coral Islanders (Montclair) NYC, h. Corlies & Palmer (Saddle & Cycle) Palm Springs, Calif., nc. Corvino & Yovita (Ye Olde Tavern) Ft. Wayne, Ind., nc. Cosmopolitans, The (Savoy-Plaza) NYC, h. Cotton, Larry (Biltmore) NYC, h. Courtney, Ann (Montclair) NYC, h. Craft, George (Tillie's) NYC, re. Craven, Fran (Bertolotti) NYC, re. Crawford, Jack (Ringside) Ft. Worth, Tex., nc. Crider & Nelson (Croswell) Adrian, Mich., 22-23, t. (Bendvue) Pomeroy, O., 24, t. Crone, Roberta (Backstage Club) Cleveland. Crusaders, The (Congress) Chi, h. Cummings, Don (Michigan) Detroit 18-21, t. Cummings Sisters (Peacock Alley) Detroit, nc. Cunningham, Fairy (The Pines) Nashville, Tenn., cc.

D

Dade, Elmer, Girls (Montgomery Royal) Brooklyn, N. Y., re. Dales, Jack (El Dorado) Detroit, nc. Dale, Helen (Howdy Club) NYC, nc. Dale, Maryon (Chateau Moderne) NYC, nc. Dandies, Four (Larue's) NYC, re. Daniels, Billy (Black Cat) NYC, nc. Danny & Eva (Kit Kat) NYC, nc. Dare & Yates (Boston) Boston 18-21, t. Darlo & Diane (Grosvenor House) London, h. Darrow, Chick (La Casina) Jamaica, L. I. Darvo, Blanche (Oetzen's) Brooklyn, nc. Datsko, Yasha (Russian Art) NYC, re. Davis, Benny, & Gang (Earle) Washington, D. C., 18-21, t. Davis, Eddie (Leon & Eddie's) New York, nc. Davis, Lew (Lang's) Albany, N. Y., h. Davis, Lois (Eldorado) Detroit, nc. Davis, Rufe (Hollywood) NYC, re. Dawn, Dolly (Taft) NYC, h. Dawn & Darrow (Town Casino) Miami, nc. Day, Helen (Oetzen's) Brooklyn, nc. Dean, Carol (Hollywood) Galveston, Tex., nc. D'IVons, The (Netherland Plaza) Cincinnati, h. De Boris, Riana (Le Mirage) NYC, nc. Del Mar & Renita (Davenport) Spokane, Wash., h. Delovelys, Six (Piccadilly) NYC, h. Dee, Dottie (Clover Club) Portland, Ore., nc. Deering, Delyce (Bossert) NYC, h. DeFlores, Felipe (El Chico) NYC, nc. DeGoff, Harriet (Michigan) Detroit 18-21, t. DeHina, Vera (El Chico) NYC, nc. Dell, Bobbie (Riviera Inn) Stowe, Pa., nc. De Oichiny, Baroness Marie (Du Pierrot) NYC, nc. De Marco, Joe (Arbor Club) Scranton, Pa., nc.

Elda Ballet (Capitol) Washington, D. C., 18-21, t. Elton & Gilrone (Club Belvedere) Des Moines. Emmy, Carlton (Orph.) Memphis, t. Endor & Farrell (Savoy-Plaza) NYC, h. Enrico & Novello (Roxy) NYC 18-21, t. Errierson, Iris (Club Belvedere) Des Moines. Errico, Edna (Yacht Club) Chi, nc. Errol's, Leon, Hollywood Follies of 1937 (Loew) Montreal 18-21, t. Esmond, Mircle (Zimmerman's) NYC, re. Esquires, Four (Roosevelt) NYC, h. Estasen, Ana (El Gaucho) NYC, nc. Evans, Bobby (Ubangi) Phila, nc. Evans, Melvin, & Revue (31 Club) Phila. Evans, Stanley (Basque) NYC, c. Evans, Steve (Boston) Boston 18-21, t. Everett & Conway (Shrine Circus) Phoenix, Ariz., 23-28. Evert, Ray & Leola (Red Wagon) St. Louis, nc.

F

Farmer, Chic (Ball) NYC, c. Farris, Dolores (Murray Hill) NYC, h. Fast, Al (Seneca Terrace) Rochester, N. Y., nc. Faye, Gladys (Jimmy Kelly's) NYC, nc. Felicia & Del Rey (Savarin) Buffalo, c. Ferguson, Bobby (Jungle Inn) Youngstown, O., nc. Fern, Vera (Arcadia) Phila, nc. Fielder, Ralph (Village Grove Nut) NYC, nc. Fields, Benny (Boston) Boston 18-21, t. Fields, Shirley (Oetzen's) Brooklyn, N. Y., re. Fink, Lou (Arcadia) Phila, re. Fisher, Mark (Ball Ball) Chi, nc. Fitzgerald, Lillian (Uproar House) NYC, nc. Fleming, Frank (Lincoln) NYC, h. Fleurette (Piccadilly) NYC, h. Florenz, Paul, Girls (Drake) Chi, h. Follies Revue (Washington Club) East Liverpool, O., nc. Fontaine, Evan Burrows (Adelphia) Phila, h. Fowler, LaMae (Dixon's Cafe) Omaha, c. Fox & Ames (Hollywood Yacht Club) Hollywood, Fla., nc. Frances & Carroll (Benny the Bum's) Phila, nc. Frances, Beverly (Palmetto) Detroit, nc. Francis, Marna (Wiv's) NYC, re. Franks, Jerry (Hollywood) NYC, re. Fred & Ginger (Uproar House) NYC, nc. Fredez & Laurens (Flamor Club) Cheyenne, Wyo. Frisco Kids, Three (Yacht) NYC, nc. Frocha, Frank (Onyx Club) NYC, nc. Frohman, Bert (State) NYC 18-21, t. Fuld, Leo (Piccadilly) NYC, h.

G

Gaby, Frank, & Co. (Capitol) Washington, D. C., 18-21, t. Gae, Donna (Stevens) Chi, h. Gaines, Leila (18) NYC, nc. Gainsworth, Marjorie (St. Moritz) NYC, h.

Galante & Leinarda (Cassanova) Los Angeles, nc. Gales Sextet (Blue Moon) Milwaukee, c. Galvan, Don (Colonial) Dayton, O., t. Gardella, Tess (New Yorker) NYC, h. Garr, Eddie (Hollywood Country Club) Hollywood, Calif., nc. Gaston (Monte Carlo) NYC, nc. Gay Nineties Quartet (Gay Nineties) NYC, nc. Gaynor, Marylin (Bertolotti) NYC, re. George, Eileen (Colosimo's) Chi, nc. Gillardi, Gus (Arbor Club) Scranton, Pa., nc. Gilbert Bros. (Golden Gate) San Francisco, t. Gilbert, Ethel (Gay '90s) NYC, nc. Gillespie, Julie (Weylin) NYC, h. Gillette & Richards (Yacht Club) Chi, nc. Gilmore, Patricia (Mon Paris) NYC, nc. Gina & Giano (Gloria Palast) NYC, cb. Giovanni, John (Murray's) Tuckahoe, N. Y., ro. Givens & Karol (Westminster) Boston, h. Gleason, Art (Royal Columbus) Ga., 21-23, t. (Community) Keystone, W. Va., 24-25, t. Goodelle, Niela (Versailles) NYC, re. Goll, Wanda (Vogue) NYC, nc. Gomez & Winona (Hollywood Country Club) Hollywood, Calif., nc. Gonzales & Rangel (McAlpin) NYC, h. Goodman, Charles (Biltmore) NYC, h. Gordon, Jean (Callente) NYC, nc. Gory, Gene & Roberta (Orph.) Lincoln, Neb., 21-24, t.; (Fox) Hutchinson, Kan., 26-27, t. Gower & Jeanne (Drake) Chi, h. Grace & Nico (Casino Parisien) Chi, nc. Grauman, Sid, & Co. (Colonial) Dayton, O., t. Granoff, Bert (Bismarck) Chi, h. Grazi, Rudi (Casino Parisien) Chi, nc. Green, Mitzi (Congress) Chi, h. Gregory & Norman (Leon & Eddie's) NYC, nc. Gretonas, Great (Pal.) Cleveland 18-21, t. Griffith & Wells (Talk of the Town) Peoria, Ill., nc. Grower, Bernie (Gay '90s) NYC, nc. Gypsy Albert Trio (Beverly Bar) NYC, nc.

H

Hacker, Monty (Royal) Columbus, Ga., 21-23, t. Haines, Virginia (Riptide) Miami Beach, Fla., nc. Hall, Phil & Don (Plaza) Brooklyn, re. Halliday, Heather (Ambassador) NYC, h. Hamrick, Ruth (Colony Club) Chi, nc. Hannon, Bob (Chez Paree) Chi, nc. Handie & Mills (Gloria) Columbus, nc. Hardy, Moore (Gabriel's) NYC, nc. Harlemanias (Chicago) Chi, t. Harper, Ruth (Mount Royal) Montreal, Que., h. Harrington, Pat (18) NYC, nc. Harris, Alice (Kit Kat) NYC, nc. Harris, Claire & Shannon (Boston) Boston 18-21, t. Harris, George (Mayfair) Boston, nc. Harris, Lydia (Harry's New York Cabaret) Chi, nc. Hartmans, The (St. Regis) NYC, h. Haviland, Henry (Silver Star) Detroit, nc. Hawkins, Erskine (Uproar House) NYC, nc. Hawkins, Sid (Ball) NYC, nc. Haydock, Vincent (Flamingo) Orlando, Fla., nc. Hayes, George (Gaiety Cabaret) Brussels, cb. Haynes & Perry (Oriental) Chi, t. Hayworth, SaBea, Revue (Carolina) Hickory, N. C., t. Henning, Pat (St. Louis) St. Louis 18-21, t. Henri, Harri (Mahoney's Palace Cafe) Hartford, Conn. Herman, Irving (Man About Town Club) NYC, nc. Harrison, Spike (Gay '90s) NYC, nc. Heller, Jackie (Grosvenor House) London, h. Hickie, John (18) NYC, nc. Hirsch, Jack (Old Roumanian) NYC, re. Hoffman, Gertrude, Ballet (College Inn) Chi, re. Holbein, Rolf (French Casino) NYC, cb. Holey, Marshall (Kit Kat) NYC, nc. Holland & Hart (Dorchester) London, h. Holley, Edna Mae (Uproar House) NYC, nc. Hollis, Marie (Paradise) NYC, re. Hollywood Hotel Revue (Stanley) Pittsburgh 18-21, t. Holtz, Lou (Grosvenor House) London, h. Honan, Helen (Orph.) Memphis, t. Hope, Faith (Rainbow Room) Radio City, NYC, 12-23. Houston & Hardin (Michigan) Detroit 18-21, t. Howard, Gus (Ball) NYC, nc. Hughes, Lysbeth (Biltmore) NYC, h. Hughes, Romona (Saks) Detroit, nc. Hyde, Vic (Mirador) NYC, nc. Hyder, Doc (Ubangi) Phila, nc.

I

Indefatigable Charles (St. Regis) NYC, h. International Revue (Auditorium) Newark, O., 22-23, t. International Trio (18) NYC, nc.

J

Jackson & Brown (Uproar House) NYC, nc. Jackson, Lawrence (President) New York, h. Jacobs, Peggy (Torge) Jamestown, N. Y., h. James, Dorothy (Mirador) NYC, nc. James, Fred (Kit Kat) NYC, nc. Janet, Mme. (Nini's) NYC, nc. Janis, Edna (Ritz-Carlton) NYC, h. Jans, Leonard (Torch Club) Canton, O., nc. Jardon, Ed (Times Square Club) Rochester, N. Y., nc. Jason, Barbara (Commodore) NYC, h. Jelenik, Eugene (Venezia) NYC, c. Jenner, Julie (Paradise) NYC, re. Jensen, Marve (Ambassador) St. Louis 18-21, t. Jerry & Turk (Yacht Club) Chi, nc. Johnny Company (French Casino) NYC, cb. Johnny & George (Venezia) NYC, nc. Johnson, Jerry (Radison) Minneapolis, h. Johnson, Mae (Black Cat) NYC, nc. Jones, Bobby (So-Ho Club) Springfield, Ill. Jones, Jonah (Onyx Club) NYC, nc. Jordans, Six (Arcade) Salisbury, Md., 25-27, t. Joyce, Betty (Dizzy Club) NYC, nc.

K

Kaiser & McKenna (Frolics) Niagara Falls, N. Y., c. Kaloah (Cotton Club) NYC, nc. Kane, Katherine (Ritz-Carlton) NYC, h. Kar, Li (Ballyhoo) Columbus, O., nc. Karele & Andre (Hollywood) NYC, re. Karson & Fay (Jermyn) Scranton, Pa., h. Kauff, Ben (Beverly) NYC, h. Kay, Beatrice (Tony's) NYC, nc. Kay, Dolly (Royale Frolics) Chi, nc. Kay, Katza & Kay (Savoy) London, h. Kaye, Johnny (Trotta's) Baltimore, nc. Kean, Betty (State) NYC 18-21, t. Kelly, Juanita (Ball) NYC, c. Kelsey, Billy (Anselmo) NYC, re.

Kenanedy, Billie (Howdy Club) New York, nc.
 Kennedy, Buddy (Murray's) Tuckahoe, N. Y., nc.
 Kenny, Phyllis (Park Central) NYC, h.
 Kentucky Serenaders (Rainbow Grill) NYC, nc.
 Khan, Hachem (Original Malsouette Russe) NYC, na.
 Kimmell, Gretchen (Colony Club) Chi, nc.
 King, Jean (Victoria) NYC, h.
 King's Jesters (Bismarck) Chi, h.
 King Sisters, Four (Biltmore) NYC, h.
 Kirst, Albert (Roosevelt) New Orleans, h.
 Kislser, Avis (Trocadero) Chi, nc.
 Knox, Agnes (Piccadilly) NYC, h.
 Kope, Florence (Stevens) Chi, h.
 Kraddock, Four (Ritz-Carlton) NYC, h.
 Kramer, Ida (Swanee) NYC, nc.

Lafayette & Laverne (Jefferson) St. Louis, h.
 Lambert (Riverside) Milwaukee, t.
 Lambert, Don (Onyx) NYC, nc.
 LaMont, Peggy (Skylight Club) Cleveland, nc.
 Landis, Jean (Hollywood) NYC, re.
 Lane & Dixon (Yacht Club) NYC, nc.
 Lane, Tom (Hi Hat) Chi, nc.
 Lane, Honey (Webster Hall) Pittsburgh, h.
 Lane, Mary (Jimmy Kelly's) NYC, nc.
 Lane, Tree & Edwards (Yacht Club) Chi, nc.
 La Dolores (Gaucho) NYC, nc.
 La Mont, Jene (Frontenac) Detroit, nc.
 La Page, Paul (K-9) Baltimore, nc.
 Larry & Freckles (El Dorado) Detroit, nc; (Sneider's) Detroit, nc.
 LaRochelle, Cecile (Port Arthur) Providence, R. I., re.
 LaPierre, Paulette (Colony Club) Chi, nc.
 La Rue, Bobby (Ballyhoo) Columbus, O., nc.
 La Tora (Cogan's Grill) Erie, Pa.
 Laurie, Jack (Variety) NYC, nc.
 Laval, Arthur (Levaggi's) Boston, re.
 La Vallita (Valhalla) NYC, re.
 La Verne & Evangeline (New Orleans) New Orleans, nc.
 Law, Jackie (Owl in the Pines) Pomona, N. J., nc.
 Lawrence, Lucille (Swanee) NYC, nc.
 Lawton, Judith (Piccadilly) NYC, h.
 Lazier, Freda (Club Diamond) Wheeling, W. Va., nc.
 Le Sieru (Ball) NYC, nc.
 Lea, Sharon (Petroleum) Hobbs, N. M., nc.
 Lee, Bob (Wivel) NYC, re.
 Lee, Gabby (31 Club) Phila, nc.
 Lee, Jerrle (Jungle Inn) Youngstown, O., nc.
 Lee, Loretta (Chicago) Chi, t.
 Lee & Roule (Saks) Detroit, nc.
 Lee Sisters (Oetzen's) Brooklyn, nc.
 Lemercler, Zavier (French Casino) NYC, nc.
 Leonard, Ada (Hollywood) NYC, re.
 Leonard, Harold (Biltmore) NYC, h.
 Lewis, Ann (Cotton Club) NYC, nc.
 Leslie Sisters (Essex) Boston, h.
 Le Maire & Reynolds (Winter Garden Ice Arena) St. Louis.
 Le Roy, Del (Frontenac) Detroit, nc.
 LeRoy, Hal (Drake) Chi, h.
 Lesar & Fedoro (Pent House) Baltimore, nc.
 Lewis, Margaret (Mayflower) Jacksonville, Fla., h.
 Lewis, Norman (Club Paree) Hartford, Conn., nc.
 Lewis Sisters (Commodore) Detroit, nc.
 Lewis, Tex. & Hillbillies (Village Barn) NYC, nc.
 Lieblich, Tod (Sherman) Chi 11-24, h.
 Lineback, Lucien (Colonial Club) Jackson, Miss.

Lisbi, Connie (Anselmo) NYC, re.
 Little Sachs, Three (Barrel of Fun) NYC, nc.
 Little Words, Three (Small's) NYC, cb.
 Lloyd, Shirley (Lexington) NYC, h.
 Logan, Ella (Chez Paree) Chi, nc.
 Lopez & Anita (Brill's) Newark, N. Y., nc.
 Lopez, Carlos (Village Casino) NYC, nc.
 Lorna & Carr (Capri) Lawrence, Mass., re.
 Lorraine Sisters (The Lowry) St. Paul 10-31, h.
 LoScalzo, Michael (Montclair) NYC, h.
 Lovey, Lillian (Yacht) NYC, nc.
 Lowe, Hite & Stanley (Mayfair Casino) Cleveland, nc.
 Lowe, Verne (Ballyhoo) Columbus, O., nc.
 Lucky Sisters (Small's Paradise) NYC, cb.
 Lyons, Geo. (Drake Hotel) Chi, h.

M
 McCabe, Sara Ann (Casino Parisien) Chi, nc.
 Mack, Helen (Jefferson) St. Louis, h.
 Mack, Lyle (Oasis) Detroit, nc.
 Mack, Tommy (State) NYC 18-21, t.
 Madison, Rudy (Gay '90s) NYC, nc.
 Mae, Edna (Paradise) NYC, re.
 Malcolm, Helen (Ambassador) Washington, D. C., h.
 Malone, Jay (Boody House Bar) Toledo, O.
 Mangini Bros. (College Inn) Chi, re.
 Manners, Gene, & Bernice Lee (Paradise) NYC, re.
 Manners & Marcia (Terrace Gardens) Rochester, N. Y.
 Manya & Drigo (Versailles) NYC, re.
 Mara, Vanda (Original Malsouette Russe) NYC, nc.
 Mario & Floria (Waldorf-Astoria) NYC, nc.
 Marlon & Irma (Grosvenor House) London, h.
 Marlow, the Great (Ye Old Tavern) Ft. Wayne, Ind., nc.
 Mann, Milt (Village Barn) NYC, nc.
 Marcus, A. B., Show (Lyric) Indianapolis, t.
 Marden's, Ben, Riviera (Lyric) (Shubert) Cincinnati 18-21, t.
 Marita (El Gaucho) NYC, nc.
 Marsh, Howard (Mayfair Club) West Orange, N. J., nc.
 Marta, Joan (Club Diamond) Wheeling, W. Va., nc.
 Martin, Dorothy (Mirador) NYC, nc.
 Marva & Rosita (Leon & Eddie's) NYC, nc.
 Marvellos (Bismarck) Chi, h.
 Marvillas, The (French Casino) NYC, nc.
 Mary, Erik & Co. (Savoy) London, h.
 Mathews, Babe (Ubangi Club) NYC, nc.
 Mattison's Rhythms (Pal.) Cleveland 18-21, t.
 Maurice & Cordoba (Radio City Rainbow Room) NYC, nc.
 Maurice & Kallice (Melody Gardens) Elmira, N. Y., nc.
 Mauss, Willie, & Co. (Fox) Phila 18-21, t.
 Maxine, Dorothy (Callente) NYC, nc.
 Mayfield, Katherine (Queen Mary) NYC, re.
 Mayo, Sheila (El Bolero) NYC, nc.
 McBride, Jack (Romance Inn) Angola, N. Y., nc.
 McConnell & Moore (Golden Gate) San Francisco, t.
 McCoy, Bob (Biltmore) NYC, h.
 McCoy, Elena (Jimmy Kelly's) NYC, nc.
 McCoy, Lillian (Lyric) Indianapolis, t.
 McHugh, Joe (Guest House) Easton, Pa.

McKenna, Katherine (Merry-Go-Round) Brooklyn, nc.
 McMahon, Larry (Village Barn) NYC, nc.
 Meadows, Frankie (Barrel of Fun) NYC, nc.
 Medley & Dupree (Pal.) Cleveland 18-21, t.
 Mel & Melma (Galety) Brussels, cb.
 Melba (Harry's New York Cabaret) Chi, nc.
 Meller, Joan (Old Roumanian) NYC, re.
 Meller, Raquel (Cafe de Paris) London, c.
 Melsing, Melba (Astor) NYC, h.
 Melton, James (Fox) Phila 18-21, t.
 Men of Gotham (Park Central) NYC, h.
 Mercedes (Gillis) Kansas City, nc.
 Minevitch, Borah, & Co. (Capitol) Washington, D. C., 18-21, t.
 Modie & Lemaux (Cathay) Shanghai, China, 25-Mar. 25, h.
 Moreno, Consuelo (Yumuri) NYC, nc.
 Morgan, Marlon (Colony Club) Chi, nc.
 Miller, C. (Boody House Bar) Toledo, O.
 Miller, Marty (Turf Club) Pittsburgh, nc.
 Mills, Tommy (Beverly) NYC, h.
 Mitchell, Charlie (Man About Town Club) NYC, nc.
 Mitchell, Vivano (Cocoanut Palms) East Detroit, nc.
 Mogul (Uptown) Toronto 18-21, t.
 Montgomery, Anne (Brill's) Newark, N. Y., 2a.
 Monte, Hal (Peacock Alley) Detroit, nc.
 Montes, Nena (El Toreador) NYC, nc.
 Monty & Carmo (Casino) Toronto, Ont., Can., t.
 Moore, Peggy (Royal Frolics) Chi, nc.
 Moore & Revel (Pal.) Cleveland 18-21, t.
 Morales Bros. & Little Daisy (Arena Gardens) Detroit, nc.
 Moran, Patricia (Levaggi's) Boston, re.
 Moreno, Conchita (Chesapeake House) NYC, re.
 Morris, Dwight (Gabriel's) NYC, nc.
 Morrison, Jack (Leon & Eddie's) NYC, nc.
 Morrisey, Tex (Bismarck Hotel) Chi, h.
 Mortenson, Mort (Dyer's) NYC, nc.
 Morton, Eddy (Piccadilly) Baltimore, nc.
 Mossman & Godda (Gillis) Kansas City, nc.
 Moyer, Ken (Texas) Ft. Worth, Tex., h.
 Mundin, Nona (Ball) NYC, c.
 Mura, Corinna (Blackstone) Chi, h.
 Murray, Betty (Jimmy Kelly's) NYC, nc.
 Music Hall Boys (Ritz) London, h.
 Myres, Timmie (Skylight Club) Cleveland, nc.
 Myra (Tillie's Chicken Grill) New York, nc.
 Mystics, Two (Leon and Eddie's) NYC, nc.

N
 Nadine & Kirk (Merry-Go-Round) Brooklyn, nc.
 Nally, Veva (Saks) Detroit, nc.
 Nanette (Village Barn) NYC, nc.
 Nask, Dick & Leota (Orph.) Memphis, t.
 Nash, Niki (Barbizon-Plaza) NYC, c.
 Nash, Nyra (Village Barn) NYC, nc.
 Nations, Evelyn (Allerton) Cleveland, h.
 Nasarenko, Iasha (St. Regis) NYC, h.
 Nazarro Jr., Nat (Lido) Montreal, nc.
 Nadi, Aldo (Waldorf-Astoria) NYC, h.
 New Yorkers, Two (Trocadero) London, nc.
 New Yorkers, Three (Stork Club) NYC, nc.
 Newell & Thorpe (Leon & Eddie's) NYC, nc.
 Newell, Vivian (Royal Frolics) Chi, nc.
 Newman, Harry (Gabriel's) NYC, re.
 Nichols, Howard (College Inn) Chi, re.
 Niles, Noma (Swanee) NYC, nc.
 Nils & Nadyne (Show Boat) Pittsburgh, nc.
 Nina & Rosa (Colony Club) Chi, nc.
 Nino & Negrta (Yumuri) NYC, nc.

THE NONCHALANTS
 "STILL WORKING IN EUROPE."
 Personal Direction
 MUSIC CORPORATION OF AMERICA.
 Noble, Ray, & Band (Paramount) NYC 18-21, t.
 Norris, Harriet (Trocadero) Chi, nc.
 N. T. G. Revue (Astor) Reading, Pa., 18-21, t.
 Norworth, Ned, & Co. (Colonial) Dayton, O., t.
 Novak & Faye (Michigan) Detroit 18-21, t.

O
 O'Connor, Eileen (Casino Parisien) Chi, nc.
 O'Neill, Peggy (Barrel of Fun) NYC, nc.
 Olive, Dorothy (Leon & Eddie's) NYC, nc.
 Olsen & Johnson (Hipp.) Toronto 18-21, t.
 Olympic Trio (Radio City Rainbow Room) NYC, nc.
 Orlik & Lolik (Russian Trojka) Washington, D. C., nc.
 Orlins, Toddy (Nut Club) NYC, nc.
 Ortega, Eva (El Gaucho) NYC, nc.
 Oshins & Lessy (Callente) NYC, nc.

P
 Page, Ann (Village Grove Nut) NYC, cb.
 Palmer, Shirley (Lookout House) Covington, Ky., nc.
 Pancho & Dolores (Valhalla) NYC, re.
 Park & Clifford (Roxey) NYC 18-21, t.
 Parker, Cecile (Steuben) Boston, re.
 Parks, Middle (Mirador) NYC, nc.
 Patterson, Trent (Piccadilly) NYC, h.
 Peacock, Melvin (Linger Bar) Sheboygan, Wis., nc.
 Pearl Sisters (Zell's) NYC, re.
 Pecoraro, Dick (Monte Rosa) NYC, re.
 Pedro & Luis (Capitol) Atlanta, Ga., 17-23, t.
 Pedulla, Hugo (LaRue's) NYC, re.
 Pegue, Paul (Gloria Palast) NYC, nc.
 Pepper, Evelyn (Stanley Grill) Montreal, Can., nc.
 Perona, Anthony (Gabriel's) NYC, re.
 Perry, Katherine, & Her Girls (Cotton Club) NYC, nc.
 Pickert, Rollo (Ball) NYC, nc.
 Pickford, Murry (Ballyhoo) Phila, nc.
 Pierce, Burton (Biltmore) NYC, h.
 Pierce & Harris (Savoy-Plaza) NYC, nc.
 Plaut, Jerry (Dizzy Club) NYC, nc.
 Pontee, Joe (Montclair) NYC, h.
 Pope Sisters (Kit Kat) NYC, nc.
 Powell, Jack (St. Regis) NYC, h.
 Powell, Johnny (Callente) NYC, nc.
 Prendergast, Agnes (Henry) Pittsburgh, h.
 Prine, Dan (Yacht) NYC, nc.
 Proctor, Ferne (Romance Inn) Angola, N. Y., nc.

R
 Racket-Cheers, Three (Venezia) NYC, nc.
 Radigan, Aileen (Village Casino) NYC, nc.
 Rand, Sally (Boston) Boston 18-21, t.
 Randolph, Amanda (Black Cat) NYC, na.
 Ray & Naldi (Ritz-Carlton) NYC, h.
 Ray, Jole (Variety) NYC, nc.
 Ray, Linda (1523) Phila, nc.
 Ray, Vivian (Leon & Eddie's) NYC, nc.
 Raey, Mary & Naldri (Casino Parisien) Chi, nc.

Ramon & LaMoyné (Skylight Club) Cleveland, nc.
 Ransom, Blenda (18) NYC, nc.
 Raye, Prince & Clark (Esquire) Toronto, nc.
 Readinger Twins, The (St. Regis) NYC, h.
 Reardon, Caspar (Hickory House) NYC, re.
 Reasons, Three (Village Barn) NYC, nc.
 Reddingtons, Three (Colonial) Dayton, O., t.
 Reed, Billy (Leon & Eddie's) NYC, nc.
 Regar, Charlotte (Skylight Club) Cleveland, nc.
 Regine & Shanley (Chez Ray Ventura) Paris, nc.
 Reinhart, Robert (Ambassador) NYC, h.
 Rekkofs, The (French Casino) NYC, nc.
 Renault, Francis (Palm Beach) Detroit, nc.
 Renaud, Rita (Bertolotti's) NYC, re.
 Rene & Estelle (Yumuri) NYC, nc.
 Rene & Rone (Jermy) Scranton, Pa., h.
 Rene & Gale (Chateau Moderne) NYC, nc.
 Renee, Jean (Riviera Inn) Stowe, Pa., nc.
 Reta, Miss (Skylight Club) Cleveland, nc.
 Revere, Amy (Commodore) NYC, h.
 Rey, Alvino (Biltmore) NYC, h.
 Reynolds, Babe (Leon & Eddie's) NYC, nc.
 Rhodes, Dorothy (Kit Kat) NYC, nc.
 Rhodes, Doris (State) NYC 18-21, t.
 Rhoenrad Troupe (French Casino) NYC, cb.
 Rhoul & Annette (Ponce De Leon) Dayton, O., nc.
 Rhythm Boys (Weylin Hotel) NYC, h.
 Ricard, Joe (Mirador) NYC, nc.
 Richards, Bille (Jungle Inn) Youngstown, O., nc.
 Richards, Jimmy (Paradise) NYC, re.
 Rickard, Edward (Roxey) NYC 18-21, t.
 Riera, Virgen (Small's Paradise) NYC, nc.
 Rios, Rosita (El Chico) NYC, nc.
 Rivero, Rudy (Pelican) Houston, Tex., nc.
 Robbins, A. (Casino Parisien) Chi, nc.
 Robbins Family (Chicago) Chi, t.
 Roberts, Dave & June (Rendezvous Club) Springfield, Mo.
 Robinson, Carson (Berkeley) London, h.
 Robinson, Evelyn (Ubangi) NYC, nc.
 Robinson, Paul (Club Rio) Allentown, Pa., nc.
 Robinson Twins (Colosimo's) Chi, nc.
 Roccas, Three (Kit Kat) NYC, nc.
 Rock, Mildred (Colosimo's) Chi, nc.
 Rodrigo & Francine (Wm. Penn) Pittsburgh, h.
 Rogers, Ralph (Ritz-Carlton) NYC, h.
 Rogers, Roy (Colonial) Dayton, O., t.
 Rogers, Sally (Skylight Club) Cleveland, nc.
 Rollins & Masters (Esquire) Toronto, nc.
 Rolph, Wynne (Wivel's) NYC, re.
 Roltner, Bob (Lookout House) Covington, Ky., nc.
 Romanova, Natacha (Nini's) NYC, nc.
 Romero, Carmen (Casino Parisien) Chi, nc.
 Roselle, Mildred (Queen's Terrace) Woodside, L. I., N. Y., nc.
 Rosini, Carl (Arcadia) Phila, re.
 Ross & Edwards (Oriental) Chi, t.
 Ross, Dr. Sydney (Radio City Rainbow Room) NYC, nc.
 Ross, Geraldine (Bismarck) Chi, h.
 Ross, Martin (Beverly) NYC, h.
 Rossi, Pat (Cafe Loyale) NYC, re.
 Rowe, Dorothy (Bossert) Brooklyn, h.
 Royce, Thelma (Melody Grill) Los Angeles.
 Ruby, Jane (Harry's New York Cabaret) Chi, nc.
 Rulowa, Zena (Club Belvedere) Des Moines.
 Ruslon, Tamara & Dee (Club Belvedere) Des Moines.
 Russell & Christine Co. (Petroleum) Hobbs, N. M., nc.
 Russell, Paul (Ballyhoo) Columbus, O., nc.
 Rush, Ann (Ambassador) NYC, h.
 Ryans, Three (El Coronado) Houston, Tex., nc.
 Ryger, Marianna (Congress) Chi, h.

S
 Sable, Mickey (Man About Town) NYC, nc.
 Sae, Letty (Leonardi's Toyland) Boston, nc.
 Salters, Dorothy (Kit Kat) NYC, nc.
 Samuels, Three, & Harriet Hayds (Fox) Phila 18-21, t.
 Santelli, George (St. Regis) NYC, h.
 Santoro & Loraine (Lookout House) Covington, Ky., nc.
 Santos & Elvira (Jimmy Kelly's) NYC, nc.
 Satch & Satchel (Yacht) Chi, nc.
 Saunders, Sylvia (Pick & Pat) Bayside, L. I., nc.
 Savage, Jean (Southern) Baltimore, h.
 Sawyer, Bobby (Gabriel's) NYC, nc.
 Sawyer, Rose & Buddy (Midnight Sun) Buffalo, N. Y., nc.
 Saxon, Bea (Venezia) NYC, nc.
 Saxette, The (Lincoln) NYC, h.
 Schuyler, Sonny (New Yorker) NYC, h.
 Sedwick, Edna (Paramount) NYC 18-21, t.
 Selma & Buddy (Harry's New York Cabaret) Chi, nc.
 Shalita & Carlton (Bismarck) Chi, h.
 Shannon, Dick (Rendezvous) Houston, Tex., nc.
 Shaw, Helen (Florodora) NYC, nc.
 Shaw, Soni (Yacht) Chi, nc.
 Shaw, Wini (Versailles) NYC, re.
 Shaw & Mead (Gloria) Columbus, nc.
 Shawn, Jack (Club Royal) McAllen, Tex., nc.
 Shelby, Bubbles (1523) Phila, nc.
 Shelton, James (Club Normandie) NYC, na.
 Sheridan, Eleanor (Stork Club) NYC, nc.
 Sherman, Hal (Boston) Boston 18-21, t.
 Sherman, Muriel (McAlpin) NYC, h.
 Shore, Willie (Hi-Hat) Chi, nc.
 Simmons, Lee (Ubangi) NYC, nc.
 Simpson, Carl (Wm. Penn) Pittsburgh, h.
 Sissman, Dan (Fort Pitt) Pittsburgh, h.
 Slate Bros. (Riverside) Milwaukee, t.
 Smith, Alma (Ubangi) NYC, nc.
 Smith, Billy (Nixon) Pittsburgh, c.
 Smith, Chubby (Swanee Club) NYC, nc.
 Smith, Earl H. (Lafayette) Kankakee, Ill., h.
 Smith & Sully (Dizzy Club) NYC, nc.
 Snyder, Glyde (Cocoanut Grove) Minneapolis, nc.
 Sokolska (French Casino) NYC, nc.
 Sophisticates, Three (Colosimo's) Chi, nc.
 Southland Rhythm Girls (Leon & Eddie's) NYC, nc.
 Spanish Aristocrats (Trocadero) Chi, nc.
 Sparkettes (Club Diamond) Wheeling, W. Va., nc.
 Spencer, Florence (French Casino) NYC, nc.
 Speeds, Three (Savoy-Plaza) NYC, h.
 Spenser, Amy, & Roger Sinclair (Black Cat) NYC, nc.
 St. Claire & O'Day (American Music Hall) NYC, t.
 Standish, Helene (18) NYC, nc.
 Steele, Bill (Merry-Go-Round) Brooklyn, nc.
 Steele, Don (Club Deauville) San Francisco, nc.

T
 Taft & Boone (Rendezvous) Battle Creek, Mich., nc.
 Tanya (Jimmy Kelly's) NYC, nc.
 Tappen, Maxine (Essex) NYC, h.
 Taylor, Dorothy (Airport Tavern) Cleveland, O.
 Taylor, June (Palmer House) Chi, h.
 Tania & Kirsoff (Sherry-Netherland) NYC, h.
 Tannis, Eleanor (Congress) Chi, h.
 Theodore & Denesha (Murray's) Tuckahoe, N. Y., re.
 Thomas, Audrey (Kit Kat) NYC, nc.
 Thomas, Eddie (College Inn) Phila, nc.
 Thomas, Truth (Showboat) Brooklyn, nc.
 Thompson, Kay (St. Regis) NYC, h.
 Thompson Twins (Torch Club) Canton, O., nc.
 Thorsen, Art (Biltmore) NYC, h.
 Thury, Iona de (Tokay) NYC, re.
 Titi & Mengol (Gaucho) NYC, nc.
 Tip Top Girls, Five (Tower) Kansas City, t.
 Torrence, Joe & Edna (St. Francis) San Francisco, h.
 Tracy, Gale & Leonard (Colosimo's) Chi, re.
 Tracy, Loren (Petroleum) Hobbs, N. M., nc.
 Tranger, Don (Villa Valencia) Springfield, Ill., nc.
 Tuscher, Sid (LaRue's) NYC, re.
 Tyner, Evelyn (Radio City Rainbow Room) NYC, nc.

V
 Valdez, Vern (Ballyhoo) Columbus, O., nc.
 Valez, Lupe, & Johnny Weismuller (Capitol) Washington, D. C., 18-21, t.
 Vallee, Sunshine (Anselmo) NYC, re.
 Valley & Lee (Sherwood) Burlington, Vt., h.
 Valley, Virginia (Ball) NYC, nc.
 Vance, Carol (Bertolotti) NYC, re.
 Van Deusen, Bert (Gillis) Kansas City, na.
 Variety Boys (Florodora) NYC, nc.
 Velas, Ester (Roosevelt) NYC, h.
 Veloz & Yolanda (Palmer House) Chi, h.
 Venezia, Chiquita (Mirador) NYC, nc.
 Venuta, Benay (Hollywood Country Club) Hollywood, Calif., nc.
 Vera, Delfina (El Chico) NYC, nc.
 Vermillion, Irene, & Co. (Orph.) Memphis, t.
 Verrill, Virginia (Paradise) NYC, re.
 Vestoff, Floria (Village Barn) NYC, nc.
 Vestal, Victoria (Ubangi) NYC, nc.
 Vincent, James, & Norbert Ludwig (Empire State Tower) NYC, nc.
 Von Loesen, Emily (Chez Paree) Chi, nc.
 Voodoo Dancers (Ball) NYC, nc.
 Vox & Walters (Ambassador) St. Louis 18-21, t.

W
 Wacker, Bob (Lexington) NYC, h.
 Wages, Johnnie (Club Radio) Buffalo, nc.
 Waldron, Jack (Hollywood) NYC, re.
 Walker, George (Carloca) Montreal, Can., nc.
 Walker, Ted & Ethel (Lotus) Washington, D. C., c.
 Wallendas, The (Chicago) Chi, t.
 Walsh, Mary Jane (Fieldstone) Scranton, Pa., h.
 Walters, Gene (Jimmy Kelly's) NYC, nc.
 Ward, Frankie (Penthouse) Boston, nc.
 Ward, Aida (Le Mirage) NYC, nc.
 Ward & Milford (Orph.) Memphis, t.
 Ward, Will (Gay '90s) NYC, nc.
 Ware, Dix (Commodore) Detroit, nc.
 Warren, Roni (Club Paree) Hartford, Conn., nc.
 Washington, Geneva (Kit Kat) NYC, nc.
 Waters, Jean (Wivel's) NYC, re.
 Wayne, Iris (French Casino) NYC, cb.
 Weeks, Ranny (Brunswick Casino) Boston, nc.
 Weiner, Michael (Old Roumanian) NYC, re.
 Weiser, Leo (Michenla Tavern) Niles, Mich.
 Weldon & Honey (Paradise) NYC, re.
 Wells & Four Fays (Oxford) Phila 18-21, t.
 Wences, The (Ritz-Carlton) NYC, h.
 Wessells, Henri (Cotton Club) NYC, nc.
 West, Jack (Gay '90s) NYC, nc.
 Weston, Sammy (Green Derby) Cleveland, O., nc.
 Weylin Knights (Weylin) New York, h.
 Whalen, Jackie (Bolton) Harrisburg, Pa., h.
 White, Anita (Le Mirage) NYC, nc.
 White, Ann (Village Casino) NYC, nc.
 White's, George, Scandals (Pal.) Chi 18-21, t.
 White, Jack (18 Club) NYC, nc.
 White, Lawrence (Mon Paris) NYC, nc.
 White, William (Queen Mary) NYC, re.
 White's Maniacs (Cotton Club) NYC, nc.
 Whitney, Jayne (Rainbow Grill) NYC, nc.
 Wickes Bros. & Armida (Lyric) Indianapolis 16-23, t.
 Wicke, Gus (Gay Nineties) NYC, nc.
 Wiere Bros. (Dorchester) London, h.
 Williams, Chic (Torch Club) Canton, O.
 Williams, Corky (Callente) NYC, nc.
 Williams, Hermanos (Savoy) London, h.
 Williams, Rosetta (Kit Kat) NYC, nc.
 Williams, Rubberlegs (Kit Kat) NYC, nc.
 Wilkins & James (Yacht) NYC, nc.
 Wilkins & Walters (New Yorker) NYC, h.
 Winsum, Wanda (Trocadero) Chi, nc.
 Winthrop, Dale (Palmer House) Chi, h.
 Withee, Jerry (Venezia) NYC, nc.
 Withers, Jane (Pal.) Cleveland 18-21, t.
 Wolfe, Tiny (New Yorker) NYC, h.
 Wolner, Taz (Webster Hall) Pittsburgh, h.
 Wolman, Harold (Port Arthur) Providence, R. I., re.
 Woods & Bray (Greyhound) Louisville, Ky., c.
 Woods, Lloyd (Riviera Inn) Stowe, Pa., nc.
 Wooley & Wanda (Flor D'Italia) Modesto, Calif., re.
 Wynn, Natalie (Club Deauville) NYC, nc.
 Wyse Jr., Ross, & Co. (Tower) Kansas City, t.

Y
 Young, Ben (Blackstone) Ft. Worth, Tex., h.
 Young, Irwin (Valhalla) NYC, nc.
 Your Hit Parade (Earle) Phila 18-21, t.

Z
 Zee-Zee, Mlle. (Leon & Eddie's) NYC, na.
 Zellner, Joe (Montclair) NYC, h.

Zorima (Plaza) Pittsburgh, c.
Zina (Russian Kretchma) NYC, re.
Zudella & Co. (Vogue) East Chicago, Ind., t.

BANDS AND ORCHESTRAS

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

Adams, Jackie: (Piccadilly Club) Baltimore, re.
Adams, Johnnie: (Dutch Gardens) Dayton, O., re.
Adcock, Jack: (College Inn) Phila, nc.
Akin, Bill: (Backstage) Cleveland, nc.

Bannen, Al: (Henry) Pittsburgh, h.
Barber, Charles: (Basque) NYC, nc.
Barnett, Art: (Detroit Athletic Club) Detroit, nc.
Barrett, Hughie: (Robert Treat) Newark, N. J., h.

Bernie, Ben: (Ambassador) Los Angeles, h.
Biagini, Henry: (Raymor) Boston, b.
Black, Bob: (Pere Marquette) Peoria, Ill., h.
Black, Hal: (Sarasota Terrace) Sarasota, Fla., h.

Caceres, Emilio: (Chez Ami) Buffalo, nc.
Calloway, Cab: (Cotton Club) NYC, nc.
Campus Jesters: (Cypress Arms) West Hartford, Conn., nc.
Candullo, Joe: (Wardman Park) Washington, D. C., h.

Dantz, Eli: (St. George) Brooklyn, h.
Darrell, Pat: (Wonder Bar) Zanesville, O., nc.
Davis, Billy: (Anzac) NYC, nc.
Davis, Joe: (Chickasaw Gardens) Albany, Ga., nc.

Fair, Allan: (High Hat) Pittsburgh, Pa., nc.
Familton, Mickey: (Silver Lake Inn) Clementon, N. J., re.
Fenton, Ray: (Hitchin' Post) Union, N. Y., nc.

Fiddler, Max: (10-40) Detroit, nc.
Fields, Shep: (Arcadia) Phila, re.
Finch, George: (Shore Road Barn) Brooklyn, nc.

Garber, Jan: (Met.) Houston, Tex., t.
Gardner, Richard: (Casa Madrid) Louisville, nc.
Garrett, Jimmy: (Morrison) Chi, h.
Gasparre, Dick: (Ambassador) NYC, h.

Hall, Ewen: (Plaza) San Antonio, h.
Hal, Munro: (Ivanhoe Gardens) Chi, nc.
Hall, George: (Taft) New York, h.
Hall, Sleepy: (Hanley's) Baltimore, re.

Imperial Trio: (Imperial) NYC, h.
Iona, Andy: (Congress) Chi, h.
Jaffe, M. C.: (Ben Franklin) Phila, h.
Jay, Jerry: (Willows) Pittsburgh, h.

Kains, Paul: (De Witt Clinton) Albany, N. Y., h.
Kavelin, Albert: (Blackstone) Chi, h.
Kaets, Henri: (Anne Millstone's Rendezvous) Chi, nc.

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

Light, Enoch: (McAlpin) New York, h.
Lindeman, Udo: (Gloria Palast) New York, cb.
Lishon, Henri: (Royale Frolles) Chi, nc.

McCarn, Grace: (Chinese T Gardens) Detroit, re.
McDermott, Tom: (Gillis) Kansas City, nc.
McGill, Billie: (Logier's Cozy Grove) Detroit, nc.

Mansfield, Dick: (Brass Rail) NYC, re.
Maples, Nelson: (Byerly Crest) Pittsburgh, nc.
Mareno, Frank: (Sweeney) Baltimore, c.
Martel, Gus: (Stork Club) NYC.

Nagel, Joe: (Moon Glow) Syracuse, N. Y., re.
Namaro, Jimmie: (Esquire) Toronto, nc.
Navarro, Al: (Belvedere) Baltimore, h.

O'Harà, Ray: (Club Ball) NYC, nc.
Olson, George: (Edgewater Beach) Chi, h.
Olson, Walter: (New Julius) Gardenville, N. Y., re.

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

Richardson, Florence: (Zit's Little Casino) NYC, nc.
Rinaldo, Nino: (Yacht Club) Chi, nc.
Rio, Rita: (Governor Clinton) NYC, h.

Sabin, Paul: (Town Casino) Miami, nc.
Salinger, Al: (Benny the Bum's) Phila, nc.
Sanders, Joe: (Gibson Cincinnati) h.
Sandusky, Bob: (Derby Tavern) Midland, Tex., nc.

Stevens, Bernie: (Bagdad) Providence, nc.
Strollers, The: (Chateau Moderne) NYC, nc.
Strom, Roy: (5th Ave.) NYC, h.

VanWinkle, Joe: (Melody Grill) Kokomo, Ind.
Varone, Joe: (Seneca Terrace) Rochester, N. Y., nc.
Vouzens, Nick: (Sapphire Room) NYC, nc.

Wagner, Bill: (Jimmy Kelly's) Brooklyn, nc.
Wagner, Perc: (Crystal) Natchez, Miss., nc.
Wagner, George: (Barrel of Fun) NYC, nc.

Zarin, Michael: (Waldorf-Astoria) New York, Zatour, Joseph: (Biltmore) NYC, h.
Zeeman, Barney: (20th Century) Phila, nc.
Zelman, Rubin: (Caravan) NYC, nc.

INDEPENDENT BURLESK

Babes of Broadway: (Capitol) Toledo, O., 18-23.
Beef Trust: (Casino) Toronto 18-23.
Fads & Fancies: (Rialto) Chi 18-23; (Gayety) Minneapolis 25-30.

(See ROUTES on page 84)

New Acts For Polack

Three join at El Paso, Tex., for winter season—repeat date in that city

EL PASO, Tex., Jan. 16.—Irv J. Polack, co-owner of Polack Bros.' Circus, here for a January 16-21 date for El Maida Shrine, announced three new acts joined the troupe here.

Eugene Randow, circus clown act producer, will be on for the winter season, with "Aunt Jemima and Her Three Pancakes." The Four Bucks, acrobats and teeterboard experts, also signed for the winter tour.

Don Carlos and his Monkey Hotel are an added attraction for the El Paso showing.

Carl Sonitz is lining up for the engagement at Phoenix January 23-30 and Duke Mills is handling the advance on the Sacramento, Calif., date February 16-21.

The El Paso date is the second straight for show. It is under Shrine auspices.



MILDRED MILLETTE, of the fourth generation of Dan Rice, snapped last season by Alfred J. Meyer in the grand entry of Ringling Bros. and Barnum & Bailey Circus. She will play the Shrine Circus in Detroit and Grotto Circus in Cleveland next month. Miss Millette will again be with the Big Show.

Foreign Acts Signed by Valdo

SARASOTA, Fla., Jan. 16.—Pat Valdo, of Ringling-Barnum Circus, arrived here last Sunday after a two months' tour of Europe in quest of new sensations for the show.

Among foreign acts that have been signed to appear with the show are the Great Peters, trick trapeze artist and ceiling walker; the Five Clevers, contortionists, and the Magyar troupe, sensational acrobatic act.

Winter quarters here are buzzing with activity as preparations go forward for the new opening spectacle, *India*. All equipment, every carriage, every howdah, every costume that appears in *India* will be new.

The introduction to the spec will feature the initial circus appearance of the Royal Scottish Mounted Trumpeteers. Garbed in the colorful raiment of the Highland regiments and mounted on huge steeds, this troupe will appear on the hippodrome track in advance of the spectacle proper and present the introductory music in conjunction with the regular R-B band.

Franz Woska, menagerie superintendent, started work on a juvenile cat act. He is making use of a new outdoor arena which has been built at quarters.

Rebuilding Equipment At Barney Quarters

GLENDALE, Ariz., Jan. 16.—The work of rebuilding some of the equipment on Barney Bros.' Circus has been under way for last three weeks at winter quarters here, with 20 men at work in the paint and other departments. The mechanical end is being held down by Eddie Brodie and five assistants. Four new semi-trucks have been ordered and Barney Bros.' bodies will be placed on them.

A New Year's Eve party was given at quarters by Manager John D. Foss and was attended by the showfolk and some Glendale people. Mr. and Mrs. Ralph Noble have arrived. Noble will manage the side show. The show will go out this season greatly enlarged.

While in Los Angeles Foss engaged Jack Lewis as secretary and bookkeeper at the quarters. The merchants of Glendale have welcomed the show. All supplies, lumber, etc., are being bought here.

The Grace Orton Troupe arrived with new car and trailer and has made arrangements to play the theaters in and around Phoenix and with indoor circuses that are making this section of the country.

Dock Returns to Quarters

PETERSBURG, Va., Jan. 16.—Sam Dock, manager of Silver Bros.' Circus, has returned to quarters here after a three weeks' visit to Pennsylvania, Ohio, Maryland and New York. He bought several monkeys, small mule and menage horse. The Brison family returned from a visit and will play schools until time for the show to open.

Sparks on Trucks, Report From Macon

MACON, Ga., Jan. 16.—Pending final determination of certain details there has not been much activity at circus quarters here, where the Sparks-John Robinson Circus is to be constructed for an April opening.

Manager Charles Sparks and assistant, Charles Katz, recently returned from a second conference in Sarasota with Sam W. Gumpertz. There have also been several circus executives in conference here.

It is believed definitely that the show will be motorized. While Sparks spent most of his life as the head of a railroad show, he recognizes that motor equipment has many advantages, it is learned from a source close to Sparks.

When all preliminaries are concluded and plans finally approved work on the new big show will go forward with double shifts, it is stated.

DeBarrie Has Unit

RICHMOND, Ind., Jan. 16.—W. E. DeBarrie, last season Side Show manager of Downie Bros.' Circus and for many years in the kid show business, again has an 18-people vaude unit, *Bird of Paradise Revue*. Opened in Georgia and jumped north five weeks ago. Is booked solid on Sun Time until February 22, with Southern dates to follow. Featured are Mlle. DeBarrie and her Birds in Toyland, cockatoo act. Show has seven-piece stage band and is playing the best spots in Ohio, Michigan and this State.

Hunt Family in South

TRENTON, N. J., Jan. 16.—Charles T. Hunt and family are spending the winter at Macon, Miami and Sarasota. They will return here by February 22, where the Hunt Circus will present the second annual indoor show for the Tall Cedars of Lebanon. Performance will be given in the Arena.

Roy and Henry Haag Organizing Truck Show at Lafayette, Tenn.

LAFAYETTE, Tenn., Jan. 16.—Roy and Henry Haag, brothers, nephews of the late Ernest Haag, founder of Mighty Haag Shows, are organizing Haag Bros.' Circus here. Roy is general manager. Henry is in business in Detroit and will not for the present be actively connected with the show. Roy has had many years' experience in many branches of show business.

Show will be moved on all new Reo speed wagon trucks. These are in quarters and mechanics, under supervision of Roy Haag, are building bodies. Everything from the pole wagon down will be streamlined and painted a coca-cola red. Canvas will be new, having been purchased from Kerr. Big top will be an 80 with two 30s and a 40-foot middle piece; side show, a 50 with two 30s. Kid

Terrell Jacobs in Hospital

PERU, Ind., Jan. 16.—Breaking and training of a young female lioness resulted in injuries this week which caused Terrell Jacobs to be moved to city hospital. Jacobs, while working new routine and using three new cats, recently purchased from zoo in New York City, was in steel arena, lion barn, when lioness leaped from top pedestal, landing on his shoulders and forcing him to floor of cage. He was bitten thru thigh and received many major wounds over chest and body.

Finally after all animals had engaged in a free-for-all tussle Jacobs managed to rise to feet and escaped thru safety door.

Stated by Dr. S. D. Malouf, circus physician and specialist on wild animal wounds, that unless infection sets in noted trainer can resume work in several weeks.

Patterson Show Being Organized

CINCINNATI, Jan. 16.—John Ellis writes from Pontiac, Mich., that the Patterson Three-Ring Circus, a 20-truck show, will take to road this season and that he will be manager. George (Doc) White will be general agent. Big top will be an 80 with three 40s. There will be a menagerie and side show. Show will open early in May.

Kelly Booked to November

LOS ANGELES, Jan. 16.—Emmett Kelly, who has been quite busy since his arrival on the Coast, says he is pretty well booked until November. After opening with his vaude act (tramp cartooning) at Raymond Theater, Pasadena, December 13, he played the following towns: Lompoc, San Fernando, Long Beach and Whittier, all in California. In this city he played the Manchester Theater. Presented act at a banquet and at five clubs and also at the downtown Hippodrome Theater.

His itinerary starting middle of February follows: Roxy Theater, Salt Lake City; Shrine Circus, Detroit; Grotto Circus, Cleveland; club at Buffalo; Cole show at the Hippodrome, New York, which will be followed by Chicago and the tented season.

While in this city he met many friends and attended the Pacific Coast Showmen's Association's Christmas dinner. He also visited the Universal News Service, MGM and Columbia studios. Doc Howe, of *The Hollywood News-Citizen*, commented on Kelly's tramp pantomime act in that paper.

Funeral Services For Frank A. Cook

NEW YORK, Jan. 16.—Funeral services for Frank A. Cook, for many years legal adjuster of the Ringling Bros.-Barnum & Bailey Combined Shows, who died January 11 at Polyclinic Hospital here, were held Thursday afternoon at the Park West Memorial Chapel. More than 250 persons, including members of the immediate family, many friends, circus associates and leaders in the entertainment world, were in attendance. Services were conducted by members of the St. Cecile Lodge, F. and A. M., of which Mr. Cook was a member. Numer- (See FUNERAL SERVICES on page 41)

Seils-Sterling Being Enlarged

New acts to be added—more animals purchased—bigger steel arena

SPRINGFIELD, Mo., Jan. 16.—Seils-Sterling Circus, motorized, in quarters here, will be enlarged for coming season.

According to William Lindemann, the show had the most successful tour in its history last year. Several more animals were recently purchased, and the Lindemann Brothers contemplate spending much money to re-equip, remodel and enlarge every department.

All of the canvas, which is built at the Fulton Bag and Cotton Mills, will be in readiness a few weeks prior to the show's opening date. Big top will be 125, with four 40s and one 50-foot middle; menagerie a 70, with three 30s and one 40-foot middle. A new marquee of novel design will be included. Side Show will be a 70 with four 30s. A new set of double-deck banners will give the front plenty of flash.

Under the big top will be 1,800 or more grand-stand chairs, entire opposite side starbacks, with an increased height in the "blues" section. Four rings will be used, with a new and enlarged steel arena. There will be several new factory-built trailers, bodies and animal dens, which include a new elephant trailer, pole wagon, office (on 24-foot semi), five four-wheel trailer cages and three 36-foot semi for plank and stringer transportation.

The advance will be operated the same as last season, two different crews. The equipment in all one 24-foot semi, five panel jobs and on 1½-ton truck. Eighteen or more billers are being signed to work off the two crews. Several new styles of paper will be used, and it is intended to bill as a five-ring circus.

Two new and larger electric generators will be in lighting department, and it is intended to use neon on big show ticket wagon. General admission and reserved grand-stand ticket sales will be conducted downtown daily.

Capt. Klaunder will have four more cats in his wild animal act, using a 32-foot arena instead of 26 feet. Fred Leonard, equestrian director and trainer, has already broken three high jumpers and will have four six-horse Liberty numbers.

Arthur (Mac) Heller, who has been with the show for many years, has signed 19 men, also calliope player for big show band. He is ordering all new flashy uniforms. Big show program will be augmented by new acts.

Beatty Planning Big Act for Cole

ROCHESTER, Ind., Jan. 16.—Winter-quarter activities of Cole Bros.' Circus are progressing at full blast. The wardrobe department, under direction of Mrs. H. J. McFarlan, opened last Monday with a force of 20 seamstresses and a dozen motor-powered machines. All wardrobe will be new.

Clyde Beatty plans the largest and greatest act of his career. Forty-two lions and tigers will be seen together, among them being what is believed to be the largest Bengal tiger in captivity. All wild animals that Beatty purchased at Stellingen, near Hamburg, Germany, have arrived.

A shipment of horses and equipment from Ken Maynard's ranch, Van Nuys, Calif., has also reached Rochester. Champion cowboys and cowgirls, along with a congress of Indians from the Pine Ridge reservation, will form a part of Maynard's Wild West with this circus.

H. B. Gentry, of Bloomington, Ind., spent several days in quarters last week, guest of Messrs. Adkins and Terrell. Billy Cronin, for many years in charge of front door of principal circuses, was also here from his home in Denver.

P. A. McGrath, trainmaster, and a crew of 18 are rebuilding and repairing the railroad equipment. The train shed is capable of holding several sleeping cars. Repair work and painting progress rapidly.

Ora O. Parks, member of press staff, spent several days here in conference with officials of the show. He recently returned from a six weeks' stay in Denver, where he had charge of advertising and press of the Shrine Circus, recently (See BEATTY PLANNING on page 41)



With the Circus Fans

By THE RINGMASTER

CFA.
 President, FRANK H. HARTLESS, W. M. BUCKINGHAM,
 2930 West Lake Street, Chicago, Ill.
 Secretary, THAMES BANK, Norwich, Conn.
 (Conducted by WALTER HOHENADEL, Editor
 "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Jan. 16.—The third annual midnight "Carousal" of the Circus Fans Association of Great Britain was held in Addison Restaurant, Olympia, London, evening of January 8. The official visit of the association to the Bertram W. Mills Circus was at afternoon performance January 9. A special section was reserved opposite the ring entrance for the Fans. After the performance annual meeting was held in gallery restaurant. On January 12 the Fans paid an official visit to William Wilson's Circus at the Agricultural Hall, Islington.

Mr. and Mrs. Manson L. Reichert and daughter, Maybelle, of Evansville, Ind., are vacationing in Miami, Fla. They expect to stop off at Sarasota on way home to visit winter quarters of Ringling-Barnum Circus.

Harry Hertzberg, of San Antonio, Tex., recently received as a gift a route of Sells Bros.' 1879 season. It was produced by Charles G. Tripp, who will be remembered in side-show history as having no arms. The route was owned by Ashton Guyer and was sent to Hertzberg as a Christmas present by Uncle Bob Sherwood. Hertzberg received a card from Maximo from Piccadilly, London, showing Mrs. Maximo and himself, he performing his famous drinking act on the wire.

Col. William Soaper Sneed, on a business trip to Kentucky, stopped in Evansville, Ind., where he visited with Mr. and Mrs. Karl Knecht.

On January 20 Sverre O. Braathen, of Madison, gave a talk on the circus before the Lions' Club at Waterloo, Wis.

The children of Mr. and Mrs. Harper Joy, CFA, of Spokane, Wash., awakened Christmas morning to find that they were owners of the Cannon Hill and Pacific Railroad. Nancy, age eight; Jimmy, six and one half, and Ben, five, found on a vacant lot adjoining the Joy home a 15,000-pound narrow-gauge locomotive with 25 feet of track, all set to be steamed up to make its first trip. Several years ago Harper learned of several old "dinky" engines stored since 1909 or 1910 at Parkwater. From the owner, Martin Woldson, he purchased one that cost \$3,000 when new. Joy admits he paid more to have the engine moved to his home than he did for the engine. For several weeks before Christmas Harper spent Saturday afternoons scraping grease, putting a new roof on the cab, polishing and painting and now the Joy children have a real engine.

Lulu Davenport Ill of Flu

CHICAGO, Jan. 16.—Lulu Davenport, who returned to her home from Grant Hospital two weeks ago, has been seriously ill of the flu at her home. She is out of danger but still confined to bed. Doctor states that it will be another week before she will be able to be up. Miss Davenport is divorced wife of the late Frank A. Cook. They were married at Elgin, Ill., November 22, 1922, and divorced February 8, 1934.

Gruber Training Horses For the Tom Mix Show

ANNISTON, Ala., Jan. 16.—Max Gruber is training several groups of horse acts and several high-school horses for the Tom Mix Circus in quarters here. His act, Gruber's Oddities of the Jungle, was with show last season and will again be with it this year.

As soon as Tom Mix finishes with his picture he will come here to rehearse his new six-horse act and his famous horse, "Warrior," in an outstanding high-school act, specially trained by Gruber.

Menagerie has been enlarged. Several cages of animals and some hay-eating animals have been added, also some new units. All departments have commenced to work.

Gladstone Shaw is in charge of quarters. Show will go out bigger and better.

Tributes to Frank Cook

Dear Frank:

The night before you went up ahead some of your friends in Chicago were saying that you had come back from the shadows so often that a report of your death, like that of Mark Twain's, would be "greatly exaggerated." But the flags that fly in the affections of your friends finally are at half mast and the oft-repeated eulogy that a man will be hard to replace must be altered in your case.

In plain truth you will not be replaced. Your passing is a sad blow to the Big One, to which you devoted so many years. More times than can be numbered the cry of "Doors" at matinee time could have been amplified to add "thru the efforts of Frank Cook." It has become a trite expression in the circus domain that "the show must go on," but that was the code you lived by and you followed that star unflinchingly.

There has been an expression going around these many years that you were a good friend and a dangerous enemy. I would be more than a little proud of that if I were you; it's a pretty good thing for a man to have said about him in any line of pursuit. Your friends were not limited to the boundaries of circusdom; you made them in high places and you made them for the show. They'll be asking for you next season and for many seasons to come. It's hard losing you, Cookie, but when the long season ends for a lot of us it will be comfortable knowing that the king of fixers is there ahead of us. We'll probably need you pretty badly.

BEVERLY KELLEY.

SARASOTA, Fla., Jan. 16.—A pall of gloom descended over the winter quarters of the Ringling-Barnum Circus here this week upon receipt of news of the death of Frank Cook.

Cook, legal adjuster for the Big Show, was known and loved by nearly every member of the Ringling-Barnum personnel.

"He had more friends than any other circus contact man on the American continent," said Sam W. Gumpertz, vice-president and general manager of the Big Show, in a verbal tribute to the memory of "Cookie."

Mr. Gumpertz revealed that he had received many messages condoling the circus over the loss of Mr. Cook, so closely was the deceased associated with the big top.

Pat Valdo, personnel manager; I. W. Robertson, treasurer; Carl T. Hathaway, general superintendent; Roland Butler, general press representative, and a host of other officials joined Mr. Gumpertz in a tribute both to the character and ability of Frank Cook.

WPA Show in the Bronx

NEW YORK, Jan. 16.—WPA Federal Theater Projects Circus unit opened at Bronx Coliseum January 9 to packed matinee and excellent night house. On Sunday rain and snow hurt attendance at night, but kids turned out for matinee. Biz has been the best of the winter dates.

Visitors at opening included Roger Littleford Jr., of *The Billboard*; Sam Stratton, of Ringling-Barnum; Gene Graves, son of Mickey, and Mr. Warren, of Mighty Haag Show.

Altho date was in Bronx, Manhattan papers again gave the show a nice break, with *The Mirror*, *World-Telegram* and *Evening Journal* running feature stories.

Show will be here week-ends for remainder of the month, reports Wendell J. Goodwin.

Raising of Pat Valdo Tent in Binghamton, N. Y.

BINGHAMTON, N. Y., Jan. 16.—A party was given by members of the Pat Valdo Tent, CFA, here night of January 8. This gathering officially marked the raising of the tent, named in honor of Valdo, who was born and reared in this city.

Guests assembled in the Barlow Building and were escorted thru the Circus Museum and Horse Fair, a side-line tribute to Captain Dan E. Fox, who was present. In the Hippodrome, an amusement hall operated in conjunction with the Binghamton Recreation Center, of which G. H. Barlow is proprietor, a band concert was given under direction of Ben Cornelius. Soon the whistle blew and Barlow made a short opening address praising Valdo and telling of his rise to fame in show business. "It is fitting," he said, "that as Valdo started to work for Ringling Brothers 35 years ago as a

waiter in the cookhouse, the opening scene be that of the cookhouse department." The entire Ringling Bros. commissary department in miniature was set up on the stage. All the realism of a circus early morning scene was depicted in this setting.

Next a tent about 30 feet in length was raised over the heads of the audience and blue and red poles thrust thru the peaks and the canvas soon took on the appearance of a dining tent as the waiters hustled in the tables and food.

Later the crowd passed down the street to another building where the Barlow & Bailey Circus was erected. They were led thru three halls gayly decorated in circus posters from every known show. Finally the people reached the fourth floor, where the show was in progress. A great scale model circus—Barlow & Bailey Earth's Greatest Show was about to start. Side Show, large menagerie of 200 animals, 46 elephants, 45 camels and numerous other animals, to say nothing of 200 horses, were on display. The big top, consisting of 15,000 pieces, was electrically lighted and covered a space 28 feet by 10 feet 5 inches. There were seven rings and all tent sections were joined by hookless fasteners in place of the usual lacings.

The Tent will have its membership increased by at least a dozen new members. Fans present were George Scholderer, Will Sisson, Stuart English, William Daily, James M. Andrews, Captain Dan Fox, George Dan, Richard Georgia, George H. Barlow Jr. and George H. Barlow III. Fans from out of town who attended were George Duffy and William Linney, Fort Plain, N. Y.; Bruce Souter, New Hartford, N. Y., and William Montague, West Hartford, Conn.

Included in the 125 guests were City Manager C. A. Harrell, Mayor Thomas W. Behan, and George W. Johnson, president of Endicott-Johnson Company.

At Peru Quarters

PERU, Ind., Jan. 16.—First 1937 movement from winter quarters and return without incident saw Clifford Whittaker, assisted by James Swanson, in charge of five bulls. Twelve checkerboard horses, trained and worked by Rudy Rudynoff, and the great equine, "Smart," worked by Mrs. Erna Rudynoff. Also in movement from quarters was Rudy Jr. and trained pony.

Ralph J. Clawson is back from Ringling offices and has taken over management of farm relinquished by Mike Wissinger owing to sickness.

Elephant barn is under supervision of Hurley Woodson, John Riley, Nick DeAmbrosio, Lou Clayton and Freddy Wells, assistants. Elephants quartered here number 30.

Cookhouse, serving 180 meals a day, is in charge of Louis Benadone; assisted by Glen Gerrard and Pat McHale.

William (Bill) Brown is breaking a new seal shipment from California.

Bob Jacobs is with Fearless Potters, now working at Olympia, London.

In charge of wardrobe department here are Mrs. Douglas and Mrs. Frank Geberin, readying wardrobe for winter dates.

Nick Carter, concessioner, who was with Orrin Davenport at Shrine Show in Denver, is back. Was accompanied by Sam DeLano and Johnny Ritchie.

Eddie and Mrs. Woeckener have acquired another beautiful suburban farm adjacent to city.

No activities noticed at circus railway sheds or at wagon rebuilding shops in quarters. P. A. Bennett is in charge of main gate. He has one of oldest and best collections of circus pictures in the country.

Mabel Stark for "Circus Queen"

LOS ANGELES, Jan. 16.—Mabel Stark is under contract to the General Pictures Corporation, Hollywood, for important part in *Circus Queen*. She is to have 16 cats in one of her scenes. Story is being written by Mrs. Wallace Reid and Gertrude Orr. The facilities of the Barnes show have been contracted. Film goes into production February 15.

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Under the Marquee

By CIRCUS SOLLY

ROBERT E. HENRY and wife left Portland, Ore., to play dates around San Francisco and Los Angeles.

EDDIE WILLIAMS and wife, June, last two seasons with Downie Bros., are at their home in Jeffersonville, Ind.

HAPPY KELLEMS and Van Wells, clowns, are working a string of dates thru Indiana, Illinois and Kentucky.

GET PLENTY of different kinds of wild animals in the menagerie and don't depend on three or four species.

GEORGE ORTH, who was on No. 2 car of Ringling-Barnum last season, is superintendent of the Nash Motors at Kenosha, Wis.

MRS. JEFF MURPHREE, formerly of the Ringling show, is singing with her own dance band five nights a week in hotels and night clubs in Pittsburgh.

HARRY (DOC) RICHARDS, old-time minstrel man who was with Famous Robbins Circus, left for the East when the season closed.

WILLIAM NEWTON JR., manager of the Main Circus, is at the Exchange Hotel, Montgomery, Ala. Show is on the old fairgrounds, four miles out of town.

ROBERT K. GRANT, of New Orleans, has been a mail carrier there for some time. Formerly musician with Mighty Haag, Sparks and Ringling-Barnum.

R. D. NEELY, circus fan of Humboldt, Tenn., visited following shows last season: Rice, Main, Haag, Ringling-Barnum and Marlow.

FRANK M. DETRE, head waiter with the Downie show, is managing the Wellington Hotel in Baraboo, Wis., this winter.

YOU SAY it is hard to get bareback riders. Why not train your own rosin-backs and develop riders yourself?

FRANK ECCLES, in big show band last few seasons with Downie Bros., has been in Mississippi City, Miss., since closing of the show.

B. R. JONES, secretary with Bockus-Klonis Circus during its short career last season and later booking a Whale Show in the West, is spending the winter at his home in Jeffersonville, Ind.

ROBERT BANKEY, clarinetist with Walter L. Main Show 1936 season and formerly with 101 Ranch Show, Al G. Barnes and Downie Bros., is home for the winter in Frontenac, Kan.

HENRY DE ARMITT, formerly musical director of Gentry Bros. and Mighty Haag Shows, is now instructor in the music department at the Ft. Wayne, Ind., State College.

BEVERLY KELLEY lost his father seven weeks ago and went home, Delaware, O., to be with his mother and his family. Will operate the furniture firm which was his father's and with which he was associated for 30 years.

A KEEN contracting agent is one of your best assets. He is a fixer, showman, 24-hour man and a level-headed business man in one. Give credit where it belongs.

WILL SCHNEIDER, who managed one of the Main enterprises in 1913-'14, lost his wife recently. Will is Mrs. Main's only brother. Their mother died last September.

THE KLINES (Charles and Peggy) are back in Detroit after closing six weeks' engagement at Vandort's Land of Toys, Lansing, Mich. Will play some winter dates. Had a nice season of fairs last season, 14 weeks.

JOSEF RIX, air calliope player with Vic Robbins' Band on Cole Bros.' Circus, who had to close May 3 due to sickness and entered the sanatorium at Lansing, Mich., has recovered and is waiting for opening of season.

MILDRED MILLETTE will be at the Shrine Circus in Detroit for two weeks and at the Grotto Circus in Cleveland

for same number of weeks, then return to Sarasota to practice before opening with Ringling-Barnum.

SOLLY was indeed sorry to learn of the passing of Frank Cook, widely known legal adjuster of the Big One. He had a world of friends in show business.

IN THE PARTY which motored from Pawtucket, R. I., to Brockton, Mass., to see the Shrine Circus were Jack McNichols, CFA; Buck Leahy, clown, last season with Kay Bros., and William C. H. Lumb, advance agent on Maynard Bros. last year. They met Fred Lawson, fan.

GEORGE DUVALL and wife, of Kansas City, visited their friends, Fred and Betty Leonard, at Seils-Sterling quarters, Springfield, Mo. Two white deer were received at quarters for the enlarged menagerie.

MANAGEMENT of Higgins' Circus Revue writes that J. C. Admire was to have been general agent of show (they had been in correspondence), but that they could not get together on business transaction.

WIZIARDE NOVELTY CIRCUS played in South Dakota and Wyoming for six weeks with its animal unit to only fair biz. Is now in Colorado, where it will be until spring. Mrs. Wizarde has nearly recovered from illness.

IN DRESSEN circus notes in last week's issue name of Tiny Warton was given. This should have been Glen Tiny Weston. Was formerly concert soloist with O. A. Gilson's Band on Robbins Bros.' Circus, seasons 1925-'26.

MRS. PAULINE SYLVESTER, of Cole Bros.' Circus, underwent an operation in Woodlawn Hospital, Rochester, Ind. She is recovering rapidly and will soon be able to leave hospital and return to her home.

AL OSBORN, former trouper, is located at Sturgis, Mich. Was car manager for Ben Wallace, Major Gordon W. Lillie, Miller Bros. and Norris & Rowe. He started in the business with Lemen Bros. When Russell Bros.' Circus made Sturgis last summer Osborn met Frank Miller, whom he had not seen for 30 years.

JOE SHORT, diminutive funny man, left New York last week-end (17) for Detroit, where he will join Orrin Davenport's indoor circus unit. Joe, who has been working indoor dates around New York this winter, will be with the Cole-Beatty Side Show next year under management of Lou Delmore.

DR. WILLIAM M. MANN, director of the United States National Zoo and a prominent Circus Fan, together with Mrs. Mann and Roy Jennier, left Washington for a trip around the world to gather additional specimens for the zoo's new buildings. The party will return next August.

THERE'S SOMETHING in a name all right. During the seven years that Charles Sparks had the Downie show on the road he built the name up to the position that when it was recently learned the title was being shelved a half dozen circus owners offered real money for a lease of the name. All offers were declined.

RUSS HOWE, who was at the Veterans' Hospital, Madison, Wis., over the holidays, reports cheering cards from Art Miller, agent of Seils-Sterling; Sally Smith and ork, with Bowes' all-girl unit; Paul M. Lewis, owner Lewis Bros.' Circus; Mary Erdlitz, of Seils-Sterling; Bob and Mary Atterbury; Jack Wilson, free-act man, and Bill Kasiska, circus fan of Baraboo, Wis.

WALTER AND LOLO LEVINA worked six weeks in Springfield, Ill., presenting Santa Claus, playing clubs for Elks and Rotarians and at Orpheum Theater. Were with Myers Bros., four weeks. They are now at Jonesboro, Ark., with W. J. Dunne in museum, out all winter. Dunne has 12 acts, including untamable lion, with Little Brownie, dog, in cage with lion.

BERT DOSS and Gene Enos are operating the Circus Night Club at Bloom-

ington, Ill., and having very good business. It is one of largest clubs in the State. The boys have dancing every night and a floor show last half of each week. Enos has a living trailer. Has a public-address system installed in it and ballys the streets of Bloomington and surrounding small towns, putting the club on the map.

NO CIRCUS appeared in Jeffersonville, Ind. (population 12,000), the 1936 season. However, there was profitable business there for any good motorized show. The last railroad show to play there was Christy Bros., June 4, 1925.

CIRCUSES LOOKING for novelties might consider the tribe of the lordly Watuzzi, seven-foot giants in Uganda, British East Africa. The Watuzzi are attractive humans with handsome profiles and almost uniformly reach the height of seven feet. Like "lilies of the field," they do not work but spend their time in dances and play. In some leaps they jump over bars exceeding the world's official high-jump record.

BY INVITATION of George H. Barlow III, friends gathered night of January 8 to witness the premiere of a miniature "Greatest Show on Earth" at his home in Binghamton, N. Y. It took him 10 years to do the job. Barlow's interest in circuses began when as a pop-eyed boy in 1910 he watched the Ringling Bros.' Circus with his father. Barlow, who is chairman of Pat Valdo Tent, CFA, of Binghamton, has announced that that city would bid for the national convention of the CFA.

WALTER L. MAIN and wife received 961 Christmas and New Year's cards from all over the world, among them cards from Mr. and Mrs. Vic Hugo in Hong-kong, China, and Anthony and Josephine Lowande, Sao Paula, Brazil. They worked for Main, many years ago. The Mains spent the holidays with Mrs. Main's sister and relatives in Pittsburgh, and Mrs. Main and sister are now visiting with their brother in Maplewood, N. J. Walter L. is at his old home, Geneva, O. Will be there until March 1, when he will go to winter quarters at Montgomery, Ala.

WHITEY HARRIS, clown policeman, who has played fairs for Barnes & Caruthers, wishes to thank friends for cards and letters that he received while in the Receiving Hospital at Detroit. Says that he spent 27 days under care of Dr. Johnson and for 10 days lingered between life and death until a second operation was performed. He was suffering from ruptured appendix. He thanks *The Billboard* for its co-operation, because he received more than 100 letters and cards from friends. Whitey also thanks the Circus Saints and Sinners Club for its Christmas card.

