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DECEMBER 5, 1936

The Billboard

The World's Foremost Amusement Weekly



MAURINE AND NORVA
"World's Famous Dancing Stars"

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A Complete, Compact Compilation and a Valuable Reference Work

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

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

Do You Know? . . .

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

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



Contains Important Address Lists

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

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

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

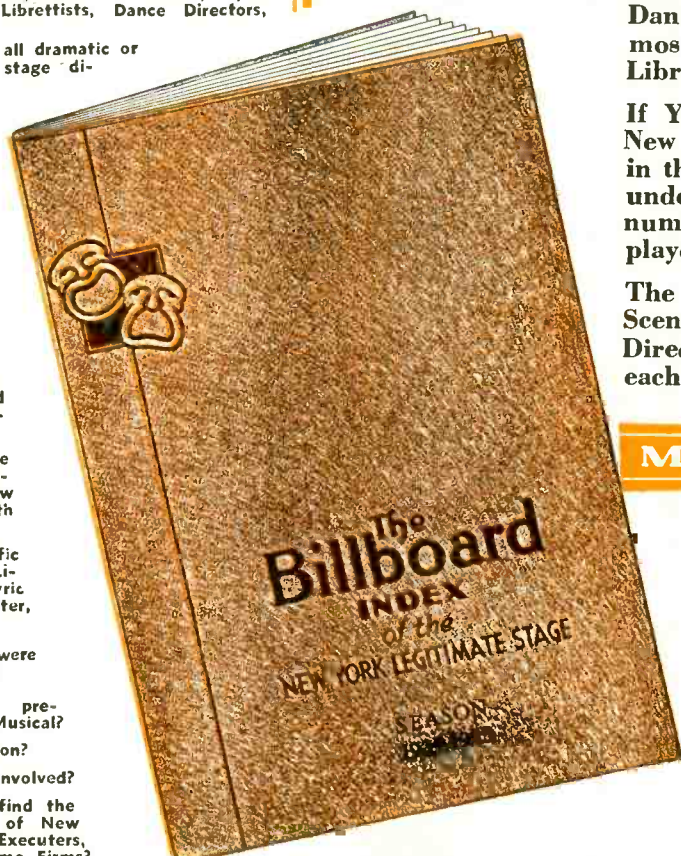
The INDEX also lists Stage Directors, Scenic Designers, Scenic Executors, Lyric Writers, Composers, Librettists, Dance Directors, Sketch Writers, together with the plays in which each was concerned.



You Will Find

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

In the INDEX



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

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The World's Foremost Amusement Weekly

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6,353,827 AT TEXAS CENTEN

Showmen Paid Touching Tribute At Annual SLA Memorial Service

CHICAGO, Nov. 30.—The memorial services of the Showmen's League of America, under the guidance of Michael J. Doolan, chairman, and his active committee, held yesterday in the Bal Tabarin at the Hotel Sherman, will live long in the minds of those who attended this wonderful tribute to the memory of the departed brothers of the Showmen's League of America.

In a setting surpassed only by Showmen's Rest in Woodlawn Cemetery itself, those who attended were amazed by the grandeur and simplicity of the services, which held one spellbound from the moment the lights went out in the Bal Tabarin room until the soothing tone of the organ and violin called attention to a beautiful hymn sung by Lolita Bertling, of the Chicago Civic Opera Company.

As the final notes sounded there was a moment of silence; then the voice of Past President Edward A. Hock, chairman of the Cemetery Committee, held the attention of the assembled showmen and their friends as he read the history of the Showmen's League of America

Conklin Testimonial Party Gala Affair

CHICAGO, Nov. 30.—The testimonial party tendered J. W. (Patty) Conklin, retiring president of the Showmen's League of America, Saturday night was a gala affair that attracted a huge crowd. More than 300 people thronged the League rooms and from 8 o'clock until almost daylight fun reigned supreme.

The east wall of the League hall was lined with tables at which a delicious Dutch lunch was served, with Frank Ehlers and Maxie Brandt and several (See CONKLIN TESTIMONIAL page 85)

Outdoor Meets Ready to Start

Early Arrivals In Big Number

Record-breaking gatherings of showmen are indicated—enthusiasm high

CHICAGO, Nov. 30.—Indications this morning are that the annual conventions of the National Association of Amusement Parks, Pools and Beaches, International Association of Fairs and Expositions, American Recreational Equipment Association and American Carnivals Association, and the banquet and ball of the Showmen's League will be of record-breaking proportions.

Fair men, park men, pool men, carnival men and other showmen are arriving from all parts of the country and Canada, and rooms at the Sherman Hotel, where all of these functions are being held this week, is at a premium. It's one big, happy throng, with enthusiasm running rampant.

Cemetery Fund Drive.

Then as the speaker's words ceased, as if by magic, those present were looking at a setting so realistic one almost thought one was in Showmen's Rest. A large curtain was slowly drawn apart and there was seen a replica of Showmen's Rest, which unfolded before the assemblage the graves decorated with flowers and the American and Canadian flags at each headstone, while at the monuments which mark the boundaries of the plot were seen at attention a (See SHOWMEN PAID on page 68)

Screen, Radio Scribes Panned By Coast Writers' Congress

SAN FRANCISCO, Nov. 28.—Screen writers are responsible for the poor quality of motion pictures being turned out in Hollywood. They fail to write about things as they are. When questioned on their sincerity they "pass the buck." These charges were hurled last Sunday at the concluding meeting of the three-day Western Writers' Congress here, when film writers were attacked from the floor following the reading of a paper written by John Bright, Hollywood screen writer, who blamed poor movies on poor public taste.

Defending the sincerity of film writers were Hollywoodites Dorothy Parker, Viola Brothers Shore and Donald Ogden Stewart, who declared that movie writers merely followed orders from producers, who in turn were guided by public taste.

Excessive censorship of films was ridiculed by Miss Shore, an RKO writer, earlier in the day, when she laughingly protested the fact that movie characters are forced to "follow the Elsie Dinsmore line." Growing serious, she attacked censorship as a step toward regimentation of art. Dorothy Parker, from the

Six Months' Run Closes With Final Days Hurt by Cold Rains

Average daily attendance slightly over 35,000 — attractions topped by "Cavalcade of Texas" with gate of 1,200,000—Texas-Pan-American theme for 1937

DALLAS, Nov. 30.—"Taps" at midnight closed the six months' run of the Texas Centennial Exposition Sunday. Attendance for the day was 49,550. The grand total was 6,353,827. The average daily attendance was slightly over 35,000. Cold rains were responsible for relatively low attendance the closing two days. Rain had also ruined Democratic Victory Jubilee Day Monday. Frank Buck's Jungle Show closed a successful two weeks' engagement. *Cavalcade of Texas* still held first place, closing with a total attendance of 1,200,000. Closing day began at 9 a.m., when Director-General Harry Olmsted led fair employees thru the gates. Military units and Rangers met them for a parade of the grounds. Nathan Adams, chairman of the exposition board, was principal speaker for the final ceremonies, which included 23 radio programs, illumination of grounds, closing exhibit halls and "taps" blown at midnight.

Sunday found Olmsted, Promotion Director Frank Watson, Finance Director A. E. Moyle, *Cavalcade* Producer A. L. Vollmann and Assistant Director-General Ray Foley huddled on budgets and general operating plans for the 1937 exposition, which will have a Texas-Pan-American theme. They will work voluntarily until December 15, when they hope to have everything free for building next year's show.

A name for next year's fair will be announced immediately.

Peep shows and the villages suffered during closing days, as the crowd went in for *Cavalcade*, Frank Buck, Globe Theater, Tony Sarg Marionettes and like amusements. The midway remained open as long after midnight as patrons remained on the grounds.

The centennial had operated 177 days. The administrative financial structure was predicated on attendance of about 7,000,000, larger exhibitors were set up for 4,000,000 and shows were designed for 3,000,000 front gate.

Scab Writers To Sign Pact

Screen Playwrights, Inc., promises to avoid collective bargaining and closed shop

HOLLYWOOD, Nov. 28.—Formal recognition of the Screen Playwrights, Inc., has been given by the Producers' Association, and the writing organization will be signed soon to a five-year contract by the producers as official representatives of the film-writing craft. Understood the pact becomes effective after January 1, which will have the industry working under two writing agreements, the other being with the Academy of Motion Picture Arts and Sciences, which cannot be canceled until October, 1937.

Committees representing both the writing and producer groups have been meeting the past few weeks to iron out (See SCAB WRITERS on page 10)

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Unions Meet To Discuss 19% WPA Personnel Cuts

Move figured as lending weight to rumors of start of permanent national theater—Equity aloof from other groups—meeting to drive for WPA closed shop

NEW YORK, Nov. 28.—Confirmation of a 19 per cent personnel reduction in the four WPA arts projects, together with other revamping previously announced, resulted in a meeting of theatrical unions to inaugurate a drive for a closed shop in the theater project. Session was called Wednesday by Vincent Jacobi, of the stagehands' union, Local 1, and was attended by Ralph Whitehead, executive secretary of American Federation of Actors; Dave Freed, of Local 802, American Federation of Musicians; Fred Marshall, representing the scenic artists; Elizabeth Hoepfel, Grand Opera Artists' Association, and Messrs. Bloomstein and McSpadden and Miss D. Keating Nimmo, of the special officers, electrical workers' and Wardrobe Attendants' unions, respectively. Equity was not represented, altho invited.

Agitation of the unions gives credence to the increasing belief, strengthened by announced dropping of "unessential elements," that the Federal Theater is making a strong bid to lift itself out of its original category of a sop for unemployment and to blossom forth as a full-fledged government-subsidized national theater having as its apparent aim good productions. Until recently theatrical groups have adopted a hands-off policy, notably Equity, the reason seemingly being that the project's probable span of life was indefinite. Ultimate realization of the national theater idea, known to be Hallie Flanagan's pet brainchild, will undoubtedly precipitate a widespread scramble among the unions for jurisdictional power. As things are now, WPA Administrator Somervell's order that the four arts projects dump 1,923 overboard clarifies previous policies in the same direction, notably that which jacked up the non-relief quota of the theater project from 10 to 25 per cent because talent was needed.

Remainder of the WPA news is routine, with the possible exception of the long-suffering dance project, which finally announces a Broadway production, *The Eternal Prodigal*, opening at the Ritz Theater Monday for one week. *The Emperor's New Clothes* closes at the Heckscher November 28. Howard Bay, scenic artist, is doing the sets for *Native Ground and Power*. *All-American Minstrels* goes to the Warburton Theater, Yonkers, for a six-day run beginning November 30. *It Can't Happen Here* continues to draw well in New York, 17,182 persons having attended the three versions so far. *The Bat and Three Ways To Rob a Lady* were given last week in Brooklyn. *Israel in the Kitchen*, by Noah Ellstein, will be done by the Yiddish drama unit. The Brooklyn-Queens division is now casting *Three-Cornered Moon*. Current issue of *March of Time* newsreel has an episode on the Federal Theater.

CHICAGO, Nov. 28.—O, *Say, Can You Sing?*, Federal Theater musical opening at the Great Northern December 1, is the largest revue in recent theatrical (See **UNIONS MEET** on page 10)

Mike "Blossoms" From Pix

WASHINGTON, Nov. 28.—With admissions all around that there wasn't much point to it, the Belasco, pic grind house playing revivals and foreign products, tied up with WOL, independent local station, for a "first time ever" gag. After usual celeb stuff at premiere of *Broken Blossoms*, Mike was taken down in front of screen to pick up half hour of dialog from middle of film.

Kessler on Talent Hunt

NEW YORK, Nov. 28.—Frank Kessler, West Coast agent, has just returned here from London. Had been looking over talent thruout Europe. Now lining up acts for Miami and Palm Beach night spots.

Rep Co. in New Shaw Play

REXHILL-ON-SEA, England, Nov. 28.—First performance in English of George Bernard Shaw's new play, *The Millionaires*, was given here last Tuesday night by the Forsyth Players, local rep company. Piece had been presented in Vienna last January.

Reception was for the most part cold. Play deals with a girl who has 30,000,000 pounds and who ruthlessly smashes her way thru to more, while her victims stand around fruitlessly talking about remedies. Actual plot line is obvious and sometimes melodramatic, causing one critic to remark that Shaw had probably written the play with one eye on the movies. Entire show depends upon performance of central character.

Ex-Siamese Twin To Stay in Showbiz; May Write Memoirs

NEW YORK, Nov. 28.—Simplicio Godino, Siamese twin who crashed the headlines last week when he was successfully severed from his dead brother at York Hospital here, will remain in show business, according to J. G. Del Pozo, his theatrical agent. Noel Meadow, press agent, will handle the literary rights of Simplicio and the two wives.

Queried as to the future of the trio who, together with the deceased Lucio, had played vaudeville, fairs and carnivals, Del Pozo stated that nothing definite had been decided. He declined to elaborate on business matters in view of an obviously friendly relationship existing between him and the Godinos, but announced tentative plans for play-

Mistake

NEWARK, Nov. 28.—Makcup man on Newark Morning Ledger must have been catching an extra wink or two when he allowed the "Case Records of a Psychologist" of November 24 to be planked right in the center of the amusement section. Columnist running right along side of the movie news starts his proceeding in italics with, "Don't send your children to the movies in order to get rid of them for a few hours."

PW Wiends Stick Over Philly Ork

PHILADELPHIA, Nov. 28.—That "ol' cowhand," Mister PW, done come back home from his range at Ft. Worth's Frontier Centennial all decked out in a dark afternoon coat, gray pleated trousers, white spats and a white carnation and whooped it up with the boys and girls of the Philadelphia Orchestra (there are four ladies in the town band) at the Academy of Music yesterday afternoon. Paul Whiteman appeared as the only guest conductor with the Philadelphia Orchestra this season.

Altho he has conducted similar concerts during the last two summers at the outdoor Robin Hood Dell, this was his first shot with this high-brow musical organization during its regular concert series. And once again he made history. House was jammed with the usual stiff shirts and lorgnettes, but the (See **PW WIELDS** on page 10)

Philly Gets Gigolo Service; Peckham Mulls London Branch

PHILADELPHIA, Nov. 28.—The Greeks had a word for it. But George W. Hyam had a madness all of his own when he opened up a "gentleman escort" service in staid old Sleepytown. It's guaranteed, too. For \$8 a p.m. one of Hyam's Tarzans will be at the beck and call of my lady fair, fat or forty. A white tie and tails will cost the madame \$2 extra. As a matter of fact, all you have to do is name your brand and one of Hyam's 57 varieties will take you for a whirl around the town. They even have one who can play the electric organ. But you must supply your own instrument.

Town's newest biz should prove a boon for the niteries. If the visiting firemen can have hostesses help them to spend their money, there's no reason why the unattached female, or even the night-life-loving wives of tired business men, can't have their fun under the midnight sun. After all, most of these "guaranteed gentlemen" are either students or graduates of the University of Pennsylvania, some social registerites. But most important, all gents of "good social background, culture and refinement."

Everything is up and above. The rules of the service won't let him enter the apartment or house unless there are three persons present. And if the third party in question happens to be a dressmaker's dummy he is supposed to use discretion, tact and diplomacy.

It's a long time between drinks for these manna-from-heaven "Robert Taylors." Only one drink to the hour, or else, says Mr. Hyam. And any lady will tell that's a down-and-out insult to any college-bred Romeo's ability.

"How's business? Quite well, thank you," says this enterprising manager of the "guaranteed gentleman" escort service. The Army and Navy game helped him show a nice profit, 15 of the lads were engaged for the game, plus dinner and dancing at \$15 per.

One other thing. If your escort brings his own car there's a little extra charge of 25 cents per mile. But they haven't figured out a "parking by the hour" rate as yet.

NEW YORK, Nov. 28.—Ted Peckham, who supplies professional escorts, is contemplating a London branch to be run on the same plan as his local establishment. Only difference will be the possibility of more elderly men in the London spot, where the gals seem to like 'em that way. While abroad Peckham will endeavor to hustle up a load of classy stuff to take care of the American trade, which is leaning more and more to the peerage. Phoney Frenchmen of the third empire are understood to be definitely out.

AGMA Begins Member Drive

Org rounding into shape—will function along lines of Actors' Equity

NEW YORK, Nov. 28.—That concert artists, Metropolitan Opera stars, etc., are becoming increasingly aware of problems similar to those faced by vaude vocalists and dance-band instrumentalists is evidenced by the new headaches confronting the American Guild of Musical Artists, which intends playing guardian angel to all those connected with the "Art of Music." Incorporated last April under the presidency of Lawrence Tibbett, the present roster of the association reads like a musical who's who. Its four vice-presidents are Jascha Heifetz, Alma Gluck, Deems Taylor and Richard Bonelli.

Currently engaged in a drive for membership in key spots, such as Los Angeles, San Francisco and Hollywood, AGMA is now concentrating on work of an administrative and organizational nature. Its constitutional setup, however, indicates that it will function in much the same manner as a performers' union, in that it will attempt to secure favorable legislation, proffer advice, secure the rights of artists in the matter of remuneration, etc.

Professing to function in such widespread fields as grand opera, concert, radio, church, television and pictures, AGMA's activities will apparently overlap those of other groups, union or otherwise. The association's immediate future may develop into a free-for-all in which Actors' Equity, American Federation of Actors, musicians' union and other groups will all pitch in in order to carve out for themselves definite "spheres of influence."

Meanwhile AGMA has tentatively and gingerly reached out into some of the more sensitive spots in show business. It has succeeded in incorporating into the Dickstein Alien Actors' Bill measures which indicate a more facile reciprocal arrangement in matters of international exchange of artistic talent. So far the bill has passed the lower house. AGMA is also mulling over the problem of large non-paying audiences at radio broadcasts. Altho not yet formulating a definite stand on this point, it is understood that the practice is frowned upon by those best informed, in that it encourages nonsupport of certain types of musical entertainment most in need of assistance. AGMA has also dipped into the benefit situation via a questionnaire sent to members and has found indications of numerous existing abuses which it will attempt to alleviate.

Guild ultimately hopes to enroll every performing musician in the country.

MAURINE and NORVA

(This Week's Cover Subjects)

ELEVEN years ago Maurine and Norva met in a dance school where Maurine was an instructor and Norva a student. Maurine broached the subject of forming a team and no sooner said than done. The act, with its own string orchestra, first played theaters—vaudeville was still strong then—and after seven months in this field the team went into a road company of "Scandals." This troupe toured for 38 weeks, closing in 1928 to bring the dancers back into vaude. Another legit show came along, but instead of being a traveling affair played on Broadway, at the Liberty Theater, seven and a half months. The name of the production was "The Houseboat on the Styx."

When the show closed vaudeville was no longer a field on which to concentrate, so Maurine and Norva switched to night clubs, hotel and cafes, both here and abroad. While at the Coconut Grove, Los Angeles, Norva was selected for a dancing part in MGM's "Viva Villa" and Maurine was engaged to stage her routine. The picture enhanced the box-office value of the team, and they resumed personal appearances, playing, among other spots, the Park Central Hotel and the Persian Room at the Plaza Hotel, in New York, both for long runs. They are currently playing a return date at the Stevens Hotel, Chicago.

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Equity Okehs Evans; Beery Is Fined \$100

NEW YORK, Nov. 28.—Max Gordon, appearing Tuesday before Equity's council, obtained permission on behalf of Maurice Evans, star of *St. Helena*, to place the actor in a play before the usual time interval of six months. Exception to Equity's alien actor ruling was granted on condition that the supporting cast be made up of Equity members.

Council took action on Wallace Beery, suspending and fining him \$100 for failure to join Screen Actors' Guild, Equity Coast affiliate. Twenty-two other screen players have been accorded similar treatment. Fines, it is understood, will amount to \$100 for every year in which the players neglect to be good.

Further reassurance was given a committee protesting cuts on the Federal Theater Project, Equity maintaining that it would protect its members as much as possible.

Performers Respond to Mayor's Xmas Benefit

CHICAGO, Nov. 28.—Plans are being perfected for Mayor Kelly's fourth annual Christmas benefit show, to be staged at the Stadium here on night of December 16. So far spotted on the six hours of miscellaneous entertainment from the legitimate, pictures, radio, variety, opera and concert are Charlotte Greenwood, Olsen and Johnson, Benny Fields; Mabel McCane, who is coming out of retirement, with Amos 'n' Andy and Eddie Cantor as possibilities.

Frank B. Smith, manager of the RKO Palace Theater, is again general director, and Charley Niggemeyer, stage manager of the State-Lake Theater, will act as stage manager of the benefit. James E. Petrillo, head of the musicians' union, will conduct the massed orchestras. Last year's show grossed \$317,440 from all sources, including ads in the program, which was used to provide clothing for needy children.

Puppet Plan Drafted

DETROIT, Nov. 28.—Committee appointed at the American Puppetry Conference last June to draft a tentative plan for organization of all puppeteers in the United States, both amateur and professional, has completed its draft, and it is now open for revision and suggestion. Revised, it will be submitted at the next conference meeting in Cincinnati, June, 1937.

New Oakland Dance Studio

OAKLAND, Calif., Nov. 28. — Scotty Weston, formerly in charge of tap dancing at the Hollywood studios of Fanchon & Marco, has opened the Scotty Weston Studio of Theatrical Dancing at 1424 Franklin street here.

Loew's Earnings Increase

NEW YORK, Nov. 28.—Annual report of Loew's, Inc., for fiscal year ended August 31, 1936, indicates company's share of net income, excluding charges to surplus, to be \$81.02 per share preferred stock and \$6.79 per share common stock, as against \$55.44 and \$4.53, respectively, for the same period last year.

CONTESTANTS DERBY SHOW

OPENING DECEMBER 10th IN TEXAS.
100,000 Population.

Fine winter spot. Show in heated building, capably financed; good treatment assured.

Sponsored By American Legion Only

WANT—Entertaining couples who have wardrobe. Don't come until oked. Following get in touch at once: Bennie and Nellie Hughey, Babs Mario Pardner, Pec Wee Pauline, Tec Tyler, Jackie Murphy and wife, Frankie Strauss, Dannie Millie, Charlie Loeb, Collett Cohen, Billie Pudgley Steele, also Rajah Bergman and Bill Chartier. Teams knowing Monte Hall or Red Norton get in touch with me. Answer via Western Union.

MAX GROSSMAN
505 E. Houston, SAN ANTONIO, TEX.

LINCOLN, Neb., Nov. 28.—Snappiest dual feature suggestion to adorn theater row here in some time is swinging from the Sun marquee this week. Pictures offered are "Early to Bed" and "The First Baby."

Rogers Fund Soon To Take Over San

NEW YORK, Nov. 28.—Now that the Will Rogers Memorial Fund has filed papers for State incorporation, it is expected that approval will soon be forthcoming whereby the National Vaudeville Artists' Sanatorium at Saranac will be taken over. John B. Prest, manager of the New York office of the State Department of Social Welfare, said that an effort was being made to have access to endowed hospital beds in New York and burial plots in Westchester. Under the new setup Harold Rodner, Warner exec, will remain in charge of the sanatorium, which now houses 41 but expects eight more soon.

Listing of directors of the Fund includes Will H. Hays, Gene Buck, F. Trubee Davison, Captain Edward V. Rickenbacker, Alfred E. Smith, Joseph M. Hartfield, J. Henry Walters and Rodner.

Songwriters' Assn. Elects

NEW YORK, Nov. 28.—Songwriters' Protective Association, thru its new president, Irving Caesar, declared yesterday that it had formulated no plans for any action regarding motion pictures. The other newly elected officers of the group are Irving Berlin, vice-president; L. Wolfe Gilbert, second vice-president; Charles Tobias, treasurer; Joseph Young, assistant treasurer; Fred Ahlert, secretary; Edgar Leslie, chairman of the council; Benny Russell, assistant chairman. The executive committee includes Irving Berlin, Jerome Kern and Sigmund Romberg.

Terrific Biz All Along Stem; Legit Has Record Friday Mob

NEW YORK, Nov. 28.—Two theaters broke all-time records this week, Loew's State dragging in \$44,468 for the run of the Rudy Vallee-Libeled *Lady* show and Music Hall smashing its previous Thanksgiving Day record with a total of \$20,200 garnered by the *Garden of Allah-Russell Markert* show. Former top figures were held by Burns and Allen and

Lid May Be Put on Chicago Prize Nights

CHICAGO, Nov. 28.—Exhibitors' Association of Chicago, representing the theater chains, and the Allied Theaters of Illinois, an organization of independent theaters, were the recipients of letters this week from the Chicago Better Business Bureau warning them that if they did not end the prize-drawing activities conducted in approximately 250 of the 300 motion picture houses here the bureau would demand that they be halted by police action. This demand followed the refusal of a theater here to pay a \$600 Bank Night prize after a patron had won it, defending itself against the claimant with the argument that the prize drawing scheme was illegal.

According to the bureau's attorneys, these drawings constitute a clear violation of the State lottery laws and the recent practice by theater operators of allowing patrons to register at any time during the day of the drawing reduces the scheme to the plain level of public gambling.

Kenneth Barnard, general manager of the bureau, stated that he expected co-operation from the theater associations because many theater men have expressed a desire to drop the drawings but are unable to do so because of competing houses. Unless assurances are received by the bureau that these schemes are to be abandoned immediately it intends to lay the facts promptly before Mayor Kelly, Police

(See LID MAY BE on page 85)

Costumers Join Closed Shop

HOLLYWOOD, Nov. 28.—Resolution for a studio closed shop, similar to that filed by 17 other studio unions, has been filed by the Associated Motion Picture Costumers' Union, Local 18067. Resolution was sent to William Green, president of AFL. Costumers' union petition was sent separate from other unions because it is the only studio union holding a direct charter from the Federation. It has been in existence since 1929, with membership of over 1,000. Bert Offord is business manager.

Pittsburgh Enjoys Smash Thanksgiving Day Business

PITTSBURGH, Nov. 28.—Theater and night spot operators here are giving thanks for the best Thanksgiving Day business they have enjoyed since the pre-depression days.

Exceeding the record receipts grossed on Armistice Day, night clubs in the downtown area refused reservations at 4 p.m. Thanksgiving Day and were forced to keep patrons out at night due to overcrowding.

Theaters played to S. R. O. business, with a number of leading houses forced to stop selling tickets several times during the late afternoon and evening.

Because night club operators had made preparations to handle large crowds their spots established new all-time highs.

Pix Players to Am Groups

DENVER, Nov. 28.—Muckers' Playhouse at Idaho Springs, Colo., is scheduled to be one of the first little theaters in the country to benefit from the offer of Sam Briskin, production manager of Radio Pictures, by which he will loan players to such groups. Dianna Gibson will be loaned to the Idaho Springs group as soon as a play can be selected by Howard W. Fisk, production manager of the little theater.

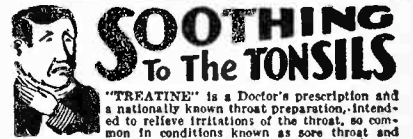
The Civic Theater, Denver, operated by the University of Denver, has also requested the loan of some players.

SHOW PRINTING

The QUALITY KIND that attracts and gets the money. Finest Snow-White or Bright Yellow Poster Paper; Brightest, Flashiest Ink Colors.

TENT SHOW HEADQUARTERS; DATES, POSTERS, CARDS, HERALDS, BANNERS.

LOW PRICES—PROMPT SHIPMENTS
Write for Price List and Route Book,
CENTRAL SHOW PRINTING CO.
MASON CITY, IOWA



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

AMATEURS!

Beginners and Old-timers in Radio, Vaudeville, Pictures, Cabaret and all forms show business now profit by forced clearance! Achieve quicker, easier, greater success through Course "How To Enter Vaudeville," comprised in famous LaDelle instructions in stagecraft, cabaret work and public entertaining. A practical guide and aid to success in show business. Tells what to do and how to do it. Contains over 200 illustrations. Professionally endorsed. Formerly sold for \$2.00. To close out few remaining copies, now \$1.00 postpaid.
LaDELLE CO., Dept. B, Box 588, Hollywood, Calif.

WANT TENT MOVIE SHOW

For entire winter season. No jumps. Write details your equipment. Prefer large Tent with Stage, Good location and proposition.

H. K. CARRINGTON
Care Trallertown, Samoset, Fla.

JOHN W. VOGEL WANTS

Two Blackface Comedians, Singing and Talking Ends, Orchestra Leader, Violin, at once. Address 465 South High Street, Columbus, O.

AT LIBERTY AGENT-MANAGER

Desires connection with Reliable Stage Show Have Car—Reputation—Contacts.

HOWARD ROSS,

110 North Sacramento, Atlantic City, N. J.

J. C. LINCOLN'S MINSTRELS WANTS FOR 1937 SEASON, OPENING MARCH 1.

Colored Performers of all kinds, Chorus Girls, Musicians on all instruments; strong Novelty Acts. Long season. One-night-stand show. Pullman style berths and bus transportation. Write and give full particulars. Address H. S. PALMER, Mgr., Box 121, Dothan, Ala.

EXONENTS of SMART BALLROOM DANCING

JEANETTE and KALAN

Perm. Address
care FRED LeQUORNE,
1658 Broadway,
New York City.

MARTIN and VIRGINIA

Perm. Address
70 Park Ave.,
New York, N. Y.
Lex. 2-7070.

BERYL and MARTINEZ

Perm. Address
1767 Bryant Ave.,
New York, N. Y.
Dayton 9-3678.

Now appearing at ROXY THEATER, N. Y.

CONCESSIONERS and PROMOTERS WANTED

Big New Year's Eve Party—Gigantic Show. Big crowd assured. ERNIE YOUNG FLOOR SHOW FEATURE ATTRACTION.

ALL CHICAGO FROLICS CORPORATION

6 N. Dearborn Street, Room 117

CHICAGO

STOCK TICKETS

ROLLS OF 2,000

1 ROLL ... \$.50
5 ROLLS ... 2.50
10 ROLLS ... 3.50
50 ROLLS ... 12.50
No C. O. D.

COME ON CIRCUSES - CARNIVALS

AND LET US QUOTE ON YOUR 1937 SUPPLY OF TICKETS

THE TOLEDO TICKET CO., Toledo, Ohio

WHN Claims Performers Have No Rights in Home Records

Answering Crumit suit, station avers fees paid him by Decca and singer's rights—ASCAP and two other groups involved—decision reserved, but will be precedential

NEW YORK, Nov. 28.—Decision was reserved this week by Supreme Court Justice Valente in the temporary injunction suit brought by Frank Crumit against Marcus Loew Booking Agency, owners and operators of WHN, New York, wherein Crumit seeks to restrain the station from using phonograph records made by him. Maurice J. Speiser argued for the motion; Isidore J. Frey, WHN counsel, against it. Crumit's action is one of several started by artist members of the National Association of Performing Artists against various New York stations, but is the first contested one, others having been won by consent of the stations to the injunctions. Should Justice Valente decide in favor of Crumit, the decision will be precedential in New York State, as was the Pennsylvania decision favoring Fred Waring in a similar action against WDAS, Philadelphia.

Crumit action, especially as it was answered by WHN thru Fred Raphael, assistant to Louis K. Sidney, general manager of the station, was confused by his being not only a performer but a composer. Much of WHN's rebuttal was based on this fact, station claiming that, as an ASCAP member, Crumit licensed the society to collect fees for performance of his compositions. Payment to ASCAP, Raphael's answer contended, deprived Crumit of any right to complain against WHN for using his records without paying for them. A Walter Socolow, associate counsel for NAPA and in charge of this action since it started, answered this claim by asserting that Crumit was both an artist and composer and that all the rights he gave ASCAP were for the licensing of stations, et al., to perform for profit copyrighted material created by Crumit. Socolow said payments to ASCAP are those covering only authors, composers and publishers, and that no artists, as such, were ASCAP members. ASCAP has no say over performer rights.

Paid by Decca

Raphael also charged that Crumit made the records for Decca under contract; that Decca sold the records to WHN thru a subsidiary and knew they were for broadcast purposes, altho he

Delay Decision Over Ayer Agency Control

PHILADELPHIA, Nov. 28.—Dismissal of the suit brought by George H. Thornley, former vice-president of N. W. Ayer & Son, in his efforts to obtain control of the ad agency, was sought in Common Pleas Court No. 3 this week. Request was made by officers and directors of the agency and executors of the estate of Wilfred W. Fry, former Ayer president. In a bill of equity filed last month Thornley asserted that under a voting trust agreement of the corporation he is entitled to exercise an option to purchase voting trust certificates representing 234,000 shares of the capital stock owned by the Fry estate.

He further averred he gave notice of his intention to take up the option but that the agency directors passed a resolution to have the corporation purchase the Fry interest and to allocate 40,356 of the shares to Harry A. Batten, Ayer president; 75,766 to Clarence L. Jordan, a director, and 117,878 shares to the corporation.

In answer, agency set forth that all actions of the directors were known to Thornley and that he had participated in the meetings, having full knowledge of what was going on and, therefore, has now barred himself from any legal action against the stock allocation to which he objects. Action of the board of directors in the transactions involving the allocation of the stock represented by the voting trust certificates, they say, was affirmed by 179 stockholders representing 627,023 shares of stock, with one stockholder representing 4,000 shares voting against ratification.

Concluding that Thornley did not have any right to allocate to himself and purchase the voting trust certificates for 234,000 shares owned by the Fry estate, or any portion thereof, agency asked that the bill of complaint be dismissed. Inclusion of "new matter" in the answer delayed the hearing until the court passes on the new averments.

(See WHN CLAIMS on page 10)

Communist Daily Plans Air Show

NEW YORK, Nov. 28.—The Daily Worker, Communist party official organ, is looking for time on several New York stations in a circulation promotion campaign. Deals may be set this week with one or more indies in the city. So far, according to an executive of The Worker, no station has refused its facilities.

Program will be a 15-minute affair, presenting a speaker doing, according to Herbert Goldmark, The Worker's circulation manager, an "educational news commentary." Goldmark said the commentary would include "inside" information obtained by the daily's staff. According to Goldmark, the paper has used some radio time on out-of-town stations, plugging its Sunday edition.

Warner P. A. Handling Transamerican's Publicity

HOLLYWOOD, Nov. 28.—Another angle claimed as proof of the Warner Bros.' interests in John Clark's Transamerican Broadcasting and Television Corporation is handling of publicity for TBT by Martin Gosch, of the Warner exploitation staff. No confirmation of the reported Warner cash backing of Clark has ever been given, but TBT's Coast offices are headquartered in KFVB, owned by Warners. Warner press department in New York is also said to have designated one of its men to handle that end for Transamerican.

TBT is also due to make an announcement shortly of a talent tieup with a Coast film studio. Naturally this is expected to be Warner Bros.

Cecil Underwood West

HOLLYWOOD, Nov. 28.—Cecil Underwood arrived from the East this week to set up Hollywood headquarters for Ruthrauff & Ryan Agency and start production on the Al Jolson show for Lever Bros. Program replaces the Rinso-Lifebuoy period with Ken Murray. First broadcast is set for December 22 via CBS. Agency's other show from Hollywood is the Joe Penner-Cocoamalt series, which will continue being produced by Nate Tufts.

1935's Top Advertisers Like CBS--Sez Who?--Guess--CBS

NEW YORK, Nov. 28.—Latest shot in the sales promotional war between the Columbia and National networks has come from CBS by way of a survey of the radio habits of the leading 100 advertisers of 1935. CBS, by checking which networks or network these buyers were using in 1936, came out with figures showing that for the first 11 months of 1936 22 of these advertisers were exclusively using CBS, seven were exclusively using the NBC Red and eight were limiting radio time to NBC's Blue.

CBS also claims to be ahead of either NBC network in the number of advertisers from the same group of 1935 leaders. Pamphlet states: "In the interest of the same product, or for different products, many advertisers do not use one network exclusively, but place programs on more than one major network. Here are the figures for these advertisers, combined with 'exclusive' users

While Millions Cheer

LINCOLN, Nov. 28.—KFOR here has started a new show called "The Announcer's Dog House." Once a week, before a court presided over by Reggie Martin, station manager, and Lyle Demoss, program director, station's spiclers are put on the pan for mistakes they have made which were caught by listeners who notified the station. Listeners can also suggest suitable "sentences," like reading tongue-twisting names of musical composers backward and in pig Latin.

Renewal for KVO5; Still Trouble, Tho

WASHINGTON, Nov. 28.—KVO5, beleaguered station of Bellingham, Wash., was granted a license renewal this week by the Federal Communications Commission on a temporary basis pending disposition by that body of an application for full-term renewal. An unfavorable report by Ralph L. Walker, examiner for the FCC, is hanging fire, with the Western station also awaiting action from the U. S. Supreme Court on its appeal from an injunction granted the Associated Press. Decision may be handed down by high court December 7, tho a delay is probable.

News agency tagged KVO5 for lifting its reports from dailies and broadcasting them. Defense has been that news once printed becomes public property.

Among questions dealt with at hearing several months ago, from which resulted the recommendation that application for renewal of license be denied, were stock transfers involving control of the station, listening in on and rebroadcasting accounts of world series baseball games, broadcast of programs containing a fortune-telling feature and alleged airing of defamatory statements. Final report declared, "Upon consideration of all the facts it is concluded that the applicant has failed to show that KVO5 has in the past served or will in the future serve public interest, convenience and necessity."

Principal reason for crackdown appears to be Newspaper of the Air, conducted by L. H. Darwin, former newspaper publisher of Bellingham, who broadcasts several times daily over KVO5, offering news and editorial comment under an arrangement whereby he handles cost of gathering news and receives 50 per cent of fees collected for advertising in connection with programs. Darwin subscribed to news wire service at outset of AP squabble in which FCC is not interested, but local politics in editorial comment served with plenty of paprika irked the federal agency, with vituperative outbursts attributed to Darwin quoted at length in report.

O'Brien Leaves CBS

NEW YORK, Nov. 28.—Harry F. O'Brien, CBS art director, resigned this week. On January 1 he will join J. Gilbert Sutton as advertising art consultant and artists' representative. O'Brien left Lennen & Mitchell in 1930 to go with CBS. Last year three major awards went to CBS in the Annual Art Directors' Show. No successor appointed as yet.

Buffalo Firm Orders Tele

Kids' shop places order on WGR for televised broadcasts—"if and when"

BUFFALO, Nov. 28.—The first known request for commercial television broadcasts has been received by L. H. Avery, sales manager for WGR. The request came in the form of a letter signed by Bob Mendleson, who handles the Golden Rule Children Shop's Saturday morning broadcasts with kid talent on WGR. Mendleson's client offered to pay up to three times the present station rate for a television broadcast to originate from his store.

WGR officials, who have taken an attitude of watchful waiting on television development, have filed the letter and informed Mendleson's Radio Advertising Company that his client will receive first consideration when, as and if commercial television is available.

Idea of television broadcasts from the store originated with Max Berk, Golden Rule Shop advertising manager, following the recent demonstrations of television at NBC. Berk figured that the early radio advertisers cashed in thru lack of competition on the air and choice time spots. He plans to put his bid in early for television, on the theory that eight broadcasts will go thru about the same cycle and the early bird will get more than his share of "lookers-in."

Unions Take to Radio To Gain Public Support

NEW YORK, Nov. 28.—Labor unions are taking to radio to win public support. Union officials have, of course, broadcast, but so far have not campaigned by air. Association of Workers in Public Relief Agencies, a white-collar union of social workers employed by the Emergency Relief Bureau, is seeking to win public sympathy for its stand in regard to a proposed civil service rating and examination. Union is broadcasting on WABC, WNEW, WEVD and WOV. Programs consist of speeches in English, Italian and Jewish.

In 1934 the Newspaper Guild had a strike on in Oakland, Calif., and attempted to buy time but could not. Reported that the movement to organize the steel industry, John L. Lewis' CIO will use ET's on local steel area stations.

Benson Named Assistant Program Head at WOR

NEW YORK, Nov. 28.—Mitchell Benson becomes assistant program director of WOR December 13, succeeding Adolph Opfinger, who moves from that spot to Mutual Broadcasting System as program co-ordinator. Creation of this last-named post was decided upon by MBS heads a few weeks ago. Necessity was created by increasing number of programs being exchanged by MBS stations, with this number to go up considerably when Don Lee stations go Mutual at the end of this year.

For Benson, it's his second promotion within two months. He joined the station as a production man about four or five months ago and was made production supervisor, in charge of producers and announcers, two months ago. Harry Carlson succeeds to the production position.

Film Producers Veto Series From Pix Lots

HOLLYWOOD, Nov. 28.—First time in its history, radio committee of Motion Picture Producers' Association this week vetoed a radio program, slated for General Mills sponsorship, because the series might have aroused the ire of exhibitors once again. Show to be handled by Paul Harrison, Hollywood correspondent, was to emanate from film studio sound stages in interviews with picture personalities at work.

Attitude of the Producer Association is one of ducking a precedent on okeing any radio show as an industry matter. Committee gave Harrison permission, however to negotiate individually with each studio. Program is planned as daily feature, probably in the morning hours.

Deny Royal To Join N. W. Ayer

NEW YORK, Nov. 28.—Report that John S. Royal, NBC vice-president, might become head of the N. W. Ayer Agency's radio department in New York, is denied by agency execs.

Latter state "no change is contemplated in the staff of the department." Fred Pflugfelder heads Ayer's radio setup and will continue to do so.

Several New Stations Sought for Alabama

NEW ORLEANS, Nov. 28.—If petitioners this week have their way about it Alabama is to see a number of important changes in its radio picture.

Bascom Hopson, Birmingham, present lessee of WAPI, 50,000 NBC outlet, has filed an application with FCC to operate a second station on 1,310 k. c. with 100 watts night and 250 day. This band is now held by WSGN, *The Birmingham News'* indie station, but WSGN is seeking to move to 590 band and asks to increase its power to 1,000 watts and increase to unlimited time on the air.

In Mobile, even more developments have been noted, with *The Memphis Commercial-Appeal* withdrawing its recent request for a 5,000-watt new station on 590. The Capitol City Broadcasting Company of Mobile has filed for voluntary assignment of license from Harold G. Goss, M. Bliss Keller and L. A. Verslius to Harold Goss. This company wants to establish a new 1,000-watt station in Mobile in hopes of bringing in an NBC affiliation. Mobile enjoys only one station, WALA, a link in the CBS. WALA was recently given a change to 1,380 band and increase to unlimited time. It formerly shared the 1,410 wave with WSPA, Montgomery.

Selma Broadcasting Company at Selma has made application for construction permit for a new low frequency relay broadcast station to be operated on 1,622, 2,058, 2,150, 2,790 k. c., with 10 watts.

WCAU, Philly, Ogles Peace With Musicians

PHILADELPHIA, Nov. 28.—Dr. Leon Levy, president of WCAU, has written A. Anthony Tomel, president of Local 77, of the musicians' union, asking what the extra tariffs would be if the station were to act as originating point of the Philadelphia Orchestra's commercial series on CBS for a nation-wide group of banks. Program now comes from WIP here because WCAU has not made peace with the musicians, and until such time all musicians on commercials on WCAU are to draw double scale. Understood Levy's query was caused by sponsor squawks arising out of the WIP angle.

Unless WCAU and the union come to terms, to have the bank commercial start at WCAU would cost plenty—not only double scale for performances but the same for rehearsals. It's said Levy will hire a 16-man studio band, as the union wants, instead of the 11 pieces as previously, but that the station wants the studio band to cuff a few commercials. That's out with the union.

Education Via the Radio

SAN FRANCISCO, Nov. 28.—Within a year there will be 2,000 radio stations broadcasting exclusively for educational purposes, according to a statement made Wednesday by John W. Studebaker, United States commissioner of education, before the 25th annual convention of the Bay Section of the California Teachers' Association in the Civic Auditorium.

"In the federal government we need a division of experts to study the technique of educational broadcasting," he declared. "We must study the way in which radio can be used to educate."

The 2,000 stations, Studebaker said, would operate on a high frequency wave length, with a small sending radius, in wave bands reserved exclusively for their own use.

Haile Selassie on WHN

NEW YORK, Nov. 28.—Haile Selassie, "retired" Ethiopian emperor, will broadcast his views over WHN December 3. Address, coming from London, is one of the first trans-oceanic broadcasts exclusively aired by an indie station. Speech is to mark the beginning of a campaign in Negro Harlem to aid stricken Ethiopians.

Another Carmine Kiss

BUFFALO, Nov. 28.—Mrs. Katherine Smith, radio editor of *The Buffalo Times*, got herself a new maid. Thinking there might be a column in the girl's opinions on broadcasting, she asked the new domestic if she liked the radio.

"I should say I do!" the lass replied. "Why, I even belong to the Rod Reed Fan Club." Reed is r. e. of *The Buffalo Evening News*, opposition sheet.

Sept. Biz Up 22%; Non-Networks Wow

WASHINGTON, D. C., Nov. 28.—Radio advertising for September upped 22.1 per cent as compared with August. Total was \$8,541,218. There were general gains in the field, with the networks reaping largest increases. Networks gained 29.6 per cent over August, indies 13.7 per cent. September's total broadcast advertising was 50.6 per cent better than September, 1935. Non-network volume rose 76.2 per cent above the September, 1935, level.

Improvement is credited to increases in the clear channel and regional group stations, according to NAB. Business improved thruout the country, with the New England-Middle Atlantic district leading with a 31.6 per cent gain.

All forms, except announcements, increased in the non-network field. Announcements showed a drop of 1 per cent. *Flesh* shows upped 73.3 per cent and transcriptions 60.5 per cent over September, 1935. Auto, soap and kitchen supplies and cigaret advertising showed the biggest gains on the networks.

NEW YORK, Nov. 28.—NBC grosses from national spot and local advertisers (non-network) in October reached an estimated \$373,986, 22 per cent better than October, 1935. This is an all-time high for any month in NBC history. National spot advertisers accounted for \$231,042; local programs accounted for \$142,944.

New Penna. Web's First Commercial a One-Timer

PHILADELPHIA, Nov. 28.—Newly organized Quaker State Network, Pennsylvania regional net headed by WFIL, Philadelphia, has snared its first commercial. A one-time shot, WFIL feeds the Temple-St. Mary's football game to the eastern and central links of the chain on December 5. Game is a remote from California, and will be fed to WCBA, Allentown; WRAW, Reading; WEST, Easton; WGBI, Scranton; WBRE, Wilkes-Barre; WAZL, Hazelton; WGAL, Lancaster; WHP, Harrisburg; WRAC, Williamsport, and WORK, York. Will be aired locally by WIP, and WFIL will tap the wire at the border for its affiliates.

Game sponsored by Atlantic Refining, handled by N. W. Ayer & Son.

New CBS Rate Card Ups Costs By 9% Average; WABC \$1,250

NEW YORK, Nov. 28.—As the trade had been expecting, a new rate card (No. 22) was issued this week by the Columbia Broadcasting System. Several weeks ago, when the National Broadcasting Company issued its rate card No. 22, CBS spokesmen said they weren't planning a new card, but dopesters were sure there'd be one. CBS average increase is 9 per cent, as against NBC's overall increase of 10 per cent. In New York, tho, WABC tops by \$50 the evening-hour rate set by NBC for either WEAF or WJZ, WABC going to \$1,250 against NBC's key outlets' charge of \$1,200. Previously both networks had the same charge for the New York stations, this being \$1,000.

New CBS rate card becomes effective January 1, 1937. Present advertisers, as was done by NBC, are given a year's protection, with the privilege of renewing present contracts at the old rate until January 1, 1938. Another change made by Columbia finds the minimum basic network upped by one station to 24 cities, with the five cities given to advertisers as the optional source for three stations above the minimum basic of 21 changed. On the new card these optional cities are Akron, Columbus, Day-

Second Hearst Regional Net Starts Next Month on Coast

Publisher's and McClatchy newspaper stations linked—claim a third regional due for Texas soon—debate national chain for Hearst again

SAN FRANCISCO, Nov. 28.—Formation of William Randolph Hearst's second regional chain, in association with the McClatchy newspaper-owned stations, is interpreted in two ways in the industry. One angle is that Hearst, thru his radio subsid, Hearst Radio, Inc., won't bother with a national network because of the multitudinous headaches involved. Other is that by building regional networks he may be taking steps preliminary to going for a national chain. It is also thought that in joining with the McClatchy group in on the McClatchy papers. Report was that when the head of the Coast chain died recently there was some stock up for purchase.

Radio Officials Pinched for First-Handing Race Results

NEW ORLEANS, Nov. 28.—J. E. Richards, president of Station WBNO; Jack Halliday, station's sports announcer, and a third man were arrested Thanksgiving Day and charged with disseminating information on the Fair Grounds race track thru the station's facilities. They were placed under \$1,000 bond each pending trial.

Halliday was first arrested because he was viewing the races thru binoculars from a house across the street from the track and announcing the results of each race on the card thru the microphone. Richards was taken into custody later when he was charged with aiding in getting results for the station.

Richards said: "We were only giving the news. We had no prices or amounts and no "rundown," but were simply describing a sports event."

When the races move into the Fair Grounds in New Orleans each year it is the usual thing to find police of the city cracking down on every known means of giving the track's results, and for a long time dailies were even forced to refrain from publishing the news. This is the first time that a radio station has been molested, however.

Hot Springs Group Burns; Sends Protest Letter to FDR

LITTLE ROCK, Nov. 28.—Protesting members of the Hot Springs Chamber of Commerce wrote to President Roosevelt this week asking that he ban sale of KTSS by the Chamber of Commerce Board of Managers to Colonel E. L. Barton, Lion Oil Company prez. Roosevelt was advised that the proposed sale had been kept a secret by the board and members had not consented to it. The letter also argued that part of the Hot Springs Spa is owned by the government, and "if the station is moved the government will be deprived of a valuable advertising asset."

No reply as yet.

It's also figured that Hearst will probably have a third regional network being offered advertisers soon, to be in Texas. In Texas Hearst has KNOW, Austin; WACO, Waco; KTSA, San Antonio, and in Oklahoma, KOMA, Oklahoma City. Meanwhile his New York State Broadcasting System, in existence several months, has WINS, New York; WABY, WIBX, Utica; WMBO, Auburn; WSAY, Rochester, and WBNY, Buffalo.

Coast chain, to be known as California Radio System, starts December 29, same day that McClatchy stations shift from CBS to NBC and thought indicative of a non-exclusive contract with NBC. Ford Billings will be general manager of the new outfit, headquartered in Los Angeles, where Hearst has a 5,000-watter, KEHE. Rate card hasn't been issued yet.

Other stations in the new Coast chain are KYA, Hearst station in San Francisco, and the four McClatchy outlets, KFBK, Sacramento; KMJ, Fresno; KWG, Stockton, and KERN, Bakersfield.

Talk Boycott Against Canada's Radio Set Fee

ST. JOHN, N. B., Nov. 28.—A campaign is to be launched by the Canadian Department of Marine for collection of the \$2 annual license fee on radio receiving sets on the claim that many such are due. Warnings are being incorporated in each newscast nightly. A similar campaign started early this year was suddenly dropped because of pressure of public opinion against the alleged "snooping tactics" of the inspectors used in the drive.

There is talk of a boycott against paying the yearly fee, raised last year from the original \$1. Proponents of the boycott claim the programs and newscasts of the CBS aim only at the central provinces of Ontario and Quebec, chiefly Ontario.

That's a Lotta Broadcasts

PHILADELPHIA, Nov. 28.—S. S. *Fun for All*, oldest participating show on local airlines, currently over WDAS, celebrates its 2,500th broadcast December 9. Will do a visual from Mercantile Hall for the occasion. Crew includes Ace Pan-coast, songwriter; John Lemuels, Benny Franklin and Jack Horner, old-time minstrel men, and Jerry Stone, emseeing skipper. Anniversary program will also bring back all entertainers previously connected with the cast. Show started eight years ago over WPEN, moved to WCAM, Camden, and embarked over WDAS last fall.

WIND Wins Legal Battle With WGN

CHICAGO, Nov. 28.—Federal Judge Phil Sullivan established a precedent for the validity of exclusive broadcasting rights this week when he awarded a decision in favor of Station WIND, which had brought action against the Chicago Bears, Cardinals and Station WGN, to secure rights to broadcast the game at Wrigley Field tomorrow between the two football teams.

Action was taken when WGN signified its intentions of broadcasting tomorrow's game, despite the exclusive contract awarded to WIND by the Chicago Cardinals for the broadcasts of their home games.

This is the first time that such action has been taken in the Federal Court here.

A year's subscription for *The Billboard* makes a REAL Christmas gift.

Station Notes

Address All Communications to the New York Office



SHEA'S
Buffalo Theatre

The *DYNAMIC*

ARNO

CONDUCTOR — VIOLINIST
WBEN • Saturday, 7:30 P.M.
"The conductor-violinist wins great applause for his solo, the finale is stirring."—*Courier Express*.

TITO GUIZAR

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

JAYSNOFF SISTERS

★ IRIS and JUNE ★
The Leading International Duo Pianists
BRUNSWICK CASINO, Boston, Mass.
WMEX Wire.

DONALD BAIN

(IMITATOR-COMEDIAN)
UNUSUALLY LIFE-LIKE IMITATIONS OF
BIRDS, ANIMALS, WILD BEASTS, ETC.
Room 902, 723 Seventh Ave., New York City.
Bryant 9-5107.

OSWALD ★★★

OH YEAH!!!

Featured COMEDIAN With
KEN MURRAY'S
Rinso and Lifebuoy Programs.

ARTHUR KAY

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



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

Musical Director
ROXY THEATRE, N. Y.

HUGH CROSS AND HIS RADIO GANG

Care Billboard, Cincinnati.
ERNIE BRODERICK, Personal Representative.

JAN JRUBINI

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

NORRIS WEST, word splitter for WCAU, Philadelphia, gets the call to narrate for the Philadelphia Orchestra commercial when EUGENE ORMANDY starts wielding the stick. MAURICE ABRAMS returns to KYW, Philadelphia, to resume his Meistersinger chant stanzas. Technical staff at WIP, Philadelphia, brings in ROBERT P. SHEEHAN from WIBG as field engineer and A. WILSON SIGAFOOS as a transmitter engineer. BEN GREENBLATT celebrates his seventh year as a radio piano rambler, current over WFIL, Philadelphia, first striking the idea while playing with an ork at Cannes, France. HOWARD LANIN'S studio band at WFIL, Philadelphia, christened the "Swing-Kings," station having the name registered. JOHN HAYES, former program director for WIP, Philadelphia, and WNEW, Newark, writing continuity for Associated Transcription Services in New York. Loading the *Homemakers' Club* at WIP, Philadelphia, with participating sponsors has the stint increasing its half-hour spread to 45 minutes. JOHN CUMMINGS, former technical adviser of WCAM, Camden, N. J., joins the engineering staff of WFIL, Philadelphia.

BERNIE ARMSTRONG has been promoted to assistant production manager at KDKA, Pittsburgh. KIERAN BALFE is now head of the publicity department of WWSW, Pittsburgh. HARRY AZINSKY resigned as concert master of Stanley Theater Orchestra in Pittsburgh to accept a similar position with KDKA in that city. The drama series of famous Ohio Court cases slated for WCAR has been canceled; bench and bar of Cuyahoga County raised objections. VAUGHAN KING, of WTAM, has gone to the hospital for an appendicitis operation. BEVERLY DEAN is the new publicity director for combined WHK and WJAY. MRS. GLENN ROWELL, former wife of half of "Gene and Glenn," is in Cleveland visiting the FORD RUSHES. HAZEL MCGINLEY, Cleveland contralto, will appear on the Sherwin-Williams Met Audition over WEAJ network and WTAM. MARY GARDEN is sponsoring her for an MGM contract.

THE Viola Schoulin School of Dancing starts a 13-week commercial presenting child talent over WJAY December 5. DUKE LIDYARD, former CBS star, presents a new commercial over WJAY for Schulte United entitled *The Big Toy Parade*. He brings tops to life. A new variety show, known as *The Hour of Cheer*, and sponsored by the Hull Brewery, of New Haven, started at WTIC, Hartford, Conn., last week. EDITH JOLSEN, blues singer, is returning to WICC, Bridgeport, Conn., next month after an absence of over two years. New in the line of commercials is *The Wonderland of Music*, heard weekly over WELI, New Haven, Conn., bringing tunes from here, there and everywhere. The Rocky Mountaineers, of WELI, New Haven, Conn., are now featured at the Hotel Taft in the same town. TED YUDAIN, radio columnist on *The Stamford* (Conn.) *Advocate*, becomes the managing editor of *The Greenwich* (Conn.) *News-Graphic* this month. YUDAIN will continue to write his radio column in *The Advocate*. CHARLES ANDERSON, the boy xylophonist, with HELEN MAHER at the piano, is now regularly on WELI, New Haven, Conn. JEAN POLI, granddaughter of the well-known S. Z. POLI, former New England vaudeville magnate, following her acting success with the dramatic company at WELI, New Haven, Conn., is now with GUY HEDLUND'S *Playhouse* at WTIC, Hartford, Conn. EDDIE BEGLEY, after several months off the air, is again announcing at WTIC, Hartford, Conn.

A "Birthday Club," under the direction of WILLIAM LOEB, staff announcer for CJLS, Yarmouth, N. S., has attracted more than 2,000 members, all of whom have received appropriate cards. The program is a station feature and goes on the air at 5:30 each week-day afternoon with "Uncle Bob" at the mike. CFCY, Charlottetown, P. E. I.; CFNB, Fredericton, N. B., and CJCB, Sydney, N. S., have contracted with the Dr. Chase Medicine Company for three broadcast periods each week until spring, each broadcast of 15 minutes. CFNB and CJCB are being used on Mondays, Wednesdays and Fridays, and CFCY on Tuesdays, Thursdays and Saturdays. All are afternoon times. MRS. A. W. ESTEY, a member of the announcing staff of

CHSJ, St. John, N. B., and a pioneer feminine broadcaster in the Atlantic provinces, was recently re-elected president of the Women's Council for the province of New Brunswick, an organization of which she was a founder.

DICK HOLMAN, who writes the scripts and also acts in *The Cub Reporter*, serial being cut by MacGregor & Sollie, Inc., Hollywood transcription concern, is in San Francisco visiting his wife, who is RUTH FISHER, of the Pan American Airways System. Unique NBC program from San Francisco is *Meet the Orchestra*, airwaved transcontinentally Wednesdays at 2 p.m. It's a community experiment in music. The 17-piece ork operates as a corporate body, without a leader or any individual directors. TONY FREEMAN, bass player, is chairman of the program committee. It's his job to find out, during preceding week, names of selections to be played the following week. "CUBBY" CULBERTSON, trumpet, acts as announcer and continuity writer. A different member of the ork weekly is chosen to set the tempo at the start of each program. LEE BISHOP, manager of KMED, Medford, Ore., with his bride, the former HESTER WAKEFIELD, of that city, spent part of their honeymoon in San Francisco and Hollywood. They were married November 19. HARRISON HOLLIWAY, manager of KFI-KECA, Los Angeles, has returned to his desk after several days in San Francisco, combining business and pleasure. He was formerly manager of KFRC in San Francisco.

WMC, station of The Memphis Commercial-Appeal, recently bought with paper by Scripps-Howard, filed application with FCC for increase in night power to 5,000, according to H. S. SLAVICK. Station now operates with 1,000 night and 5,000 day, same as other Memphis net station, WREC, CBS outlet. LOU CHILDRÉ, prominent radio character of Dixie, has assumed emcee role on WAPI's Saturday night "Barn Dance." Booth, Pelham & Company, Inc., ad agency of Shreveport, have added BURCH LEE JR., press man, to staff as director of newly added radio relation department. Five members of the Branham agency spent last week-end in Shreveport. KWKH, Shreveport, went on the air this week with a new 50,000-watt transmitter just outside city limits, replacing old Kennonwood plant built a decade ago by "HELLO WORLD" HENDERSON, when 10,000 watts was best the South could show for itself at the time.

ANNOUNCERS BILL MORE and GARY BRAEKNER at KNX, Los Angeles, are in current 20th Century-Fox films. GEORGE IRWIN, former announcer, now heads KEHE's continuity department, and AL POSKA, from KOIL, Omaha, has joined the station's announcing staff. KMTR is building a new studio building in the downtown Los Angeles district. ROB WAGNER has given up his KFVB film chatter till after the new year. Entire personnel of KFVB was saluted during the week at an advertising club luncheon. HAVENS MACQUARRIE, originator of "Do You Want To Be an Actor" on KFVB, has been signed as film director at Warner Brothers. Last week he was tied by a seven-year radio contract and will handle both jobs. FRED JONES will head the promotion department of KEHE. Formerly with General Advertising, Hearst subsidiary. JOHNNY MURRAY replaces OWEN CRUMP as emcee and producer of KFVB's "Curtain Calls."

THE *Air Is Yours* is a sustainer on WHO, Des Moines. Each Sunday seven three-minute speeches are delivered by listeners, with 200 to 400 applicants coming in weekly; each speaker is paid one "pound." Subjects have included women smoking and military training. CARL GOERCH, of WPTF, Raleigh, N. C., will air the political lowdown for the B. C. Remedy Company during the coming legislative session. WKRC, Cincinnati, is getting itself groomed. Three new studios are being readied for February opening and a new 5,000-watt transmitter will go into operation at that time. WTAQ, Green Bay, Wis., has established a new merchandising department, with CRANE MURPHY in charge.

WBT, Charlotte, N. C., and WPTF, Raleigh, N. C., started a new program this week when Uncle Natchel and Sonny went on the air for Chilean Nitrate dealers and agents.

ENID DAY, who talks on shopping over WSB, Atlanta, is making a comeback from a recent illness. LEE KIRBY has joined WBT as announcer. KIRBY did the announcing for the "million-dollar de luxe Rexall train" which toured the country. KFXX, Oklahoma City, broadcast the recent Oklahoma State General Baptists' Convention.

DEWEY LONG, WBT sales manager, combined business and reporting on a recent visit to Atlanta (not for the government!). A serious fire broke out while he was in town. He phoned it in and manager WILLIAM A. SCHUDT JR., ex-Underwood pounder, had the story on the air while the flames still blazed. *Atlanta Journal*, a conservative sheet, now gives radio an eight-column play across the top of the page and a new typographical dress goes with it. WPTF has a new one called *Mystery With Music*. Each week a five-minute mystery is aired and the fans are asked to do a Sherlock Holmes. Song hits are included on the program.

West Coast Notes; Mary Astor on Air?

George Blackstone, of Batten, Barton, Durstine & Osborn, is in town lining up tentative plans for a big program slated to be sponsored by the Hudnut perfume people. Idea is on the fire to try Mary Astor in a continuity series similar to the current Helen Hayes programs.

MGM has lined up an extensive radio campaign for the opening of *Born To Dance* locally. KNX, KHJ and KFI have been supplied with 15-minute transcriptions, while 10 other stations in Southern California have also been handed platters. If local reaction is good, understood MGM will go in heavily thruout the country for radio exploitation, via transcriptions, on forthcoming films.

Joe Penner for Cocomalt will move from the Fihuesoa Playhouse, downtown, as soon as CBS can find a Hollywood remote spot. Account wants a Hollywood tag. This move would end the showhouse as a transcontinental remote, with only the Don Lee *California's Hour* remaining.

Don Becker, Coast production manager for Transamerican, gets into town this week to write and prepare shows, confining his activities to the Warner Bros. studio, utilizing contract players and scripts. He recently resigned as program director at WLW, Cincinnati.

Bill Kuser, chief announcer for KHJ, was killed in an auto accident last week-end. Don Forbes, KNC chief announcer, was injured in the wreck. Joe Alvin, NBC Hollywood press agent, eloped to Las Vegas during the week with Kay Bailey, of the Lord & Thomas agency. Diana Carlson, New England radio scripter, in Hollywood to get background for a new series. Harry Gill and Phil Rapp, radio writers, also in town from New York, as is Helen Brown, who has been broadcasting from Gotham for three months.

San Francisco

SAN FRANCISCO, Nov. 28.—After much dickered, casting and recasting (See WEST COAST on opposite page)

★
RUSS
RINSO - LIFEBOUY
CBS TUES. 8:30 - 9 P. M.
rebroadcast 11:30 to 12 P. M.

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

★ ★ ★ ★
ROY
Dramatic Baritone
YOUR STATIONS BEST
BET ON YOUR NEXT PROGRAM
Address Care of Billboard, N. Y.
GOBEY

Program Reviews

EST Unless Otherwise Indicated

"Goose Creek Parson"

Reviewed Monday, 7:30-7:45 p.m. Style—Sketch and music. Sponsor—Colgate-Palmolive - Peet Company. Station—WABC (CBS network).

This is homey corny stuff with wide appeal. Sketch caught opened in a farmyard. Farmer and his wife wanted to give a turkey away for local Thanksgiving party but couldn't decide on which bird, as they had pet turkeys all over the place. Homey country dialog is effective, but at times seems a bit forced. The rural stuff is particularly apropos at this time of the year, with the general exploitation and interest in country themes by greeting-card manufacturers, stores, etc. Vocals of sentimental numbers and hymns well done and suited to this type program; more might be added.

Fannie Brice

Reviewed Wednesday, 8-8:30 p.m. Style—Comedienne and orchestra. Sponsor—R. L. Watkins Company (subsidiary Sterling Products). Station—WJZ (NBC network).

Fannie Brice is doing a moderately amusing comedy series for Dr. Lyons' tooth powder. She relies mainly on her brat character, Baby Snooks, which is plenty funny to watch on a stage and considerably less than that to listen to only by way of the loudspeaker. Effectiveness of the character is further lessened by using too much of it during the program. Miss Brice was on three times—this program—twice as the pesty kid, once doing a comedy song number in her Hebe dialect. Her foil, a man playing her angry father, is both acted and directed poorly. It's played steadily in a single vein. Victor Arden's Orchestra does a routine job in support. Commercials stress use of powder by dentists to clean teeth. J. F.

"True Detective Stories"

Reviewed Monday, 7-7:15 p.m. Style—Dramatic sketch. Sponsor—London Character Shoes. Station—WNEW (New York).

London Character Shoes and Macfadden's True Detective get together on this series. Program consists of serials based on True Detective yarns; Macfadden supplies the script and plugs program on news-stand placards; London Character Shoes pays for the time and talent. Show also goes on WMCA and other indies with other advertisers.

Show caught was *Chorus Girl Murder Mystery*. Intensely melodramatic, with crude characterizations, program did possess interest-holding value. One of two brothers, both detectives, is killed. The living brother vows vengeance. He suspects a night club chorus girl of knowing something, but at the end of the "installment" audience is supposed to wonder if he has fallen for her line of phony chatter or if he still suspects her.

Commercials were done in good taste, with both London and Macfadden taking bows.

"Calling All Cars"

Reviewed Wednesday, 9-9:30 p.m. Style—Crime dramas. Sponsor—Rio Grande Oil Company. Station—KHJ, Los Angeles. (Don Lee Network).

One of the Coast's most popular programs, this series of dramatizations of actual cases from local police and sheriff's office records observed its third anniversary on the air last week. Play was *The Corpse in the Red Necktie*, dealing with a question of identity and the tracking of two killers. Handsomely done and quite up to the excellence established by most of its 155 predecessors.

Idea was conceived and sold to present sponsor by Bill Robson, now writing for radio in Chicago. Present producer-writer is Sam Pierce, of the Hixson-O'Donnel Agency, who turns out a script packed with suspense and appeal that rivals anything on the air. Stock company of nine players; intelligent, well-spaced narration by Frederick Lindsley and background music by Frederick Stark, all combine to make this series, in the reviewer's opinion, superior entertainment, comparable in production quality to *The March of Time*. Program

is broadcast also over KNX, on Friday night, using stories broadcast earlier in the series via KHJ.

Commercials, tastefully approached, get the opening and closing spots, with give-away prizes for children. Official note is lent by story introductions from Los Angeles Police Chief James Davis or Sheriff Biscaaluz. S. P.

"Let's Sing"

Reviewed Friday, 10:30-11 p.m. Style—Community singing. Sponsor—Wilkins Jewelers. Station—WJAS (Pittsburgh).

With community singing in vogue again in the Smoky City, *Let's Sing*, a new commercial program, carries better than average interest for the tuners-in. The affair is piped direct from an auditorium where the fans are invited to let go and sing pop tunes to their hearts' content. Leading the song festival is Brian McDonald, Pittsburgh emcee, who turns in a breezy and entertaining program. Jerry Mayhall is the musical director, with Jack Logan, staff announcer, handling the commercial plugs.

The listeners are invited to submit titles of songs they would like to hear on the program. In addition, occasional guest song groups are used to augment the affair. At this hearing the Amphion Choir of Pittsburgh was spotted for a brief offering. Aide Arturo was the conductor. In all, it is a popular feature and should stimulate the sales of jewelry wares and opticals which the sponsor is plugging. S. H.

Clotilda Zappala

Reviewed Sunday, 4:30-5 p.m. Style—Coloratura soprano. Sustaining—WNAC (Boston) and the Yankee Network.

Several weeks ago a little brown-eyed, raven-haired gal of Italian descent approached the reception desk of WNAC and unostentatiously inquired the routine in obtaining an audition. She said she was a singer. Audition was arranged for the following day. This program caught was that girl's debut.

New England audience heard some mighty healthy and sweet classical singing. She sings in a confident manner and has a striking similarity, vocally, to Lily Pons. The gal bears watching for she's bound to go places.

Francis J. Cronin, studio organist, is at the console. Did nicely with the *Bell Song*, *Les Filles de Cadix* and *Si Mes Vers Avaient des Ailes*. S. P.

"Famous Actors' Guild"

Reviewed Wednesday, 8:30-9 p.m. Style—Dramatic sketch. Sponsor—Sterling Products, Inc. Station WJZ (NBC network).

Ethel Barrymore's name, strong in the sticks, carries this show and will deliver whatever audience it gets, which should be fairly large, due to the Royal Family moniker. On the program caught she did *Mrs. Dane's Defense*, by Henry Arthur Jones, a creaky, squeaky, dated relic dragged out of a 19th century hope chest. It's all about Mrs. Dane's almost

mysterious reputation and background. Miss Barrymore's performance was far from laudable. Rest of cast competent but undistinguished. Probably much better for Miss Barrymore, and surely the audience, to have her do modern scripts, possibly especially written for radio, but certainly modern stuff.

Bayer Aspirin is plugged before and after and between acts. Commercials tend to be long.

"Morning Highlights"

Reviewed Wednesday, 10:05-10:30 a.m. Style—Movie and garden chatter and transcribed music. Sponsor—Participating show. Station—WFIL (Philadelphia).

As a daily task, Helen Hughes retails epigrams about movieland and gardening to the ladies, with a generous crop of transcribed platters to keep 'em in step while mopping up the floors or scrubbing dishes. First 10 minutes can be dismissed as bordering on the intolerable. After an ET unwinding, a new high in commercial blah is set by a participating sponsor selling bunion pads and such. Copy consumes seven minutes and is about as zestful as the scenery on the Toonerville trolley line. After that Miss Hughes gets in the groove and hits a responsive chord, her chatter rattling along at a good pace.

Her voice and technique adapted to microphoning, Miss Hughes does a nice job of narrating on the Hollywood tidbits and hoe-and-rake hints. On behalf of the latter stunt, program carries a nice tease. This time it's a radio flower show, a plant making for an admission ticket. Home-cultured botanics will be put on display, with local florists donating prizes. After it is all over, flowers will be turned over to the city hospitals to bring a bit of Christmas cheer in the wards. Should heap plenty of good-will on both station and program. ORO.

"Bambi"

Reviewed Monday, 8-8:30 p.m. Style—Dramatic sketch. Sponsor—General Foods, Inc. Station—WJZ (NBC network).

Well written, effective, but not high-brow or aloof, above the general run of family entertainment. Add to it Helen Hayes and a competent supporting cast and Sanka Coffee sales graphs should ascend.

Sketch caught revealed Bambi, as the ever-confident wife, trying to peddle a play of hubby's. This led to an amusing scene in a producer's office. Producer reveals that husband can write but he is not "human." They are practically dispossessed, but Bambi's faith remains at high. Sketch ends on a squeeze but problems remain. Warnow's Ork did the musical honors.

"Headin' South"

Reviewed Sunday, 6:30-7 p.m. Style—Orchestra, singers and narrator. Sponsor—Illinois Central Railroad. Station—WBBM (Chicago, CBS network).

A seasonal program aimed to interest the prospective winter vacationer in Southern points reached via the Illinois Central Railroad. Pleasing addition to the early Sunday evening broadcasts from Chicago. Employs Richard Czerwonky, violinist, and his concert orches-

tra; the Floridians, quartet; Ruth Lyon, soprano, and Norman Ross, commentator.

Selections on the opening program included the orchestra and quartet in a Southern airs medley; Miss Lyon singing *Siboney* and *Maid of Cadiz*; Czerwonky's splendid violin rendition of Saint-Saens' *The Swan*; two appearances of Ross, with short talks on journeying thru the South; *La Comparsita*, by the orchestra, and the entire company in selections from Victor Herbert's *Sweethearts*. An ideal program for those who do not care for the comedy shows and swing music on at the same time Sunday evenings. F. L. M.

"Log Cabin Dude Ranch"

Reviewed Tuesday, 8-8:30 p.m. Style—Sketch and music. Sponsor—General Foods, Inc. Station—WJZ (NBC network).

A clever combo of Western romantic adventure and song. Louise Massey and the Westerners and cast do a good job. The players are introduced against a musical background, all in Western lingo. Occasionally the lingo stuff is laid on too heavily. The dramatized sketch is nicely interspersed with song.

Program holds particular appeal to men and kids, and in view of this partly juvenile audience it might be wise to tone down some of the shooting-iron stuff. In one scene enough bullets were fired to build a steel skyscraper. It weakened rather than strengthened the scene.

"Poetic Memories"

Reviewed Tuesday, 7-7:15 p.m. Style—Singing and poetic readings. Sponsor—William Wrigley Jr. Company. Station—WABC (CBS network).

Program drips with honey and sentiment. Jack Fulton, tenor, has a nice set of pipes, but Franklyn MacCormack, who reads the poetry, might add more to the program by reading something that calls for more vigor and life to offset some of the honey and sugar. This would make the program better balanced and yet retain its essential elements. He did one inspirational number, with a "carry-on" theme that would have benefited by a more forceful rendition.

Sendoff given to local merchants should build plenty of storekeeper good will.

WEST COAST

(Continued from opposite page)
Best Foods Corporation has finally given Cornelia Burdick the title role in *Dr. Kate*, new NBC-Pacific Blue network serial which starts December 10. Selecting actress for title role has been a headache. Cast is also to include Helen Kleebe, Charles MacAlister, Earl Lee, Ted Maxwell and Bert Horton.

Barbara Jo Allen has a comedy role in the Friday night *Carefree Carnival*, sponsored by Signal Oil Company over the NBC-Pacific Red net, and files up from Hollywood weekly.

Beth Love, radio account executive for Sidney Garfinkel Advertising Agency, is the telephone gal in *Baker Hotel*, sponsored Sundays over KFRC by C. H. Baker Shoe Company. She handles the entire quarter-hour show, including commercials. Talkative telephone operator is a takeoff of *Susie at the Switchboard*, which Helen Troy did for NBC.

Dave Stretch, KFRC staff pianist and arranger before he went east some months ago, has joined NBC here. He's pianist-arranger for the *Woman's Magazine of the Air* quartet and replaces Mynard Jones, resigned. . . . Mary Ann Harris is KFRC's newest vocalist. She's featured on Tom Breneman's *Feminine Fancies* Wednesdays at 3 p.m. . . . Howard McNear leaves NBC's National Players December 5 for Los Angeles, where he'll make his home. . . . New to the National Players is 8-year-old Shirley Fishman. . . . Ben Legere, former NBC dramatic heavy man, is playing in the FTP's *It Can't Happen Here* at the Columbia Theater. Nancy Coleman, of NBC's *Hawthorne House* and *Winning the West* serials, is to have a leading role in the FTP production *The Devil Passes*, scheduled for the Columbia December 22.

Doug Montell, who conducts the *Cowbell Club* over KSFO five days weekly at 7 a.m. in conjunction with Stewart Hamlen and his Lucky Stars under Star Outfitting Company sponsorship, has more than 900 cowbells of various sizes and shapes sent in by dialers.

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, November 20, to Thursday, November 26, both dates inclusive.

I'll Sing You a Thousand Love Songs (23)	27	South Sea Island Magic	15
It's De-Lovely (21)	23	Sing, Baby, Sing	15
You Turned the Tables (19)	22	Talking Thru My Heart	14
Chapel in the Moonlight (27)	21	Thru the Courtesy of Love	14
Here's Love in Your Eye	18	To Mary—With Love	14
Organ Grinder's Swing (18)	18	Love, What Are You Doing to My Heart?	13
Who Loves You? (24)	18	With Plenty of Money and You	13
I've Got You Under My Skin	17	You Do the Darnedest Things (13)	13
I'm in a Dancing Mood (18)	17	Someone To Care for Me	10
Close to Me (16)	16	Copper-Colored Gal	9
The Way You Look Tonight (26)	16	There's Something in the Air	9
When Did You Leave Heaven? (15)	16	Poinciana	7

SHEET MUSIC BEST SELLERS will be found on page 14.

Air Briefs

By JERRY FRANKEN

ONE of the major accounts on the air, with an hour show weekly, is likely to change agencies within the fortnight. Last week it was reported the shift had already taken place, but it hasn't—and won't—for two reasons. First is that an exec of the account has a relative with the new agency. Second, a good customer of the new agency said nix.

THE WOR Artists' Bureau is expanding, not only with the Don Lee Artists' Bureau on the Coast, as reported, but with a deal pending with WFIL, Philadelphia. If the latter goes thru the Philly station will represent WOR's act department in that city, with a commission-splitting policy installed. Meanwhile Bob Braun, of the Lee group, left New York last week after setting arrangements to swap acts with WOR when the Lee chain joins Mutual. WOR may also go to a 3 a.m. signoff when the hookup goes thru.

BELIEF is that Ken Murray won't have any trouble in getting another sponsor, leaving the air with a Crossley rating of 10. . . . Ed Smalle's Seven G's renewed for the Gulf Oil show, while CBS has picked up Al Pearce's sustaining option. Renewal is effective Janu-

ary 3, 1937, for another 13 weeks. . . . Hal Gordon (Harold Hollingsworth before radio) used to be a professor at Mount Union College in Alliance, O.

JOHN BOGART, from the city desk, became radio editor of *The New York Herald Tribune* last week. Everett Walker, his predecessor, has moved over to an assistant editorship in the Sunday department. . . . Casa Loma Band has replaced Ted Weems for Varaday on MBS. . . . Phil Regan starts a theater tour soon. . . . Irene Wicker will do a theater of the air for kids starting December 25. . . . Both Burns and Allen and Eddie Cantor have drawn renewals.

TALK that Tim and Irene (Ryan and Noblette) may go with Shep Fields for Woodbury when the show changes next year. . . . The Radio Round Table Group, by having its seventh weekly luncheon last Friday, surprised everybody in the business, including the station representatives who organized the group. Within the next few weeks concrete suggestions as developed by the reps and their ad agency guests will be presented to the ANA.

low, reserve the rights to institute actions such as these, many of which have been started by individual performers.

Payment by Decca of royalties, and not wages or salaries, to Crumit proved his rights remained with him and were not ceded, inasmuch as payment was based on the number of records sold in accordance to what Crumit's talents meant to record purchasers, his attorney said.

Raphael also charged that playing records did not hurt performers, as Crumit contends, pointing to Crumit's contract with Gulf Oil, after the records had been played, at a salary not less than paid Crumit and Julia Sanderson (Mrs. Crumit) for years by Bond Bread. Crumit answered this by saying if Gulf could have had his services exclusively, without record competition, his pay would have been higher.

"Time Not Valuable"

One answer which the trade considered surprising was WHN's claim that the time of the broadcast of the Crumit record in question, between 11:30 p.m. and 2 a.m. June 25, 1936, when Goldenrod had a commercial on WHN, was not considered desirable. "This time is not considered among national advertisers as desirable time to reach the public. The radio time most sought after by important sponsors is the late afternoon or early evening. The listening audience between 11:30 p.m. and 2 a.m. is not the same audience." Crumit said the time must have been good; the advertiser paid for it.

Crumit asked for the aid of the court in protecting his talents and for regulating his own life. Use of records indiscriminately hurts performers, he said, answering a statement made for the defense by Louis K. Sidney that he was in show business 15 years, knew all its branches and that broadcasting records helped performers. Crumit's attorney said that he, Crumit, was a performer for years, chief official of the Lambs, and could speak better than Sidney as a performer.

Socolow, for Crumit, also said that when a performer makes a recording his talents remain his own always and are not given to others. He also said that broadcasters use records instead of electrical transcriptions, which are made to be used on one broadcast only, then destroyed. Both musicians and artists receive more money for making ET's than platters and destroying them after one use gives performers a certain amount of control. Furthermore, said Socolow, use of records by stations deprives performers of money they might get from making transcriptions. Record sales have fallen off because of radio, too, it was asserted, since there is no incentive to buy them if they can be heard, upon request, over stations. Performers have suffered because of radio's unregulated use of records. Socolow also alleged that the announcements of a recording are "mouthed and garbled" and listeners don't know the nature of the broadcast.

SCAB WRITERS

(Continued from page 3)

all clauses of the proposed pact, and it is understood that when the final draft is ready for signing it will include a standard form of contract for writers employed at the studios, a code of ethics for writer-studio relations and definite rules regarding and regulating screen credits. Agreement will also provide for arbitration.

Under the pact, it is reported, there will be no collective bargaining or closed shop, with all deals to be arranged on an individual basis.

Screen Playwrights is composed of writers who resigned from the Screen Writers' Guild a number of months ago over policy differences.

Final conditions and polished agreement will be whipped up by Ben Kahane, Sam Briskin and Eddie Mannix, representing the producers, and William S. McNutt, Waldemar Young and Paul Schofield, committee for the playwrights.

PW WIELDS

(Continued from page 4)

music hall's proscenium arch gave way to "swing" in this synopated circus.

It was a typical Whiteman town-hall program with the ubiquitous *Rhapsody in Blue* beat out by Roy Bargy to swing the pewholders out in aisles. Three novelties, written especially for Whiteman, were cut for the first time. They included *Ebony Chronicle*, by William Grant Still, Negro composer; a *Scottish Suite for Bagpipes and Orchestra*, by Whiteman's ace arranger, Adolph Deutsch, and a number combining the

features of an orchestral tone poem, dramatic aria and recitation, *All Points West*, by Richard Rodgers and Lorenz Hart. Ray Middleton, bary, gave a tops vocal and dramatic performance on this musical monolog about a train starter.

Scottish suite brought four kilted pipers to the stage in full regalia. Deutsch also contributed *An Essay on Waltzes*, which reviewed the genealogy of the three-four tempo, beginning with the ancestral *Minuet in G*, by Beethoven, and tracing it thru Johann Strauss, Gounad, Delibes, Tschaiakowsky, Chopin to Franz Lehar and Oscar Strauss. Ferde Grofe's *Tabloid*, a musical pix of a modern newspaper which employs in its orchestration three revolvers, typewriters and wind machine, heard here for the first time last summer, was repeated.

Orchestra got in the groove with a group of three, *La Bomba*, from the *Big Broadcast of 1937* flicker; *William Tell, 1937 Model*, an elaboration of a familiar passage from Rossini's famous overture by Berry, written for orchestra by Russell Case, and the *Swingtime* waltzer from the Fred Astaire pix. Then Whiteman mugged thru *Thank You, Mr. Bach*, by Van Phillips, based on a theme from Bach's *Preludes and Fugues*.

The Three T's (Teagardens and Trumbauer) were saving their swingcopation for West 52d street. Only one getting off was Casper Reardon, former symphony player, but now officially admitted to be the world's premier "hot" harpist. Reardon studied here at the Curtis Institute of Music, but Carlos Salzedo, his tutor, never taught him the licks he got in on *St. Louis Blues*.

Instead of program notes Deems Taylor came down to explain the symbolism of this unholy wedding of symphony and swing, supplying verbal paragraphs between the numbers. Taylor felt as hotcha as Whiteman, niftying: "We are having verbal program notes today because most of Whiteman's followers can't read." This ordeal by jazz for the symphony's subscribers was repeated the following night and was just a warming up for what New Yorkers may expect Tuesday night (1), when they'll do it all over again at the Hippodrome. ORO.

UNIONS MEET

(Continued from page 4)

history, according to WPA "authorities." Has a cast of 250. Prices will range from 25 cents to \$1.10.

DETROIT, Nov. 28.—First of a series of concerts was presented by the Federal Music Project's Detroit Orchestra in the Lafayette Theater, November 15.

SAN FRANCISCO, Nov. 28.—Federal Theater production, *It Can't Happen Here*, scheduled to close at the Columbia Theater last week, was held over a week, thus postponing to December 1 the world's premiere of musical satire, *Take Your Choice*.

LOS ANGELES, Nov. 28.—For several hectic hours here late this week some 200 employees of the local Federal Theater Project envisioned a rosy future for an association of FTP actors, musicians and technicians which would "settle artistic and economic problems of the workers and present demands to Project heads." The association was only short-lived, tho, for the meeting developed into a tumultuous affair when I. B. Kornblum, Pacific Coast agent for Actors' Equity, warned the conference that the organization might disbar FTP actors for joining any other body.

CLEVELAND, Nov. 28.—Displaying banners heralding "It Has Happened Here!", "Artists Must Eat," "What—No Thanksgiving Turkey!" and similar sentiments, black and white players who appeared in the local production of *It Can't Happen Here* are picketing the Board of Education building, where WPA has its headquarters. Reason is the closing of the local Federal Theater following conclusion of the Lewis opus.

Lois Fletcher, representing Hallie Flanagan, explains that the reason for closing is necessity of reorganization. In the long run of Lewis' play here too many man-hours were used. Actors are supposed to work only 103 hours a month. During this play more than twice that time was used. When this time has been made up, a reorganized project will be reopened which, Miss Fletcher believes, will be before the first of the year.

Meanwhile the pickets parade. Their newest banner reads, "Roosevelt, Where Is Our Security?"

Chi Air Notes

By F. LANGDON MORGAN

AMOS 'n' Andy, who have surprised their listeners several times in the past few months by introducing famous stars and adding several feminine voices to their hitherto strictly duet programs, will throw all precedent to the winds when they present a minstrel show December 4 in place of their usual Friday program. The boys will be heard as end men; Bill Hay, their announcer, will be the interlocutor, and Frank Parker will appear as guest star. According to present plans a minstrel show will be presented every Friday evening, with guest stars, with the regular *Amos 'n' Andy* strip continuing Monday to Thursday nights.

Tony Wons, who will be remembered on many radio shows of the past, has been appearing as guest master of ceremonies at a suburban cafe here. . . . Lum 'n' Abner are planning a personal appearance tour thru the Middle West. Margot Rebell, WGN soprano, has been touring with an operatic company thru Wisconsin, singing the principal role in *La Traviata*. . . . Carl Schreiber's orchestra playing from the Pershing Ballroom, and Mark Fisher's orchestra, at the Club Bali-Bali, are being aired by WBBM. . . . Isabel Randolph and Judith Lowry, both in the *Mary Marlin* cast, celebrate their birthdays on December 4. . . . Glen Gray's Casa Loma Orchestra subbed for Ted Weems' boys on the *Verady of Vienna* program November 29, because Weems was playing a Minneapolis theater date. . . . The Doring Sisters will become regular members of the *Carnation Contented* show January 1.

EDDIE SIMMONS, WAAF program director, spent the Thanksgiving holidays back home in Indiana. . . . Wife of Jack Odell, WAAF announcer, known professionally as Billy Jean Washburn, is a member of the cast of *Cradle-Snatchers*, a Federal Theater production playing Peoria. . . . Annette King and Jerry Gerard, vocalists, have replaced Helen Jane Behlke and Clark Dennis on the *Breakfast Club* broadcasts. . . . Irene Wicker, the "Singing Lady," will expand her Friday aircasts to 30 minutes instead of the usual 15 minutes as soon as NBC can clear time for the change. . . . If the idea goes over, time will be taken out of the regular five-a-week 15-minute broadcasts and the new half-hour will be given a week-end spot of its own, probably on Sundays. . . . Conferences with the famed child authority, Angelo Patri, about the Nurse Corps program and business in connection with two new writing jobs, took scrip writer Herb Futran to New York by plane this week.

Howard G. DeLong, chief engineer for KRKD, Los Angeles, stopped over at the

NBC studios to view equipment on his way to New York. . . . Glenn Snyder, WLS manager, has added song writing to his many other accomplishments, and is receiving offers for the publication of his first song. . . . Allan Grant, pianist, has written a new song called *Joan*, named after Joan Blaine, NBC actress. . . . Joe Emerson, soloist on CBS' *Hymns of All Churches*, is planning a hunting trip up around Minneapolis. . . . Sam Hearn (Schlepperman) will be Ben Bernie's guest on his broadcast from Chicago December 1. . . . Lavelle Carter, of the National Barn Dance octet, is recovering from a tonsillectomy.

UNCLE EZRA (Pat Barrett) went on a two-day hunting trip in Wisconsin, bent on bagging a pheasant or two but came back with a rabbit and a duck. . . . Henry Burr, WLS balladeer, has recuperated from his recent illness. . . . Donald Pontius, son of Walter Pontius, tenor of the Northerners, a member of the WGN sound effects department for several years, has been transferred to the traffic department of the Mutual Broadcasting System, with headquarters here. . . . The Arkansas Woodchopper, WLS warbler, has been laid up with an infected foot. . . . According to reports the Federal Communications Commission has suspended its recent order permitting the Hammond Broadcasting Corporation, operator of WWAE, Hammond, Ind., to construct a new station there with 1,000 watts power on the 1480 channel. . . . WKBW, Buffalo, having protested.

WHN CLAIMS

(Continued from page 6)

admitted a legend appears on the records saying they were for home use only and that, according to a survey he made, stations have been using records since the inception of broadcasting and WHN has used them since 1926. Raphael claimed the records weren't licensed for any one purpose, and Decca's payment to Crumit concluded his rights. Raphael, for the station, also asserted that while the case was pending Robert Leeds, of the American Society of Recording Artists offered to license WHN to play records of its members for a small fee per broadcast and alleged that Crumit was a member of ASRA. He charged this proved that Crumit didn't want to stop WHN from using his records, but wanted to be paid for such use.

Answering this claim, Socolow explained that Crumit was not a member of ASRA and had no contract with ASRA, with ASRA having no rights over Crumit. Even if ASRA did have rights over Crumit, Socolow charged, WHN has no contract with this society. All members of NAPA, further explained Soc-

CRA-F&M Deal Is Set

Expected to afford outlets for CRA bands and floor-show spots for F&M

NEW YORK, Nov. 28.—Consolidated Radio Artists and F. & M. Stageshows, Inc., signed a deal yesterday thru which they will work in on booking floor shows with spots using CRA bands and also placing bands into vaude and other dates handled by F. & M. Both organizations remain separate and distinct units, altho they happen to be on the same floor in the RCA Building.

This enables CRA to establish what is virtually a theatrical department and to take advantage of F. & M.'s production facilities and its booking and talent handling departments. F. & M. has offices here and in St. Louis and Hollywood, in addition to booking connections in other key cities. At the same time, CRA's four offices—here, Chicago, Cleveland and Los Angeles—in addition to its staff of road men, are expected to bring in dates that demand talent in addition to dance music.

Charles E. Green, president of CRA, and Leo Salkin, CRA Chicago representative, were in town to close the deal with F. & M.

F. & M. has just added Jack Lee, formerly manager of Smith Ballew, Louis Prima and other bands. Lee will work in the club department under Harry Engel.

Rainbow Grill in College Boy Tieup

NEW YORK, Nov. 28.—Rainbow Grill of the Rockefeller Center here, with Johnny Hamp, band leader, as instigator, will begin a "college talent" innovation Tuesday. Several student entertainers chosen every week will audition on Tuesday afternoons and those acts selected will show on the regular entertainment on the following night.

At the end of a month the best of the acts will be rewarded with a week's work (with pay) in this spot. Schools chosen for the first tryouts are New York University, Columbia and St. John's.

Marden's Riviera Burns

NEW YORK, Nov. 28.—Ben Marden's Riviera, summer cabaret atop the Palisades in Fort Lee, N. J., was destroyed by fire Thanksgiving night, with estimate of damages set at \$150,000. Liquor stock, valued at \$20,000, scenery and numerous stage props were lost.

Egan-Maughan New Agency

NEW YORK, Nov. 28.—Babe Egan, femme band leader, has gone into the agency business in partnership with Dora Maughan, vaude impersonator. Their first deal was to sign East and Dumke (Sisters of the Skillet) for a series of 13 Educational shorts.

Columbus Booker Adds Spot

COLUMBUS, O., Nov. 28.—C. M. Gallowsay, local booker, has added another night spot to his string of 35. It is the Palace Cafe, Mansfield, O., and the first show included Henry Haviland and Tanya Cortez.

New Beaumont, Tex., Club

BEAUMONT, Tex., Nov. 28.—Week-end night shows have begun in the new club in Hotel Crosby. Spot operates Fridays, Saturdays and Sundays with name bands.

Booking Big Floor Shows

PITTSBURGH, Nov. 28.—Purey Ross acquired the Show Boat Club here and says big-time floor shows will be used. George A. Hamid's *Revelations of 1937* opened Wednesday. Features 16 Radio City Girls, Ullis and Clark, Four Sailors, Rosita and Perez, Three Diamonds and Evelyn Lee. Billy Yates and orchestra remain.

O'Keefe To Write Opera; He Is Confident, Too

PHILADELPHIA, Nov. 28.—If opera is good enough for Lily Pons, it's certainly good enough for Walter O'Keefe. And now the comic has decided to get down from his Flying Trapeze and start afresh in the songwriting biz by knocking out a couple of operas.

"I really think," he declared, "that I can do something with opera. As for music, what have Wagner, Puccini and Verdi got that Tin Pan Alley hasn't got? "Or for that matter, what has Tin Pan Alley got that Wagner, Puccini and Verdi didn't have at one time?"

Now that the word has gotten around, reports from abroad indicate upheavals in the cemeteries where Mascagni, Verdi, Rossini, Donizetti, Wagner and Rimsky-Korsakow are buried.

WHN Artists Bureau To Book Balto Club

NEW YORK, Nov. 30.—WHN Artists' Bureau has lined up the first of its night spots for floor-show booking, putting talent into the Penthouse, Baltimore, starting December 11. Booking calls for three acts, going in for a week and options. Bureau is practically set to book another club in Washington, D. C.

Leo Cohen, head of the office, assisted by Jack Jordan, will leave on a scouting trip this week, going into the Midwest and as far south as Texas.

\$300 to \$750 Jump

NEW YORK, Nov. 28.—Lawrence White, society warbler, has a following of heavy spenders so great that the Mon Paris Club had to jack up his salary from \$300 to \$750 per week to snatch him from the Sapphire Room, where he popped his first peep. A case of money begetting money.

Washington Hotel Resumes

WASHINGTON, Nov. 28.—Staging a comeback the Raleigh Hotel opened its Pall Mall Room this week with Eddie Elkins' Band featured. Loper and Hayes are featured ballroomers, with Dorothy Howe and Bill Owens handling the singing chores. Name-band policy is promised.

French Shows for Chi, Miami

NEW YORK, Nov. 30.—International Theatrical Agency, French Casino subsidiary, is lining up shows for FC spots in Chicago and Miami. Chicago spot is Morrison Hotel, opening on or about December 27. Show will include Afrique, George Campo, Anderson and Allen and Ray and Naldi. Two "names" will probably be in the show also. Morrison will feature a huge Monte Carlo bar.