THE ENORMOUS JOB of selling 22,000 tickets for the Inaugural in Washington January 20 at a gross amount exceeding \$140,000 was directed by Melvin D. Hildreth, chairman of the legislative committee of the Circus Fans' Association, who was appointed chairman of the committee on grand-stand arrangements and tickets. Hildreth delegated the important task of arranging and numbering some 22,000 chairs to Harry A. Allen, last season contracting agent for Downie Bros.' Circus. Other circus executives assisted. In a recent statement to the press, Hildreth ascribed the success of the entire undertaking to experience gained in observing circus executives, who anticipated every possible emergency.

Macon

MACON, Ga., Jan. 16. — James M. Beach, general agent Famous Robbins Circus, arrived last week from his home in Seneca Falls, N. Y., and will spend winter vacation at Hotel Central with the circus colony.

Charles T. Hunt and family, of Hunt Circus, were overnight guests recently while en route to Florida.

James Heron was a week-end visitor last week en route from Worcester, Mass., to winter quarters of the Robbins show at Poplar Bluff, Mo. States that work is progressing rapidly at quarters and that show will be enlarged.

Word reaches here that Frank Sotiro is slowly convalescing at his home, 106 Klug avenue, Norfolk, Neb. He was compelled to close with Robbins Circus at Alexandria, La., last summer.

Much of the equipment for Shrine Circus, to be held in Miami in February, will be furnished by Charles Sparks. Will include several tents, horses and elephants.

Bert and Corinne Dearo, last season

15 Years Ago

(From The Billboard Dated January 21, 1922)

It was announced that the fourth show of the Mugivan-Bowers-Ballard combo for the 1922 season would be Gollmar Bros.' Circus, with Fred Gollmar as general agent and traffic manager. Show was slated to open in Montgomery, Ala., early in April. . . . Mike Golden was getting extensive plans under way for the opening of his recently acquired Howe's Great London Show. He had just previously picked up the Palmer Bros.' Circus at a sheriff's sale at Palo Alto, Calif. His plans called for a 20 or 25-car show under the Howe title. Frank A. Cassidy, formerly with the Al G. Barnes Circus, was signed as general agent with the Howe organization under the management of Charles Boulware, also late of the Barnes show.

The following acts were with the Bertram Mills Olympia Circus in London for the winter circus season of 1922: the Three Comrades, Silbon Sisters, Schumann's horses, Duncan's Scotch collies, Jackson and McLaren, the Mazantinis, Belling and his company of American Comedians, Nine Siegrist-Silbons, Rastell; Lockhart's elephants, with Captain Taylor; Lillian Leitzel, Abdullah's Arabs and Nicholas Chelaflo. Clyde Ingalls was ring announcer and Merle Evans was musical director.

Leo and Mrs. Hamilton were visitors to the Cincinnati office of *The Billboard* and announced plans to rejoin the Seils-Floto Circus. . . . Lindemann Bros.' Circus management, in winter quarters at Sheboygan, Wis., was enlarging its show getting ready to go on the road for the '22 season with 12 trucks. . . . Lorette the Clown was in Chicago after a successful engagement at the Orak Temple Circus in Hammond, Ind.

George and Mrs. Clark, scheduled to be with Howe's Great London Circus in '22, were playing a three-month engagement with the "By Gosh" Company. . . . Herman Joseph, Billy A. Ward and Artie Maritella, then clowns with the Seils-Floto Circus, were touring Southern Texas by auto, playing independent vaude dates.

with Downie Bros., left for Tampa last week to take up practice with the Gulce Troupe of riders, booked at Tampa Fair. They have signed with Ringling-Barnum for coming season.

Shorty Daugherty, superintendent elephants with Downie Bros., returned from Worcester, Mass., where he spent the holidays with his family. Has started on several new elephant numbers for the Sparks-John Robinson Combined Circus.

Joe Gilligan, master of transportation, motored from Jensen, Fla., last week and reports many fine catches of fish by him and Stuart Roberts. Joe will return to Macon in March to get his equipment readied.

Sam Glickman, concessioner, is producing Macon's first bingo party, to be held in Macon's Million-Dollar Civic Auditorium shortly. It is being sponsored by Joseph N. Neel Post of American Legion and the Macon Police.

John Van Arnam's Uncle Ezry's Barn Dance Revue was first revue to appear at Capitol Theater, which has replaced the Ritz as a stage-show house. Capacity crowds were the rule at every performance. Among members are Al (Weedy) Pinard, former Downie Bros.' drummer, and Carl Babcock, former tuba player with the Sparks Circus Band.

Circus Fan Elmer Kemp and wife, of Trenton, N. J., spent a few days here on way to Florida. Elmer has a wonderful house car. He was entertained by the showfolk.

Rodney Harris, who is at home in Longwood, Fla., says the fish are making friends with him, that they are so tame that he uses no bait, also that Ella can cook them with her eyes closed.

Gertrude Redden is recovering from her reset of the arm and looks like she will be okeh the coming season. Is a guest of Central Hotel here.

Joe End, of New York, stopped over on way to Florida to say hello. Has several promotions on hand.

The Mulberry Wine Shop is a great meeting place for the showfolk while in Macon.

The Corral

By ROWDY WADDY

For nearly a quarter of a century The Billboard each week has carried newsnotes regarding cowboy competitive activities.

It has always encouraged the improvement and growth of this spectacular entertainment as an outstanding amusement attraction. And it will continue to assist in every way to boost this style of attraction when it is of a legitimate nature.

A few years ago the Rodeo Association of America, the organization of cowboy contest managements, announced that The Billboard was the official organ of the association. Since that time we have carried all newsnotes sent us by the secretary of that organization and we intend to continue to publish all official communications furnished by the RAA.

But that does not mean The Billboard will not publish news of the activities of others engaged in Wild West and competitive cowboy sport who are not members of the RAA, either management, contestant or performer.

Now as always it is the aim of The Billboard to publish news regarding this branch of the amusement world, covering all angles of it if it is news and if it is in the best interest of the business as a whole.

We again take this opportunity to extend an invitation to those legitimately engaged in the Wild West or rodeo business in any capacity to send us items that can be classed as news.

MANY TOP HANDS are expected to be streaming into Casa Grande, Ariz., for the Cowboy Days there the latter part of the month.

TOM HUNT, rodeo clown, and the missus are wintering in Bennettsville, S. C. Tom infos that he will be with Bob Follette's Rodeo Company in 1937.

CLYDE AND BILL ROGERS, the Brahma Twins, are dodging the cold weather in Houston, where they are wintering. They info that they will be back with Col. Jim Eskew next season.

PREPARATIONS have progressed rapidly until everything is in readiness for the ninth annual convention of the Rodeo Association of America at Reno, Nev., January 29-30. "On to Reno" seems to be the theme of all rodeo-minded people.

TED MERCHANT and members of his unit are wintering in New York, where they have been playing theaters and indoor circuses. They recently played an engagement for Frank Wirth in Brockton, Mass. Ted infos that he is at present lining up some work for the coming season.

"TEX JONES" BRESLIN, formerly with the Jim Eskew Rodeo, is spending the winter in Orange, N. J., where he is riding bundles instead of steers. Ted Cole, of the same show, is spending the off season in Newark, N. J., astride the seat of a local delivery truck. Both boys expect to return to the Eskew organization next season.

CIVITAN CLUB, of West Palm Beach, has contracted B. Paine, of West Texas, to stage a Rodeo and Frontier Celebration there soon. According to J. A. Lewis, grounds superintendent, plans are being made to make the event one of the largest of its kind ever to be staged in that city. Paine will be assisted by Count A. Gillespie, of Texas.

ALREADY conceded to be precociously adept with the 35 and 40-foot rope by many veteran rodeo folk who have viewed his performances, Billy Walker, nine-year-old lariat performer of Danbury, Conn., and son of W. L. Walker, veteran roper and entertainer, is adding a 50-foot rope trick to his repertoire which he plans to present at exhibitions in the summer.

ROBERT McLAUGHLIN and sons, Don and Jean, have been here a few days from the North, where they presented their act at Madison Square Garden Rodeo and the Boston Garden Rodeo. These little performers were one of the featured attractions at the Billy Rose Last Frontier production. They have been busily engaged almost nightly giving their rope-spinning exhibitions at the ultra hotels.

THE WRITER is indebted to Charles Aldridge, who, while in a reminiscent mood, compiled the following list of top rodeo hands in the days of yore, some of whom are still living and who aided

in placing the rodeo business on the high plane it now enjoys. According to Aldridge, who participated in the trick riding end of the business and was almost always in the money somewhere, top bronk riders were Thad Snowder, Tom Minor, Harry Brennen, Elton Perry, Harry Wines, Om Grimsley, Steve Gurado, Shorty Puss and Curtis Jackson, Alex Dunbar, Dunk and Hugh Clark, Sam Bernell and Slim Higley. Top steer ropers included Clay McGonigal, Ellison Carroll, Jim Hopkins, Johnny Murray, Bill Rogers, Charley Tompkins and Charley Irvin. Aldridge says the only bulldogger he heard of in those days was Bill Pickett, while trick riders, who were few and far between, included George Elsor, George Hooker and John and Jim Deear.

FINAL COWBOY STANDINGS for the 1936 Grand Champion Cowboy title as announced by Fred S. McCargar, secretary, Rodeo Association of America. The contestants are listed in the order in which they finished. John Bowman, world's champion; Leo Murray, Everett Bowman, Pete Knight, Doff Aber, Earl Thode, Eddie Woods, Clay Carr, Eddie Curtis, Harry Hart, Breezy Cox, Carl Arnold, Bill McMackin, Slat Jacobs, Oral Zumwalt, Lonney Rooney, Harry Knight, Bill Sievers, Smoky Snyder, Canada Kid, Frank Schneider, Hugh Bennett, Jake McClure, Pat Woods, Pete Grubb, Herman Linder, Turk Greenough, John Schneider, Tommy Horner, Everett Shaw, Gerald Ambler, Clyde Burke, Leonard Ward, Burel Mulkey, Melvin Tivis, Ike Rude, Dick Truitt and Richard Merchant. Division Leaders—Bronk Riding: Pete Knight, Doff Aber, Harry Knight. Bull Riding: Smoky Snyder, Canada Kid, Eddie Woods. Bareback Riding: Smoky Snyder, Pete Grubb, Canada Kid. Calf Roping: Clyde Burke, John Bowman, Jake McClure. Single Roping: John Bowman, Ike Rude, Carl Arnold. Team Roping: John Rhodes, Hugh Strickland, Breezy Cox. Steer Wrestling: Jack Kerscher, Everett Bowman, Dick Truitt. Steer Decorating: John Schneider, Warner Linder, Joe Mendes.

FUNERAL SERVICES

(Continued from page 38)

ous floral tributes adorned the chapel, and a touching and appropriate vocal rendition was furnished by the nationally known St. Cecile male choir.

Members of the immediate family in attendance included Mrs. Evelyn Joyce Cook, wife of the deceased; Edward Cook, of Albany, a son, and Mrs. Francis Sullivan, of Hudson, N. Y., a daughter.

Old circus and entertainment associates were the honorary pallbearers and included Frank Wadsworth, Tom Killilea, Mike Schaeffer, Jesse Klugman, Bill Conway, Frank Braden, Fred Von Rosenberg, Joe Boynton, George Smith, Ed Kelly, John Scotto and William Twyford.

In Attendance

Among the friends and business associates that attended the services were Howard Bary, Harvey Mayer, Fred DeWolfe, Doc C. W. Foster, George Degnon, George A. Hamid, Leonard Traube, Bert Cole, Roberto Yacopi, Charles Sasse, Frank Moore, Mickey Graves, Frank and Paul Miller, Richard Fuchs, May Clark, Mat McGowan, Tina Burrowes, Sam Scribner, John Krinsky, Johnny Kline, Yam Kam troupe, Ringling office force, Irving Radin, Harry Marks, Marjorie Ringling, Mrs. George Black, Mr. and Mrs. Jules Ullman, Mr. and Mrs. Sol Raskin, Mrs. Claire Radin, Clair Carroll, Jay and Isadore Witmarck, Roger O'Donnell, Wendill Goodwin, George Marshall, William Tuidle, Dr. Ira Terry, John Krinsky, Myra Matelis, Mr. and Mrs. Willie Moser, Miss Hurley, Mr. Griffin, members of Madison Square Garden office force, Mr. and Mrs. Murray Forsythe, Alvoh Tondo, Mrs. Lew Graham and Roger Littleford.

Altho not a complete list of floral tributes was available, among those represented were Bill Conway, Jesse S. Klugman, Mike Schaefer, William Twyford, Irving Radin, Frank Braden, Frank Wadsworth, Frank J. Pender, Aubrey B. Ringling, Joe Boynton, Harvey Mayer, Howard Bary, Mr. and Mrs. Carl Hathaway, Jake Newman, Joseph Donahue, Yacopi troupe, Beverly Kelly, Sam Crowell, Frank and Paul Miller, Yam Kam troupe, John M. Kelley; Ringling Bros.-Barnum & Bailey Combined Shows, Inc.; Ringling office force, Fred Von Rosenberg, Madison Square Garden, Mr. and Mrs. Murray Forsythe, John Scotto, Alvoh Tondo, Forrest Hotel, Mrs. Lew Graham and The Billboard.

Dexter Fellows

(CSSCA)

Tent Tattles

By FRED PITZER

NEW YORK, Jan. 16.—It was with much regret that we learned of the death of Harry Tucker, for our memories of him are loaded with gentleness and gentlemanliness. We never saw him get angry or ruffled at anyone; he had the kindest feelings toward everyone and often as I called on him at The Times-Dispatch office, tho his desk was loaded with work to be done, he always had time to chat and he loved to chat about things that had gone by. He played a part in the organization of the W. W. Workman Tent in Richmond, Va. The Cozy Corner Club was his hobby. Many are the stories that are told of his trips to New York City, which he liked to make every so often. Harry always wanted to help the other fellow. And that is his epitaph.

We received a very pleasant surprise from Uncle Bob Sherwood in the form of a few rare route books. Uncle Bob had one of the best collections of circusiana and histrionia in the country, but ravaging flames ate up all that it had taken him a lifetime to accumulate. He writes: "Several years ago I sold all my stuff to Henry Ford except my dramatic morgue and theatrical Hall of Fame, which were stored on the top floor of my building. On October 22, at 3 p.m., a fire broke out, and what is left of a dramatic collection once valued at \$80,000 is problematical. The New York Public Library once offered \$52,000 for it. It was insured, of course, but can never be replaced." We sympathize to the fullest with Bob, who will soon be writing sketches of his personal experiences under the title *On the Tail of a Trailer*.

Who's Who in Tent

Who's Who in the Dexter Fellows Tent—1. Tony Sarg, Ringmaster.

Born in Guatemala of an English mother and a German father. His surroundings early forced him to call largely upon his own resources for his boyish amusements, thus inculcating within him a strong inventive ability, which found its outlet in making various mechanical toys for himself. To develop his genius he was sent to Germany to finish his education. It was not long before his desire to draw became too strong for him to resist, so he married an American girl and laid siege to the artistic strongholds of England.

His success was immediate and, casting about for a studio, he chanced upon the old building in London that was the legendary original of Dicken's *Old Curiosity Shop*. Struck by its quaintness, he immediately rented it for a term of years and moved in. Later he moved to America. Book illustrations, posters, cartoons, toys and marionettes brought him rapid fame and both children and grownups thruout the United States have come to know and love his pictorial books, his marionettes and the entrancing sprightliness of his magazine illustrations.

Thingamabobs. We learn from good authority that Dex Fellows book, *This Way to the Big Show*, is to be syndicated and appear serially in various newspapers thruout the country. . . . We are in receipt of a folder entitled *Past Remembrances*, written by W. H. (Bill) Davis, which chronologically relates his 67 years' experiences as a showman. Bill Davis should write a book, if he hasn't done so already, for we feel sure he must be loaded with mighty readable human interest stories. If Mr. Davis is in the neighborhood of the Commodore Hotel the last Wednesday of this month let him get in touch with the writer. We would like to have him as our circus guest (of which we have one at each luncheon) at the luncheon on that day.

Clever Badge Scheme

At the last meeting of the executive committee of the Dexter Fellows Tent, at the Hotel Commodore, a clever badge scheme was thought out which will be put into operation at the next luncheon. There will be a promotional scheme introduced. For instance, those coming into the club will be called water-boys for the first year and then graduate into the razorback group and receive a higher title when they get on committees or in an office. The badges are to be of large size and of different colors for the different grades of membership. Any member forgetting his badge will be incarcerated (locked up)

in a regular iron-barred cell being built for the purpose and arrested by our official policeman, Les Smith, and he will not be freed until he has paid into the building fund the sum of \$1. His friends on the floor will be allowed to chip in to bail him out. This is a serious problem and Prexy Kilborn feels that it will bring lucre (money) into our building coffers (treasury). Another innovation will be the specially selected committees for the specific jobs all bearing circus titles, such as Superintendent of Seats, etc.

The next Fall Guy will be Jimmy Walker. How're yuh bettin'?

Former Circus Employees Sue

PERU, Ind., Jan. 16.—Two suits, each for \$50,000 damages, were filed in Miami Circuit Court last week against the Hagenbeck-Wallace Circus and the Ringling interests, one by Floyd Blankenship, acting for his son, Calvin, and the other by Jack Campbell. Both are former employees of the Hagenbeck show.

Blankenship alleges his son lost a leg and suffered injury to the other limb in an accident in Allentown, Pa., on August 6, 1934, while Campbell alleges he lost a leg as a result of an accident at Fayetteville, N. C., October 2, 1934.

Locals Elect

HARRISBURG, Pa., Jan. 16.—The Billposters and Billers' Union, Local No. 26, elected following officers for this year: Edward Rupp, president; John Whitney, vice-president; Frank J. Rupp, secretary-treasurer; Ed Putt, business agent, and Vance Kintner, sergeant at arms. Frank Rupp was elected delegate to international convention, to be held in Pittsburgh in July.

Putt is agent of Wilmer & Vincent theaters, Frank Rupp is at Loew's, John Whitney at the Madrid and Ed Miller at Hershey. Ed Rupp has the snipe plant. Local headquarters are still at 143 South Third street.

FORT WAYNE, Ind., Jan. 16.—At its last regular meeting, IABP&B, Local No. 113, following officers were elected: John Bradley, president; Harry Varner, vice-president; Rex Carr, secretary-treasurer; Fred Shumm, business agent; Frank Cooper, sergeant at arms.

BEATY PLANNING

(Continued from page 38)

staged in the Auditorium.

The Zavatta family of riders promise a distinct novelty in the act. There will be eight members. Aurelia Zavatta has been in Europe since show closed. She departed from Paris Wednesday en route to quarters, bringing with her three famous European equestriennes.

Rex de Rosell, past Rotarian and honorary member of the Kiwanis Club, has addressed more than a score of luncheons for the Rotary, Lions and Kiwanis clubs, also the Purdue University alumni club the last several weeks. He is now busy with details for the new spectacle.

Al Dean, superintendent of cookhouse, is feeding 180 people. Arnold Malley, in charge of white ticket wagon, has returned from a vacation spent in Atlanta, Ga.; Memphis and Covington, Tenn.

Frank Orman is spending a few weeks in Fort Lauderdale, Fla. Jack Mills, of the program and banner advertising department, was in Rochester last week conferring with Jess Murden.

Fred Seymour, superintendent, is putting in long hours each day. Charles Brady, boss of the shops, and Charley Luckey, boss woodworker, and Charles Keys, boss blacksmith, have a huge task to finish their work on schedule so that Ernest Sylvester and his crew of painters can keep things moving in the paint department.

Edward Allen, superintendent of elephants; Jack Joyce, John Smith and Walter Radde, horse trainers, are making good progress with their displays. Several new menage horses have arrived within the last few days.

Earl Lindsay, treasurer, and Mrs. Pat Lindsay returned from Texas, where Lindsay was called on some oil leases. Don Cooke, head usher, was a visitor to quarters several days. He has been living in Cleveland since season closed. Sidney Ayles, auditor of the concession department, also was a visitor.

Waxy Dyke and five men are working in the harness department. "Waxy" has designed some modernistic harness and head dresses, as the former harness was discarded when show came into quarters. Eddie Allen is also creating some new head dresses for his elephants.

N. C. EXPO PROJECT

National Show Proposed in '38

Gov. Hoey launches move after visit of World Fair emissaries from N. Y.

RALEIGH, N. C., Jan. 16.—A movement was launched this week for a national exposition in North Carolina in 1938 by Governor Clyde R. Hoey, who recently took office for a four-year term, when he conferred with the State department of conservation and development on the subject and urged the department to "give thoro study" to the proposal.

The suggestion of a national exposition came after G. J. Byrnes, commissioner, and C. C. Green, of the New York World's Fair of 1939, called on the governor and conservation board to invite North Carolina to participate in the New York exposition.

Mr. Byrnes said their visit to North Carolina was "the first official mission we have made in the interest of the World's Fair and we came directly from New York to discuss the matter."

General Assembly, now in session, however, must authorize this State's participation in the New York event and make an appropriation to take care of the expense of the undertaking.

In connection with the plan for a national North Carolina exposition in 1938, Governor Hoey explained it would not supplant the State fair, but intimated that it might displace the fair that year. Plans have not progressed to the point of sites, but it was hinted that the matter would be settled by competitive bidding of cities for the location of the proposed exposition.

Huge County Fair Promised Philly

PHILADELPHIA, Jan. 16.—A huge county fair for Philadelphia was pledged by Mayor S. Davis Wilson in an address before the Republican Women of Pennsylvania at a recent meeting here. Giving an account of his first year in office and relating some of Philadelphia's prospects for the coming year, Mayor Wilson promised the county fair for next summer, with exhibits from every one of Pennsylvania's 67 counties. "There will be special days," he said, "for residents of some counties to visit Philadelphia streets named after the counties."

Hizzoner also chalked up a date for an elaborate horse show. "Now that people know we have a Convention Hall," he said, "we're planning to have a horse show there before the year is over."

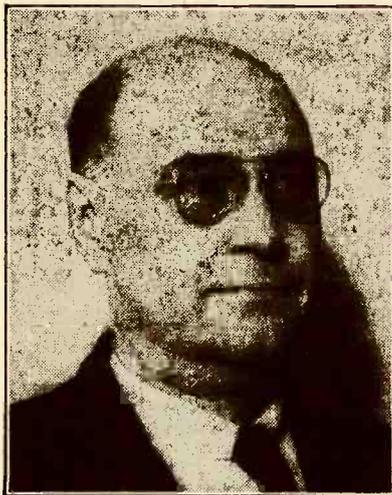
High Mark Established At Reading, Pa., Fair

READING, Pa., Jan. 16.—Featured by the only Grand Circuit racing in Pennsylvania, the Reading Fair, with 121,559 paid admissions, led all exhibitions of its kind in Pennsylvania in attendance during 1936, according to the annual report submitted by Secretary Charles W. Swoyer.

Total receipts of the fair were \$117,588, with a profit of \$29,774, which constitutes a record breaker despite the \$15,000 in purses offered to bring the Grand Circuit harness races here.

West Palm Beach Revival

WEST PALM BEACH, Fla., Jan. 16.—Palm Beach County Agricultural Fair and Exposition, to be revived this year after a lapse of eight years, has awarded the midway contract to Berney Smuckler, general manager Royal Palm Shows, and will be held on the old county fairgrounds, Belvedere road. New officers are J. O. Bowen, president; B. C. Simonson, vice-president; A. J. Deimer, secretary-treasurer; Tom J. Campbell, general manager. In West Palm Beach, it is said, hotels, apartment houses and tourist homes are filled to capacity.



ELWOOD T. BAILEY, known as a speaker and business executive, has joined the staff of Great Lakes Exposition, Cleveland, for 1937 as director of the special days' department. He comes from San Diego, Calif., where he occupied a similar position with the expo there. With his staff he is arranging special days with groups, organizations, companies and clubs.

Lewis Is General Manager at York

YORK, Pa., Jan. 16.—Samuel S. Lewis was re-elected president of York County Agricultural Society; John E. Baker, vice-president; John H. Rutter, secretary; William O. Thompson, manager of privileges; D. Eugene Frey, treasurer; Harry P. Peeling, racing secretary.

Mr. Lewis was also elected general manager and placed at head of the amusement department of York Fair. Since the death of Herbert D. Smyser, who was manager of amusements, Mr. Lewis has efficiently officiated and he will continue permanently to direct that department.

It has long been seen by managers and life members that the fair has grown to such magnitude that a general manager is needed to co-operate with committees and discharge such duties as general management calls for. Mr. Lewis will devote his entire time to business of York Fair. This will be the first year in which a night fair will run thru Saturday night.

Minnesota Convention Hears Plan To Extend State Fair to Two Weeks

MINNEAPOLIS, Jan. 16.—Minnesota's 1937 State Fair may run two weeks instead of the usual eight days under a plan inspired by exhibitors and concessioners. The plan was presented before the 78th annual meeting of the State Agricultural Society in joint session with the annual Minnesota Federation of County Fairs' convention. Meetings were held on Wednesday, Thursday and Friday in the Nicollet Hotel with more than 450 registrations of State and county fair officials and showmen.

An air of jubilation characterized the gathering and all feel that the new season will be the most satisfactory in recent years. Plans for more attractions and for enlarged and better shows were pushed while conferences of officials bristled with figures showing steady growth in popularity of Minnesota's 100 county fairs which set new all-time records in 1936.

Ralph S. Thornton, Alexandria, was elected president to succeed Ed Zimmerhaki, Caledonia; Harry Steele, Appleton, vice-president; Lewis Scofield, Zumbrota, treasurer, and L. O. Jacob, Anoka, secretary. Mr. Jacob and Mr. Scofield succeed themselves. Elected directors for one year were Ben Campbell, Utica; George Larson, North Branch; B. U. Burdahl, Minneapolis; Albin Olson, Hallock.

In his annual report Mr. Jacob showed

Ohio Scores Record Meet

Blue Ribbon contest pulls biggest annual conclave—banquet attendance 750

COLUMBUS, O., Jan. 16.—Biggest turnout in its history marked the annual meeting of Ohio Fair Managers' Association in the ballroom of the Deshler-Wallick Hotel here on Wednesday, preceded by a speed conference Tuesday night. A joint session with the State board of agriculture was held Thursday forenoon. More than 70 fairs were represented, and banquet attendance Wednesday night set a new high of 750. Good reports came from practically all boards. Where only one or two members had been represented in the last few years, delegates from local boards ranged from a half dozen to a dozen.

The "Blue Ribbon Fair Contest" proved a popular innovation. The silver trophy awarded by former Governor Myers Y. Cooper, honorary president of the association, went to Williams County Fair, Montpelier, after a spirited contest and much deliberation by the judges. It was a talkative gathering and discussion of fair topics consumed most of the time, there being no action taken upon any desired legislation. It is apparent that the body feels that no change should be made in existing laws. A faction, apparently in the minority, favors some liberalization of concession laws, which now provide for games solely of skill. The usual arguments were made in favor of Bingo games on midways but seemed to fall on unresponsive ears.

Many Contest Talkers

Winning talk for Williams County was made by County Agent F. I. Bell, in charge of 4-H Club work, and the Cooper trophy was awarded at finale of the banquet. There were 18 talkers in the oratorical contest Wednesday afternoon when ranking fairs, according to 1936 paid attendance and number of exhibitors in relation to population of the county, made two-minute talks on *Why My Fair Is the Best in the State*. Judges were Manager W. W. Ellenwood, Ohio State Fair, Columbus; Mrs. Ferris, Defi-

(See OHIO SCORES on page 44)

Demand Entertainment

FORT WORTH, Tex., Jan. 16.—Decision to hold both the Southwestern Exposition and Fat Stock Show and the Rodeo on north side exposition grounds here as in former years has been made by the executive committee. The forthcoming Rodeo was to have been held in the new rodeo building completed this winter on the Arlington Heights site, adjoining Frontier Centennial buildings, while the live-stock show was to have been held by itself on the north side. Manager John B. Davis of the Stock Show gave no reason for change of plans, but Mayor Van Zandt Jarvis, of the executive committee, said several stockmen told him last fall they would never exhibit in Fort Worth again unless some entertainment was held in connection with the stock show on the same site. This is believed to be one of the main reasons for putting the Rodeo back on the north side.

Business Leaders Behind G. L. Expo

CLEVELAND, Jan. 16.—Executive committee for Great Lakes Exposition for 1937 comprises the major portion of business leaders of Cuyahoga County, as announced by W. T. Halliday, president of the expo. Activities at headquarters in the Terminal Building have assumed a busier trend. Contacts are being made and contracts concluded. First announcements will be made in a short time.

William L. Burke Jr. is latest addition to the publicity staff. Miss Olga Kniselet, publicity secretary, is back at work after an appendectomy.

Floyd Zimmerman, who staged the spectacle at the Marine Theater last summer, is preparing to gather his group together and start work for summer. At present he is swimming instructor at Hotel Allerton pool, where his charges have been working out twice weekly. He will move to the Terminal offices shortly and start work of lining up feature names to take part in special water programs.

Trudy Davidson, alias Toto La Verne, remains as main attraction with the *Follies de Nuit*, which played Cleveland recently, the show which Mike Speciale staged at the French Casino last summer.

Frank Daley, who drove one of the Greyhound buses, is star wing of the Cleveland Falcon's hockey team. Frank Ryan, who rushed celebrities about the grounds, is in the merchandising department of the Higbee store. Marie Traxler, who demonstrated cake cutters in the Hall of Progress, has turned torch singer with Johnny Joyce's Band at Fenway Hall, and Mrs. Jane Cody, hostess at the Admiralty Club, occupies a similar position at the swanky Continental Punch Club in Hotel Statler.

Tong Chin, who operated the expo's chowmeineries, is appearing about Cleveland as a lecturer exhibiting movies which he took in China.

Governor Favors Bond Plan To Aid Nebraska State Fair

LINCOLN, Neb., Jan. 16.—Flight of Nebraska State Fair was brought before the unicameral session of the Legislature here in the message of Governor Cochran, who referred to the \$250,000 grandstand bonded indebtedness.

"The total issued," he said, "was \$250,000, of which \$237,500 is due plus \$23,512 in accrued interest or total indebtedness of \$261,012. The State board of agriculture has been able to pay the interest the last two years."

It will be impossible, he pointed out, for the board to carry interest payments and pay on the principal, too, under present conditions, and since many bondholders bought under the impression that the State backed the bonds, he feels the issue should be refunded, replacing the 5½ per cent issue with a 3 per cent issue of the bonds purchased by the educational lands and funds money, relieving private investors of the burden. This would reduce the State Fair's money burden annually by \$5,937.50.

PAUL CHICAGO, veteran bicyclist and long-distance foot runner, has completed training for the over-the-State bicycle race under Florida Fair sponsorship. The race will get under way from Tampa, Fla., and wind up there on January 27.

Risk Law Is Topic in S. C.

Columbia meeting acts on workmen's compensation—big year is in prospect

COLUMBIA, S. C., Jan. 16.—Eighth annual convention of South Carolina Association of Fairs ended in a blaze of optimism after an all-day session on January 8 in the Hotel Columbia with delegates, re-electing officers and looking confidently ahead to the 1937 season. J. P. Moon, Newberry, for the eighth year was elected president, and others re-elected were Judge J. M. Hughes, Orangeburg, vice-president; J. A. Mitchell, Anderson, secretary and treasurer; Paul V. Moore, Columbia, chairman of executive committee. At the annual banquet J. B. Murphy, Columbia attorney, principal speaker, praised fairs as rendering "very material" service.

Problem confronting officials regarding alleged violations of the State workmen's compensation act by South Carolina fairs in 1936 was discussed by delegates with members of the State industrial commission. A committee was appointed to work out a solution and a resolution was passed proposing an amendment to exempt State and county fairs from the act.

Delegates heard discussions on budgeting, carnival outlook, relations between fairs and county agents, State workmen's compensation act, comparisons of fairs of yesterday and today, horse shows and other topics. Attendance was estimated at 100 by President Moon, a 30 per cent increase over 1936 with 21 fairs represented. All reported, with few exceptions, increased receipts in 1936, with indications pointing to a peak season. Floor show at the banquet was presented by Ruth Hunter School of Dancing here.

Linderman Is Optimistic

The association heard J. H. Duke, chairman of the State industrial commission, and Coleman C. Martin, vice-chairman, discuss the State workmen's compensation act as applicable to South Carolina fairs. W. C. Johnston, secretary of the commission, and Isaac Hyatt and P. M. Camak, other commissioners, were also present. Mr. Mitchell, association secretary, explained that not a fair in the State has thought to qualify for workmen's compensation insurance in 1936. This was attributed to have been due to newness of the law and the fact that fairs had thought that they were not included in the act.

A committee, Mr. Murphy, chairman; Mr. Mitchell and J. Cliff Brown, Sumter, was appointed to work out the most practical procedure for fairs in connection with the act. Fair officials expressed willingness to co-operate with the commission. Other addresses were on *The Fair of Yesterday and Today*, A. F. Lever, R. M. Cooper, Columbia; *Relationship Between the Fair and County Agents*, A. A. McKeown, assistant director, Clemson College extension service; *Are County Fairs Operated for Monetary Gain?*, Mr. Brown, Sumter; *Special Day Features as Attendance Stimulants*, Judge Hughes, Orangeburg; *Attractions*, Mr. Moore, Columbia; *Our Carnival Outlook for 1937*, Max Linderman, World of Mirth Shows; *The Horse Show at County Fairs*, Mr. Moon, Newberry.

Judging from his contacts along the Atlantic seaboard and in Eastern Canada, Max Linderman, owner and manager of World of Mirth Shows, predicted an unprecedented year in 1937 for fairs and expositions, in his address to the convention, declaring that people were spending more money and showmen were reciprocating by investing in new equipment. He said that 1936 had been the best year in a long time and predicted that 1937 would surpass the 1927 and 1928 boom years, adding that "fair men are enthusiastic now."

Clean Shows Demanded

Tony Vitale, Ohio Display Fireworks Company, commended city council here for passing an ordinance prohibiting sale and shooting of fireworks this year. The fireworks official, who deals in professional display sales exclusively, said that fireworks are "positively dangerous in the hands of children," and should be shot only by professionals, and he advocated

city fireworks displays for holidays to eliminate costs and hazards.

Demand for public displays has increased, he said, in telling that he had sold displays to every major fair in the State this year, including Anderson, Greenville, Sumter, Spartanburg, Orangeburg and State fairs. South Carolina State Fair, Columbia, will have fireworks in 1937 for the first time in five years, he said.

Speaking on behalf of delegates, President Moon said that fair secretaries approved only clean carnivals. Altho few complaints were registered against 1936 midways, he said there was sentiment against some shows and warned, from a moral standpoint, that South Carolina fair secretaries want only the best. Mr. Moon announced that Newberry County Fair is spending \$50,000 on new equipment.

Registration of Visitors

Shows and attractions representatives were unanimous in predicting a prosperous year. Registrations included M. B. Howard, George Hamid, of the George A. Hamid, Inc.; Tom M. Allen, Arthur Atherton, Starr DeBelle, Johnny J. Jones Exposition; H. S. Roeller, Roeller Amplifying Company; R. C. McCarter, A. B. Motch, Sam Kravetz, Modernistic Shows; Max Goodman, Clay M. Greene, Max Goodman Shows; Daniel Mahoney, K. F. Smith, James Finnegan, Smith's Greater Atlantic Shows; Izzy Cetlin, Harry Dunkle, Cetlin & Wilson Shows; J. H. Marks, James M. Rafferty, Harry Ramish, Marks Shows, Inc.; Herman Bantly, Bert Rosenberger, Bantly Shows; C. L. Bockus, Bockus Shows; Perry Martin, Sam Lawrence Shows; Tony Vitale, Ohio Display Fireworks Company; Henry Rapp, H. Striano, F. A. Conway, American Fireworks Company; Paul Waddell, Illinois Fireworks Company; John M. Sheesley, Mighty Sheesley Midway; R. F. McLendon, Tinsley Shows; S. E. Prell, De Luxe Shows; J. J. Allen; W. C. Kaus, A. J. Kaus, Kaus Shows; Matthew J. Riley, Endy Bros.' Shows; Thomas Kirk, C. A. Hartzberger, C. M. Smith, Kirk Shows; R. H. Work, Work Shows.

Fair Elections

BIG RAPIDS, Mich.—American Legion Agricultural Fair Society elected as directors Ernest Sack, Herman Krahn, E. D. Stephenson, Ernest Freiberg and Carl Schuberg. These, with Herman Hillen, chairman; Byron Aldrich, William Sack, Eloy Anderson and William Nelson, comprise the board. Chairman Hillen appointed Mr. Sack and Mr. Schuberg to make a survey with a contractor to determine scope of improvements possible if the WPA would approve a \$10,000 project.

SEYMOUR, Wis.—Seymour Fair and Driving Park Association re-elected T. A. Nickodem, president; Grover Falck, vice-president; F. W. Huth, secretary; William Beck, treasurer.

LANCASTER, Wis.—Allen Aupperle was elected president of Grant County Fair Association; Ernest Naumann, vice-president; M. W. Irgens, treasurer; I. A. Vesperman, secretary; Adolph Vesperman, superintendent of grounds; Frank Morehouse, superintendent of speed.

ASHEBORO, N. C.—Randolph County Fair Association re-elected W. A. Bunch, president and treasurer; W. B. Millikan, vice-president; C. M. Hayworth, secretary. Treasurer's report revealed the 1936 fair earned a profit.

CANTON, O.—At annual meeting of directors of Stark County Agricultural Society, J. E. Holm, of East Sparta, was re-elected president; W. T. Sheckels, vice-president; A. G. Smith, treasurer, and Ed S. Wilson, secretary.

MILLERSBURG, O.—At annual meeting of Holmes County Agricultural Society Fred G. Schnell was re-elected president; H. Uhl Steimel, vice-president; H. C. Logsdon, secretary; Bert Giague, treasurer, and F. A. Snyder, concession manager.

MEDINA, O.—At annual meeting here of board of directors of Medina County Agricultural Society, Blake Hartman, of Seville, was elected president; Sam Owen, vice-president; Jay V. Einhart, secretary, and Paul Jones, Medina, re-elected treasurer.

ATHENS, O.—Howard Cline, of Albany, was elected president of the Athens County Fair board at the annual reorganization meeting. Clarence Wolf, vice-

Dallas Expo Staff Active

Appointments announced by Director McNeny—big exhibitors coming back

DALLAS, Jan. 16.—Exhibit space sales and promotion work for Greater Texas and Pan-American Exposition began this week, after Director General Frank L. McNeny made exhibit personnel appointments and announced he had contracted with an advertising agency for publicity work. David French, who was named New York resident exhibit sales manager for the fair, was here in 1936 as Chrysler exhibit manager at Texas Centennial Exposition.

Hart Miller, formerly exhibit sales head at San Diego expo, was named assistant to Ray Foley, head of exhibit sales. Bill Goolsby, of the old Centennial staff, was named Mexican exhibit sales representative, and W. H. Kittrell Jr. was named a special assistant to Mr. McNeny and sent to Washington to contact Latin-American embassies with reference to national exhibits. Ben Rogers Jr., formerly with George Anderson's office at the Centennial, was added to the sales staff.

Ford Motor Company and General Motors Corporation will participate in the 1937 show, but to an extent far less than at the Centennial, Mr. McNeny said. Chrysler Corporation may retain the Transportation Building wing it leased for the 1936 fair.

Exposition management is planning to repossess the 5,000-seat auditorium General Motors used last year, keeping it available for special shows. The fair expects to ask the Federal Government to let the Hall of Negro Life, which cost \$50,000 last year, be available for special events. Ford Company's exhibit building will be known as the Pan-American Exhibit Hall after slight alterations. Other housing revisions are now being worked out by George L. Dahl, exposition architect.

Frank N. Watson's old promotion staff will be restricted to special events, radio and other types of special promotion. Phil Fox will remain with Mr. Watson.

Ohio State Breaks Record

COLUMBUS, O., Jan. 16.—The official report of the 1936 Ohio State Fair, just released by Earl H. Hanefeld, State Director of Agriculture, showed it broke the all-time record it established in 1935.

The total net disbursements of \$169,285 was \$88,820 less than those of \$258,106 reached at the peak of State Fair expenditures in 1929. Exhibitors at the 1936 fair benefited to the extent of more than \$10,000 in increased premiums offered and paid over that of the previous year, Hanefeld's report revealed.

Gate receipts amounted to \$54,540, an increase of \$1,509 over the receipts of the 1935 exposition. Net receipts were \$122,920.

president; S. F. Beverage, Athens, treasurer, and Herb J. Parker, secretary, were re-elected.

CHARLEVOIX, Mich.—Charlevoix County Agricultural Society elected Jess Smith, president; Charles Murphy, secretary; George Nelson, treasurer.

Fair Grounds

SANDERSVILLE, Ga.—Washington County Fair directors have taken action to pay off a \$2,700 mortgage. The 1936 fair realized a moderate profit. WPA authorities announced that an \$8,023 improvement project for Elberton (Ga.) County Fair grounds will be started immediately. H. W. Allen, president of Greene County Fair, Greensboro, Ga., was elected mayor.

CARROLLTON, O.—Grand stand and gate receipts at the 1936 Carroll County Fair amounted to \$6,751.25, while receipts from all sources boosted the total revenue up to \$14,573.64, it was announced by officers. Expenditures totaled \$14,568.38, leaving a balance of \$5.26.

ALBION, N. Y.—Wilbur W. Mull, secretary of Orleans County Fair, reported that the fair showed a larger profit last year than in any of the last four seasons. Orleans Fair at one time was believed on the skids because of inability to pull out of the red. Society stuck, however, with result that profits began to show three years ago.

SAN FRANCISCO—Frederick Weddleton, veteran showman and an executive of the 1939 Golden Gate International Exposition, who for the past three years has directed the annual birthday ball in honor of President Roosevelt, again will head that committee, according to the Junior Chamber of Commerce. Leland W. Cutler, president of the exposition company, said he was glad to lend Mr. Weddleton's services to the cause.

CHARLOTTE, Mich.—Gate receipts at 1936 Eaton County Fair here were \$1,711 and grand-stand admissions totaled \$1,986, according to C. D. McIntyre, treasurer. Cash balance in bank is \$4,632.19. Midway brought in more than \$1,000. During the year more than \$1,200 was spent on repairs and improvements.

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Regulation Up Again in N. C.

State association in move to protect set fairs—bigger carnival tax protested

RALEIGH, N. C., Jan. 16.—Going on record as favoring strict regulation of all agricultural fairs, with no tax or license exemption to persons or corporations that do not own or lease grounds with adequate facilities, North Carolina Association of Agricultural Fairs, at its annual convention in the Sir Walter Hotel on Monday and Tuesday, adopted resolutions setting certain standards for premium lists and set dates for practically all major fairs in 1937.

The association also heard a proposal for establishment of a division of fairs under control of the State Department of Agriculture for control of all agricultural fairs, including North Carolina State Fair.

Decision on State Fair

Kerr Scott, new commissioner of agriculture, advocated in a speech to the secretaries the operation of the State Fair by the State instead of private lessees, now in charge of the event. George A. Hamid and Norman Y. Chambliss have operated the State Fair for the past three years. Mr. Hamid and Mr. Chambliss were praised by Mr. Scott for operating the State Fair during the period without loss to the State.

He asserted that the State Board of Agriculture would determine by February 1 whether or not the State will operate the fair in 1937. Mr. Hamid and Mr. Chambliss have a lease which has four years to run, but a clause provides the State may cancel it any year before February 1.

Resolutions adopted by the State association provide that no carnival or circus should play or post bills in a county which has an agricultural fair within 20 days prior to the week of the fair without paying a tax of \$1,000 a day.

Another resolution fixed required premium list at \$500 for fairs having no race track or racing events and a \$1,000 premium minimum for fairs offering track events. Association membership fee was fixed at \$5 for smaller fairs and \$10 for larger fairs.

1936 Best Since 1929

The association also went on record as requiring that all premium lists be in the hands of the State Department of Revenue, which is invested with the power of imposing licenses for operations, not later than 60 days before opening of each fair, and that all associations notify the department of fair dates six months ahead of time.

During the convention talks were made by Gov. Clyde H. Hoey, banquet speaker; State Agriculture Commissioner Kerr Scott; R. Gregg Cherry, speaker of the House of Representatives of the Legislature; Dr. J. S. Dorton, president of the association, and Dr. A. H. Fleming, Louisville. In his annual report Dr. Dorton told delegates that 1936 was the most successful year for North Carolina fairs since 1929 and that he is looking forward to new records in 1937.

"Our goal should be furtherance of education and agriculture, as well as clean amusements," he said.

Oppose Increased Taxes

Dr. Fleming, in charge of Franklin County Fair, Louisville, made a vigorous protest against increased taxation of carnival companies playing fairs. His views were supported by Chris M. Smith, carnival executive, who said a former organization, Smith Greater Shows, first exhibited at the State Fair in 1902 without taxation.

Floor show at the banquet was furnished by George A. Hamid, Inc., and Gus Sun Booking Exchange. After selecting Raleigh as the 1938 convention city, with date to be fixed later, the association re-elected Dr. Dorton, Shelby, president. Other officers elected were Dr. Fleming and W. H. Dunn, Wilson Fair, vice-presidents; C. S. Parnell, Mebane, secretary-treasurer; John W. Robinson, Hickory; F. A. Whiteside, Gastonia; G. E. Isaacs, Durham; N. G. Bartlett, Kinston, and C. W. Hollowbush, Wilmington, directors.

Dates in 1937 were announced for the State Fair, Raleigh; Wayne County Fair,

Goldsboro; Greensboro Fair; Williamston Fair; Rocky Mount Fair; Sampson County Fair, Clinton; Golden Belt Fair, Henderson; Wilson County Fair, Wilson; Durham County Fair, Durham; Weldon Fair, Littleton; Neuse-Atlantic Fair, Kinston; Franklin County Fair, Louisburg; Coastal Plains Fair, Tarboro; Pitt County Fair, Greenville; Catawba County Fair, Hickory; Cleveland County Fair, Shelby; Mebane Six-County Fair; Union County Fair, Monroe; Forsyth County Fair, Winston-Salem; Rockingham County Fair, Leaksville; Gaston County Fair, Gastonia; Coastal Fair, Wilmington; Chowan-Roanoke Fair, Woodland; Greater Wilkesboro Fair; Dunn Fair; Reidsville Fair, and Moore County Fair, Carthage.

Hired Attractions

(Continued from last week)

Address on "Hired Attractions for Fairs," by Secretary Bert E. Walters, Wisconsin Valley Fair and Exposition, conducted by Marathon County Agricultural Society, Wausau, in a symposium on attractions for fairs before the annual meeting of Wisconsin Association of Fairs on January 5 in the Plankinton Hotel, Milwaukee.

If we are going to depend upon hired attractions to put our fairs over—and the most of us are—then, it seems to me, it is our job to see that the performers who come to our fairs are all highly talented professional people, that their wardrobes and equipment are clean and attractive, and that the program in every way lives up to the promises we have made in our publicity. Unless these requirements are met in every particular it might be far better if some of those performers remained in their dressing tents rather than have our patrons go away disappointed and sometimes disgusted.

The producer of a unit show has a reputation to sustain which he has been years, perhaps, in building. He is responsible for every atom of that program and simply cannot afford to send out a slovenly appearing, poorly equipped, mediocre aggregation of performers. If he cannot sell you a show for the price you find you are compelled to buy for he will frankly and courteously tell you. He will even go farther than that by endeavoring to recommend a show put out by a contemporary producer which perhaps will fit into your amusement budget.

Every fair seeks and has the right to expect the potential support of the

Fair Meetings

Rocky Mountain Association of Fairs, January 25 and 26, Placer Hotel, Helena, Mont. Harold F. DePue, secretary, Great Falls, Mont.

Virginia Association of Fairs, January 25 and 26, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Pennsylvania State Association of County Fairs, January 27 and 28, Penn-Harris Hotel, Harrisburg. Charles W. Swoyer, secretary, Reading.

Tennessee Association of Fairs, February 2, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

Illinois Association of Agricultural Fairs, February 4 and 5, St. Nicholas Hotel, Springfield. S. S. Vick, secretary, Marion.

Texas Association of Fairs, February 5 and 6, Baker Hotel, Dallas. R. W. Knight, secretary, Crockett.

Mississippi Association of Fairs, February 9-10, Edwards Hotel, Jackson. J. M. Dean, secy., Jackson.

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

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

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

Association of Connecticut Fairs, February 16, Hartford (meeting place to be selected). Hallie G. Root, acting secretary, Box 1505, Hartford.

AS INQUIRIES are being made, secretaries of associations should send in their dates.

public in attendance patronage, yet this same public is frequently a fickle and sometimes highly sensitive entity, and despite the fact that the fair is distinctly a community activity to which it owes the obligation of patronage, it is extremely loath to lay its shekels on the line for what, in the plain language of the street, is "lousy" entertainment. The growing, aggressive fair represents an endless cycle that must be improved from year to year. Inasmuch as entertainment forms so important a part of its sphere, new and different attractions must be secured; new features must be added; larger attendances must be promoted thru extended publicity. Expansion must be

Eating Stand Fees Are Protested In Kansas; Subject of Trailers Up

TOPEKA, Kan., Jan. 16.—Kansas hotel inspectors who allegedly collect unauthorized fees from eating stands on fairgrounds were objects of a resolution passed by the State Association of Kansas Fairs at its 14th annual session here on January 12 and 13. Resolution asks:

"That our legislative committee be urged and instructed to secure such amendment to the hotel inspection law as will prevent unnecessary penalty on temporary lunch stands operated by ladies' aid societies, 4-H clubs and others, as the inspection of such stands is being taken care of by county, city and State health officers."

Wooddell Succeeds Jencks

G. B. Wooddell, Winfield, was elected president, succeeding Maurice W. Jencks, Topeka, secretary-manager of Kansas Free Fair and president of International Association of Fairs and Expositions. Leon Harms, Hillsboro, is new vice-president. George Harman, Valley Falls, was re-elected secretary-treasurer for the 12th term. Three new directors were elected, three re-elected: Mr. Jencks, Topeka; George Dietrich, Richmond; W. P. Royer, Coffeyville; Mr. Harms, Hillsboro; George Shuler Jr., Dodge City; R. M. Sawhill, Glasco.

Parking of trailers on fairgrounds is a growing problem, warned Mr. Jencks in his address, and some schedule of charges must be established, he said.

"We in the fair business," he said, "must be prepared to charge them for electric connections and, in addition, for current and parking, or lump it all in one sum."

Mr. Jencks also brought up the problem as to how much free space should be given government exhibits.

Propaganda in Exhibits

"I don't know how much smaller fairs were called upon to give last year, but it was necessary that larger fairs donate a great deal of space to different government agencies, some of which contained propaganda," he reported. He excepted the U. S. Department of Agriculture exhibit as "always primarily agricultural or live stock" and "does not contain propaganda of any kind."

Banquet was held on the Hotel Jayhawk roof garden night of January 12. Two 4-H Club members and a county club agent shared speaking honors. Vaudeville was supplied by Barnes-Carruthers.

Speakers programed for the two-day meeting included Dr. C. W. McCampbell, Kansas State College, Manhattan; Mrs. Paul Edgar, Topeka; George W. Shuler Jr., Dodge City; G. H. Bramwell, Belleville; Leon Harms, Hillsboro; H. W. Avery, Hutchinson; Georgianna H. Smurthwaite, Kansas State College, Manhattan; E. A. Briles, Stafford.

Representatives of amusement concerns present included Jack Polk, Barnes-Carruthers; J. George Loos, Greater United Shows; Vic Allen, Joe Marcan, Ernie Young's Attractions; Ray Anderson, Thearle-Duffield Fireworks Company; Trux's Extraordinary Fireworks; J. L. Landes Shows; Gus Sun Fair Booking Agency and Wichita Fireworks and Decorating Company.

Look for the "Show Family Album" in the Classified Advertising Section.

contemplated in almost every direction and yet the management must be continually alert to the necessity for economy. This cycle must be expanded judiciously and conservatively, but no matter what the character of exhibits may be, no matter how many mammoth pumpkins or big steers have been entered, how many sheaves of grain, pies, cakes, samples of canned fruit and what not have been shown, it is the character of the entertainment before the grand stand that determines the attendance.

Choose what you will for your attraction program, rodeo, musical comedy revue, automobile stunts, thrill-day features, vaudeville acts or home-talent pageant, it is your job as fair managers to see that your entertainment is tops in its particular class. When you have done that you have done all that is humanly possible and have qualified to pin your faith to that special providence which directs the destinies of all good fair men.

OHIO SCORES

(Continued from page 42)

ance County Fair, Hicksville, and Fred Terry, Indianapolis.

Fairs qualified in the contest and their speakers were: Loudonville Free Street Fair, O. K. Address; Franklin County Fair, Hilliards, Frank E. Kirkpatrick; Darke County, Greenville, T. A. Billingsley; Mahoning County, Canfield, George Bishop; Stark County, Canton, Ed S. Wilson; Auglaize County, Wapakoneta, Harry Kahn; Defiance County, Hicksville, Paul Jones; Champaign County, Urbana, M. Everhart; Sandusky County, Fremont, Russell S. Hull; Greene County, Xenia, Mrs. Jones; Montgomery County, Dayton, R. C. Haines; Geauga County, Burton, Paul Calvin; Holmes County, Millersburg, M. Lockington; Wayne County, Wooster, Walter J. Buss; Coshocot County, E. F. Single; Williams County, Montpelier, F. I. Bell; Van Wert County, Van Wert, N. E. Stuckey; Scioto County, Lucasville, J. M. Ruhl; Fairfield County, Lancaster, F. C. Cook; Allen County, Delphos, E. M. Lang.

Mr. Kahn made a poetic introduction of the contest. During the banquet Mr. Cooper intimated that he would offer another trophy next year, altho realizing that he had set a tough task for judges, there being so many angles to be considered in such a competition. It was brought out that Darke County in 1936 had 110,000 paid admissions and that one-third more people attended Geauga County Fair than reside in that county.

Judge I. L. Holderman, Dayton, was re-elected president, with the other officers, Vice-President John B. Rapp, Batavia; Vice-President Charles J. Gray, Painesville; Executive Secretary Mrs. Don A. Detrick, Bellefontaine, and Treasurer W. B. Richmond, Elyria.

Record Banquet Crowd

Capacity of the ballroom and foyer was taxed to accommodate the 750 who heard banquet speakers Wednesday night, led off by Judge Holderman and Mr. Cooper as toastmaster and including Governor Martin L. Davey; President George W. Rightmire, Ohio State University; Director of Agriculture Earl H. Hanefeld, and Rev. William Dern, humorist, Cincinnati.

Director Hanefeld congratulated the fair boards on their co-operation with his department and declared Buckeye State fairs to be in better financial condition than at any time in the last 20 years. He said attendance had steadily increased in the last three years, advised against offering unjustified premium money and urged boards to take steps to stimulate attendance on "off" days, it being shown that many fairs were still on the "one big day" policy.

Bob Shaw introduced Frank Warner as emcee of the floor show, during which these were presented by Gus Sun Booking Agency; Jimmie Watkins' Orchestra; Four Warners, father, mother, son and daughter, in song, dance and patter; Satky and Ossie, clever perch act; Lorraine Sisters, song and dance; Harry Clark unit, United Booking Association presented Danny Reinhart and Patsy Steele, eccentric and tap dancing, and other numbers were by Griffin's Accordion Gypsies, Willie Green Trio and Ruth Brinkley, kid acro dancer.

At the wind-up session Thursday forenoon the resolutions committee report was adopted, asking Director Hanefeld to continue to furnish the pamphlet *State Laws and Comparative Statement of County Fairs*. Officers, hotel, speakers (See OHIO SCORES on page 59)

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

FRED MARTIN, manager of Arena Gardens, Detroit, is drawing a steady crowd of patrons who are developing their own idiosyncrasies, as testified by the friendly tribute of Bud Shaver, *Detroit Times* columnist, last week.

AFTER three months at Texas Centennial Exposition, Dallas, a three-month tour in Mexico and a contract to go to Panama for three months, Juanita LaBenten's all-girl skating act will take up a two-year contract to tour Europe, advises Manager G. C. Chancellor.

"WE HAVE just concluded one of our most successful years, having worked most of the better night spots in the East," writes Louis Lockwell, of the Lockwells, international trick roller skaters, featuring the iron-jaw swivel stunt. After current engagement in Steuben's Vienna Room, Boston, they will play an engagement at the Round-Up and the Belgian Village there. They report about eight skating acts working around Boston and demand for their type of act very good.

DIAMOND SQUARE Roller Rink, Pittsburgh, has been remaining open for extra sessions to accommodate skaters who cannot conveniently attend regular periods.

TEAM sponsored by Manitoba, Can., Speed Skating Association won two championships and tied for another in minor divisions at the Ten Thousand Lakes Meet, Minneapolis, January 9. Betty Pfrimmer, Jimmy Frame and Merium Kernaghan were winners. Team was selected from Winnipeg, Granada and Norwood clubs.

RIVER PARK Roller Rink, Winnipeg, Man., Can., has installed a large ice surface. Paper cover with cemented joints covers the floor.

STANLEY BALLROOM, Philadelphia, has been converted into a rink by Esther Ruban and Herman Goldman. Rink will be known as Arcade Skating Club and is located in the midtown sector.

DIAMOND DUO completed an engagement at Benney's Night Club, Hornell, N. Y., January 17.

BASKET BALL on skates has been introduced to Philadelphia rinks and is attracting much attention. Court is twice as long and one and a half times wider than regulation court.

NORWOOD Roller Rink is holding skating dance contests three times weekly. Such numbers as spread eagle turn waltz, schottische, Norwood swing, strut, white city waltz and fox trot are featured. Winning couples are presented with rings or pins bearing the club emblem. Silver cups are to be presented to winners of each number in final events. Instructions are given one night a week. Matinees are held for children Saturday and Sunday. Eddie Rager is

training a group for intercity and State races, winners of which will be sent to the national amateur meeting in Detroit by Manager Edward J. Von Hagen. Club has more than 1,500 members and has signed with Ohio Amateur Athletic Union. Union will assist in sponsoring various events at the rink.

SONJA HENIE broke all attendance records in Duquesne Garden, Pittsburgh, last week during her one-night personal-appearance engagement. She played to a \$4 top and more than 3,000 persons were turned away. Plans are under way for a return engagement next month.

"WE JUST received an interesting letter from Frank Allbright, Rollerdom Rink, Culver City, Calif., in which he says that business has been exceptionally good and that he has been able to interest a lot of new customers in roller skating, and has put on a publicity stunt with the movies which went over so well they are putting out a special movie," writes Vice-President Robert R. Ware, Chicago Roller Skate Company. "Frank says he supplied the little lady star with a pair of our white high-top shoes mounted on Chicago skates and the gentleman partner has a pair of our regular racing shoes mounted on our racing skates. He said this picture ought to attract a lot of attention and be of great interest to rink men all over the country, as the roller-skating act is very clever and should interest a great many of the general public in roller skating. This fits in with our activities and ties up with the calendar which we sent out to rink men. We also have made these up in the form of a very attractive showcard which reads across the bottom, 'To Thoroughly Enjoy Roller Skating Own Your Own Roller Skate Outfit—For Sale Here.' We have had some very complimentary remarks regarding this calendar and several rinks have bought these in 100-lots for redistribution to customers. We did not anticipate this, however, and if any more wish calendars I am afraid it is going to be too bad; we will have to substitute cards."

"AFTER reading an article, *Science Warns the World To Reckon What Price Woman in Sports*, in the magazine supplement of *The Philadelphia Inquirer* of January 3, roller rink men are to be praised for not staging female competitive events of great length," writes E. M. Moorar, Philadelphia. "With the outlook favorable for male and female competitive events in the near future, we believe it worth while to quote some parts of this article and to call attention that extensive researches are being made by the Institution of Hygiene in London, England, and by authorities in this country.

"The articles states that 'unless medical and health authorities are very wrong indeed, it is not at all unlikely that the female contestant may fade suddenly or gradually from a lively, healthy, exuberant girl into a womanhood of invalidism and pain.' Also that physicians on both sides of the Atlantic lately have become keenly interested in determining scientifically just what her chances are. The article further depicts injurious effects to and breakdown of stars of the sports arena. "It can be denied that this pain and misery came as a direct result of over-exerting but with cumulative figures piling up in health offices throughout the civilized world, it is entirely permissible to question the desirability for girls and young women of stretching the athletic contest business. The article cites many cases and quotes authorities, among whom are Lawson Robertson, coach of track and field athletics and who had charge of this country's Olympic stars for years and now coaches for the University of Pennsylvania. He testifies unequivocally that strenuous athletics are dangerous for girls and that the feminine bodily machine is not built to stand the strain of violent exercise.

"If such men as Perry and Crawford, tennis stars, crack under the strain of a tournament, it cannot be particularly beneficial to women's more delicate nervous system. Furthermore, stars of any game or sport either remain single or if they marry, frequently remain barren. Noted physicians quoted agree that the difficult question is to determine where to draw the line. While it has been quite definitely proved that roller skating is ideal for women, promoters in general have not stressed its competitive faults or values in speed events and it is to their credit that wherever speed events have been competed in by women or girls the distances have been such as to cause no great strain on the system. In the writer's opinion, a test of competitive events and the physical results

of same, whether to its advantage or disadvantage, should be welcomed and, with this in view, we have taken the matter up personally with Dr. Wilce, of Columbus, O., asking him if possible to give us some opinion as to the qualifications of roller skating as a competitive sport. We already know that as a simple exercise and under proper conditions there is none better, but if it is to be harmful on a competitive basis, we think it would be far better to discard this angle of the sport and continue to promote its benefits as a health-giving exercise only."

MINNESOTA CONVENTION

(Continued from page 42)

Minneapolis and St. Paul business men have contributed more than \$1,000,000 to work of Minnesota's 4-H clubs. Speakers at opening session of the joint conference were Governor Benson; Leslie B. Farrington, Twin City Rapid Transit Company; W. T. Foley, St. Paul; L. V. Wilson, manager of the Boulder Bridge Farm, Excelsior, and George Higgins, WTCN, radio station. Ben Andreen, State commander of the American Legion, cited the closeness of objective between the Legion and county fair groups.

No question of inspection on midways or of changing any of the established requirements pertaining to operation of midways was raised, federation officers feeling that regulations already in operation are proving satisfactory without alteration or change.

Banquet Draws 850

At the banquet in the Nicollet Thursday night 850 assembled to witness a floor show and dance until midnight to Jack Malerich's Orchestra. Entertainment was supplied by KSTP Knights of Note, United Booking Agencies' Three Triples; Al Lawson and Gayle Branchil, singers; Jay Gould, Gould Sisters Trio and Danny Montague; Raynell Attractions, featuring Tex Woodrume; Goldie's Agency, Instrumental Four; Florence Reinmuth's 18-Girl Ballet and three acts of WCCO, Harry Habata, accordion; Three Tones, with Harold and Ernie Garvin, and Paul Fillmore and Bruce Patterson, banjoist. Entertainment was supervised by D. K. Baldwin, assistant secretary of the State Fair.

At one table sat Sam Dollinger, Chicago showman, who has been in Minneapolis during the past eight months recuperating from severe illness. He expects to return to Chicago and show business. With him were C. A. Carlson, retired showman, Minneapolis; Lew Greener, Meyer Pelman concessions; V. McLemore, Crowley's United Shows; William Solomon, Sol's Liberty Shows, and Bert Clinton, Performers' Consolidated Attractions.

Attractions Folk Numerous

Among attractions people registered were: A. E. Anderson, Minnesota Balloon and Novelty Company; Akbar, mystic; C. D. (Swede) Anderson, Anderson's Car Acts; William Amucher, concessions; Gertrude Avery, Barnes-Carruthers; Adams Rodeo; J. F. Butler, Butler's Revue; T. H. Browc, Greater American Shows; Oscar Bloom, Gold Medal Shows; Bruce Barham, West Bros.' Amusement Company; William Bazinet, William Bazinet & Son Shows; H. P. Bulmer, Hiram and Mirandy; M. H. Barnes, Barnes-Carruthers; Dwight Bazinet, Bazinet Shows; Sunny Bernet, Globe Poster Corporation; Elmer Brown, Dee Lang Shows; Lowell Bazinet, Bazinet Shows; Thomas B. Bird, Three Birds; Bill Brede, Sports Amusement Company; A. W. Brownlee, Fairway Shows; Bill J. Collins, Collins Enterprises; Bert Clinton, Performers' Consolidated Attractions; Red Carter, Florence Reinmuth Agency; George Du Fran Shows; Mr. and Mrs. W. C. Doleson, H. L. Hine Shows; J. C. Darland, Art B. Thomas Shows; E. N. Dickinson, concessions; Jack Duffield, Thearle-Duffield Fireworks Company; Thomas Eastcott, Mitchell (S. D.) Corn Palace; John Flink, Flink Amusement Company; George Ferguson, WLS Artist Bureau; Mr. and Mrs. B. C. Frisk, Frisk Greater Shows; Robert L. Flanders, Swain

Service Exchange; Noble C. Fairly, Fairly-Martone Shows; Mert Gribble, Thearle-Duffield; Irving H. Grossman, Radio Station WHO; Doc Gardner, free acts; Jay Gould, Jay Gould's Million-Dollar Spectacle; Henry Gordien, television; Nettie and Nick Goldie, Goldie Agency; A. Glasnapp, Art B. Thomas Shows; Lester George, Frisk Greater Shows; D. Hulse, Lew Rosenthal Amusement Enterprises; George Harrison, free acts; C. N. Hill, Greater American Shows; Clarence Hinck, C. W. Hinck Thrill Days; W. L. Hartzler, Hartzler Public-Address System; George Hughes, Lew Rosenthal; Henry Korst, Sports Amusement Company; George E. Kush, Art B. Thomas Shows; W. A. (Bill) Kelly, Minneapolis Bazaar Company; Don Knecht, Minneapolis Sound and Spin-O Sales Company; Jack Keller, Bedixen Shows; J. W. Laughlin, West Bros. Amusement Company; Oliver Larson, Art B. Thomas Shows; Rube Liebman, Barnes-Carruthers; Donald La Cort, Gold Medal Shows; Al Lawson, Lawson's Attractions; Dee Lang, Dee Lang Shows; Ed Lippert, Bazinet Shows; V. McLemore, Crowley's United Shows; C. E. Meadows, Regal United Amusement Company; Jack Mason, Raynell's Attractions; Jule Miller, Northwestern Amusement Company; Tony Martone, Fairly-Martone Shows; Mr. and Mrs. Clyde S. Miller, Miller Rodeo; A. F. Marshall, Worth Company; Olaf T. Mork, Lacquin Parle Company; Roy E. Nelson, Sound Service-Spin-O Sales Company; W. F. Oakley, Porter Fireworks Company; Van A. and Albert Olkon, Van A. Olkon & Company; B. E. Onsgard, rides; George W. Porter, Porter Fireworks Company; Mrs. T. L. Ryan, Capitol Amusement Company; Bernard Rogers, Flink Amusement Company; Florence E. Remmuth Company; Albert Reader, Interstate Fireworks Company, Inc.; Lew Rosenthal, Rosenthal Amusement Enterprises; E. E. Roy, Illinois Fireworks Company; R. Raney, Raney Amusement Company; Raynell Attractions, Ruth Raynell; Mrs. Bob Robinson, concessioner; Edgar I. Schooley, Schooley's Productions; Sam Solomon, Sol's Liberty Shows; Lloyd Secrest, Spin-O Sales Company; John Schramm, Howard Amusement Company; George E. Sharp, Swain's Exchange; Milton Stult, Lew Rosenthal Company; E. M. Schacht, Emphonic Public Address; Roy Secrest, Spin-O Sales Company; Irene Stereman, Lew Rosenthal Company; Leo Sembs, Northwestern Amusement Company; J. J. Stuck Jr., United Novelty Company; James C. Simpson, Johnny J. Jones Exposition; William Thompson, Universal Public-Address System; Dave Tennyson, Imperial Shows; G. Tuve, Art B. Thomas Shows; R. Tschesche, Public-Address System; Eugene Viola, Viola's Shows; Myrtle Vinton, Hiram and Mirandy; A. Warner, Warner Bros.; Capt. George Webb, Rosenthal Exchange; William Winkley, Barnes-Carruthers; Gladys Williams, Williams & Lee; Tex Woodrum, free attractions; D. E. Waldos, attractions; Cliff Werring, Minnesota Bazaar Company; Toby Wells, attractions; Oswald Wardeman, Wurlitzer Band Organs; Bill Williams, Northwestern Amusement Company; Billy Williams, Williams-Lee; Eddie Young, Raynell Attractions; L. L. Yockel, public address; George C. Yahr, Yahr Amusement Company; Rosa Carman, Goldie's; J. Alex Sloan, auto races; J. Fingerhut, attractions; Phil Thilmanny, Raney rides; R. H. Crawford, concessions; D. Bernardi, Mr. and Mrs. B. W. Hottle, Dee Lang's Shows; C. C. Dunn, concessions; Harold Dingfelder, Dingfelder Roller Rinks; O. G. Gustafson, arcades; Harry Greb, concessions.

Louis F. Allen Appointed

WADSWORTH, O., Jan. 16.—Louis F. Allen, of this city, has been appointed to the State Racing Commission by Governor Martin L. Davey to succeed Richard Forster, of Cincinnati, who resigned. He will serve until June 28, 1939.

DELAWARE, O.—To avoid chilly and inclement weather, the Delaware County Fair will be held at near-by Powell two weeks earlier than usual, W. G. McKittrick, secretary, announced.



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BEACH WILL EXPAND

Detroit Eastwood Being Re-Planned

Whitneys Plan Bigger Playland

Ambitious program in making for Frisco spot—new buildings included

SAN FRANCISCO, Jan. 16.—Among thousands of congratulatory letters and telegrams received by Whitney Bros., operators of Playland-at-the-Beach here, complimenting them on their enterprise in reopening the Cliff House, famous landmark, was one from Mayor Angelo J. Rossi, who, rejoicing with the great mass of citizens, wrote: "May I take this opportunity to congratulate you on your most noteworthy undertaking to reopen the world-renowned Cliff House? I believe it was in the late 50s that the first Cliff House was erected. Today's is the fourth structure on this historic site. Next to the city's name, people from near and far thought of the Cliff House. To it the great of the world were taken and wined and dined. No like institution added such fame to any city.

"I, therefore, join in the rejoicing our fellow citizens share, in noticing your determination to open the doors of this famous caravansary again. And I know it will prosper in your hands, as your success in making Playland-at-the-Beach one of America's great amusement parks abundantly attests."

Cliff House Gift Shop, conducted as a mecca for shopping tourists by Harry R. Kramer in the building directly adjoining the Cliff House, has been taken over by Whitney Brothers and will be operated by them with their other interests.

Reporting one of the most successful seasons in the history of Playland, Whitney Brothers are planning an ambitious program for the new year, including erection of a Water Skooter, an entire new block of buildings, remodeling on a large scale and general improvement thruout the "Coney Island of the West."

Topsy's Roost, in the heart of Playland-at-the-Beach, where Ellis Kimball's swing band holds forth, was sold out long in advance of New Year's Eve, according to Whitney Brothers. Rides at Playland operated all night, doing big business, the last rider being checked out at 7 o'clock New Year's morning.

"Solitary Confinement" For Tiger at Detroit Zoo

DETROIT, Jan. 16.—John T. Millen, superintendent of Detroit Zoological Park, has found himself in the dual role of judge as well. Nellie, a Siberian tigress at the zoo, has aroused public interest from the fact that she has killed two other tigers in the past year, and as a result of suggestions in the newspapers Millen decided to sentence Nellie to "solitary confinement" for life. It is believed to be the first time that an attempt to apply standards of human justice to wild animals has been tried by a zoo.

Carlin Buys Building

NEWARK, O., Jan. 16.—The biggest real estate deal in recent years was completed January 8 when John J. Carlin, head of Carlin amusements in Baltimore, Md., and lessee of Buckeye Lake Park near here, purchased the Odd Fellows Building for \$75,000. He plans to promote indoor amusement on a large scale.

KANE, Pa., Jan. 16.—Atlantic City's good-will caravan, staged by South Jersey's resort boosters, will be received here January 19 on their second visit to Central Pennsylvania. Group, led by Jewel Lindsey, "Miss Atlantic City" in the 1936 beauty pageant, will arrive in a special train and after receiving local honors will proceed to Toronto for outdoor activities in publicizing the facilities of the summer-resort town.

Protecting Ballyhoo

ATLANTIC CITY, Jan. 16.—The weather man has been put in a new role here, that of assistant city publicity director personally in charge of the scheduled "Snow Hunt" ballyhoo trip to Canada, the theme of which is "No snow on Boardwalk, so we are hunting some elsewhere." His particular job is to see that no snow does fall in Atlantic City to spoil the ambitious ballyhoo of a month. To date he has been successful.

Canadians Pass Up Winter Residence at Raynes Beach

RAYNES BEACH, N. B., Jan. 16.—For the first winter since they established a permanent home in Dominion Park here Mr. and Mrs. Bud Tippett, co-owners and co-managers of the park, are wintering away from their amusement property. They had a fine residence built on the beach about five years ago. This winter, altho the mildest since they transferred their home to the St. John River front, they have been staying in a St. John, N. B., hotel since early in January.

They will return to Dominion Park in April, being the only persons to maintain residence at that spot. Mr. Tippett said he would greatly prefer to winter at his park, but that "the trip we took to France on the Vimy pilgrimage last summer must have spoiled my wife."

He is a member of the inspecting staff of the Canadian department of national revenue in St. John and one of the first Canadian soldiers wounded and invalided home in the World War. He is a past president of St. John Post, Canadian Legion, having been first head of that organization. He established Dominion Park a decade ago.

Archie Clair at Miami

MIAMI, Fla., Jan. 16.—Archie Clair and wife have taken up their abode in Jupiter for a few weeks. Clair has been manager of Norumbega Park in Auburndale, Mass., for a number of years. Stated that the 1936 season was the best that the park has had since his incumbency. He also says that while there will be no radically new departures from the usual park attractions, quite some money will be spent in improving the general condition of the park.

There will be an informal opening of the Totem Pole dance hall, one of the features of the park, April 19, which day is a Boston holiday, and the formal opening will take place Memorial Day.

Roy Gill's riding devices will be retained and name bands will be presented. Incidentally Clair himself was a "tooter" at one time, playing cornet with the Vic Eslick Band with the World at Home carnival.

Archie is visiting with Bryan Woods in Miami.

New Amusement Enterprise

NORFOLK, Va., Jan. 16.—Park Amusement Realty Corporation, with maximum capital of \$25,000, has been chartered to operate amusement parks. Joseph Marcus is president.

Gravatt Disappointed in Europe As a Mecca for Steel Pier Acts

ATLANTIC CITY, Jan. 16.—The European amusement world was a disappointment to Frank P. Gravatt, president of Atlantic City Steel Pier, he declared this week following his return from an extended trip abroad in search of new thrills for his pier.

Europe is far behind the times, he stated, and blamed political conditions and constant rumors of war for diverting attention from the theater. He found no song-and-dance acts of any account, most popular at this time being muscle and dumb acts, including animal rings, he said. The principal difference Mr. Gravatt found, he added, is in the

Plan New Projects On Galveston Beach

GALVESTON, Tex., Jan. 16.—Carlos Ippolito was elected president of Galveston Beach Association at annual meeting this week in the Buccaneer Hotel, when officers and directors were named for 1937 and plans discussed for coming season.

A committee was named to ascertain whether federal appropriations can be procured for a proposed recreation building on the beach front to be erected between 23d and 25th streets and for additional lighting for the amusement district between 21st and 25th streets. The association also went on record as favoring erection of ample shade places and benches for the beach.

Other officers elected are Peter Douvry, first vice-president; Roy Harms, manager of Ingersoll Amusement Company, second vice-president; Charles A. Schlotter, treasurer, and Florence J. Wyndelts, secretary. Five were named to the board of directors. Predictions were made by officers and directors that 1937 will be one of the biggest seasons here.

Chicago Zoo Acquires Rare Birds and Snakes

CHICAGO, Jan. 16.—The Brookfield Zoological Gardens here purchased a collection of rare birds and snakes including a new bird of paradise, two Venezuelan giant orioles, a pair of sugar birds, a wandering tree pie, a pileated jay, a pair of quail finches, a long-tailed wydah, several American crocodiles and 18 specimens of rare Florida snakes.

The shipment will be made from New York City early in February.

Around Miami

David Gillian, ride operator of Ocean City, N. J., who is paying his first visit to Miami, is a guest of Bill Tucker, of Funland Park, with whom he formerly was associated in business.

Mr. Gillian said he inserted an ad in *The Billboard* recently, announcing two rides for sale, and immediately after publication he received 40 letters and six telegrams and sold both of the rides to the first two callers who had answered the ad.

At the Henry Ford Exposition, which opened on January 15, \$75,000 was spent for erection of this temporary expo.

David B. Endy, of Funland Park, says that business is entirely satisfactory. Carver's Diving Horses is current attraction.

GALVESTON, Tex.—Breckinridge Park Zoo, San Antonio, is bringing burros to Texas, long looked upon as the native State for burros. A German ship landed here with four small burros, known as Ceylonese donkeys. Group was taken ashore and shipped to San Antonio. The two males and two females came from Hamburg (Germany) Gardens. A distinctive feature is a white cross on their backs. Brought into the country for scientific and educational purposes they entered duty free.

DETROIT, Jan. 16.—Eastwood Amusement Park is completing the most important construction program since erection of the park originally 10 years ago. Plans have been under consideration for two years, and the present changes are the result of a well-thought-out policy by Henry Wagner and M. B. Kerner, park operators. Work has been progressing under direction of Harry Stahl, park superintendent, and the work is now nearly completed on structures.

Most important building is a new dance hall, about 350 by 125 feet, which will hold about 10,000 people upon the floor. Entire building is modernistic, with streamlined decorations and general architectural treatment. A 60-foot stage has been constructed. Interior of the structure has been carefully landscaped, and several large trees have been moved bodily into the building for decorative effect.

A name band policy will be used exclusively this year. The type of bands used is indicated by a budget for music for 1937, running from \$4,000 to \$7,000 weekly.

A special Sunday afternoon policy of a free concert and stage show will be followed. Each of the name bands is, of course, carrying its own entertainers, and these will be used for a two-hour Sunday afternoon show in the ballroom.

The park, in general, gives the appearance of having been replanned, with construction of two new main entrances and a number of new roadways thruout.

A new Merry-Go-Round building has been constructed, and a new Spillman machine purchased and installed. The old building has been torn down and a new Loop-a-Plane installed in its place.

A new Kiddleland will be an important feature of the park this year, built in the former picnic grove. This spot will have eight rides, setting something of a record for parks in this territory.

A new parking lot, about 1,500 by 225 feet, is being prepared for use next year. Two new sportlands are under construction, and will be operated directly by the park this year for the first time.

The former dance hall is to be used for spring and fall dancing and as an auxiliary ballroom for overflow crowds and in poor weather during the summer.

A visit to the park Sunday afternoon showed two attractions operating on a year-round basis—the skating rink, which has been doing a nice business, and the Tango Game, in a heated building, which drew a good crowd to the midway even in the afternoon. These spots are open every night during the winter as well this season.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, Jan. 16.—This is planning month here, when most of coming season policies are formulated during the lull following the holidays. Outside of Auditorium sports events, Steel Pier and Hollywood week-end stage shows there is little of special import in the amusement industry here. About 150 will take part in the good-will tour to Canada next week. February 21 is date of the annual Ice Carnival in the Auditorium, said Manager P. E. M. Thompson. Ban of Boardwalk auctions is urged for next season by several resort groups.

Possibility of a raise in supper club licenses from \$500 to \$1,000 is seen as the city seeks new tax channels. Amusement interests will fight any move to throw additional taxes on them. Bees Reeves, who successfully conducted winter sports at Million-Dollar Pier for two years but shifted to the Auditorium this year, gave up this week after a series of bad gates. May try for pier next winter. William C. Hunt, Wildwood amusement operator, was seated in the State Senate after a lively battle which was front-page news.

C. A. Hill, manager of Million-Dollar Pier, is recovering from a touch of flu. Note from Miami says that Annette Webster, featured last season in Steel Pier water circus, is now riding diving horses for Carver in Miami's Funland Park. Herb Youtie, local concessioner, has a dog-track spot for winter. Alma (See ATLANTIC CITY opposite page)

American Recreational Equipment Association

By R. S. UZZELL

More than one-third of the \$27,000,000 bonds for New York's World's Fair have been subscribed before half of January has passed. This looks like business. The work under way on the grounds will not stop and new work and other buildings will be contracted for at once. New York's largest department store has taken over \$400,000 of the bonds. Evidently they expect some people to come to New York City for the fair.

It would be to the interest of all to support our World's Fair committee than to attempt to go it free-lance. Surely you do not want to bid against one another. No contracts for concessions will be made before late May or June, so why fret now and only make it harder for your committee?

We know there is a new attitude because orders for repairs are coming in in January. This is highly appreciated by all manufacturers and will insure better service and satisfaction to all.

Overhaul Rides Now

The snow trains out of New York City at this writing have been out of luck from lack of snow. Snow clothes, skates, skis and toboggans are ready but have not yet been put into commission. We think they will soon come into use. The habit is growing all over the world. Winter sports are sure to make healthier and happier people. Vigorous exercise in the open cold air in appropriate clothing makes better complexions than anything sold at a drug store. Why did women ever lace and starve themselves?

Many rides should be gone over now by experts. Some have been neglected all too long for safety of operation. We refrain from mentioning any particular rides so as to remain impartial. Experts will be in brisk demand by March 1 when little time will then be left for inspection and getting out repairs in time for installation before opening. Then, too, all manufacturers are going to be busy. Better think this over, then act.

Bouquet for Showmen

We like to hear good things about outdoor amusement people. The manager of the President Hotel in Kansas City, in expressing himself about the annual banquet of the Heart of America Showmen's Club, said: "One of the finest banquets and one of the best behaved crowds." Another testimony to the fact that amusement men are gentlemen. It is gratifying to see all annual meetings of all branches of the business a fine increase over recent years.

Harry Duncan, formerly of Fairyland Park, Kansas City, has made a larger place for himself in the park business of that city than any man since Mike Heim. He has done this by sheer force of hard work and keeping his word with committees and picnics. He is a whirlwind in charity work on the mayor's committee and gives unstintingly of his time and energy. The writer had the pleasure of reading a letter of appreciation from the mayor. A park man can build himself into the community and gain a large following. Work and sincerity accomplish the result.

Long Island

By ALFRED FRIEDMAN

In line with a general pickup in conditions all around, Long Island is showing corresponding acceleration. The same in these parts insist that the perking is only part of the backwash of World's Fair preparation activities, there is enough evidence otherwise to prove to the contrary.

There are close to 100 night spots operating, with about half putting on orthodox floor shows and other forms of entertainment. Plus this, there is an equal number of minor amusement spots of a mixed variety. All in all there is every evidence of goings-on.

SHORTS: Phillips Lord, of radio, plotting things at the World's Fair, 'tis said. Bridge linking Rockaway Point with Brooklyn is well on the road toward completion. Billy Rose around the Island quite a bit these days and may have something up his sleeve.

String of proposed swimming pools for colored people seems to have gone haywire. Move is afoot to try to attract national conventions to Long Island, which hasn't had one in years. The

year 1937 was one of the best for Long Island pinball game folks. Weather around the Island's been so mild that the polar bears, winter bathing group, have temporarily abandoned their regular dips because of the "heat," Capt. Willie Fishman announced.

ROCKAWAY BEACH: Bungalow street on the Boardwalk at Beach 50th street is the only one of the winter so far. Fully 100 localities who planned to go south this winter have either canceled or deferred their intentions because of excellent weather here. A number of big names are mentioned for local night spots next spring. Haven't been any well-known personages at local niteries since Gus Van held forth at the Harbor Inn.

Fred Thorpe, vet Walk stand fellow, making Broadway his winter haunt, while his sidekick, Phil Hogan, ball-game king, takes of winter climate down South. Now that Murray Kraut is gone it looks as tho side shows are out at Rockaway for a while. Ed Bregman, Edgemere life guard, will be back from Scotland in the spring, a full-fledged doctor. Buddy Keenan, former local property owner, becomes a New York City cop shortly.

LONG BEACH: All Long Beach's former police chiefs seem to be in the restaurant business, with Louis Saltzman (Cafe Loyale, New York City) the most successful of the troupe. Lot of the oldtimers seem to be moving their winter headquarters to Manhattan, returning here in April. Howie Quinn, Boardwalk electrician, calls his motorboat *Hello, Casey!*

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of Cincinnati Office, The Billboard)

Unseasonable Season

At this writing Los Angeles, as well as the entire West Coast, is shivering in a cold spell, the likes of which good ol' California hasn't seen in years, if at any time, in its long, mild and sunshiny history. The many beautiful open-air swim pools might as well close until wintry breezes stop blowing, for the art of aquatics is probably the very last thing Californians are thinking of right now. As a matter of fact, this department's West Coast operative (sure I have one!) hastens to pass along the word that a few outdoor natatoriums have done just that since the chill has arrived.

Ironically enough, back here in the East, at a time when Jack Frost should be doing his stuff, the thermometer is vamping with mid-spring temperature. And while the open-air tanks are, of course, not open, indoor fellows are reporting a sudden spurt in patronage due to unseasonably warm weather. Ever since New Year's inclosed tanks in and around New York have done exceptionally good biz and usually it's not so good immediately following the holidays.

Incidentally, add a record-breaking season, too, for indoor pool operators in the East during the holidays just passed. With schools closed and extra do-re-me in circulation the aquadromes certainly got the play. All of which has been keeping up right to the present week with what seems to be perpetual Indian summer.

So you see while the outdoor tanks are "yelling uncle" out West because of cold and the indoor tanks are praying for continued warmth in the East the unseasonable season continues and one is reminded of what Mark Twain once said about the weather.

Health Studio Now

At one time Park Central indoor tank, New York City, used to get a big play from Broadway celebs because of its proximity to the Great White Way. All famous stage actresses used to swim there and keep in trim. But now, I understand, a great many of them do their setting-up exercises at the new Dean health studios in the Claridge Hotel. Miss Rebecca Dean, who runs the place, is a great favorite with the local personalities.

Miss Dean prefers to call her exercise emporium a "health studio" instead of a "gym" because she feels that the word "gym" sounds too professional and seems to refer to those interested exclusively in those intricate gymnastics. She claims that women who are solely interested in keeping fit or in losing some extra poundage would be more attracted to a "health studio." The crowd of femmes that Miss Dean does attract,

LUNA PARK

CONEY ISLAND, N. Y.

CHOICE SPACE AVAILABLE ON MAIN MIDWAY FOR
SHOWS, RIDES
AND OTHER ATTRACTIONS
ON PERCENTAGE

NOW BOOKING CONCESSIONS

LUNA PARK, Coney Island, New York



Auto-SKOOTER-Water SHOWMEN

GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.

LUSSE BROS., INC., 2899 North Fairhill Street, Philadelphia, Pa., U. S. A.
LUSSE BROS., LTD., Central House, 45 Kingsway, London W. C. 2, England.



WATER SKOOTER.

FOR SALE

20-Car Dodgem Ride and Gasoline Auto Speedway.
Excellent location with long-term lease.

F. E. HUBBS

P. O. Box 5964, Broad Ripple, Ind.

many of whom are in the Blue Book, tend to indicate that she knows whereof she speaks and that her opinions should be considered.

Muscling In

The resort praise agents Steve Hannagan and Joe Kopps, who have done much to make Miami Beach and its palmy environs the popular place it is, have discovered that others are muscling in on them. Whereas the papers used to be wide open in years past for pretty bathing pictures taken at Miami Beach or at Miami Biltmore pool, Roney Plaza or Roman pools, they're taking just as many photos this winter of skiing. And if you ask me, the boys handling Sun Valley ski settlement in Idaho are pulling it all over the fellows handling the various aquatic enterprises down south.

For many years the pool and bathhouse industry in Florida had things pretty much its way. That is to say, despite depression the American public seemed shore-conscious in winter and those who could afford it went south. Very few were interested in so-called winter sports because there weren't many facilities, that is, anything that anyone knew about it. But all of sudden the country seems to have gone ski mad, due to properly conceived and regulated ballyhoo, of course, and now the pool and beach fellows better get back on the band wagon and beat the drums all the more unless they want the boys who are muscling in to take it all.

Dots and Dashes

Park Central indoor tank, New York City, announces a showgirl swimming race this week. . . . Ambassador tank, Atlantic City, didn't do as well as expected during the recent holidays. National open-air tank, Havana, will again hold a series of championships, and record-breaking crowds are expected this season because of the country's recent athletic madness. . . . And high divers are advised to watch this column carefully from now on for news about the second annual tourney.

With the Zoos

LOS ANGELES—The noted moving picture elephant, Jenny, owned by California Zoo, died on January 8 from pneumonia. She was 65 years old and had been in more than 400 moving pictures with her mate, Anna May. Imported from India by Carl Hagenbeck she tramped with his show in Germany, later coming to America as an animal feature at Universal Studios, Universal City, Calif. Will Richards, of California Zoo, bought her six years ago and she had since been in pictures and with a

LARGEST MANUFACTURERS OF MECHANICAL
SHOOTING GALLERIES
PARKS-RESORTS SPORTLANDS-CARNIVALS
CATALOGUE FREE
W. F. MANGELS CO. CONEY ISLAND, N. Y.

TWENTY-FIVE HUNDRED FEET MISSISSIPPI RIVER FRONTAGE AT RED WING, MINN.

Well-developed Tourist Park, amusement opportunities. Only show grounds near Red Wing.
JENS K. GRONDAHL, Red Wing, Minn.

Would Like To Place

TWO RIDES—Hey-Dey and Over the Jumps, in good paying Park, or will sell either Ride. Write
MRS. HOWARD RINARD, Everett, Pa.

howdah had carried children at the zoo. Carcass was given to Los Angeles County Museum for mounting.

NEW ORLEANS—Teddy, 500-pound tobacco-chewing Colorado cinnamon bear, found a new home in Audubon Park Zoo, gift of a Lake Charles, La., resident. Frank Neelis, superintendent, says the zoo up to the coming of Teddy had only Louisiana black bears. New flying cage nearing completion will be turned over to native birds within a few days. Superintendent Neelis reports that since moving to the new \$250,000 plant the zoo has attracted 100 per cent better attendance and that conspicuous placing of collection boxes has brought in substantial funds from patrons. Monkey island and snake house are biggest drawing cards. Beautification work now in full swing means planting of 100 oak trees and 308 rose bushes. Black buck antelope born late in December is a favorite of visitors. Cold and damp weather has had considerable less effect on animals since the move to modernized and heated buildings and compares with heavy losses during the severe winter of 1935-'36.

BOSTON.—Spiral horns, about a foot in length, of the eland are among the most unusual in Franklin Park Zoo and are proving an attraction to all who visit the Dorchester spot. The animal, one of the outstanding specimens at the zoo, is largest of the antelopes, standing about 6 feet at the shoulders.

ATLANTIC CITY

(Continued from opposite page)
and Rowland and Ben Perry, of Hellig's, are featured in Flamingo Park. New season will find Ventnor, adjoining resort, with a new Boardwalk, as a \$87,000 redecking project to join the Atlantic City Walk is about to start.

Hennies Bros.' Shops Busy

Thirty artisans and artists engaged in construction of 1937 show

SHREVEPORT, La., Jan. 16.—Despite 18 days of rain and chilly weather Hennies Bros.' Shows have accomplished a great amount of work, such as rebuilding, repairing and building of new show fronts. At the present time activity is at its height, the show having 30 people working in different departments.

Among recent arrivals was W. F. Kemp, who started work at once getting his props and new front in shape for the Motordrome attraction, featuring seven fighting lions that are now being exhibited in a zoo in Florida and left in charge of trainer Riley.

The redecorating of the three-abreast Illions Merry-Go-Round has been completed under supervision of Meyer K. Waltz, artist-in-chief, and his assistants, Fred Gruber, F. W. Corneall, H. F. Miller and Jack Langrish. The mechanical work on this ride was directed by Carl Wagner, who will again be foreman on the road.

Fred Baker is supervising the work on all of the show's rides and has assisting him T. Morgan, Denny Allen, Roy F. Rutter, Howard Shurleff, Lew Osenbaugh, Clifton Warren, Jack Nichols, Gene O'Neill, E. Boyer, L. Webb and John Costello.

Master mechanic L. B. McFarlane has a crew, building new wagons and repairing those of the United Shows of America, assisted by Joe Black and Frank Krahn, blacksmiths and mechanics; Charles Dodge, helper. Floyd Clogston is doing the sheet metal work on the new chromium nickeloid and neon fronts. James Doherty is upholstering the seats of all the rides, assisted by Floyd Wolfe. Johnny Beem and Jack Dolindger are purchasing agents.

Jean Berni has been designing new fronts and supervised the building of the first new one, and Grant Chandler has been handling the construction of another, assisted by J. H. Bickett.

Visitors have been numerous the past few weeks: Elsie and Jake Brisendine, Denny and Margurite Pugh, Eddie Clark and Margurite, Johnny Lavin, Curley Vernon, John Francis, Noble C. Fairly, (See HENNIES BROS. on opposite page)

Men Wanted!

Bring me men to match my mountains;
Bring me men to match my plains,
Men with empires in their purpose
And new eras in their brains.
—Sam Walter Foss in "The Coming American." (Reprinted from THE CINCINNATI POST, Friday, January 15.)

Tortis Entertain Royal Bucketees

MILWAUKEE, Jan. 16.—Once again the Royal Order of Bucketees has been regally entertained by Louis and Ned Torti, two princes of goodfellowship, who have hundreds of friends in the outdoor show world. The Tortis' annual dinner has become the chief social event of the fair men's convention week here each January and at the rate the crowds that attend are increasing it soon will be necessary for the boys to hire the auditorium of the State fair to accommodate all the guests.

Three years ago the Tortis, ably aided and abetted by Matt Dawson, who is frequently mistaken for one of the (See TORTIS ENTERTAIN opposite page)

Great Sutton Shows To Have New Winter Quarters

OSCEOLA, Ark., Jan. 16.—Frank Sutton, owner of Great Sutton Shows, is making many improvements on his six-acre tract just north of this city. In addition to a modern six-room residence with a large garage and servants' quarters, Sutton is building 20 tourist cottages, each with bath and garage. Near by a large building is being constructed where a night club will be operated.

The largest building under construction will house the carnival equipment. Besides building construction under way much landscaping is in process and from all indications Sutton's undertaking will prove a credit to the community.

Bullock Incorporates In South Carolina

COLUMBIA, S. C., Jan. 16.—Secretary of State William P. Blackwell has granted a charter to the Bullock Amusement Enterprises, Inc., which proposes to operate riding devices and similar amusements under an authorized capitalization of \$500. Officers are John S. Bullock, president; Mrs. Clara Bullock, secretary-treasurer.

Tinsley Shows Start Work

Plan several new carnival features for initial tour—staff active

GREENVILLE, S. C., Jan. 16.—With offices set up, activity of the Tinsley Shows has begun in earnest. Within the next fortnight a crew of men will be at the task of overhauling and rebuilding paraphernalia now in storage, as well as to commence work on new equipment. Special attention will be given the electrical department under George Bennett, chief electrician, and Harvey Moore, assistant. Henry Stulken, Joe Kinlaw, Pete Harrison and a number of others are here ready to start work.

Many visitors and showfolk have been in and out of this city during the past few weeks in conference with Manager Tinsley regarding this season's plans. They were Charles Sutton; Max Linderman and L. Harvey Cann, of World of Mirth Shows; Joe Russell, concessioner; Charles Abbott and W. C. and Mrs. Murray. Murray was agent of Hartzberg's Majestic Shows last season.

Manager J. T. Tinsley and R. F. McLendon are back from trip in Georgia. They also attended the Columbia, S. C., fair meeting.

Since the show announced a very definite departure in electrical arrangement many interesting comments and questions have been received from committees and fair secretaries.

On recent trip the show executives conferred with J. A. Mitchell, secretary Anderson Fair, and I. V. Hulme, of Elberton, Ga., Fair, both of whom expressed confidence in 1937, predicting the biggest year during the past decade for outdoor shows. Meyer Shapiro is in the city after closing with Universal Mystery Museum. He will construct a new illusion and side show combined. Shapiro has built a number of illusion shows for some of the larger carnivals. He will have as a partner Fred Garneau, also an expert builder. Garneau and wife, known as "Mimi," lady sword swallower, were with Ringling Bros. past season and are now at Ripley's Odditorium at Miami for a limited engagement. Reported by R. F. McLendon.

Look for the "Show Family Album" in the Classified Advertising Section.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Stock Still, Fla.
Week ended January 16, 1937.

Dear Editor:
After the most successful tour of their careers the Ballyhoo Bros. terminated their 1936 season at Two-Spot, N. C. All paraphernalia was shipped here to the shows' newly built winter quarters. Many big tents have been erected to house the show property. The trailer and living top village is well populated by those working in quarters and those that closed the tour clipped.

This was the longest season in the shows' history. Out 52 weeks, played in 48 States and covered over 49,861 miles. Of the 52 spots played, 45 were bona fide fairs, only two still dates and five celebrations. Most of the fairs, 44 to be exact, rebooked the show for 1937 before the dates were played. Pete Ballyhoo in a private interview said: "We owe the rebooking of such a long string of bona fide fairs to the fact that we

carry 20,000 feet of extra side wall, 300 chickens and coops, as well as a herd of three prize-winning cattle. These and a few stalks of corn will always bring us back under the slogan: 'We are the Fair.'"

No changes were made in the staff during the season. Lem Trucklow, general agent (until he gets off the nut); Pete Ballyhoo, general manager; Herman Ballyhoo, business manager; Hank Ballyhoo, manager; Jake Ballyhoo, assistant manager; Amos Ballyhoo, treasurer; George Ballyhoo, trainmaster; Bill Ballyhoo, lot superintendent; Mrs. Pete Ballyhoo, secretary; Mrs. Jake Ballyhoo, auditor; Mrs. Hank Ballyhoo, concession secretary, and five or six other Ballyhoos holding executive positions ahead of the show and back with it. Major Privilege was press agent and by having one or two from the outside keeps this from being a family show.

(See BALLYHOO on opposite page)



PACIFIC COAST SHOWMEN'S ASSOCIATION'S 15th Annual Banquet and Ball, held at Biltmore Hotel, Los Angeles, Wednesday, December 9, 1936. At this affair there was an overflow sellout of table spaces on the main floor of the ballroom.

Floyd Newell Out of Chicago Hospital

CHICAGO, Jan. 16.—Floyd Newell, who in regular season is general press agent for the Mighty Sheesley Midway, was discharged from a local hospital Monday after being in for 17 days with the influenza. Newell said on entering his apartment following his exit from the medical institution, "I finally caught up with my sleeping—that lost during the season."

This week Newell joined the Bush-Laube Concession Company and left for Kansas City, from which point he will go to Tampa, Fla., and other fairs in the Sunshine State.

Pacific Whaling Co. Building New Show

LOS ANGELES, Jan. 16.—The Pacific Whaling Company and the Marine Exhibit Company have a crew of men building what has every indication of being an innovation in their field of show operations at their lay-off quarters at Signal Hill.

The show will be a truck unit to transport a whale and other features that will be exhibited in connection. The trucks will carry superstructures, as the replica of a ship, to the minutest detail. When spread it will be 150 feet in length, and in addition there will be a canvas annex to house some of the attractions to be carried. The color scheme will be battleship gray.

Harold Anfenger and Arthur Hoffman are the accredited producers of this attraction, and showmen in this section are looking forward to its 1937 debut with much interest.

Clay M. Greene Is Goodman Agent

RALEIGH, N. C., Jan. 16.—Max Goodman, owner, and Clay M. Greene, general agent Goodman Wonder Shows, have been touring east in the interest of the bookings for the season. They attended the fair meetings at Columbia, S. C., and Raleigh, N. C., renewing acquaintances and looking after the shows' business in general.

Goodman departed for the fair meeting in Minneapolis, to be followed by attendance at the exhibition gathering in Winnipeg, Man., Can. Greene will cover during the interval the territory selected by Goodman as desirable for the early still-date tour.

Goodman reports that work has actually started in the shows' winter quarters and that it will now go forward on a regular schedule. Men are arriving daily and materials have been ordered for 24 new wagons, which in all will total 64. Especial equipment for the electrical department has also been contracted according to the management.

Among the new rides will be a Scooter and Octopus. Much attention will be given the show division of the Goodman Wonder Shows. At an early date the full roster of the executive staff will be announced, it is stated.

Gooding's New Unit; American Exposition

COLUMBUS, O., Jan. 16.—American Exposition Shows is the name of a third unit show to be put out in 1937 by Floyd E. Gooding, head of the F. E. Gooding Amusement Company here. Announcement was made during the annual convention of the Ohio Fair Managers' Association here this week. The new show, in addition to Gooding Greater Shows No. 1 and No. 2, will be piloted by Felix Bley as general agent, who already has done some still-date contracting. It was said 12 rides, 10 shows and two free acts will be carried.

Conklin Moving Toward European Tour

LOS ANGELES, Jan. 16.—Mr. and Mrs. J. W. Conklin, of Conklin's All-Canadian Shows, came here for a brief visit from Vancouver, B. C. Following their return to latter city they will go via Chicago, then to New York, en route to Europe.

PITTSBURGH, Jan. 16.—Al Stryker, contortionist, closed with the Jack G. Var stage unit in Beaver Falls, Pa., and returned to his home here.

J. George Loos Reflects

Thirty years ago when many predicted that the carnival was all out and over I stated that the carnival will be here in some form or other a hundred years from then and then some.

Judging from some of the improvements made by the more progressive showmen it would seem that the carnival spirit has just started. I envy none of them, but take my hat off and say "More power to them."

The idea that carnivals were invented for the sole purpose of giving employment to those who have no desire to work is now passe.

Of course there is still a difference between real and carnival money, yet some have prospered beyond their wildest dreams and have real money.

The depression to some was horrible, but now that it is all out and over, and notwithstanding it gave me a terrible jolt, I can only classify it now as "A delightful experience."

Robert L. Mack on Dee Lang Staff

DES MOINES, Ia., Jan. 15.—Robert L. Mack, past season general agent Pan-American Shows, announced on a recent visit here that he will not be with the latter shows as previously arranged, but will be with Lang.

Mack will join the Dee Lang organization about March 1 as assistant manager. He stated that he firmly believed season 1937 would top all outdoor seasons in many years past due to the fact that employment conditions are better and that shows are cleaning up and going forward with better showmanship as their objective.

In association with H. Schwartz, Mack will handle a few indoor promotions in Illinois prior to taking up his assigned duties with Dee Lang.

Blue Ribbon Shows Get More Fairs

PHENIX CITY, Ala., Jan. 16.—E. L. Roth, manager Blue Ribbon Shows, returned here after visiting the fair meeting at Indianapolis, Ind., and other points in the interest of present season bookings.

Roth announced the bookings to date as totaling nine fairs and several still dates, including the opening stand in March in a big Georgia city.

Boonville, Boonville; Cass County, Logansport and Elkhart County, Goshen, Ind., fairs, as well as the East Alabama, Alexandria City, and American Legion, Opelika, Ala., fairs, have been added to the fair route.

In commenting on the season's outlook, the manager of the Blue Ribbon organization said: "With several more fairs pending and some good still dates in hand we look for 1937 to be the banner year for the shows and all connected with it. Everyone in quarters is hustling to get ready in time to do a little more hunting and fishing before the grind begins."

TORTIS ENTERTAIN

(Continued from opposite page) Tortis, invited some of the fair secretaries and show people to a dinner in the basement of their spacious home on Capitol Drive. It was a rousing success and the talk of the week. Last year the dinner was repeated, with even greater success, so the Tortis decided to make it an annual event. It is held on Monday night of the week the Wisconsin Association of Fairs holds its convention.

Upon arrival of guests at the Torti home they are conducted to the basement, where along one side of the walls are rows of tin buckets, each bearing the name of a guest. Guests lose no time in seeking out their particular bucket and making a bee-line for the bar where foaming suds is dispensed. After half an hour of this everyone sits down to the long tables on which are forests of long, slim Italian bread sticks and dozens of bottles of fine Italian wine. After many and various appetizers are distributed, a huge platter of spaghetti is served. This stowed away, there appears a huge platter of tender, juicy venison, together with baked sweet potatoes and all the trimmings. When by superhuman efforts the last vestige of this dish has disappeared, the proceedings are turned over to Sam J. Levy. He has acted as toastmaster at each of the three dinners and tho called upon to

Jones Gets Indiana, Kentucky State Fairs

INDIANAPOLIS, Jan. 16.—James C. Simpson, general agent for the Johnny J. Jones Exposition, secured the 1937 midway contract for the Indiana State Fair, it was announced here this week.

For some time the contenders for this plum had conceded that it was "In the bag for the Jones organization."

It will be recalled that the Phillips-managed Jones Exposition beat all existing records for gross business at this fair in 1936, and as a result those powers that be in the councils of the Indiana State Fair logically concluded that a return date for them would not be amiss from all business viewpoints, hence the final decision.

LOUISVILLE, Jan. 16.—J. C. Simpson, representing the Jones Exposition, has closed contracts for the midway of the Kentucky State Fair. This is the first time that Jones was so honored since the organization was taken over by E. Lawrence Phillips.

Neil Berk Is General Agent West's Shows

NORFOLK, Va., Jan. 16.—Manager Frank West of West World Wonder Shows recently announced the engagement of Neil Berk as general agent.

West and Berk have returned to winter quarters here after closing a most formidable route of fairs in North Carolina, Virginia and several other Eastern States. The plans to enlarge the West Shows have gone forward as per schedule and this 20-car organization is afield to play many return dates this year.

BALLYHOO

(Continued from opposite page)

The rebuilding of the show from the ground up is well under way. There are at present 300 men working in the different shop departments; 200 more to be added in the next few days or so; the 60 additional men will work on the gold leaf jobs exclusively. "All new but the canvas this season," is the shows' slogan for some time.

Wagons are being torn apart, using dynamite to hurry the work along. New fronts are under construction. All the rides have been set up and paint is flying. All the flat cars have been stripped and new decking is being put on. The winter quarters work program laid out is the largest in years. The management decided to unload the train, due to the show only staying in the barn for two weeks, before starting on its tour of Florida fairs, which are being built to Ballyhoo Bros.' specifications.

Next week will give the final destinations of our personnel. None went very far on account of being paid off with brass. All are bound to return. The brass is their 1937 contract and all have the exclusive. MAJOR PRIVILEGE.

deliver scores of stories he has never, so far, repeated, his stock seemingly being inexhaustible. Levy is not the only story teller, however. Bob Pryal, from Escanaba, Mich., never succeeds in begging off until he has told half a dozen Swedish stories; Jim Malone has some good ones in his repertoire, and so has Ralph Ammon, as well as various others. And so thruout the evening there was a flow of wit and humor such as warms the cockles of the heart.

This year's dinner, as have the others, came to a close with many expressions of pleasure from the guests, praises for Louis and Ned, Matt Dawson, and especially for Mrs. Louis Torti for the wonderful food provided under her expert direction. And the Tortis told the assembled guests they were then and there invited to another session of the Bucketeers next January.

HENNIES BROS.

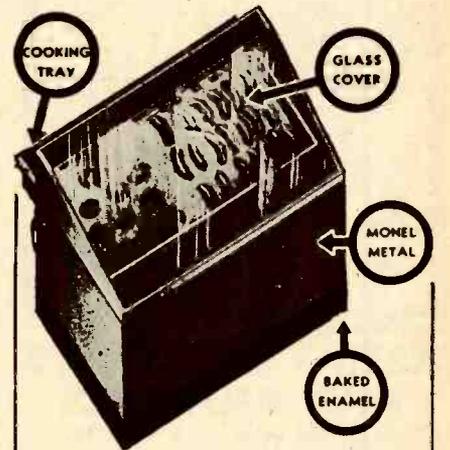
(Continued from opposite page) Ralph Miller and Mr. and Mrs. Joseph S. Scholibo on their way thru and back from St. Louis and Chicago.

Mr. and Mrs. Orville W. Hennies, Mr. and Mrs. Jean Berni and Mr. and Mrs. Jack Dondlinger, who tripped to Kansas City, have returned to quarters. Rose and Harry Hennies are settled in an apartment for the rest of the winter months. Harry is in charge of the physical work in quarters.

Hennies Bros. are maintaining a cook-house for the workmen. Johnny Nelson, Mrs. Joe Black and Mrs. Jack Nichols are active in its operation.

The electrical department starts work the coming week, with Tom Adams, chief electrician, in charge. Reported by Joe S. Scholibo.

MIAMI, Fla., Jan. 16.—Nate Miller, of the Melville-Miller-Lusse Bros. Scooter ride interests, departed this week for business visits to Philadelphia, Dallas and Long Beach, Calif.



FLASH

Sell Hot Wieners—Hamburgers—Steaks and other Sandwiches from the IMPROVED and ATTRACTIVE ALL-ELECTRIC "TASTY BIT MACHINE." Ideal for Restaurants—Taverns—Pool Halls—Stores—Concessionaires, Etc., Etc. WHAT A WOW!

MADE OF MONEL METAL.

PRICE \$49.50
SALESMEN WANTED.

JABAR Manufacturing Co.

922 No. Milwaukee St., Milwaukee, Wis.

MOTORIZED

Write for Show Folks Plan of Financing.
CHARLIE T. GOSS
Twenty-Two Years in Outdoor Show Business.
Now With
STANDARD CHEVROLET CO.,
E. St. Louis, Ill.

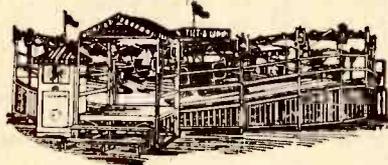
WANTED

THREE DROME RIDERS.
Men or Women, with or without Drome or Cycles, For American Company. Now touring Argentine, South America. Address all communications
GEO. I. FREEMAN, care Billboard, New York.

SOL'S LIBERTY SHOWS, INC.
Now Booking for 1937 Season
Address, CARUTHERSVILLE, MO.

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

IT WILL HELP YOUR AGENT



Fair Secretaries Ask for It
1937 TILT-A-WHIRL
The Ride that assures big and certain percentages.
FOR PARTICULARS WRITE
SELLNER MFG. CO., Faribault, Minn.

Advertise in The Billboard—You'll Be Satisfied With Results.

Midway Confab

By THE MIXER

WHAT'S William Pink doing?

WONDER **WHATEVER** became of the "Old Man of the Mountain."

EVER HEAR of "Death Valley" and his armful of whiskeys.

WANTED—Billposters who will post bills.

THE DEATH of Benny Krause is sincerely mourned in the carnival world.

AL KUNZ JR.—For whom are you going to be press agent and secretary-treasurer?

B. H. NYE cards from Jacksonville, Fla.: "Time marches on, why not the carnival?"

JACK BELL cards from Pittsburgh: "Peerless Shows closed contract for Buncombe County Fair, Asheville, N. C."

WHAT IS THE MATTER? No Tombstone Shows yet!

HARRY DARLING cards from Belle Glade, Fla.: "Down here with Sammy Lawrence."

MILTON WILLIAMS JR.: Your mother, Mrs. May Leonard, reports illness. Write her.

DANIEL DUNNING, Rochester, Pa.—Write the carnivals you wish to contact care *The Billboard*, Cincinnati, O.

MANY carnivals will soon be arriving in towns from all directions.

DOC WADDELL is home in Chillicothe, O., itching for the call to go to the Big State.

MR. AND MRS. JACK LAMBERT—Let's have some news about the fealdle steaks. How is the boy and wife?

WARD EMBERTON—How can a stranger help you find your son if you do not tell him what the boy's name is?

DO NOT just talk about new shows. Build some.

DON'T YOU love a gillipin, a first of May and a know it all?—Tilly Few Clothes.

BILL CURS—Who is your Wild West booked with? Send in the roster of this Texas organization.

WILLARD E. MUCKLE, of Geneva, N. Y., seems to be interested in the doings of the carnivals.

Where else should a talker be besides being on the front of a show? Surely, not always in the cookhouse.

IT AIN'T like it used to be and it ain't going to be that way agin.—Soapy Glue.

A FELLER wrote in that he had recently closed three successful seasons. He seems to have done all right by himself.

CHARLES C. BLUE seems to be improving in health. He is home at Ludlow, Ky., and has begun to take an interest in his personal mail.

EVER HEAR of the New Thought Shows? They are not titled that, but all that are progressive are the results of new thoughts.

HARRY C. DUNKEL says a "gilly" show is one which travels in baggage cars and has to rent trucks to move the equipment about in each city.

THE CIRCUS men eat before they set up. Most of the carnivals of the other kind have their men eat after they set up.—Wadley Tif.

DAVE B. ENDY—Kindly advise your official press agent for Endy Bros. Shows is or will be. The new era calls for accuracy in news reporting.

TELEGRAPHITIS is a terrible disease. Some general agents make simply nothing important over the wire.

CHRIS M. SMITH—Tell us about the new connection. We hear it will prove a surprise to many to learn that you will be on the staff of Rubin & Cherry.

SAM BURGENDORF: The man who can really make fairs, just as some have so often hoped they would be. Sam is a most talented promoter.

PA AND INA SHERMAN advise that they joined Barney Lamb's Museum at Jacksonville and went to Orlando, Fla., and had fine business.

MR. AND MRS. MULLENIX card from Indianapolis: "Wintering here driving for a bakery. Will leave in the spring for the road. Have a new Chrysler."

RAY WHELOCK cards from Little Rock, Ark.: "Mrs. Leane Wheelock is speedily recovering from an operation at the Baptist Hospital here."

ROY B. JONES, of Carl J. Lauther's museum, cards from Charleston, S. C.: "Business started off here with a bang, then slowed up. Cannot explain it."

Shows' quarters. Spent some time with manager of Sunflower Minstrels. Will again be stage manager."

TIME is always ripe for something. Wonder what it is now. Many people get all bunged up trying to grasp opportunity at the wrong time. What a paradox!

GLEN (TINY) WESTON cards from New Orleans: "Bertha, fat girl, and husband, Jim Curtis, are booked here as attractions with Canal Street Museum. Will again be with Dodson's Shows."

EARL PURTLE letters from Richmond, Va.: "Photo of Mrs. Purtle: The act is billed as Ethel Purtle and her Auto-Riding Lion, with World of Mirth Shows."

C. T. POWELL, of the Gold Medal Shows, is still wintering in Little Rock, Ark. He takes up the slack in his leisure time writing pieces for people to read.

A LOT of people take their fountain pens in hand but say little. Some of them could at least write their names so they can be read. It might be well to remember to put addresses down, too.

EDDIE DAVIS letters from St. Louis: "After two months in Los Angeles am back here working a candy concession in the Garrick Theater. Just waiting for the season to start; have itchy feet."

NORMAN L. DIXON'S business card reads: "Representative Greater American Shows; nothing too good for our friends." No address is given, so where will their friends find them?

THOMAS J. SAUNDERS letters from Reno, Nev.: "Fern Chaney and Mary Saunders are seen daily on the streets of Reno. Fern is of the W. G. Wade Shows, Detroit."

NEWS reporters are supposed to record happenings just as they see and hear them and to make no personal comment on what they record. Reporters and commentators are two separate jobs.

MR. and MRS. FRANK R. CRAWFORD letter from Tampa, Fla.: "Spending winter here. Beautiful weather and good fishing. We had some concessions with Crystal Exposition Shows past season and did very good."

FRED C. BOSWELL letters from Matoaka, W. Va.: "Had a very successful season last year as assistant manager Dixie Model Shows. Am planning on organizing a new carnival to be titled Fred C. Boswell Shows."

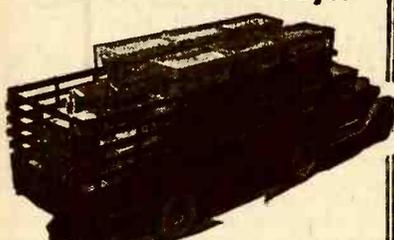
DOLLY DIMPLES GEYER letters from Orlando, Fla.: "The husband, myself and Buddy Rush spent Christmas at Baby Ruth Pontico's home in Tampa. Joe Pontico was official drink mixer. Had a wonderful time."

SPEAKING of side-show attractions: What about long-haired women, long-whiskered men and those Chinamen with extremely long fingernails? It's time for them to come back.

EDDIE MURRAY letters from Miami, Fla.: "Spending the winter here with the family. Was very successful last season at Great Lakes Exposition, Cleveland. Leaving soon for the Grotto Circus there." Murray is a concessioner.

HARVEY D. GROVES letters from Pittsburgh, Pa.: "Am planning on taking out the Mechanical City. Haven't decided, however, whether it will be carnival or park. Leaving for New York

JOHN T. REA says:



"I am more than pleased with my BIG ELI Semi-Trailer." Write for information.

ELI BRIDGE COMPANY
Builders,
Wolcott & Case, JACKSONVILLE, ILL.

WHEELS
Park Special



30 in. in diameter. Beautifully painted. We carry in stock 12-16-20-24 and 30 numbers. Special Price, **\$12.00**

BINGO GAME
75-Player, complete, \$5.25. Including Tax.

Send for our new 1936 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Fans, Confetti, Artificial Flowers, Novelties.

Send for Catalog No. 286.
Heavy Convention Walking Canes. Dark Mahogany Finish.
Price Per Gross, \$21.00.

SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES
All Readings Complete for 1936-1937.

Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00
Analysis, 3-p., with Blue Cover. Each03
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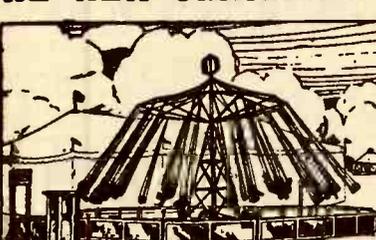
NEW DREAM BOOK
120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample. \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound. Samples, 25c.

FORTUNE TELLING WITH CARDS. Same Binding. 24 Pages. Samples, 25c.
HOW TO SECURE A MEDIUM. Same Binding. 30 Pages. Sample, 30c.
ZODIAC FORTUNE CARDS. Fine Set of 30 Cards, 35c.

Shipments Made to Your Customers Under Your Label. No checks accepted. O. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

SIMMONS & CO.
19 West Jackson Blvd., CHICAGO.
Instant Delivery. Send for Wholesale Prices.

THE NEW CHAIRPLANE



The Latest Invention. The Most Sensational Ride Out for Parks, Fairs and Carnivals. Portable and Stationary. Write today and let us tell you all about it. Weight 6,500 lbs.

SMITH & SMITH, Springfield, Erie Co., New York.

1937 ASTRO FORECASTS
With Full Hourly and Daily Guide.

Buddha Papers, 1-4-7 and 85-page Readings. Zodiac Display Charts, Horoscopes in 11 styles. Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.

New 140-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c. None free.

NELSON ENTERPRISES
198 S. Third Street, Columbus, O.

AMERICA'S LEADING PAINTERS OF CIRCUS-CARNIVAL BANNERS
MILLARD & BULSTERBAUM
2894 W. 8 ST.
CONEY ISLAND, N. Y.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS



L. E. ROTH, who in association with Mrs. Roth directs the destiny of the Blue Ribbon Shows, which are reputed to be among the leaders in the field of motorized carnivals.

SPEAKING OF CHIMP JUNGLES: John T. Benson, Arthur L. Hill, Frank Buck and a few others can frame them, including Walter K. Sibley.

MRS. EFFIE CROWSON cards from Abilene, Tex.: "Visited brother and his wife at El Paso. They are with State Fair Shows. Attended the Showmen's Banquet and Ball, Jaurez, Mex."

LOUIS LOUISE LOGSDON, of the John R. Ward Shows, reports that poems are her hobby and that she has written 1,000 of them since her high-school days. One submitted on "Trouping" is good.

ROBERT R. KLINE, the general agent and fair promoter, is also a good cook. In Vero Beach, Fla., he cooked "The Onion" one of the finest chicken dinners he ever ate.

CARNIVAL PRESS AGENTS—Let us not have too much exaggeration about the number of trucks, trailers and housecars your motorized shows will have.

WOODROW ARNOLD cards from Union City, Tenn.: "Clubs here very good, but cellophane skirts are very cold. Money plentiful. Expect good business at Elks' Club."

T. L. DEDRICK cards from Montgomery, Ala.: "Lankford's Band was contracted but could not join the Happy Days Shows until April. We therefore contracted Page's Kiddie Band."

WILLIAM R. EARL cards from Cowan, Tenn.: "Back to Cumberland Valley

It takes 30 TON PRESSURE



to emboss the Lord's Prayer on a Penny. Fancy toys or meatgrinders can't stand up. Buy a proven, guaranteed product. (Feeds 5 times faster.) Send 10c for sample Penny and facts to **BLUE DOT STAMP CO.** Established 1928. 124 E. Larned St., DETROIT, MICH.

HUBERT'S MUSEUM Inc.
228 W. 42d Street, NEW YORK CITY.
Open All Year Round.
Want Freaks and Novelty Acts of merit at all times.
SCHORK & SCHAFFER.

soon to start preparations for what I feel is going to be a prosperous season."

A. E. CLARKSON cards from San Jacinto, Calif.: "Among well-known carnival folk at Gilman Hot Springs are Mr. and Mrs. Archie Clark, Mr. and Mrs. Will Wright and Mr. and Mrs. Roy Ludington."

WONDER who is going to spring "The Onion's" idea with combination Motordrome and Globe of Death. If you intend to use the idea in full don't forget the escalators to take the patrons to the top platform.

SAMMY SMITH—How much did it cost this winter to wash down those flat cars on the Royal American before they were painted? When "The Onion" visited there last winter that was under discussion.

O'BRIEN BROTHERS' EUROPEAN MUSEUM, Revere Beach, Mass., must be getting ready for big dolings when it opens. W. J. (Bill) O'Brien seems to be the big "show spirit" behind this enterprise.

JIMMIE BARTON cards from Norton, Va.: "Annie and Tommy (B. W.) Thompson, who have been off the road the past year, will be back with several stores. They are now in business in Corbin, Ky."

CHARLES B. KIDDER, the show mechanic, is credited with having the finest and most complete set of tools in show business. There is hardly a tool needed in his line that he does not have one or more of.

WALLY BANKS letters from Dothan, Ala.: "Wintering in Valdosta, Ga., with some friends. Had good luck last day of deer season. Killed a nice big one near Thomasville, Ga., January 5. It will last a long time."

BILLIE (JO-ANN) BURKE cards from Charleston, S. C.: "Aside from being annex feature am also scenic artist with Carl J. Lauther's traveling museum. Just finished two scenic sets for Doc Robinson's Minstrels. Will be with Johnny J. Jones Exposition."

LETTERHEAD ROSTERS: Dodson's World's Fair Shows, Inc., C. Guy Dodson, president; M. G. Dodson, vice-president. Greater Exposition Shows, John Francis, manager; J. Crawford Francis, assistant manager; Sam Benjamin, general agent.

HE OR SHE are not very good people, meaning those who take the honors for the brains and labor of others. A lot of this kind of folk floating around, but they soon come up for the acid test, fail to qualify and then pass into oblivion. We so often hear "Whatever became of he or she so-and-so?" Answer: They tried to ride to glory in someone else's golden saddle but fell off.

W. DAVIS letters from Miami: "Mary, daughter of J. J. Steblar, has arrived from Stamford, Conn. Mr. and Mrs. N. P. Roland and Mr. and Mrs. J. J. Steblar are frequent patrons of the doggie tracks. Steblar will leave for winter quarters soon. Roland has left to attend some fair meetings."

THOMAS P. FELDER letters from Washington: "Am night manager of a cafe here. Last two seasons was cook for Joe Stiy on the Johnny J. Jones Exposition. E. Lawrence Phillips' nephew is a nightly visitor at the cafe. We put out a special plate lunch called Johnny J. Jones Special."

STARR DeBELLE says from Augusta, Ga.: "Staff meeting of Johnny J. Jones Exposition here Friday, January 15. I will be off to Winter Haven, Fla. Chris

M. Smith is still a good speaker. He talked straight from the shoulder at South Carolina fair meeting, Columbia.

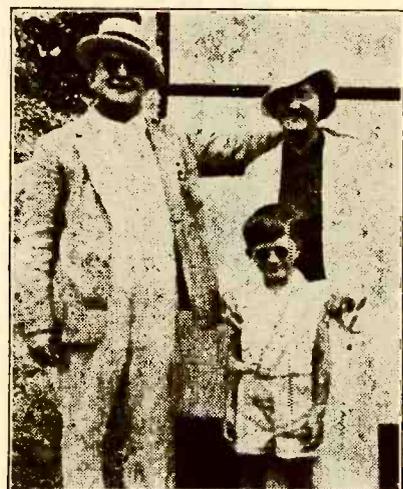
IT'S TIME for an Eskimo Village. Ice houses and all. Eskimos are really the only people who come from the North. North, South, East and West are certainly very indefinite locations. The latter is for the attention of some so-called newswriters. There are plenty of Eskimos in Alaska and Labrador who would be willing to troupe in the States. J. W. Conklin—Try this type of show at the Canadian National Exhibition if you want something different.

ROCCO ALEO cards from Cowan, Tenn.: "After spending two months with my sister in Boston am back at winter quarters. Am building a new cookhouse and will again be with Ellis Winton on Cumberland Valley Shows. Look for a good season."

ROBERT HALLUM, manager Cumberland Valley Shows, cards from Cowan, Tenn.: "Going to take out a No. 2 show, carrying about four rides, six shows and 15 concessions. Plans are all set. Ellis Winton recently purchased four new rides."

SAM GOLDBERG letters from Denver, Colo.: "Thru the efforts of Goldberg and Levitt, merchandise wheels will operate after eight years at the National Live Stock Show, Denver. Joe Berman will be in charge. Max Levine, of Western Novelty Company, will stock all the concessions."

TO LOCAL CARNIVAL COMMITTEES, fair managements, special-event promoters and all



MR. AND MRS. JACK WILSON, of Minneapolis, and adopted son. Photo taken in Muncie, Ind., with the Johnny J. Jones Exposition, with which Wilson had his Unborn Show the past season.

others interested in booking organized carnivals or independent shows, rides and concessions! **ATTENTION!** The Billboard does not operate any booking agency of any kind, character or description. It never has and never will conduct such an AGENCY. If you want attractions for your events The Billboard advertising columns are open to reputable clients who wish to advertise their needs.

A SHOWMAN'S life is a busy life, Harry W. Dunkel, of Greensboro, N. C., who has been in the show business for 52 years, said while attending the State fair convention there. He had been in 13 States in 17 days. Dunkel had not even been able to "collect" all his Christmas cards, he travels so fast.

IRISH JACK LYNCH cards from Eustis, Fla.: "Just fair in Florida. Opened here with Royal Palm Shows. Among noted showmen on midway: H. W. Campbell, Cash Miller, Barney Lamb, Jack Hoxie, Jack L. Murray, Charley Miles, Eddie Brenner, Boston Towne, Jack Coddins and Jimmy Foster."

ROY GRAY cards from Houston: "Home again. Started work. Painting, screwing, gluing. Making things interchangeable, vically, vically; fit anywhere. Show will be sterilized and motorized. It will be a surprise and Americanized. Visited Billroy's Comedians at Liberty, Tex. Good show, beautiful large outfit."

OUT with all the Captains, Colonels, Whities, Blackies, Peggies and what-nots. Why all this

bunk to bolster up a man? Franklin D. Roosevelt is President of the United States and head of all the Army and Navy and to all he is just plain Franklin D. Roosevelt. That should be the answer. Colonels and captains for the military. Admirals and all that for the Navy. But for show business Joseph, John, Frank and Otto should be sufficient. It is strange that no man in show business has yet had the effrontery and indiscretion to title himself admiral. Put your right name down on paper.

JACK (DOC) WILSON letters from Minneapolis, Minn.: "Passed holidays very nicely here at home. Plenty cold now. Our adopted boy I say will be a carnivalite. Mrs. Wilson says lawyer. He wants to be a railroad, so he will probably be a show trainmaster. Will attend Minnesota fair meeting."

AL FINE, assistant manager Happy Days Shows, cards from Montgomery, Ala.: "Mrs. Albert Heth from Miami; Mr. and Mrs. T. L. Dedrick were called to Janesville, Wis., by the death of their brother-in-law and uncle, Fred Broege, which prevented the shows from being represented at the Indianapolis fair meeting."

MR. AND MRS. TED WOODWARD card from Springfield, Ill.: "Spending the winter here with our folks. Both of us have been readers of The Billboard for years, but this is our first card. Last season Woodward was billposter and second man on West's World's Wonder Shows. Season before Rubin & Cherry and America's Model Shows. Expect to be 'with it' again."

LOG ROLLING SHOWS: In the past there have been several of them put on in various parts of the continent. Most of them seem to have lacked showmanship in presentation. All the essential features are embodied in "Log Rolling" as material for show business, yet they have not clicked as they should. It would appear that woodland features, camp atmosphere and a beaver, pond and dam would greatly enhance a Log-Rolling Show. How many people have ever seen beavers at work, cutting logs in half with their teeth and building dams across streams? "The Onion" thinks that some beavers might be found in Wisconsin.

GEORGE BROAS letters from Clarksburg, W. Va.: "Visiting here with L. I. Thomas, formerly of Peerless Exposition. Again booked with his concessions. James Chickereil, of Peerless, had an accident with his car and had to have 18 stitches taken in his leg, but is getting along all right now. Bob Norris had concessions here at Elks' Bazaar and had a nice week. Nosey Altop, of Sheesley Midway, spends most of his time in the bowling alley."

AFTER attending the Indiana fair meeting in Indianapolis and several weeks' visit at the home of Mr. and Mrs. Claude R. Ellis in Cincinnati Mrs. Bertha (Gyp) McDaniel left on January 11 on a motor trip to Birmingham, Ala., and Gibsonton, Fla. She will attend the Tampa Fair and later go to Augusta (Ga.) winter quarters of the Johnny J. Jones Exposition, with which she presents the arcade and the Rocky Road to Dublin.

R. A. MILLER letters from Marble Falls, Tex.: "Had a satisfactory season last year playing independent dates with concessions. Am now having a nice winter managing a night club north of San Antonio for my brother, M. A. Miller, of the circus world. Altho I miss fishing with my friends at Corpus Christi I find it more profitable to be in my present position. Will be on the road again and from all indications it looks very promising."

LET'S HEAR from all the novelty glassblowers. Wonder whatever became of O. H. John's family of glassblowers, spinners and weavers. A real glass show, titled Crystal Palace, would get plenty of money. Frame it with an all-glass neonized front. Inside have all-glass draperies. Yes, go on! Here is an idea for a showman who is willing to put some money into a modernized glassblowing show shop. There is no limit to what could be done with it for flash, color and all that. Have women with various colored wigs, made of glass, as talkers, ticket sellers and inside workers. There is many a person today who never saw a glass show. John T. Backman, you tell 'em. There is hardly anything new, but look how new this kind of a show could be made. If you use it just credit the idea to "Red Onion."

L. ED ROTH has the right idea. He is not afraid to work in the winter following his few weeks devoted to recreation and play. Same for Mrs. Roth. L. Ed

ONE CENT A DAY PAYS UP TO \$100 A MONTH

The Postal Life & Casualty Insurance Co., 52 Postal Life Bldg., Kansas City, Mo., is offering a new accident policy that pays up to \$100 a month for 24 months for total disability and up to \$1,000.00 for deaths—costs less than 1c a day—\$3.50 a year. More than 200,000 have already bought this policy. Men, women and children eligible. Send no money. Simply send name, address, age, beneficiary's name and relationship and they will send this policy on 10 days' FREE inspection. No medical examination is required. No agent will call. This offer is limited, so write the company today.

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, 20 for 1.00. Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO.
19 W. Jackson Blvd., Chicago

F. & M. SHOWS

Will book Merry-Go-Round, real Shows, reasonable percentage. Concessions. No racket. Cook House, Custard, Popcorn, Waffles, Apples, Paluistry, Hoop-La, String Game, Pitch-To-Win, Lead Gallery, Ball Games, Hi Striker, Fish or Duck Pond, Ham and Bacon, Groceries, Cigarette Gallery, Bowling Alley, Bingo, or what have you? Free Act, Band, Ossified Maurice write. Ben Abend, Roy Barnes, Geo. Troon get in touch with me. Write or wire

F. L. FAUST
Manatee, Fla., until April 1, then Winter Quarters, Lewisburg, Pa.

WURLITZER BAND ORGAN FOR SALE

Style No. 153, Double Tracker Bar, Plays 20 different selections without repeating. Large decorated front. A real instrument for Merry-Go-Rounds, Skating Rinks, Parks. Built for portable or permanent use. Cost \$1,800.00 new. For quick sale, \$450.00 cash. Address **GOODING GREATER SHOWS, INC.**, Box 386, Columbus, O.

FOR SALE

A complete 20-ft. Merry-Go-Round, Herschell's make, with Wurlitzer Band Organ, Le Roy Engine, new Canvas Top last season, set of 5 Swings, and a 15 K. W. Electric Light Plant on Dodge Truck. Excellent condition. Make offer. Will trade for No. 5 Ed Wheel, or what have you?

MIKE PRUDENT
124 Cedar Ave., Patchogue, L. I., N. Y. Phone 315.

CRYSTAL EXPOSITION SHOWS

Now contracting for 1937. Will open April 12 and will furnish outfits and finance any real money-getting shows. Will play Virginia, West Virginia and Ohio. A few concessions open. Positively no graft. Want to hear from two real Feature Free Acts. Address all mail Crystal River, Florida.

Season 1937. Season 1937.

O. J. Bach Shows

Now booking Rides, Shows, Concessions, High Free Act, Band, Ride Foreman. Opening April in New York State. Address Box 292, Ormond, Fla.

POLLIE SHOWS

OPENING IN DOWNTOWN GRAND RAPIDS, MICH., May 1.
WANT Circus Side Show, Novelty Shows, Motor-drome, Rides, Concessions.
HENRY J. POLLIE, 26 South Division Ave., Grand Rapids, Mich.

Looks Good for Carnivals

A. C. Hartmann, editor outdoor departments The Billboard, calls attention of the carnival department to a noticeable trend as follows: "You will notice that within the past many weeks that there is a positive demand for carnivals which are well presented and which are prepared to provide high-class amusement features and modern riding devices for season 1937. It appears that the Shrine, Elks, Chamber of Commerce, Kiwanis, Rotary, Business Men's and other organizations are showing renewed interest in booking carnivals. For the most part those who write in inquire if the majority of carnivals have inclosures, sensational free acts and good music."

**• SHOWMEN •
• PITCHMEN •
FOR SALE**

20 HORSE POWER
LIGHTING PLANT ON TRAILER.
1 DODGE TRUCK with Folding Stage as
Body for Tent Show.
2 DODGE TRUCKS with Panoled Sides That
Open for Pitching.
GOOD BUYS For Those Who
Can Use Them.
IROQUOIS REMEDY CO.
2068 THIRD AVE. N. Y. C.

**Concession Tents
Carnival Wheels**

Electric Globes, Trunks, other Paraphernalia of
the late **PAUL HUNTER** for sale very reason-
able. **MAGDALENE HUNTER**, Ind. Exc., 142
Gollad, San Antonio, Tex.

MCOLLELLAN SHOWS NOW BOOKING
STRONG Side Show, Grind Shows, Minstrel, Ath-
letic, Unborn, Crime, or ANY real Attraction with or
without equipment. Capable People all lines. Ac-
vertising Man with car. Reliable Working Men. Win-
ter Quarters at Memphis, Tenn. NOTE—The fol-
lowing answer: Fred Mortenson, Effie Moore, George
Harris, Mike Gecoma. Show opens middle of March.
No gate. Reply to J. T. MCOLLELLAN, General
Manager, or **ROY GOLDSTONE**, care Goddard Hot-
el, Hot Springs, Ark. P. S.—Will buy good Conces-
sion or Show Tops, priced right, for cash.

SECOND-HAND SHOW PROPERTY FOR SALE.
\$ 1.75 Men's New White Buckskin Skate Shoes.
All Sizes.
\$25.00 Gen. Eskimo Suit, Coat & Pants. Lge Size.
\$12.50 Flashy Ind'n Hd. Gear, suit. Grl. Shw B'ily.
\$15.00 Mail Bag Escape, with Bar, Fine Condit'n.
\$ 1.85 Pr. Chicago Ball-Bear, Rink Skates, all sizes.
We Buy Guess-Your-Weight Scales, Concession Tents,
Skates, all makes. **WELL'S CURIOSITY SHOP**, 20
S. 2nd Street, Philadelphia, Pa.

LORDS PRAYER
SAMPLE PENNY FREE
GO IN BUSINESS FOR YOURSELF BE YOUR
OWN BOSS MAKE \$2 TO \$5 AN HOUR
OPERATING THE MOST BEAUTIFUL EXHIBITS
MACHINES
BRACELETS LAVALLERES 7" BEADCHAIN 2"
WRITE FOR ILLUSTRATED LITERATURE
MIDWEST NOVELTY MFG. CO.
5511 EUCALYPTUS AVE. CLEVELAND, OHIO.



**LIONS
WANTED**

Several males, one and one-half to two
years old. Must be well bred, never han-
dled by anyone. No inbreds. Send snap-
shot pictures if possible.

WALTER KEMP,
P. O. BOX 910. TAMPA, FLA.

NOTICE!

Due to false rumors that I will not operate Rides
this year, I wish to make it clear that I expect to
continue on in the business same as last year. Can
furnish independent Rides for any Fair, Military, Fra-
ternal, Church or Civic organization.
MRS. HOWARD RINARD, Everett, Pa.

Thank You for Mentioning The Billboard.



Soapy Glue Says:

"I do not think that cookhouse beef
stews should be served in flat platters.
Neither am I in favor of meal tickets
that seem to punch out the numbers
automatically while in the holders'
pockets."

is his own general agent. He and Mrs.
Roth hold a conference and decide what
to do. Roth goes away to book dates
and he does not have to wire back to the
show to find out what can be done. He
and Mrs. Roth have already decided
upon that. L. Ed generally gets the
dates he goes after.

W. F. (BILL) KEMP letters from
Washington, Ind.: "Had three very suc-
cessful seasons with Royal American
Shows. Will go to Hennies Bros.' winter
quarters at Shreveport, La. Going to
operate lion motordrome and pony ride.
Expect to build an entirely new front
for drome, with modern lighting effects.
Will have new acts in conjunction with
drome performance. The eight lions to
be used are now at the farm, Ft.
Lauderdale, Fla.

MRS. N. L. DIXON letters from
Aransas Pass, Tex.: "All I have heard
on the road for the past two years has
been carnival people rapping each other.
Ran across one of the best sayings ap-
plicable to carnival people I ever heard.
Please print it in Midway Confab. Well,
here it is: 'Before you bear down too
hard on the other feller about making
mistakes, take a little time off and think
of some of the big ones you have made.'
All the folk from various carnivals re-
port wonderful success here fishing."
Very good, Mrs. Dixon.

WILLIAM JENNINGS O'BRIEN letters
from Jacksonville, Fla.: "Three units of
Ben Weiss' Bingo Emporium are exhibit-
ing in storerooms to good business. The
two units in Jacksonville will move to
St. Augustine and West Palm Beach.
The big one is in its third week in Or-
lando. Auspices sponsor each unit. In
Jacksonville they are the Moose and
Day Nursery Milk Fund. One in Orlando
is under the Empty Stocking Fund. Ben
Weiss, chief executive of the Weiss Con-
cession Company, is pleased with busi-

ness. He plans five units in Florida
before trekking north."

SAN ANTONIO pickups by Kent Hos-
mer: Mr. and Mrs. Clint Noble, arcade
operators, on United Shows of America
for several years, will spend several
weeks here visiting old friends and see-
ing the sights. They recently spent a
week in Mexico City. . . . Lefty Block,
owner the Nite Spot, popular local club,
and former concessioner on various car-
nivals, was severely injured in an auto-
mobile accident recently. He is
progressing nicely but is still confined
to his apartment. . . . W. F. (Doc)
Palmer is in town looking for a location
for his Freak Show. . . . Booby Obedahl,
associate owner with Jack Ruback of
the Western States Shows, attended the
amusement machines convention at
Chicago. . . . Sophie Mullins, of West-
ern States Shows, visited relatives in
Temple, Tex. Friend and husband,
Larry, stayed at home to look after his
local business interests.

HENRY HEYN types a few: Business is
now picking up sure enough. Because
a feller said this summer that the
trailer load of cob corn pulling up near
the lot was part of the corn game.

Now about driving that next stake.
One darkie had decided that it was
George's turn and said: "You better
sink it down or I'll slap you down so
hard that the sheriff will be out here
after me." To which George replied:
"Yeah, you jes do that and the under-
taker will be sure enough out here too."
She was only a weather man's daugh-



Tilly Few Clothes Says:

"Look here, Soapy Glue! If it had not
been for The Billboard no one would have
ever known that you ever were in show
business—and this goes for a whole lot
of others, too."

ter but she knew how to create dis-
turbances.

In St. Louis some squirrels put in a
day removing a bag of hickory nuts off
a truck, one at a time, and hiding them
out on a lot for the winter supply. Now
there's a good nutty example to remem-
ber for jolly good fellows every pay day.
A good way not to run out of dates



**Heart of America
Showmen's Club**

Coates House Hotel

KANSAS CITY, Jan. 16.—The club
held its regular meeting Friday night
and many of the members were absent,
sickness being the main cause. A great
many of the members left the city after
the holidays to return to their homes or
to their work at winter quarters.

President Jack Ruback made a hurried
trip from the city and word has been
received from him that he will be back
soon. He is keeping in touch with the
club and is making a good start on the
new year. He advised over long distance,
from San Antonio, Tex., that he has
secured 21 new members.

The new list of committees will soon
be out. President Ruback has been
compiling it. It is his intention to put
those on committees that will work and
he is banking a great deal on the sup-
port of the members. He intends to set
a good pace and only asks that each
member asked to serve the club do as
he does—work.

A great deal is to be accomplished this
year, as the club intends to purchase a
monument for the Showmen's Plot, raise
several thousand dollars for the Hospital
and Cemetery Fund and secure at least
300 new members.

Jake Brizendine and Elsie are here.
Tommy Martin in local hospital under
observation. Dan MacGuggin will be able
to leave his wheel chair soon, his doctor
reports.

LADIES' AUXILIARY

Altho there was a severe snowstorm
16 members were present at their regular
meeting night, Friday, January 8. Myr-
tle Duncan, first vice-president, presided,
as Marie Beckmann, president, had left
for her home in San Antonio.

Several members were reported ill,
Mrs. Al Wagner being in Flowers Hospi-
tal in Toledo, Toots Riley at home with
a touch of pneumonia and others with
bad colds.

Mrs. Teddie Stanton was taken in as
a new member. Elsie Brizendine was
also present.

Philadelphia

PHILADELPHIA, Jan. 16.—Business
good at South Street Museum, with fol-
lowing attractions: Rabbit Foot Dixie-
land Revue, of eight people; Three Dells,
club jugglers; Guy Samson, novelty mu-
sical act; Nugem!, Japanese foot jug-
ler; Captain Sig, tattooed man; Mme.
(See PHILADELPHIA on page 56)

for centennials or such is to com-
memorate some of those that have been
held. Say the so and such anniversary
of the first one of the kind ever held.

Then there was Sambo who, after
aiding in setting up the Duplex Wheels,
talked about it so much that his wife
became curious and asked for an ex-
planation, saying: "What the heck is you
always talking about Duplex. Now look
here, Sambo, is you duplexing me with
some other gal or what does you mean?"



ANNUAL CHRISTMAS DINNER of the Pacific Coast Showmen's Association, held in its clubrooms, Los Angeles, Dec. 25, 1936.
Voted by all present as the most enjoyable of such events ever held by this organization.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Jan. 16.—President J. C. McCaffery, in town for a short stay, handled the duties of his office at the meeting of the 14th. Seated with him at the table were Secretary Joe Streibich, with Past Presidents Sam J. Levy and C. R. Fisher. Meeting well attended despite the absence of a number of brothers who are attending various fair meetings.

Membership committee is showing plenty of action, with results in applications as follows: Robert H. Miller, George W. Johnson, S. T. Jessop, Mal M. Fleming, William E. Donahue, William D. Bartlett, Robert K. Parker, George Reinhardt and Bernard C. Backus. These are credited to Brothers Fitzie Brown, President J. C. McCaffery, Past President Sam J. Levy and John A. Sbarbaro.

Brother Harry Coddington is out of the hospital and was on hand to report for the relief committee. He was feeling a bit weak and left for home ere the meeting closed. Note the absence of

Brother Whitey Lehrter from the regular meetings. This is unusual.

Brother Walter F. Driver reports the committee on the spring benefit is busy with arrangements and will soon have a report to make. Chairman Young is out of town at this time. All pleased to have Brother Max Linderman at the meeting, this being the first he has attended except during the December convention.

The board of governors will soon start conferences on the question of renewal of our present lease, as this expires on June 1.

Brother Carl J. Sedlmayr, chairman of the Cemetery Fund Drive committee, in for a call. Says he has extensive plans to put the drive over in a big way for 1937. He is sure interested in this work.

Brothers Jimmy C. Simpson, Walter A. White and Larry Hogan were in town. Brother Col. F. J. Owens still confined to his home.

Brother Fitzie Brown writes: "Send me one of those signs showing membership in the League. I want it for my office so they will all know I am for it." Welcome letters received from Brothers Ray Marsh Brydon, Frank D. Shean, Nat S. Green, Fred Beckmann, Jess H. Adkins, Albert J. Horan and Jimmy Morrissey.

New applications will soon be ready. These will carry a receipt form for the applicant. Please give them your attention, and when accepting an application see that you give a receipt for same. Next week should find a number of the brothers in for a call as they are passing thru on their return from the fair meetings north. Brother Harry Calvert has returned from a trip to Cleveland.

The idea of divisional co-chairmen on the membership committee seems to meet with approval. We believe it will be the means of fine results. Brother Steve Dorgan advises that he is off for Florida.

A message to the brothers who are now in Florida: Chairman Carl J. Sedlmayr will run the first show for the Cemetery Fund Drive at Tampa on February 1. If you will be in a position to be with him do so, as it will help give him confidence to put added interest to the work of this committee. How about your dues? Have you paid them? If not, why not get busy and send in your check at once?

Ladies' Auxiliary

A toast proposed for the Auxiliary's

CLINT'S EXPOSITION SHOWS

I am opening a Show in Western Pennsylvania the latter part of April. Date will be announced later in The Billboard. The first six weeks in the Pittsburgh district. Major Rides are all booked. WILL BOOK factory built Kiddie Rides, any Grind Show or new Show that has not been in this territory will reap a harvest. WANT one Show to feature. Nothing too big. A Wild West that can parade will get money. Want to hear from Free Acts. Cook House and Corn Game sold. HAVE FOR SALE a beautiful Chrome Store, 16 ft. Anchor Tent, Wheel velvet and well stocked. Cost over \$600.00. Take \$350.00 cash or will trade for Show Property. The office will not operate any Concessions. Groceries, Grind Concessions, Diggers and some Center Concessions are open. I only carry a limited number.

CLINT'S EXPOSITION SHOWS
CLINT ROBERTS, Manager, Box 1785, Tampa, Fla.

IMPERIAL SHOWS, INC.

FOR SEASON 1937

WANT SHOWS OF MERIT. Will furnish new complete outfits to capable showmen.

RIDES—Will Book or Buy Two-Abreast Carrousel, Tilt-a-Whirl, Ridee-O, or what have you?

CONCESSIONS—Grab Store, Ice Cream, Pop-Corn, Candy Floss, Lead Gallery, Penny Arcade, Photo Gallery, American Palmist, etc.

WANT Chef for Cook House. Also Help for all departments.

Address E. A. HOCK 165 W. Madison St., Chicago.

THERE ARE "SCORES" of REASONS
Why YOU SHOULD
BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

It maintains spacious clubrooms in the nation's second city, where members always are welcome and where they always can meet their friends.

20th anniversary:

*Here's to our Auxiliary, may she live forever,
In fair and stormy weather,
That we may in Friendship meet many years together.*

Regular social January 15 proved a success. Attendance was large, with cards and bunco the order of the evening. Many handsome prizes were awarded. Rose Page acted as hostess in a charming and cordial manner.

Plans have been completed for the annual birthday party to be held next Thursday night in the rooms of the Sherman Hotel. A luncheon and social will follow later in the evening. This date marks the Auxiliary's 20th anniversary.

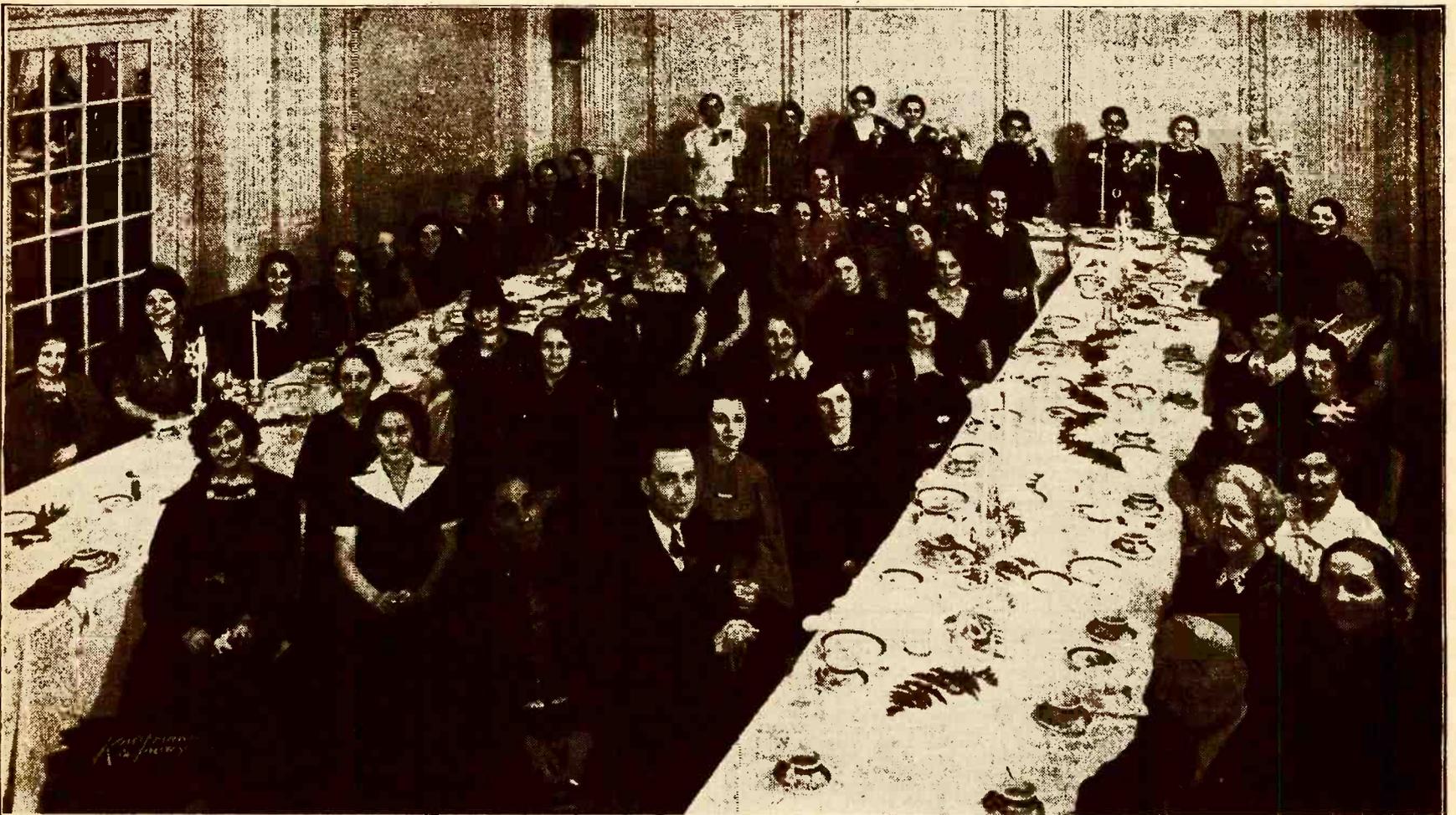
We must mention again that the rolling dollar idea first introduced by Sec-

retary Cora Yeldman, proved beyond a doubt the most profitable suggestion of the year. From it a generous sum has been realized and added to the treasury. Other novel ideas for raising funds will be welcomed.

President Mrs. Lew Keller is urging sale of tickets on a beautiful fur piece, the proceeds of which will be used for the good work of the Auxiliary.

Mrs. James Chase, chairman of the relief committee, reported the illness of Mrs. Al Wagner, and the ladies sent their sincere sympathy and wishes for a speedy recovery.

Membership is fast increasing and to date is far ahead of any previous year. All members have pledged to make this year bigger and better than the last. Dues for 1937 are due and payable. Give this your immediate attention.



THE INSTALLATION OF OFFICERS PARTY of the Ladies' Auxiliary of the Showmen's League of America, held recently in the Gray Room of the Sherman Hotel, Chicago. The party included a dinner, followed by card and bunco games.

Winter-Quarters News and Gossip

(Reported by Show Representatives)

Big State Shows

HOUSTON, Tex., Jan. 16.—Real work, looking to an early opening, has started. The trucks will be overhauled, rebuilt, enlarged or diminished as equipment demands under direction of master mechanic Lee Fine. Two heavyweight trucks of special design, expected to be an innovation to carnival motor-truck equipment, will be added. Two new-idea kiddie rides are being constructed. Work on new office wagon for Louis Bright, secretary-treasurer, starts soon. It will be equipped with "reception apartment," meeting every demand of visitors.

Colonel Bright is wintering at his home in Mt. Pleasant, N. C. He will scout the East and Southeast for novelty features. Another new wagon will be known as Parsonage Home and Public Relations Department, for show chaplain and director of publicity.

Manager Jesse Wrigley and wife will arrive in two weeks. "Madame Odus" and her illustrious William Dearmin, chief of concessioners, entertained Big State troupers and their women folk in Madame's stunning Home of the Prophetesses. Reported by Doc Waddell.

Johnny J. Jones Exposition

AUGUSTA, Ga., Jan. 16.—With summerlike weather prevailing, work in quarters is gradually forging ahead. Many of the men have returned to take up their duties in the different shop departments and work is now on in earnest. The building of new shows will start on the arrival of General

WANTED IMMEDIATELY

Winter Quarters and Long Season,

GOODMAN WONDER SHOWS

WORKING MEN ALL DEPARTMENTS.

Address: ED BRECKENRIDGE, Artists, Painters, Builders; SIM CHANDLER, Wagon Builders, Train Crew; DOC FREIDMAN, Experienced Help. Harry Potter and Happy Craft wire if at liberty. Splendid accommodations and first-class food. Write or Wire P. O. BOX 1036, Raleigh, N. C.