Small-Town Cabaret

HOBBS, N. M., Nov. 28.—Probably the most unusual and most remote night spot in the U. S. A. is located in this lively little oil town of 6,000. Spot, the Petroleum night club, has been using floor shows for two years and doing a big business.

Current show consists of Loren Tracy, Russell and Christine, Sharon Lea and Margaret Brown with her Six Bad Men.

New Chicago Ballroom

CHICAGO, Nov. 28.—Walter (Andy) Anderson, who operates the Chateau Ballroom here, opens his new Park Casino Ballroom tonight. New spot has 7,800 square feet of dancing space and is one of the largest in the city. Features Carl Sands and orchestra.

Stages Shows in Boston

BOSTON, Nov. 28.—Lee Steele, local performer, is free-lancing in staging floor shows. Levaggi's Flamingo Room, which opened with a new floor show last week, is spotting Lou Walters' Eye-Dears of 1937, staged by Steele. Another recent revue handled by Steele is now in the French Casino of the Hotel Essex, which opened last week, booked by Jerry Mann, of the Lou Walters office.

Florida Season Looks Big; Wants Names and Novelties

Living costs up—acts demanding higher salaries—French Casino opening January 15—other big spots opening—season under way around Christmas week

NEW YORK, Nov. 28.—Local bookers doing business with Florida spots are agreed that the season about to begin has all the earmarks of a boom year, the best, perhaps, in many years. Altho the season is not officially in full swing, many acts have already been sent down. It is evident that the type most in demand will be "name" and novelty acts. To the agencies, this is a headache, for there is a scarcity of both types. Acts are asking for a higher salary scale, since living expenses have boomed proportionately. Hotel rooms that a year or so ago rented for \$3 a day now run as high as \$20 a day for the holidays.

Ft. Worth Bands

FORT WORTH, Nov. 28.—Dude Vance and orchestra now at the Buccaneer Club.

Dick Dickerson, formerly with Benny Meroff, has joined Babe Wright's Band at Oasis Club here. New outfit known as the Wright-Dickerson Orchestra.

Jack Winston's Band playing for dances at the Casino Ballroom.

Jack Crawford and orchestra continue at the Ringside Club.

Bob Huchingson, orchestra leader at the Eighth Avenue Club for several years, has been in Veterans' Hospital, Muskogee, Okla., these past few weeks recovering from a nervous breakdown.

Philly Wants Novelty Acts

PHILADELPHIA, Nov. 28.—Former curtain raiser's and deucers from vaude are being grabbed up by niteries to give balance to the over-weighting of song and dance acts around here.

Weber's Hof Brau has added the juggler Rasso. The swank Arcadia International House features the trick cycling of Paul Gordon. Marshall Montgomery is throwing his voice at the Cocomanut Grove, and Walter Walters ditto at the Hotel Philadelphian.

Lanagan Agency Expands

PITTSBURGH, Nov. 28.—Peg Lanagan, local booker, opened a downtown office in the Century Building. Miss Lanagan, a member of the EMA of Western Pennsylvania, has been increasing her business. Among acts working steadily under her is Bonnie Boyle, "Miss Pittsburgh 1936."

Unit Traveling Intact

BUFFALO, Nov. 28.—Current floor show at the Chez Ami here was booked as a complete unit. Travels intact and includes Ruth Delmar, Donn Arden and the Arden Dancers, Sandino and Fairchild, and Don Amato. Booked into this spot for four weeks by Jimmy Ruth, of the Kennaway, Inc., offices, in Chicago.

Uses Street Ballyhoo

PHILADELPHIA, Nov. 28.—Borrowing a note from the midway, Di Pinto's Cafe has added a bit of bally. And for the first time a night spot takes on a free act for the daylight hours. On Saturday afternoons the Great Martinelli, magician and illusionist, does his stuff in front of the cafe, climaxing the free show with his box escape trick.

Bands Set for Florida

NEW YORK, Nov. 28.—Recent bookings by Meyer Davis office are Lon Chassy and orchestra into the Hollywood Beach Hotel, Hollywood, Fla., for the winter season after closing at Greenbrier Hotel, White Sulphur, W. Va.; Jack Meade and trio into Hollywood Beach Hotel, also for the winter, and Cy Delman and his Kentuckians into Whitehall, Palm Beach, Fla.

Worcester Spots in Jam

WORCESTER, Mass., Nov. 28.—Two of this city's night spots have been put on the spot by local license commission for selling liquor after hours. The Vendome was first reported to the police by the commission, with the Gay '90s following suit a short time later. Hearing, scheduled for last week, has been continued.

French Casino in Miami will open January 15. Show will be the *Folies Parisienne* unit now on tour, but there will be changes for Miami. Gautier's Dogs will succeed Red Dust; Boy Foy will replace George Campo, and Paul Lavarre and Brother will be used instead of Four Kraxed.

MIAMI, Nov. 28.—Altho word has gone out that Miami Beach will again be wide open this winter season, the police department has added 25 new plain-clothes men. Earl D. Carpenter, chief of detective bureau, says that the men will keep a strict watch on all night clubs and amusement places.

John Prete, one of the owners of the successful Town Casino Club last year, has leased it for more than \$100,000 from the Menard Investment Company, owner, and has already started a repair program. Eddy Duchin's Orchestra is slated for an appearance late in the season.

Coming from the Little Club in Shanghai, China, Roberta and Ray have opened an engagement at the Royal Palm.

Don Dickerman, operator of the former Pirate's Den and other New York spots, has bought the old Silver Slipper Club, dark for two seasons, for his new local spot. With a "crew" of 40 and an array of authentic pirate knives, guns and other trappings for decoration, he expects to open around Christmas.

Formerly the bright star of Mert Wertheimer's famous Beach and Tennis Club, Harry Richman expects to do his clowning at the Hollywood Country Club this season.

Joel Candullo's Orchestra, which played the Hollywood Country Club and the Royal Palm Club last season, will return to the Royal Palm for the mid-winter run. Owned by Arthur Childers, the Royal Palm is run the year round.

Sam and Joe Barken have opened their new Five o'Clock Club in the proverbial blaze of glory. Dinner and supper dancing is supplied by Leo Lazaro and his Continentals. Designed by Albert Anis, the room has mural decorations of carved mirrors, with upholstered leather nooks and seats, a dance floor of rare inlaid woods and a snow-white orchestra shell.

Band Leader Goes Ritz

PHILADELPHIA, Nov. 28.—Victor Young crashed the class precincts of the Academy of Music recently. With Leopold Stokowski fronting the Philadelphia Orchestra, local concertgoers were treated to the first performance of Young's symphonic poem, *Arizona*. This is not the first time Young has gone high-hat on the commercial pops.

More Night Club News in Pittsburgh

PITTSBURGH, Nov. 28.—Editors of local dailies are at last realizing the importance of night club news on their theatrical pages.

The *Sun-Telegraph* has named Karl Krug night club editor and assigned him to two special columns weekly in addition to his regular *Sun-Telegraph* column. Morton Frank, on *The Press*, has been assigned to handle night club news. Harold W. Cohen, movie editor of *The Post-Gazette*, is also handling night club news.

ILLIANA, Continental singer, opened last week with Hal Kemp's band at the Arcadia, Philadelphia. Has her own accompaniment of piano, violin and harp. Handled by E. F. von Bergner.

Night Club Reviews

garron ★ ★
and **bennett** ★ ★
INTERPRETERS OF MODERN
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TELL THE ADVERTISER IN THE
BILLBOARD WHERE YOU GOT
HIS ADDRESS

Colosimo's, Chicago

This spot, a favorite dining place the past quarter of a century, has blossomed out in new attire. The new French Room, double the size of the old, was formally opened last week. One of the innovations is the dance floor which rises three feet to give patrons an unobstructed view of the show.

Al Gale is emceeing. He has borrowed generously of material used by other comedians and at the show caught was inclined to be a little too blue both in gags and actions. Used entirely too many cracks in the Jewish language, which were not understood by many in the audience. Gale is all over the place, introducing the acts, wisecracking, dancing and giving impressions. Is a big favorite here but should clean up a bit.

A house line of eight dancers and four showgirls, routined by Chuck Gregory, is used thruout the show. George Hale, baritone, scored with *Just a Little Love*, a *Little Kiss* and *Sylvia*. Bankoff and Cannon were a riot with a comedy adagio called *The Hunt*. Muriel Love, blues singer, did *Life Is a Song* and *When Did You Leave Heaven?* Les Hunt entertained with a clever line of sleight-of-hand and magic and took a nice hand. Eileen George sang two numbers in a robust soprano without benefit of the p.-a. system to heavy applause. Ada Leonard, burly queen, sang a song, paraded and did a neat strip. Una Cooper, acrobatic dance expert, made a hit with some excellent whirling dervishes, fast spins and twirls. Tracy, Gale and Leonard had them in stitches with their clowning, however blue. Bob Tinsley, with an augmented orchestra, continues to furnish the dance and show tunes.
F. Langdon Morgan.

Mayfair Casino, Cleveland

Ted Flo-Rita and orchestra, backed by an entertaining and snappy floor show, affords entertainment quite suited to a night spot of this character. Ted purveys an excellent brand of dance music, quite as fine as any heard here this season. And when one considers that a half dozen top-notch bands have played the stand since its reopening this is praise indeed. Ted directs from behind a grand piano and contributes solos that sizzle. Muzzy Marcellino and Stanley Hickman are featured in violin and vocal numbers, while the Three Debutantes unite in close harmonies of the familiar sort.

In the floor show Bliss, Lewis and Ash, two boys and a blonde, show some high-class hoofing. The girl particularly does her stuff with a zest and vim that is enjoyable. Barbara Blane is another stepper-upper who features high kicking. Good enough.

Joe Wallace takes a whack at the typical master of ceremonies in his appearance, introducing all of the old wheezes and threadbare devices to gain a big hand for "this little girl." Particularly apt are his imitations of Gus Van and Ted Lewis.

And then there are the Dancing Darlings, a Paul Florenz ensemble, with plenty of pep and not too much costuming to tax the imagination of the tired business man. Excellent entertainment of the night-club brand.
Harlowe R. Hoyt.

Additional Night Club Reviews
Appear on Page 19

Philly Night Spots Boom

PHILADELPHIA, Nov. 28.—Philly's old gold coast, which made the last drought an alleged affair, is coming back to its own. Openings, present and pending, indicate a new trend in the geographical location of the town's night life zone. With repeal nights shined brighter along Chestnut street, local main stem. And now the night-life fraternity is moving southward to Spruce street.

Benny Fogelman, whose nitery is acclaimed as Benny the Bum's, will close his house and reopen the Piccadilly Cafe. Club was the town's brightest spot in the old days. Unshuttering is tentatively set for Christmas night. Eddie Davis is also looking over the old nabe to plant a Leon and Eddie's branch. The Club Cadix, where he first started, seems to be the logical spot.

During the past month three others opened in the area: Bif Belfel's 21 Club, Boo-Boo Hoff's 1214 Club and Ben Rasch's Melody Club. Others in the run are the Embassy, 1523, Colony, Walton Roof and Little Rathskeller.

Marr & Clark Expand

CHICAGO, Nov. 28.—For the third time since its inception, the Marr & Clark Agency has found it necessary to expand, and has taken over new offices in the Woods Building. Just added five spots: the Blue Ribbon Casino, Racine, Wis.; Club Caliente, Waukegan, Ill., and the 26th and North Club, Casanova Club and the New Bowery, all in Milwaukee.

Hold Over Reed Show

DETROIT, Nov. 28.—Club Plantation is continuing Leonard Reed's fast-moving *Death of the Blues* show, which has proved unusually popular. The Three Clubs have been added. Music provided by Earl Walton.

Cafe Owner Buys Famous Actor's Cottage

CHICAGO, Nov. 28.—Ralph Jansen, owner of Ivanhoe Gardens, one of the town's most picturesque cafes, last week acquired Chicago's "Richard Mansfield Cottage," a rustic home adjacent to the Ivanhoe, which was used by the famous actor more than 30 years ago as a hide-away from his ardent public.

Jansen contemplates making it a theatrical shrine and will construct a moat between the Ivanhoe's English gardens and the cottage, across which will be a drawbridge enabling Jansen's patrons to visit the place.

Seattle Area Booms

SEATTLE, Nov. 28.—Local niteries and entertainment spots report very good business, especially Lyon's Music Hall, Pal-o-Mar Theater and Century Ballroom. Usual bill in cabaret spots includes five or six acts in addition to singing waiters and perhaps an organist.

Recently playing Lyon's were Dottie Dee and Don and Ray and Dan. Brad Bannon and ork are current at the Century. C. Schroeder is booked at Fisher's Department store, together with his dogs.

Indications are that the Northwest is set for good talent, particularly girl bands.

Find Radio Profitable

PITTSBURGH, Nov. 28.—Largest number of night-spot operators ever to use the airwaves here are now employing radio to popularize their clubs. All leading downtown night clubs are using major stations at night, some two and three times nightly. Stations KDKA, WCAE, WWSW and WJAS boast of several gay-spot accounts, with others soon to fall in line. Among clubs using the air are Harlem Casino, the Chatterbox, Union Grill, Smithfield Grill and the Show Boat.

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Stool Succeeds Mellin
CHICAGO, Nov. 28.—Bobby Mellin, manager of the local office of Harms, Inc., was succeeded by Joey Stool, former manager of Crawford, Inc., here, Monday. Harry Garfield, of Crawfords, accompanied Stool as assistant manager.

Club Chatter

New York:

BILLY AND BEVERLY BEMIS will open at the Chez Paree, Chicago, December 25, booked by Miles Ingalls. . . . DICKSON AND LANE, LeRoy Prinz London girls, go into the Village Barn December 3 for four weeks, placed by Jack Lee, of Fanehon & Marco Agency.

DE ROSE, magician, replaced his confrere, Gali-Gali, at the Versailles Saturday. . . . JOE HOWARD, of the Gay '90s, leaves to fulfill a vaude engagement but returns New Year's Eve. . . . MARLYNN AND MICHAEL, instructors at the Le Quorne Dancing School, have turned professional, with a date in an East Side hotel expected soon.

Blues singers are in demand again, especially around Chicago. It seems that most night club singers have one eye on radio and one on pictures. As a result, they avoid the old-fashioned blues style and stick to personality stuff and vocal technique. Let's have more of the good old blues shouting and moaning, the bookers are crying as they wipe crocodile tears off the commission slips.

Chicago:

DON PHILIPPE, the great Hardini, Du-Bells Pets and Sam Marlowe opened at Bruns Palm Garden November 26. . . . JOHN PLATT and O'Dare and Drew opened at Vine Gardens on the same date, booked by Tommy Sacco. . . . STEFANO AND SERENO, Rita Morgan and Helen King opened at the South Bend Inn, South Bend, Ind., November 26. . . . MARGIE LAFLEUR is playing Beverly Gardens. . . . TOY AND WING and Alice Logan opened at the Indiana Cafe, South Bend, Ind., November 26. . . . DANCING HOWARDS, Dolly Miller and Mabel Janies opened at the Silver Cloud Cafe November 25. . . . FLO WHITMAN, Chiya, Jean King and the Four Melodians opened at Von Thenen's in a new show November 25, booked by Hal Lawrence. . . . ELEANOR LEE is playing the Carioca Club, Chicago. . . . JUSTINE GERARD, Irene Faery, Jeanne LeWisse and Mary Nevells are in the current show at Dutch's Cafe. . . . MILDRED PARR, Lopez and Costello, Ruth Dursho and Loretta White are now playing the Casino.

KANE AND LAMARR, Rose Jennings, Florence Lisk, Mildred Kelley, Senorita Carmela, Billy June, Frank Dain and Tony Wons are at the Powwow Gardens. . . . LYDIA HARRIS, Gene Emerald, Muriel Hicks, Dianne Lane and Charlene Baker opened on the Steamship Zee November 21. . . . RUBY MASON and the O'Malley Trio added at the Town Club, Cicero, Ill. . . . EMILE PARRA and Eleanor Leonard opened at the Marquette Club November 21. . . . JACKIE HAMLIN and the Six Midge Taglee Darlings added at the Via Lago. . . . SHIRLEY HELLER, Joy Finlay, Dorothy Houghton, Jerry Glidden and the Carvelle Sisters current at Club Minuet. . . . LARRY FORBES, Inez Goman, Alice Logan, Louise Shannon, Jane Conway, Eleanor Lee and Homer McClintock opened at the Winona Gardens November 21.

RUTH PETTY, former partner of Johnny Perkins, opened at the Chez Paree November 28, succeeding Josephine Houston. . . . JOSE AND DOLORES and

the Three Rixfords opened at the Edgewater Beach Hotel November 27. . . . LARRY COLLINS, trombone virtuoso, has been added to the Palmer House Empire Room show. . . . MAE DIFILI has returned to the Silver Cloud.

YASHA AND MASHA played the Auto Show, Minneapolis, November 22 to 29, doubling from the Coconut Grove in the same town, where they remain until December 3.

A night club's primary concern, according to Leo Reisman, bandsman, is to foster romance, and yet his ideal club would dispense with liquor, cozy nooks, tricky lighting and the usual rigmarole. We wonder if Leo is 100 years ahead of his time or not.

Here and There:

DICK AND EDITH BARSTOW have not closed in the Chatterbox of the William Penn Hotel, Pittsburgh, as recently reported. Originally booked in for two weeks, they are now in their seventh week there and are being held over for another fortnight, making nine weeks in all. This is a record for a team at the Chatterbox. . . . ROYAL MOSCOVIANS, four-piece string ensemble, are now in their eighth week at the Hotel Gibson's Cocktail Lounge, Cincinnati. Comprising the unit are Ernest Kelly, Johnny Buchan, Dick Katz and Em Gordon.

SARITA HERARA, songbird from South America, debuts at the 1523 Club, Philadelphia, this week. Booked by E. F. von Bergner. . . . GEORGE HAMID'S *Revelations of 1937* opened at the Show Boat, Pittsburgh, November 25 for indefinite run. . . . BERT VAN DEUSEN, of vaude team of Bert and Jay, now working single as m. c. at the Gillis Night Club, Kansas City. . . . GIVENS AND KAROL playing return engagement at Hotel Hildebrecht, Trenton, N. J. . . . KENN KING'S revue opened at the Torch Club, Canton, O., comprising Johnny Kaye, Bobbie LaRue, Leonard Jans, Vern Valdez, Kenn King and the Thompson Twins. . . . AUNT JEMIMA is headlining the show at Noel Sherman's new Club Frolics, Union City, N. J.

ARROWHEAD INN, Cincinnati, closed its season Sunday night (29). The popular spot, featuring the better type floor attractions, will reopen next spring. (See *HERE AND THERE* on page 14)

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Additional Club Chatter Appear on Page 28

Always

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Orchestra Notes

ERNIE HOLST now has Al Skinner, brother of Frank Skinner, conducting a unit at the Westchester Country Club, New York.

BOB HARING, bandsman, has published a new number, *Moonlight on the Cayuga*. Handled by Shapiro-Bernstein.

HARRY McDANIELS closes at the Governor Clinton, New York, December 8, with Rita Rio's Band set to follow.

JOHNNY JOHNSON will do a month of one-nighters after his present run in Baltimore.

SHEP FIELDS is booked to do one-nighters until December 28.

SID DICKLER, currently featured over WWSW, Pittsburgh, on the La Marba Predicts Football program. Band broadcast 29 times during the past month.

CHIC SCOGGIN and band held over for another four weeks at the El Tivoli Club, Dallas.

JOE VENUTI opens at the Muehlebach, Kansas City, Mo., December 3.

CONNIE McLEAN went into the Kit Kat, New York, November 24.

HORACE HEIDT begins an engagement at the Biltmore Hotel, New York, December 5.

AL GREEN and his Coral Islanders have had their engagement extended at the Montclair, New York, for an additional three months.

The good old harp, which has always been regarded as an instrument for classical music, has found its way into swing orchestras. Casper Reardon, 29-year-old harpist, has already established quite a name as a hotcha harpist and will play "The St. Louis Blues" with the Paul Whiteman and the Philadelphia orchestras at the New York Hippodrome this week.

MARIO BRAGGIOTTI, playing at the Hotel Pierre, New York, is on the NBC network twice weekly.

HARRY RESER and ork opened at the Providence-Biltmore Hotel November 23 for CRA.

JERRY BLAINE and his band open at the Park Central, New York, December 3 for CRA with an NBC wire. Follow Dick Messner.

JOE VARONE now current at the Seneca Terrace, Rochester, N. Y.

HALIFAX'S popular Don Murray and his band leave in the near future for a Montreal night club.

JERRY NAUGLER'S Ork is heard regularly on the Coast-to-Coast network of the Canadian Broadcasting Corporation from the Nova Scotian, in Halifax.

NICK SCHOESTER goes on the air from the CBS studios in Halifax.

GEORGE STEIN is bossing a Dave McWilliams unit at River Bend, near Mt. Vernon, Va.

JOHNNY RICE and ork now holding down Brinkley's, Washington nitery.

MEYER DAVIS is bossing in person for weekly dances at the Sulgrave Club, private Washington society haunt.

STEVE MATTHEWS' crew is establishing a four-year record at the Longview Farms, Pittsburgh.

The ABC musical trio now at El Chico's night club, New York, has introduced its own version of Ravel's "Bolero," arranged for five Cuban instruments—the bongo, marimbola, maracas, quijada and claves. More and more Cuban music is coming along in American estimation, both in musicianship and showmanship.

EMERSON GILL and his outfit will succeed Paul Pendarvis at the William Penn Hotel, Pittsburgh, December 10.

WALTER WING and orchestra opened in the Gold Room of Hotel Paso del Norte, El Paso, Tex., last week, replacing Bob Millar.

OPENING of Benny the Bum's new haunt in Philadelphia on Christmas night will have Al Salinger striking the first chord.

JOHNNY MCGEE, trumpet tooter with Jan Savitt, leaves Philadelphia to join Russ Morgan's Ork. Replacement made by Buddy Kearns.

EDDIE STONE, former vocalist with Isham Jones, makes first Philadelphia appearance with the Del Regis Band. Combo set for a string of one-nighters by MCA.

JACK ADCOCK held over at the College Inn, Philadelphia.

SID DICKLER and orchestra opened at The Pines, Somerset, Pa.

TED NEWLIN and band have signed for the Fort Pitt Hotel, Pittsburgh, starting December 1.

JERRY JAY'S outfit succeeded Ted Williams and orchestra at the Willows, Pittsburgh.

ALLAN FAIR and orchestra moved into the High Hat Club, Pittsburgh.

AL BANNEN opened at the Hotel Henry, Pittsburgh.

GARWOOD VAN and Rhythm Boys have opened at the El-Mirador, Los Angeles. Kay Howard vocalizing.

A new instrument that may gradually find its way into symphony orchestras, and perhaps into jazz bands, is the symphonet. Resembling a small piano, it plays on reed-like pipes instead of strings, and has a range shorter by six notes. Music is a cross between a xylophone and fast-played chimes.

JAN GARBER'S discovery, 8-year-old Georgia Jean LaRue, has been signed by the Hal Roach studio.

HERE AND THERE

(Continued from page 13)

MANYA AND DRIGO, dance team, have succeeded John and Edna Torrence in the Pavillon Caprice of the Netherland Plaza, Cincinnati. Gus Arnheim and his boys continue to furnish the music. PHIL ARDEN, comedy singer, is featured with Ted Travers' Rhythm Stylists at Old Vienna, Cincinnati.

KING AND KING, novelty dance team, have just concluded a limited stand at Castle Farm, Cincinnati, and are heading for Florida. CURRENT FLOOR layout at Lookout House, Covington, Ky., highlights Lulu Bates, Milton Blakeley, Tommy Rafferty, James and Peltz, Irene Cordell, the King's Four and the Eight Hollywood Debs, with Jack McDonald's Ork playing for dining and dancing.

ALFREDO AND ROSITA, dance team; Frank Brasseur, magician; Rocco Plaza, emcee, and Bobby Campbell, singer, comprise the floor attraction at the Glenn Rendezvous, Newport, Ky. MARIO AND FLORIA now playing at the Detroit Athletic Club after canceling a trip to Europe. RICARD AND CARSON to remain at the Plaza Cafe, Pittsburgh, indefinitely. FRANCES BLAIR, Jessie Lee, Billie Richards, Lena Rivers, Jerry Faye and Najean Loy comprise the show at the Jungle Inn, Youngstown, O. RONI WARREN and his *Playboy Revue* current at Club Paree, Hartford, N. C. GALES SEXTET opened at the Blue Moon Cafe, Milwaukee. ZORIMA, nudist, is in her second week at the Maple Grove, Harrisburg, Pa. POLA BORGIA headlines the show at the Paddock, Atlantic City.

ANN PLYBON and Charles Allen, of the Uptown Studio of Dancing, Fort Wayne, Ind., have set a line of girls at Martin's Tavern, Lima, O.

VANITY FAIR, Cleveland, has reopened with Fred Joyce as manager. Joe Candullo, Jay and Lucille and a chorus comprise current offering. TORCH CLUB, Cleveland, offers the Three Racketeers, Jackie May, Del Leroy, Jerry Clayton, Eddie Morton and Mel Crocker Orchestra. CARLO AND NORMA are booked at the Alpine Village, Cleveland. BILLY CATIZONE is assembling a new quartet in Pittsburgh. THE HARLEM CLUB opened in the Hill District, Pittsburgh, Thanksgiving Eve.

PHIL GLASSMAN, former firstcut impresario, invades the Philly midtown scene with a nitery of his own.

CLIFFORD AND WAYNE take their terping to the Anchorage Inn, Philadelphia, where the outdoor dance floor is being converted into an ice-skating rink.

Additional Bands and Orchestras
Appear on Page 28

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Music News in New York City

Following several weeks ahead of the film, *Gold Diggers of 1937*, Sam Serwer, of the Publishing Holding Company, a Warner subsidiary, has returned to his desk. During his absence Serwer visited a dozen important cities publicizing the film songs. Made the trips by plane.

Joe Keit is no longer professional manager of Jack Mills, resigning last week. His successor has not yet been named.

Publishers of pop songs are finding

ROY SONGS

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"RUSTY HINGE"
FOX-TROT

"IF I HAD KNOWN"
FOX-TROT

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smaller stations more and more influential in helping music sales.

Ben Edwards is no longer general manager of the Isham Jones Music Company. He has been supplanted by Charlie Ross.

Three new songs have been added to the catalog of the Alfred Music Publishing Company. They are *Just a Broken Melody*, by Vaughn De Leath; *Swanee School of Swing*, by Bob Schaefer, and *La Carumba*, by Bill Paisley.

Owing to the popularity of *The Fifty Precious Hymns*, a collection of rare religious songs, a new edition has been readied by Bob Miller, the publisher. Miller, who selected the list and also edited the book, has arranged the contents in the interest of piano accordion players, who heretofore have been unable to get these hymns in one volume.

Owing to the departure of Bob Crawford from the Crawford Music Company, the firm's personnel has been revamped. Larry Spier has been made general manager, with Joe Gold as head of the professional department. Others employed are Irving Brown, Bill Bruce, Dick Lucas, Eddie Shaw, Frances Kahn, Olin Schottler and Jack Val, all on the contacting end.

Sam Fox Music Company announces publication of the following songs from 20th Century-Fox's *One in a Million*: *Who's Afraid of Love?*, *We're Back in Circulation Again*, *Lovely Lady in White*, *The Moonlit Waltz* and a song bearing the same title as the picture. Lew Pollock and Sidney Mitchell wrote them.

Unusual titles continue to find a place. The latest is *I Love You From Coast to Coast*, with music by Alex Hyde, orchestra leader. It is all about a radio artist.

Exclusive Publications, Inc., has just released *Big John's Special*, written and arranged by Horace Henderson.

Organ Grinder's Swing continues its upward march and reached fourth place in the "Hit Parade."

Sheet-Music Leaders

(Week Ending November 28)

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.

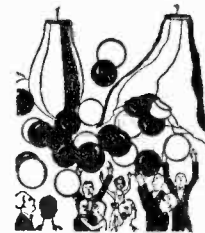
Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.;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

- In the Chapel in the Moonlight (4)
- The Way You Look Tonight (1)
- I'll Sing You a Thousand Love Songs (2)
- South Sea Island Magic (5)
- Pennies From Heaven (6)
- Did You Mean It? (7)
- When Did You Leave Heaven? (3)
- You Turned the Tables on Me (10)
- A Fine Romance (8)
- Midnight Blue (9)
- Organ Grinder's Swing (11)
- Me and the Moon (12)
- It's De-Lovely
- Who Loves You? (13)
- Close to Me (15)

PHONOGRAPH RECORD best sellers will be found on page 77.

NEW YEAR EVE SPECIALS

For Dance Halls, Cafes, Theatres, Clubs, Hotels, Etc.



- Balloon Shower Bags and 100 Balloons to fill same. Per set, \$2. Serpentine Throws (Imported). 1,000, \$1.75.
- Serpentine Throws (American). 1,000, \$2.25.
- Bulk Confetti, 50-Lb. Box, \$3.50.
- Confetti in 2-oz. bags, Per 100, \$2.00.
- Cotton Snowballs, per gross, \$1.20 & \$2.25.
- Red and Green Rubber Balloons, 6" dia., 7" dia., or 8" dia., per Gross, \$1.00, \$1.50 and \$2.00.
- 8-in. dia., Printed Xmas Designs. Gr. \$2.50
- 8-in. dia., Printed Happy New Year. Gr. \$2.50
- Balloons with Squawker Stems Inserted. Per 100, \$1.50
- NOVELTY HATS OF ALL KINDS.
- Assorted Paper Hats. Gross, \$1.20
- Assorted Crepe Hats. Gross, \$1.50
- Assorted Crepe Hats. Per 100, \$1.50
- Fancy Crepe Hats. Per 100, \$2.00
- Fancy Crepe Hats. Per 100, \$3.00
- Hats Printed Happy New Year. Per 100, \$3.50
- Xtra Fancy Crepe Hats. Per 100, \$5.00
- Miniature Comic Cardboard Hats. 100, \$1.50
- Miniature Fancy Crepe Hats. 100, \$2.50
- Miniature Xtra Fancy Hats. 100, \$3.50
- NOISEMAKER ASSORTMENTS.
- Best Way to Buy—Big Values.
- 100 Pieces, 1c to 3c Values. 100, \$1.00
- 100 Pieces, 5c Value. 100, \$2.50
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- 100 Pieces, 10c Values. 100, \$8.00

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B. B.

Loew, RKO Impressed by Grosses of Combo Houses

Give thought to flesh as State with Vallee sets third record in year and Boston with Cantor hits new high—angle of talent development as well as monetary return

NEW YORK, Nov. 30.—With additional proof of the box-office value of a combination policy, occasioned by the record-breaking appearances of Rudy Vallee and Eddie Cantor at Loew's State here and Keith's in Boston, respectively, theater executives of Loew and RKO are giving strong heed to establishing similar policies in other of their theaters. Both circuits are understood planning more combo policies, intending to nurse houses along in that way and not expect immediate profits. Not only is there the lure of record grosses at the box offices, but there is also the need of talent development for their film subsidiaries.

With Vallee establishing a new record gross at the State last week, the third record within a year, Loew officials immediately went into huddles about combo policies. It is reported that Loew will make this one of the main items to be discussed at a managers' meeting to be held soon. Rumors are that Loew envisions possibilities of upwards of 10 weeks of vaude time. Right now the circuit's booking office is just limping along with the State here; Capitol, Washington, D. C.; Century, Baltimore, and Fox, Detroit. Also, a split-deal with Warner on Stanley, Pittsburgh, and occasional booking of attractions into its picture houses.

RKO has been stirred by the consistently good business done in Boston, where the Keith Theater has been turning in amazing grosses. Value of wise treatment of a combo policy in Boston conclusively comes to light this week, with Eddie Cantor's unit responsible for a two-day \$16,000 gross. As is the case with Loew, RKO is huddling on possibilities of creating similar situations in its other towns. Likelihood that Charles Koerner, Boston division manager, might be called upon to carry out combo policy ideas in other territories.

Both circuits have been approached time and time again to give flesh a break. Not only because of the box-office merit of a combo policy, but also from the angle of talent development. Plan is to make vaude theaters a talent source for the film and radio subsidiaries of these theater companies, such as is the case with Loew. One indie booker has been trying to interest the circuits to let him book four or five of their theaters with vaude, using new talent which they can scout as possibilities for other fields.

"Around the World" Unit

CHICAGO, Nov. 28.—George Connor's unit, *Around the World*, opening today at the Wisconsin, La Crosse, Wis., plans to tour Wisconsin, Indiana and then head east. Cast, carrying out all-nations idea, comprises George Hendrey and his Royal Scots; Ishawaka Troupe, Japanese acrobats; Renos, Indian troupe; Eddie Minnetti and Siedelli, comedians; Chic Thomas, monologist; Paul Chauve-nault, musical director, and an eight-piece girl band. Show staged by Jimmy Stanton.

Stage Shows for Toledo

CHICAGO, Nov. 28.—Following a several-month straight film policy, the Rivoli Theater, Toledo, returned to weekly stage fare Thanksgiving Day with a bill comprising Jack Pepper, Five Maxellos, Rodney and Gould and Jack Leonard. Shows will open on Fridays, beginning December 4, when Nick Bolla's *Folies d'Amour* goes in as the second booking. Units will be used weekly for the present, booked by Warren Jones, of the RKO office here.

Keough Takes Harris Office

CHICAGO, Nov. 28.—Ez Keough has taken over the space formerly occupied by Will J. Harris in the State-Lake Building. Sharing the office are Max Turner, who left the local William Morris Agency two weeks ago, and Fred Rosenthal.

LOWE, HITE AND STANLEY, now playing the Fox, Detroit, open at the Oriental Theater, Chicago, December 4. . . . Gus Sun furnished entertainment for annual Thanksgiving party of Springfield Country Club, of which he is a member.

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.

Philly Battle Nearing Truce

Warner and musicians to settle any day—flesh to return—stagehands' raise

PHILADELPHIA, Nov. 28.—After two months of peaceful warfare, fight being carried on by musicians' union, Local 77, for live entertainment in movie houses is approximating a settlement stage. Observers on both fronts agree that the final truce is only a matter of days. Confab between the Messrs. Schlanger, Schlesinger and Weshner, local Warner execs, and A. Anthony Tomei and A. Rex Riccardi, president and secretary, respectively, for the union, held last week, almost ended in signatures. In fact, Warner was ready to meet the music bill, which would amount to \$17,000 weekly, and provide for two days' work in the 13 neighborhood houses in addition to full weeks at the mid-town Earle and Fox theaters.

Only hitch to confab was demand by Warner that it use as many men as it sees fit in neighborhood houses and pay the money difference into the union's treasury. Would mean that Warner could keep the houses running without flesh and still be in good graces with the union by footing the bill for the unused men. Altho this has been the natural order of things in previous years, it is no go as far as Tomei is concerned. Musicians' union fight has been for live entertainment and not for money. Union figures that if the public can be teased with a two days' showing of flesh, public itself will insist that the policy be continued.

Reports have it that favorable omens appeared which augur a giving-in on part of Warner. Harry Warner was in town last week to iron it out with the stagehands' union. A compromise was effected, the scenery movers getting a raise of \$2.50 weekly. While local officials for Warner claim that the box office was not hurt by picketing, other sources reveal otherwise.

About the only one who would like to see the impasse continued is the Arcadia Theater, only indie house downtown. Biz has never been better since picketing started at Warner houses. Managements of the indie Fay's, Carman and Nixon, also showing flesh, report terrific biz in spite of their neighborhood locations.

Boston's 16 Gs in 2 Days With Cantor

NEW YORK, Nov. 28.—RKO Keith Theater here is slated to break all records this week with the Eddie Cantor unit on stage, with Thursday and yesterday's business nothing short of phenomenal. On the two days the house grossed over \$16,000, whereas previous highs were turned in by French shows, \$5,000 on opening day and \$9,500 on first two days.

Cantor unit will not do a show tomorrow because of the New York broadcast, but, if business holds up, the house should gross in the neighborhood of \$40,000 on six days. Storekeepers in the theater's vicinity are reported to be seeking an injunction to clear their fronts of crowds trying to get into the theater.

Clark Produces Another Unit for Southern Time

CHICAGO, Nov. 28.—Paramount Club, Harry Clark's eighth unit this season, opens at the Capitol Theater, Atlanta, tomorrow with a cast composed of Ted and Art Miller, Howard Fuller and Sister, the Stenards and Babs Arnold.

Music is furnished by Bernie Campbell's Band and Babs Arnold is musical director. Howard Fuller is managing the show, which has been routed over the Jenkins, Wilbur & Kinsey and Sparks circuits thru the South.

Coogan, Grable, Collegians Unit

HOLLYWOOD, Nov. 28.—Fanchon & Marco is lining up a new unit. It will be headed by Jackie Coogan, Betty Grable and California Collegians.

Detroit and St. L. Houses Drop Flesh

CHICAGO, Nov. 28.—Two full weeks of vaude booked from here were lost last week when the Downtown, Detroit, and the Grand Opera House, St. Louis, went dark.

Budgets too small for proper advertising was the reason given for the closings. Houses were booked by Dick Hoffman, of the Billy Diamond office.

Pittsburgh WPA Unit Folds

PITTSBURGH, Nov. 28.—No. 1 WPA vaude unit which opened here early in March folded last week, leaving only one Federal Theater Project in this territory. Some of the performers were transferred into the other revue, while the others, on relief, were assigned to checking auto traffic and surveying trees. This action was taken by J. E. Kestner, reassignment official of the WPA. A formal protest was drawn up by the troupe and forwarded to the American Federation of Actors.

Conrad's "Crazy Show"

NEW YORK, Nov. 30.—Mills Artists will start its Eddie Conrad *Crazy Show* unit December 12 at the Hollywood, Atlantic City. Cast includes Richard Mack, Funnyboners, Eileen Arden, Henry Burbig, Madelyn Killeen and Joe Sodja.

Arnetta May Vacation in Vaude

NEW YORK, Nov. 30.—Henry Arnetta, film "name," may make some personal appearances while on his vacation from the studio. He is on a six-week vacation, intending to come east, with Fanchon & Marco Agency awaiting his okeh for bookings.

Vaudeville Notes

SHAYNE AND ARMSTRONG opened Friday at Casino, Buenos Aires, for eight weeks. . . . Phil Bloom set Sylvia Manon and Toto into the Radio City Music Hall to open this Thursday. . . . Harry Romm's York and King unit has folded, with the comedy team current at Loew's State, New York. . . . Ethel Waters' unit has been booked for the Stanley, Pittsburgh, opening January 8. . . . F. & M. Stage Shows is working on deals for the World's Fair of 1939. . . . Dave Bines finished the doctoring job of the Count Bernivici unit, current in Scranton, Pa., which goes to Montreal December 11. . . . Teatro Cervantes, New York, held over Tito Guizar in person and his picture for a second week, the combo breaking house records.

PAUL REMOS and Wonder Midgets were testimonialled via letter by Mayor Van Zandt Jarvis of Fort Worth. Mayor wrote in part, "One of the best specialty acts it has ever been my pleasure to enjoy." He saw them in Casa Manana of the Fort Worth Exposition. . . . Ben Yost now has four singing groups: Ben Yost's Radio Singers, current at Roxy, New York; Varsity Eight, in Ziegfeld's *Follies*; Varsity Co-Eds, State-Lake, Chicago, and Hollywood Octet, also in Chicago area. . . . Josh, of International Theatrical Agency, was out a day with a bad eye caused by carbon paper. . . . Herman Hyde may go to London for the

French Casino firm with *Folies d'Amour*. Nita Carol will be in that company, having left the *Folies Parisienne* unit.

SALICI PUPPETS, current at Loew's State, New York, is booked back into the house week of January 1, one of fastest repeats there. . . . Benny Drohan, agent by Mark Murphy, did a Vitaphone short, appearing with Cherry and June Preisser. . . . Henri Gine, of Gine, DeQuincey and Lewis, sent out novel announcements, including a photoed drawing of his heiress, Barbara Elaine, who arrived October 23. . . . Phil Spitalny's Ork has been booked by Paramount into Springfield, Mass., for two shows New Year's Eve. . . . Britton Band goes into the Michigan, Detroit, December 11. . . . J. H. Lubin left New York Sunday to winter in Florida.

HARRY BIBEN, Philly booker, was given testimonial by the Variety Club, Tent No. 12, Saturday night. Mrs. Biben is president of the Variety Club's ladies' auxiliary. . . . Nixon-Grand, Philadelphia, has an impressive list of septa and white "names" lined up. Ted Lewis' revue, current, will be followed by Claude Hopkins, Don Bestor, Bill Robinson, Cab Calloway and Duke Ellington, set by Eddie Sherman. . . . Jimmy Hadreas, dancer, replaced Jack Good in *Hollywood Follies* unit, playing Stanley, Pittsburgh, this week.

Booker Produces Unit

PITTSBURGH, Nov. 28.—Steve Forrest, local booker, is doubling into the producing field and will take a unit out early next month. Tour will include Ashton, Ky.; Ironton and Portsmouth, O.; Huntington and Charleston, W. Va. Unit so far comprises Six Carr Sisters, Shafer and Goodrich, Davis and McCoy, and Billy Sloan, emcee.

"Follies" Unit in Havana

HAVANA, Nov. 23.—Ernest Smith, owner of five theaters here, favors flesh. His Campoamor Theater is currently offering a show, on the French order, with plenty of nudity. It is *French Follies of 1937*, cast including Joanne Andrews, Eleanor Wood, Vanya, Roberts and Gaby and Le Sieur. Also a seven-girl chorus. Show is having a good run, price ranging from 40 to 60 cents.

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Loew's State, New York
(Reviewed Friday Evening, November 27)

Records aren't safe at this wonder house among vaudefillers. Last week the combo of Rudy Vallee's stage show and *Labeled Lady* pix set a new house record of \$44,468, besting the Burns and Allen money record of \$42,945. No record-making this week, but it'll be good considering tonight's last show play. Picture is *The Big Broadcast of 1937*, while vaude is one of poorest layouts seen here in a long time, even tho it boasts three headliners, Estelle Taylor, York and King and Salici Puppets. Show plays badly during its one hour and 21 minutes, and it's the last 24 minutes of puppets that pulls it out of the hole.

Dorothy Crooker Revue, a nice enough turn, is not a suitable opener. Too slow for that frame, but impossible to be switched. Blond Miss Crooker is an outstanding leg-control dancer, with Three Byrne Sisters and Roy Adler rounding out the turn with okeh hoofing. Got a fair hand.

Frank Conville, aided by Sunny Dale, is to this audience's liking with amusing nonsense. Not much substance to act, but the pair serve their horseplay delightfully. Afforded plenty of laughs, even tho it's the same material they've dished for a long time.

Estelle Taylor was generously treated by the audience in her weak singing turn. Aided by a male pianist, she looks attractive in a stunning white gown, but her singing is of poor quality. Three numbers and flowered over the footlights on the bowoff.

Chick York and Rose King, with True York and Bill Steel, carry on in next-to-closing. About a six-minute trimming of 20-minute running time would produce better results. Some spots still hilarious, especially where Rose whistles and hokes, but other spots bad, noticeably the quartet finish. That weakened their applause getting.

Salici Puppets, tops in entertainment, a European importation, finally makes this bill mean something. Runs 24 minutes and a treat from start to finish. A most entertaining variety show as presented by puppets, staged cleverly, and applause seemed to raise the roof when the curtain was lifted to reveal quintet of puppet manipulators. Sock of puppet show is concert item, a number that would catch on anywhere.

Ruby Zwerling and pit boys played the show well. House intended running five shows today, but switched to four when sufficient cutting wasn't possible.

SIDNEY HARRIS.

Palace, Chicago

(Reviewed Friday Afternoon, Nov. 27)
The Glorified Follies of 1936 opened a 15-day engagement here Thanksgiving Day with several cast changes since it first started out some 12 weeks ago. Caryl Bergman, the Three Sailors and Dan Carthay are no longer with the show, having been replaced by the Clymas Troupe, Hal Sherman and Marion Bellett and the English Brothers. At the show reviewed the last-named act was not caught due to the illness of one of the English boys.

The opening had Robert Pitkin, as an old stage doorman, conversing with Charles Carlile about the *Ziegfeld Follies* of the past, followed by a parade of former Ziegfeld beauties in replicas of costumes worn in former successes. The girls were Beryl Halley, Bettie MacDonal, Glada Cummings, Lenore Masso, Rosamond Du Bose, Virginia Dixon and Josephine Russo. A peppy line of 16 girls also did a routine in top hats and legs.

Hal Sherman was on twice, his first talking bit with two of the line girls being somewhat draggy, but his session of eccentric stepping later in the show sending him off to a big hand.

The Clymas Troupe have a new number called the *Kiss of Death*, done by

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NOTE—By popular demand act has been contracted for a return engagement at same theater, starting week January 1, 1937.

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three men and a girl, during which one of the men, smitten by a blond maid, is compelled to fight a duel with sabers with two devilish-looking men, only to die after winning the fight with a poisoned kiss from the girl. Earlier Loretta and Joe Clymas did a neat ball-room routine to nice applause.

Bob Easton and Ondee Odette were the comedy hits of the show. Ondee was wheeled on in a baby carriage and the crossfire talk between the two and another woman drew gales of laughter. A funny telephone bit followed and Ondee returned to do a song and dance with Easton. Act is refreshingly different and had little trouble in chalking up a hit.

Charles Carlile took care of the singing for the production numbers, all of which were nicely mounted and costumed, and took the spotlight alone for the singing of *Sally, Won't You Come Back to Our Alley?* and *In a Chapel in the Moonlight* in a pleasing tenor, drawing a very good hand.

F. LANGDON MORGAN.

Roxy, New York

(Reviewed Friday Evening, November 27)

A short but rather pleasant stage layout at the Roxy this week, with the film, *Reunion* (the Dionne Quintuplets' contribution to the glory of 20th Century-Fox), getting most of the play. Only two regular acts, the rest of the running time being taken up with production

numbers and the specialties contained therein.

Headlining is Edgar Bergen with his really standout ventriloquial turn. For use in the Roxy, sandwiched in between production numbers, he has cut it to just the operation scene—but that includes the best portion of the superior routine. Bergen still stands as one of the cleverest and most amusing voice throwers in the business. The other act, and it's also a honey, is Miss Wolford's Pets. There are nine pooches—and they're all dachshunds, which makes for both novelty and effect. Some of the routines are standouts, and the act shapes as a topflight dog session. It got plenty of applause, and deserved even more.

The leadoff production number is a wine-cellar affair that serves to introduce Ben Yost's Radio Ensemble, an all-male singing aggregation that clusters around the mike to sing various selections from operettas, after the Gae Foster Girls, house troupe, have performed a routine in some of the loveliest costumes that Bonnie Cashin has ever designed. The Yost group also comes back later for some more singing. The center-spot flash is a revival of a production number that the Roxy revives periodically, an effective affair built around three dance teams. The teams this time are Beryl and Martinez, Jeanette and Kalan and Martin and Virginia. All acquit themselves excellently. The finale flash is a holdover of the Foster Kids' amazing ball-walking routine, which was originally presented this summer and then revived last week. It's one of the grandest chorus numbers ever staged, and it brought down the house.

Business was fair the evening show second day. Layout opened Thursday this week instead of Friday, to cash in on the Thanksgiving trade.

EUGENE BURR.

Fay's, Philadelphia

(Reviewed Friday Afternoon, Nov. 27)

Fay's patronage have to look more than twice in gandering the marquee markers which herald Rudy Vallee's *Varieties* for this week. With Vallee getting the lion's share of the billing, a good many undoubtedly shilled at the tills in the belief that Rudy was among those present. Robert Reese's pit crew, up on the stage for this layout, hit off with *Your Time Is My Time* and an off-stage voice pipes "Hi ho, everybody, this is Rudy Vallee." But, as a mike gabber would put it, it's only a phonograph record.

If any pewholder peevied at this bit of legerdemain, the 60 minutes that followed did a bang-up job of public relationing and everybody left the house convinced that, regardless of billing, they saw a swell show. At least nobody asked for refunds on the stubs.

While every act registered solidly, the fate of the unit was left to Fred Lightner. And he proved ideal for the assignment. Mastering the ceremonies and digging a groove of his own, an unbilled gal straightening, Lightner was just one long laugh. It's not the material which makes him effective, but rather the lack of it. He is a clown who knows his own style of clowning best.

In a signed testimonial acts are all indorsed by the radio romeo. Swell stuff for the draw, but it's their work that proves the best recommendation. Lightner brings on first Al Ruskin and Ruth Norman, a personable duo, who don't overwork on their tap terps, but click nicely. Spasm of tripping gives them a chance to temper the madcap doings. Gives the show a sock start, but lose some of their well-earned laurels by returning later, for no good reason, in a so-so turn of taps.

The Stewart Sisters (Jean, Julie and Jean) follow with three-part harmonizing. Blend their voices nicely for a pop and a Hawaiian tune in the standardized trio style. Lightner has his inning and then the tempo lags with a music recital, Master Michael squeezing the accordion with nothing more to give than his mastery of the instrument.

Picking it up from there, shows ends in a blaze of glory with Roy Atwell and Al Bernie. For twisting the tongue and as a mixer-upper of syllabics Atwell has no peer. Last but not least, gives the stock-in-trade imitations. But Al Bernie's giving-outing makes for a solid return. Offers takeoffs on the Shadow, March of Time, George Arliss, a poor Jack Benny, better on W. C. Fields and Stepin Fetchit and an excellent Charles Laughton.

While Bernie curtains the bill audience never knows it until the screen

starts. Might be wise for Lightner to round 'em all up for a last bow.

Pix is *Rose Bowl* (Paramount). All but standing in the aisles when caught. ORO.

Oriental, Chicago

(Reviewed Saturday Afternoon, Nov. 28)

Nick Bolla has a fast-moving, well-produced and carefully routinized show in this unit. Nicely mounted with attractive settings and beautifully costumed, it is one of the most colorful and entertaining units to come this way in some time. Entire action takes place in front of a girl band of 12 called the Parisian Melodians, under the direction of Dorothy Wolf, with the exception of two turns done in front of the scrim.

After a novelty opening by the chorus Louise Glenn came on for a beautifully done toe ballet number. Wilfred DuBois was next with an expert session of juggling, during which he used a tennis racket and two balls, a billiard cue and triangle and a filled glass of liquid and coins, leaving to a nice hand. Beatrice Hagen sang *A Star Fell Out of Heaven* and *It's a Sin To Tell a Lie*, also *A Pretty Girl Is Like a Melody* as the showgirls paraded.

There were several neat chorus dance routines in the unit, and other acts were Lyman Curry and Louise Glenn, who were on twice with two nifty ballroom routines; Sally and Bobo, a dog, for acrobatics, balancing, turnovers and dancing; the Novelle Brothers with their acrobatics and dancing while playing violins and later with their well-known bird flirtation, drawing very good hands for both efforts; Lorraine Damen with an exotic East Indian number, in which she used her arms and hands, and the band, which had a spot by itself, doing *Dodging a Divorcee* and *I'm Getting Sentimental Over You*, featuring the trombone player and a sax trio, and Dorothy Wolf, band directress, singing *Until the Real Thing Comes Along*.

Joe and Jane McKenna, a couple of madcaps, wowed 'em with knockabout stuff, comedy dancing and falls and a burlesque adagio, leaving a hit. The finale closed with a drum number by the chorus and all on for bows.

F. LANGDON MORGAN.

RKO Keith, Boston

(Reviewed Thursday Afternoon, Nov. 26)

Charles W. Koerner, general booker for this house, has topped his knack of spotting click revues here with Eddie Cantor's *Six-Star Show*. The wide-eyed comedian comes back to these boards after an absence of seven years.

Eddie Rosenwald batons the ork in an overture of Cantor success hits. The curtain parts with a hundred patrons on stage, flanked by Texaco fuel pumps. Cantor comes out to a demonstration, takes over the emcee job and gags on Hub traffic situations. Jimmy Wallington, ace mikeman, takes a bow and fools around with Cantor. Cantor smacks with his imitation of Buddy Doyle's *The Great Ziegfeld* imitation of Cantor warbling *If You Knew Susie*. Wallington baritone the same number to the crowd's delight. Parkyakarkus, Boston's own, is introduced as Dorchester's gigolo and with Cantor carries on a session of dead-pan Greek dialect.

Betty Jane Cooper socked with two tap specialties to such a degree that there was extraordinary intermittent applause. Between the two routines Wallington comes out to feed applause for Miss Cooper (Mrs. Wallington.) A nice gesture cleverly manipulated.

Perking the heartbeat of the audience to a high pressure, Wallington announces that the Hub is today proud to have in Boston Shirley Temple (Cantor in kid costume and wig). Cantor does a Temple with *On the Good Ship Lollipop* with parody. Not for some time have we heard such legit bellies. House was in an uproar.

Jacques Renard, another local boy, steps from the pit to the stage as Cantor thrusts reducing gags to the rotund musician. Renard smashes with fiddle work to *Take Me in Your Arms*. For an encore he bows out *When Did You Leave Heaven?* as Cantor dishes out the vocals. Not in many a blue moon has an audience here cheered and applauded a performer as it did Deanna Durbin, young coloratura. The lass was a sensation when she sang *El Pachito* and encored *Make Believe* from *Show Boat*. She received a myriad of curtain calls, with Cantor exiting her after giving her

forthcoming flicker, *Three Smart Girls* (U), a plug.

Cantor closes the 40-minute show with *Let Them Keep It Over There!* amid banzans and a typical patriotic demonstration. His theme, *I Love To Spend One Hour With You*, brought sighs of regret that the show was over.

Renard directed the ork for the revue. Cantor included several gags about his family. Cantor gets 15 grand, plus percentage, for a six-day five-a-day engagement.

The Smartest Girl in Town (RKO Radio) is the picture. Biz terrific. SID PAINE.

Earle, Washington, D. C.

(Reviewed Monday Evening, Nov. 23)

Current bill at this Warner house offers pleasing variety and merit, with Niela Goodelle, radio songstress, in the top spot and supporting talent delivering more than usual for a week that sees picture getting all the exploitation. Celluloid is *Three Men on a Horse*; business fine at this midweek show.

Goodelle gal scores well on her four numbers, using standing mike for two and accompanying herself at the grand for other pair. Netted good response for *The One Rose*, number that has stood town on ear. Clever arrangements, with Freddie Clark and pit boys aiding, contributed greatly to renditions.

Placed next-to-closing are Manginis, sock muscle turn that wins house with its smooth and seemingly effortless performance. Starting from pose and finishing the same, boys of brawn offer continuous succession of amazing demonstrations that leaves the viewer limp. Both sheer strength and control displayed, with every motion methodical, not a suggestion of jerkiness. Musical background used and boys incline heads after particularly strenuous bits acknowledging applause as they take very short breathers. A well-planned act that ranks close to the top in its department.

Cookie Bowers, something of a local favorite, takes three bows easily for his imitation and pantomime bits. Starts with series of barnyard sounds blended cleverly in a nonsense narrative and follows into miming, with house going overboard for his impressions of man arising and trying to sew and gal retiring. Both are well-worked-out items with hilarious touches, and Bowers' affable, appreciative manner goes well.

Opener is Lew Dutlers, with Jean and Joan, featuring a novel simulation of ice skating in dance. A striking bit, with other efforts routine tap stuff, each of trio taking spot for short sinele. Okeh but nothing new. CHRIS MATHISEN.

Stanley, Pittsburgh

(Reviewed Thursday Afternoon, Nov. 26)

While not among the best shows to play the Stanley, *Hollywood Follies of 1937* is among the cleanest and neatest units that have ever invaded the Smoky City. It is novel in many sessions, too.

Leon Errol scores a personal hit with his rubber-leg work. He is surrounded by a capable aggregation of performers and a hard-working and lovely 12-girl line. Outstanding is the topnotch dancing of Sunnie O'Dea, local girl, and Jimmy Hadreas.

Most impressive production scene is the opening, in which the members of the cast are introduced as they arrive in an airliner. Errol gets the next spot with his hilarious drunk bit, in which he has trouble stamping and mailing a letter. Plenty of laughs. Yola Galli, prima donna, displays a great voice in brief song concoctions and then is joined by Lou Ashe for a musical number augmented by the line.

Sunnie O'Dea, talented and vivacious little dancer, netted loads of applause with her interpretative tap versions of *When I'm With You* and *I Like a Girl*. Not only does she execute extremely difficult steps with comparative ease, but (See STANLEY, PITTSBURGH page 22)

Yacht Clubbers Into Boston

NEW YORK, Nov. 30.—Yacht Club Boys have been booked by Paramount to open December 25 at the Metropolitan, Boston, agented by Sam Lyons. Appearances here and other spots for Paramount may follow.

Eagle Mgr. Stanley, Pittsburgh

NEW YORK, Nov. 30.—Jane Withers, child movie "name," is taking on personal appearances. Paramount has set her for New Year's week at the Metropolitan, Boston.

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New Acts - Bands Reviews

Hong Kong Trio

Reviewed at Folly Theater, Brooklyn. Style—Comedy, singing and musical. Setting—In two. Time—Eleven minutes.

A trio of celestials who play on guitar, banjo and bass, sing and do imitations. Dressed in rich, colorful Chinese robes, they open with appropriate *China Boy* and follow with an imitation of a Chinaman doing *Music Goes 'Round and Around*. Last was good laugh getter despite indistinct diction. Bass player was next given opportunity in *Tiger Rag* to display 'surprisingly excellent slapping. An imitation of a speeding locomotive; a Hawaiian number, with mean hip swinging thrown in, and an Oriental's impression of our Western crooners followed in order, with good response that built up to show-stop.

Novel and colorful as a presentation, with better-than-usual playing and singing, the act depends for its punch mainly on its East-West burlesqued imitations. G. C.

Virginia Verrill

Reviewed at the Paradise Restaurant, New York. Style—Singing.

Here is a singer to watch. Has all the qualities needed for a rise to the top. A pretty brunet, Miss Verrill has developed a compelling singing style, knowing how to handle her voice for maximum effect. Special arrangements are fine and permit her to make quick changes in tempo and volume. Not only that, but her diction is excellent and enables her to make the lyrics mean something.

Offered *I Love You, Baby*, in French and English for an opening. A sock opening. Then came *Until the Real Thing Comes Along: Night in Manhattan*, from the picture *Big Broadcast of 1937*, and encored with *Slap That Bass*, a novelty number using the bass player for stooge, and *Dirieland Band*, a swiny tune.

Each number was delivered carefully and put over, Miss Verrill making a solid impression. P. D.

Schelly and Devine

Reviewed at the Folly Theater, Brooklyn. Style—Acro comedy. Setting—In one and two. Time—Eight minutes.

Schelly and Devine, accomplished team of noke hand-to-hand artists, pull plenty of laughs with their turn. Work in silence, become tangled in ludicrous positions, drop trousers showing scarlet underwear, etc. A bit old-fashioned, perhaps, but the stuff gets over very well.

Wind up with a couple of nice straight turns, most difficult of which is a flying horizontal leap by Devine, who is caught hand-to-hand and balanced by Schelly. A good-looking piece of business. Act clicked okeh. E. A.

Diana and Duval

Reviewed at Folly Theater, Brooklyn. Style—Adagio. Setting—In three. Time—Six minutes.

Team appears twice during the show, offering an Indian dance and another in which the girl wears a very long trailing garment. Handles it beautifully while being thrown about, too. Couple do not fare so well in first turn, but come thru much better in second. Indian business seems much overworked lately and perhaps should be omitted in favor of a less common routine.

Pair impressed as rather young but talented. In need of more experience. P. A.

Tom Barry

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

Tom Barry, emcee for show, sings three tunes in his own spot. Possesses stage presence, a clear and powerful voice and is smart in choice of numbers. Offerings were *You and the Night and the Music*, *A Star Fell Out of Heaven* and *Empty Saddles*.

Socked with all three and probably would have encored but for the shortage in time occasioned by the long show. A good vocalist and good emcee. P. A.

Estelle and LeRoy

Reviewed at the Paradise Restaurant, New York. Style—Ballroom dancing.

One of the newer teams, having come here from London last year, Estelle and LeRoy are already entrenched as a class team. Possess appearance, poise, grace and that quality of ingratiating swank so necessary to teams working the so-called better spots.

Offered three numbers here: a sweet waltz, a musical fox-trot and then a flirtation dance. Each number has the necessary romantic embraces, coy posturing, graceful movements and, for dramatic effect, spectacular spins. Their more strenuous stunts never appear labored or winded, both of them coming out of spins gracefully. Their third number, incidentally, is their best, as it includes a charming and effective flirtation pantomime.

Made a solid impression when caught here. Team moves into the Radio City Rainbow Room after this engagement. P. D.

Marie Hollis

Reviewed at the Paradise Restaurant, New York. Style—Acrobatic dancing.

A blond acrobatic dancer who is far superior to most others of her type. Was on several minutes here, holding close attention all the time and bowing off to a huge hand.

Displays marvelous control, putting her body into all sorts of odd positions, such as a standing split and foot over shoulder. Does many trick poses while balancing on one leg, and also snaps off a series of flips, cartwheels, front-overs and leaps. Works with cool poise, keeping her routine varied and moving at a fast clip. Not only that but she exhibits her stunts with the utmost in showmanship, building right into a sock finish. P. D.

Jimmy and Nora Bell

Reviewed at the Paradise Restaurant, New York. Style—Tap dancing.

A young mixed team that should have no trouble doing all right in night clubs. The girl is a pretty little brunet and her partner is a nice-looking young fellow.

Specialize in fast tapping, getting in plenty of action and moving around to avoid monotony. Followed a straight tap with a tap and spin number, giving their act that little extra something to make it stand out. Made a good impression here. P. D.

Jones and Rooney Trio

Reviewed at Folly Theater, Brooklyn. Style—Comedy and dancing. Setting—In one. Time—Eight minutes.

Two nice-looking boys who indulge in hearty horseplay and weak comedy patter and a girl who taps while the boys accompany on guitar and clarinet is the sun total of efforts by this outfit.

Act is fast, with the falls and tumbling netting good laughs and the girl's number drawing a fair hand. Lacks an adequate punch, either in talk or sight stuff, to cap off a possible sock act. G. C.

Carlton and Juliette

Reviewed at El Teatro Cervantes, New York. Style—Dancing. Setting—Front of band. Time—Six minutes.

Carlton and Juliette impress as substantial Latin talent. Do ballroom routines. Are smooth workers, nice lookers and have good routines. Appeared in waltz, fox trot and rumba and scored, even tho spotted in a bill featuring strong Latin favorites. P. A.

Additional Night Club Reviews

Paradise Restaurant, N. Y.

A honey of a show. Staged by Georgie Hale, it has been running the past couple of months and improving all along. Using stronger specialties than the nearby Hollywood, this would be the perfect floor show were it not for lack of comedy. However, the pretty gals, the eye-filling costumes, the snappy tunes and the sock acts more than make up for this lack.

The production numbers, of course, are the basis of the show. The 16 chorines are pretty and dance with zest, while pert Julie Jenner leads the numbers with her singing and dancing. The 14 parade girls are easy on the eyes and are given beautiful and revealing costumes. Main big numbers are *A Treat for the Eyes*, *The Camera Doesn't Lie*, *Gloomy Sunday* and *Esquire*. In the *Camera* number Joyce Duskin wears a 100-pound gold-mesh gown, which ought to make the women customers green with envy. Janice Andre, nude dancer, is featured in *Gloomy Sunday*. Has a gorgeous figure and makes sure everybody gets a good look before she is cast into a prop cauldron by the chorines. The *Esquire* number has the showgirls out in trick getups in which the breasts are disguised as eyes. Not new, but still an effective stunt.

Bert Frohman, who has become a great favorite here, being held over from the last show, is emcee. He is a genial fellow who keeps the show moving rapidly and then steps out in closing spot to thrill the gals with his high baritone. Virginia Verrill is another standout. A comedy brunet, she had to do two encores, the customers loving her charm and fine singing voice. Looks like a real comer.

Paul Sydell and Spotty followed, and the patrons were entranced when the small dog performed his cute contortion tricks. A smaller dog is used for an encore. Estelle and LeRoy, improving right along, now shape up as one of the finest ballroom teams around. Hand-

some, smooth and graceful, they offered three lovely numbers here, changing their style often and cleverly utilizing romantic embraces and flirtation bits.

Blond Marie Hollis' acrobatic dancing is a delight. Her marvelous control and pliant body put her over with a sock. Jimmy and Nora Bell, young and snappy team, come thru with fast and varied tapping making a nice impression. Jimmy Richards' pleasant tenor voice led most of the production numbers.

Jay Freeman's Orchestra provided capable accompaniment for the show and also danceable rhythms for the dancing.

Business is still good, the swell show undoubtedly drawing plenty of repeaters. Paul Denis.

Versailles, New York

Night club debut of Mitzl Green, former child star, is the main interest of the current show here. Now 16, Miss Green blossoms out as a charming young blonde who seems all set for a new career, this time as an ingenue and dramatic actress.

Altho her singing voice no longer possesses the vibrant quality that made her a child star, it is still pleasant enough. She uses it sparingly, preferring to sing-talk most of her special lyrics and also to attempt impersonations and dramatics. Opens her act with *Dangerous Rhythm*, a swiny tune, and then puts over a special, *I Don't Want To Do Impersonations*, in which she does a couple of impersonations anyway. The Mae West number is fair, but her George Arliss bit is swell. Then comes another ditty, her old favorite, *Sing, You Sinners*. For a finish she offers another song-recitation, *I Want To Act*, winding up with her impression of Luise Rainer phoning William Powell in *The Great Ziegfeld*. This bit alone stamps her as having genuine dramatic talent. A Fannie Brice imitation, serving as good contrast, affords a pleasing encore.

Gomez and Winona are in even greater

form than when last reviewed at the Radio City Rainbow Room. Did three click numbers and had to encore twice. Have smooth appearance and grace, exhibiting spectacular movements with the appearance of effortless ease.

Gali Gali, Egyptian sleight-of-hand artist, is winding up a record run of 14 weeks here. His tricks with cards, coins, silks and live chicks are superbly performed. Working close to his audience, Gali stuns the patrons with his marvelous switches and smooth and mystifying style.

Dance music is supplied by the Meadowbrook Boys, eight men dishing out dance rhythms in acceptable style. Alternate band is the Hawaiian Beach Boys, seven men providing softer music emphasizing strings. A couple of the boys step out for tenor vocalizing.

Still doing consistently heavy business with its policy of names, usually set for two-week engagements, this class spot has Elsa Maxwell booked for return engagement, to follow Miss Green. Paul Denis.

Yacht Club, New York

One of the biggest money makers on the street (and there are 20 other clubs on this one block, West 52d street), this spot has been remodeled and enlarged.

Current show is almost 100 per cent sock stuff. Henny Youngman, in the seventh week of his return engagement, is really terrific. Handing out enough good gags to keep a dozen radio programs going, Youngman is easily one of the sharpest wits in town. A sly fellow, he is quick at ad libbing and has no trouble holding his crowd. Writes his own material, too.

The other shining light here is vigorous Frances Faye, just back from the Coast. Miss Faye is one of those dynamic ladies who pounds hot rhythm out of the baby piano and sing-shouts her songs. Her lusty voice and style compel attention. A perfect act for an intimate night club.

Johnny, singer, and George, singer-pianist, make up one of the best two-man teams around. Johnny is a superb singer of spicy ditties, giving them an extra touch of showmanship, while George is an accomplished pianist and a good singer on his own. A class colored team.

Patsy Ogden, red-headed, is on for a tap specialty, but fails to make due perhaps to the too small floor. Peppers, colored, supply good intermission music on the violin, bass and guitar.

The dance band is only fair. It's composed of Jack Wallace (leader and drums), Jules Kelton (violin), George Snowhill (sax) and Lynn Greiner (piano) and has been here the past month and a half.

Al Felshin is still the host.

Paul Denis.

Green Room, Edison Hotel, New York

This comfortable dining room has been doing a fair business. Food, drinks and prices are okeh. The entertainment, on the other hand, is good but skimpy. Just a band, a couple of vocalists and an accordionist.

Band is Bobby Hayes. A nice outfit that can dish out tingling rhythm. Leader doubles on the sax, flute and other reeds and is backed by two saxes, drums, guitar, trombone, piano, bass, accordion and two trumpets. The accordionist, red-headed Miss Gypsy Lee, plays with the band, giving the Latin tunes that extra something. Also works between band sessions.

Chief vocalist is brunet Muriel Byrd, whose contralto voice is a delight when doing ditties for the band. During the intermissions she is at the piano, accompanying her own voice excellently. Bob Berry, baritone, lends his pleasant voice in the pop numbers with the band.

Sound system is excellent, tho a bit too loud. Dancing floor is ample and atmosphere is all right. Paul Denis.

Three Houses Are Auctioned

Masque, Majestic and Golden under hammer—at upset price to Magoro Corp.

NEW YORK, Nov. 28.—The Magoro Corporation, which refused to allow itself to be identified further than by its corporate title, but which was represented by William Klein, attorney for the Shuberts, bought up the Masque, Majestic and Golden theaters Monday for the price set by the court as the lowest bid. Fixed by court order, upset price was \$700,000. Auction was held because of action brought by the Continental Bank and Trust Company, as trustee, against the Theater Zone Realty Company, to satisfy a mortgage of \$1,997,621, with interest. Original mortgage, without interest, was almost three times the price paid at the auction.

Besides Klein, who represented the buyers, officers of the company are John J. Turkeltaub, vice-president, and Milton R. Weinberger, secretary. Two latter signed the contract.

No arrangement has as yet been made for the disposition of the property, according to Klein, but he indicated that an announcement would be made shortly. Stem rumor had it that the three theaters, which have housed many legit shows and are among the most constantly lighted in the legit sector, would be torn down eventually to make way for a commercial building.

Majestic is currently housing *On Your Toes*, while *Double Dummy* is at the Golden. *Holmes of Baker Street* is booked for the Masque, opening December 7.

Plenty Philly Setbacks

PHILADELPHIA, Nov. 28.—Shuberts have set back the previously promised American premiere of Franz Lehár's operetta, *The Rising Star*, set to show here at the Forrest during Christmas week. Substitution brings in a revival of *Naughty Marietta*, with Ise Marvenga and Robert Shafer in the leading roles.

A stimulated box office in New York holds back two other productions scheduled to show here before the year runs out. Neither Gielgud's *Hamlet* nor the D'Oyly Carte Opera Company will end their Gotham runs as scheduled, which means that Philly may not see them until late in January or February. Local engagement of *Boy Meets Girl* also set back. A road company is playing Boston, but George Abbott may hold off the Philadelphia date until he can send the original New York cast here.

New Hampshire Sunday Show

CONCORD, N. H., Nov. 28.—For the first time in the entertainment history of New Hampshire, a legitimate show will play a Sunday evening engagement when Charles Harris brings the original Boston company of *Boy Meets Girl* to the Auditorium Theater here on December 6 for one night.

Much significance is attached to the road showing of this attraction, according to Harris, since the owners are anxious to pioneer a New England route for productions playing Boston this season. If the Concord engagement proves a success it is understood that the city will be included in the New England circuit.

More Indianapolis Dates

INDIANAPOLIS, Nov. 28.—Legitimate theater prospects in Indianapolis brightened considerably this week with the announcement within the space of two or three days of several more attractions engaged to play at English's Theater by Vincent Burke, manager.

Burke announced that *Children's Hour* had been definitely booked into the theater for three days, starting Thursday, December 10. The next legitimate attraction will be *Pride and Prejudice*, which will open for two days on Christmas Day. Burke also announced that he is holding open two sets of dates in January for bringing in *The Night of January 16*, as no definite route has been set by the company.

A year's subscription for The Billboard makes a REAL Christmas gift.

BROADWAY RUNS

Performances to November 28, inclusive.

Dramatic	Opened	Perf.
And Stars Remain (Guild)	Oct. 12	56
Black Lighthouse (Mansfield)	Nov. 9	24
Boy Meets Girl (Cort)	Nov. 27	426
Dead End (Belasco)	Oct. 28	458
Double Dummy (Golden)	Nov. 11	22
Hamlet (Gielgud) (Empire)	Oct. 8	60
Hamlet (Howard) (Imperial)	Nov. 10	23
Hedda Gabler (Longacre)	Nov. 16	16
Idiot's Delight (2d engage.) (Shubert)	Aug. 31	104
Johnny Johnson (44th St.)	Nov. 19	12
Matrimony, Pfd. (Playhouse)	Nov. 12	20
Pre-Honeymoon (Little)	Apr. 30	238
Reflected Glory (Morosco)	Sept. 21	80
Stage Door (Music Box)	Oct. 22	44
St. Helena (Lyceum)	Oct. 6	63
Swing Your Lady! (Booth)	Oct. 18	48
Three Men on a Horse (Fulton)	Jan. 30	768
Tobacco Road (Forrest)	Dec. 4	1282
Tonight at 8:30 (National)	Nov. 24	7
Torahich (Plymouth)	Oct. 15	52
200 Were Chosen (48th St.)	Nov. 20	11
Victoria Regina (2d engage.) (Broadhurst)	Aug. 31	104
Musical Comedy		
D'Oyly Carte Opera Co.:		
(Beck)	Aug. 20	116
Iolanthe	Sept. 21	16
Mikado	Aug. 20	16
Pirates of Penzance and Trial by Jury	Aug. 31	16
Gondoliers, The	Sept. 7	16
Pinafore and Cox and Box	Sept. 28	16
Princess Ida	Oct. 12	8
Yeomen of the Guard	Sept. 14	16
Patience	Oct. 5	8
Ruddigore	Oct. 22	4
Forbidden Melody (New Amsterdam)	Nov. 2	32
On Your Toes (Majestic)	Apr. 11	265
Red, Hot and Blue (Alvin)	Oct. 29	36
White Horse Inn (Center)	Oct. 1	68
Ziegfeld Follies (2d engage.—revised) (Winter Garden)	Sept. 14	88

Present Wilson Tragedy

PARIS, Nov. 23.—Municipal Theater of Basle, Switzerland, is presenting a tragedy, *Friedenstragedie (The Tragedy of Peace)*, which is built around the efforts of Woodrow Wilson at the peace conference in Versailles. Has scored a tremendous hit.

The tragedy is the work of the Swiss author, Albert Steffen, and is a curious but interesting play revealing the author's idea of the conflict between Wilson's idealism and every-day reality. While admitting the failure of Wilson's ideals and ideas, the play does not condemn him.

Out-of-Town Openings

"Bedtime for Ali Baba"

(New Haven)

By Kennedy Kane. Staged by Melville Burke. Settings by Arne Lundborg. Costumes by Russell Patterson. Produced by Phillip Dunning at the Shubert Theater for a four-day run beginning November 18.

The cast includes W. J. McCarthy, Robert Harrison, Elmer Brown, Bramwell Fletcher, B. I. Carter, Jimmy Savo, Margaret Mullen, Nancy Barnwell, John Hammond Bailey, William Sanders, Ruth Gilbert and others.

Jimmy Savo, cast as Ali Baba in a satire on the Arabian Nights, makes a grand effort to overcome the limitations of the weak book of *Bedtime for Ali Baba*. Incidents of the play are based on the familiar legends and characters, such as the Forty Thieves, the Caliph of Bagdad and Morgiana, the slave girl, etc. Savo, obviously at home in such a spot, pantomimes thru a series of ludicrous situations entailing demands from the king that his finger, ear, etc., be cut off. Bramwell Fletcher, cast as Hassan, also comes thru with a worth-while effort, as does Ruth Gilbert as Morgiana.

Costumes and sets are nicely done, and it is unfortunate that such good production—together with a fine cast—should be wasted on threadbare material. Play is scheduled to open at the Lyceum, New York, soon, and perhaps Savo and the other leads will keep it above water for a while. *Colavolpe.*

"Troubled Island"

(Cleveland)

By Langston Hughes. Directed by Rowena Jelliffe. Scenic designers, Foster Springer, Leroy Polk, James Strothers, Lemuel Johnson, Nolan Bell, Curtis Bell, Harvey Williams, John Seats, Franklin Boozer and Ray Johnson. Produced by the Gilpin Players at the Karamu The-

Chicago WPA Unit Produces Big Revue

CHICAGO, Nov. 28.—Oh, Say, Can You Sing?, Federal Theater's first musical revue and probably the biggest and most elaborate show to be put on by any WPA theater unit since the inception of the bureau, will have its premiere at the Great Northern Theater next week. With book and lyrics by Sid Kuller and Ray Golden and music by Phil Charig, the production, a travesty on the government in show business, boasts a cast of 250.

There are three choruses, one male and one female Negro chorus and a white female ensemble, which have been prepared in dancing and rehearsed by Sammy Dyer, well-known local cafe producer. Grace Cornell and Kurt Graff, last with a company of *As Thousands Cheer* and operators of a dance academy here, have been producing the ultra-modern routines, with Bertha Ochsner in charge of comedy dancing. Lillian Rosedale Goodman, formerly of the harmony team of Holt and Rosedale, has trained the singing groups. Production is being directed by Hedley Gordon Graham, several years ago a stage director for Warner Bros.

Joe Whitehead and Grace Herbert, of Charles and Grace Herbert, will have the leading roles, with other featured singers, dancers and players being William Joy, Virginia Crane, Buddy Rich, Olive Bernard, John Burdette, Robert Gay, Sherry Wynn, Bertha Ochsner and Marie Brown, together with an orchestra of 25.

Current release of the *March of Time* has devoted almost half of the issue's footage to intimate rehearsal shots and candid backstage views of this production prior to its public opening.

Philly's N. Y. WPA Troupe

PHILADELPHIA, Nov. 28.—First public paid performance of the Federal Theater Project in Philadelphia set for Christmas week at the New Locust Theater, *It Can't Happen Here* being the offering. Booking is causing the local unit no end of embarrassment. Instead of using local out-of-work actors, company is being brought in from New York.

From Out Front

By EUGENE BURR

With Thanksgiving dinner cooking merrily in the kitchen, a hungry reporter is in no mood to dicker. Somehow a column is supposed to get itself written, but the enticing odor of what is to come drives thoughts of the theater entirely out of a mind that is a bit tired of such thoughts anyhow. Thanksgiving dinner, however, altho it may feed a reporter, will most assuredly fail to feed the waiting presses—so, willy-nilly as the saying goes, something must be done. Thought turns in desperation to that oldest and most reliable of the column's work-avoiding gags: the so-called dictionary of theatrical terms that has appeared here at unhappy intervals. It's one way out—and if you don't like it, blame the aroma of Thanksgiving dinner, not me.

With strength of willpower hitherto unequalled in a writer about things theatrical, your reporter, on this day of all days, will refrain from defining turkey.

backdrop—a sheet of canvas, lowered at the back of the stage, upon which scenes were once painted, in the days when producers and scenic designers gave the customers credit for imagination. Backdrops are now thought to be outmoded; instead of painting a church on a piece of canvas, for example, we now suggest the church by flights of steps that go up to the flies and a pair of candles that rise from the orchestra pit. This is called New Art.

benefit performance—an extra performance of any show, from which everyone benefits except the performers.

general utility man—the actor who, in the days of repertory companies, was prepared to play any small part that fell to his lot, enacting Chinamen, Irishmen, adolescents, septuagenarians, financiers, peasants and even actors, with equal willingness and aplomb. If good, he later became Walking Gentleman, and then, sometimes, Leading Man. The system has now been changed. Actors play only their own Types, and become Leading Men because of the impression their own personalities make upon a gullible public.

ham—an actor.

junior Equity member—under present rulings, a person who may have been on the stage 25 years, but who remains a junior with a \$25 minimum wage simply because the shows he was in folded suddenly and failed to give him a total of 50 weeks of actual playing. The ruling was made because of a divine conviction that a player appearing and starving in many flops does not know the problem of the average actor as well as a bit-part ingenue who, thru cajoling the producer, manages to get herself into a 50-week hit.

juvenile—any player under 50 who hasn't the ability to become a character man. A good-looking ribbon clerk with a yen for the theater. A homely ribbon clerk with a yen for the theater.

lighting—the easiest means of disguising the set and the faces of the players.

limited engagement—something that is announced when the producer knows that his show hasn't a chance for a run.

night club—the new home of burlesque, wherein burlesque's only saving grace, its brazen honesty, is hidden under a gilt smirk, in an effort to aid the customers to convince themselves that they're interested in Art and Sophistication, rather than in good, clean, out-and-out dirt.

pass—a bid in a bridge game denoting a complete absence of anything good; a bid to a theater denoting the same thing.

satire—a play which sets out to kid something else, but ends only by kidding itself. Some reviewers called *Johnny Johnson* a satire.

sophistication—the art of making something shallow seem impressively profound to people who, themselves shallow, take a great delight in thoughts of their own profundity; filth wrapped in cellophane.

special matinee—usually the means of donating an extra one-eighth of a week's salary to the cast.

spotlight—an electrical device used to show the audience where it is supposed to be looking; a glare inexplicably favored by actors, which displays to best advantage all of their many weaknesses and defects.

stage door man—a former producer. (See FROM OUT FRONT on page 32)

"The Wingless Victory"

(Washington)

Maxwell Anderson provides Katharine Cornell with a new play in blank verse, produced under the egis of Guthrie McClintic, with settings by Jo Mielziner. (See Out-of-Town Openings on page 32)

New Plays on Broadway

Reviewed by Eugene Burr

48TH STREET

Beginning Friday Evening, November 20, 1936

200 WERE CHOSEN

A play by E. P. Conkle. Staged by Worthington Miner, assisted by J. Edward Shugrue. Settings designed by Donald Oenslager, constructed by Vail Scenic Construction Company and painted by Robert W. Bergman Studio. Presented by Sidney Harmon and the Actors Repertory Company.

Tom Johnson	Anthony Ross
Mrs. Lulu Johnson	Kathryn Grill
Henry	Royce Blackburn
Tommy	Ramon Blackburn
Mrs. Nicoll	Dorothy Brackett
Ola	Rose Keane
Jim Chandler	Robert Williams
Bill Day	Douglass Parkhurst
Herb Collins	Fred Stewart
Farley Sprinkle	Will Geer
Mickey Nicoll	Robert Porterfield
Hodges	Aldrich Bowker
Reartrice Cole	Lesley Stafford
Don Bliss	Eric Walz
Luke Cole	Gordon Nelson
Mrs. Ella Cole	Norma Chambers
Birdie	Patricia Roe
Cleve Walters	Charles Jordan
Jennie Walters	Paula Bauersmith
Jim Conwell	Neill O'Malley
Hannan	David Clarke
Mrs. Hannan	Lucille Strudwick
Shaw	John O'Shaughnessy
Paulsen	Richard Allen
Amick	Richard Fredericks
Lindstrum	Edward Mann
Mrs. Lindstrum	Herta Ware
Riley	William H. Chambers
A Colonist	Robert Reeves
Per Solum	Frank Tweddell
Inspector Ingraham	Bertram Thorn
Guard	Everett A. Perez

FLACE: Matanuska Valley, Alaska.

ACT I—Scene 1: An Afternoon in June, 1935. Scene 2: Late Afternoon. Five Weeks Later. ACT II—Scene 1: Early Evening. Two Weeks Later. Scene 2: Four Hours Later. ACT III—Scene 1: 5:30 A.M. Three Days Later. Scene 2: Twenty-Four Hours Later.

The first really fine drama of the season came to town last Friday night under the auspices of Sidney Harmon and the Actors Repertory Theater. Entitled *200 Were Chosen*, it is the work of E. P. Conkle, a new playwright, and it is to be seen at the 48th Street Theater. It is a thrilling play.

Conkle still has many things to learn about playmaking—he includes an unnecessarily pat bit of sentimentality in his second act; he spoils his final curtain by continuing his play about 90 seconds longer than he should have—but those are minor things. Writing with dignity and force, with a warm sense of character and deep humanity, with sincerity and truth, he is a dramatist to be reckoned with.

His first play deals with one of the Noble Experiments undertaken by the government during the past four years. It is the experiment of transporting a group of Midwestern farmers, on relief, to the Matanuska Valley in Alaska,

as colonists; and it is a pitiful and moving saga of governmental inefficiency, heartbreak, recalcitrant humanity, and a final, stirring surge of the pioneer spirit. There is little or no play in the accepted sense; what individual plots there are for the most part trite enough; but the drama stands as a living and stirring thing, a stage document that is forceful, sincere, gripping and altogether excellent.

It is a vicious circle that Conkle describes. Governmental incompetence slowly drains the enthusiasm of the settlers; they slide back into an acceptance of relief, tempered with terror when their children sicken and die beneath the rigors of the Alaskan sky. Hard-bitten earthbound men, the settlers refuse to budge, refuse to stir themselves to alleviate their own lot, after the initial disappointments forced upon them by the government. Finally, however, they are roused to build a hospital for the children, and then, with the administration in more able hands, work surges ahead.

That is all; yet it is told thrillingly—the story of a pioneer people rather than of a group of individuals, the saga of a spirit rather than the tale of an emotion. It is a stirring evening in the theater.

The play reaches out (as someone once said in a different connection) to tear the heart with pity and with terror. Its group spirit is honest and sincere; its lines ring clear and true. And those lines are beautifully delivered by members of the Actors Repertory Company, a group which, good as it was last season in *Let Freedom Ring*, has improved 100 per cent in the interim. There is not a single false note to be discerned in the playing at the 48th Street; the Actors Rep. on the basis of its current work, stands out as our finest acting group; it is at present offering the best ensemble playing that I have ever seen.

And individual playing, too, stands cut, despite the splendid work contributed by the company as a whole. Chief, to my mind, is Paula Bauersmith's glowing performance as the woman who leads the settlers out of their self-made rut—a performance of clarity, beauty, insight, tenderness and tremendous theatrical effect. Also outstanding is the work of Will Geer, Anthony Ross, Robert Porterfield, Robert Williams, Charles Jordan, Norma Chambers, Kathryn Grill, Dorothy Brackett and many of the others.

And, adding to the general effect—creating a great deal of the acting effect, one suspects—is Worthington Miner's direction. It is a stirring and splendid directorial job, gloriously overcoming many difficulties, and standing out as by long odds the best piece of direction this season. It, as much as either the writing or the acting, makes the evening what it is.

Also worthy of note is Conkle's honesty in viewing a present and living problem. Unlike almost all other dramatists who deal with subjects of this type, Conkle sees both sides. If he denounces governmental red tape, he also denounces the stubborn inertia of the settlers; if he shows the hardships of the raw colonists, he also shows the hardships of the government men who were supposed to whip them into line. And thru it all runs his sense, warm, sympathetic, affecting and vital, of struggling humanity as it faces, in its blundering way, overwhelming odds—and overcomes them.

Incidentally, on the basis of *Johnny Johnson* and *200 Were Chosen*, one suspects that the much-publicized Group Theater could learn a lot from the Actors Rep.

44TH STREET

Beginning Thursday Evening, Nov. 19, 1936

JOHNNY JOHNSON

"A legend," with play by Paul Green and music by Kurt Weill. Staged by Lee Strasberg. Settings designed by Donald Oenslager, built by William Kellam and painted by Bergman Studios. Costumes designed by Paul Du Pont and executed by Eaves. Musical director, Lehman Engel. Presented by the Group Theater.

The Mayor	Bob Lewis
The Editor	Tony Kraber
Minnie Belle Tompkins	Phoebe Brand
Cranda Joe	Roman Bohnen
A Photographer	Will Lee
A Boy	Curt Conway

Johnny Johnson	Russell Collins
Anguish Howington	Grover Burgess
Aggie Tompkins	Susanna Senior
Captain Valentine	Sanford Meisner
Dr. McBray	Lee J. Cobb
Private Patrick O'Day	Curt Conway
Sergeant Jackson	Art Smith
A Camp Doll	Unice Stoddard
Corporal George	Albert Van Dekker
Private Fairfax	William Challee
Private Goldberger	Will Lee
Private Harwood	Tony Kraber
Private Kearns	Ella Kazan
Private Svenson	Herbert Ratner
A West Point Lieutenant	Joseph Pevney
An English Sergeant	Luther Adler
Johann Lang	Julius Garfield
A French Nurse	Paula Miller
An Orderly	Paul Mann
A Doctor	Art Smith
A Sister From the C. D. S. D. L. D.	Ruth Nelson
Chief of the Allied High Command	

His Majesty, a King	Morris Carnovsky
Belgian Major-General	Orrin Jannings
British Commander-in-Chief	Luther Adler
A French Major-General	John Most
French Premier	Lee J. Cobb
American Commander-in-Chief	Bob Lewis
Scottish Colonel	Roman Bohnen
A Liaison Officer	Thomas C. Kennedy
American Priest	Jack Saltzman
German Priest	Alfred Saxe
Military Policeman	Paul Mann
Dr. Mahodan	Herbert Ratner
His Secretary	Morris Carnovsky
Dr. Frewd	Kate Allen
Brother Thomas	Elia Kazan
Brother Claude	Art Smith
Brother George	Roman Bohnen
Brother William	Lee J. Cobb
Brother Hiram	Curt Conway
Brother Jim	Albert Van Dekker
Brother Theodore	Robert Joseph
Brother Henry	Tony Kraber
A Doctor	Luther Adler
An Attendant	William Challee
Anguish Howington Jr.	Herbert Ratner
Soldiers	Eddie Ryan Jr.
	Peter Ainsley, James Blake, Judson Hall

ACT I—Scene 1: A Hilltop in a Small Town. April, 1917. Scene 2: The Tompkins Home. Several Nights Later. Scene 3: Recruiting Office No. 596,673. The Next Day. Scene 4: A Camp Drill-Ground. A Week Later. ACT II—Scene 1: A Front-Line Trench. Several Weeks Later. Scene 2: A Churchyard. An Hour Later. Scene 3: The Hospital. A Week Later. Scene 4: The Chateau de Cent Fontaines, Somewhere Behind the Lines. The Same Night. Scene 5: The Edge of a Great Battlefield. The Same Night, Just Before Dawn. Scene 6: No Man's Land. ACT III—Scene 1: Superintendent's Office, State Hospital. A Month Later. Scene 2: The Forensic Arena in the House of Balme. Ten Years Later. Scene 3: A Street. Today.

The Group Theater gushed forth with a large hunk of New Art last Thursday night, presenting it at the 44th Street Theater as its first production of the season. The Group labels it "a legend," tho better descriptions crowd to the mind of a harried drama reporter. It is called *Johnny Johnson*, and it is, one supposes, a satire directed against war (tho the impression at the 44th Street is rather that it's a satire directed against the Group Theater). Paul Green, for some inexplicable reason, admits publicly to having written the play, and the production is complicated at frequent intervals by incidental music that is the work of Kurt Weill. Thus the Group Theater's actors (who, even if for the sake of argument they are admitted to be actors, are certainly by no stretch of the imagination singers) invade battlefields and army hospitals and recruiting stations and psychopathic wards with stray bits of song. Since it's both ridiculous and ineffective, I suppose it must be Art.

The psychopathic ward, I hasten to add, is not a substitute for Cain's Warehouse, but simply a scene in the play.

Johnny Johnson, as remarked, seems to be a satire directed against war; but it emerges as so obvious, heavy-handed, overdone and asinine an exhibition that it seems almost like a production of Fascists who have decided to bore from within by showing how silly anti-war satires can be. As a matter of fact, whether they're Fascists or not, they're doing a pretty good job of boring at the 44th Street; I can't remember when I've been more completely bored.

The play opens with the dedication of a peace monument designed by Johnny Johnson, local monument carver, a dedication that is interrupted by announcement of the United States' entrance into the last World War. Johnny is urged by his girl to do his bit and enthusiastically enlists when he hears that it is a (See *JOHNNY JOHNSON* on page 26)

NATIONAL

Beginning Tuesday Evening, Nov. 24, 1936

TONIGHT AT EIGHT-THIRTY

(First Series)

A series of nine short plays by Noel Coward, presented in three groups of three plays each. Some with songs, the words and music by Noel Coward. Directed by Noel Coward. Settings designed by G. E. Calthrop, built by Lovejoy & Higson and painted by Alick Johnstone. Orchestra under the direction of John McManus. Presented by John C. Wilson.

HANDS ACROSS THE SEA

A Comedy in One Scene

Walters	Moya Nugent
Lady Maureen Gilpin (Piggy)	
	Gertrude Lawrence
Com. Peter Gilpin, R. N. (Her Husband)	
	Noel Coward
Lieut. Com. Alastair Corbett, R. N.	
	Edward Underdown
Mrs. Wadhurst	Joyce Carey
Mr. Wadhurst	Alan Webb
Mr. Burnham	Kenneth Carten
The Hon. Clare Wedderburn	Joan Swinstead
Major Goslin (Bogey)	Anthony Pelissier

The Action of the Play Takes Place in the Drawing Room of the Gilpins' Flat in London. Time: Present Day.

THE ASTONISHED HEART

A Play in Six Scenes

Barbara Faber	Joyce Carey
Susan Birch	Joan Swinstead
Tim Verney	Anthony Pelissier
Ernest	Edward Underdown
Sir Reginald French	Alan Webb
Leonora Vail	Gertrude Lawrence
Christian Faber	Noel Coward

The Action of the Entire Play Takes Place in the Drawing Room of the Fabers' Flat in London.

SCENE 1: Late Afternoon. November, 1935. SCENE 2: Late Afternoon. November, 1934. SCENE 3: Midnight. January, 1935. SCENE 4: Dawn. April, 1935. SCENE 5: Evening. November, 1935. SCENE 6: Late Afternoon. November, 1935.

RED PEPPERS

An Interlude With Music

Lily Pepper	Gertrude Lawrence
George Pepper	Noel Coward
Alf	Kenneth Carten
Bert Bentley	Anthony Pelissier
Mr. Edwards	Alan Webb
Mabel Grace	Joyce Carey

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The versatile Noel Coward is occupied in being devastatingly versatile these nights at the National Theater. Under the nominal sponsorship of John C. Wilson, his manager, the series of nine short plays that he lumped under the title of *Tonight at Eight-Thirty* is being presented. When Eugene O'Neill carved out his own monument to boredom, the nine-act *Mourning Becomes Electra*, he insisted that his entire overbloated lit- (See *TONIGHT* on page 26)

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"Lloyds of London"

(20TH CENTURY-FOX)

TIME—115 minutes.
RELEASE DATE—November 25.
PLOT—A young serving boy, Jonathan Blake, and his close chum, Horatio Nelson, overhear a plot to defraud a shipping insurance company and decide to carry the news to the London offices. Young Blake makes it alone, Nelson being shipped off into the navy the last minute; ingratiates himself and stays on in the employ of the syndicate. Years later, as an agent in warring France, he rescues and falls in love with a young Englishwoman, who, he discovers some time later, is married, unhappily, to an aristocratic but worthless scoundrel. This sets him out on a reckless, tho extremely lucky, speculative career, but war with France plays havoc with English shipping, resulting in almost complete collapse and demoralization of Lloyds. Having complete faith in the ultimate victory of his friend, now Lord Admiral Nelson, he averts what he believes a disastrous plan to have part of Nelson's fleet act as convoy to merchantmen, and at the risk of his life and his beloved's fortunes he saves the day, with the aid of the victory at Trafalgar, for himself and the reputation of Lloyds.
CAST—Freddie Bartholomew, Madeleine Carroll, Sir Guy Standing, Tyrone Power, C. Aubrey Smith and Virginia Field. Power does magnificently, while supporting honors go to George Sanders, Sir Guy Standing and Virginia Field.
DIRECTOR—Henry King. Capably but quite stolidly intertwined the lives of humans, an institution and a nation.
AUTHORS—Ernest Pascal and Walter Ferris did the screen play from a story by Curtis Kenyon gleaned from the historic files of the renowned establishment.
COMMENT—Lavish, impressive and more than mildly stirring. Considering its length, more might have been achieved by the subordination of too frequent passive depiction of "background" and "color" irrelevancies.
APPEAL—The magnetism and intrigue of the world-famous chance taker. Plus good romance.
EXPLOITATION—The renown of Lloyds of England.

and Julian Brodie; screen play by John Lee Mahin, Manuel Seiff and Gladys Hurlbut. Published in *Cosmopolitan* mag. Should have been a better story with so many authors, but very funny dialog and amusing situations perked it up.
COMMENT—Generally well done, aside from the triteness of story and inadequacy of Crawford as a comedienne. Fortunate in being treated solely as a comedy pix. And that it is.
APPEAL—General. Everybody will get a good evening's laugh out of it. Matinees, too. It's box office as well.
EXPLOITATION—Gable, Crawford and Tone. Newspaper tieups for letters on should American heiresses marry foreigners.