CHRIST UNITED SHOWS

WANTED—FOR SEASON 1937—WANTED CAN PLACE Tilt-a-Whirl, Loop-o-Plane, Whip or any Flat Ride not conflicting with what we have. Bill Pink write. Shows of all kinds, such as Fun House, Monkey Circus, Musical Revue, Nudist Colony, Geck Show, Snake Show and organized Minstrel. Can furnish outfit for reliable parties. Also would book Silodrome. Happy Davis write. Good proposition for good Five or Ten-in-One. Concessions all open except Corn Game and Diggers. Good proposition for Cook House or any other legitimate Concessions. CAN USE A-1 Electrician and Ride Help. Show opens in Ohio May 1. Pay your own wires; we pay ours. Address all mail or wires CHRIST UNITED SHOWS, Springville, N. Y.

WANTED

MERRY-GO-ROUND AND CHAIRPLANE. Will book or buy if cheap for cash. Shows with own outfit. Legitimate Concessions only. Will carry only one of a kind. Also want Ride Help and one good Free Act. NO GATIE. Show opens April 1 in Virginia. Address SHENANDOAH VALLEY SHOWS, Box 305, Elon College, N. C.

BYERS GREATER SHOWS

OPENING 1937 SEASON EARLY IN APRIL.

WANT Corn Game, Pitch-Tilt-You-Win, Bumper, String Joint, Photo Mill, Novelties, Fishpond and Devil's Bowling Alley that will work for stock.

WANT People for Hawaiian Show, must have good costumes; will furnish new frameup. CAN PLACE Geck Show, Mechanical Show, Monkey Circus, small Motordrome and Crime Show. Will finance worth-while Attractions. What have you to put inside?

WANT Banner Man; must have car. WANT Ride Help for Eli Wheel, Parker Q Swing, Seven-tub Tilt.

Address all mail to J. W. BYERS, 6201 South Flores St., San Antonio, Tex., until January 28; then Route 4, Box 225, North Little Rock, Ark.

P. S.—Show opens in Missouri. Free gate this season.

WANT — MODERNISTIC SHOWS, INC. — WANT

RIDES, except Merry-Go-Round, Ferris Wheel, Mixup, Caterpillar, Loop-o-Plane, Whip and Kiddie Rides. All the above owned and booked by the show. Good proposition for Tilt-a-Whirl, Ride-O, Lindy Loop or any ride except Octopus, which the show will have. One delivered July 1. Can place ride help on Caterpillar and useful people in all departments. Want Freaks and people for 10-in-1; also Talker for same. WANT SHOWS, except Minstrel, 10-in-1, Girl Revue, such as Monkey Land, Midgets, Wild West, Animal, Illusion and Platform Shows. Will furnish new outfit, include panel front, to any show of merit. CONCESSIONS: All open except Cookhouse, Corn Game, Popcorn, Diggers. We have fairs in Indiana, Kentucky, Tennessee, North Carolina, South Carolina and Georgia, starting July 2, running through November 8.

MODERNISTIC SHOWS, INC.
A. B. MOTCH, President, MIDDLESBORO, KY.

Manager Walter A. White at an early date.

Mr. and Mrs. Dell Lampkin and family have returned from Florida. Advance Brigade Manager Dave Traugott and wife were recent visitors. Johnny Harrison, dining car operator for the show, has returned from Miami. Boss Hostler Charles Rigsby keeps the baggage stock in shape by exercising the teams daily, hitched to wagons. Manager Tom M. Allen, Treasurer Arthur Atherton and the writer attended the South Carolina Fair Association meeting in Columbia. Mrs. Hody Jones and Johnny J. Jones Jr. visited quarters for a few days, then returned to Florida.

Carl J. Lauther, side-show operator, announced he will build a No. 2 side show and will enlarge his present attraction.

Master Builder Tom Salmon is erecting new and remodeling old show fronts. Lot Superintendent Jimmy McElhane is working over the wagons, removing iron tires and replacing them with rubber. August Christ has charge of the blacksmith shop. Dell Lampkin is back working on the tractors. There are now 20 men in quarters. Reported by Starr DeBelle.

Cetlin & Wilson Shows

GREENSBORO, N. C., Jan. 16.—Work is progressing and the entire show will be completely rebuilt. All show fronts will be either new or remodeled as well as enlarged. Supt. Frank Massick is at present building a front for *Streets of Cairo*, which will be a new addition. Leo Carrell, who is at present in Miami, Fla., will have something entirely new for the front and inside of his Monkey Circus. Speedy Merrill has his crew rebuilding the Motordrome, which will be a real flash. Mrs. Speedy Merrill has returned from the hospital after a rather serious operation, but is at present doing nicely. Merrill's mother is visiting him.

Speedy and the writer have opened an oyster roast and barbecue stand and filling station in High Point, N. C., with Mr. and Mrs. Gean Nadreau in charge. Jack Wilson, I. Cetlin and General Agent Harry Dunkel returned here for a day and left to attend fair meetings.

Toney Vitale, Max Linderman, William M. Breese and D. L. Basinger were here recently. Mrs. Wilson and Mrs. Cetlin have returned from New York, where they purchased all new wardrobe for the *Paradise Revue*, *Streets of Cairo* and *Black and Tan Revue*. Mrs. Cetlin spent the holidays at her home in Lebanon, Pa. The show for the coming tour will have three additional rides and two more shows than last season. Reported by George Hirshberg.

Kaus United Shows

NEW BERN, N. C., Jan. 16.—Work is fast rounding into shape under supervision of A. J. Kaus. Many new artistic designs are being put on the rides by the show's artist and designer, Hank Campbell. New show fronts will be built and will have novel lighting

effects, which are under the direction of Charles Crossman, electrician and carpenter. Andy Gnuip is using the paint brush, and Joe Kaus and his helper are busy overhauling the motors. Robert Nolan is doing good as the cook's helper. Show will be bigger and better. Reported by Hank Campbell.

C. W. Nail Shows

MONROE, La., Jan. 16.—Work is going along as well as could be desired. Whip ride has been almost completely rebuilt, painted and upholstered and is nearing completion. Other rides have been painted. Rain for three weeks has not slowed up work, as it has all been done inside.

Callers recently were Eller, advance of Leggette Shows, and Ed Hall and wife, who have been at St. Joseph, La., this winter. George Hall and wife went to Arkansas to await opening of season. Reported by L. M. Brown.

Broughton Bros.' Shows

KIRBYVILLE, Tex., Jan. 16.—Shows opened April 10 for their season of 1936, closed December 5 and moved into quarters here. Season as a whole was fair. Altho the show was completely rained out 39 days, not counting the April showers, that didn't get flowers in the show business. Four men have been retained in quarters to repair equipment. Others of the troupe off to Houston, Tex., some to Beaumont, Tex., some to Indiana and three of the boys way out in the woods trapping, to catch a big bad wolf or something.

Those in quarters had a nice Christmas. Loaded up the gang one night and visited Cluff the Wizard Show, which is playing near here—and it rained. Took an oath to stay away and give the man a break—nice show, nice people, and his customers like them. Met a Texas circus man in a small East Texas town the other day with a trained elephant working on the streets. Bart Harrison, cook the past season, met with an accident on the home run. He was miles ahead in the truck he was driving and decided to wait for balance of fleet. He built a camp fire and procured sausage and crackers from a near-by store. Dropped last cracker in fire—grabbed for cracker—burnt hand. Still maintains a good cracker is worth a burned hand. Buddy Rogers thinks show is still on the road. Rushed in kitchen yelling he smelled rags burning. It was bacon cooking. Well, you can't stop 'em. Reported by Aden Jordan.

Frisk Greater Shows

MINNEAPOLIS, Jan. 16.—Work has begun with Lester George in charge. Equipment will be completely repaired and repainted. Al Anderson has charge of painting and decorating.

Show will go out with six rides and six shows. Purchased a new Tilt-a-Whirl. A new 20-car Kiddie Auto Ride is being built at the Henry Nord & Son shops.

B. C. Frisk, manager and owner of the show, will add two new tractors and semi-trailers. Four new show fronts of uniform size and design are being built. Show had a nice season last year, its initial tour. Frisk has made several trips out of town in the interest of the show's bookings. Henry Weyhe and wife called last week. Reported by B. C. Frisk.

Sheesley Midway

CHARLOTTE, N. C., Jan. 16.—Lorraine Wallace, who has the lion act, is recovering rapidly after a two months' treatment by an eye specialist.

Lew and Kay Weiss, of the Girl Show, are taking it easy at West Palm Beach, Fla.

Art Smith and wife, of Flyer ride, have returned from Montgomery, Ala., where Mrs. Smith was visiting her father.

Harry Cramer, stake and chain expert, is resting at Mayport, Fla., where he is visiting his sister, Mrs. Tom Martin. Max Goodman, of Goodman's Wonder Shows, was a visitor at quarters.

John M. Sheesley and his two agents, J. B. Hendershot and E. C. May, progressing rapidly with the bookings.

Charles E. Sheesley, assistant manager and lot superintendent, is about filled up with bear, deer and rabbits. He has had a good vacation at his home in Harrisburg, Pa.

A. J. Linch, formerly special agent, is

busy promoting indoor shows for the Moose and Elks' clubs of Racine, Wis.

Charles H. Pounds has broken all records for the biggest fish catch at Miami.

Clarence Pounds was in Charlotte with his truck after Doc Carver's diving horse, which is to be used at Funland Park, where Clarence has an airplane ride.

Fred (Dutch) Fredrickson drove his truck into quarters from De Land, Fla., with penny arcade.

Michael Goodwin, after a trip to Honolulu, is spending the winter at Miami.

Doc Anderson and Evelyn Redding, who had the minstrel show for a number of years, are at Hampton, S. C., playing theaters.

Art Detweiler, tractor driver and ticket seller, is at Roanoke, Va.

Mrs. Harry Armstrong is taking it easy at Summerville, W. Va. Reported by Ward (Dad) Dunbar.

Cumberland Valley Shows

COWAN, Tenn., Jan. 16.—All paraphernalia is being overhauled and repainted. There was a reunion and a fine dinner was prepared by Mrs. Effie Stewart, assisted by show's electrician and master mechanic and the cookhouse man, Racco Aleo. Uncle (Bob) Hallum was there and all enjoyed a real dinner.

Ellis Winton and family spent their holiday at their country home in Manchester, Tenn. New fronts and a new front entrance, with plenty of lights, are being built. Lavoy and Mildred Winton are spending their vacation in Lockhart, Fla. They bought a new trailer. A new Whip ride has been ordered. Racco Aleo is building a cookhouse, equipped with tables and all new equipment. Minstrel Show will have a new front. Reported by Ellis Winton.

Zimdar's Shows

MEMPHIS, Jan. 16.—The following members attended the meeting of Indiana Fairs at Indianapolis: Mr. and Mrs. Harry Zimdar, Clyde Curran, J. Silver and Charles S. Reed, general agent. Walter B. Fox, former general agent of A. C. Hanson Shows, and Bill Davis, of Dodson's Shows, were recent visitors. Tiger Mack, corn game concessioner with the show, sent the boys at winter quarters a box of apples from Donaldson, Ark. Reported by Charles Seip.

Pacific Coast Shows

KIRKLAND, Wash., Jan. 16.—Work progressing slowly on account of cold weather. A small crew has been at work since show closed and everything has been checked and painted. All trucks have been overhauled by Don Frasier, formerly of West Coast Shows and American United Shows. All truck bodies will be made like new, which will keep a small crew working for some time. Reported by Mrs. J. Barber.

Hilderbrand's Shows

LOS ANGELES, Jan. 16.—Activities officially started January 2. Crew under direction of Fred Stewart is making rapid progress. Chet Saunders arrived from Sedro Woolley, Wash., and will have charge of all painting. O. H. Hilderbrand is in Portland, Ore. General Agent E. Pickard departed on booking tour of Northwest. Writer, accompanied by Charles Marshall, returned from their vacation as house guests of the Glenn H. Perrys in San Diego.

Mr. and Mrs. Harry Suckers returned from trip to Minnesota. Mrs. Virgie Miller is visiting friends in San Francisco. General Manager E. W. Coe has charge of the rehabilitation of the show. Mr. and Mrs. Hi Severson entertained several show-folk at a Sunday breakfast, followed by a trip to the beaches. Charles Marshall received an inheritance from the estate of his grandmother in Chicago. Several of the recently purchased semi-trucks are under construction with Hilderbrand type bodies.

Bud Cross, who is constructing his equipment in Silverton, Ore., reports the purchase of two new semi-trucks. Cross will have the Octopus ride and five concessions. Danny Callahan purchased a new semi-truck. Tommy Lee is re-upholstering the Virgie Miller Big Eli Wheel to conform with the design used by Hilderbrand. The twin wheels will be duplicated in their entirety and will be white trimmed in black, including white upholstery. The Merry-Go-Round, (See HILDERBRAND'S SHOWS page 66)



Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Jan. 18.—Meetings of the Pacific Coast Showmen's Association are still proving a big draw, as attested by the capacity crowd that came Monday night. There were 212 members present when President Will Wright took the gavel to direct the first full meeting since his election to the presidency. Others of the new official family present were Dr. Ralph E. Smith, first vice-president; Charles J. Walpert, second vice-president; Ted Metz, third vice-president; Ross R. Davis, treasurer, and John T. Backman, secretary.

Preceding the usual business routine Lew Johnson, from the Los Angeles Chamber of Commerce, was introduced. He stated that he was a former tall grass agent. He in turn introduced J. H. Smiley, who gave an interesting and instructive talk on the Social Security Act and its effect on employer and employee. He then invited those interested to ask questions for their enlightenment. Most of the carnival owners were present and it was noted that the talk of Smiley clarified many things of interest to carnival owners. Smiley was given a hearty vote of thanks. He came on invitation of President Wright.

The usual routine of business then got under way. As the standing committees were holdovers no report could be made. President Wright announced the selection of the following committees to assist him during his administration. Board of governors: O. H. Hilderbrand, chairman; Tom Mix, Sid Graumann, Frank R. Conklin, John R. Castle, C. F. Zeiger, Mike Krekos, W. H. Rice, W. C. Huggins, Floyd King, George Moffat, Dail Turney, Ed F. Maxwell, Joe Glacey, Joe Krug, George Tipton, J. W. Pettersen, Hugh Wier, Charles Tuman, Jack Schaller, Johnny Branson, Roy Ludington, E. W. Downie, Ted LeFors, Harry B. Levine, Mel Smith, John Miller, Pat Armstrong, Harry C. Rawlings and Milt Runkle.

Membership committee: Ben Dobbert, chairman; Mark T. Kirkendall, Frank Babcock, Frank R. Conklin, Walter De Pellaton, W. T. Jessup, Clyde Gooding, Ted LeFors, George Silver, Harry Bernard, Roy Ludington, Joe De Mouchelle, Cal Lipas, Lee Barnes, Will Harvey, Harry L. Gordon and Frank P. Redmond.

House committee: Joe Krug, chairman; Harry B. LeVine, Steve Henry, John Miller and Joe Glacey.

Finance committee: S. L. Cronin, chairman; Theo Forstall, Frank J. Downie, Pat Armstrong, Dr. Ralph E. Smith, Harry Pink and John Miller.

Ways and Means committee: C. F. Zeiger, chairman; Archie Clark, George Tipton, Milt Runkle, Mel Smith, Mike Herman, Phil Williams and E. Pickard.

Sick committee: John T. Backman, chairman; Ed F. Maxwell, John D. Reilly and B. M. Cunningham.

Publicity: Steve Henry, chairman; Joe Glacey, Leo J. Haggerty, Ed Smithson and George Coe. Entertainment: Eddie Gamble, chairman; Claude A. Barie, Harry G. Seber, Al Fisher, Jack Austin, Sol Grant, William Pink, John J. Klein, Elmer Hanscom, Joe Steinberg and Jack Schaller.

Committee to revise the by-laws was revamped and now includes Frank Downie, chairman; Joe Glacey, Joe Krug, Steve Henry, Harry Rawlings and J. W. Pettersen.

Communications: Letter from the Ladies' Auxiliary signed by President Peggy Forstall and Ruby Kirkendall, now officers for the auxiliary. There were no new members reported.

Time was then given for some introductions and talks. Patty Conklin was called upon and he made a most forcible talk along constructive lines. Frank Babcock, Ed Nagle and W. H. Rice made
(See PACIFIC COAST on page 63)

15 Years Ago

(From The Billboard Dated January 21, 1922)

In one of the most vigorously contested elections of the Heart of America Showmen's Club E. B. Grubs defeated his opponent, Marty Williams, for the presidency by a good majority. . . . C. A. Wortham's Greater Exposition Shows were awarded the contract for midway features at the Canadian National Exhibition, Toronto, Ont., Can., for the second consecutive year. . . . Larry Boyd, in a visit to *The Billboard* offices, announced the purchase of Arthur Wright's entire interest in the World of Mirth Shows. This move made him, together with Max Linderman, sole owners of the organization. . . . Johnny J. Jones Exposition inaugurated the new season January 17 at the Pinellas County Fair, Largo, Fla. Opening caravan, which consisted of 15 cars, after a six-week preliminary tour was augmented by the remaining 28 cars at the South Florida Fair, Tampa.

Leonard De Blaker and Harry Fasan, owners of the Atlantic Amusement Company, were preparing for the coming season at their winter quarters in Paterson, N. J. . . . Things were rolling merrily along at the T. A. Wolfe winter quarters, Batavia, N. Y. . . . Mrs. George (Hattie) Howk had just been elected president of the Ladies' Auxiliary of the Heart of America Showmen's Club. . . . Nat Narder, owner of the Majestic Shows, while passing thru St. Louis released the announcement that Tom Weideman would be his general agent for 1922. He also reported that Billy Brown, formerly with Heth Shows, had contracted for a string of concessions with the organization, while Captain Riggs and family were secured for the Hippodrome. . . . According to Frank DeBarr, secretary pro tem, work at the Detroit winter quarters of the Brown & Dyer Shows was rapidly progressing.

Scott's Greater Shows were doing a swell business at Lamar, S. C. . . . A new mechanical attraction, tagged "Lover's Lane," had just arrived at the Zeldman & Pollie Exposition Shows" Nitro, W. Va., winter quarters. . . . All representatives of the Clarence A. Wortham interests were busily preparing for the 1922 season at winter quarters in San Antonio, Dallas, Fort Worth and Houston, Tex. . . . Greater Sheesley Shows announced the appointment of Ed Smithson as special agent and the retention of R. D. Bambrick and Henry Sylvester at their old positions. Smithson, who succeeded Harry Burk, was engaged to supplement the work of General Agent Rice.

Harry Scott, formerly with the World at Home, Lorman-Robinson and other well-known caravans, was taking life easy at Greensboro, N. C. . . . Gene R. Milton, well-known side-show talker and manager, was wintering in Buffalo, N. Y., and lining up a pit show for the coming season. . . . Sydney Wire, of T. A. Wolfe's Superior Shows' publicity staff, was making the Bristol Hotel, Rochester, N. Y., his headquarters.

Los Angeles

LOS ANGELES, Jan. 18.—F. W. Richmond has contracted four shows and U. G. Harris will be with Richmond on the Arkie Rieser Shows.

Bozo, the magical clown, is working at the Funhouse, Vencie Pier.

George Silver will again organize the Flying Squadron for 1937.

George Keenan will be with the West Coast Amusement Company.

Buddy Cohen is captain of police at the Santa Anita race track.

Thomas Dawson, who returned for short visit, will leave for Beaumont, Tex., soon to join one of the Pacific Whaling Company units. He reports that Anna John Budd, Tommy Estes, Eddie Campbell, Frank Morris and Ralph Tremaine will also be with this show.

Jack Hanley in town to join Crafts. Ralph Hanson and Bloom to go with same shows also.

Henry Oren is in from Lenox, S. D. He, together with Arthur B. Thomas, will go to the Jack Posa Shows.

Eddy Layne has returned from the Sun Carnival, El Paso, Tex., where he had concessions. Jimmie Griffin and Boots Arden assisted him there.

Eddie Haden goes with Conklin's All-Canadian Shows.

F. E. Gilligan came in from Detroit
(See LOS ANGELES on page 63)

Announcement Extraordinary

WILLIAM GLICK

Presents the

IDEAL EXPOSITION SHOWS, Inc.

The new and most modern show on the North American Continent. NEW INNOVATIONS IN LIGHTING EFFECTS AND COLOR. A REVELATION IN OUTDOOR AMUSEMENTS—"EVERYTHING NEW."

AN INVITATION IS EXTENDED TO FAIR SECRETARIES AND COMMITTEES DESIRING THE NEWEST CREATIONS OF THE OUTDOOR AMUSEMENT WORLD, WRITE US.

We are now completing the 1937 route and it will be to your advantage in increased patronage and increased paid admissions to book the newest Exposition of them all.

WANT TO HEAR FROM SHOWMEN OF ABILITY. WILL HELP FINANCE ANY NEW IDEA YOU MAY SUGGEST THAT IS PRACTICAL.

RIDE FOREMAN AND RIDE HELP, WRITE ME. ESPECIALLY THOSE THAT WORKED FOR ME BEFORE.

Write or Wire

C. W. Cracraft General Agent	WILLIAM GLICK General Director	Wm. Hartzman Sec. & Treasurer
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ALL ADDRESS THE CONGRESS HOTEL, BALTIMORE, MD.

BYERS & BEACH SHOWS

(FORMERLY BYERS BROTHERS SHOWS)

WANT for 32-week tour, opening Kennett, Mo., early in April. Manager for new Pit Show frameup that can put something inside. Have new frameup for organized Minstrel Show. Attractive proposition to following Shows with own frameup: Crime, Drome, Mechanical, Big Snake, Monkey, or any Show of merit that don't conflict. Concession Agents and Ride Help for 8 Rides that can drive Big Eli Trailer Trucks. Those with Show last season given preference. WANT high-class Free Act to feature, prefer Casting or Tank High Dive. WANT Banner Man that can handle publicity. WILL BOOK or frame Cook House for reliable people. All Concessions open except Corn Game, Load Gallery and Popcorn. Sell X on Custard, Erie Diggers and Palmistry. Positively no graft; must work for stock and not over ten cents. Fair Secretaries Missouri, Iowa and Minnesota, have some open dates. Address all communications
BYERS & BEACH SHOWS, Winter Quarters, Cardwell, Mo.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Jan. 18.—When this column appears each of our members will have received the first bulletin issued for 1937, which presents a subject of importance to all members. It is essential that we have the immediate reaction of each of our members to the matter presented so that we may determine their consensus and act accordingly. Kindly co-operate in writing us on the subject at once.

Within the immediate future we plan to announce the appointment of associate counsel for several States, pursuant to the by-laws which were adopted at the last annual meeting of the association. Any member interested in information as to associate counsel in particular sections of the country should communicate with this office.

In continuing the consideration of the Federal Social Security Act we consider this week that phase of the subject which deals with:

"4. CONSTITUTIONALITY"

"The validity of State unemployment compensation laws and of Title IX of the Social Security Act has already been raised in the courts, and it is assumed a similar attack upon Title VIII may be expected.

"Litigation affecting State laws has progressed farthest in the case of the New York Unemployment Insurance Law. The decision of the Court of Appeals upholding that law was affirmed on November 23 by the United States Supreme Court.

The affirmation, based upon a 4-4 division, was not absolutely conclusive; but every indication pointed to a later controlling decision, equally favorable in whatever case might come up with the entire court participating.

"The affirmation would seem to indicate that all of the existing State unemployment compensation laws would

be held to satisfy the 14th Amendment, at least in their basic provisions. State constitutions which contain "due process" clauses might still be unsatisfied, altho a Supreme Court holding on the 14th Amendment point would presumably carry great weight with the State courts. It is unclear on what ground the four judges who were for reversing the Court of Appeals based their opinion. It may be that they considered an exaction upon employers "as a class," the proceeds to be earmarked for unemployment compensation, to be an arbitrary taking of property by legislative action. If they took this view they must have believed that the New York Legislature acted unreasonably and capriciously in following the example of foreign countries which have for many years assessed employers "as a class" (as well as employees) for unemployment compensation.

"Possibly, however, the judges favoring reversal were in agreement with one argument strongly urged by counsel for appellants. They may have felt that, regardless of whether or not contributions from employers, varying in amount in accordance with the extent of unemployment in each employer's plant might be exacted, the 14th Amendment is not satisfied by an Act which imposes the same rate upon all employers. It is therefore important to note that except the laws of New York, Mississippi and Rhode Island all existing State laws provide for some form of merit rating, the plan being specifically spelled out in some statutes and generally indicated in others."

San Antonio

SAN ANTONIO, Tex., Jan. 18.—Very few showfolk around their usual outdoor resting spots, due to cold weather. . . . Jack Ruback is very busy lining up new members for Heart of America Showmen's Club, Kansas City. . . . Rose Ruback and Alice Block are seen mingling with the turfiters of Alamo
(See SAN ANTONIO on page 63)

W. G. WADE SHOWS

CAN PLACE Shows, Rides and Concessions which do not conflict. We will play the best locations in the busy automobile centers of Michigan. Our route will also include a long Circuit of Fairs and Celebrations in Michigan, Ohio and Indiana. Season opens May 1. Address

W. G. WADE,

289 Elmhurst Ave., Detroit, Mich.
Phone: Longfellow 1506.

State Aid Asked For Jersey Cele

TRENTON, N. J., Jan. 16.—State Legislature will be asked to appropriate \$10,000 to help finance a State-wide celebration of the 150th anniversary of the adoption of the United States Constitution, beginning about the middle of September and continuing for three months.

Committee in charge of the celebration is headed by George De Benneville Kelm, of Edgewater Park. He, together with the chairmen and vice-chairmen of the committees in the 21 counties throughout the State, will meet with Governor Harold Hoffman next week to complete both educational and entertainment details for the event.

Davis Pilots Elks' Show

MIAMI, Jan. 16.—R. J. Davis, former prosecuting attorney of Broward County, has been named to head the Fort Lauderdale Elks' committee which is actively engaged in the promotion of a big outdoor show to be held soon. Event will be a combination trade and baby show. An attempt is being made to bring the Kay Bros.' Circus to Fort Lauderdale as a feature attraction, while a good-will ambassador contest and the usual carnival features will prevail. About 80 per cent of the space has already been reported sold.

Indoor Fair To Have Week's Run in Philly

PHILADELPHIA, Jan. 16.—An indoor fair and exposition, with all the trimmings of an outdoor show, under Philadelphia Italian Hospital auspices for the benefit of the institution's maintenance fund, will get under way at the Olympia Auditorium here January 18.

Committee, headed by Judge Joseph G. Tumolillo, has completed arrangements for midway exhibits and acts to feature the entertainment. Fair will continue for the entire week.

Tarpley To Direct Show

SPRINGFIELD, O., Jan. 16.—L. A. Tarpley, of Louisville, is in this city endeavoring to sell booth space for the Springfield Real Estate Board's show which will be held here in Memorial Hall soon. According to Tarpley, who will present the show, more than 20 per cent of the floor space has already been sold. Howard Noonan has been named general chairman.

Malloy Unit To Headline Rochester Indoor Event

CANTON, O., Jan. 16.—Jack Malloy informed *The Billboard* correspondent here this week that his circus unit has been engaged for the annual indoor circus under Rochester (N. Y.) German Club auspices in the Knights of Columbus Auditorium there.

Eddie Karen, who is handling the promotion, is being assisted by Mrs. Malloy.

Federation of Labor To Stage Miami Show

MIAMI, Jan. 16.—The Hialeah Federation of Labor, which is composed of almost all the employees of the Widener race track, is sponsoring a fair and local exhibition which gets under way here today. Event will be of a week's duration. Al Burt is promoting the show.

Exhibit space has been assigned to local merchants. A number of riding devices were booked.

WANTED CARNIVAL

To appear for FIREMEN'S CELEBRATION, Week of June 7 to 12. Would like to hear from all good Carnivals.

KENNETH D. SMITH,
Chairman Carnival Committee, 718 Shakespeare Ave, Milton, Pa.

WANTED GOOD CLEAN CARNIVAL

WITH SEVERAL RIDES,

JUNE 30th to JULY 3rd, 1937

LARGE HOMECOMING CELEBRATION AND EX-SOLDIERS AND SAILORS' REUNION,

Sponsored by American Legion Post No. 219.

Will have several State and National Political Leaders as Speakers.

DR. O. O. GAIN, Chairman, Dublin, Tex.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS

(Communications to 25-27 Opera Place, Cincinnati, O.)

Newcombe Is Given Praise For Trail at Sun Carnival

EL PASO, Tex., Jan. 16.—Pleasure Trail, Verne Newcombe's amusement area of Southwest Sun Carnival, was a financial success despite adverse weather, he said, closing on January 3 after a six-day run. Cold and wind cut down crowds. He was praised by officials of Sun Carnival Association at a check-up meeting last week. Pleasure Trail was one of the few revenue-producing units of the Sun Carnival.

Officials estimated that more than 125,000 saw the parade of floats. A disappointing crowd of 8,000 saw Hardin-Simmons University, Abilene, defeat Texas College of Mines. Governor Alford, Texas, and Governor Tingley, New Mexico, were among visitors.

Dr. C. M. Hendricks, director general, announced that the 1938 event will feature, "Nations of the World." The 1937 event was centered around "beauty." Efforts will be made to get top-ranking football teams next year.

Rio Rita for Akron Show

AKRON, O., Jan. 16.—A General Motors show, featuring that company's products and in which dealers in the Akron district will participate, will be held soon at East Market Gardens here. W. J. Rutledge will manage the show. Rio Rita and her all-girl band will provide music for the event.

Shorts

FRANK J. ELLIOTT, Amherst, N. S., owner of the Frank Elliott Shows, has started preparations for his annual motor show in Amherst armory. He may also promote a motor show in Truro, N. S.

TED SHAWN and male dancers have been booked for a performance at State College, Miss., to be held soon under auspices of American Association of University Women. Major Sasse, football coach, has also arranged for the dancers to demonstrate rhythm and muscular co-ordination to his football squad in belief that it will be profitable to the team.

DARK FOLLIES, all-Negro revue of Harlem fame, company of 25, will give two performances in Little Rock, Ark., this week for benefit of the local American Legion post. Both performances, one for whites, will be given at respective high schools.

TAYLOR TROUT has been engaged by the city of Everglades, Fla., to put on a show and gala week celebration there. Dates for the event will be decided upon at a meeting to be held this week.

PHILADELPHIA

(Continued from page 52)

Camille, mentalist. Dancing girls in annex.

Eight Street Museum holds up to good business with current bill of Max Stevens, comedy juggler and musical act; Roy Vincent, cowboy specialties; Ernie McGee, cartoonist; Mysteria and Spidora illusions; Poses Plastique and Princess Zelda, mentalist. Annex, dancing girls and Mary Morris.

Kunz and Austin with their museum attractions arrived in the city. Have been showing towns on the way from



WILLIAM C. (BILL) SCHMIDT, secretary of Al Sirat Grotto, Cleveland, and six years managing director of the Grotto Winter Circus. In the past six years 1,108,990 persons have seen the Grotto Circus, an average of 184,831 each winter. Among more than 100 acts planned for the seventh annual winter show will be several old Cleveland favorites, The Wallendas, high wire; Dorothy Herbert, riding and jumping; Flying Concellos, Jennie Rooney's cloud swing and Alf Loyal's Dogs.

New York State. Will lay off here arranging future dates.

Among those attending the Bennie Krause funeral here were Simon Krause, Sam Mechanic, Morris Michaels, Willie Levine, Nick Hollenden, Martin Mechanic, E. K. Johnson, and B. H. Patrick, representing *The Billboard*.

Harry Wilson, who has made his home here the past few years, has not been in the best of health the last three months.

Bob Morton has been in and out of the city during the past two weeks, arranging contracts for future dates.

Danny Gorman, one of the owners of the Eighth Street Museum, is interested in the Ad Screen Art Service, recently organized here.

Miami

MIAMI, Fla., Jan. 18.—J. Frank Hatch, who is vacationing here, leaves for Tucson, Ariz., about March 1, where he will stop before going to Los Angeles, where he is identified with the movie industry. . . . Royal American Shows may play Miami later in the season. . . . Capt. Bob Walter's Aquarium Ship has been painted white, trimmed in orange. In consequence there has been an appreciable increase in business. . . . The passing of Bennie Krause is almost the sole topic of conversation among the showfolk here. . . . Art Lewis, Frank Miller and Max Gruber, as a company, are negotiating for a plot of ground in Key West, upon which they contemplate building a hotel, to be ready when the new thru highway is completed about one year hence. . . . Taylor Trout has closed contracts with the colored Elks of Miami to stage a show for them in the near future. . . . Most of the carnival magnates have disappeared. They are attending fair meetings all over the country. . . . Buster Gordon, high diver, and wife are among the winter residents here.

Art Lovi, erstwhile guesser of weights, is now a betting commissioner at Jal Alai games at the Biscayne Fronton. . . . Sam Serlin and wife, he of cook-house fame, are here for sun baths. . . . Sam Lieberwitz and wife are at the Trout Camp. Sam runs the special corn

games put on by Trout. . . . Good news! There is a possibility that the cost of auto license plates will be reduced to \$5 in Florida. . . . Percy J. Mundy and wife arrived from Jacksonville, towing a beautiful trailer. . . . Mr. and Mrs. Arthur E. Campfield arrived from New York in their new car. . . . Doc Hamilton, legal adjuster with the Cetlin & Wilson Shows, is a resident of Miami and is home for the winter. . . . Billy Gerou, of the Oscar C. Buck Shows, left for fair meetings. . . . Eddie Yeoman's wife presented him with a baby boy recently. He is associated with Irving Udowitz. . . . Dave Fineman, of the Johnny J. Jones Exposition, is here on a vacation. . . . Harry Berger, of Dodson's Shows, is also enjoying the sunshine. . . . George and Russ Harms, of the Cetlin & Wilson Shows, are among the army of carnivalites wintering here. . . . Doc Woods, of medicine show fame, with his complete outfit and quite a number of his performers, are taking a much-needed rest at the Keystone Camp. . . . Bill Kane, electrician of Rubin & Cherry Exposition, is storing up energy. . . . George Hartley and Jimmy Sakopi, of Cetlin & Wilson, are frequently seen on Flagler. . . . Johnny Cahera was seen at Funland. . . . Billy and Buddy Anthony, of the World of Mirth Shows, are among the visitors. . . . Ray Speer, of Rubin & Cherry, is just rambling around.

St. John, N. B.

ST. JOHN, N. B., Can., Jan. 16.—Many carnival and midway folk are wintering here. . . . Bert Ganter is an inspector of inbound freight at the local docks for the Dominion Government. . . . Bill Whitebone is a billposter. . . . Danny Dougherty is driving a taxi. . . . Art Trifts is ditto. . . . Harry Needham is a city hall employee. . . . Jimmy Sweeney, Albert Dougherty, Frank Dougherty, Joe Simon, Charlie Josephs, Monk Foster, Farmer McDonald, Chester Kingston are spending the winter here. . . . Abe Levine is running a taxi service. . . . Billy Murphy was an elevator man in a local hotel until taken ill and is now in hospital. . . . Jim McNulty is prospering as the chief dance impresario and Houseie (Bingo) magnate of the city. . . . Pep McGorman, Eddie Bonner, Charlie Capen, Eddie Johnston, Kid Dryden are here.

Jimmy McGarrigle is soliciting advertising. . . . Roy Driscoll is a counter-man in a lunchroom. . . . Walter O'Toole is working on the docks. . . . Joe Christensen is a water and sewerage worker. . . . Mackie McLean is a house-to-house canvasser for advertising novelties. . . . Pete LeClair is a building janitor. . . . Billy McAndrew, Art Murphy, Kid Kelly, Guy Northrup are residents. . . . Charlie Cromwell is an employee of the Canadian Customs and high in the Masonic order of the city. . . . Ernie Boyd has a dance orchestra. . . . George Galbraith is working on the docks. . . . ditto for Art Trainor. . . . Spider Campbell, Harold Murray, Frank Garnett, Bud McCarthy, George Power, Bill Robson, Fatter Lawson, George Thomas are in town. . . . Les Callaghan is running a hot dogger. . . . Jumbo Peters is operating a car and pool club. . . . Jesse Collins is doing some dancing teaching. . . . Jeff Winchester, Teddy Burns, Darby Doyle, Joe Daley, Russell Whitebone, Freddie Tynes, Bill Truswell wintering. . . . Percy Ganter, who made tent show and fair contortion act a side line when he became a policeman, is now a police sergeant and his stage appearances are few these days, summer or winter. . . . Frank J. Elliott, proprietor of the Frank Elliott Shows, is distributing and operating coin machines.

Pittsburgh

PITTSBURGH, Jan. 18.—Bob Rosuall, concessioner, left for Florida.

Gus Kant returned from Cleveland where he visited his ailing mother. Gus was elected president of Ring 13, International Brotherhood of Magicians, here.

Little Samson is back in town playing a return engagement in the Wood Street lecture show.

The son of Mrs. Howard L. Rinard, ride operator, graduated as a doctor recently and is now practicing in a Philadelphia hospital.

Joe Murphy, local concessioner, is readying himself for a big season.

Classified Advertisements

COMMERCIAL 10c a Word

Minimum—\$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

SONGS WANTED—MUSICAL CLUB MAKES Professional Phonograph Record. Prints 100 copies your song. Sample songs, 10c. New 12-P Orchestrations, 25c. **COMPOSERS, PUBLISHERS**, 32 N. Halsted, Chicago.

AGENTS AND DISTRIBUTORS WANTED

AGENTS—STICK-ON-WINDOW SIGN LETTERS; 500% profit; free samples and liberal offer. **METALLIC LETTER CO.**, 439 N. Clark, Chicago.

ATTENTION, SUBSCRIPTION SALESPEOPLE—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.

CARTOON BOOKLETS, PHOTOS—HOTTEST stuff. Generous samples, 25c; de luxe assortment, \$1.00. List 10c. None free. **NOVELTY SALES CO.**, Guntersville, Ala.

CIGARETS STEP OUT, IN COLOR, WITH In 'N' Out. Everybody's nuts about this new knack that makes common cigarettes colorful, modern. Sample, 25c coin. **IN 'N' OUT COMPANY**, Penn Yan, N. Y.

DISTRIBUTOR—DIXIE DANCE WAX, CLEANS as it waxes. Own your business; highly profitable. Thousands of prospects, anywhere there is dancing. Salesmen and coin machine operators investigate. **DIXIE WAX CO.**, Evansville, Ind.

EXPERIENCED SUBSCRIPTION MEN WANTED for rural work; attractive club national magazines; liberal proposition. **PUBLISHER**, 750 Shukert Bldg., Kansas City, Mo.

HORN NUTS, HUNDRED, \$1; INDIA PERFUME Bean, hundred, \$1; English Lavender Flowers, Cellophane Bags, hundred, \$2. **DEVINE'S SPECIALTY HOUSE**, 13549 Heyden, Detroit, Mich.

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. **PROGRESS TAILORING**, Dept. N-207, 500 Throop, Chicago.

MAKE \$10.00 DAY SELLING COPY-IT. THE Magic Transfer Set sells for 10-25 cents. **THE BEACON SALES CO.**, 412 S. Peoria, Chicago, Ill.

NO PEDDLING—FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE**, 214 Grand, New York.

PERFUME BUDS—SENSATIONAL STREET- men's seller. Cost 1c each; sell 5c; particulars free; samples 10c. **MISSION**, 2328W Pico, Los Angeles, Calif.

PITCHMENT SOLICITORS! MAKE EXTRA money with new stamping outfit. Stamp checks, plates, fobs. Catalogue 69-B free. **C. H. HANSON**, 303 W. Erie, Chicago.

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.

SCALLOP SHELLS—4 TO 8 INCH DIAMETER. Suitable to Decorate for Fairs, Carnivals, etc. **LINDEMAN**, 63 W. 11th St., New York City.

VISIBLE INK BARREL PENS—GUARANTEED, 20c gross lots. Pens with Indestructible Blotters, 50c. Pencils, 20c. **HARTLINE PEN FACTORY**, Tampa, Fla.

WHERE TO BUY AT WHOLESALE 500,000 AR- ticles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York.

5,000 HANDY KITCHEN TOOLS, SELL 25c TO 35c each; \$1.50 per dozen, postpaid; \$5.00 per hundred, express. Two Samples, 35c, postpaid. **DIETZ**, 341 Dorr, Toledo, O.

ANIMALS, BIRDS AND PETS

ALLIGATORS, SNAKES, TURTLES, CROCO- diles. Twelve small assorted Snakes, \$3.00; fourteen large Water Snakes, \$6.00; eight large, attractive, assorted Snakes, \$10.00. **ROSS ALLEN**, Silver Springs, Fla. Wire via Ocala.

AVAILABLE—HIMALAYAN, MALAYAN BEAR Cubs, Lion Cubs, Jaguar, Elephant, Rhesus, Ringtail, Woolly, Drill, Lion, Monkeys, Dogs: Pedigreed Gt. Danes, Dachshunde, Doberman, Etc. Birds, Reptiles. **LINDEMAN**, 63 W. 11th St., New York City.

DONKEYS, ESPECIALLY FOR BASEBALL PLAY, \$22.00 each; in lots special prices. Book your orders. Shetland Ponies, \$50.00 each. Wire. **UNIVERSAL PRODUCTS COMPANY**, Laredo, Tex.

FOR SALE OR TRADE—7 BEAUTIFUL HIGH- Leaping Cheyehounds; 4 Males and 3 Females. Healthy and in wonderful shape. Also Team of 4 Antlered Deer, used in 48 towns past Xmas season. Will trade for Calliope, Monkeys, Ponies, Wrestling Bear or what have you. **BARKER BROS.**, Plain City, O.

FOR SALE—TWO CANADIAN BLACK BEARS; Young, Tame; handle easily. **WILKE BAKING COMPANY**, Beatrice, Neb.

GIANT MALE TAME RHESUS MONKEY—EATS with knife and fork, climbs pole, high diver, \$60.00. Giant Male Tame Rhesus Monkey, somersaults, \$35.00. Young Rhesus Monkeys, \$10.00. **BIRDMAN LAMB**, 1420 Gratiot, Detroit, Mich.

PLENTY SNAKES, ALLIGATORS, ARMADILLOS, Wild Cats, Ringtail Cats, Monkeys, Baboons, Coatimundis, Peccaries, Guinea Pigs, Peafowl, Parakeets. **OTTO MARTIN LOCKE**, New Braunfels, Tex.

SNOOKUM BEARS, \$12.00; WILD CATS, \$8.00; Badgers, \$8.00; Mexican Lions, \$65.00; Jabalines, \$12.00; Blue Peafowls, \$30.00 pair; Armadillos, \$2.00. Wire. **UNIVERSAL PRODUCTS COMPANY**, Laredo, Tex.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

YOU CAN ENTERTAIN FOR ALL OCCASIONS with Trick Chalk Stunts and Rag Pictures. Catalog free. **BALDA ART SERVICE**, Oshkosh, Wis.

YOUR WILL AND HOW TO WRITE IT—BY Frank C. McKinney, of New York Bar. A simply written manual, including Standard Forms good in all States. 25c Postpaid. **RESEARCH PRESS**, Box 688, Ocean Grove, N. J.

BUSINESS OPPORTUNITIES

BIG MONEY—WRITE FOR CIRCULAR DE- scribing this wonder book. Plans, Formulas, Trade Secrets, 10. **PENFORD CONTRACTING AGENCY**, P. O. Box 695, Middletown, Conn.

EXTRA MONEY CAN BE YOURS FROM SPARE- time mail order business! Many men, women began small at home, now independent. Hundreds low-priced articles to choose from; I'll help you start. Dime brings booklet "Fortunes by Mail," etc. **BELMAR**, V-127 Cap-Hill Sta., Denver, Colo.

SELL BY MAIL! BOOKS, NOVELTIES! BAR- gains! Christmas sellers! Display Signs! Big Profits! Particulars Free. **F. ELFCO**, 438 N. Wells, Chicago.

WANTED—PARTNER, ACTOR, ACTRESS WITH Small Capital. Shakespearean Repertory. I have Outfit. **CHAS. STOWE**, 214 West 20th St., New York.

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

AAA BARGAIN—ROLL CHUTE MERCHANT- men, refinished and in first-class condition, \$49.50. 1/3 cash. **CHICAGO VENDING CO.**, 231 E. 95th, Chicago.

BARGAINS—REPLACEMENT SALE—25 MILLS Counter Tickettes, \$3.00 each; all for \$70.00. Enough tickets to pay for each machine free. The 25 will make a comfortable living for a family. Extra tickets, 90 cents per 1,000. Guaranteed A1, 1/3 deposit. **MARIE PARSHALL**, 1038 Oak, Columbus, O.

BUCKLEY, MUTOSCOPIES, \$40.00; MER- chantmen, \$50.00; Roll Fronts, \$75.00; Rotaries, \$175.00. **E. & R. SALES**, 1010 Hall, Grand Rapids, Mich.

CASH FOR WURLITZER'S PHONOGRAPH— Can use Model P-10, P-12, P-412. Guarantee highest prices. Wire or write. **LEWIS CIGARETTE SERVICE**, 901 Reynolds Street, Augusta, Ga.

CLOSING OUT—COLUMBUS 5c PEANUT, \$3.00 Each. Toys for Your Master, Empire, Etc., 75c per gr. Cash with order. **EASTERN**, 350 Mulberry, Newark, N. J.

FOR SALE—15 WURLITZER P12s, \$150 EACH; 10 Mills De Luxe Dance Masters, \$175 each. **CHAS. MESSANA**, 1123 Broadway, New York.

FOR SALE—8 TELEVISION POLKA TABLES. Like New. \$50 each. Money-getter. **MITTLE**, 114-55 118th St., Ozone Park, L. I. Virginia 3-5258.

MILLS SCALE, SMALL, \$30.00; WATLING Small Scale, \$37.50; Tit Tat Toe Cigarette Machine, \$7.50; 1c Horse Race Machine, Horses Run the Tracks and Pays Out Ball Gum, \$9.00; Ball Gum, 15c a hundred; Records, 10c each **O'BRIEN**, 89 Thames, Newport, R. I.

MILLS 1c JACKPOT ESCALATOR GOLDEN Bell, \$30; Pace 25c Double Jackpot Bell, \$35; Caille 5c Blue Enamel Jackpot, \$25; Caille 1c Red Enamel Jackpot, \$25; Pace 5c Bantam Jackpot, \$20; Caille 5c Like New Cadet, yellow finish, \$55; Ten 5c Seeburg Selective Senior Audiophone Phonographs, perfect, \$60. Terms, half cash, balance C. O. D. **JOHN RIF-FLE, JR.**, Canton, O.

NATIONAL CALLIOPE—43 WHISTLES, EN- gine and Blower, Hand Player. Excellent condition. **JACK JEFFERS**, Utah Motor Park, Salt Lake City, Utah.

ONLY \$4.50 EACH—5c PIN GAMES, KINGS, Chicago Express, 50-50, Cheer Leader, Rebound, Big Game, Beamlite, Drop Kick, Kings of Turf, Try-a-Lite, Spotlite, Tit for Tat. 4 Electro Hoists, \$40.00 each. Add \$1.50 extra for 1c chutes. **ROBBINS CO.**, 1141B-DeKalb, Brooklyn, N. Y.

UNEEDA PAKS, NATIONALS, ROWES, S & M, Claws, Diggers, low prices. Gum, Peanut Venders, \$3.00. **NATIONAL**, 4242 Market St., Philadelphia, Pa.

USED COUNTER MACHINES—PIN TABLES and Slots, perfect condition. Send stamp for list. **H. & H. NOVELTY CO.**, Pontiac, Ill.

WANTED TO BUY—PENNY ARCADE MA- chines and Amusement Games. **CLANCY**, St. Regis Hotel, Calgary, Canada.

WE ARE OVERSTOCKED WITH USED PIN Tables. Send stamp for our bargain list. **GOODBODY**, 1826 East Main St., Rochester, N. Y.

1 MILLS SILENT J. P., 5c, \$35.00; MILLS BELL Boy, \$4.50; Select 'Em, \$4.50; Booster, \$3.50. Send for list. **IRVING HOOKER**, Box 742, High Point, N. C.

1 TRAFFIC "A," \$10.00; 2 GOLD AWARDS, Each, \$20.00; 1 Baffle Ball, \$17.00; 1 Peerless, \$35.00; 2 Bally Derbys, each, \$40.00; 1 Pamco Palooka Sr., \$40.00; 1 Daily Races, \$30.00; 1 Challenger, \$45.00; 1 Hit Parade, \$85.00; Pin Games, Counter Games, \$4.00. 1/3 cash, balance C. O. D. **FOSTER**, 1314 5th, Bedford, Ind.

2 MILLS OWLS, 1 CAILLE CENTAUR, 1 CAILLE Lion, all 5c play; 1 Mills Big Six, 1 Caille Big Six, 6 Mills Deweys, all 25c play. All cabinets are clean, machines are mechanically OK. Price \$825.00 for the lot, or will sell separately. Trade for Jennings Club Venders. Wanted—50 Jennings Club Venders, 1c play, \$13.50 paid for old model; \$15.00 paid for late improved model. **REASER & DINCANS**, Box 426, Victoria, Tex.

5 MILLS LATE MODEL SCALES, \$25.00 EACH; 10 E. Z. 5c Ball Gum Venders, \$4.00 each; 100 Used Counter Games, in excellent condition, reasonably priced; 100 Combination 1c-5c Northwestern Merchandisers, like new, \$7.00 each; 15 Snacks with Stands, \$15.00 each. **SAMUEL KLEIN**, 1859 Nedro Ave., Philadelphia, Pa.

27 MILLS SILENT ESCALATOR DOUBLE JACK- pots, serials over 300,000. Regular pay-outs, 20 reel stops, with meters, factory rebuilt, guaranteed like new. Money back if returned in 10 days, \$49.00. Also 22 brand new Daval Reel "21," latest model, serials over 29,000, in original cartons, \$15.00. 1/3 deposit, balance C. O. D. **KEENEY MFG. CO.**, 2611 Indiana, Chicago.

29 BRAND NEW GOLDEN ARROW MER- chandise Machines, \$12.50. Circular sent on request; also 25 Buckley De Luxe Cent A Pack, 2 weeks old, cost \$18; bargain at \$15 each. Circular sent on request. 1/3 down, balance C. O. D. **JACK MARSHANT**, Box 348, Lansing, Ill.

100 PENNY VENDERS, BELLS, \$15.00 UP. Lot 30 Caille Nickel, Dime, Quarter Jackpot Bells. Some Reserve, \$350.00. **COLEMAN NOVELTY**, Rockford, Ill.

COSTUMES, UNIFORMS, WARDROBE

A-1 EVENING GOWNS—FURS. CHORUS Dresses and Slippers, 50c up. Bargains. **CONLEY**, 310 W. 47th St., New York City.

MUSICIANS' MESS JACKETS—BLUE, MAROON, Gray, Black, \$2.00. Beautiful cyke, 20x40, bargain, \$25.00. Costumes, Suits, Overcoats. **WALLACE**, 2416 N. Halsted, Chicago, Ill.

FORMULAS

ASSOCIATED CHEMISTS, INDIANAPOLIS, Ind., supply tested money-making formulas. Fast sellers analyzed. Duplication guaranteed. New process for tenderizing meats, \$5.00.

EXPERT ANALYSIS. RESEARCH. INDUSTRIAL Development. Newest guaranteed formulas. Biggest catalog free. Special prices, leads. **GIBSON LABORATORY**, Chemists, BH-1142 Sunnyside, Chicago.

FORMULAS—GUARANTEED, LABORATORY tested and approved. Latest fast sellers; none better; lowest prices; catalog free. **KEMICO LABS**, 65 Parkridge, Ill.

FORMULAS—LATEST MONEY MAKERS. Write for free literature describing newest formulas for fast sellers. **H. BELFORT**, 4042 N. Keeler, Chicago.

FOR SALE—SECOND-HAND GOODS

COMPLETE SMALL SHOW—TENTS, SEATS, Trucks, Light Plant, New Sound Projector, Films. Bargain. All or separate. **BOX 163**, Village Mills, Tex.

CORN POPPERS, GASOLINE, ALL-ELECTRICS, geared 12-quart kettles, crispette outfit, caramel corn equipment. **NORTHSIDE CO.**, 2117 Harding, Des Moines, Ia.

CUSTARD MACHINES—3 NU-WAY BRINE Machines, \$400.00 each; 1 Nu-Way, \$250.00; 1 Eze-Freeze, \$150.00. **GENERAL EQUIP.**, 423 W. South, Indianapolis, Ind.

LATEST MODEL WEBSTER SUITCASE AMPLI- fying System, including Amplifier, Tubes, Speaker, Microphone, \$33.75. Five days' free trial. **DON KENNEDY**, Shelbyville, Ind.

PUBLIC ADDRESS SYSTEM AND SOUND TRUCK for sale to quick buyer. Outfit in first-class shape. Original cost \$1,200.00; will sacrifice for \$350.00 cash. Must go by January 31. Full description upon request. **MICHAEL'S PUBLIC ADDRESS SERVICE**, Petersburg, W. Va.

3 MINIATURE PHOTO MACHINES—SALE OR trade. **MARVIN HOOD**, Ogallala, Neb.

FOR SALE—SECOND-HAND SHOW PROPERTY

ARCADE MACHINES FOR SALE—PUNCH Bags, Fortune Tellers, Picture Machines, Novelty Games, Pop Corn Machine and Show Fronts. **FREDERICK**, 2432 Smith, Detroit, Mich.

BALL GAME—BABY DOLLS, BOTTLES, CATS, Kids, Ten Pins, Buckets, Logs, Ring Game, Stock, Trunks. **LAMANCE**, 782 Marion, S.E., Atlanta, Ga.

CHAIRPLANES—ADULT AND KIDDIE, \$500.00 for both. Consider Penny Arcade Machines, Shooting Gallery, Mug Joint or what. **PEAKMAN**, Pensacola, Fla.

FOR SALE—NO. 12 ELI FERRIS WHEEL, WITH Ten horse power motor; Parker Baby Q Merry-Go-Round and Ten-Car Kiddie Ride. All in excellent condition. Priced right. **WRIGHT AMUSEMENT COMPANY**, Missouri Valley, Ia.

LOOP-O-PLANES, 1935 SINGLE, 1936 DUAL. Good condition. Must sell. Submit offer. **THRILL DEVICES, INC.**, 1430 Standard Bldg., Cleveland, O.

SIDE SHOW ILLUSIONS—BEAUTIFUL GUILLO- tine, Nickeled Blade, \$35.00; Levitation, Platform Type, complete with couch, \$60.00. **McKWADE**, 600 Martinique, Dallas, Tex.

WURLITZER CALIOLA WITH ENGINE, GOOD as new, complete with truck, \$600 cash. Truck has modernistic designs with two billboards 9x6. **HAKON PETERSEN**, Grantportland Hotel, Minneapolis, Minn.

HELP WANTED

A POSTAL WILL BRING SAMPLES OF OUR 14x22 Window Cards (\$3.00 Hundred), and 6x9 Dodgers (\$1.50 Thousand). How Can You Better Invest a Penny? **TRIBUNE PRESS**, Fowler, Ind.

BILLPOSTER AND LITHOGRAPHER—MUST drive car; young man with references. Florida winters, North summers. **JOHN VAN ARNAM**, Windle Hotel, Jacksonville, Fla.

GIRL DOING IRON JAW—ONE DOING SECOND Act preferred. Immediate booking. Send photo. **BOX CHI-38**, Billboard, Woods Theater Bldg., Chicago.

LADY TO ASSIST JUGGLER—FOR STANDARD Act. **BOX 229**, Care The Billboard, Woods Bldg., Chicago, Ill.

MUSICAL INSTRUMENT REPAIR MAN, BRASS and wood. Three references from past connections and letter listing exactly all repairs you can complete. Substantial salary. **M. S.**, Eighty Madison, Memphis, Tenn.

MUSICIANS, ACTS, DANCERS, SINGERS—Send photos to **EMPLOYMENT EXCHANGE**, Theatrical Department, 23 1/2 N. W. First St., Miami, Fla.

SAX MEN, TRUMPETER, GIRL SINGER—Must have all essentials. Long engagement. Send photos. No ticket. **BASIL BAKER**, Commerce, Okla.

WANT TO TAKE OVER GIRL ORCHESTRA, consisting of 3 Sax, 3 Brass, 4 Rhythm. Salary. Send photo and state all in first. **BOX C-170**, Care The Billboard, Cincinnati, O.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING, MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1937 Forecasts, Graphology Sheets, Books, Crystals, Lucky Pieces. Most complete line in world. New 140 illustrated page catalogue, 30c. Leaders since 1921. **NELSON ENTERPRISES**, 198 S. Third, Columbus, O. ja23

CATALOGUE FREE—GHOST SHOW SUPPLIES. Fluorescent Paints, Fortune Telling Cards, Palmistry, Graphology Charts, Samples, 10c. **S. W. REILLY CO.**, Columbus, O.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN**, 220 W. 42d St., New York City. ja23x

PUNCH AND JUDY, VENTRILOQUIAL AND Marionette Figures, hand carved wood Heads, none better. Lists free. **PINXY**, 64 West Erie, Chicago.

MISCELLANEOUS

ALL 4 FOR DIME PHOTO SUPPLIES AT CUT prices. Our new PhotoStrip Outfit, 1 1/2x2, or 2 1/2x3 1/2, complete, \$140.00. **WABASH PHOTO SUPPLY**, Terre Haute, Ind. ja30

BALL GUM, FACTORY FRESH, 12c BOX; TAB, Stick, Midget Chicks, every type Machine Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. fe6x

CIGARETTE COMBINATION—WITH HARLEQUIN Holder, Cigar Apparatus and Funny Patter, \$1.00. **MCKWADE**, 600 Martinique, Dallas, Tex. Magic Illusion Lists, 3c. ja30

COVERED WAGON, STEEL CONSTRUCTION, Electric Brakes, Interior to Order, Special financing. Large assortment of Used Trailers. **SELLHORN TRAILER HEADQUARTERS**, Sarasota, Fla. fe27x

ROLLS DEVELOPED—TWO BEAUTIFUL DOUBLE weight professional enlargements and 8 guaranteed never fade, perfect tone prints, 25c coin. **RAY'S PHOTO SERVICE**, La Crosse, Wis. x

ROLLS DEVELOPED—TWO PRINTS EACH AND Two Free Enlargement Coupons, 25c. Reprints, 2c each, 100 or more, 1c. **SUMMERS' STUDIO**, Unionville, Mo. fe13x

4 FOR 10c PHOTO SUPPLIES—EASTMAN Direct Positive Paper (250'x1 1/2"), \$4.75 Roll. Glass Frames, Folders, Chemicals, other Supplies at cut-rate prices. Here at last! The most attractive line of Novelty Photo Jewelry. Write for Price List! **HANLEYS PHOTO COMPANY**, 205 E. 12th, Kansas City, Mo. ja30

4-FOR-DIME OPERATORS MAKES BIG SAVINGS by buying all supplies from one source. Write for a catalog and the lowest prices in the country on paper, rolls, mounts, mirrors, cameras, booths and everything else you need. **MARKS & FULLER, INC.**, Dept. P, 44 East Avenue, Rochester, N. Y. x

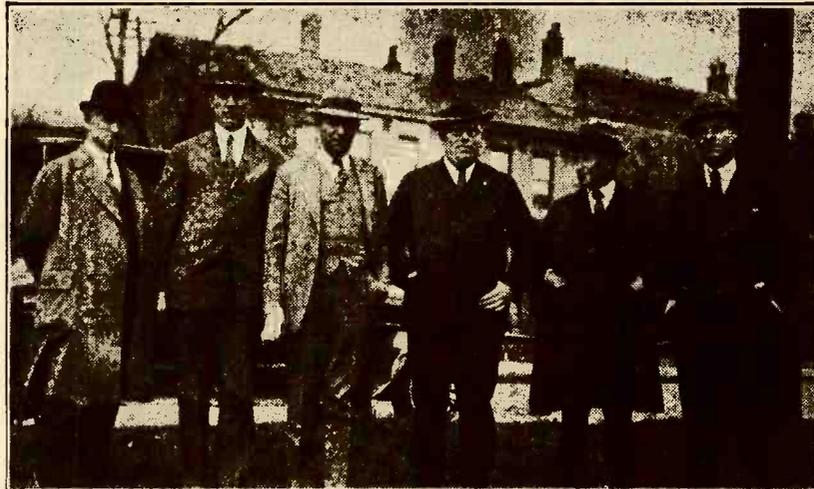
6 AND 7 BOOKS MOSES — PARCHMENT. Charms, Oils, Astrology, Loadstones. Circular free. **STAR BOOK CO.**, Dept. A, Camden, N. J. x

M. P. ACCESSORIES & FILMS

FOR SALE—USED SEARCHLIGHTS, SUPPLIES. Hundreds of Guaranteed Used Spot and Floodlights. Dimmers, Switchboards, Cables, Wire and Gas-Driven Generators, 1 1/2 to 50 K.W. Mechanically perfect. Special Searchlights for Ballyhoo, \$100.00. **OTTO K. OLESEN**, 1560 N. Vine, Hollywood, Calif. ja30

FOR SALE—HOLMES SILENT PROJECTOR. Films, Features, Westerns, Comedies, Kohler Light Plant and 10x12 Concession Tent. For complete details write **OSCAR SIMPSON**, Ruskin, Fla.

Show Family Album



THESE SHOW AGENTS were snapped at Pittsburgh in 1925. All are still going strong. Left to right: Bert Rutherford, associated with Christy Bros.' Circus at Houston; Arthur Hopper, director of outdoor advertising Ringling Bros. and Barnum & Bailey Combined Circus; W. H. (Bill) Rice, who is sojourning at Los Angeles; Charles Watmuff, who lives in Jamestown, N. Y.; Floyd King, advance manager Cole Bros.-Clyde Beatty Circus; J. Ed Brown, assistant to the general manager of Greater Texas-Pan American Exposition, Dallas.

The Billboard aims to have the "Show Family Album" appear as a weekly feature and invites its readers to submit old-time photos for inclusion therein. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals as they appeared in the old days who are STILL LIVING will be welcomed. Remember, photos must be clear enough for reproduction purposes. They will be returned if so desired. Address them to Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

PORTABLE SOUND PROJECTORS — FREE trials. Films shipped for screening. You don't need to buy cat in a bag if you come to us. **WESTERN FEATURE FILM & SUPPLY CO.**, 1018 S. Wabash Ave., Chicago. x

ROAD-SHOW SOUND SPECIALS—WESTERNS, Actions, War and Passion Plays. Write **APOLLO EXCHANGE**, 117 So. 9th St., Newark, N. J. ja23x

TALKIE FILMS FOR RENT OR SALE—ALL kinds. 1 reel up. Write for lists. **SLUSHER FILM EXCHANGE**, Pineville, Ky. x

TALKIES—SILENTS, WESTERNS, SPECIALS, Shorts, Roadshows, Religious Subjects, Portable Projectors. Sell, rent. Best Prints. **LONE STAR FILM CORPORATION**, Dallas, Tex.

THIS WEEK ONLY! ALL SIZE LENSES, \$2.95. 35MM Silent Professional Projectors, \$15.00. Sound and Silent Film and Equipment. **ZENITH**, 308 W. 44th, New York.

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue \$ free. **MOVIE SUPPLY CO., LTD.**, 844 S. Wabash, Chicago. ja23

WANTED—SOUND FEATURES AND SHORTS suitable for De Luxe Road Show. State condition, screening arrangements, lowest price, everything in first letter. **FERGUSON**, 3100 Gaston Ave., Dallas, Tex.

MUSICAL INSTRUMENTS, ACCESSORIES

WANT TO BUY—THERMAN. STATE LOWEST price and all particulars. **BOX 231**, Billboard, Chicago, Ill.

PARTNERS WANTED

CIRCUS PERFORMER—DOING 2 OR MORE, Male or Female, Split 50-50. Photos returned. Ralph, The Up-Side-Down, **BELL-HOP**, 41 Spring St., Springfield, Mass.

PERSONALS

ANYONE KNOWING THE WHEREABOUTS OF Col. Moss, or any member of the Moss Rodeo Company, please contact **BOX 756**, Billboard, 1564 Broadway, New York.

DIVORCES—EASY DIVORCE LAW. SEND \$1.00 for copy of Arkansas Divorce Law. **W. P. DODDS**, Attorney, Beebe, Ark. x

ANYONE KNOWING THE WHEREABOUTS OF Dallas Brown, formerly with Moss Rodeo Company, please contact **BOX 756**, Billboard, 1564 Broadway, New York.

SALESMEN WANTED

BAND ORGANIZER AND SALESMAN OF EXCEPTIONAL qualities. Appearance, education and experience in school band organizing most essential. Your tact and character will bring a connection with the South's most progressive musical firm. State all first letter to obtain a position of responsibility. **M. S.**, 80 Madison, Memphis, Tenn. x

IMMEDIATE OPENINGS FOR AMBITIOUS men. Wear, Introduce Fairbanks Tailored-To-Measure Clothes, make up to \$10 in a day. Experience unnecessary; free suit offer; low prices; quick sales; free outfit; permanent. **FAIRBANKS COMPANY**, 2255-A, Wabansia, Chicago. x

At Liberty Advertisements

5c WORD, CASH (First Line Large Black Type). **2c WORD, CASH (First Line and Name Black Type), 1c WORD, CASH (Small Type) (No Ad Less Than 15c).** Figure Total of Words at One Rate Only.

AT LIBERTY AGENTS AND MANAGERS

AT LIBERTY — SOBER, Honest, Reliable, Fast-Stepping Brigade Agent. Twelve years on one show. Plenty recommendations. Not afraid of work. Write **FORREST BUZZ BROWN**, Delphos, O.

AT LIBERTY—AGENT FOR REP OR ONE-Nighter. Sober and reliable. Salary or percentage. Your limit. **H. A. TODD**, 165 East Main St., Malone, N. Y.

ADVANCE AGENT—15 years' experience. Can route and book any attraction anywhere in the United States and Canada. Close contractor; salary only; reliable. **BOX 300**, Billboard, Chicago.

AGENT-MANAGER—Circus or Outdoor Amusement enterprise preferred. No single acts. **DOBY MILLER**, 217 McKinley, Alpena, Mich.

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY—A-1 SIDE SHOW TALKER AND Manager. All-Day Grinder. Capable, sober, reliable. Wife mits, mind reader, tickets, lecture and second openings. **P. S.**—Sign Painter for winter quarters. Address, stating full particular in first, **JACK NATION**, 200 Commercial St., Dayton, O.

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Side Show Banner Painters. Devoting our time serving the showmen. **MANUEL'S STUDIO**, 3544 North Halsted, Chicago. fel3

DYE DROPS, LIKE NEW, OVER 300 DESIGNS, from \$10 to \$25, according to size. **SHELL SCENIC STUDIO**, Columbus, O. x

FOR A BANNER SEASON ORDER CIRCUS Side Show and Carnival Banners from **NIEMAN STUDIOS, INC.**, 1236 S. Halsted St., Chicago, Ill. ja30

THEATRICAL PRINTING

NEARGRAVURE EMBOSSO (RAISED PRINTING)—125 Distinctive Letterheads, 100 Envelopes, \$2.39; 250 each, \$3.49. Cash. Delivered. **SOLLIDAYS**, since 1897, Knox, Ind.

WINDOW CARDS, 14x22, 100, \$2.50; 11x14, 100, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS**, Winton, Pa.

100 LETTERHEADS, 100 ENVELOPES, 100 BUSINESS Cards; your name, address, postpaid, \$1.00. Cash with order. **NOICE PRINTING COMPANY**, Columbus, O. ja30

100 14x22" 6-PLY CARDS, \$2.60, F. O. B. Other printing reasonable. Also Drawings and Cuts made to order. **CRESSMAN**, Washington, N. J.

250 LETTERHEADS, 8 1/2x11, AND 250 ENVELOPES, \$5.00. Your copy. Dodgers, Streamers, Window Cards, reasonable. **"DOC" ANGEL**, Ex-Trouper, Leavittsburg, O.

1,000 6x9 CIRCULARS, \$1.50; 5,000, \$4.50; 1,000 Letterheads or Envelopes, \$2.00; postpaid zone 4. **LAWDALE PRESS**, Box 303, Franklin, N. H. ja30

WANTED TO BUY, LEASE OR RENT

USED STEAM CALLIOPE—WRITE DETAILS, Conditions, Price and Date. Can be received New York. **BOX 757**, Billboard, 1564 Broadway, New York.

USED LAUGHING MIRRORS AND FUN HOUSE Equipment. State condition and make. **PARK & BEACH SUPPLY CO.**, 205 E. 42d, New York.

WANTED TO BUY — MERRY-GO-ROUND. State condition and lowest cash price. **THE EVERGREENS**, Shawano, Wis. x

WANTED TO BUY—PENNY ARCADE MACHINES of all kinds. Full details and lowest prices. **WILL HORWITZ**, Houston, Tex.

WANTED—USED BINGO CONCESSION, COMPLETE or otherwise. State condition, size and lowest price. Also Pop Corn Trailer. **SEAHENCO**, 758 Wash, Portland, Me.

WANTED TO BUY—A MERRY-GO-ROUND IN Georgia or Florida. **Z. K. BAILEY**, Gen. Del., Tampa, Fla.

WANTED TO BUY—TWO OR THREE ABREAST Merry-Go-Round that can be gillied. **SAMUEL DAVIS**, 216 Barrett Way, Carnegie Pa. ja30

EIGHT DOGS, THREE PONIES, ONE MONKEY. All work. Fast Flash Act. **FREDDIE'S EDUCATED DOGS**, Sta. L, R. 3, Cincinnati, O. ja30

ORGANIZED SIDE SHOW FOR COMING SEASON—First Class Attractions, Strong Bally. Also Hawaiian Show with Singers, Dancers and Musicians. Address **H. SINGER**, 36 North Anderson St., Boston, Mass.

OLOWN AT LIBERTY—For Circus Side Show, 10-1 Side Show or Carnival Midway. Prefer high class shows only. Have good wardrobe and street clothes. Age 24. Do not drink. Write **HAI'PY GENE**, Box 94, Kingsland, Ga.

TOM MCLENDON—The Best Known Tattooed Man in America, wants connection with large circus or carnival. State best terms in first letter. **TOM MCLENDON**, Box 308, East Rockingham, N. C.

AT LIBERTY BANDS AND ORCHESTRAS

AT LIBERTY — A FIVE-Piece, Sweet Sizzling Swing Band. Doubles, Singers; good appearance, reliable, steady, own arranger, uniformed. A-1 equipment. Working present location 10 months. Must give two weeks' notice. Only union territory considered. Desire change location. Real managers, bookers and agents contact. **PAUL BROCKLEY**, 428 6th St., Baraboo, Wis.

JIMMIE REYNOLDS RADIO ORCHESTRA—Open for Steady Summer Job. Have Full Equipment, Novelties, 5 Singers. For information write 14 W. 19th St., Chicago Heights, Ill.

DON PHILLIPS'S 11-Piece Radio Swing Orchestra, at Liberty. Carry either young man or girl vocalist. Five Vocalists in Band. Feature Special Arrangements, lots of Vocals, Piano Trio, many Doubles, One-Man Band Act, Ensemble Singing, Swing Music, Novelties, Amplifier, complete Library. Latest equipment, smart uniforms. A-1 references, photos. Union. Attention Hotels, Managers, Bookers and Summer Resorts. Address, phone or wire **DON PHILLIPS**, 801 S. Chestnut St., Seymour, Ind. ja23

IMMEDIATE AVAILABILITY—Larry Morelli and his band. Versatile band. Experienced and worthwhile. Travel on location. Radio, hotels, clubs. Reliable managers and bookers write. **C. W. GORDON**, 175 E. Second St., Mansfield, O.

**AT LIBERTY
COLORED PEOPLE**

EXPERIENCED HEAD PORTER AND WIFE—**HAROLD DOZIER**, 4318 St. Lawrence Ave., Chicago, Atlantic 5282. ja23

JACQUES AND LAVERNE—Available Now. Young versatile colored team. Brother and Sister, doing fast flash, Rhythm and Acrobatic Tap Dances, Spanish Comedy and other Dances. This team has had experience, has personality and looks, also Strollers, Singing, Harmonizing, playing Accordion and Guitar together between shows in night club. Play Piano also. Has beautiful wardrobe. Permanent address, **JESSIE M. BARRETT**, 5926 South Parkway, Chicago, Ill. Phone: Englewood 7481.

**AT LIBERTY
DRAMATIC ARTISTS**

AT LIBERTY — UP-TO- Date Young Dramatic Team Leads. Excellent appearance. Wardrobe, experience, modern specialties. Also Comedian and Gen. Biz Woman, every essential and requirement. Join together or singly. Car. **PHIL MILLER**, 2403 Prospect Ave., Cleveland, O.

BASS PLAYER — EXPERIENCED. Good references. Available June 1. **FREDERICK BAKER**, Brownfield, Ill.

AT LIBERTY—Juvenile Man, aged 20, five feet ten, 130 lbs. Single Dance Specialties, good study, decent wardrobe. Can do Tobies, Gee Strings, Single, sober, reliable. Can send photos. Must have advance ticket. **DAN BAURAO**, 612 West Fifth, Amarillo, Tex.

**AT LIBERTY
MAGICIANS**

FEATURE MENTAL ACT, Mindreading, Magic. Business builder for theatre; hotel, night club. Oriental Presentation. Salary and percentage on Private Readings. Any reasonable offer considered. **PRINCE YOSE**, care Billboard, Cincinnati, Ohio.

**AT LIBERTY
MISCELLANEOUS**

TAP DANCING INSTRUCTOR—10 YEARS' EXPERIENCE. Beginners or advanced pupils. Modern routines. Also stretching and limbering. Beginner's Acrobatics, Stage Recitals and Club Work. Write for details. Will travel. **BOX 754**, care Billboard, 1564 Broadway, New York.

CALVERT'S SOCIETY PUPPETS (Punch & Judy)—Available for Special Advertising, Theatres, Expositions, etc. New Original Business. Can be performed silently if desired. **CALVERT**, 228 West 50th St., New York. feb

VERSATILE MUSICIAN—Commercial Man, Radio Announcer, Radio Program Director, excellent Emcee, Orchestra Leader, excellent Baton man; Songwriter; real "Mike" Vocalist, "Sweet or Hot" Drummer; Rhythm, Swing, Flashy Set of Drums. Theatrical Stage Director. Reared in show business. Experienced in all. Plenty personality and reasonably good looking. Knows how to meet and greet the public. Married and very settled. Best of references. No unions at present but will rejoin if necessary. Go anywhere. Permanent position or location desired and preferred. Salary? Yes, your best. Age, 25; 5 ft. 10; weight 165. Photos sent on request. At Liberty after January 31. **HOWARD "HOWIE" JOHNSON JR.**, Box 16, Monroe, La.

**AT LIBERTY
M. P. OPERATORS**

OPERATOR DESIRES CHANGE—8 YEARS' EXPERIENCE Western Electric and RCA. Reference from all former and present employers. First-class projection will make 'em come back! **GEORGE BROUGHTON**, Gaines Theatre, Pineville, Ky.

**AT LIBERTY
MUSICIANS**

ALTO SAX DOUBLING CLARINET, HOT OR Concert Violin. Union. **LEO JOHNSON**, General Delivery, Charlotte, N. C.

AT LIBERTY—TROMBONE PLAYER, SINGLE, experienced, modern and old, cut or no notice. **WILLIAM KOVARIK**, Spillville, Ia. ja30

AT LIBERTY—SOLO TROMBONIST, B. & O., and Bandmaster. Plenty experience Circus Harmony extraordinary. Reliable. **HARVEY SMITH**, 18 Doubleday St., Binghamton, N. Y. ja30

DRUMMER, YOUNG, HEP, UNION, EXPERIENCED all type bands; car. Will join any place. Prefer South. Panics lay off. **MUSICIAN**, 177 Playstead Rd., W. Medford, Mass.

I PLAY THE OLD CORNET—CAN ALSO SING a couple of pieces. What's the deal? **FATS CARLSON**, Pipestone, Minn.

MODERN DRUMMER — VIBS — SHOWS. Swing, read, union, 26, tux (with lining). Pearl equipment. Location with reliable band for change. South preferred. All answered. **HAL WASSON**, Clinton, Ill.

PAUL W. McDOLE, TUBA AND SOUSAPHONE, Military, Concert Band, Symphony, Radio Orchestra, years' experience. Classical field, veteran, college; single, sober; go anywhere. Contract or substantial conditions. Union, references. **Billboard**, Cincinnati, O.

SIX-STRING GUITAR, MODERN, VOCALIST. Union. Double Banjo. Young, neat. State all in first. **HARRY FRIEDMAN**, 1020 Phillipine St., Manitowoc, Wis. ja30

TROMBONIST—TROUPE. SOBER. WRITE or wire **BING HARRIS**, care Sasser's Radio Shop, Albany, Ga.

VERY MODERN RHYTHM DRUMMER—READS, Jams, Cut Shows and Vocal. Young and reliable. Panic lay off. **REX LEMMON**, 244 West St., No., Hillsdale, Mich.

AT LIBERTY—Lead Tenor, also Swing; doubling Clarinet. High Baritone Voice. Union, age 20, neat and reliable. Name band experience in radio. Job must pay. No collect wires. Write or wire. "SAXIE" KULP, 112 Jay St., Albany, N. Y.

DRUMMER—Union, modern or Dixie swing, can read, steady tempos that rock, not a saddle rider. Job must pay off. **BUDDY STEVENS**, General Delivery, Greenwood, Miss. ja23

DRUMMER AND TENOR MAN At Liberty—Union, young, modern swing men. Drummer plays plenty vibraphones and Dixieland swing. Plenty show experience. Tenor man really swings, doubles clarinet and has big tone. Can play lead tenor. Both prefer to swing. Can be commercial if necessary. Let's hear what you have to offer. Together or will separate. **RED HOLMES**, Drummer; **LEW STONE**, Tenor, 300 Cooper St., Camden, N. J.

PIANIST, ARRANGER, Orchestra Director, Teacher, Composer, wishes to locate. No affiliations. Independent. Responsible parties only answer. Experienced in all branches. Address: **PIANIST**, care Billboard, 390 Arcade Bldg., St. Louis, Mo. ja23

STRING BASS AND TUBA — Age 19, union, single, sober, experienced in symphony, concert, theater and especially dance. Plenty of solid ride rhythm. Arrange some, desire dance band job. Will travel anywhere. For photos, further information and references write **KENNETH ANGVICK**, 3233 Republic Ave., Racine, Wis.

TENOR SAX—Doubling Clarinet. Age, twenty-one. Strictly sober and dependable. Read, fake and swing on both horns. Now working but want job in the South or Southwest. Write and state all. **LEE ULBBICK**, Gen. Del., Sikeston, Mo. ja30

TENOR SAX—Doubling Clarinet. Read, ride, tone and team. Age 22; experience all lines, union. Go anywhere. Write or wire. State all. **BOX C-189**, Billboard, Cincinnati, O.

TROMBONE—Instructor, Director, A-1 Arranger. 22 years' experience. Sober, reliable, references. Prefer location in the South. Would troupe. **ROBERT VAN SICKLE**, La Belle, Mo. ja30

TRUMPET TEAM (UNION)—Two sober, single, neat, reliable men. Ages 22 and 24. Read, arrange, triple-tongue, fake, fine tones and personality. Will go anywhere. State salary. Want steady work. **BUNNY KLEVE**, 2728 Montana Ave., Cincinnati, O. ja30

**AT LIBERTY
PARKS AND FAIRS**

ARMSTRONG'S FAMOUS COMEDY FORD ACT—Well known. Literature. **ROSCOE ARMSTRONG**, Montezuma, Ind. ap24

SAM-SAM CIRCUS MUSICAL — 70 PEOPLE and performing animals. The Passing Show of 1937 available for Rotary, Lions, Kiwanis Clubs, Chamber of Commerce and Fraternal orders, write for open dates, indoor, outdoor attractions. Fair associations, arenas, convention committees write. **CHARLES KYLE**, 104 Judson Ave., New Haven, Conn.

CHARLES LA CROIX — Original outstanding Trapeze Act. Booking indoor events, flashy equipment. Special advertising posters. Real act. Price reasonable. Address 1304 South Anthony Boulevard, Ft. Wayne, Ind.

SPILLS, CHILLS, THRILLS! — Championship Motorcycle Races and Hell Drivers. A full performance, plenty of competition in these races; as high as 7 daring riders taking the curves at one time. Furnish 10 Riders, all top men, Sound Truck for advertising; Starter, Officials, Sanction of A.M.A. Guarantee or percentage. Fair Associations can use the attraction on still and fair dates. 1937 will be our fourth consecutive season at Topsfield, Mass. Fair and a decided increase in the gross attendance has been the award with each succeeding event. They always come back for more. **Homer F. Lee's Cowboy Band**, 16 Men with elaborate bus for any event, expositions and fairs. Gelatin's High-Jumping Liberty and Auto Jumping Horses. "Sam-Sam," The Passing Show of 1937 and other attractions available for Rotary, Lions, Kiwanis, Chambers of Commerce and Fraternal Orders in need of fund-raising campaigns. **CHARLES KYLE**, General Delivery, Harrisburg, Pa.

YORK'S FOUR-ACT Combination—Now booking 1937 Parks, Fairs and Celebrations. The Death Walk, Four Large Escape Tricks, Tricks with Live Stock. A big drawing card and a real flashy act. Price reasonable. For particulars of act, write. **CAL E YORK**, 212 West Superior Street, Fort Wayne, Ind. feb

**AT LIBERTY
PIANO PLAYERS**

PIANIST—LEGIT AND DANCE MAN, GOOD reader, union. Reliable offers. Prefer South. **LARRY SCHEBEN**, 520 W. 6th, Little Rock, Ark. ja30

AT LIBERTY—A-1 sight-reading Pianist. Fake and transpose. Plenty experience any kind piano playing. Best reference. Prefer South. Salary your limit. **NELLIE K. EATON**, 1020 West Third, Little Rock, Ark.

RHYTHM DANCE PIANIST—Also experienced in Tab. Floor Shows, etc. Read, fake, improvise, union. Available at once, go anywhere. **PIANIST**, Apt. E, 1432 Franklin St., Tampa, Fla.

**AT LIBERTY
VAUDEVILLE ARTISTS**

FIVE FEMALE IMPERSONATORS—FOR NIGHT Clubs. Wire **JEAN VAJEAN**, 417 N. Clark St., Chicago, Ill.

AT LIBERTY—Team, Man Producing Comic, Song and Dance. Woman, Ingenue, Specialties, Singles and Doubles. Young, sober, reliable. Tab. Rep., or what have you? **TOBY JOHNSON**, 502 1/2 N. Frisco, Tulsa, Okla.

GOOD BLACKOUT and Skit Man—Plenty of good material. Would like revue work. Double Guitar, Specialties. **AL STONE**, Massachusetts Avenue, Fitchburg, Mass. ja30

MUSICAL NOVELTY ENTERTAINER—Features Seven Specialties, such as Playing Three Clarinets at same time, playing Saxophone and Clarinet at same time, Musical Balloon, Musical Saw, etc. Can do Ten-Minute Act in one. Also Double Third Sax for Stage Band Unit. Ten years' stage experience. Good appearance. **BOX 755**, care Billboard, 1564 Broadway, New York. ja30

NELLIE KING'S beautiful Musical Act. George Oram King's Ventrioloquist Act and Punch and Judy Show. For indoor circus, bazaars, museums, celebrations, department stores, schools, lodges, amusements, etc. Address 1009 Wayne Ave., Indiana, Pa. feb13

PUNCH AND JUDY—Strictly first class, excellent figures, de luxe set up, expert manipulation. For theatres, cabarets, parties, etc. A complete entertainment. **CALVERT**, Billboard, 1564 Broadway, New York. ja23

VAUDE NITE CLUB—Two Men, Girl. Lyric Tenor, doubles Black, Directing. Other, exceptional Yodeler, String Musician, Girl, Accordion, doubles Piano. Feature Act. Salary or guarantee. **BOX C-156**, Billboard, Cincinnati, O.

OHIO SCORES

(Continued from page 44)

and talent bureaus were thanked and appreciation extended to *The Billboard* and trade press for coverage of the field during the year. Resolutions also included a recommendation that minimum purses for harness racing be \$300 and that if any speed department makes two divisions of any race because of large entries an addition of 50 per cent of the original purse be made. Starting method of the Grand Circuit was recommended for trial at half-mile tracks to determine whether it appears practicable. Resolutions committee was **Frank E. Kirkpatrick**, chairman; **T. A. Billingsley**, **N. E. Stuckey** and **B. E. Hartman**.

Attractions Representatives

Among attractions people and allied interests represented were **J. R. Edwards**, rides and shows; **F. E. Gooding Amusement Company**; **Floyd E. Gooding**, **James F. Murphy**, **E. W. Weaver**, **Felix Bley**, **Ed Drumm**, **W. J. Goutermout**; **R. K. Gooding**, rides; **William G. Dumas**, **Happyland Shows**; **J. C. McCaffery**, **Rubin & Cherry Exposition**; **Roy Howard**, rides; **J. M. Thompson Company**; **William C. (Bill) Fleming**, **H. William Pollack Poster Print**; **A. E. Selden**, "Stratosphere Man"; **Fair Publishing House**, **J. E. Harris Company**, **Raum's Circus and Rodeo**, **Jack Raum**, **Harrison Company**, **American Fireworks Display Manufacturing Company**; **Easter's Attractions**, **Charles Easter**; **Barnes-Carruthers Fair Booking Association**, **Sam J. Levy**; **Hudson Fireworks Company**, **Harry Lessinger**; **Hagler Sound Equipment Company**; **WLS Barn Dance**, **Earl Kurtze**; **United Booking Association**, **Mr. and Mrs. Henry H. Lueders**; **Claude R. Ellis**, *The Billboard*, Cincinnati; **Gus Sun Booking Exchange**, **Gus Sun**, **Gus Sun Jr.**, **Bob Shaw**, **W. C. (Billy) Senior**; **Cy Milliken**, "The Buckeye Rube"; **H. C. Ross Radio Sound Service**; **Regalia Manufacturing Company**; **Ohio Fireworks Display Company**; **Gus Sun Rodeo**, **Harry Taylor**; **Fred Terry**, Indianapolis; **John Galligan**, concessions.

Pickups of Convention

The outdoor show contingent felt honored by the presence of **J. C. McCaffery**, general representative of **Rubin & Cherry Exposition** and new president of the **Showmen's League of America**. **Mac**, who was not "after" anything, said he just came along to keep **Sam Levv** company. **Floyd Gooding** announced a No. 3 unit

of his shows, to be piloted by **Felix Bley** and to be called **American Exposition Shows**.

Hudson Fireworks reported closing contracts with **Marion and Wapakoneta**. **Bill Dumas**, co-owner of the **Happyland Shows**, stopped off on his way to the **Michigan fairs** meeting in **Detroit** and, he hoped, another top season.

Harry B. Kelley and **Andy Adams**, **Hillsdale, Mich.**, horse enthusiasts and members of **Michigan State Fair board**, were mixing. Two good fair men.

Charlie Easter said the faces sure do change as the meetings come around, and they sure do!

The charming mother of "Stratosphere Man" **Selden** is his almost constant companion in season and out.

Cy Milliken, who has rubbed for years, had all but one week filled for the 1937 season.

John Galligan, who calls **Columbus** his home but whose concessions have a much wider range, was rounding 'em up for **Showmen's League** memberships. Looks like a serious contender for that grand prize.

Win (The Wonder) Kinnan certainly is a star utility man for the **Ohio association**. Always on the job and putting final touches to arrangements. Also a good M-G-R organ engineer.

Floyd Gooding's huge **Merry-Go-Round** organ, roaring full blast in the convention hall, was a perfect bally with a familiar touch that rounded up the laggards for business sessions.

It was unanimously voted that as a poet **Harry Kahn** is a wonderful secretary of **Auglaize County Fair**, **Wapakoneta**.

The association's banquet humorist, **Rev. William Derr**, Cincinnati, also uses **Scotch** stories. Said a **Scot** walked 17 miles to a baseball game and missed it. Too tired to climb the fence!

Dungannon's Seventh Annual

DUNGANNON, Va., Jan. 16. — The **Scott County Fair** will be held here next September, it was decided at the annual meeting of the members of the association. It will be the seventh such annual event held at **Dungannon**.

The following officers and directors were named to have charge of the fair: Executive committee, president, **W. H. Goan**, Gate City; vice-president, **A. D. Bragg Jr.**, **Dungannon**; treasurer, **W. F. C. Blackwell**, **Dungannon**; secretary and general manager, **H. L. Stallard**, **Dungannon**; assistant secretary, **C. W. Compton**, **Wood**; directors, **W. H. Goan**, **H. B. Blackwell**, **J. M. Craft**, **E. M. Keith**, **W. F. Fraley**, **A. B. Smith**, **A. D. Bragg Jr.**, **I. W. Larkey**, **B. L. Moore**, **T. M. McConnell**, **W. F. C. Blackwell**, **P. L. Cox**, **K. F. Boatright**, **A. C. Elliott**, **R. L. Tomlinson**.

Contract was closed with the **B. & B. Shows** as the midway attraction.

New Training Barn for Marie's Animal Circus

EDWARDSBURG, Mich., Jan. 16.—A new ring barn, 30 by 40 feet, is nearing completion here for **Marie's Marvel Dogs and Animal Circus** while work has already begun on a new 20 by 20-foot animal house. The unit, after enjoying a good outdoor season, is booked to work indoor dates, vaudeville, etc., until early spring.

Training of new dogs, goats, monkeys and bears will get under way soon. A number of contracts have already been signed for 1937 fairs and celebrations.

Frisco Bids to Educators

SAN FRANCISCO, Jan. 16.—Educational exhibits and participation by educators of the world are to be sought by the 1939 **Golden Gate International Exposition**. In launching this program **Leland W. Cutler**, president of the exposition company, appointed **Joseph P. Nourse**, superintendent of **San Francisco schools**, to head an executive committee of educators. **Dr. Einar Jacobsen**, superintendent of **Oakland (Calif.) schools**, has been made vice-president.

BILLY DE ARMO and **Margie**, jugglers, who played ten weeks of fairs for **Gus Sun Exchange** last season and who will be under the **Sun banner** in 1937, are playing night spots in and around **Cincinnati**.

NEW YORK, Jan. 16.—Five **Albanis**, motorcycle act, announced here this week that they open an eight-week engagement on **April 19** at the annual **Yokohama Exposition** in **Japan**. Booked thru **Dave Solti**, of the **George A. Hamid** office.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

Popularity of Personal Appeal Premiums Aids Mdse. Industry

The revival of demand for premiums of personal appeal, or items that meet individual wants, has not only broadened the merchandise market greatly in recent months, but provides the industry once more with a fair margin of profit.

The appeal of premiums that meet the personal needs or desires of both men and women presents merchandisers an opportunity too good to pass up, with the result that this class of goods is in greater demand than ever. More and more premium-users are learning that the use of personal appeal articles in gaining the patronage of both men and women is a most efficient, economical medium. To take care of this demand a lengthy array of new, attractive and useful goods has been made available. Included in this group, largely made up of semi-luxury merchandise, are such items as military sets, fitted bags, flash-light key cases, quality dresser sets, novelty clocks, overnight bags, quality ash trays, cocktail shakers, desk files, fancy

diaries, perfume atomizers, pocket knives, compacts, electric shavers, etc.

A wide variety of prizes and goods of personal appeal is being constantly added by premium and specialty houses. That they are successful in enhancing the greater use of this type of premium is indicated by the varied types of promotion in which it is used.

Bureau Report Shows East Ahead in Daily Sales

WASHINGTON, Jan. 16.—Daily average sales in small towns and rural areas for November, 1936, showed a larger increase in the East than in other parts of the country, as compared with November, 1935. Estimates of the Bureau of Commerce of Foreign and Domestic Commerce, based on dollar value of rural chain-store and mail-order sales, indicate that sales in the East were 30 per cent above November, 1935, as compared with an increase of about 18 per cent for the country as a whole. The lowest increase, about 11 per cent, was recorded in the Far West.

The percentage change in sales from October to November varied greatly in the different regions and ranged from a contra-seasonal increase of 3 per cent for the East to a more than seasonal decrease of 13 per cent for the South. The seasonally adjusted indices, therefore, receded from October to November for all regions excepting the East. However, October sales were marked high for all regions.

Sales in the East include those made in the territory lying east of the Ohio River and north of the Virginia-North Carolina line; in the South, those made in States south of the Ohio River, east of the Mississippi, and Arkansas, Louisiana and Texas; in the Far West, those in the seven States lying west of the Rocky Mountains. Sales made in the remaining States are included in the Middle Western group.

Slight Retail Gain Marks Trade Trend

Considering the unfavorable weather retail activity in most sections of the country last week was very good, with the rising level of retail totals being checked to some extent in several areas by climatic conditions, according to reports from the various Federal Reserve districts. Consumer response to special promotions was fairly brisk and the volume of purchasing generally was ahead of last year in most sections.

Depleted retail stocks and excellent prospects for a heavy volume of spring buying stimulated activity in the wholesale markets. Merchandise for immediate delivery for special promotional events was in good demand. Bank clearings showed substantial gains over the totals for the corresponding period last year and, due to the mild weather, building operations continued at a high rate in many areas.

More Biz, More Dough; Philly Mint Sets Record

PHILADELPHIA, Jan. 16.—No wonder 1936 was a banner year for business when Mrs. Nellie Taylor Ross, director of the U. S. Mint, calmly announces that there was much more money in circulation. The Philadelphia mint, she said, last year produced more coins than were ever struck in a single year by the nation's three mints combined, with the single exception of 1929. As the nation's chief coinage depot, the mint here in 1936 struck off four out of every five new coins minted in the United States, exceeding the Denver and San Francisco mints by that average, or being credited with 570,411,072 out of a total 733,976,721 pieces.

In addition to this tidy little sum, representing \$40,000,000, the stamping machines found time to handle all the odd jobs of minting that Uncle Sam does

Demand for Toilet Articles

The steady improvement in the demand for better beauty and toilet merchandise, which began during the Christmas period of 1935, continued consistently during 1936, according to H. L. Brooks, president of the Toilet Goods Association. This culminated in the last few weeks, he said, in the best demand in five years for the better and more expensive packages, including compacts, lipsticks, lotions, face and cold creams and the like. So insistent has (See DEMAND FOR on page 63)

Mdse. Scores At Convention

Enthusiasm of buyers, visitors general—radio displays lead—many orders

CHICAGO, Jan. 16.—Buyers and visitors at the ninth annual convention of the National Association of Coin Operated Machine Manufacturers went gaga over the beautiful and complete lines of merchandise displays. According to the somewhat surprised exhibitors, operators not only looked interested but purchased every conceivable type of prize and acted as tho the sky was the limit as far as quality and price were concerned.

The salesboard booths were admired by hundreds of enthusiastic buyers. Interest in this field naturally had a favorable reaction on the straight merchandise exhibitors.

Radio displays, four in number, no doubt created the most comment. Never before has there been such an array of new ideas and new designs in the radio line. Brilliant lighted glass models and handsome wood cabinets, all manufactured exclusively to satisfy the operators' desire for flash as well as quality, pushed every pre-convention model into the background. From all indications 1937 will see far more use of radios in the coin machine and salesboard field than 1936. All exhibitors reported good business and a few showed *The Billboard* reporter orders for from 25 to 100 radios.

But the general lines of merchandise certainly did not suffer. Leather goods, clocks, stuffed animals, chromium ware, china and other prizes were all given far more than average consideration.

According to the exhibitors, quality merchandise was almost unanimously favored. Medium priced goods, of course, were the most popular, but high priced stuff sold better than the low priced.

The merchandise exhibitors at the show were N. Shure, general line; Simon Bros. & Company, general line; Joseph Hagn, general line; Jasper Brokerage, general line featuring radios; J. M. Bregstone, general line featuring radios; Paris Bead and Novelty, general line; Climax Radio Corporation, radios; Philip Florina Leather Goods, leather goods, and Cord-Melane, radios.

Valentine Novelties Getting Good Play

Following the venture of some premium men, digger operators and others last year in offering special St. Valentine Day premiums and prizes, wholesale supply houses and manufacturers are making a decidedly definite play for a share of this business this year.

While St. Valentine's Day is one of the most important gift-giving occasions of the year, this market has previously been pretty well confined to floral, confectionery, stationery and novelty card lines, for the simple reason that no concerted effort has been made by other lines to capitalize on this business until recently. Premium, prize and novelty people are among the most aggressive this year in stepping into this open market and plan to take a very good portion of the growing business to be secured from the public. A great many novelties featuring hearts and cupids, love messages and sentiments of various sorts are in demand for the early days of February. Manufacturers have come to the aid of the industry by introducing many such new items, while novelty outlets and supply houses thru heavy sales promotion have given early impetus to volume in these lines. These efforts are also (See VALENTINE NOVELTIES page 63)

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

I HAVE given the weather reports the once over: In the East the situation has been fairly satisfactory. Little or no snow from New York southward, with outdoor pitches remaining active. North of New York there has been some snow and plenty in some parts of New England. Winter resorts are getting active. The Middle West seems to have normal snow conditions, but a few bad falls have taken place in the North and Northwest. In these sections snow has interrupted outdoor activities in the small towns. The medium-sized and bigger places kept going and several operators report good business. In the South weather conditions have been good and there has been plenty to do for pitchmen. Men, who know their weather, say it is all just as it should be and that the trade has had a few extra weeks which will make the winter so much easier to bear. It's the sort of weather that makes one think that spring will find the farmers in the right mood. Business will be active as soon as the warm weather comes.

When these notes are published we shall be half into January. That is the time when the more active operators begin to study their summer assortments. Judging from conditions in the New York market these will be a great deal more varied than for many years. Most men feel that they will need a larger selection this coming summer than during the last few seasons, because the crowds will be bigger and they will be more choosy. I think this sizes the situation up pretty nicely. Anyone who has been watching the crowds in the indoor pitches this winter will bear me out that customers know what they want. The merchandise on display is often a greater attraction than the game. The crowd wants better articles and more of them. Buyers say that they have not seen many novelties. If they haven't I fear they haven't looked at the right place. Of course, this whole business is undergoing many changes. Some manufacturers are only now discovering that there is such a thing as the carnival trade, and they don't know yet quite what to do with it, but the premium business has been expanding immensely during the last few months.

Have you noticed what's going on in the 5 and 10 trade? If you have not your time will be well spent looking over a few stores of that description. It will be an eye opener in many respects. I am mentioning this merely as an indication of what the public wants. Carnival merchandising will be forced to fall in line. If the 5 and 10s have taken to selling \$1 items the time has come for carnival men to do a little trade-upping on their own. I think that they can spend more on their leaders and they might go in more for seasonal articles than they have done in the past.

Let's look over the notebook for a few reminders. Hookas are selling again. This time it is the real Oriental water pipe and not just a glorified cigaret holder with a piece of hose attached to it. Oriental designs are the fashion generally. They creep out in all directions in fabrics, jewelry, hair ornaments, millinery and beach wear. I think they will be the rage this summer in seaside resorts. This should be a good year for Oriental charms. I would keep an eye on men's articles. Prize displays have been overloaded with women's goods and home furnishings for too long a time and a reaction is due. A big seller is a combination of a tie, a tobacco pouch of the same material and a pipe, packed all in one box. Women will want small handbags this summer and the colored variety is likely to find more attention. It's a great jewelry year all around, with sales running to astonishing heights. Bangles, belts and clasps are in the lead. I know of several carnival operators who will take up jewelry this summer in a big way.

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.

Pictorial Statues

A remarkable novelty process whereby any ordinary snapshot or other photo of adult, child or pet is transformed into a lifelike, natural color miniature photo statue, has just been introduced to the trade by Pictorial Statues of America, Inc. The new process is said to retain every detail of character and natural expression of the subject in a material that is permanent and practically indestructible. The pictorial statues are so lifelike that it is just like seeing the person before your eyes, reports have it, and the idea is so appealing that tremendous early demand has come from people in offices and homes.

For Milady's Boudoir

Here is an attractive bowl for use on ladies' dressing tables, finished in rich black, or blue, red or green or any reasonable color. May even be finished to order. The big feature is that it perfumes the room for several months—it lasts. Scent is a rare, pleasing flower odor, and other scents can be furnished. Also can be supplied in larger size for beauty parlors and office use, and still larger sizes for hotel and theater lobbies at, of course, more money. Refills can be furnished when needed.

Western Ax-Knife

A sportsman's utility item, the Western Ax-Knife, is a new item that is going over big with the digger machine, salesboard and premium industry. The ax-knife is inclosed in a heavy tooled leather sheath fitted for attaching to a belt and has a five-inch blade. The blade and ax interchange with the handle, and a small positive catch in front of the handle permits release of the blade or ax for interchanging. The over-all size of the ax fitted in the handle is 10 1/4 inches, with a full-size grip and handle of non-breakable pearl composition. Western States Cutlery and Manufacturing Company, the maker, states the price is remarkably low to the trade.

Rocket-Gyro

Every kiddie that sees one of these novel air toys wants one "right now." It is made of basswood veneer and metal and is of truly sturdy construction. Hilbert-Hoffheimer & Company offer this sure-fire item to the trade at an attractive price and it should be a great sales stimulator on any counter.

Pack Holder-Lighter Combo

Edro Manufacturing, Inc., has come thru with an item that has appeal for every cigaret smoker. It is a package holder that protects the cigarets from bruising and keeps the pocket or purse free from crumbs, combined with a lighter—the two-in-one. No more fumbling for a cigaret, fishing for a pad of matches or a separate lighter—it is simple and positive with nothing to get out of order. This combo should be a good item for premium use as well as for pitchmen.

Rex Cleaner

Rex is snow white, a clean and pure product, manufactured by Waddell's Rex Product Company. It is reputed to clean everything within the home, shop and garage. Its quick dissolution in hot or cold water saves time and labor in cleaning household equipment and utensils, and when used in the refrigerator leaves it sweet and clean. Stains, grease spots, etc., on carpets and rugs are easily and quickly removed with Rex. The protection Rex offers in keeping the hands soft is a special inducement for the housewife, and it is perfect for an invigorating, refreshing and cleansing bath. The Waddell Company has been established for the last 30 years in the manufacture of cleaning products. In offering Rex product to the public they consider it the best cleaner to wreck dirt. Agents are find-

ing this to be one of their best profit-making items. It is a natural for stores, taverns and other places where glassware and china are used. It contains no animal fat whatsoever. It is triple refined. Company will furnish details to all interested.

Handy Scraper

McGill Metal Products Company offers multiple-scraper gadget that should prove a natural for premium use. Made of heavy gauge metal, it securely holds and locks a razor blade in any one of five positions, and the handle comfortably fits into the hand. The gadget scrapes paint, dirt and oil; cleans windows or windshields and is used by painters, janitors, porters, housewives, etc. It is a handy item to have in the shipping room, home, office, store, garage or factory. Samples and quotations will be sent on request.

Donald Duck

The most popular of all Walt Disney's *Silly Symphony* characters is now available to retailers in the Donald Duck Deal offered by Paas Dye Company. Donald is 18 inches high, made of beautiful blue and white velvet and is stuffed with the finest Kapok. His feet and bill are of water-proof material. This particular toy duck has been designed exclusively for Paas Dye Company and is obtainable only thru its Donald Duck Deal, which consists of one duck, 100 assorted packages of Easter egg decorations and a colorful Disney counter display piece.

Welding-Soldering Tool

A new welding and soldering tool is being marketed by the Arc Weld and Solder Torch Company, designed particularly for distribution thru premium and dealer outlets. The item has been used to date by a national magazine as a premium feature. A small hand tool, operating from an automobile generator or battery on the usual six-volt current, is used. It is capable of doing all typical light welding work and in addition has a multitude of secondary uses. Among these are instantaneous soldering work, marking of tools for protection and identification and light metal cutting.

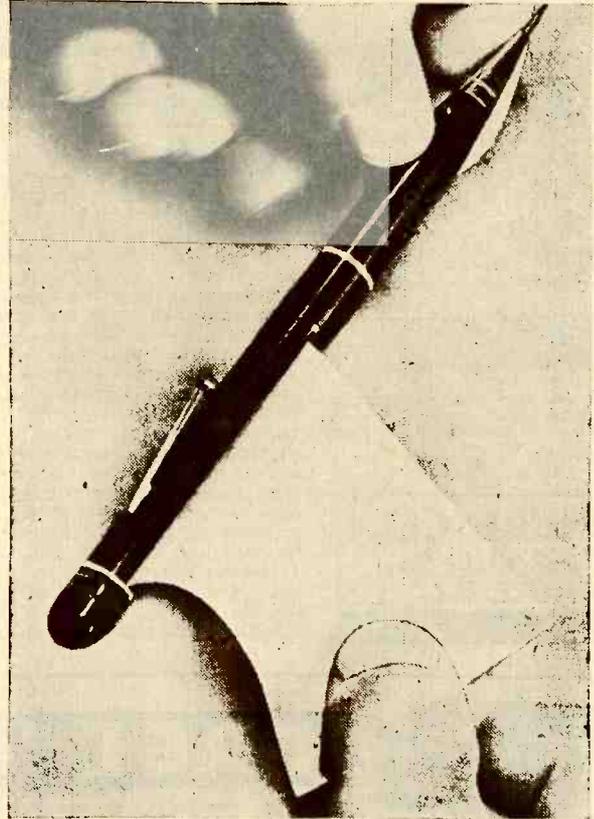
Electric Steam Iron

The new electric steam iron invented by a man in St. Louis is causing quite a furor in the selling and premium field. Rumors have it that it took six and a half long years to bring the ingenious device to a state of perfection. It operates by electricity, the same as any iron, but has a reservoir holding enough water to last an hour. When the iron is heated the steam generated jets thru pin-point holes in the base of the iron. The resulting moisture eliminates the necessity of sprinkling or the use of a damp cloth and still gives a perfect press. Steam-Electric Sales Company is the manufacturer and seller.

Plastic Wood Products

A completely new line of novelty products is being introduced by the Burwood Sales Company, specializing in a new molded product that resembles natural wood carving. A plastic material, formed largely of wood, is used and the basis of the work is actual wood carving, based upon detailed drawings. Craftsmanship in the master design has been secured by the employment of a single carver, brought here from Germany because of his unusual skill in the art. After the wood carving is finished a die is made from the original, and from this the replicas are made in quantity production methods. A hydraulic press is used, pressing the plastic material into the required shape. Every aspect of the original individualized wood carving is reproduced, even to the knotty surfaces, and only careful examination will disclose the difference. The reproduction

THE ROSS - MEMO PENCIL



PATENTED.

FIRST COMPLETE WRITING UNIT

What a Convenience! PAPER and PENCIL IN ONE
The One Pencil THAT HAS REALLY CAUSED A SENSATION!

Memo paper always at your finger tips—in a beautiful black and gold mechanical pencil—standard size—also contains extra leads and eraser. Reloads in a jiffy with paper enough for days. A simple turn brings any desired length of paper, ready to be torn off for instant use. The pencil retails for \$1.00 and includes a box of six refills, each refill containing nearly a yard of paper. Special Prices on 1 Dozen—8 Dozen—and 1 Gross Quantities. Sample Pencil and Refills will be sent on receipt of \$1.00.

R. W. ROSS MANUFACTURING CORP.
11 W. 42d St. (Dept. B.B.) New York City

THE SMALLEST MIDGET RADIO MADE

EXACT SIZE 7-7/16x4 1/2x5 3/4
WITH A DYNAMIC SPEAKER

- Striped Walnut Cabinet
- New Style Zephyr Dial
- Side Method Tuning
- Litz Wound Coils
- Exceptional Sensitivity
- Hair Line Selectivity
- Moving Coil Dynamic Speaker
- Filtered Signal Detector
- Tremendous Volume
- 43 Pentode Output
- R. C. A. Licensed Tubes
- Exclusive Style
- Original Design
- Set and Tubes Guaranteed

You Don't
Need Any
Free Trials,
Our Sets
Really
Work. Con-
tinuous re-
peat orders
is our best
proof.

Send for
New
Catalog



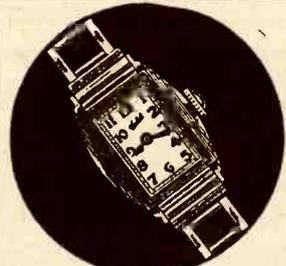
Model 4DW.
\$6.10 each \$6.75 each

in lots of six samples
F. O. B. N. Y. 25% deposit

PLAYLAND SUPPLY CO.
118 East 28th St. New York City

The Smallest Radio in the world with a full sized 5" Dynamic Speaker

is then dried, polished and painted just as the natural woodwork would be. Any of the intricate designs of wood carving may be reproduced by this method. Because of the great labor involved in carving, such items have hardly ever been available for general distribution in the popular-priced novelty field, but this new process makes it possible to produce them in such quantities that low cost can be secured. Among the items so far designed, a series of impressive plaques have been most notable. These use heavy relief, and are usually in a dark brown finish, with a variety of colors for the relief work. Other items include emblems of many types, small animals as souvenirs; book ends, including animal, Indian and other figures; totem poles, tie racks, picture frames, clock cases, cigaret trays and paper weights. The possibilities are endless. Many of these items have been designed specifically as advertising novelties, and desired mottoes may be inscribed or even carved upon them.

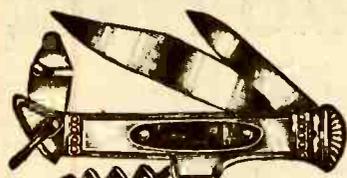


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COMBINATION GLASS CUTTER KNIFE—Two Blades, Clip and Pen, Glass Cutter and Corksaw. Nickel Finish. Metal Handle. Center with Fancy Colored Celluloid Inlay, Equipped with Shackles for Chain. Size of Knife Closed, 3 1/2". One Dozen in Package.

B10C178.
PER GROSS **12.00** PER DOZEN **1.05**



MIDGET VEST POCKET FLASHLIGHT—3" overall. Metal Case, enameled in colors, nickle-plated ends. Complete with Bulb and Battery. 2 Dozen assorted colors in carton.

B4012. PER GROSS **9.75**

N. SHURE CO.
Adams and Wells Sts.,
CHICAGO, ILL.

NOTES from SUPPLY HOUSES

The Goldfarb Novelty Company formally dedicated its new headquarters at 20 West 23d street, New York, on Saturday, January 9. From morning until well on into the evening visitors from all parts of the country appeared to extend their felicitations to the Goldfarbs on their new departure. Everyone connected with the premium and novelty trade either came in person or sent flowers or telegrams. A well-known New York caterer furnished refreshments to satisfy every taste and desire, and as time wore on the establishment began to assume the aspects of a night club, professional musicians and entertainers appearing. The Goldfarb establishment with entirely new fixtures and modern appointments is an addition to the fast-growing novelty center, which seems to be forming between the two squares (Madison and Union) in the midtown area of New York. This reception had a double purpose. Coincident with the opening of the new Goldfarb emporium

the event marked the farewell to bachelordom of Phil Goldfarb, of the firm, who was married the day after the festivities. The Goldfarbs in their new plant have added many new departments and lines. Firm, now in its 15th year, began in a small way on Park Row and has enjoyed a steady growth since its inception. Samuel Goldfarb before founding his own business was associated with other firms in the line and is regarded an expert in the field. His two sons, Phil and Saul, are very active in the affairs of the company.

Shaking off holiday lethargy wholesale merchandisers in the Philadelphia trading area continued to push ahead last week. While activity was comparatively quiet, already preparations for the spring season and the Easter trade moved upward at an accelerated tempo. Compared with the corresponding week of 1936 all major indices were higher. Department stores gained 24.5 per cent over a year ago and the specialty shops increased their business 63.9 per cent over the same week in 1936, the trade gains more than offsetting the trade slump after the Christmas rush.

A novelty shop and gift bazaar has been opened up at 414 North Gay street, Knoxville, Tenn., known as the H. & D. Novelty Company. N. Jack Hubbard and Arthur E. Davis are the two partners who have efficiently conducted business for years in the States of Kentucky, Virginia, West Virginia and Tennessee. The new store's merchandise covers a complete stock of novelty goods for the amusement games field, in addition to which candy specialties and digger supply merchandise are also distributed. The firm has six men traveling the territory.

Stimulated by the greatest outpouring of dividends, bonuses and salary increases since start of depression, holiday retail trade in electrical appliances reached the highest total since 1930. Sales were well ahead of last year, with many distributors completely sold out of certain items, especially table appliances. Radio sets remained the leader among equipment sales, and household appliance sales went over the top with wide margins as compared with the previous year. With the flood of orders for diversified electrical products undiminishing, the general business outlook for 1937 is highly optimistic.

Messrs. Milton D. Myer Company, which controls the Myco Razor Blade Company, has moved from 433 Fourth avenue to 332 Third avenue and is now in its five-story building, well prepared to take care of the increased business which necessitated the move to more spacious quarters. Company carries a full line of toys, novelties, drug sundries, circus, carnival and pitchmen's supplies in addition to all kinds of seasonal goods. Milton D. Myer Company has been established in Pittsburgh for many years.

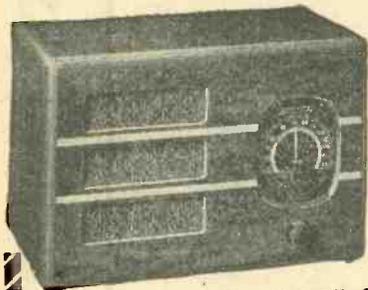
A new line of decalcomania chinaware for premium distribution has just been placed on the market under the Leighware Brand. This is said to be the first time that a decalcomania process has been used for any premium class of china because of the usual high price of such processes. The process itself is one of transferring the design from an original pattern, usually transfer paper, onto the glass or chinaware, and gives unusual qualities of color in the finished product. For this reason it has become extremely popular, especially with women, in recent years, and its advent in premium lines indicates a new trend toward better class premium possibilities. The first design produced is the Royal Delight, a delicate floral pattern with a larger center piece, with conventional figured border. The border of the entire plate is done in a rich pattern of white gold, 22 carat. This set is offered in a 60-piece combination.

RCA Victor opened its new year's selling campaign with the introduction of 17 new radio models, including four automobile radios, and built a dealer-tie-in merchandising program in connection with radio programs to exploit the new line. Home models include six of the table type and seven console instruments accented by lighter cabinet finishes and more curves in cabinet design. All features of the sets are found in models even of low price and the auto sets incorporate the Magic Voice principle to reception on the road, eliminating distortion caused by back-speaker sound.

Presenting a wide selection of popular priced models from 4 to 14 tubes, with many new ideas in cabinetry and design,

the latest catalog of the Silver Manufacturing Company is the answer to any operator's prayer. This illustrated catalog flashes a couple of eye-fuls of knockout models which cover every need. It is complete as regards description and information and it cuts selling time just about in half. The catalogs come with blank spaces in which operators can stamp or imprint their own names, making it in effect their own catalog. List prices are shown in every case, with a separate confidential price list which enables the operator or salesman to figure his profit at a glance. In addition to a complete line of home radios, both table and console models, this catalog also branches out into the auto radio and farm radio fields with a complete coverage of sets in these classifications. Featured for 1937 are electric tuning "eye" models, full foreign reception, automatic volume control, powerful new tubes used in conjunction with metal tubes, tone control and models which embody the last word in streamlining. Topping it all is a sensational five-day free-trial offer which should make a prime "convincer" in knocking off those wavering buyers. During this trial these sets can be put thru every test and examined carefully—certainly proof enough that the Silver folks have a world of confidence in their merchandise. In addition there is a one-year guarantee on all parts—tubes three months.

The Schreiber Merchandising Company, a wholesale concern, handling general merchandise lines for the carnival trade, has found business so good since its opening at 220 West 12th street seven weeks ago that a move to larger quarters is being made. H. Schreiber, owner of the business, leased for a long term thru Max Skeer, broker, sample rooms, office and storerooms at 1010 Broadway. Schreiber, with a background of several years in his line, expressed himself as well pleased with conditions in Kansas City and looks forward to still better conditions.



Size: 11 1/4 x 7 1/4 x 6.

GENERAL WIRELESS LABORATORIES, Inc.

240 W. 23rd St. (Dept. 1-8) New York, N. Y.

FREE 5 DAY TRIAL NEW 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. C. A. Licensed Tubes—one Metal. No aerial or ground needed. A. C. D. C. Packed in air cushioned cartons.
FREE! NEW 1937 CATALOG
Genuine General's Build Business.

\$6.45 LOTS OF SIX
\$6.95 SAMPLE SET

25% with order, balance C. O. D. Remember—Satisfaction or Money Refunded.

PROFIT MAKERS FOR PITCHMEN AND STREET WORKERS

THAT ARE SURE TO GET THE MONEY



FLOROSCOPE
B1384—Floroscope. Tube made of nickel-plated metal, brightly polished. Possesses high magnifying power. An excellent item for demonstrators. Complete with steel pick that can be used for handling small insects.
Per Dozen, \$ 2.10
Per Gross, 24.00



B1787—Czech 3-Blade Toothpick Knives. Gross. . . . \$1.35
B1789—Czech 5-Blade Toothpick Knives. Gross. . . . \$1.50
B3486—Keen-Edge Knife and Scissors Sharpener. Gross. \$11.00
B2459—Movable Hand Wrist Watch, individually bxd. Gr. \$3.50

MINIATURE CHARMS

B2319—Donkey Charm with Silk Cord. Per Gro. 75c
B2326—Elephant Charms with Silk Cord. Per Gro. 85c



GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

BINGO

NEW 1,000 Series BINGO CARD, 7 Colors
\$1.25 Set

Lap Cards, Markers, Tote Boards, Public Address Systems.
Send 25c for Details and Samples.

J. E. WALSH, 30 W. 22nd St., New York City

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.

EXCEPTIONAL VALUE!
ROYAL KNIGHT \$3.50 per 1000
BLUE BLADES D. E.-20-5's. Cellophaned. In Display Box.
UNIFORM QUALITY!!!
25% Deposit on C. O. D.'s, Incl. Postage.
CHAMPION SPECIALTY CO.

- Finest Line at Lowest Prices for House-to-House Canvasers, Wagon Salesmen, Agents, Pitchmen.
- **SIDELINE MERCHANDISE.** Extra Special. Gross. . . . **75c**
- **SINGLE EDGE BLADES, Cello.** 20 Pks. 4 in. Per display card. . . . **65c**
- **DOUBLE EDGE BLADES, Cello.** 20 Pks. 5 in. Per display card. . . . **40c**
- 1937 CATALOG FREE—WRITE.

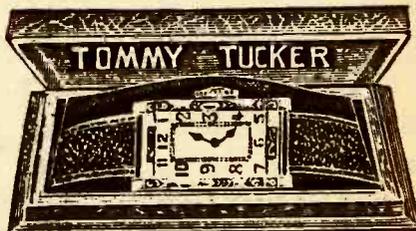
814-W Central St., Kansas City, Mo.

INVENTORY SALE

Bingo & Salesboard Closeouts

- 3-Pc. ENAMELED DRESSER SETS (\$3.50 Value). Each. . . . **\$1.65** (Fancy Display Box for Same, Each 85c)
- 3-Pc. DRESSER SETS (\$1.00 Value). Each. . . . **50c**
- 3-Pc. MANICURE SETS (50c Value). Each. . . . **35c**
- China Figure BOUDOIR LAMP & SHADE (75c Value). Each. . . . **50c**
- MEN'S TOURIST SETS, 5-Pc. (75c Value). Each. . . . **40c**
- 3-in-1 COMBINATION CHROMIUM FLASHLIGHTS, Complete with Battery (\$2.00 Value). Each. . . . **85c**
- BELL TABLE LAMPS, Gift & Chromium (\$1.50 Value). Each. . . . **85c**
- GENUINE PIGSKIN WALLETS (25c Value). Each. . . . **7c**

25% Deposit With Orders, Bal. C. O. D.
J. C. MARGOLIS
912-920 Broadway, NEW YORK CITY.



Best Buy of the Year \$25 EA.

THINK OF IT!
A De Luxe Rebuilt Watch With 6-J Lever Movement. **\$25 Doz.**
GUARANTEED to keep correct time. Beautiful new genuine Illinois case. Every watch individually boxed.

Send for sample watch -- see for yourself!
TUCKER-LOWENTHAL, Inc.
Wholesale Jewelers,
5 South Wabash Ave., CHICAGO.

Sell VALENTINES

Share in the Profits.

Comics are in BIG demand

X3495 — Comic Valentines, 144 Designs. Size 7x10 inches, printed 4 colors on newspaper, 1 complete assortment to the printed envelope. Packed 1 Gross in Package. 10-Gross Lots, Gross (Postage Extra) **40c**

PER GROSS (Postpaid), 55c.
Complete Price List Upon Request.
Deposit is Required on All C. O. D. Orders.

LEVIN BROTHERS

TERRE HAUTE, INDIANA

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

Handbag Industry Enjoyed Big Year

Business in the handbag industry in 1936 was the best since the peak year of 1929, according to A. Mittenthal, director of the National Authority for the Ladies' Handbag Industry. The increase in sales volume averaged from 15 to 20 per cent and was general in all price lines, he said. Fall buying began in August and continued steadily thruout the fall to the middle of December.

With little or no stock of finished bags left at the end of the season manufacturers are very optimistic about business for 1937, and many are planning expansion, in order to meet the demands of wholesalers, several of whom were caught short during the past buying season.

VALENTINE NOVELTIES

(Continued from page 60) stimulating the demand for gift items, attractively packaged in Valentine dress to be sent along with, or in place of, the usual sentiment. In this connection, sales of jewelry of the novelty amusing type, ornate sentiments and tricky novelties with a Valentine flavor are beginning to feel the stimulating effects of promotion, not to mention the staple gift items suitable for giving on any occasion.

DEMAND FOR

(Continued from page 60) been this demand that production for replacement needs is expected to be unusually active during the early months of 1937.

PACIFIC COAST

(Continued from page 55) short talks. President Wright then addressed the gathering and set forth his ideas as to how many things for the good of this organization could be accomplished. He said that every member of any committee had a definite responsibility of doing in a businesslike manner the duties that he assumed. The business affairs of the organization he stated would be run along strictly business lines. A membership of 1,200 was the goal set and the maintenance of the fine condition of the organization's finances was announced.

Announcement of the first big hikes of the winter with Claude Barie, chairman, was decided upon. As the quarters would be much too small for the event the committee was ordered to look for a suitable place easily accessible in the downtown district. Plans for dance and floor show were made.

The weekly award, a very nice sum, went to C. L. Qualls. After adjournment, buffet luncheons and refreshments were served by Jimmie Dunn, Ted LaFors, Harry B. Levine, Jack Bigelow and Will Z. Smith.

There will be every effort made this year to take seriously the matter of increasing the membership by intelligently selling to eligibles the importance of being members of this showmen's organization, not the mere asking for the membership fee from the prospect, but really telling him of the objective and stressing the potent fact that there are enough showfolk eligible for memberships in the several fine showmen's organizations.

LOS ANGELES

(Continued from page 55) to open with Wright's Golden State Shows.

Jimmie Scruggs, of Thomaston, Ga., goes with Hilderbrand.

Red McKittrick in from Boise, Ida. He is going to Marion, O., where he has picture work booked.

Stanley Cole is a winter sojourner who goes with Hilderbrand, as does Fred Stewart.

C. F. Corey will be with Intermountain Shows. Al Ronnow says he has several prospects.

Mack Zeitlin, the scale man, is visiting here.

All agents and other carnival executives in town are holding daily huddles.

Andy Hines, in from Alameda, Calif., will be located at Neptune Beach, Calif.

Bert Francis, of the Monte Young Shows, will wait a while before returning to get the show under way.

John Dimick will be with Beckmann & Gerety again.

William Shullman leaves for Shreveport, La., to join Hennies Bros. Shows. Sam Caldwell is here awaiting the opening of a show.

John Davis goes to the West Coast Shows.

Harry L. Gordon, general agent of the Higgins' West Coast Shows, recently joined the Coast defenders and is being shown around by Joe De Mouchelle and Will Wright.

Harry Taylor has signed with Clark's Shows. Frank Forrest will have three shows with this outfit.

Eddie Conners at present is working on a local promotion. Will go to the Royal American Shows, while it's Will Wright's Golden State Shows for Norman Burps.

Pinkey Blitz goes with Conklin's All-Canadian Shows.

Harry Rogers is planning a trip to his home town, Baltimore, before joining the C. F. Zeiger Shows.

Sammy Boswitz reports from Redondo Beach and declares he will increase his concession holdings at that resort.

N. B. Robinson will go to the Tidwell Shows.

Hank Carlyle has signed with Tex Cordell and Harry Sebers World's Fair Shows.

Fritz Lecardo goes to the West Coast Amusement Company.

William R. Snapp, of Snapp Bros. Shows, is visiting here and in Southern California.

Myles Nelson reports that he will be with Hilderbrand.

Herb Sucher is undecided about connections.

Will D. Corbett will be with Golden Gate Shows.

Johnny Branson is at winter quarters. Bill Llewellyn has again opened the magic shop on Venice Pier.

Mike McAndrews is planning several new ideas for the opening at Venice, Calif.

Bill Woolems will be at the Great Lakes Exposition this season.

Joe Glacey is entertaining a proposition to go to the Orient.

Cal Lipes says the Flea Circus will be of two units.

John Ragland has been spending a profitable winter operating skill games in Southern California.

Al Fisher is taking occasional secret scouting trips for the shows he represents.

SAN ANTONIO

(Continued from page 55)

Downs. . . . Mr. and Mrs. Fred Beckmann and Maude Jameson have returned from Kansas City. . . . Ben Block, who was injured in an auto accident, is well on the way to recovery.

Booby Obadahl is very busy when here supervising the construction of a new home for Bee Obadahl. . . . Mr. and Mrs. Albert Wright have returned from Corpus Christi, Tex. . . . Jack Edwards, of the J. George Loos Shows, is very busy promoting his new stunt man.

J. George Loos passed thru recently en route north to fair meetings. . . . Jim Schneck, general agent Western States Shows, is abroad in the interest of season bookings. . . . Sophie Mullins is away visiting homefolk. The writer has been entertaining friends from Boger and Amarillo, Tex. Reported by Frank Downs.

Royal Palm Shows

Eustis, Fla. Week ended January 9. Annual fair. Location, in town. Weather, good. Business, big.

Initial week of 1937 tour opened with a bang Monday night, with more than 5,000 paid admissions thru the main entrance. Jack Hoxie and movie cowboys proved the banner drawing card, with Cash Miller's side show running a close second in gross takings. Marie K. and Berney Smuckler received congratula-

What! only 844 for this 5 TUBE 2-BAND RCA SILVER RADIO!

MONEY-BACK GUARANTEE

A buy if ever these was one! Beautiful walnut finish cabinet. OVERSIZE super-dynamic speaker. 4-Color illuminated airplane dial. Three controls—special switch for police calls, amateurs, etc. 5 powerful tubes—including 1 latest type METAL TUBE. Very selective. Gets DISTANT stations. AC-DC 60 cyc. 110 volts. Size 9x7½x6". Complete with Aerial. ONE YEAR GUARANTEE.

Ivory, Green, Orchid, Blue, White, 35c Extra

Rush Your Order Today!
SILVER MFG. CO.
612 N. MICHIGAN AVE.
(Dept. B) CHICAGO

SAMPLE \$8.94

Rush \$2.00 deposit with order, balance C.O.D. Purchase price refunded, no questions asked, within 5 days if not 100% satisfied.

FREE—1937 Catalog—25 Exclusive Models, 4 to 14 Tubes. Farm, Auto and Home Radios as low as \$6.70. Send 10c for sample push-card, photo and plan. Give radios away FREE and make \$13.92 on every deal. 2000-Hole 5c Salesboards, \$2 Each.

NEW DATE BOOKS

FOR 1937

NOW ON SALE

Arranged Especially for Your Needs

Dated From January 1, 1937, to January 1, 1938.

The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2¾x5½ inches—just fits the vest pocket. Contains complete calendars for years 1937-1938, U. S. and World Maps, 110 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information.

PLENTY OF SPACE FOR BOOKINGS, ROUTES AND SPECIAL NOTATIONS

For sale at all offices of The Billboard. Mailed to any part of the world for 25c each.

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The Billboard Publishing Co.
25 Opera Place, Cincinnati, O.

Name in gold letters on covers, 15c extra for each line.

tions from fair managers on high quality and cleanliness of the many attractions on their brilliantly illuminated midway. Jack L. Murray's concessions presented a nice appearance with well-flashed stores. Bradna Bros.' cookhouse all new, with seating for 60 people, had one of the largest week's business in the history of their enterprise. Praise was heaped on the brothers, Nick, Tony and Frank, for their good meals. Jack Hoxie and his leading lady were the features at the combined banquet here on Wednesday night of the Lions', Kiwanis' and Rotary clubs. After the affair the club members attended the Hoxie show in a body of more than 400 strong. Jack has won the esteem of every trouper on the Royal Palm midway by his friendly spirit. The writer is blazing the trail with special publicity on Hoxie and Mabel Mack and her educated mules, which augment the Wild West feature. BLAIR HALL.

Alabama Amusement Co.

Mobile, Ala. Two weeks ended January 9. Location, Washington and State streets. Auspices, none. Weather, fair and warm. Business, good.

Business is continuing good and show is on same location for another week. Minstrel Show is still playing to capacity, with other attractions holding up well. Concessions are having nice patronage. Mr. and Mrs. Harry Lamson are visiting. Harry is recuperating from a broken leg. Mr. and Mrs. C. L. Spencer are on the lot frequently. Manager C. D. Scott and General Agent Al Murphy are kept busy with matters pertaining to the coming Mardi Gras. Mrs. C. D. Scott has her crew busy rebuilding and painting her concessions and trucks. Charles Robinson has charge of this work. Our popular Billboard agent and mail carrier, Geraldine Shad, is on the job always, seeing that everyone gets his mail and The Billboard promptly. The Scotts are planning a visit to their daughter-in-law, Mrs. Arthur Scott, who is visiting her parents in Ellsville, Miss. Arthur Scott and Ernest Hampton are planning a new business venture here. JACK DEVOE.

Look a new miracle 1000 LIGHTS from ONE match!

EVERYONE WHO SEES SAYS IT'S AMAZING!

CAN-O-LITES. Amazing new breath-taking invention! Banishes Lighters and Matches forever—gives 1,000 lights with this one mysterious new kind of match. NEVER NEEDS TO BE REILLED. Sure as a match, it strikes like a match and replaces the match. Yet there are no burnt-out matches strewn around. Instantly you have a big, giant flame that will light a pipe, cigar, cigarette, gas stove and serve the thousands of uses a match has.

RETAILS FOR ONLY 25c

CAN-O-LITES sells for the astounding low price of only 25c, complete. No danger of burnt clothes or fingers. Never fails. Absolutely safe. No wicks or gears or wheels. Nothing to get out of order. Men and women—write quick for amazing details.

CAN-O-LITES MFG. CO.
Dept. DB-11,
Youngstown, O.

ELGIN or WALTHAM \$1.95 Ea.

7-Jewel, 18 Size Watches. In New White Cases.
7-Jewel, 16 Size Elgin and Waltham, \$2.75.
Flash Carnival Watches that do not run, 50c each.
Send for Price List.

Your Money Back If Not Satisfied.
CRESCENT CITY SMELTING CO.
Old Gold and Silver Buyers and Refiners.
113 N. Broadway, St. Louis, Mo.

FLORIDA FAIRS

PLASTER NOVELTIES.
Large Assortment now made in Florida. Save express charges.

TAMPA STATUARY CO.
602 Constant Street, Tampa, Fla.

Thank You for Mentioning The Billboard.

AMERICAN-MADE

LAPEL WATCH, 14 S.

Enamel bezel and back with Chrome center case. Assorted colors: Black, Ivory, Tan, Red, Green and Blue. Each with braided 6-inch cord attached to match color of enamel.

No. B100. Ea. \$.92½
TEN for 9.00

Send for Catalog.

ROHDE - SPENCER
CO. WHOLESALE HOUSE
223-225 W. MADISON ST. CHICAGO



OAK-HYTEX BALLOONS

Timely numbers for special dates and events. Popular sellers for all the days of the year. It pays to sell Oak Balloons steadily.

THE OAK RUBBER CO., RAVENNA, OHIO

PITCHMEN

by **BILL BAKER**
(Cincinnati Office)

RICTON . . . Barnum of the Sticks, wigwags from Ideal, Ga., that his organization has been experiencing some rain and cold weather in Georgia, but that it hasn't been severe enough to keep them from playing their scheduled dates. Ricton adds that Sid Sidenberg's story in his series, "Pitchmen I Have Met," about his (Ricton's) being on the road for only two consecutive years is incorrect. "Truth of the matter is," says Ricton, "we are at present in our 193d consecutive week."

individual when he takes the next break and gets that dog stand going. Percentage is what really makes it tough on the road. In addition consider the spots one misses thru rainy days, etc. In my opinion there's only one way to beat the road and that is to purchase a good house trailer. Even without overhead it's tough; yes, plenty tough."

YOU BOYS and girls who are contemplating on making Eastern Kentucky and Tennessee should proceed with caution, as a few cases of spinal meningitis have come to the attention of the health authorities and measures are being taken to quarantine whole communities. If that happens you can't work, so be careful that you don't get yourself tied in.

JOHN CROWE . . . of Knoxville, is reported to be working Georgia with a three colored performer med opera with the Indian herb tonic.

LEE ELLIS . . . is working Hazard, Ky., putting out lead pencils a la Charley Meadows.

FRANCIS DEMILLS . . . has discarded the health books and is working medicine with Tom and Lena Clark in McCrory, Ark.

AFTER A 32-WEEK SEASON . . . the Frank Hathcox Blue Mountain Show is now in winter quarters in Virginia, where it is being put in shape for next season. A new 22-foot trailer has been added. Billy Gregory, comic and producer, is in charge of winter quarters. The Knight family, together with Frank Hathcox and the missus, have gone to Florida for the winter. Allen Bryant, North Carolina giant, weighing 348 pounds and seven foot two inches tall and billed "The Perfect Man," is a recent addition to the organization.

A NEATLY ATTIRED pitchman would be an asset to the indoor circuses now in operation in all sections of the country.

"GLAD TO SEE . . . Doc Tom Adkins' pipe and hope he is still getting it in Atlanta," scribbles John H. Jones from New Orleans. "This town may just as well be closed, for business is terrible. Joe Morris is here with tie forms. Bill Cody looked the town over and then left. Max Grodsky has also left for greener pastures. Al Rice left for parts unknown, as did Red Cassidy and Gypsy Brown. Blystone, 'The Rice Writer,' is here with a museum. John Theobald went to Baton Rouge. I have been unable to make a pitch here and will probably head for the North soon, where I plan to enjoy a short vacation."

ASHLAND AND CATLETTSBURG . . . in Kentucky, Portsmouth and Ironton in Ohio and Huntington, W. Va., are towns worthy of your attention. Steel and shoe factories in Portsmouth are operating on full time, while the Armco plant in Ashland, Ky., is hitting on all six.

EARLE MARTIN . . . of Detroit, is reported to be working Japanese lighters thru Kentucky and Tennessee to a good take.

EARL CRUMLEY . . . is reported to have done a swell business with razor sharpeners the past year.

WHEN A FELLOW finds that he isn't getting results with the article he is working that's the time he should switch onto the main line and off the one-track mind.

IRVINE AND RAVENNA . . . in Kentucky, totaling a population of about 6,000 inhabitants, are good spots for Saturdays or court Mondays. Some of the knights were seen working the courthouse square there recently.

JOE AND EVA KRAUSS . . . pen from Miami: "The annual powwow of the med fraternity is now on at the Keystone Camp here. Among those present are Dr. and Mrs. Ross Dyar, Dr. Harold Woods, Dr. and Mrs. Bert Cayton, Dr. and Mrs. Millerhaus, Mrs. Gert White

Eagle. Dr. Woods' performers have been providing entertainment at the camp and are ably assisted by those clever and popular Keystone Rhythm Boys under the direction of Allen Hippey. Dr. and Mrs. Dyar have had two of their famous parties. Carrol and Jack Milan are also here, while Dr. and Mrs. Ed Silvers are due in from California any day. Harold Woods is operating a commercial fishing boat to some good business."

A COURTEOUS, neatly attired pitchman is certainly not irritating nor is he responsible for closed towns. He is usually inviting.

ATLANTA AND . . . surrounding towns are fertile territory for the knights of the tripods. Birmingham and Bessemer, in Alabama, should by all means be given the once over. After that make a beeline for Chattanooga, Nashville or Memphis.

LOOK THESE OVER . . . They are all in Ohio: Lima, the locomotive works; Sidney, about 40 small factories; Troy, the plants are running better than ever in this spot; Dayton and Moraine City, you already know about these two towns; Middletown, Armco and the paper mills; Hamilton, about 20 large factories.

JACK HALLIGAN . . . and Lady Leona have been shooting high with their mental act the last two months.

MANY PITCHMEN would now be sitting on easy street if they had executed their ideas instead of talking about them.

"JUST FINISHED . . . a swell holiday business selling mice in a local department store here," wiggles Edward F. Turner from Philadelphia. "Am at present getting spruced up for the coming spring and summer, which show signs of being the biggest in years.

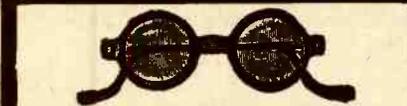
NEW POPULAR STYLES



Yellow and Rhodium line of Rings includes Men's & Ladies' LaRhoda GEMS. Three NEW Birthstone Numbers and Camo Rings. Sample Line available—18 Rings, \$2.00. Sold only to Dealers.

Write for 32-Page Jewelry Catalog containing Best Selling Items.

HARRY PAKULA & CO., Chicago.
5 North Wabash Ave., Chicago.

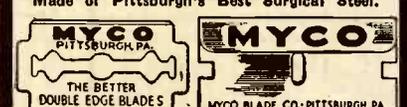


HEADQUARTERS FOR SPECTACLES and GOGGLES

We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Merchandise. Our prices are the lowest anywhere.

NEW ERA OPTICAL CO., Chicago, Ill.
17 N. Wabash Ave., Chicago, Ill.

SELL SUPER BLADES THAT REPEAT
Made of Pittsburgh's Best Surgical Steel.



MYCO RAZOR BLADE CO., Pittsburgh, Pa.

Each Blade in Individual Printed Wrapper and Unconditionally Guaranteed. Jobbers and Large Users Write for Special Prices.

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-67, Box 353, Hamilton, Ontario.

GENUINE DIAMOND RING
Solid Gold Mounting

Send for Catalog. Biggest Bargains in Used Watches and Diamonds in the Country.

H. SPARBER & CO.,
106 North 7th Street, St. Louis, Mo.

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E. Z. WAY AUTOMATIC STROPPER



W. M. MFG. COMPANY,
Sandwich, Ill. Sample, 35c.

MEDICINE HEADQUARTERS

A complete Medicine Show, private label, and Office Special Line. **SUPERIOR SERVICE.** Wholesale Catalog and Office Special Price List upon request.

GENERAL PRODUCTS LABORATORIES,
Mfg. Pharmacists,
137 E. Spring Street, Columbus, O.

ATTENTION

Novelty and concession men, a new seller or give away for small premium. The Lord's Prayer or the Ten Commandments on a Copper. Retail at 5c, to you 1 1/2c each. Sample 10c.

DAVE MARKUS
600 Blue Island Ave., Chicago, Ill.

L. F. ALLEN . . . of Louisville, is working his gensen package to good results in Richmond, Ky. On the same corner Al Stoffel, of the Rabbitfoot clan, is working Indian herbs and collecting the long green.

HUSTLER'S TIP: Get in on the ground floor of this one, boys, before the country is flooded. It's the Japanese pencil lighter. The pencil part propels and repels and has a cigaret lighter attachment. From all indications it is a red-hot pitch item for the jam man and should also go like a house afire with the boys working the horse-back route. Get on your toes with the item and then drop a line informing the writer how you came out from a monetary standpoint. Remember, the Pipes column is conducted in your interest, hence these tips.

DON'T OVERLOOK THIS ONE . . . Stuttgart, Ark., is about ready with its rice crop and the town has been reported open.

ART COX . . . who underwent an operation in the Maybury Sanitarium recently, is reported to be greatly improved.

RAY FRENCH . . . fogs one thru from New York: "Included among the boys here are Joe Morris, Al Morris, Joe Lesser and Harry Gorn, the 'Flukem Kid,' who is working kitchen novelties in a store on Broadway. Also ran into Joe Hester, pen man, and Seymour and Ed Williams down in Hudson, Tenn., recently. They were working vegetable gadgets. All the boys here are out getting the long green and the weather has been good. At present I'm working tie forms and shoe grease. Whatever became of Cliff Paige, of flukem and auto wax fame? Last time I saw him was in Los Angeles, where we doubled up and made all the fairs, towns and doorways in our trek across the continent. Pipe in, Cliff. Come on, you boys of the fraternity who are on the West Coast and in Los Angeles, let's see some pipes."

THE MAN who has the ambition to get ahead usually succeeds.

I. W. HIGHTOWER . . . says it from Detroit: "In the past few years here I have noticed very few pitchmen getting any money. It's true that Christmas comes along every year and gives nearly everyone a little boost. The department-store worker looks good taking in the long green. Believe me, it's not a bed of roses. The worker must pay the help and the bosses' take ruins a fellow. When they say \$31-3 to me I'm out. And when they ask \$5 per day for a lousy lot I'm also out. I contend the Mr. Pitchman will be a really smart

FAIRS CONVENTIONS COMING EVENTS

And Other LISTS

Will Appear in the Next Issue

REMINGTON

PENS • PENCILS • COMBO'S



JOHN F. SULLIVAN
458 Broadway, NEW YORK CITY.

WHITESTONE RINGS

Of Unusual Appeal and Beauty. Introducing the NEW POPULAR LARAY GEMSHI Ladies and Men's in Rhodium and Gold Finish. Send \$2.00 for 20 Samples. We also carry a full line of GYSE-TAL Jewelry and other items for DEMONSTRATORS and ENGRAVERS. Free Catalog. **OLYMPIC BEAD NOVELTY CO.,** 307 5th Ave., New York City.

AGENTS

EASTER, BIRTHDAY AND CONVALESCENT GREETING CARDS, In Boxed Assortments. Very liberal commissions. Write for particulars.

DOROTHEA ANTEL
226 West 72d Street, New York, N. Y.

Every \$1.00 Gets you \$5.00

Yes, sir, real profit. Goodrich Home Workers always have dough, 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 pro. prices. Best season ahead. Sample 10c.

GOODRICH,
1500 West Madison, Chicago.
Dept. BG-1.

VETERANS' BIG SELLERS!

Our sales are increasing. Get your share. New! Great Flash Cover. Primer of Constitution. Everybody must have one. Will Rogers' Latest Jokes, 3c. Flashy Armistice Day Closing Cards, 5c. Veterans' Magazine, Holiday Flashes, 5c. Veterans' Joke Books, 2c, 3c. Patriotic Calendar, Hot Season, 5c. Samples, 10c. **VETERANS' SERVICE MAGAZINE,** 157 Leonard Street, New York.

SUBSCRIPTION MEN!

CASH IN ON THE **SOCIAL SECURITY ACT**

It's a Natural—and tied in with a real Subscription Deal.

Write **CIRCULATION MANAGER,**
469 Fifth Avenue, New York City.

SHOE LACES and FINDINGS

Most staple, best selling items. Buy direct from manufacturer. Send 25c for Sample Assortment and Prices.

CAPITOL SHOE LACE & FINDINGS CORP.,
317 Bowery, New York, N. Y.

Most of the pitchfolk have left town after having a peachy season. Just saw the picture titled *Come Closer, Folks*, and I'd advise all you boys and girls to take it in when it hits your town."

CHIC DENTON . . . letters from Memphis that he enjoyed a fair holiday business in Dyersburg, Tenn. He infos that he is now traveling in double harness and that he and the missus expect to put out double the amount of whitestones this year.

SOME LAME-DUCK pitchmen always have an alibi for not putting it over. There's a reason.

"FOOLED AROUND WITH . . . that old leaf until I finally caught a red one," scribbles B. Williams from Tucson, Ariz. "The second annual poultry show also turned out to be a maiden. In fact, in my opinion, it was the best since the Fort Worth stock show in 1929. The profits accrued from the show enabled the missus and me to leave the town in a new Dodge. Would like to see some pipes from Hot Shot Austin, Homer De-Borde and Slim Gorman."

JIMMY WELLS . . . clever cutting-tool worker, has been going over in a big way and getting the dinero with that item.

"DESPITE THE FACT . . . that there has been plenty of rain and that fish, fruit and pyrotechnic peddlers are as thick as bees in this neck of the woods, I've been getting mine, so I'm not worrying," pens James L. Os-

borne from New Hebron, Miss. Met Clarence Heckendorn and the missus in Hattiesburg, Miss. The "Boy Orator" is working a new angle on his old store and really going to town. Also saw Bob Posey working a polite jam to good results. At Columbia, Miss., I saw the original Shorty Treadway working the courthouse square and the passouts the old boy made will give the natives something to talk about for some time to come. Spent the holidays in New Orleans, where I had heard Joe Morris and Sam Leavy were holding forth. I failed to see them, however. Plan to make court weeks in this State until the bluebirds begin singing up north. Would like to see some pipes from Bill Dane, Barney Oldfield, Ray Marty and a lot more of the boys who have been tardy of late."

A SUCCESSFUL pitchman is an institution in himself. He must do his own advancing, pitching, press agenting, demonstrating and selling.

FRED PIKER . . . has been going great guns working the trade papers and a few promotions out of Toledo, O.

CAL HICKS . . . reports a good med season from Arkansas.

ACCORDING TO REPORTS . . . emanating from the South, cotton and cotton money are in the bag and those who clicked in the cotton belt in an endeavor to hold onto the dough they accumulated are headed north.

FRED X. WILLIAMS . . . is reported to be making the rabbit shows with the papers.

FRED ALMANY . . . is headed for Arkansas in a new car and house trailer.

IN A BATTLE many a general beats the drum. In Pitchdom many a JCL gets the mon.

WITH GEORGE WASHINGTON'S . . . and Abraham Lincoln's birthday anniversaries nearly on deck, some money could be made by selling their pictures, as many patriotic citizens are willing buyers, with the majority of them being good prospects for frames to go along with the pictures.

CHESTER GREELEY . . . cracks from Palermo, Me., that while he was pitching garters in Gardner, Me., recently, he met Paul Dennis, former circus trouper and jam man. Dennis, according to Greeley, is Gardner's police chief.

PITCHMEN'S SAYINGS: "Just 49 two-cent stamps."—Harry Wherry.

R. J. McCORMICK . . . scribes from Springfield, Mo., that he has been enjoying a swell business with socks, ties and lingerie in that neck of the woods. He plans to return to the road in the spring.

ED BENNETT . . . scribes from Savannah, Ga., that he is back in the kindling pile and doing okeh this winter. "Weather is fine here," he adds.

F. JEROME . . . writes from Albany, Ga., that C. B. Amerson has been doing an okeh business with his photography store there.

MEMORIES: When "Big Foot" Wallace would come along and take the money away from a jam man who was on the verge of giving it back after being threatened by the tip and then defy the tip to take it away from him. Those were the good old days for "Big Foot," but tough ones for a timid jam man.

ANDY STENSON . . . flashes the following from the Great White Way: "Larry Wittenberg, the dynamic personality of the auction block and well known in the Midwest and California, is conducting a successful sale for the Biddles Auction Galleries here. He expects to leave for Hollywood soon, where, I understand, he is under contract for three sales in those parts. The Garriss Auction Galleries, with headquarters in Atlantic City, are reported to be doing a big biz under the management of Louis Weinstein. Morris Brothers have an advertising campaign with kitchen utensils going on Broadway. Joe Lesser is doing the selling and calling out plenty of big numbers. Lewis Auction on Sixth avenue, which did a swell holiday business, under the supervision of Fay

Sell COUNTER CARDS TO STORES!



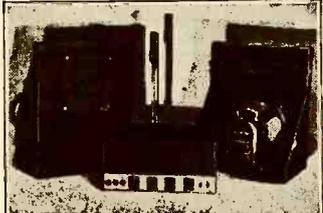
New kind Wholesale Business ready to pay you Big Profits
Wesley Fall of Colorado turned \$5 into a \$50,000 business in three years. A. J. Visser of Michigan made \$3,000 first year. Inexperienced men start without investment and quickly earn up to \$65 a week. Sell complete line of Laymon's Products—Sundries, Notions, Cosmetics, Hardware Goods, Novelties, Household Products—almost 200 daily necessities in all—to stores of all kinds. Put up on attractive Self-Help Counter Displays in Big-Value Packages at 5c and 10c prices. Beats the competition of 5c and 10c stores. Merchants make up to 140% profit. You make up to 112%. Laymon's advertising now appears in The Saturday Evening Post. Start small—without investment if necessary. Get amazing facts.

WORLD'S PRODUCTS CO., Dept. 188, Spencer, Indiana

PITCHMEN!—DEMONSTRATORS!

Reach Everyone! MAKE MORE MONEY!

with the **ACA AMPLIFYING SYSTEM**
"FLOATING AUDIO POWER,"



Using a newly developed anti-microphonic device incorporated exclusively in all ACA High-Fidelity Public Address Systems.

Prices for Complete Units Range From **\$11.95 Up**
20% Deposit on Order, Balance C. O. D.

AMPLIFIER CO. of AMERICA
20 West 22nd Street, NEW YORK CITY.

Wax and Albert E. Mann, is slated to open in St. Petersburg, Fla., and do business there the remainder of the winter. Would like to see pipes from Sam Moser and Hymie Schwadron. And what's the story with my old partners Nat Golden and Harry Corry? Give it the go, will you please? and let's hear from you. Have just been informed that Joe Benson, that beloved trouper, is in a Chicago sanitarium. Drop him a line, boys; he'll appreciate it."

IT'S NOT the fellow who rates himself as the best that gets top money. In most instances the boy who tries and works the hardest is the one who does top scoring.

JACK GRANT . . . of Grant's Variety Show, after a long silence, scribbles from Henryetta, Okla., under date of January 8. "Forced to close the show the second week in November due to the fact that I had to have two operations performed on my right hand. Expect to be well enough, however, to play vaudeville and motion picture houses near here soon. Our season on the whole has been pretty good. Intend to operate as a free show and carry six concessions, besides candy, this summer. Have just took purchase on a new house trailer. Smoky Pittman, why don't you shoot in a pipe? Where are you, Joe Moxley?"

WILLIAM C. PERRY . . . cracks from Birmingham that he, together with three other members of the pitch fraternity, are taking turns working the only two open spots there.

AS A GENERAL RULE the "has-been," after exhausting all conversation on how good he formerly was, does his proving by some "yes man" who never saw him make a pitch.

"MANY OF THE BOYS . . . are headed for Florida and points south," blasts Arthur Ace from Atlanta. "Plan to stay here for a month. Will use a local distributing company for headquarters as many of the boys are doing. Have been selling razor blades and counter-card merchandise to retail stores as a side line. Other boys here are Louis Wagner, perfumes; Jolly Joe Harris, pens; Bill Brandt, razor paste; Phil Weintraub, socks, and Mike Brock, liniment."

ARTHUR ENGLE . . . says it from Miami: "Here's the low-down on this spot. Two med shows are here and playing to good crowds. They work every night except Sunday. Stores can be secured for \$10 per day, with some of them still vacant. According to indications, however, they'll all be taken by February 1. The boys have been coming in strong, and at one spot eight of them have rented an inside space from a storekeeper. They have been working to good crowds. We have had swell crowds in our store every day since our arrival here and plan to stay until early April, when I will head north. Come down to Miami, boys, if you want the sunshine. Don't come

PLUNGER FILLER VAC



For a Happy New Year—Buy Grodin.
The Grodin line is "Tops." Don't buy anything in Pens or Pencils till you get our high quality, low price list of bargains. Write today.

GRODIN PEN CO., 398 B'dway, New York, N. Y.

RADIO FILTER DEMONSTRATORS

HERE IT IS!—A NEW FILTER THAT WILL GET YOU THE MONEY
U. S. WAVE NOISE ELIMINATOR
THAT REALLY TAKES OUT NOISE.



Cheapest and Best Filter on the Market, with **GEN-UNE 600-Volt Special DUOCO CONDENSER.**

\$5.25 per 100, Lots of 500
\$5.49 per 100, Lots of 100

Your demonstration proves it and brings in the money. Bakelite finished and perfect mechanical construction. You and the buyer will be convinced it is a substantial scientific product. Also available in octagon shape, as illustrated.

Same FILTERS AS ILLUSTRATED with our regular condensers, \$4.95 per 100, \$4.75 Lots of 500, \$4.50 Lots of 1,000.

Portable, Streamlined, DEMONSTRATING RADIO OUTFIT. Built to Order, \$100.00 and Up.

Agents and Demonstrators Wanted. Make Big Money. Will start you in business. Write for information.

Send 50c and I will ship you Samples of the 4 Filters, Postage Prepaid.

1/3 Deposit With Orders. Bal. C. O. D., Plus Postage.

U. S. Radio Labs., 502 W. 113th St., N. Y. C.
Phone: No. 2-2592.

NEW PERFECTED "QUICK-ACTION" AUTOMATIC GAS LIGHTER



No Flint or Friction. Lights Gas Instantly. Individually Boxed

500% PROFIT

Retail 25c. Costs You \$1 a Doz. or \$8 for 15 Doz. Postpaid. Sample Free.

NEW METHOD MFG. CO.
Box BB-20, Bradford, Pa.

with a short bank roll, however, for if you are unable to secure a spot to work you'll be out of luck. Where are you, Sam Bloman and Huber Fulton? Come on, shoot a pipe."

ACCORDING TO REPORTS from the Automotive City the late Mike Whalen's doughnut club will be revived.

CHIC ROBINSON . . . has infos from New London, Conn., that he was glad to read Professor Jack Sharkey's pipe from Taunton, Mass. Chic says he has been working eastward from Pennsylvania with the sheet and sex boys

Pitchmen I Have Met

By SID SIDENBERG

Back in the post-war days spark intensifiers were one of the best demonstrating items and one of the heaviest money makers known to Pitchdom. It really didn't take ability to throw them out to an eager and purchasing public. All one had to do was to set up and no matter how poor his demonstration he was bound to click, for it was an item that baffled some of the best motor experts of the nation.

It's just about 18 years since the first intensifier worker made his debut. Since then, however, automobilists have been intensified to death, and anyone trying to collect with anything that ever resembles it must be good—in fact, better than good.

There are a lot of boys still working intensifiers and getting money. There is no in-between worker in that end of Pitchdom, as the poor worker soon goes down the line of the has-beens, while the boys who continue to work the item and survive must know their game.

One of the boys listed among the survival of the fittest and who has not been in the business more than four years is Fred Schultz, whom I caught working at a court day in a small Kentucky town last winter. Despite the inclement weather and the staleness of the item he was putting the motor of his car thru so many stunts with sparks that even the most skeptical auto mechanic remarked that Fred knew his stuff. His passout was as good as his demonstration and much larger than I had expected. I couldn't believe my own eyes when I saw the number of buyers and I, like many of the old heads in the game, was really amazed at some of the scores made by these babies with the gaps.