"Wanted: Jane Turner"

(RADIO)

TIME—69 minutes.
RELEASE DATE—November 27.
PLOT—All about how the postal authorities try to find a murderer, sending out Lee Tracy, Gloria Stuart and others on the trail. The stolen dough has been mailed to one Jane Turner, care of general delivery in Los Angeles, but it's picked up by the wrong Jane Turner, a lass who asked a former boy friend for dough to keep her husband out of jail. She's therefore not surprised when she gets the dough. The sleuths trail the real Jane when she comes around, however, and nab the rest of the gang but not the killer. The killer meanwhile sore at not hearing from his confederates, trails the wrong Jane Turner with vengeance in his heart. He's stalled off by Miss Stuart and later nabbed by Tracy.
CAST—Lee Tracy, Gloria Stuart, Judith Blake, Frank M. Thomas, Patricia Wilder, Willard Robertson, Paul Guilfoyle and others. Nobody could be expected to do much with it. Tracy, back on the screen after an absence, enacts Lee Tracy as energetically as ever.
DIRECTOR—Edward Killy. He keeps the action at high, which was all he could do.
COMMENT—A preposterous hodge-podge.
APPEAL—Action addicts may possibly swallow it, and rabid Tracy addicts may sit thru it in order to see their idol.
EXPLOITATION—Tracy.

Foster, Milton Carruth and James Mulhauser, from a story by Rufus King. Maybe they each thought they were writing a different yarn.
COMMENT—It could throw even Sherlock Holmes.
APPEAL—You find it.
EXPLOITATION—An apology might be the best thing.

"Everything Is Thunder"

(GB)

TIME—74 minutes.
RELEASE DATE—October 1.
PLOT—The love story of a Canadian soldier in the late war who escapes from a German prison camp and is shielded by a German girl whose virtue might be known as easy. She had thought herself in love with a German, and the film details her change of allegiance to the Canadian. The German precipitates the climax as a symbol of stern and avenging law.
CAST—Constance Bennett, Douglas Montgomery, Oscar Homolka, Roy Emerson, Frederick Lloyd and George Merritt. A pity that La Bennett's false and shallow pretending was allowed to obtrude itself into an otherwise splendid cast. Outstanding is Homolka's magnificent work as the German suitor.
DIRECTOR—Milton Rosmer. He builds surely to a tense and emotion-packed climax. An excellent job.
AUTHORS—Screen play by Marion Dix and John Orton, from a story by Joselyn Lee Hardy. A generally good job.
COMMENT—Well above the average of current screen fare.
APPEAL—Upper brackets.
EXPLOITATION—The central situation. Bennett, if she means anything in your location.

"Come Closer, Folks"

(COLUMBIA)

TIME—63 minutes.
RELEASE DATE—November 7.
PLOT—A pitchman, his devoted and wisecracking gal friend and his equally devoted stooge invade a small town and there a demonstration of his high-powered selling ability convinces a girl who is running one of the town's department stores. An ugly duckling, she runs the store while papa plays golf and gets into debt. She isn't really ugly, tho (surprise! surprise!), when she takes off her glasses. The hard-boiled babe gets sore at the coming romance and has the pitchman run out of town, but everything ends happily, as nobody for a moment suspected that it wouldn't.
CAST—James Dunn, Marian Marsh, Wynne Gibson, Herman Bing, George McKay, Gene Lockhart and Wallis Clark. Dunn breezy and likable. Rest all adequate with the exception of Gibson, who is far more than just that as the moll.
DIRECTOR—D. Ross Lederman. He emphasizes the comedy and breeziness, making the most of what the script had to offer.
AUTHORS—Screen play by Lee Loeb and Harold Buchman, from a story by Aben Kandel. A meaningless little yarn, but bright enough to be amusing.
COMMENT—An easy way to while away an hour.
APPEAL—Lower brackets.
EXPLOITATION—The pitchman angle.

"Mad Holiday"

(MGM)

TIME—71 minutes.
RELEASE DATE—November 13.
PLOT—A film star who is sick of appearing in a series of mystery mellers takes a boat trip to Get Away From it All, but on the boat he's greeted by a fresh series of crimes, involving a couple of murders and the theft of a rare jewel that's wanted by an Oriental actor. Also on the boat he meets the girl who wrote the mellers which irked him so when he had to appear in them. They hit it off none the less, and together they solve the mysteries.
CAST—Edmund Lowe, Elissa Landi, Ted Healy, Edmund Gwenn, Zasu Pitts, Edgar Kennedy, Walter Kingsford, Soo Young, Herbert Rawlinson, Raymond Hatton, Rafaela Ottiano, Harlan Briggs and Gustave Von Seyffertitz. An outstanding cast, worthy of far better material than they're forced to work with in this one. Studded with excellent performances.
DIRECTOR—George B. Seitz. His main idea seems to have been to keep things moving at any cost.
AUTHORS—Adapted from a story by Joseph Santley, by Florence Ryerson and Edgar Allan Wolf. An intriguing enough

idea that manages to go haywire most of the way. One of the things that *The Thin Man* is responsible for.
COMMENT—Not too good, but good enough to get by.
APPEAL—Lower brackets.
EXPLOITATION—Murder and Hollywood.

"White Hunter"

(20TH CENTURY-FOX)

TIME—78 minutes.
RELEASE DATE—November 27.
PLOT—A naughty munitions maker frames an under secretary of war and the latter saves his soul by leading hunting expeditions into the jungle. There, amid the flora and fauna of the forests, he nurses his thoughts of revenge, until who should fall into his power but his sworn enemy. The rub, tho, comes with the sworn enemy's daughter, who is such a very charming bit of fluff that the revenge nuser, who has been forced to an exclusive diet of maternal lionesses and such, falls immediately in love with her. Thereafter love and hate wage war in the green glades of the jungle. Love, need you be told, is triumphant.
CAST—Warner Baxter, June Lang, Gail Patrick, Alison Skipworth, Wilfred Lawson, Ernest Whitman and others. Baxter wasted on this tripe and looks as tho he knows it. Lawson gives an excellent performance. Lang distinguishes herself by turning in what is probably one of the worst jobs ever to disgrace a screen—and that, my friends, is going some.
DIRECTOR—Irving Cummings. If he could have turned it into a travelog he'd have been better off.
AUTHORS—Screen play by Sam Duncan and Kenneth Earl, from a story by Gene Markey. They suffer by comparison with the wild life.
COMMENT—Lost—but lost—in the jungle.
APPEAL—People who'll sit thru it in order to see the one or two good animal shots.
EXPLOITATION—Wild life on the loose.

STANLEY, PITTSBURGH—

(Continued from page 18)

also has those steps tell a story without words.
Lee Gresham and Gladys Blake, comedy team, open with some familiar gags, with Miss Blake planted near the orchestra. Their satire on Latin strutting is much better, closing to a big hand.
The *School of the Dance* scene is clever. Jimmy Hadreas leads the girls in a tap routine, making way for Leon Errol again, who, following some funny rubber-leg business, has the line follow his typical steps.
Jimmy Hadreas returns to show-stop with his variety of dancing, opening with tap, going into a Russian number, an Irish jig, and closing with a combination dance-step routine. Boy is personable and talented.
A quintuplet bit is sandwiched in next, five girls (Sunnie O'Dea, Yola Galli, Gladys Blake, Thora Thorbergson and Doris Soso) seated on high stools and reciting clever couplets. Errol returns for next-to-closing spot, directing a picture which is flashed on the screen. Principals in the unit are members of the cast and take orders from Errol on the stage. Good for laughs.
All back for the finale to hop back into the plane, its motors roaring as the curtains fold. Show is 65 minutes long. Appearing in bits are Johnny Kraft, Lynn Gaut and Arthur Norris.
On the screen, Joe E. Brown in *Polo Joe* (Warner) House good at second show Thanksgiving Day.
SAM HONIGBERG.

"Love on the Run"

(MGM)

TIME—80 minutes.
RELEASE DATE—November 20.
PLOT—Two American newspaper correspondents in London are keen rivals for scoops. Pounce upon two scoops, an American heiress jilting a money-seeking European and the other a spy ring. One of the reporters gets all the breaks, doing good-natured dirt to his rival. He travels Europe with the heiress, writing stories unknown to her, and slips deeper into the spy ring. Girl and he fall in love, fall out for a while when she learns of his occupation, but back in when she's endangered by the spies. Capture the spies and the more aggressive news gatherer also captures the girl.
CAST—Joan Crawford, Clark Gable, Franchot Tone, Reginald Owen, Mona Barrie, Ivan Lebedeff, Charles Judels, William Demarest and Donald Meek. Gable and Tone excellent, and Crawford okeh but not comedienne enough for her role. Demarest and Meek other standouts.
DIRECTOR—W. S. Van Dyke. Lively and rollicking treatment, wisely giving more attention to amusing dialog and funny sight stuff than to the hackneyed story.
AUTHORS—Plenty of 'em. Alan Green

"Love Letters of a Star"

(UNIVERSAL)

TIME—66 minutes.
RELEASE DATE—November 8.
PLOT—For no discernible reason a girl commits suicide because, when she was young, she wrote love letters to a matinee idol and a blackmailer threatens to tell her husband. Sister and husband swear vengeance. They're visited by the blackmailer, who dies of what they think is heart failure, so, instead of telling the police, they take his body to an alley and dump it. A passer-by tells the police, who discover that the family's gone off on a yacht. They follow, and the actor who received the love letters, who's with them, gets bumped off. Eventually it's discovered that the real murderer is the passer-by who reported the incident. Little things like motives are conveniently forgotten.
CAST—Ralph Forbes, C. Henry Gordon, Hobart Cavanaugh, Samuel S. Hinds, Warren Hymer, Pouty Rowles and others. The good players look bored and the bad players (who are in the majority) are even worse than the story.
DIRECTORS—Lewis K. Foster and Milton Carruth. They seemed as much confused as anybody else—which is strange because they helped to write it.
AUTHORS—Screen play by Lewis R.

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RADIO'S exploitation of comedians is an offshoot of the star system in legit. Radio found that in order to attract dial turners to a certain broadcast it was necessary to use the drawing power of an established name. Considering the way matters have taken a turn in recent years, it is doubtful whether broadcasters and sponsors are pleased with this concept of showmanship as a practical factor in attracting listeners and moving merchandise off the shelves.

Radio started out by stealing or borrowing established comedians from films, legit and vaude. It has since created its own type of funnyman. So we have the spectacle enacted before us today of a bushelful of comedians, made by radio and growing in radio after being transplanted there. And not one of the whole lot is an independent, vital personality such as the Cantor of the "Follies," the Jolson of Winter Garden shows, the Hitchcock and Errol of book shows that flourished in the era before radio. The undeniable truth of the present situation is that the radio comedian is the most synthetic human element in the show business. In no other branch of performing is the star as dependent on ingredients alien to his personality. The comedian gets the buildup, the staggering salary and the incurable disease we diagnose as egotitis (inflammation of the "I"), but the really important men in the staging of a radio show that survives the 13-week test are those who comprise the gag corps.

Take the gagsters away from a radio comedian's menage and the funnyman becomes as unfunny as a crutch and about as useless before a mike as the world's cleverest deaf mute. If all of this be true why the continued importance of the synthetic comedian? The probable answer is that the listening public insists upon adopting a very personal attitude towards its entertainment. If a certain sponsor were to drop his comedian because he realizes that the comedian is far less important than the complex structure that makes the successful program possible it is more likely than not that the comedian would be picked up by a sponsor who is not quite as analytical but who values the kilocycle drawing power of the stuffed dummy who has been on view so long.

* * *

Perhaps radio isn't ready for it yet. Perhaps it will take many years before it will be ready to entertain a new concept entirely of the comedy show. Radio's business men have at least arrived at the stage, we believe, where they realize, when starting a new comedian off on a series, that after the second or third broadcast at the most the funnyman will be entirely at the mercy of the gagsters hired by him or the producers of the show. There is such a thing as personality that makes one comedian different from another. But on the air the personality factor is less important than in any other field that uses comedians. We wish to avoid unnecessary unpleasantness and, possibly, unfair criticism, by calling out names but we hope our readers agree that the most appealing personality on the air today is one who uses the word "Mary" more frequently than his competitors for listener attention. As consistently appealing as this comedian's work is we are sure he would be the first one to admit that he would be off the air in a couple of weeks without synthetic material. His is not an outstanding example. In fact, it is our contention—by way of side comment—that he is less dependable on gags than anybody on the air today. Every comedian flirting with laughs is ready to end it all professionally should the time ever come when his gagsters can no longer produce the puns, refurbished Joe Millerisms and greatly altered burlesque situations.

As we started to say, the new concept will arrive at some time in the future of a radio show being built up from a gag foundation instead of starting, as is now done, with a comedian and then searching all over creation for gag men and material. When that time comes the star system in radio will die a natural death. Human nature cannot be changed much but the public's preferences can be considerably altered. The dial turners who now are guided by synthetic personalities in their radio preferences will just as eagerly tune in on good shows devoid of stars as soon as they are convinced that the shows are really good and not limited in scope to the talents of any one individual.

When that time comes the gag man will come into his own. The young men who do most of the work and are now forced to remain in the background and under cover will at least start earning considerably more money (pro rata) than a Major Bowes amateur. Today the relation between a head gag man and his assistants is similar to that which used to exist between a vassal and his serfs. The head man gets a lion's share of the money spent on material; the boys who supply most of the stuff that makes a program click are thrown piggon feed and made to understand that publicity for them is the poison that kills.

The Broadway Beat

By GEORGE SPELVIN

EFFORTS of the Theater Authority to curb the "benefit" evil are being balked to a large extent by the practice of night clubs sending out their floor shows free. . . . Sometimes the clubs get paid, but the performers don't see any money; every extra show is called a benefit. . . . When the first local theater-cabaret was carved out of a former legit house people said that it was a new trend in the show business—and now the former Casino de Patee is being turned back again into a theater for WPA concerts. . . . Another trend? . . . Tickets for the AFA's dance and party December 30 include the line, "Santa Claus will positively make a personal appearance." . . . But Mr. Spelvin belongs to the There-Ain't-No-Santa-Claus Club. . . . Ed Sullivan, columnist on *The News*, found himself in hot water when he tried to inject himself into the election fracas that's been brewing at Local 802 of the musicians' union—and he's been backing water ever since. . . . He started off with an item that suggested that the next Dewey blast would concern itself with a probe of the union; some days later he came out with an item in which he said that Jack Rosenberg and other candidates on the 802 regular ticket were swell guys, and that if he had a musicians' card he'd vote for them, and a few days later still he printed a complaint from the local's Fusion ticket, advising musicians to study both tickets, examine the records and vote accordingly. . . . Gil Lamb, who's leaving *The Show Is On* this week, is signed for a book show to be done late this spring or early next fall. . . . Lee Shubert, at the time of writing, is seriously ill with pneumonia. . . .

Loretta Lee when she was at the Roxy stepped out to thank the audience for show-stopping applause—whereat a wee voice from the back of the auditorium piped up: "Don't mention it." . . . Among the town's smallest spaces for a floor show is that at Jimmy Kelly's in the Village, which has the audience practically rubbing elbows with the performers—and not bad at that, in view of the fan and bubble dancers down there. . . . Lou Wolfson, of the Morris office, is back in town after months on the Coast, intending to spend several months here before leaving for Europe to affiliate with the Foster Agency; his wife and baby are on the Coast for a six-month stay. . . . Frances Saunders, who was in *White Horse Inn* in Vienna, is now singing over WMCA here. . . . Minerva Courtney, who left the stage several years ago, is back again—but this time on the radio. . . . Thelma White has opened a dance school in Easton, Pa. . . . Tommy Keenan's trick hysterical laugh is drawing crowds as he pickets for the AFA outside Broadway theaters. . . . Carl Judd has replaced Leo Chalzell in *Forbidden Melody*. . . . Walter Neff, the radio man, is a real hobbyist—which has nothing to do with Washington. . . . He's permanently addicted to candid camera stuff—and if there are no subjects around he spends his spare time taking pictures of shadows in his house or office. . . . In addition, he keeps tropical fish, and is also at present making a telescope, no less, grinding the lens and everything all by himself. . . . *May Wine* is going to tour the subway circuit, starting around Christmas week. . . . Thanksgiving Week is always the time to revive that old Charlie Washburn gag: Washburn, press agenting a flop show, inserted an ad in the dailies on Thanksgiving Day. . . . Said the ad: "Eat your Thanksgiving dinner and then see our show—one turkey after another." . . . *Boy Meets Girl* is throwing an old-fashioned backstage party in honor of its first anniversary. . . .

Chicago Chat

By NAT GREEN

THE ways of the censor are past understanding! . . . *Reunion*, the new quint's picture, has been given a "pink ticket," but youngsters of any age can freely view *Go West Young Man*, latest Mae West opus, without let or hindrance. . . . Frank Smith, RKO Palace manager, has left Randolph street for a brief sojourn at Biloxi, Miss. . . . The Palace, by the way, took an awful licking this week with Harry Richman, whose bit for the seven days is reported to have been \$4,200. . . . De Arv G. Barton, Cleveland MCA manager, stopped over on his way to spend Thanksgiving with the home folks in Iowa. . . . The Dolly Sisters and Colleen Moore were observed among the first-nighters at *Leaning on Letty*. . . . Dale Winter, former Chicagoan, here with her husband, Henry Duffy, West Coast producer of the Charlotte Greenwood show, and looking not a whit older than when she left the Windy City. . . . Eskell Gifford, partner of George Robeson the past season, back in Chi for confab on a winter project.

The PECOC (Professional Entertainers' Club of Chicago) appears to be taking on new life. . . . Membership has shown a decided increase during 1936 and the group has been putting on some extremely enjoyable affairs. . . . It's a cosmopolitan organization embracing many oldtimers and a liberal sprinkling of the younger entertainers. . . . This week they staged a particularly happy show and get-together. . . . One of the hits of the evening was the trio composed of George Mellor, Jack Heath and Walter Goodwin. . . . Remember *Wonderful Mother of Mine* are *Back in the Old Neighborhood*, popular a decade ago! . . . Goodwin wrote 'em, and at the PECOC doings the trio rendered them in a manner that brought back memories of the old variety days.

Irene Wicker is reported to have sold another air show to the cereal manufacturer who sponsors her *Singing Lady* broadcast. . . . According to the dope, the new show is a once-a-week half-hour shot to go on the air in December. . . . Irene is to write, cast and direct the new opus. . . . Jimmy Petrillo, Chi Federation of Musicians head, presented Frederick Stock, conductor of the Chicago Symphony Orchestra, a solid ivory baton as a mark of appreciation for his services as director of the final Grant Park concert. . . . Jessica Dragonette, tiny 25-year-old singer, made a trip from New York last week to sing at a CYO party at St. Andrew's Church. . . . With Judith Barrett, who plays the lead in the picture, aboard the airliner *Sky Chief*, *Flying Hostess* was shown on the plane a few days ago. . . . This is believed to be the first time talking motion pictures have been shown in an airplane. . . . Sally Smith, Marshall-Field sales girl and model, who also is cast in the role of a clothes model in the *We Are Four* broadcast, won the title of "Winter Queen" in a contest staged last week by the State Street Council and soon will be winging her way to Hollywood for a screen test. . . . Reports persist that the Waring-Ford air contract will not be renewed and Radio Row here is accepting the breach as a foregone conclusion. . . . Attorney Phil Davis reports that he is collaborating with Frank Eering and Howard Mayer on a scenario titled *College Inn*, having to do with the night club of that name.

Indie's Loss of Cleveland Imperiling Midwest Setup

Tariff too high for Roxy, Cleveland—connecting link with Midwest—Hirst one-nighters may go—Canton, O., and Brooklyn coming in—Buffalo may fold soon

NEW YORK, Nov. 28.—Midwest division of Independent Circuit is imperiled by scheduled drop out of Roxy, Cleveland, which turned in its four-week notice this week. Viewed as a connecting link with other towns in that territory, Cleveland's bowout may affect Chicago, Detroit, Minneapolis and St. Louis. Midwest's week of one-nighters is scheduled to bow out also. However, Eastern division of the circuit continues strong, with two other towns being taken in. Bowout of Cleveland is attributed by circuit to excessive expenses, capacity not in keeping with extra pay for midnight shows, chorus minimum and the like. House was supposed to have been seeking relief measures from Burlesque Artists' Association. Expected dropout of Midwest's one-nighters is understood to be due to other difficulties. There is a possibility that the circuit may manipulate to keep the Midwest in, even tho Cleveland goes off.

Issy Hirst, head of the circuit, revealed this week that Bob Birch's Grand, Canton, O., is joining the circuit as a three-day stand. Other reports this week were that Birch's house will go on the Metropolitan Circuit. Canton, according to Hirst, will take the place of Akron, filling out a week with Youngstown.

Shubert-Teller, Brooklyn, taken over by the operators of the Star, Brooklyn, is also going on the wheel. It is scheduled to start the shows December 27, unable to open earlier because of necessary alterations.

Gayety, Buffalo, may drop off the circuit soon, the house being unable to show any profit since its opening.

Minskys Definitely Opening on Dec. 25

NEW YORK, Nov. 28.—New Oriental Theater, operated by H. K. and Morton Minsky, has postponed its opening until December 25 so that more extensive alterations can be made. First night will be an invitation performance. Policy thereafter will be four shows a day, continuous, with prices scaling from 25 to 55 cents. There will be a reserved-seat section at all performances at a slight increase in price.

Bobby Sanford, night club and showboat producer, has been signed as producer. Norman Bel Geddes will do some of the sets and house murals. Rehearsals start this Tuesday, with Warner Bros. permitting the Minskys to use the Strand Roof for that purpose. Showgirls will get \$30 a week and dancing chorus \$25. House manager will be Dave Rosen, former Loew manager, and his associate will be Nathan Seader.

Pit ork will comprise eight pieces, and stage crew will include Charles Mallins, Morris Siegel, Jerry Beaver and Milton Lowe. Back of theater, on Seventh avenue, will have a 40-foot electric sign.

Other additions to the cast include Margie Hart, Billy Bumps Mack, Betty Rowland, Frank and Winnie Smith and Harry Davies.

GERYL DEAN, Joan Mavis, Johnny Kane, Becky Osborne, Dave Bell, Betty and Diane Rowland, Gus Schilling, Tommy Raft, Marcia Ashton, Lovey Lane and Billy Wolf tendered Jean Caton a birthday party November 19 at the Cotton Club, New York. Earlier that evening held another party backstage of the Republic.

MANAGERS THE ANSWER TO YOUR PRAYERS FOR TALENT

ELAINE OWEN

Beautiful and Distinctive Disrobing

Opening on Metropolitan Circuit Dec. 10 at National Theater, Detroit.
Direction—NAT MORTAN, 1560 Broadway, New York City.

U-Notes

By UNO

NETTIE MALLETT, old-time performer, and her husband, S. H. Ferber, played hosts to son, Herman Ferber, and Inez Marvin at their home in Omaha during a recent two-day visit. Later the Ferber seniors visited the Marvin seniors at the latter's home in Miami.

WINNIE GARRETT, Eltinge, New York, showgirl, jumped into a spot left vacant by sudden exit of Millie and Billie, colored team, during the November 21 mid-nighter and scored as a strip-tease number leader.

BOBBY MORRIS was in receipt of a letter from NYU asking if he was interested in making an address before the student body on the subject of *Can a Comedian in Burlesque Be Clean and Still Be Funny* for the university's regular "What It Takes" talks.

BABE CUMMINGS opened November 20 at the Grand, Canton, O., for four weeks arranged by Milt Schuster.

JIMMIE CALVO, baritone at the People's, New York, rendering songs in Italian these days to please the customers.

A year's subscription for The Billboard makes a REAL Christmas gift.

JOHNNY PATCHEN, with *Scan-Dolls*, Indie show, calked up a bowling record November 23 in the Palace Bowling Alley, Union City, N. J., with a score of (See U-NOTES on opposite page)

Worcester Again Refused License

WORCESTER, Mass., Nov. 28.—Refused a permit to stage burlesque last week, when several ministers and prominent ladies banded together against it. The Worcester Theater was again turned down this week in its efforts to present musical comedies. Opposition came from same sources, with the objectors claiming there is very little difference between burlesque and the "musical comedies" which the house would show.

A few hours after he was refused the permit Manager Everett Hildreth announced that he had booked *Boy Meets Girl* for a two-day stand, December 4-5. Company is that which has played Boston for last two months.

Burlesque Reviews

Rialto, Chicago

(Reviewed Friday Evening, November 27)

Current bill, *Follies of the Day*, is the seventh Independent Circuit show to start from here produced by Fred Clark. Headed by Bozo Snyder and featuring Jerry Macauley, it stacks up as one of the best on the circuit in all departments. It is artistically staged, scenic and lighting effects are colorfully carried out, comedy is clean and amusing and the dance numbers are neatly done. Hold-out crowds were in evidence before the first performance was over this evening.

Opening number was a French scene with the chorus in can-can costumes

and Buster Lorenzo and Clyde Hodges doing the singing chores. *Hello, Bill*, with Jack Buckley, Sammy Spears, Bobby Vail and Bee Rogers, got a generous quota of laughs. Then the chorus did a routine, followed by La Vodis and Harold, boy and girl specialty dancers, who went over nicely with a chain-tap dance. The noises that come out of them while they're working wouldn't be missed if they were eliminated.

Bozo Snyder made two appearances, first in a scene with Joe Forte, a good straight man, in which the audience first became acquainted with his pantomimic ability and during which he did a trombone bit and two tunes and some comedy (See Burlesque Reviews opposite page)

Burly Briefs

SID FIELDS and Mrs. Fields were week-end guests last week of Philip Rapp, another Eddie Cantor writer, at Palm Springs, Calif. . . . Jack Greenman still at Burbank, Los Angeles, where others include Ray Parsons, Mimi Reed, Don Trent and Slat Taylor. . . . Gordon Rydeen is straightening for Wally Vernon at the Orpheum, Hollywood. . . . Colored burly is being run at the Gaiety, Los Angeles, under guidance of Ralph Cooper. . . . Vera Clarke, now known as Colleen, is current at the Eltinge, New York. . . . Fay Toby and Gloria Knight, new principals at People's, New York. . . . Louise Callahan, Apollo, New York, showgirl, is due to step out soon as a principal. . . .

Agnes Dean left the Star, Brooklyn, last week to jump to Chicago to join the Indie show headed by Bozo Snyder.

HELENE CORTEZ, "Miss Mexico of 1935," opens December 6 at Casino, Brooklyn, a new face brought in by Nat Mortan. She's an interpretative dancer who has appeared in Shubert shows and in presentation houses. . . . Sonia DuVal moved from Rudnick shows to the Irving Place, New York, this week. Helen Colby exited from the Irving, as did Peggy Reynolds, who moved uptown to the Apollo. . . . Bijou, Philly, is reported as having a two weeks' notice up. Shubert in that city is understood to have discontinued its midnight shows. . . . Eddie Kaplan and Chick Hunter left the Apollo, New York, Thursday night. . . . Elaine Owen is scheduled to be one of burly's new stripping principals soon.

JAMES HALL, of the movies and now on WOR, used to be Jimmy Hamilton, juve on the Columbia Wheel. He spotted Annette recently and foresees bright prospects for her, learning that her agent used to be his; namely, Nat Mortan. . . . Latter's recent placements include Joan Marlowe, Casino, Brooklyn; Larry Clark and wife, National, Detroit; Artie Lloyd, for Max Rudnick, and also Helene Cortez and Mack Sisters. New faces (See BURLY BRIEFS on opposite page)

HIS HIGHNESS of HI-DI-HO

LARRY CLARKE

Tenor-Juvenile-Straight

Leaving New York after a very pleasant engagement of ten weeks with the

WEINSTOCK STOCK SHOWS
of Minsky's Brooklyn and Republic,
New York City.

Thanks to
JOE WEINSTOCK
and Sons, **HAROLD** and **EDDIE**.

Also to Managers
JOHNNIE KANE and
EDDIE GOODMAN

OPENED DECEMBER 3
at the National, Detroit, Mich.
Contracted Indefinitely

Thanks to
FREDDIE O'BRIEN & GEO. SCHILLER

NADJA

Thanks for Eastern Offers. Expect to Return East Soon.
Now Appearing on the Coast for Popkin & Ringers.

The Essence of
Taps & Tap
Dancing,
MADGE CARMYLE
Ultra Nudes Modernist
At STAR, Brooklyn, Indefinitely.

PROFESSIONAL CARDS

NEW TO BURLESK

Julian & Corinne Hall

In Dances As They Should Not Be Done.
With Red Hot, Indie Circuit, Indefinitely.

CONCHITA

The Mexican Spit-Fire in Character Dances.
BILLY FERBER

Singing—Juvenile—Straight—and Specialties
Reps.: **PHIL ROSENBERG**, East, and **MILT SCHUSTER**, West.

GLADYS FOX

I'M TRUCKIN' ON DOWN AT
MINSKY'S GAIETY & GOTHAM, N. Y. CITY.

MARY BOB
MURRAY & FERGUSON
In Stock with the Weinstocks, N. Y. City.

JEAN CARTER

A TALKING-STRIPPING PERSONALITY

BABE CUMMINGS

PERT—PEPPY—PERSONALITY—POISE.
AT THE GRAND, CANTON, O.

NADINE MARSHALL

THE SWEETHEART OF BURLESK

RITA (AGAR) LEROY

In Her New
STRIP SPRING STYLE SENSATION.

JOIE FAYE

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

CHET ATLAND

TENOR-JUVENILE
DIRECTION FRANK BELMONT.

AGNES MURRAY

THE LATEST WOW OF A STRIP-TEASE.

THELMA KAY

STRIP AND TALKING ARTISTE.
New in the East.

TOMMY SEYMOUR

JUVENILE—STRAIGHT—BARITONE.
With "Vaniteasers" Co., En Route Indie Circ.

Tab Tattles

RUSS FERRIS' *Broadway Vanities*, after a successful swing thru the South, is jumping into Ohio and Michigan territory for the Gus Sun office. In the *Vanities* personnel are Ariel, presenting her Python Dance; Lecardo, card manipulator; Baron Delmar, balancer; Morley and Auger, comics; Mary and Tommy Ryan, tapsters; Chiquita, Mexican dancer, and a six-girl line. Music is furnished by Hal Lee and his Rhythm Swingers, comprising Dick Dixon, drums; Hal Lee, trumpet; Albert Lock, trumpet; Archie Walden, trombone; Andy Dailey, sax, and Chet Murname, piano. . . . Art Higgins, former tab manager and producer, is now presenting his traveling talking picture show on a hall circle in Illinois in a tieup with the local merchants. He's making Alton, Ill., the base. . . . What has become of Nan Bennett and Johnny Knott? . . . Charley (Joy) Gramlich blew into Tampa, Fla., a few days ago. He is looking well and expects to remain in the Peninsula State all winter. . . . Grace Wasson is also in Tampa, working an occasional date. . . . Harry Krevit's *Palais Royal Revue* is set in all the Warner houses in the Pittsburgh area. Featured with the flashy unit is the Tom Lomas Troupe of stilt walkers. . . . Pomeroy, O., is using tab units two nights a week. . . . Byron Gosh, well known to tabloiders, is enjoying success in the Charleston, W. Va., area with the presentation of his gift show. He has a circuit of seven towns in West Virginia and Virginia and has played each town one day a week for the last 10 weeks to good returns.

FEATURED with Harry Berry's *Sunkist Vanities*, currently in Pennsylvania country, are Mary Keith and her all-girl ork; Richard Newell and Company, jugglers; Fanny, educated dog; the Five Flaming Flashes, dancers; Potas and Folsom, dance team, and Freddie Lewis. Berry serves as emcee. . . . Shafer and Goodrich, hand balancers, until recently with Charlie Mack's *Chatterbox Revue*, are working night spots and banquets in the Pittsburgh area for Steve Forrest. . . . Chappie Chapman and Margaret Lillie are back out this season with the Weaver Brothers and Elviry act, currently touring the Lone Star State. Margaret spent a week in a Houston hospital recently with an infected gall bladder, but is gradually whipping back into shape again. . . . Walter B. Lewis is confined at the U. S. Veterans' Hospital, Hines, Ill., where he would appreciate hearing from all his old friends in the business. . . . Marie Purl's *Pardon the Glamour* played the Strand, Crawfordsville, Ind., November 25 and 26, with the Thanksgiving Day biz the best the house has enjoyed in a long spell. Featured with the unit, besides Miss Purl, are Bobby Dyer, Danny and Marion, Betty Green, a line of attractive girls and Julian King and his ork. . . . Beulah Hill, ex-wife of George B. Hill, comedian, has been at her home in Deadwood, S. D., since last May, but is contemplating getting back into harness again soon. Her daughter is with her.

U-NOTES

(Continued from opposite page)
228, beating the next highest total of 203 and even the high mark of Cornish and Dean of a few months ago.

IZZY MILLER, of the Weinstock staff, left New York November 25 for Miami to make necessary repairs for the December 18 opening. To include 1,000 new seats, raising of the floor, remodeling the stage and redecorating by Andor Novac.

BEBE TOBIN replaced Lee Laurel in *Babes of Broadway*, Indie show, when Lee left for the Eltinge, New York.

ROXANNE started doubling November 27 between Gaiety, New York, and Flordora nitery, a few blocks further uptown.

JEAN CATON out of the Weinstock shows week of November 22 and laid up at her Brooklyn home, recovering from a tonsil operation. Marcia Ashton, showgirl, substituted.

LARRY NATHAN is new manager of *Gaiety Girls*, Indie show. Replaced Ned Crane, who returned to stage manager duties for Weinstock shows.

JEAN CARTER, who did all the talking besides her strips at the Bijou,

Philly, over a 20-week run, closed November 26 to open at the Star, Brooklyn, the day following. Placed by Dave Cohn.

BROWNIE SICK, with the Weinstock shows, taken ill week of November 15 at Republic, New York. Now under medical treatment at the Hotel Manhattan.

LARRY CLARK, tenor-straight, completed 10 weeks with the Weinstocks and opens December 3 at the National, Detroit, for eight weeks with an option of another eight.

JULIAN AND CORINNE HALL, eccentric dancers with *Red Hot*, Indie show, are new faces to burlesque. Joined a month ago and came from the better niteries.

CONCHITA AND BILLY FERBER, with *Scan-Dolls*, Indie show, will visit Conchita's home and folks—their first visit in two years—when the show hits Buffalo in a few weeks.

HELEN NELSON celebrated a birthday Thanksgiving Day by inviting a few friends to a turkey feast in her apartment in New York.

JOAN CARROLL, at the Gaiety, New York, forced to turn down a Paris club offer from Renee Racovera because, as she puts it, "too happy with my present engagement."

BURLY BRIEFS

(Continued from opposite page)
repped by Mortan include Lee Laurel, Colleen, Joan Marlowe, Thelma Kay,

Waltz Sisters and Helenne Cortez. . . . Sonny Lovett closed at the Casino Brooklyn, and moved right into Minsky's Gotham, New York. . . . Claude Mathis will exit from Gotham this Sunday.

MODES AND MODELS, Indie show, ran into trouble at Gaiety, Baltimore, after a hectic trip in from Pittsburgh, which found six of its cast on the sick list. Scratch Wallace, Al Hilliar and John Head were among those out for several days with la grippe. Morris Zaidens, just out of the credentials department of the recently closed Great Lakes Expo, has been made manager of this show. In a switch of managers on Indie wheel, Hughie Mack was transferred to *Dizzy Dames* show, and Sammy Friedman, formerly manager of that show, has taken over *Garden of Girls*.

BOB SIMONS, formerly manager of the Empress, Cincinnati, has replaced Don Cameron as manager of the Gaiety, Milwaukee. . . . Jack Kane is now personally managing the Cincinnati house. . . . Marion Morgan closed with *Modes and Models* in Pittsburgh and has returned to Chicago to be with her husband, Buster Lorenzo, a member of the Rialto Theater cast. . . . Mr. and Mrs. Milton Schuster traveled to Detroit to witness the marriage of their nephew last Sunday. . . . Grand Opera House, Canton, O., has changed its policy. Instead of going on the Metropolitan Circuit, house will play the last three days of each week with Independent Circuit shows. . . . Kara Nova is a new dancer working the Western one-nighters for Milt Schuster. . . . Zorita will replace

Dorothy Dee on the *Too Hot for Paris* show when she opens at the Gaiety, New York, December 18. . . . Peaches Strange opened November 26 at the Casino, Toronto, as an added attraction. . . . Little Jack Little (the comedian, not the orchestra leader) has replaced Billy Monroe at the Avenue, Detroit. . . . Sammy Weston and Cynthia Michele have had their contract with Popkin & Ringer renewed and will continue for another 12 weeks in Los Angeles, where they were placed 12 weeks ago by Milton Schuster.

BURLESQUE REVIEWS

(Continued from opposite page)

with a bass drum, and later in the bill when he, Forte, Clyde Hodges and Agnes Dean had them laughing in a hunting lodge scene.

Production numbers included *Autumn Ballet*, with the chorus, Buster Lorenzo, on the vocals, and Inez Graham doing a serpentine acrobatic routine that featured a backbend, and the *Finale of the Jewels*, a pretty stage picture using glittered and illuminated set-pieces that was a fitting climax to a good show. La Vodus and Harold also appeared in a tap dance done while seated on chairs and while lying down. One of Chuck Gregory's effective dance routines was a novelty gun drill by the Rialtoettes, the house line.

Strip specialties started off with Agnes Dean, stunning blonde of voluptuous proportions, who did nicely, and Marguerite Kelley and Joan Barlow, beautiful blondes with attractive forms and interesting disrobing technique. The plump Jerry Macauley wowed them in the next-to-closing spot with her song, *I've Got What It Takes*, and her shimmy specialty, the applause running well into the finale.

Charles Country and Kenny Brenna, favorite comedy duo here, together with Jack Buckley, straight man par excellence, were used in two scenes in this show, first a laughable sequence in which they were assisted by Clyde Hodges, Bee Rogers and Agnes Dean, and *The Reformer*, with Buster Lorenzo and the Misses La Vodus, Rogers and Dean, which drew many a loud guffaw. Buster Lorenzo also did most of the singing over the p.-a. system for the strip numbers.

F. LANGDON MORGAN.

Minsky's Gotham, New York

(Reviewed Tuesday Evening, Nov. 24)

Produced by William Koud, current presentation runs two and one-half hours, with intermission midway, and supplies the fans with fast and solid burlesque fare. Scenically show is just average, but nevertheless contains a few nicely set-up production numbers for the chorus of 14. Comedy, handled by Boob Blake, Claude Mathis and Walter Stanford, is delivered capably via a number of daring sketches, with the first mentioned holding up the heavy end. Floyd Halicy, straightening, socks with an assured, able manner. Similarly with Jack Lyons and Jack Shaw, who possess distinct stage requisites, despite the fact that they are not canaries.

Strippers, who appear in both halves of the bill, play the usual bit parts in addition to their regular stint. Line-up included Sue White, Dorothy Weeks, Gladys Fox, Jackie LaMarr, Dot Dabney and Roxanne (the erstwhile Mrs. Kingfish Levy). All gave a good account of themselves, altho only the latter two were announced. In addition Miss Dabney, a short and buxom brunet, opens her turn with a really fair rendition of *Just the Kind of a Girl*. Voice is okeh for torchy tunes and is a welcome change from the usual babbling of most teasers. Koud, however, is to be credited with having put the screws on tunes by strippers in this production.

Chorus work hits just about the average notch, the gals falling down wherever the routines become too intricate. Otherwise a fair lot.

Business at this catching only fair.
PAUL ACKERMAN.

Endurance Shows

Communications to 25 Opera Place, Cincinnati, O.

Rookie Lewis Show Pulling Big Crowds

OCEAN PARK, Calif., Nov. 28.—"Rookie" Lewis' "one-fall-and-out" walk-a-show, now in its seventh week at the Egyptian Ballroom, is drawing well-filled houses. Sprints are part of the nightly routine, with Forrest Bailey officiating as the man with the whistle.

Rookie is doing his own broadcasting twice daily over KMTR, Hollywood. His traveling "mike," which he takes thru the audience for ringside comments, goes over big with the fans. Bill Owens relieves Rookie at the stand and produces the skits and bits used. Al Lyman and Harry Fishbain, a local lad who is making good at the mike, divide the matinee and the midnight shifts.

Weather is exceptionally mild and crowds parade the pier, helping the biz. Many movie celebrities are regular attendants and dozens of others drop in occasionally—some in makeup. All teams are sponsored and floor money is exceptional. Dope sheets, edited by Tiny Schillinger, are selling well.

List of contestants after 44 days is as follows: Fred Kramer and Helen Forrister, Joe (Coo-Coo) West and Ruth Johnson, Mickey (Inch) Britton and Margaret Bucholtz, Charlie Loeb and Maxine Green, Porky Jacobs and Margie King, Phil Rainey and Dorothy Spencer, Frenchie Boisjolie and Chad Alviso, with Slim Miller as the lone solo.

BOBBY DUNIGAN, winner of the recent Portland, Me., walkathon, writes that he is now emceeing in a Hartford, Conn., night club. Kay Ryan, Dunigan's partner in the Portland walkie, is at present with a Minsky burly in New York. Dunigan would like to hear from friends thru the Letter List.

BUDDY ATKINS would like to hear from Tillie Sweet and Billy Steele via the Letter List.

JIMMY SCOTT letters from Worcester, Mass., the following info: "John Stevenson and Eddie Fetter, erroneously reported killed recently in an auto accident near Detroit, visited me today (21), along with Frenchy Pouliot. The boys said their car was destroyed in a garage fire, but they were sleeping at their hotel at the time. . . . 'Schnozzle' Kelly suggests a marathoners' Death Takes a Holiday Club. Three times in the last three years Schnozzle has been reported killed. Jimmy Scott has been killed in the same manner and degree twice. Joan Leslie was supposed to have died of pneumonia after the White City Park

contest, but she won first prize at Oceanside, L. I., shortly thereafter. Jimmy Parker and many others have been variously reported to have permanently exited. . . . Frenchy Pouliot is visiting friends in Worcester. . . . Forty-odd marathoners were present at Jimmy Scott's revue and dance at Danny Dugan's Deck. . . . *Walking Stars Revue*, having had a brief tryout, is to go into production again after rewriting and refinancing. . . . Pierre (Dish Face) Nony, who can chew 12 (or is it 15) sticks of gum at one time, permanently retired from making the kids 'keep the feet movin'' and is successfully established as an interior decorator in Worcester, Mass. . . . Jimmy (the Sheik) Kennedy has a steady job at the State Hospital in Worcester. . . . 'Pop' Myers stopped in for a cup o' cawfee while driving thru.

THE GARDNER TWINS line from Fort Wayne, Ind., that they would like to hear from Bobby Manners, Stogie Morse, Doris Allen, Tony and Virginia Berthlot, Skippy Williams, Tex Falk and Doug Mills.

CHUCK ARCHER and Buddy Struck postal from Pensacola, Fla., where they are vacationing after a season with the Royal American Shows. The boys would like to hear from Mr. and Mrs. Guy Schwartz, Hotch Bloom, Gladys Yorkstick, Boots White and other friends via the Letter List.

GEORGE WALKER, current emcee at the Carioca, Montreal, inquires about Bill Waltz and Gloria Stuart. He would also like to hear from other friends thru the Letter List.

JACKIE LEONARD, who has been working the nighteries around Philadelphia during the last few months, is ready for another show and shopping for a partner. He would like to hear from Pop Dunlop, George Pughe, Eddie Leonard, "Moon" Mullins and other friends.

CLINT BERGER, formerly in the endurance field, letters from Los Angeles that he would be glad to hear from old friends, particularly Billy Steele, Bud Helsolof, Clair Kay, Larry Troy and Joe and Mary Landiso.

IN ORDER TO INSURE publication, communications to *The Billboard* must be signed. Unsigned missives are relegated to the wastebasket.

GEORGIE GROW and Cliff Real, who recently closed with the Alvis walkie (See *ENDURANCE SHOWS* on page 29)

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

Billroy Show Briefs

SEGUIN, Tex., Nov. 28.—“Oh, boy—Thanksgiving!” That’s the chorus Eddie Mellon and his crew sang down at the lot Thursday. And why not? Roast turkey and all that goes with it is not, in this writer’s opinion, to be sneezed at any time.

The cat is out of the bag! Shorty Duncan and Archo (Joe the Speed) Farley argue every time they get near a radio for control of program selection. Shorty, it seems, desires to keep up with the continuity of Dick Tracy, while Archo is equally anxious to live Little Orphan Annie’s thrilling episodes with her. As near as we can determine the rub arises from the fact that both programs are presented at the same evening period. While we wouldn’t care to disclose the source of this information, we may say that it came from someone very closely related to Mr. Farley—by marriage.

Mr. and Mrs. Arnold Rogers, baby Arnold Jr. and tiny daughter, Jeanette, relatives of Mr. and Mrs. Cal (African Dodger) West, were recent visitors in Austin over the week-end.

A recent letter from friend Harry Swank, who hails from up Pittsburgh way, discloses the info that he has been signed by Barnett Bros. for the coming season. It is his ambition to learn about “bulls” at first hand.

Quite a few of the gang paid a visit (of inspection—ahem!) to the Huntsville State Penitentiary on the afternoon of our engagement in that city. The Huntsville prison, congenial Warden W. W. Waid informed us, was the one in which the notorious Texas outlaw and bandit, Raymond Hamilton, was incarcerated prior to his execution.

A former member of the profession, whose name I omit for obvious reasons, chatted lengthily and enlighteningly upon the subject of productions as staged in the prison chapel. He bemoaned the fact that *Billyboy* was virtually impossible to secure there and, presented with back issues of it, he literally threw a fit. He desires it known that material suitable for production by inmates would be greatly appreciated. Such material should be sent in care of Warden W. W. Waid, Huntsville State Prison, Huntsville, Tex. JOHN D. FUNCH.

Providence May Get Stock

PROVIDENCE, Nov. 28.—Associated Theaters, Inc., plans to drop present film policy at its Empire Theater here in the spring and install dramatic stock. Associated Theaters (Abe Spitz, Anthony Romano and Judge James E. Dooley) plan to start the dramatic season Easter Monday. Spitz is an oldtimer in the stock and rep game. With his present partners, he ran permanent stock here at the Modern.

Stock Notes

THE LIPPITT PLAYERS deserted their barn theater at Cumberland, R. I., November 16 for a week’s tour of Rhode Island cities and towns. With *Hired Husband*, a comedy by Larry Johnson, as their offering, the troupe played Elks’ Hall, Pawtucket, November 17-18; Park Theater, Woonsocket, on the 20th and, Infantry Hall, Providence, November 19 and 21. Probabilities are that the circuit will be continued thru the winter, with the Cumberland barn theater being reopened early in the spring.

HAROLD DANIELS, formerly with Civic Playhouse, Pittsburgh, has landed a role in Paramount’s *Trail Dust*, now in production on the West Coast.

FEROL BALLARD, former stock juvenile, is now in his fourth week at the Savarin Club, Buffalo.

HERBERT CLARK, former stock leading man, is now a member of the Halliday and Clark dance team featured nightly at the Chatterbox in the William Penn Hotel, Pittsburgh.

PETER JORAY, Nell Harrison and Muriel Brassier are playing the leads in *Streets of New York*, current at the Pittsburgh Playhouse. Others in the cast are Franklin Gray, Freeman Hammond, John McQuade, John J. Davis, Margaret Doescher Martin Fallon, Evelyn Pearson, Thomas Harlan, Dorothy Fisher and John Johns. Show will fill a three weeks’ engagement.

Rep Ripples

CLYDE J. WHITE has signed to hit the trail this season for Jack Richie’s Blue Ridge Mountaineers. He joins the act in Greensboro, N. C., in two weeks.

JERRY AND EVELYN VAUGHN, troupers from the West, are currently with H. Ray Snedeker’s California Players, eight-people troupe making week stands in Ohio. Jerry Vaughn is doing the booking and billing in addition to working back on the show.

A year’s subscription for The Billboard makes a REAL Christmas gift.

THE CYCLING ROSANS postal from Chattanooga that they have just concluded a three months’ engagement with the Goldenrod Showboat on the Ohio, Mississippi, Tennessee and Cumberland rivers. Business was fairly good, they report.

LEON WARD, formerly with the George Sharp Players, has resigned as district supervisor of the Federal Theater project in Pittsburgh to join the cast of the Fierst-McFall production of *Snatched From the Noose*, which opens a run at the Fort Pitt Hotel, Pittsburgh, December 1.

HAL WORTH, former w.-k. in stock and rep circles, is head of the Worth Production Company, San Antonio.

LUCIEN HALL and Doc Bethune recently passed thru Houston en route, they said, to Mexico on business and pleasure.

DOC CURTIS and family were spotted in San Antonio recently.

GLEN RARDIN, wife and young daughter are making their home in San Antonio, where Rardin is connected with an oil company.

J. B. STONEHAM has left Houston for a visit with his mother Sophie Stoneham, who is connected with the Federal Theater in Texas.

FRANK STEVENS, musical director for the Texas Federal Theater, has been renewing old acquaintances thru West Texas.

Kansas City Jottings

KANSAS CITY, Mo., Nov. 28.—Sid Kingdon Players opened their Northern Missouri merry-go-round this week at Hamilton, Mo.

Jimmie and Mildred Tubbs, formerly with the Henry Neal Players, left here recently to join a stock company in Omaha.

Hazel McOwen Company, management Ralph Moody, is now in its 10th week of circle stock in Nebraska to good business.

Bisbee’s Comedians are slated to close the season tonight at Union City, Tenn. Rod Brassfield is making definite arrangements to open his circle in Alabama soon.

Frank Smith, manager of Frank Smith Players, is reported to be in Little Rock, Ark., making tentative arrangements to reopen his show on a circle of Arkansas towns around the first of the year.

Gene Bradley and Mickey Arthur will open a circle at an early date to play South Texas territory, with headquarters at Yoacum.

Tilton-Guthrie Players are in their 11th week of circle stock in Northern Iowa. Roster includes, besides Billy Guthrie and M. R. Tilton, owners; Jack Wolever, Cliff Carl, Gus Reid, Tillie Tilton, Thelma Wolever, Helen Carl and Laura Guthrie.

Jack Ripley is playing a circle of towns in South Dakota to good business.

Mr. and Mrs. Wally Wallace recently joined the Big Ole Company, playing Minnesota.

Al W. Clark recently closed with Jimmie O’Hearn’s Comedians in Nebraska. Tip Tyler recently joined Jimmie Hull’s Comedians, playing in Southern territory.

Billy Auton Comedy Company is slated to close the season next week in Oklahoma.

Herbert Walters’ Comedians closed a long and successful canvas season in Oklahoma last week. Company reopened this week with an indefinite engagement

ment at the Pope Theater, McKinney, Tex.

Bill and Bess Tibbills, Midwest rep folks, are in Chicago, where Bess is connected with the Federal Theater Project.

Dan and Erstyn Benton will close with the Gordon circle in Nebraska soon.

Mr. and Mrs. Arlie Choate, after visiting several shows in Southern States, are at home in Cambria, Ill.

Juanita Larets recently joined the Princess Stock Company, showing under canvas in Arkansas.

Frank Meyers, former trail blazer for the Rosewall-Terhune Show was spotted on the local main stem this week.

Billy Farrel, formerly with Christy Obrecht, is now managing the Capitol Players, a circle in Iowa.

JOHNNY JOHNSON

(Continued from page 21)

war to end all wars and to make the world safe for democracy.

In France he begins to have his doubts. He captures a German sharpshooter, and with him plans to send notes across No Man’s Land to convince the soldiers on both sides that they’re all pals. But the plan is interrupted when another soldier creeps up and shoots the German and Johnny. Johnny by the way, takes it in the same place as the audience.

In the hospital, while the doctor is probing his posterior with the aid of laughing gas Johnny comes to a decision. He steals the laughing gas, goes to a meeting of the Allied high command, squirts gas over the assembled generals, and, while they’re rollicking around, has them sign an order for cessation of hostilities. He takes the order to the front but is caught before it can be put into effect and arrested.

Johnny must also have managed to squirt some of the gas over the customers, so pathetically eager did they seem to laugh at the over-emphasized burlesque of a last act that has Johnny confined in an insane asylum, where he leads a debating club that decides to favor the League of Nations. No laughing gas, however, managed to get itself squirted on this reporter. The last scene shows Johnny selling toys on the street and singing about how we’re going to prevent wars in the future.

The inclusion of the frequent snatches of song seems somewhat inexplicable, tho it does fit into the painfully self-conscious scheme established by the acting and the writing. It has no possible, logical reason for being—except possibly to conceal the thinness, triteness and silliness of Green’s play. The tunes themselves are, for the most part, rather pretty and rather light, but with little or no depth—with certainly no hint of the power that the play’s subject demands. Drama is suggested by much futile blaring upon brass.

The Group’s acting company is as annoyingly mannered as ever, with the high spot of the evening furnished by Luther Adler’s English officer, an English officer who seems to have come out of a Bronx production of *Murder in the Old Red Barn*. Really good work, however, is turned in by Russell Collins, who stalks ingratiatingly thru the title role and almost makes Johnny a human being, despite the obstacles furnished by the lines and the production. Nice playing in small parts is turned in by Art Smith and Lee J. Cobb.

Johnny Johnson, I’m afraid, stands as the most pretentiously silly claptrap of the season. Maybe it was liked by the little groups of serious thinkers scattered thruout the theater, but I felt only as tho Johnny’s wound had been inflicted upon me.

TONIGHT

(Continued from page 21)

erary house-fly be presented upon a single evening; Coward favors a more leisurely plan. Tuesday night three of the plays were presented; Friday night will see the production of three more, and on Monday evening the series will finally be completed. Thereafter the three-play groups will alternate, each being played two or three performances, then giving way to the next. Thus customers determined to take it may at least have their own choice of weapons.

The first group of three, presented Tuesday night, proved to be a dull and disappointing mixture. Written by Coward, directed by Coward, with occasional songs (both words and music by Coward), acted, sung and danced by Coward, they jittered across the National

stage without creating an impression of anything much except the extreme preciosity of the white-haired joy of the Determined Sophisticates. To a low-brow reporter it seemed that one had to be self-consciously smart in the first place in order to find any pleasure in the evening’s self-conscious smartness.

To say that the plays were disappointing is however, on second thought, not entirely true. The Coward devotees thronging nightly to the National find a full need of satisfaction if their idol simply sides the words “Oh, yes” between his lips in his own inimitable manner; immediately that line becomes one of the bon mots of the season, and its delivery ranks as a masterpiece of intellectually lacquered heartbreak. Those who, on the other hand, have had ungracious doubts concerning the pre-eminence of Coward’s versatile genius will find only what they expected. Neither group, in the stricter sense, will be disappointed.

The three plays presented Tuesday are excellent examples of the present fad that mistakes shallow frippery for sophistication, that finds deep dramatic meanings in a method that turns out to be simply hokum in its evening clothes. They include *Hands Across the Sea*, a meaningless little comedy that doesn’t turn out to be particularly funny; *The Astonished Heart*, a drama that takes itself seriously because it makes the mistake of thinking that its own shallow hokum conceals something, and *Red Peppers*, a pale and indefinite little vaudeville interlude that manages to include the high spot of the evening. That high spot comes when Coward and Gertrude Lawrence, his co-star, do a variety-house song-and-dance. It is amusing—tho not nearly so amusing as the similar vaudeville scene in *On Your Toes*.

Hands Across the Sea, an obvious little comedy built around a telephone, tells simply of the return visit paid by a couple of colonials to Lady Maureen Gilpin, who had visited them on her trip around the world. It isn’t really very funny—and it hasn’t the ghost of an idea, a thing that comedies sometimes manage to contain even tho they dangle from window-shades—but it does include a couple of moments that are put over by some really amusing writing and the customers’ determination that any comedy by Coward simply has to be funny, even in spite of itself.

The Astonished Heart tells the sad, sad story of Christian Faber, an eminent psychiatrist, happily married for 12 years, who falls for the blandishments of Leonora Vail. Being a psychiatrist, he understands both his own and the woman’s reactions perfectly well; but the affair, which starts off as something of a lark, ends by sweeping Christian away upon its rushing tides. His incessant examination of the past (in the best psychiatric manner) finally dampens the lady’s ardor, and when she leaves, Christian, after going somewhat balmy in a scene that allows Coward to indulge in some precious underplaying, throws himself out of the window. Just before he dies he floats back to the harbor of his sane and amazingly understanding wife.

The play’s pseudo-profundity, which will probably be seized upon with rabid fervor by the Coward enthusiasts, is composed of obvious hoke, interspersed with smartness. It is hoke, mind you, that is on the other end of the scale from, say, Bozo Snyder’s—but it goes just as far overboard.

Rep Peppers is simply an inconclusive little interlude that concerns itself with the tribulations of an English vaudeville team. It’s not very funny, and it never manages to get anywhere, but it does allow Coward and Miss Lawrence to dance. It was a relief.

Coward has managed to assemble a cast that swallows more words per minute than a battery of linotype machines. He himself is not the least offender, tho he is topped by Miss Lawrence, whose word-swallowing ought to qualify her for a championship spaghetti-eating contest; spaghetti should be easy after some of Coward’s words. Joyce Carey is the only one of the others who has much to do: as the wife in *The Astonished Heart* she, like the others, conceals heartbreak excellently. Alan Webb does an amusing bit in *Hands Across the Sea*.

As for the author-composer-lyricist-director-actor-singer-dancer-producer, he plays in his usual style—which is to say he offers performances smeared thickly with what, for want of a better word, may be styled sophisticated (or dishonest) hoke.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

ZUDELLA, mentalist, after 15 weeks at the Wagon Wheel, Lansing, Mich., and 25 weeks at the Coconut Grove, Gary, Ind., is slated for an indefinite stay at the Medinah Club, Chicago.

AL DELAGE and Company, after several weeks in Southern New York State, have returned to Rochester, N. Y., for more night club dates. De Lage is working as magical emcee, but doing a silent act.

SOME MAGICIANS don't talk much because they don't know much; others talk too much for their own good.

WILLIAM W. LORD, mentalist, will fill club and school engagements in Chicago during December with his lecture-demonstration, "The Brain of the 24th Century." Lord's home is in Watertown, N. Y.

VIRGIL THE MAGICIAN has returned to the Pacific Coast, after a two years' transcontinental tour, which, in the main, was termed successful. With the exception of a four months' period a year ago, each week has been out of the red, with some weeks registering handsome profits, Virgil's manager reports. Out of the 100 weeks' season, Virgil worked all but eight weeks in theaters. These eight dates were co-sponsored by theater managers whose stage equipment was inadequate to handle Virgil's presentation. Virgil is reported to be spending several thousand dollars in developing an original idea in magic, which he hopes to announce early in April.

IT ISN'T NECESSARY for a magician to tote a carload of equipment to be in line for the title of the "world's greatest magician." The best piece of magic we ever looked at was done by a gentleman who reached in his pocket for his paraphernalia. As Thurston once told us in his later years: "I'm not a magician any longer; I'm merely a string-puller. The real magician is the lad who can bring magic right under their noses and baffle 'em to a fare-ye-well with whatever objects may be within reach."

THE GREAT MARVELO (Lester Lake) has just closed the Malaria Circuit of Georgia fairs with the Brown Novelty Shows, featuring his "burned alive" act, and is now heading north to play a string of holiday dates on the Zero Circuit in the Cincinnati area. Marvelo had as recent visitors in Georgia the Rays, mentalists; Fred Kaughman, veteran escape artist, and Rex Billings Jr., who, Lester says, is quite a card with the cards.

BOB NELSON, of Columbus, O., has just announced a new idea which he claims will completely revolutionize the art of mindreading. He calls it "The Secret Invention."

A year's subscription for The Billboard makes a REAL Christmas gift.

COTTRELL J. THOMAS, colored magician, and his company are still in the Texas country, where, it is reported, they have been doing pretty well, despite several cold spells recently. Show is now in the Dallas area. Thomas is enlarging his attraction and 1937 will find the show as a grand-stand feature at colored fairs. In the company's roster, besides Thomas, are Vivian Jones, assistant; Richard Hamilton, comedy pianist, and Catherine Thomas, advance.

CINCINNATI MAGICIANS' CLUB held its third annual indoor fiesta at Kiefer's Grill, Cincinnati, Friday night, November 20. Dancing and a floor show followed the usual magic demonstrations.

BEWARE OF THE fellow who is always talking a good performance. He usually falls down when the time comes to show his ability.

BIRCH THE MAGICIAN is reported to be doing nicely thru Eastern and North-eastern Ohio, where he is appearing mostly under auspices in school auditoriums. At Canton, O., recently he was presented by the Lions Club at the Lincoln High School Auditorium. A capacity audience of students attended a special afternoon matinee, while the night was another sellout. Birch's tour, his

14th, is proving the best in many years, he said.

DON'T BE FOOLED by a dumb look on a magician's face. He may be only looking dumb in order to make a good trade.

NICHOLAS SAHJA, mentalist, is currently playing the Skouras Circuit of picture houses in the East. "When an attraction of this type is properly presented and advertised, it'll always bring people into the theater," writes Tommy McNeill, Sahja's right-hand man.

PRINCE MENDES, prestidigitator, originally booked into the Royal Palm Club, Miami, for one week, is now in his fifth week at that spot and still going strong. This is the longest run any act has ever had at the Royal Palm. Mendes plans to remain in Florida all winter.

AN OLD AXIOM which we learned in the fourth grade fits into the magic field, as well as any other; so here goes: "Don't be the first on whom the new is tried; don't be the last to lay the old aside."

HERMAN YERGER has closed his road season and is now operating out of his home town, Austin, Tex. Yerger, who of late years has been unable to walk, has been presenting his magic-mental program from the stage while seated. He is recovering from the affliction, however. Yerger is assisted by Emily, the "Greek Goddess of Beauty."

WELBURN recently played an engagement at the Paramount Club, La Salle, Ill.

HUNTINGTON is successfully playing high schools in the Middle West and is booked solidly far ahead.

FU MANCHU, billed as "the Greatest Living Magician," opened November 20 at the National Theater, Havana. He speaks Spanish fluently all thru his performance, running three and one-half hours, with an occasional breathing spell. Despite the running time the show went off with a bang and was well received by the Cuban audience, who appreciated and applauded his jokes and wise cracks in their own language. Fu Manchu was assisted by three men and three girls, all dressed in appropriate Chinese costumes. His wardrobe is lavish and plentiful. His scenery and settings are all of the Chinese style and elaborate.

NEW TRICKS and literature on magic are always welcomed by the wide-awake mystery worker, but some of the stuff being foisted upon the gullible in the guise of "something brand new and sensational" by unscrupulous vendors of magic and mental paraphernalia is nothing short of atrocious. However, magic does have a way of passing the word around pretty fast and gradually these sellers of inferior and misrepresented magic and mental goods are being weeded out. Most of the better magic publications have already barred them from the use of their advertising columns. Not only have these chiselers worked a hardship upon hundreds of magi but they have been a sharp thorn in the side of the legitimate dealers, striving hard to make a legitimate living in these times of plentiful competition.

THE ISOLA BROTHERS, ex-theater directors, are presenting their illusion act at the Trianon in Paris.

FRED BREZIN, English prestidigitator, is at the Alhambra in Paris.

SANCEDIS AND MELOSKA, illusionists, are at the Grand Cafe Sion in Toulouse, France.

WILLARDY is presenting his cigaret tricks at the Hansa Theater in Hamburg.

RINALDO, mentalist, originally booked into the RKO-Albee, Providence, for two weeks, has proved so popular as an added attraction on the mezzanine that his booking has been extended indefinitely.

HAVILAND, Washington paper-tearing magish, after winding up a stay at Bob's Premier Night Club, Columbus, O., has moved to the Palace Cafe, Mansfield, O., and from there jumps to a club in South Bend, Ind. Before playing the Premier

EDITORIAL
DEPT.



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

OLGA DRUCE—young and pretty legit actress now appearing on the road in the ingenue lead of *Moon Over Mulberry Street*. She gives a beautifully shaded and immensely appealing performance in a tritely written part, an excellent piece of work. Also has natural charm and appeal and should screen well. Looks like an excellent film bet.

CARL CURTIS—youngster who did a couple of guest performances for Rudy Vallee last week at Loew's State, New York. Has a sweet and compelling voice, but more than that his tap dancing is superb, displaying poise, grace and impeccable tap control. Stopped the show cold. As a junior Astaire he ought to be a great bet for pictures.

For RADIO

HENNY YOUNGMAN—comedian now at the Yacht Club, New York. A sly, droll fellow who can sling gags like a machine gun. Writes his own

brilliant material. Ought to be a swell bet for a radio spot or for pictures. Would even fit in excellently as a material writer for radio or for films. Combines sparkling material with topnotch delivery.

For NIGHT SPOTS

MARY JOYCE—a lovely now in burlesque, who would make a decorative and talented addition to any floor show. A blond beauty, tall and graceful. Also she's not limited to stripping, having a singing voice that's good enough to stand by itself. Also capable at handling lines.

For VAUDE

BABY YVONNE—6-year-old mentalist (daughter of Princess Yvonne) now playing radio in the Midwest. Kid does an excellent mentalist routine and is attracting plenty of attention. A cinch for vaude houses, not only because of her routine but also because of the exploitation angles possible thru her age.

who did middle-man duty with the Emmet Welch Minstrels, is also included in the radio cast. Program will be aired before a visual audience December 9 at the Mercantile Hall, Philadelphia.

DESPITE COLD WEATHER, F. S. Walcott's Rabbit Foot Minstrels played to good biz at Natchez, Miss., November 16. Aaron Gates is directing the cast of 35. Featured are Jack Slack, Frank (Dusty) Tanser and Jimmy Jones as comics, and the Simms Brothers, dance team. Walcott states that business has been good since the opening September 1. Intends to close around Christmas. Show is transported in four trucks and a large bus. Band is led by John Penny, and John Simms directs the orchestra. Company is now in Louisiana.

PROF. WALTER BROWN LEONARD posts from St. Petersburg, Fla., that he recently had a card from Doc Crabtree, who is working night spots in Paris. Says he also heard from Hy Whitcomb, who is running a dance academy in Battle Creek, Mich. Both gentlemen are black-face hoofers and worked with the professor in the past.

DANA LEE HUBBARD, formerly with McNish, Johnson & Shavin, Gorman Bros. and Al G. Field minstrels, writes that he is contemplating a return during the holidays to his old home in Hannibal, Mo., where he will produce a home-talent minstrel show with five former professional minstrel friends. Hubbard admits to 68 summers, but says he can still sing high tenor with nary a tremor in the upper registers.

BOBBY GOSSAN, minstrel vet, is still managing the Knickerbocker Theater, Columbus, O.

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night spot Haviland put in good licks at the Dutch Cafe and Beechwood Tavern, Columbus, and the Brass Rail, Parkersburg, W. Va. On Thanksgiving Day he (See *MAGIC* on page 29)

Additional Club Chatter

New York:

LONG ISLAND NOTES: Nitery biz buzzing around the Island, with Jamaica the heart of it. . . . JACK WEIZTMAN opening a night spot at Beach 77th street, Rockaway Beach. . . . LEE CRANE'S Ork out of the Commodore Hotel, Rockaway Park, after season's engagement. . . . MAX FUCHS' Rilis Park, Neponsit, spot will go night clubish next spring. . . . JACK MOORHEAD'S, Edgemere, enlarged, with facilities for 1,200 persons. Ork and small show carded for each evening. . . . SHOW PLACE BAR, Forest Hills, gets the class trade in Queens Boro. . . . PANCHARD'S, Massapequa, still a motorists' rendezvous. . . . LONG BEACH has two-score night spots in the summer, but only two or three at this time of the year. . . . LONG ISLAND CASINO managing to hold up nicely during the chilly weather.

ILLIANA was the only featured singer to stay longer than two weeks at the Biltmore. . . . BILTMORE HOTEL is doing bigger biz than ever, only equaled two years ago with Paul Whiteman. . . . ESTELLE AND LEROY to introduce two new numbers, *The Charleston* and *The Mazurka*. . . . PAUL GATTI, present maitre de of the Brass Rail, formerly owned and operated Le Mirage, and was also in charge of the House of Morgan and of the French Casino. . . . ELEANOR EBERLE, dancer, booked into the Commodore Hotel November 27. Handled by Harry Flamm, of F. & M.

FRANCES HUNT is the featured singer with Lou Bring's Band at the French Casino. . . . EDGAR BERGEN, ventriloquist at the Rainbow Room, held over for an additional six weeks. . . . JEAN SARGENT is introducing new songs by talented unknowns at the Sapphire Room. . . . JOHN ZELLNER, organist, joins the show at the Montclair.

EDITH ROSS, songstress, is now at the Brass Rail. . . . JOHN BOOTH, magician, has been held over at the Mon Paris, along with Diana Ward and Lawrence White. . . . DICK LINEHAN is doubling as host and press agent at the Club Rio, Jamaica. . . . HENRY SCOTT, piano speed demon, was featured on Ripley's program last week. He patented a type of mitten supposed to increase finger strength. . . . BOWERY AFTER

DARK is the new revue at the Gay '90s, headed by Joe Howard.

There is a definite reaction against the overdose of ballroom dance teams in night spots. They got to be too much alike—slick appearance, introduction, lifts and tricks, spins and a sock finish. They fell into the same pattern. Dance schools, turning out stock routines, made the situation worse. And now the public is apparently tired and wants to see something new. Those teams keeping step with changing times will get the bookings.

Chicago:

FOUR HIGHLITES, Bill Renkert, Lynn Burnham, Scotty Forbes and the Two Block Sisters opened at the Old Hickory Inn November 18. . . . JIMMY DUNN, Jean Bradley, O'Neill Clark and the Four Shades of Rhythm opened at Ann Millstones on the same date. . . . LEE, SANTRY AND FRAZER have been added to the bill at the Silver Frolics. . . . JIMMIE AMES, the Dancing Howards, Francis Gordon, Faith Foster and Kay Brown opened at the Silver Cloud November 19.

RITA CORDOBA, Wynnard and Weckler and Bill Baird opened in the Walnut Room of the Bismarck Hotel November 27. . . . BERT GRANOFF has had his contract extended indefinitely at the same place. . . . FORD CRANE has been added to the Congress Casino show. . . . YVONNE FAITH, Flo Chappen and Olga Antonick opened at the Carioca Club November 20. . . . BILLY BROOKS and Mabel Janis moved into the Hi-Mac Club on the same date, booked by Hal Lawrence. . . . CARMELA AND BILLY JUNE opened at Powwow Gardens November 19. . . . THE GREAT HARDINI, DuBell's Pets, Don Phillip and Company, Sam Marlowe and Company and Jackie Peter began at Bruns Palm Garden November 20. . . . AL AND GLORIA COLE are booked for 14 weeks in hotels in the East.

In the so-called class hotel spots, appearance and personality are more important for a dance team than even dancing ability. The girl must be virtually a clothes model, and the man must be handsome and look well in tails. A strikingly attractive team can sometimes bluff its way for years without even knowing how to dance well.

West Coast:

BILL ROBERTS, singer, and Les Parker, pianist, round out first anniversary this week at the Ambassador Hotel, Los Angeles. Pair also do a nightly turn in the Coconut Grove. . . . NICK AND STEVE CONDOS go into the Bal Tabarin, San Francisco. Booked for Paramount Theater, New York, over the Christmas holidays. . . . LATHROP BROTHERS and Virginia Lee, currently at the Coconut Grove, Los Angeles, are booked for the Miami Biltmore, Miami, opening January 13. . . . BILLY GRAY and Jerry Bergen returned to the Casanova Club, Los Angeles. Also there are Galante and Leinarda, Ivan Silva and Mary Farber and Jimmy Nolan. . . . ART TATUM went into the Melody Grill,

Los Angeles. . . . THE THREE CHEERS signed with NBC Artists' Bureau. . . . CORLIES AND PALMER, song satirists, opened at the Saddle and Cycle Club, Palm Springs, Calif.

Night-club managers are finding out that although women attractions can be, and are, powerful drawing cards, it is the real, capable male performer who is worth his money and more, and provides the staple entertainment value.

Here and There:

THE COMMODORE CLUB, Detroit, features Paul Nolan, Violet Love and the Lewis Sisters. Dix Ware is emcee. Phil Sillman's Orchestra furnishes the music. . . . THE POWATAN, Detroit, is featuring LuBa Malina, Shubert's Floradora Girl. . . . PALMETTE, Detroit, opened November 16 with Beverly Frances and Dorothy Barlow. Helene and her Boys furnish music! . . . HARRY RUSSELL'S *Beef Trust Revue* remains at Corktown Tavern, Detroit. . . . THE OASIS, popular Detroit spot, is featuring Lyle Mack, with an all-star male revue. . . . SAKS, Detroit, is featuring Lee and Roule and Velva Nally. . . . FRANCIS RENAULT, featuring his \$20,000 wardrobe, is continuing at Palm Beach, Detroit.

DEA LANG, Noll and Nolan and Lynn and Lazzeroni opened at the Wagon Wheel, Nashville, November 20. . . . HERBERT LOE, Fanchon and Fanchon and Raoul and Naida opened there November 26. . . . TED AND MARY TAFT opened at the Webster-Hall Hotel, Detroit, November 27, following four weeks at the Pere Marquette Hotel, Peoria, Ill. . . . FRANCES WILLER, Rudy Bale and Bobby Parker opened at the Pere Marquette Hotel, Peoria, November 20. . . . FAYE AND WELLINGTON and Dorothea Gray opened at the Springhurst Country Club, St. Louis, November 20. . . . GALE SEXTET, Buddy Walker, Kollette and Dean and Mildred Rock moved into the Blue Moon, Milwaukee, November 19. . . . JENNINGS AND MURRAY opened at the Muehlebach Hotel, Kansas City, November 27. . . . SANDRA AND WYNTERS repeating a return engagement at the Berghoff Gardens, Fort Wayne.

ENTERS AND BORGIA being held over at the Park Plaza Hotel, St. Louis. . . . CHARLES AND HELEN STONE opened at the Jefferson Hotel, St. Louis, November 20. . . . DON D'CARLO, Pittsburgh booker, turned performer for the first time in seven years, but for one night only. He did his original wop act at the Entertainment Managers' Association celebration held at Vera Liebau's dance studios, Pittsburgh, last week. . . . MAE HALLIDAY and Tom Clark, swing ballroom dancers, after a successful run at the Syracuse Hotel, Syracuse, N. Y., flew to Pittsburgh to open at the William Penn Hotel.

BOBBY LAMARR and Lee Carroll now current at the New Earl Club, Baltimore. . . . HARRY FINK opened at Dante's Inferno, St. Louis, November 21. . . . DOROTHY TAYLOR now in her second year at the Airport Tavern, Cleveland. . . . SAMMY WESTON now producing shows at Green Derby, Cleveland. . . . SALVO AND GLORIA, Continental dancers, appearing now at the Jermyn Hotel, Scanton, Pa. . . . DOTTIE DEE opened at the Clover Club, Portland, Ore., for an indefinite engagement.

via Yankee and Columbia networks. Handled by the Charles Shribman offices.

JAN CAMPBELL and his Washington-Lee Ork are kept busy playing club dates in the East. Played 258 one-nighters this past year.

CONTINENTAL ORK Corporation of Utica, N. Y., has set Jan Campbell, Frank Dalley, Danny Murphy, Joe Nevils, Tommy Blanton and Red Carino on holiday date exclusive of New Year's Eve.

ART KASSEL and his Kassels-in-the-Air are playing the Cosmopolitan Hotel in Denver. Broadcast over KOA.

JERRY FODOR still dishing out at Frank Brothers Club, Toledo.

FLOYD SNYDER and his 10-piece ork now playing at Schneider's Garden Cafe, Detroit. To remain indefinitely.

BABE EAGAN, back in New York from California, is assembling another femme band to play night spots.

HARRY WALKER and All-Nations Band now one-nighting out of Shreveport, La.

BOB FOSTER and ork opened November 22 for five weeks' engagement at Bob's Night Club, Ferriday, La., replacing Senor Jose's 12-piece Spanish ork.

HORACE HEIDT and his Brigadiers left Dallas for Chicago, where they opened for broadcasts. Following radiocasts ork goes to Metropolitan Theater, Boston, for engagement and December 5 opens at Biltmore Hotel, New York.

LEONARD KELLER and his NBC Ork, featuring Dixie Dale, now current at Hotel Peabody, Memphis, Tenn.

JOE SANDERS' Night Hawks opened November 27 at Claridge Hotel, Memphis.

DICK SNYDER'S Band, featuring Evelyn K. Gill, is at the Colonial Club, Jackson, Miss.

John Redfield, musical authority and fellow of the Acoustical Society of America, tells us that there can be bigger bands, but the larger they grow the worse must be the time they keep. Although the velocity of sound is uniform from all instruments, the varied distance to the conductor's ears will cause a time-lag—which means the music will lack precision, at least for the keener listeners. Under such circumstance, says Redfield, a conductor must direct "by faith and sight, rather than by sound."

JOHNNY DE DROIT and band are playing one-nighters in and around New Orleans and airing over WDSU.

COTTON CLUB, Los Angeles, has abandoned policy of alternating bands and is now featuring Ben Pollack's Ork. Les Hite's colored band dropped temporarily.

PHIL OHMAN, leader of the Trocadero Orchestra, Los Angeles, discovered last week that MGM had used his song *Dream Awake* in *Libeled Lady*.

KEARNY WALTON'S Ork replaced Jimmy Bittick at the Blue Room Supper Club, Los Angeles.

JACK MIDDLETON, Cincinnati booker, is now handling the Forrest Bradford Ork, playing an indefinite engagement at Glenn Rendezvous, Newport, Ky.

JERRY MONROE and his Casa Nova Orchestra have left Danny's Stage Door, Hempstead, L. I., to open at the Back-Stage Club, Union City, N. J. Herby Birch is now playing lead tenor with the Monroe combo.

JACK DENNY and ork are holding forth in the Florentine Room of the Hotel Gibson, Cincinnati, for a limited engagement.

WALT SEARS and his Georgia Revelers have replaced Chic Meyers and band on the Indiana Rocf Ballroom, Indianapolis, for an extended engagement which will be interrupted by a one-night stand by Wayne King and orchestra December 6.

BILLY SHAW'S Ork has replaced the Mel Snyder combo in the Gibson Hotel Rathskeller, Cincy. Shaw is in for an indefinite stay.

LITTLE JACK LITTLE and orchestra terminate their engagement at the Palmer House, Chicago, December 22 for dates in Florida. Hal Kemp is mentioned as his successor.

GLENN GRAY and the Casa Loma Orchestra close at the Congress Casino, Chicago, December 7. Ray Noble, Paul Whiteman and Bob Crosby's bands are possibilities to follow.

ART FISCHER'S Orchestra will succeed Herbie Redell's Band at the Casino, Chicago southside night spot, December 7.

BOB YOUNG and orchestra featured at the Hotel Utah, Salt Lake City.

THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally. Conducted by MARTIN C. BRENNAN, 198 City Tattersalls Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

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AND BATH \$3
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ATLANTIC CITY

Additional Bands and Orchestras

TOM NUNEZ, whose org has been a feature at La Normandie, Cincinnati, the last six months, has moved to Lexington, Ky., where the combo will hold forth until the first of the year. Nunez and his boys open at Club Forrest, Miami, January 6 for a four-month run and from there will hop to Mexico City.

JUAN PINEDO and his Hawaiian orchestra are in their 22d week at the Monte Cristo, Chicago.

A year's subscription for The Billboard makes a REAL Christmas gift.

KEN HERREN and his combo have just commenced on a 10 weeks' contract at the Club Chalfonte, Pinehurst, N. C.

EARL HINES and orchestra will return to the Grand Terrace, Chicago, December 4.

GEORGE FROMMEL, drummer, formerly with Charles Grow's combo, now has his own ork at the Biltmore Hotel, Cincinnati. He's in his 14th month at that spot.

LOU BRING and his ork returned to the French Casino, New York, November 21. Other bands at this spot are Rudy Vallee and Vincent Travers.

JOE HAYNES has been engaged for the Laurel-in-the-Pines Hotel, Lakewood, N. J.

HUGO MARIANI at the Ritz-Carlton, New York, had his engagement extended indefinitely.

PHIL ROMANO'S Ork, at Jack Dempsey's, New York, is featuring musical boxing bouts.

BASIL FOMEEN began his second month at the Ritz-Carlton, New York, November 28. To stay the duration of the winter season.

ABE LYMAN, at the New Yorker, New York, augmented his band with Sonny Schuyler, vocalist, and Tom Macy, clarinetist.

WILL McCUNE, at the Plaza, New York, is enjoying deserved popularity among the society set.

EDDY HERR left his post as leader of the Show Boat, Daytona Beach, Fla., to rejoin his band now on tour thru the South.

RUDY BUNDY has opened at Lavaggi's, in Boston, after successful engagements in the South and Midwest. To be aired

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.

Radio amateur hours have long been a source of aggravation to professionals, who have used gallons of printer's ink in their publications telling one another what they think of the matter. Ernest L. Meyer, who writes a syndicated column, "As the Crow Flies," made possible the first effective step to apprise the general public regarding this apparently benevolent practice. Mr. Meyer for one day turned over his column to Ben Berger, "the magician with the fastest hands in the world," who wrote a 1,000-word sizzler on amateur hours in general and Major Bowes' in particular. This excellent article was published in *The New York Post* on October 6 and later was reprinted in other newspapers. The profession must be deeply grateful to Mr. Meyer for giving this amateur-hour situation some real publicity which eventually may lead to something that will protect the profession and give an honest chance to the amateurs. Ben Berger is well known thru his column, "Kadooys," in the Chicago Professional Entertainers' official publication, *The Pecoc*. A. L. ZOPEL.

Educating the Public Regards Amateur Hours

Madison, Wis. The show was always pleasing and Bobby insisted upon having a good band, which he conducted, playing a strong, reliable Bb cornet. They dressed their parade well and always featured it. The De Rue boys came of a show family, their father being owner of a successful med show with which the mother and boys trouped. My first visit with Billy was in Randolph, Vt., when he was the comedian with Steve Kennedy's med show. With the company were Steve, his charming wife and his two very clever daughters, who afterward were very successful touring with their own company. I met the De Rue show many times en route, and when spending Sunday with Billy in Sidney, N. Y., he informed me confidentially that he had married Miss Austin, whose father was a successful dealer in horses in Walton, N. Y. At one time this capable lady took out an U. T. C. company, the band of which played the parade mounted on horseback. After trouping for years Billy and his wife purchased a nice home in Newark Valley, N. Y., as well as acquiring the opera house, which they ran until the death of Mrs. De Rue. Billy married again and they are still in Newark Valley, where he has a service station and is enjoying all comforts of a happy home. Billy is somewhat rotund but otherwise has not changed since the old days of the "11:45." WALTER BROWN LEONARD.

Allentown, Pa. Altho most circuses have discontinued the street parade, the old band wagons, tableaux and allegorical floats could still be used with great effect in the opening procession or grand entry. Impressive and splendor of the procession could be greatly enhanced by use of these gorgeous equipages pulled by teams of six or eight powerful Percherons. Many circus patrons, especially those living in larger metropolitan areas, never see the fine big hitchers carried by some modern circuses, and these in themselves would make an indelible impression on the minds of many people and certainly would make the grand entry more inspiring than ever. The condition of the lot, as well as occasional straw houses, would sometimes make it impractical to use this feature of the spec. However, this condition is the exception rather than the rule. For the sake of safety, as well as to facilitate making the turns, each horse could be led or ridden by a costumed attendant. To have several of these wagons and big hitchers in the grand entry certainly would add to the pomp and splendor of the circus opening feature and prove to be an acceptable innovation. We would advocate vehicles with the varicolored sunburst wheels, having the characteristic "circus rumble," in preference to the modern rubber-tired type. ROBERT D. GOOD.

Band Wagons As Asset to Grand Entry

St. Petersburg, Fla. Because of a number of inquiries coming to me regarding the De Rue Brothers, minstrels, I am reminded that Billy De Rue, "the Talkative Minstrel," Tom Willis Eldredge, born in Cobleskill, N. Y., place of my wife's nativity, about 60 years ago, is still hale and hearty. Billy enjoyed a long and successful life as a black-face performer, having beer with Joe Gorton, Al G. Field, Hi Henry and many of the best known minstrel companies. Billy, his brother, Bobby, and a musician named Sawin formed what was known as De Rue Bros.' Ideal Minstrels, which toured the country many seasons, having the reputation of being one of the best smaller cork oprys of that time. This was, as far as I know, the only minstrel company that paid all bills before performances took place. After the "11:45" Billy would go into the hotel office, check up the people on the register and pull out a big roll of bills, asking the proprietor to make out his bill, which he would pay at once amidst the astonished lookers-on. This was a big feature stunt that made friends and patrons for the show.

Minstrel Days Of the De Rues Are Recalled

Duluth, Minn. Aside from the unspeakable evil of exposure, the greatest menace to magic today no doubt are the petty jealousies, malice and bickerings among various performers themselves. That such a condition lowers the art in the eyes of a surfeited public itself goes without saying. There appears to be no limit to how mean some bitten by the envy bug can become. For example, the writer knows of a case where another performer publicly exposed one of the writer's tricks, just to be mean. CHARLES RUBENS.

Conneaut, O. Having been an interested reader of the Forum for many years, I enjoy letters about old-time mud or wagon shows that have come and gone. But to date most of the writers and historians have not given that of Robson Bros. the place that I believe it deserves. I am hoping that we can have some more facts concerning this show. Its winter quarters were in Reading, Pa. It was operated by Johnny Dorward, Bright Jones and George Flatt. The late Ardell Leamon had charge of reserved seats and ticket sales. This show had some of the best aerial acts on the road, those like Aerial Wertz and Aerial Faustus and Blandy Brothers, jugglers and acrobats. I hope some of the oldtimers know when this show closed and what was its last season on the road. C. C. BITNER.

Washington, D. C. It was absurd to try to communicate with the spirit of Houdini recently when there was an audience of more than 200 morbid curiosity seekers knowing little or nothing about psychism. An inner circle of 12 sincere seekers would have been sufficient. Among the hundreds of spectators the presence of a few doubting Thomases would have been enough to break the power of the psychic circle and keep Houdini's soul out of it. Another thing, the use of a trumpet at a seance is superfluous. I have reason to believe that most, if not all trumpet work, is a fraud. The spirit needs no dead, inanimate object thru which to manifest itself, but merely the living bodies of mediums, using the solar plexus in which to form. A materializing cabinet helps, as does the setting for automatic writings. Among other forms of psychic

phenomena I consider fakes are slate-writing and spirit photography. Before each seance sitting the sitters should be instructed to see with the inner eye (with physical eyes closed), and in the use of the chemical, bismuth, the proper use of candles, appropriate singing and invocation to high spirits, and even after that they may have to sit for two hours before getting results. Inasmuch as Houdini manifested himself to Mrs. Houdini thru Arthur Ford, a New York medium, on a previous occasion, I do not see why it is necessary for his spirit to come back again in order to give proof of spirit return. DR. ED JAMES IRVINE.

San Diego, Calif. After seeing a circus parade here recently, it is my belief that the railroad show should retain the parade feature, at least to a certain extent. I do not say circuses should give a parade every season, but do believe a circus should feature a parade at least every third season. Such a plan would keep the parade from becoming extinct. Some shows have not given a parade for 12 or 15 years. This is much too long a breathing spell. After all, if the younger generation is to become circus-minded, we must show them a circus parade once in a while. W. F. HEWITT.

Saranac Lake By JOHN C. LOUDEN Happy Benway, oldtimer at the Lodge, is in general hospital seriously ill with pneumonia. Doris Connes has returned to the Lodge from the hospital, where she underwent a second-stage rib operation. She is improving nicely. Mrs. James N. McCarthy, who has been visiting her daughter, Peggy, for the last month, has returned to her home in New York. Gladys Palmer is doing well after a successful pneumolysis operation performed last week. She is now back at the Lodge. Jesse Vaughn, night engineer, had his automobile stolen from the Lodge grounds last week. Rose Karp is our latest guest-patient. Miss Karp is from Brooklyn, where she was formerly cashier with the Banceforce Amusement Corporation. Dolf Singer has returned to the Lodge after a short vacation in New York. Alice Carmen is leaving Saranac Lake for California, where she will continue the cure. Jerry Vogel, of the Vogel Music Company, New York, has our grateful thanks for his weekly donation of candy which he has been sending to the patients for years.

MAGIC (Continued from page 27) was part of a 25-act benefit show staged for the inmates of the Ohio State Penitentiary in Columbus. "Have had a grand tour since I left Washington a couple of months ago," Haviland typewrites. "Haven't met a magician anywhere on my travels so far. Where are they all? Or am I just lucky so far?" RHODE ISLAND RING 44, IBM, held its regular meeting November 20 at the home of William Chatterly in Providence and entertained several members of Rhode Island Assembly 26, SAM, as guests. Appearing on a program which followed the business meeting were William Satchel, A. A. Almon, Lucian San Souci, Bill Chatterly Jr. and Sisters, William Baker, H. Davis, Mystic Wallace, Mysterious Ingram and Eddie Rowe. John Davidson, national vice-president of the SAM, gave a short talk. President Cliff Hard, Charles A. RossKam and C. Foster Fenner, of the SAM, responded to introductions with magic and brief talks. WELBURN, Chicago magician, opened at the Silver Dome, Neillsville, Wis., last Saturday for a week's run, to be followed by a week's engagement at the Oaks Club, Winona, Minn.; Sunset Gardens, Burlington, Ia., and the Colonial Village, Peoria, Ill. TWELVE MAGICIANS participated in a contest which the Chicago SAM held at the Morrison Hotel November 20. Judges were Laurant, Joe Berg and W.

42d YEAR

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DISPLAY ADVERTISING—Fifty Cents per Agate Line. Whole Page, \$350; Half Page, \$175; Quarter Page, \$87.50. No display advertisement measuring less than 10 lines accepted. Last advertising form goes to press noon Monday. No telegraphed advertisement accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday. The Billboard reserves the right to edit all advertising copy.

Vo. XLVIII. DECEMBER 5, 1936. No. 49

C. (Dorny) Dornfield, who awarded first prize to H. McLaughlin, president of SAM; second prize to Sam Berland and third to Ed Kotts.

GALI GALI, who closed November 27 at the Versailles, New York, after a phenomenal record run of 14 weeks, opens at Loew's State, New York, December 4. Future bookings include Hollander House, Cleveland; Drake Hotel, Chicago, and Hollywood Country Club, Hollywood, Fla.

AMEDEO was recently booked into Harrisburg, Pa., his third date within three months in that city. Expects to be in New York soon.

FRANCIS A. NICKOLAS is in Peoria, Ill., after closing the season on the Chalkias Bros.' Odditorium with the Snapp Greater Shows at Alexandria, La., November 22, as inside lecturer and magician. He will head for New Orleans within a few weeks.

MYSTIC ZAJAC recently began his fall and winter season in Massachusetts, featuring the eight goldfish bowl production.

ENDURANCE SHOWS (Continued from page 25) in Frederick, Md., are in their second week at the Edgewater Club, Danville, Ill. Grow is promoting special draws and emseeing, while Real is doing comedy. Boys landed their present jobs thru Fred Clifford, judge. They would like to hear from friends.

SAILOR HARRIS would like to hear from Bill Goss, Lou Nehring, Duke Desyrette, Lou Bush and other friends via the Letter List.

"WHERE ARE ALL the oldtimers, such as Johnny Hartman, Arielle Rymut, Helen Bartlien, Jimmy Scott, Happy Griffin and Mac and Billy McGreavy?" postals Edith Reid from Waterbury, Conn. "Would like to hear from JackTe Davis, Jerry Davis and Stanley West."

ERIC LEVY would appreciate a line from B. McKay via the Letter List.

CURLY LINDER, formerly endurance show emcee, recently opened at the Club Rendezvous, Houston night spot, with his band, the Musical Maniacs.

TINY SCHILLINGER would like to hear from Jack (Dead Pan) Kelly, Jerry Martone, Georgie Grow, Al Baker, Lou Bush, Sailor Harris, Eddie Ware and other friends.

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place. Parcel Post

- Bailes, Walter, 15c
Burns, L. P., 10c
Clifford, Herbert, 25c
Dennis, Buddie, 8c
Evans, Robert Lee, 15c
Faulkner, Evelyn, 36c
Frazier, J. G., 15c
Gray, Jas. V., 15c
Jackson, Murphy, 4c
Kane, Joe, 15c
Lamb, Wm. E., 12c
Lavan, Pauline, 6c
Mattheys, Harry, 20c
Schmidt, Walwyn, 18c
Stewart, Bobby (Express Pkg.)