Fred made the intensifier game and Pitchdom via the "watch the boys work" during the noon hour outside a steel mill at Martins Ferry, O., where he held down the hot job of steel roller. Fred was satisfied with his job and his pay. The depression, however, cut down his working days and it wasn't long before the energetic Fred packed the missus and his son, Fred Jr., and what household goods he could carry into his car and hit the road. The boy is now about 10 years old and would like to follow in his dad's footsteps, but Fred Sr. sends him to a boarding school for the school term. The missus travels with Schultz the year round.

to a fair biz. He is anxious to read some pipes from Bill McCarthy and Bill Davis, veteran leaf workers.

TRIPOD OPININGS: Be careful, don't let that gila bite you. It's not the gila but the gila's bite that spells Final Curtain.

MRS. J. F. NICHOLSON . . . who formerly demonstrated Nudell products, is now connected with the city recreation department of Ravenna, Ky.

CONRAD CHRISTENSEN . . . has been collecting some real dough with the liquid solder.

ROY LART . . . of novelty and solder fame, cracks that he got his share of the business in St. Louis during the holidays. He had a half dozen agents working for him with the toys in different sections of the city.

SAMMY BERMAN . . . Detroit ace, who knows every money spot, when it should be made and who to see, cards from Dayton, O., that he is hard to catch up with since he joined the ranks of the benedicts. He adds that he has had a swell year with the corn punk and Buddha.

SI HART . . . writes from Atlanta that quite a number of the boys have been working the lots on Decatur street to some good passouts. Si says he hopes 1937 will be as good for him as was last year.

"HAVE HAD A SWELL . . . holiday season," toots George Shields from Shreveport, La. "I believe I slipped one over this year when I sold the sex book in a holiday wrapper. I got mine. Will see you in Atlanta."

FRANK GALLO . . . artificial flower wholesaler of St. Louis, reports a swell holiday business and

OPERATORS

The Fastest Deal — the Most Profit SELL

Wm. A. Woodbury's Powder and Perfume. Given FREE 2 pairs of Ladies' Pure Silk Hose.

Send \$1 for Sample Deal and Complete Data.

Largest Silk Hose and Fountain Pen Distributors in the South.

General Products Co.
207 North 17th St.
Birmingham, Ala.

Neon Truck Signs

— NOW Possible with Amazing New TRANSFORMER and Novel Method of Tube Installation!

Old, established factory wants financially responsible business executives—to handle distribution in exclusive territories. Signs fill long-felt Advertising need! Enable any advertiser to have brilliant, colorful, attention-getting Neon Advertising message on trucks, both day and night. Expected to quickly sweep country! Easily installed on top driver's cab. Amazing NEW TRANSFORMER enables Sign to operate on any truck's standard 6-volt auto storage battery—using only about same amount current as an extra tail light. Novel method tubing installation protects against breakage. Reasonable capital handles exclusive Distributorship Contract. Big Profits. No sign experience necessary. We furnish entire product. FREE LITERATURE gives details, explains liberal proposition. Write today! E. E. SOUTHER IRON CO., 1952-A20 Klenien Ave., St. Louis, Mo.

AMBERINE UNBREAKABLE COMBS
SELL ON SIGHT
Send for Copy of Our 1937 CATALOG
VICTORY COMB and NOVELTY COMPANY,
P. O. Box 141, Station A, Flushing, N. Y.

With the big strikes prevalent in the automotive industry and other strikes impending or threatened in other fields, Pitchdom is in much the same position as a man on trial for his life. Pitchmen and pitchwomen, especially those working lots or streets, are urged to use their utmost discretion in keeping themselves aloof. They should by all means keep their own counsel in regards to the strikes.

Many towns are now closed. To take issue with the strikers means that more towns will be against Pitchdom in the future. To antagonize plant owners or the police departments means that towns and factory gates will be closed—perhaps forever. In those spots we urge that NEUTRALITY be the watchword of all in Pitchdom. In other words, if you want to protect your meal ticket—"Lay Off."

Many of the boys and girls have shown that they have the courage to meet any situation that arises. During the election they displayed wisdom in catering to the right candidates in the right spots. Those who know and are the leaders in the game have made every effort to attain the favor of the powers-that-be and are in a large measure responsible for the many spots that are open to those who want to work and are willing to help others in their endeavors.

Now is the time for you boys and girls to aid Pitchdom. Every man and woman in the business should spare no effort in keeping those who do "loud off" silent and by all means put their own feet on the soft pedal.

After all, it's your meal ticket that's at stake. When the strikes are over be in a position to make the buyers, factory owners, factory police and the police departments say, "They acted fair."

mentions that his advertising in *The Billboard* has brought him some good results.

WOODWARD AVENUE, Detroit! Those were magic words in the Pitchdom of former days. And why shouldn't they have been? Didn't they mean a huge bank roll for anyone who could deliver? Have those days gone forever or is there someone in the ranks of the JCLs (newcomers to you) who can fill the brogans of Oliver Fitzmaurice, better known as Harry (Calculator) Williams, who entertained, yes, even thrilled thousands on that lot at Sprout and Woodward streets? Can we expect to see another boy match the exploits of a McFarland selling crystals, making the talks and attracting the elite of the Motor City like that baby did? Is it possible that there are some boys coming up who will take the places of those men or is it living in a fool's paradise to expect the return of those by-gone days.

EDDIE ST. MATTHEWS . . . has come into his own with his English jam auction. The unique way in which he puts over his store has resulted in remarkable business for him. Looks like a new car, eh, Ed?

ABE WHITEMAN . . . inks that he enjoyed a swell yuletide business with his jewelry layout.

BOYS WORKING . . . in Wisconsin and Minnesota stand a good chance of increasing their bank accounts if they work the milk stations when farmers come in with their produce. If you accept the milk checks they will be honored at any local bank when properly indorsed.

REPORTS FROM . . . New York indicate that the boys working 14th street are enjoying the best business in the history of the street.

JOE McMAHON . . . who works carnivals during the summer, infos from Pittsburgh that he enjoyed a swell holiday business with novelties there.

CHIEF ROLLING CLOUD . . . lines from Paris, Ill.: "Have been wintering on the fairgrounds here, where the painting and repairing of my paraphernalia have begun. Plan to touch up my dog act for next season. Did a bigger business than I had anticipated after the cool weather stepped in last summer."

A RELAYED TELEGRAM . . . gives Louisville as the whereabouts of Tom Sigourney, of health fame. He has a new wrinkle for getting the long green in chain stores.

REPORTS INDICATE . . . that a lot of the boys from Chicago and Detroit have shifted operations to the tobacco fields of Kentucky and

Tennessee. It is true that the territory is good, but if too many of you get in there you will only be hurting each other. Don't blame Bill Baker for a bum steer.

Pitchdom Five Years Ago

Bob (Curly) Matthews, veteran pitchman and sheetwriter, quit the road and opened a lunch stand at Bishopsville, S. C. . . . Madisonville, Tex., was a red one for Al Burdick, roving sign painter. . . . Charlie Blum didn't make his usual run to Los Angeles for the winter. He was having trouble with his eyes and decided to hibernate in Philly, where he was receiving treatment. . . . Pens Patterson was seriously thinking of putting the bank roll into a restaurant business in Denver. . . . Kingsville, Tex., was a total blank for James L. Osborne. . . . Jim Ellis and the missus were spending the winter, as usual, in good old St. Petersburg, Fla. . . . Paddy DesCarlo was doing it with passouts in New York. . . . Doc Johnny Ward was sitting pretty at his home in Alva, Okla., eating plenty of ham and eggs and waiting for the season to open. . . . Slim Downey, scale man, was hibernating in Columbia, S. C., where he was having his equipment overhauled. . . . Mary Ragan was doing an okeh business in Binghamton, N. Y. . . . Jerry Baxter made a few bucks in Boston and then hied himself to New York. . . . Tommy Cleary and the Bard Brothers were playing halls around Shenandoah, Pa., to some good biz. . . . Doc Lockboy and his med show, after spending a few weeks at Mason's Tourist Camp, Columbia, S. C., reorganized and took to the road again. . . . Things were pretty quiet for Ed Frink in Illinois. . . . Mr. and Mrs. McKnight were sojourning in Columbia, S. C., as the guests of Joe Brown. . . . Bill Towne, special writer, in an article for *The New York Daily News* hung a lot of paper for Sergeant Frank Poulos' Palace of Health store on Broadway. . . . Included among the contingent of paper men in Austin, Tex., were Jack Ellison, Big Murphy, F. S. Perkins, Fred Lee, Dave Gibson, Jack Bryon, Red Morris, Slim Boland and the missus and Big Boy Cornell. . . . Bert Rogers, orange-peeler wiz, was wintering in Atlanta, while Frenchy Thebault, ace razor-blade worker, had just opened a flashy store in the same city. . . . That's all.

HILDERBRAND'S SHOWS

(Continued from page 54)

under the supervision of Chet Saunders, will be in pastel shades.

George Vanderhoef, who has charge of the Hollywood Kleig lighting system, has been under contract with a downtown theater all winter. Mrs. Irene Gibson returned from a visit to her home town of Cactus, Ariz. Mrs. E. Pickard and daughter, June, have erected their photo gallery in Coachella, Calif. Lucille King has started her banner campaign. Hazel Fisher and Verna Seeborg are visiting relatives in Portland, Ore. A. A. Russell is visiting his brother in Campbell, Calif.

Mrs. O. H. Hilderbrand is the proud owner of a new diamond wrist watch, a gift from her husband on her birthday. Birthdays were also celebrated by O. H. Hilderbrand and Charles Marshall. Claude Barrie has signed a contract to place a Girl Revue on the show. Winter quarters of Jack Schaller are a hubbub of activity, with eight units in rehearsal daily. Hilderbrand sold two of his housecars, first to Mr. and Mrs. Charles Walpert, and the other was traded in on a semi-truck. The writer and Charles Marshall were the guests of honor on the destroyer Dale, where six other showfolk were in attendance. A dinner followed by an officers' dance was enjoyed. Mrs. E. W. Coe redecorated her housecar. Mr. and Mrs. Earl Stolze gave a dinner party to several showfolk. Leon Whitney is filling a contract with the Disney studios as drummer in the orchestra. Reported by Walton de Pellaton.

Beckmann & Gerety Shows

SAN ANTONIO, Tex., Jan. 16.—A crew of 25 men are engaged overhauling all equipment. Several new wagons will be built from the ground up. Six new show fronts will be constructed. Artist Landacker, with three assistants, has started to repaint and redecorate where needed. Thousands of feet of neon tubing is under construction, as it is the idea of Beckmann & Gerety that the midway shall be very much neon-conscious.

About February 1 the present crew of

artisans will be increased to 50 or 60, so when the show makes its appearance at the annual San Antonio Fiesta De San Jacinto the entire physical organization will be a brilliant maze of regal beauty.

Mrs. Fred Beckmann, Mrs. Maude Jameson, Mrs. Dorothy Webb and Sammy Feinberg have returned from their jaunt to the big doings at Kansas City. On the return trip they spent a day and night with Mrs. Ethel Murray Simmonds and the doctor at their palatial farm home at Bixby, Okla. Dutch Wilson, well-known concessioner with this show for a number of years, while inspecting one of the thorbreds at the Alamo Downs Race Track one day this week, was severely kicked in the face by the horse, result broken nose and several stitches. He is recuperating in his hotel apartment, attended by friend wife, who was called home from a visit to kin-folks in Oklahoma. Reported by Kent Hosmer.

John R. Ward Shows

BATON ROUGE, La., Jan. 16.—December 31 the final curtain brought to a close the most successful season in the history of the John R. Ward Shows. Territory in Missouri, Illinois, Kentucky, Tennessee, Mississippi and Louisiana was played.

Property was bought last summer for quarters. A number of buildings have been erected to house this carnival. Workmen are now clearing more land to build workshops. There are 21 workmen in quarters, comprising nearly all past season's ride help. All are comfortably housed, because several living buildings were already on the property when bought. The greater part of Ward's property is heavily wooded.

Jeffie Jean and Joy June Ward have entered school in Baton Rouge. Young Bob Sickels has done likewise.

Ted Reed left for his home in Elvins, Mo. Bubber Mack is playing schools with the *Darktown Follies*. Charlie Payne and family of Hawaiians filling in few weeks with Ralph R. Miller Shows. Bob LeBurno is here. Majority folk have parked their trailers and house cars on the farm.

Ward's new car, less than six months old, was wrecked downtown a couple of weeks ago. Ward escaped injury, but Bob LeBurno was treated for lacerations, with four stitches in the forehead, at the General Hospital. The writer is heading north in quest of spring dates and fairs. Reported by Bob Sickels.

Bantly Greater Shows

REYNOLDSVILLE, Pa., Jan. 16.—Motto of Bantly Shows, "Constantly Improved," is being carried out this winter. A No. 12 Big Eli Wheel has been purchased and has arrived at quarters. Arrangements have been made for purchase of two additional flat rides, a Tilt-a-Whirl and an eight-car Whip. The crew of men under the supervision of Dick Keller is steadily increasing. All fronts are being rebuilt as everything is planned on a modernistic basis, with something new in the outdoor amusement field being tried. Bantly is at the present time with his agent, Bert Rosenberger, attending fair meetings. Reported by William S. Whitmore.

West's Shows

NORFOLK, Va., Jan. 16.—Work has started with a crew of 15 men. Others are arriving daily. Entire show is to be rebuilt, new rides have been contracted for and the show will go out on 20 cars.

General Manager Frank West and General Agent Neil Berk have returned from the Raleigh, N. C., meeting and report following fair bookings: Rocky Mount, Williamston, North Wilkesboro and Lumberton, N. C. Reported by Charles Smithey.

Happy Days Shows

MONTGOMERY, Ala., Jan. 16.—Page's eight-piece kiddie band, two free acts and fireworks; Lee's Autodrome from England, with four riders; Nick Patronis' cookhouse, Leona Lee's side show, Cornell's Cotton Club Minstrels, Thompson's Girl Revue and Reynolds' Illusion Show booked.

Show will have Dodge billboard truck and sound system. Clyde Barrick, electrician, is working on new fronts. George Kelly has booked some fairs. Ruben Gruberg and Thomas P. Littlejohn were recent visitors. Reported by Al H. Fine, assistant manager.

Museums

Address Communications to Cincinnati Office

White & Bryan Odditorium

NEW ORLEANS, La., Jan. 9.—G. W. J. (Doc) White and Riley Bryan, with Bryan doing publicity, opened their Odditorium of 10 acts for initial showing Thursday. Show is under roof three blocks off the main stem and on one-way main uptown thoroughfare.

Lineup follows: Frank Sterling in charge of full operation of Chinatown, assisted in lecturing by Caroline Ross; Resistor, electric marvel; Asbestos, Moosa Kutty Singlee; Alice Stack, human jigsaw puzzle; Belgian Congo, torture dancer; Princess Yucamia, Indian; Roy Fowler, Frog Boy; Ray Raylette, a half-and-half; Madame Zelda White, mentalist; Al Chollet, with Laddie, stunt dog, and Dinky, clown fox terrier; Clarence Clayton, with Snookie the chimp.

George White, talker; George Tripp, lecturer; Doc Ring, tickets. Strongboy Price, wintering here with other members of the Al C. Hansen Shows, did art inside and out. Isaac Duksion is porter and handy man. This is best museum seen in New Orleans this winter.

PHIL G. MUTH.

Kortes, Traveling

SALT LAKE CITY, Jan. 18.—Manager is well pleased with the opening business. Sheriff Duffy kept the snow off the sidewalk in front of the building so taxis could unload. Joe Preneau, head ticket seller, and his assistant, Sweed, meet the customers. Eddie Mahoney is taking care of the baby chimpanzee. Do-Do, bird man, is entertaining the children. Roster: Professor Allen Greenstreet, rice writer; the Waldrons, glass blowers; Mrs. Mona Preneau, in charge of monkey girl; Bush Bluey, pygmy savage, a new attraction; Barney Nelson, armless wonder; Professor Hop, magician; Raymond King, tattooed man; Harry Lewis, skeleton man; Hoppie, frog boy; Paul Herold, giant; Ting Kistler, fat boy; Captain Salisbury, with educated chimpanzee, Billie Casey; Feliz, clay modeler; Captain Patterson, sword swallower; Mlle. Leatrice, baby pythons; Dr. Pardo, mindreader; Earl Hall, better known as Smoko; Billie Ellis, emcee, and his assistant, Larry Zerm; Dad Duffins; Tony Harris, alligator boy; Bessie Zerm, head chef; Mahoney, head waiter; Jockey Day, publicity. All acts are neatly costumed. Dorothy and Reta spent the holidays with their parents, Mr. and Mrs. Kortes. Reported by T. C. H.

Baltimore Odditorium

BALTIMORE, Jan. 18.—Business has been good since the holidays, reports Manager Whitey Sutton. He adds that in his years of experience he has never seen business as good as it was during the holiday season; also that the trend has shown a marked improvement since. Much of this can possibly be attributed to the attractive new front and an excellent lineup of attractions. Among new acts are: Morris' Bohemian glass blowers; Captain Martinez and animal circus; Leo Leonard, sword swallower, and boxing midgets. Ambrose Buck, man with steel eyelids, and Dick Flagle, fire eater, are back for return engagements. Girls featured in annex: Elsie Warren, Francis O'Maya, Lucille Howard, Jeanne St. Clair and Jojo Harris give their interpretations of dances. Front men are Jimmy Sheaffer and Norman Wolfe. Reported by Phillip Behman.

Miller's World's Fair

TULSA, Okla., Jan. 18.—Move in here without advance billing. Entire crew had to work hard to get open for Wednesday, when flags, drapes and pennants were hung, serving as background for the many multicolored lights. Building took on all the appearances of a permanent attraction when opened.

First day's business was very good, but heavy sleet and snow storm struck Thursday and as a consequence Friday and Saturday business was not good. Sunday, with sun shining and clear skies, business again went on the upgrade, show getting plenty word of mouth advertising and caused Manager F. W. Miller to look forward to banner business, weather permitting, for the engagement.

Mrs. F. W. Miller was laid up with a slight attack of ptomaine poisoning. Julius Kuehnel, manager of Susie, ele-

phant girl, was in bed for a week due to back strain.

Mrs. Harry Leonard, of Harlo and Mario, knife throwers, and Bert, the frog boy, celebrated their birthdays with a party. Ruth Cox, Sealetta, joined.

Fort Smith, Ark., proved to be the best spot of the season. Joe Brown left to return to Washington and was replaced by Teddy Wolf, whose culinary efforts are proving good. Bert Morey is getting many laughs with his rose trick. Bobo and Kiki are still proving to be a good bally attraction. Reported by J. C. McGowan.

Ripley Advertising for Patrons in Novel Way

MIAMI, Fla., Jan. 18.—The Ripley Odditorium now has a number of brilliantly decorated advertising autos covering the city extolling the merits of this attraction.

Showmen are of the opinion that when the Ford exhibition opens that it will add materially to the business of the Ripley attraction, as all who attend the auto building will have to pass Mr. Ripley's front door.

MAGIC

(Continued from page 28)

lounge of the new Minsky's Oriental Theater, New York.

THE WIZARDS' CLUB, Chicago, has had an unusually busy and successful

LETTER LIST

(Continued from page 32)

Costella, Frank
Crandall, Mr. & Geo.
Crowe, W. J.
Dearo, Mr. & Mrs. Bert
Delano, Mr. & Mrs. Roy
Diaz, Enrique
Dobish, Joe
Dolan, Capt. & Mrs.
Dunn, Bernie
Dunsee, Bud
Edgar, Mr. & Mrs. H. O.
Evans, John
Evers, Tex
Fishers, The Flying
Flannigan, Mr. & Mrs. Paul
Fleming, Mr. & Mrs. Geo.
Forrester, Louie
Fox, Clyde
Foyer, The Utah Kid
Galthier, Woodie
Geuter, Mr. & Mrs. Chester
Gibson, Arthur
Gilmour, Lois
Gluskin, Mr. & Mrs. Sam
Gould, Joe
Grulich, Kurt
Gray Fox, Chief
Green, Joe
Grey, Mrs. Paul
Hammond, Billy
Hanna, Don
Helwig, Al
Hicks, J. C.
Hinkle, Milt
Jones, Peg Leg
(Zsar of Monopod-
edie Hooper)
Johnson, Rellen
Kaal, Dave
Kanazawa, Mankichi
Kelley, Emmett
Kelloug, W. R.
Kelloug, Wm.
Kelly, Andy
Kent, Billy
Knight, Gene
King, Mr. & Mrs. Allen
Kirch, George
Klein, Nate
(Denver)
Labelle, Mr. & Mrs. Cecil & Family
LaLonde, Lawrence
Lane, Chas.
Lane, Robt. Wm.
Lasswell, Paul
Lathabee, Beehee
LaMore, Jack X.
Langdon, A. G.
LaTour, Mr. & Mrs. Frank
Leiber, Fritz
Levine, Harry
Lind, Art
Lloyd, Mr. & Mrs. M.
(Louie the Goose)
Lowe, Joe
Lyons, Mike
McCoy, I. B.
Malos, Mike
March, Jess
Merkel, Fred
Miller, "Jack"
Miller, Jimmy
Miller, Mr. and Mrs. James
Miliken, J. A.
Mittel, Dan
Mohomed, Amzzal
Morgan, James
Newell, Floyd

Snyder, Herbert
Sprague, Ralph
Starr, Mr. & Mrs. Barney
Stephen, Reeves
Stone, J. W.
Strayer, Mr. & Mrs. J. A.
Streets of the World and Travel
Stroud, Mr. & Mrs. Earl
Swibel, Jack
Taber, Ted
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Thrift, F. P.
Twist, Egan
Varnadore, Varnie
Velare, Mr. & Mrs. Curtis
Waite, Kenneth
Waters, Mr. & Mrs. Guy
Watson, Harold
Watson, Mrs. Louie
White, Billy
White-Eagle, Chief J.
Willard, Clyde
Wright, E. P. (Blackie)
Wyatt, J. W.
Young, Charles
Brantley, Morgan
Bresnahan, J. E.
Brice, Chief
Brittain, D. A.
Broadwell, D. M.
Brown, Geo. W.
Brown, Chink
Brown, Russell
Asher
Bryer, Bill
Bryer, Charlie C.
Buchanan, H. G.
Buckin, Emmett
Bumpus, Lee
Burns, Frank J.
Burns, Jesse M.
Calkins, Fred
Carter, F.
Carter, Jimmie (T. O.)
Casey, Tom
Clawson, Ralph J.
Clayton, Clarence
Cockrell, G. A.
Cole, Pete
Cooke, Al Tiger
Cooper, John W.
Crabtree, Jack
Cramer, Jack
Daly, Fred
Davidson,
Davis, Sheridan G.
Davis, Charles
Davis, James
Davis, P. H.
Day, Doc
DeAngelis, Ricardo
Dean, T. H.
Dennis, Jack
Dudley, Harry
Dunn, Jimmie
Dunn, D. S. (Red)
Durante, Bill
Ellis, Homer (White)
Ellis, R. C.
Evans, Pat
Firestone, J. C.
Flannigan, R. E.
Ford, Dr. L. B.
Fredericks, Freddie
Fulkerson, Rube
Gamble, Eddie
Gold, Earl H.
Goldberg, Sam
Goldstone, Roy
Gray, Jack (Smoke)
Greiner, Charles
Hamilton, Fred
Hanassak, Frank
Hancock, Bob
Handing, Steve F.
Hansen, Al C.
Harridge, Delmar
Hartwick, Doc & Nellie
H. D.
Hartwig, John E.
Hassen, Ren
Hildebrand, O. H.
Hiltbrenner, Victor
Hockenberry, Louis
Howard, Johnnie
Howe, Rex
Hubell, Arthur
Hudson, Harry A.
Hynes, Harold
Hynes, Shorty
Illions, Harry
Jabe, Karl
Kanthe, Dick
Katz, Clarence
Kenlo, Johnnie
Kerwin, H. P.
Kingston, Ola
Kitterman, Tony
Kolb, John
Krasner, Danny
Lamb, Rufus Scott
Lamont, James
Lamont, Robert
Eugene
Lane, Selwyn E.
Langley, Everett C.
Laughlin, Harold
Lawson, Edward
Lester, Virgil
Linsey, Jack
Long, Red
Lucas, Jack
Lundquist, Leonard
McCoy, Jack
(Wrestling)
Marlo & LeFors
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Martin, Tommy
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Miller, Marvin M.
Miller, Obert
Mitchell, Fred
Moore, Jake
Mullen, Joe
Murphy, Jimmie L.
Neal, W. S.
Nelson, Harold
Nicols, Ralph E.
Noltz, Irwin E.
O'Brien, Lou
O'Keefe, James
Osal, Abe N.
Orton, Tex
Oswald, R. W.
Palmer, W. F.
Pasha, Evelyn Bill
Pelton, Dick
Perry, Bob (Gustine)
Potter, Jimmy
Pumroy, H. L.
Radtke, Art
Raymond, Geo. G.
Reed, Ted
Reynolds, Harry
Rhoades, Jesse
Rigsbee, W. H.
Roma, Rajah
Roos, Jimmie
Seltzer, Louie
Sewell, C. M.
Shankland, Lane
Shanahan, Rex
Shipley, Earl
Siebrand, P. W.
Skeene, L. C.
Smith, H. Norman
Smith, J. J.
Spears, William
Snellenburg, Chas.
Stanley, Clipper
Starr, W. B.
Stevens, Geo. & Dolly
Sterling, John
Stevens, Geo. M.
Stevens, Mechano
Stipanovich, Milton
Stowman, Joe
Strout, Earl
Sucher, Herbert L.
Talbert, Harley
Thompson,
Tommy A.
Tilton, M. R.
Toby Comedians
Trucks, Joe
Tuberville, Frank
Tyree, O. H.
Ucar, J. J.
Vail, Frank
Valdo, Pat
Waldon, Frank
Walters, Lee
Ward, John R.
Wear, Bennie
Webb, H. D.
West, Preacher
White, Gaylord
Williams, Orval
Williams, Richard
Williams, Vern A.
Williams, D. W.
Wilson, B.
Wilson, "Blackie"
Wilson, Max
Wingert, Billie
Wortham, Jackie
Wray, "White"
Young, Eddie
Zeltman, Eddie
Zonneville,
Michael J. F.

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Cooke, Hazel
Cunningham, Miss
Curtis, Miss Peggy
Daniels, Mrs. True
Dean, Miss Dolly
Dowling, Elaine
Forrest, Dorothy
Hayes, Viola
Henderson, Mrs. F.
Holt, Jean
Hubert, Mrs. Docia
Hurley, Mrs. L.
Jaroski, Mazie
Johnson, Gertrude
Jukes, Mrs. Louise
Kelley, Marion
Kolb, Mrs. Elsie
LaFors, Mrs. Teddy
LaWillson, Marjorie

Gentlemen's List

Aldrich, Sam
Amirise, Joe
Anderson, Cliff
Anderson, Robert
Armstrong, "Slim"
Armstrong, S. R.
Baldwin, B. J.
Bauta, Red
(Topeka)
Bartel, Bud
Beaumont, Jack K.
(Smoky)
Lavine, Madam
Malone, Mrs. R. P.
Manners, Betty
Jean
Marshall, Lillian
Newman, Bess
Moss, Miss Boots
Moss, Dottie
Mullins, Mrs. John
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Murphy, Mrs. Georgia
Painter, Mrs. Lola
Pearley, Velma
Phillips, Virginia
Raye, Linda
Red, Mrs. Edith
Barnum
Riding, Mrs. Lola
Robinson, Mrs. Dorothy
Sherman, Mrs. Thelma
Sweet, Betty
Smith, Mrs. Marie J. J.
Thomas, Mrs. R. D.
Valley, Helen
Wadely, Mrs. Marie
Lula

year, with many new magicians being admitted to membership. Noonday meetings have been held at a local restaurant, where Chicago and visiting magish have discussed new tricks and magic problems. Regular meetings of the club are held each third Wednesday in the month. According to Joe Berg, president, plans are under way for Chicago's biggest magical gathering, which will take place soon.

LORING CAMPBELL opened his after-Christmas Lyceum tour January 4 at the Southwestern Oklahoma State Teachers' College, Alva, Okla. Campbell spent the holidays at his home in Wichita, Kan. His present tour is booked solid with the various lyceum bureaus until June 1, when he hopes to attend the IBM convention.

HERMAN HOMAR, the Wizard of the West, is playing school, church and club dates in Wichita, Kan., and is dated in advance for some time to come.

PRINCE BUDDHA recently opened on one of Ed Gardner's units and is playing the Princess Theater, Nashville, Tenn.

SIDNEY LEVINE, well-known Montreal magician, is confined to the Royal Victoria Hospital, Montreal, Quebec, to undergo a major operation. He would be pleased to hear from his many friends.

A REORGANIZATION MEETING of IBM, Ring 13, Pittsburgh, during which new officers were elected, was held at the Walton Hall, Pittsburgh, last Monday. Gus Kant was elected president, succeeding Ted Heuber. Other officers are Sandy McGregor, vice-president; P. O. Steffen, treasurer, succeeding Harry

Pavey, and Al J. Jenkins was re-elected secretary. It was unanimously voted to move the meeting headquarters to the Hotel Henry in that city, where the monthly affairs will be staged from now on. Several changes in the by-laws of the organization are also contemplated.

VALLEAU THE MAGICIAN has transferred his interests from California to Washington, where he is enjoying an active business around the hotels and niteries. Currently playing Margot's Little Club in Spokane.

GUS A. DOERIGHT Ring of the IBM, Youngstown, O., has elected as officers for 1937 Harry Tutter, president; Nevin Hoefert, Warren, O., vice-president, and William Dunlea, secretary and treasurer. John McKinvin and William Dunlea are editors of the club Bulletin and Charles A. Leedy, *Vindicator-Telegram* columnist, is publicity director. A Magic Carnival is being planned for early spring.

CHARLES A. LEEDY, Youngstown, O., newspaper man-magician, staged the program for the Sharon, Pa., Rotary Club Christmas party for crippled children. Leedy was also entertainer for the banquet and installation of officers of the Erie System Railroad Veterans at the Ohio Hotel in Youngstown January 9.

HAROLD STERLING, Detroit magician formerly known as Thelmo, found he couldn't use his powers to bring back \$200 worth of equipment when it was taken from his car recently. Equipment was taken from the car in the downtown district and included a complete Punch and Judy set. Sterling is wondering what burglar is going to add prestidigitation to his other arts.

ISOLA BROTHERS, illusionists, are at the European in Paris.

STEENS, magician, is with the Cirque des Allies at Limoges, France.

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Hartmann's Broadcast

MANY showfolk when playing Moberly, Mo., hereafter will miss a certain individual, one who was ever ready to give them assistance. The person in question was Roger Q. Spencer. He was taken by death early in the morning of January 9 at Glennwood, Mo., being killed on an engine of a Wabash freight train on which he was head brakeman. The engine turned over and rolled down an embankment, pinning Spencer under it.

The deceased was widely known for his cheering mien and intense love for circuses and carnivals, Charles H. Liedl, organist, of Moberly, informs me. "When a show sent an agent to town," says Liedl, "Spencer would always hire a taxi for the agent for the day and would do the same for circus and carnival officials back with the show on show day."

JULIUS CAHN, that Luxemburg, Wis., fair sec., wouldn't miss his annual winter trip in the South for anything in the world. At the last annual meeting of the Wisconsin Association of Fairs in Milwaukee in December Julius was elected president but resigned rather than pass up the Southern jaunt. He made an overnight stop in Cincinnati January 8.

IN THE hope that it might aid other shows which have to meet the same situation Henry Meyerhoff submits a copy of a letter signed "A Mother" that appeared in *The Prince Rupert* (B. C.) *Daily News* in defense of the carnival form of amusement. The letter, headed "Likes Traveling Show," read as follows: "Editor *Daily News*—Taking up your

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—	lets in Tin, Gross Tins.	—
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—	trac. Label, 12 to Car. Dz.	—
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—	in 250 Envelopes, Gross.	—
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—	Wrapped & Boxed, Dozen	—
—	Silk Elastic, 1/4", 3 Yard	.35
—	Hanks, Dozen Hanks.	—
—	Pot Cleaners, Zinc, Large	1.75
—	Bike, New Stock, Gross.	—
—	Pocket Knives, Pearlized, 2	1.35
—	Blades, 12 to Box. Box.	—
—	Safety Matches, 10 Gro. to	.60
—	Air-Tight Tin, Gro. Boxes	—
—	Safety Pins, 12 Assorted	1.35
—	on Card, Gross Cards.	—
—	7-Cake Wonder Assortment	.10
—	of Soaps, Box	—
—	Five-Year Dilemma Silk	.75
—	Cover, Asst. Shaders, Doz.	—
—	Rubber Bands, 20 to Bundle	.50
—	Gro. Bundles to Box. Box	—
—	2nd Sheets, Yel. Let. Size.	.15
—	500 Shts to Pkg. Package	—
—	Straws for Soda Stands and	.12
—	Fountains, 500 Box. Box.	—
—	Celery, Garlic, Onion Salts,	.66
—	in Shaker Bot. Doz. Bot.	—
—	Lotion Set, 3 Ass'd. in	.15
—	Box, 500 Value, Set.	—
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from above list.
T. R. PAYNE, 25 Cardinal Place, New York.

paper on Saturday, I was somewhat surprised and disgusted to see that some of the merchants of this city were regretting that the Crescent Traveling Show had come here for a few days. It could hardly be believed that such narrow, grasping men existed. The money spent on the show would certainly not have gone into their hands. Perhaps they do not realize how few pleasures the youth of Prince Rupert have. I should imagine the theater is the only pleasure for the little ones. I am, of course, speaking of the people who have not got a boat or the means of sending their children away for a holiday. There are hundreds of such people here. Lots of children have not been on a train or even as far as Vancouver and then, oh joy! a circus comes to town. The children must go at all costs, and what fun they have! I should say to the merchants who are complaining that they deserve to lose out and that is why Prince Rupert is where it is today. And I should also like to suggest if, in the future, they have such complaints to make, not to advertise them; it makes them look so mean and Prince Rupert so small."

There was a lot of objection by the local merchants, Meyerhoff says, but after the letter appeared in print the business men said nothing more and every citizen co-operated.

EDUCATIONAL exhibits are absolutely essential in the success of any county, State or World's Fair, but it takes more than the placing and stressing of exhibits to put a fair over properly. Especially those who agree, and even the ones who may not, that it was Sally Rand who made A Century of Progress in Chicago should find much enjoyment in what Heywood Broun said in "It Seems to Me" column in *The New York World-Telegram* of January 8 in commenting on the 1939 New York World's Fair. In part, he said:

"Of course, at my time of life one doesn't count his World's Fairs until they are hatched, but that isn't the real reason for my lack of interest. I don't think Grover Whalen is incubating it in the right way. I have heard some talk of landscaping and towering structures, but who is going to be our fan dancer?"

"Everybody knows that it was not the Hall of Science which made the Chicago festival; it was Sally Rand. Perhaps she could be called upon to play an encore, but with all due deference to Miss Rand I doubt that she could make two World's Fairs. . . .

"And so the time is ripe to send out scouts thru all the land to find some Helen whose face may be depended upon to launch a thousand concessions. At least the poet has assured us that it was the face of Helen.

"I do not think there would be very much point in holding a series of beauty contests thruout the country, altho that might be fun. Miss New York World's Fair will have to be something more than beautiful. And, indeed, if she is to be the hub of general hilarity and excitement she will have to do something more than pose. I suppose dancing is the most universal art, and that is the avenue to explore, altho we should not wholly neglect the singers, contortionists and monologists.

"The most important thing is that the missing Miss should suggest the soul and spirit of our great metropolis. A standard question asked of visitors from abroad to this port is: 'What do you think of our tall buildings and the American woman?' And when a ship news reporter speaks of the American woman he naturally means the New York girl.

"In this there may be a tip for Mr. Whalen's scouts. He should instruct them to go out into the highways and byways to discover some young lady who closely resembles the Empire State Building. Or, if she rises to a point, the Chrysler Tower. After we have found her there will still remain the question of what she can do. But at least a girl of that type should be able to unbend, and that would be quite suitable for the spirit of carnival.

"I have no ax to grind or any wish to blackmail the promoters of the enterprise. I am merely giving them good advice, and it runs like this: 'The New York World's Fair will be a complete flop if it puts all its emphasis upon being educational.'"

EVERETT JAMES, bandmaster with Mighty Haag Show, Lee Bros. and Christy Bros. prior to 1930, has a large class of musical students in Beaumont, Tex.

Notes From the Crossroads

By NAT GREEN

THE call of the wild has most of the outdoor showmen trekking for the Northwest this week. . . . For the next few days they will be battling in Winnipeg, Dakota and Montana for next season's fair dates. . . . Winnipeg is the scene of action at the moment, and about Friday our phone will be ringing and stay-at-homes will be asking: "Have you heard anything from Canada?" . . . And after it's all over most of those who made the trip will be saying: "Wot'ell, it doesn't mean anything anyway; I don't see what we all go up there for!" . . . But next year they will be headed that way again.

A lot of the boys stopped over in Chi a couple of days before the Minnesota meeting. . . . Some of them are interested in amusement machines and they took the opportunity to look over the endless variety of devices displayed at the Coin Machine Show. . . . C. J. Sedlmayr, Jimmy Simpson, Walter White, Larry Hogan and J. C. McCaffery were among the visitors in *The Billboard's* rooms at the show. . . . Bill Hirsch and Bob Lohmar arrived Thursday in time to take a quick peek at the doings. . . . Ed A. Hock, Dave Tennyson and Otto Henke, all interested in both amusement machines and carnivals, were in evidence, as were Louis and Ned Torti, of Milwaukee. . . . Most of 'em will be showing up on the Magic Carpet 10 days hence, some wearing smiles, some scowls. . . . Such is show biz!

Marty Laigle, who was director of building operations at the Great Lakes Exposition in Cleveland last season, is occupying the winter building houses at Coral Gables, Fla. . . . J. C. Donahue, general traffic manager for the Ringling shows, off to New York, then to Sarasota to work out plans for the new season. . . . Looks as if Joe will be a very busy man during '37—but his shoulders are broad and have a darned good head on 'em! . . . Ruth Raynell and Norman Olson in from St. Paul buying acts for the coming fair season. . . . A welcome visitor to the Crossroads desk was the former Dixie Fisher, now married to William Quentmeyer, who is here with the *Follies*. . . . Bev Kelley, former circus p. a., here for the furniture show. . . . Since the death of his father Bev has been managing his furniture business down east. . . . He came in at an opportune time, as Frank Braden had just arrived from Waseka, where he had been hibernating for a couple of weeks getting some bridge-work done, and the two foregathered with the bunch on the Magic Carpet for an afternoon confab. . . . Activity on the carpet has been at fever heat lately.

Ralph Clawson, Dennie and Edna Curtis, Jack Mills, Eddie Jackson, Klara Knecht and many of the "regulars," such as Hickey, Hopper, Bert, Newman, Hobson, Scatterday et al., have been circulating, and someone suggested that Charlie Wirth ought to move the circus desk to the Magic Carpet. . . . The bunch entertained the Del Rio living dolls at luncheon one day, with some 28 present and a half dozen photogs flash-lighting the group.

F. W. Welch, circus fan and outdoor advertising man, of St. Cloud, Minn., stopped off with his wife on the way to Miami and visited with the boys. . . . Said he had no idea there was so much circus activity as he found here. . . . J. D. Newman off for Los Angeles to line things up for the Barnes-Sells-Floto season. . . . He'll miss the ribbing of the Chi bunch, and they'll miss his snappy comebacks. . . . J. Alvin Jones, in from the Denver winter circus, reports that the flu played hob with attendance. . . . Nevertheless the show is reported to have come out on the right side of the ledger. . . . There is general sorrow among circus folks over the death of Frank Cook, of the Ringling show. . . . Cook was well liked and will be greatly missed.

JOE THAYER, circus fan, who visits all shows in the vicinity of Boston, has been connected for the last 18 months with one of the Federal Theater Projects there.

Stage Being Set For Tampa Fair

TAMPA, Fla., Jan. 16.—Festooned with electrical streamers, 22 new steel and concrete exhibition halls of Florida Fair will be dedicated here on January 26, when the 23d annual, combined with Gasparilla carnival celebration, will get under way. Tampa's business district has been gayly decorated.

General Manager P. T. Strieder, for 17 years head of the fair, said that 10 days ahead of opening exhibition space was at a premium. Entries surpass even boom-day shows. Thirteen counties will present displays, occupying more than 12,000 square feet. Second annual livestock show, sponsored by Florida Cattle-men's Association, has attracted many fine herds from Northern States. More than 2,000 Future Farmers of America Clubs will take possession of grounds on January 30.

Auto races will open the fair, with J. Alex Sloan directing contests. Friday will be Children's Day, when more than 100,000 kids are expected. On February 1, Gasparilla Day, "pirates" will sail up Tampa Bay and "attack" the city. Parade at noon is expected to be longest in history of Tampa, ceremonies to be staged in front of the fair grand stand, where the parade will be reviewed. Grandstand entertainment will center around Ernie Young's *Follies of 1937*, supporting acts including Walter Guice Troupe, equestrians; Uyenlo Japs; Cook and Wiswell's Funny Ford; American Eagles; Sporhouse's Barnyard Frolics; Madam Marie and Pals; Cook and Cook, comedians; Joe Lewis, clown cop; Galen Gough, strong man; Vittorio Zaccchini, human cannon ball, and others. Royal American Shows will be on the midway again. More than 50 executives of Northern fairs have accepted invitations to attend.

Mass. and Vt. Fair Men Will Talk Shop

BOSTON, Jan. 16.—Charles F. Hurley, governor of Massachusetts, will be honor guest at the annual banquet of Massachusetts Agricultural Fairs Association in the Brunswick Hotel here on January 21.

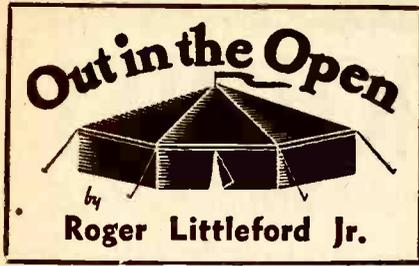
Annual meeting of Bay State fair men will get under way on January 21 in the hotel, as well as the annual meeting of Vermont Association of Fairs and Mohawk Fairs Circuit. Session will feature talks by A. W. Lombard on *What We Did and What We Might Do*; Robert P. Trask, general manager of Topsfield Fair, on *More and Better Attractions*; Joseph H. Putnam, county agricultural agent, Greenfield, on *County Extension Service and the Fair*; Will L. Davis, Rutland, Vt., Fair, on *What Are Selling Assets for a Fair*; John H. McCarthy, department of public health, on *Exhibit Material of the Department of Public Health*; Ernest J. Dean, State commissioner of conservation, on *Exhibit Work of the Department of Conservation*; Walter Moore, Harrisburg, Pa., on *Harness Racing Outlook for 1937*.

Guest speakers to follow, introduced by President Ernest H. Sparrell, will be Howard Haines Murphy, commissioner of agriculture; Lieutenant Colonel Paul G. Kirk, commissioner of public safety, and Samuel T. Brightman, master of State Grange.

After the banquet President Sparrell will deliver his presidential address. Paul N. Denish, New England representative of George A. Hamid, Inc., will supply the vaudeville show, and favors and novelties will be furnished by Henry Rapp, American Fireworks Company. Stetson Radio Band, George W. Ventry directing, will play. A chance to exchange ideas will be afforded fair men on morning of the second day, January 22. Session will take form of a round table with 10-minute talks.

Losses May Be Deducted

PITTSBURGH, Jan. 16.—Internal Revenue officials at Washington informed local showmen that losses suffered in last year's flood may be deducted in determining the 1936 income tax. This report is expected to save hundreds of dollars for showmen in this area who suffered heavy losses during the March disaster.



Frank A. Cook

FRANK A. COOK has left us. Last Thursday afternoon a group of friends assembled in a Manhattan chapel to pay last respects to a man who for more than three decades had played an invaluable part in the building of "The Greatest Show on Earth." His was not an easy job, as legal adjuster, and his fellow workers with the Ringling-Barnum contingent knew full well the mighty job Frank Cook had been called upon to do. They knew that many an achievement went unheralded, unrecognized by most everyone save those responsible for the movement of the great amusement institution of which he was so integral a part.

"Cookie" numbered numerous city, State and federal officials among his lengthy list of intimate friends. His regard for the circus as an institution was as lofty as the highest aerial act that every worked under the Ringling-Barnum banner, and he purveyed that feeling to laymen from one end of the nation to the other.

Frank A. Cook, of the Ringling show, has gone, but his job was well done and his spirit is bound to influence the show he loved and the circus world in general for many, many years to come. "Cookie" often mentioned that he thought there must be a big show in the great beyond—a show operated by the incomparable five Ringlings, who have assembled "Hutch," George Melghan, Lew Graham, Jack O'Connell, Charlie Kannelly and the others to take it from lot to lot. If that show should need a "fixer," and what circus doesn't if it is to be a circus, their troubles are ended. Frank A. Cook will take care of that.

To the Columnists

DEAR fellas: In recent weeks some of you have devoted quite a lot of space in your pillars to worrying about the sex-appeal angle of the forthcoming New York World's Fair. It evidently bothers you that as yet a lady has not been designated by Grover Whalen to add life and zest to the fair a la Sally Rand at A Century of Progress. Don't let it worry you, boys; the gang up in the Empire State Building know what it's all about, and rest assured that when "The World of Tomorrow" opens a couple of years hence the corresponding role played by Miss Rand in Chicago will be well taken care of. Just who she will be no one knows, not even Mr. Whalen or Mr. Andrews or Mr. Krimsky, but give 'em time, boys, give 'em time.

After all, who ever heard of Sally Rand until the Streets of Paris opened in 1933? Always remember that Sally Rand made the Chicago Fair, but the Chicago Fair also made Sally Rand! Frank Darling, who, incidentally, knows plenty about the inner workings of the amusement division, recently stated publicly that he wondered why so many people were of the belief that the 1939 New York exposition would have no nudity. . . . "There will be nudity, lots of it," comments Darling, "but it will appear on large open stages, artistically displayed as part and parcel of a beautiful show along the lines set by the Ziegfeld Follies or more nearly by the French Casino and Billy Rose's Casa Manana." . . . We agree with you, gentlemen, and so do fair officials, that elaborate and expensive halls of science and invention are vitally important to world's expositions, but it's gals and more gals that put them on a paying basis.

J. W. (PATTY) CONKLIN, the young Canadian showman, who has been put in charge of the new-style midway at Toronto's Canadian National Exhibition, will be in New York shortly to contact ride operators and manufacturers, as well as other showmen eligible for the 1937 CNE.—Publicity department of Cleveland's Great Lakes Exposition is not letting us forget about activities thereabouts in preparation for the expo's second stanza. Clever and costly mailing pieces are sent out almost weekly to the amusement trade as well as to a nation-wide list of Chambers of Commerce, daily papers and

transportation bureaus.—Which reminds us of a couple of things we'd like to know. . . . Why haven't talent-agency annual catalogs gone to the convenient size of the 1937 Hamid number long ago? If you haven't seen it, the Hamid piece is one of best ever to grace a talent buyer's desk. Orchids to Leonard Traube for doing a grand job. It's his first attempt, too. . . . And we wonder who is actually responsible for news releases on the New York WPA circus project. We humbly suggest that the WPA boys forget petty differences and work together if they wish to see their stuff in print.

George F. Dorman Is Back With Krause

SANFORD, Fla., Jan. 16.—Mr. and Mrs. George F. Dorman arrived here this week from Tucson, Ariz., to rejoin the Krause Greater Shows. Following the close of last season the Dorman's went to their winter home in the Arizona city and were enjoying the climate until called east by the death of Ben Krause. Under the new setup of the Krause Shows Mrs. Krause becomes the general manager and George F. Dorman again assumes his former position of business manager. Dorman was one time associate owner with Ben Krause in the Dorman-Krause Shows and for many years past has been in the office of the Krause Shows.

Active preparations are under way for the opening of the shows in this city in February.

Twentieth Anniversary Of Col. Cody's Death

LAKE WORTH, Fla., Jan. 16.—Tomorrow will be the 20th anniversary of the death of Col. William F. Cody (Buffalo Bill), and this coming spring Frank A. Small, located here, will celebrate the 53d anniversary of his becoming one of his lieutenants. Their personal friendship never had a break.

This personal relation began in 1875 when Cody made his first tour of Texas as a theatrical star. In that small company were Wild Bill Hickok, Jack Omohundro (Texas Jack), afterwards married to Madame Morlacchi; Jule Keen, Buffalo Bill's Dutchman; John M. Burke (Arizona John), afterwards general manager and press man for Colonel Cody and his shows until death intervened; Mlle. Zeffretta, of the famous Pantomime family; Josh Ogden, the one-eyed scout; Carter Couturier, who later was general outdoor advertising manager for all Cody shows, both in Europe and America.

Modernistic Shows Start Work

MIDDLESBORO, Ky., Jan. 16.—R. C. McCarter, general manager of the Modernistic Shows, announces that work has actually got under way in the plan of organization and building. L. C. McHenry has booked his Big Eli Wheel, Chairplane, Whip and Kiddie Ride. D. Clayton will have the Loop-o-Plane and cookhouse. The show bought Henry I. Davis' Three-Abreast Merry-Go-Round, which is practically new. The Caterpillar, recently purchased, is being rebuilt and will have streamlined seats and a new tunnel.

The new tents are for the Grand Marquee, front, Minstrel Show and Side Show. Billy Cornell will have Minstrel Show. Dick Sheaks will do the decorating and has booked his bingo. Chick Allen will have the diggers.

Manager McCarter reports a very successful booking trip in Indiana, Kentucky, Tennessee, North and South Carolina and Georgia. Sam Kravets, general agent, is reported to be in Indiana attending various fair meetings in that State. Taken all in all, the management of the Modernistic Shows is very much pleased over the outlook for the shows.

Mrs. Al Wagner Is Out of Hospital

TOLEDO, O., Jan. 16.—Mrs Al Wagner, secretary Wagner Concession Company, has been discharged from a local hospital and has returned to her home in this city. She wishes to thank the Ladies' Auxiliaries of both the Showmen's League of America and the Heart of America Showmen's Club for their consideration during her late illness.

Al Wagner, general manager of the concession company, is highly elated over the prospects for his wife's gradual return to good health.

THE GREAT MANHUNT
 FEATURING
CHARLIE MATTSON KIDNAPPING
 With Powerful Scenes from AMERICA'S UNDERWORLD.
THE WALK-THRU SHOW FOR STORE-ROOMS, CARNIVALS, PARKS, FAIRS.
 Consists of 20 Beautiful Viewing Boxes with Pictures Inside on Colored Glass, also 20 Great CRIME Panels, with 40 other Great Crime Scenes with Full Descriptions Below Each Picture. Each Photograph on Panel 8 by 10 inches; main Banner heavy canvas, 6x10 feet, also two smaller Canvas Banners, 40 inches by 6 feet, for Show Windows. Full Diagram for Framing and Operating. Show complete as above.
Only \$100.00
 No need to loaf this winter. Grab store-room anywhere. Get going. \$50.00 to \$100.00 a day available. Every day brings more scenes from our photographers in the World's Greatest Manhunt in State of Washington. Will ship first shows January 20.
 Wire or mail \$25.00 deposit, and show will be shipped promptly, remainder collect. Or write for information.
CHAS. T. BUELL & CO., Box 306, NEWARK, OHIO
 For 15 Years America's Leading Walk-Thru Show Builders.

FIRST CALL
HAPPY DAYS SHOWS, INC.
 OPENING MONTGOMERY, ALA., MARCH 1
 Present 10 Rides, 10 Shows, 35 Concessions, 2 Free Acts, Page's Uniformed (White) Band, Fireworks nightly, Calliope, Billposter and Sound Truck.
WANT for No. 2 UNIT—Complete Set of Rides, also Octopus, Ridee-O, Caterpillar, Fun House, Motordrome, Scooter, Tilt-a-Whirl, all with or without transportation. Will book exclusive Diggers, Photo, Scales, American Palmist, Penny Arcade, Bowling Alley, Ball Games, Bumper, Wheels, No Rackets. No Ride Coupons. COL. T. L. DERRICK, Mgr.; A. H. FINE, Business Mgr. and Gen. Agent; MRS. T. L. DEDRICK, Secy.-Treas.; FLOYD R. HETH, Asst. Mgr. All replies, Winter Quarters, Montgomery, Ala.

SHOW OPENS EARLY IN MARCH | **T. J. TIDWELL SHOWS ANNOUNCE ENLARGEMENT FOR 1937** | **15th Annual Tour**
 Now booking attractions of merit. Nothing too big. Want to hear from reliable show people. Will finance new attractions. Want Motordrome, Funhouse, Crime Show, Illusion Show, Monkey Show, Snake Show, Penny Arcade, Animal Show, Pit Show, Milo Anthony, wire. Will book any show that doesn't conflict. Bob Mays, wire. Want ride help, foreman for Octopus to open Laredo, Tex., February 15. Doc Philpot, wire. Ten weeks of new fairs and celebrations already booked. Guarantee wonderful route. Want high-class Free Acts.
FAIR SECRETARIES, NOTICE!
 Write or wire
T. J. TIDWELL SHOWS, BOX 954, SWEETWATER, TEX.

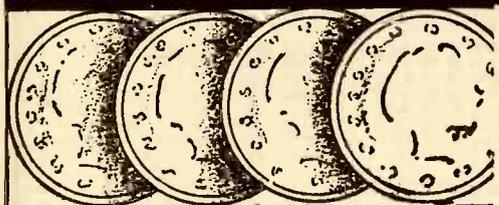
Gray's Greater Canadian Shows
 WANTED FOR 1937 IN CANADA.
 Circus Side Show, Minstrel, Musical Comedy, Palace of Illusions, Dog and Pony Circus, Platform Shows, Crime Show, or any other Shows of Merit, with or without equipment. Also legitimate Concessions open—Wheels, Grind Stores, Fishponds, Coupon Bowling Alley, Pitch-Till-You-Win, Roll-Down, Blower, Ball Games, Slum Spindles, Bingo, Peanuts, Popcorn, Frozen Custard, Potato Chips, Candy Cotton, Photo Gallery, Palmistry, Shooting Gallery, Grab Joint. Will frame Concessions to suit capable, reliable agents.
 WANTED—Reliable General Agent. Also Ride Foremen for Tilt-a-Whirl, Merry-Go-Round, Ferris Wheel, Kiddie Auto Ride, Loop-o-Plane, Scooter Ride.
 WANTED TO PURCHASE—A 20 K. W., 60 Cycle Generator, to operate 7½ H. P. Motor, Single Face, 220-110, on Loop-o-Plane. Address all communications to
SAMUEL GRAY, 534 Dundas Street, London, Ont.

WANTED FOR ST. PETERSBURG, FLA., SPA BEACH AMUSEMENT PARK
 ENTRANCE TO MILLION-DOLLAR PIER.
 For Twelve Weeks, Shows, Rides and legitimate Concessions. Will also book Lunch, Drinks, Popcorn and Peanuts, Candied Apples, Taffy Candy, Candy Floss and Frozen Custard. WILL BOOK any Games of Skill at reasonable weekly rates. Plenty of room here for good Demonstrators and Pitchmen, reasonable. WILL BOOK good Free Acts who will work reasonable. State lowest price. All those who wrote me before, get in touch with me again. Address all wires and mail to
JOE PISARA, Manager, 2360 Third Ave. S., ST. PETERSBURG, FLORIDA

Kemp's Motordrome Gets Good Start
LARGO, Fla., Jan. 16. — Walter and Marjorie Kemp opened the season here at the Pinellas County Fair with the Royal American Shows, with which they are presenting their internationally known Lion Motordrome. The Kemps seem very happy to report that the opening last Monday, January 11, started off with good weather, and that gross business has run about 40 per cent over last year's record for their attraction on the week.
 J. C. Guilfoyle, noted animal trainer, has been engaged by the Kemps, with whom he will work in the breaking of animal groups never before presented in a motordrome, it is stated. One group will be an outstanding lion act which has never before been presented amid this show's environment.
 Kemp stated that altho the past season has been a most successful one with the Royal American Shows, they have no idea of resting on those laurels, but are out for new records.
 Roster: Walter B. Kemp, manager and trick rider; Marjorie Kemp, automobile-riding lions Sultan and Prince; J. C. Guilfoyle, principal trainer; Buddy Rilee, in charge of front; Sammy Lowery, trick rider; Russell Thompson, foreman and straight rider; Speedy Price, straight rider; B. Rosler, student rider; Fred Cantrell and Morris Johnson, tickets; Theophilus Ball and Jimmy Banks, helpers.

Send 25c Today for this big 80-page book full of valuable information, ideas and suggestions for trailer buyers, builders and users. Tells How To Build Tops, Beds, Cabinets, etc. All About Electric Light and Water Systems, Floor Plans, etc. Catalog of parts and equipment includes everything you want—Axles, Hitches, Pumps, Stoves, Lights, Windows, Sinks, Toilets, Mattresses—Over 200 items—exclusively for building and equipping a Trailer. Rush 25c (coin) today—Satisfaction positively guaranteed. TRAILER SUPPLY CO., Box 438-H, Waukegan, Wis.

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AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers.

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

THE 1937 SHOW

The 1937 Coin Machine Convention, January 11 to 14 in Chicago, fulfilled the promise of being "bigger and better" than previous annual conventions of the coin machine industry over a period of nine years. The general implications of the convention were seen to be constructive and to point toward a number of possibilities in expansion.

The commercial importance of the industry, as indicated by the quantity and variety of its manufactured products, may be regarded as the outstanding characteristic of the 1937 convention.

Attendance at the 1937 convention is estimated at 7,500. Advance registrations reached a total of 5,000, under the new system adopted for the first time by the industry. About 1,700 paid admissions were also recorded. Wives and children of delegates, of course, did not show up in the registration. A total of more than 3,400 tickets for the annual banquet was reported. It will require some time to analyze the registrations and judge indications as to trends in the rank and file of the industry, or that part of it which attends the annual conventions.

The jobbing and distributing division of the trade had the most complete representation, and especially from the more distant States. Such a large proportion of jobbers and distributors is to be expected, due to the very nature of their position in the setup of the industry. A significant number registered as "distributor-jobber-operator," or "jobber-operator," which may be taken as an indication of a trend in the evolution of the coin machine operator. The lack of any definite classification or standard for registering the three groups as distinctive from each other is also a factor. The rise of the used-machine problem has made it necessary for many operators to enter the selling field, and the recent wave of high-priced machines has led many a distributor and jobber to enter the operating field.

After all, the rapid developments in the trade make it difficult to classify its members, and the probable result will be that the small operator becomes an affiliate or employee of organizations that both sell and operate machines. A more complete study of the rank and file of the trade may be possible at a later date.

The type, value and total quantity of products on display at the 1937 convention is a subject for intensive study, too complex to be treated in an editorial review. The value of the products shown and the total quantity suggests that the coin machine industry has attained commercial importance and is to be compared favorably with other national industries. The size of the 1937 exhibit takes rank among the largest national exhibits showing in Chicago. All of which means that a lot of the old prejudices against the industry as such must begin to disappear, and also that the manufacturing division of the industry must begin to develop some sort of public policy.

TYPES OF MACHINES

The development of the larger and more expensive machines, such as bowling games, targets, phonographs, cigaret machines and other high-grade products, attracts attention to the commercial importance of the industry. Some members of the trade are already shying at this fact and have fears that it will lead to a wave of taxation. An industry that grows to the present size of the coin machine industry cannot hope to escape taxation and control, but it could lay the groundwork for reasonable taxation by a definite show of some degree of public spirit. A large section of the trade feels that the industry can grow to its present size and still maintain the old idea of "slot machine secrecy." The quality and price of the present major devices make it impossible for the industry to keep its head in the sand like an ostrich.

A glance at the types of machines shown will suggest some interesting comparisons. Reference will be made to

the number of models of the various types of machines shown. It is impossible to be exact in the classification of models of a certain type of machine, since a change in color may be regarded by the maker as a model, while actually it is the same machine. One booth had 10 different color combinations of machines, while actually there were only two different models. An attempt is made here to list the various models and suggest some of the indications.

The target machines, involving the principle of the photo-electric cell, are comparatively new in the field of coin-operated machines and have been the subject of costly development work during the year 1936. The target machines are now regarded as perfect enough mechanically to merit the consideration of operators who want high-grade machines. A total of 23 models or variations of the target machines were on display at the 1937 show. That in itself is an indication of the rapid development in a type of machine which in the present cycle is about one year old. The pioneer radio rifle was on display this year along with the most modern developments of the target principle. Aside from further progress in developing accurate shooting qualities, the future work in the target field will be to develop new innovations in targets.

Continuing a study of the more expensive machines, eight models of coin-operated bowling games were to be seen on the exhibit floor. These machines have taken recent strides, apparently to meet a demand for unquestioned skill games in many territories. They are valuable machines and offer real opportunities for promotion in getting locations and also in appealing to players. The size of the games imposes limits on the field of their expansion. A few adaptations of the bowling idea were observed in smaller games, but a bowling game still remains a bowling game, without much possibility for innovations.

Twenty-two models of coin-operated phonographs were exhibited, an indication of the importance of the music division of the trade. This is probably the most progressive group within the industry from the standpoint of organization and development of public spirit. There is a possibility that leadership for the industry may develop in the music field, since music machines have some problems common to the industry.

CRANES AND DIGGERS

Thirteen models of diggers, cranes and rotary premium venders were on the floor. Stability in the digger and crane field seems to have been reached since the development of new models seems to have dropped off considerably during the last year or so. The new rotary premium vender is a new adaptation of the idea and four models of this type are included in the above 13. Another rotary machine is said to be on the way, which will make five models in the field.

Twenty-one other models of expensive floor machines were also shown, which are difficult to classify. They include the de luxe racing, dice, roulette, card and baseball games. All of these machines are in beautiful cabinets, have high-grade mechanisms, and the number of machines on display this year indicate that many possibilities for development and manufacture lie in this field. The 21 machines shown may be said to be only an indication of the variety and adaptations that can be carried out in such machines. A baseball game which received considerable publicity uses a playing field well known to the trade, and is an indication that inventive genius may find it possible to bring many an old idea up-to-date with mechanical refinements, a beautiful cabinet and modern promotion.

Most of the racing, dice, roulette and card games involve the principle of chance, and with the bell machines bring to the front the whole question of games of chance. One manufacturer this year boldly displayed a blowup of some un-

GUARANTEEING IMMEDIATE SHIPMENTS

on the following

KEENEY 1937 "Show Hit" GAMES!

PARADICE

Acknowledged the outstanding game of The Show. Takes from 5c to \$1.25 on a single play, paying odds of 2 to 1 up to 30 to 1. Console type cabinet. The "hottest" coin game ever introduced.

TEN STRIKE

2-ball, odds-changing payout pin game introducing miniature ten pins instead of holes. The "hit" of The Show in the payout table class.

DEER HUNTER

Junior size, electric ray, rifle game. Twenty shots with three variable speeds of player's selection. Shipments start January 25. The lowest priced rifle game in its class.

AIR MAIL . . . 10 ball Novelty Pin Game . . . Shipping January 30th

Order thru your KEENEY DISTRIBUTOR or direct from

J. H. KEENEY & CO. "The House that Jack Built"

New Factory Address at 2001 CALUMET AVE., CHICAGO

favorable newspaper publicity on his de luxe dice game. An official of the Florida Press association attended the convention and said that coin-operated games of chance have as much right to existence as legalized racing bets, etc. A rich field exists for publicity on games of chance as one of the oldest forms of popular amusement, but makers and users of such games do not seem to be agreed yet as to whether they prefer their games to be legalized or remain illegal. As valuable as coin-operated games of chance may be, reformers should note that they are a minor item in comparison with the nation's betting bill on races, baseball, football, etc., according to an authoritative article published by *The Chicago Tribune*.

The modernized bell or jackpot machine was displayed in about 28 different models. This does not include some 63 models of smaller counter devices which use the revolving wheel. At least two glorified bells were shown. It is not easy to estimate the models of the smaller counter devices since they are made in such a wide variety of adaptations. The use of the counter devices in sales promotion is apparently showing a steady growth, as shown by the reel types used.

Pinball Games

The original pinball game is now clearly divided into two groups, and both groups are now merely a part of an industry which such games launched five years ago on its modern stride. Twenty models of novelty pinball games were shown, one manufacturer having five and the next highest two. Before the end of 1936 the announcement of a novelty pinball game had become news. The manufacture of novelty pinball now seems to be to meet an established demand, and no real innovations were noticeable. The payout type of table games were exhibited in 32 models, one manufacturer showing eight and another five. Progress in this type of game seems to be in mechanical refinements, beauty of cabinet and in novelty playing fields.

The modern cigaret machine staged a climb to prominence with 37 models on display. This number includes some small counter machines, but the majority of the models show the highest

quality of vending machine construction. That automatic machines are to play a part in the sales of cigarets is clearly shown. Rich variations in cabinet design and some mechanical refinements were evident. One manufacturer displayed a rich cabinet with a radio built into the base of the machine.

Further progress in the merchandising machine field was seen in the display of about 24 models of candy and gum venders, seven de luxe venders and about 70 bulk nut and confection venders. The number of displays of merchandising machines and the great variety of these machines show remarkable progress in the merchandising machine field during the past year or so. Some miscellaneous type of merchandise venders were also shown, including postage stamp, razor blade venders, etc. A shoe-shine machine and about five models of scales were to be seen. A beautiful machine for vending bottled drinks (Coco-Cola) was also on display. Cigaret machines and bulk vending machines showed greatest progress in the merchandising machine field. From the number of candy bar machines shown it might be judged that this type of vender had not kept pace with the general progress of the vending field.

Firms supplying parts and supplies or in some way allied with the trade constituted an important part of the exhibit. Nineteen firms supplying the trade with some item were shown on the list of exhibitors. These firms supply everything from metal castings to phonograph needles, candies, gum, etc. They deserve a vote of thanks, since some of them could not expect to develop business by exhibiting. Their presence helps to add to the importance and prestige of the annual display. Eleven premium firms had displays at the 1937 convention. Nine firms featuring salesboards were also on the list.

Manufacturing Trends

Manufacturing trends may be seen as toward more expensive machines that are definitely legal. These include the bowling games, targets, phonographs, cigaret machines, etc. Or, as one manufacturer put it, "the tendency is to build fewer borderline machines; they are either strictly legal, or they are games

NEW 1937 "HIT GAMES"

TARGETTE

KEENEY'S ELECTRIC RAY RIFLE GAME—Acknowledged the "best rifle game of all."

TEN STRIKE

KEENEY'S 2-BALL NOVELTY PAYOUT PIN GAME with revolutionary play principle and features.

PARADICE

KEENEY'S COIN-OPERATED DICE GAME—Permitting play of 5c to \$1.25 on a single play.

BABE KAUFMAN, Inc., (CIRCLE 6-1642) 250 W. 54th St., N. Y. C.

of chance built for territories that allow such games to run." Among the manufacturers there is a marked tendency to branch out by building a greater variety of machines, or to manufacture products outside the automatic field altogether. Coin machine firms today are making ice cream freezers, furniture, fractional motors, novelties and air-conditioning apparatus. This expansion may be a marked feature of 1937. In contrast to this expansion, one well known music firm has in the last two years become a prominent manufacturer of coin-operated machines. A big Chicago corporation is also known to have passed up a real opportunity in the coin machine field because they thought "operators were a bunch of racketeers."

The voice of the operator at the 1937 convention was somewhat subdued. This was in marked contrast to what has happened at many of the previous conventions. It may be an indication that operators' organizations are declining, that distributors and jobbers are assuming leadership in their territories, or that the annual conventions are coming to be regarded as valuable for two purposes: that the operator may have a good time and that the manufacturer may find out which of his new machines are worth starting into production. Heretofore it has been said that the majority of new machines shown at the annual convention would never be put into production. The manufacturer would use the convention to discover which of his new ideas had any appeal to the operator. This use of the convention still exists, but it may be predicted that a greater percentage of the new machines shown at the 1937 convention will actually go into produc-

B OPERATORS!! B

FOR THE GREATEST LINE OF BAR-GAINS IN USED MACHINES, GET OUR LIST No. 220.

Just Out—It Will Save You Money Aplenty.

SEND FOR YOUR COPY TODAY.

Just Ask for List No. 220.

B BESSER NOVELTY CO. B
8020 OLIVE ST., ST. LOUIS, MO.

TOM THUMB JAR GAMES

4 Big Winners in Every Jar—135 Small Ones.
50 Sale. Profit \$16 to \$38. Price, express prepaid, \$3.50. Write for Details 39 Other Games.
TOM THUMB, Dept. 77, Nauvoo, Ill.

tion than ever before. And when the convention ceases to be the voice of the operator he can say what he pleases to his jobber—or he might live to see the day when the trade papers become more representative of the operator's needs and ideas.

Battle Against Slugs

No review of an annual convention of the coin machine industry is complete without a consideration of progress made in the perpetual battle against slugs. At least eight firms made special (See THE 1937 SHOW on page 81)

THE COUNTER GAME HIT OF THE SHOW TRI-O-PACK

1c CIGARETTE PLAY COUNTER GAME

FREE

FOR 10
DAYS'
TRIAL

Only

\$24⁷⁵

TAX PAID



Money cheerfully refunded if not satisfactory for any reason. Enclose 1/3 Deposit, Balance C. O. D.

More than outsold all other counter games combined at the 1937 Show—BECAUSE TRI-O-PACK combines all the money-making power of PENNY PACK—all the thrills of REEL "21"—PLUS new 1st, 2d or 3d Changing Odds Play! RUSH YOUR ORDER NOW—Be FIRST in your territory!

ELECTRO-BALL CO., INC.

1200 CAMP ST. • DALLAS, TEX.

Smashing All Prices On PAY TABLES and NOVELTY GAMES

To Make Room For Our New Stock of Merchandise. All These Games Are Thoroughly Reconditioned; Many of Them Like New.

8 Alamo \$29.50	4 Multiply \$29.50	6 Exhibit Electric \$32.50
2 Baffle Ball 24.50	7 Multiple 39.00	3 Stock Exchange 12.00
3 Bally Bonus 24.50	10 Palooka Jrs. 32.50	5 Short Sox 22.00
3 Bally Bonus Ticket. 29.50	7 Peerless 32.50	2 Genco Champs 10.00
1 Broker's Tip 32.50	3 Peerless Ticket 37.50	1 Drawball 22.50
3 Captain Kidd 39.50	1 Rainbow 29.00	6 Stoners Mad Cap 19.00
7 Daily Races Mystery 39.50	1 Red Man 25.00	2 Keeney's Torpedo. 15.00
3 Daily Races Reg. 34.50	1 Repeater 19.00	1 Rockola Traplite. 25.00
4 Double Headers 31.50	1 Round Up 39.50	1 Tricks 10.00
4 Double Nugget 17.50	1 Transpacific 25.50	2 Ginger 5.00
15 Fence Busters, also some Mystery Slots 39.50	1 Run Around 17.50	1 Daval Gum Vender 5.00
3 Gold Nugget 15.50	9 Tycoons, Latest Model 37.50	4 Make Or Break counter games 5.00
1 Grand Prize 22.50	4 Tycoons, First Model 22.50	1 Hold and Draw 8.50
1 Grand Slam 27.50	15 Top Rows 19.50	1 Black Jack 5.00
7 Monopole 26.50		

All orders must be accompanied by one-third deposit, Balance C. O. D. Attention Operators and Jobbers: Write or wire for prices on all the latest Pay Tables, Slots and Novelty Coin Machines before buying elsewhere, as we know that we can save you money.

AMERICAN NOVELTY COMPANY

2540 Prospect Avenue, CLEVELAND, OHIO
MAIN 8844

USED AUTOMATICS

All Machines First Class Condition

ALAMO \$31.50	PAMCO BELLS \$47.50
BALLY BONUS 37.50	PEERLESS 32.50
BIG SHOT 24.50	SUNSHINE DERBY 24.50
DE LUXE 46 19.50	TYCOON 32.50
FLICKER 59.50	WESTERN RACES, MULTIPLE 41.50
HIALEAH, MULTIPLE 47.50	WESTERN RACES, MYSTERY 47.50
JUMBO 29.50	BALLY RELIANCE Dice Machine (5c) 50.00
LEATHERNECK 39.50	O. D. JENNINGS DUCHESS 29.50

25% WITH ORDER, BALANCE C. O. D.
TURNER OPERATING COMPANY

427 SO. ERVAY ST., DALLAS, TEX.

ATTENTION CENTRAL PENNSYLVANIA OPERATORS

CLOSING OUT over 200 used straight pin games at special prices. Fifty used automatics; a few floor samples, STOP AND GO, DERBY DAY, FLICKER (new unit), all ticket models. All new games on display in our modern showroom. Plenty of parking space in the rear. WE HAVE ALL THE HITS OF THE COIN MACHINE SHOW.

YORK VENDING COMPANY

208 W. MARKET ST., YORK, PA.

Chicago Newspapers Liberal in Publicity for 1937 Convention

Chicago newspapers were more generous in giving publicity to the 1937 Coin Machine Convention during its sessions from January 11 to 14 than in previous years. Whether this was due to organized effort to secure publicity, to a growing consideration on the part of newspapers, or to the evident commercial importance of the coin-machine industry, no authoritative statement can be made at this time. Probably a combination of all three factors would account for the space given to news and publicity on the show.

Two manufacturers had devices on display that were adaptable to human-interest stories and thus were of interest to the local newspapers. The Rock-Ola Manufacturing Corporation arranged to have Dizzy Dean present to help publicize a new baseball game, and the fame of the baseball star made the sports columns and also feature columns in connection with the machine. The robot chess player was unusual enough in itself and in connection with a \$150 wager to make the news columns. The robot was exhibited by the Electrical Products Company of Detroit as an example of scientific development. It is not coin operated.

The commercial importance of the industry, as indicated in the 1937 convention, would seem to merit the attention of the business news staffs of the local newspapers and especially of *The Chicago Journal of Commerce*, Chicago's local financial daily. Apparently the financial daily and the financial editors of all the daily papers overlooked the commercial importance of the modern coin-operated machines on display. The furniture convention, in session during the week, was larger than the coin-machine convention and naturally overshadowed it from a news viewpoint. However, smaller conventions in the city at the same time received mention in the financial columns, and it was especially noticeable that the listing of conventions in some of the dailies did not include the National Association of Coin-Operated Machine Manufacturers. The probability is that some prejudice against the industry as such still exists in the minds of financial and business news editors.

Human-interest items in the daily news columns do not always bring out the real values of the industry and usually stress in some way the gambling type of machines. Reporters still refer to the "slot-machine industry," a term which grates on the nerves of the more progressive elements of the trade. There was a tendency on the part of some firms closely connected with the gambling type of machines to get over their fears and to welcome newspaper publicity for all it is worth.

Some examples of newspaper publicity as it appeared in Chicago newspapers during the convention are as follows:

NICKEL NURSE MEETS A ROBOT (Gene Morgan, feature writer for *Chi-*

cago Daily News, January 12). "Talk about a bull in a china shop or a cat at a canary convention!"

"Just think of a nickel nurse at a coin-machine show!"

"One of the last named barged into the ninth annual exhibition of the National Association of Coin-Operated Machine Manufacturers on the second floor of the Hotel Sherman as it opened yesterday. The show wasn't quite ready, but the nickel nurse was. He had his 5-cent piece tucked away in his inside vest pocket. (No remarks about a padlock on the pocket, please.)

"Here you are, sir!" cried a demonstrator to N. N. "The latest mechanical game device to conjure the nickels out of tightwad's wallets. Did you ever have a yen to burst into a tavern and shoot out the lights? Now you can do so without having a police squad plant its No. 13s on your face."

"Yes?" said jitney miser, backing away.

"Yes," said the demonstrator. "You aim this rifle at yonder circle of colored lights and start banging away. If your aim is good you can put 'em out in quick succession. First you drop 5 cents in the—"

"By that time the visitor who valued a nickel only a little less than his right eye was 50 yards down the aisle.

"Here you are, sir, the latest phonograph installation," announced another showman, buttonholing our big-hearted pal. "Listen, and you will hear the beautiful tones. And it costs only—"

"Here's the big palooka game," shouted another, as the stranger wrested himself free of the phonograph pheast. "You can't miss. This is a real payout game and—"

"Mister, here's an automatic dice game that goes to town with guys who pinch the buffalo on a nickel until it grunts," cried another demonstrator.

Looks Over Prizes

"By this time the visiting spend-thrift had fought clear of a host of enemies and now, unnoticed, he was pausing before a booth displaying sample prizes for pin games, target games, horse-racing games, baseball games and other devices known to the trade as duck soup.

"He saw a colony of stuffed bunnies wearing Scotch uniforms, and this cheered the nickel nurse. He saw shiny knives—good for paring expenses—positively plated watches, combination lighters and cigaret cases, ladies' compacts and thrifty reversible collar buttons.

"In a more genial mood he turned away and was confronted with a device about which he had never dreamed. It was a robot chess player. An 'electric eye' moved the pieces. Mr. Nickel Nurse challenged the robot and found himself off the board in about seven jumps.

"This made our hero fighting mad—mad enough indeed to shoot out all the



GEORGE R. THAYER, jobber of Binghamton, N. Y., sends a picture showing installation of a target on top of a telephone booth. It is an Exhibit Shoot-a-Lite.

lights. . . . There's nothing like an annual exhibition of the National Association of Coin-Operated Machine Manufacturers for divorcing his nickel from a nickel nurse."

Chicago Tribune

The Chicago Tribune, January 11, published a general news item concerning "Mr. Robot Bets \$150 He Can Win at Chess!" as follows:

"A robot, controlled by a photo-electric cell, which takes on all comers at chess and checkers is one of the exhibits which will be on display at the ninth annual convention of the National Association of Coin-Operated Machine Manufacturers opening at the Hotel Sherman today. The association is offering a \$150 reward to any person who can beat the robot at these games during the convention which ends Thursday.