Ladies' List

- Adams, Dot B.
Adams, Jean
Adams, Peggy
Adams, Vicia
Allen, Jean
Allen, Mary Nell
Allen, Mickey
Allen, Mrs. Kate
Allen, Prairie Lilly
Allman, Mrs.
Almany, Mrs.
Ammons, Margaret
Anderson, Mrs. Geo.
Anderson, Mrs. May
Anderson, Mrs. Sylvia
Anderson, Mrs. Tanya
Ann, Madam
Anthony, Ramona
Archer, Marie
Arley, Irene
Arley, Mrs. Willy
Armstrong, Betty
Arnold, Edna
Arnold, Hilda
Arnold, Marie
Aster, Mrs. Grace
Aster, Marie
Atkinson, Mrs. Thomas
Auck, Edna
Badger, Mrs. Nellie
Bailey, Melba
Baldwin, Mrs. Florence
Barber, Babe
Barnard, Mrs. Sylvia
Barr, Helen
Barry, Mrs. Martha
Bartells, Mrs. Mabelle
Barton, Mrs. Mildred
Baxter, Mrs. Mary
Bates, Mrs. Sarah
Bayne, Eleanor
Beach, Mildred
Beam, Eleeta Ann
Beatty, Mrs. Joe
Beatty, Mrs. O. J.
Bender, Mrs. Wm.
Bennett, Mrs. Betty
Benson, Anne
Bentum, Bench
Berlow, Thelma
Bigalli, Nada
Blyou, Mrs. P. W.
Bishop, Mrs. Fred (Peg)
Blair, Mrs. Rivelly
Blake, Mrs. Etta
Blake, Mrs. Etta
Louise
Boatwright, Lulla
Bonner, Mrs. Arthur A.
Book, Marie
Booth, Harriet
Bouten, Mary
Louise
Bouten, Mrs. Myrtle
Bowman, Mary E.
Boyd, Anna
Boysie, Billie
Brading, Fay
Bray, Mrs. Geo.
Breland, Mrs. Lou
Bright, Alice
Bright, Evelyn
Brizaudine, Elsie
Brodbeck, Mrs. Blanche
Brodbeck, Mrs. E. G.
Brooks, Elizabeth
Brooks, Joie
Brooks, Mrs. G.
Brown, Charlene
Brown, Georgia
Brown, Helen K.
Brown, Mrs. D. E.
Brown, Mrs. Rose B.
Brown, Nina Utrop
Brown, Mrs. Pat
Brown, Ruth
Bryer, Mrs. Carrie
Buchanan, Babe
Buchanan, Joella
Bunch, Violet
Burgdorf, Mrs. Grace
Burgvin, Mrs. Germaine
Burke, Mrs. Mary
Jane
Burlingame, Mrs. Alma
Burns, Boots
Butler, Maris
Callan, Irene
Campbell, Mrs. J. Henry
Campbell, Mrs. Pat
Cannon, Phyllis
Carben, Mrs. Joy
Carey, Mrs. Lynn
Carlos, Mrs. Don
Carpenter, Lillian
Carr, Betty
Carson, Helen
Carter, Mrs. Wray
Case, Mrs. Eddie
Catter, Reba
Chalfant, Mrs. Lillian
Chambers, Mrs. Fay
Champ, Mrs. Violet
Chandler, Ottella
Chaplin, Mildred
Harris
Chatman, Ada

- Foye, Mrs. Lu Va
Frame, Mrs. Satis
Franklin, Mrs. J. S.
Franks, Mrs. Abe
Freeman, Mrs. Roberta
Fritze, Mrs. Ruth
Fulkerson, Mrs. Flo
Gaines, Mrs. Annie
Florina
Gamblin, Amey
Gardner, Lillian
Gardner, Mrs. Fern
Garipey, Jeanne
Garrick, Marie
Gaspard, Grace
Gatlin, Mrs. Joe
Gehr, Mary
Gemmeno, Mrs. Elizabeth
Gentry, Lillian
Gilligan, Mrs. Anita
Ginsberg, Mrs. Freda
Glass, Myrtle
Glover, Mrs. Earnie
Goldberg, Mrs. J. Chas.
Golden, Mrs. Joe
Golden, Pauline
Good, Mrs. Wm.
Goodwin, Mrs. George F.
Gorden, Jean
Gordon, Jackie
Gorman, Mrs. Billie
Gorman, Marguerite
Gormand, Mrs. Harry
Graham, Mrs. Francis
Grasnik, Mrs. Alex
Gravitt, Irene
Green, Ida
Greenaway, Mrs. Melan
Gresham, Lillian
Gregg, Lenta M.
Gregory, Mrs. L. B.
Gross, Mrs. Joe
Groves, Mrs. Ed
Gustin, Harriet
Hager, Virginia
Hall, Mrs. Doc
Hamilton, Anna L.
Hamilton, Maxine
Hammond, Mrs. Earl
Hankinson, Mrs. E.
Harcourt, Lady
Hard, Mrs. Harold
Hardin, Mrs. Dave
Harrill, Mrs. L. H.
Harris, Bubbles
Harris, Rose Kress
Harrison, Mrs. Nayomia
Harrison Sisters
Hart, Mrs. B. C.
Hartman, Veron
Harvey, Leon
Harze, Mrs. Helen
Havana Girls Co.
Haven, Mrs. Richard
Hayes, Peggy
Helmman, Mrs. Maurice
Henderson, Mrs. M. J.
Henderson, Ruth
Hendrix, Mrs. W. A.
Henry, Mrs. F. A.
Hill, Mrs. Genevieve
Hillis, Mrs. Harold
Hilton, Daisy & Violet
Hooper, Mrs. Grace M.
Housner, Mrs. Clara
Howard, Mrs. Lela
Howerton, Mrs. Mae
Hummel, Ruth
Humphries, Bert
Humphrey, Mrs. Julia
Hurd, Mrs. B.
Hyde, Mrs. M. J.
Ingleson, Mrs. Ceola
Irene, Baby
Jackson, Mrs. Beryl Warner
Jackson, Erin
James, Jane
Janis, Elsie
Jarvis, Marie
Jefferies, Mrs. Catherine
Jenkins, Polly
Jewel, Fern
John, Lulla
Johns, Bunny
Johnston, Mrs. Dealia
Johnson, Mabel
Johnson, Mrs. W. J.
Johnson, Mrs. W. J.
Jolley, Mrs. Al
Jones, Louise
Jones, Mrs. S. Miles
Jukes, Mrs. Louise
Kallas, Mrs. Pete
Karn, Gertrude
Kattell, Mrs. Robert
Kearns, Mrs. Jerry
Kekai, Mrs. David
Kellar, Mrs. Jas.
Keller, Mrs. Richard
Kelley, Jean
Kelley, Mrs. Dorothy Baxter
Kelly, Ethel
Kennedy, Mrs. Jack
Kennedy, Mrs. Ma
Kiddner, Mrs. Mabelle
Killain, Helen
Kimm, Miss V. C.
Myers, Gloria

Letter List

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

- King, Alma Helena
King, Mickey
Kinley, Mickey M.
Kirk, Marion
Kline, Mrs. J.
Knight, Ina K.
Kovshusia, Marsha
Krose, Lula
LaGrove, Vernie
LaRue, Mrs. Mae
LaVern, Josetta
Lain, Rose
Lamb, Bernice
Lambert, Mrs. Marion
Lamont, Kitty
Landaker, Mrs. Mabel
Lane, Mary
Lane, Mrs. J. D.
Langford, Olive
Langham, Ruby
Lang, Helen
Langford, Mrs. P. D.
Larson, Betty
Laughlin, Virginia
Laugston, Mrs. Alma
Lauther, Percilla
Layne, Doris
Lee, Jackie
Lee, Baby
Lee, Rosa
Leighton, Mrs. Jas. D.
Leonard, Mrs. Harry
Leonard, Mrs. Mary
LeRoy, Eva M.
Lewis, Grace
Lewis, Mrs. Pearl
Lofthus, Mrs. Helen
Loran, Mayzell
Lounan, Mrs. Lula
Loume, Madam
Lovell, Ray
Lovitt, Mrs. T. J.
Luckett, Irene
Lusson, Mrs. Leo
McClure, Francis D.
McCutcheon, Mrs. Irene
McCutcheon, Mrs. J. O.
McGee, Mrs. Mary
McGregor, Lillian
McHendricks, Mrs. Jewel
McLane, Mrs. Moe
McManus, Mrs. Marie
McNeil, Marie
McPherson, Mrs. E. C.
MacFarland, Mrs. Wilma
Mack, Mrs. Ernestine
Malawha, Madam
Manna, Mitzel
Marble, May
March, Juanita
Margolis, Mrs. May
Marie, Sweet
Martin, Catherine
Martin, June
Martin, Mrs. Viola
Maskew, Trixie
Mason, Joan
Mason, Judy
Mason, Nell
Massingill, Mrs. Millicent
Matlock, Bertha
Maurike, Mrs. Marn
Maw, Dottie
May, Madame
Mayko, Madam
McGill, Gertrude
Melville, Mrs. Dion
Melville, Mrs. Bertha
Melville, Mrs. Ralph
Mery, Mrs. Dot
Mering, Elaine
Miller, Mrs. Jake
Miller, Mrs. Pauline
Miller, Nancy
Mills, Mae
Mills, Mrs. Julia P.
Miner, Stella
Montgomery, Mrs. Don
Mooney, Helen
Mooney, Ruby
Mooney, Ruby
Moore, Maxie
Moore, Maudie
Moore, Miss Jessie
Moore, Frank (Red)
Moore, Mrs. Kitty
Morton, Mrs. L. O.
Moulton, Mrs. V. L.
Murroe, Jean
Murroe, Rita
Murphy, Jessie
Murphy, Mrs. Best
Murphy, Mrs. Warren
Myers, Gloria

- Bazinnet, D. J.
Beach, Harry
Beard, Marshall E.
Beam, Billy & Mabel
Beard, Arthur R.
Beasel, Floyd
Beasley, Chas.
Beatty, O. J.
Beaudaun, Fred
Beaumont, Frank F.
Bedell, H. S.
Bedoe, John
Bedonie, Salem
Beggs, Geo.
Behce, Bob
Behce, Earl R.
Behew, Max
Bell, Archie
Bell, Walter
Bel-Mar, John J.
Belmar, Jack & Etta
Benesch, Frank
Benham, Richard
Benner, Lawrence J.
Bennett, Carl
Bennett, Freddie
Bennett, Owen
Bennett, Russ
Bennington, R. L.
Bennett, Russ
Benson, Jack C.
Bentley, Claude C.
Berg, Carl H.
Bergen, Ben
Berk, Neil
Berman, Sam
Berry, C. O.
Berry, L. M.
Berry Show
Bertrand, Joe
Berwer, Eugene
Besiap, Louis
Bevely, John
Beverder, Lester
Bey, Ben
Bilderer, Michael
Blyou, Percy
Bimbo, Pete
Biscow, Isador
Black, Charles L.
Black, Morris
Black Bear, Specks
Blackie, Jack Ward
Blackwood, Wm.
Blair, Bill
Blair, H. L.
Blake, Book
Blanch, Benton H.
Blanch, Geo. & Rosie
Bliss, Red
Bliss, Carl & Jimmie
Bloomington, Frank
Bloomsburg, Bill
Bogue, Danny
Boles, Homer
Bolt, J. P.
Boone, Bill (Mad Dog)
Borden, Leon
Borders, Jack
Boswell, Frank
Bosum, Robert
Bowers, Shortie
Bowman, Steve
Bown, Jim
Boyd, H. W.
Boyd, J. J.
Boyd, James
Bozell, Billy
Brace, Mr. H. C.
Braden, E. B.
Bradford, T. R.
Bradshaw, James
Brady, Chic
Brady, Jack
Branan, Hobart
Branchot, Fred
Brandt, Nick
Brandt, Joe
Brancholtz, Jake
Branson, J. T.
Braswell, Dub
Brauer, A. M.
Brauham, T.
Breland, Lue
Brenholtz, J.
Brent, L. H.
Brewer, Don
Bridges, John
Briggs, Eddie
Bright, Joe
Bright, Louis
Brightbill, Lloyd
Bribeck, Joseph
Britt, Bert
Britt, Tom
Burdell, Chas. D.
Brodrick, Geo. T.
Brono, Joe
Bronson, Howard
Brooks, Albert
Cleveland
Brousseau, Frank
Brown, Cecile
Brown, Clarence
Brown, D. E. K.
Brown, Harry F.
Brown, R. O.
Brown, H. C.
Brown, H. T.
Brown, Ray
Brown, Richard
Brown, Robert
Brown, Romeo (Jones)
Brown, W. D.
Brown, Wm. A.
Brownell Jr., William H.
Brna, Howard
Brue, Wm. Earl
Bruer, Edward
Bruggink, Roy
Bruns, L. E.
Bruner, Louis J.
Bruner, Floyd P.
Bryan, Sailor
Bryant, Howard
Buchanan, Harry
Buck, Buck
Bucker, E. H.
Buckeye Comedy Co.
Buckland, Harry
Bucklin, Gypsie
Burgeron, Carl

Gentlemen's List

- Abbott, Robert E.
Achillis, Jack
Acker, Ed
Ackerson, Davie
Ackley, H. J.
Adams, Frank
Adams, Mike
Adams, Ned
Adams, Paul
Adams, Peter & Alice
Adams, Thomas
Adams, W. E.
Aderholt, Bill
Ademick, Eddie
Adkisson, Roy E.
Adler, August C.
Adler, Felix
Aeros, Cliff
Ahrens, LeRoy
Aiton, Thomas
Alderson, Walter W.
Alexander, Joseph
Alexander, Wm. E.
Allen, James H.
Allen, John
Allen, Merton
Allen, O. D.
Allen, Robert E.
Alleman, Clyde E.
Alley, H. E.
Alvina, T. E.
Alvis, Ray C.
Amelas, Duke
Amok, Geo. L.
Amok, Chief
Amok, James
Anderson, Al M.
Anderson, Dock
Anderson Jr., Harley
Anderson, Jimmie
Anderson, John F.
Anderson, R. W. (Bill)
Anderson, Stanley
Andrews, Frank
Andrews, John H.
Anderson, C. B.
Annis, Ralph J.
Appelling, Jim
Applegate, Joe
Arbogen, Geo. C.
Arbuckle, Rex
Archer, Willard
Arden, Allen
Aronz, Sam
Armarn, Ray
Armentrout, Willard
Arthur, Bruce
Ashe, Earnest
Ashley, Charley W.
Ashley, Owens
Ashworth, Arthur L.
Athinson, Thos.
Augustard, Arnt
Austin, Hot Shot
Axley, R. H.
Ayers, Edward
Ayers, Henry
Ayers, H. B.
Baker, Earl D.
Baite, Eugene
Baker, Joe S.
Baker, Pop Corn King
Baker, R. J.
Baker, Wm.
Balden, Luther
Baldy, Joe Soares
Ball, Red
Ballard, Jack
Ballard, Joe
Ballman, Leo
Bannell, Clifford
Barnard, Leon B.
Banks, Alfred
Banks, Claude
Bard, Clark
Barham, Calvin
Barnes, Chas.
Barnes, Floyd
Barnes, Harold
Barnes, E. Markley
Barner, Dr. W. B.
Barnett, John
Barnett & Schultz
Barr, Harley
Barr, Steve
Barrett, Fred
Barry, Geo.
Barry, L. M.
Barth, Henry
Bartholomew, H. W.
Bartok, Milton
Bartone, Bart
Barton, Jack
Barton, Walter
Basham, Lloyd
Bates, Carl
Baughman, B. J.
Baughman, Jack
Baxter, Ray
Bays, Richard C.

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

Duncan, Chas. A.
Duncan, Eddie
Duncan, C. Ray
Dunfee, Earl
Dunkel, Harry W.
Dunlap, C. F.
Dunn Bros. & Doty
Dunn, Joseph
Dunn, Red
Dunniss & Reed
Duple, J. A.
Dupree, Jimmie
Durrand, Bill
DuVell, Sunny
DuVoll, Jimmy
Earles, John
Earnhart, E. F.
Eberstein, M. C.
Eddy, Buck & Chick
Edenfield, Danny
Edwards, Blackie
Edwards, Charles
Eiler, R. C.
Elam, Edward
Elbert, Jimmy Red
Eldred, F. H.
Elkin, W. L.
Elliott, Leon
Ellis, H. F.
Ellis, Jimmie
Ellis, Ray
Elson, James G.
Elwood, Francis
Emerson, S. C.
Emmie, E. E.
Emswiler, S. H.
Engesser, Geo.
English, Walter
Ephram, Miller
Epstein & Mosias
Ericksen, Conz.
Erwin, Cecil H.
Esque, Jr., Jim
Espey, Chester
Esque, Tommy
Esteridge, Whitey
Etten, Abe
Evans, Chas.
Evans, Cland
Evans, Frank
Evans, Geo. L.
Evans, Virgil
Evres, Kenneth
Ewitts, Geo.
Ewart, Ray
F. & M. Amuse.
Fahey, Frank
Fagan, C.
Fahley, Thomas P.
Fairbanks, Emerson
Fairfield, Edward
Fantana, Joe J.
Farley, Albert
Farley, Buck
Farmer, Jeff
Farman, Harold
Farrar, Verlin
Farrell, Babe
Farrell, E. Scotty
Farrera, Frank
Farris, Bert
Farris, J. C.
Fause, Jake
Favero, Francis
Fekete, Mike
Felton, Harry C.
Fenger, Harry
Ferguson, Danny
Ferguson, Earl C.
Ferguson, Ray
Fiber, Roxy
Field, H. F.
Fields, Jack
Fike, Ronnie
Filby, H. Garth
Fine, Al
Finenan, Dave
Finnell, Douglas
Flore, Joseph
Fisher, Jack
Fisher, Geo. L.
Fitch, H. A.
Flanagan, Frank J.
Flandais, Ed F.
Fleming, James
Fleming, W. G.
Folk, Tex
Forbes, George
Forbes, Harry
Foreman, Michael J.
Foreman, Robert
Forsyth, Joe
Foster, C. E. Doc
Foster, Doc
Foster, Geo.
Foster, Victor J.
Fox, Gerald
Fox, John St.
Fox, Philip
Fox, R. J.
Francis, Bill
Francis, Walter
Frank, Bill
Frank, Billy
Frantz, Gerald
Frantz, Jerry
Frazier, J. G.
Freddie, Dany
Fredericks, Freddie
Frederick, Charlyle
Freed, Alvin
Freeman, Mitch
Freemans, The
Freer, Albert
Freedland, Forrest
Freidman, Jake
Freitas, Al
Friedenheim, Dave
Friedenheim, Morris
Friedman, Dr. S.
Frew, Art W.
Friend, Homer
Frink, Howard
Fritts, W. R.
Frost, Leslie
Frye, James G.
Fullagar, Wm. C.
Fuller, Jack L.
Fuller, Larry
Fulp, Edward
Furgison, Frank
Fustiano, Sam
Galler, Joe
Gamble, Eddie
Gaparth, W. B.
Gardner, Frank & Ginger
Garfield, Dr. R.
Garrett, John W.
Garrett, Joe
Gatewood, Col.
Gates, Roy
Gayer, Archie
Geary, Earl
Geddis, Geo.
George, Costa
George, Frank
George, Joe M.
Gerger, Wm. Bill
Gertsbach, Fred
Gert, Fred
Gevas, Adam
Gibbons, Harry
Gibson, Jack
Gilbert, Harry
Gilbert, Jack
Gilbert, Lloyd M.
Gill, Frank C.
Gillespie, W. M. S.
Gilleston, Shorty
Gillis, Saul
Gillis, W. A.
Glassman, Nathan
Glenn, Jimmie
Glover, John
Godwin, Bert C.
Goetz, V.
Golden, David
Golden, Nat.
Goldstein, Abe
Gomez, Angie
Goodeagle, Tom
Goodenough, Walter
Goodlett, W. C.
Goodman, A. L.
Goodwin, Michael
Gordon, Bobby
Gordon, Frank
Gordon, Jim & Marie
Gorman, Eugene F.
Gowan, Al
Gowdy, M. A.
Grable, Frank
Graff, Wm. Adv.
Graham, Jack E.
Grant, Jack & Ruby
Gray, Howard
Gray, J. W.
Gray & Martini
Gray, Robert
Grayson, Robert
Grebling, Otto
Green, Albert
Green, Alfred
Green, Doak
Green, Doc
Green, Felton
Green, Johnny
Green, Col. W. E.
Greer, Joe, Rodeo Co.
Gregory, Jack
Gregory, L. B.
Grey, A. J.
Grey, Charles
Griffin, Earl
Griffin, Willard
Griffiths, D. J.
Grimm, G. F.
Grisson, Clyde
Groffo, Babe
Groffo, Ephram
Gross, James
Grossbart, Joel
Gruber, Geo.
Gruber, George
Gruban, Shorty
Grunhart, Steve
Gruber, Harry
Guinn, John
Gulf Coast Show
Gurley, R. W.
Gurley, Robert
Guyer, Ray
Haberman, Sam J.
Hackett, H. G.
Hackett, Harry
Hafer, George
Haffner, Dr.
Hagen, Eddie
Hagerly, Joe
Haggood, Jess
Hagin, O. L.
Haines, A. O.
Haizlip, Raymond
Hale, D. D.
Hale, Thomas H.
Haley, Edw. J.
Haley, Geo.
Hall, Al K.
Hall, Charles
Hall, Earl C.
Hall, Geo.
Hall, James
Hall, Jimmy
Hall, Russell
Hallett, Bert
Halley, Leo
Halne, Robert
Hamill, L.
Hams, Lyle V.
Hammerberg, Dean
Hamilton, Damon
Hamilton, Doc
Hamilton, Geo. W.
Hamilton, White
Hammond, Earl
Hamner, Ernest
Hanley, Norman
Hanneford, Poodles
Hansen, Fred
Hansson, Louis P.
Harbin, Buddy
Harbin, Howard
Hardwick, Lewis
Hargis, Webster
Hargis, Jasper
Harman, Dan
Harmon, Bill
Harmount, Clarence
Harms, Geo. H.
Harms, Lyle V.
Harnett, Bill
Harper, Al M.
Harper, Austin E.
Harrell, Robert
Harriman, Maison
Harris, Harry
Harrington, Bill
Harrington, J. L.
Harris, Andy
Harris, Bill
Harris, Home
Hart, Edgar
Hart, E. H.
Hart, Ray
Hartwick, H. D.
Harvey, Henry
Harwood, Van
Haskins, Nevilon
Hasson, Tom
Haute, Geo.
Hawkins, A. C.
Hawkins, Jess
Hawkins, Ralph
Hawkins, Whitey

Hawkins, Ray
Hawkins, Sam
Hawkins, Sam E.
Hawthorn, Jack
Hayes, Phil
Haywood, George
Hayworth, C. B.
Heath, Ross
Heck, Gene
Heckendorf, Clarence
Heiviep, Raymond
Hellman, Maurice
Helms, Wallace
Helvey, Neale
Hendershot, J. B.
Henderson, Billy
Henderson, Lewis
Hendrix, C. W.
Hennessy, Geo. M.
Henniers, Earl
Henry (Red)
Henson, Reuben
Heron, Jimmie
Herman, E. J.
Herman, Frank E.
Hertz, Sanford
Hewitt, White
Hiatt, Ralph
Hibbard, H. B.
Hicks, Hampton
Hicks, Robert
Hicks, Wm. Red
Higdon, Bill
Higmler, C. W.
Hilbert, B. J.
Hilbert, Kenneth
Hildebrand, Elmer
Hill, King Salmon
Hill, Leo S.
Hillman, C. L.
Hilzinger, Alvin
Hinkley, Whitey
Hinsley, J. M.
Hinton, Geo. W.
Hisco, Harry
Hobbs, Johnnie
Hobbs, Curley
Hodges, Hilton
Hodgini, Ted & Joe
Hoff, Rudy
Hoffman, Arthur
Hoffman, J. C.
Hoffman, John N.
Hobbs, C. C.
Holderness, Geo.
Holler, Malvin
Holliday, Jack
Holowinski, Leo
Holliday, Ben
Hollie, Robert
Hood, D. F.
Hook, James
Hook, James M.
Hoover, Luther
Hopper, Bill
Hornshy, Holly F.
Horowitz, Vic
Horse, Sox
Hotch, Harold
Householder, Sid
Hoover, John
Howard, Harry
Howe, Chick
Howe, Rex
Howell, Bob
Howell, Doc
Howell, Edgar
Howell, L. H.
Hoy, Toots
Huber, Raymond J.
Huff, Lewis E.
Buffard, F. W.
Huffines, Jack
Huggins, W. C.
Hughes, Chas.
Hughes, Clyde R.
Hughson, Ed
Hugo, Capt.
Huid, Bortes
Hull, Sam
Hummel, Ray C.
Humphreys, Chas.
Hunt, Bus.
Hunt, Thomas R.
Hunting, Wm. T.
Hunting, Harry E.
Hupp, Wm.
Hurley, L. W.
Hutchens, J. T.
Hutchenson, Clint
Hutchinson, Red
Hyde, Rollie
Iron, Fred H.
Irving, Thomas
Jace, Paul
Jack & Mac
Jackson, Al R.
Jackson, Dick
Jackson, Elmer
Jackson, Doc W. B.
Jacobs, L. J.
Jacobs, T. C.
Jagon, Fred C.
Jarick, Fred
Jarvis, C. O.
Jarvis the Magician
Jarvis, W. M.
Jearle, Wm.
Jennings, Bob
John, Eli
John, Thomas
Johns, Benny
Johns, Bunn
Johns, J. L.
Johns, Vince
Johnson, Alie
Johnson, Bob
Johnson, E. L.
Johnson, Emery
Johnson, Frank
Johnson, Fred M.
Johnson, Geo. R.
Johnson, Guy
Johnson, H. C.
Johnson, Jesse
Johnson, John E.
Johnson, John
Johnson, Louis R.
Johnson, Master
Johnson, Pete
Johnson, Prof.
Johnson, Ray
Johnston, Kay
Johnston, Geo. (Toledo)
Johnstone, Dr.
Johnston, J. V.
Jones, Charles B.
Jones, Clifford L.
Jones, Little
Jones, Roy
Jones, Whitey
Jones, Willie
Jones, J. C.
Jonez, Frank
Justine, Emory B.

Kadel, Al
Kain, Doc E. J.
Kalborn, Frank
Kane, Milton
Kann, David Abe
Karr, Edward L.
Karr, Jos. E.
Kasper, John
Kassel, Art
Katell, Robert J.
Kates, Elwood
Keane, Jim
Kealey, Fred
Keene, Bert
Keer, Mike
Keith, Frank C.
Kellam, Walter
Kelleher, Joseph
Keller, L. C.
Keller, Richard
Keller, Jack C.
Kelley, J. W.
Kelley, Jack
Kelley, Pop Eye
Kelley, Ted
Keuling, G. C.
Kelly, Andy
Kelly, Jim
Kelly, Nutin
Kelly, R. H.
Kelly, Roy
Keltner, Red
Kempton, Kermit
Kendall, Charles
Kendall, H. G.
Kennedy, Barney
Kennedy, Eddie
Kern, Gerald E.
Kenyon, Earl
Keykies, Dave & Princes
Kieth, Frank
Kiley, Jack
Kimmel, Don D.
King, Allen
King, Bob
King, E. B.
King, Jack
King, Sidney
King, Tony
Kingsery, Tommie
Kirch, Geo.
Kirpatrick, Ercl
Kish, Al B.
Kitchel, Al
Kitchen, Josh
Kitchie, St.
Klaxin, Arnold
Kline, Bob
Klingman, Walter
Klosing, Charles
Knapp, Gene & Sue
Knoch, Conrad
Knott, Paul
Knots, Callie
Knox, H. F.
Koban, Kaichi
Kohler, Larry
Kongee, Leo
Kopetzky, Fred
Koske, Elmer
Korties, Johnny
Koyl, Geo. H.
Kramer & Louise
Kramer, Fred E.
Kramer, Will E.
Kraft, Perry E.
Krem, Louis
Kreswell, Ray
Kritchfield, J. S.
Krooner, Ralph A.
Kruitt, John
Kuhn, Edward
Kunberley, Bob
Kunz, Alfred
Lafayette, D. Frank
Lafar, Edw.
LaRue, Don
LaTemple
Lacey, Jim
Lacoma, Chris
Lacy, Leo
Lamar, A. J.
Lamb, W. E.
Lambert, Kenneth E.
Lambert, Little Bill
Lampshire, Floyd
Lanson, Burt
Lance, Jack
Landaker, H. C.
Landrum, Marvin
Lang, Billy
Langigan, Neal
Lamore, Jack
Lame, Jimmie
Lantz, John
Larbi, Abdelkadder
Larline, Jack
Larkin, Jim
Larkin, Karl
Larmore, Chas. R.
Larrow, Skeeter
Lash, Vier
Lasselle, W. M.
Lasswell, Paul
Latell, Dr.
Lauch, C. C.
Lawrence, Walter

Layman, Hobard
Layne, Don
Layton, Mike
Lazier, W. J.
Lazoue, Elmer
LeBurno, Bob
LeVine, Maurice
Lee, Charley
Lee, Wm.
Leff, Eddie
Lehner, Clifford
Lenox, Jack
Lentini, Francesco
Lentini, Frank
Lents, Bill
Leonard, Paul
Leone, Louis
Leslie, Len
Levine, Maurice
Levine, Dick
Lewis, Harry V.
Lewis, J. M.
Lewis, Robt. V.
Lewis, Senator R.
Lichtenstein, Dave
Lindemuth, Thos. L.
Linsly, Bill
Lippman, Ed
Lisle, Joe
Little, Dave M.
Little, Little Frank
Little, Ted
Locke, Will H.
Loftis, Speedy
Logan, Harry
Lohr, Chas.
Longenean, J. Leo
Long, Richard
Looff, Wm.
Lopez, Pedro
Lopaz-Louette
Loughney, Frank J.
Loyd, M. L.
Lua, Bonnie C.
Laugoner, Harry
Lucas, Bud & Girdie
Lucas, Steve A.
Ludwig, Frank
Lukow, Alfred
Lumpkins, Bat
Lund, Bill
Lunford, R.
Lynch, Jimmy
Lynch Jr., Bobby
Lynch, Oscar
Lynn, John J.
Lyons, Bert
Makaena, Thos. K.
Malinowski, Walter
Malley, Jack
Mallon, W. J.
Malone, Billy
Mannellian, August
Mandell, Geo.
Manley, Clyde
Mantone, Tony
March & Play
Marga the Mystic
Marko, Vince
Marks, Grover
Marks, Mitchell
Marquis, the Magician
Marsh, Walter J.
Marsh, James
Marsh, Jessie Jas.
Martel, Eddie
Martew, Terry
Martin, Clyde E.
Martin, L. E.
Martin, Orlin
Martin, S. T.
Martini, Duke
Marvin, James A.
Mascoe, Fred
Mason, Dr. H. M.
Mason, Ray
Mass, Robt.
Massey, Jack
Mathis, Gene
Mathew Jr.
Matthews, Al Bennett
Matthews, Ben
Matthews Jr., Harry
Maxwell, Jack D.
Maxwello, John
May, Ray
Mayer, Geo. F.
Maynard, Ken
Mazon, Louis
Mayer, Harry
Meanor, H. T.
Meek, F. L.
Mefford, Buddy
Meltona, Leon
Meinel, Chas.
Melancon
Melville, Bert
Melville, Robt.
Melzora, Buster
Menke, Capt. J. W.
Merino, Tony
Merriman, Ted
Mets, A. J.
Meyer, Harry
Michlovitz, Israel

NOTICE!

TO HOLIDAY GREETING CARD SENDERS

When mailing holiday greeting cards to relatives, friends or acquaintances in care of **The Billboard**, be sure to use first-class postage (3 cents per ounce) if the cards are in envelopes. This applies whether the envelopes are sealed or unsealed, but it is better to seal them. Cards in unsealed envelopes and mailed under third-class postage (1 1/2 cents per ounce) cannot be forwarded and therefore will have to be sent to the dead-letter office.

This ruling for forwarding of mail does not apply to open greeting cards, those not requiring envelopes and sent under 1-cent postage.

Moores, Tommy
Moran, Ed
Moran, C. Nat
Morgan, J. R.
Morgan, James G.
Morgan, William
Morrill, Richard
Morris, A. W.
Morris, Fred L.
Morris, John
Morris, Leon
Morrison, Sandy
Morse, Joe C.
Morstad, A. L.
Mortenson, Mort
Morton, Charlie
Moss, Frank
Mudd, Neland
Mulkins, Geo.
Muller, Edw. P.
Muller, Geo.
Mullin, Joe
Mullins, Harry P.
Mullins, Moon
Mullins, Phil D.
Mundorf, Ted
Munn, Geo. W.
Munroe, Wm.
Munson, Johnny
Murphy, Jeff
Murphy, Eugene J.
Murphy, Henry
Murphy, Jos.
Murphy, Tex
Murphy, W. E.
Murray, Wayne C.
Murray, W. H.
Muscat, J. H.
Myers, Jimmie
Mysto
Nance, Marvin E.
Napoles, Luis
Nation, Al
Neiser, Henri
Nelson, Bert C.
Nelson, Earl O.
Nelson, Frank S.
Nelson, Harrie
Nelson, Jimmy
Nelson, M. J.
Nelson, Morris
Nelson, Oscar E.
Nelson, Prof.
Nestor, Billy
Newcomb, Harry
Newman, Mike
Niad, Rajah
Nicholes, Miller
Nicksels, Leo
Nickols, Ross
Nicholson, J. F.
Nierman, Richard L.
Night, Paul
Niobe
Nirdle, Kenny
Nixon, James
Noble, Kid
Nobis, Ralph
Nohlbrog, Ted
Norton, H. P.
Norton, W. K.
Novikov, George
Nungesser, Lee
Nuton, James
O'Brien, Dick
O'Brien, Harry G.
O'Connor, John J.
O'Connor, Michael
O'Donnell, George
O'Leary, Dan J.
O'Malley, R.
O'Neill Jr., Jas. B.
O'Neill, Terry
O'Reilly, H. B.
O'Shea, King
Obie, Geo. Smokey
Oderkirck, Claude J.
Odom, Dan C.
Odom, Homer
Ogilvie, H. H.
Oliver, Otis L.
Oloff, Beni
Orange Bros.
Orbegen, Geo. C.
Orloff Trio
Ormsbee, Wm. M.
Orton, Tex
Osborne, Rob
Oswald, Bob
Owens, Bill
Owens, George W.
Paddock, Harold
Page, Jack
Page, Wm. F.
Paige, Geo. W.
Painter, Al
Pallesen, Harry
Palmer, G.
Palmer, Joe V.
Pape, Henry A.
Papp, Bert
Pargia, Dr. Chas. H.
Parker, Tommie
Parks, F. H.
Parrott, Geo. H.
Parsons, Jack & Lolabel
Pasterczyk, Edw. S.
Paterson, Bob
Paterson, Jack
Patrick, Wayman
Patrasas, Nick
Patterson, Pat
Paul, Jack & Orch.
Paul, Stanley
Pavan, Louis
Payne, Robert
Paynter, Cloudy Wm.
Pearce, Al
Pearson, C. R.
Peary, L. W.
Pelkin, Elmer
Pellatt, J.
Pence, Geo.
Penggill, Prince
Penn, Philip
Perdus, Charles
Peters, Fred A.
Perkins, Lonnie
Perun Lempi
Perrigo, Ernest
Perry, J. N.
Perry, James
Pete, Bennie
Peters, Billy
Peterson, John
Petralli, Sam
Pettit, Leonard C.
Petty, Pat
Petty, Geo. Slim
Peyton, W. B.
Phelan, Verdia & Brownie
Phelan, Thelma
Phillips, George
Phillips, Homer
Phillips, Phil
Pickett, Tommy
Pickett, Walter
Pieschi, Al
Pierce, C. J.
Pierfold, John T.
Pipes, Douglas
Pittman, A. A.
Pockery, Joseph
Polk, Jimmie
Pollock, Tommy
Pollock, Sid
Posner, Chas.
Potter Bros.' Show
Potter, Frank W.
Potter, M. R.
Potter, Myron L.
Potter, Ralph
Pottle, Frank W.
Pottle, Wm.
Powell, Art
Powell, Major Ted
Powell, Warren
Prather, Henry H.
Pratt, Frank
Preston, Wesley
Preston, Geo. F.
Price, Charlie
Price, S. W.
Price, Willard
Prichard, Robert
Prickeft, H. D.
Printer, L. F.
Proctor Sr., Geo.
Pucos, Geo.
Pugh, George
Purcell, Jack A.
Purchase, William
Purl, Billy
Pyne, Fred
Qualls, Knox
Quarto, Dominick
Quinn, John
Radcliff, P. H.
Ragsdale, Jimmie
Ragsdale, J. M.
Rainer, Charles C.
Rakes, Everette
Ralston, Glenn A.
Ralston, Ralph L.
Ralston, Thos. G.
Ramsey Jr., Donald
Ranald, Josef
Randolph, Lou
Rankin, Jake
Rawlins, A. F.
Rawlison, Odell
Ray, Buster
Ray, Happy
Ray, Reuben
Raymond, Dr.
Raymond, Geo. G.
Raymond, Nick
Raymond, Prof.
Rea, Ted
Read, Dwight
Reading, Charles
Reckless, Fred
Redding, Lyle O.
Red Fox, Chief
Redbird, Joe
Redding, Ray
Reed, S. V.
Reeding, Dad
Reeves, Charles B.
Reeves, Steve
Regan, Art
Regan, Bob
Regan, Elmer
Regan, Patrick
Rehn, George W.
Reid, John F.
Reiner, James
Reno, Edw. A.
Reno, Paul
Reuter, Louis
Reynolds, M. H.
Revello, Dr. Siwash
Rex, Eddie
Reynolds, Elmer
Reynolds, Jack
Reynolds, Slim
Rhodes, C. A.
Rhodes, H. R.
Rhyner, Walter L.
Rice, Byron A.
Rice, Cecil C.
Richards, E. R.
Richardson, George A.
Richards, H. E.
Richardson, Geo.
Richter, Dick
Ridening, Ray'D.
Ridenour, Leon D.
Riggs, W. H.
Rightmaire, Frank
Riley, Harry
Riley, Harry X.
Rine, Edmond
Ringling, Geo. K.
Ritser, W. A.
Ritchey, Billy
Rivas, Leo
Rivers, Jack
Rivers, Joe
Roach, Wm. Lloyd
Roberson, Dick

Sanderson, R. M.
Sanders, Frank
Sanders, Paul
Sanders, Rex
Sanderson, Sandy
Santini & Co.
Santo, Alex
Satchfield
Saucus, Max
Saulsberry, Robt.
Saulsbur, Sammy
Savage, Jas. Leo
Sawyer, Fred
Saver, F.
Scanlan, Dr. C. B.
Schaffer, Chas.
Schaefer, Jack
Schneider, R.
Schneider, Edw.
Schroder, Ben
Schulenburg, C. P.
Schultz, Wm.
Schultz, Carl A.
Schultz, Fred & Lill
Schuskok, Louis
Scott, Claude L.
Scott, L. C.
Scott, Wiley B.
Scotty, Young
Screeton, Frank
Scerwer, Fred
Seigrist, Chas.
Seigrist, Louis
Seiler, Ed J.
Seivers, Otis
Self, Frank
Sellers, George
Sells, Jackie
Sennett, the Great
Sequayah, Chief
Sergie, Sam
Setzer, W. W.
Sexton, A.
Seymour, Doc
Shaffer, Eto
Shaffer, Wm.
Shandra, Prince
Shapiro, Dave
Shaw, Mose
Shaw, Tom
Shaw, Sir Wm.
Shea, Ted
Shelley, Jake
Shelley, Hank
Shelton, Robt.
Shelton, Toby
Shepard, Walter B.
Shepard, W. D.
Sherman, Chester
Sherman, Dan
Sherwood, Blackie
Sherwood, James
Sherman, John
Shoat, Jess
Shoemaker, Ed
Short, Robert
Shorty, Brownwood
Shorty, Ice Water
Shugart, Doc
Shultz, Charley
Shultz, Capt. Wm. K.
Shwartz, Herman
Siebraud, P. W.
Signor, Art
Sikes, O. L.
Simcard, Capt.
Simons, Homer
Simpson, Bill L.
Simpson, Cameron
Simpson, Orville
Simpson, Jimmie
Sims, Red
Sims, Musical
Sims, R. G.
Sincely, Concessioner
Sinclair, Charles
Sinclair, W. E.
Sing Lee, M. C.
Singleton, O. H.
Sisler, Louis
Sitton, Ky.
Skeeton, Walter
Skinner, Charley
Sloane, Dr. Harry
Smile, Leo
Smiley, James
Smith, Ben A.
Smith, D. C.
Smith, Mark
Smith, C. C.
Smith, Herman I.
Smith, Hugh M.
Smith, G. C.
Smith, Sailor
Smith, Tommy
Smith, Vernon
Smith (Great Orlando)
Smith, Webb K.
Snare, Samny
Rolling Cloud,
Snor, Cliff
Snyder, Whitey
Soavi, August T.
Sorensen, Asger
Spanler, George
Sparpana, Joseph
Spear, Barney
Spear, Bob
Spencer, Bennie
Sperrling, Sam
Sphaeris, Andrew
Sphaeris, Curley
Sponheim, Jasper B.
Sprinkle, J. E.
St. Clair, Harry
St. Charles, F.
St. Johns, Art
St. Louis, Alston
Stanton, R. B.
Stanley, Doc P. L.
Stanley, Geo. & Lizzie
Stanley, Goldbluck
Stanley, Owen
Stanley, Paul
Stanley, Prof.
Stanley, Ready
Stanley, Robert
Stanley, Sonny
Stanton, Doc
Star, Fred
Star, Raymond
Stark, Blackie
Starkley, John D.
Starkley, J. B.
Stearns, Coy
Stephens, J. F.
Stephenson, Geo.
Stephenson, Ted
Sterling, Johnnie
Stevens, Elmer
Stewart, Bobby
Stewerts, Royal
Stick, Lee
Stiles, Robert T.
Stoddard, E. L.
Stoltz, Geo.
Stoltz, Lloyd F.
Stone, B. James
Stone, Eddie Geo.
Stone, John Mason
Stone, Jimmy C.
Stone, Virgil
Stopp, Virgil
Stopper, Kid
Stockton, Fred
Stout, Miner K.
Strand, Stanley
Stratton, W. P.
Streets, Franklin
Strickler, Chas.
Stringer, Doc
Struck, Buddie
Struble, O. F.
Sturgis, Ed Pete
Suarez, Baldy Joe
Sullivan, Ray
Sullivan, Texas
Sullivan, Wm. Jack
Sunshine, Doc
Sus, Harry A.
Swain, W. I.
Swanson, C.
Swartz, Dr.
Sweeney, Thos. L.
Sweet, Charles
Sweetheart, William
Swinger & Swinger
Swisher, Clifford
Swisher, F. C.
Sylvester, Rob
Talley, Richard
Talbot, Harley
Talbot, Homer
Talbot, Hugh
Tallie, Geo.
Tate, Dr. N. F.
Tate, Randolph
Tator, Beche
Taylor, Earl
Taylor, R. Ferris
Taylor, Russell
Taylor, W. T.
Teisenberg, Albert
Temme, Wm.
Templeton, Patrick G.
Terroat, Oliver
Terrell, Billie
Terry, James C.
Tessler, Tom
Texas State Show
Tezzano, Frank
Therrier, Henry
Thomas, Chas. M.
Thomas, Fred J.
Thomas, Jack E.
Thomas, Loyd
Thomas, Pete
Thomas, Vitred
Thompson, Earl
Thompson, Don
Thompson, Edw. J.
Thompson, Forest
Thompson, Hal
Thompson, Mike
Thompson, Roy V.
Thurman, Joe
Tierney Family
Tiffany, The
Tilton, Jimmie
Tinsell, Dan
Tinsell, Dan B.
Tinsch, Frank
Tisdale, H.
Todd, James
Tofain, Wm.
Tomas, Lester
Tolliver, E. G.
Tom, Frank
Tomaine, Al
Tommy, Geo.

Tomson, C. M.
Tonkin, Walter
Torbert, James L.
Tove, Paul
Townson, C. M.
Townsend, C. L.
Townsend, Chick & Dot
Townson, M.
Toy Folks
Townsend, Wm.
Travers, Geo. W.
Travers, Roy
Traylor, Dick
Treen Jr., W. F.
Tribbens, Merle L.
Tripp, George
Tronson, Rube
Trout, Rex
Troy, J. J.
Troy, John
Troxy, Wm. F.
Trueblood, C. D.
Tubbs, Jimmy
Tucker, Lee
Turner, W. J.
Turner, Garrison
Turner, J. C.
Tyler, Tip
Tyree, Jay
Ulger Bros. Co.
Underhill, Howard
Universal Mystery Show

Wilson, Alex
Wilson, Charlie
Wilson, Doc D. L.
Wilson, Eddie
Wilson, G. E.
Wilson, James
Wilson, J. C.
Wilson, J. D. B.
Wilson, Johnny W.
Wilson, Robert
Wiltse, Cash
Windsor, H. S.
Winkle, Milt
Winkle, Rip
Winnie, Dave
Winstead, W. E.
Winters, Billie F.
Winters, Harry
Winters, J. G.
Wolver, Jack
Wolf, Bennie
Wonder, Tom & Betty
Woodall, Gus
Woods, Bryan

Woods, Frank
Woods, Marcus J.
Woznick, P. J.
Wright, Creston
Wright, Horace
Wright Jr., Jack
Wyatt, W. J.
Wynegar, H. L.
Wyble, Paul
Yarnell, Bob
Yarnon, Albert
York, Berry M.
York, R. Dick
Young, Green
Youngblood, W. W.
Zane, Lee
Zeno, Joe
Zerado, Frank
Zimmy, Legless
Zomar, Prince
Zschille, Fred
Zulop, Eric
Zupkaska, Bernard

MAIL ON HAND AT CHICAGO OFFICE 600 Woods Bldg., 52 West Randolph St

Ladies' List

Anderson, Mrs. May
Belmont, Mrs. Gertrude
Benson, Ann
Castle, Betty (Marella's Dancers)
Clay, Madam Rose
Coleman, Mrs. Lillian (Babe)
Cook, Emma Mae
Cottom, Miss Clyde
DeGlen, Mrs. Mae
Emery, Evelyn
Felton, Betty
Flinn, Mrs. Pearl
Gibbs, Ruth
Gilky, Ethel
Graber, Betty
Lorraine
Graham, Mrs. Frances
Grant, Genevieve (Modern Venus)
Hiser, Bessie
Honey, Golda
Jewell, Catherine
Juhl, Ethel
Juhl, Gertrude
Kelly, Mrs. P. B.

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway.

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Ladies' List

Adair, Louise
Allen, Florence
Andrews, Noelle
Bacon, Virginia
Baron, Jean
Barric, Beth
Benton, Leah
Bonita, Belle
Brady, Florence
Brenna, Virginia
Brown, Helen
Burrell, Viola
Carmen, Sonya
Catin, Margie
Clark, Mae
Collier, Jean
Connor, Ann
Davis, Rose
Denicker, Mrs. Paul
Dennis-Leigh, Marion
Falon, Evelyn
Foley, Florence
Humes, Marie
Hunt, Margie
Joyce, Ruth
Kaali, Ruth

Gentlemen's List

Alexander, Alex
Allen, Pony Boy
Anderson, Fred Joe
Ardell, Great
Arger, Thomas
Arnhem, Edward
Bachman, H. D.
Benson, Buddy
Berry, Hayward
Bortz, Leo
Bowman, Chas. M.
Braswell, J.
Bresnahan, T. J.
Bridges, Harry
Brooks, C.
Brown, Geo. & C. L. English
Burg, Carl H. (Svede)
Burhans, C. A.
Burns, J.
Buster, Ray
Cannon, Otis
Cantrell, D. W.
Casper, Herbert
Chandler & Clemons
Claire, Jimmy
Colbert, R.
Cole, L. F.
Conley, Robert
Crooke, John J.
Daily, Don
Daly, Smily
Davis, Earl
Derer, Charles
Diaz, Enrique
Doolin, R.
Ellison, Joey & Jeanne
Elwood, Francis
Ferris, Al (Columbian)
Gaither, Woodie
Gobby, Goodie
Graulich, Kurt
Green, Bill
Gretonas
Hanzlik, Robert
Henderson, Lew
Hessite, Thomas
Hill, Will H.
Hopkins, Al (or Jack Hope)
Hughes, Mr. & Mrs. Bud, & Buddies
Hughes, R. U.
Johnson & King
Jones, Charles J.
Jones, Johnny
Jordan, Johnny
Jordan, Leslie
Karmino, Georges G.
Keenan, James
Kelker, Eddie
Kelly, L. A.
Kimmel, P. H.
Kohler, Larry
Krause, William
LeCardo, Don
Lowe, Ralph
Lowe, Joe
Ludwig, Frank

Gentlemen's List

Agnew, H. L.
Agron, James
Aiken, Flexible
Allen, M. H.
Anderson, Harry
Anderson, Stanley
Applebaum, John
Arakas, Mike
Avalon Jr., Bob
Ayers, H. B. (Doc)
Barre, Bobby
Baughman, Wm.
Bayless, C. R.
Bede, Capt. Harry
Beche, Arnold
Bel-Mar, John J. (Doc)
Belmar, Bench
Berrier, Marvin
Berry, Albert
Billette, Eddie
Branch, Billy
Buccaneers, The Three
Burt, Al
Caul, Bert
Chain, Ed (Breeze)
Cleary, Francis
Cobb, Gene
Codona, Alfredo
Collender, Jack
Colson, Carney J.
Connors, George
Courtney, Al
Cowan, Harry C.
Cruzen, George T.
Cuman, Chas. H.
Danker, W. P.
Davenport, James
Davis, Bruce E.
Decker, Steve
DeKoe, Gabby
Densmor, Speedy
Dickman, Wm. (Slim)
Donatti, Joe
Dover, Geo.
Dudlak, Joe
Early, Lee
Elbey, Chas.
Fisher, E.
Forrest, Harry
Frasier, Pete
Fricks, John L.
Franklyn, Wilmer
Gallagher, Jas. R.
Gangler Bros. Circus
Gauthier, Ted
Gayton, Rondo
Geltzer, Lazan
Giltrap, Jimmy
Girard, Henry
Giroud, Clarence
Goldberg, Jack
Goldstein, Morris (Hum-All)
Gregg, George
Griffin, Eddie
Hallway, A.
Harman, J. L.
Harmond, Buddy
Harmond, & Betty
Harrison, Tony
Harrison, Robert
Hayes, J. H.
Haynes, Arthur
Helwig, Al
Henry, Speedy
Hum-a-Tune Boys
Inez, James
Johnson, Bob
Jones, Charles
Julian, Julie (Doc)
Kaali, Dave
Katz, Louis
Kellam, Norris (Corcky)
Koehler, Joe
Konopka, Frank C.
Krause, Jos. H. (Keno)
Lamb, Al

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg., Eighth and Olive Sts.

Ladies' List

Adams, Mrs. Blackie
Arbaugh, Mrs. J. W.
Allen, Mrs. Katie
Barber, Lillian
Bell, Crystal
Bennett, Mrs. H. E.
Bernard, Mrs. Glen
Bing, Berenice
Block, Laura
Broadbent, Betty
Brown, Charlene
Brown, Mrs. Geo. C.
Bryer, Sofa Belle
Bryer, Mrs. Carrie
Bryer, Mrs. Louise
Butcher, Mrs. O. J.
Cantrell, Mrs. Dean
Caspard, Grace
Clark, Mrs. Laura
Coffey, Mrs. I. N.
Cooper, Mrs. Buck
Cramer, Mrs. Rose
Daugherty, Mrs. Glen
Dean, Dr. Myrtle
Desmond, Miss Holly
Eaton, Mrs. Babe
Feather, Mrs. Betty
Fields, Mrs. Beatrice
Fisher, Miss Pattie
Garza, Mrs. Billie
George, Mrs. Bobbie
Gillette, Mrs. O. A.
Hall, Mrs. Ed L.
Heath, Mrs. Wm. Henderson, Mrs. W. F.
Goodwin, Mrs. Jack
Hazelwood, Sue
Hollis, Dorothy
Hubel, Mrs. Art
Inez, Madame
Johnson, Gertrude
Lamont, June
Lento, Mrs. Ruth
Liberty, Aldis
Lightner, Maxine
Little, Mrs. C. T.
Marshall, Lillian
Mayes, Mrs. Corrine D.
Massingill, Millicent
McKee, Mrs. Mary
Moore, Mrs. Irene
Mullin, Mrs. Velma
Nunn, Mrs. Joe
O'Brien, Mrs. Jo
Parker, Mrs. Beverly
Hughson
Potts, Helen
Price, Mrs. Louise
Hawls, Mrs. Margie

Gentlemen's List

Langford, Mr. Leahy, Buck
Leland, Fred
Leonard, Leo
Louis & Mitchell
Martin, George
McCormack, M. G.
McCoy, Tex
McDonnell, B. J.
McClair, Joseph A.
McClargle, J. A.
McNeely & Chapman
Meade, Wm. C. (Cherokee)
Mednick, Jules
Milton, Frank
Molinar, Cris
Morris, Joe
Morris, R. E. L.
Mortenson.
Morton, Martin K.
Navarro, Fred
O'Brien, Fred K. J.
O'Connor, Ed (Breeze)
O'Reilly, Jerry
Ostermaier, Herman
Pearson, Earl
Pelley, B.
Perry, G. Herbert
Pfisterer, J. W.
Pollack & Stern
Pope, Frank
Porter, Glen
Powell, Andrew
Pressler, James
Ptak, Anthony
Quinn, James (Shorty)
Ragen, Frank
Randall, Frank
Raymond, Maurice F.
Reilly, M. J.
Riano, Jack B.
Richard, Leo
Rocha, Jack
Roberson, Pat
Rodrigo, Rod
Rombola, Sam
Rose, Ben
Rosenberg, Jack
Ross, Sam
Rothrock, Ralph
Saluto, B.
Sears, E. W.
Sears, P.
Sennett (Astrologer)
Shapiro, Prof.
Shaw, E. W.
Silverman Jr., J. J.
Simmons, Leslie
Simons, Max M.
Smithson, Chas. C.
Sparks, P. W. (Doc)
Steinwall, Siegfried
Steward, C. F.
Todd, Mr.
Thatch, Curtis
Theater (Box)
Thompson, El
Thompson, Ralph
Urich, John
Valentinis, Flying
Van Anden, George
Vannoy, Geo.
Wagner, Justine
Wallace, J. M. (Doc)
Weintraub, Sam B.
West, Sailor
White, Johnny
Wilson, Blackie
Wilson, Okey
Wood, R. A.
Wright, Jack
Zabransky, Frank
Machann

Roberts, Mrs. Francis
Rungie, Helen
Scott, Mrs. Marie
Shannon, Mrs. Beniah
Simpson, Alma
Smith, Mrs. Delphine
Stein, Mrs. A.E.
Sucker, Mrs. H.
Thomas, Beatrice
Thornton, Dollie
Thumsons, Mrs. Bobbie
Zerelda
Young, Mrs. Peggy

Tonnings, Mrs. C. H.
Valley, Helen
Vogt, Margaret
Wadley, Mrs. Mario
Webster, Evelyn
White, Lorraine
Williams, Louise
Wood, Maxine
Woods, Mary
Woods, Sue
Wright, Mrs. Dessie

Finkle, William
Freitas, Al
Fry, Luther
Frye, James G.
Gardner, Edgar
Gearhart, John H.
Genious, Kenneth M.
Glasscock, D.
Globe, Henry
Goald, Joe
Grant, Russell N.
Guinn, Johnnie
Hatley, C. F.
Haley, Durand
Hall, Edward L.
Hall, Jack
Handing, Steve F.
Hard, Dick
Harris, Hap
Hayes, Harold A.
Hazelwood, Frank
Henderson, J. C.
Henderson, T. M.
Hendricks, Joe
Hicks, Col.
Hiller, Pop
Hinchy, James
Hinkle, Milt
Hopkins, Tony
Howard, John E.
Hottle, B. H.
Hudson, William
Hugo, Capt.
Hume, Prof. L. F.
Hunter, Blackie
Isler, Louis
Jaeger, Harry
Jake, Karl
Johnson, Jesse
Jones, Jimmy A.
Jones, Pete
Kansas Kid
Kerwin, Jack
Kerwin, H. P.
Kirkland, Robt. B.

LaMont, C. R.
Lamb, R. Scott
Lawson, Echar
Lester, Allen
Little, Jack & Jackie
Loter, Happy & Marie
MacFarland, Francis J.
McCall, Rex
McCrary, E. D.
McGuinness, Daniel James
McMillan, G. J.
Malinowski, Walter
Mars, W. J.
Marvin, Frank
Mays, Will
Meador, H. T.
Miller, Floyd E.
Miller, M. Jackie
Minser, C.
Mortensen, Leo
Motherwell, T. R.
Mozar, M. A.
Murphy, H. W.
Nolte, Irvin E.
Olson, Albert
Palafox, Augustin
Pasha, T. G.
Polk, J. E.
Rains, Harvey (Jack)
Ramirez, Joe
Reed, Ted
Reid, Clayton
Remington, Clarence
Reynolds, Harry
Roberts, J. Clint
Rohn, T. W.
Roma, Prof.
Roma, Rajah
Ross, Harry
Roth, John

Saunders, O. B.
Sellars, Geo. E.
Sharp, P. J.
Sherwood, James
Shultz, Red
Sigourney, Tom
Spencer, W. T.
St. John, Tex
Staley, E. B.
Stanley, Clipper
Stanley, Dewey
Stanley, Lew
Starr, W. B. (Bill)
Sterling, John
Stock, R.
Swanner, R. L.
Tattoo, Sam
Taylor, C. B.
Terhune, Terry
Tetter, Tol
Thompson, Jack
Tipton, Clarence
Todd, J. O.
Umpleby, Chet
Vann, Donn
Virgil & Red
Wagner, W. J.
Wallace, Robert
Ward, Harry
Warren, Jack
Waughan, P. E.
Webster, Fred
Wells Bros. Shows
White, William S.
Williams, Kenneth R.
Williams, Chester
Williams, Doc C.F.
Wilder, John M.
Wilson, A. B.
Wilson, Jimmy (Swinger)
Wilson, Pop
Wingert, Billy
Wood, Joe
Wray, Rob

Gentlemen's List

Alexander, Cruse
Allen, John C.
Ames, G. L.
Andre, Patti
Andrews, Soldier
Applegate, Joe
Aster, Sam
Astora, Manton
Bailey, E. E.
Berns, H. B.
Berns, H. Bernie
Bliss, Ralph
Roan Jr., H. D.
Bowers, Floyd
Brever, Ray
Brown, Geo. W.
Bryer, Charlie
Buchanan, C. T.
Burns, J. Frank
Calkins, Fred
Callander, Pete
Campbell, Monte
Cannon, Otis
Carter, J. B.
Cherry, Capt. Dan
Clancy, "Fog Horn"
Clark, F. C.

Gentlemen's List

Clay, Henry
Clayton, Clarence
Cline, Ernie
Closuit, E. M.
Clopen, Bob
Clopen, R. E.
Connell, Dr.
Connor, Michael A.
Corry, Harry
Costa, Zeke
Coy, R. E.
Daly, Fred
Daniels, Oss
Davidson, Dale
Davidson, Geo. E.
Davis, Carl Dev.
Dellaughter, A. M.
Deviney, Henry
Donnelly, Russell
Doto, Bert
Drown, Danny
Dunbar, John
Dunn, Jimmie
Durant, Bill
Easley, Melvin
Elliott, Ross
Evans, Harry

OUT-OF-TOWN OPENINGS (Continued from page 20)

opening a one-week engagement at the National Theater on November 24. Cast has Ruth Matteson, Mary Michael, Kent Smith, Arthur Chatterton, Joan Winthrop, Effie Shannon, Myron McCormick, Lois Jameson, Barry Kelly, Theodora Pleadwell, Walter Abel, Helen Zolinskaya, Claire Howard, John Winthrop, Victor Colton and Franklin Davis.

As a drama written expressly for Cornell, The Wingless Victory fulfills its purpose; as a Maxwell Anderson effort, it probably will not rank as pre-eminent among his triumphs. The author offers the best of his bitter mood, railing calmly and passionately by turns at racial prejudice in a trenchant and unanswerable indictment, but there are passages cloyed with argumentative felicities where the Anderson dialog loses a bit of its vigor in its impetuous enthusiasm.

Reminiscent of Joseph Hergesheimer's Java Head and the rather more venerable Medea legend, the play reveals its course to tragedy early, as a black-sheep son returns to his home—rigidly puritanical Salem at the beginning of the 19th century—and brings with him a fortune, his wife, brown-skinned Malay princess, and their two children. "Never the twain shall meet," but Nathaniel McQuestion is determined to affect the joiner, and dusky Oparre is ready to espouse the civilization of her sea-captain husband—to challenge the commination of a resentful Salem that for a time finds expression only in glances and acts, remaining relatively inarticulate under the balm that is Nathaniel's wealth. The passage of time brings a fanning of the flame, stiff-necked minister brother Phineas charges Nathaniel with piracy, forces him to the choice of money or family, with lucre getting the call.

Under such vigorous goading, Oparre feels the fire of her royal blood kindling, the long-dormant pride finally asserts itself and the East renounces the West in a succession of searingly scornful verbiage that is the ultimate in Anderson fury. Exotic charm makes way for an anger that is the more potent because it has been slow to rise. Here is the second-act curtain; and the final stanza, rather weak in substance, is carried by the artistry of Cornell in the murder of two children and the suicide of a mother.

Miss Cornell merits once more the most glowing of encomiums for her Oparre—superb treatment of the evolution from a winsome Malay, voluntarily endowing her viewpoint with a necessary pliancy, finding Salem ready to crush rather than mold, calling upon the rage of the pagan to inveigh thunderously in a wry mockery of disillusionment. Appraised in its entirety, The Wingless Victory might stand without Cornell, but it is she who carries the play on more than one occasion, and carries it in inspired fashion, rises to magnificence where Anderson has provided sturdy steps.

Entirely adequate to the task of playing opposite Miss Cornell, Walter Abel does an effective portrayal of the gasconading Nathaniel, his individualism scrapped by the requirements of pattern as dictated by Salem. A cast of completely sufficient capabilities includes

also Myron McCormick as Ruel, the mariner's younger brother, who is able to appreciate Oparre; Barry Kelly, playing a comedy relief, Happy Penny, easy-going seaman; Ruth Matteson, the girl Nathaniel left behind; Kent Smith as Phineas, and Helen Zelinskaya in the role of the Malayan nurse. Mathisen.

FROM OUT FRONT (Continued from page 20)

subway circuit—in these days, the road. trouper—a word which denotes the highest rank that may be attained by a performer, now often used by sophisticates and type actors as a term of contempt; a player who considers the role or the job at hand as of paramount importance, who considers himself an instrument to bring entertainment to the public, and who will fit himself into any part or any situation in order to attain the entertainment's end; a performer who can act, as distinct from an actor.

underplaying—performing that is undercooked, in the manner of a badly baked potato. There is underplaying now on Broadway, however, that is, paradoxically, particularly ripe. understudy—a theatrical ghoul who feeds upon the misfortunes of the regular players; an officious backstage character. (This definition was supplied by the cook.) wings—those parts of a theater into which revue performers mercifully disappear.

And here (let us both be thankful) comes dinner.



True Christmas Cheer... Help to Make Others Healthy



The National, State and Local Tuberculosis Associations of the United States

The Final Curtain

ALLEY—Hartley, 50, vaudeville singer and quartet arranger, of Lynn, Mass., suddenly while walking in Lynn November 23. Since vaudeville's decline Alley had been a musical director and was affiliated with the Old Homestead, Shoe City and the Big City Four quartets. Burial in Lynn.

BADGER—William S., 63, former operator of cookhouses and concessions with Con T. Kennedy and other shows, in St. Francis Hospital, Miami Beach, November 24. He was a native of Abilene, Kan. No survivors have been located. Interment in Woodlawn Cemetery, Miami Beach.

BARKER—Joseph Scott, 64, widely known violinist, November 19 at his home in Altoona, Pa., after an illness of several days. Barker was co-founder of a school of music at Altoona. Surviving are his widow and two sons.

CONGDON—Gretchen Lyon, former well-known actress, in Milford, Conn., November 22 after a short illness. She retired from the stage 20 years ago. She was formerly leading woman for Richard Mansfield and Otis Skinner and was at one time associated in theatrical work with Edward Milton Royle.

CROTZER—Mrs. Joseph M., 44, well-known radio contralto, November 18 in Detroit after a long illness. Survived by her husband and two sons.

DAVIS—Mrs. Leila Taylor, of the J. Walter Thompson advertising agency, November 24 after an operation. She wrote a play, *Echo*, which was produced in London in 1932 by Sir Barry Jackson, and collaborated on another play, *Voltaire*, with Gertrude Purcell. Arthur Hopkins produced it in 1922. She also wrote many articles, poems and short stories. She had been connected with NBC and *The New York Post*. Survived by her husband, Paul Davis; a son, Richard Taylor Davis, and two sisters, Mrs. Howard S. Tieney and Claire Taylor.

DESMOND—Lucille, sister of William Desmond, former film star, in Los Angeles November 21. She also appeared in pictures during the silent days.

EGURUELO—Manuel, 58, butler to Rudy Vallee, of heart disease November 23.

FISHER—Martha, 23, widely known musician and pianist, November 20 in Orthopedic Hospital, Philadelphia, following an illness of seven months. Surviving are her parents and a sister.

FLANNERY—Walter R., 44, manager of the automotive division of the Radio Corporation of America, November 23 at Rockefeller Institute Hospital, New York, from pneumonia. Surviving are his widow, Hilda Flannery, and five children. Body was taken to his former home in Pittsburgh for burial.

FORRESTER—Charles, 80, father of Ross Forrester, radio actor, and who with his wife, Jane Courthope, was in vaudeville for 23 years, in Omaha recently.

FREGOLI—Leopold, well-known Italian actor, in Biareggio, Italy, November 27. The term "Fregolism" was applied to his acting because he played many different parts in the same play. He retired in 1922.

GILMORE—Helen, 75, veteran actress, in Los Angeles November 16. She had been an actress for 65 years and went to Hollywood 20 years ago for character parts in pictures. She played with the old-time team of Robson and Crane and enacted the role of the countess in the original production of *The Two Orphans* with Kate Claxton. She also appeared in Hal Roach comedies.

GRATKE—John E., 64, managing di-

rector of the Broadway Association, at his home in New York November 22 of a heart attack. He was born in Wisconsin, served in the Oregon State Legislature and was publisher of *The Astoria (Ore.) Budget* from 1893 to 1922. In 1924 he went to New York and joined the Broadway Association. He was widely known for his crusades to improve Broadway. In 1926 he favored a move to build an electric light arch at 53d street and Broadway which would read, "Entrance to the Great White Way." He was a member of the Elks, Knights of Pythias, Loyal Order of Moose and the Rotary Club. Survived by his widow, Mrs. Fredda Reinhart Gratke, and two children, Charles and Loris.

GRAVES—Mrs. Mina Rudolph, 55, former actress, in Beverly Hills, Calif., November 27. She did most of her stage work between 1900 and 1910. She had not been active in recent years.

GRIECO—A. Harry, 47, theatrical designer and decorator, November 12 at his home in Haverford, Pa. Grieco had done the bulk of his work in Philadelphia theaters the last 25 years.

HART—J. M. Edgar, 51, in a San Diego hospital last week of pneumonia. He had been dramatic instructor in La Mesa, Calif., schools and director of a Federal Theater project. One-time pupil of David Belasco, he ran various theat-

of Sam Crane, formerly sports editor of several Eastern newspapers.

KUSER—William Jr., chief announcer for KHJ, Los Angeles, in an automobile accident near San Pedro, Calif., November 23, in which Don Forbes, KNX announcer, was injured. Kuser was unmarried.

IN MEMORY OF MY BELOVED HUSBAND,
VICTOR LEE
Who Passed on November 22, 1931.
His Loving Wife,
MRS. VICTOR LEE.

LEROY—Mrs. Emily Lytton, 68, well known in vaudeville as a member of the team of Leroy and Lytton, in New York November 25 after a brief illness. Her late husband, Walter Leroy, was her partner in Keith-Albee vaudeville. She also played in *Little Lord Fauntleroy* and *Brewster's Millions*. Her mother and a sister survive, both living in Galt, Calif. Funeral service under the auspices of the Actors' Fund.

LUCAS—Mrs. Gertrude, wife of George Lucas, ride operator on World of Mirth Shows, at her home in Mt. Carmel, Ill., following an operation. Survived by her husband. Burial in Mt. Carmel.

MARTIN—George W., 61, suddenly of a heart attack at his home, Portland,

MRS. THOMAS WHIFFEN

Mrs. Thomas Whiffen, 91, "grand old lady of the stage," died at her home in Montvale, Va., November 26. Since retiring 10 years ago she has resided in a farm cottage in the Blue Ridge foothills, where she had been in declining health for more than a year.

Born Blanche Galton in London in 1845, she came to America in 1868, making her debut the day after she landed. From that day until 1920 she was associated with leading personages of the theater in this country. Even in her 80s the footlights lured her strongly. She emerged from her retirement six years ago to appear in New York in a benefit performance of "Trelawny of the Wells." That was her last appearance on the stage, but in 1933 she went to Roanoke, Va., with her daughter, Peggy, for the presentation of a radio sketch in "Jeremiah," Biblical drama.

She was under the direction of Daniel Frohman, producer, when she played in the old Lyceum Theater in New York 52 years ago. At that time she appeared in "Hazel Kirk."

In 1879 Mrs. Whiffen created for the American stage the role of Buttercup in Gilbert and Sullivan's "H. M. S. Pinafore" at the old Standard Theater, New York. At the age of 35 she began to play old-lady parts, for which she was best known. She supported such stars as E. L. Davenport, Henry Miller, Margaret Anglin, Clara Morris, Mary Manning, Eleanor Robson, James Hearne and John Drew.

Her favorite roles were Mme. de Trevillac, in "The Beautiful Adventure"; Mrs. Carter Stanford, in "Just Suppose"; Mrs. Bradley, in "The Goose Hangs High," and Sister Genevieve, in "The Two Orphans."

Mrs. Whiffen wrote a book of memoirs called "Keeping Off the Shelf," the title of which was her motto. Decades before her husband suggested that she retire from the stage, but she was far too active to go, as she said, "on the shelf."

Survived by her son, Thomas, and daughter, Peggy. Body was shipped to Washington for cremation and the ashes sent to her native England.

tical schools thruout the country. Survived by his widow and three children.

HAUGHT—Al, Wild West and motion picture cowboy, in Hollywood November 1. Had been connected with the major studios in Hollywood for the last 12 years. Survived by mother and sister. Interment in Valhall Memorial Park, Los Angeles, November 3.

HIRSH—Mrs. Arthur, formerly Mrs. Robert T. Stiles and formerly of the West World Wonder Shows and the L. J. Heth Shows, at Winslow, Ariz., November 17 of heart attack.

HOLMES—Burr, 43, bandsman, in Frankfort, Ind., from injuries suffered in an auto accident. He was formerly a soloist with the John Philip Sousa Band. Other bands of which he was a member were Merle Evans' Band and the old Wallace show band. Survived by his mother.

HOWARD—Marion G., Atlanta film executive, November 22 as a result of injuries sustained in an automobile accident in Atlanta. Was formerly comptroller of Selznick Pictures Corporation, New York, and more recently theater manager in Georgia cities, also associated with Grand National Film Company, Atlanta.

KULP—Mrs. Elizabeth R., musician, November 20 at her home in Philadelphia after a long illness. Her husband, Clarence A. Kulp, survives.

JOHNSON—Mrs. Dixie, former vaudeville player, in Los Angeles November 18. Known professionally as Dixie Crane, she had played vaudeville for many years with her husband as Johnson and Crane. Her husband recently joined the Warner Bros.' scenario staff. She was a daughter

Me., November 22. Was prominent in instituting the radio station which is now WCSH, Portland, a Yankee Network affiliate. Until a short time ago he was president of the Portland Broadcasting System. He was a 32d degree Mason; a member of the Kora Shrine, of Lewiston, Me., and Madonna Shrine, White Star of Jerusalem, Portland, and Eastern Star Chapter in Syracuse, N. Y.

MATHEWS—George F., 70, former box-office manager of the Colonial Theater, Boston, and the Worcester Theater, Worcester, Mass., suddenly of heart disease at his home in Hopedale, Mass., November 22. For 25 years he was in the employ of the Worcester Bank and Trust Company. Leaves a wife, a son and a daughter. Funeral services November 25 at the Williams Funeral Parlors, Upton, Mass. Burial in West Upton.

MAY—Elmer E., 75, trainer and driver of harness horses in Ohio Short Ship Circuit and at county fairs of Ohio and near-by States, from a heart attack November 22 on Richland County Fairgrounds, Mansfield, O. Funeral and burial there.

McFEATHERS—James Dale, 50, father of Dale McFeatters, newsreeler on Station KDKA, Pittsburgh, in that city November 19.

McLEOD—James John, 52, professionally known as Jay Ray, director of dramatic sketches on Station WTIC, Hartford, Conn., and former stage manager for S. Z. Poli in stock companies in Bridgeport, Conn.; New Haven, Conn.; Springfield, Mass.; Worcester, Mass., and Hartford, Conn., in Hartford Hospital,

Hartford, November 23 after a short illness.

MINAHAN—Mrs. Elizabeth H., 44, musician and organist, November 18 at her home in Lansdowne, Pa., after a short illness. Survived by her husband and three sons.

ROAT—Charles E., 64, of a heart attack at Battle Creek, Mich. He was founder of a music company bearing his name. Among his successful song publications were *Pal of My Dreams* and *Gloaming Reverie*.

ROSS—William H., 73, professional bagpiper, violinist and singer, recently at St. John, N. B. Born at Aberdeenshire, Scotland, he was a member of theater orchestras and pipe bands in Scotland before going to Canada, where he organized and directed pipe bands, orchestras and choirs, including MacLean Highlanders, who toured New England and New York during the war. He was a repairer of musical instruments on the staffs of several Canadian instrument manufacturers. He composed several bagpipe marches and made several tours in vaudeville with a pipe band of his own. Surviving are his widow, three sons and three daughters.

SIEVERS—William, 75, St. Louis motion picture exhibitor, at his home in that city November 7. He had been ill since suffering a stroke six years ago. He helped build the old and new Grand Central theaters, St. Louis. Survived by his widow, Mrs. Sophie Koeln Sievers, and three daughters, Mrs. H. A. Sodoni, Mrs. Leo Levy and Mrs. A. C. Baker.

SMITH—Edgar Belmont, 69, musician, in Amsterdam, N. Y., November 20. Death was caused by coronary thrombosis, from which Smith had suffered for some time. He was accompanist for the Schubert Club, Schenectady, N. Y., for many years.

SMITH—Joe, veteran minstrel man, formerly of Al G. Field, Mastodon, De Rue Bros., Minstrel Monarchs, Trout, Heff and many other minstrel shows, of heart trouble at the Revere Hotel, Chicago, recently. Body was shipped to Pittsburgh for burial. Survived by a sister.

STEHL—George C., 66, violinist for the Columbia Phonograph Company for 20 years, at Sea Cliff, Long Island, N. Y., November 20. Survived by three sons, Richard, Carl and George.

TILTON—Caroline G., 70, concert singer and musician, at Beverly Hills, Calif., November 19.

VAN DER VAART—John, 67, retired Sheboygan, Wis., exhibitor, November 23 at his home in that city. He operated the Majestic Opera House and Van Der Vaart Theater during his 17 years in the picture business in Sheboygan. Survived by his widow.

WEBBER—Edwin J. (Doc), former horse and dog trainer with Ringling-Barnum Circus, at his home in Sarasota, Fla., November 23 of a heart attack. He retired there in 1932 after nearly 20 years of circus life and established a dog kennel and veterinary service. He had been in ill health for several months. Doc started his circus career as arena director with the 101 Ranch Show in 1906. He remained with the Ranch until 1916, when he became assistant equestrian director and superintendent of the wardrobe department of the Al G. Barnes Circus. Leaving Barnes in 1920, he spent one season as equestrian director with the Sparks Circus. In 1921 Mr. and Mrs. Webber trained and presented a society horse and dog show as a feature of the H. W. Campbell carnival shows. In 1924, however, Doc returned to the circus, accepting a post as equestrian director with Gentry Brothers. After serving in similar capacity with Hagenback-Wallace and Sells-Floto circuses, Webber went to Hollywood in 1927, where he appeared as double for many screen stars in scenes requiring expert horsemanship. He joined Ringling-Barnum in spring of 1928 and was put in charge of training jumping and racing horses and dogs. Funeral services and burial November 27. Surviving are the widow, Mrs. Cleo Webber, former equestrienne star; a son, Charles, also a circus performer, and a son and a daughter by a former marriage, Robert Webber and Mrs. Gertrude Frauenheim, both of St. Paul.

WHEELER—Charles N. C., 68, band leader, at Willimantic, Conn., November 21 after a lengthy illness.

YOUNGDALE—Willard B., 73, Salt Lake City, theater orchestra leader and writer of musical compositions, at his home in Salt Lake City November 19 of a lingering illness. Survived by his widow and three sons, Louis C., Willard and Eugene S. Youngdale, and two daughters, Mrs. Bren Petersen and Mrs. Alva

Lucio Godina

Lucio Godina, 28, sometimes called Godino, Siamese twin of Simplicio Codina, died of rheumatic fever November 24, in York Hospital, New York. Well known as the Godino Siamese Twins, they played with their brides and band in vaudeville.

During their show career they appeared under the management of James Dunlavy, S. W. Gumpertz and others. The past season they appeared as one of the feature attractions with the Rubin & Cherry Exposition.

Simplicio, the brother, did not die, but submitted to an operation which severed him from the body of Lucio. Surgeons considered the operation most unusual and said that he would live.

The twins were born in the Philippines and educated in America. They married two sisters, Natividad and Victorina Motos, in Manila in 1929. The widow may return to Manila.

Baer. Funeral services in Lincoln Ward Chapel, Salt Lake City, November 22.

ZARUBA—Charles F., 59, veteran film exhibitor, in Los Angeles November 18 following a long illness. He had been associated with his brother, Leo, at the Arlington Theater and formerly owned the Washington Theater, both in Los Angeles. He was an Austrian count by birth, had been prominent in California musical circles and was considered an accomplished violinist. Survived by his widow, Emma Loeffler, former opera singer; a son, Lionel; brother, Leo, and a sister, Mrs. Mary Rovnianek.

Marriages

ALVIN-BAILEY—Joe Alvin, National Broadcasting Company publicist in Hollywood, to Kay Bailey, nonprofessional, at Las Vegas, Nev., November 23.

BROWN-O'BRIEN — Bernard Brown, Universal Pictures sound engineer, to Mildred O'Brien, Warner Bros.' employee, at Santa Barbara, Calif., November 22.

CROSS-GELLER—Frank R. (Shanty) Cross and Della Geller in New Orleans November 21. Groom was former trainmaster for World of Mirth Shows. Bride a sister of Mrs. Ernestine Hansen, of the Al C. Hansen Shows.

CROUCH-ROLAND—Del Crouch, motordrome owner and rider, and Dorothy Roland recently in San Antonio.

DERICKSON-ROBINSON—Dale Derickson, nonprofessional, of Burlington, Mich., and Arleen Robinson, of Albion, Mich., daughter of Edna Robinson, owner of the Robinson Native Hawaiian Troupe, at Lansing, Mich., November 21.

FOSTER-WEBSTER — Harry Foster, soloist with Jimmy Grier's Orchestra at the Biltmore Bowl, Los Angeles, to Polly Webster, former air singer, in Beverly Hills, Calif., November 22.

FREDRICKSON-SEVERE—L. P. Fredrickson, theatrical agent, publisher and former performer, to Poppy Severe, rumba dancer, on the West Coast recently.

HELVESTON-REES—Edmund C. Helveston, Philadelphia singer, and Elizabeth Harriman Rees, nonprofessional, in Newark, Del., November 14.

HERMANN-KETT — Rudy Hermann, saxophonist in Benny Meroff's Orchestra, to Georgette Kett, nonprofessional, of Kansas City, Mo., in New Orleans November 22.

HERRICK-DONNELL—Buddy Herrick, baton twirler, to Lorena Donnell, of the Donnell Sisters' team, in Los Angeles November 6.

JOHANNSEN-McCORMICK — Homer V. Johannsen, Chicago nonprofessional, and Mary McCormick, opera singer, in Kansas City, Mo., November 25.

LITTLEFIELD - HASTINGS — Jimmy Littlefield, Philadelphia orchestra leader, and Mrs. Harriett V. Hastings in Elkton, Md., November 17.

MOSS-STUART—Jack J. Moss, business manager for Gary Cooper, film actor, and Louise Stuart, film actress, at Riverside, Calif., November 26.

NEWTON-HILL — Theodore Newton, actor, and Drina Hill, actress, both appearing in the Broadway production *Dead End*, in New York November 22.

PETROFF-HALL — Leon Petroff, of Grand Rapids, Mich., and Audrey Hall, former saxophonist with the Ina Ray Hutton and Jean Wald all-girl orchestras, in Pittsburgh recently.

VINCENT-COOPMAN — Sanford Vincent, theater manager at Denmark, Wis., and Veronica Coopman, nonprofessional, at Oconto Falls, Wis., November 19.

WHITENACK-LOOMIS — H. (Tony) Whitenack, concessioner with C. F. Zeiger Shows, and Rosemary Loomis, niece of C. F. and Clara Zeiger, November 18 at Los Angeles.

Coming Marriages

Ruby Rubinoff, daughter of Dave Rubinoff, violinist, and Billy Sherman, singer with Maurice Spitalny's Orchestra, soon.

Thaddeus A. Zajac (Mystic Zajac), of Meriden, Conn., and Lillian Lamot, daughter of Mr. and Mrs. Michael Muszinsky, of Greenfield, Mass., soon.

Victor Orsatti, film agent, and June Lang, screen actress, next year.

Terry Hunt, athletic director for Walter Wanger studios, and Elaine Shepard, screen actress, early in 1937.

Jimmy Richard and Lee Carson, dance team appearing at the Plaza Cafe, Pittsburgh, during Christmas Week.

Births

To Mr. and Mrs. Walter Wise a 7½-pound daughter November 21 in Los Angeles. Father is MGM writer.

A 9½-pound son to Mr. and Mrs. R. T. (Fat) Bullock at Hattiesburg, Miss., November 23.

An 8½-pound son to Mr. and Mrs. Ralph A. Sayres at Lying-In Hospital, Philadelphia, November 16. Father is general sales manager at Station KYW, Philadelphia.

A girl to Mr. and Mrs. John Mustachio in McKeesport, Pa., November 23. Mother is the former Henrietta Leaver, Miss America 1935.

An eight-pound daughter, Sheila Mary, to Mr. and Mrs. J. S. McLaughlin at Cretona Park Hospital, New York, November 7. Father, formerly a leading man in stock productions, for the past 12 years has been appearing on the New York stage.

A seven-pound daughter, Ruth, to Mr. and Mrs. Earl J. Righter at Christ Hospital, Cincinnati, November 27. Mother, Irene Righter, singer, was until recently on the staff of Station WKRC, Cincinnati.

Divorces

Starr DeBelle, carnival attraction owner and press agent, from Vera DeBelle at Tampa November 13.

Bess Johnson, known to radio fans as Lady Esther, from Solomon P. Perry in Chicago November 21.

Mrs. Jesse C. Shannon from Jesse C. Shannon November 21.

Beulah Hill, chorus girl, from George B. Hill, comedian, in Deadwood, S. D., November 20. Both are well known in tab and burlesque circles. Mother was granted custody of their 11-year-old daughter.

Dorothy Murray, screen actress, from (See *DIVORCES* on page 85)

Chicago Lodge No. 4, TMA, Elects Officers for 1937

CHICAGO, Nov. 28.—Harvey William Schraut was re-elected president of Chicago Lodge No. 4, Theatrical Mutual Association, at its regular meeting held November 25. Wishard C. Mueller continues as recording secretary; Frank Galluzzo remains as financial secretary and Gans Mazzoni is still treasurer.

Other officers are Monte Gloss, vice-president; Morris Thacker, chaplain; George Mueller, marshal, and James Muluzzi, sergeant at arms. Abe Weinstein is trustee; Harvey William Schraut, delegate to the convention, with Arthur Burns and Alex Garlick, alternate delegate. Organization will hold its 52d annual Theatrical Ball at the Medinah Athletic Club here December 2.

Ohio Amusements Join To Fight Return of 10% Tax

COLUMBUS, O., Nov. 28.—Ohio constitutional amendment calling for the repeal of the 3 per cent tax on food, which carried two to one at the recent election and which became effective November 11, threatens the return of the 10 per cent amusement tax.

Exhibitors face a reinstatement of the 10 per cent admission tax to help compensate an estimated \$1,500,000 loss to the State resulting from tax exemption on food. Amusement interests have organized to fight the reinstatement on the ground that it is discriminatory and prejudicial to the amusement industry in general.

Chicago Coliseum Engaged For Big New Year's Party

CHICAGO, Nov. 28.—All-Chicago Frolics Corporation, headed by L. Dooley, is sponsoring a mammoth party to be given New Year's Eve at the Coliseum here.

Ernie Young's office will book the entertainment and produce the floor show, which is expected to have a cast of 50 or more. Frankie (Half-Pint) Jaxon and Tiny Parkham's orchestras have been engaged to furnish the music. Party will be conducted along Mardi Gras lines and tickets are being sold in blocks to labor organizations.

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.

ACTS, UNITS AND ATTRACTIONS

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

A
ABC Trio (El Chico) NYC, nc.
Abbott, Joan (Hollywood) NYC, nc.
Ace, Red (Little Eden) Grand Rapids, Mich., c.
Adair & Richards (Royale Frolics) Chi, nc.
Adams, Crawford & Paulette (Park Central) NYC, h.
Adrian, Iris (Hollywood) NYC, re.
Ah San Lu (Mahoney's Palace Cafe) Hartford, Conn.
Albee Sisters (Ambassador) St. Louis 1-3, t.
Allen, Jean (Swanee Club) NYC, nc.
Ames & Arno (Minnesota) Minneapolis, 1-3, t.
Alpert, Mickey (Philadelphia) Phila, h.
Andersons, Three (Adelphia) Phila, h.
Andre, Pierre (Congress) Chi, h.
Andrews, Avis (Cotton Club) NYC, cb.
Andrew Sisters (Clover) NYC, nc.
Annelise, Mille (French Casino) NYC, nc.
Ardelt, Elly (French Casino) NYC, nc.
Arden, Dell (Park Central) NYC, h.
Arden, Donn (Chez Ami) Buffalo, nc.
Armstrong, Maxie (Black Cat) NYC, nc.
Arturo & Evelyne (Club Bali Bali) Chi, nc.
Ashe, Muriel (Kenmore) Albany, N. Y., h.
Austin, Marie (Embassy) Phila, nc.
Avalon Troupe (Shrine Circus) Syracuse, N. Y., 30-Dec. 5.
Avner, Bill (Place Elegante) NYC, nc.

B
Bacon, Virginia, Revue (State) NYC 1-3, t.
Banana Dancers (Cotton Club) NYC, h.
Baines, Pearl (Kit Kat Club) NYC, nc.
Baird, Bill (Bismarck) Chi, h.
Baker, Babe (Howdy Club) NYC, nc.
Balassi & Skaren (Broadway Hoibrau) NYC, nc.
Baldwin & Bristol (Granby) Norfolk, Va., 5-7; (National) Richmond 9-11, t.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Bankoff & Gannon (Colosimo's) Chi, nc.
Banks, Sadie (Old Roumanian) NYC, re.
Barbery, Lea (Gay '90s) NYC, nc.
Barlow, Dorothy (Palmetto) Detroit, nc.
Barocas & Bianca (Times Square Club) Rochester, N. Y., nc.
Barrett, Sheila (Drake) Chi, h.
Barry & Beatrice (French Casino) NYC, nc.
Bartholemey, Lillian (Stanley) Pittsburgh 5-11, t.
Bass, Martin (Place Elegante) NYC, nc.
Barto & Mann (Chez Paree) Chi, nc.
Basino, Mario (Place Elegante) NYC, nc.
Baxter, Marilyn (Variety) NYC, nc.
Beck, Melton & Beck (Savarin) Buffalo, c.
Behce & Rubiyat (Chicago) Chi, t.
Behim, Arthur (Gay Nineties) NYC, nc.
Bell & Grey (Penn. A. C. Club) Phila, nc.
Bell, Harvey (Blossom Heath) Shreveport, La., nc.
Bell's Hawaiian Revue (Colonial) Dayton, O., 1-3; (Auditorium) Newark 4-5; (Paramount) Ashland, Ky., 6-7; (Strand) Newport 8-10, t.
Belmont Bros. (Silver Slipper) Mansfield, O., nc.
Belmore, Barbara (Royal Frolics) Chi, nc.
Bennett, Eddie (Place Elegante) NYC, nc.
Beno, Ben; Ocala, Fla., Nov. 30-Jan. 5.
Bergén, Edgar (Roxxy) NYC 1-3, t.
Bergere Sisters (Coffee Dan's) NYC, nc.
Bernard, Phil (Liberty) Oklahoma City, Okla., 5-8, t.
Berry, Bob (Edison) NYC, h.
Bergen, Edgar (Radio City Rainbow Room) NYC, nc.
Berinan, Henry (Coffee Dan's) NYC, nc.
Bernard, Lil (Club Alabam) Chi, nc.
Bery, Bob (Edison) NYC, h.
Eert & Jay (Colonial Village) Peoria, Ill., nc.
Beryl & Martinez (Roxxy) NYC 1-3, t.
Beuville & Tova (Congress Hotel) Chi, h.
Biroeva, Mde. (Nini) NYC, nc.
Blackstone, Nan (1214) Phila, nc.
Blair, Francis (Jungle Inn) Youngstown, O., nc.
Blake, Barbara (St. Moritz) NYC, h.
Blakely, Bidda (Astor) NYC, h.
Blakely, Milton (Lookout House) Covington, Ky., nc.
Blanchard, Eddie (Club Elegante) NYC, nc.
Blanchard, Jerry (18 Club) NYC, nc.
Blane, Rose (New Yorker) NYC, h.
Blenders, Four (Embassy Club) San Francisco, nc.
Bodenweiser Ballet (French Casino) NYC, nc.
Booth, John (Mon Paris) NYC, nc.
Boran, Arthur (Adelphia) Phila, h.
Borg, Inga (Jimmy Kelly's) NYC, nc.
Boston Sisters, Three (L'Escargot D'O) Pent-house) NYC, nc.
Bowwell, Connie (New Yorker) NYC, h.
Boser Sisters (Garrick) St. Louis, t.
Bowes All-Girl Show (Michigan) Detroit 1-3, t.

Bowes Anniversary Show (Orph.) St. Paul 1-3, t.
Bowes, Major, Band Unit (Pal.) Ft. Wayne, t.
Bowker, Betty (Chateau Moderne) NYC, nc.
Braatz, Mickey (Zelli's) NYC, nc.
Brandt & Fowler (21) Phila, nc.
Britto, Phil (Mount Royal) Montreal, h.
Brooks, Bobby (Variety) NYC, nc.
Brooks Twins (Club Vogue) NYC, nc.
Broomfield & Greeley (Ubangi) NYC, nc.
Brown, Evans (Old Vienna) Indianapolis, c.
Brown, Ralph (Ubangi) NYC, nc.
Browning, Fitzgerald & Collins (Leon & Eddie's) NYC, nc.
Bryan & Winsome (Zelli's) NYC, nc.
Bryant, Betty (Larue's) NYC, re.
Bryants, The (French Casino) NYC, nc.
Brydon, Louise (Venetian Room) NYC, nc.
Bryson, Clay (Montclair) NYC, h.
Burns, Moriarity & Dell (Garrick) St. Louis, t.
Burns, Pat (Nini's) NYC, nc.
Byrnes & Swanson (Philadelphia) Phila, h.

C
Caceres, Emilio (Merry-Go-Round) Dayton, O., c.
Cai & Stuart (Club Laurier) Lowell, Mass., nc.
Calgary Bros. (College Inn) Chi, re.
Canestrilli Troupe (Riverside) Milwaukee, t.
Cantor, Eddie (Boston) Boston 1-3, t.
Carlay, Rachel (Zelli's) NYC, nc.
Carlton & Lee (Rochester Grill) Rochester, N. Y., re.
Carlyle, Betty & Sue (Le Mirage) NYC, nc.
Carole, Gail (Dudley) Salamanca, N. Y., h.
Carr, Harriet (Village Casino) NYC, nc.
Carroll, Betty (Village Casino) NYC, nc.
Carroll, Lee (New Earl) Baltimore, nc.
Carroll, Nita (Snelton Hotel) NYC, h.
Carroll, June (Village Casino) NYC, h.
Carroll's Mardi Gras (Hipp.) Toronto 1-3, t.
Carter & Schaub (Jimmy Kelly's) NYC, nc.
Carver, Zeb (Village Barn) NYC, nc.
Casino, Del (Hollywood) NYC, re.
Castillo, Carmen (Stevens) Chi, h.
Castle, Boots (Gills) Kansas City, nc.
Cesar & Maclovia (Hollywood) NYC, re.

Challis, Beth (Silver Lake Inn) Clementon, N. J., ro.
Clare, Tonie (French Casino) NYC, nc.
Clason, Charles (Cafe Bali) NYC, nc.
Clayton, Pat (Barrel of Fun) NYC, nc.
Clifton, Jane (Coffee Dan's) NYC, nc.
Cole, Lester (Palmer House) Chi, h.
Cooley, Curtis (Club Diamond) Wheeling, W. Va., nc.
Collette & Barry (Nixon) Pittsburgh, c.
Collins, Larry (Ambassador) St. Louis 1-3, t.
Comique Continental (Rivoli) Toledo, t.
Connors Jr., Chuck (Tin Pan Alley) New York, nc.
Conway & Parks (Capitol) Washington, D. C., 1-3, t.
Cooley, Marlon (Saphire Room) NYC, nc.
Cordell, Irene (Lookout House) Covington, Ky., nc.
Cordoba, Rito (Bismarck) Chi, h.
Cordona, Kay (Dizzy Club) NYC, nc.
Correll Trio (Colonial) Lancaster, Pa., 1-3; (Hipp.) Baltimore 4-10, t.
Corliss & Palmer (Saddle & Cycle) Palm Springs, Calif., nc.
Cort, Nita, singer (Club Mayfair) Boston, nc.
Cortez, Tanya (Wonder Bar) Mansfield, O., nc.
Coral Islanders (Montclair) NYC, h.
Coudriet & O'Dea (Seventh Ave.) Pittsburgh, Pa., h.
Courtney, Ann (Montclair) NYC, h.
Crane, Ford (Congress) Chi, h.
Craven, Fran (Bertolotti) NYC, re.
Crocker, Mil (Torch Club) Cleveland, nc.
Crone, Roberta (Backstage Club) Cleveland.
Crooker, Dorothy (Adelphia) Phila, h.
Crosby, June (Victoria) NYC, h.
Cunningham & Bennett (Holland Tavern) NYC, cb.
Cunningham, Fairy (Cocoanut Grove) Minneapolis, nc.
Curries, The (Oriental) Chi, t.
Curtis, Billy (Piccadilly) NYC, h.

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.
Daniels, Doris (Commodore) NYC, h.
Daniels, Mae (Kit Kat Club) NYC, nc.
Daniels, Seven (Earle) Washington, D. C., 1-3, t.
Dario & Diane (Ambassador) NYC, h.
Davenport, Muriel (Bismarck) Chi, h.
Davidson, Trudye (Colony Club) Chi, nc.
Davis, Dorothy (Galiente) NYC, nc.
Davis, Eddie (Leon & Eddie's) New York, nc.
Davis, Lew (Lang's) Albany, N. Y., h.
Davis, Lois (Eldorado) Detroit, nc.