"A person competing against the mechanical man holds the chessmen or checkers in his hands and places one of them in a move on the board. The robot also has chessmen or checkers in his mechanical hand.

"After his opponent has moved, the correct responding move is dictated to the robot by a complicated system of gears operating on the electric-eye principle. The robot's move is then made and the full game is played out in this fashion.

"This automation display is not intended for commercial use, but there are 238 other exhibits at the convention for coaxing small coins from the pockets of the public.

"One of the most ingenious devices is a new baseball game machine. After the coin has been inserted a ball is thrown to the pitcher by the umpire. The mechanical pitcher then hurls it toward the plate and the person playing the machine has the option of letting the ball go by or pressing a lever which brings a bat into action. If the pitch is allowed to go by it registers as a ball or strike, depending on how it crosses the plate.

It's a Hit! Maybe

"If the bat swings the ball will be propelled into one of many pockets, registering a hit, a foul, an out, a double play or any of the other plays in baseball. For his coin the player operates the machine until three outs have been recorded.

"Jerome (Dizzy) Dean, star pitcher of the St. Louis Cardinals, will arrive in Chicago this morning to dedicate the new baseball game.

"More than 8,000 operators and delegates from State associations will attend the convention."

Dizzy Dean

The Chicago Evening American, Hearst paper, January 13, gave a generous two-column story, signed by Charlie Blake in a letter to "his boss," as follows:

"I went over to the Hotel Sherman to look for that slot-machine convention you told me about and discovered that there was no such thing.

"It seems that all those fancy looking machines that have been pegged as being

'slot machines' have gone very respectable indeed and indeed.

"So from now on when you start to send hard-working reporters to find something that is not you'll have to learn the 1937 moniker.

They're Coin Machines

"And the current word for 'slot machine' is 'coin machine,' and the convention you were talking about is the '1937 Coin Machine Convention.'

"You should see those coin machines. An awful lot of people have stayed awake nights to think of new ways and places to collect coins.

"There are enough different kinds of machines over at the Sherman to fill every nuthouse in America. Besides the 'gambling' machines there are vending machines that sell everything under the sun.

"Maybe there should be a law against them before the machines put every salesman, salesgirl and clerk in America out of a job.

"The only thing on display at the convention that you can't put a coin into are some live singing canaries. Next year somebody will figure out a way to drop a nickel into a canary's beak before it starts singing.

"The place is full of every form of shooting and rifle range in the world. They say it's the war influence.

"The place was jammed with people last night and there is a good reason. Admission costs one buck, but the customers get their money's worth, as all the machines operate free of charge.

"You can get your picture taken, shoot at wild ducks, tin cans or what have you; play a hundred different 'pin' games, deposit tokens into slot (pardon me, coin) machines, play a baseball game where the mechanical players do everything except bawl at the umpire. All in all there is plenty to get for your buckaroo.

"But the greatest, biggest sensation of the show is not a 'coin machine'—that is, he is not usually known as a coin machine.

"And I mean that ball player who comes from St. Louis or somewhere by the name of Dizzy Dean.

"He was the center of the biggest mob I've ever seen and he was signing his name all over the place.

"Diz came up at the invitation of David C. Rockola, president of the Rock-Ola Company, which makes the baseball game.

"The big kid got me in a corner and we played the game for about three hours. Write this down in your book: I beat the great Diz at his own game and the smallest score was 7 to 1 in favor of your learned correspondent.

"Of course, Dizzy is getting paid for being over there, but before the convention ends I'm willing to wager that he will be paying Rock-Ola. He is having more fun playing the machines, shooting at tin cans and running pin games than he has had in years. And he admits it.

Regular Fellow

"I wish you could know Dizzy better. I never met the lad before and took my opinion from the sport pages. He is a real, regular young fellow of 25 years. And, altho I spent about five hours with him, he never mentioned that personal

pronoun "I." And I was somewhat disappointed.

"Dizzy and I had about as much fun as a couple of 6-year-old kids playing with toys on Christmas morning.

"A little miniature pitcher throws a steel ball and the batter swings a pivoted bat at the ball, which comes in as a ball, strike and so forth. It is the player's job to try to hit the ball.

"The pitcher's name is Dean, of course, and he really became annoyed once in a while when he struck himself out—if you follow me.

"After a ball is pitched an umpire raises his arm and shows whether it is a ball or strike. But if you sock the steel apple it is possible to get a single, double, triple or home run, as the case may be.

"It costs a nickel for each player to play for three outs, and the person getting the most runs, of course, wins.

"The game makes a very nice looking piece of furniture, and Dizzy has ordered one for his home. Maybe when he goes on the road he'll send it to me, and then you can come up to my boarding house and we'll have a game or two.

"Well, Dizzy has asked me to join him for dinner tonight and maybe I can find out a little more about this so-much-written-about ball player."

Owners of Detroit Firm To Go Their Separate Ways

DETROIT, Jan. 16.—The De Hart Automatic Sales, Inc., is being dissolved, and the former partners, Ernest Banghart and Keith Dressel, are dividing the business.

Dressel is taking over the bulk of the operating department and will have a large route of Northwestern bulk merchandise vendors, operated under his own name, with headquarters reopened at his former location, 11331 Camden avenue.

Banghart is taking over the jobbing end of the business temporarily, as well as the manufacturing operations, which were devoted to the production of a new type of stand for coin machines. Company name is being taken over by Banghart but will be operated as an individual company rather than a corporation.

Business will be reopened up-State, probably at Lansing, Banghart said, later this month and will cover considerable territory in the center of Michigan as well as retaining contact with established Detroit operators. Plans to open an office again in Detroit at a later date are under consideration. Several new lines may be taken on when the Lansing office is opened and the company will act as general distributor for various manufacturers.

Pin Games Get Okeh

SHARON, Pa., Jan. 16.—Following much effort on the part of jobbers and operators, authorities here legalized the operation of pin games in Mercer County. The new ruling permits their operation for amusement purposes only. The latest games are now installed in leading stores in this area and, from last reports, are doing a thriving business.

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

BARGAINS PAY-TABLES

	Each.
TURF CHAMPS, Like New...	\$67.50
1 McCOY	39.50
1 ALAMO, 1 Ball.....	39.50
1 RED SAILS, 1 Ball.....	39.50
1 BALLY BONUS, 1 Ball.....	34.50
1 LEATHERNECK, 1 Ball.....	34.50
1 CREDIT, 1 Ball.....	34.50
1 SKY HIGH, 5 Ball.....	34.50
1 RED MAN, 5 Balls.....	29.50
4 BIG RICHARDS (Dice) 5 Balls.	19.50
2 PLAY BALL, Ticket, 10 Balls..	14.50
1 BONANZA, 1 Ball.....	14.50
1 RODEO, 1 Ball.....	14.50
1 BALLY RELIANCE, 25c. Can't tell from new.....	47.50
1 STAMPEDE, 1 Ball.....	9.50
1 GOLD RUSH, 1 Ball.....	7.50
2 BAFFLE BALLS, 1 or 2 Balls..	14.00
2 SHARP SHOOTERS, 10 Balls..	9.50
1 WHIRLPOOL, 10 Balls.....	9.50
10 SPORTSMAN, Latest	4.90
1 PAY DAY, 5 Balls.....	9.50
1 SURE SHOT, 5 Balls	9.50
Straight Money or Checks. 1/3 Deposit, Balance C. O. D.	

If these games are not ready for location—money back.
KEMO NOVELTY CO., West Allis, Wis.
7833 W. Greenfield Ave.



AN OUTSTANDING personality at the Coin Machine Show was Dizzy Dean, star pitcher, admiring the "World Series" baseball game at the Rock-Ola booth with David C. Rockola and Jack Nelson, of the Rock-Ola Corporation.



Candid Camera Shots at the Show



Ray Moloney, Bally Mfg. Co.; Joe Huber, Huber Coin Machine Sales Co., and Jim Buckley, Bally Mfg. Co.



Walter Tratsch, A. E. T. Mfg. Co.; and Walter Hurd, The Billboard.



Tom Hanlon, Rock-Ola Corporation.



Harry Stoner, Stoner Corporation; Mrs. Sue Silverman, and Ted Stoner, Stoner Corporation.



Jimmy Johnson, Western Equipment & Supply Co.



Joe Fishman, Fishman-Schlesinger Dist. Co.; Paul Bennett and Herb McClellan, Pacific Amusement Co.



Paul Gerber and Max Glass, Gerber & Glass.



Bill Gersh, Byrde, Richard & Pound, and Herb Jones, Bally Mfg. Co.



Mac Gobs, Harry Val; Lave Gottlieb, D. Gottlieb & Co., and Jack Wishman.



W. Harrison, B. Lytske, Al Douglas and J. D. Lazar.



Ed Mapes, Pacific Coast phonograph operator, and Homer Capehart, vice-pres., Wurlitzer Mfg. Co.



Bert Lane and George Ponser, George Ponser Co., and Meyer Gensberg, Genco, Inc.



Mac Eisenberg and Leo Waldor, Target Ball Distributing Co.



R. W. (Dick) Hood, H. C. Evans & Co.



Louis Koren, Chicago Coin Machine Co.; Mrs. Louis Koren, and Nat Cohn, Modern Vending Co.



Richard Groetchen, Groetchen Tool Co.



Bob Cooper, Seeburg Corp.; C. A. Ryan, and N. Marshall, Seeburg Corp.



Jack Fitzgibbons, Fitzgibbons Distributing Co.



William Rabkin, International Mutoscope Reel Co., and C. C. Izzarelli.



Marvin Lefbowitz, Joseph Fishman, Morris Silverstein, and Leon Taksen, Leon Taksen Co.



Candid Camera Shots at the Show



James T. Mangan, Mills Novelty Co.



Mrs. Joe Huber and Mrs. Lee S. Jones.



E. G. Norman, Wurlitzer Co., and Mrs. Norman.



A. J. Stephens, A. J. Stephens Co.



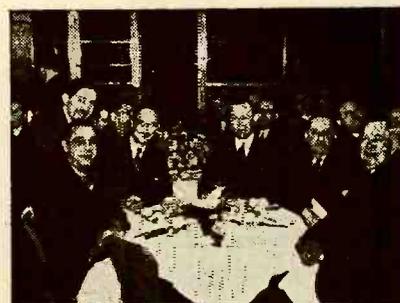
Group of Mills zone and district managers.



E. V. Ross, Oriole Coin Machine Corp.



T. A. Thomas, Pan Confection Factory.



Wurlitzer and Modern party at Chez Paree, Chicago. Nat Cohn, Ben Haskell, Fanny Wurlitzer, R. C. Rolting, Harry Rosea and Joe Darwin.



Sam Wolberg, Chicago Coin Corp.



Nick Nigro, Big State Nov. Co.; Helen Savage, Ft. Worth branch Automatic Amusement Co., and Bill Utz.



H. S. Budin, Budm Spec., Inc.; Mike Munves, Mike Munves, Inc.; David Simon and Al Simon.



Leo J. Kelly and Mort Duff, Exhibit Supply Co.



Sam Rabinowitz; Babe Kaufman, Babe Kaufman, Inc.



Dave Robbins, D. Robbins & Co., and Al Tigerman, Globe Dist. Co.



Ben MacDougall, Pacific Amusement Mfg. Co.



Robert Ceuch, Paris, France; Rene Godin, Paris, pub. of La Revue de Automatique, and Lucien Ponillande, Paris.



Mr. and Mrs. Lee J. Rubintow and H. Fraier.



A. L. Koolish, Garden City Nov. Co., and Harry Hoppe, Exhibit Supply Co.



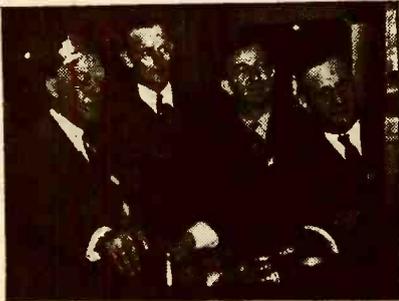
Herb Jones, Ball Mfg. Co., and P. B. Thompson.



Irwin Feitler, Gardner & Co.



Candid Camera Shots at the Show



Ray Becker, J. H. Keeney Co.; K. G. Clapp, K. G. Amusement Co.; Fred Steffens and Henry W. Rosenthal, J. H. Keeney Co.



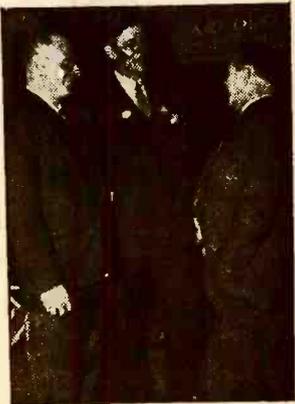
Betty Kallish; Milton Green, American Dist. & Sales Co.



Conrad Jacobson; G. D. Adams, Garden City Nov. Co.



Seated: C. P. Rosen, Dan Baum; standing: Fred Schroeder; H. A. Spielberger, Baum Novelty Co.



Larry B. Burnham and Paul Smythe, Rock-Ola Mfg. Corp., and Art Olsen, Permo Prod. Corp.



Phil Robinson, Rickley Mfg. Co.; "Midge" Ryan, Mills Nov. Co., and M. M. Mohr, Mohr Bros.



Ed Furlow, Electro Ball Co.; John Bachman, secy., Texas Assn., and R. T. (Dick) Cowan.



Mike Bright and Geo. D. Sax, Superior Prod. Co.



A. I. Rest, Abe Jeffers, Dan Landsbun, Herb Besser, Earl Winters, D. S. Godfrey, H. E. Everschor and Carl Trippe.



O. A. Blohm and L. B. Herriek, Chicago Lock Co.



Mr. and Mrs. Herbert Besser, Besser Nov. Co.



Priscilla Rogers, Stanley Wurst, Mrs. Elsie Wurst, Lloyd Connelly, Grace Connelly Chapman; W. J. Carroll, O. D. Jennings & Co.; M. R. Chapman and Tina Tennes.



Irv. Orenstein, Hercules Machine Exchange, Inc.



Bill Woollen, Buckley Mfg. Co., and Alma McHugh, secy.-treas., Pace Mfg. Co.



Ted Key; John Beckman, Auto. Phono Corp., and William Betz, W. B. Specialty Co.



Guy Kincannon and M. A. Walker.



Max Levine, Scientific Mach. Corp., Brooklyn.



S. E. Sullivan and Al Dalkin.



H. E. Johnson and A. B. Chereton, Electrical Prod. Co.; R. D. Thompson, Automatic Amusement Co.

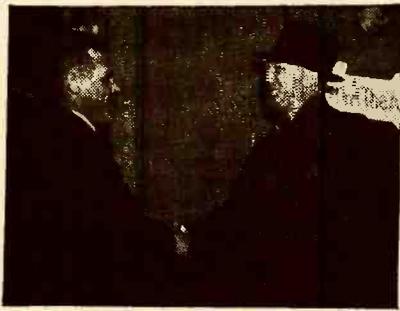


Ted Stoner, C. R. Adelberg and Joel Caron, Stoner Corporation.

Candid Camera Shots at the Show



David S. Bond, Trimont Coin Mach. Co.; Bert Lane, Geo. Ponser Co.; Howard Peo, Howard Electric Co., and Harry J. Sherman, Independent Lock Co.



A. S. Arentz and G. F. Scanlon, Hariteh Mfg. Co.



G. O. Hamilton and F. L. Reiss, National Carbon Co.



Max Glass, Gerber & Glass; Abe Chapman, Gans Co., and A. S. Douglas, Daval Mfg. Co.



Jack Tashman, Bart Hartnett and Louis Marshall, Greater New York Vending Machine Operators' Assn.



Phil A. Sax, George D. Sax and Maurice G. Sax.



E. H. Volimar; Karl Klein, Groetchen Tool Co.



H. A. Fabricant, S. & F. Sales Co.; Mack Friedman, Lanley Dist. Co.; Charley Sachs, Oceancrest Nov. Co., and Max Bushwick, Capitol Am. Corp.



Fred Wertz and A. D. Shideler.



Louis Blatt; Les Purington, Milk salesman, and Barney Blatt.



Mr. and Mrs. L. H. Meyers; I. M. McCarthy, Pacific Amusement Mfg. Co.



Fred Gusky, Bob Himmelman and Joe Hoffman.



H. R. Poff and Max M. Gingold, Independent Novelty Co., and Leo Hazar.



Eve Ginsberg; Morris Ginsberg, Atlas Novelty Co., and Bert Lane, Geo. Ponser Co., New York.



H. Paul Arnold, A. & M. Amusement Co.; Walter Gummeshelmer, dist. mgr. Wurlitzer Mfg. Co., and M. W. Arnold, A. & M. Amusement Co.



Max Weiss, David Friedman, Willie Levy and Willie Blatt.



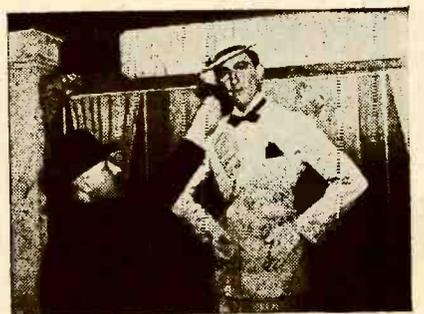
Samuel Stern, Roll-a-Call Sales; Morris Margolis, Keystone Automatic Amuse. Co., and Howard Kass, Roll-o-Matic, Inc.



Jack Kauffman, Brooklyn Amuse. Co.; Herman Gross; Charles Lichtman; Charles Aronson, Brooklyn Amuse. Co.



Jim Boyle, Boyle Amuse. Co.; R. E. Smith, Morgan & Smith Amuse. Co., and J. Frank Baker, Baker Nov. Co.



E. G. Bates, B. L. Electric Mfg. Co., and Jack Helm, clothing store dummy.

Rhythm King Is Praised

CHICAGO, Jan. 16.—Rhythm King, automatic phonograph made by the Rock-Ola Manufacturing Corporation, is said by its manufacturer to be creating a sensation wherever it is operated.

"Not alone the beauty of the cabinet but also the perfect performance of the machine draws many enthusiastic comments from the public," says Jack Nelson, general sales manager of the company, "and operators are finding it a consistent money maker.

"We talked to many operators at the convention this week and one and all agreed that the Rhythm King commands the best locations and is universally popular."



Seeburg Phonos Said To Have Successful Ideas

CHICAGO, Jan. 16.—N. Marshall Seeburg, of J. P. Seeburg Corporation, says that the 1937 Seeburg line of phonographs includes all features necessary for successful phonograph operation. The more tangible characteristics of the Seeburg phonograph, however, were on display. Cabinet appearance, which has been dominantly stressed by the J. P. Seeburg Corporation for many years, was one of the chief factors that created all these favorable comments. Its modern design was created by the foremost designer of furniture in the United States. The craftsmanship construction of each cabinet has been executed in complete accordance with specific incorporations that have been exclusively

Needles Make Progress

CHICAGO, Jan. 16.—Art Olsen, of Permo Products Corporation, explained the new needle offered by his firm, saying that the firm is keeping pace with modern automatic phonograph development. The Permo engineers and metallurgists have devised the new double-ribbed Permo point, which has been specifically designed for the new 1937 automatic phonograph. Already well known and well established in the confidence of phonograph operators is the standard Permo point needle which is used for all phonographs, both new and old. The manufacturers of the Permo Point Needle state that their product is an exclusive long-life needle. It is registered by patent numbers 1,554,574.

The Permo Point Needle is designed to comply with the full frequency range of

Ohio Specialty Company Plans Large Expansion

CINCINNATI, Jan. 16.—Harry Cohan, owner and manager of the Ohio Specialty Company here, returned today from Chicago and immediately began upon plans for an expansion program. For some time automatic phonographs have constituted the main portion of the firm's business and from now on the business will be devoted almost entirely to supplying operators in Kentucky, Southern Indiana and Southern Ohio with Wurlitzer Simplex phonographs. Firm maintains offices and display rooms in Cincinnati and Louisville.

Cohan left for Chicago almost a week before the show and convention opened and remained there until the end. His orders for the new model Wurlitzer Simplex phonographs totaled more than 700 pieces, so operators in the territory covered by him can rest assured of immediate service.

NEW 1937 Seeburg MULTI-SELECTOR

MELODY KING SYMPHONOLA

J. P. SEEBURG CORPORATION

WRITE FOR DESCRIPTIVE LITERATURE

YOUR MANUFACTURER TELLS YOU TO USE...

PERMO POINT

THE ONLY PHONO NEEDLE WITH THE EXCLUSIVE PATENTED ELLIPTICAL POINT!

- 2,000 Perfect Plays.
- Longer Record Life.
- High Fidelity Reproduction.
- Undistorted Volume Output.

Standard Permo Needle for All Phonographs

New Double Ribbed Permo Needle for 1937 Phonographs

ACCEPT NO SUBSTITUTE!

PERMO PRODUCTS Corp.
4311 RAVENSWOOD AVE. CHICAGO

PHONOGRAPHS
3 Mills Model 804, \$60.00 Each. 1 Mills \$70. \$75.00. All perfect. 1 Seeburg Audiophone Without Radio, needs pneumatic reconditioning, \$25.00. 1 Record Changing Mechanism for parts Seeburg Audiophone, \$10.00. Parts 3 Decca Disc Machines, \$15.00. Old Type Mills Pickups, Speakers, \$1.50 Each.
Cash. F. O. B., Atlantic City, N. J.
GEORGE W. WALTER, Jr.
108 S. Morris Ave., Atlantic City, N. J.



BRIDAL PARTY IN THE SEEBURG SUITE at the 1937 Show. Left to right: Mrs. Murphy, mother of groom; John Morgan, Dennis and Vi Murphy, who took the "wows"; Harry Berlin, Mrs. Helen Murphy Redler, Helen Bindel, Pete Otis, Hilda Patzke and N. Marshall Seeburg.

produced by Seeburg's acoustical engineers. Only the finest of woods have been employed and various grains have been effectively contrasted to result in superbly beautiful cabinetry.

The Seeburg 1937 phonograph possesses a playing mechanism that is beyond any comparison. Flawless operation is assured. Indirect illumination, simplified multi-selector mechanism and many technical advancements have been combined to set the Seeburg phonograph far and above all competition.

the latest pickup head, and as in the case of standard and double-ribbed needle there is no harshness, no scratching, for only the pure tones are transmitted thru the speaker.

Permo Point Needle is used as standard equipment by every automatic phonograph manufacturer and is indorsed, recommended and sold by all leading record distributing companies.

Miami Music Firm Adds Three Trucks to Fleet

MIAMI, Jan. 16.—D. F. Saxon, of the Saxon Amusement Company, has added three motor trucks to the firm's delivery system, making eight units now being used to carry on the business. The hustling firm is one of the largest operating companies in Florida, having upwards of 1,000 machines on locations.

Saxon says that of a trifle over 600 licenses granted by the State for the machines his firm has more than 300. Saxon also said that there is considerable competition among the operators for locations in the new Jack Dempsey hotel, bar and restaurant. Up to this writing his company has not been assigned any space there but hopes to have its share in the near future.

Saxon and Jack Rose, field representative of the Stewart-Maguire Cigaret Machine Company, New York, attended the convention in Chicago. Rose has spent some time in Miami and after the Chicago meeting will leave for the Coast, taking along new models and types of his company's product.

Radio Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, January 8, to Thursday, January 14, both dates inclusive.

- Good Night, My Love (23) 32
- Pennies From Heaven..... 29
- When My Dream Boat Comes Home 28
- There's Something in the Air (30) 27
- With Plenty of Money and You (27) 27
- I've Got You Under My Skin (24) 26
- You Do the Darnedest Things.... 26
- The Night Is Young and You're So Beautiful (22) 25
- Chapel in the Moonlight 22
- I'm in a Dancing Mood (24)..... 21
- If My Heart Could Only Talk 20
- There's Frost on the Moon (18).... 19
- Love and Learn (14) 18
- May I Have the Next Romance? (12) 16
- Please Keep Me in Your Dreams... 16
- Trust in Me (15) 16
- Easy To Love 15
- Gee, But You're Swell (16) 15
- Gone (16) 15
- So Do I 14
- Twinkle, Twinkle, Little Star..... 13
- Serenade in the Night (8)..... 13
- 'Tain't Good (9) 12
- For Sentimental Reasons (14) 11
- Where the Lazy River Goes By (10) 11
- Copper-Colored Gal 9

Sheet-Music Leaders

(Week Ending January 16)

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

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

- 1. In the Chapel in the Moonlight (1)
- 2. Pennies From Heaven (2)
- 3. When My Dream Boat Comes Home (4)
- 4. It's De-Lovely (3)
- 5. The Night Is Young (6)
- 6. Good Night, My Love (13)
- 7. I've Got You Under My Skin (5)
- 8. With Plenty of Money and You (9)
- 9. One, Two, Button Your Shoe (11)
- 10. I'm in a Dancing Mood (7)
- 11. Rainbow on the River (12)
- 12. South Sea Island Magic (10)
- 13. I'll Sing You a Thousand Love Songs (8)
- 14. Easy To Love (15)
- 15. Gold Diggers' Lullaby

MUSIC OPERATORS!



Save the cost of this Record Case in record breakage. Felt lined. Beautiful leather covered over wood construction. Trunk-type metal corners and lock-fasteners. Holds 50 records. Your money refunded if not entirely satisfied.

Rush Orders!
1/3 deposit... Balance C.O.D.



1309 NEW JERSEY AVE. WASHINGTON, D. C.
COIN-O-MATIC CORPORATION

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

INCREASES PHONO PROFITS 100% TO 500%

● Short and sweet, here are the facts on Sweet Music:

1. Sweet Music is a phonograph stimulator.
2. Sweet Music increases earnings 100% — 200% — 500% (actual figures in dozens of test locations).

3. Sweet Music can be hooked to any phonograph.
4. Sweet Music is not a payoff device—it can be used anywhere.

Your cash box needs Sweet Music. We're in production right now. Write us for complete information NOW!



C. R. KIRK AND COMPANY
4309 WEST LAKE STREET • CHICAGO, ILLINOIS

Phono To Boost Movie

DETROIT, Jan. 16.—A new modernistic phonograph has been installed in the lobby of the swanky Fox Theater here in a striking tieup display for the film *Pennies From Heaven*, opening this week. George Mitchell, director of public relations for the theater, is responsible for the idea. The machine is set to play continuously and is attracting much attention from theatergoers with its attractive illumination and sweet tone. Appropriate signs indicate the connection with the picture, which is one of the best plugs the industry has had in a long time.

World Series Game Attracts Attention

CHICAGO, Jan. 16.—At the coin-machine show here this week Rock-Ola's World Series baseball game came in for much attention from operators. Interest in the game was enhanced by the presence of "Dizzy" Dean, famous pitcher, in person.

The World Series game is said to be extremely interesting, especially to baseball fans, and wherever it has been placed it has had a wonderful play, according to the manufacturers. Figures of the various players assume many different positions. This adds piquancy to the game, as the player can show his skill in judging just when to swing the bat to make a two or three-base hit, etc. To further enhance interest Rock-Ola has issued a brochure giving the batting average of leading professional ball players of 1936.

It is understood that the sales of World Series during the week of the now were exceptionally heavy.

Heavy Buying at Annual Show Reported by Bally

CHICAGO, Jan. 16.—With convention week sales exceeding all previous records, Ray Moloney, president of Bally Manufacturing Company, devoted the final two days of the show to arranging for increased production on Bally games displayed.

"Our biggest show hits," Ray stated, "are the pre-show games, Bumper, Freakness and Bally's Eagle Eye. Altho the factory ran double shift right thru convention week—something never before known to coin machine annals—we cannot begin to meet the demand for this pinless, pocketless novelty sensation. The same is true of Bally's Eagle Eye and of Freakness, which has dominated

the one-shot payout field since some time in October. Despite the tremendous interest shown in our newest one-shot, Fair Gounds, it was necessary for me to release another large run of Freakness on Wednesday of convention week.

"Of course in volume of sales made during the week Fair Grounds leads in the payout division of our line. With our Ray's Track race game a close second, Fair Gounds, with its earning capacity up to four nickels per game is scheduled to be an outstanding profit-maker for operators in 1937.

"Other Bally games announced at the show were Deauville, a de luxe 9-coin floor-model selector game; Nugget, a perpetual 1,000-hole punchboard counter game; Rover, in the one-shot class, and Match-Em in the novelty division. All were accorded a fine reception. In fact, the show was a real success all the way down the line for Bally. We look for an unusually busy year."



THE NEW YORK DELEGATION helped swell attendance again at the 1937 annual coin machine convention. Organized co-operation is at work in the New York area, where trade competition is keen.

Slash OPERATING COSTS

\$60 TO \$90 PER YEAR FOR EACH PIN GAME!

ELECTROPAK

Ends Expensive and Undependable Battery Replacements

Insist on the Genuine Electropak

ELECTRICAL PRODUCTS CO.

6527 Russell Avenue Detroit, Michigan

SALESBOARD OPERATORS COIN MACHINE MEN

Your name sent to us will bring to you full particulars on a new, outstanding, distinctive and low-priced item which we sell with or without a complete salesboard deal, which will click on every location and will repeat week in and week out. Also write for our free sample outfit offer. Act now and get in on the ground floor.

NATIONAL SPECIALTY CO.,

1414 S. WABASH, Dept. 88 CHICAGO

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS



PROTECT YOUR INVESTMENT

WITH *McCormick's* PHONOGRAPH COVER and RECORD CARRYING CASE

McCORMICK'S FAMOUS 60 RECORD CARRYING CASE

60 Record Capacity! Heavy gauge metal! Comfortable grip-tit Leather Handle! Best LOCK made with safe-lock key! Protects your records from breaking or warping! Easy to handle! Acclaimed by operators EVERYWHERE as the FINEST RECORD CARRYING CASE made! Thousands already being used. FULLY GUARANTEED!

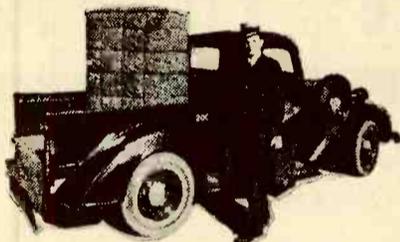
Keep a case for EACH type of record you handle! RUSH YOUR ORDER NOW!

PRICE
\$3.95
EACH

1/3 Deposit, Balance C. O. D.
F. O. B. Greenville, N. C.



McCORMICK'S WATERPROOF PHONOGRAPH COVER



ENDORSED and ORDERED BY EVERY PHONOGRAPH OPERATOR at the SHOW!

READY SOON!!

COVERS for CIGARETTE MACHINES—WRITE for FULL DETAILS TODAY!

PRICE
\$8.95
EACH

1/3 Deposit, Balance C. O. D.
F. O. B. Greenville, N. C.

Fits Wurlitzers, Gabels, Seeburgs, Rock-Ola, Mills, Capeharts or made to your own specifications! Completely WATERPROOF! TRIPLE STITCHED! Correctly PADDED for heavy service! Heavy FELT LINING to protect high polish and surfaces! New, special, NEVER RIP-TOP COVER. Olive Green Color! GUARANTEED FOR ONE FULL YEAR AGAINST WEAR! It's the greatest NECESSITY for ALL phonographs! Allows switching of machines from one location to another without harm or injury! INSURES machines from one location to another without any harm or injury! INSURES machines in transport against scratches or marring from bad roads and bumps! KEEPS YOUR PHONOGRAPH IN PERFECT CONDITION AT ALL TIMES! RUSH YOUR ORDER NOW! BUY ONE FOR EACH PHONOGRAPH YOU OWN!

McCORMICK
MACHINE COMPANY
121-123 EAST FOURTH ST.
GREENVILLE, N. C.
U. S. A.



J. V. ROYCE, in charge of phonograph sales, Mills Novelty Company, Chicago, as the artist sees him.

Coin Men Breakfast With "Dizzy" Dean

CHICAGO, Jan. 16.—A clever piece of publicity was staged by the Rock-Ola Manufacturing Corporation the week of the coin-machine show in having "Dizzy" Dean, famous pitcher, on hand to demonstrate the new 1937 World Series game. On the opening day of the show David C. Rockola invited convention delegates to a breakfast at the Sherman to meet the great ball player. "Dizzy" was in the receiving line to greet all comers, and after breakfasting the visitors were invited to try their skill playing the World Series game.

In addition to the coin machine a number of well-known radio personalities attended the breakfast. Many photos were taken and the "doings" netted numerous stories and pictures in the following day's newspapers.

Opens Place for Storage Of His Surplus Machines

DETROIT, Jan. 16.—Joseph Reich, Detroit operator, is opening a downtown warehouse to hold his own surplus machines only at 135 West Vernor highway. Reich has hitherto stored his various machines with different jobbing houses in town, a few in each place, but will be able to concentrate his stock for more efficient service under the new setup.

Reich, incidentally, is operating in two roles—he is a large operator of various types of pin games and is also a local jobber for the Wurlitzer bowling alley games.

Modern Sportland Ready

PITTSBURGH, Jan. 16.—One of the most modern sportlands in this area is now nearing completion in Kennywood Park here. The building housing the old penny arcade has been entirely remodeled and the movie house next door dismantled. A. B. McSwigan, president of the Kepnywood Park Corporation, reports that the latest in coin-operated amusement devices will be installed and in operation by the opening of the

pany, said the two-story brick building was purchased because of the better business outlook and the steady climb in sales of its products.

First Reading on Bill

RHINELANDER, Wis., Jan. 16.—First reading of a proposed ordinance to license pin-ball machines, with a \$50 annual fee per machine, has been heard by the common council here. Measure covers the operation of any device that pays out in cash, token or other article of value that could be exchanged for cash and is modeled after the Marshfield, Wis., ordinance. It will be acted upon at the next meeting of the council.



A GENERAL VIEW of part of the offices of the Rock-Ola Manufacturing Corporation, giving some idea of the immensity of the Rock-Ola organization.

GADCO'S TEN-PAY-PLAN-READY



Operators can now have NEW GAMES while they ARE NEW—as many as needed—as quickly as wanted! Every game tested and guaranteed by GADCO.

Write for Information.

GENERAL AMUSEMENT DEVICES CO.

3136 Cass Avenue, Detroit, Mich.



SLUG Visible Slotted Coin Counter

The Operator's Friend

Transparent, with slot gauge giving absolute accuracy in count, shows no slugs, easily emptied into roll tubes.

The best hand counter doing work of mechanical counter. Try a sample.

Wrapper Tubes

\$1.25 each, 750 per 1000 in 1c, 5c, 10c, or \$2.50 a set consisting of penny and nickel counter. The penny counter can also be used for tubing dimes.

Write for Big Lot Prices.

ACCURATE

COIN COUNTER COMPANY, PATTON, PA.

season. The space of the present site of the penny arcade will be doubled to make room for the new devices.

Nontransferable Licenses Cost Savannah Operators

SAVANNAH, Ga., Jan. 16.—City council has set a \$25 annual license on coin-operated machines and decreed that unlike last year the licenses will not be transferable. This will work a considerable handicap on the operators and calls for a much greater outlay for licenses in 1937.

Police called in all machines December 31 and kept them out of use until given the approval of the police chief. To date applications for 84 machines have been okehed. The bulk of amusement machines in Savannah is of the horse-race type. The only payoff permitted is checks for additional free plays.

School Days New Electric Eye Rifle

CHICAGO, Jan. 16.—Rock-Ola Manufacturing Corporation, whose Tom Mix Radio Rifle has proved popular with operators and the public, introduced a new rifle at the coin-machine show this week. New rifle is called School Days. It is mounted on a pedestal and the face shows a schoolhouse scene, with a full-size tomato can as a target in the foreground. At top there is a lightup showing hits scored, and at bottom the shots fired are recorded in lights.

Game is attractive and has appeal for young and old. Both School Days and the Tom Mix Radio Rifle were centers of attraction at the show, and there was a constant waiting line of those wanting to try their skill.

Wolf Returns to Philly

PHILADELPHIA, Jan. 16.—Opening a new office at his old address, Meyer Wolf has located his distributing business at 1212 South Fifth street. Offices are also maintained in Atlantic City. Wolf conducted a coin-machine jobbing business at his address here for many years.

Wolf states that he is now factory representative for the Exhibit Supply Company, Chicago, and will cover the territory of Pennsylvania, New Jersey, District of Columbia and Maryland.

"My territory has come to accept Exhibit products as the standard of quality and the last word in player appeal," Wolf stated. "The new 1937 line is remarkable in many respects. We have tested the new Chuck-a-Lette dice game under the most trying conditions and it stands up perfectly."

IMPORTANT COIN MACHINE OPERATORS

WE ARE first with the latest types of machines. We can save you money on any purchase which you make thru us. Join our Profit-Sharing Club and save money on your coin machine purchases. The next time you are in the market for machines, let us know your requirements and we will quote you rock-bottom prices. We carry a complete line of NEW and USED machines of all makes and descriptions.

Huber Coin Mch. Sales Co.

JOE HUBER

606 W. Van Buren St. Chicago, Ill.

Badger Firm Buys Building

MILWAUKEE, Jan. 16.—The Badger Novelty Company, importer and jobber of premium merchandise, has purchased the building at 2546 North 30th street here that it has occupied for the past several years under a lease. William R. Hampel Jr., president of the com-

NOTICE — Kentucky Operators

NOTICE — Southern Indiana Operators

NOTICE — Southern Ohio Operators

WURLITZER SIMPLEX PHONOGRAPHS

NEW - 1937 - MODELS

NOW ON DISPLAY FOR YOUR INSPECTION

See the World's Finest Coin-Operated Phonographs

Again—"Wurlitzer Simplex" Automatic Phonographs Stole the Big Chicago Show.

Buy and Operate the Best!

Why Spend Money Otherwise?

BUY THESE NEW 16 AND 12 RECORD JOBS AND GET THE BEST LOCATIONS

You Should Purchase "Wurlitzer Simplex" Because They Have the FINEST TONE; Least Trouble Calls; Most Beautiful Cabinets; Steady Income; Better Terms; Lowest Price.

and IMMEDIATE DELIVERY from Our TWO big LOUISVILLE and CINCINNATI Warehouses

No Waiting—Phone us or Wire us—or Come and Pick them up.

Big Stock on Hand. We are prepared to take care of all orders promptly.

OHIO SPECIALTY COMPANY

129 West Central Parkway

713 East Broadway

CINCINNATI, OHIO

LOUISVILLE, KY.

Phone, Parkway 2900-2901.

Phone, Wabash 2465

Ten Best Records for Week Ended Jan. 18

	BLUEBIRD	BRUNSWICK	VICTOR	VOCALION
1	B6640—"In the Chapel in the Moonlight" and "You're Ev'ry-thing Sweet." Shep Fields and orchestra.	7800—"The Night Is Young and You're So Beautiful" and "Lookin' Around Corners for You." Jan Garber and orchestra.	25486—"Smoke Dreams" and "Geef But You're Swell." Benny Goodman and orchestra.	3402—"I Haven't Got a Pot To Cook In" and "Hurry, Johnny, Hurry." Sweet Violet Boys.
2	B6721—"Pennies From Heaven" and "Nero." Tempo King and orchestra.	7789—"That's Life I Guess" and "Pennies From Heaven." Teddy Wilson and orchestra.	25476—"I'm in a Dancing Mood" and "Tea on the Terrace." Tommy Dorsey and orchestra.	3388—"The Goose Hangs High" and "Mr. Ghost Goes to Town." Louis Prima and his New Orleans Gang.
3	B6702—"The Night Is Young and You're So Beautiful" and "I'm in a Dancing Mood." George Hall and orchestra.	7801—"I Never Knew" and "Crazy Rhythm." Yasha Bun-chuk and orchestra.	25498—"Please Keep Me In Your Dreams" and "Nero." Fats Waller and orchestra.	3399—"With Plenty of Money and You" and "I'm in a Dancing Mood." Putney Dandridge and orchestra.
4	B6661—"When Is a Kiss Not a Kiss?" and "When My Dream Boat Comes Home." Shep Fields and orchestra.	7797—"Where the Lazy River Goes By" and "Right or Wrong." Teddy Wilson and orchestra.	25483—"A Thousand Dreams of You" and "Swingin' Them Jingle Bells." Fats Waller and orchestra.	3377—"Did You Mean It?" and "In the Chapel in the Moonlight." Henry (Red) Allen and orchestra.
5	B6746—"Mr. Ghost Goes to Town" and "The Goona Goo." Johnny Hamp and orchestra.	7753—"It's De-Lovely" and "You've Got Something." Leo Reisman and orchestra.	25491—"A Rhyme for Love" and "I Adore You." Fats Waller and orchestra.	3389—"Here's Love in Your Eye" and "When My Dream Boat Comes Home." Henry (Red) Allen and orchestra.
6	B6725—"Timber" and "Some-one To Care for Me." Tempo King and orchestra.	7749—"So Do I" and "Pennies From Heaven." Hal Kemp and orchestra.	25495—"Trust in Me" and "The Night Is Young and You're So Beautiful." Wayne King and orchestra.	3401—"True Blue Lou" and "Rockin' and Swingin'." Don Albert and orchestra.
7	B6722—"A Thousand Dreams of You" and "Goodnight Med-ley." Dick Stabile and orchestra.	7745—"I've Got You Under My Skin" and "Easy To Love." Hal Kemp and orchestra.	25435—"Rainbow on the River" and "When My Dream Boat Comes Home." Guy Lombardo and orchestra.	3378—"More Than You Know" and "Long About Midnight." Mildred Bailey and orchestra.
8	B6689—"May I Have the Next Romance With You?" and "Head Over Heels in Love." Shep Fields and orchestra.	7803—"The One Rose" and "The Little House That Love Built." Music in the Russ Morgan Manner.	25441—"In the Chapel in the Moonlight" and "You're Ev'ry-thing Sweet." Richard Himber and orchestra.	3400—"Mr. Brown Goes to Town" and "When You're Smil-ing." Sharkey and his Sharks of Rhythm.
9	B6699—"There's Frost on the Moon" and "Better Get Off Your High Horse." Dolly Dawn and orchestra.	7769—"All's Fair in Love and War" and "With Plenty of Money and You." Hal Kemp and orchestra.	25482—"There's Frost on the Moon" and "Keepin' Out of Mischief Now." Tommy Dorsey and orchestra.	3392—"You Are the One of My Dreams" and "Swingin' Down." Earl Hines and orchestra.
10	B6592—"Easy To Love" and "I've Got You Under My Skin." Shep Fields and orchestra.	7802—"Who's That Knockin' at My Heart?" and "Let's Dance and Dream." Jimmie Grier and orchestra.	25467—"Bugle Call Rag," Benny Goodman and orchestra, and "After You've Gone," Tommy Dorsey and orchestra.	3367—"For Sentimental Reasons" and "It's Love I'm After." Mildred Bailey and orchestra.

THE 1937 SHOW—

(Continued from page 71)

displays of their latest developments in the way of coin chutes and slug ejectors. The well-known A. B. T. line was on display. Two lock manufacturers displayed their latest coin chutes. The Shyvers-Monarch device featured its visible escalator; the Wurlitzer slide chute was introduced "to discourage the use of slugs," and will be sold to the trade; the Goretta chute was displayed for merchandising machines. The Vanak coin selector and the Universal coin head were featured in special booths as the latest developments in specialized coin chutes. The adaptation of the Universal coin head to table games appears to be a novel idea. Thus the battle against slugs goes on and each year adds its small contribution to the hope of reaching final perfection in coin chutes.

Manufacturers contacted appeared to be very optimistic about sales made during the convention this year. The new plan of advance registration for trade members and paid admission at the door for those who had not registered seemed to be satisfactory. In view of the record attendance, if the public had been admitted free as in previous years it would have been impossible to manage the crowd. Many complaints were heard about hotel accommodations, and one reason for this was probably due to the fact that other large conventions were also in session at the same time. The banquet set a record for attendance and every possible effort had been made to provide accommodations for the crowd of more than 3,400 guests.

The 1937 convention may be summarized as follows: (1) It surpassed previous conventions in attendance, number of exhibitors and in the quantity and variety of exhibits; (2) A tendency toward high grade, fully legal machines was indicated; (3) The wide variety in machines and products shown indicates definite progress and expansion in the trade; (4) A definite comeback in merchandising machines was shown in number of machines exhibited, and particularly in the high-grade cigaret machines on display; (5) A noticeable balance in the various divisions of the trade, including the widest variety of coin-operated machines ever shown, was in evidence.

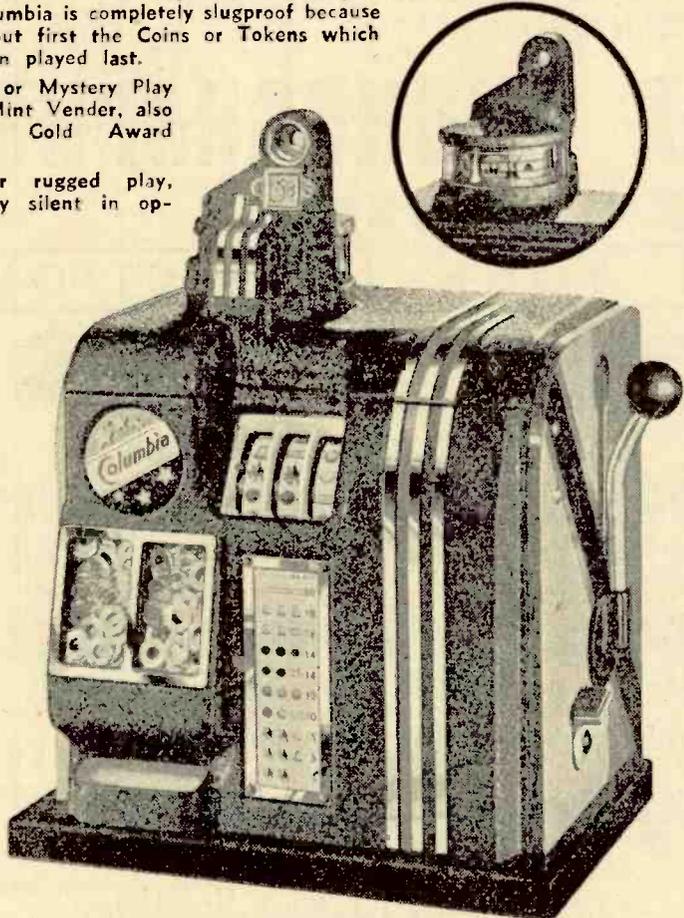
COLUMBIA

The only Bell Machine which can be changed from Nickel to Dime, Quarter or Penny Play.

Only Columbia is completely slugproof because it pays out first the Coins or Tokens which have been played last.

Standard or Mystery Play Bell or Mint Vender, also Cigarette Gold Award Bell.

Built for rugged play, completely silent in operation.



For Lightning Quick Profits—Operate the
NEW ZEPHYR STREAMLINED CIGARETTE VENDER
Write for Circular B123.

GROETCHEN Tool COMPANY
124-130 N. UNION ST. * CHICAGO, ILLINOIS

Coney Appointed To Head General

DETROIT, Jan. 16.—Donald A. Coney, well known for several years in the coin-machine industry, has been appointed general manager of the General Amusement Devices Company, Inc., national distributors, located in Detroit. Mr. Coney has been with the company following its organization last November as district manager for Michigan and was promoted to his new post following the recent resignation of Leslie G. Anderson, president of the company, to take another position.

Coney was formerly sales manager of the Electrical Products Company, manufacturers of Electropak, and last year took charge of the music-machine division of Angott Coin Machine Exchange Company, taking over the Seeburg phonograph franchise last summer for Wayne County. Mr. Coney still operates this franchise under the name of the See-Con Distributing Company and will handle it as a separate business for the time being until its probable absorption in the General Amusement Devices Company.

Commenting on business conditions, Mr. Coney told *The Billboard* correspondent: "There is very excellent activity in all our lines and we anticipate a very speedy development of this company as a live enterprise."

Amusement Park Head Joins Operating Ranks

DETROIT, Jan. 16.—One of Detroit's newer operators in the amusement machine field is Harry Stahl, veteran showman. Stahl has been superintendent of the Eastwood Amusement Park for about 10 years and is well known in several branches of the show business. His wide experience in this field has enabled him to see the possibilities in coin machine operation, particularly for the winter and spring months when his park is closed.

Stahl first entered the field about three months ago at the close of the outdoor park season, and he has been operating under the name of the Stirling Skill Ball up until the present time. He has specialized in pin ball games, Wurlitzer bowling alleys and a few other types of machines. His brother-in-law, Elerick Renaud, is operating some of the routes for Stahl, who is also in charge of winter construction at Eastwood.

Finding the new business so profitable, Stahl has decided to go into the music machine field of operation as well and is changing the name of his company to the Stahl Specialty Company in order to indicate the wider field in which he is now operating.

Headquarters of the business are in East Detroit, a suburb, directly across

THE HITS OF THE SHOW

- ★ CHUCK-A-LETTE
- ★ SHOOT-A-LITE
- ★ JOCKEY CLUB
- ★ The NOVELTY CANDY VENDER

SURE WINNERS

EXHIBIT SUPPLY CO.
4222 W. LAKE ST., CHICAGO, ILL.

DUCK SOUP 1c Skill Game



IT'S LEGAL

100,000 LOCATIONS

Open for this MONEY MAKER

Earns \$2.00 to \$10.00 Every Day

CLEVER NOVEL ORIGINAL PROFITABLE

Watch the DUCK Dive!

PRICES	Sample . . . \$1.90
1/2 Deposit	Lots of 6 . . . 1.40
Bal. C.O.D.	Lots of 12 . . . 1.20

No Personal Checks, Please.

Protect Your Route Without Delay
STAR SALES CO.
3901-09 Wayne, Kansas City, Mo.

from Eastwood Park. Plans for supervision of the business while Stahl is devoting his full time to the park during the summer have not been completed.

A SQUARE DEAL TO ALL

Bally Challenger . . . \$45.00	Credit Ticket . . . \$29.00	Credit . . . \$26.50
Bally Multiple . . . 43.00	Alamo . . . 26.50	Derby Day . . . 77.50
Bally Roundup . . . 35.00	Queen Mary . . . 55.00	College Football . . . 82.50
Bally All Star . . . 37.00	Grub Stake . . . 42.50	Flicker . . . 62.50
Bally Derby . . . 37.50	Monte Carlo . . . 32.00	Ten Grand . . . 29.50
Bally Jumbo . . . 25.00	Diamond . . . 37.50	Sunshine Baseball . . . 45.00
Bally Ace . . . 15.00	Skill Roll . . . 45.00	Western Races, Mult. . . 30.00
Bally Prospector . . . 19.00	Top 'Em . . . 70.00	Pamco Palooka, Sr. . . 47.50
Multi-Play . . . 30.00	Double Score . . . 25.00	Pamco Palooka, Jr. . . 37.50
Bally Hialeah . . . 37.50	Big Richard . . . 17.50	Pamco Chase . . . 30.00
Daily Limits . . . 30.00	Polley . . . 55.00	Pamco Ballot . . . 32.50
Wheel of Fortune . . . 32.50	Saratoga . . . 50.00	Top Row, Large . . . 25.00
Broker Tip . . . 25.00	Daily Race . . . 25.00	Gold Award . . . 12.50

NOVELTY GAMES

Bowlette . . . \$100.00	Short Sox . . . \$25.00	Pamco Fascination . . . \$50.00
Excel . . . 27.50	Roly Poly . . . 10.00	Scotty . . . 17.50
50 Grand . . . 14.00	Ditto . . . 9.00	Twister . . . 15.00
Gusher . . . 15.00	Double Nugget . . . 18.50	Flashite . . . 30.00
Top It . . . 20.00	Draw Ball . . . 24.00	Totallite Register . . . 11.50
Handicap . . . 25.00	Harvest Moon . . . 12.50	Golden Harvest, Ticket . . . 22.50
Ball Fan . . . 6.50		

COUNTER GAMES

Real 21 . . . \$ 9.95	Wagon Wheel . . . \$9.00	Three Cadet . . . \$5.00
Daval Races . . . 10.00	Sportland . . . 7.50	Exhibit Goaline . . . 4.00
Real Races . . . 10.00	Baby Bally . . . 8.00	Exhibit Football . . . 4.00
Penny Pack . . . 8.00	Cent a Pack . . . 7.00	Exhibit Horses . . . 4.00

VEECH SCALE COMPANY Decatur, Illinois.

★ GUARANTEED RECONDITIONED, LATE MODEL AUTOMATICS ★

Jennings Flicker . . . \$59.50	Pamco Leafhern'k . . . \$34.50	Golden Harvest . . . \$19.50
Bally Round Up . . . 34.50	Rotary Merchandiser . . . 175.00	Ten Grand . . . 29.50
Bally Challenger . . . 49.50	Turf Champs . . . 67.50	Fence Buster . . . 39.50
Bally Bonus . . . 29.50	Bally All Stars . . . 39.50	Mills McCoy . . . 45.00
Bally Sky High . . . 34.50	Daily Limit . . . 34.50	Bally Jumbo . . . 29.50
Pamco Parlay, Sr. . . 29.50		Electric Eye . . . 32.50

Mills Futurity, Mystery, Gold Award, Late Models, 5c, 10c, 25c Play, \$69.50.
TERMS: ONE-THIRD CERTIFIED DEPOSIT WITH ORDER.
Ready for Immediate Delivery.

2546 N. 30th STREET MILWAUKEE, WIS. **BADGER NOVELTY COMPANY**

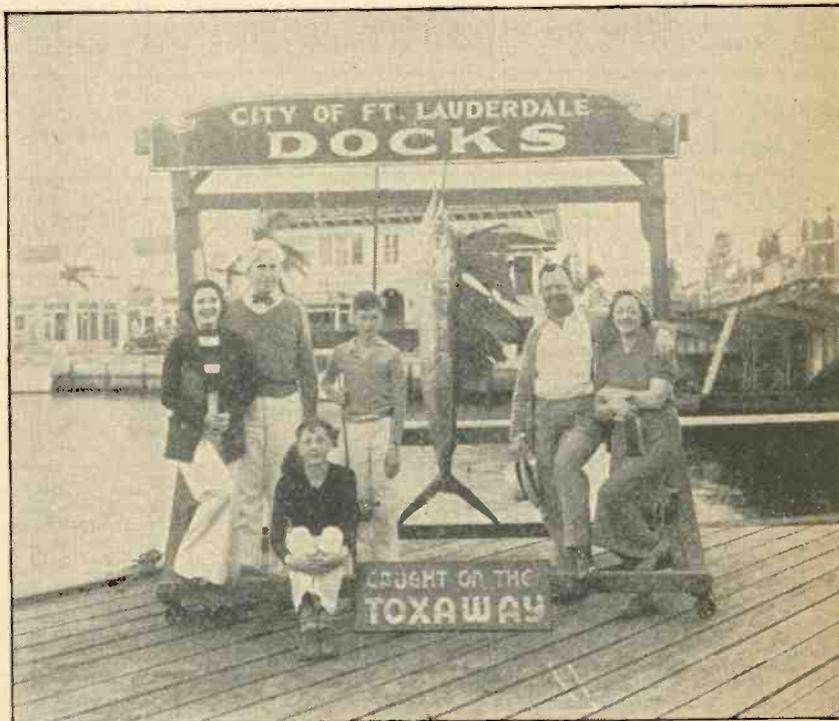
EXTRA! SPECIAL!

Used Rolo Scores, Skee Ball Games, \$84.50; New Rolo Scores, \$179.50.

VELVET, \$49.50; BAFFLE BALL, \$19.50; RAMBLER, \$45.00; CASINO, \$35.00; DOUBLE SCORE, \$45.00; MONOPOLEE, \$65.00; DAILY RACES, \$35.00; RODEO, \$35.00; TOP ROW, \$45.00; CREDIT, \$65.00; MCCOY, \$45.00; PAY DAY, \$35.00. Used SLOTS, \$10.00. New SAFES, Single and Double. Used and new PAY TABLES, COUNTER GAMES and PIN GAMES. All Types of SKEE-BALL GAMES.

LEHIGH SPECIALTY CO., 2nd & Green Streets, Philadelphia, Pa.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



LIKE FATHER—LIKE SON. Junior Capehart lands a big one. Fishing at Ft. Lauderdale, Fla., Earl Capehart, son of Homer E. Capehart, vice-president of the Rudolph Wurlitzer Company, hooked into a 50-pound sailfish and, after a fight lasting half an hour, successfully brought it to gaff unassisted. Junior Capehart is shown seated in the foreground. Others in the picture (left to right) are Miss Sands, Sarasota, Fla.; Mr. Heffernan, Washington; Tommy Capehart, and Mr. and Mrs. H. E. Capehart.

AMERICAN SALES CORPORATION
 CHICAGO, ILL.
 936 WRIGHTWOOD AVE.,
 A lot of the boys saw us at the show last week, enjoyed themselves and, incidentally, learned more about our Extended Credit Plan through which they can buy the best money-making games on convenient terms, with no carrying charge added . . . We'd like to tell YOU more about it
YOU CAN'T GO WRONG!
 WRITE FOR CREDIT!
Lee S. Jones
 P. S.—If you're on the lug save stamps.

Gala Banquet and Show Climax Convention; 3,400 Take in Affair

CHICAGO, Jan. 16.—Annual banquet, due to the change in time from Wednesday evening to Thursday evening, actually constituted the climax to the 1937 Coin Machine Convention. Change seems to be more in keeping with the final day of the annual show. Convention management announced that more than 3,400 tickets to the banquet were sold. Every available room on the mezzanine floor of the hotel was converted into a dining room, and the immense Old Town Room downstairs was filled to the overflow.

A number of officials of the manufacturers' association were at the speakers' table and were introduced to the group in the Grand Ballroom, but speeches were declared out of order. The final drawing for the grand prize went to Fred Engel, of Philadelphia, and he chose the car in preference to the trailer.

The acts for the floor show worked under great difficulty, as it was necessary to offer three shows in three separate rooms by shifting the talent from one stage to the other. Talent was supplied by the Sadle Morris Agency, of Chicago, and included three emcees and three orchestras. Willie Shore, Fred Stritt and Bert Granoff were emcees, and music was supplied in the three separate rooms by the orchestras of Charley Straight, Sol Wagner and Marvin Luster.

The acts included the 16 Chez Paree girls; Three Gauschos, skating act; Prosper and Merit, acrobatic; Gold Dust Twins, boxing stunts; Shalita and Carlton, dancing team; Tonya, in her South Sea dance; Florence Barlow, exotic dancer; Ben Berri, juggler; Frank Allen, "the man who eats anything"; Hardini, escape artist. Strollers during the convention included Bob Kuhn and his Midnight Suns, Jack Elkins and three singers.

Courtesy acts supplied by the Sherman Hotel were Howard Nichols, hoop artist, and the Eight California Varsity Singers.

The Hoosier Hot-Shots were offered by the Brunswick Record Company. Thus curtains for the "biggest, best and gayest" coin machine convention in the history of the trade.

Ponser Reports Happy Acceptance of Tester

CHICAGO, Jan. 16. — George Ponser Company, of Newark, introduced the Jiffy Tester on a national scale at the 1937 Coin Machine Show. "Operators welcomed this outstanding service device as one of the foremost steps ever taken to help them with their service problems," Ponser said.

Ponser, in attendance at his booth during the show, claims the Jiffy Tester met with the approval of practically every operator. "I sold three times as many as I had even hoped to sell," says Ponser, "and when other operators who were not at the show find out how their problems can be simplified we expect to be swamped with orders."

The Jiffy Tester was demonstrated at the booth by Bert Lane and Howard Peo. A complete electrical repair department and trouble shooter, the Jiffy Tester is compact in a small carrying case, 7 by 11 by 9 inches. It shows immediately if a wire is broken and which wire it is; if a connection is loose, if a battery is weak, etc. Because of its compactness it can be carried into the location, opened up and immediately start making tests.

New Yorkers Enjoy Gay Time at Chi Night Spot

CHICAGO, Jan. 16.—Sixty New Yorkers had the time of their lives at a special Wurlitzer party thru invitations sent by Modern Vending Company, New York, at the Chez Paree, gay Chicago night spot. Nat Cohn acted as host to his friends. He put them all in taxis

New Orleans

NEW ORLEANS, Jan. 16.—Barren walls are mute evidence that all real activity in the New Orleans coin-machine circles was concentrated this week in Chi.

The more attractive machines are getting the biggest play seen in many weeks, as rains keep players indoors and better circulation of money keeps them fortified for playing.

Bally's Bumper, placed on location about a week ago at the Sport Center on St. Charles avenue, continues to draw big crowds, with Jack Sheehan reporting 75 to 80 per cent of the week's aggregate play centered around this new non-payoff.

Emile (Yock) Iacopunelli and Henry Mills are placing out on country location over a dozen coin machines that would do justice to operators of the gay '90s. Lot includes several of the old-time Mills favorites, such as Dewey, Star, the Cricket, the Judge and a large machine of revolving colors which has 10 slots and an equal number of possible jackpots. There is also a Caille Centaur and a Mills Big Six. "These machines range in age from 25 to 40 years," Yock says. "We bought them from various locations up in the country recently and after rebuilding them and polishing up the beautiful brass fronts, we believe we have an attractive group of machines that should draw heavily out of the city."

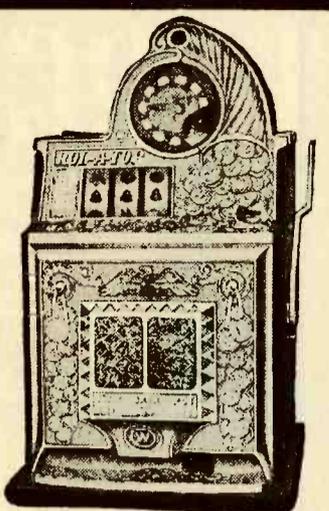
Harry Batt went to the convention last Sunday equipped with a tomahawk, but not for the purpose of doing any scalping. Harry planned to present this real Indian relic to Jim Buckley as an addition to his already big collection, which began with the inauguration of the new O'Toole Indian tribe.

The slug racket received another sharp setback in New Orleans this week with the arrest of three young fellows, who admitted to police that they made a pretty decent living off of coin machines by use of thousands of nickel-sized slugs. Seized in their arrest were 3,000 of the slugs, and later police, in searching the premises occupied by the young criminals, found about 2,000 more. All were booked under a State act which prohibits use of slugs in coin-operated machines.

at the Sherman and brought them right into the night spot.

Seated at the table of honor with Nat Cohn and Harry Rosen, representing Modern, were Fanny Wurlitzer, C. C. Roling and Joe Darwin for the Wurlitzer Company. Homer Capehart, unfortunately, was laid up in bed with a slight touch of the flu.

The New Yorkers had a most wonderful time, what with one of the best shows in town, a large meal and plenty of drinks.



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.

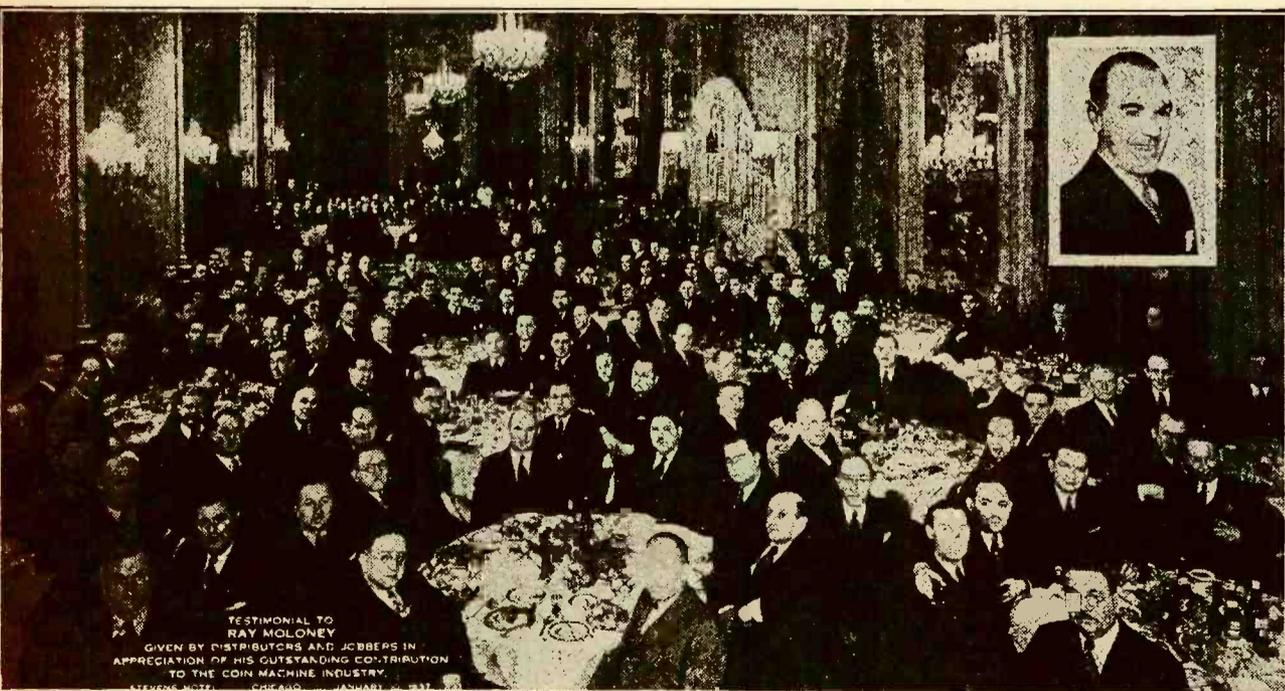
Dallas, Fort Worth, Waco, San Antonio,
 Houston, Wichita Falls, Oklahoma City,
 New Orleans, Memphis.

CENTER FOR BARGAINS

RECONDITIONED AUTOMATIC PAY-OUT TABLES

Turf Champs (Comb. Ticket and Payout)	\$65.00
Daily Races (Mystery New Type)	57.50
Hialeah	39.50
Credit	32.50
Peerless	32.50
Tycoon	25.00
Sunshine Derby	25.00
Golden Harvest (10 ball)	17.50
Bally Rambler (10 ball)	17.50
Aces	14.00
Baffle Ball	14.00
Big Five Jr.	12.00
Gold Rush	10.00
Put 'n' Take	7.50

1/3 Deposit, Balance O. O. D.,
 F. O. R. Milwaukee.
NEW GAMES—Get Our Prices!
MILWAUKEE COIN MACHINE CO.
 3725 W. Center St., Milwaukee Wis.



TESTIMONIAL DINNER to Ray Moloney, president of Bally Mfg. Co., Chicago, given at the Hotel Stevens January 9, 1937. It was one of the pre-convention parties in connection with the 1937 Show. Inset shows Mr. Moloney with his typical Irish smile.

Better Than a PUNCH-BOARD!



O.K. GUM VENDOR
 VENDS GUM WITH NUMBERS
 INSERTED READING FROM 1
 TO 1200. Capacity: 1200 BALLS
 TAKES IN \$60.00
 PAYS OUT \$100.00 IN
 TRADE AWARDS.
 PRICE ONLY \$15
 For One O. K. GUM VENDOR
 WITH 1200 BALLS of Num-
 bered Gum FREE.....
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Thank You for Mentioning The Billboard.

TARGET ROLL

9 FOOT JUNIOR

Replacing the big bowling alleys EVERYWHERE—because it COMBINES ALL the same thrilling play features—conveniently "FITS ANY LOCATION" — earns more money than a pay table—costs NO MORE—yet LASTS ON LOCATION INDEFINITELY!

PRICE *Only*
\$169.50
F.O.B.
NEWARK

THE BOWLING GAME
HIT OF THE
SHOW!

ORDER NOW

TARGET ROLL
DISTRIBUTING CO.
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FRELINGHUYSEN AVE.
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★
THEY CAME! THEY
SAW — AND THEY
BOUGHT !!

NEW FLASH EASTER NOVELTIES

Featuring a Clever Line of Comic Costumed Fur Rabbits and Easter Novelties

for PREMIUMS — SPECIALS — SALESBOARDS.

Get Started Now—For that Easter Rush. Catalog Free—State Business When Writing.

WISCONSIN DELUXE CORP.

1902 NORTH THIRD ST., MILWAUKEE, WIS.

FORT LAUDERDALE ELKS' EXPOSITION

WEEK FEBRUARY 1 TO 6

Acts to work in our circus, Demonstrators for Exposition, Concessions, Shows, Rides for Midway. 20,000 season tickets sold, \$2,500 in prizes. DIRECTOR ELKS' EXPOSITION, 400 S. Andrews, Fort Lauderdale, Fla.

KRAUSE GREATER SHOWS

Will open at Sanford, Fla., January 25. Balance of winter season at Florida Fairs. All people engaged report Sanford at once.

Can place few more Concessions working for stock. Will place Monkey Show, Fat Show or any Show of Merit.

Address KRAUSE GREATER SHOWS, Sanford, Fla.

J. J. PAGE SHOWS

CAN PLACE FOR SEASON 1937

Real Shows and Money-Getting Attractions. Will furnish outfits for same. Good opening for high-class Girl Show. Will furnish new outfit and new front. CAN PLACE Motordrome and Kiddie Rides. WANT Free Acts, High Aerial Acts preferred. CAN PLACE legitimate Concessions of all kinds except Corn Game. Good opening for Cook House. One of the best Cook House Shows in the country. Opening March 27 in Augusta, Ga., auspices Modern Woodmen of America. Everybody address J. J. PAGE, Box 173, Augusta, Ga. P. S.—WILL BUY Good Sound Truck if reasonable.

THE LAST "WORD" IN YOUR LETTER TO
ADVERTISERS, "BILLBOARD"

Novelty Features Get Big Reception at Show

CHICAGO, Jan. 16.—Officials of the Mills Novelty Company reported that novelty features in two of their machines in the big Mills exhibit at the 1937 Coin Machine Show seemed to appeal greatly to operators. In the Post Time payout table the time device for the player to set his odds was hailed as something unique, and the Bonus bell machine was also said to have an appealing come-on feature.

The payout table has seven slots corresponding to the horses in the race and the player may play any one or all of them. The play takes on excitement upon depositing the coin and pushing the handle, for then an odds-control device starts clicking and the odds change as time passes. The pointer proceeds slowly and some skill is necessary to stop the clock at the highest possible odds. This is done by shooting the ball into one of four barriers at the top of the board. After stopping the odds clock the ball continues down the field to stop in win, place or show pockets.

The Bonus bell machine offers the standard bell reel plus an arrangement on top of machine to spell the word "b-o-n-u-s." The first reel has symbols to determine this and must stop at B first to start the spelling in proper order. If a player does not complete the letters in proper sequence the letters remain as a starter for the next player. The only way to clear the bonus window is for it to pay out. The bonus award is 18. The novelty of such an arrangement is said to add considerably to the appeal of the standard bell features.

ROUTES

(Continued from page 37)

Pepper Pot: (Gayety) Baltimore 18-23; (Gayety) Washington, D. C., 25-30.
Snyder's, Bozo, Show: (Casino) Pittsburgh 18-23; (Gayety) Baltimore 25-30.
Speed & Sparkle: (Garrick) St. Louis 18-23; open week, 25-30.
Steppin' Stars: (Empire) Newark, N. J., 18-23; (Trocadero) Phila 25-30.
Swing Girls: (Jacques) Waterbury, Conn., 18-23; (Lyric) Bridgeport 25-30.
Swing Your Baby: (Casino) Pittsburgh 25-30.
Teases & Wheezes: (Lyric) Bridgeport, Conn., 18-23; (Empire) Newark, N. J., 25-30.
Too Hot for Paris: (Gayety) Detroit 25-30.
Toyland: (Howard) Boston 25-30.
Twinkle Toes: (Gayety) Washington, D. C., 18-23; (Hudson) Union City, N. J., 25-30.

DRAMATIC AND MUSICAL

And Now Goodbye: (Plymouth) Boston 18-30.
Bale, Wm. G., in Dr. Jekyll and Mr. Hyde: Newton, Ill., 20; Hobart, Ind., 21; South Bend 22.
Bankhead, Tallulah: (Shubert) Boston 18-23; (Chestnut St.) Phila 25-Feb. 6.
Boy Meets Girl: (Biltmore) Los Angeles 18-23.
Carte, D'Oyly, Opera Co.: (National) Washington 18-30.
Cohan, George M.: (Chestnut St.) Phila 18-23.
Dead End: (Hanna) Cleveland 18-23; (Cass) Detroit 25-30.
First Lady: (Harris) Chi.
Frederika: (Forrest) Phila 18-30.
Great Waltz: (Curran) San Francisco 18-23.
Hey Diddle Diddle: (Playhouse) Wilmington, Del., 22-23.
Howard, Leslie: (Nixon) Pittsburgh 18-23.
Jane Eyre: (Erlanger) Chi 18-30.
Leaning on Letty: (Selwyn) Chi.
Masque of Kings: (Ford) Baltimore 20-23.
Mulatto: (Cass) Detroit 18-23.
Nazimova: (Cox) Cincinnati 18-23.
On Your Toes: (Nixon) Pittsburgh 25-30.
Pride & Prejudice: (Colonial) Boston 18-30.
Ziegfeld Follies: (Grand) Chi.

REPERTOIRE

Bishop Tent Show: Athens, Ga., 18-23.
Blythe Players: Wachapreague, Va., 18-23.
Harvey Players: Dyersburg, Tenn., 18-23.
Hayworth, Seabee, Players: (Rivoli) Lincoln, N. C., 21; (Avon) Lenoir 22-23.

MISCELLANEOUS

Cannon Show: Lilly, Ga., 18-23.
Cortell Trio: (Rialto) Tulsa, Okla.
Daniel, Magician: Alton, Ill., 21-23; Edwardsville 25-28; Carrollton 27.
Delmar, Hypnotist, Escape: (Moore) Lincoln, Calif., 21-22; (Moore) Wheatland 23; (Moore) Polson 24-25; (Rodgers) Corning 28-27.
Gilbert Comedians: Manor, Ga., 18-23.
Green's, Lew, Golden Gift Show: Cross Creek, Pa., 18-23.
Lucy, Thos. Elmore: Liberty, Miss., 21.
McNally Variety Show: Showell, Md., 18-23.
Marine & Prestone: Houston, Tex., 18-23.
Marquis, Magician: (Chez Paree) Indianapolis, Ind., 18-24; (Harris-Grand) Bloomington 25-28; Sullivan 27; Bedford 28; Muncie 29; Newcastle 30.
Miller, Al H., Show: Sale City, Ga., 18-23.
Original Floating Theater: St. Marys, Ga., 18-23.
Ricton's Show: Montezuma, Ga., 18-20; Smithville 21-23.
Roberts, Dave & June: (Rendezvous Club) Springfield, Mo., 18-23.

PAN'S CANDIES

FOR

VENDING MACHINES

GOOD TASTE
QUALITY

Write for Price List

PAN CONFECTION FACTORY
345 W. Erie St., CHICAGO

POPCORN

SPANISH, SOUTH AMERICAN, JAPANESE, BABY GOLDEN, ETC., ALSO GLASSINE BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, ETC.

A Penny Postal Card to us will bring our Booklet Price List of Popcorn Supplies.

PRUNTY SEED & GRAIN CO.
14 & 16 S. FIRST STREET, ST. LOUIS, MO.

"Over Sixty Years Distributing Popcorn."

WANTED IMMEDIATELY FOR MOOSE CHARITY CIRCUS

FT. WAYNE, IND., FEBRUARY 15 TO 20, 3 Experienced Telephone Solicitors. Concessions, Legitimate Merchandise Wheels. Will give reliable party exclusive. Flat rate or percentage. Address AL R. ROGERS, Manager, Ind. 820 Webster Street, Ft. Wayne, Ind.

3 RIDES FOR LEASE

Little Beauty Merry-Go-Round, Eli No. 5 Ferris Wheel and Mix-Up, complete with Engines and Organ. Rides stored near Stuttgart, Ark. Will lease to experienced Carnival Man who owns some equipment of his own. Must have string of Fairs and Celebrations. Require \$300.00 Cash Deposit, returnable end of season. TERMS: 25% of gross Fairs and Celebrations, 30% Still Dates; 5% of gross for minor repairs. Rides need paint job before taking out, cost to come out of gross. Write, telling all first letter. KOGMAN RIDING DEVICE CO., 210 W. 8th St., Kansas City, Mo.

GREENLAND EXPOSITION SHOWS

CAN PLACE for 1937 Stock Concessions all kinds, \$10. Any Ride that don't conflict with Lindy-Loop, Merry-Go-Round or Chutroplane. Any good Show that don't conflict with Athletic or Girl Show. Have complete outfit for Snake Show. Have Calliope for sale mounted on Trailer. Will sacrifice. Address FRANK E. DICKERSON, Rocky Mount, N. C. Box 134.

ANDERSON-SRADER SHOWS, INC.

Now Booking Shows and Concessions for 1937. OPEN WICHITA, KAN., APRIL 20. Address All Mail to Concordia, Kan.

Sugarfoot Sam From Alabama: Ft. Gaines, Ga., 21; Blakely 22; Columbia, Ala., 23; Headland 25-26; Abbeville 27; Louisville 28; Clayton 29.
Watkins Twins: (Capitol) Wheeling, W. Va., 21-25.
Woods & Barry: (Greyhound Club) Louisville, Ky., 18-23.

CARNIVAL

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

Alamo: Denton, Ga.; Broxton 25-30.
Baldwin Expo.: Sycamore, S. C.
Barfield's Cosmopolitan: Melbourne, Fla.; (Fair) Cocoa 25-30.
Cracker State: Waynesboro, Ga.
Dyer's Greater: De Kalb, Miss.
Evangeline: Rison, Ark.
Florida Am. Co.: Samoset, Fla.
Florida Expo.: Spa Beach Park, St. Petersburg, Fla.
Krause Greater: Sanford, Fla., 25-30.
Lawrence, Sam: West Palm Beach, Fla.
Lucky Strike: New Smyrna, Fla.
Royal American: Winter Haven, Fla.
Royal Palm: Vero Beach, Fla.