Davis, Rufe (College Inn) Chi, re. Dawn, Dolly (Taft) NYC, h. DeGoff, Harriett (College Inn) Chi, re. Dean, Carol (Hollywood) Galveston, Tex., nc. Dean, Laura (McAlpin) NYC, h. Dee, Dottie (Clover Club) Portland, Ore., nc. Deering, Delyce (Bossert) NYC, h. Deffres, Lois (Dizzy Club) NYC, nc. DeBold Twins, Dancers (Paradise Club) NYC, nc. DeCardos, Six (Indoor Circus) New Britain, Conn., 30-Dec. 5. DeFlores, Felipe (El Chico) NYC, nc. DeMarco, Joe (Googan's Grill) Erie, Pa., nc. Del Viso, Dolores (San Souci) Havana, nc. Delfina, Vera (El Chico) NYC, nc. Dell, Bobbie (Club Paradise) Baltimore, nc. Delmar, Ruth (Chez Ami) Buffalo, nc. Dennis, Ethel (Waterfront) Boston, nc. Deslys, Leo (Bali) NYC, c. Detroit Red (Small's Paradise) NYC, cb. Diel Twins (Manley's) Buffalo, nc. Dion & Sparklettes (Jimmie's Frolics Club) Troy, N. Y. Diplomats, Four (Dickie Wells) NYC, cb. Dixon, Dixie (Nine Mile House) Cincinnati, cb. Dixon, Ethel (Drake) Chi, h. Dolores & Antonio (Yumuri) NYC, nc. Dolores & Candido (El Chico) NYC, nc. Donahue, Al & Band (Paramount) NYC 1-3, t. Donn, Biddie (Clover) NYC, nc. Doris, Miss (Versailles) NYC, nc. Dorne, Dorothea (Rendezvous Club) Gloversville, N. Y. Doro, Grace (Colonial) Dayton, O., t. Dorothy & King (College Inn) Chi, re. Dot & Dash (Frolics) Toledo, O., nc. Drake, Connie (Deauville) New York, nc. Draper, Paul (Pierre) NYC, h. Drayton, Jack (Gloria) Columbus, O., nc. Drayton Sisters (Gloria) Columbus, O., nc. Drum, Doty (Hector's Club New Yorker) New York, nc. DuBois, Wilfred (Oriental) Chi, t. Duke, Eddie (Stein Club) Wallace, Ida., nc. Duke, Ethel (Wm. Penn) Pittsburgh, h. Duke, Paul (Met.) Boston, 1-3, t. Duncan, Midget Jackie (Zepp) Akron, O., nc. Duval, Sheila (New Town Bar) New York, nc.

Gleason's, Art, Town Scandals (Pal.) Lancaster, O., 3; (Crump) Columbus, Ind., 4-5; (Tivoli) Jasper 6; (Maj.) Seymour 9-10, t. Glenn, Cinda (French Casino) NYC, nc. Glorified Follies of 1936 (Pal.) Chi 1-3, t. Glory, Camille (18 Club) NYC, nc. Glory, June (Hi-Hat) Chi, nc. Glyn Sisters (Times Square Club) Rochester, nc. Goff, Jerry (Clover) NYC, nc. Goll, Wanda (Vogue) NYC, nc. Gonzales, Jose (College Inn) Chi, re. Gonzales & Rangel (McAlpin) NYC, h. Goodell, Danzi (College Inn) Chi, re. Gordon, Paul (Arcadia) Phila, re. Gordon Sisters (Bartlett) Rochester, nc. Goss, Mary, & Charlie Barrows (State-Lake) Chi, t. Gould Sisters (Royal Frolics) Chi, nc. Gower & Jeanne (Drake) Chi, h. Grant, Arline (Village Casino) NYC, nc. Gardner, Beatrice, Co-Eds (Freddie's Cafe) Cleveland, nc. Grahame, Miriam (St. Regis) NYC, h. Granoff, Bert (Bismarck) Chi, h. Gray, Noma (Kit Kat) NYC, nc. Green, Al (Pioneer Nut Club) NYC, nc. Green, Jackie (Ambassador) St. Louis 1-3, t. Green, Mitzi (Versailles) NYC, re. Greenwood, Ann (Elysee) NYC, h. Greenwood, Dawn (Paradise) NYC, re. Griffiths, Edith (Yacht Club) Chi, nc. Griffith & Wells (Talk of the Town) Peoria, Ill., nc. Growler Man, The (Gang Plank) NYC, nc. Gypsy Albert Trio (Beverly Bar) NYC, nc.

Kinley, Eddie (Village Casino) NYC, nc. Knight, Eleanor (Hollywood) NYC, re. Koubek, Zdenek (French Casino) NYC, nc. Kramer, Ida (Swanee) NYC, nc. Kraemer, Will (Blue Lantern) Detroit, nc. Kruger, Jerry (Ernie's) NYC, nc. Lahiri, Surat (La Salle du Bois) NYC, nc. Lambert, Don (Onyx) NYC, nc. Landis, Jean (Hollywood) NYC, re. Lane, Ted (Hickory House) New York, nc. Lang & Lee (Roxy) Salt Lake City 1-7, t. Langdon, Virginia (Cafe Bali) NYC, cb. La Mae, Trixie (Variety) NYC, nc. LaMarr, Bobby (New Earl) Baltimore, nc. LaMilonguita (Yumuri) NYC, nc. LaRochelle, Cecile (Port Arthur) Providence, R. I., re. La Rue, Bobby (Torch Club) Canton, O., nc. La Vola, Don (Shrine Circus) Santa Fe, N. M. La Von, Betty (Clover) NYC, nc. Larry & Freckles (Ye Olde Tavern) Ft. Wayne, Ind., nc. Lawrence, Lucille (Swanee) NYC, nc. Lawson, Iowan (Lido Club) Long Beach, N. Y., h. Lawton, Judith (Piccadilly) NYC, h. Lazier, Freda (Club Diamond) Wheeling, W. Va., nc. Lea, Sharon (Petroleum) Hobbs, N. M., nc. Lee, Gall (Clover) NYC, nc. Lee, Jerrle (Jungle Inn) Youngstown, O., nc. Lee, Mary (21) Phila, nc. Lee & Roule (Saks) Detroit, nc. Lelehua, Princess (Buckhorn) Rockford, Ill., nc. Lenora's Debutantes (Philadelphia) Phila, h. Lenti, Steve (Place Elegante) New York, nc. Leonard, Ada (Colosimo's) Chi, re. Leonard, Jack (Kenmore) Albany, N. Y., h. Leonard, Harold (Biltmore) NYC, h. Leonard, Jack (Rivoli) Toledo, t. LeRoy, Hal (Hollywood) NYC, cb. Lester & Daniels (Park Central) NYC, h. Lewis, Ann (Cotton Club) NYC, nc. Lewis, Dad (Talk o' th' Town) Peoria, Ill., nc. Lewis, Henry (Meirs Old Mission) Modesto, Calif., cc. Lewis, Jane (McVan's) Buffalo, N. Y., nc. Lewis Sisters (Commodore) Detroit, nc. Libuse, Frank (Hi-Hat) Chi, nc. Liebking, Tod (Mayfair Casino) Cleveland, t. Liptova, Schura (St. Regis) NYC, h. Little, Little Jack (Palmer House) Chi, h. Little Words, Three (Small's) NYC, cb. Long Jr., Nick (Chez Paree) Chi, nc. Loper & Hayes (Mayfair) Boston, nc. Lopez & Anita (Brill's) Newark, N. Y., nc. Lord, Velma (Paradise) NYC, re. Lorna & Carr (Capri) Lawrence, Mass., re. Lorraine & Manners (Cocoanut Grove) Boston, nc. Lorraine, Mme. (Oriental) Chi, t. Lorraine Sisters (Stevens) Chi, h. Love, Muriel (Colosimo's) Chi, re. Love, Violet (Commodore) Detroit, nc. Lovett, Sonya (18 Club) NYC, nc. Lucky Boys, Six (State-Lake) Chi, t. Lucky Sisters (Small's Paradise) NYC, cb. Lurya, Dee (Vanderbilt) NYC, h. Lyman, Tommy (Chesapeake House) NYC, re. Lyons, Geo. (Drake Hotel) Chi, h. Lyte, Rose & Ray (Philadelphia) Phila, h.

Mitchell, Charlie (Man About Town Club) NYC, nc. Mitchell, Vivano (Cocoanut Palms) East Detroit, nc. Modie & Lemaux (Bal Tabarin) San Francisco, nc. Mogul (Memorial) Boston 1-3, t. Montes, Mona (El Chico) NYC, nc. Montgomery, Anne (Brill's) Newark, N. Y., nc. Montes, Nena (El Toreador) NYC, nc. Monti, Milly (Rainbow Room) NYC, nc. Montmartre Boys, Four (Jimmy Kelly's) NYC, nc. Monty, Paul (Man About Town Club) NYC, nc. Moody, Gertrude (Variety) NYC, nc. Moreno, Conchita (Chesapeake House) NYC, nc. Moriche, Jose (Marta's) NYC, re. Morris, Dwight (Gabriel's) NYC, nc. Morris, Will, & Bobby (Shrine Circus) Toronto. Mossman & Godda (Gillis) Kansas City, nc. Mundin, Nona (Bali) NYC, c. Muriel, Mimi (Meurice) NYC, re. Murray & King (Hollywood) NYC, cb. Myra (Tillie's Chicken Grill) New York, nc. Myers, Timmie (Red Raven) Cleveland, nc. Nadeau, Mlle. Rose (Mahoney's Palace Cafe) Hartford, Conn. Nagel, Bert (Edgewater Beach) Chi, h. Nagyfs, The (College Inn) Chi, re. Naily, Velva (Saks) Detroit, nc. Nash, Niki (Barbizon-Palazzo) NYC, c. Nazarro Jr., Nat (Lido) Montreal, nc. Neely, Phil (New Yorker) NYC, h. Nelidoff, George (Bismarck) Chi, h. New Yorkers, Three (Stork Club) NYC, nc. Newdahl, Clifford (St. Regis) NYC, h. Newell & Thorpe (Chez Maurice) Montreal, nc. Newman, Harry (Gabriel's) NYC, re. Nevell, Laurene (McVan's) Buffalo, N. Y., nc. Niles, Noma (Swanee) NYC, nc. Nilsson, Walter (St. Louis) St. Louis 1-3, t. Nils & Nadyne (Stork Club) Providence, nc. Nina & Rosa (Yacht Club) Chi, nc. Nolan, Paul (Commodore) Detroit, nc. Noland, Nancy (Navarro) NYC, h.

THE NONCHALANTS

RETURNING TO THE STATES AFTER A SUCCESSFUL EUROPEAN TOUR. Personal Direction MUSIC CORPORATION OF AMERICA.

Noel, Tess (Weismantal's Show Boat) NYC, nc. Nolan, Paul (Colonial) Dayton, O., t. Norman Nita (18) NYC, nc. Nova, Yvonne (Paradise) NYC, re. Novak, Wilma (Village Casino) NYC, nc. Novelle Bros. & Sally (Oriental) Chi, t. N. T. G. Show (Capitol) Lancaster, Pa., 1-3, t. Oakford, Fifi (Yorktown Tavern) Elkins Park, Pa., 10. Octaves, Three (Chesapeake House) NYC, re. O'Connor Sisters (Green Gables) Hazleton, Pa., nc. O'Day, Dawn (Arcadia) Phila, re. O'Doherty, Molly (Chesapeake House) NYC, re. Ogen, Patsy (Yacht Club) NYC, nc. O'Malley, Pat (Drake) Chi, h. Olive, Dorothy (Leon & Eddie's) NYC, nc. Olmstead, "Minto" (Number One Bar) NYC, nc. Olsen & Johnson (Orph.) Omaha 1-3, t. O'Rourke, Nan (Bally-Hoo) Phila, nc. Orlins, Toddy (Nut Club) NYC, nc. Ortega, Rosita (Yumuri) NYC, nc. Osterman, Jack (1214) Phila, nc. Oshins & Lessy (Caliante) NYC, nc. Owen Sisters (Colonial) Jackson, Miss., nc. Page, Ann (Village Grove Nut) NYC, cb. Page, Lucille (Starland) Rochester, N. Y., c. Page, Marion (Hollywood) NYC, re. Parker, Cecile (Steuben) Boston, re. Parks, Barbara (Gibson) Cincinnati, h. Parrish, Jimmie (Club Kalua) San Francisco, nc. Paul, Charles (Montclair) NYC, h. Paulette (Piccadilly) NYC, h. Peacock, Melvin (Linger Bar) Sheboygan, Wis., nc. Pecoraro, Dick (Monte Rosa) NYC, re. Pedulla, Hugo (LaRue's) NYC, re. Pegue, Paul (Gloria Palast) NYC, nc. Pepper, Evelyn (Stanley Grill) Montreal, Can., nc. Pepper, Jack (Rivoli) Toledo, t. Perona, Anthony (Gabriel's) NYC, re. Perry, Katherine, & Her Girls (Cotton Club) NYC, nc. Petch & Deauville (Shubert) Cincinnati 1-3, t. Pickford, Murry (Torch Club) Canton, O., nc. Pierce, Burton (Drake) Chi, h. Pierce & Harris (New Yorker) NYC, h. Flaut, Jerry (Dizzy Club) NYC, nc. Pomeroy-Earle Girls (Zell's) NYC, nc. Pope, Glen (Ritz-Carlton) NYC, h. Pope & Thompson (American Music Hall) NYC, mh. Fope, Virginia (Savoy) London, Eng., h. Powell, Jack (Paramount) NYC 1-3, t. Proctor, Fern (Romance Inn) Angola, N. Y., nc. Queens of Rhythm, Four (Palumbo's) Phila, cb. Racket-Cheers, Three (1214) Phila, nc. Radcliffe, Roy (Belgian Village) Boston, nc. Radio Rogues (Chicago) Chi, t. Ramon & Roydene (Bartlett) Rochester, N. Y., nc. Rand, Kathryn (Philadelphia) Phila, h. Rand, Sally, Show (Met.) Houston, Tex., 1-3, t. Randolph, Amanda (Black Cat) NYC, nc. Ransome, Blenda (18 Club) NYC, nc. Ratcliffe, Ray & Bea (Bob White's Grill) Buffalo, nc. Ray & Trent (Shubert) Cincinnati 1-3, t. Ray, Vivian (Hollywood) NYC, cb. Raydene, Raymon (Melody Gardens) Elmira, N. Y., nc. Raye, Gilbert & Vicky (Mayfair Club) Lima, O., nc. Readinger Twins (Hollywood) NYC, cb. Reat, Petti & Lester (Melody Gardens) Elmira, N. Y., nc. Recker, Al (Waterfront) Boston, nc.

Reed, Billy (Dizzy Club) NYC, nc.
 Reed & Blane (Wellington) NYC, h.
 Reed, Etta (Colony Club) Chi, nc.
 Reed, Jeanne (18 Club) NYC, nc.
 Reed & Gesner (Lake Ave. Grill) Rochester, N. Y., re.
 Rees & Moran (Maria's) NYC, nc.
 Reeve Sisters (Chez Maurice) Montreal, nc.
 Renault, Francis (Palm Beach) Detroit, nc.
 Renee & Rone (Club Diamond) Wheeling, W. Va., nc.
 Rhodes, Dorothy (Kit Kat) NYC, nc.
 Rhythm Boys (Weylin Hotel) NYC, h.
 Riccardi, Rona (French Casino) NYC, nc.
 Rich, Elton (Hollywood) NYC, re.
 Ricardo, Edward (Hollywood) NYC, re.
 Richards, Bille (Jungle Inn) Youngstown, O., nc.
 Richards, Chuck (Capitol) Washington, D. C., 1-3, t.
 Richards, Jimmy (Paradise) NYC, re.
 Richman, Harry (State) NYC 1-3, t.
 Rider Sisters (Hi-Hat) Chi, nc.
 Riera, Virgen (Small's Paradise) NYC, nc.
 Rimac's Cuban Follies (Lyric) Indianapolis, t.
 Rios, Rosita (El Chito) NYC, nc.
 Riser, Panchito (Yumuri) NYC, nc.
 Rishka, Irma (Venezia) NYC, c.
 Roark, Edith (Le Mirage) NYC, nc.
 Robert's Circus (Circus, Stanley Arena) New Britain, Conn., 1-5.
 Roberts, Dave (Met.) Springfield, Mo., h.
 Roberts, Whitey (St. Louis) St. Louis 1-3, t.
 Robinson, Evelyn (Ubangi) NYC, nc.
 Robinson, Paul (Club Rio) Allentown, Pa., nc.
 Rockets, The (Show Boat) Pittsburgh, nc.
 Roccos, Three (Kit Kat) NYC, nc.
 Rockwood, John (Jimmy Kelly's) NYC, nc.
 Rodney & Gould (Rivoli) Toledo, t.
 Rodrigo & Francine (St. Paul) St. Paul, Minn., h.
 Rogers, Muriel (Chateau Moderne) NYC, nc.
 Rohrkaste, Marianne (Cocoanut Grove) Boston, nc.
 Rollet & Dorothea (Colonial) Jackson, Miss., nc.
 Rollins, Mimi (Tower) Kansas City, t.
 Rolph, Wynne (Wivel's) NYC, re.
 Romanova, Natacha (Nini's) NYC, nc.
 Rook, Isabel (Chesapeake House) NYC, re.
 Rooks, Violetta (Colonial) Lancaster, Pa., 1-3; (Hipp.) Baltimore 4-10, t.
 Rosalean & Seville (French Casino) NYC, cb.
 Rosini, Paul (Palmer House) Chi, h.
 Ross, Dr. Sydney (Radio City Rainbow Room) NYC, nc.
 Ross, Edith (Brass Hall) NYC, re.
 Ross, Martin (Beverly) NYC, h.
 Rossi, Pat (Cafe Loyale) NYC, re.
 Roth, Ray & Robins (Bonita's) NYC, re.
 Rowe, Dorothy (Bossert) Brooklyn, h.
 Royal Hawaiians (Dizzy Club) NYC, nc.
 Russell, Al & Sally (Paddock Club) Cleveland, nc.
 Russell & Christine Co. Petroleum Hobbs, N. M., nc.
 Russell, Frank (Gay Nineties) NYC, nc.
S
 Sabelle, Mickey (Man About Town) NYC, nc.
 Salters, Dorothy (Kit Kat) NYC, nc.
 Salvo & Gloria (Jermyn) Scranton, Pa., h.
 Samuels Bros. (Riverside) Milwaukee, t.
 Sanchi & Buckley (St. Francis) San Francisco, h.
 Sandino & Fairchild (Chez Ami) Buffalo, nc.
 Sanford, Teddy, & Jack Twain (Villegue's) Sheepshead Bay, Brooklyn, re.
 Sanna, Johnny (Border Inn) Shenandoah, Ia.
 Santelli, George (Hotel St. Regis) NYC, h.
 Sargent, Jean (Sapphire Room) NYC, nc.
 Saunders, Sylvia (Jolly Club) Schenectady, N. Y., nc.
 Savage, Jean (Southern) Baltimore, h.
 Sawyer, Bobby (Gabriel's) NYC, nc.
 Sawyer, Rose & Buddy (Midnight Sun) Buffalo, N. Y., nc.
 Sayles & Lewis (Golden Grill) Rochester, N. Y., nc.
 Schneider, Barbara (Venezia) NYC, c.
 Scott, Blondie (Black Cat) NYC, nc.
 Scott, Ina (Stevens) Chi, h.
 Seabury, Doris (Holland Tavern) NYC, cb.
 Seidon, Harry (Pioneer Nut Club) NYC, nc.
 Senators, The (Brass Hall) NYC, re.
 ShaPe, Robert (Le Mirage) NYC, nc.
 Shaw, Frank (Coffee Dan's) NYC, nc.
 Shaw & Mead (Gloria) Columbus, nc.
 Shaw, Ralph (Ald) Washington, Pa., h.
 Shaw, Soni (Clover) NYC, nc.
 Shawn, Jack (Club Royal) McAllen, Tex., nc.
 Shelby, Bubbles (1523) Phila, nc.
 Shelton, James (Club Normandie) NYC, nc.
 Sheridan, Eleanor (Stork Club) NYC, nc.
 Sherman, Shavo (Chateau) Cleveland, O., nc.
 Sherwood, Roberta (State-Lake) Chi, t.
 Shore, Willie (Hi-Hat) Chi, nc.
 Sigman & Fields (Paradise) NYC, re.
 Silvi, August (Moose Club) Erie, Pa., nc.
 Simmons, Lee (Ubangi) NYC, nc.
 Simpson, Carl (Orph.) Salt Lake City, t.
 Skelton, Red, & Co. (Colonial) Dayton, O., t.
 Skidmore, Kay (Hotel Piccadilly) NYC, h.
 Smeck, Roy (Earle) Washington, D. C., 1-3, t.
 Smith, Alma (Ubangi) NYC, nc.
 Smith, Bessie (Ubangi) Phila, cb.
 Smith, Cobby (Swanee Club) NYC, nc.
 Smith & Sully (Dizzy Club) NYC, nc.
 Snyder, Marguerite (Hotel Shelton) N.Y.C., h.
 Solts, Aerial (Shrine Circus) Toronto.
 Sophisticates, Three (Coffee Dan's) NYC, nc.
 Spec & Spot (Fox) Detroit 1-3, t.
 Spenser, Amy, & Roger Sinclair (Black Cat) NYC, nc.
 St. Claire & O'Day (Amer. Music Hall) NYC, t.
 St. Claire, Putnam (Ubangi) NYC, nc.
 St. Claire, Sylvia (Le Mirage) NYC, nc.
 St. Onge Trio (Circus) Manchester, N. H., 1-5.
 Standish, Helene (18 Club) NYC, nc.
 Stanley, Eileen (Park Lane) NYC, h.
 Steele, Don (Club Deauville) San Francisco, nc.
 Step Bros., Four (Capitol) Washington, D. C., 1-3, t.
 Stepsons, Three (Ubangi) NYC, nc.
 Stevens, Harry (Kenmore) Albany, N. Y., h.
 Stone, Dick (Essex House) NYC, h.
 Stone, Harold (Chateau Moderne) NYC, nc.
 Stone & Lee (State) NYC 1-3, t.
 Stone, Mary (Harry's New York Cabaret) Chi, nc.
 Southland Rhythm Girls (Astor) NYC, h.
 Sullivan, Bobby (Swanee Club) New York, nc.
 Sully & Thomas (Riverside) Milwaukee, t.
 Summerfield, Wesley (Fifth Ave.) NYC, h.
 Sutton, Ginger (Wivel's) NYC, re.
 Sweeney, Bud (Chalfonte) Pinehurst, N. C., nc.
 Sydell, Paul (Paradise) NYC, cb.
 Sykes, Harry (Capitol) Atlanta, Ga., 6-12, t.

T
 Tamara, Maria (French Casino) NYC, nc.
 Taniel & Flacconio (French Casino) NYC, nc.
 Taylor, Dorothy (Airport Tavern) Cleveland, O.
 Tennill, Frank (New Yorker) NYC, h.
 Terah, Noah (Harry's New York Cabaret) Chi, nc.
 Texas Plant (Piccadilly Club) Baltimore.
 Titi & Mengol (Gaucho) NYC, nc.
 Thomas, Jimmy (Melody Gardens) Elmira, N. Y., nc.
 Thompson, Kay (St. Regis) NYC, h.
 Thompson Twins (Torch Club) Canton, O., nc.
 Thury, Ilona de (Tokay) NYC, re.
 Tiffany's, The (Coral Gables) Saginaw, Mich., nc.
 Tolle, Mildred (Hi-Hat) Chi, nc.
 Tomack, Sid, & the Reiss Bros. (Royal Frolles) Chi, nc.
 Tomasso, Orta (Place Elegante) NYC, nc.
 Towne & Knott (Edgewater Beach) Chi, h.
 Tracy, Gale & Leonard (Colosimo's) Chi, re.
 Tracy, Loren (Petroleum) Hobbs, N. M., nc.
 Trini (Chateau Moderne) NYC, nc.
 Tucker, Dan (Pioneer Nut Club) NYC, nc.
 Tuscher, Sid (LaRue's) NYC, nc.
 Tyber, Ben (French Casino) NYC, nc.
 Tyner, Evelyn (Radio City Rainbow Room) NYC, nc.
V
 Val Dez & Peggy (Jermyn) Scranton, Pa., h.
 Valdez, Vern (Torch Club) Canton, O., nc.
 Valencia & Ramon (Club Gaucho) NYC, nc.
 Valley, Virginia (Chateau Moderne) NYC, nc.
 Valley, Vivian (Club Normandie) NYC, nc.
 Van Deusen, Bert (Gills) Kansas City, nc.
 Van, Gus (Yacht Club) Chi, nc.
 Vance, Valerie (Village Casino) NYC, nc.
 Velas, Ester (Roosevelt) NYC, h.
 Venezia, Chiquita (Jimmy Kelly's) NYC, nc.
 Vermillion, Irene (State-Lake) Chi, t.
 Verne, Miriam (St. Moritz) NYC, h.
 Verrill, Virginia (Paradise) NYC, re.
 Vespers, Four (Adelphi) Phila, h.
 Victor, Joe (Crowley Milner Dept. Store) Detroit.
 Vigil, Victoria (Ubangi) NYC, nc.
 Villani, Mario (Anchorage) Phila, nc.
 Vinton, Doris (Seventh Ave.) Pittsburgh, h.
 Vincent, James, & Norbert Ludwig (Empire State Tower) NYC, nc.
 Vincent, Romo (Blackhawk) Chi, c.
 Virginia & Martin (Roxy) NYC 1-3, t.
 Von Losen, Emily (Arcadia) Phila, h.
W
 Wacker, Bob (Lexington) NYC, h.
 Wages, Johnnie (Frolles) Youngstown, O., nc.
 Waldmans, Al & Ted (Yacht Club) Chi, nc.
 Waldron, Jack (Hollywood) NYC, re.
 Walker, George (Carloca) Montreal, Can., nc.
 Wallace Sisters (Number One Bar) NYC, nc.
 Walsh, Mary Jane (Fieldstone) Scranton, Pa., h.
 Walsh, Sammy (Lookout House) Covington, Ky., nc.
 Wamby, Donna (Wagon Wheel) Akron, O., nc.
 Ward, Diana (Mon Paris) NYC, nc.
 Ware, Dix (Commodore) Detroit, nc.
 Warren, Roni (Club Patee) Hartford, Conn., nc.
 Watson, Betty (Caliente) NYC, nc.
 Waters, Ethel (Capitol) Washington, D. C., 1-3, t.
 Weaver Bros. & Elviry (Martini) Galveston, Tex., 1-3, t.
 Weidner, Helena (Maple Diner) Hartford, Conn., re.
 Weldon & Honey (Fieldstone) Scranton, Pa., h.
 Wellington, Marcelle (Queen's Terrace) NYC, nc.
 Wessells, Henri (Cotton Club) NYC, nc.
 West, Jack (Gay '90s) NYC, nc.
 Weston, Sammy (Green Derby) Cleveland, O., nc.
 Weylin Knightcaps (Weylin) New York, h.
 Whalen, Jackie (Barkley's) Brooklyn, nc.
 White, Danny (Chez Maurice) Montreal, nc.
 White, Jack (18 Club) NYC, nc.
 White, Lawrence (Mon Paris) NYC, nc.
 White, Eddie (Yacht Club) Chi, nc.
 White, Teddy (Normandie) New York, nc.
 White, William (Queen Mary) NYC, re.
 White's Maniacs (Cotton Club) NYC, nc.
 Wicke, Gus (Gay Nineties) NYC, nc.
 Wiles, Three (Paramount) NYC 1-3, t.
 William, Robert (London Casino) London, nc.
 Williams, Cookie (Small's Paradise) NYC, cb.
 Williams, Corky (Caliente) NYC, nc.
 Williams, Rosetta (Kit Kat) NYC, nc.
 Wilson, Beth (Astor) NYC, h.
 Winston, Doris (18 Club) NYC, nc.
 Winthrop, Dale (Palmer House) Chi, h.
 Wodell, Lois (Elysee) NYC, h.
 Wolf Sisters (Brightview) Rochester, N. Y., nc.
 Wolfe, Tiny (New Yorker) NYC, h.
 Wolford Pets (Roxy) NYC 1-3, t.
 Wolman, Harold (Port Arthur) Providence, R. I., re.
 Wood, Elenore (Teatro Encanto & Rumba) Havana, nc.
 Woods, Ann (Paradise) NYC, re.
 Woods & Bray (Royale Frolie) Chi, c.
 Woolsey & Wanda (Flor D'Italia) Modesto, Calif., re.
 Wright, Cobina (Pierre) NYC, h.
 Wright, Edyth (Kenmore) Albany, N. Y., h.
 Wynn, Natalie (Club Deauville) NYC, nc.
 Wynnard & Wecker (Bismarck) Chi, h.
Y
 Yost, Ben, Singers (Roxy) NYC 1-3, t.
 Young, Irwin (Valhalla) NYC, nc.
 Young, Olive (Benny the Bum's) Phila, nc.
 Youngman, Henry (Yacht Club) NYC, nc.
 Yuen, Lily (Kit Kat Club) NYC, nc.
Z
 Zee-Zee, Mlle. (Leon & Eddie's) NYC, nc.
 Zelaya, Don (Lyric) Indianapolis, t.
 Zeller, Joe (Montclair) NYC, h.
 Zina (Russian Kretchma) NYC, re.
 Zorima (Maple Grove) Harrisburg, Pa., nc.
 Zudella & Company (Medinah Club) Chi, nc.

BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.)
A
 Adams, Jackie: (Piccadilly Club) Baltimore, nc.
 Adams, Johnnie: (Dutch Gardens) Dayton, O., nc.
 Adcock, Jack: (College Inn) Phila, nc.
 Akin, Bill: (Backstage) Cleveland, nc.

Aldin, Jimmy: (Gino's Cedar Gardens) NYC, c.
 Albin, Jack: (Bossert) Brooklyn, N. Y., h.
 Allen, Dick: (Crystal) Cumberland, Md., nc.
 Allen, Roger: (Village Casino) NYC, nc.
 Altmiller, Jess: (Palumbo's) Phila, cb.
 Andrews, Gordon: (18 Club) NYC, nc.
 Angelo, Mack: (Venezia) NYC, c.
 Arden, Harold: (Rustic Cabin) Englewood Cliffs, N. J.
 Arnheim, Gus: (Netherland Plaza) Cincinnati, h.
 Armstrong, Mrs. Louis: (Silver Grill) Buffalo, nc.
 Aristocrats of Rhythm: (Palmer House) Chi, h.
 Atkins, Horace: (Rainbow Inn) Monroe, La., nc.
B
 Bannen, Al: (Henry) Pittsburgh, h.
 Barthe, Jean: (Dubonnet) NYC, re.
 Barthe, Alex: (Steel Pier) Atlantic City, b.
 Basie, Count: (Grand Terrace) Chi, nc.
 Bass, Paul: (Gabriel's) NYC, re.
 Batkin, Alex: (St. Moritz) New York, h.
 Becker, Bubbles: (Tantella Gardens) Richmond, Va., nc.
 Bender, Val: (Blue Moon) Tulsa, Ariz., b.
 Bennett, Dixie: (The Oaks) Winona, Minn., nc.
 Benson, Ray: (Plaza) NYC, h.
 Berger, Jack: (Leon & Eddie's) NYC, nc.
 Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc.
 Betancourt, Louis: (Brass Hall) NYC, re.
 Bilger, Bill: (Yorktown Tavern) Elkins Park, Pa., nc.
 Black, Bob: (Pere Marquette) Peoria, Ill., h.
 Blake, Ted: (Ritz) Pittsburgh, h.
 Blackwell, Freddy: (General Brock) Niagara Falls, Canada, h.
 Boroff, Mischa: (Morocco) Mountinside, N. J., nc.
 Boulanger, Charles: (Coffee Dan's) NYC, nc.
 Bragale, Vincent: (Arrowhead Inn) Saratoga Springs, NYC, nc.
 Braggiotti, Mario: (Pierre) NYC, h.
 Brandwynne, Nat: (Essex House) NYC, h.
 Brenner, Bernie: (Village Casino) NYC, nc.
 Brenholt, Verdi: (White City) Ogden, Utah, b.
 Bring, Lou: (French Casino) NYC, cb.
 Britt, Ralph: (Half Moon) Tulsa, Okla., nc.
 Britton, Frank: (Panthouse) Baltimore, nc.
 Brock, George: (Gotham) NYC, h.
 Bryden, Betty: (Eastern Star) Detroit, c.
 Bryant, Willie: (Ubangi) NYC, cb.
 Bulowski, Count Josef: (Blossom Heath) Shreveport, La., nc.
 Bunchuk, Alex: (Sherry-Netherland) NYC, h.
 Bundy, Rudy: (Flamingo Room of Lavaggi's) Boston, nc.
 Burnside, Dave: (Savarin) Buffalo, re.
 Busse, Henry: (Chez Paree) Chicago, nc.
 Butteau, Herb: (Guyons Paradise) Chi, b.
 Byard, George: (LaSalle Club) Los Angeles, nc.
C
 Calloway, Cab: (Cotton Club) NYC, nc.
 Cappella, Ray: (Orlando) Springfield, O., nc.
 Carlton, Duke: (Goetsch's) Merrill, Wis., nc.
 Carrasco, Ramon: (Club Gaucho) NYC, nc.
 Carrol, Frank: (Maher's) Bronx, NYC, cb.
 Campus Jesters: (Cypress Arms) West Hartford, Conn., nc.
 Chaikin, Louis: (Hofbrau) Camden, N. J., re.
 Cleff, Pat: (Brightview) Rochester, N. Y., nc.
 Clemente: (Versailles) NYC, nc.
 Codelban, Cornelius: (St. Regis) New York, h.
 Conrad, Lew: (Cocoanut Grove) Boston, nc.
 Cortez, Jose: (Congress) Chi, h.
 Crandall, Clair: (Wagner) Bath, N. Y., h.
 Crawford, Jack: (Ringside Club) Ft. Worth, Tex.
 Crickett, Ernie: (Unique Grill) Delawanna, N. J., re.
 Crocker, Mel: (Torch) Cleveland, O., nc.
 Crockett, Mac: (Lucky Eleven) Baltimore, nc.
 Cromwell, Chauncey: (Darling) Wilmington, Del., h.
 Cugat, Xavier: (Stevens) Chicago, h.
D
 D'Arcy, Phil: (Shelton) NYC, h.
 Dantzig, Eli: (St. George) Brooklyn, h.
 Dare, Ronald: (Hilton) El Paso, Tex., h.
 Darrell, Pat: (Wonder Bar) Zanesville, O., nc.
 Datsko, Yasha: (Russian Art) NYC, re.
 Davy, Arthur: (Cotton Club) NYC, cb.
 Davis, Eddie: (LaRue) NYC, re.
 Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.
 DeLange, Hudson: (State) Boston, b.
 DeRose, Tommy: (Holland Tavern) NYC, nc.
 De Salvo, Emil: (L'Aiglon) Chi, c.
 Delmar, Jack: (La Casa) Phila, b.
 Denny, Jack: (Gibson) Cincinnati, h.
 Libert, Sammy: (Webster Hall) Detroit, h.
 Digger, Carl: (Casino) Memphis, nc.
 Dixon, Dick: (Gloria Palast) NYC, nc.
 Dolens, Bernie: (Sherry's) NYC, re.
 Donahue, Al: (Paramount) NYC, t.
 Donaldson Boys: (Lawrence) Erie, Pa., h.
 Dorsey, Tommy: (Mayfair Casino) Cleveland, nc.
 Drew, Charlie: (Lombardy) NYC, h.
 Duchin, Eddy: (Plaza) NYC, h.
 Duerr, Dolph: (Green Derby) Cleveland, nc.
 Dugoll, Ben: (Medinah Club) Chi, re.
E
 Eckel, Charley: (Childs-59th St.) NYC, re.
 Edmund, George: (Loyale) NYC, c.
 Engel, Freddy: (University Grill) Albany, N. Y., c.
F
 Fairfax, Frankie: (Ubangi) Phila, nc.
 Familant, Mickey: (Silver Lake Inn) Clementon, N. J., re.
 Farmer, Will: (Leon & Eddie's) NYC, nc.
 Fenton, Ray: (Hitchin' Post) Union, N. Y., nc.
 Fiddler, Max: (10-40) Detroit, nc.
 Fisher, Jack: (Steuben) Boston, h.
 Fitzpatrick, Eddie: (St. Francis) San Francisco, h.
 Fodor, Jerry: (Frank Bros.) Toledo, O., nc.
 Pomeen, Basil: (Ritz-Carlton) NYC, h.
 Foster, Bob: (Bob's) Ferriday, La., nc.
 Fray, Jacques: (St. Regis) NYC, h.
 Freed, Carl: (Shubert) Cincinnati, t.
 Freeman, Jerry: (Paradise) NYC, cb.
 Frisco, Saminy: (Thompson's 16 Club) Chi, nc.
 Funk, Larry: (Chez Maurice) Dallas, nc.

Goho, Billy: (Checker Box) Buffalo, c.
 Godoy: (Ball) NYC, c.
 Goetz, Al: (Golden Grill) Rochester, N. Y., nc.
 Golden, Neil: (Piccadilly) NYC, h.
 Gordon, Herb: (Peabody) Memphis, Tenn., h.
 Gorner, Mischel: (Murray Hill) NYC, h.
 Gottlieb, Manfred (Jermyn) Scranton, Pa., h.
 Graf, Johnny: (Chez Michaud) Phila, re.
 Gray, Glenn: (Congress Hotel) Chi, h.
 Grayson, Bob: (Brown Place Palace) Denver, h.
 Green, Marty: (Variety) NYC, nc.
 Greer, Eddie: (Carlisle Club) Pittsburgh, nc.
 Griffin, Jack: (Little Rathskeller) Phila, nc.
H
 Hall, Ewen: (Plaza) San Antonio, h.
 Hal, Munro: (Ivanhoe Gardens) Chi, nc.
 Hall, George: (Taft) New York, h.
 Hallet, Mal: (Commodore) NYC, h.
 Halstead, Henry: (Cocoanut Grove) Washington, D. C., nc.
 Hamilton, George: (Waldorf-Astoria) NYC, h.
 Hamp, Johnny: (Radio City Rainbow Grill) NYC, nc.
 Handelman, Phil: (Fifth Avenue) NYC, h.
 Hauser, Johnny: (Brass Hall) NYC, re.
 Hardie, Dick: (Club Frolles) Albany, N. Y., nc.
 Hargraves, Bobby: (Kit Kat Club) NYC, nc.
 Harris, Claude: (Joey's Stables) Detroit, nc.
 Harris, Ted: (Royal Grove) Lincoln, Neb., nc.
 Hart, Ruth: (Spanish Villa) Detroit, nc.
 Hart, Ray: (Du Pireot's) NYC, nc.
 Hartley, Hal: (Francais) Montreal, Can., t.
 Hayes, Bobby: (Edison) NYC, h.
 Haynes, Joe: (Laurel in the Pines) Lakewood, N. J., h.
 Heidt, Horace: (Met.) Boston, t.
 Helene & Her Boys: (Palmetto) Detroit, nc.
 Hendrick, Warren: (Ball) NYC, c.
 Hermanos, Le Betard: (San Sonce) Havana, Cuba, nc.
 Hill, Teddy: (Ubangi) New York, nc.
 Hoagland, Claude: (Biltmore) Dayton, O., h.
 Hoffer, Mildred: (Show Bar) Forest Hills, Long Island, N. Y., cb.
 Holmes, Herbie: (Casina) Greenville, Miss., nc.
 Holst, Ernie: (El Morocco) NYC, nc.
 Hope, Hal: (Montclair) NYC, h.
 Hugo, Victor: (Open Door) Phila, nc.
 Humphries, Charlie: (Oasis) NYC, nc.
 Huntley, Lloyd: (Mount Royal) Montreal, h.
 Hutton, Glenn: (Paradise) NYC, nc.
 Hyde, Victor: (Airport Club) Lancaster, Pa., nc.
I
 Imperial Trio: (Imperial) NYC, h.
J
 Jelesnik, Eugene: (Savova) NYC, re.
 Juele, Frank: (Bellevue-Stratford) Phila., h.
K
 Kane, Jimmie: (De Witt Clinton) Albany, h.
 Kassel, Art: (Cosmopolitan) Denver, h.
 Katz, Mickey: (Roosevelt) Pittsburgh, h.
 Kay, Rogot: (Ambassador) Atlantic City, h.
 Kaye, Sammy: (Bill Green's) Pittsburgh.
 Keener, Lee: (Madison) Jefferson City, Mo., h.
 Kemp, Hal: (Arcadia) Phila, re.
 Kent, Joe: (Waterfront) Boston, nc.
 King, Henry: (Casa Del Mar) Santa Monica, Calif., nc.
 King's Jesters: (Bismarck) Chi, h.
 King, Wayne: (Mayfair Casino) Cleveland, nc.
 Kirkham, Don: (Blakeland Inn) Denver, nc.
 Klais, Viola: (Rathskeller) Phila, nc.
 Klein, Jules: (Statler) Detroit, h.
 Knight, Harold: (Adelphi) Phila, h.
 Koretzky, Boris: (Original Maisonette Russe) NYC, nc.
 Kress, Andy: (Avon Inn) Asbury Park, N. J.
 Kurx, George: (Corso) NYC, nc.
 Krumin, Costya: (Russian Bear) New York, re.
 Kuenzler, Robert: (Martin's Rathskeller) NYC, nc.
 Kuhn, Richard: (Flerenze) NYC, re.
 Kushner, Harry: (Roumanian Rendezvous) NYC, nc.
L
 La Marr, Frank: (Arcadia) NYC, b.
 La Salle, Frank: (Wivel) New York, nc.
 Lagman, Bill: (Club Trianon) Mobile, Ala., nc.
 Lally, Howard: (Fifth Avenue) NYC, h.
 Lande, Jules: (St. Regis) NYC, h.
 Lane, Eddie: (Vanderbilt) NYC, h.
 Lang, Lou: (Bossert) Brooklyn, N. Y., h.
 LeBaron, Eddie: (Waldorf-Astoria) NYC, h.
 Lazarus, Leo: (Place Elegante) NYC, nc.
 Leonard, Irwin: (Samson House) Phila, re.
 Levant, Phil: (Schroeder) Milwaukee, h.
 Levant, Phil: (Bismarck) Chi, h.
 Light, Enoch: (McAlpin) New York, h.
 Lindeman, Udo: (Gloria Palast) New York, cb.
 Lishon, Henri: (Royale Frolles) Chi, nc.
 Lofner, Carol: (Baker) Dallas, h.
 Lombardo, Ralph: (Dinty's Garden) Albany-Saratoga road, nc.
 Lopez, Vincent: (Astor) NYC, h.
 Lyman, Abe: (New Yorker) NYC, h.
M
 McCarn, Grace: (Chinese T Gardens) Detroit, re.
 McCune, Will: (Plaza) NYC, h.
 McDaniels, Henry: (Governor Clinton) NYC, h.
 McDermott, Tom: (Gills) Kansas City, nc.
 McDonald, Jack: (Lookout House) Covington, Ky., nc.
 McFarlane, Frank: (Chateau Moderne) NYC, nc.
 McGill, Billie: (Duffield Bar) Detroit, nc.
 McGrew, Robert Fletcher: (LaSalle) Chi, h.
 McHale, Jimmy: (Brown Derby) Boston, nc.
 McKenna, Red: (Rendezvous) Battle Creek, Mich., nc.
 McKenzie, Red: (Red McKenzie's) NYC, nc.
 Mack, Austin: (Harry's New York Bar) Chi, nc.
 Mack, Ed: (Martin's Tavern) Lima, O., nc.
 Maitland, Johnnie: (Claridge) Memphis.
 Mammam, Steve: (Riviera Club) Averhill Park, NYC, nc.
 Mann, Milt: (Village Barn) NYC, nc.
 Manning, Sam: (Seneca Terrace) Rochester, N. Y., nc.
 Mannone, Winky: (Famous Door) Hollywood, nc.
 Manuti, Al: (Man About Town) New York, re.
 Maples, Nelson: (Beverly Crest) Pittsburgh, re.
 Mareno, Frank: (Sweeney) Baltimore, c.
 Mariani, Hugo: (Ritz-Carlton) NYC, h.
 Mario, Don: (Embassy) Atlanta, Ga., nc.
 Marshall, Kaiser: (Ubangi) NYC, nc.
 Marsico, Al: (Plaza) Pittsburgh, c.
 Martel, Gus: (Stork Club) NYC.
 Martell, Paul: (Arcadia) New York, b.

Martin, Freddy: (Trinon) Chi, b.
 Martin, Ted: (Childs' Paramount) NYC, re.
 Martene, Johnny: (Semler) Akron, O., h.
 Martucci, Tony: (Maria's) NYC, nc.
 Masters, Frankie: (Stevens) Chi, h.
 Mauro, Hal: (Hartman's) Brooklyn, N. Y., re.
 Mayhew, Nye: (Statler) Boston, h.
 Mayo, Artie: (Belmont Grill) Bridgeport, Conn., re.
 Maynard, Jack: (Palm Gardens) Syracuse, N. Y., re.
 Meadowbrook Boys: (Versailles) NYC, re.
 Meroff, Benny: (Roosevelt) New Orleans, La., h.
 Messner, Dick: (Park Central) NYC, h.
 Meyers, Jack: (Club New Yorker) New York, re.
 Middleman, Herman: (Nixon) Pittsburgh, c.
 Miles, Jack: (Roosevelt) Pittsburgh, h.
 Millinder, Lucky: (Capitol) Washington, D. C., t.
 Millinder, Lucky: (Savoy) NYC, h.
 Mills, Dick: (El Coronado Club) Houston, Tex.
 Mills, Floyd: (Du Pont) Wilmington, Del., h.
 Minor, Frank: (Barrel of Fun) NYC, nc.

Sten, Eleanor: (20th Century) Phila, nc.
 Sterner, George: (St. Moritz) NYC, h.
 Stewart, Jack: (Chickasaw Gardens) Albany, Ga., nc.
 Stone, Jess: (Cloyer) NYC, nc.
 Strollers, The: (Chateau Moderne) NYC, nc.
 Stuart, Al: (Clover) NYC, nc.
 Stibel, Allan: (Bedford Springs) Bedford Springs, Pa., h.

T

Taylor, Art: (Bartlett's) Rochester, N. Y., nc.
 Terry, Frank: (McVan's) Buffalo, N. Y., nc.
 Texas Co-Eds: (La Fontaine) Huntington, Ind., h.
 Thompson, Lang: (New Plaza) St. Louis, h.
 Three Ts: (Hickory House) NYC, re.
 Thurn, Otto: (Alpine Village Hofbrau) Cleveland, re.
 Tomson, Ellis: (Zelli's) NYC, nc.
 Torney, Bob: (Cesa Loma) South Bend, Ind., nc.
 Trace, Al: (Sherman) Chi, h.
 Tramp Band: (Cotton Club) NYC, cb.
 Trask, Clyde: (Lookout House) Covington, Ky., nc.
 Travers, Vincent: (French Casino) NYC, cb.
 Tudesley, Bobbie: (Irvin Cobb) Paducah, Ky., h.
 Tucker's Kings of Syncopation: Mahoney's Palace Cafe) Hartford, Conn.
 Tuttle, Elisha: (Le Mirage) NYC, nc.

V

Vallee, Rudy: (French Casino) NYC, cb.
 Van Olman: (Congress) Chi, h.
 VanWinkle, Joe: (Melody Grill) Kokomo, Ind.
 Varone, Joe: (Seneca Terrace) Rochester, N. Y., nc.
 Velas, Esther: (Roosevelt) NYC, h.
 Venuti, Joe: (Muehlebach) Kansas City, Mo., h.
 Vouzens, Nick: (Sapphire Room) NYC, nc.

W

Wagner, Bill: (Jimmy Kelly's) Brooklyn, nc.
 Wagner, Buddy: (Barrel of Fun) NYC, nc.
 Wallis, Jack: (Yacht Club) NYC, nc.
 Warmack, Captain: (Vendome) Buffalo, N. Y., h.
 Warner, Billy: (Twilight Inn) East Paterson, N. J., re.
 Warren, Arthur: (Hollywood) NYC, cb.
 Warren, Frank: (Cocoanut Grove) Phila, nc.
 Watkins, Ralph: (Riviera) Fort Lee, N. J., cb.
 Watts, Kenny: (Dicky Wells) Harlem, New York, nc.
 Weeks, Ranny: (Cocoanut Grove) Boston, re.
 Weems, Ted: (Minnesota) Minneapolis, t.
 Weiser, Leo: (Michigan Tavern) Niles, Mich., nc.
 Whalen, Jimmy: (Bertolotti) NYC, cb.
 Whidden, Jay: (Washington-Youree) Shreveport, La., h.
 Widmer, Bus: (Ben Lomond) Ogden, Utah, h.
 White, Dave: (Oasis Grill) New York City, re.
 Whitney, Palmer: (Baker) St. Charles, Ill., h.
 Wiener, Michael: (Old Roumanian) NYC, re.
 Wiley, Hod: (Braznell) Miami Beach, Fla., h.
 Williams, Emerson: (Lido Club) Youngstown, O., nc.
 Williams, Joe: (Mark Twain) Hannibal, Mo., h.
 Williams, Roy: (Cabin Club) Cleveland, nc.
 Wilson, Les: (3 o'Clock) Brooklyn, nc.
 Wilson, Ray: (Golden Pheasant) Jamstown, N. Y., nc.
 Winton, Barry: (Sapphire Room) NYC, nc.
 Wintz, Julie: (Top Hat) Union City, N. J., nc.
 Woodbury, By: (Semloh) Salt Lake City, h.

Y

Yates, Billy: (Show Boat) Pittsburgh, nc.

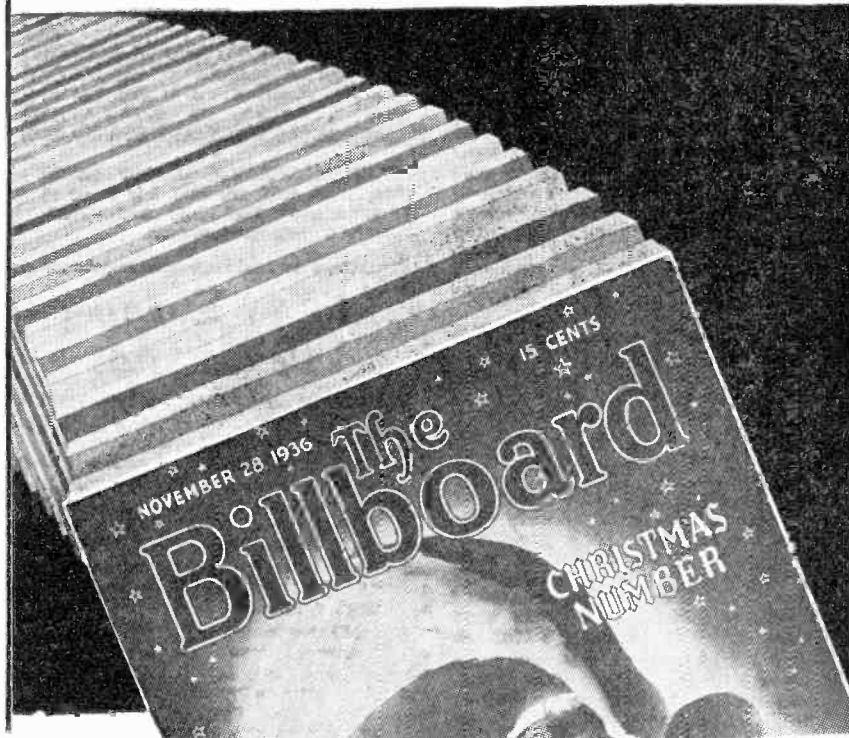
Z

Zarin, Michael: (Waldorf-Astoria) New York,

Christmas Special Offer

30 WEEKS \$2.00

LESS THAN 7c A COPY



Seal Season A Good One

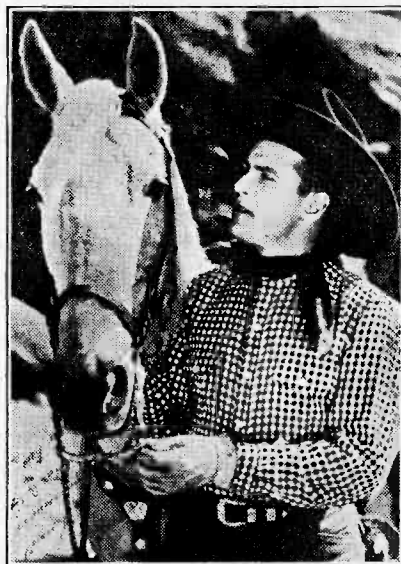
*Makes 9,000-mile tour —
no severe storms—horse
and pony barn completed*

EMPORIA, Kan., Nov. 28. — Bud E. Anderson, owner of Seal Bros.' Circus, states that the 1936 season was a good one but not quite as profitable as last year. Show made a 9,000-mile trek to the Northwest States and back to this city. Season was cut short when it entered the drought area east of the Rocky Mountains on the return trip. Show did not have a single severe storm. Rain fell either before or after show played various towns and usually the crowds were good. Anderson reports that the concert attraction, Betty King Ross and company, also had a profitable season. Miss King is now in Hollywood preparing to take part in a Western movie. Anderson also had a good crop year on his 75-acre farm. His circus equipment and several of the troupers have been booked for winter engagements.

A brick and tile fireproof horse and pony barn has been completed at the quarters. The new barn is almost a duplicate of the wild animal barn, with which there is a connecting corral.

Anderson has tentatively outlined an extensive expansion and new equipment program for next season. He expects to route the circus to States in the Great Lakes region, a territory previously covered. Proposed improvements include a new menagerie tent, about 10 new trucks, new or rebuilt animal cages, additions to the Side Show and a complete change in the feature acts which have been with the show for several seasons.

Mr. and Mrs. Anderson have been on a vacation trip to Hot Springs, Ark. Later Anderson expects to visit several other circuses at winter quarters and to book



KEN MAYNARD, cowboy movie star, who will be the big concert feature with the Cole Bros.—Clyde Beatty Circus next season.

Valdo to Europe; Woska's Cat Act

SARASOTA, Fla., Nov. 28.—Pat Valdo, of Ringling-Barnum Circus, left for Europe aboard the German liner Bremen last week in search of new acts. He will go directly to France, where he will look around before planning an itinerary for his tour of the Continent. He will return here early in January.

Franz Woska, menagerie superintendent, will start work on a new animal act here next month.

He will work with young menagerie stock, lions and tigers, in an endeavor to whip a good cat act into shape. The show has been without such an act for several seasons. The training sessions will be open to the public each Sunday.

New Buildings For Cole-Beatty

ROCHESTER, Ind., Nov. 28.—The erection of new buildings and wagon sheds and innumerable other changes in winter quarters of Cole Bros.' Circus is progressing rapidly. The program will be rushed rapidly so as to be completed before training barns and shops open January 1.

Jess Adkins and wife are on a short vacation trip at St. Petersburg, Fla. Will spend 10 days with Dr. E. Partello and wife aboard their yacht, fishing in the Gulf of Mexico.

Zack Terrell, accompanied by his wife, the former Estrella Nelson, are back from a fortnight stay with the former's mother at Owensboro, Ky. They spent a day with Mrs. Ed Ballard at French Lick Springs, Ind.

Clyde Beatty and wife sailed on the Italian S. S. Saturnia November 21 for a six weeks' vacation in Europe. Will spend the Christmas holidays at Hotel Bristol, Berlin, Germany. Beatty will bring back with him some rare wild animals for the menagerie.

J. D. Newman and Floyd King were at winter quarters for several days this week. Newman is now in Hot Springs, Ark., taking the baths. King is making his headquarters at the Piccadilly Hotel, New York City, for a short time. Both will return to Rochester Christmas week.

Earl Lindsey, treasurer, is vacationing at his former home, Houston, Tex. He flew in a plane from Chicago to Houston. Al Dean is feeding 180 men in the dining department. John Robinson IV was a guest of Messrs. Adkins and Terrell early in the week. Tommy Poplin, electrician with show, is planning a hunting trip near Orillia, Ont.

Earl Sisson, contracting press agent the past season, was a guest of the Kiwanis Club at its weekly luncheon. He delighted the members with an entertaining address on advertising the circus.

An \$80,000 modern hotel and apartment house will shortly be erected in Rochester. Local hotel facilities are frequently cramped with the influx of show people.

Harry Harold, auditor, accompanied by his wife, are spending a two weeks' holiday in Chicago. Jess Murden, advertising manager, is on an extended trip in the East. He enjoyed a big season in his department. Jack Mills and R. B. Dean are assisting him during the winter.

Harold Voise, who will have two flying acts with the show next season, is ar-

Form 76 Means Something

SYRACUSE, Nov. 28.—Frank Wirth belongs to a military organization at Forest Hills, N. Y. In the cavalry, artillery and national guards throuout the country, when an officer is asked to resign he is handed Form 76.

A workingman who arrived here several days in advance of the Shrine Circus celebrated Thanksgiving Day in a manner that made him most joyous. He approached Wirth, who took one look at him. Turning to his secretary, Pauline Miller, Wirth said, "Hand him Form 76."

Just another way of saying that one is no longer needed.

Sparks, Katz to Springs



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., Nov. 28.—Leon M. Gilmore, CFA, of Gainesville, Tex., has recently had a veritable epidemic of honors bestowed upon him in his home town. He was elected chancellor commander of Trinity Patrick Lodge, Knights of Pythias; chairman of the Cooke County District Boy Scout Council; adjutant of Dennis-Anderson Post, American Legion; president of the Community Circus, vice-chairman of the board of stewards of First Methodist Church and president of the Men's Bible Class of his church. George J. Carroll, CFA, of Gainesville, formally opened his new funeral home in that city November 13.

Burt Wilson and Harrison (Ringling) Waite, of Waco, Tex., spent the afternoon together November 17 at Waco, and that evening Mr. and Mrs. Waite entertained Wilson at dinner. Harrison is a real fan and a great lover of the circus, be it large or small.

Rev. J. W. E. Airey and "Slats" Beeson, of Houston, paid a visit to George Engesser and his Great Foley & Ward Three-Ring Wild Animal Circus at Wallis, Tex., on November 20. Beeson recently opened a cafe in Houston, known as The Circus. CFA members of Terrell Jacobs Tent had their pictures taken in front of this place, which will be used in a page greeting in the holiday issue of *White Tops*.

A meeting of the Charles Sparks Tent was held at the Norwich (Conn.) Golf Club evening of November 18. All members were present with the exception of Charles A. Gager and Jean Kieffer, who was out of town. Agnes M. Dougherty and Geraldine Enos were the hostesses. After the meeting games were played and refreshments served. At the party held after meeting Samuel M. Prentiss, State chairman, presented Walter Buckingham with a herald of the Delevan United Shows, advertising the show to play New London week of August 30, 1886. This will be added to Buckingham's growing collection.

Work at Mix Quarters To Start January 1

ANNISTON, Ala., Nov. 28.—Work of painting and repairing equipment of the Tom Mix Circus will not start until January 1. Gladstone M. Shaw is superintendent in charge of quarters and has 27 men, consisting of watchmen, stock caretakers and general workmen.

A special souvenir season route book has been prepared by Mickey Doyle. It has 24 pages and contains a history of the tour, complete list of employees, etc.

Where Folks Went

Destinations of the folk, in addition to those mentioned in a recent issue: Mrs. Sam B. Dill, Toledo, O.; James and Jessie Arbaugh, Toledo, then to their Florida home and do some fishing; Vernon and Lillian Arbuckle, Quincy, Mass.; Bush Asher and family, Galesburg, Ill.; William Ashton, Toledo; Arnet Augestad, Chicago; Gus Bell and his bride, formerly Betty McVey, to Mrs. Bell's home at New Sharon, Ia., and then play winter dates; Howard and Wanda Bell, Dallas; Joe Bowers, Los Angeles, with Tom Mix; Iula Cornella, Chicago; Jimmy Davison, Richmond, Va.; Joe and Helen Ford to Florida on fishing trip; Claude Fulton, Los Angeles; Ray Goody, Chicago, vaude dates; Jose Gonzales, Chicago, for night club engagement; Max Gruber, San Antonio on business; Homer Hobson and stock, Chicago; Juanita, Homer Sr. and Herbert, Venice, Calif.; Jack Klippel, Evansville Shrine Circus; Jack Knapp, Arlington Downs race track to train a two-year-old he recently purchased; Hank and Ella Linton, Cherryvale, Kan., then San Angelo, Tex.; Mickey McKinley, Los Angeles; Joy Myers, Dallas, to visit friends; Benny Petc, Los Angeles; Thomas Privett, New York; Boots Sallee, Spartanburg, S. C., then New Orleans; Sandy Sallee, Grainola, Okla.; Harold Ward, Los Angeles; Elsie Walrath, Florence, S. C., to mange tearoom; Doris Wiren, Los Angeles; Carl Robinson,

Jacksonville, Fla., to take charge of band there; William Hency, St. Augustine, Fla.; O. S. French, Grand Junction, Colo.; Charles Fournier, Chicago; Mr. and Mrs. Harry Baker, Los Angeles; Robert Brown, at office in winter quarters; Charles Warrell and wife, San Diego, Calif.; Bill Flowers, Dallas; George Wallace Helms, Athens, Ga., then Dallas; Paul Korth, Los Angeles; W. E. McVey, New Sharon, Ia.; Max Robinson, Jacksonville, Fla.; Harold Walrath, Boulder City, Colo.; Frank Beaumont, Chicago; Eddie Daly, Los Angeles; Jimmy Dixon, Billy Farmer, John Kotres, D. D. Larkin, all to Los Angeles; Eddie O'Day, Toledo; William (Ice) Franks to his bride in Athens, Ga.; William Lyons and Jack Murray, Los Angeles; Nate Klein, Los Angeles; J. C. Schnare, Chicago; James E. Turney and wife, Los Angeles.

Model Builders Progressing

CINCINNATI, Nov. 28.—Much progress has been made in the formation and organization of the Circus Model Builders and Owners' Association of America. According to word just received from Secretary Ralph H. Miller, it has been thought advisable to start the official year January 1 in order that it may coincide with the calendar year. He also reports that it is surprising to know the large number of inquiries coming in regarding membership and purposes of the club. John Shepard, director of publicity, would be pleased to receive any news items of interest regarding miniature model circuses. His address, 438 North Parkside avenue, Chicago.

Bert Backstein, superintendent of construction, Decatur, Ill., is manufacturing several dens and cages for his star outfit. He is a genius along these lines and will act as adviser to members wishing instructions along the lines of circus-model construction. Hale Bros.' Miniature Shows recently received from him a fine den. It is a perfect replica of the original and Barlow wheels are used. George Barlow III, Binghamton, N. Y., writes that he is constructing in his workshops some 50 miniature circus wagons and hopes to have them completed by December 15. He has a gigantic model and is considered an expert in the designing and modeling of model tents, large and small. Shepard has drawn plans and designs for the construction of nearly 60 wagons with which to entirely re-equip his Hale Bros.' Circus, 37 of this number to be dens. Already he has purchased 305 lineal feet of No. 1 white pine for building these. The cages alone when placed in line under the gigantic eight-pole menagerie top will cover a length of 46 feet, allowing two inches between each den.

Those who are building or those who are owners of miniature model circuses and circus equipment are eligible to membership and should write R. H. Miller, 789 McLean, Memphis, Tenn., for information. C. H. Bennett, 3258 Maple avenue, Berwyn, Ill., is vice-president and general manager. He has recently constructed some perfect wagon models for his outfit which are works of art. The H-W Circus is his model. G. H. Graff, Peru, Ind., a veteran among circus model builders, is president of the association.

Glasscocks in San Antonio

SAN ANTONIO, Nov. 28.—This city is the home of Alex, Foster, Mike and Donley Glasscock, formerly well known in the circus field.

The Glasscocks retired from show business several years ago and are now in business here. "We have retained the Glasscock title," a representative of *The Billboard* was told, "and have often considered one of the boys taking it on the road, but it is now out of the question due to our various interests in other fields."

Boyd, Jacobs Have Show

LOS ANGELES, Nov. 28.—The Dr. George W. T. Boyd and Terrell Jacobs Circus opened at Monrovia, Calif., November 20, auspices of the Elks. Both performances had packed houses. The marriage of a Monrovia couple in the steel arena proved a draw.

Acts are Jacobs and his lions; Capt. William Dietrich and his dogs and ponies; Bertha Matlock, aerialist, ladders and acrobatics; Dolly Jacobs, wire, iron jaw and web; Fay Walcott, revolving ladder; clown number; revolving ladder and wire, Fay Avalon; Homer Goddard, straight and comedy juggling; Albert and Laura Lee, Indian and Spanish novelty acts; Baby Dorothy Miller, singing and dancing numbers.

The show was promoted by Dr. Boyd and he states a number of Southern California towns have been booked.

San Antonio

SAN ANTONIO, Nov. 28.—John and Rosie Allen visited Bill Luigi here recently. Luigi has been seriously ill but is now on road to recovery.

The Berry Family will again be with a circus next year.

Tol G. Teeter was bitten by a monk last week and has a very painful finger. Jack Kaufman and wife, of Seal Bros.' Circus, were recent guests of Happy and Marie Loder, of the Teeter staff here.

Patsy McDonald, last with Orange Bros.' Circus and Beckmann & Gerety Shows, is appearing at local night spots.

Circus folk were guests of Federal Theater's *Taming of the Shrew*. In party were T. G. and Nellie Teeter, Max Gruber, Happy and Marie Loder, Webb Smith and wife and B. C. McDonald.

"Dad" Phillips visited with local friends last week.

"Baby" Lee, fat girl, left for a visit with New Orleans friends and will probably return for the holidays.

"Candy" Shelton left last week with Eko and Iko in tow, which seems to end the recent legal battle that has been on.

H. G. Blackwell is here for a few days. Will probably go to Houston for the winter. Closed on the Downie advance.

Webb Smith and wife, who came here after closing of Sadler show, are to remain probably for the winter.

Louis Inglehime, of Famous Robbins Circus advance, is temporarily connected with a local novelty house.

William (Bill) Durant, who closed as contracting agent with Barney Bros.' Circus, arrived last week and joined staff of Tol Teeter amusements.

W. A. (Snake) King was a recent visitor and had a carload of animals in tow.

Tol Teeter is owner of a special-built Chevrolet truck for transportation of his feature attraction, "Maus-Kutus."

Mazee, who closed with Lou Delmore's Side Show on Cole Bros.' Circus, is here.

IABP&B, Local No. 10

MINNEAPOLIS, Nov. 28.—The local recently buried one of its charter members, Jack Carr, 59. He will be greatly missed from meetings and the G. O. shop.

Charles Nelson, H. M. Pretag, C. N. Munsen and Harry Mansfield were on a hunt in the North woods and bagged the limit of ducks, pheasants and deer.

Fay Bordwell and Charles Coburn drove to Duluth and Superior at the head of Lake Superior and came home with some trout.

Cyril Heggernes has been on road all summer, tacking candy banners.

On sick list, Mert Gribble, who has been in bed two weeks and Max McNeil, who is still out at Glenlake Sanitarium.

Ben Sanderson is in town and expects to go to the Veterans' Hospital for a minor operation.

Ed Schrimpf left for Milwaukee to spend the holiday week-end with friends.

Mark Coleman, Joe Schaffer, Max Aberman and Byron Pruyn did all sniping for the State Posting Company, which had the contract for billing of the Community Fund.

Police Close Paris Show

PARIS, Nov. 16.—After having operated under a temporary permit for more than two weeks the "construction" circus of the Amar Bros. was closed by orders of the police. While the reason given was that this wooden-walled canvas-topped arena was a public danger, it is rumored that the Paris indoor circuses and music halls were influential in the closing. Efforts are being made to reopen the circus, perhaps in another location, and in all probability the affair will be arranged within a few days.

Acts thrown out of work by the closing were Germain Aeros, comedy wire; Miss Belgica, trapeze; Recha, illusionist; Aka, trained chimpanzee; Strassburger's mules; Treki, comedian; Natol, acrobat; On Wah Trio, Chinese contortionists; Garzoni, juggler; Arthos, clay modelers; Amar elephants and horses, and the clowns, Manetti and Rhum.

Acts at Philly Stores

PHILADELPHIA, Nov. 28.—Thanksgiving Day ushered in the various department-store shows for the Christmas season. The annual parade of the Gimbel store took place Thanksgiving morning thru the principal streets. It consists of many floats suitable of the season and various clown features headed by Ringling-Barnum clown Felix Adler.

The George E. Roberts Pamahasika Attractions are the feature at the annual Snellenberg Christmas show. Acts are dog, pony and monkey circus, old-time London Punch and Judy; Three Musical Clowns, George Fredo. H. Crowe and Major Nowak, and Professor Roberts' bird circus.

Professor Peak's Punch and Judy Show is the feature of the show at Lit Bros. Also there are musical clowns and a marionette show.

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ALL OTHERS ADDRESS SIDE-SHOW MANAGER, LOU C. DELMORE, 341 West 45th St., New York, N. Y.

15 Years Ago

(From The Billboard Dated
November 26, 1921)

Floto, bull elephant with the Sells-Floto Circus, had to be killed in Orange, Tex. (November 18, 1921). Floto ran wild after someone had apparently given the unsuspecting pachyderm tobacco instead of peanuts. One man was seriously injured when the bull stampeded, smashing considerable circus property, and finally escaping into the night. The elephant was located in the near-by country side the next morning after an all-night search and was thereupon dispatched with a fusillade of shots from high-powered rifles. . . . Frank Braden was a visitor to the Cincinnati office of *The Billboard*.

Merle Evans sailed for London on the Adriatic to conduct the band for Bertram Mills' International Circus at the Olympia. Evans stated before sailing that upon his return he would again be with the Ringling-Barnum Circus and that it would be his fourth with that organization. . . . William H. (Bill) Curtis, then general superintendent of the Hagenbeck-Wallace Circus, dropped in for a chat at *The Billboard* Cincy office.

Franklin Bros.' Motorized Circus announced that business was good in the cotton belt of Southwestern Oklahoma. . . . The Old Dominion Show, owned by E. Keller Iseninger, was wintering at Funkstown, Md. Management announced that show would open the 1922 season back to its pre-war size. . . . The Walter L. Main Circus, operated by Andrew Downie, went into quarters at Havre de Grace, Md. It was announced that the 30-car show for the 1922 season would have the title of Walter L. Main Circus and Andrew Downie's Trained Wild Animal Shows Combined.

Late arrivals on the Mighty Haag Show were Mr. and Mrs. Harry DeMarlo and Roy Barrett from the Ringling-Barnum Circus. Earl Moss, bandmaster with Hagenbeck-Wallace Circus, joined the Haag show to take charge of the band. . . . It was announced that Jack Phillips would again direct the band with the Sparks Circus. . . . Paul Brachard announced that after 30 years as a contortionist he had retired to his truck garden in New Port Richey, Fla.

Cliff Schauffele, Lew Graham's assistant, left the R-B organization to go with the William Fox Academy of Music, New York, as assistant manager. . . . The Riding DeMotts, who were with Hagenbeck-Wallace Circus, announced they would play parks and fairs in 1922. . . . H. W. Wingert, who had the Howard Girls on the Howe Circus, stated that act would be back with that show next year.

Paris Circus Bills

PARIS, Nov. 23.—Con Colleano, American tight-wire ace, heads the bill at Cirque Medrano and runs away with the show.

Remainder of bill is not up to usual standard of the house, exception being made for the clever bike act of Maurice and May and the peppy juggling of the English veteran, Selbo. The Three Riegels, old-time tumblers, click with neat routine and comedy gags, as does Miss Valeria with her excellent foot juggling.

The Five Roloffs offer modest trampoline act, and the Raja and Rajo quartet present contortion flash. Only excuse for bringing on the Bonafe Ballet of 12 girls is that they serve as Spanish atmosphere for Colleano's number.

The house clowns, the Fratellinis, Alex and Porto and Tony, and Fred Petoletti's horses are excellent. Georges Flateau, due to a cold, could not make himself understood thru the public-address micro and was replaced by Max Blot as announcer.

Alhambra has several good circus numbers, including the Six Christianis, ace tumblers; Chrysis de la Grange, vertical cord; Jack and Stan, bounding trampoline; Three Swifts, jugglers; Franklin d'Amore and Jack Lane, acrobats; George and Jack Dormonde, unicycles, and Bob Ripa, juggler.

Mogador also has several circus turns, such as the clowns, Manetti and Rhum; Peggy Sun, juggler; Four Rastellis,

bounding trampoline: Four Georgys, perch, and the Four Ben Brahms, tumblers. The Three Nonchalants, American acrobatic comedians, doubling between Paramount and ABC. Rico and Alex, clowns, and Four Dangolys, jugglers, are at the ABC.

Shuon Foun troupe of Chinese acrobats and the Rovals, equilibrist, are at the Trianon. Darcy Trio, jugglers; Mady and Company, comedy acro, and Man and Thit, humpsty-bumpsty, are at the Bobino. Paul Berny, juggler, and Two Schencks, equilibrist, are at the European. Enriquez, contortion-aerial, is at the Petit Casino.

The Two Cromwells, flying trapeze, and Pon Pon, clever pooch, are at the Gaumont Palace, and the Four Trojans, American tumblers, are at the Rex.

The Amar Bros. unable to reach an agreement in reopening of their Nouveau Cirque in Paris, but continuing their efforts to obtain a new permit from the city.

Election Burlesqued

Burlesquing the national election, *The Phoenix* (Ariz.) *Republic* and *Gazette* recently carried a full-page cartoon feature drawn by Red Manning, Republic staff artist, called *The Great American Election Circus and Wild Animal Show*. The page, which carried a multiplicity of characters and scenes, represented the inside of a three-ring circus, in which the candidates and leading supporters of the various political parties were shown as circus performers.—*Editor and Publisher*.

Pablo Santos Program

HAVANA, Nov. 21.—Pablo Santos will open his show November 28. Program



THE AL G. BARNES CIRCUS has already posted paper for next season. Here is shown a poster on a winter quarters building at Baldwin Park, Calif.

will include Fred Bradna, master of ceremonies; Loyal Repenski Troupe, equestrian act; the Wallendas, high-wire act; the Otaris, flyers; Two Rooneys, double trapeze; the Maschinos, acrobats; Chief Yellow Hawk, assisted by two girls, lariat and whip throwing, also knife throwing; Four Justins, comedy acrobats; Miss Jennie, rope swinging; the Apollos, three men, statuary; Johnny Ferrari, Cuban slack-wire artist; clowns, Polidor, Pepito, Guerrero and Tony; lion act, Santiago Bravo, trainer; Miss Maree and her pals.

Prices will be \$1 for orchestra chairs and 40 cents in gallery.

Show expects to put in four weeks in Havana and then proceed on a tour of interior towns of island in its own 10-car train. Expects to put in eight weeks in the country towns.

Notes From France

PARIS, Nov. 23.—The Cirque Pinder, big tent circus, closed season at Tours recently. Lemeny's Circus, Grandjean's Menagerie and Minet's Crocodiles are at the street fair in Soissons. Harry Kerish's Circus is at the street fair in Pau. Tissen's sea lions and Gallon's Zoo are at the street fair in Angers.

The Three Flying Zenganos are at the Palace in Avignon. Rob Cimse's aerial-motorcycle act; "Bu Bu," trained chimpanzee, and the Athenas, equilibrist, are at the Cirque de Rouen in Rouen. Marck and his lions and the clowns, Iles and Loyal, are at the Casino Municipal in Aix en Provence. The Maro Medini Troupe, unsupported ladders, and the Two Laureyns, jumpers, are at the Casino Municipal in Nice.

Dexter Fellows Tent Tattles

By FRED PITZER

NEW YORK, Nov. 28.—What a wow of a luncheon! That was the comment on all sides as the 186 members and guests streamed out of the Hotel Commodore at 2:15 p.m. Twenty-four members were brought up for initiation and all willingly did their bit with hammer and golden nails as an indication on their part to help construct the Home for the Old and Indigent Troupers.

Rube Goldberg made an excellent foil for the entertainment committee, and when they dressed him up as Dr. Butts, with a peculiarly shaped mask and hat, it was indeed a replica that elicited much applause. Governor Harold Hoffman helped with the building up of the character and wore a red soldier cap "like as if he just come out of my Pennsylvania Railroad Depot," commented Big Bill Egan. Those portraying the characters made famous by Rube's pen are to be congratulated. Bim Pond, as Boob McNutt, was ace high, and Ollie Oliphant, as Lala Palooza, went over big, while Tex O'Rourke, as an officer of the law, got off some of his inimitable dialect and brought down the house. A bit added to the fake photograph scene was needed to give it tone. . . . the firing of a pistol shot just at the critical moment when the snap is to be made and the beans shower down. Al Sielke has not yet perfected his dress drop, but

allotted time. At each place was a lot of gum and mints put there by the Beech-Nut Company, President Arkell now being a member of the Tent. To list all of those present would sound like a Who's Who and one must attend one of these luncheons to realize how really great they are. Big preparations are being made for the December meeting, where there will be a great surprise Fall Guy.

Tony Sarg again had his gigantic balloons in the Macy Thanksgiving parade, and Jolly Bill Steinke is equestrian director for the Hearn Christmas and Thanksgiving circus party.

Mel Pitzer, who ranks with Max Brand in the writing of Western stories, was also present at the last luncheon.

Here is a fine human-interest story that comes from Charley Bernard: "During my visit on the Tom Mix show a collection of my circus photos was being examined by some of the troupers. Among the photos are two different ones of the Meers Sisters taken during the 1906 season of the Barnum & Bailey show. Robert Brown, of red ticket wagon, was among those viewing the photos. When he reached those of the Meers Sisters, he shouted, 'Why, that's my mother,' pointing to one of the pair. We all stood still for a few minutes as if in reverence of a great artist."

We frequently receive pleasant letters from our membership. Here is one from H. M. Kollman: "To be a member of the Tent and to be a part of a group who have such a definite purpose to help the old and indigent trouper makes me very proud to belong to your club. I look forward with pleasure to the monthly meetings and you may be assured that I will not miss any, which I enjoy thoroly."

Pickups From Europe

PARIS, Nov. 23.—The Circus Salomonsky, in Riga, is featuring the Ambatos, flying trapeze; Five Slatanachs, cyclists; Albert Schumann's horses; Willmer's dogs and Jenny Jaeger, juggler.

Fischer's elephants; the Hazel Mangean Girls, American tumblers; Zelias, trapeze, and the Three Houcs, jugglers, are at the Hansa in Hamburg. Otto Kemmerich's tame lion, Lea; the Yong Kee Trio, comedy acrobats, and the Waro-Astis, jugglers, are at the Variete in Luxemburg.

The Darius Cirque-Menagerie is touring Algeria with big bill, including Miss Mathilde, trapeze; Carlos Sisters, Roman rings; Marta Schaffeur, wire walker; Miss Alexis, vertical cord; Jackson's leopards and lions; Miss Baturrica's lions and the Darius panthers and lions.

Main Advance Closes

LIVINGSTON, Ala., Nov. 28.—The advance of Walter L. Main Circus closed season of 33 weeks here today. It covered 16,000 miles. Billing was under direction of Mike Pyne, brigade agent, who was assisted by 14 men. Frank Norton was contracting press agent. George Duvall, the agent for last half of season, and wife left for Kansas City and then will go to Hot Springs for the winter. Dan Pyne was a visitor the last week after the Mix show closed.

Fire Cuts French Show

PARIS, Nov. 23.—The Hippodrome, indoor circus arena of Roubaix, was gutted by fire on November 13, damage being estimated at several hundred thousand francs.

Gentry Playing Schools

MADISON, Ind., Nov. 28.—A dog and monkey show is being presented by H. B. Gentry in schools. It was here November 19. A truck is being used for transportation.

Preparedness

For all your days prepare, And meet them ever alike: When you are the anvil, bear— When you are the hammer, strike.— EDWIN MARKHAM, in *Editor and*

D. C. HAWN, who had been booking the Royal Bros.' Circus, has returned to his home in Chicago.

SILVER BROS.' CIRCUS closed at Conway, N. C., November 21 and went into quarters at Petersburg, Va.

CHARLIE CAMPBELL, butcher, closed his second season with Barnett Bros.' Circus at Wrightsville, Ga., November 14.

PEDRO AND LUIS, formerly with Downie Bros.' Circus, have been playing vaude dates and are now with *Parisian Folies*.

BUDDY SCHWARTZ and the missus and Alice from Dallas are booked for Ted Metz's Side Show on Mix Circus next season.

BOBBY BURNS, circus advance agent and musician, is working promotions on a holiday advertising novelty in Iowa and the Middle West.

CLIFF McDUGALL is still with Universal Studio on West Coast. Has been working hard with movie stars and tie-ups with four air lines.

P. G. LOWERY has been re-engaged to furnish the colored band and minstrels with Cole-Beatty Circus. He is teaching music this winter in Cleveland.

A year's subscription for The Billboard makes a REAL Christmas gift.

TOL TEETER, of Houston, Tex., has a program over Station KMAC every week day at 12:45 and 6 p.m. on Sunday. Program is known as Tales of the Jungle.

AMONG acts at recent indoor circus at Coldwater, Mich., were Charles La-Croix, Higgins, Maree's animals, Swiggle and Eugene.

W. H. WOODCOCK and wife (Grace Orton) contemplate staying in Savannah, Ga., for the winter. Were with a truck show. Woodcock visited Charles Bernard in Savannah.

JACK McFARLAND, 24-hour man with Seils-Sterling last four seasons, is working promotions and banners with indoor units. Will again be with the circus next year.

JACK KOFROW and wife and Mr. and Mrs. Burton (Tiny) Gehrty, of Seal Bros.' Circus, are wintering in San Antonio. Kofrow at present is employed in the Sears store.

MILT ROBBINS, wife and daughter arrived at St. Petersburg, Fla., their home, in time for Thanksgiving turkey. They spent a nice, lengthy season on Kay Bros.' Circus.

LEO ABERNATHY, international president of the billposters' union, is back at his office in Pittsburgh following a trip to Tampa, Fla., where he attended the AFL convention.

No disgrace to have gone broke if it was done honorably. A legal whitewashing gives one an opportunity to start anew. Be sure you profit by your mistakes.

BUDDY WEDIN, midget clown with Seils-Sterling Circus, now in Iron Mountain, Mich., will soon hunt deer in the north woods for a few weeks and then go to Lansing, Mich.

GEORGE HANNEFORD returned home at Glens Falls, N. Y., following close of Downie Bros.' season. Will open his

VEO D. POWERS, of Cole-Beatty Circus, is vacationing in Westfield, N. Y., guest of his uncle, Judge R. D. Powers, and wife and his mother, and at his boyhood home, Powers Pony Farm, North Corry, Pa.

HENRY WHATLEY, of Ringling-Barnum Advertising Car No. 1, is installing equipment in new Ritz Theater, Panama City, Fla., following which he will go to Evergreen, Ala., to do likewise at a new house there.

The biggest flash a circus owner can get for his money is gold leaf and paint. The strongest color combinations are red, yellow and black.

BETTY WEBB and Ginger Willis are with *The Gypsy Caravan*, a Wilbur Cushman vaude unit, presenting Roman ring and dog acts. They are heading the bill. Were with Joe B. Webb Circus the past season.

ORLO H. WACH advises that he is planning to again have the Spartan Bros.' Circus, one ring, on road next season playing auspices. A dining department to feed 50 people is under construction.

BILL MOORE and Elmer Myers, of Al G. Barnes Circus, visited *The Billboard* offices in Cincinnati last week. The former had just come in from the West Coast and latter has been at his home in Sparta, Ky.

VIVIAN PERIN will have a unit playing fairs next season, which will be billed as the Perin-Soldoni Horses. Miss Perin, owner; Sidney Rink, trainer. "Honey Boy," high school and dancing horse, will be featured.

R. T. (FAT) BULLOCK visited Walter L. Main Circus at Hattiesburg, Miss., November 20 and renewed acquaintances. Folks were on straw at matinee and night house was good. Bullock is spending winter at Hattiesburg.

RAY W. ROGERS, manager of Barnett Bros.' Circus, was a visitor to Macon, Ga., on several occasions while the Barnett show was laying off in near-by Wrightsville. He visited the Shrine Circus, as did Ira Haynes, bandmaster.

Be aggressive, be alert, be active. Put snap and zip in your work. In this aggressive age you will be lost in the shuffle if you coast along.

TEXAS JOE and Marian Clarke at present are staying in the cars of Cooper Bros.' Circus, Warren, Pa. Joe is working for Warren Tank Car Company, while Marian is making iron jaw and Wild West wardrobe. Will soon be playing indoor dates.

CYSE O'DELL, Albert Hodgini, Charley Arley and Company, the Three Cheers and the Flying Wishards are rehearsing new acts, which will be booked by the Performers' Consolidated Attractions with indoor circuses. Chris Cornalla and Carl Marx are in their seventh week at the College Inn, Chicago, having been placed by this firm.

MEMBERS of the Mix show in Los Angeles and vicinity include Mrs. Dall Turney and niece, Benny Pete, the Hobsons, Alfredo Codona and wife, Micky McKinley, Harold Ward, Claude Fulton, Mr. and Mrs. Clifford and son, Mr. and Mrs. Herman Nolan, Abe Goldstein, Jack Burslem, Lou Talcott, Dan Turney, Jack Knapp and Joe Bowers.

We know a fellow who framed a circus and it was a good one. But he forgot all

Old-Time Shows

CINCINNATI, Nov. 28.—Hunter Jarreau, manager of *The Alexandria* (La.) *Daily Town Talk*, submits the following, which appeared in that paper in March, 1883:

Kelly & Shower's Circus, now playing here, give a very fine performance for the price—50 cents for adults and 25 cents for children. Andy Shower's troupe of performing dogs and monkeys is something new here and tickles the little folks immensely. Frank L. Gay and Florence Levanion, in their trapeze performances, are pronounced by all who have seen them as artists in their line. Nellie Whitney sings the latest comic songs to perfection. The Brandon Bros., in their difficult feats of tumbling and contortion, are very good, and so is Ida Showers, the queen of the aerial wire. There are other artists of acknowledged merit, but we haven't space to enumerate them all.

The circus left town March 27. It floated down Red River on flat boats.

"Buffalo Bill," Dr. Carver and others are organizing an outdoor exhibition to be called Wild Western Life. The show will give civilized people an idea how white men and Indians live in the Far West. They have engaged 200 Sioux and Pawnee Indians, with their outfit of squaws, lodges, dogs, ponies, etc.; 20 cowboys from Texas and 20 Mexican vaqueros. The show also will have 20 buffaloes and 12 elk. They will start from their camp on the North Platte some time in May.

Closing Day

Now that the season is about to end,
And homeward our footsteps we will wend;
Get out your kerchiefs and have a good cry,
For the time has come to tell all good-by.

Back in the Springtime our hearts pumped with joy,
We hailed our old friends—man, woman or boy;
As the days pass by we're not so sure,
That old friends or new are going to endure.

During the summer when dog days were here,
We passed each other with a scowling leer;
Few were the greetings exchanged by us all,
Now we forgive for the season is Fall.

Blood's a mite thicker than water we know,
We fit to each other as arrow to bow;
Just one big family it's hard to part,
Our pals and friends take a bit of our heart.

—Hazel King, Russell Bros.' Circus.

which played schools in West Virginia, Maryland and Pennsylvania until after the holidays. Indians have gone back to their reservations and will return after New Year's to open in the Greater Pittsburgh area in public schools. In the meantime Ingham and Van Buren are putting on sales promotions for the McCrory chain of 5 and 10-cent stores. Van Buren is doing his human robot demonstration in windows and in stores and features an automobile drive on the last day. Has a national tieup with a standard make car and also several other long ads from national advertisers.

about the advance—the selling end. A few stands and the sheriff assumed the management.

GEORGE H. DEGNON, after his return to Broadway following his stay at Baltimore with Charley Washburn's new comedy, *All Editions*, which is not quite ready for a New York presentation, made an immediate connection with Martin Jones, owner of Vanderbilt Theater, and hurried to Boston for Jones' musical revue, *New Faces*.

RAY L. VAUGHN and wife recently visited Tom Mix Circus at Knoxville, Tenn., being guests of show at matinee performance. Had a delightful visit with Mr. Mix and others and were extended every courtesy. Performance was greatly enjoyed. Other shows visited this season were Ringling-Barnum, Dan Rice, Lewis Bros. and Johnny J. Jones.

PAUL THORPE, manager of the Flying Sensations, pens that he completed a very successful outdoor season of 30 weeks, 23 of which were spent as free attraction on Max Gruberg's World's Exposition Shows. Troupe, consisting of Wayne Bowers, catcher; Victor Gersumundo, leaper. Mrs. Thorpe and daughter, Nancy Joan, are vacationing in St. Petersburg, Fla., following which they will play winter engagements.

ROBERT ZELL and wife, who were with Famous Robbins Circus, were in Cincinnati last week and gave *The Billboard* a call. They are sporting a new Ford V-8 town sedan. Zell, who was 24-hour man, states that he had a most enjoyable season and will be back with show next year. He and Jack Walsh, who had been with Dan Rice Circus, have framed a museum, opening at Lexington, Ky., this week.

Every circus owner gets hundreds of letters seeking employment—enough to start 10 circuses. Don't forget with the average show, as a rule, there are only a few staff changes annually. If you have a contract in your pocket, don't write for a job just to see if you can get placed elsewhere.

QUIET JACK MOORE has finished a month's work with B. C. Truex Attractions, of Wichita, Kan. Is building a Santa Claus parade, all new, and opened in that city for *The Wichita Eagle* November 27. Is in charge of all comedy stunts and makeups, also has Nellie Dutton's Sandino, trained camel, booked with Truex for the Three Wise Men in parade. Moore states that he is in charge of the camel while Miss Dutton is touring in South Africa. The Moores expect to be with a big motorized circus next season.

PERCY SMITH, while playing Shrine Circus, Toronto, with Harry LaPearl and troupe of clowns just previous to opening of Bob Morton's Circus, promoted two good spots on the air for the show. He was interviewed by Rex Frost on his Arm-Chair Club program, a nightly feature. Frost gave over his full time of 20 minutes in order that the members of the club may hear a professional clown and learn something of the background of circus people. Smith also was interviewed from the seats of Hollywood Theater, "Sing Song Hour," a Coast-to-Coast hookup in Canada.

REX M. INGHAM and Jack X. Van Buren closed their Indian exhibition,

BOSTON—A delegation of cowboys who figured in the strike at the rodeo here visited the executive offices at the Boston Garden on the day of their departure and presented desk sets to George V. Brown, general manager; Edward J. Powers, Garden auditor, and Les Stout, Garden press agent.

CHIEF SAM HAWKS, Oklahoma Indian and rope artist, who contested at many Wild West shows and rodeos during the past season, is now playing Canton, O., night clubs with his rope act. He recently had as visitors Rex M.ingham and Jack X. Van Buren, who were in Canton doing promotional work for the McCrory chain stores.

COLONEL HARRY BELDING, former Nebraska cattle man and rancher, is now in business at Palmyra, N. Y. The colonel appeared at a number of Eastern rodeos last season wearing a pair of leather chaps which were made by an Omaha firm that went out of business 49 years ago. The chaps are still in good condition.

TITO SCHIPA, famed opera tenor, was the recipient of a lesson in the art of cowboy singing in his Congress Hotel apartment in Chicago recently from Powder River Jack, of Montana (Jack Lee to you guys). Accompanied by the missus, Jack called on Schipa and demonstrated how the songs should be sung. The demonstrations included many from his repertoire of 300 cowboy songs.

JIM DOSS, after a successful season of announcing and trick roping at rodeos, is now appearing at the Bali Bali Club near South Bakersfield, Calif. Doss infers that he has recently composed a song titled *On the Range in the Sweet Beyond* and dedicated it to the memory of the late Will Rogers. He says he has been presenting it nightly in addition to his novelty trick-roping act and reports that the natives are going for it in a big way.

"DIAMOND TED" LEWIS, sharpshooter, now interested in a dude ranch at Towners, N. Y., has recently been appointed a deputy sheriff and will in the future book himself as "The Shooting Sheriff." During the winter and spring season he will appear with the Harris-Eskew show. Pete Martinez, Mexican cowboy artist and calf roper, will also be with the organization. Martinez plans to display his sketches and paintings at each rodeo besides contesting in the roping events.

FORT PECK RODEO is now in winter quarters at Fulton, Mo. According to O. A. Ristow, manager, show enjoyed a good season. Included among the boys with the show when it closed were Pete Westfall, bronk rider and bulldogger; Jimmie Graves, bronk and steer rider; Kenneth Spicknall, bronk and steer rider and bulldogger; Smoky Stattleman, bronk and trick rider; Sam Monrou and Lawrence Turner, bronk and steer riders; Herman Burger, bronk rider and bulldogger; Cecil Rubedioux, clown, trick rider, bulldogger and whip cracker, and Mary Carter, bronk and trick rider and whip cracker.

MORE THAN 2,000 Armistice Day enthusiasts attended the first annual non-professional rodeo, held November 11, at Yucaipa, Calif. Contracted performers were Sam J. Garrett, seven times world champion fancy roper and the man to whom the rodeo was dedicated, and Hazel McCart, trick roper. Despite the rough riding and expert roping offered by about 50 contestants, there was but one serious injury, which resulted when

Rodeo: **BRONK RIDING**—First day, Earl Barr (64 RAA points), Earl Thode (38), Leonard Ward and Doff Aber (13 each). Second day, Frank Schneider (64), Doff Aber and Earl Thode (32 each). Finals, Earl Thode (183), Frank Schneider and Doff Aber (94 each). **Bull Riding**—First day, Joe Burrell (64), Frank Schneider (38), Johnnie Schneider (26). Second day, Smoky Snyder (64), Joe Burrell (38), Ray McGinnis (26). **Bareback Riding**—First day, Fox O'Callahan (64), Johnnie Schneider (38), Frank Schneider and Smoky Snyder (13 each). Second day, Smoky Snyder (64), Fox O'Callahan (38), Joe Burrell (26). **Calf Roping**—First day, Clay Carr (50), Bill McFarland (30), Lloyd Saunders (20). Second day, Hugh Strickland (50), Andy Jauregui (30), Bill McFarland (20). Finals, Bill McFarland (75), Clay Carr (45), Lloyd Saunders (30). **Steer Wrestling**—First day, Jack Case (21), Leonard Ward (13), Lloyd Saunders (9). Second day, Cherokee Alcorn (21), Leonard Ward (13), Lloyd Saunders (9). Finals, Leonard Ward (75), Lloyd Saunders (45), Jack Case (30). **Single Roping**—First day, Andy Jauregui (58), Hugh Strickland (35), Bill McFarland (23). Second day, Bill McFarland (58), Andy Jauregui (35), Mel Frehe (23). Finals, Andy Jauregui (50), Bill McFarland (30), Ace Gardner (20).

LOS ANGELES.—Regular fall roundup of the Chuck Wagon Trailers at Providencia ranch here drew a crowd of about 250. Organization has as its objective the preservation of the traditions of the Old West and its personnel includes many pioneers who had to do with the transition period of the Old West to the present. Business meeting was conducted by President Harry Gant. Dinner was served in regular cow camp style, with Jim Rush, Jim Shannon and Bob Newsome in charge. A short but impressive memorial service, conducted by George (Buck) Conner in tribute to those members who died since the last spring roundup, followed. Curly Fletcher and Bruce Kiskadon, latter poet laureate of the CWT, recited original poems. President Gant, acting as emcee, introduced the "Yodeling Ropers," who were headed by Lucille Constantine, assisted by her two sons and daughter, Alma. They did several numbers to a good

Cooper writes of happenings at Dallas. He expects to again be a West Coaster this winter and will be around the Riding Actors' Club to meet up with the boys. Many comments have been noted regarding the Wild West contingent on the Cole Bros.' Circus. Their fine appearance and wardrobe were especially noticeable. Jimmy Foster and the missus head the cowhands, who include Josephine Tatum, Al and Irene Mann, George Sweet, Frank Galbraith and Paul Nelson. Johnny Agee, formerly with Ken Maynard, put on a Halloween circus for the children of North Hollywood. Reports have it that Johnny will join Ken Maynard on the Cole show next season. Riding Actors' Association officials announced they will hold their annual fall dance at the Hollywood Masonic Club this year.

Colonel Johnson Gives His Version of Strike

In an article on Colonel W. T. Johnson's World's Championship Rodeo at Boston, in *The Billboard* of November 14, it was stated that the Colonel in opening the show used "staff cowboys, grooms and officials as contestants" because of a cowboy strike. The article also stated that the Colonel "sent a delegate to buy the block of grand-stand seats occupied by striking cowboys, even at \$20 apiece, but the strikers refused." These statements were in error, and *The Billboard* apologizes to Colonel Johnson for any harm done.

"You say," writes the Colonel, "I opened the rodeo with cowboy grooms and office help, which is absolutely untrue. I had about 60 contestants, some champions of the world, including Mike Hastings, Rube Roberts and Fred Alvord, and some of the outstanding cowboys. You further state I offered to buy their tickets to the rodeo at \$20 apiece, which they refused. This is absolutely untrue and without foundation."

Colonel Johnson, to substantiate his statements, accompanied his letter with a copy of the agreement which the striking cowboys signed before he would permit them to go back to work. "The prize list on Sunday," he continues, "was posted on the board, adding \$500 to each event and agreeing to return the entrance fees to all contestants who (See COLONEL JOHNSON on page 48)

ing agents, W. D. Geary; and Bill G. Guy F. Seely and W. W. Freeman, press agents; Ralph W. Peckham, excursion agent; Tom Dailey and George Goodhart managed advance cars; Lew Graham was Side Show superintendent; the veteran Charles Andress was legal adjuster; George Ganweiler was musical director of a real concert band of 28 trained circus musicians.

Al Ringling directed the ring performances and was assisted by Ed Shipp and Dan Leon. The big show program included 18 displays, presented in three rings and on two stages, concluding with 10 events on the hippodrome track. Seventy-four names are given in the list of male performers and 27 women, constituting the ring, stage and hippodrome performances. Featured numbers on the program, given special announcement, included the John O'Brien 61-horse act, with its wonderful pyramid of trained equines as the climax; the world-renowned Da Comas, presenting hazardous acrobatic feats, attired in full evening dress; the Marvelous Holloway Trio, in an aerial acrobatic high-wire display; Julia Lowanda and Lizzie Rooney appeared together in center ring as principal equestriennes in Display No. 7; Frank Miller and John Rooney in bareback riding specialties in the end rings; Amelia Feeley, a bareback riding specialty attired in long-skirted gown, had the center ring in Display 15; the Lockhart elephants were a featured attraction.

Crandall's Comedy Mule

Albert Crandall's comedy mule, Thunderbolt, and the thrill finish ride, was a sensational center ring number; Joseph LeFleur's backward drops from a high ladder to stage, was also a thriller; Display No. 18 gave the show patrons two aerial return acts of undisputed merit; the Flying Fishers in double return somersaults were in one end of the arena, and the Famous DeComas doing a quadruple return act with mid-air somersaults across the arena, amazed the audience with a succession of thrills.

The season opened April 10 in the Chicago Coliseum, and continued to and including the 27th; three stands in Ohio, two in West Virginia, and one in Pennsylvania preceded a two-day engagement in Washington, D. C., and two days in Baltimore. By May 20 they had reached Boston, Mass., for a six-day engagement; Decoration Day was in Albany, N. Y.; June 6 to 26 inclusive covered three cities in the Province of Quebec and 15 in Ontario, then three in Michigan; July 1 in Cleveland, O.; Salem 2d, Pittsburgh 3d and 4th; then a rapid movement westward to the Pacific Coast. Reno, Nev., gave two big houses August 17, at \$1 admission and "two-bits" for concert and Side Show.

Chico was the first town played in California. Oakland had the show for one day, then it moved across the bay by ferry boat to San Francisco. The six-day engagement was begun August 26, facing the handicap of the teamsters' strike while it was at fever heat. Los Angeles was given two days, September 18 and 19; one day each at Riverside and San Bernardino completed the California itinerary. The Sunday run of 395 miles put the show in Phoenix, Ariz., for September 23; Tucson, Deming and Albuquerque, then El Paso, Tex., finished the runs on the Southern Pacific Railroad. Kansas and Oklahoma towns were played up to October 12; en route to Little Rock, Ark., the Pawnee Bill Wild West Show and Campbell Bros.' Circus trains were passed. At Memphis, Tenn., October 16, closing date was announced. (See OLD-TIME SHOWMEN page 48)

Where Are You Wintering?

Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circuses, carnivals and tent shows in winter quarters:

Title of Show

Owner or Manager

Winter Quarters Address

Office Address

Up in Smoke

BLANDFORD, Mass., Nov. 28.—Union Agricultural and Horticultural Society will celebrate on December 4 when a \$450 mortgage will be paid off and burned during a ceremony. The 1936 fair, 71st annual, had largest attendance in 71 years and rolled up a profit balance. J. P. Halcy, a director, over 80 years old, has attended each of the 71 fairs sponsored by the society. Warren V. Bodurtha is president and C. R. Ripley secretary.

R. W. Called Best in Years

Toronto event in CNE Coliseum features Horse Show opened with pageant

TORONTO, Nov. 28.—The Royal Winter Fair in the Coliseum on the Canadian National Exhibition grounds on November 18-26 had high attendance and broke some records made since its inception in 1922.

Executive offices declared it the best show in years, with greater agricultural and live-stock exhibits from Canada and the United States, including a group of 200 exhibitors from New York State. Customs and immigration regulations, highway inspection and all kinds of licenses were pretty well removed during the fair to facilitate entrance of visitors from across the line.

Horse Show, outstanding feature, had contestants from Great Britain, Canada, United States, Chile and the Irish Free State performing feats of skill and precision. Each performance was opened by a pageant, *Speeding Down the Years*, portraying development in phases of transportation.

Cast included: Comedy mule act, Harrison Bowles; comedy old-woman act and policeman, Jeff McCabe; producer, John Ross Reed; stage manager, Tom Fuson. Many in the cast were local, furnished by McClure Attractions. Tommy McClure, Toronto, was narrator.

Midway concession lineup included: Scales, Bill Martin, George Dellar, Herb Payne, Luke Hazock; palmistry, cigaret wheel, nail-driving, M. Ford; pitch-till-win, Slim Nugent; bumper, Art Conners; picture gallery, darts, shooting gallery, two rolldowns, Atkinson; nail-driving, Morris Fenton.

Great Lakes Heads Off to Chi Meeting

CLEVELAND, Nov. 28.—End of Thanksgiving week found a return and an exodus to offices of Great Lakes Exposition in the Terminal Building. Lincoln G. Dickey, director general, spent much of his time in assisting the successful drive of Cleveland in its Community Fund campaign. He not only played an important part in team development but appeared as one of the leaders in daily reports.

A. R. Shaffer, assistant director, had left for Orange City, Fla., with Mrs. Shaffer. He returned to Cleveland on Monday, while Mrs. Shaffer remained at their home. Frank D. Shean, assistant director in charge of amusements and concessions, and Sammy Brinn, in charge of admissions, returned from Dallas and Fort Worth, where they spent 10 days. Mr. Shean left on Friday to attend the Chicago conventions. Mr. Dickey and Mr. Shaffer and Peg Willin Humphrey, associate director, planned to leave on November 30.

Gus Chan, who fronted for the Chinese temple last summer, has secured space in the Cleveland Terminal and will conduct an Oriental toy store during the holidays. Frank Monaco, whose Italian lakeside cafe was one of the expo attractions, announces that he is dickering for another restaurant in Detroit to supplant Monaco's of Cleveland. Harry Zychick, United States commissioner at the exposition, has returned from Dallas.

DOVER, O.—After his first year in the post, Secretary Tom Taylor reported a good upward trend in entries, attendance and receipts at Tuscarawas County Fair here.

N. Y.'S CAMPAIGN ON



RAYMOND A. LEE, president of the International Association of Fairs and Expositions, and secretary of Minnesota State Fair, St. Paul, who presides over annual sessions of the IAFE on December 1 and 2 in the Hotel Sherman, Chicago, and who will be a featured speaker at annual meetings of the Fair Managers' Association of Iowa and Iowa State Fair board in Des Moines on December 7-9.

Drive To Distribute Debentures For World's Fair Has Big Start

Financial program is laid before civic leaders at gala dinner addressed by notables—President Roosevelt in message from high seas—executives are presented

NEW YORK, Nov. 28.—This city's campaign to distribute \$27,829,500 of debentures to finance the World's Fair of 1939 got off to a brilliant start on November 23 when the program was laid before 2,000 business and financial leaders at a gala dinner in the ballroom of the Hotel Astor. Addresses by Mayor La Guardia; Grover Whalen, president of the fair; Bayard F. Pope, treasurer; Richard Whitney, in charge of the drive, and Harvey D. Gibson, chairman of the finance committee, were features. As a climax a cablegram from President Roosevelt, en route to South

America, was read to the assemblage. The President's message, received thru Naval Communications, read, in part:

"... It is an inspiring thing for nations and communities to have high objectives, to unite their energies in self-appraisal and boldly plan for the future. The World's Fair to be held in New York beginning in 1939 is a challenge to all Americans who believe in the destiny of this nation and who welcome the knowledge that the exposition is to focus upon one central theme, building the World of Tomorrow. . . . That it will be a memorable and historic fair, that it will profoundly influence our national life for many years to come and that success may attend every phase of its activities—these are the hopes of the people of the United States. All power to your sponsors. . . ."

Mr. Whalen explained the theme of the fair and introduced leading figures active in the building of the project. Among executives who received the compliments of Mr. Whalen were William G. Morrissey, director of exhibits and concessions; Maurice Mermey, assistant director of concessions, and Paul M. Massman, director of industrial exhibits.

Big Farm Show Plant Is Backed

Plans in Pennsylvania include huge arena—solons asked to work with PWA

HARRISBURG, Pa., Nov. 28.—Agricultural organizations thruout the State are mustering forces in support of a 1937 legislative appropriation to make the State Farm Show plant here one of the finest permanent exposition plants in the country. General Assembly, convening on January 5, will be petitioned to grant upwards of \$1,300,000 toward construction of the "largest covered agricultural show arena in the world."

Tentative plans were approved by the PWA in 1935 prior to the Supreme Court invalidation of the State Authority, sponsor of \$88,000,000 worth of federal-aid improvements at State institutions. Altho the program as a unit fell with the court decision, agricultural organizations were assured that PWA would grant outright 45 per cent of the cost of proposed improvements at the 20-acre Farm Show tract.

Present brick exposition building covers 9½ acres. Cost of the covered arena, including stables and dormitories, was estimated at \$2,364,714. A stadium-type arena and accessories, built to connect with the existing building, would cover 7½ acres.

Celina, O., Report Is Good

CELINA, O., Nov. 28.—Altho Secretary C. W. Vale at annual meeting of Mercer County Fair, Inc., reported a budget of more than \$3,000 greater than in 1935 for premiums and races, and unbudgeted expense for improvements and added attractions ran to an additional \$5,000, this outlay was justified in that attendance and receipts at the 1936 fair were four times those of 1935 and showed a substantial profit.

All-Time Marks Set For Wisconsin State

MILWAUKEE, Nov. 28.—Two most successful years in history are reported for Wisconsin State Fair in the biennial statement made this week to the department of agriculture and markets by Ralph E. Ammon, manager of the State fair.

These years were the most successful in attendance records and net profits. "In fact," reports the manager, "they are the only years in the 86 which the State fair has been held that a net profit has been shown without use of any State appropriations in operation of the fair."

No State appropriation was used for either the 1935 or 1936 operating budget of the fair. After paying all bills, including more than \$85,000 in premiums to farmers of the State, the fair will show a net profit of \$21,000, which, added to premiums paid, brings total operating profit above \$100,000 for the biennium.

A new all-time attendance mark was set in 1935 with 361,148 admissions. This was shattered in 1936 with attendance of 429,446. High mark previous to 1935 was in 1920 with 327,394. Record exhibits in all live-stock departments and many other departments were also reported for 1936.

A year's subscription for The Billboard makes a REAL Christmas gift.

Last of Series of 22 Buildings Soon To Be Completed in Tampa

TAMPA, Nov. 28.—Three steel and concrete buildings, last of the series of 22 on the three-year Florida Fair building program, are being rushed to completion for the 1937 annual, General Manager P. T. Strieder announced.

A modern administration building is being erected near the center of the grounds, an educational building is under way adjoining arts and science hall and a mammoth poultry exhibition structure is rising on site of the old wooden barns. All old race horse stables have been razed and adjacent lowlands are being filled to reclaim considerable property which formerly was useless.

With completion of this work, Florida Fair will have a complete, modern fire-proof plant. Offices of General Manager Strieder; his secretary, Beatrix James, and Publicity Director James Malone will

be in the new administration building, with press headquarters and public rest rooms. Auditing, ticket and treasury offices will occupy the present administration quarters, with Albert Thornton, executive secretary, in charge.

Among departments to be expanded this year will be the Live-Stock Show sponsored by Florida Cattlemen's Association, with herds from every section of the State. County and individual citrus displays, as usual, will be featured in exhibition halls.

Royal American Shows, in winter quarters here, will again occupy the midway, while in front of the grand stand Ernie Young's *Follies of 1937* will be night attraction. Two days of auto racing, directed by J. Alex Sloan, have been booked. Fireworks will be a night-time feature.

Hamid Going Abroad For Talent Scouting

NEW YORK, Nov. 28.—George A. Hamid, head of the fair-booking establishment bearing his name, informed *The Billboard* this week that if his present plans materialize he will leave for a European talent-scouting trip immediately following the Chicago conventions.

Charles Hart has been on the Continent for the past five weeks in search of outstanding attractions for the Hamid organization, and Frank P. Gravatt and Frank Elliott, Atlantic City Steel Pier, departed on Wednesday on the S. S. Normandie for the same purpose.

Mr. Hamid's trip will be for the purpose of surveying the lineup of potential importations assembled by Hart, Gravatt and Elliott and passing final judgment on their merits. His trip will be comparatively short, inasmuch as it will be necessary for him to be back in this country for winter fair meetings.

Utah State Profit Is Likely

SALT LAKE CITY, Nov. 28.—Auditors' reports show that the 1936 Utah State Fair is expected to yield a profit, where in former years officials felt lucky to break even. J. W. Avery, deputy auditor, says that 59,914 adults and 37,243 children's admission tickets were sold with receipts of \$18,159.10. Attendance decreased 5,251 from 1935, when admission receipts totaled \$21,119.25. Manager Ernest S. Holmes and his staff were highly complimented for their work. There were more exhibitors' displays than in 1935. Concessioners reported better business this year. Monte Young had eats and midway concessions. First few days of windy weather hurt attendance.

EEN MOUTON, high fire diver, who is enjoying home life in San Antonio, Tex., is booked for a series of jumps in that city during December in connection with a city-wide tieup for addition of animals to Breckenridge Park Zoo.



Texas Centennial Exposition

DALLAS

By HERBERT DE SHONG, THE TIMES HERALD, DALLAS

Rely on Urge To See Finish

Special events nil during closing days—plant to be kept intact for present

DALLAS, Nov. 28.—When the 177-day run of Texas Centennial Exposition closes on Sunday at midnight, indications are that gross total attendance will have gone well past the 6,300,000 mark. The exposition went into its last week with few special events to build its gate. Officials counted upon the urge to see it in its last days as sufficient gate-builder.

The costly Centennial plant will stand intact for the time being. Few, if any, show structures will be removed, pending negotiations for a 1937 exposition. The fair's own staff has been dismissed, from executives down, but it is thought re-employment will begin early next week. Important announcements concerning executive personnel and a prospectus for the 1937 show are expected before December 15.

Value About \$12,000,000

Karl Hobbeltzelle, head of the Interstate Theaters and other show enterprises, will be No. 1 man in the board of counselors for next year's show. Ray Foley, now assistant to Director-General Harry Olmstead, is considered prospective director-general. Frank N. Watson, now promotion director, is also being mentioned for the post. The exposition opened on June 6 after an intensive eight-month construction program. Actual physical value of the plant is around \$12,000,000.

Bad weather was the fair's chief enemy again this week. It struck hardest on Monday, boomed as Democratic Victory Jubilee Day. Enough people came from outside Dallas to run attendance to 43,551 despite near-freezing rains. For the jubilee 150,000 books of tickets for the main gate and 15 attractions had been offered at \$1 each, book-holders being given 10 cents credit on every 25-cent admission remainder of the week.

Weather Hurts Shows

Feature of the Victory Jubilee was a dinner sponsored by the Texas Democratic party with Senator Robinson, Arkansas, as speaker. Guests included Gov. Leslie Miller, Wyoming; Gov. James Allred, Texas; Leo Wegman, Iowa State treasurer; Harry Grah, Iowa adjutant general, and Senator Tom Connally, Texas. The banquet was spread in General Motors Building, where exhibits had been moved out for the occasion. Other visitors of the week included Cecil B. DeMille on Tuesday; Frank Stirling, minister to Bulgaria and United States commissioner to the Paris Exposition of 1937, on Wednesday, and Ed Sparks, Florida theater executive, and party, who stopped on Sunday en route to Mexico City. The exposition was devoid of gate-building special events for its last two weeks, except for those Victory Jubilee programs that were dampened by weather.

Outdoor shows were hard hit by rain and cold. Cavalcade of Texas was in the lead in attendance and money. Ripley's Believe-It-Or-Not was in second place, with Streets of Paris and Streets of All Nations following. Frank Buck's Jungle Show was still strong. A final checkup is expected to show the Buck show ran a success for both Mr. Buck and the exposition.

Figures on Cavalcade

Cavalcade's closing figures after its last show on Sunday will show that it has grossed about \$320,000 and played to 1,200,000 in 498 performances. Gross of Cavalcade shows that value of souvenir tickets accepted was around \$41,000,

Attendances

Previously reported (amended)	5,956,388
Nov. 16, Wednesday	19,470
Nov. 19, Thursday	20,314
Nov. 20, Friday	28,613
Nov. 21, Saturday	45,679
Nov. 22, Sunday	39,771
Nov. 23, Monday	43,551
Nov. 24, Tuesday	15,902
	213,300
Total	6,169,688

which was not included in total take. Reserved seats brought the management about \$85,000. A. L. Vollman was director of Cavalcade during its entire operating period.

Jack Crawford's Orchestra moved into General Motors Building for the final week, succeeding a successful run by Horace Heidt. D. S. Crowe brought his Entertaining Bears onto the grounds for the last three weeks. He will go to Miami Aquarium and Silver Springs for winter.

Claude Castro sustained a broken right leg when a truckload of fireworks on which he was riding ignited prematurely on the grounds on Monday. Firing daylight bombs as the truck was being driven with its load to the Democratic Jubilee Victory Day pyrotechnical display in the Cotton Bowl, he was blown about eight feet above the truck when sparks landed among the fireworks. Taken to Baylor Hospital, his condition was reported as good.

Fair Grounds

FAWN GROVE, Pa.—Fire destroyed stables and other buildings on Fawn Grove fairgrounds here with loss estimated at \$500, not covered by insurance.

YOUNGSTOWN, O.—Construction of a roof on the grand stand on Mahoning County Fairgrounds, Canfield, has been started as a WPA project, to cost about \$20,000, of which \$6,000 is being paid by the fair board thru county commissioners. Roof will complete the grand-stand job as planned. Stand, with a seating capacity of about 5,000, was completed earlier this year at cost of about \$70,000.

BOSTON.—Massachusetts Agricultural Fairs Association held a luncheon-meeting on November 17 for the executive staff in the Hotel Bellevue to formulate a program for the January convention here in the Brunswick Hotel. Program committee appointed to work with A. W. Lombard, secretary, includes Ernest Sparrell, president; Frank H. Kingman, Brockton Fair; R. H. Gaskill, Topsfield Fair, and Milton Danziger, assistant general manager of Eastern States Exposition, Springfield. A follow-up meeting is slated for December 7 at the department of agriculture offices, State House Annex.

PRAIRIE DU CHIEN, Wis.—Crawford County board appropriated \$5,000 for a new amphitheater on county fairgrounds in Gay Mills. Building will be erected under WPA.

SAULT STE. MARIE, Mich. — John Norlin was elected president of Stalwart Fair Association; R. G. Crawford, secretary; Russell Sims, treasurer; Mrs. H. Campbell and Mrs. E. Sims, re-elected directors.

LEIPZIG, Germany. — Business men from abroad visiting Leipzig Fair of 1937 will be able to use a new departure in accommodation, a House of Nations, intended as a central meeting place for business men coming from other countries and embraces all facilities extended to them heretofore.

OSHKOSH, Wis.—Because a \$2,500 balance remains in Winnebago County Fair Association treasury, it probably will not

Fair Meetings

Fair Managers' Association of Iowa, December 7 and 8, Savery Hotel, Des Moines. E. W. Williams, secretary, Manchester. Iowa State Fair Board, December 9, Savery Hotel, Des Moines. A. R. Corey, secretary, Des Moines.

Western Fairs Association, December 11 and 12, Hotel Whitcomb, San Francisco. Charles W. Paine, secretary, Sacramento, Calif.

Wisconsin Association of Fairs, January 4-6, Hotel Plankinton, Milwaukee. J. F. Malone, secretary, Beaver Dam.

Indiana Association of County and District Fairs, January 5, Claypool Hotel, Indianapolis. Frank J. Claypool, secretary, Muncie.

South Carolina Association of Fairs, January 8, Hotel Columbia, Columbia. J. A. Mitchell, secretary, Anderson.

Ohio Fair Managers' Association, January 12-14, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, executive secretary, Bellefontaine.

Western Canada Association of Exhibitions, January 18 and 19, Fort Garry Hotel, Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask.

Nebraska Association of Fair Managers, January 18-20, Lincoln Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Massachusetts Agricultural Fairs Association, January 21 and 22, Hotel Brunswick, Boston. A. W. Lombard, secretary, 136 State House, Boston.

Michigan Association of Fairs, January 21 and 22, Fort Shelby Hotel, Detroit. Chester M. Howell, secretary, Chesaning.

Rocky Mountain Association of Fairs, January 25 and 26, Pacer 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.

Texas Association of Fairs, February 5 and 6, Baker Hotel, Dallas. R. W. Knight, secretary, Crockett.

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.

Boston To Assume New Post in Mass.

SPRINGFIELD, Mass., Nov. 28.—L. B. Boston, former director of division of reclamation, soil survey and fairs, State department of agriculture, was appointed managing director of Hampden County Improvement League, succeeding the late Otis E. Hall, at a meeting here last week of trustees of county aid to agriculture. He will assume his duties on December 1.

Mr. Boston, with the Massachusetts department the past eight years, is credited with boosting the number of fairs thru his efforts in Hampden County, home of Eastern States Exposition. He will carry on policies of the founders of HCIL with a background of 30 years of agricultural and community work in Maine and Massachusetts. When the league was formed Mr. Boston, identified with county extension work in the Cape Cod area, was its first manager and county agricultural agent 11 years.

Lucy Gillett, Westfield, a vice-president of the league and vice-chairman of its home bureau, was honored by the executive committee on her 80th birthday anniversary and was presented with a birthday cake. A bouquet of 80 roses was given Miss Gillett by Mrs. William G. Dwight, chairwoman of the home bureau department.

ask the county board for an appropriation this year, it is reported. The 1936 fair was most successful in association history, with \$5,070.64 paid in premiums.

BARABCO, Wis.—Sauk County board voted \$1,800 for a building on the fairgrounds to house 4-H exhibits and provide sleeping quarters for 4-H Club youths. It will be a two-story structure, 30 by 60 feet.

Speakers Set For Iowa Meet

Lee, of Minnesota, one of featured talkers—reports from State Fair board

DES MOINES, Nov. 28.—President Charles Friley, Iowa State College; John K. Valentine, lieutenant governor-elect, and Raymond A. Lee, secretary of Minnesota State Fair, St. Paul, will be among featured speakers at the State agricultural convention and annual meeting of Iowa Fair Managers' Association here on December 7-9.

Fair Managers' Association convention will open in the Hotel Savery on the afternoon of December 7, continuing thru the evening of December 8. Speakers include Dean H. H. Kildee, Iowa State College; Edith K. Barker, girls' 4-H Club leader; W. T. Bennett, Marshalltown; Victor Felter, Indianola; E. Joy Roberts, Spencer; W. J. Campbell, Jesup, and John G. Meyer, Cresco, president of the association. Annual banquet in the Hotel Savery evening of December 8 will be addressed by Lieutenant Governor-Elect Valentine, Centerville.

State agricultural convention in the Hotel Savery on December 9 will include annual reports of President J. P. Mullen, Secretary A. R. Corey and Treasurer N. W. McBeath. Iowa State Fair board, and addresses by President Friley, Mr. Lee; R. B. Case, of John Deere Plow Company, and Harry Linn, Iowa Horse and Mule Breeders' Association. Officials estimate that more than 200 farm leaders and representatives of county and district fairs will participate in the three-day meeting.

Some Comment On Conventions

PUBLICATION of dates of our annual meeting in *The Billboard* is thoroughly appreciated, as I am sure that every fair man is always waiting for his copy of *The Billboard* in order to find out the news pertaining to other fairs.—HARRY L. FITTON, Billings, Mont., president of Rocky Mountain Association of Fairs.

MOST gratifying at our annual meeting will be the report of improved conditions in Virginia and the upward swing in times will be vividly reflected in anticipated marked increase in attendance. The fair season in general showed improvement and officials are optimistic. Inquiries indicate more fairs will be represented with larger delegations than in the last five years.—C. T. RIDDICK, Richmond, entertainment and banquet committee, Virginia Association of Fairs.

Fair Elections

STURGEON BAY, Wis. — John Miles was elected secretary of Door County Fair, succeeding Ben Rusy; Arthur Weber, president; Henry Brann, vice-president; H. J. Teske, treasurer.

GREEN BAY, Wis.—Brown County Agricultural Association re-elected Frank Zimonick, president; Ralph Soquet, vice-president; William S. Klaus, secretary; Frank H. Bogda, treasurer.

CELINA, O.—Mercer County Fair, Inc., re-elected A. R. Hartzell, president; Ralph Murlin, vice-president; F. G. Fisher, treasurer; C. W. Vale, secretary; Merl T. Casey, publicity; Albert C. Stein, attractions and concessions; E. A. McKirnan, gates; E. C. Heckler, grand stand; Dan C. McKirnan, advertising; R. A. Younger, attorney; A. W. Nickel, speed; M. R. Dunn, agriculture and live stock.

FOND DU LAC, Wis.—Fond du Lac County Fair Association re-elected Clarence Sheridan, president; William E. Sefern, vice-president; Leo N. Richter, treasurer; R. H. Cameron, secretary.

MANITOWOC, Wis.—Manitowoc County Fair Association elected Louis O. Rehm, Kiel, president; Dr. A. F. Rank, vice-president and superintendent of speed; George Kiel, secretary; Edwin Roepke, treasurer.

Profit in Two Spots Report of Darnaby

CINCINNATI, Nov. 28.—Chattanooga Tri-State Fair and North Mississippi-West Tennessee Fair and Dairy Show, Corinth, Miss., both made a little money this year, reports Manager J. A. Darnaby, who was ill following the Corinth event. In both spots, he said, exhibits increased more than 50 per cent, with the Corinth stock show outstanding.

"Chamber of Commerce agricultural committee and other organizations sponsoring Chattanooga Tri-State Fair, including the Farm Bureau, County Women's Club and county agents, unanimously indorsed action of fair directors, expressed continued faith in management of the fair and assured continued support," said Manager Darnaby.

Directors of the Corinth fair recently met and heard talks by President D. Mercler; E. J. McEahan, secretary of the Chamber of Commerce; County Agent R. H. Rigby and Garry Peerey, representing the management. For the third time the organization proffered Mr. Darnaby management of the fair in 1937.

Exhibition During Durbar

OLDHAM, Eng., Nov. 23.—A plan has been announced for organization of an exhibition on a large scale to be held in Delhi, India, from October, 1937, to February, 1938, says *The World's Fair*. It will be held during the Durbar celebrations, sponsored by Ideal Exhibitions, Ltd., London, organizers of exhibitions in England. Objects are given as those of increasing British trade and commerce and enlargement of India's exports and imports to Great Britain and colonies.

Graham To Use Dallas Spot As Temporary Headquarters

DALLAS, Nov. 28.—Temporary headquarters of the Stanley Graham Enterprises will be in the Administration Building of Texas Centennial Exposition here, Mr. Graham announced, following close of the fair. He will leave for Miami to consider spotting a company for a *The Drunkard* engagement. Winter quarters for entire personnel and equipment will be opened in February in Hollywood.

Most members of *The Drunkard* cast at the expo here will make quick trips to their homes in Hollywood before they open a three-month engagement at the Diamond Horseshoe, San Antonio, that engagement having been underwritten by V. E. Berry, owner of the Turf Club, next door to the playhouse, which is newly finished for the opening. Two performances will be given nightly.

The Dorans will leave for San Antonio next week. Ralph Neff and Tommy Bruce will drive to Hollywood. Jean Holmes and Edith Strand will fly to the West Coast. Other members of the cast will go by train and auto. Elie Edson, press agent for Graham Enterprises here, left on Saturday to visit relatives in New York.

Frisco Emissaries Go Out

SAN FRANCISCO, Nov. 28.—With the State Department rushing formal invitations for President Roosevelt to extend to world nations, inviting participation in the 1939 Golden Gate International Exposition, George Creel, of the world's fair executive committee, is on his way to Paris to further an aggressive campaign to secure foreign representation. Frank G. Belcher, exposition director, is en route to Buenos Aires to appear before the Pan-American Conference opening on December 2. He's to invite participating nations.

ST. JOHN, N. B.—Unsolicited commendation of the 1936 St. John Fair and for work of St. John Exhibition Association has been received by G. D. Ellis, president, from F. G. Spencer, St. John, founder and president of a circuit of 19 motion picture house in maritime provinces. Mr. Spencer pointed out that "a load of responsibility, anxiety and work is entailed on the part of the president and his confreres, which possibly the public is inclined to take too much for granted." He said that as a citizen and taxpayer he wanted to extend congratulations for the success of the 1936 fair despite weather handicaps.

Grand-Stand Shows

AFTER closing their season of fairs on October 24 and playing at Cuvier Press Club's Civic Halloween Celebration on Crosley Field, Cincinnati, Sterling Rose Trio, novelty gymnasts and clown acrobats, played the Cat and the Fiddle, night club there, with other dates following.

D. D. ROLAND, human fly, has arrived in San Antonio, Tex., to rehearse some new trapeze acts with Earl Behee, of the Flying Behees. Roland made a jump from Allentown, Pa.

CAPTAIN (DARE-DEVIL) LEO SIMON, another San Antonio, Tex., visitor who will hibernate there all winter, is breaking in some new stunts for his human torch act.

H. WILBER JOHNSON, manager of Jacksonville Balloon Company, reports that he; Miss Fern Myers, parachute jumper, and Arthur Robertson, inflater man, left Jacksonville, Ill., on November 14 for Oklahoma City, Okla., making the trip of 700 miles in 22 hours for an ascension on November 15. He said a half-ton truck pulled a 17-foot house trailer on the trip, some of which was thru the Ozark Mountains.

La. Officials View Street Fairs and Ride in Mexico

ST. LOUIS, Nov. 28. — L. L. Webb, assistant to the president of Washington Parish Free Fair, Franklinton, La.; Vice-President W. J. Willoughby, Bogalusa, La., and two friends, Bill Hartman and Fillimeno Serrano, are on a trip to Mexico City as guests of Owner Ralph Miller, Great Coney Island Shows, Mr. Willoughby writes to *The Billboard* here.

"On November 22 was the celebration of the Revolution of 1910 and I am not exaggerating when I say that I don't believe there has ever been a celebration in the States to equal what I saw today," he wrote, in part. "There were 55,000 people registered as entries in the parade from nearly every State in Mexico, representing every phase of life. It was a spectacle such as one will see few times in life. The color, the enthusiasm and the precision of this parade was something to marvel at. The parade lasted from 10 a.m. until after 3 p.m., and I watched the last group pass with just as much enthusiasm as I did the first one.

"After visiting the mansion of the President of Mexico we took in other places of interest and drifted to street fairs. The largest of these is being operated by Empresa Sotelo, Mexico, D. F., consisting of 24 rides and an aerodrome, said to be the only ride of its kind in existence, invented by Rafael Ponce Cortez, Mexico, D. F., and very interesting. It is built thruout of structural steel."

Why an Exposition?

By WALTER K. SIBLEY

A small business man of Fort Worth, where I was identified with the Centennial Celebration for the four months, asked me, "Why an exposition?" It seems he had been prevailed upon to buy some of the bonds issued to finance or partially finance the project and he was rather disgruntled because now that the affair was over, at least for this season, there would no dividend on the bonds and there was no market for sale of them.

As I remembered that there had been upwards of \$400,000 in bonds disposed of, I wondered whether all of the bondholders felt the same as the "little fellow" with whom I conversed.

I also recalled that Centennial advertising averred that \$5,000,000 was to be spent upon the project. That's a lot of money. Smart business men (and we must admit that all exposition and big celebration boards are made up of clever men of the community who have made their mark and know the value of money) always carefully consider returns before they spend any considerable amount.

If, after carefully weighing the problem, studying all available statistics on fairs, expositions and the like and they find that practically every one listed was a financial loser from the standpoint of bondholders and other investors, and

they still decide to go on with their celebration, there must be a reason.

Inspired by Rivalry?

Let's use Fort Worth Centennial as a criterion. I was on the spot and got plenty of first-hand information. Fort Worth is a city of about 170,000, buying center for West Texas and the Panhandle. It is also closely connected with the oil industry thru many offices of drilling companies and producers. It is the cattle center of Texas and has a number of vast packing plants. It is one of the great railroad centers of Texas and has the usual number of minor industries of cities of its size. The population in the last 30 years has risen from 60,000 to the present number. Its growth has been steady, healthy and certain, but not satisfying to the city fathers and Chamber of Commerce.

There is strong rivalry between Fort Worth and Dallas, 30-odd miles away. Dallas has jumped by leaps and bounds into the 350,000-population class. Dallas has crashed the front pages time and time again while Fort Worth has pursued the even tenor of its way. Just another good town, that's all. Dallas has had an annual fair for many years, attracting attendance of upwards of 500,000 during its run. Fort Worth has had an annual Stock Show and Industrial Exposition, drawing from 100,000 up. Nothing unusual about either of these events, as many other cities do the same thing with about the same results.

The State of Texas decided to commemorate the 100th anniversary of its freedom; to have a Centennial, in fact. The State invited all communities that desired to do so to participate, to celebrate in their own way. The State finally decided that a great exposition should be held as the major attraction of the celebrations.

Making Things Happen

The larger cities of Texas vied with one another to secure the right and the State money that was to go with the privilege. Dallas won, secured the franchise for the exposition and at the same time got Fort Worth's dander up. (Up to now this must seem like the story of the "battle" between Dallas and Fort Worth, but it's not. I'm trying to show the "why" of the exposition or whatever they may have been pleased to call this Fort Worth celebration.)

Fort Worth did not intend to be relegated to the background by Dallas, even if the State government didn't think it was big enough to put on the exposition. It would hold its own show, give them a show that would not only make Dallas and Texas sit up and wonder with blinking eyes but one also that would make the world take notice and "put Fort Worth on the map" and make it take its "place in the sun." A committee of public-spirited citizens was organized, headed by Amon Carter, hustler supreme, wealthy newspaper publisher and one of Texas' first citizens; William Monnig, one of the city fathers and operator of a large department store; Van Zandt Jarvis, mayor, and a number of other influential men who had the welfare of the city in their hearts.

Things began to happen. After a thoro survey of the amusement field, Billy Rose, colorful, daring and widely publicized showman, was engaged as director-general at a salary of \$100,000, or \$1,000 daily for a three-month affair.


"Why" number one: Fort Worth, which only occasionally got newspaper publicity, immediately became news. Billy Rose was news, everything that he did was news, so Fort Worth started to reap almost before the seeds had time to take root. Money began to circulate. Floors that had been vacant a long, long time in the Sinclair Building became hives of industry. 'Twas here that general offices were established. Owners of the Sinclair Building immediately profited. A large staff was engaged from unemployed at good salaries. They profited. Hotels started to take on an appearance of life and activity. They profited.

Money in Circulation

The committee purchased Camp Bowie training grounds as site for the Centennial. Architects were put to work, draftsmen engaged, artists were making sketches, plasterers were designing and building models, printers were getting out literature, taxis were rushing hither and thither, linemen were installing telephones, publicity men were rushing out copy, strangers began to arrive either by railroads or by automobile, paying passenger fares, wearing out tires, buying gasoline and oil, eating in restaurants and stopping in hotels or camps. It was action, action everywhere. Fort Worth became an exposition city, alive, hustling, bustling, with money everywhere.

And it had not really started yet. Bonds were printed and agents put out to sell them. Commissions went to agents, most of whom had been unemployed for a long time. Money that had long been lying dormant was put into circulation from sale of bonds. Building operations were starting. Thousands of mechanics, artisans, laborers, truck drivers and others, many of them without work for months and some for years, became regular pay-night buyers of clothing, shoes, groceries, auto accessories and what not. These workmen started to pay back bills, take out or pay up insurance, take Sunday auto trips in. (See WHY AN EXPOSITION? page 48)

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SHOWMEN BESIEGE CHICAGO

Arrivals Mark Return of Better Conditions in Outdoor Branches

Liability insurance committee comes in early for final sessions on new setup of NAAPPB—many new items in exhibit of devices and all space is sold out

CHICAGO, Nov. 23.—Early outpouring of delegates to the convention to be held in the Hotel Sherman here on November 30-December 4 offers ample proof of what a taste of the prosperity of yore will do, even to outdoor showmen. Annual gatherings of the National Association of Amusement Parks, Pools and Beaches, American Recreational Equipment Association, International Association of Fairs and Expositions and American Carnivals Association will all show a healthy pickup over previous conventions, but the meeting of park, pier, pool and beach men under sponsorship of NAAPPB naturally will outnumber all others, said Secretary A. R. Hodge, of NAAPPB.

The earliest arrival for the big NAAPPB powwow was the insurance committee, which landed in Chicago today for the final meeting with the officers of the association and the officials of the Associated Indemnity Corporation of California.

Program Is Topnotcher

Installation of exhibits was started today and the exhibition hall, which is sold out completely, comprises the most beautiful show in the history of NAAPPB. Likewise, the program of this association, which has always been known for able program arrangements, is a topnotcher.

The hotel promises to be packed to capacity. New faces from all over the country have come to hear about the public liability insurance achievement of the association during the 1936 season and tremendous savings it makes possible for them in future. Everyone seems interested in new devices of all kinds with the result that the exhibitors are looking to a record-breaking sale.

"Hop Train or Plane"

Joint banquet of NAAPPB and the Showmen's League of America Wednesday night, December 2, according to reports received from Secretary Hodge and Frank P. Duffield, chairman of the banquet committee, probably will be the biggest in history.

"Anyone who has not planned to be at this meeting is urged to hop a train or plane and take in at least one or two days of the big show," said Secretary Hodge.

Gravatt Sails for Europe To Scan Attractions Field

ATLANTIC CITY, Nov. 28.—Completing one of the pier's most successful seasons, which saw a number of novelties introduced, President Frank P. Gravatt of Steel Pier this week embarked for Europe to supervise picking of a new group of European novelties for his outdoor circus as well as other parts of the pier.

With him is Frank Elliott, whose minstrels have been one of the outstanding attractions of the pier for years. Mr. Gravatt hopes to produce a congress of thrillers next year unequaled in resort show history.

Richard Endicott, general manager of the pier, is in charge during his absence. The Gravatt party expects to return by Christmas.

Kiddie Park for Paris Expo

PARIS, Nov. 23.—One of the amusement features of the Paris International Exposition of 1937 will be an elaborate amusement park for children. Among its attractions will be Trip to the Moon, Palace of Marvels, zoological garden with baby animals, Miniature Railway, Midget Autos, toboggans, movies, clowns, acrobats, illusionists and playgrounds. Park will also have a nursery where parents will be able to park their offspring while visiting the exposition.

HARRISBURG, Pa.—F. W. A. Moeller, proprietor of Waldameer Beach Park, Erie, Pa., was re-elected treasurer of Pennsylvania Federation of Liquor Dealers in annual convention here.

A. C. Ballyhoo Train Welcome

Later trips now certain with everything along except Boardwalk and surf

ATLANTIC CITY, Nov. 28.—"Atlantic City Went to Town" thru Pennsylvania over the week-end and found an enthusiastic welcome. The ballyhoo train with bathing girls, salt water taffy, buckets of beach sand, lobsters and other souvenirs, and Miss Jewell Lindsey, Miss Atlantic City of the Showmen's Jubilee as official hostess, was not unlike a circus train and at every stop there were bands playing, parades and a good time by all.

More than 500 miles were covered, with stops in Bethlehem, Allentown, Mauch Chunk, Scranton, Wilkes-Barre, Pottstown and Reading. About 150, including Richard Endicott, Steel Pier, general chairman; Alvin Hunsicker, president of the Hotelmen's Association; Louis Cunningham, head of City Press Bureau, and Thomas Hunselton, executive secretary of Chamber of Commerce, took the trip.

Souvenir boxes of salt water taffy were given away at each stop, as well as tickets. (See A. C. BALLYHOO on page 48)

Berry Hurt in Auto Crash

GENESE, N. Y., Nov. 28.—Harry W. Berry, manager of Long Point Park, Conesus Lake, N. Y., was seriously injured in an auto accident near Long Point recently and is convalescing at his home. While driving on the west lake road his car skidded on wet pavement, went thru a guard rail and rolled down a steep embankment.

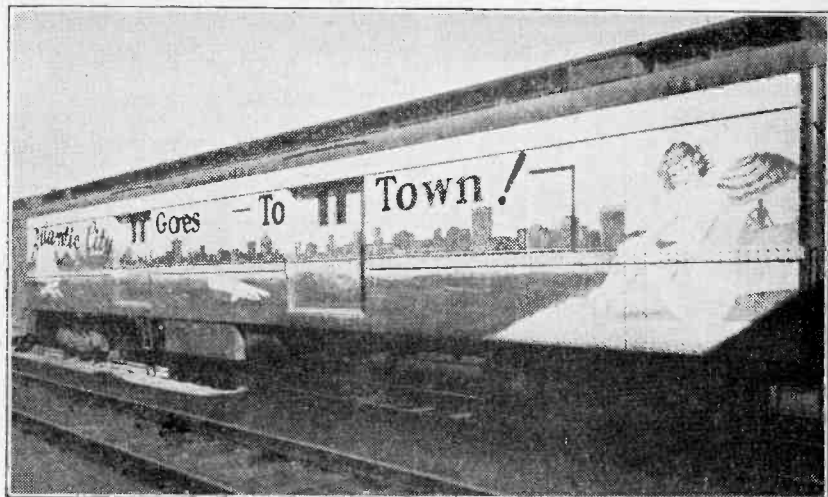
A year's subscription for The Billboard makes a REAL Christmas gift.

Squawks on a Night Gate at Expo Are Not Missing, Even in Africa

JOHANNESBURG, South Africa.—That the £100,000 Amusement Park at the Empire Exhibition might be forced to close unless the exhibition executive committee altered its decision and brought about a readjustment of the admission price after 7 p.m. daily, except on Wednesdays and Saturdays, was declared by *The Sunday Express* here on October 18. Because of insistence on the part of the executive committee in keeping the two-shilling admission charge to the exhibition in force many of the concessioners in the Amusement Park declare they have suffered severe losses.

"Conditions are so bad among many of the licensees," one of the Amusement Park men said to a *Sunday Express* reporter, "that many of them are near the breadline. A number of rides have been forced to close down."

Amusement Park licensees have made two requests to the executive committee.



ONE OF THE BALLYHOO CARS of the special train which took a group of Atlantic City business and amusement men into Pennsylvania on a selling trip which will be one of several to be made in preparation for a record 1937 summer season, officials declaring the city is going after resort biz in a big way.

Chicago Riverview Will Do Much Work

CHICAGO, Nov. 28.—Stimulated by great success of the 1936 season, when Riverview Park topped all previous records for attendance and business by 40 per cent, officials have already begun rebuilding and redecorating of grounds and buildings.

A large crew of electricians, carpenters and other craftsmen will work for the next eight months on the 142-acre spot preparatory to opening on May 1.

President George A. Schmidt, ever alert for new ideas and innovations, has been studying operation of parks in various cities thruout the United States during the past year so that all the latest ideas may be incorporated in the new setup. Some new rides are contemplated.

New Walk in Ocean City Will Replace Storm Wreck

OCEAN CITY, Md., Nov. 28.—Piling for a new boardwalk at this eastern shore summer resort, replacing the old boardwalk demolished by a recent storm, will arrive in a few days and work will be started at once, said Mayor W. Thomas Elliott.

New walk will be along same lines as walks at Coney Island and Rockaway Beach, N. Y. Contracts for materials were awarded last week. Construction to be paid for by the 33 property owners having frontage along the ocean includes 1,600 feet of boardwalk, 16 feet wide and 827 feet, 24 feet wide. The town will put back 687 feet of 24-foot width.

All of the creosoted material will be furnished from eastern shore forests.

Hunt's Pier To Improve

Outlay of over \$30,000 in plans to grab more profitable one-day group biz

ATLANTIC CITY, Nov. 28.—After the best season in Wildwood (N. J.) history and a record one for the structure, Hunt's Ocean Pier, Wildwood, has laid plans for more than \$30,000 in improvements and an additional theater for next season, said General Manager William Fennan, back in Atlantic City for the winter and who will go to Chicago for the annual convention of the National Association of Amusement Parks, Pools and Beaches.

Hunt's Pier apparently has come out of the depression with improvements and a bid for additional business while other amusements of Wildwood were curtailing and keeping down budgets. Owner William Hunt two years ago told Mr. Fennan to "shoot the works" and as a result has what is considered the outstanding amusement attraction of the resort. In 1937 the pier will have three theaters, two showing films and a third a combo bill with vaudeville. Also for the same admission will be a ballroom with name bands, 18 various rides and a score of individual attractions, it is announced.

Pier has taken over an entire block facing it for free parking and has started its campaign for picnics and other gatherings. One-day group business is a money maker, according to Manager Fennan, and replaces convention business lacking because of absence of facilities for handling some of the big ones going to Atlantic City.

"Amusement business is definitely on the up," he said, "and is going higher. There is plenty of loose money around these days for pleasures which were skipped a few years ago. We are going after our share of factory, school and church gatherings as well as a campaign of general publicity. I am leaving for Chicago to pick up some rides to replace those we now have and I am looking for some new to this vicinity. We doubled our business the past season and with added improvements we hope to do the same next year."

New Features in Kennywood

PITTSBURGH, Nov. 28.—A Brady McSwigan, president of Kennywood Park Corporation, who left for Chicago to attend the annual convention of the National Association of Amusement Parks, Pools and Beaches, is planning a number of new features for Kennywood to be installed next season.

American Recreational Equipment Association

By R. S. UZZELL

MONTREAL — Real winter weather prevails here, yet Belmont Park is starting another new day for the place. Foundations are in now for a new building to house a show and wrecking of the old Skooter building has been started to make way for a newer and larger building with a streamlined front for an up-to-date Drive Your Own Car.

Rex D. Billings is very anxious to have the 1937 program of new construction well set before going to Florida for a complete rest before returning here in February to father the plan for a greater Belmont Park; 1937 expenditures will equal if not exceed 1936 outlay for reviving this playground on the beautiful river. We are all sorry he cannot be in Chicago to add his bit to the symposium on *How To Revive an Old Park in Times of Depression*. He just did it, not by waiting for something to happen, but just got out and made things happen.

That Winter Rest

A lot of us would like to join that winter trek to Florida. A small convention could be had there by our fellows. Fred W. Pearce attends the Chicago meeting before heading south. When they once get Florida sand in their shoes the habit gets them. We shall soon work out a Florida roll call. Charley Browning's daughter, Mrs. Rosco, is in Clermont, Fla., and has fine accommodations for a number of paying guests. We could honor the memory of dear old Charley in no better way than to patronize the excellent place run by his daughter.

More of us should take winter vacations than do. It would give new life and vigor for starting the following season. The late D. S. Humphrey, with his good wife, spent a winter in Florida and pronounced it the trip of their lives. He regretted that, along with other things, he did not learn early in life how to rest. This is no boost for Florida. Other places will give you the same new life. Any Southern State or California could do as well for you. Only go!

We shall all be in Chicago when this number of *The Billboard* is read. It is a vacation trip for some, but not for your manufacturers. They put in long hours for the week. Many of us call it the hardest week of the year. We are there to serve, so can't think of relaxing until the show is over.

Let's "Welcome Strangers"

One of our members has written in to ask why we do not tell what men do at the convention. They are about the same as any other class of men—no better, no worse. What they do at the convention is their business, but when they visit our exhibits it is our business to give them the information about our products as complete as is possible.

Billings says the associations have grown to mean so much to him that he would count a trip well worth the cost if he saw no new devices or attractions but met the representative men of the park business.

The reception committee this year is exerting more effort than ever to see that people get acquainted and enjoy themselves. A little attention to a stranger means much to his estimate of the worth of a convention to him. You who know most of the members should try to realize the position of a stranger who knows none of us. A little effort on the social side will do you good and mean much to the stranger.

Olympia Reference Cause of Protests

CINCINNATI, Nov. 28.—Copies of letters have been received by *The Billboard* for publication taking exception to a reference regarding a booking by J. W. Shillan at the Bertram Mills Circus in Olympia, London, by R. S. Uzzell in his American Recreational Equipment Association column in the issue of October 17, 1936. Mr. Shillan is managing director of the British Motor Boat Manufacturing Company, Ltd., London.

This letter came from Cyril B. Mills, of Bertram Mills Circus, dated November 12.

"My attention has been drawn to a paragraph which appeared on page 45

of your issue of October 17, 1936, as being written by Mr. R. S. Uzzell.

"I have been in communication with the Mr. Shillan referred to, who has furnished me with a copy of the letter which he has written to Mr. Uzzell and of which a copy has been sent to you under date of November 10.

"Mr. Uzzell's statements are damaging and, as Mr. Shillan's letter indicated, absolutely incorrect.

"I am quite amazed by the fact that Mr. Uzzell, in writing a 22-line paragraph, should not be able to do better than make five serious mistakes.

"I believe I am correct in saying that Mr. Shillan has only been in the show business during the last five or six years, and if he has been unable to make satisfactory profits at Olympia he must draw his own conclusions from the fact that several other showmen have been tenants of ours for from 10 to 12 seasons.

"Mr. W. E. Butlin, who, I believe, owns as many rides and controls as many amusement parks as any other man in Great Britain, has been a tenant of ours at Olympia for 15 consecutive seasons and for many years now he has had upwards of six big exhibits.

"Olympia at Christmas time has become the recognized shop window of Europe for new rides and I think I am correct in saying that practically every new American ride that has been brought out during the last 15 or 16 years had made its first appearance in England at Olympia, London."

Mr. Shillan's letter to Mr. Uzzell, dated November 10, 1936, reads: "Whilst returning to England from America I picked up on the boat a copy of *The Billboard*, issue of October 17, and I am afraid you have got your facts a little mixed.

"In the first place, I did not tell you that I operated the Rocket Speedway at the Brussels Exhibition. At that time this machine was not even under construction. I did, however, at the Brussels Exhibition operate the Scoots-Boats and the petrol Scoota-Cars.

"You are not quite right in stating that I was fed up with Olympia. I told you that Mills' terms were too high to make money and that on the Rocket Speedway I paid 50 per cent of the gross, altho he made a concession to me on the question of electric current.

"I have been at Olympia for many years and am disappointed with the aggregate results and I have no intention of going back there again until I can see I have a reasonable chance of making money.

"Another point is that I did not say the rides were subordinated to the circus. What I did tell you was that the big draw at Olympia is the circus and it is the circus which mostly feeds the Fun Fair.

"Your final mistake is the fact that you call me 'the plucky little Scotchman from London.' I am nothing of the kind! I am an Englishman! Some of my forbears, dating from three generations back, were Scotch and previous to that they were from Londonderry, Northern Ireland.

"Now, my dear Uzzell, you have the real facts and, altho you have made so many mistakes, all in one paragraph, I do not bear you the slightest ill-feeling. I do not, however, want readers of *The Billboard* to be under any misapprehension, so I have asked Mr. Littleford to kindly publish a copy of this letter of mine to you."

Mr. Uzzell, on a business trip to Montreal, wired *The Billboard*: "There was no intent to do Mills any harm."

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, Nov. 28.—Holiday spirit prevails this week-end as remaining Thanksgiving guests witness the gala parade inaugurating the Christmas season. This will mark the first time that the Tony Sarg balloons have invaded the resort for parade. An unusual record run of fish which normally terminates September 30 is keeping boats and piers busy with last-minute fishermen.

Final papers for Braddock-Louis bout to be staged in the Auditorium as one of first big fistie events here signed this week and date set for February 22, much to discomfort of some amusement interests who figure that with tremendous drawing power of such a bout they will be left in the cold on this important holiday date. But hotels and restaurants going great guns for it.

Steel Pier got the annual auto show,

which opened last week in big exhibit halls occupied by Ford exhibit during summer. It was formerly held in Convention Hall. George Hamid's *Revelations of 1936* at Steel Pier over last weekend proved a finely rounded unit, which clicked well. Walter Nilsson, comic cyclist, came off with major honors. Joe Termini also went over well with instrumental setup. Chorus was flashy.

Walt Lindler, former manager of the Colonial Theater, who successfully conducted a side-avenue hotel here for the past several years, went back in harness this week and accepted a publicity post with RKO in New York. . . . Jim Brown, old circus man, handling cards for pro football here. . . . Harry Wilkie, head ticket man of Steel Pier, returned from a visit in Alabama. . . . Doc Irving sends word from the South that Baby Yvonne is going great guns and will most likely be one of the stars of the 1937 summer season here. . . . Al Gold, unofficial city greeter and Walk photographer, just out of a hospital after an operation. . . . Doc Couney, of baby incubators, started the ball rolling for air Atlantic City exhibit at the New York World's Fair. . . . Ed O'Keefe, old-time minstrel showman, was among boosters on the Atlantic City-Penny trip. . . . Joe Besser, who was at Million-Dollar Pier last summer, returned last week-end as head of a unit, playing Hollywood and clicked in big way with stand-up audiences at all night shows. . . . Don Bester took over the Steel Pier boards for the Thanksgiving show. . . . Alex Bartha, of Steel Pier, is on tour. . . . Eddy Morgan is doubling at Steel Pier and Convention Hall.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Add simile: As dreary as a bathing pavilion on a gloomy fall afternoon. So figure how depressing it would be to be among the 100 or more situated on Long Island. Long Island State Park commish concentrating on roadways to the parks for fall season. In answer to our recent line, "What becomes of life guards during the winter?" Earl Fairhurst infos that at least 50 of Long Island's are looking for work in Florida.

J. Gilbert's Ork back from Hollywood and slated to stay around these parts for a while, then taking off for Florida. Stan Ross, roadside ork leader and former editor of *The Rockaway Argus*, has taken over a weekly in Laurelton. The cooler the clime the more likely to see Ed Wynn tinkering with his boat at Port Washington. Dick Gordon, ex amusement p. a., sports writing for *The Brooklyn Eagle*.

Flushing World's Fair grounds will have a headquarters building finished by first of the year. Jeff Caine has an idea that a New Year's Eve party on a yacht 25 miles off shore would be something of a novelty, so he's promoting one, 50 bucks a throw. Cabby Marx, whose foresight made him money in real estate, predicts that night clubs on Long Island will eventually be the play places of the fraternity that patronizes the Manhattan nocturnal hangouts now. Bases his prediction on the usual quest for novelty and Long Island's proximity.

Operators of a lot of roadside places who didn't ornament their ledgers with too much black ink last summer figure that the summers to come between now and the '39 World's Fair will help them recoup. Dick Linehan, the Town Crier, now exploiting the Club Rio, Jamaica,

Capitol Beach Plans For a Rehabilitation

LINCOLN, Neb., Nov. 28.—Planning for improvements for Capitol Beach Amusement Park here will probably be carried on thru the winter, said Manager Hoyt Hawke, who believes little will be done during cold months.

Capitol Beach had a wind and fire loss in middle of the 1936 season amounting to more than \$75,000, which left the park a near wreck and with only a few attractions and concessions left standing.

What planning has been completed to date indicates a more modern midway, fewer but larger buildings, housing more concessions under one roof, and some new rides.

after a successful stay at the neighboring La Casina.

ROCKAWAY BEACH: John Gordon manuring his kiddie park during the off-season. Rockaway Park section of the Boardwalk a great Sunday promenading region. Life Guard Lou Saltzman, who follows the sun around, will go south for winter. Cops will try to work out a more practical parking plan for summer. Pretty Daisy Hartman is in burlesque, prepping herself for musical comedy.

Iron and steel basings are being given to the Boardwalk stairways in Hammel and Seaside. Moulin Rouge, closed several seasons, turning out to be a white elephant. Bridge across Jamaica Bay, linking Brooklyn with Neponsit, should be completed by spring if builders' pledge is to be accepted. The old prank (but not too funny) of having speakers talk into a microphone under the pretense that they are on the air was worked here at a dinner. When it was over toastmaster bared the gag and said that it was done to restrain any possible profanity. Tommy Webster, ex-ork general, now managing a gas station near here.

LONG BEACH: The old suggestion that a charge be made to transient bathers who use the beach, preferably 50 cents, was advanced again here by United Taxpayers' Association. Permanent residents would pay a flat fee of \$1. City has been going red financially for several summers and this idea has been put forward to bring it back on its feet. Idea is, to avert legal restraints, to have the beach converted into a park and charge a visiting fee. Most likely State solons would put a spike thru the plan, but local citizens figure that proper drafting of the edict to avoid its nullification would guard against this possibility.

OCALA, Fla.—As part of a beautification project for Ocala and vicinity Ray & Davidson, of Silver Springs, have ordered 10,000 petunias, to be planted on the grounds at Silver Springs, and 9,000 more plants for beautification of a 5½-mile stretch of road between Silver Springs and Ocala, known as Silver Springs boulevard.

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The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of Cincinnati Office, The Billboard)

Sherman's March To See

Many years ago General Sherman started a march to the sea and this week the hotel named after that general in Chicago is also attracting a concentrated migration. The band of swim-pool followers has already marched upon the Windy City, the gavel has been struck and corridors of the Sherman hostelry are filled with the customary smoke and pool gossip. They say that more pool men are attending the confabs this year than ever before, all of which is delightful news. And what makes it even happier tidings is that a greater portion of indoor swim-pool operators are in attendance.

To the many owners and operators of indoor and outdoor aquatic tanks now in Chicago I wish to take this opportunity to congratulate them on their decision to attend the convention. I'd like to urge every one of them to be sure to get the most out of their visit. So often those who go to annual business conventions look upon them as social affairs and very often miss the vital interesting information imparted. To be sure, many friendships in the aquatic fraternity are rekindled each winter at these discussions and some of these friendships are most important. Still I think that it's more important to sit and listen to what the committee reports are on certain pool matters than it is to spend half the night "doing the town" with John Whoosis, of Whatsis Beach, whom you haven't seen since last year.

Naturally the pool man who can find time to do both and strikes a happy medium will discover that he is the one who has gotten the most out of the convention. It is the fellow who forgets that conventions are business events and who stays up all night and arrives at the discussions late in the afternoon who complains upon arriving home that "this year's convention was a failure and I didn't learn a thing."

Moreover, tho I've suggested a number of times that the open pool discussions be held earlier in the week I find that this all-important meeting is to be held on the closing day of the convention again. It's tough on those who have journeyed to Chi from far distances and who are in a hurry to get home, but one presumes it was the only thing the program committee could do, and so in view of the fact that the condition exists all pool men should make up their mind to stay right to the end. This final day's program is the only one devoted exclusively to pool men, altho many other topics relating to bathing establishment operation were included in the park program earlier.

Postman Rings Once

John McLenna, Puma Beach, Calif., writes in reference to a recent item in this column concerning Dr. James Stotter's indorsement of swimming as a beauty aid: "I was very much interested to read that the famous New York doctor came out publicly and said those marvelous things about the sport of swimming. Those statements of Dr. James Stotter should be used by every pool man in his ads and I should like to use them myself. However, as you wrote, I don't know whether a big man like Dr. Stotter would permit his name to be used in indorsements and so I am writing you to find out how I can go about in obtaining the permission. So many people say swimming is good, etc., but never has a big man come forward and permitted his name to be used."

In answer to McLenna's communication, this department queried the doctor upon receipt of the California pool man's letter and I am happy to report further that Dr. Stotter is willing to lend his eminent name to the indorsement of swimming in every way possible. The doctor told me that so many other beauty aids enlist testimonials of noted individuals and so few of those aids

come anywhere near the value of swimming that he would be only too glad to do his share to give swimming the recognition in the beauty world that it rightfully deserves. So there you are, John McLenna and all the rest of you pool operators who want to take advantage of the constructive beauty statements of Dr. Stotter. Naturally, the doctor wants to see copies of all pool ads employing his indorsement or name before they are published, and so to McLenna and the rest who may be interested, you can go ahead and have your ads drawn up, but before use be sure to send them to Dr. James Stotter, 50 East 42d street, New York City.

Sotto Voce

To Paul Huedepohl: Congrats on being the first pool man to arrive at the convention this year. Why don't you give a few advance hints on the Jantzen bathing styles for 1937 before the meeting ends and why don't you consider the possibilities of staging a bathing-suit fashion show for pool owners at next year's meeting? To Harry Ackley: Keep the boys talking during that open pool discussion. Some have been mighty quiet so far at the convention. Be sure to get the Oklahoma crowd to tell all about their pool association, for I hear they've been doing wonders in co-op work down that-a-way. To Mary Jane Kroll: Nice job you're doing on the Park Central indoor pool, New York City. Howzabout getting your boss, Harry Lanzner, to sponsor more swim meets, tho? I'm sure you can get some good publicity out of it.

With the Zoos

NEW ORLEANS—First real cold weather found all animals in Audubon Park Zoo moved from the old to new steam-heated quarters, Frank E. Neelis, superintendent, reported. In addition to moving animals work has been concentrated upon improvement and beautification of grounds. Attendance has been unusually good in brisk weather. The zoo harvested one of the best hay crops from park grounds in several years.

MEMPHIS—Mandarin ducks, military monkeys, black swans and aoudads were included in a consignment of 80 water fowl and animals received at Municipal Zoo. Population of monkey island has been swelled to 100 by arrival of 47 rhesus and two African green monkeys. Park commission is awaiting delivery of three pigtail monkeys and pairs of Egyptian geese, ocelots and cassowaries.

PITTSBURGH — Henrietta, carnival lioness, and a bear have been added to Highland Park Zoo.

A. C. BALLYHOO

(Continued from page 46)

ets for Steel Pier, buckets of beach sand and postcards galore. Thousands crowded station platforms and every town turned out its band, while keys of welcome were presented by municipal officials. Atlantic City got plenty of advertising out of the trip and shore amusements benefited likewise.

So successful was the initial endeavor that plans were announced for a goodwill trip to Canada in February, Western Pennsylvania and Ohio in April; Washington, D. C., and Baltimore in May, and Richmond, Va., in early June. This will hit all important centers from which summer trade is drawn. Contacts made by the roving ambassadors will be followed with a constant stream of advertising.

SQUAWKS ON

(Continued from page 46)

hibition management until the differences between the concessioners and the executive committee had been mediated.

"This two-shilling charge that the executive committee keeps in force after 7 p.m. on week days when all the pavilions and exhibits are closed down is entirely unfair," one of the Amusement Park licensees said.

"There is nothing to be seen in the

exhibition grounds at night and there is no reason why the public should be taxed. The vast majority of visitors at night come to the exhibition to go ice skating, dance at one of the restaurants or visit the Amusement Park. Is there any justification in taxing them an extra two shillings merely for the privilege of spending their own money?

"This charge is keeping thousands away from the Amusement Park at night and as a result of this the licensees are suffering tremendous losses. Unless the executive committee makes a definite change in its policy there won't be any Amusement Park."

Major Colin C. Frye, chairman of the executive committee, told *The Express* that the proposals of the Amusement Park men are under consideration and that it is probable a change in the admission plans may be made.

"It must be remembered that the executive committee must consider all sides and that its principal thought is to meet expenses," he said. "I can happily state that we are showing a fair margin of profit today. There have been more than 350,000 visitors to the exhibition to date."

WHY AN EXPOSITION?—

(Continued from page 45)

to the country, patronizing road stands, roadhouses, wearing out tires, consuming gas and oil and even buying new cars.

Advance sale of reduced-price books of tickets for the Centennial was now put on. Hundreds of unemployed all over Texas and especially in Fort Worth were engaged in the sale on a commission basis. No skill was required, just the will to do. And they did, to the tune of \$150,000 gross. More clothes bought, more bills paid, more milk for babies (women were employed in this as well as men) and another \$150,000 put in circulation, taken out of old socks, mattresses and other places, no doubt.

Prosperity Moves in

Merchants, especially smaller ones, started dressing their windows with new stock, turned on more lights, employed help that they had needed for a long time but could not afford, turned in old cars and bought new ones, started to paint houses, bought new lawn mowers, hired colored maids to help the wives who had not been feeling any too well lately. Sent the wives to doctors, who prescribed medicine bought at drug stores. Street railway company discarded antiquated trolley cars and put on a like number of busses at a cost of \$9,000, each.

Hundreds of girls and boys for the shows' choruses and other parts were now being given tryouts. They were not only from Fort Worth, but from all over the State. They engaged rooms, ate in restaurants, bought new clothes so that they could appear at their best, drank ice cream soda till it ran out of their ears (temperature hovering around 100), bought dancing slippers, hose, rouge and patronized beauty shops. Many swam daily in the swimming pools, bought stationery for letters to be sent home, sent telegrams, had clothes cleaned and spent all the money that they could get their hands on.

Building operations were proceeding merrily, hundreds of thousands of feet of lumber being cut up, stone quarries working overtime, carloads of cement being delivered, tons of steel and iron being fabricated, truck after truck load of glass arriving daily and a thousand and one building and equipping necessities being purchased.

Dailies were carrying stories of progress of the project. Associated Press was sending items all over America in relation to the event. People everywhere were beginning to read about Fort Worth. Railroads were posting bills advertising rates to the exposition. Bus companies mentioned Fort Worth in their advertising. Prospective concessioners and other money-spending business men were arriving. Hotel prices advanced, private houses displayed signs "Rooms for Rent," everybody was out to get some of the money that was circulating.

Exhibitors arrived bringing plenty of money with them. Live stock of all kinds that needed feed, hay, grain and housing was appearing. More money for the local merchants. Hustle, bustle, activity. Money, money everywhere. The town was alive. Things were happening. Everybody was working that wanted to

be employed. Prosperity was not just around the corner. It had arrived.

Testimony of Traders

Opening day arrived with thousands of people with money to spend freely within the city gates, each to spend about \$10. Everybody that handled this money got some of it. Even the "little fellow" who bought the few dollars' worth of bonds, on which there was no dividend, had an increase in business, so that he directly participated in the profits that were made because of the exposition.

As these expositions are only temporary, except in a few cases, they are very costly to build and operate. So many serious mistakes are usually made by managements that they often preclude possibility of making any direct profit on the events. The fact is that these events are very seldom run with any thought of profit from actual operation.

To make doubly sure that an exposition was a good thing for a community, I questioned a few representative business concerns as to whether the exposition had helped their business.

The largest auto service station in the city: "We have been open 24 hours a day and have not been able to secure enough mechanics to keep up with our work."

Three hotel managers said their "business has been limited only by their capacity."

An apartment house owner said: "Have not had a vacant apartment over one-half day since May."

A restaurant owner said: "Have not been able to get enough waitresses to handle my business properly."

A hatter said: "I have been in Fort Worth 25 years and have never done so much business."

Taxi company had to import chauffeurs to drive the increased number of cabs necessary to take care of business.

Limits of space will not permit me to quote other business men, but it was the consensus that the very best thing that had ever happened to the city was the exposition.

Event as Advertisement

It seems to me that an exposition is the best advertising that any city can buy. That any event that will bring large crowds to a city causes spending and spending makes for prosperity. That the exposition itself, from a financial standpoint, may have been a terrible flop, but that if it brought large crowds to the city it accomplished one of its objects. If it got national publicity it was of inestimable value as an advertisement to the city.

America is a nation of "horn blowers." "Horn blowing" is nothing more nor less than advertising, keeping yourself, your business, in the limelight, whatever your business may be, whether it is running a store or a city. If you have something of quality to sell, let the people know it. Have them come and see it, whether it be a new style ear muff or a metropolitan city. Why an exposition Well, "It pays to advertise."

OLD-TIME SHOWMEN

(Continued from page 42)

nounced for November 16 at Water Valley, Miss.

A very interesting and worthy feature of the 1901 Ringling route book, "The Circus Annual," is James J. Brady's story, *The Circus Habit*.

COLONEL JOHNSON

(Continued from page 42)

abided by the rules and did not turn out any stock. From the contract which I am sending you, you will see that there was no concession made so far as I was concerned. They could have accepted on Sunday what they accepted on Monday night."

WILLIAM E. ROUGHTON was re-elected president and Champlain Prevercher, Montreal, secretary-treasurer of the Amateur Skating Association of Canada at the 49th annual convention on November 21. Approval was made of the Amateur Skating Union of the United States holding both the North American indoor and outdoor speed skating championships under its auspices. As next year will be the 50th anniversary of the skating association, plans will be made for a fitting remembrance of the occasion before the next annual meeting. The governor-general of Canada is again patron, while Col. Sir H. Montagu Allen, C. V. O., E. D.; Frank White, St. John, N. B., and John S. MacLean, Toronto, were elected honorary presidents.

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AT THE CONVENTION—Our Agent will attend and can be seen at the Harry C. Baker (Park & Beach Supply Co.) Booth.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

ONE of the most colorful affairs ever staged in Chez Vous Rink, Philadelphia, was the wedding on rollers of Joseph Miller, supervisor of the rink's radio room, and Lois Helen Heinze, Highland Park, Pa., on the night of November 16, rink being filled to capacity and spectators' facilities occupied to the limit. The wedding march played by the orchestra in the ballroom came over amplifiers. Thru a temporary floral aisle the bride, on the arm of her brother, Jerry, skated to the altar on a stage banked solidly with flowers. They were followed by the bridal party of eight young men in full dress and the maids in evening gowns, led by the bride's sister, Julie, and Shirley Foster, Philadelphia's star juvenile fancy skater, and the groom accompanied by Richard McCoullough. At the altar the party was grouped to face the large assemblage for a news picture. Ceremony was performed by the Rev. William G. Weiss, German Lutheran Church, Elmwood. It was a most impressive ceremony and not in any church has there ever been a more attentive audience. "Every rink man has experienced the difficult task of keeping large groups of skaters quiet, but during reading of the ritual one could have dropped the proverbial pin and heard it," writes E. M. Moorar. At close of the ceremony the bride and groom with attendants, led by Shirley Foster strewing blossoms in their path, passed thru the aisle of flowers to be congratulated by their many friends not on the skating surface. The aisle of flowers was quickly removed and the ceremony was climaxed with a skating ballet composed of the young men and women of the bridal party. They executed intricate figures on the little wheels and were greeted with rounds of applause. A reception dinner was held in colorful Chez Vous ballroom. Everyone in attendance declared it was the most beautiful affair ever staged in the rink, noted for novel and original attractions. Mr. and Mrs. Kelley, rink owners, were congratulated on floral decorations and costuming. William Stewart, floor manager, trained the ballet ensemble for several weeks. Richard McCoullough and Shirley Foster performed some excellent spins and flying stunts. C. V. Park, Pittsburgh rink manager, made the trip as guest of Mr. Moorar. Billy Morrell and wife, well-known skating act, were among guests of Chez Vous. Marty Collins (Niles), of Niles and Nova, ballroom skate dance exponents and a Philadelphia product, made a quick jump from Rochester, N. Y., where they had completed a several weeks' engagement. Bennie Gresh Orchestra played the wedding march and for dancing. Nearly 1,000 witnessed the ceremony.

PRAISING management of Edward J. Von Hagen and equipment of Cincinnati's new Norwood Roller Rink, Ralph Layman, trick and fancy roller skater, was a visitor to the skating desk on November 23, having looked over the Norwood plant on the preceding Saturday and Sunday. He has been with the acrobatic act of Lembeck and Layman but expects soon to leave his home in Fort Wayne, Ind., to enter the exhibition skating field again.

EDDIE KELLEY, Chicago, star long-distance roller skater of 1922-'29, has, said William Fitzgerald, his manager, been booked to appear in his new chemical ice skating act in Newark, N. J., first week in December, to be followed by a week in the Winter Garden, New York,

and week of December 14 in the Boston Store, Chicago.

THE LINDSTROMS, comedy roller skaters, are at the Empire in Paris. Skating Hamiltons, American roller skaters, are playing a month's engagement at the Femina in Athens. Resua Sisters, six-girl roller-skating flash, are at the Hansa Theater in Hamburg.

ICE FOLLIES OF 1936 marked a new high in Philadelphia's steel-blade entertainment at the end of the week of November 15 in Arena Skating Rink. Tried out in Kansas City, the troupe has appeared in St. Louis, Tulsa and Pittsburgh and presented a well-paced musical review on skates with action, agility, thrills, custard-pie comedy and a chorus of pretty girls. Presented by Mahlke, Shipstad and Johnson, encores were demanded from every principal, with achievements of Roy Shipstad, Bess Ehrhardt and team of Oscar Johnson and Eddie Shipstad receiving greatest rounds. Professionals in the cast of 40 included Heinie Brock, Lois Dworshak, Jack Smaley and Four Nelson Sisters. Roy Shipstad presented his spinning act. Bess Ehrhardt, called the "Venus of the Ice," with a 30-foot shawl did a Grecian Scarf Dance, assisted by the Nelson Sisters. Paired with Shipstad she did a ballet number with 12 girls. Vera, Virginia, Genevieve and Marie, daughters of Julius Nelson, former president of Stockholm Skating Club, did a fours number of their own. Naomi Proctor and Norris Wold, Minneapolis, danced a Russian mazurka. Valerie Fink, daughter of Roy Fink, many years coach of skaters at Duquesne Gardens, Pittsburgh, and LaVerne Busher, who joined from Black Forest at Dallas Exposition, made a graceful pair. In ruffles of peach and French blue, the girls impressed with a graceful pairs number. Lois Dworshak, Duluth, provided another hit as the Sailorette. Music of Charlie Kerr provided a rhythmic backup for the revue. Maribel Y. Vinson, national amateur champion figure skater; her predecessor to the title, Suzanne Davis King, and officials of Madison Square Garden, New York, were among spectators.

"SEVERAL interesting articles appear in the last issue of *The Roller Skating World*, published in England by Cyril Beastall, who has entered *The Billboard* at times with meaty articles," writes E. M. Moorar, Philadelphia. "Maxie Harrigan, from New York, in one of these refers to the scarcity of good skating records. I quote a part of his article which appears to me as very well worth attention: 'Our (American) record manufacturers still insist on inflicting a vocal refrain on the long-suffering public, so there is quite a demand for English records at double the price. This demand would be much greater if English manufacturers did not make them of such soft composition. They are only half as hard as ours. Even our softest needles wear them out rapidly and the record soon becomes coated with a fine black dust which impairs quality of the music. If our manufacturers insist on throwing this business away by a surfeit of mediocre vocalization and dearth of strict tempo there is no reason one should not "Buy British."'

"Mr. Harrigan, to use a slang expression, 'said a mouthful.' It would be far better to buy a record of less quality, but with good skating music at the right tempo, as long as American producers apparently insist on ignoring the demand for an intelligent record, whereas if there were more of them produced an increased demand would surely arise. Also in his article he treats on the Transcontinental Roller Derby. I quote Mr. Harrigan again, in part: 'It has been running all of September at the New York Hippodrome. It was an eight-hour per day grind, starting at 8 p.m. and ending at 4 a.m. This gave the contestants plenty of time for sleep and they came on fast and fresh every evening. On this basis it was not at all like a six-day bicycle race or a marathon. It was speedy and drew big crowds. Of course, there was a lot of ballyhoo to keep onlookers from becoming bored. There were a number of phony-looking spills and every night a fake fight developed, but seemed to develop at the same hour every night. Then at midnight they had both the boys and girls on the track together for half an hour and all kinds of excitement developed.' In the last-named statement Mr. Harrigan is mistaken, I think, as the half hour before 4 a.m. was the time this was staged the night I witnessed it. Another item in the English paper calls attention to an interest-

ing method of deadening noise from the floor. In Stockport (Eng.) Victoria Rink, with a skating surface 40x120, the floor is laid over thick cork. Looks as tho this would be okeh if not too expensive."

AMONG visitors to Norwood Rink, Cincinnati, on night of November 25 were Ivy King, Toronto; Libby Hoover, Kansas City, Mo.; Esther Runne, Chicago; Joe Kleats, Indianapolis; Johnny Rosasco, Chicago; Wes Aronson, Portland, Ore., all participants in the Transcontinental Roller Derby which opened Thanksgiving night in Cincinnati Music Hall. Ruth Cramer and Eddie Rager, Cincinnati, represent Norwood Rink in Derby activities. Others present were Mr. and Mrs. E. R. Eyer, of Broad Ripple Park Rink, Indianapolis, and Anderson (Ind.) Rink, and their floor managers, and James Costette, Lexington Rink, Pittsburgh, who praised Norwood management. Monday was Norwood Night at the Derby, attended by staff and many skaters from the new rink.

OPERATING the large Coliseum Roller Rink at Cedar Point, O., during summer months, Harold H. Keetle now has Green Mill Gardens Rink, 110 by 180 feet, in Findlay, O., and reports excellent business, with acts and races being presented each Sunday night.

ARCADIA GARDENS, Chicago, thru a series of novelty nights each week, has been doing good business. Recently Ding Dong Night drew capacity. Name was associated with the "ding dong" of a bell, and each patron on entering was presented with a bracelet with small bells attached. Climax was a grand bell-skate dance. Monday night has now been designated as Pay Night, and each patron who buys a ticket is presented with a pay envelope that may contain any amount from 1 cent to \$5. Plan, which has been exceedingly successful, according to Lois Reynolds, rink manager, involves expenditure of \$25, divided as follows: 240 envelopes with 1 cent each, 80 with 5 cents, 56 with 10 cents, 16 with 25 cents each, eight with 50 cents and one with a \$5 capital award. Tuesdays and Thursdays are waltz nights, and this feature has increased business materially.

FOLLOWING an engagement at Youngstown (O.) Auto Show, Three Silver Cyclones moved to a night-spot date in Johnstown, Pa.

ROLLER SKATING will not be resumed in Virginia Gardens, dance pavilion in Rock Springs Park, Chester, W. Va., said R. L. Hand, park manager. Pavilion for several winters has been used for roller skating, but officials decided to use it for dancing exclusively. Only other rinks in the district are Windland Auditorium, East Liverpool, O., across the river, and a rink at near-by Crystal Springs.

On Rollers in England

By CYRIL BEASTALL

The new season is in full swing over here and about 120 roller rinks are operating in Great Britain today. London has only four rinks open at present and of these Alexandra Palace, Forest Gate and Brixton are doing most business.

On November 14 I called at first two mentioned and in both cases capacity crowds were in attendance. R. H. Edmunds, secretary of the Alex Palace, informed me that they had 1,400 on the floor and they had turned away several hundred prospective skaters, as they allowed only this number to skate. It was considered unsafe to admit more.

Harry Drake, jovial manager of Forest Gate, in the East End, informed me that they had crowds of between 1,300 and 1,400 skating four nights of the week.

Brixton Skating Palace has about 800 skating two afternoon sessions a week and Saturday night crowds are averaging 1,200 and more. Most rinks in

this country are doing slightly better business than the last two seasons.

There is much talk over here about the Roller Derby, but nobody seems to know what it is all about. I cannot see Leo Seltzer's stunt catching on with our crowds for any length of time. It might go over once or even twice as a kind of novelty. Trevor Wignell, star sports writer of *The London Daily Express*, gives it much publicity and says Harrigay Stadium, London, will shortly stage the Roller Derby.

Mr. Seltzer would do his cause some good if he would write and send me details of his plans for this country; also what distance he has in mind, etc. Fred Martin, of Detroit, sends me some fine pictures of his rink and staff. He surely has a real rink in Arena Gardens.

We are mighty keen to co-operate over here in any move to get rollers in future Olympiads, and Martin would do well to keep in touch with us regarding his plans and how they materialize. Anyhow, I personally think Fred is one man who can do a whole lot for our sport, and if others had had his enterprise we might have had roller skating in the Olympic Games before now.

Real Question

By FRED MARTIN

General Manager Arena Gardens Rink, Detroit

Relative to the items of Cyril Beastall in *The Billboard* of November 21, I admire very much his frankness in stating just what is wrong with the co-operation between rink operators in the United States. I would like to emphasize a few points which have come before me since starting the ball rolling with reference to the various championship contests in the amateur class for 1937.

I must admit that it is without a doubt one of the most difficult tasks in the world to try to have the co-operation of other rink men. I do not know whether it is jealousy or merely stupidity. However, all I can say is that I am happy to co-operate to the fullest extent of my ability with other rink men in an endeavor to bring our younger generation in line with the best of athletic events, our final aim being the Olympics.

I have co-operated with the MSA for the past year and in so doing we have both benefited to quite an extent in publicity and in progress generally. I have turned over to and have had sanctioned by the MSA the championship contests to be held in Arena Gardens in January, February and March, 1937. The fact that the MSA is duly affiliated with the Amateur Skating Union of the United States, which is allied with the AAU, will make every one of our contests official and put every one of the contestants strictly under the rules and regulations as amateurs. We already have found many new skaters who in the past have taken up other sports but who now are enthusiastic over the possibilities of roller skating being properly recognized. Much of the credit for this is due Melvin Crawford Sr., president of the MSA, who recently returned from a convention in Cleveland, where he put before the State representatives the question of roller skating and received full co-operation from them to that end.

Now comes the real question. How many enterprising rink operators can we get to co-operate? Mr. Crawford has received letters from different State representatives stating that such was a very difficult task. In one State alone the representative advised that he contacted four or five of the best rinks with a very sad result—none willing to co-operate. I am happy to hear that this representative alone had gumption and courage enough to go to the newspapers and get their support, with the result that in that State and city, which is one of the largest in the United States, trials will all be held on the streets and grand finals in the civic auditorium. I wish him more power.

(Continued next week)



RICHARDSON BALL BEARING SKATE CO.

Established 1884.

3312-3318 Ravenswood Avenue, Chicago, Ill.

The Best Skate Today

WHY "CHICAGO" SKATES



They are the MOST POPULAR and SERVICEABLE Skates on the Market. Their upkeep is very small and they have proved to be good money earners.

CHICAGO ROLLER SKATE CO.
4127 W. Lake St. CHICAGO, ILL.

RUBACK HEADS HASC

Accepts Offer To Lead Club

Will carry out progressive policies inaugurated by retiring executive

KANSAS CITY, Nov. 28.—Jack Ruback, associate owner of Western States Shows, at the regular meeting of the Heart of America Showmen's Club here this week, announced that he had accepted the honor of becoming president of the club for 1937.

In acknowledging an announcement by the club Ruback stated that he would continue the progressive policies inaugurated by John R. Castle, whose labors the past year have placed the club on a high plane in social and fraternal activities.

Jack Ruback is a product of Kansas City, having been born in this city, where he finished school and from which point he entered show business.

Mr. and Mrs. Castle will come from the Pacific Coast to visit Chicago and return to Kansas City for the annual Heart of America Showmen's Club banquet and ball.

Fairly-Martone On the Move

ST. LOUIS, Nov. 28.—Mr. and Mrs. Noble C. Fairly, of Fairly-Martone Shows, who departed for points thru Illinois, arrived in Chicago this week. During a visit to *The Billboard* office here they advised that all of the equipment was moved into Texarkana, Tex., and stored.

Mr. and Mrs. Toney Martone will also be in Chicago for the meetings. The show's management plans on many improvements for the coming season. Work will start in winter quarters shortly after January 1. The show takes the road in the spring with 14 shows, 12 rides and concessions, according to the announcement. The owners purchased the Octopus ride.

Contracts have been signed for Alice Melville's *Girl Revue*, Johnnie Bejano's *Side Show*, Fred Bond's *Freak Animal Show*, D. J. Westergard *Crime Exhibit* and Shanty Mahoney's *Snake Show*.

Col. Dan McGugin has been engaged as secretary and treasurer; Red Dunn, chief mechanic, and C. R. Borrows, chief electrician. Tommie Martin and Eddie Phillon will have the cookhouse. Earl Strout's Band is booked and it is planned to carry several free acts.

Jones Exposition Books Augusta

AUGUSTA, Ga., Nov. 28.—The Exchange Club fair managers announced here Wednesday that the association had closed contracts with E. Lawrence Phillips, of the Johnny J. Jones Exposition, for the 1937 event.

This will make the fourth consecutive year for the Jones organization, which is on record as having surpassed even its own high gross on the midway at the fair held here recently.

Big Carnival in Paris; Also at Other Places

PARIS, Nov. 23.—One hundred and fifty rides, shows and concessions are installed along Boulevard Richard Lenoir for annual November street fair. Rides include three Auto Skooter outfits, three Caterpillars and a Pretzel ride. Most important shows are Jouviano's *Menagerie* and a big *Musee of Anatomy*.

Big street fairs also on in Soissons, Pau, Angers, Bourg en Bresse, Clermont Ferrand and Boulogne sur Mer.



JACK RUBACK

Royal Palm Shows Cancel Moultrie, Ga.

MOULTRIE, Ga., Nov. 28.—Royal Palm Shows, scheduled to play for the American Legion here this week, were forced to cancel the date due to local health conditions. State and county health authorities on Friday, November 20, requested the management of the shows to concede to their request under the circumstances, and they did. In lieu of this stand Robert R. Kline, general agent for the shows, substituted Flomaton, Ala., on short notice.

Marie K. Smuckler, executive head for the Royal Palm, stated in Flomaton this week that the shows would close the season December 15 and move to the winter quarters in De Land, Fla., for a short layoff, during which time reconditioning of the equipment will be done. A few new fronts will be built and new illuminating features added. Opening of season 1937 is dated for the annual fair at Eustis, Fla., to be followed by other fairs and special events in the land of tourist.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

PLYMOUTH ROCK, Tex. Week ended November 28, 1936. Dear Charlie:

Back to the Lone Star State for the Thanksgiving Day feast. Show had two more spots booked in Mexico but canceled those dates to make this one, cold turkey. All this due to the shortness of the bank roll. By making this 600-mile jump north the show saved money on its "Chicago or 'bust' trip."

Don't look this town up on the map. We merely used the name for effect. When the fair secretaries read this it will give the bosses more prestige. The town we are really in is Gas Well, Tex. Located in the heart of the natural gas district. Everything here is operated with gas. When our light plants started up thousands of natives rushed to the lot to see their first electric lights. The rest of the week our ads read, "See and Marvel at the Electric Lighted Midway."

The Century of Profit Shows will be well represented at the meeting in Chicago this year. Pete Ballyhoo is busy borrowing suits of clothes from the concessioners and plans on changing at least five times daily. Jake Ballyhoo plans on renting his hourly changes from a Chicago For Rent Haberdashery. Hank Ballyhoo is rehearsing his annual fair-meeting spree at a local bar here. At this writing it is impossible to learn his meeting plans. Herman Ballyhoo and General Agent Lem Trucklow are working on individual fair contracts and have six different ones ready for every State fair and provincial exhibition in

Hansen Shows Go to Barn

Despite disappointing season management plans to enlarge for 1937

NEW ORLEANS, La., Nov. 28.—Al C. Hansen Shows closed season here November 21. Paraphernalia was immediately stored. The show opened at Mobile, Ala., in February. Played 39 weeks in 10 States. Nearly 5,000 miles were covered during the tour, which included the States of Alabama, Tennessee, Kentucky, Illinois, Missouri, Iowa, Kansas, Arkansas, Mississippi and Louisiana. All trucks were disposed of at East St. Louis and the organization left that city as a railroad show. Only hard and fast work on the part of the entire personnel made this change possible. The show was caught in the drought in Iowa and Southwestern Missouri and had a bad season as a result. It was necessary to cancel three Iowa fairs and rearrange the route.

Some changes were made in the staff during the season: H. B. (Pete) Woods closed as legal adjuster and Bob Fox finished the season as special agent, while W. H. (Billie) Owens resigned as secretary the second week in October to accept a commercial position in Memphis. There was one marriage and no deaths or serious accidents during the entire season.

Mr. and Mrs. Abe Frank closed at Gulfport and left for Clarksdale, Miss., where they will winter. Frank Bradna left for Pittsburgh and Mary Kline will spend the winter with her mother at Williamsport, Pa. Bob Fox will call East St. Louis his winter home and F. M. Hansen, Manager Hansen's father, will return to Denmark. Mr. and Mrs. Hansen will remain in New Orleans, as will the majority of the attaches except Robert Cunningham, who will go to Cincinnati. Superintendent of Rides E. O. (See HANSEN SHOWS on page 53)

Advertiser Amazed at Results From The Billboard Service

Museum Department.
The Billboard, Cincinnati, O.
Gentlemen:

F. W. Miller, manager Miller's World's Fair Museum, states that he was amazed at the number of replies to his recent advertisement. Further, that in all the years he has been an advertiser he has never had as many replies to a single advertisement in *The Billboard*.

(Signed) C. J. MCGOWAN,
Monroe, La. Secretary.
November 19.

Rubin Gruberg Has Big Plans

Work started in quarters —to augment Rubin & Cherry Exposition

CINCINNATI, Nov. 28.—Rubin Gruberg, president of Rubin & Cherry Exposition, Inc., with winter quarters and offices in Atlanta, was a business visitor in this city Thanksgiving Day. In a call at *The Billboard* offices, accompanied by Lou (Peezy) Hoffman, special agent for the organization, Gruberg reported the recent closing of the best season his carnival interests have enjoyed in many long years if not the most profitable of his career as a carnival impresario.

Rubin, as he is familiarly referred to in the carnival world, has long since become one of the leaders in his field and has always endeavored to keep up with if not abreast of the march of progress of the carnival.

For the coming season Gruberg stated that he will give particular attention to the show division of his carnival and has contracted for some of the best features and talent available. As for the rides, he will add all the latest and will illuminate and decorate the regular standard amusement rides as never before in the history of his organization.

The past season he brought to light the Cuban Rumba Show and several other independent units that never before graced a carnival midway on a scale of elaborateness seldom achieved in the field of tented theaters.

Gruberg reported the signing of Cash Miller's *Slide Show* and several others that will be listed under his banner as with new attractions and with new faces. Before he left Atlanta he laid out work for the immediate employment of some 50-odd expert artists and artisans to carry forward his plans for the 1937 edition of the Rubin & Cherry Exposition, Inc.

Before departing for the Chicago meetings Rubin revealed that several return dates have been booked for the coming season and that he had personally attended many fair and exhibition gatherings and amusement centers on behalf of his organization.

There will be no changes in his executive staff, J. C. McCaffery remaining as general representative, which position he has held without any lapse for many long years. Walter D. Nealand will again have charge of the press department of the newer and greater Rubin & Cherry Exposition as now planned and on which work is well under way.

John R. Castle for 1937? Speculation Says His Own Show

LOS ANGELES, Nov. 28.—Since disposing of his interest in the United Shows of America John R. Castle has been touring a greater portion of the country west of the big river. He was here this week, with Vancouver, B. C., as his next stopping place.

Since the closing of the season Castle, accompanied by Mrs. Castle, has been visiting the winter quarters of a large number of carnivals west. He has been inspecting general show equipment, including railroad cars, trucks and gathering for himself certain information for what purpose he at this time refuses to disclose.

However, speculation in this section and in other parts of the country as well has it that the John R. Castle Shows for season 1937 is not a remote possibility.

J. J. Page Shows Finish Season

R. E. Savage reports a most successful tour — Page family home in Tenn.

ANDERSON, S. C., Nov. 28.—The season for this show terminated here Saturday, November 14, which completed the 33d week on tour during 1936.

The show exhibited in seven States, a total of 5,732 miles traveled. Home run was made to Augusta, Ga., where J. J. Page had winter quarters arranged, with ample room to carry out all plans made for 1937. Show will come out next spring greatly enlarged and completely overhauled.

Several new fronts will be built. The shortest will be 60 feet in length. There will also be a new 120-foot side-show front, with new banners. There will be all new banners for the other shows. Two new rides will augment that division of the shows.

Roy Fann will again be in charge of quarters, his eighth year in that capacity.

Season as a whole was a phenomenal success, which can be attributed to careful booking and routing. Record front-gate returns were due to the large free-act program presented. There were four acts carried, Flying Moores, Fondaw and Gladys, Eva Kelly and Jammie Graves, with slide for life.

The staff remained intact during the season with but two exceptions. Billie Clarke replaced Charles Sutton as assistant manager and Frank Sheppard replaced C. F. Tidball as chief of the electrical department.

Immediately after the show was placed in the barn Mr. and Mrs. Page left for their home in Johnson City, Tenn., to spend the winter with their daughter, Dorothy Lee, who has been in school there, and also to visit with relatives. Page will divide his time between home and quarters, with time out to visit the various fair meetings. The writer and wife will remain in Augusta, as will Mr. and Mrs. Frank Sheppard. Mr. and Mrs. Lee Ward. Mr. and Mrs. Gandy and family, Jimmy York and wife. D. T. Morrissey, Jimmie Finnegan and Mrs. Opal Wall.

J. A. Montgomery and wife and son, Trevor, left for their home in St. Clair, Pa. Wade Beard and Jack Rainey to Nashville, Tenn. Mr. and Mrs. Billie Clarke to Miami. Bill and Helen Moore for points north. Georgie Burke and wife for Sulphur Springs, Fla. Levi Barnes and wife to New York State. Carl and Rose Jackson and their daughter, Aretta; Mr. and Mrs. Charlie Thomas and Emory Jackson to Rome, Ga. Mr. and Mrs. Borrow and children to Arkansas. Joe Endy to Macon. Frank Neister and Joseph Longmore to Philadelphia. Earl Coffman and wife to Greenville, Tenn. Earl and Lavenia Williams to Greenville, S. C. Several other folks left immediately for other shows to do a little winter trouping. The show closed with 8 rides, 10 shows and 35 concessions. Reported by R. E. Savage for the shows.

to be changed into banner lines for the various pit shows.

An order for monkeys has been placed and the breaking of these new actors will begin at once, with Captain Lako in charge. He is also working on a troupe of dogs and ponies.