CIRCUS AND WILD WEST

Polack Bros.: El Paso, Tex., 18-21; Phoenix, Ariz., 23-30.
W. P. A.: (Colliseum) Bronx, New York, 23-24.

Wedding Bells

CHICAGO, Jan. 16.—Cupid aimed at Mrs. Violet Schwartz and Dennis Murphy, and now it's Mr. and Mrs. Dennis Murphy. It all happened in the beautiful Seeburg suite of rooms at the Hotel Sherman. A Seeburg Melody King rendered Lohengrin's *Wedding March* as the bridal procession walked down the aisle lined with the beautiful new Seeburg models.

Before the "altar" stood Judge Erwin Hasten, who conducted a very impressive ceremony in uniting Dennis and Vi. The bridal party included the groom's mother; John Morgan, of Alexandria, Va.; Harry Berlin; Mrs. Helen Murphy Redler, the groom's sister; Helen Bindel, "Pete" Otis; Hilda Patzke, of Milwaukee, and N. Marshall Seeburg, president of the J. P. Seeburg Corporation.

"It" all started at the 1936 Coin Machine Convention. Jovial "Pete" Otis, one of the most beloved men in the automatic music industry, noticed the "love light" in Murphy's eyes when Vi Schwartz visited the Seeburg suite. Sensing romance in the air, "Pete" introduced Dennis to Vi and from then on everybody ran second in Dennis' affections.

Mrs. Murphy operates a vast string of Seeburg phonographs in and around Green Bay, Wis. Murphy is one of the most prominent music operators in the Waukegan, Ill., territory. He operates over 100 Seeburg automatic phonographs exclusively.

DIVORCES

(Continued from page 54)

Han Whyte-Tatcher, nonprofessional, in Los Angeles recently.

Anni Margo Jurmann from Walter Jurmann, screen writer, in Los Angeles recently.

Deaths

(The following items were received at press time. Details in the next issue.)

BOLESLEWSKI, Edward, 49, motion picture director, Jan. 17 at his home in Hollywood of heart attack.

Sensational Money Maker
COBBIE CORN



The amazing new Popcorn Confection that is taking the country by storm. Will bring hundreds of new customers to your place.

Instant Sales—Repeat Sales—Large Profits. Write for Special \$25.00 Offer and how you can cash in on this money-making proposition that can make you up to \$15.00 an hour. Write today. Agents wanted.

COBBIE CORPORATION
Des Moines, Iowa

We Also Manufacture the Cobbie Trailer, the complete Restaurant and Confectionery on Wheels.

Petrified Stone Man \$20.00

Whale, 6' long, \$25.00; 10', \$45.00; Siamese Twins, grown-together girls; King Tut Mummies, Devil Child, and others, for Tent or Museums, ready to ship. List Free. Cut Prices.

NELSON SUPPLY CO.,
514 E. 4th St., So. Boston, Mass.

DYER'S GREATER SHOWS

WANT NOW AND FOR SUMMER SEASON. Any neat, well-framed Show. All open. Also independently owned and well-kept rides that don't conflict. Our Celebrations start in June. Our Fairs start August 3. Long season North and South. Address De Kalb, Miss.

All American Shows

CAN PLACE Shows, Concessions, Ride Help and Colored Performers. Address

NIP BUTTS

319 West Commerce Street, Altus, Okla.

FOR SALE BARGAIN PRICES

Fun On the Farm with new top, gilly type. Sell or trade for Two-Abreast Merry-Go-Round in good condition. Have Monkey Auto Drome, good Top, two Cars. Sell or trade for Chairplane. Baggage Car, 80 ft. long, travel in passenger service. Price, \$300.00. Address BOX 2725, Bloomington & Lake Sta., Minneapolis, Minn.

WANT TO BUY
"DODGEM"

Must be reasonable price. JAMES PATTERSON, Paola, Kansas.

State License
Bill in Penna.

HARRISBURG, Pa., Jan. 16.—A bill taxing the keeper of pinball games, hi-score games "or any games or devices of skill or chance operated for a profit" has been introduced in the Pennsylvania House of Representatives by Representative John L. Powers.

The proposal would levy an annual tax of \$5 on each machine operated in the State, to be collected by county mercantile appraisers, proceeds to go to the Pennsylvania Department of Welfare.

The bill would also repeal a present law which prohibits certain machines which pay returns for high scores to be operated in Pennsylvania. The tax measure is House Bill No. 24.

FIRST FAIR

(Continued from page 3)

on the midway of the first bona fide fair of 1937.

The Royal American midway set up 10 of its massive tent theaters and attractions and the same number of riding devices, including several new ones, of which the Eyerly Octopus was the leader.

Among the shows were Murray's world champion Log Rollers in a water spectacle billed as The Old North, which was favored with capacity houses throughout the week's engagement. Raynell and her Gang, featuring Ginger Ray and a number of new performers; an orchestra especially organized for the Florida tour and Dick Best's living freaks were among the top money attractions of the week.

Kemp's Lion Motordrome, featuring Marjorie Kemp's riding lions, which played this fair two previous years, and Claxton's *Brown Skin Revue*, which returned with an entirely new cast of stars and chorus, enjoyed unusual patronage.

Baby Ruth Pontico, the Life Show, Cliff Wilson's Sea Monster attraction were among those in the lineup on the midway.

Exceptionally fine co-operation on the part of Pinellas County newspapers in advance and during the engagement marked the event as outstanding. Thus the Pinellas County Fair and Royal American Shows inaugurated the 1937 fair season. Reported by Jack Dads-well.

S. E. FAIR

(Continued from page 3)

eastern association, organized three and a half years ago by fair leaders to promote agricultural and industrial interest in fairs and to establish a more uniform method of booking carnival shows for midways, because of the wide diversity of problems in the several participating States.

INTERNATIONAL MEET

(Continued from page 3)

fair attractions in their own country; (b) foreigners not street fair showmen, arriving with working contracts, as tourists, etc.; (c) temporary or permanent permits; (d) official papers required.

4. Reciprocal admission of games and attractions of foreign origin: (a) Conditions for admission and sale; (b) patents; (c) customs.

5. Creation of an International Federation of Street Fair Showmen: (a) Principles and by-laws; (b) syndicates and groups participating; (c) officers and headquarters; (d) relations between organizations; (e) date and place of next convention.

Promoters of the convention desire suggestions for modification of these topics of discussion or any additions to them that other organizations may wish to propose. All organizations or individual showmen interested are requested to write to Secretaire General, Le Syndicat General des Forains de Petes et Foires, 58 Rue deHauteville, Paris (10e), France, or the Paris correspondent of *The Billboard*.

FRISCO FAIR HEADS

(Continued from page 3)

former president of Downtown Association; former Supervisor J. Emmet Hayden; Waldo T. Tupper, formerly director of exhibits at California Pacific Interna-

WARNING!

● Don't buy any digger, rotary or similar MERCHANDISING machine until you see Kirk's new MERCHANDISER. Don't be stampeded into buying the same old machines in a new dress that will be out-of-date the moment Kirk's MERCHANDISER appears.

Our machine is really new! It's different! It's sensational! It combines 2 great principles, and makes any other MERCHANDISER completely obsolete . . . It's ready now! It was not exhibited at the show solely because we must have patent protection before we release it. But, we will be ready for quantity shipment in 30 days . . . Here's what we suggest for the good of your pocketbook. Don't decide on any merchandisers just now—wait till you see Kirk's new offering and then let the machine speak for itself.

P.S. Drop us a card. We'll put your name on a preferred list to receive advance dope on this new merchandiser.

C. R. KIRK AND COMPANY
4309-39 WEST LAKE STREET • CHICAGO

"VEMCO"

Mills Brand New Hit.
"Cherry Bell"



The one word that assures you of saving money on all the latest and best machines and hundreds of guaranteed reconditioned machine bargains! Write today for complete lists and prices to "the one firm that all coin machine leaders recommend!"

THE VENDING MACHINE COMPANY
FAYETTEVILLE, NORTH CAROLINA

GUARANTEED USED MACHINES AT ROCK BOTTOM PRICES

Excel \$24.95	Short Sox \$22.95	Gold Rush \$ 7.95
Gusher Write	Credit 27.95	Hialeah 38.50
Lights Out 26.95	Daily Races 33.95	Jumbo 24.95
Madcap with Pak 19.95	"Bally" Derby 33.95	Repeater 14.50
"Pamco" Fascination 75.00	Derby Day (Mystery) 47.95	

AND A HOST OF OTHER EQUALLY REASONABLE BARGAINS.

AMERICAN COIN MACHINE COMPANY

559 Clinton Avenue, North, ROCHESTER, N. Y.

tional Exposition, San Diego; F. M. Sandusky, former San Diego fair executive; Fred Weddleton, San Francisco exhibit and concession man; Frederick Black, Mrs. Elsie Clancy and Jean Gal-loway.

Mr. Bell's notice said the discharges were necessary to give proper authority to a director who will be appointed for the combined departments. All discharges, the notification declared, were without prejudice and employees may be rehired. Consolidation was declared necessary to efficiency and patterned on the administrative practice of Chicago's A Century of Progress and Texas Centennial Exposition. Mr. Bell, guiding administrator of San Francisco's exposition, was an executive of the Chicago fair.



4000 ITEMS
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WHOLESALE
CATALOG
Hot off the press. Shows 4,000 world-wide Bargains. 196 pages of Fast Sellers of Every Description and 15 Money-Making Plans. This Catalog is FREE. Send for it today.
SPORS CO.,
1-37 Erie St.,
Lo Certor,
Milan.

SWING ALONG TO A RECORD 1937 "PLAY" WITH GENCO'S

Swing Time



A Skill Game That Is Packed with Interest that Keeps 'Em Playing!

When the nickel is inserted and the word "ODD" shows on the lighttrack, the player must put out all "EVEN" lighted numbers. And vice versa if "EVEN" shows.

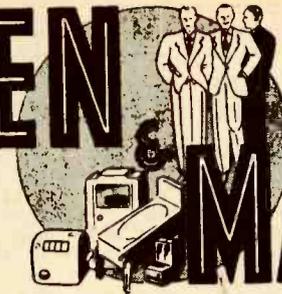
Excitement is added by lanes which change odd or even lighting, or the numbers, or both.

When proper lights are put out, rewards are indicated by center lights — either 2, 3, 5, 8 or 10.

Be First in your Locality With a Sure Money-Maker.

\$57.50
F.O.B. CHICAGO

MEN MACHINES



CONVENTION DOINGS! CONVENTION NOTES! CAUGHT IN PASSING AT THE 1937 SHOW! "Men and Machines" yields this week to the noise of the recent and gay annual convention which chalked up so many records of some kind.

facturing Company thru Herman Pollack, salesman for John A. Fitzgibbons.

In stature Joe Weatherly runs Joe Huber a pretty good race.

Mrs. J. L. Cooper, with twin black eyes, demonstrated a device at the booth of Standard Devices Corporation. The contraption was supposed to make slugs visible, but most gentlemen saw only her eyes.

"For the first time at a convention we have really made some good sales. We came to the convention expecting that, like previous shows, it would all be noise and no business. I am glad to report we have done good business."—Sam Wolberg, Chicago Coin Corporation. There were a lot of echoes to that, Sam.

There were so many pretty models at various booths on the exhibit floor that ye editor asked Bill Gersh, international authority, to report on feminine beauty at the 1937 show. But he did not report!

Joe Huber was seen about the convention floor talking with some of his old friends and acquaintances.

Talk about speed. The acts for the floor show at the annual banquet had to show speed in shifting from one to the other of the three big dining rooms in which the floor show was given.

The special trains swelled the attendance at the convention as usual. The New York train was first to arrive in the city and was met with a royal welcome. Babe Kaufman added femininity to the group.

Cincinnati's delegation to the big affair included Bill Marmer, Ben Goldberg and Max Zivit, of the Sicking Manufacturing Company; Harry Cohen, of the Ohio Specialty Company; Ralph T. Young, president of the national operators' association, and Joe Weatherly and partner, Cincy operators.

Grant Shay, of the Mills organization, was quite proud of his performance against Eppo's checker-playing robot at the show. The mechanical man was undefeated at checkers during the entire run of the show and made the so-called "national checker champ" look sick. Shay tied the robot in one game and lost by three checkers in another, thus giving him the idea that he's pretty good.

The careful observer at the show noticed a decided swing toward non-payout games, merchandising machines and mechanical phonos.

One of the big features in the special Wurlitzer room, besides the mammoth bar, was the crackerjack slug ejector, which the firm has recently announced. According to Homer E. Capehart, the Wurlitzer firm will not monopolize the new invention, but will offer it to any

First of all, it was a whopper as a convention, and evidently the operators had so much fun they had no time for meetings. In fact, all organizations seem to have taken a back seat to let fun and frivolity, or whatever happens at conventions, take the spotlight. Our news reporters were kept busy at the 1936 show in covering the many organization meetings that were in session. What few meetings were held this year passed so quietly that only rumors of such things came thru the keyholes. In 1938 we will have a corps of social reporters to catch the gossip, tall stories (if printable) and other events as they happen.

To L. Folsy, operator from Prosser, Wash., goes the honor of first mention because he solemnly affirmed at the convention and before witnesses that he reads the coin-machine section of *The Billboard* every week, including the editorials. In fact, he came all the way to the convention just to have the fact put in the record. To prove his point he had Harry Wolcher, his distributor from Seattle, to swear in all sobriety that the facts were true to his best knowledge.

Al Schlessinger, of the Square Amusement Company, of Poughkeepsie, N. Y., and the Fishman-Schlessinger Distributing Company, of New York, was confined to his bed thruout the convention, but did some buying just the same. Learning of his illness, Daval Manufacturing Company had one of its representatives take a Tri-o-Pack, new counter game, to Al's room, and after seeing it played on his bed Al placed an order for 50 of these machines. Al, by the way, had a namesake at the show in a Chicago representative for Electrical Products Company. The Al Schlessinger of Chicago was making the rounds of the show when he had brought to his attention the fact that the Al Schlessinger of Poughkeepsie, whom he had never met before, was sick abed. Losing no time, the Chicago Al hid himself to the Poughkeepsie Al's room and a pleasant visit followed.

Strange as it may seem, Gerber & Glass refused to take any orders during the show—no, not that they could not handle any more business, we were told, but because they wanted their patrons and prospective patrons not to lose any time in making the rounds and enjoying the show to the fullest.

Two minutes before the show opened Mrs. Helen N. Fuller, operator in parks in New England for years, purchased \$895 worth of products from Bally Manu-

ELECTRO-PAC EQUIPPED **GENCO INC.** 2621 N. ASHLAND AVE. CHICAGO

KENTUCKY DISTRIBUTORS

for Hollywood Electric Eye Rifle Ranges

HOLLYWOOD DELUXE...\$379.50—HOLLYWOOD JR...\$186.70
JUNGLE DODGER.....\$99.50

See the full line in action at our Playhouse, the modern sportland, 643-645 South Fourth St., where the best is always on display first. Also Rock-Ola's 1937 World Series, the greatest baseball game of all time. See us for terms. Write for prices on Used Equipment.

AMUSEMENT GAMES CO., 108-10 E. Oak St. Louisville, Kentucky

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

REBUILT

READY-TO-OPERATE

Buy at G & G and Save

BAFFLE BALL. . . \$14.50	PAMCO PARLAY. . \$32.50
ACE 14.50	RED SAILS . . . 32.50
DAILY DOUBLE. . 14.50	PINCH HITTER . . 32.50
DE LUXE 46. . . 14.50	ALL-STAR 32.50
IVORY GOLF. . . 14.50	DERBY. 32.50
PROSPECTOR. . . 19.50	BONUS 32.50
TYCOON, Bat. . . 26.50	FENCE BUSTER . . 34.50
TYCOON, Elec. . . 31.50	BROKERS TIP. . . 34.50
LEATHERNECK. . 34.50	BALLY-ROLL. . . 129.50
REEL DICE. . . . 18.75	DAVAL RACES . . 17.50

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.



NAIVE CARTOONS AND PRETTY GIRLS set off an attractive booth at the 1937 show. Beauty of design and layout marked the exhibits at the convention this year.

JOBBER'S AND OPERATOR'S ATTENTION

WE CARRY THE LARGEST
STOCK OF MACHINES
IN THE SOUTH

INSTANT SHIPMENTS GUARAN-
TEED ON
PREAKNESS — BUMPER
RAY'S TRACK — SKIPPER
FAIR GROUNDS — TEN STRIKE
PARADISE — EAGLE EYE
TARGETTE JR. AND SR.
AND ALL OTHER HITS OF THE
COIN MACHINE SHOW

We Guarantee the Lowest
Prices

Send Your Order and Deposit
To Office Nearest You

AUTOMATIC AMUSEMENT COMPANY

628 Madison Ave. — MEMPHIS, TENN.
1304 Throckmorton — FT. WORTH, TEXAS
508 Seventh St. — SAN ANTONIO, TEXAS

manufacturers who may want to use it on their machines. The new slug tosser came in for a brutal test at the show and stood up without flinching under the heavy punishment and with nary a slug getting past the metal guard.

L. G. Anderson was telling all who asked that he had three offers for an executive position made to him during the show. He refused, however, to divulge what they were. Andy promises to make an announcement at any early date tho. He is now spending some time at his home in Massillon, O.

Texas was there several hundred strong. The delegation arrived late Sunday on a special train. In planning the trip they first reserved one car, then two, then three and finally arrived in Chicago on a special train.

Si Lynch was an early arrival from Texas. Other members of the Electro Ball Company, Dallas, came on the Texas special, including Ed Furlow, Arthur C. Hughes and Allen Jackson.

Helen Savage, manager of the Fort Worth office of Automatic Amusement Company, who missed the 1936 show, was back this year with her boss, S. L. Stanley, of Memphis. She made the rounds to select new machines for ops in her section.

Mr. and Mrs. Ernest Walker, Walker Sales Company, Fort Worth, brought with them several reels of film showing the recent snowstorm in Texas, just to prove to the Yankees that cowboys and cowgirls cannot only ride hosses but bobbeds as well.

Mr. and Mrs. Earl Reynolds headed the Texas delegation. Reynolds is president of the Texas Coin Vending Machine Operators' Association. John Bachman, secretary, came with the crowd also.

R. W. (Dick) Hood, at the show with a Florida tan, says that Earl Tennyson is no longer with his firm. He says operators should note this fact.

It was the first convention for Mrs. F. A. Blalock, altho her husband has been making the trip from Pensacola, Fla., regularly each year. Blalock is a large operator of Simplex phonographs and spent considerable time at the convention with Al Mandez, district representative of Wurlitzer Manufacturing Company. Blalock is also an extensive operator of slots, his business requiring the maintenance of 22 autos and trucks.

H. C. Evans & Company displayed a blowup of an article in a Miami paper which is a type of unfavorable newspaper publicity on certain types of coin machines. It was a bold step and ought to set an example for some of the boys who stick their heads in the sand when publicity gets into the papers.

Jimmy Johnson plastered *Esquire* cartoons all over his booth. When some of the girls had to get down on their knees to see the bottom ones some of the snoots said Jimmy had a purpose in it. Jimmy himself didn't miss anything, believe it or not.

Mrs. Don Coney, red-headed manager of the president of General Amusement Devices Company, Detroit, said girls at the coin-machine convention ought to get more mention since there were not many of them. We'll say the redheads ought to get special mention also.

Charley Fey, inventor of the bell-type of coin machine, was honorably mentioned at a number of gatherings during the convention. His firm also had a booth display at the show.

Jack Bechtol, Daytona Beach, Fla., introduced Jack Monehan, of the Florida Press Association. Monehan gave a lot of practical advice on how the trade might approach the press for more favorable consideration. He is working with the Florida boys to get better publicity.

Arthur Strahan, Greenfield, Mass., claimed the title of being the youngest operator at the 1937 show. He says he is 21, operates 25 phonographs and some Skee Ball games. He says he is starting on a record of attending the convention each year, and if he lives to be 70 he will have 49 conventions to his credit. Here's luck, Arthur.

Charles Lichtman, at the 1937 show, said his firm had taken over the Reliable Amusement Machine Company at 305 West 54th street, New York. Eddie Brothers will remain in charge of the downtown office of New York Distributing Company, of which Lichtman is head.

Mrs. Al Gufstanson, charming wife of Al Gufstanson, of Seattle, attended her first coin-machine convention this year and was quite enthusiastic about it. Some fellow said she was the prettiest woman at the show, but he declined to sign his name.

A group of 25 Philadelphia operators who came to Chicago as a unit were wine and dined by Samuel Mendelson, of J. P. Seeburg Corporation, who treated his friends to a legit show after the dinner. Among those present were Cy Glickman, Frank Engel, Larry Yanks, Lou Sussman, Irving Newman, Bill Rothstein, Ben Hankin, Art Pockrass, Jack Kaufman, Morris Margolis, Mike Spector, Sam Lerner, Sam Stern, Max Bushwick, Jack Gross and Leon Gross. Phil Frank and Max Gabby, of Baltimore, and Jim Pepper, of Atlantic City, joined the group as guests of the Philly boys.

Max Levine, of Scientific Machine Corporation, Brooklyn, exhibiting at the show for the first time, did a fine job. In addition to doing some good business, Max received some favorable publicity as one of two people who drew with Epcos Automaton playing checkers. Thousands tried to beat the robot.

Many foreign visitors were seen around. One of those who traveled many miles was C. C. Izzarelli, who came from Casablanca, French Morocco, a mere 8,000 miles, just to look over the new machines.

A few of the boys left New York healthy, but caught up with the flu here. Al Schlesinger, of Fishman-Schlesinger, and Dave Stern, of Royal Distributing Company, Newark, had to stay under the sheets for a few days. Dave's luck wasn't running any too good all week. An intimate friend, Harry Rapp, an entertainer known as the Vagabond Violinist, had an automobile accident on

HOT FROM THE SHOW AND RARIN' TO GO!

LIVE WIRE



THE 5 BALL
NOVELTY GAME
WITH!
BUMPER SPRINGS
AND
MULTIPLE ODDS!

**7 REWARD HOLES-
POSSIBLE \$2.00 AWARD**

4 "live-wire" springs, when contacted, register on an illuminated backboard... the fifth "live-wire" spring, located in the middle, automatically illuminates all 4 "live-wire" lights... seven holes on the lower end of the playing field offer big award possibilities, ranging from 10c to \$1.00, on only 1 ball... an award cannot be earned unless all 4 "live-wire" lights are on.

CHICAGO COIN CORPORATION

1725 Diversey Blvd. CHICAGO, ILL.

\$59⁵⁰
F. O. B.

SEIDEN OFFERS the Biggest Hit of the Show!

Used Game
SPECIAL
RAY'S TRACK
\$225.00

BUMPER . \$64.50 | FURY . . . \$64.50
SKIPPER | AIR RACES
CAROM | FAIR GROUNDS
ROCK-OLA WORLD SERIES

SHOOTING GAMES
FLYING DUCK
MARKSMEN
EAGLE EYE

Write for the unlisted prices!

HENRY W. SEIDEN & COMPANY, Inc.

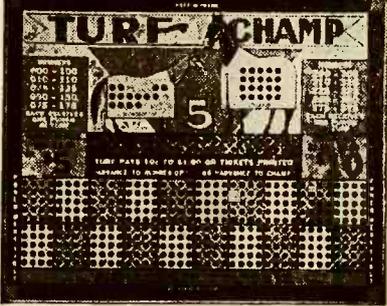
49 Sheridan Ave., Albany, N. Y.

Superior

"WORLD'S
FASTEST GROWING
SALESBOARD FACTORY"

TURF CHAMP
40 WINNERS.
400-HOLE—TWENTY SECTION 50 BOARD.
Everybody Plays the Ponies.
Takes in (400 Sales @ 5c) . . . \$20.00
Pays Out (Average) 9.55

PROFIT (Average) . . . \$10.45
Easels and Celluloid Protector Over Jackpots.



OPERATORS—January Superior's Scoops Contains 14 Brand-New Numbers. Write for it.

SUPERIOR PRODUCTS, Inc. Dept. B
14 N. PEORIA ST., Chicago

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



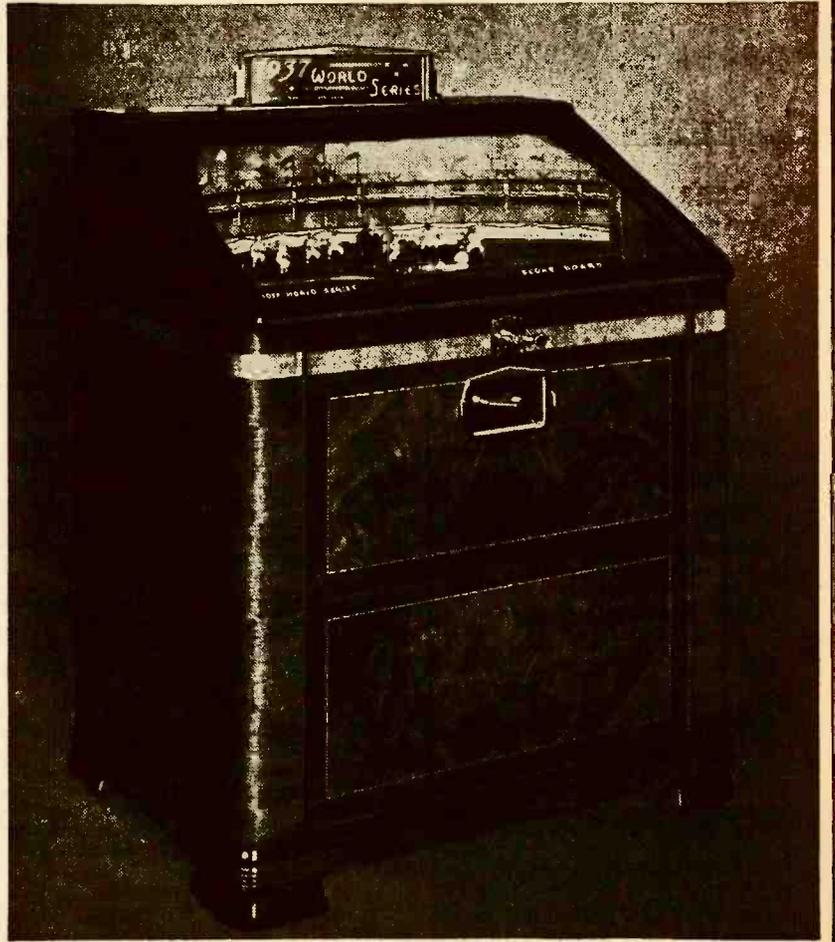
...WITH FIRE AND THEFT INSURANCE

● Be big! Expand. Grow. Multiply your equipment. Double and triple your profits. You can do it easily—safely—quickly under the new C. R. K. Finance Plan, the only comprehensive finance plan on coin machines that includes fire and theft insurance. Write today for free book "Questions and Answers" about the C. R. K. Finance Plan.

C. R. KIRK AND COMPANY
4309 W. LAKE STREET • CHICAGO, ILLINOIS

ROCKOLA'S 1937 WORLD SERIES

"The Big Hit of the Show"
THE GREATEST PROFIT PRODUCING MACHINE OF TODAY—LEGAL EVERYWHERE



NOW READY FOR IMMEDIATE DELIVERY
Ask About Our Easy-Payment Finance Plan on this Marvelous Money-Making Machine. We are Missouri and Southern Illinois Distributors.
IDEAL NOVELTY COMPANY, 1518 MARKET STREET ST. LOUIS, MO.
DISTRIBUTORS ALSO FOR ROCKOLA PHONOGRAPHS — Send for Prices and Terms.

Avon TOPS 'EM ALL WITH THESE NEW WESTERN SHOW Sensations!

WESTERN'S GRAND PRIZE

The One and Only Automatic Payout Jackpot Game.
\$159⁵⁰ Batteries or Power Pack Optional. No Charge for Check Separator. \$169⁵⁰ Ticket Model.

MATCH 'EM

3-Reel Cigarette Counter Machine.

DRAW '21'

5 Reels—4-Way Multiple Coin Chute. AVON also offers to you incomparable used game values. Every reconditioned machine has undergone complete testing to doubly assure perfect operation. Write for our complete price list

AVON NOVELTY SALES CO.
5907 EUGLID AVE. CLEVELAND, O.

ALWAYS FIRST WITH THE LATEST IN

Bingo — Salesboard AND PREMIUM NOVELTIES

"Known For Our Low Prices." SPECIAL NOVELTIES AND HORNS FOR MARDI-GRAS CELEBRATIONS.

GOLDFARB
NOVELTY COMPANY
The House of Service

20 West 23rd St., NEW YORK CITY

his way in to say "hello" to Dave, who he hadn't seen for some time.

Milton Green, of American Distributing and Sales Company, Brooklyn, picked one of the most beautiful girls in Chicago and gave up the serious phase of business. However, he couldn't duck the eagle eye of *The Billboard*. Our photographer caught up with Milty at the Wurlitzer-Modern party at the Chez-Paree. See photo on candid camera page.

Leo Waldor, "Chippy" Maltz and the rest of the boys from Target Roll Distributing Company, Newark, were able to do a little entertaining right on the exhibit floor. The booth on their right was rented by a photographer, who never rested for a moment. The boys used the nice comfortable chairs and the table for a bar.

Babe Kaufman, as usual, stopped the show with her gorgeous display of gowns. However, Babe was moving around more than usual this year and did quite some business. Sam Rabowitz, Babe's associate, has some big news which will break in a week or so. Both Babe and Sam are quite enthusiastic and told everyone around, "Just wait and see! We'll have 'em all talking!"

Mrs. Sue Silverman, one of the large operators in New Jersey, was one of the hits of the show. Beautiful and captivating, Mrs. Silverman was a sight for sore eyes. However, business is business. Mrs. Silverman bought the first 25 Air Races from Stoner Corporation, and Ted Stoner swears it's true.

Dave Simon came up from Florida to see his old pinochle playing friends, Herman Budin and Mike Munves. An old-fashioned get-together and did they raise Cain.

Another clique who traveled around the show were Willie Blatt, of Supreme Vending Company, and his friends Dave Friedman and Willie Levy. Levy didn't

make the special train to Chicago, but came posthaste on another train.

Irving Sommer was missed by everyone. Nat Cohn and Harry Rosen did the honors and did them in "class." The Modern suite was one of the most popular in the hotel.

Jack Nelson, when he wasn't busy with "Dizzy," had plenty to do helping his great sales force bale up the flood of orders they turned in.

Richard Groetchen always wearing a serious expression when showing Columbia and explaining the mechanism that was responsible for its silent operation.

Bob Himmel had a world of people trekking to his booth to see that famous radio—the "Only Radio in the World."

Wasn't any use to even "TRI" to see Al Douglas at the Daval Booth the way they were "PACK"ed around the latest counter sensation.

Jennie Poole handed out samples of ball gum at National Chiclé booth when John Poole was not on the job. Operators said her samples had a better flavor and wondered if she shouldn't enter the operating field.

Erma Lewis helped to demonstrate the Shipman (Los Angeles) vending machines. Erma travels eight Eastern States to tell operators about the advantages of machines made by the Shipman firm. She knows how to operate and how to sell.

Entertainment provided by manufacturers for customers and guests was a big feature during the convention. The private suites all had welcome signs and visits to factories were in line. There were special dinners, breakfasts and other things too numerous to mention in detail.

SORRY THAT WE CANNOT MENTION EVERYBODY PERSONALLY THIS YEAR. IF YOU ARE MISSED WE WILL GET YOU AT THE 1938 SHOW!

- SANTONE SPECIALS -

- BALLY'S HIALEAH (Mystery Pay) ..\$35.00
- BALLY'S ALL STAR .. 35.00
- BALLY DERBY .. 35.00
- EVANS' ROLL-ETTE .. 40.00
- THORO-BRED (West. Equip. Race Horse) .. 100.00
- EXHIBIT'S ROTARY MERCHANTISER (Latest Model) .. 150.00
- PACES RACES (Black Cabinet) .. 195.00
- RAY'S TRACKS .. 200.00
- BIG SHOT .. 15.00
- PUNCHETTE (Counter Game) .. 5.00
- SANDY'S HORSES (Counter Game) .. 5.00
- KEENEY'S BOWLETTE .. 80.00

ALL MACHINES GUARANTEED TO BE IN A-1 CONDITION OR PURCHASE PRICE REFUNDED IN FULL IF RETURNED WITHIN FIVE DAYS AFTER RECEIPT OF SAME. TERMS: 1/3 WITH ORDER, BALANCE C. O. D.

WE CAN MAKE IMMEDIATE SHIPMENT ON ALL MODELS WURLITZER SIMPLEX PHONOGRAPHS.

SANTONE COIN MACHINE CO.
1524 Main Avenue, SAN ANTONIO, TEX.

SALE! USED MACHINES

- Derby Day ..\$75.00
- Ht. Parade .. 75.00
- Turf Champs .. 75.00
- Giant Movie .. 75.00
- Bank .. 75.00
- Flying High .. 70.00
- Policy .. 70.00
- Railroad .. 70.00
- Challenger .. 50.00
- Multiple .. 50.00
- Bluebird, Pay-out .. 40.00
- Saratoga .. 50.00
- Queen Mary .. 50.00
- Bonus ..\$40.00
- Daily Limit, Light Up .. 40.00
- Panel .. 40.00
- Gal'ping Plugs .. 40.00
- Jumbo .. 25.00
- Peerless .. 35.00
- Flicker, Tkt. .. 70.00
- X-Ray Poker .. 120.00
- Ino .. 100.00
- Pokerino .. 35.00
- Hold Em .. 30.00
- Draw Ball .. 15.00
- Fifty Grand .. 15.00

Assortment of Novelty Games, \$2.00 to \$10.00. Write for List. All the Latest New Games in Stock. 1/4 Deposit Required With Order.

BASCH NOVELTY COMPANY,
139 Franklin Ave., Scranton, Pa.
Phone: 3-7916.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

"THANKS"

"To you Operators, Jobbers and Distributors—thanks a million! Your marvelous reception of our new games, GALLOPING DOMINOS and BANG TAIL, at the show, makes all of us here at Evans very happy! In appreciation we promise to work at top speed to get your orders out on time. Thanks!"

R. W. (Dick) HOOD, President.

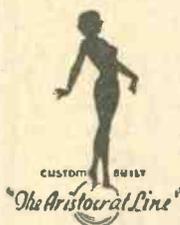
Booking Orders Now for Immediate Delivery

NOTICE! An announcement of vital interest to the trade will be made shortly. Watch for it!

H. C. EVANS & CO.,
1522-28 W. ADAMS ST., CHICAGO

YOU SAW THEM AT THE SHOW...

-- place your Orders



NOW

FOR EARLY DELIVERY

AIR RACES
TURF CHAMPS
B'dway ANGEL
VOGUE
Miami BEACH

STONER CORPORATION

Aurora, Illinois

Exhibitors at 1937 Convention

The following firms had exhibit booths at the 1937 Coin Machine Convention in Chicago January 11 to 14. Names of exhibitors, products shown and names of attendants are given. If omissions occur we will be glad to have notice of same. In some cases full information was not received from the firms exhibiting. This list may be filed by operators for reference purposes, or our information service will be glad to reply to inquiries about sources of supply for machines, etc. Address Coin Machine Editor, *The Billboard*, 54 West Randolph street, Chicago, Ill.:

A. B. T. MFG. CO., 3311 Carroll avenue, Chicago. Products: Moving target skill, merchandise machines, Big Game Hunter, coin chutes. Represented by Norman C. Kalmar, H. Macco, William H. Brown, W. A. Tratsch, Carl Lipman.

ACORN SHEET METAL WORKS, 625 W. Jackson boulevard, Chicago. Products: Metal stands. Represented by Miss Gray and Miss Barnery.

THE AD-LEE CO., 825 South Wabash avenue, Chicago. Products: Centerla, "1940" nut and candy vender, E-Z 5-cent ball-gum machine. Represented by J. Ryno, W. Liberman, Lee Felsenthal, Jerry Werthimer.

ADVANCE MACHINE CO., 4641-47 Ravenswood avenue, Chicago. Products: About 50 types merchandise vending machines. Represented by A. E. Gebert, G. A. Gill, F. C. Cook, Robert Merriam.

AMERICAN CHICLE CO., 1322 Congress street, Chicago. Product: Five Star ball gum. Represented by Hecht Nielsen, E. Y. Charvel, L. Oppenheimer, W. Christensen.

AMERICAN COIN MACHINE CO., 356 Cumberland road, Glendale, Calif. Product: ACMACO 1-cent Hershey bar vender. Represented by Philip S. Eisendrath.

AMERICAN PISTACHIO CORP., 111 Reade street, New York, and 201 North Wells street, Chicago. Represented by F. Coussa, Charles Vofson, Gertrude Schultz, Virginia Bushelle.

AMUSEMENT DEVICES, Inc., 633 Milwaukee avenue, Chicago. Product: They're Off racing game. Represented by G. C. Skinner, R. J. Fitzgerald, A. B. Hummel.

AMUSEMENT GAMES CO., 530-A Merrick road, Long Island. Product: Poko-Rol. Represented by Meyer Cohen, Paul Cohen.

ATLAS NOVELTY CO., 2200 N. Western avenue, Chicago. Products: Coin counter, spring kits. Represented by Eddie Ginsberg, Morrie Ginsburg, Phil Greenberg, Art O'Melia, Irving Ovitiz.

AUTOMATIC AGE, Chicago. Product: Trade paper. Represented by Storm, Messe, Peggy McLaughlin.

AUTOMATIC WORLD, Ft. Worth, Tex. Product: Trade paper. Represented by Oscar Branch, Mrs. Aaron Smith.

AUTOMATIC NOVELTY CO., 2047 N. Wanamaker street, Philadelphia. Products: Film, radio rifle. Represented by Leon S. Gross.

BALLY MFG. CO., 2640 Belmont avenue, Chicago. Products: Bumper, Preakness, Fairgrounds, Bally's Eagle Eye, Deauville, Match 'Em, Nugget, Ray's Track. Represented by Ray Moloney, Jim Buckley, Tom Allen, George Jenkins, John Chrest, Art Garvey, Herb Jones.

BAUM NOVELTY CO., 2012 Ann avenue, St. Louis. Products: Chief, Mills. Represented by Dan Baum, C. P. Rosen.

B-L ELECTRIC MFG. CO., St. Louis. Represented by C. R. Ogle, E. Bates, J. G. Wells.

WILLIAM P. BOLLES, 822 Richmond avenue, Buffalo, N. Y. Product: Col-

THEY "CLICKED" AT THE SHOW!
STONER'S NEW GAMES
ASK US ABOUT THEM.

Operate Cigarette, Gum and Peanut Machines in addition to Games! Write for our Complete Catalog of New and Used Vending and Amusement Machines. Many Bargains Available!

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

SALESBOARD OPERATORS
"TWELVE JACKS"

A Sure-Fire Profit Maker. Over 100 Winners. 2,100-hole Board takes in \$105.00, and pays out a total of \$54.50, including jack pot payout, open numbers and sectional payout. Sample, \$2.40; Lots of 5, \$2.00; Lots of 10, \$1.75.

H. G. PAYNE CO.
312-314 BROADWAY, Nashville, Tenn.

SHOWER-PROOF FURS Beautiful Sil-fox or White Fox Scarfs. Single or Pairs. 38" lengths. Selling everywhere from \$15 to \$50. New shower-proof process guarantees against curling in rain. Made to stand up for 2 years' wear!

FOX SCARFS \$6.00 EACH

FUR COATS \$10 TO \$27.50 AND MUFFS \$3.00

Important Notice! Every Fur in our line is SHOWER-PROOFED. Rain will not affect it in any way. These are the only shower-proofed furs in this price range. Order only **CHARLES BRAND** Furs.

CHARLES BRAND 208 W. 26th ST. NEW YORK, N.Y.

WRITE FOR FREE CATALOG!

BOLO

Biggest Hit in Years, is now reviving the industry. Being imitated by all manufacturers, but never equaled.

MODERATELY PRICED AT \$54.50

Full refund if you don't find it the biggest money maker you ever handled. Instantaneous Shipments from Louisville, Ky.

KENTUCKY AMUSEMENT CO., INC.
226 West Walnut Street.
Jobbers and Distributors, write for Quantity Prices.

MONEY TALKS!

HERE ARE THE MACHINES THAT OPERATORS DIDN'T JUST TALK ABOUT--BUT PUT UP HARD CASH ON THE LINE FOR IMMEDIATE DELIVERY! THE MACHINES THAT OUT-SOLD ALL OTHERS AT THE SHOW

JIFFY TESTER

"The Complete Electrical Repair Department—IN A CARRYING CASE." Tells you at a glance which wire in the machine is broken—which battery is weak—which soldered connection is loose—which fuse is broken—and answers hundreds of other electrical questions. The really BIG HIT of the Show!

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PADDLE WHEEL

The ONLY Original Game of the Show!

BANK ROLL

THE Great BOWLING GAME HIT for 1937!

SWING TIME

A New NON-PAYOUT Pin Game "Styled by Genco!"

ROLL-OVER

The Pin Game You Have Been Waiting for!

Western's Games . . .

GRAND PRIZE CENTER SMASH

BEAT 'EM TOP 'EM

H. C. Evans' Games . . .

GALLOPING DOMINOS ROLETTO, JR. BANG TAILS

Chicago Coin's Game . . .

LIVE WIRE

Mutoscope's Games . . .

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For Complete Details of These Great HITS --- Write, Wire, Phone or Call Today --- IMMEDIATE DELIVERY !!

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PHONE: ASHland 4-3915

SPECIAL!

12 PACES RACES, Cash Payout, Slightly Used, Guaranteed Like New. Ser. Nos. 3655-3148-3562-3708-3653-3309-3654-3651-3012, \$240.00. Ser. Nos. 2769-2998-2905. \$230.00. These are 20 to 1 payout. If 30 to 1 is desired add \$10.00. 1 25c Cash Payout Paces Races, used 2 weeks, like new, 3681, \$245.00. 2 Brand New 5c Play Black Cabinet, Never on Location, F. S., \$365.00. 2 Brand New Cash Payout 5c Play Black Cabinet 30 to 1, new, \$340.00.

SLIGHTLY USED AND FLOOR SAMPLE MACHINES

- | | |
|--|---|
| 9 MILLS SINGLE JP FRONT V., 5c. Ser. 120433 to 374732. . . . \$15.00 | 9 PACE BANTAMS, 1c play, C12355 to C16533. . . . \$15.00 |
| 2 MILLS SINGLE JP SIDE V., 234837 and 249348. . . . 15.00 | 1 PACE BANTAM BELL, 10c, 8512. . . . 20.00 |
| 3 MILLS SINGLE JP BELLS, 25c. 137101-211091-254010. . . . 25.00 | 1 MILLS 25c SILENT, 290648. . . . 45.00 |
| 1 MILLS DOUBLE JP SKYSCRAPER, Side. 329457, 1c. . . . 25.00 | 1 JENNINGS DUCHESS, 1c, 13134. . . . 15.00 |
| 2 MILLS SILENT DOUBLE FRONT V. 5c. 288961 and 290492. . . . 25.00 | 2 TRIPLE DUKE, 1c play, 16411-16455. . . . 15.00 |
| 14 MILLS 5c BLUE FRONT GAV. 317220 to 388127. . . . 65.00 | 8 SINGLE DUKE, 1c play, 3246 to 14704. . . . 11.50 |
| 5 MILLS FUTURITY JPGA. 381520 to 383004. . . . 65.00 | 1 JENNINGS VICTORIA FV, 5c play, 100548. . . . 17.50 |
| 1 MILLS 50c BLUE F., No. GA. New 387570. . . . 90.00 | 9 JENNINGS RESERVE Side V, 79574 to 82021, 5c play. . . . 12.50 |
| 5 MILLS 25c BLUE F, No GA. 28848 to 387570. . . . 70.00 | 4 JENNINGS PRIMER, Side V, 71844 to 77185. . . . 12.50 |
| 3 MILLS 25c BLUE F GA. 324598 to 383971. . . . 70.00 | 20 USED MILLS STANDS. . . . 1.75 |
| 1 MILLS 25c RED F Comp Skill GA. 362738. . . . 90.00 | |
| 3 MILLS 25c REGULAR GA. 300740 to 306468. . . . 45.00 | |
| 2 MILLS FUTURITY, 5c. No GA. 385211 and 385212. . . . 65.00 | |
| 2 MILLS BELL WAR EAGLE, 5c. 261599-265019. . . . 35.00 | |
| 3 5c REGULAR GA. 30263-308185. . . . 45.00 | |
| 1 5c GOOSENECK. 301728. . . . 30.00 | |
| 15 1c MYSTERY BLUE FRONT GAV. 322982 to 384374. . . . 39.50 | |
| 1 MILLS QT, 1c Play. 7638. . . . 25.00 | |
| 11 MILLS SILENT 5c DIAMOND F JPV. 216716 to 385200. . . . 35.00 | |
| 2 5c SKY SCRAPER VENDER, 322685-333010. . . . 35.00 | |
| 1 MILLS REGULAR GAV, 308293. . . . 27.50 | |
| 3 5c WATLING ROLATOPS GAV, 65326 to 68967. . . . 42.50 | |
| 6 WATLING TWIN JPV, 5c, T47923 to T56325. . . . 27.50 | |
| 9 WATLING 1c, T51185-71299. . . . 21.00 | |
| 7 WATLING SINGLE JPFV, 5c, 42282 to 45600. . . . 12.50 | |

SLIGHTLY USED PIN GAMES

- | |
|--|
| DUCK SOUP, new, per doz. . . . \$ 12.00 |
| 1 PALOOKA JUNIOR. . . . 70.00 |
| 20 REEL 21. . . . 11.00 |
| 1 PACES RACES, 5c check sep. F. S. never on loc., 30 to 1 walnut cabinet. . . . 375.00 |
| 1 Brand New PACES RACES, F.S. ca., payout 5c, walnut cabinet. . . . 355.00 |
| 1 ROCKOLA REGULAR, Mod. F.S., never on location. . . . 197.50 |
| 1 ROCKOLA RHYTHM KING, F.S., never on location. . . . 227.50 |
| 2 MILLS HIGH BOY PHONO Selective. . . . 25.00 |
| 2 GABEL JR., 12 record. . . . 50.00 |
| 3 GABEL JR., 12 record, Sel. . . . 75.00 |
| 16 GABEL 24 record Selected, reconditioned, amplifier. . . . 35.00 |
| 2 EXCELS F. 8. . . . 35.00 |
| 1 BALLY BONUS. . . . 30.00 |
| 1 SKY HIGH, Ca. & Tick. . . . 35.00 |
| 3 EXHIBIT ELECTRIC EYE. . . . 80.00 |
| 9 PROSPECTORS. . . . 19.50 |
| 1 JUMBO. . . . 25.00 |
| 1 BIG FIVE. . . . 15.00 |
| 1 GENCO CHAMPS. . . . 10.00 |
| 25 TURF CHAMPS, Like New. . . . 72.50 |

OUR AFTER-THE-SHOW BARGAIN LIST NOW READY. NEW AND USED MACHINES ALL KINDS—WRITE FOR IT.

All orders must be accompanied by 1/3 deposit in the form of post office, express, telegraph money order.

MOSELEY VENDING MACHINE EX., Inc., 800 BROAD ST., Richmond, Va.
DAY PHONE: 3-4511, 3-4512. NIGHT AND SUNDAY, 5-5328.

lection System. Represented by George C. Fichter, E. J. Schoenwald.

J. M. BREGSTONE & CO., 538 S. Clark street, Chicago. Products: Sales-board deals, radios, novelties, premiums. Represented by J. M. Bregstone.

BRUNSWICK RECORD CORP., 1776 Broadway, New York. Represented by A. Altsuler, L. Schneider, S. J. Hein, A. Weiner.

BUCKLEY MFG. CO., 2156 W. Washington boulevard, Chicago. Products: De Luxe diggers, Treasure Island, Cent-a-Pak, Horses, Puritans and Pilgrims venders; Diamond Mine, Bones, Combination. Represented by L. H. Stivers, William Gullette, Mary Gullette, C. P. Iby, Ernest Richey.

CALIFORNIA EXHIBIT CO., 1606 South Flower street, Los Angeles. Product: Kennel Klub. Represented by Harry A. Stearns.

THE CAPEHART CORP., Ft. Wayne, Ind. Product: Orchestrope. Represented by I. C. Hunter.

CENTRAL PATTERN AND FOUNDRY CO., 3737 South Sacramento avenue, Chicago. Products: Miscellaneous aluminum and bronze cast, parts of popular models of leading coin-machine manufacturers. Represented by F. P. Battle, J. W. Huddleston, Charles Zint Jr., William Zint.

CHICAGO COIN CORP., 1725 Diversey boulevard, Chicago. Products: Rugby, Sweet 21, Live Wire, Rola Score. Represented by L. Korn, S. Gensburg, S. Wolberg, Al Miller, Ben Raskin, Saul Katz.

CHICAGO LOCK CO., 2024 N. Racine avenue, Chicago. Products: Locks. Represented by L. B. Herrick, O. A. Blohm, W. C. Shinn.

CHURCHILL CABINET CO., 2119 Churchill street, Chicago. Products: Manufacturer of wood cabinets. Represented by O. Gullicksen, S. T. Gullicksen, W. A. Gullicksen, D. Luster.

CLARE PRODUCTS CO., Clare, Mich. Product: Shooting Master. Represented by C. D. Peet, Jesse Trump, F. Theady, Herbert Cohn.

CLIMAX RADIO AND TELEVISION CORP., 513 S. Sangamon street, Chicago. Products: Radio manufacturer, complete radio units. Represented by J. L. Gaber, A. B. Gaber, Walter B. Morse, Mayer Wolstone, Jack Horowitz.

COIN MACHINE JOURNAL, Chicago. Product: Trade paper. Represented by D. Dolling, Harvey Carr.

COIN MACHINE REVIEW, Los Angeles. Product: Trade paper. Represented by Paul W. Blackford.

COLUMBUS VENDING MACHINE, 1322 Congress street, Chicago. Products: Columbus machines. Represented by Hecht Nielsen, W. Christensen.

CORD-MELANE CO., 1616 W. Ogden avenue, Chicago. Product: Cord radio. Represented by G. E. Edelstein, L. H. Edelstein, Miss P. E. Pritikin, M. M. Melane, M. J. Lyng.

A. DALKIN CO., 4311-13 Ravenswood avenue, Chicago. Product: Vanak coin selector. Represented by J. Srodulski, A. A. Dalkin, Charles Phillips, A. Robinson.

DAVAL MFG. CO., 200 S. Peoria street, Chicago. Products: Trio Pack, Double Deck, Reel Rice, all counter games; Totalizer, Red and Blue, pin games; ABC one-ball pay table. Represented by A. S. Douglas, William Shafran, D. Helfenbein, M. Lutske, W. Harrison.

DEAN W. DAVIS & CO., 549 W. Fulton street, Chicago. Products: Coils, relays, solenoids, kickers. Represented by Dean W. Davis, A. L. Mjoer, A. T. Thompson, Pearl Twarog.

DECCA RECORD CORP., 50 W. 57th street, New York. Represented by E. F. Stevens Jr., Sellman Schulz, Paul Cohen, Sydney Goldberg.

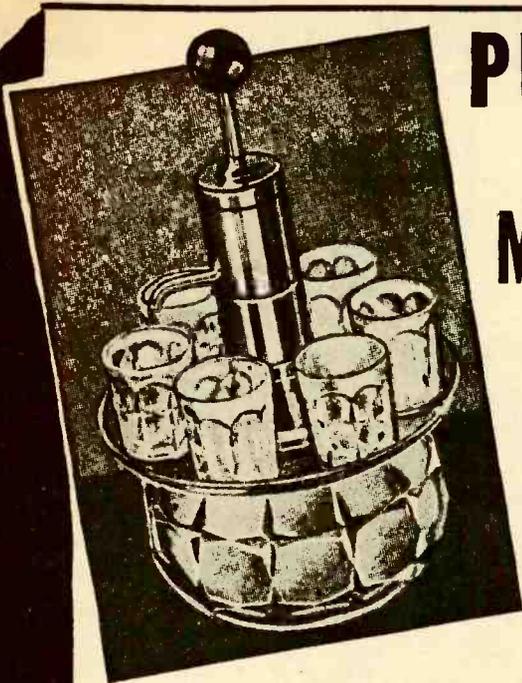
DORLEXA CO., 755 Genano Building, Buffalo, N. Y. Product: Poker Bowl. Represented by Harry Axelrod.

DUDLEY LOCK CORP., 235 W. Randolph street, Chicago. Product: Dudley 4-in-1 Pick-Proof locks for all coin machines. Represented by George D. Full, L. A. Marrs, A. M. Stevens.

ELECTRICAL PRODUCTS CO., 6521 Russel street, Detroit. Products: Electropak, Adaptopak, Epco Ray gun, Photo Pak, Epco fuse eliminator. Represented by A. B. Chereton, B. S. Samsky, Betty A. Coney, H. E. Johnson, A. A. Schlesinger, J. B. Chereton.

L. B. ELLIOTT PRODUCTS CO., 3017 Carroll avenue, Chicago. Products: New Deal, Deauville. Represented by L. B. Elliott, L. P. Druehl, H. J. Fischer, W. E. Barnes.

H. C. EVANS & CO., 1528 W. Adams street, Chicago. Products: Rolletto Jr., Bang Tails, Galloping Dominoes. Represented by



PUMP A JIGGER IN A JIFFY!

A "NATURAL" Salesboard Premium That Has Everything It Takes To Make the Players Punch—Punch—Punch.

MERRY-GO-ROUND CRYSTAL CHROME REVOLVING BAR

The newest and most unique in drink accessories; flashy quality commands instant attention and interest. Practical, serves a jigger in a jiffy. Pump once—drink is measured. Tray revolves ready for next drink. Holds six glasses, capacity one quart. Made of finest crystal glass metal parts, heavily chrome plated over brass, will not peel, easily cleaned, will not tarnish. Guaranteed for a lifetime. Everyone who sees this BEAUTIFUL REVOLVING BAR immediately wants several for home or office. Can be used for whiskey, gin, punch, brandy or wine.

BE FIRST! WITH THE "MERRY-GO-ROUND" ON THESE 2 EXCLUSIVE JAY ROSE TESTED DEALS

ALL COMPLETE — READY TO PLACE — DOUBLE YOUR MONEY

Either Deal, All Complete At This Amazingly Low Price.

\$6.25 EACH (6 or more Each \$6.00)

Merry-Go-Round Without Board \$5 Each (6 or More \$4.75 Each)

DON'T DELAY. ORDER BY DEAL NUMBER DIRECT FROM THIS AD—ACT NOW—TERMS 1/3 DEPOSIT—BALANCE C.O.D.

DEAL No. 1
Special 600 hole, 24 Section Double Jackpot, Cigarette Board, 48 WINNERS. Designed to go to the end 90% of the time before the prize goes with last sale on the board.
Takes In (600 Holes @ 5c)\$30.00
Pays Out (Average 59 Packs Cigarettes @ 15c).... 8.85
Gross Profit (Average) Per Deal.....\$21.15
Beautiful board with easels and celluloid jackpot protectors.

DEAL No. 2
Special 1,000 hole "Hit and Take," 40 Section Cigarette Board—No Jackpots. 60 WINNERS.
Takes In (1,000 Holes @ 5c).....\$50.00
Pays Out (60 Packs Cigarettes @ 15c) 9.00
Gross Profit\$41.00
50% Average Gross Profit.....20.50
This is no "labeled" plain board but a beautiful creation in many colors, complete with easels and wrapped in cellophane.

NOTE: Jay Rose Are Exclusive Distributors For Merry-Go-Round Revolving Bar. Foreign Distributors, Cable Address "JROSCO" ST. LOUIS, U. S. A.

\$1,000.00 GUARANTEE

Every Jay Rose Deal is "Tested" on actual locations by one of the nation's largest operators, whose representatives cover every type of location in several states. We did the experimenting. If you are not satisfied, return the unused deal complete within 7 days and your money will be refunded in full. We have posted \$1,000 to assure you that our 7-Day Money-Back Guarantee means exactly what it says.

YOU CAN'T LOSE— YOU TAKE NO RISK

J. ROSE & CO., 2316 LOCUST ST., ST. LOUIS, MO.

sented by R. C. Hood, Rex Shriver, Bob Copeland, Roy Birkee.

EXHIBIT SUPPLY CO., 4222 W. Lake street, Chicago. Products: Novelty candy vender, Chuck-a-Lette, Shoot-a-Lite, De Luxe digger. Represented by Leo J. Kelly, Perc Smith, Mort Duff.

FEY'S WESTERN AUTOMATIC, San Francisco. Products: Magic Doors, Skill Draw. Represented by Charles Fey, Edward Fey Bud Parr, Val Marconi.

PHILIP FLORIN, Inc., 255 Fifth avenue, New York. Products: Leather premiums. Represented by S. E. Kneec.

JOHN GABEL MFG. CO., 1200 W. Lake street, Chicago. Products: Gabel's Junior, Gabel's Charme, Gabel's Lorelei. Represented by John B. Chojnowski, Harold Schennum.

GAME SALES CO., 1321 South Adams street, Peoria, Ill. Products: Barrel of Fun jar deals. Represented by M. G. Sax, Phil A. Sax, Max M. Gingold, Ed Peters, N. J. Burkhardt, Bob Robert.

GARDNER & CO., 2309 Archer avenue, Chicago. Products: Salesboards. Represented by E. J. Granger, Irwin Feltler, S. Aronson, Phil Koller, Harry Pearlman, Allan Sexter, S. Elkin, W. H. Youngerman, H. A. Klenck.

GAY GAMES, Inc., Muncie, Ind. Products: E-Z Picken jar games. Represented by Guy Noel, F. O. Lunsford, R. A. Parsley, Smith E. Vreeland.

GENCO, Inc., 2621 N. Ashland avenue, Chicago. Products: Swing Time, Control, Happy Days, Roll Over, Match 'Em, Paddle Wheel, Bank Roll, Genco Rifle. Represented by L. W. Gensburg, Myer Gensburg, George Ponsler, Bert Lane, Joe Ash, Fred Iverson.

JOHN N. GERMACK, 1346 E. Vernor highway, Detroit, and 10 Hubert street, New York. Products: Red Lip pistachio nuts. Represented by Frank Germack, John N. Germack, Marie (Babe) Abbott.

GLOBE NOVELTY CO., 715 E. Adams street, Springfield, Ill. Products: Marble machines, jar tickets. Represented by George Shaheen.

GLOBE TROTTER RADIO CO., 549 W. Randolph street, Chicago. Product: Globe Trotter Radio. Represented by Robert Himmel, L. L. Martel.

ANDREW GORRETTA & CO., Cleveland. Products: Three cigaret venders, three candy venders. Represented by A. Gorretta, S. C. Steffan, L. W. Bartson, Louis Golden.

D. GOTTLIEB & CO., 2736 N. Paulina street, Chicago. Products: Daily Races, Derby Day, College Football, Speed King, High Card, Sports Parade, Miss America, Double Feature, Trading Post. Represented by Dave Gottlieb, Nate Gottlieb, Rose Samet, Elihu Ray, W. T. Sneed, Frank Podskalsky.

GROETCHEN TOOL CO., 126 N. Union, Chicago. Products: Columbia, Zephyr, High Stakes, Twenty-One. Represented by R. Groetchen, Karl Klein, A. Marzec, A. Valdak.

GUARDIAN ELEC. MFG. CO., 1621 W. Walnut street, Chicago. Product: Electrical equipment. Represented by Lee Howard, J. J. Rowell, C. M. Rowell, D. M. Thompson, F. F. Rowell Sr., A. J. Steere.

JOSEPH HAGN CO., 223 W. Madison street, Chicago. Product: Merchandise. Represented by R. Musgrave, H. H. Long, W. Hagn, B. Wilschke.

HARLICH MFG. CO., 1401-1417 W. Jackson, Chicago. Products: Salesboards. Represented by M. Gutterman, E. V. Finson, Ann Cooper, H. Myers, M. J. Steiner, Fred R. Freudlich, H. Guttman.

HUNT CLUBS, Inc., 201 N. Wells street, Chicago. Products: Duck sets, Royal Flush. Represented by H. D. Bradley, J. E. Jenkins, C. E. Schragee, D. H. Protheroe.

ILLINOIS LOCK CO., 737 W. Jackson boulevard, Chicago. Products: Illinois and Duo locks, Illinois coin chutes, Illinois leg adjusters. Represented by R. K. Gray, M. R. McNeill, F. G. Ellerman, W. B. Rettke.

INTERNATIONAL MUTOSCOPE REEL CO., Inc., 520 W. 34th street, New York. Products: Photomatic, Rotomatic, Electric traveling crane, Bowl-a-Game, Hockey, Pokerino, Numberino. Represented by Bill Rabkin, Earl Winters, Bil Beasley, H. H. Horwitz, Herb Ever-shore, Frank Swan.

JASPER BROKERAGE CO., 154 E. Erie street, Chicago. Products: Mir-Ray radios, Vibra automatic razors, Van Dyke lamps. Represented by E. C. Jasper, Lew Wasserman, Al Aptaker.

HOWARD B. JONES, 2300 Wabansia avenue, Chicago. Products: Plugs and sockets, terminal strips. Represented by H. B. Jones, W. A. Bockius.

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1c CIGARETTE PLAY COUNTER GAME
FREE FOR 10 DAYS TRIAL ON YOUR OWN TERMS!

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TO CONTINUE THE GREATEST UNBROKEN, CONSECUTIVE STRING OF COUNTER GAME AND PIN GAME WINNERS IN HISTORY WITH

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1c CIGARETTE PLAY COUNTER GAME combines all the money-making power of Penny-Pack—the Thrill of Reel "21"—PLUS—New 1st, 2nd or 3rd ODDS PLAY! The FASTEST MONEY-MAKING Counter Game EVER BUILT!



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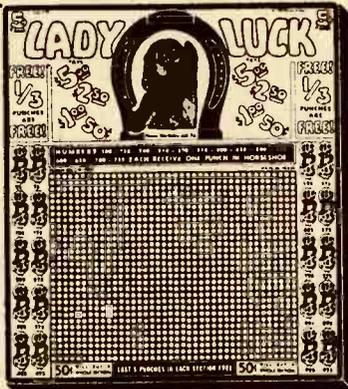
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Average Take In \$8.30
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Sample Board, 75c Each, Tax Paid. Lots of 5 or More 55c Each, Tax Paid. Order from

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1c CIGARETTE PLAY COUNTER GAME SENSATION!

COMBINES ALL THE MONEY-MAKING POWER OF "PENNY PACK"—ALL THE THRILLS OF REEL "21"—PLUS—NEW 1st, 2nd OR 3rd PLACE CHANGING ODDS PLAY! IT'S THE FASTEST MONEY-MAKING COUNTER GAME EVER BUILT! AND—FULLY GUARANTEED—YOU CAN'T LOSE!



FREE 7-DAYS TRIAL!

If for any reason you are not completely satisfied with TRI-O-PACK in 7 days we will cheerfully refund your money!

\$24⁷⁵

TAX PAID

1/3 Certified Deposit With Order. Balance C. O. D., F. O. B., Chicago.

RUSH YOUR ORDER TODAY-FIRST COME-FIRST SERVED!

"The World's Foremost Distributors of Winners for Operators!"
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GREYHOUND RACES

No. 1184 1000 Holes
 Takes in \$50.00
 Definite Payout 25.65
 Gross Profit \$24.35

A HARLICH JUMBO BOARD

PRICE EACH \$2.72 Plus 10% Tax.
 Price Includes Easels and Fraud-Proof Tickets.

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PROFIT \$30.00 PROFIT \$60.00
 PRICE \$3.36, PLUS 10% U. S. TAX.

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ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

WE'RE BLUSHING ALL OVER!



We're flattered by the enthusiasm registered by the coin men in according our new line such a marvelous reception. Before the "big show" the WESTERN EQUIPMENT AND SUPPLY COMPANY promised you the greatest array of coin-operated machines ever introduced by a manufacturer. That we have lived up to our promise is evidenced by the machines we exhibited. That you, too, recognized the greatness of these WESTERN machines was proven by your tremendous orders . . . for which we sincerely thank you.

In addition to the machines on this page, you undoubtedly saw our "HUMAN DICE TABLE," the silent ELECTRIC SLOT MACHINE, the new deluxe 7 COIN MULTIPLE ELECTRIC HORSE RACE MACHINE, NEW DAILY DOUBLE THORO-BRED, the new FREE MUSIC HARMONY BELL and SHOOT-A-LINE, WESTERN'S DOUBLE SKILL RIFLE RANGE. Kindly write to the plant direct for information.

BUY WESTERN BECAUSE "WESTERN TOPS 'EM ALL"

DRAW '21'



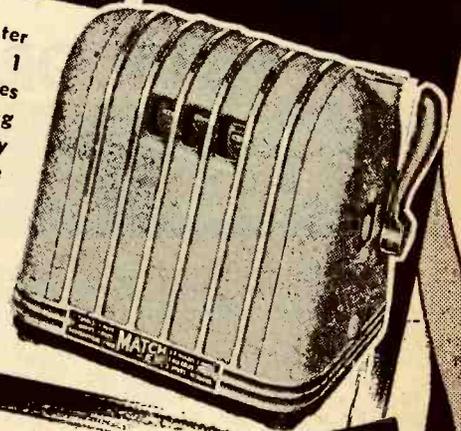
A streamlined counter machine with a 4-way multiple coin chute that is kept busy night and day! . . . 5 spinning reels with 3 of them "shut-tered" . . . player receives 1st and 2d reels automatically and then draws optionally to "21" by clicking open the 3d or 4th reels . . . 5th reel gives dealer's number to be beat and odds which vary with each number . . . a visible prevents cheating.

\$17.50
Tax Paid.

MATCH 'EM

A modernistic counter game . . . awards from 1 to 10 packages of cigarettes . . . 3 smooth running reels . . . chassis durably constructed . . . Visibie prevents cheating . . . continued heavy play assures a steady location in-come.

\$19.50
TAX PAID



WESTERN'S GRAND PRIZE

THE ONE AND ONLY AUTOMATIC PAYOUT JACKPOT GAME



\$159⁵⁰ | \$169⁵⁰
Batteries or Power Pack Optional. Ticket Model
No Charge for Check Separator

24" x 60"

BEAT 'EM

MULTIPLE 6 COIN PLAY POSSIBLE \$9⁰⁰ PAYOUT



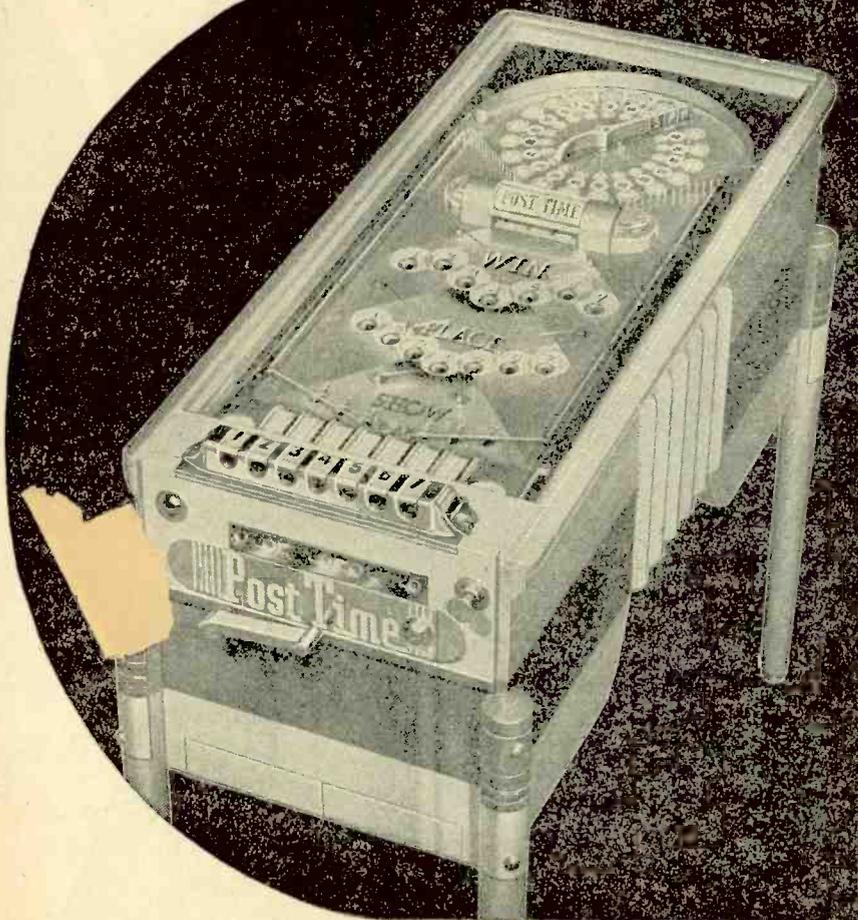
\$159⁵⁰ | \$169⁵⁰
Batteries or Power Pack Optional. Ticket Model
No Charge for Check Separator

24" x 60"

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925 WEST NORTH AVENUE, CHICAGO, ILLINOIS





Post Time

Manual Skill • Timing Skill
Playing Skill • yet rich for
the player who has no skill!

- ONE SHOT PAYOUT
- 7-SLOT COIN HEAD
- EXCLUSIVE TIME CLOCK ODDS

\$140⁰⁰

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MILLS NOVELTY COMPANY
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DEFINITE PAYOUT.
FAST PLAY. BIG PAY.
Takes In \$50.00
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Profit \$25.10
Colorful and Attractive.

PRICE \$1.80 PLUS 10% TAX
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TRI-O-PACK

The new 1c Cigarette Play Counter Game. The fastest money-making counter game ever built. Combines the money-making features of Penny Pack—the thrill of Reel "21"—PLUS a new 1st, 2d or 3d odds play.



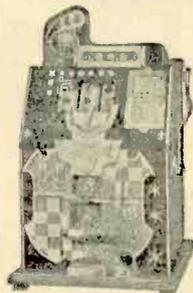
Order your Sample today. A few days on location will make you order more.

\$24⁷⁵

REEL DICE, \$18.75

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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.

THE OPERATOR'S BEST TIME SAVER!!

COIN WRAPPERS 50c PER 1,000 in 10,000 LOTS. 1c and 5c SIZE—FULL CASH WITH ORDERS! ORDER TODAY—SAVE TIME—SAVE MONEY!

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"THE GREATEST SUCCESS"

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Bells—Novelty Pin Tables—Automatic Tables—Bowling Alleys—Rifle and Counter Machines of every description.

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Rotary Merchandiser	\$170.00
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Take the games that Took the Show!

PAMCO "HI-DE-HO"

PAMCO "RACES"



SIZE
50"
by
24"

IT'S A
PACIFIC
YEAR

"HI-DE-HO"

The new 'bumpety-bump' 1-shot game that plays both sides against the middle of the lite-up board. Bumping ball animation from top to bottom. The Champion of the Show!

Pamco "RACES"

Smart new 1-ball payout table with famous bowl-type scoring. 'Odds' of 10 to 150 on 'Win'—'Place' and 'Show'. They 'went' for Pamco 'RACES'!



SIZE
50"
by
24"

PROFIT
WITH
PACIFIC

Furnished in bumper-type Novelty Model with two-way scoring—plus the popular idea of matching lights. In the Payout and Ticket Models also!

PAYOUT, \$139.50 • TICKET, \$149.50 • NOVELTY, \$64.50

With 9 coins each play—Pamco "RACES" runs the Bowl and Odds-Commutator up into MORE MONEY-POWER than ever before!

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Seven leading motion picture producers presenting the leading film feature of each company.

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A bevy of beauties selected from all sections of the country contesting for the crown of Queen.

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Throw the throttle wide open—clear the tracks for seven streamline trains' record run to prosperity.

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Original horse race game paying for FOURTH place, in addition to Win, Place and Show. The leading payout of the industry.

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Football atmosphere in all its pep and spirit. Pays out for Place Kick, Safety, Field Goal and Touchdown.

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A payout for all card fans. 28 chances to win on Diamonds, Clubs, Hearts and Spades. Elaborately designed playing field.

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Seven baseball stars ready to go to bat. Pays for Single, Double, Triple and Home Run. Plenty of irresistible "come-on."

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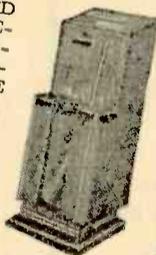


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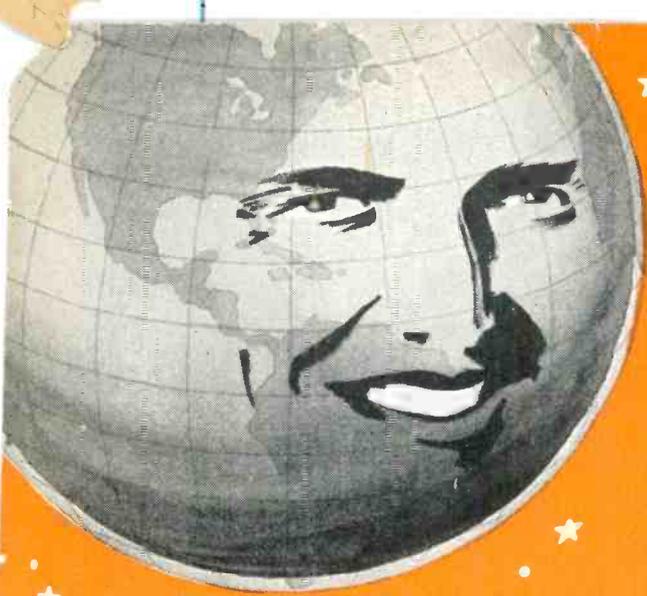
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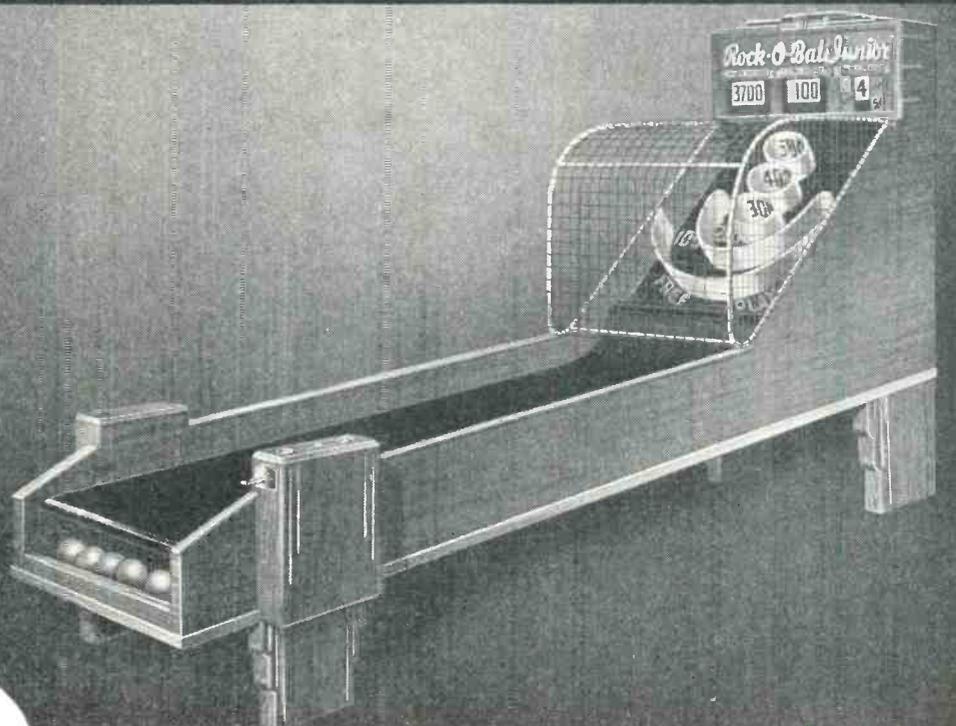
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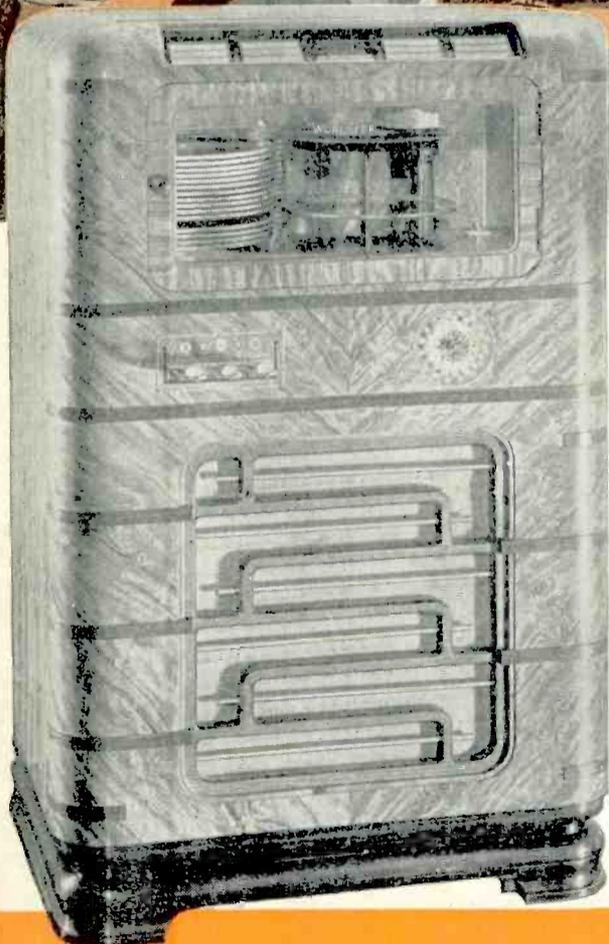


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