Included among the 12 men in quarters, with Cecil Gust in charge, are Lyman J. Allison, builder on fronts; Chief Long Wolfe, canvas loft superintendent, and Joe McDonald, painting and pictorial work. Ride and truck painting will not get under way until a week or two before opening time. Vic Canera is going to Florida on a trip. Art and Mary Ann Alexander are building new concessions. Indications point to an early opening with a completely motorized show. Mrs. Cecil Gust for the shows.

Charles Seip Reports Some Activities in Memphis

MEMPHIS, Nov. 28.—Zimdar's Shows are in winter quarters. During the next few weeks, the show will be remodeled. Show covered 7,462 miles in nine States. The longest run was 857 miles and the shortest two miles. Charles S. Reed, general agent, is on a vacation, after which he will return to his duties booking for 1937. A small unit of show is out under the direction of Terry Martin and will remain on tour as long as weather permits. Harry Zimdar and wife visited the latter's mother at Dallas recently. Doc Tyree and Lee Moss went to Johnnie Ward Shows. Clyde Curran and wife to Bedford, Ind. Charles Raymond and George Harris, with their minstrel show, went to C. L. Spencer Shows. Dutch Waldron, cafe manager, and wife went to San Antonio. Jake Miller and family and Hank Wiehr and family will remain in Memphis, where Hank will assume duties of mechanic. Calvin Landrum went to Springfield, Mo. Carl E. Miller went to Milwaukee. Deafy Clark and family and Russell Herman remained in Memphis; latter in charge of winter quarters, with Don Danber-smith as general utility man. One circus and two carnivals are in quarters here. There is quite a bit of visiting between them. Bob Wayner, of Manuel King Circus, with the manager of the Memphis Zoo, were visitors recently. Reported by Charles Seip.

What Is a Promotional Fair?

An Open Letter by J. A. Winters

CONWAY, S. C.,
November 19, 1936.

The Mixer,
Care The Billboard Publishing Co.,
Cincinnati, O.

Dear Sir:

In 20 years of reading and advertising in *The Billboard* this is the first time that I have ever written to any editor voicing my sentiment of your news policy, but since you have assumed Mr. Blue's desk I have noticed a regular tendency to proffer jibes anent "promotional fairs" and their managers.

As a legitimate producer-manager of

fair" consists of. You know in the fair-management business there are people engaged whose greatest satisfaction is in "a job well done," and others who are only interested in financial return or as an agent for some carnival merely operate a so-called fair to evade taxes of various sorts levied for their operation on still bookings. These latter events are the greatest detriment to both fair and legitimate carnival business that I can imagine, as they not only injure the reputation of standard fairs (produced either by associations or independent managers) and create doubts in the

mind of the patronage but also injure

Season's Greeting— HENNIES BROS. SHOWS, INC.

WANTED Attractions of merit—especially those not common to carnival midways; also Midget Troupe, Mechanical Show, Crime Exhibit, Fun House.

FOR SALE: All show fronts of the 1936 United Shows of America. 8 Springfield Trailers and Chevrolet Tractors—8-Tub "Whip"—European "Dangler" Ride—2 Single "Loop-o-Planes"—3-Rail Electric Train—4-Unit "Loop-the-Loop" Ride—"Little Beauty" (special built) Merry-Go-Round—Small Motordrome and numerous items of Show Paraphernalia—also 12-Car "Whip"—Set High-Diving Ladders.

**WINTER QUARTERS:
SHREVEPORT, LA., P. O. BOX 144**

fers from the backwash of doubts and skepticism which has been instilled in the mind of the prospective patron due to his attendance at some time of one of these so-called fairs. The public will not continue to be fooled, but until they do learn to differentiate the entire industry will have suffered.

In North Carolina I would say that 90 per cent of the agricultural fairs are so-called "promotional fairs," including the State fair. I say that because, according to the category of the showman, any fair that is operated by an individual is a "promotional fair" and is thus classed with the unscrupulous so-called fairs that are merely called fairs to evade a carnival license. Speaking for myself, I took over a standard North Carolina fair this past season which, under association management, had not paid off premium list in seven years and which had allowed the grounds and buildings to become greatly deteriorated. I paid the city \$1,000 for a leasehold, spent about \$2,000 on repairs, contracted sev-

(See PROMOTIONAL FAIR on page 52)

Hilderbrand Staff Active

Other members of shows at various points—some working

LOS ANGELES, Nov. 28.—Hilderbrand's Shows in winter quarters and showfolk have all departed to various localities for the winter. Quarters present a dreary atmosphere resembling "Last Rose of Summer." O. H. Hilderbrand has started the ball rolling for 1937 edition of Hilderbrand's Shows. The secretary is beset with numerous duties of settling accounts with the United States Government and forwarding letters to all parts of the country. General Manager E. W. Coe has settled down to his duties.

Transportation Manager Fred Stewart, accompanied by the missus, is vacationing in Phoenix, Ariz. General Agent E. Pickard is busy with his winter show known as the Kennedy-Pickard Shows. Special Agent Lucille King is resting. The Harry Suckers departed for a vacation on the East Coast. The Leon Whitneys are winter trouping. Lillian La France is resting in her Oakland home. Of the Four Jacks Mr. and Mrs. Johnnie Gibson are rehearsing a vaudeville act under direction of Jack Schaller. Charles Marshall is visiting the secretary. Mr. and Mrs. Herman Van Dee are on Venice Pier, where they are exhibiting their animal show. The Tommie Lees have joined the Ananconda Snake Farm. Mrs. Edith Lenzner is once again playing hostess in her Los Angeles home. Mr. and Mrs. Johnnie Hicks are deep-sea fishing.

Mr. and Mrs. Ralph Balcom are visiting between Orange and Los Angeles. Mr. and Mrs. William Groff and Mr. and Mrs. Johnnie Miller are winter trouping in near-by cities. Mr. and Mrs. Wendell Foss are located at Huntington Beach. Mr. and Mrs. Myles Nelson and Mr. and Mrs. Jim Moorehouse are resting in Azusa, Calif. Bud Cross has returned to his home in Silverton, Ore. Mr. and Mrs. W. B. Clark with their freak animal show are on Venice Pier. Hazel Fisher is visiting relatives at Portland, Ore. Verna Seeborg is visiting her mother in Oakland, Calif. Jane Godfrey has joined a museum in San Francisco. Jerry Godfrey is holding down the old homestead at Venice. Mrs. Virgie Miller, after a strenuous trip to Boise, Ida., is resting at her home in Los Angeles. Mr. and Mrs. Clarence Alton are wintering in Sparks, Nev. H. H. Wachtman is visiting in the Northwest. Mr. and Mrs. Buckmeister are winter trouping. Mr. and Mrs. Harry Baron are working on Venice Pier. Danny Callahan has a concession at Venice.

Vaudeville Vardens are the free act with one of the winter shows. Kenneth Turner departed for a visit to Oklahoma. Mr. and Mrs. Earl Stoltz have joined a winter show. Visits to the various winter shows seem to be in vogue. The showfolks may be seen nightly on the midways of these shows renewing old acquaintances.

Many visitors in winter quarters during closing hours. Among them Frank and Ernest Downie, Frank Babcock, Jack Greenhalgh, King Provan, Fred

stay. O. H. Allen is rebuilding his bus into a truck to carry his Big Eli Wheel. Mex (John) Snobar is building a new house car. Carl Douglas came back from a hunting trip. Jimmy Kling is busy rebuilding a semi-trailer which caught fire at Salt Lake City. Curlee Jones is operating a shooting gallery on First avenue. Charlie Rund is still buying old guns. W. C. Huggins is attending the races. Pat Hogan, Dutch and "Outlaw" Red are batching at winter quarters.

Harry Myers, Ralph Meeker and Tommy Gibson are wintering in Tacoma, Wash. It is reported that Myers will come out with a show of his own in 1937. Little Petey has a lead gallery in Tacoma. Bud Douglas and Lee Porter have taken one to Salt Lake City. Fritz is peddling wood at Greenwood. Bill Mosko is pitching on Second avenue. Sam Bernard is talking of building a new kind of ride. Mrs. Pearl Jones has bought a candy floss machine and pop-corn kettle, which will be on Douglas Greater Shows. Mac West is going to school. Eddie Flynn is talking of building a bigger and better cookhouse for West Coast Shows. Slim Tremaine is working at a sugar beet factory in Bellingham. Flossy is in Everett playing bridge. Buster Endicott was here on a visit from Leavenworth, Wash. Dutch Parks is busy promoting indoor doings. Big six buying stock for Christmas rush. Stoney is looking over his stock of rubber. Blackie Smith is pitching rubber on the Seattle-Tacoma highway. Ernie Davis is trying to sell the shows of which he is the owner. Frank Kirsh, Jim Hill and Dougont Cawling are in town. Jack Harris has a paint shop over the Boulder Tavern.

Mrs. E. O. Douglas has bought a bus for an office for the coming season. Arthur Smith has full charge of the West Coast Shows winter quarters. Spick Wall is in and out of Seattle. Dad Allen is staying home. George French and Charlie Zeigler have purchased an Octopus ride. Harry Franz has been building houses the last month. Jim Barber driving one of the Pacific Coast Show trucks in town, busy buying rides and show property. Bozo has a stand at Birch Bay. Jack Smith, formerly of Leavitt-Brown-Huggins Shows, is now on the police force in Seattle. Mac Snobar is taking out a Hoopla next season. Indian Bill Wilson is in Idaho visiting relatives. Heavy Carmickie is driving a beer truck. Billy Allen busy polishing his auto ride. Mr. and Mrs. Al Hamilton are not around much these days. Reported by William Bradley Sr.

Happy Attractions End Season and Give a Party

COSHOCTON, O., Nov. 28.—Happy Attractions are now in winter quarters here. A party was given by James Folk for all those who will stay in Coshocton for the winter. Homer Snedeker acted as emcee and called on Folk and Powelson, of Happy Attractions, for talks. Other talks were by Lew McCoy, foreman of rides; Clayton Smith, manager of corn game, and Ralph Williamson, owner of Animal Show and some concessions.

Roster past season: James Folk, Leonard Powelson, owners and managers;

Coming and Going On the West Coast

LOS ANGELES, Nov. 28.—Lots of showfolks are gathering in and around town, with most of them planning to become all-winter visitors. Around the haunts of troupers can be seen large gatherings daily. Local weather has been peculiar for this time of the year. The days are really hot and the nights pleasant. Remarking on the inconsistency of the weather, Al Fisher, who has been undecided as to the hibernating spot, declares it will be here and adds "it is a lot cheaper to hunt shade than to buy coal." Mr. and Mrs. John R. Castle, who came in from Shreveport, La., will be in and around Los Angeles until the middle of December, then to Vancouver, B. C., before returning to Middle West. It has been reported that Castle already has some well-laid plans for next season but at present he is reticent about them.

Mr. and Mrs. Roy Ludington are sojourning at Muretta Springs, Calif. Mr. and Mrs. Archie Clark are at Gilman Hot Springs. Mrs. C. F. Zeiger planned to Oakland to visit her sister, Mrs. C. S. Wrightsman. Will Hobday is back. Will Wright and the missus have taken an apartment at Venice, Calif. Joe De Mouchelle, who goes north soon for a visit, had a big season. Joe put on promotions, especially public weddings. Frank Morgan writes that he is going into Chihuahua, Mex.

Charles Zeigler and George French are in town. They have had the rides on the Allen United Shows and a unit they operated in the Northwest. They shipped a Loop-o-Plane and received a new "The Octopus," which will be installed at beaches. Skip and Bob Fordyce are doing okeah, harking back to the old hot-air balloon days, playing special events, and have located at Alameda, Calif. Tommy Myers, a show treasurer the past season, is around. Frank Babcock Shows continue to set up in suburban locations. United Attrac-

John Powelson, Bessie Sandles, tickets; Clayton Smith, corn game; Lew McCoy, foreman of rides; Ralph Williamson, Animal Show; Homer Snedeker, banner man and talker on Side Show; Frank and Ginger, Garden Show; Mr. and Mrs. Al Hassau, photography; Gene and Joe Eisenbarth; Mr. and Mrs. W. H. Robinson, root beer; Speed Martin; Teras Chandler and Dixie Kid Smith, Athletic Show; Tom Rossiter, scales; Mr. and Mrs. Ollie Ackerman, carmel corn; Mr. and Mrs. J. Harold Snedeker, candy; J. C. Patterson, Pony Ride; M. F. Engle, novelties; Earl Snedeker, Kiddie Ride; Mr. and Mrs. Carl Clark, James Ogle, Norbert Clark, Max Margolen, Mr. and Mrs. John Jolly, Stanley Williams, J. C. Ward, Art and Lois Bungard, Pearl Millin, Wayne Robinson; Sells and Smith, mentalist; Mr. and Mrs. Ollie Burns, Mr. and Mrs. Charley Wallace, J. C. (Slim) Cartwright, Joe Skolnik, Ernest Martin, Fat Deeds, Honey Brown, Harry Millin, Clarence Heilman, Robert Lint, Al Reed, Buss Fulks, Ray Stowers, Jack Jones and Bob Vernon.

tions and carnival opened November 25 at Torrance, Calif. Affair is sponsored by Merchants' Association. Doc Hall and Frank Ward are the promoters. Mel Smith's promotion at Shrine Auditorium under a large liquor corporation's sponsorship drew big houses. Program included athletic events, boxing, wrestling and vaude acts. Cal Lipas has been setting up the Copenhagen Flea Circus at beaches on week-ends and is doing well. Clyde Gooding's Lilliputians played the Frisco-Oakland bridge show to a good business. Ross Ogilvie is doing a bit at one of the local movie studios. Max Harry Bernard is back in town and with Joe Krug is preparing for an early February opening for the new Golden Gate Shows. D. D. Rankin, the Yankee Whittler, is located at Long Beach, Calif.

Ed S. (Dad) Workman, up from Balboa, Calif., reports that he is doing okeah in his new business venture. Thomas J. (Fuzzy) Hughes is getting together riding devices but didn't tip off the plan he has in mind. Says it is a "natural" tho. Cliff Clifford closed his candy floss stores and is located at Wilmar, Calif., for the winter. Joe Glacey is awaiting the result of the shipping strike. He plans to take a run over to Honolulu. John (Spot) Ragland is commuting between San Bernardino and Los Angeles. Dan Dix is promoting special events, with the unit changing its personnel each week.

Eddie Gamble states that the placements for freaks and other side-show features at studios are greatly in excess of any previous time. Chet Bryant is engaged in the electrical appliance business with good success. Phil Stopeck has joined the troupers' winter colony. John T. Backman is working Punch at MGM studios in the feature film *Maytime*. Turner Thomassen will operate a store during the holiday season. Doc Cunningham is back in town and doing Santa at a downtown department store. Bob Winslow and Harry Seber are working on a new *Follies* unit.

Johnny Branson and brother, Scott, are busy organizing a new amusement idea. Harry Fink had the usual good break in the San Fernando Valley promotion and will do no more of them until after January. Ross R. Davis, who has been operating rides and concessions at Griffith and Lincoln City parks, is leaving for the East on an extended business trip. Mignon Goldberg has recovered from a recent severe accident and is back on duty at Los Angeles Zoo. Claude Barie, Art Stahlman and Leo J. Haggerty are working the souvenir program for Pacific Coast Showmen's Association banquet and ball. Bill Rice informs that he is just flying around but adds that he has the old parachute ready for landing.

Harry Taylor says that he has put the frozen custard machines away till spring. Elmer Hanscom has his Kiddie Rides on a moving picture location. Robert Myers, retired trouper, has been mingling with the troupers at their winter haunts.

Carnival folks who attended the birthday party honoring Earl Harvey, well known in carnival business, at his home November 17 included Mrs. Harvey, Jolly Lee Harvey; Frank Beaumont, of Tom Mix Circus; Less Johnson, Lucky Ball, Ollie B. Gardner, Jimmie Elliot and Mr. and Mrs. Harry Farley.

PROMOTIONAL FAIR

(Continued from page 51)

eral outstanding free acts, received a charter from the State, which required me to pay not less than \$500 in pre-

1905

31 YEARS

1936

OF UNPRECEDENTED, RECORD BREAKING SUCCESS

Bigger and Mightier Than Ever

E. LAWRENCE PHILLIPS PRESENTS

THE MIGHTY MONARCH OF THE TENTED WORLD

JOHNNY J. JONES EXPOSITION

"The Show Beautiful"

EXTENDING TO ALL THE SEASON'S GREETINGS

ADDRESS WINTER QUARTERS AUGUSTA, GA.

HEADQUARTERS 511 C St., N. E. WASHINGTON, D. C.

HAVE PLAYED OF THE BIGGER ONES WITH SUCCESS ALL

West Coast Closes Season

Reported by Jessup as 40 per cent over 1935 and best in 15 years

SAN FRANCISCO, Nov. 28.—Promptly at midnight November 14 Professor Andy Cokan's Band played Home, Sweet Home to mark the closing of 40 weeks of trouping.

Porterville stand was far and away ahead of any other time there as to business. Show played a full seven-day engagement.

Leo Leos, the show's secretary, is busy with income taxes, insurance and such. Together with many banquets by his Frisco friends, then to his vineyard and home at Los Banos, Calif.

Andy Cokan has accepted a position with a store here, in charge of the Christmas top department. Charles Walpert and the missus away to Los Angeles.

All had a big season and have gone to their various homes, where they will remain until the opening of the new season.

will remain until the opening of the new season. Reported by W. T. Jessup for the show.

15 Years Ago (From The Billboard Dated November 26, 1921)

A huge campaign for new members was being inaugurated by the Showmen's League of America. The "horse-shoe" continued to hang over Wortham's World's Best Shows.

After concluding their season at the Houston Fair and Exposition Greater Alamo Shows went into winter quarters there. Arkansas' first great State fair proved a red one for Snapp Bros. Shows.

Coincident with the closing of Bright Light Shows season, Billie Jones, "Whitie" King and Joe Moore were Florida bound. It was vacation time for A. B. Richards.

LOOP-O-PLANE DISTINCTLY DIFFERENT— It has stolen the show and created new standards for consistent earnings wherever it has operated.

on her eyes and could again see. Jolly Babe hied herself away to St. Louis after a dandy season with the World of Mirth Shows.

Billy Kittle closed with Wortham's World's Best Shows at Shreveport, La., and immediately "crawled into his hole" for the winter at Aurora, Ind.

HANSEN SHOWS (Continued from page 50)

Williams and Electrician Roy Edison will have charge of winter quarters. Present plans call for abeyance of all but necessary work until after the holidays.

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.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.

THIN BINGO CARDS Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded.

J. M. SIMMONS & CO. 19 W. Jackson Blvd., Chicago

to greatly enlarge the show for next season. Reported by Walter B. Fox for the shows.

Ride Men—Get Yours? BIG ELI NEWS

For November-December

Now ready for mailing. 16 Pages of News, Pictures, Mechanical Articles, Editorials and Reading matter of the type that will interest every Ride Man. A Postal brings the FREE SAMPLE COPY we have saved for you.

ELI BRIDGE COMPANY

Publishers
Opposite Wabash Station, Jacksonville, Ill.



WHEELS
Park Special
30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 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, Factors, Confetti, Artificial Flowers, Novelities.

Send for Catalog No. 236. Heavy Convention Walking Canes. Dark Mahogany Finish. Price Per Gross, \$21.00.

CANES
SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

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Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00
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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 BECOME 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. C. 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.

OCTOPUS

"World's Newest Ride Sensation"

Ride Can Be Seen in Operation at Funland Park, 7th Ave. and 24th St., Miami, Fla. We are now accepting orders for Spring Delivery.

No Agents—No Jobbers.

Address all communications to
EYERLY AIRCRAFT CORPORATION
Salem, Oregon.

ABNER K. KLINE, Factory Representative.

DON'T HIBERNATE



Lord's Prayer Engraved on Penny — BEST money-maker all year (Stores, Lobbies, Carnivals). If your outfit hasn't got one by now, you are missing plenty. For 10c we send sample and facts through U. S. Mails.

"BLUE DOT" STAMP COMPANY
124 East Larned Street, Detroit, Mich. (Est. 1928.)

1937 ASTRO FORECASTS

Rudolf Papers, 1-4-7 and 35-page Readings. Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.

NEW 124-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.

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

Midway Confab

By THE MIXER

SO THIS is Chicago!

WHAT does that guy over there do?

DOWN the hatch!

THIS round is on me.

WILL give you our fair bookings later.

WELL, nearly all of the fraternity are here.

YES, we have neon illumination.

LET ME show you the pictures of our midway when we grossed \$, \$ \$ \$, \$ \$ \$.

PERCENTAGE or no contract.

GOT ANY gals with your musical comedy show?

WHAT has the grand stand got to do with the midway?

DO YOU think my press agent is good?

WE DON'T see Soapy Glue and Tilly Few Clothes here.

THOSE NOT in Chicago are remembered.

A MAN can be aggressive without being insulting.—Tilly Few Clothes.

THAT IS the Royal American Trio standing over there.

MORE advertising space in newspapers will be used in 1937.

MONUMENTS to the living. Bread for the hungry. A grave for the dead.—Soapy Glue.

GENERAL and press agents will soon be all signed up.

BRING it in poles to the engine—or caboose—Claude R. Ellis.

HAVE breakfast with me. Want to talk over a little matter with you.

ROBERT T. STILES reports a death from Roseboro, N. C.

DOC WADDELL calls Chillicothe, O., his winter home.

JUST flew in from the Coast. In the old days it was "he just blew in."

MY ROOM is number —. Never mind where I keep my bottles.

DAVE APOLLON, the vaudeville artist, says it is better to have halitosis than no breath at all.

DON'T THINK backward if you intend to go forward.

HARRY DUVALL, of Strates Shows, is in roller-skating line in Cincinnati at present.

J. L. BUFFINGTON—Thomas W. Tomlin reports he is in a hospital in Philadelphia.

THE HAPPY LIFE. Eat, drink and be married.

DOC FARNHAM, accordionist, cards from Vero Beach, Fla., that he is now doing night club work in that section.

ROSINA RAYMOND cards from Baltimore: "Am mourning the loss of Teddy LaTour, a dear friend who died recently."

THE CONCESSION line is a regular business now. Some realize it.

CHARLES KYLE letters from New Haven, Conn., that he has had some successful indoor promotions of late.

CLARENCE POPLIN, of Bullock Amusement Company, reports a birth of a new member of company at Orangeburg, S. C.

A year's subscription for The Billboard makes a REAL Christmas gift.

FRANK ZORDA reports from Atlanta, Ga., that Rosa Lee, armless girl, is doing well with a traveling museum.

THOS. J. (HONEST ABE) OWENS is reported to be in Veterans' Hospital, Muskogee, Okla., for treatment.

A "CHUMP" today may be the "wise guy" of tomorrow.

ROBERT MACAULEY letters from Washington, D. C., that he is interested in the activities of museums.

MRS. HARRY G. MELVILLE recently installed a Scooter ride in Endy Bros. park, Miami, Fla. She was there in person.

TACT. Diplomacy. How few mortals have it.—"The Onion."

O. J. BACH cards from Ormond, Fla.: "Mr. and Mrs. H. O. Thomas have been re-engaged as general agent and promoter for O. J. Bach Shows season 1937."

LOUIS LaPAGE, carnival agent, cards from St. Louis: "Am being treated for t. b. in Veterans' Hospital, Jefferson Barracks, Mo."

WE DON'T mind making a long jump if we can get the business when we get there.

TEX WELLS letters from Kingsland, Tex.: "Closed with Greater American Shows at Hot Springs, Ark. Business fair. Home for a rest."

LATEST from Florida: Another carnival has gone into winter quarters in



J. GEORGE LOOS—popular carnival executive, who pilots and directs Greater United Shows, of which he is owner. J. George is a stickler for ethical standards in the profession and an eternal optimist.

that State. Only for a few weeks, however.

WE CAME here for fairs—not fairgrounds alone.

AL REGAL letters from Santa Monica, Calif., that he is interested in human icicles. Probably Bob Scott can tell him of icicles in the form of human beings.

COL. T. L. DEDRICK cards from Florida, Ala.: "Happy Days Shows closed season at Atmore, Ala. Went to winter quarters in Montgomery. Good season, other than sickness."

MEETINGS, meetings, talk and talk—and then down to real business.

J. A. LEIGHTON, of New Orleans, in writing of the carnival that played there, said: "People like these can do irreparable harm to decent carnival organizations."

H. B. ROEBUCK and H. E. Shapiro, of Cincinnati, called at The Billboard office last week and announced that they are taking a Bingo concession on the road under auspices.

MANY surprises will be sprung before the week is over.

J. H. (MESS-AROUND) BROWN letters from Jackson, Miss.: "Have accepted a job with Afro-American W. W. Veterans in connection with its amusements here."

PETE BENWAY, one of Max Goodman's concession operators, cards from Times Square, New York, that he expects to see everybody at Chicago meeting, including himself.

"LOTTA Hoocy Shows" just booked the Swamp Hillbillies.

JOEY MARTIN cards from Atlanta: "Will spend holidays at home in Hope, Ark. Nice business in Fort Worth. Going out early next season with an up-to-date palmistry outfit."

FLOYD R. MATTEN, of J. George Loos Shows, cards from Quero, Tex.: "J. P. Young was buried in Lufkin Cemetery, Lufkin, Tex., instead of at Temple, as first reported."

JOHN R. CASTLE has plans for the future despite his silence.

EDDIE DAVIS cards from Los Angeles: "Arrived here with Joel Grossbat. We are operating candy concessions in Burbank and Gayety theaters and are doing fine."

W. L. BARRON cards from Jonesboro, Ark.: "Our family closed cookhouse and other concessions with J. J. Page Shows at colored fair, Anderson, S. C. Had a very good season."

YOU WILL SEE some real showmanship at the Showmen's League banquet and ball.

FRANK LaBARR cards from Elizabeth, N. C.: "West Shows closed here. Went to Norfolk, Va., winter quarters, which are as good as any. West announces 25 cars for next season."

DAD CRAWFORD cards from Memphis: "Wallace Bros. Shows are in for the winter. Have already begun some repairing and painting. Closed season with 9 rides and 10 shows."

WISH the Lord mayors of some of the small towns were here.

GEORGE S. MARR, of Strates Shows, letters from Baltimore: "Came back to Norfolk with James E. Strates from trip south, en route to points in New York State, then to Chicago."

"DALLAS" D. L. BROWN—it is urgent that you contact the Mail Department of the New York office of The Billboard immediately. Important news is awaiting you.

LOOK at the beautiful women! My, how these showfolk can dress!

W. H. DAVIS letters from Hot Springs, Ark.: "After closing season with Dodson's Shows came here for treatment of my leg and a lip ailment. Will be here for next two months."

CHARLES M. RULEY letters from Jonesboro, Ind. "Closed season with Dodson's Shows. Was front man for Mrs. Clarence Sherman's (Madam Zelma) palmistry. Regards to The Billboard."

WE JUST brought on a limited amount of our private stock.

L. J. KENT letters from Syracuse, N. Y.: "Had a Side Show with W. S. Malarkey's Carnival part of past season. Will play small towns in New York State next year as a medicine show." L. J. is for showmanship.

H. A. FERGUSON writes from Garland City, Ark.: "Finished successful season with J. Harry Six Attractions October 17 as Big Eli Wheel operator. Stored for winter. Now taking life easy hunting."

BEEEN so busy I even forgot to wind my watch.

H. T. FREED letters from Galena, Kan.: "H. T. Ellis severed his connection with Daily Bros. Shows several weeks before closing of season. Since

DESPITE HIMSELF: William J. Hilliar was a genius. He could write far better than many of his press agent critics. He had the uncanny faculty of enlisting celebrity patronage to the carnival midway he was on. He was ace when it came to timing his placement of personages to be in the limelight for the glory of the carnival. He seldom failed to time his copy for publication. The latter is a subtle art. Poor Bill has left us. It was too late: Max Gruberg wired for his services several days after his passing.

then he has been sojourning in Corpus Christi, Tex."

L. C. McHENRY, who had Wax Show with Beckmann & Gerety past season, sold that show to Jimmie Lambaugh, who had Creation Show. McHenry is now building a new show for B. & G. midway for 1937.

WHAT is the matter with the title of my show?

JOHN (HAPPY) STEWART cards from Jackson, Miss.: "After closing season with F. H. Bee Shows came here and have been down on my back ill. Still unable to walk. Will be here several weeks."

BILL AND LITTLE BIT PINKSTON card from Williamsport, Md.: "We just got a new car and are visiting home people here. Will go to Dallas for winter and return to Dixie Model Shows next season."

NEVER saw that guy with such a business look on his face before. He must be suffering from oppositionitis.

JACK DeLORIS letters from Mathis, Tex.: "Had girl show with Crowley's Shows. Have started 'Jungling thru Texas' with Si Williams' Liberty State Shows. Everybody okeh even with bad weather for past several weeks."

C. W. CRACRAFT, of Covington, Ky., was a recent caller at *The Billboard* office, Cincinnati, accompanied by Mrs. Cracraft. He left later for Chicago, where he takes up his general agent duties for season 1937.

AFTER the meeting then a rest for some. Others will go on at high speed until they reach their final objective, then relax.

CLYDE (BLACKIE) HOLSCLAW was a visitor at Cincinnati office *The Billboard* last week. He is a talker and was on Midwest, Al G. Hodge and other shows. Closed season on front of girl show with J. J. Page.

J. A. WINTERS, fair promoter, defends "promotional airs" in an open letter in this issue of *The Billboard*. Read it and kick in with what you have to say for or against them. The subject is now under discussion.

THERE was once a carnival that went out on 10 cars in Louisiana and came back in a cane hopper.

FANNIE W. TUNISON, "the Armless Wonder," is operating a tea shop at Seaford, Long Island, this winter. Miss Tunison played 16 weeks with Dave Rosen's Coney Island Side Show last season.

TOM AND GERTRUDE HEATH write from Evansville, Ind., that they are home after visiting Ray and Ruth Hoyt in Chicago. Ruth has a beauty shop in latter city. The Heaths are "blind" rifle shots.

NO ONE but a sucker will allow some one else to count for him money for which he is responsible.

LUCILE DAVIS cards from Cincinnati: "Sorry I could not pay *The Billboard* office a visit. Got word that my mother, who lives in Wisconsin, has pneumonia, so am rushing home from Winston-Salem, N. C."

COL. M. L. BAKER cards from Littleton, N. C.: "Am home in Crouse, N. C. My mother is seriously ill and we have little hope for her recovery. Will play some indoor dates this winter. Not decided on next season yet as to whether a motorized circus or carnival."

"SAWDUST" hams are in bad repute in New Orleans as "flash" for concessions. Seems that the natives want them right off the body of the hogs.

STARR DeBELLE letters from Columbus, Ga.: "On my way to Augusta. Ballyhoo Brothers are putting all their money in a sartorial flash instead of enlarging show. They will 'make' Chicago as fashion plates one sees in old prints on show letterheads."

COUNT JOSEPH ZAINO, midget magician, letters from Steubenville, O.: "Was with J. L. Landes and T. J. McClelland Shows in years past. This season with Thomas McMahan. Closed season in Marysville, Kan. Now home with sister for winter."

THE TREND in America now is for the best that money can buy. Amusement as provided by the carnival is considered an essential commodity.

WILLIAM R. DYER letters that a Lotta Hoocy Shows has been retitled Dyer's Greater Shows. It seems at Trenton, Tenn., the townfolk thought that a "Lotta Hoocy" was the wrong classification, as Dyer states that in his opinion there was not a "Lotta Hoocy."

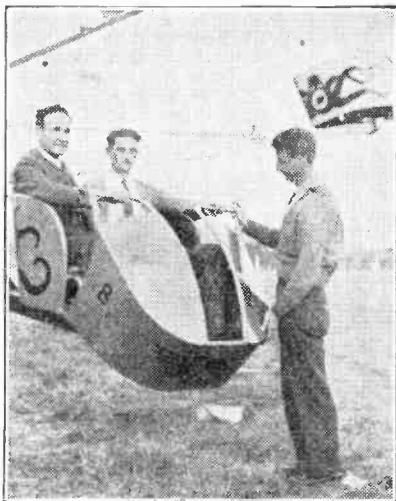
BOB (UNCLE) HALLUM cards from Valdosta, Ga., that he closed a successful season as business manager with Cumberland Valley Shows. He reports a visit to Miami, then to Nashville, Tenn., home for winter and that he will again be with Ellis Winton.

ROYAL AMERICAN SHOWS lead the advance guard in carnival illumination, naval floodlights, liberal use of neon style lights and light towers.

BULL (SAYS THE ORIGINAL) SMITH cards from St. Louis, Mo.: "Finished season with Greater Exposition Shows. Am coming out next year with the largest and best Athletic Show of my long career. Will book some indoor matches for winter opening here at Coliseum."

ROBERT OWINGS postcards from Atlanta: "Bud Valier closed season with J. J. Page Shows after 12 successful week of fairs with Oriental show, Sahara Rose. Purchased a streamline Silver Arrow living trailer. Will leave for Wisconsin for winter."

SOME CARNIVALS won't play certain fairs simply because they will not even be offered them. The resort to failure, "I could have had them if I had wanted them" is usually the bunk.



ABNER K. KLINE, representative Eyerly Aircraft Corporation, and Frank Hrubetz, engineer, ready for a ride in this firm's "The Octopus." Photo taken recently at Salem, Ore.

MR. AND MRS. JACK A. MONTAGUE write from Tampa, Fla.: "Passing thru en route to Punta Gorda for winter. Closed fourth successful season with Max Gruberg's Shows with our Miniature Vanities. Also handling mail and *The Billboard*."

MRS. H. E. PARKER letters from Los Angeles: "Howard and Mae Parker, of Seattle, have been house guests of Mill and Pearl Runkle here. We bought a new house trailer at Los Angeles Auto Show. Will now take in Sunny South for a vacation."

HENNIES BROS.' SHOWS, Inc., Present United Shows of America, with O. W. Hennies and H. W. Hennies as managers, states a letterhead which reached "The Mixer's" desk last week.

L. W. (DOC) BUTLER letters from Greensboro, N. C.: "Some 25 years ago I was an outstanding balloonist and parachute jumper. In recent years have been with various circuses and carnivals as talker, bannerman and promoter. Am now selling housecars."

BERTHA CURTIS letters from Springfield, Mass.: "With husband, Robert Curtis, we closed a most pleasant season with Dodson's Shows. Stored house car in shows' winter quarters and entrained for Vermont for holidays at home. Will then spend rest of winter in Philadelphia, rejoining season 1937."

I. J. CHAMPION cards from Eufaula, Ala.: "I am name-on-pennant operator. After closing with Roy Dolen at Orangeburg, S. C., continued with Frenchy to Anderson, S. C., and Savannah, Ga., fairs. Frenchy went to Miami. I came here to fair and will then work westward to Texas."

CECIL GOREE cards from Texarkana, Tex.: "Central States Shows closed in Greensburg, Kan., October 15. This show is owned and managed by my father-in-law, P. M. Moser, and myself. I spent last few weeks of season on T. J. Tidwell Shows. Tidwell has a nice outfit. Am going to New Castle, Tex."

FRANK ESTES cards from Los Angeles: "Madam Melga, mentalist, for past 15 years with various carnivals, recently closed her theater bookings in Colorado. Is now at Venice Beach with her husband, the writer. Expect to be with Nick Delo on Western States Shows in 1937."

ORLO H. WACH letters from Pittsburgh: "Spartan Bros. closed their shows and concessions with Elane Exposition and have them in barn here. Season just fair. Did not take Side Show out this season due to the damage done during floods last spring. Will go out season 1937, however, but not with a carnival."

WALTER K. SIBLEY, at the Fort Worth Frontier Celebration recently had a very nice visit from one of his old pupils, Frederick Weddleton, who has been appointed director of amusements and concessions for the San Francisco Exposition. Walt hadn't seen Fred since 1908, and there was quite a lot of old dough cut up.

NEW ORLEANS: It is carnivals like one which was recently raided here that puts the concession business in bad repute. Let the legitimate CONCESSION OPERATORS organize for mutual protection against that element which has no respect for the business, the public, themselves or law, order and decency. Strictly merchandise concession operators that give out stock can be upheld in their operations as legitimate business men.

MR. AND MRS. TRESSIE G. McDANIEL card from Dallas: "Been having such a wonderful time here at the Centennial Exposition for 10 days that we find it pleasant to stay another week and see it all out and over. Hope to get time to drop boss (F. H. Bee Shows) a daily report of bargain prices they are giving here for closing week at centennial."

SOME RECORD: According to Starr DeBelle, an auditor's report shows that 58,000 patrons paid admission to Carl J. Lauther's Paris Peep Show during the duration of Indiana State Fair, Indianapolis. And some try to say that Peep Shows are out of date. Curiosity killed that cat and it also makes people want to "peep."

H. B. (DAD) LIST, concessioner, past season with Dennert & Knepp Shows, was a caller at *The Billboard* office last week. He reports as having spent a few weeks with a "shoestring" amusement company following regular season, best for him since 1930. For winter he will be associated with Frank Swain in Queen City of the West.

EVERY CARNIVAL owner and manager should attend meetings of American Carnivals Association, Inc., Sherman Hotel, Chicago. They will if they are interested in the new order of things relative to the future of their business. Many important things will be proposed and acted upon, aside from good that will come from discussions vital to future activities.

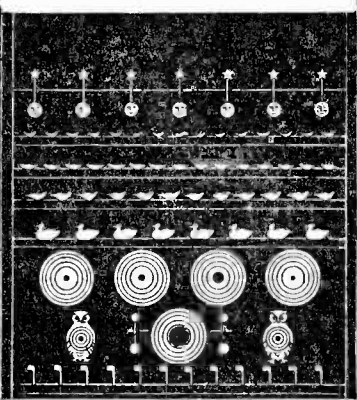
SAM J. LEVY made a ten strike with all showmen when he planned to see that all performers who are to appear at the Showmen's League banquet and ball should be paid a salary for their services. The profession of entertainment is a commodity and talent should not be displayed for glory alone. "The Onion."

NOBLE C. FAIRLY, associate owner Fairly-Martone Shows, will be remembered as having his own carnival on the road for some 15 years under title of Noble C. Fairly Shows. His partner, Tony Martone, of Kansas City, is listed as a most popular ride operator and with this combination of talent the shows under their management are expected to go places in 1937.

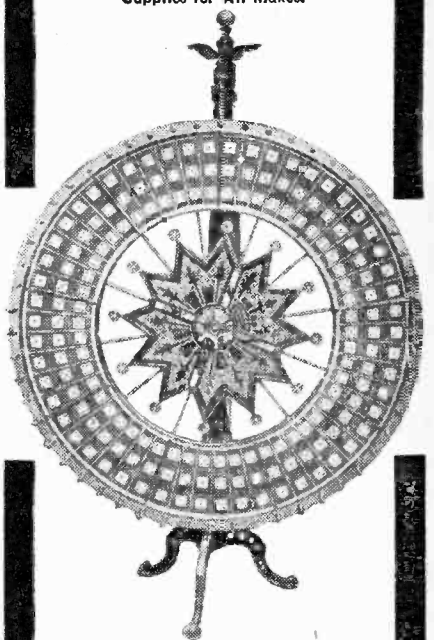
ROBERT HUGHEY, of Hughey Bros.' Shows, letters from Murfreesboro, Tenn.: "Closed season October 10 at Blue Mound, Ill. Best season in a number of years. If it had not been for the ravages

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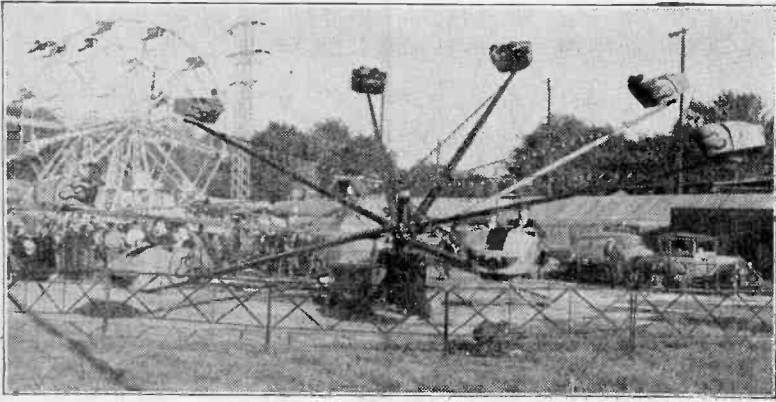
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Following are receipts of "OCTOPUS" ride for five weeks—
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Salem Ore. (Browning Amusement Co.)	\$ 955.00
Yakima, Wash. (Ziegler Shows)	1240.60
Fresno, Calif. (Foley & Burk Shows)	998.80
Shreveport, La. (United Shows of America)	1556.65
Anderson, S. C. (Dodson's World Fair Shows)	1009.20

Ride can be seen in operation at Funland Park, 7th Ave. & 24th St., Miami, Fla.
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Abner K. Kline, Representative SALEM, OREGON

GAINESVILLE, FLA., FAIR

TEN DAYS — DECEMBER 3 TO 12.

Want Shows owned or operated by Disabled Veterans exempt from tax; also Rides and All kinds of Concessions; followed by four weeks on different lots in Orlando, Fla., for best auspices. Want Ten Free Acts, winter salary for midway. Free Circus organizing at Gainesville for best Florida spots. Address TOM AITON, Gainesville, Fla.

of a storm at Odell, Ill., the season would have been the best since the middle '20s. After visiting homefolks in Chicago am now on a tour of the 'sunny' South. Will return to winter quarters in March in time to make ready for the season of 1937."

MRS. W. M. WILLIAMS letters from Eufaula, Ala.: "Mr. and Mrs. George Harrison and family, who have the palmistry on Thomas P. Littlejohn's Carnival (formerly Miller's Great American Shows), celebrated their holiday Feast of St. Angelo. Entire carnival was invited. The Harrisons and children served. More than 35 troupers recalled old times. Words can hardly express the pleasant time enjoyed by all. Among those present: Mr. and Mrs. Eric B. Hyde, Mr. and Mrs. Otis Siever, Mr. and Mrs. W. M. Williams, Nick Petronis, Tony Martini, Bill Aiken and many, many others." Well, here is hoping that the Harrisons will live to have and enjoy many such feasts.



NORMAN E. SELBY JR. is wearing the smile of a winner. As The Billboard agent on World of Mirth Shows he sold the most subscriptions during the recent contest. The Billboard Circulation Department offered a Globe radio set to the agent who sold the most subscriptions between October 1 and November 15, and this "live-wire" salesman captured the prize. It was immediately shipped to his home, Linwood, N. J.

ART WILSON cards from South Bend, Ind.: "Back from down South. Been writing paper. Will make indoor events with pitch-till-you-win. It was not so hot for me at fairs. Met Jimmy Sprinkle, who tells that he has quit the carnival business and has a tavern and lunch-room here. Says he is doing pretty good and may return to the carnival field next season."

ELMER BROWN letters from St. Louis: "Not publicity; real facts: Large force of men at work in Dee Lang Shows' winter quarters getting ready for 1937. Past season greatest in history of shows. Lang back after 3,000-mile trip seeking ideas and looking over new shows and rides. He purchased a Scooter ride and several new tents. Mr. and Mrs. Dee Lang and general agent, Elmer Brown, will be at the Chicago meeting."

LaMOTTE DODSON letters from St. Louis: "Dodson's Monkey Vodvil Troupe will play an extended engagement at a department store here. This act will appear in a Christmas Show titled 'Magic Stocking Revue.' Roster of act: LaMotte Dodson, emcee; Philip Dodson, trainer; Tommy Avery, assistant trainer; Margaret Dodson, wardrobe; Ruby Avery and Violet Buck, wardrobe assistants. Act was with Sol's Liberty Shows past season."

A LOT of men have been laboring under the impression that a secretary is supposed to reply to letters during absence of "boss" from his office or winter quarters. This impression, in many cases, seems to be wrong. It is hard to condone the situation where manager of a carnival loses all contact from his headquarters, leaving wires and letters lie dead while he roams around. If being in business gets on a man's nerves he should get out of that particular business.—Soapy Glue.

HAROLD YOUNG letters from Jackson, Mich.: "Young and Fisher Show is now in permanent quarters. Rebuilding at present. Will go out next season on four trucks and trailers. Skippy Scott, who had charge of trucks last season, is now foreman of winter quarters. Joe Churchill has booked Side Show. F. C. Fisher is general agent and Harold Young manager. We organized latter part of last August and had gratifying business until close."

MR. AND MRS. ABNER K. KLINE visited The Billboard, Cincinnati, recently, en route from Miami to Chicago. This

is the first time the Klins have ever visited the Sunshine State of citrus fruit groves and tourists. Kline was present in Anderson, S. C., during fair there when officers requested "The Octopus" ride manager not to sell any more tickets as it was 12 o'clock midnight, yet some of the crowd held tickets and insisted on NOT getting their money back. Officer finally consented to allow those who had tickets to ride, and ride did not close until after the zero hour (Sunday) in Anderson.

DINTY MOORE recently arrived in Macon, Ga., headquarters for his various units of diggers. He placed one unit at Shrine Circus. Mrs. Moore went to her home, Dothan, Ala., for a visit, while Dinty went on to Mississippi to attend to his interests in that State before leaving for the Showmen's League doings at Chicago. Members of Moore digger interests departed as follows, until next season: Allen Houser, Macon; Ralph and Tony Morocco, Rochester, N. Y.; Harmon Davis, Dothan, Ala.; Kenneth Fletcher, Elkins, W. Va.; Jack Prichard, Savannah, Ga.; Gene Williams, Memphis; Bill Gordon, Huron, S. D.; Sam Masco, Atlanta; Watt Hilbert, Birmingham, and Kenneth Hoxie, Panama City, Fla. Moore has contracted to place a Scooter with Sheesley Shows for next season.

AUGUSTA, Ga. Pickups from Jones Shows: E. Lawrence Phillips to Washington, D. C.; Walter A. White, Quincy, Ill., and J. C. Simpson, St. Louis and Chicago. . . . Arthur Atherton home to Montgomery, Ala., and Chicago. . . . Tommy Allen will remain in Augusta to handle show's affairs during absence of Phillips. No Chicago convention for Tommy this year. He had a short vacation in Miami, where he visited W. D. Bartlett and family. . . . Mrs. Hody Jones left for Chicago. . . . Mr. and Mrs. Buddy Paddock will jump from Jacksonville, Fla., to the big meeting. . . . Johnny J. Jones Jr. returned to school at Haines City, Fla. . . . Mrs. Carl J. Lauther and sister, Mrs. Al Fisher, are resting on their farm in Virginia. . . . Marguerite Wilson and Helen McGowan will be on Tommy Allen's concession staff in 1937, making fourth season. . . . Jimmy McIlhaney and Tom Salmon are at work on equipment. . . . Starr De Belle is back after a visit to Tampa and Columbus, Ga.

Orange Blossoms And Three-Sheets

LOS ANGELES, Nov. 28.—Los Angeles Herald-Express has stationed a cameraman at the marriage license bureau at City Hall here to pick out couples who for some reason or other attract attention. When Rosemary Loomis, charming niece of C. F. (Doc) and Clara Zeiger, and her fiancé, H. (Tony) Whitenack, appeared they were promptly "snapped," and the reporter, as per custom, questioned them as to how they had met and incidents of the courtship. Rosemary did the talking, saying, "I am not a girl to gamble, but I hazarded a dime on the rabbit race and won a husband. My uncle, C. F. (Doc) Zeiger, owns the Zeiger United Shows, and I have been with the show, first as a visitor and then in an executive capacity. Tony (my husband to be) has been with C. F. Zeiger Shows operating one of the Rabbit Race concessions for the past two seasons. To play the game, one chooses a bunny and if it wins a prize is awarded. Tony didn't know I was the show owner's niece and one afternoon, it being a rather slow one for Tony, he asked me if I would not come over and try my luck. I was in a philanthropic mood and to encourage him played the game and won. Afterward I did a lot of practicing at the rabbit race concession until Aunt Clara Zeiger asked if I was trying to qualify as an expert at the game. Well, anyway, here I am, the winner of no ordinary prize, as I selected the operator instead of one of the plaster of paris Popeye dolls. So when the C. F. Zeiger United Shows go on their annual long tour of the country next season Mr. and Mrs. Tony Whitenack will be personal aids to Uncle Doc and Aunt Clara Zeiger." The story and pictures of the happy couple made the front page. Those who may have read it will note that she mentioned the happy groom and incidentally hung a lot of paper for C. F. Zeiger United Shows.

"What Do You Mean—Your Fleas?"

Cal Lipes upon his return to Los Angeles from the Great Lakes Exposition at Cleveland, while entertaining several troupers recently regaled them with incidents of his stay in the Ohio city. This one was tops. Feeling a bit run down physically, he called on a doctor in Cleveland. The doctor, noting on Cal's arms what he evidently mistook for "needle marks," asked Cal what sort of "happiness" he was shooting. Cal quietly replied that his arms were the feeding grounds for his "fleas." In wonderment the doctor asked: "What do you mean your fleas?" Cal replied that he had a Flea Circus. The doctor apparently had never heard of such a thing and inquired further. Cal informed him that he was the owner and trainer of a troupe of educated fleas, who pulled toy cannons and walked slender wires, with females dressed in ballet costumes and males in tuxedos, doing dances. This seemed too much for the good doctor, who in a very apologetic manner told Cal that perhaps he had come to the wrong person. "There is another doctor in the city of the same name who specializes in mental cases. I'm just in general practice," he added.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Nov. 28.—This is being written just prior to our departure for Chicago, to attend the third annual meeting of the association.

Naturally it is too early to anticipate the outcome of this year's conclave, but already it is evident that we shall have a full attendance, as indicated by the large amount of correspondence received from members of the association, indicating their interest and desire to be present and participate in the activities of this general assembly.

We take this opportunity to welcome one and all who plan to attend the sessions of our association at the Sherman Hotel. We feel certain that with good attendance, which is now assured, progress of an important character will be made as additional history to the carnival world and its activities.

To those who will be in attendance in Chicago, it is our pleasure to extend a cordial invitation, particularly to the owners, managers and others interested in the carnival industry and the association, to attend the sessions of our third annual meeting which open Monday night, November 30, and continue thru Tuesday and Wednesday.

The full program of the meetings appeared in The Billboard last week and we desire to point out that the high spots of the meetings will include a review of the association's activities for the past year, the consideration and adoption of a set of by-laws and the formulation of a legislative program for the 1937 year.

It is our sincere belief that the coming meetings will be a notable milepost in the annals of the association, and in behalf of the association we have and again extend a sincere welcome.

Pittsburgh

PITTSBURGH, Nov. 28.—Little Samson is appearing in a lecture show with Alexander Gaden in a downtown store-room.

Henry Cogert, who worked with World of Mirth Shows, is in town to spend winter as assistant to Lou Bolton, a theatrical booker.

George Hamid's Revelations of 1937 opened an engagement at Show Boat.

Frank Cervone and A. Brady McSwigan left for Chicago to attend annual conventions.

Rosen Bros.' Exposition Shows will open next year in this territory.

Ken Ross, clown, is working on Gimbel's toy floor during the holiday season.

Bert Otto, fire eater and juggler, has been engaged by Morrie Fierst to do a specialty between acts of Snatched From the Noose, which opens at Fort Pitt Hotel December 1.

E. W. Weaver, general agent for Gooding Carnival Attractions, was a business visitor.

Gus Kant lined up some swell merchandise for the holiday rush.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Nov. 28.—President Patty Conklin presided at meeting of the 27th. Regular Thursday schedule being transferred to Friday account of Thanksgiving. Chairman Brother Michael J. Doolan and his various committees are busy with final plans for the social events, starting with the big testimonial party on Saturday, memorial service Sunday and installation and open house next Thursday. These will be events long to be remembered.

Chairman Frank P. Duffield says the 24th annual banquet and ball will be a sellout, and from advance reservations there is no doubt but that his predictions are accurate. This will no doubt be the greatest gathering of amusement purveyors ever assembled. Plenty of excitement all week with the conventions of the NAAPPB, IAFE, ACA, International Live Stock Show, election of officers and all of the entertainment.

Early arrivals included President J. W. (Patty) Conklin; Larry H. Hogan and Kent Hosmer, the B. & G. twins; Noble C. Fairly, L. C. Kelley, Mel H. Vaught, C. Guy Dodson, Mike Rosen, Sam Gluskin, Louis Schlossburg, A. P. Beard, Abner K. Kline, Nate Eagle, Neil Webb, Dave Tenyson, Sam Stein, Fred Beckmann and B. S. Gerety.

Following are on their way: Mr. and Mrs. L. E. Roth, Mr. and Mrs. A. H. Fine, James P. Sullivan, J. R. Strayer, Rubin Gruberg, W. R. Hirsch, Ralph T. Hemphill, Harry Ross, Max Linderman, John M. Sheesley and William Glick.

Brother Dave Mulvie will be among the missing. This we regret, as he and the genial Mrs. Mulvie are ever the life of the party.

Canadian Secretary Neil Webb will assist Past President Edward A. Hock, who is in charge of reservations for the banquet and ball.

Maxie Herman had a night off so spent his time with the boys at the League. Many of the boys were invited guests to Thanksgiving dinners. President Conklin dined with the Hermans, Morry Brod; Harry Coddington and Dave Robbins with Secretary Streibich; Beverly White with Nat Hirsch; Charles H. Hall with friends on the West Side, and numerous others who reported invitations accepted.

Membership drive gradually reaching new heights. Harry Ross in with three more, these for Leo Lippa, Frank Wagner and Maurice Schinkel. And the gold life membership card has been ordered. President Conklin also sent in a couple more, one for John J. Schaller and one for William Gardner. The total has now reached 307.

The cemetery fund drive is coming to a whirlwind close and has sure received a fine wind of co-operation from both brothers and friends. The boys at the Dallas exposition sent in check for the results of their benefit show. The amount is \$1,011. Brother Lew Dufour rushed the check and says report of the event will follow. This is sure a fine gesture on the part of everyone who cooperated and President Patty Conklin is well pleased. But he says he knew Vice-President Joe Rogers and his boys could do it. Other moneys received were from J. R. Strayer, Charles Miller, J. C. Mc-

Caffery, Ernest (Rube) Liebman, J. W. Conklin, Mel H. Vaught, Mrs. Elmer D. Robinson, Jack Polk, A. F. Davidson, C. A. Lillienthal, James Orman, Toby Tyler, Bertha Melville, Harry A. Atwell, Harry Coddington, Lew Henry, Morris Kahntroff, Charles Johnston, John D. Kilonis, F. E. Gooding, H. W. Pollack and Fred Reckless.

Letter from Brother Frank D. Shean says he will be in early and perhaps stay late. Well, he has not been here for nigh onto two years.

Brothers, we will make our apology ahead of time, so please excuse if we miss your name, for they are coming in so fast we cannot keep track of them.

Sad news of the death of Lucio Godino was received with regret by all of the brothers at the League. We are earnestly hoping for the recovery of his brother Simplicio. Message of condolence has been sent.

And in just a short time our fiscal year 1937 will be with us and we will again put our shoulder to the wheel to give our incoming president, Brother J. C. McCaffery, a solid year of honest co-operation. Let's all sign this pledge and go to work at once.

LADIES' AUXILIARY

President Mrs. Lew Keller and her co-officers are busy arranging details for the affairs of convention week. The regular meeting of Thanksgiving was transferred to Friday; attendance was very gratifying.

First three days of the week have been set aside for general open house at the Hotel Sherman, all visiting ladies from both Heart of America and Pacific Coast Showmen's associations are cordially invited.

Secretary Cora Yeldham is in charge of the installation dinner to be held on Thursday, December 3. All members are to be guests at this event, so please keep this in mind.

Hallie McCabe has presented the applications of Mrs. Sam B. Dill, Babe McCabe and Georgia Hoffman. Also says she may have more ere the year comes to a close. This sort of co-operation is indeed a good example for others to follow.

Officers-elect for 1937 are: President, Mrs. Lew Keller; first vice-president, Mrs. Bob Brumleve; second vice-president, Mrs. James Chase; third vice-president, Mrs. H. L. Ernst; treasurer, Edith Streibich, and secretary, Cora Yeldham.

Along the Expo Midway at Dallas

By HERBERT DE SHONG, The Times Herald, Dallas

DALLAS, Nov. 28.—Harry Olmsted, director general of the exposition here, will be leader of the official party leaving for the Showmen's League convention in Chicago. In his party will be J. Eddie Brown, his assistant; A. L. (Red) Vollmann, director of *Cavalcade of Texas*, and A. E. Moyle, centennial finance director.

Frank Duffield, convention program chairman, left for Chicago Thursday. Others going in time for the convention will include Stanley Graham, Lew Dufour, Nat Rodgers, Joe Rogers, Mrs. Ernie Young, Nate Miller, Dick Hood, Danny Odom and Bill Collins.

Mme. Corrine (Eoese) left Streets of All Nations for a road tour that began in Waco last week under guidance of Paul Batchelor. Corrine was star of Mrs. Ernie's Young's revue at Nation's Streets.

Mr. and Mrs. Harry Illions and their daughter stopped en route north.

Clinton Bolton is scheduled to leave as promotion chief of the English Village to become State promotion manager for Metro-Goldwyn-Mayer in Louisiana, with headquarters at New Orleans.

Phil Fox, head of the Centennial publicity department, has been ill. Not considered serious. Cliff and Frieda Wilson spent four days here as guests of J. Eddie Brown. George Arnett came in from Cleveland for a visit.

Ray A. Foley, assistant director general, returned from a 10-day contact tour of Northern and Eastern exhibitors.

Rube Curtis had to turn down an invitation to play at the Warm Springs (See *ALONG THE EXPO* on page 59)



Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Nov. 28.—The regular meeting Monday night set a new record for the winter season's attendance. Due to the fact that many shows have closed and many troupers are in Los Angeles and vicinity, it is natural that attendance should be stepped up, but the much-advertised *President's Follies of 1936* and the serving of corn beef and cabbage proved the main draw. Two hundred and forty-one members were present. President Theo Forstall presided, with Dr. Ralph E. Smith, first vice-president; Roy Ludington, second vice-president; O. H. Hilderbrand, third vice-president; Ross R. Davis, treasurer, and John T. Backman, secretary, on hand.

Disarranging the usual order of business, President Forstall introduced Johnny Castle, prominent in carnival business and president of the Heart of America Showmen's Club, Kansas City. Johnny tried to get away with just a few words, but was escorted to the rostrum and given the loud speaker, where he presented an interesting talk. He stressed the importance of showmen's organizations and what it meant to be a member. He concluded by paying a high tribute to PCSA and was roundly applauded.

Returning to the order of business, the financial reports and others were read and received the usual big hand, especially the financial statement and the number of new members. Reporting on ways and means, Doc Zeiger unfolded more of the plan to raise funds. He had laid down what he said was a part of the foundation at previous meeting. The plan, and it is most elaborate in detail, will be pushed thru to fruition, while Doc gets credit for another really fine workable idea.

Communications: From J. Ed Brown, of Texas Centennial Expo, addressed to President Forstall. The letter primarily concerned the *President's Follies*, and, according to President Forstall, Eddie showed more knowledge of girl shows than he (Forstall) could ever hope to have. Eddie also advised that he would not be able to attend the PCSA ball, which is regrettable. La Motte Dodson also lettered. He is touring with Dodson's monkey vaudeville troupe and has a five-week contract in a large St. Louis department store. James Heller penned from Buhl, Ida., for information, but no one here knew anything about the show he asked about. Charley Wrightsman infoed from Oakland that he has been contracted to furnish kiddie rides in an Oakland department store for the holidays. He plans to run down to Los Angeles for a visit after Christmas.

New members: Murray J. Morley, credited to Jack Schaller and Doc Cunningham. Scott Branson, credited to Walton de Pellaton and O. H. Hilderbrand. Bert G. Fisher, credited to Charles J. Walpert and Joe Glacey. Edward S. Harrison, credited to Charles J. Walpert and Sol Grant. J. C. Bullock, credited to Charles J. Walpert and Elmer Hanscom. George French, credited to Charles J. Walpert and John T. Backman. Barney Katzen, reinstatement, credited to Charles J. Walpert and Sol Grant. Sam Haberman, credited to Charles J. Walpert and Milt Runkle. John Castle, pioneer member, credited to Charles J. Walpert and John T. Backman. Wallace Beery, screen star, credited to Bill Newberry and Jack Grimes, adds another of the distinguished names to the personnel of the organization.

The *President's Follies of 1936*. Pro-

gram was arranged by Harry Seber and Eddie Gamble, with Al (Big Hat) Fisher emcee. A special stage was arranged for the presentation of an excellent floor show. Hugh McCormick opened with a ventriloquist act which was an absolute knockout. He had a specially prepared routine and he and the knee figure received tumultuous applause. Susanne Kim, noted Korean-Polynesian dancer, presented a tap dance and an unusual Korean folk dance to a nice hand. Rosita Carmen, shawl dancer, gave her interpretation of a *Night in Stamboul*. Aileen Kirkless appeared in *The Dance of Mars*, a novelty presented and artistic offering. Dot Dahlstrom and Eva Taylor, in *The Mutsen of the Minaret*, was a most capably presented affair. Susanne Kim reappeared in a dance, *The Wife of the Dervish*, and displayed her well-known artistry. Bailey, Searles and Ortway, singing and dancing number. Others appearing were Dot La Marr, La Belle D'Armour, with Senorita Conchita Mendez doing the closer. Program was immensely enjoyed and well received by the large gathering. Jack Grimes announced that the Charity Banquet and Ball seats were nearly sold out. He said he had reservations from the major film studios and reported that several of most noted of the film capital would be in attendance. Weekly awards: First prize, Buddy Priest; second prize, Roy Ludington. Capital prize went to William (Red) Lowney. Refreshments were served by Ted Le Fors, Jack Bigelow, Charles Schilling, Will Z. Smith and Harry Wallace.

Somewhere at some time or other we have read "Hitch your wagon to a star." Just can't see what that has to do with our saying that when setting in with PCSA you are certainly hitching up with an organization that has "just gone places." And there is every indication that one will not come in as a member after December 31 at the present cost. Better think this over.

LADIES' AUXILIARY

Meeting called to order at 8 p.m. Monday, November 23, and presided over by (See *PACIFIC COAST* on page 61)

Philadelphia

PHILADELPHIA, Nov. 28. — South Street Museum this week: Dr. Mayfield, fire worker; Billy Cornell, colored revue of eight people; Zoro, contortionist; J. C. Woodards, accordionist; electric chair demonstration, and Mme. Verona, mentalist. In Annex dancing girls. Busfness good.

Eighth Street Museum: Billy Taylor, escape and magic; Congo and Gorilla Village; Musical Johnson, musical novelties; Poses Plastique; Spidora and Mysteria illusions; Princess Zelda, mentalist. Dancing girls and Mary Morris in Annex.

Carl J. and Mrs. Lauther were visitors. He reported an excellent season with Johnny J. Jones Exposition. Looked over territory for his traveling museum. They went to their farm in Virginia for Thanksgiving.

Max Gruberg in from the South after closing his show. He said it was a fairly good season. Is leaving with wife and daughter for Miami to spend winter.

Roy B. Jones, past season with Marks Shows, arrived here for a few days. He is with the Carl J. Lauther Museum.

W. A. Kerr, representative of Art Lewis Shows, passed thru town.

A. P. Shocket, local show promoter, is now in the insurance business.

Jimmy Shafer came in from the South, having closed with Dodson's Shows.

FOR SALE

A Complete CRIME SHOW. Grossed Over \$50,000.00 at Texas Centennial. One PIERCE ARROW and one 16-Cylinder CADILLAC Gangster Car. Both are bullet-proof. Four Large PYTHONs, all in Excellent Condition. Seventeen ANIMATED ANIMALS, Built by Messmore & Damon. Original Cost \$4,500.00. 250 AFRICAN TROPHIES, Consisting of Spears, War Implements, Musical Instruments, Etc. Wonderful Display for Jungle Show. Fifteen CONCESSION TENTS, eleven 10x18, one 12x20, one 18x45, one 12x12; all 9-ft. Walls. One FLY, 20x14, good as new. Fifty 5c PACES RACES, Serials in High 2900, Same as New, \$300.00 Each. CAILLE BELLS, Latest Type Machine, 20 Stop Reels, Double Jack Pots, Escalators—Cabinets Painted Modernistic Colors. 5c Play, \$50.00; 10c Play, \$52.50, and 25c Play, \$55.00. All of these machines same as new and used at the Dallas, Tex., Centennial. CASH MILLER, Advise Your Address. Address

DUFOR & ROGERS, The Stoneleigh, Dallas, Texas

THERE ARE "SCORES" of REASONS

Why YOU SHOULD BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

You have promised yourself to be a member. Why delay—Do it Now!

Paterson Elks In Huge Draw

Wirth Circus gives extra shows at annual—figures on gate nearly 90,000

PATERSON, N. J., Nov. 28.—Wirth Circus, which played under auspices of Paterson Elks, this being the second year under the management of Frank Wirth, broke records with attendance close to 90,000. Extra shows were given on Saturday. A new set of grand-stand seats were used for the first time, stand being 22 feet high.

The large program included opening with a grand tournament, followed by a comedy act, Three Sailors; Randows, La Pearls, Hip Raymond, cloud swing number, Minerva, Revolving Le Favors and Ethelda, Seven Avallons, boxing entree by Gene and partner, Dr. Bernard's Elephants, Mlle. Ora, Bella Brengk's Golden Horse and Golden Statue Girls, Hai Wong Troupe; Poodles Hanneford and Family, Poodles being forced to take encores at each performance; Ralph Curran, high pole; Torelli Sisters' Comedy Circus, ponies, monkeys and dogs; Flying Eugenes, aerial bars; the Saytons, slow-motion posing; Pallenberg's Bears; comedy acrobatic number, Twelve Liazzed Arabs and Seven Debuskys; crazy number by clowns and closing with the Five American Eagles.

At conclusion of the Saturday night performance, General Chairman Harry Smith thanked spectators for wonderful patronage and announced that an agreement had been signed with Frank Wirth to appear in Paterson in 1937.

Cleveland Show Incorporated

CLEVELAND, Nov. 28.—Most pretentious of children's entertainments is the first Children's Show, to be held in Public Auditorium, being staged by National Children's Exhibitions, a group of Cleveland people organized to make it an annual event. Officers are Philip Garbo, president; A. G. McKinley, treasurer; Charles Cavano, secretary, and Mrs. Esther L. Allen, educational director, with Harry M. Hirsch as production manager. Exhibitions has incorporated under Ohio laws as an organization not operating for profit and all moneys accrued this year will be devoted to a fund for next year's show. Entertainment will range from Indian dances and villages to rides and from circus acts, trained animals and clowns to performances on the stage every two hours.

WANTED—LAST CALL!!

Will sell X Privilege: Food, Drinks, Mechanical Toys, Novelties, Balloons, Photo Machines, Scales, Musical Toys, Souvenirs, Penny Machines, or what have you? WANT Mechanical Show, Flea Circus, Novel Rides, Trained Monkey Show, Minstrel Show, Live Freak Show. For December 23, 1936, to January 1, 1937, inclusive.

H. M. HIRSCH, Production Manager,
National Children's Exhibitions, Inc.
Room 286, Public Auditorium, Cleveland, O.

WANTED

For Morocco Shrine Temple Merchants' Exposition, Jacksonville, Fla., December 7th to 12th, inclusive. Have space for demonstrators who can work indoors. Legitimate concessions—Bingo. Time is short, wire SHRINE HEADQUARTERS, Room 220, Liggett Bldg., Forsyth & Laura Sts., Jacksonville, Fla.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Badger State Show Is Put Over Successfully for Its 17th Year

OCONTO, Wis., Nov. 28.—What was declared the best bill of acts ever presented at the event here marked Oconto County Corn and Potato Show on November 12-14, reported F. J. Horak, chairman of the publicity committee. On the program of free stage acts were Bernice Kelly's Circus Revue; George Blink, aerialist; Charles H. De Melo, featuring Hollywood Clowns; Leo De Meers, acrobat, and Badger State Barn Dance, with Hank Quartermont.

"The show is an annual, staged indoors, at which farm produce of the county is exhibited, with cash premiums awarded on place winners. Premium money is obtained from the State, since this show is recognized as the official county fair. City merchants co-operate by buying booth floor space for displays. They also contribute hundreds of merchandise prizes which are given away during the show," said Chairman Horak.

"Purpose of the show is to bring farmers to city merchants and at the same time provide farmers with opportunity to compete with neighbors in raising quality of produce. The show, in its 17th year, has been a financial success every year, being self-sustaining from the thousands of gate admissions received during two or three-day showings. It is always staged after the harvest season and usually the first part of November, altho other dates have been experimented with, some earlier and some later, to meet existing climatic and highway conditions. All officers and workers in the show association perform their tasks without compensation unless it be a 'big feed' to celebrate a successful show. The show has been publicized thruout Wisconsin each year for many years and has become a model for its kind. Clyde Davis has been chairman of entertainment many years and his work has aided materially in the big crowds."

Labor Union To Use Ten Acts for Circus

ANNISTON, Ala., Nov. 28.—Anniston Central Labor Union and its 18 crafts of some 5,000 union craftsmen, to raise enough money to entertain the convention of Alabama Federation of Labor in Anniston in April, 1937, is to sponsor an indoor circus of 10 acts, most of them to be from the Tom Mix Circus, now in winter quarters here. Rest of the acts will be booked independently. Concessions will be operated by crafts affiliated with the Alabama Federation of Labor and Central Labor Union.

In addition to the indoor circus the union is publishing a "History of Organized Labor in Alabama," to be used as souvenir program of the convention. It has indorsement of the United Chamber of Commerce and Better Business Men's Association State wide.

Part of the merchandise that will be used in the circus will be bought locally and the rest will be purchased from carnival jobbing houses over the country. Sale of tickets and giveaway of a 1937 Ford V-8 de luxe automobile are being conducted by 367 crafts over the State of Alabama, said Director W. E. Franks.

Pinckneyville, Ill., Mardi Gras Event Is Successful

PINCKNEYVILLE, Ill., Nov. 28.—This city's recent Halloween and Mardi Gras celebration wound up with a profit of \$392, said C. H. Dintelman, secretary of the Chamber of Commerce, sponsor. Event is financed thru contributions from local merchants and receipts from a masked dance and queen contest.

Celebration, which is entirely of a local nature, attracted people from a radius of 50 to 75 miles.

"Best Ever"

OCONTO, Wis., Nov. 28.—"All acts were booked on inquiries resulting from our advertising in The Billboard, this being the first time that we used that medium to obtain our entertainment features. I am glad to add that the acts were the best we have ever had, and this does not mean that we have not spent plenty of dough for bookings heretofore."—F. J. HORAK, chairman publicity committee, Oconto County Corn and Potato Show.

Cole Bros. To Furnish Show at Columbus Event

COLUMBUS, O., Nov. 28.—Columbus Pepper Club, annual sponsors of an indoor circus in the Coliseum here, at a recent meeting re-elected Sid R. Phillips president for the coming year. Plans are under way to present the show again this winter.

Contracts have already been signed with Cole Bros.-Clyde Beatty Circus for a week's showing. Organization also sponsors annual Buckeye State Jubilee.

El Paso Musicians Ask Pay

EL PASO, Tex., Nov. 28.—Local 466, Musicians' Protective Association, has protested use of musicians in parade of annual Southwest Sun Carnival without pay. A conference with carnival association officials has been arranged. Members of the local paraded without pay last year, first for the event, but figure they are entitled to remuneration this time. Local may protest in Washington against use of army bands from Fort Bliss if carnival officials refuse pay.

Passes Up Practice For a Show Biz Fling

CINCINNATI, Nov. 28.—"I enjoyed the special article by Bob Morton in the beautiful Christmas Number of The Billboard," writes Dr. Thomas L. Miller from Jacksonville, Fla.

"Bob staged the Shrine Circus for Almas Temple in Washington, D. C., in 1932 and, as I was a member of the committee at that time, I am well aware of his capabilities as a real showman and as a good fellow personally.

"He will get a kick out of it when he learns that I have given up my practice, temporarily at least, to be secretary for a showman on promotion of Morocco Temple Fashion Revue and Merchants' Exposition here in Duval County Armory, with four more dates to follow."

Macon Patrol Again Winner

Shriners' fourth annual circus hits its highest marks—dime gate rules

MACON, Ga., Nov. 28.—Playing to attendance of about 49,000 on the week, the fourth annual Shrine Circus, which ended on Saturday, established a new high record for admissions and receipts. The Macon indoor event is unlike most similar events in that Arab Patrol, Al Sihah Temple, handles every detail and there are no promoters. The show is given in the big Macon Auditorium and admission charge is 10 cents.

While professional circus acts are used and there are professional concession operators, the 55 members of the patrol handle all other details and this year operated 10 game concessions. Final figures have not been announced, but it is understood the patrol was winner by several thousand dollars this year. D. C. Ferguson was general chairman, assisted by A. M. Harrison and H. W. Polley.

Circus Acts Booked

Allen Hauser was equestrian director and Ray Parker directed the 12-piece Shrine Band. Grady Gillon, of the patrol, was announcer. Acts included Houghton and Houghton, comedy bicycle and motorcycle; clown number; Bert Dearo, aerial contortion; Roy Leonhart, baseball clown; Helene and Flo Rogers and Johnny Kinard, wire act; Collette DeKohl, balancing; Corinne Dearo, muscle grind; Bert Dearo, frog act; Merrill Brothers and Sister, acrobatic and equilibrist act; Ernie White, head balancing; Bernardo, slack wire; Roy Leonhart, table act; Perry DeKohl Family, juggling and balancing on double globes; Los Gitanos, perch.

Rogers Sisters, wire act, were booked as an extra attraction for first half of the week, while Barnett Bros.' Circus had a layoff. They returned to the Barnett show. Last two days the Butters, wire act from Downie Bros.' Circus, were put in.

Concessions Do Well

Joe End had a doll concession. Denny Moore had two sets of diggers of 10 units each. Other concession operators included C. A. Cox, photo machine; O. E. Bradley, fishpond and pop corn; Harry Elliott, mouse game; Oscar Shortell, candy floss and apples; Louis Krim, penny machine, and J. P. Wilson, astrology machine. All reported good business. Peak crowd was on Saturday, when nearly 15,000 attended, afternoon and night. Clown contingent, in addition to Leonhart, included Shorty Hinkle, Johnny Bossler and several others from the Downie show.

Shorts

ATTRACTIONS at Harrison (Ark.) Armistice Day Celebration included Erwin Nix's Band and a floor show presented by Francis Gideon and his Debutantes.

FRANK WIRTH signed contracts to appear for Shedad Grotto in Brockton (Mass.) Armory, to be his first appearance for this Grotto. Shedad is considered one of the strongest in New England with membership of 750. Miss Freda Clark has been appointed manager, representing Wirth.

GREENWOOD (Miss.) annual Winter Carnival and Trade Week, ending on December 5, is annually sponsored by the Junior Chamber of Commerce, with all merchants participating in money raising and awards.

B. BAINE, Lubbock, Tex., has been contracted to stage a Midwinter Championship Rodeo at Plant Field, Tampa, Fla. Event is under Tampa Horse Show Association sponsorship. Baine has engaged Billy Crosby as director general of the rodeo.

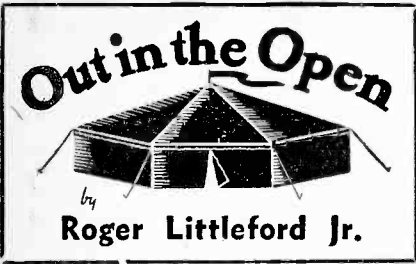
HELP This Department by Telling Committees About It.

DO YOU NEED MONEY?

Does your organization need that last-minute pull for that welfare, sick, benefit or other fund total? Make it sure-fire by calling on us for your circus, variety show, revue, pageant or whatever you have in mind. Complete units and productions in every category, with aid on ticket sales, organizing, etc. If it's sensational, we have it. Scouts now in Europe sending over attractions.

GEORGE A. HAMID, Inc.

1560 B'WAY
NEW YORK,
N. Y.



BECAUSE illumination is always one of the most important phases of large expositions, New York's World's Fair will go the limit to produce lighting effects that will be nothing short of sensational. Engineers in charge of lighting experiments, now being conducted on a model fair site at the Empire State offices, explained this week that the lighting effects would be arranged so that the Theme Building, the focus of interest in the fair, would also be the focus of the entire plan of illumination. The plan is not to create "spectacular effects in the usual sense of the term," but rather to create a design in light that will make its appeal thru beauty and sheer magnitude. . . . T. A. Loveland, secretary of the Frank Buck Enterprises and manager of that firm's wild animal show which played a tail-end engagement at Texas Centennial Exposition, Dallas, writes some interesting lines about Buck's new venture. "I regret exceedingly that you are not here to see our wild animal show and exhibit," infos T. A. "The consensus among local showmen and newspaper men is that we are presenting one of the most interesting performances of its kind ever seen in Texas and I understand we are topping all the shows, including *Cavalcade*, on the fairgrounds. There has been so much interest shown here that I am quite sure we could play several months in this State provided there were sufficient arenas large enough to hold our layout. We will undoubtedly play a date near New York within the near future and I want you to experience the thrills yourself at that time." Buck is not with the show, remaining in New York to fully recover from injuries received in a recent tussle with one of Colonel W. T. Johnson's wild horses, recruited from the Madison Square Garden rodeo.

AROUND the town prior to Chicago convention week: Billy Rose's contemplated plan to bring his Casa Manana show to Palisades (N. J.) Park next summer is growing cooler week by week. . . . Mike Barnes, of the Barnes & Carruthers office, seen in the Astor lobby early in the week. Mike is on a talent-scouting jaunt, but will be back in the Windy City for the festivities. . . . Billy Ritchey, who has been working his high-diving water circus thru the South, passed thru New York on his way home for the winter. Billy announced that he is seriously considering an eight-week tour thru Japan next spring, but when that time rolls around we will probably see him in Eastern parks again. . . . George W. Traver is one of several showmen working the Toyland Fair and Circus at Hearn's 14th street department store. Travis has his kiddie ride there this year. . . . Charles Girard will keep his show out all winter. Currently playing thru Florida. . . . Bill Lynch, owner of the Lynch Canadian Shows, is being entertained by Maurice Levy, his concession manager, in the big town. Besides enjoying himself no end, Bill is on the lookout for rides and new canvas for the coming season and is making a few Christmas purchases on the side. . . . Oscar Buck made a flying visit to Broadway early last week, but hesitated long enough to announce that he has 10 men working at the O. C. Buck winter quarters and that his show will be flashier than ever by opening time next April. . . . Sam Lawrence is reorganizing his show in the South and will work Eastern territory next season. Reports have it that it will be a 15-car show. . . . Ben Williams might take a show to the West Indies next year. Ben is big chief of the Ben Williams Shows. . . . Mrs. Frank J. Murphy is back in New York fully rested and the picture of health. She's been taking the sun treatment in Miami for the past eight weeks. . . . Rumors hereabouts persist that Max Goodman will take out a show of his own in 1937, as announced in *The Billboard* several weeks ago. . . . Outdoor showmen who have interested themselves in Bingo are enjoying better than better business. Bill Hamilton, formerly part owner of

Barnett Bros.' Circus, is operating a Bingo firm that's concentrating on up-State New York. . . . Arthur E. Campfield left the Baker-Lockwood Tent and Awning Company long enough to take in the Chicago conventions. Mrs. Campfield accompanies Arthur this year. . . . Art Lewis, of the Art Lewis Shows, and Phil Isser, Isser Shows mogul, are also in Chi. Isser will be on the road in 1937. . . . Max Castle will have the side show with the Frank Wirth Circus in Syracuse this week and for the remainder of Wirth's engagements. Max is of Gorman Bros.' note. . . . And Slim Walker, another well known in side-show circles, will work with Bob Morton this winter. . . . Donald Bish is more than busy at the Donald Bish show equipment factory in New Jersey. . . . Bert Goodman is of the opinion that it looks like a banner year at Coney Island in 1937. Let's hope so.

H. (Doc) Allen Closes With Gold Medal Shows

LITTLE ROCK, Ark., Nov. 28.—On arrival here this week H. (Doc) Allen announced that he closed a 33-week season as general representative of Bloom's Gold Medal Shows. Allen stated that his plans for next season would be announced in the near future.

The Bloom organization terminated the season at Lake Charles, La., where they will winter. Oscar and Dottie Moss and Oscar Bloom will spend most of the lay-off weeks in that city. Mr. and Mrs. Allen will go north from here. According to Allen, Bloom had the best season since he took over the Gold Medal outfit and that the net profits were highly satisfactory to all concerned in the operations of this carnival.

Endy Bros.' Shows

Durham, N. C. Week November 7. Location, airport showgrounds. Weather, very cold. Business, poor. Auspices, Red Men.

This week was the last of the season and it marked the conclusion of one of the most pleasant and profitable seasons the show has ever enjoyed. Unit has been out 32 weeks, and the staff, together with most of the help, and concessions are still intact. Members are beginning to scatter to the four winds, however. Winter quarters have been established in a spacious garage for all trucks and equipment excepting the six rides, which are being shipped to Miami, Fla., where Endy Bros. are opening Funland Park. The show did not suffer one major accident or serious happening on the entire season. Doings and whereabouts of the showfolks will appear in another writeup. The Red Men's committee here gave us the finest co-operation. The cold weather, however, was just too much for anyone to cope with. Nothing will be done in winter quarters until after January. The management is planning to take out a much improved and larger show next year. Contracts have already been let for two more major rides and more canvas. Among the visitors here were Dr. Garfield, Frank Swift and E. M. Foster. J. J. (IRISH) KELLY.

ALONG THE EXPO—

(Continued from page 57)

Foundation in Georgia Thanksgiving. His work in the cast of *Cavalcade of Texas* and as front man at the Frank Buck Jungle Show will keep him busy until he goes to a local department store as Santa Claus December 1.

Bill (Tuffy) Barnett is ready to close a successful season as *The Billboard's* circulation representative on the grounds.

Notes From the Crossroads

By NAT GREEN

BEFORE this is in print Thanksgiving Day will have passed and the outdoor show legions will be merrily milling around on the Magic Carpet. This is being written the day before Thanksgiving and already a lot of the boys are on hand and all talking turkey—the edible kind. First of the fair secs in was L. B. Herring Jr., of South Texas State Fair, Beaumont, who is taking advantage of the opportunity to see some of the current shows. He was first last year, too. Charles W. Paine, of California State Fair, Sacramento, used to be No. 1 arrival, but of late he's been missing, his health being poor.

Of the carnival clan Denny Howard was one of the first to arrive, having been around for a week or more. Closely following were L. Clifton Kelley and Mel Vaught, in from the great open spaces of the Southwest. Mel wasn't quite certain just where his domicile was for awhile but finally got properly set and everything is lovely. Abner K. Kline came in on Monday and next day was carefully scanning the Christmas Special issue of *The Billboard* to see whether any new rides besides the Octopus (free ad) were announced. Sam Gluskin, of Royal American Shows, came in early but apparently was keeping under cover. L. S. (Larry) Hogan, who has fallen away to a shadow (but what a shadow!), drove in from St. Louis Wednesday but by night was gone with the wind—or said he was going, but you never can tell about these g. a. s. Noble C. Fairly and Mrs. Fairly, of the Fairly-Martone Shows, arrived same day. Ditto Dave Tennyson. Judging by the reservations we've received this week it would be like counting the Foreign Legion to try to list those who will be treading the carpet by Saturday, so from present indications we're very much afraid everything is going to be all right!

William J. (Billy) Collins, general manager of the Graham Enterprises, Inc., was a stopover visitor Tuesday afternoon. Changed planes here. Was in Detroit, where they have a midget city in a department store, and left for Dallas, to return Monday for the fair-park-showmen's meetings. . . . Wallace Cobb, former carnival trainmaster, with his wife and daughter came in from their home in Michigan and will be around for some time. . . . Roy Barrett, well-known joey, playing a Madison, Wis., department store, and Billy Ward are at the Boston Store here in Chi. . . . Floyd King, of the Cole Bros.' Circus, blew in and right out again for New York. . . . TCC, who signs his postal card "One of your readers whom you never heard of," sends a bridge souvenir edition of *The San Francisco Examiner* with the notation "Hope you enjoy the pictures of our new bay bridge." Some bridge, TCC, and some pictures! . . . Ray A. Foley, director of works at the Dallas expo and favored for the director-generalship of the expo in 1937, and Dave French, formerly manager of the Chrysler exhibit at the Texas Centennial, passed thru Chi Tuesday en route to Dallas after a trip to New York and other Eastern points. . . . Frank Hartless, CFA prexy, back in town and will linger for the gala doings. . . . Route books of circuses are again making their appearance. . . . The Big One has one comparing favorably with those of the halcyon days of yore, and King Baile has issued a neat and attractive book of the Seils-Sterling Circus.

Indications are that convention week is going to hand out some cold weather to visitors, but preparations in progress at the Hotel Sherman give assurance of a warm welcome and a glorious week of confabbing, business and pleasure. We hope it won't be so strenuous as to cause any Crossroads detour.

standard demanded by N. L. West, manager.

Roster: Duke, iron-skin man; Ruthe and Jesse Dixon, small Ethiopian mother and baby; Princess Shandar, mentalist; Jean-Janet, in Annex; Clavos, pinhead; Professor King, magician. N. L. West and Mrs. Harris on the front. R. W. KING.

Museums

Lauther To Tour Under Canvas

PHILADELPHIA, Nov. 28. — Carl J. Lauther, of side show and museum fame, was in the city this week in the interest of his traveling museum, which will take the road from Augusta, Ga., under canvas at an early date.

Lauther plans many innovations in the general frameup, such as all plush draperies and masking for the various platforms, with the name of each act in neon signs, modernistic stage settings and other late style accessories. Neon illumination will be in charge of R. M. Howell Jr., the glass blower, and pictorial work by the museum's artist, Billy Burke.

The Lauther troupe is now in Augusta, waiting announcement for the opening, as is Starr DeBelle, who will handle the press along with other duties in connection with the exploitation of this museum.

Universal Museum

Open second week in Asheville. Business good. No auspices. Co-operation of local papers and city officials. Attractions are presented on platforms, with velvet drapes and lobby displays. Outfit moves on two trucks. Performers travel in private autos.

R. F. McLendon, general agent. Pete Harrison, tickets. Harvey Moore, novelty concession. Shorty Van Burg, chef. George Bennett, electrician. Bobby Kork, secretary and publicity.

Attractions: Mimi, lady neon and sword swallower; Professor Shapiro, magician and lecturer; Walter Woods, escapes; Prof. Fred Garneau, tattoo artist; Madame Mystera, mentalist; Jolly Bobette, fat girl; Ki-Ki, turtle girl; Mayo Tinsley, snake enchantress; Flipppo and Zippo, pinheads; Dagmar, mystic cross of India; Lord's prayer on pinhead; Howard Danielson, human volcano; Wilomay, illusions, and Cliff Snow, attendant.

Kork's Unknown Sex Family featured as annex attraction, with Fred Singleton, lecturer, and Cora Hohlfield, nurse. BOBBY KORK.

Miller World's Fair Museum All Set To Open Tour

MONROE, La., Nov. 28.—All plans are going forward at a rapid pace here preparatory to the opening of F. W. Miller's museum season.

Mrs. Miller, better known as Evelyn Miller, has had her dancing girls lay away the fans and costumes for the winter. At present she is acting as hostess to the many arrivals who are joining daily. The new velvet drops and properties have arrived from Chicago. Painters are working painting and decorating the busses in which the property and people will be transported, white and blue being the color scheme.

Electricians are attending to the illumination features. Acts and people, some of whom have been at Chicago, Dallas and San Diego, are here.

William Sylvan has joined the staff, as has the writer, formerly of Radio Station WDSU, New Orleans, who has assumed duties as secretary for the Miller Museum. Reported by J. C. McGowan for the company.

Walsh and Zell Now In Museum Field

CINCINNATI, Nov. 28.—Jack Walsh and Robert Zell, while in the office of *The Billboard* last Wednesday, announced the organization of the Zell & Walsh Traveling Museum to take the road at an early date.

Doc Burns has been engaged as advance agent, with several assistants, who plan to bill this museum a la circus style, and an order for special paper was placed while here.

This traveling organization of modern museum features will book under auspices in cities in Ohio, Michigan and Kentucky. In addition to the oddities they will have an orchestra and all employees in uniforms, purchased here, Walsh and Zell announced.

West's Museum

BLYTHE, Calif., Nov. 28.—Location in heart of the business district and business good. Followed a carnival and circus playing day and date here the week previous. The museum is now up to

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FORMS CLOSE (in Cincinnati) THURSDAY

FOR THE FOLLOWING WEEK'S ISSUE.

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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.
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AGENTS AND DISTRIBUTORS WANTED

BE YOUR OWN BOSS—MAKE THE LARGEST commissions selling our complete line of brushes. Write for our sales plan. **WIRE GRIP SANITARY BRUSH CORPORATION**, 220 Southern Boulevard, New York. de19x

DEMONSTRATE DELISLE'S PHYSICAL THERAPY Charts. Sacrifice this 21x36 inch item, \$1.00 prepaid. Retail \$15.00. Big money maker. **DELISLE**, 5112 Dorchester Ave., Chicago.

DISTRIBUTOR—DIXIE DANCE WAX, CLEANS as it waxes. Your own business, highly profitable, be independent. Easy, pleasant. Cafes, taverns, beer parlors, anywhere there is dancing. Constant repeats. Sample hunters save your stamps. **DIXIE WAX CO.**, Evansville, Ind. de5x

EXPERIENCED SUBSCRIPTION MEN WANTED for rural work; attractive club national magazines; liberal proposition. **PUBLISHER**, 750 Shukert Bldg., Kansas City, Mo. de12x

GOOD INCOME SILVERING MIRRORS, PLATING and Refinishing Lamps, Reflectors, Autos, Beds, Chandeliers by late method. Free particulars. Write **GUNMETAL CO.**, Ave. G, Decatur, Ill. tfx

JO-BO RUBBER BOW TIES ARE NEW, Unique. Sensational sellers; good profits to live agents. Write **JO-BO PRODUCTS**, Des Moines, Ia. de12

LOCAL AGENTS WANTED TO WEAR AND demonstrate Free Suits to friends. No canvassing. Up to \$12 a day easy. Experience unnecessary. Valuable demonstrating equipment, actual samples free. **H. J. GRAVES**, President, 1300 Harrison, Dept. M-807, Chicago, Ill. x

MAKE MORE MONEY SELLING SHIRTS, TIES, Underwear, Dresses, Hosiery, Raincoats, Jackets, Pants, Uniforms. Sales outfit free. **NIMROD COMPANY**, Dept. 43, 4922-28 Lincoln Ave., Chicago. x

MANUFACTURE AND SELL YOUR OWN Motor Overhaul Compound-Expanding Mineral Supplied. Make as easy as a cup of coffee. Clean up with world's fastest selling specialty; formula and enough mineral to start business one dollar. **XRALYTE MINES**, Kalispell, Mont.

MEN WANTED AT ONCE TO CALL ON STORES with biggest line 5c and 10c necessities. Self-selling counter display: Aspirin, Razor Blades, Handkerchiefs, Household Cement, 101 different items, many new, exclusive. Up to 125% profit. Experience unnecessary. Big catalog free. **PROCOFAX**, Dept. 131-C, 1956 S. Troy, Chicago. x

NO PEDDLING — FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE**, 214 Grand, New York. de26x

PERFUME BUDS — SENSATIONAL STREET- men's seller. Cost 1c each; sell 5c; particulars free; samples 10c. **MISSION**, 2328W Pico, Los Angeles, Calif. de19x

PITCHMEN AND AGENTS—WE HAVE WHAT you need. Come and see us. **SOUTHERN MERCHANDISE CO.**, 173 Pryor St., S. W., Atlanta, Ga.

SALESBOARD MEN — NEW PUT AND TAKE Jars, twelve different payouts. Details, sample free. **TOM THUMB**, Dept. BB, Nauvoo, Ill. de5x

SELL NEW AND USED CLOTHING! 100%— 300% profit; selling experience unnecessary. We start you, furnishing everything. Catalogue free. **ACME MERCHANDISE**, M-558 W. Roosevelt, Chicago. x

SELL WILLARD'S SMOKED HERRING—ON cards to taverns, stores, etc. Going like wildfire. Sample card, 80c; 12 or more, 50c card. Also free list of other fast sellers. Write or wire at once. **WILLARD PRODUCTS COMPANY**, Dept. A 11, Moline, Ill.

SENSATIONS OF 1937—MAIL-ORDER OPER- ators, salesmen, agents, get busy! Here's the latest in question and answer budgets. You share profits 60 ways, from 1c to \$5. Send 25c for outfit and proposition. Get a city, county, even a State. **PREMIER SYSTEMS CO.**, Dept. 11, Box 207, Santa Monica, Calif. x

TINSELED DAZZLING MERRY CHRISTMAS and Happy New Year (9x11) Signs. Retail 25c; instant delivery. 100 Signs, \$4.00; express charges collect. **KOEHLER**, 335 Goetz, St. Louis, Mo.

WHERE TO BUY AT WHOLESALE 500,000 AR- ticles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York.

100 RARE PHOTOS, \$4; CARTOON BOOKS, \$3; Spicy Magazines, \$10. Samples \$2 up. **BOX 468-B**, New Haven, Conn. de5x

ANIMALS, BIRDS AND PETS

PARRAKEETS, TWO PAIR GREENS, TWO PAIR yellow, two pair blue, fourteen dollars; live arrival guaranteed. Twenty-five per cent cash with order, balance C. O. D. **SANTA MONICA BIRD FARM**, 2360 16th Street, Santa Monica, Calif.

WANTED—SMALL BIRD ACT WITH PROPS, Cockatoos preferred. Must be reasonable. Tell all. Also send pictures. **BILLY ARNAU**, Keysville, Va.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

DANCE—HOME STUDY. BEGINNERS TAP, Waltz, Fox-Trot, Tango, 20c each; all four 50c. **LOU BUCKLEY**, 208 W. 69th, New York.

YOU CAN ENTERTAIN FOR ALL OCCASIONS with Trick Chalk Stunts and Rag Pictures. Catalog free. **BALDA ART SERVICE**, Oshkosh, Wis. de5x

BUSINESS OPPORTUNITIES

MONEY—WE CAN PUT YOU NEXT TO THE best money getters of them all. Information, stamp, plan, 25c. **A. FRANCUM**, Hospital, Morganton, N. C.

PATENT RIGHTS FOR SALE — NEW BALL throwing game; million customers waiting. Get that million. **WILL DELAVOYE**, Box 4191, Atlanta, Ga.

SELL BY MAIL! BOOKS, NOVELTIES! BAR- gains! Christmas sellers! Display Signs! Big Profits! Particulars Free. **F. ELFCO**, 438 N. Wells, Chicago. tfnx

WHERE AND HOW OBTAIN CAPITAL FOR business, home, any purpose, fully explained. Particulars free. **CAPITAL SERVICE**, 32, Jefferson City, Mo. x

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.

AD-LEE CRANE EXCAVATOR WITH STAND, \$35.00; Mills F. O. K.'s, Pace Twin Bell Jackpots, \$24.50; Bell Locks, \$1.00. **COLEMAN NOVELTY**, Rockford, Ill.

AUTOMATIC PHONOGRAPH CLEARANCE sale—20 Seeburg Audiophone Juniors @ \$35.00; 20 Mills Troubadours @ \$35.00; 15 Early Gabel Juniors @ \$45.00; 30 Late Gabel Juniors @ \$55.00. Every machine in perfect condition. 1/3 deposit, balance C. O. D. **AUTOMATIC MUSIC COMPANY**, 93 River Street, Woonsocket, R. I. de19

BALLY RELIANCE, 5c SIZE, \$40.00; 25c SIZE, \$50.00; Mills McCoy, \$55.00; Multiple, \$40.00; Hialeah, \$39.50. **NATIONAL AGENCY**, Columbus, Ga.

BALLY TICKET GAMES—PAYOUTS, NOVELTY Games cheap. Wagon Wheels, Beat It, \$7.50; System, \$25.00; Zoom, \$10.00. Want Bowl Litealines. Write for lists. **COLUMBIAN VENDING COMPANY**, Parsons, Kan.

BARGAINS—EXHIBIT TICKET MACHINES, \$12.50; Additional Boards, \$2.50; A. B. T. Tape, Ticket, \$7.00. Following \$5.00 each: Ginger, T. N. T., Screamo, King of Turf, Chicago Express, Dealer, 21 Rock-Ola, Big Game, Balance on request. Penny Arcade, Pin Game Price List. **MUNVES**, 145 Park Row, New York.

CANADIANS—BARGAIN IN PIN GAMES AND Payouts. Real prices to clear late machines. **E. A. VARCOE**, Route 4, Oshawa, Canada. de5

CLOSE OUT PRICES—2 EXTRAORDINARY Golden Mystery, \$69.50; Leatherneck, 2 Red Sails, 2 Galloping Plugs (Spinner), 2 Bonus, Multiple, 3 Mills Double Jackpot Escalators, \$39.50; 6 Black Cailles, 10 Nickel O. T., 2 Jennings Century, 1 Pamco Parlay, \$34.95; 4 Jumbos, Sunshine Derby, 4 Duchess, 2 Nickel Watlings, \$29.50; 5 Challengers, Grand Slam, 2 Reliance (8 pay), used 1 week, \$49.50; 2 Trojan, Penny Watling, \$19.50; 6 Baffle Balls, 2 Rodeos, Repeater, 2 Penny Dukes, \$14.95; 5 Gold Awards, 10 Gold Rushes, \$6.95. Under \$10.00, payment in full. Others one-third deposit. **JOHN BLACK NOVELTY CO.**, 1127 Kinney, Corpus Christi, Tex. x

BARGAINS—MADCAP, \$24.50; SHORT WAVE, \$9.00; Battle, \$8.00; Torpedo, \$12.50; Tango, \$10.00; Star Lite, \$6.00. 33 1/3% deposit, balance C. O. D. **KENTUCKY SPRING-LESS SCALE CO.**, 516 2d, Louisville, Ky.

EQUITY, \$15.00; ECLIPSE, \$15.00; PYRAMID, \$15.00; Grand Prize, \$25.00; Trojan, \$35.00; McCoy, \$49.50; King Fish, \$19.50; Deluxe 46, \$35.00; Rambler, \$45.00; Bonus, \$45.00; Casino, \$35.00; Multiple, \$69.50; Jumbo, \$35.00; Rodeo, \$35.00; Round Up, \$65.00; Peerless-Ticket, \$55.00; Slot Machines, \$10.00; Double Jak Slots, \$35.00; Escalators, \$35.00; Six Used Pin Games (your choice), \$25.00. **LEHIGH SPECIALTY**, 2d and Green Sts., Philadelphia, Pa. de12x

FOR SALE—FIVE-CENT PACES RACES, SAME as new, \$300.00 each; Cailles Bells, latest type machine, 20 stop reels, double jack pots, escalators-cabinets painted modernistic colors, five-cent play, \$50.00; ten-cent play, \$52.50, and twenty-five cent play, \$55.00. All of these machines same as new and used at the Texas Centennial only. **JOE ROGERS**, Texas Centennial, Dallas, Tex. de5x

COUNTER MACHINE BARGAINS: SELECT- 'Ems (like new), Club Houses, Hold & Draws, Spark Plugs, Sandy's Horses, Tit-Tat-Toes, Shake & Draws, Little Merchant, Beat 21, Black Jack, Mills Puritans, Boosters, Tickette, Puritan Venders, Leap Frog, "21", \$3.95; High Stakes, Reel 21's, \$13.95. One-third deposit required. **JOHN BLACK NOVELTY CO.**, 1127 Kinney, Corpus Christi, Tex.

FOR SALE—TURF FLASHES, \$10.00; PUNCH- ettes, \$6.00; 10 Bally Babies at \$8.00. **BEN STERLING**, Rocky Glen Park, Moosic, Pa.

FOR SALE — 3 MILLS 5c PLAY FRONT Vender Jack-Pots, serials over three hundred thousand, good condition, \$35.00 each or three for \$100.00. 1 Watling 25c-play Rolatop, serial over seventy thousand, \$50.00. Send 1/3 deposit; will ship immediately. **DUCCAN MUSIC COMPANY**, Eustis, Fla. de19

FOR SALE—SIXTEEN P12 WURLITZER SIM- plex Phonographs, serial numbers around 10,000. Price \$150 each. **CHARLES MESSANA**, 1123 Broadway, New York.

MILLS PHONOGRAPH, 801 MODEL, \$50.00; now on location. Seeburg Selectophones, \$125.00; Mills Tickettes, \$2.75. One-third deposit, balance C. O. D. **JIM McCORMACK**, Stanford, Ky. de5

MILLS 25c JACKPOT, \$12.00; HORSE RACE Machine, Counter, \$5.00; Blue Seal Pin Game, \$3.00. **O'BRIEN**, 89 Thames, Newport, R. I.

OPERATORS — WHEN IN NEED OF GOOD Used and Rebuilt Equipment at reasonable prices get in touch with the oldest company in the coin machine business. We guarantee every machine we sell—satisfaction or money refunded. We are in the market for 100 Used Scales and Slot Machines of every type; send pictures and prices. **REX NOVELTY COMPANY**, 1010 George St., Chicago. de19x

PHONOGRAPHS—3 STANDARD, 12 RECORD, selective, amplified, all in good condition. \$70.00 each or \$200 for three. Also have 1 Ten-Grand Mills Table, cost over \$100, used one week, cannot be told from brand new, will take \$45.00. Also 1 Big Richard Pay Table, 3 months old, bargain at \$40.00. Also 1 Red-Arrow one-shot pay-out table, good condition, \$25.00. Also 1 Cannon-Fire Mills, good condition, \$15.00. Send 1/2 deposit. Will ship immediately. **DUCCAN MUSIC COMPANY**, Eustis, Fla. de19x

REAL BARGAINS—1 1936 ELECTRO HOIST Majestic model, just like new, used only 2 months, \$50.00. **JOHN JARVIS**, 31 Madison Avenue, Ogdensburg, N. Y.

RECONDITIONED COIN - OPERATED MA- chines—Operators only. Big Shot, \$20.00; Jumbo, \$25.00; Double Up (Stoner), \$15.00; Rodeo, \$10.00; Hialeah, \$30.00; Daily Double, \$10.00; Multiple, \$50.00; Bonus, \$35.00; Sunshine Derby, \$30.00; Challenger, \$45.00; All Stars, \$50.00; Peerless, \$40.00; Electric Eye, \$50.00 Salesboards, One-Cent Cigarette Boards, Beautiful Art Pictures, 1,000 size, per dozen, \$7.20; (34, 36 and 40 Pack Pay Out) Put and Take, 100 size, per dozen, \$1.75. Write or wire with deposit for prompt service. All shipments F. O. B. San Antonio. **STAR NOVELTY COMPANY**, Presa and Nueva Sts., San Antonio, Tex. de5

SACRIFICE SALE—1 DE LUXE 46, \$30.00; 1 Repeater, \$32.50; 1 Mammoth, \$32.50; 1 Carioca, \$15.00; 1 Gold Rush, \$15.00; 2 Put & Takes, \$12.50; 1 Plus & Minus, \$12.50; 1 Kelly Pool, \$10.00; 1 Gold Award, \$20.00; 2 Black Magic, \$27.50; 2 Mysterious Eye, \$27.50; 1 Cent-a-Pack, \$5.00; 1 Trade Real Machine, \$5.00; 1 Sweep Stakes, \$5.00; 1 King Six Dice Game, \$10.00; 1 Reliance 5c, \$45.00; 1 Multiply, \$65.00; 1 Single Jack Pot Slot, \$17.50. 1/3 down, balance C. O. D. **C. O. DAVIS**, Lincoln, Mo.

WANTED FOR CASH—USED BOWLING MA- chines; all makes; state price and condition. **BOX 747**, Billboard, 1564 Broadway, New York City.

WANTED SINGLE AND DOUBLE JACKPOT Slots, late models only, must be cheap. No Jackpot Attachments wanted. Must be in good condition and bear inspection. **DAVIS NOVELTY CO.**, Gallatin, Tenn.

WILL BUY OR SELL LITE-A-LINES OF ALL types. **AMUSEMENT NOVELTY SUPPLY CO.**, Elmira, N. Y. ja9x

WILLING TO SACRIFICE FOLLOWING SLOTS, reconditioned, like new: Twenty Watling Rolatops Mystery Pay, late serials, and thirteen Mills Golden Bell Escalators at \$54.50 each; six Jennings Escalators Silent, \$42.50 each; twelve Mills Skyscrapers and twelve Mills Escalators Silent Front Venders, \$39.50 each. Sufficient deposit to guarantee transportation. Write for price list on still cheaper slots. **SOUTHERN NOVELTY CO.**, Valdosta, Ga. de12

15 SEEBURG 5c SELECTIVE PHONOGRAPHS, senior models, \$60 each; new appearance, mechanically perfect, good for hundreds of dollars operating profits. Half cash. **JOHN RIFFLE, JR.**, Canton, O. de12

\$50.00 PAID FOR MILLS BLUE FRONT SLOTS, \$200.00 paid for Paces Races, serials over 2500. State condition, serials. **ROCKPORT NOVELTY CO.**, Rockport, Tex.

COSTUMES, UNIFORMS, WARDROBE

BEAUTIFUL VELVET CYKE WITH LEGS (maroon), perfect, \$125.00; Sateen Cykes, \$20.00; Scenery Curtains Painted, \$5.00; Musician Mess Jackets, \$2.00; Tuxedos, Costumes. **WALLACE**, 2416 North Halsted, Chicago.

INDIAN RELICS, BEADWORK, CURIOS, WEAP- ons, catalogue 5c. 5 Arrowheads, 20c; Eagle Feather Indian War Bonnet, \$9.00, fine. **INDIAN MUSEUM**, Northbranch, Kan. x

FORMULAS

EXPERT ANALYSIS; RESEARCH; INDUSTRIAL development. Newest guaranteed formulas; biggest catalog free. Special prices, leads. **GIBSON LABORATORY**, Chemists, BH-1142 Sunnyside, Chicago. x

FAST SELLING FORMULAS—NEW PROCESS for Tenderizing Meats, \$5.00. Canvassing, pitching and all formulas. Anything analyzed. **ASSOCIATED CHEMISTS**, Indianapolis, Ind.

FORMULAS — LATEST MONEY MAKERS. Write for free literature describing newest formulas for fast sellers. **H. BELFORT**, 4042 N. Keeler, Chicago.

MAKE OWN PRODUCTS, MORE PROFITS— Money-making formulas, trade secrets, plans. Catalog, special offers free. **F. PHILARST**, Jefferson City, Mo. x

THE HOUSE OF CERTIFIED FORMULAS, plans and ideas. Written guarantee with every order. Get our 84-page catalogue. Plans and formulas worth \$5 free in this book. Also one of our \$1 leaders free. All for 25c coin or stamps. **PREMIER SYSTEMS CO.**, Dept. 4, Box 207, Santa Monica, Calif.

FOR SALE—SECOND-HAND GOODS

CORN POPPERS—FEARLESS GIANT ALUMI- num Gearing Popping Kettles; rotary, electric, Candy Kettles. Lowest prices. **NORTH-SIDE CO.**, 2117 Harding, Des Moines, Ia. de12x

CRIME PHOTOS—18 SIZE 30x40, 90 SIZE 16x20, mounted masonite framed. Best collection in country. Stop anybody, \$200.00. 800 N. W. 34th St., Oklahoma City.

FOR SALE—SECOND-HAND SHOW PROPERTY

FOR SALE—CHAIROPLANE, IN A-1 SHAPE, \$450.00. **ENOCH BUTCHER**, 729 Elmwood, Kansas City, Mo.

ONE PARKER TWO-ABREAST 40-FT. MERRY- Go-Round, one Sword Box and Banner, one Shooting Thru a Woman and Banner. **JAMES BARBER**, Kirkland, Wash.

HELP WANTED

ELKS BAND, ORGANIZED EIGHTEEN YEARS, wants experienced, capable director, none other need apply. State experience, qualifications, salary wanted. References required. **FRANK HUGHES**, care Elks Club, Lewistown, Mont. de12

CENTRAL BOOKING SERVICE WANTS THREE bands to travel on the road. Plenty work, money sure, tell all. **BOX 291, McCook, Neb.**

GIRL GUITARIST—ATTRACTIVE, SING, READ, fake, swing. Team with male vocalist and instrumentalist; cocktail rooms. **BOX 746, Billboard, 1564 Broadway, New York.**

PIANIST-SINGER FOR RADIO WORK—EX-perience unnecessary. Permanent position Texas. Must be expert pianist, capable playing popular, also classical and sing popular and old-time numbers. No union or booze. Send photo, details, experience of self. **BOX 410, Laredo, Tex.**

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. 132 illustrated page catalogue, 30c. leaders since 1921. **NELSON ENTERPRISES, 198 S. Third, Columbus, O. de5**

A FULL LINE OF MAGIC, TRICKS AND JOKER'S Novelties. Send 15c for large illustrated catalog. **KRINOC, 536 Sixth Ave., New York.**

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN, 220 W. 42d St., New York City. de19x**

PUNCH, VENTRILOQUIAL AND MARIONETTE Figures, new and used bargains. Workers sterling silver Punch Reeds, \$1. **PINXY, 64 West Erie, Chicago.**

MISCELLANEOUS

ALL 4 FOR DIME PHOTO SUPPLIES AT CUT prices. Our new Photastrip Outfit, 1 1/2 x 2, or 2 1/2 x 3 1/2, complete \$140.00. **WABASH PHOTO SUPPLY, Terre Haute, Ind. de12**

BALL GUM, FACTORY FRESH, 12c BOX; TAB, Stick, Midget Chicks, every type Machine Gum. **AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. ja9x**

ROLLS DEVELOPED, TWO PRINTS EACH AND two free enlargement coupons, 25c. Reprints, 2c each; 100 or more, 1c. Christmas Cards, 60c dozen. **SUMMERS' STUDIO, Unionville, Mo. de19x**

ROLLS DEVELOPED—TWO BEAUTIFUL DOU-ble weight professional enlargements and 8 guaranteed never fade, perfect tone prints, 25c coin. **RAY'S PHOTO SERVICE, La Crosse, Wis. x**

M. P. ACCESORIES & FILMS

FREE BARGAINGRAM SHOWS BIG SAVINGS on Soundheads, Amplifiers, all 16 and 35 mm. equipments, Ballyhoo Systems. **S. O. S., 1600-H Broadway, New York. x**

ROADSHOWMEN ARE MAKING BIG MONEY operating talking picture circuits in the sticks. We rent Projectors and Films. **IDEAL, 28 E. 8th, Chicago.**

ROAD-SHOW SOUND SPECIALS—WESTERNS, Actions, War and Passion Plays. Write **APOLLO EXCHANGE, 117 So. 9th St., Newark, N. J. de5x**

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. de26**

WOULD YOU BE INTERESTED IN SECURING a \$720.00 Double Projector Sound Outfit Free? Write for proposition today! Limited time only! **ZENITH, 308 W. 44th, New York.**

SALESMEN WANTED

NEW DRY CLEANING CLOTHES BRUSH—Revolutionary invention. Cleans clothes like magic. Homes, offices buy instantly. Phenomenal profits. Outfit free. **KRISTEE, Dept. 266, Akron, O. x**

WANTED COUNTY DEALER—MAN WITH car to demonstrate and service for large manufacturer. First-class job. 249 Fyr-Fyter Company, Dayton, O. x

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. de12**

CARNIVAL, SIDE-SHOW BANNERS—NOT the cheapest, but the best. Prompt service. **NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago. de12**

TENTS—2D-HAND

TENTS AND CANVAS GOODS, USED LABOR Day week, now for sale; many sizes; real values. **KERR COMPANY, 1954 Grand Ave., Chicago. de5**

THEATRICAL PRINTING

CATO SHOW PRINT, CATO, N.Y., FOR ONE and Three-Sheets, Window Cards and Colored Dodgers. Quick service. Write for new low prices. Branch plant, **TRIBUNE PRESS, Fowler, Ind. de5x**

COLOR DOGGERS—3x8, 1,000, \$1.00; 5,000, \$2.75; 6x9, 1,000, \$1.50; 5,000, \$4.50. Money-saving list free. **STUMPPRINT, South Whitley, Ind. de12x**

SPECIAL DANCE AND THEATRE WINDOW Cards for Christmas, New Year season, \$3.00 hundred. Write for samples. **TRIBUNE PRESS, Fowler, Ind.**

WINDOW CARDS, 14x22, 100, \$2.50; 11x14, 100, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. **BELL PRESS, Winton, Pa.**

200 14x42 OR 21x28 HALF SHEETS, \$8; DATE Changes, 25c each. 25% deposit with order. **DOC ANCEL, Ex-Trouper, Leavittsburg, Ohio.**

1,000 6x9 CIRCULARS, \$1.50; 5,000, \$4.50; 1,000 Letterheads or Envelopes, \$2.00; post-paid zone 4. **LAWDALE PRESS Box 303, Franklin, N. H. de5**

1,000 4x9s, \$1.10; 100 14x22 6-PLY CARDS, \$2.60; also Drawings and Cuts made to order. **CRESSMAN, Washington, N. J. de12**

WANTED TO BUY, LEASE OR RENT

DODG-EM CARS WANTED—1932 MODEL OR later. State quantity, price, model. **LOUIS RABKIN, 2020 Arthur Avenue, Bronx, New York.**

EIGHT SMALL ALUMINUM OR WOODEN Horses. Describe fully and quote price first letter. **SPALINGER, 1704 West Boone, Spokane, Wash.**

UNBORN SHOW, ILLUSIONS OR ANYTHING suitable for side show and single pit show attractions. **JOHN REA, R. F. D. 2, Indiana, Pa.**

AT LIBERTY MUSICIANS

A-1 SOUSAPHONE, EXPERIENCED in dance and concert bands. **L. P. HARRIS, Oblong, Ill. de5**

ALTO SAX DOUBLING BARITONE, CLARI-net, Violin, Viola, Bass Clarinet. Preferably fourth sax, large combination. All essentials. Write **BOX C-141, Billboard, Cincinnati, O.**

FIRST ALTO DOUBLING CLARINET—TONE, read, phrase, modern, arrange, union, single. Two weeks' notice necessary. **BOX C-143, Billboard, Cincinnati. de12**

FLUTIST—BAND, VAUDEVILLE, SYMPHONY, experienced coloratura soprano accompanist. Write **DAN F. MCCARTHY, Wellsboro, Pa. de19**

LADY STRING BASS—PROFESSIONAL, EX-perienced, rhythm Bass, young, reliable, union. Local work. New York City preferred. **BOX NY-68, Billboard, 1564 Broadway, New York City. de12**

CHARLES LA CROIX—High-class Novelty Trapeze Gymnastic Act available for indoor circus engagements, bazaars, carnivals, etc. Flashy nickel-plated apparatus. Can work under any height ceilings, from ten feet and up. Large, attractive Special Posters free for advertising; also photos. A real act, big drawing card. Price of act reasonable. Reliable committees address **CHARLES LA CROIX, 1304 So. Anthony Blvd., Port Wayne, Ind.**

CLARINET—Locate or troupe. Long experience with some of the best. Sober and reliable. Industrial, municipal, indoor circus, bandmasters, write. Will accept music as side line. South preferred. **GLEN DANDO, care Billboard, Cincinnati.**

CLARINETIST—B-flat or E-flat, ex-army experi-enced; reliable; concert. Good municipal or works hands write. **CLARINETIST, 41 Broadway, Methuen, Mass.**

DRUMMER—Accordionist, modern swing rhythm team. Experienced dance, show, club. Young, dependable. Desire steady work with reliable party. **DRUMMER, 835 Wrightwood Ave., Chicago, Ill. de5**

FAST BRASS SECTION—Two Trumpets, One Trombone, One Trumpet, double Tenor Sax. Read, fake, range, tone, exceptionally fast take off. Teamed together three years. Cut it at sight or no notice. Some specials, can arrange, sober, reliable. Ages 22-24, all single. Will travel or locate. Consider anything that pays off. Available after December 9. Non-union, but will join. Write, state all. **STAN MARTIN, General Delivery, Santa Fe, New Mexico, November 29-December 10; Clovis, New Mexico, December 10-19.**

JOSH WEBSTER, the Roamin' Cowboy, America's craziest Hillbilly. Sensation of ABS and Canadian chains. Featuring acrobatic slap bass, galloping washboard, left-handed guitar and banjo. Dancing the barnyard Hula Hula, comedy songs, Old Uncle Joshua, The Sage of the Swamps. Real flash wardrobe, sports roadster, living trailer, fine library. Will join organized Cowboy Band as featured attraction. Prefer radio and vaudeville. Go anywhere. General Delivery, Trenton, N. J. de5

AT LIBERTY PARKS AND FAIRS

BALLOON ASCENSIONS—Now booking 1937 parks, fairs and celebrations. Boy and girl Parachute Jumpers. Address **JACKSONVILLE BALLOON CO., Jacksonville, Ill. de26**

HIGGINS CIRCUS REVUE—Clowning, Trapeze, Contortion, Acrobatic and other circus acts. Write for price and literature. General Delivery, Grand Rapids, Mich. de12

THREE-ACT COMBINATION SWINGING, BALANCING Trapeze Act. Fast Comedy, Swinging Wire Act, Comedy Platform Act, Barrels, Chairs, Ladder. Each act plenty laughs and thrills. Work either high or low. **ROSE BROS., Claysburg, Pa. ja2**

AT LIBERTY PIANO PLAYERS

ALTO SAX DOUBLE CLARINET AND VIOLIN—Experienced; travel or location. **FRANK KLOPPER, 1708 1/2 Humboldt Blvd., Chicago, Ill.**

EXPERIENCED PIANIST—UNIT, CLUB, HOTEL, band; all essentials. **BOX C-124, Billboard, Cincinnati, O.**

EXPERIENCED PIANIST, SONGS, APPEAR-ance, ability. Orchestra or alone. **MAURICE LUCKETT, Eddyville, Ky.**

YOUNG GIRL VIOLINIST WANTS CONNEC-tion in New York City or vicinity only; experienced. Write **B, 23 West 82d St., New York City.**

VERSATILE TEAM—Experienced all lines, Lady A-1 pianist, read, take-off. Man producer, emcee. Does good novelty acts. Both sing, do good parts, specialties. All offers considered. **MALVERNO, care Billboard, Cincinnati, O.**

AT LIBERTY SINGERS

MALE VOCALIST, AGE 25, WITH EXCEP-tional voice. Worked with finest named bands, also nation's largest radio stations. Please don't misrepresent. Can also play drums. **BOX C-142, Billboard, Cincinnati.**

AT LIBERTY VAUDEVILLE ARTISTS

MARCUS RASMUSSEN, AS-tronomer presents "Curiosities of the Sky," marvelous sights with telescope and camera in profusely illustrated lectures. Open dates months January and February, 1937. Booking agency wanted. Address **360 Guy Park Ave., Amsterdam, New York. de5**

AT LIBERTY—ZUDELLA, MENTALIST, NOVEL-ty Mind-Reading Act. Stage, lobby, hotel, club attraction. No code, potential money maker. **ZUDELLA, care Billboard, Cincinnati, O.**

YOUNG MAN, TWENTY-ONE YEARS OF AGE, wishes experience in M. C. work or other reputable work in the amusement field. Now in business for self, so only reliable offers will be considered. A-1 personality and can furnish the best of personal references. **GENE ROB-BINS, Des Arc, Ark.**

FAMOUS LINDSEY COMIQUE—Produce one-man Clown Band, Comedy Juggling Act, Comedy Magic Act, Comedy Acrobatic Act, Produce Clown Numbers. **Billboard Office, Chicago, Ill.**

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. de12**

PACIFIC COAST

(Continued from page 57)

President Ethel Krug. All officers present. The evening was devoted to arrangements for drawing and dance November 25 and new business to amend and readjust several questions before the house. In previous years it was permissible to bring visitors to clubrooms, which was approved by the majority, but at tonight's meeting Peggy Forstall brought up the matter of barring all visitors to the meetings, and after a vote and discussion pro and con it was banned for the good of the order.

The membership is now over 250 paid-up members, and with shows all in crowds are growing larger; hence this ban will be put into effect at once.

Visiting members from the Eastern auxiliaries are always welcome and their cards from St. Louis, Kansas City or Chicago clubs will be recognized any time they are guests on the Pacific Coast. But it is necessary to omit regular visitors from showfolks in our territory that are not members, for if one is a show-woman, wife, sister or mother of a show-man she is welcome to become a member.

Relly Castel has joined Coast defenders and was given a big welcome home, made a nice speech which was greatly applauded. A letter from Mary Frances read and the check received with a vote of thanks. There is a standing invitation for Sister Frances to come on out and join the gang. Mabel Stark made her first appearance of the season, and says this will not be her last, as between pictures she will give the auxiliary as much time as possible. A speech made by Mabel was given an ovation. Edith Bullock made herself heard after a long absence. Sister Bullock is helpful when important things come up on the floor, just an old stand-by. Sister Dyer back home from the United Shows, and June Dyer also present, but failed to make a speech; said mother would talk for both of us. Martha Levine, who is our ex-president, is still standing behind the girls in everything that's good for the order. Stella Lynton made suggestions that were very much in order.

Mother Minnie Fisher and Etta Havens were appointed to handle and serve luncheons regularly, relieving the house committee of this duty. Clara Zeiger and Maybelle Crafts were given a three-minute applaud for the hundreds of dollars turned into the auxiliary from the ticket sales on their shows; good work also shown from Madge Buckley, Edith Walpert, Florence Webber, Marie Jessup, Peggy Forstall, Ethel Krug, Peggy Steinberg and several others.

Grace Metz was given a vote of thanks for the donation, also the good work on her sale of books on the Tom Mix Circus.

Leona Barrie returned from her vaudeville engagement and everybody said hello together. Sister Betty Cole was very anxious to get away. She claimed to have a cold, but the writer found out it was to pick out a husband who was attending the gala night at the men's club.

Brother Harry Seber was responsible for many early departures.

Bingo was declared off tonight as the tables take up too much room, so that gave the ladies plenty time to talk and visit with their friends from the road shows while waiting lunch to be served; this will be foregone for the balance of the winter meetings. "Poochee" Forstall, the daughter of Peggy Forstall, was given a front seat and refused to be involved in any discussions, but she treated the crowd to home-made French doughnuts, which was a big treat to the girls.

Many new members present and enjoyed the meeting; always room for more and the PCSA Ladies' Auxiliary welcomes any showwoman to join and enjoy the privileges which are due them thru their vacations while around the West Coast. Dues are \$5 first year and \$3 yearly thereafter. If you are not a member prepare to be with the largest auxiliary in operation and enjoy your club.

LUCILE KING.

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 25c). Figure Total of Words at One Rate Only.

AT LIBERTY AGENTS AND MANAGERS

AT LIBERTY—A-1 RINK Manager. Chicago, Ill. **BOX C-136, Billboard, Cincinnati, O. de5**

YOUNG MAN, Accountant, Secretary, single, 29, university education, seven years' experience amusement field. Know business end thoroughly. Want position with high-grade road show, circus, fair, rodeo, etc. References exchanged. Address **X. G., P. O. Box No. 192, Beverly, Mass. de12**

AT LIBERTY BANDS AND ORCHESTRAS

FAST DANCE BAND—Any size. Doubles, Vocal list. Dinner Trio, available now; later Bermuda. West Indies, abroad or cruise. **ORCHESTRA, 307 Glenlake, Toronto, Can. de19**

WELL ORGANIZED 9-Piece Orchestra, composed of 3 Saxes, 3 Brass and 3 Rhythms, desires location job in night club, ball room or hotel in Middle West. Singers, novelties, have uniforms, fronts, p. a. system. Write or wire **J. GOLDBERG, 307 W. 9th, Kansas City, Mo.**

AT LIBERTY CIRCUS AND CARNIVAL

WILSON'S DOG ACT—CLOWN AND MICKEY Mouse in Person; 5 Spitz Dogs, good fast workers; props and wardrobe, neat and clean, for indoor dates. Write **C. E. WILSON, care Seal Bros.' Circus, Emporia, Kan. de19**

AT LIBERTY DRAMATIC ARTISTS

YOUNG MAN, 22, STAGE and radio experience, wants job with good dramatic company. Photo and details on request. Salary inconsequential. **FORRY SHIP-LEY, 7816 N. Portsmouth Ave., Portland, Ore. de5**

TALENTED ACTOR AND SECRETARY—Can play juvenile, comedy, general business. Age, 28; height, 6 feet; weight, 150. Good education. Can sell tickets. Honest, sober, reliable. Low salary or commission. Go anywhere if long season. Some publicity experience. Can leave on one week's notice. **JERRY ELLER, Box 601, Stockton, Calif.**

AT LIBERTY MAGICIANS

FEATURE MENTAL ACT—Mindreading, Crystal, Box-office builder for any kind of show. Oriental presentation. Salary and percentage on private readings. **PRINCE YOSE, care The Billboard, Cincinnati.**

AT LIBERTY MISCELLANEOUS

NELLIE KING'S beautiful Musical Act, George Oram King's Ventriloquial Act and Punch and Judy Show. For indoor circus, bazaars, museums, celebrations, department stores, schools, lodges, auspices, etc. Address **1009 Wayne Ave., Indiana, Pa. de19**

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

Mdse. Salesboards Stimulated As Wholesale Industry Steps In

Turning in a new direction for record merchandise sales, the industry has again become salesboard conscious. Merchandise salesboards of every type are appearing on the market, with the wholesale merchandise industry taking the lead this time instead of the salesboard manufacturers.

Previously the salesboard manufacturers ruled this division of the business as well as the money salesboards. They featured the merchandise and sold it with the salesboards on regular cataloged deals. But as the merchandise industry has become better acquainted with the operators of the boards they have turned to the makeup of this sort of deal themselves and have easily outdone the salesboard manufacturer who found it necessary to seek job lot buys to complete his deals, disregarding the better items and not even then being able to obtain the prices which the wholesale merchandise industry obtains as a matter of course in volume purchasing.

The merchandise salesboard deals which are now being introduced are truly finer than anything of former years. Some of these feature the very

latest and most popular items to appear in the merchandise industry. Most of them are under contract with salesboard manufacturers to prepare the boards and orders are made up in faster time than ever before due to more efficient machinery, thereby allowing the wholesale merchandiser to present any new deal to the salesboard operator in faster time than was ever before possible.

As an example of the progress being made in this direction, one of the larger wholesale merchandisers had prepared and presented a merchandise salesboard deal in less than two weeks, featuring four unique and latest model clocks with a brand-new standard board at a price lower than what the four clocks usually sell for thru the regular wholesale channels. Such a deal to be prepared by the average salesboard manufacturer would require weeks and weeks of preparation and the purchase of an un-

(See MDSE. SALESBOARDS on page 65)

Holiday Mdse. All Dressed Up

Holiday merchandise this year is better dressed than it has been in many past seasons. The better items have gone in for fancy dress and the appeal of the merchandise is therefore greatly enhanced.

It is also noted that holiday merchandise displays have received better space at the wholesale merchandise firms than in recent years.

There seems to be a more properous air generally about the merchandise than

(See HOLIDAY MDSE. on page 65)

Rapid Pickup Noted In Nation's Business

Favorable shopping weather, the approach of Christmas and widespread corporate disbursements were the major factors contributing to unusual retail activity during the past week, according to the Department of Commerce business review covering conditions in 37 key cities.

With the exception of some Pacific Coast cities, where the marine strike was exerting a depressing influence, retail trade thruout the United States surged upward to heights far above levels of this time last year. Wholesale and mail order sales were maintained at high levels, with holiday merchandise predominating.

Freer distribution of additional money in the form of salary and wage increases and the continued flow of extra dividends gave considerable stimulus to trade, particularly in the 12 Federal Reserve cities.

New Mdse. Shown At Plastic Exhibit

The rapid development of practical and ingenious applications of plastic materials in the manufacture of modern merchandise was revealed at the first annual Modern Plastics Competition just concluded at Rockefeller Center, New York. Seventy-three firms displayed hundreds of outstanding items of modernly designed merchandise in plastic materials. Many honorable mention awards were made in both the industrial and decorative divisions of the competition. The decorative group offered by far the most attractive array of finely styled items, with nested ash trays in

(See NEW MDSE. SHOWN on page 65)

China, Glassware In Record Demand

A great many wholesalers in china and glassware merchandise are having hard work to fill current orders out of available stocks. The possibility is being expressed quite frequently these days that holiday business will exceed that of 1929. So persistent is the cry for goods that some of the manufacturers have been forced to curtail promotion activities for a while because their factories are sold out. Pottery lines, too, are being called for in vast quantities for gift and premium distribution, to the pleasant surprise of the industry.

Leading in popularity among the china and glassware items for premium use are American-made goods, altho Oriental imports are still being called for. It is pointed out, however, that the popularity of the latter is diminishing because of the wider selection and superior quality offered by local manufacturers in these items.

Drinking accessories, of course, lead the parade in favor, with beer sets, water services, tea services and luncheon sets in the lead. There is a notable preference also for informal table china, glass and pottery rather than the high-class sets. It is believed the many occasions during the fall and holiday season which focus attention on stock deficiencies such as informal luncheons, teas, after-bridge snacks and the like have largely fashioned this trend.

Wholesalers Seek New Merchandise Displays

The wholesale merchandise industry is seeking new merchandise displays. The general belief is that some new means for getting faster sale of merchandise should be used at this time, for with the approach of the holiday season many of the leading firms have arranged for huge shipments of new items.

Generally the same type of merchandise display has been used for so long, these merchandise men claim, that it is getting somewhat stale to the public and some new means must be devised wherein greater sales of merchandise will result. The men are discussing many new ideas and are calling in leading operators of games, salesboards and other devices as well as the carnival men and concessioners in the hope that some new and better method can be arranged for merchandise display that will help all concerned.

The idea persists that something will be done right after the big holiday rush which is certain to help better the sale as well as the display of merchandise. Many of the industry's leaders have discussed this fact among themselves and are preparing new suggestions to the merchandise users, some of which are bound to meet general approval. The ideas which have so far been presented in collaboration with the talks which have been going on are now being mulled over by many of the men here and the plan will be to combine the best points of all to create an entirely new and better means of merchandising. Plans will probably soon be presented in the catalogs of various firms which will be of great use to buyers.

Rubber Goods Sales Advance

PHILADELPHIA, Nov. 28.—Advances in production and distribution in the rubber goods industry has been rapid since the close of the first quarter, permitting a six-year peak to be established for some divisions, according to a Dun & Bradstreet survey. While footwear, novelties, sundries and office requirements bolstered the enlarged volume, the bulk of the increase was contributed by mechanical goods and toys. Federal reports show also that exports of rubber toys during the first six months' period this year amounted to \$172,710, an increase of 25 per cent over the corresponding period of 1935.

Operators Swinging Back To Bigger Premium Use

NEW YORK, Nov. 28.—Coin machine operators here are using more premiums than they have in many months. The change of events that took place with the okeh for high-score-award-for-the-week premiums with the bowling alleys has now followed thru into the other equipment and there is a general tendency to more premiums for all sorts of games.

Operators are buying more premiums, it is claimed, because they have learned that the public will come back to games that have been bringing very poor returns for some time due to lack of premium stimulation the moment that the new prizes are displayed.

The new pin games being brought into the city are also finding themselves backed by premiums and it is certain that these games will show more profit than they have at any other time.

It is believed that merchandising equipment will soon take to featuring premiums again. Many of the former merchandising machines which were getting great action in this market have lost their glamour for the operators because of the lack of premium stimulation which these machines enjoyed some years back. The general tendency is a swing back to the premiums from every direction in the coin machine industry and it is believed that when completely accomplished the trade will not only enjoy greater business but that the operators here will enjoy better profits than they have for many months.

Philly Sales Still Mounting

PHILADELPHIA, Nov. 28.—The flood of dividends, bonuses and wage increases is moving swiftly in the rivers of commerce, increased buying flooding the wholesale market with orders that promise to hit the 1929 level. Altho hampered by the strike along the shipping front, Philadelphia area showed sales 5 per cent better than the previous week and 18.4 per cent higher than the like 1935 week, with business activity spurt-ing all along the line.

While orders were booked earlier this year than has been the case since 1929, the wholesalers are frequently finding difficulty in filling late orders promptly. And with shoppers out in full force seeking holiday merchandise, the tempo in certain lines has jumped considerably, especially in jewelry, electrical appliances and toys.

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

I HAVE had a number of conversations with men who know the carnival and fair business, either because they operate games, supervise midways or sell to the carnival trade. They were thoughtful men all, men who have the future of their business in mind and who want to see it grow, for the reason primarily that it is the only one they know and is their only source of income. They all predict a great future for carnival and fair selling. All believe, however, that we stand before a great revolutionary change which when completed will make all entertainment selling a vastly different thing from what it is today. There may be oldtimers who will find it difficult to fit themselves into the new picture. There will be a vast army of younger operators, however, who will slide smoothly into a situation that is made for their particular talents.

What these changes will be all hesitate to predict. They will raise carnival selling and game operation to a higher plane that they have ever enjoyed before, placing them squarely in the realm of big business. It is pointed out that the crowds assembled at fairs, carnivals, the passing of a circus thru a town, as well as those collected by individual pitches, constitute a market with almost unsurpassed sales potentialities. This market has never been worked for all it is worth. It has not yet become a real force in the merchandising setup of the nation. Compare with this the European market fairs, the wool markets, horse markets, annual harvest festivals, etc., and the difference becomes immediately apparent.

These men believe that fair selling has relied too much upon low-priced and low-quality merchandise in the past, thus preventing operators from making the big sales turnovers and the large profits to which they are entitled because of the comparatively high and increasing operating cost. Fair selling today is running into competition with low-priced local store organizations instead of bringing to its customers a type of merchandise that cannot be found locally. Fair selling lives from the unusual. It prospers from the distribution of novelties and specialties. This feature, once firmly established in the mind of the carnival customer, can find a niche in American selling similar to that of the dime stores or other specialty stores, above which it has the advantage of offering unusual sales methods.

The essence of fair selling is showmanship. Have we exhausted its possibilities? These men say no. In fact, they believe that it can be improved in a manner that will eclipse anything that has been seen before. Dramatization of selling by the use of living models, mechanical displays, novel lighting effects and picturization is only on the way. Somewhere among the men out on the road or operating permanent pitches there is one whose genius will dramatize fair merchandising in a manner that will make pikers of the present practitioners of the art of selling to crowds. Surely vision is needed, and there may be the need of considerable investments from the start. But these millions of potential money spenders that wait today for something new certainly are worth the effort.

Big Premium Item!



No. B101. EACH 69c

Case is made of Metal, Crystal Finish; may be had in assorted colors. Very compactly constructed—size closed, 3 1/2 x 2 1/2 in. May be used for snap or time pictures. Makes pictures size 1 1/2 x 1 1/2 in. One of the LATEST MODELS—very successful as a seller. Produces very excellent pictures that may be enlarged.

Ten for \$6.50
No. B102 FILMS, for Above. Put up 6 Exposures in a Roll. Dozen Rolls. **85c**

SEND FOR CATALOG.
ROHDE-SPENCER CO.
(Wholesale House)
223-25 W. Madison St., Chicago

DIAMOND WRIST WATCH

With 36 Sparkling Facsimile Diamonds. Latest Vogue in Ladies' Jeweled Wrist Watches. Complete with chain to match. Special Model. In 1/2-Dozen Lots. Each **\$4.25**

WALTHAM

16 Size—15 Jewels. R. B. movements, fitted in new chrom. cases. Complete with chain to match. Special Price. Lots of 3, ea. **\$3.50**

25% Deposit, Balance C. O. D. 50c Extra for Samples. SEND FOR NEW 1936 CATALOG.

PILGRIM WATCH COMPANY,
161 Canal St., New York City.

NEW STYLE SINGLE BLADES
ON ATTRACTIVE DISPLAY CARD.

20 Packs Cellophaned, 4 for 10c—Per Card 65c

- Snappy XMAS CARDS With Envelopes—100 for \$1.00. Sample Ass't. 25c Prepaid.
- XMAS CARDS, Boxed. Steel-Die Engraved. 10 Cards & Envelopes. Doz., Boxed \$1.30. Sample Box 18c
- 21-XMAS CARDS and Envelopes. Doz. Boxes. \$2.10. Sample Box 35c
- Beautifully Trimmed WREATHS, Doz. 45c
- SIDE LINE GOODS Gross 75c. Include Postage on All Orders Except Samples.

FREE CATALOG.
Full Line House-to-House Agents. Wagon Salesmen.

CHAMPION SPECIALTY CO.
814-P Central Street, Kansas City, Mo.

OH BOY! WHAT FIREWORKS!

FREE CATALOG AND COUPON

Return coupon with order for Fireworks and get big 35c box of SALUTES FREE.

SPENCER FIREWORKS CO., Box BB-150, Polk, Ohio

NEW MONEY GETTER

FLEISHER'S FAST KNITTER for Knitting Sweaters, Dresses, Rugs. Great Item for Holiday Department Store Demonstrators. Retail, \$2.50. Special Price and Territory, 75c. Sample and Instructions, postpaid, \$1.00. WEIL'S CURIOSITY SHOP, 20 S. 2nd St., Philadelphia, Pa.

MAGNO'S NEW ITEMS
RED HOT TIMELY SELLERS—Big Profit. The items listed below at dozen prices to you. Rush your order. SQUIRT CIGARETTE PACK 75c. Fool-em Matches 50c. Gooey Matches 25c. CHAIR BANG \$1.35. Bending Knife 75c. Bashful Lock 80c. NO? NO! A 1,000 TIMES NO! Panties with Lock. Giant Cigar 75c. Plate Lifters 80" 75c.

FAST SELLING COMIC SPICY XMAS GIFTS

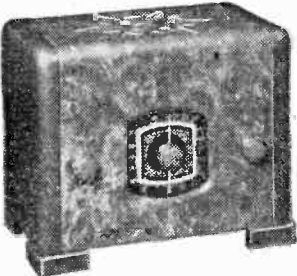
Ideal Gift for He Men or Ladies 90c. Special Gift \$1.20. Gift De Luxe \$1.20. Rejuvenation Set 90c. For the Bride 90c, etc. COMIC XMAS CARDS, FOLDERS, XMAS SAND CARDS. Cards, 3 colors, 20 kinds, \$2.50 per 1,000 is our Big Special. Ass't. No. 3 50 kinds, 3 colors, \$3.50 per 1,000. PHONY COMIC DIPLOMAS for Xmas 25 kinds, \$2.50 per 100, and many other Specials. OUR XMAS BULLETIN IS READY and will be included with your order. Or send \$2.00 for 100 Samples of Cards, Folders, Jokes, Tricks, Puzzles, etc. Catalogue alone 10c. Magnolix Nov. Corp., 136 Park Row, New York

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.

Midget Radio

Guaranteed to stop any roving eye at first glance, a radio concern is offering a peach of a little radio that has just about everything it takes to put it over! It is a five-tube AC-DC two-band midget which has lifted much of its eye-appeal from the good old rainbow. In other words, it has brought color into a low-priced self-contained unit. Set, which comes in a rich walnut-finished cabinet if you prefer, or in green, blue, orchid and ivory—the smart shades to match



Parkette pens, Falcon cameras and many other lines of nationally advertised products are beautifully illustrated in this 24-page catalog. A feature of the catalog is the new Airite—radio desk set—which combines a Kadette radio, a Waltham clock and a Dipaday writing set into one beautifully finished and illuminated unit. There is also a complete assortment of salesboard deals at new low prices.

Aeromatic Gun

A new type of toy pistol is being placed on the market by the Jakel Company. It launches a toy airplane or (See NEW ITEMS on page 64)

TIES

WRINKLE-PROOF

New—No. 614 Line

Here are the greatest values in Wrinkle-Proof Ties you've ever seen. Starting with high quality. Carries 55c price tag. Looks like real \$1.00 value. New spun yarn. Guaranteed Wrinkle-Proof. Twist it, crush it and the tie comes back to its original shape, no wrinkles. Makes knockout demonstration. 25% with Order, Balance C. O. D. Plus Postage.

FALL CATALOG READY.
Ties—Scarves—Great Values.
WRITE FOR IT TODAY.

CONTINENTAL
MERCANTILE CO 414 BWAY
NEW YORK, DEPT. A N.Y.

\$140 Sample Doz.
\$1650 Gross
\$12500 100 Doz.

milady's gown, decorative scene or mood. But good looks aren't all this eye-catcher possesses—it's rich in technical features, too. Dynamic speaker, a big four-color airplane dial and two-wave bands (70 to 200 meters and 200 to 550 meters) give standard broadcasts, police calls and amateur and aviation listening-in facilities. Small in size—7 1/2 by 9 by 6 inches, light in weight, only 8 1/2 pounds—it is nevertheless a mighty sturdy little outfit and its five tubes give plenty of power.

The enterprising Silver Manufacturing Company is offering this model at very low prices. So sure are the manufacturers that any distributor, salesman or operator can make big profits on the basis of its beauty and performance that they are willing to send a sample set on a five-day free trial with a positive guarantee of money back if it isn't everything claimed.

Sav-a-Run

A new preparation under the name Sav-a-Run is being marketed by Home Necessities Company. It is claimed to be the most amazing discovery of the age. Said to prevent runs, breaks, snags and rips in silk hosiery and lingerie and to make garments rainproof and spot-proof. Product is moderately priced and there is enough material in one package to treat 12 pairs of hosiery. Company is also merchandising many other specialty items such as the No Sag clothes-line tightener, special clothes brushes and numerous other products which help make the housewife's lot much easier.



Pom Tongs

N. W. Wagner is introducing a new item known as Pom Tongs. It is a useful food-handling and serving tool that will save many a burn and can be used for turning such foods as bacon, steak, toast and meats, for lifting ear corn, doughnuts, boiled eggs and vegetables, for reaching in the oven for baked potatoes, apples, bread and biscuits. Pom Tongs are made of rustproof stainless steel and are available in sets or individual sizes—6, 9 and 12 inches long, packed in an attractive box and moderately priced.

New Catalog

Rand & Company, wholesale distributors of general merchandise, have just issued their 1937 catalog. Inasmuch as the company specializes in merchandise appropriate for salesboards, the large percentage of items consists of giftware combining utility with luxury. West Bend aluminum, New Haven clocks and watches, Tricorn china, Waltham watches, Skippy racers, Parker and

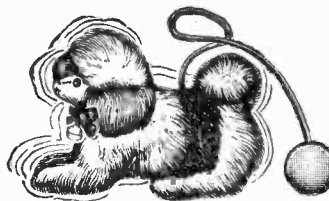
Business Is On The "UP and UP!"

GET YOUR SHARE WITH THESE HOLIDAY SPECIALS

MECHANICAL HULA DANCER with Rayon Skirt. Has powerful Spring. When wound up the doll shimmies. Each in a Box.

6 1/2" Size. B40N139—
PER GROSS **10.00**

9" Size. B40N78—
PER GROSS **21.00**



JUMPING FUR DOGS. Complete with Rubber Ball and Tubing. Every Child will want one. B38N264—
PER GROSS **6.75**



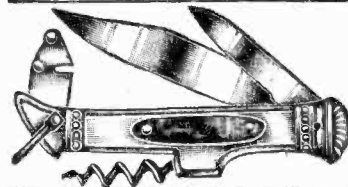
MECHANICAL PECKING BIRD. 1 3/4" over all, with long felt tail. Bright colors. Each in Box. B40N75—
Per Gross, **9.00**



MECHANICAL INDIAN ON HORSE. 5" overall. Strong Spring Motor. B40N74— Per Gross **9.00**



MECHANICAL SCOTTIE AND SPANIEL DOGS. Made of metal covered with cloth. Glass Eyes. 1 Dozen Assorted in Box. Per B40N13— Gross, **21.00**



COMBINATION GLASS CUTTER KNIFE— Two Blades, Clip and Pen. Glass Cutter and Corkscrew. Nickel Finish. Metal Handle. Center with Fancy Colored Celluloid Inlay, equipped with Shackle 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, nicked ends. Complete with Bulb and Battery. 2 Dozen assorted colors in carton. B40C12— PER GROSS **9.75**

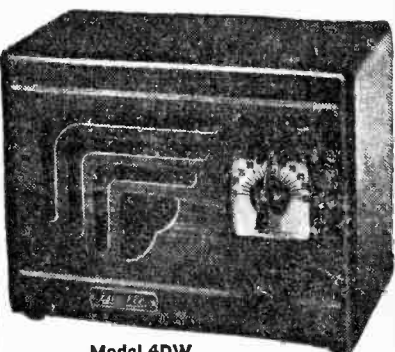


N. SHURE CO. Adams and Wells Sts. CHICAGO

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



Model 4DW.
\$6.10 each **\$6.75** each

PLAYLAND SUPPLY CO.
118 East 28th St. New York City
The Smallest Radio in the world with a full sized 5" Dynamic Speaker

SPECIAL BUYS

You Take All the Profits

- | | |
|---|---|
| Shoe Laces, Blk.,
Bkn., 27" Gro. 30c | Xmas Wreaths,
9" Doz. 65c |
| Safety Pins, 12 on
Card. Dz. Cds. 12c | Coffee in Vacuum
Pack Tin. Lb. 19c |
| Xmas Cards, 10
In Box. Box. 7c | Perfume with Fibre
Flower in Cello.
Trans Bx. Set. 7c |
| Xmas Cards, 25
In Box. Box. 16c | Perfume Set, 2
Bot. Perf., Box
F'ca Pdr. Set 12 1/2 |
| Xmas Tree & Lgt.
Set. Set. 19c | Perf. Odeur de
Paris. Dozen. 60c |
| Xmas Wrths, with
Elec. Bulbs. Ea. 16c | |

**Now Ready
NEW 1937 CATALOG**

Finely Illustrated and Filled with Hundreds of New Fast Sellers and at Prices to Meet All Competition.

25% Deposit With All Orders.
WE OFFER TO MEET ANY PRICE SITUATION.

BOSTON, MASS., DISTRIBUTOR
76 Washington St. Boston, Mass.

MILLS SALES CO.
27 S. WELLS ST. CHICAGO, ILL.

**NOTES
from
SUPPLY HOUSES**

Kensington, Inc., is distributing its new fall catalog. Known as Presents With Prestige the book features the wide selection of gifts now available in the soft, rich Kensington finish. It is amply illustrated and full descriptive material facilitates selection. Copies are available to interested members of the trade.

A year's subscription for The Billboard makes a REAL Christmas gift.

Bengor Products Company moved this week to 878 Broadway, New York, corner 18th street, into headquarters twice as large as its old building and having two extra lofts for merchandise storage.

The rise of the proprietors, Benjamin Gordon and Lewis Gordon, in the business world is comparable to the rise of the famous Alger Book heroes. These well-known and well-liked young men started a general merchandise business

in a small loft at 621 Broadway, New York. Within three years they had expanded to such an extent they took over three other lofts in the same building. After running along for four more years business continued at such a rapid pace that it was found necessary to move to much larger quarters at 10 East 17th street, where in two years they had taken over two large stores next to them. Now after being at 17th street for more than four years they have moved once again to serve their rapidly increasing trade. The personnel is now over 40 employees.

In the new headquarters General Manager Henry Nappi will see to it that those who buy over the counter are treated with courtesy, honesty and speed. Miss Laura Magnet, office manager, will take care of the interests of all mail-order customers. In the shipping department Arnold Rothstein, head shipping clerk, will see to it that each order is thoroughly checked. Louis Reigler, traffic manager, will then see that each order is shipped via the cheapest channels of transportation the same day received. Joseph Amelar, export manager, and his assistant, Bernard Aaronson, will handle all foreign shipments.

The proprietors regard the company's steady growth as a sign of confidence on the part of their trade and appreciation of their efforts to give a square deal to all.

Joseph H. Cazes, well known in the gift merchandise trade in New York, is now connected with Gift Headquarters, Inc. The firm's new holiday catalog, considered by it to carry the finest showing of merchandise it has ever offered, features among other things match novelties and the Money Mart, a new game of chance and skill handled exclusively by this concern.

Bill Ray, of the Super Engineering Company, advises that his company will soon introduce a new and improved radio



plug. The All Wave Filter which it has had on the market for some time now has met with such wide approval that Super Engineering was encouraged to further develop this plug. The All Wave Filter now being used by "gap" demonstrators contains a 600-volt super air gap condenser and has a bakelite finish. It is a substantial scientific product.

NEW ITEMS

(Continued from page 63)
glider by shooting it from the muzzle. The gun is similar to the standard Colt pistol, about nine inches in length. A glider, 9 to 15 inches in length, is held on the side of the gun by a launching attachment, and can be driven from 20 to 60 feet. New product is being distributed under the name of the Aero-matic Gun. With a live market among young boys for this type of product, because of the great interest in gliders, it is being distributed to retail attractively priced. Gun comes in various colors, with brown, black, blue or nickel trim. It comes equipped with 10 gliders, and is said to shoot fast enough to have three gliders in the air at one time. The educational value of this device is being emphasized by the manufacturers, as it reproduces on a small scale the principles of actual modern aviation.

Hyplane Balloon

An innovation in novelty-shaped toy rubber balloons is the Hyplane recently introduced to the trade by the Oak Rubber Company. In the shape of an airplane, Hyplane can be manipulated in all sorts of airplane maneuvers when inflated and fastened to a reed stick. From nose to tail the new novelty measures 25 inches, with a 24-inch wing spread. The balloons are available in assorted brilliant colors, with decorations at nose and tail and on each wing.

Safety Window Cleaner

An entirely new type of safety window cleaner that cleans both sides of an entire window at once while operated safely from the inside is the latest household convenience just placed on the market. The device is finished in two-tone chromium plate and is made of non-corrosive alloys thruout. A new-type sponge does the work and requires

water only, eliminating the need for soap and doing away with felt, squeegees and dirty rags in window cleaning. Patent is pending on this item, which does away with one of the greatest known household drudgeries and its dangers. Millions of windows in homes, apartments, shops, buildings and institutions present a tremendous potential market for this product. Highpeak Manufacturing Corporation, the maker, reports that special salesmen and agents are "cleaning up" with it in a big way. Sample of the dirt-absorbing sponge used and details will be sent to interested parties.

New Perfume Deal

A beautiful combination perfume and flower set with outstanding flash is being distributed by the Universal Merchandise Company.



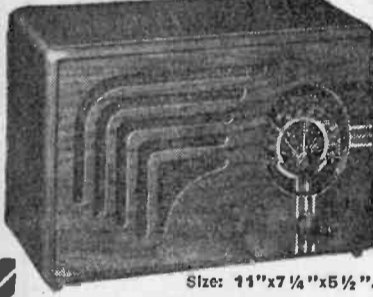
It should be a fast-selling holiday number. Comprises an exquisite pure wood-fiber flower in assorted designs—gardenia, rose, violet and apple blossom—and a two-dram bottle of perfume in odors to match the flower. Comes packed

in an attractive cellophane window-front box.

Fyle-Komb

A handy and convenient item now being produced by the Fyle-Komb Company is a finger-nail file and comb combination to be carried on the person. The articles are separate, but the file fits snugly into the top of the comb in such a way as to remain in place yet still be readily removed when desired. Both file and comb are made of high grade materials and the combination is so attractively priced that it should prove a popular item with the trade.

Dual Remote Control Company is placing on the market an accessory for automobile radios, particularly for the chauffeur-driven or de luxe type of automobile. Controls can also be used in any type of motor vehicle. Patents are pending on this remote control system, simple in operation and inexpensive to install, which permits control of the radio set from a plurality of remote points, such as, in the case of automobiles, from the side of the back seat as well as from the dashboard.



Size: 11"x7 1/4"x5 1/2".
GENERAL WIRELESS LABORATORIES, Inc.
240 W. 23rd St. (Dept. 5-F) New York, N. Y.

FREE 5 DAY TRIAL

5 TUBE GENERAL RADIO

SATISFACTION GUARANTEED
Try this GENUINE GENERAL RADIO for 5 days AT OUR RISK. You'll find it the best buy on the market—or your money 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 Generals Build Business.
\$6.95 LOTS OF SIX
\$7.45 SAMPLE SET
25% with order, balance C. O. D.
Remember—Satisfaction or Money Refunded.

FAST SELLING SPECIALTIES FOR DEMONSTRATORS—Pitchmen and Novelty Workers

- | | |
|--|--|
| <p>XMAS CARDS ASSORTMENTS
EXCEPTIONAL VALUES
B5965—12 Assorted Xmas Cards In Box. Per Dozen Boxes...\$1.10
B5966—20 Assorted Xmas Cards In Box. Per Dozen Boxes...\$2.00
B5967—24 Assorted Xmas Cards In Box. Per Dozen Boxes...\$2.85
B5968—21 Assorted Xmas Cards In Box. Per Dozen Boxes...\$4.50</p> | <p>B2459—Movable Hand Wrist Watch. Each In Box. Per Gross...\$3.50
B5707—Krinkie Dancing Flapper. Each In Glassine Envelope. Per Gross...\$4.00</p> |
| <p>NOVELTY SWISS DANCERS
\$5.00
Per Gross
With Instruction Sheets.</p> | <p>MINIATURE CHARMS
B2319—Donkey Oharms with Silk Cord. Per Gro. 75c
B2326—Elephant Charms with Silk Cord. Per Gro. 85c
B2310—Scotty Dog Charms with Silk Cord. Per Gross...75c
B2325—Camel Charms with Silk Cord. Gro. 85c</p> |

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

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.

THE BEST RADIO BUY TODAY

- MODEL SIXTY SIX. \$5.25 LOTS OF 6
 - Four RCA Licensed Tubes.
 - Super Chromatic Speaker.
 - Dual Pilot Lights.
 - New Merchandise.
 - No Surplus.
 - Works on A. C. or D. C.
 - Size: 7 1/4 x 10 x 5 1/2.
 - Will Tune from 550-1600 K. C.
 - Built-In Aerial. No Ground Required.
 - Packed in Air Cushion Carton.
 - Order Today. 20% Deposit, Bal. C. O. D.
- \$4.95** LOTS OF 24
PHENIX TRADING CO., 129 E. 26th St., N. Y. C.

Get Set for Life! IN COUNTER CARD BUSINESS

MAKE up to \$65 Weekly
In new kind of wholesale business. Place famous line 5c-10c goods with stores. Merchants grab our FREE GOODS Deal. World's finest, largest, best selling line. Almost 200 daily necessities. All mounted on new style, sales-making, self-help Counter Displays. Up to 140% profit for you and merchant. No investment to start. Facts and big Catalog sent free.
World's Products Co.
Dept 1288, Spencer, Ind.

Styled by **MIAMI BERK MDSE**
1 JEWEL LADIES LINK OR CORD BRACELET IN BOX \$3.75
SAMPLE 50¢ EXTRA CATL. ON REQUEST
145 W 45 St. N.Y.C.

OH BOY! RED HOT FAST SELLERS
COMIC HOT XMAS CARDS, COMIC SPICY XMAS GIFTS, SAND CARDS, SHIMMIE DANCERS, CARTOON BOOKS, FAST SELLING NOVELTIES, JOKES, TRICKS, etc. In my Catalogue and Spec. Bulletins you will find over 2,000 FAST GELT GETTERS. Send 10c for Literature or \$1 for 50 different Samples of Jokes, Tricks, etc., and Catalogues. No FREE Catalogues. Your buck refunded if not satisfied.
T. R. PAYNE, 25 Cadinal Pl., New York.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

\$355,000,000

Over \$355,000,000 will be distributed to about 7,500,000 Christmas Club members by approximately 5,500 banking institutions and organizations within the next two weeks, according to an estimate given out by Herbert F. Rawll, founder and president of the Christmas Club, a corporation.

The estimated average amount for each member is \$46.50. The estimate is based upon a substantial number of reports from institutions operating the Christmas Club plan in different sections of the country. These banks report, on an average, a 14 per cent increase in total accumulations over 1935.

Estimated totals by districts and by States:

NEW ENGLAND.	
Maine	\$ 1,330,000
New Hampshire	1,120,000
Vermont	620,000
Massachusetts	26,500,000
Rhode Island	1,740,000
Connecticut	9,180,000
Total	\$40,490,000
MIDDLE ATLANTIC.	
New York	\$ 96,500,000
New Jersey	31,500,000
Pennsylvania	36,200,000
Total	\$164,200,000
EAST NORTH CENTRAL.	
Ohio	\$19,600,000
Indiana	10,200,000
Wisconsin	11,100,000
Michigan	4,700,000
Illinois	21,000,000
Total	\$66,600,000
WEST NORTH CENTRAL.	
Minnesota	\$ 3,950,000
Iowa	4,660,000
Missouri	6,800,000
North Dakota	210,000
South Dakota	260,000
Nebraska	800,000
Kansas	1,980,000
Total	\$32,140,000
SOUTH ATLANTIC.	
Delaware	\$ 1,240,000
Maryland	6,900,000
District of Columbia	6,300,000
Virginia	8,800,000
West Virginia	4,300,000
North Carolina	1,340,000
South Carolina	490,000
Georgia	2,280,000
Florida	490,000
Total	\$32,140,000
EAST SOUTH CENTRAL.	
Kentucky	\$2,290,000
Tennessee	2,920,000
Alabama	1,400,000
Mississippi	580,000
Total	\$7,190,000
WEST SOUTH CENTRAL.	
Arkansas	\$ 820,000
Louisiana	1,940,000
Oklahoma	360,000
Texas	1,710,000
Total	\$4,830,000
MOUNTAIN.	
Montana	\$ 320,000
Idaho	110,000
Wyoming	230,000
Colorado	4,900,000
New Mexico	140,000
Arizona	170,000
Utah	250,000
Nevada	110,000
Total	\$6,230,000
PACIFIC.	
Washington	\$ 480,000
Oregon	370,000
California	13,810,000
Total	\$14,660,000

Early Preview of Holiday Toy Parade

PHILADELPHIA, Nov. 28.—A peep behind the scenes as the toy departments of the big stores get ready for Christmas reveals a new trend in toys. There are as usual the dolls, trains, sleds, books, games and teddy bears. But all of these old standbys have passed thru a period

Coining Money

PHILADELPHIA, Nov. 27.—Evidence of increasing business conditions was disclosed by mint officials here. Activities at coin factories were boosted to boom-time levels to meet the demands of business gains. Reports at the Federal Treasury Department for the 10 months ended November 1 showed that 499,554,280 coins worth \$32,297,250 had been issued by the mints, as against 434,141,000 worth \$28,186,143 for the same period of 1935. The peak year was 1919, when the mint issued 738,642,000 coins.

of modernization. The dolls are attired in the newest fashions, the trains are equipped with the latest electrical gadgets, new books, new games and bigger and better teddy bears.

Early reports from the toy counters reveal that Donald Duck will more than likely replace the comical Mickey Mouse. Also, in keeping with the increasing popularity among the grown folks of the automobile trailer, toy manufacturers have decided to attach to many of the miniature cars miniature trailers, streamlined, so as to blend with this year's trend in auto design. Fire engines are streamlined, sleds are streamlined, airplanes are streamlined—in fact, practically the only things that are not streamlined are the books and dolls' faces.

Manufacturers promise a new treat in store for the youngsters who live, breathe and eat nothing but airplanes; who build airplanes, who beg their parents to take them up in a plane every time a family visit is made to an airport. A unique two-foot model of an airplane that promises to be "the tops" with a great many enthusiasts is controlled by the child by maneuvering a minute "joystick." The plane is attached by means of a six-foot wire to a small tower. The operator can manipulate the "ship" as if he were actually flying a real one.

Of note is the trend to miniature in toys. While they are expensive, department store buyers are anticipating a big buying season which will make them move. There is also an educational angle to the miniature. If the daughter shows an inclination to cook, there is a stove, a foot square, with an oven and top burners, all ready to be plugged into an electric socket. Aluminum frying pans the size of a silver dollar and a tea kettle that holds a thimble full of water are among the kitchen accessories.

Where antiques predominate the household furnishings, there are toys to match. Advance display shows a collection of early American furniture in miniature that would delight the heart of any connoisseur. A rocking chair, small enough to hold on the palm of the hand, a woven rag rug as big as a saucer and a sturdy New England table no bigger around than a mouse trap. Miniature doll houses have their own electric lighting systems and are fitted thruout with miniature furnishings. No more does the electric train, with tracks, fill half the living room. This year's sets are so small, yet complete and compact that they'll fit on a table. Shirley Temple dolls and Dionne quintuplets, replicas of last year, hold over, but greatly reduced in size.

Television telephones are another new feature. These instruments are equipped with a small battery and a dial with numbers up to six. Small photographs of a family can be inserted at the bottom. The youngster dials a number, and, in the lighted oval at the bottom of the phone, the desired picture appears.

Motion picture machines have been made to stand up against regular movie competition. The idea is that you can't take a child to a million-dollar movie and then satisfy him with a "10-cent" movie machine at home. The most expensive ones, selling for \$35, have their own films which are movies and not stills.

The wooden block era seems to have passed. The mode today is to build with rubber bricks. Construction sets are more elaborate than ever, showing a regular power plant that runs by electricity. Children's furniture this year is being made strong enough to hold an adult. The chairs in the toy section are made of heavy wood, put together with wooden pegs, and cost as much as some of the chairs in the regular furniture departments of the stores. Practically every coach is fitted with rubber tires. And because the baby carriage has a collapsible top, the doll coaches are being made the same way.

What! only 84¢ for this 5 TUBE 2-BAND RCA LIC. SILVER RADIO!



SAMPLE, \$8.94
Rush \$2.00 deposit with order, balance C. O. D. f. o. b. Chicago. Purchase price refunded within 5 days if not 100% satisfied.

Model 250
Size: 9x7 1/2 x 6 In.

FREE — 1937 Catalog — 25 Exclusive Models. 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 \$10.00 on every deal. 2000-Hole 5c Salesboards, \$2 Ea.

MONEY-BACK GUARANTEE
A buy if ever there was one! Beautiful walnut finish cabinet. Oversize super-dynamic speaker. 4-color illuminated airplane dial. Special switch for police calls, amateurs, etc. ONE YEAR GUARANTEE. 5 powerful tubes—including 1 latest type METAL TUBE. Very selective. AC-DC 60 cyc. 110 volts.

Ivory, Green, Orchid or Blue at 35c Extra

Rush Your Order Today!
SILVER MFG. CO.
612 No. MICHIGAN AVENUE, Dept. B, CHICAGO, ILL.

MDSE. SALESBOARDS

(Continued from page 62)

usually large lot of the clocks to assure him a price suitable to meet with the wholesale merchandiser in ordinary competition.

Salesboard operators, recognizing a good thing when they see it, are giving a lot more attention to merchandise salesboards, and because of this attention the boards are becoming more popular thruout the country. Greater quantity is being reported and the operator is well satisfied, for he is better assured of a carefree operation with the merchandise board than he is with other types. Furthermore the news is becoming general, and more and more of the leading wholesale merchandise firms, to keep their customers from going to competitors, are creating such divisions in their own business. They must better the deals which have been made by competitors and the salesboard operator is benefiting from this sort of competition. He is getting the very best merchandise and unique salesboards in deals which would otherwise bring only the merchandise to him for the same price.

The salesboard operator being shown the opportunity for better and easier profits has followed thru and many of the wholesale merchandise industry are already in receipt of suggestions from salesboard operators which they are following.

The revival of the merchandise salesboard is not only fact but it is becoming a race for more modern invention, and it is certain that it will once again become a most important division of the wholesale merchandise industry.

HOLIDAY MDSE.

(Continued from page 62)

was seen even a year ago. The leading firms expect to do a land-office business this holiday season if the business enjoyed in past months is any indication of what is yet to come. Also interesting is the fact that the general buyer is eyeing a more varied assortment of merchandise than ever before and this is helping to establish better premium display in almost every leading center in the country.

There has recently been a greater shipment of merchandise to the South and Southwest than during the last several months. This merchandise sale to the South is believed due to the use of such equipment as the rotary merchandiser and other digger devices.

The more expensive items are not being pushed as hard as they were formerly, since they seem to have become the first choice of leading buyers. The seconds of many lines are also enjoying a fine sale. Many wholesale merchandise firms are seeking this sort of merchandise for which they have a great current demand.

NEW MDSE. SHOWN

(Continued from page 62)

catalin, sparklet syphon in chromium with plastic base and handle, glassware with plastic handles, radios of beetle-ware and lamp shades of lunarith made and grained to match lamp bases among the outstanding articles.

Leaders in the wholesale merchandise industry are keeping a watchful eye on the trend in plastics, as this material has rapidly come to be one of the most popular in the production of gift, prize and novelty merchandise. Because it is available in many colors and is unusually durable plastic merchandise has met with constantly growing favor on the part of the general public.

Xmas Catalog

CONTAINING 36 PAGES OF CHRISTMAS MERCHANDISE AT LOWEST PRICES IN U. S., featuring

- Xmas Cards
- Icicles
- Tree Lights
- Gifts
- Tinsel
- Xmas Signs

DON'T ORDER XMAS MDSE. UNTIL YOU'VE READ OUR CATALOG.

MEN'S HOSE—Imported. 84c
Dozen

PENNANT BLADES — 24c
Double Edge. 100

ELECTRIC LIGHT SETS— 19c
In Series of 8 Lights. Full Length Wire. Each Set

KEY CASE FLASH \$1.60
LIGHTS. Dozen.

25% Deposit, Balance C. O. D.

NEW ADDRESS:
BENGOR PRODUCTS CO.
878 Broadway, NEW YORK, N. Y.



REVOLVING ELECTRIC CLOCK

B11C41—Tells time by one pointer hand on the revolving dial band. Fitted with guaranteed electric movement with manual starter. Entire clock made of metal finished in the following colors: Ivory, Green, Blue or Black. Size, 5 1/4 ins. in diameter. Height, 4 3/8 ins. Complete with cord and plug. Each. \$1.35

JOSEPH HAGN COMPANY,
"The World's Bargain House," Dept. BB,
217-225 W. Madison St., CHICAGO, ILL.

WILL YOU WEAR THIS SUIT

and Make up to \$12 in a Day!

Let me send you this fine all-wool tailored suit FREE OF COST. Just follow my easy plan and show you suit to your friends. Make up to \$12 in a day easily. No experience—no canvassing necessary.

Send for Samples—Free of Cost.

Write today for FREE details, ACTUAL SAMPLES and "sure-fire" money getting plans. Send H. J. Collin, PROGRESS TAILORING CO., Dept. M-117, 500 S. Throop St., Chicago, Ill.

HOLIDAY GIFTS AND NOVELTIES

Write for Complete Price List.

IMPERIAL MERCHANDISE CO., INC.
893 Broadway, NEW YORK.

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.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS



New OAK HYTEX SANTA CLAUS TOSS-UP BALLOONS

A popular new item in Oak's extensive line of Christmas balloons. Inflates 20 inches high. Furnished with cardboard feet. Packed in decorative envelope.

At Leading Jobbers.

The OAK RUBBER CO.
RAVENNA, OHIO.
Selling Through Jobbers Only

Announcing OUR COMPLETE HOLIDAY LINE



Yellow and Rhodium line of Rings — includes Mens & Ladies' Larkhoda Gems. There are NEW Birthstone Numbers and Cameo Rings. Sample Line available.

ble—18 Rings, \$2.00. Sold only to Dealers.

Write for 32-Page Jewelry Catalog containing Best Selling Holiday Items.

HARRY PAKULA & CO., Chicago, 5 North Wabash Ave.

HEADQUARTERS FOR SPECTACLES and GOGGLES
We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Merchandise. Our prices are the lowest anywhere.

NEW ERA OPTICAL CO. Write for Catalog BF43. Optical Specialties
17 N. Wabash Ave., Chicago, Ill.

GENUINE DIAMOND RING
Solid Gold Mounting
Send for Catalog. Biggest Bargains in Used Watches and Diamonds in the Country.

2.95

H. SPARBER & CO., 106 North 7th Street, St. Louis, Mo.

CHRISTMAS CARD AGENTS
Large Profits easily earned selling new 21-Folder Assortment. Sells on sight for \$1.00. Write for particulars.

DOROTHEA ANTEL
226 West 72d Street, New York, N. Y.

ATTENTION
Novelty and concession men, a new seller or give away for small premium. The Lord's Prayer or the Ten Commandments on a Copper. Retail at 5c, to you 1 1/2c each. They set on a paper easel. Sample 10c.

DAVE MARKUS
600 Blue Island Ave., Chicago, Ill.

Save 80%
Buy your Sundries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail-Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.

THE N-R MFG. CO., Dept. H-61, Box 353, Hamilton, Ontario.

XMAS PEN SALES
100% Workers. Extra Heavy Point.

AUTOMATIC PLUNGERS
Fountain Pens in Solid Gold and Gold Plate at all prices.

"GET OUR PRICES FIRST"
NASSAU PEN & PENCIL CORP.
116 Nassau St., NEW YORK CITY, N. Y.

PITCHMEN
by **BILL BAKER**

(Cincinnati Office)

HAROLD WATSON
Infos that he is making the North Carolina tobacco markets with health books and astrology cards and has been finding business fair, despite the shortage of the weed.

BILL MANNION
Louisville pitchmen's stand-by, is arranging street spots and stores for the boys to whoop it up in this season.

MRS. ADA MILLER
and Eddie Summers are operating an eating emporium at Gracerville, Fla. Mrs. Miller and Edward make the spots around the Florida community with the needle-threaders. Guess George Earle will be heading that way soon.

MAKE IT a habit to look in the Letter List each issue. The Mail Forwarding Department is advertising mail for some of you lads and lassies. Send in your route.

HARRY CORRY
is arranging to referee wrestling matches after he gets the kale with his money-getting talk on the merits of good merchandise during the holiday season.

"HAD MY GREATEST
surprise in many months when I rolled into this territory," inks Herbert Johnston from Fort Smith, Ark "I had expected to find a spot off the main trail where I could rest and work still. I had no sooner crossed the threshold of a local hotel when, to my amazement, I saw what seemed to me to be a congregation of every pitchman in the United States. At first I thought the boys were holding a convention, as I had heard rumors of organizing and supposed that was their purpose in being here. After the smoke cleared away, however, I checked on the gang and found that they too believed this to be virgin territory. A few of the notables on the sheet taking care of the ever-busy stock sales across the tracks on the Oklahoma side are R. Giles, Al Linder and M. O. Ferguson. Others of the pitch fraternity here include Soapy Williams and his assistant, Walter McInroe; Eddie St. Mathews, Doc Lund, Doc Cal Hicks, Al Decker and Dave Schoen. If any more pitchmen want a swell climate in which to live, this is the spot. Hello, Jimmy Watson, will be seeing you soon in Los Angeles."

HAURCOURT
and the missus, working health books and astrology, are reported to be doing a good business. They have taken delivery on a palatial house car.

WHY GO TO the trouble of arranging for a Christmas spot and then run out of stock? Take care of the trade by ordering enough stock—Now!

RAY (RED) FOWLER
is getting plenty of long green with his paddle and come-back ball demonstration. Ray makes his demonstrations during school recesses with the permission of the principals and places the item with the merchants on consignment or sells to them outright.

HARRY COREY
and Johnny Meyers, after working the tobacco markets of the Carolinas, left for the more lucrative 'cotton spots in Arkansas.

DeWITT SHANKS
is reported to be working old Mississippi with the med thru the drug stores.

DOC RAGGERT
of Nashville, was seen making one of those "before-the-depression-days" pass-outs in Middlesboro, Ky., last Saturday.

AMONG THE
celebrities of Pitchdom working in and around Winston-Salem, N. C., are Billy Woodall, jam; Bozo Chesterfield, corn med; Redwood, med, assisted by Leroy, escape artist; Tommy Evans, jam, and George Earle, needle threaders. Dr. Kerr and sons, with their med emporium, are operating at Dillon and Bennettsville, N. C. Bobby Dale and Doc Miles are working off the same lot at Rocky Mount,

N. C. Tommy Adkins and Bunny Carrol were seen at Fuqua, N. C., with the latter sporting a new car and trailer. Jake Branholtz, with razor strops, was reported to be clicking in and around Durham, N. C.

SALES LOST by not having enough stock on hand are LOST FOREVER.

FRANK HOWARD
of Knoxville, has been holding down Morriston, Tenn., to excellent business.

GUY WARNER
and Doc Blanton are reported to be passing up the Tennessee and Kentucky spots this year in favor of those in Arkansas and Oklahoma.

FRANCIS KEY
of Carthage, Tenn., is working sales-boards to filling stations, drug stores, cigar stores, restaurants, confectioneries and taverns to an extraordinary good business in Kentucky and Tennessee.

BERT JORDAN
with the can-openers blades, pens and sharpeners, is working Southern Kentucky out of Prestonville, Ky.

"JUST RETURNED
from Pennsylvania after looking over some new spots for my show," pencils Chief Gray Fox from Van Wert, O. "Didn't find anything that looked good to me, tho, and I'm heading back to Illinois. Had a pleasant visit with Doc Louis Swan in East Liverpool, O., recently and the Doc tells me he is getting a little folding money. I'm planning to enlarge my show for next season and have already purchased a new public address system and pickup. Smoky Howard has left the organization and will open in stock in Chicago soon. Business has been holding up okeh for me."

IT'S BAD enough to lose sales thru the inability to sell the public—but what is worse is to lose them by running out of stock.

ART NELSON
who doffs his derby to no one when it comes to purveying cleaner, is now in his 54th week at Neisner's in Cincinnati. In a visit to the pipes desk last week Art infoed that he will continue there indefinitely. He has added pens and pokes to his stock for the holiday season.

FRANK NEECK
is now working cleaner at the F. W. Grant Company store in Milwaukee. His first day there found him hanging up a crackerjack gross, spotted in the basement in front of the main stairway. He reports, however, that the following day he was placed in the rear of the store next to the baloney counter and with Indians on herbs working three counters away. He wound up singing *Wahoo*.

THE HUSTLERS
who contemplate working toys and other attractive Christmas items on the sidewalk's edge will be doing themselves a good turn by reminding the officials of the city governments that the practice has been a tradition and has always been permitted in the past. By taking this step the officials usually concede and with the same spirit which prevails during the season they publicly announce their attitude and once done they stand by it. Get busy, you guys.

HUSTLER'S TIP: An item which has proved its worth to the go-getter hustler is the automatic gas lighter. The housewife, chefs and cooks, as well as welding shops and garages, are good prospects for the article.

REPORTS HAVE IT
that Tommy Adkins, veteran purveyor of Hot Springs mineral waters, is collecting the long green in a big way.

PROF. JACK SCHARDING
is reported to have had a big year with his astrology and health book lecture.

CECIL STEPHENSON
cards from Lake City, Ark.: "All is quiet in this neck of the woods. I'm still doing straights and a mental act with Indian

Joe. Show has been greatly strengthened by the addition of William Taylor and the missus, former owners of Taylor's Comedians, and the Hooper Brothers, novelty musical act formerly aired from an Oklahoma City station. Entire organization visited Joe Beatty's Great Superior Shows at Monette, Ark., last week. Expect to be out all winter in Tennessee, Louisiana and South Georgia."

DOC WILBUR
has been working tonic in Kentucky on court and trades days to a swell biz.

MEDICINE
can be worked thru drug stores only in Kentucky.

REPORTS FROM
Springfield, Ill., indicate that the registered pharmacists' law and all sales tax laws will be enforced in regards to med shows.

GEORGE SHIELDS
of sex and health book note, recently had his housecar altered. Rear end has been turned into a large vestibule from which he plans to make his lectures, while the front of the trailer has been equipped with collapsible furniture in order to provide office space during business hours.

INTERNATIONAL
Live-Stock Show being held this week in Chicago bids to be one of the largest

IT SELLS PLUNGER FILLER VAC
ZIPI ONE PULL—IT'S FULL!

EVERYTHING IN FOUNTAIN PENS & SETS.
JOHN F. SULLIVAN
456 Broadway, NEW YORK CITY.
Fast Service Sully.

MEDICINE HEADQUARTERS
A complete Medicine Show, private label, and Office Special Line. SUPERIOR SERVICE. Wholesale Catalog and Office Special Price List upon request.

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Rainbow and Solid Colors. Large Drops. Latest Designs. Pearls, Carved Jewelry, Bracelets, Rings, Earrings, Clips and Pins.
Send \$1.00 for complete SAMPLE LINE.

SEABOARD BEAD CO., INC.
97 Orchard St., NEW YORK, N. Y.

COMIC CHRISTMAS—NEW YEAR'S POSTCARDS
50 Designs. 200, \$1.00; 1,000, \$4.00. Delivered. 20 Samples, Price List, Novelty Catalog, 10c. stamps. CHRISTMAS BOX—21 EXTRA FINE FOLDERS, \$4.00 Assortment. Sample Box, 40c; 12 Boxes, \$4.00. Delivered. FREE CATALOG-PRICE LISTS—5c to 25c Cards—all kinds.

ARTFORM COMPANY
1710 Undercliff Avenue, New York City.

IT'S BANKER PENS AGAIN
Plungers, Vacuums, Combinations, Stream Line and Bullet Shapes. All fitted with the Silvery looking Pen. It's all in the Pen Point.

DEMONSTRATORS — Xmas Pitch Package, \$24.00 Gross. Sample by Mail, 25c.

JAS. KELLEY, The Fountain Pen King,
487 B'way, N. Y. C.; CHICAGO, 180 W. Adams St. 784 Mission St., San Francisco, Calif.

SALESMEN
SOMETHING NEW! SOMETHING HOT!
SELL WILLARD'S CARDED HERRING
To Taverns, Stores, etc. Sample Card, 80c; 12 Cards or More, 50c Card. Also Salted Nuts, Cheese Popcorn, Bar Smacks, Etc. Free List of Other Fast Sellers. Write or Wire at Once.

WILLARD PRODUCTS CO., Dept. A, Moline, Ill.

MEDICINE MEN
Send 50 cents for our dry HERB AND IRON COMPOUND CONCENTRATE. Enough to make sixteen 8-oz. bottles of tonic. Labels furnished. A scientific preparation that really repeats. A trial order will convince you.

THE OZARK HERB CO.
419 Main St., Nashville, Tenn.

PEN WORKERS COMPLETE LINE LOWEST PRICES

PLUNGER FILL-VACS—PEN & PENCIL COMBINATIONS. THEY WORK and GET THE MONEY.
Send for Illustrated Circular.

EVERLAST Pen & Pencil Co., Inc.
303 Fourth Ave., Dept. B, N. Y. C.

ever attempted and has attracted the attention of farmers all over the country. The boys on the leaf should find this a lucrative spot. If space is not available on the inside there is no reason to believe that a lad cannot get some real scores if he works from his car on the outside.

LADY LEONA . . .
and Jack Halligan, astrologers, are working with the Miller Traveling Museum. The Halligans are reported to have done a good business while the show made Atlanta.

MAKE HAY in the summer time, dollars at Christmas time and keep warm in the winter time.

GEORGE MICHAELS . . .
of the Novelty Sales Company. Indianapolis, cards that Smiling Jack and Louie are working sidewalks in the Hoosier capital with Christmas novelties. George adds that a lot of the pitch fraternity who are headed for Miami, New Orleans and other points South are also stopping at his place.

D. J. LAMBERT . . .
scribbles from Paducah, Ky., under date of November 23: "Getting ready for that grand rush on the Thanksgiving turkey and for the first time in six years it looks as tho I may be able to munch on that famous old bird. Believe me, the last few years one couldn't sit by the fire and cut up jackpots of yore. Since the sunflowers have all been thrashed and the jackasses are in fold, however, it looks like the beginning of a boom year. I've noticed the spirit has been changing, and where the spirit is right there's bound to be business. Have been making expenses on week days and banking the take-ins on Saturdays thru small towns in Southern Illinois and Kentucky this fall and find most of them lenient if your article is right. Of my years in pitch selling I have seen fewer pitchmen this year than any I can recall, and of the few all were veterans of the game, which proves that old saying that it's usually a survival of the fittest. Why don't all the boys with 10 or more years' experience of beating the depression shoot in some pipes. I'm sure there would be plenty of sound business ideas brought to light. If any of the boys are near Metropolis, Ill., let me tell you it's a red one on Saturdays. See the chief and square the merchant for a corner pitch. Until

these horn nuts of mine start blooming, or unless the many friends I have made from among my customers die and leave me their millions, I suppose I'll always be a pitchman."

MOST OF THE cotton crop is reported to be picked in the Delta country. From indications Pitchdom will be moving into tobacco and coal-mining territory. Southern Illinois should be a red one for anyone who is really on the hustle.

JOE MORRIS . . .
while in a reminiscent mood recently, took pen in hand and has the following to offer from St. Louis: "Now that the summer is over and the frost is in the air I've been thinking about the things I would like to see all over again. Such as Morrison Davidson dressed like a Hindu prince and doing handwriting analysis. Beeman Yancey making a pitch on rad and X-ray in Kansas City the day before Christmas amid snow flurries, while the writer, his partner, played blackjack and tried to win enough for a good Christmas dinner, but wound up broke as usual. Frenchy Thibault making a \$10 passout on watches and blades in New Orleans with nary a kickback, and again the writer played the role as partner, and was I happy? Dutch Varga getting big money at Fisher Body in Cleveland after all the workers had given him the Bronx cheer. Let's hear from you, John Jones. Did you receive that letter I sent to the hospital? Hope all the boys and girls have enough of the summer bank roll left to pull them thru the winter."

BILLY BEAM . . .
is lecturing on the ginseng package thru Arkansas. Billy has been working in a Chinese mandarin outfit and has been clicking to the tune of plenty long green.

NEW VACUUM . . .
fillers have been creating a tremendous demand for the writing sticks and coupon workers have been getting some real touches thru stores.

WITH BUSINESS on the uptrend pitch stores will be having grand openings all over the country. Let's hear from you fellows, "How is?"

DICK AND HONEY JACOBS . . .
have switched from astrology to a med joint discoursing "diet" in their lecture. Jacobs' flash, featuring the word diet in cut-out letters, is attractive and accounts in no small way for the success of his new venture.

HERE'S A TIP . . .
to those pitchmen who won't or can't invest in Christmas stock. Your application to any department store or live merchant in any town will get you the turkey and trimmings by dressing as Santa Claus and demonstrating toys or any other useful item in windows.

JIMMY RYAN . . .
ace Chicago pitchman, is promoting coupon deals in stores. Jimmy's territory is limited this time of the year to 48 States. Ryan not only hires demonstrators to handle his promotions, but also consigns his deals to the stores to be handled by the merchants themselves.

CHIEF MEXAS . . .
has had a successful season working fairs and various spots in cities. If a high-priced car counts for anything, Mex has done more than good. He plans to spend part of the winter on his farm in Indiana which he purchased last spring.

BERT JORDAN . . .
of can opener, knife sharpener, razor blade and fountain pen note, is staying close to Lexington and Cincinnati. Bert's mother-in-law died recently and he came up from the Carolinas to pick up the missus before again going South.

SAVE SOME of that hot-stove gab for those necessary "keep the wolf away from the door this winter pitches," lest you have to eat the wolf.

FACTORY EMPLOYEES . . .
will be grateful to pitchmen and novelty workers with Christmas merchandise who are contemplating working factory gates. Pitchmen usually hug the congested districts at this time of the year, but a wide-awake hustler will be at a factory gate at least half a dozen times to supply those too busy or who are wont to avoid shopping in the crowds.

THOSE WORKING . . .
a Christmas novelty will add impetus to their sales by scattering a little holly

or poinsettias in and around their display. Remember, to create holiday buying, the display must have the holiday touch and the purveyor the holiday spirit.

FRANK GALLO . . .
the artificial flower wholesaler of St. Louis, cards that the boys are buying heavy this season. One of the outstanding flower hustlers, according to Frank, is William (Bill) Skaggs, who has four agents working for him in Iowa, Kansas and Nebraska.

AUTOMOTIVE, steel, coal, cotton and tobacco countries are the territories made by Pitchdom before winding up in Florida or New Orleans at the Mardi Gras. Wonder who'll be there.

CLIFF AND DOT HAYES . . .
novelty entertainers, after finishing with the Pete Thomas show in Iowa, are now in San Antonio. They will in all probability winter in the Texas city. They info that Doc Pete Thomas had a successful season and that they will be with him again in the spring. "The only bad luck we had on the season," says Dot, "was the trip from Iowa to Enid, Okla., winter quarters of the show." "On the first day," she continued, "we had three blowouts and a miscalculation in judgment which landed us into the side of a bridge. All damage was repaired, however, and the trip safely ended in San Antonio a few days ago."

A REMINDER TO . . .
the boys working the sidewalks of New York, Chicago, Cleveland, St. Louis and other big cities who have convenient jobbers near by to supply them when they run short of stock. Don't take chances this year, as even the jobber may run short. Those in the smaller towns had better have plenty on hand, as this bids to be the biggest holiday trade season since 1929.

A year's subscription for The Billboard makes a REAL Christmas gift.

H. L. CRUMPTON . . .
cards from Birmingham, Ala., that he and Ed Lovell are working powder and perfume in that territory to good business. He says he would like to see pipes from Slim Rhodes and Ray Redding.

Pitchdom Five Years Ago

George Woods, erstwhile Coney Islander, was working a pen demonstration at Christie's Bazaar in Brooklyn. . . . Pat Dane, with herbs, was a recent addition to Doc Perry's roster in Brooklyn. . . . Gluck and Linton were scoring heavily with their flashy pen demonstration on Seventh avenue in New York. . . . Mighty Adams had his Brooklyn pitch store going at a winning gait. . . . Henry Olsheski, working water colors in New York, was finding things none too forte. . . . Johnny McLane, while hngering in Cincinnati and changing his location from time to time, refused to admit there was a depression. He was getting his. . . . Jerry and Cardi Frantz were playing benefit shows in Pennsylvania territory to good biz. . . . Mendleson and Barris were putting their store on Broadway near Gates avenue, Brooklyn, back into the pitch policy. . . . Harry Levitt, working haberdashery in Denver, was accumulating plenty long green. . . . Southern Ohio proved to be the best section in the Middle West for Inky Harris. . . . Times were not so bad in Denver for Andy Stenson, lone wolf of legitimate auction. . . . It was closing time for the Bennett Comedy Company and, despite the depression, everybody on the show blossomed out with cloaks, bennies and glad rags. . . . Doc Kelley, while visiting in New York, called on Carl Lauther at his All-Star Museum. . . . Charles (Yiddle) Gameiser was jamming 'em into his lecture store in Albany, N. Y. . . . Thanksgiving Day found the following pitch contingent in Cincinnati: Harry Silverman, Harry Miller and Drs. Hale and Dale. . . . Frank Libby found Boise, Ida., to be good diggin's. . . . E. F. Silver closed his Fun Show at Manley, Ia., and immediately hied himself away to Miami Beach. . . . Mississippi territory was plenty tough for Doc C. L. Stumpf. . . . Zanto, the magician, well known in the pitch field, was editing a local gossip column for *The Waverly* (O.) *Watchman*. . . . Never Stop Entertainers was the new title given Doc Franklin's med show. . . . Biz on the leaf in Charleston, S. C., was not so hot for Charles Scully. . . . That's all.

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GET SET FOR NEW FALL AND XMAS SEASON—ENORMOUS PROFITS



With the New and Improved Original Patented Soft Knotted SLYDE-ON TIE. The Self Tying Tie with the hand tied appearance. NO ELASTIC BANDS. Jacquards, Figures, Stripes, Plaids, Solid Colors. Sold through distributors only.

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22 W. 21st, New York, Distributors

For Further Particulars Write

SLYDE-ON NECKWEAR CO.

32 S. Third St. Philadelphia, Pa.

DEMONSTRATION & XMAS ITEMS

These Items Are "Clicking." Why Waste Time on Tryouts? Everyone a "Sure Fire" Hit.
605—MARX TRICKY TAXI—Selling Like Wildfire This Year. Dozen, \$1.80; Gross, \$21.00
6425—MECHANICAL TUMBLING PETER CLOWN with Cloth Suit. Ass'd Colors, Doz., \$1.80; Gro. \$21.00
5242—MECHANICAL DOG With Shoe. Limited Quantity. Order Fast. Dozen, \$1.80; Gross, \$21.00
7116—BLACK RUNNING MICE—Chenille Ears and Sparkling Eye. Gross, 3.50
7127—Large RUBBER ANIMALS, Elephants, Horses, Etc. Dozen, 1.75
473—MECHANICAL HULA DANCER—Spec. Size, 7 1/2". Doz. 1.00
Many Other Hot Items. Send for Free Demonstration Lists or \$1.00 for Sample Line. 25% Deposit With Order.
GOLDFARB NOVELTY CO.,
20 W. 23d St., or 116 Park Row, New York City.



SLIP-NOT TIES

NEW FALL LINE, Silk-Lined—Jacquard Figures—Stripes, Plaids, Solid Colors. Fast 50c Seller. Send for Sample Doz. \$2.50 Postpaid. Money refunded if not satisfied.

Leader Ties

Ready-Made Knots. Hold its shape forever. NEW FALL LINE—Silk Lined. Fast 50c sellers.

Send for Sample Dozen, \$2.50 Postpaid. Money refunded if not satisfied. New Fall Line Four-in-Hand Ties. Silk Lined. \$15.00 gro. Sample doz. \$1.50 postpaid.

M. LEVINE, INC., 13 N. 13th St., Phila., Pa.

JUST THE THING FOR XMAS



PHOTO-RING
NEWEST FAD! Send No Money! Just mail your favorite photo or snapshot we transfer it on this beautiful 2 1/2" extra Onyx-like ring. Lasts a lifetime. Send strip of paper for ring size. Pay postman plus few cents postage. If you send 75c we any postage. Thousands were sold for \$3. Agents make big money simply showing ring.
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End your correspondence to advertisers by mentioning The Billboard.

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Save Time and Money
IMMEDIATE DELIVERY
LOOK COMPARE LOOK

Strictly First Quality Men's Fancy Hosiery, \$1.10. Case of 30 Dozen, 90c. Seconds of above number, 60 Dozen Case, 80c.

Genuine 50c Number, Beautiful Clocked Silk Sock, 12 Doz. Case, \$25.00; Per Doz. \$2.30.
RAYON Platted First Quality, 12 Dozen Case, \$12.00; Per Dozen, \$1.15. Seconds same number, 12 Dozen, \$10.00; Thirds, \$7.50. Misplates and Thirds of better numbers, 30 Dozen Cases, \$18.00.

Irregulars of 50c, Plain Colors, Men's Socks, 12 Dozen Case, \$22.80; Per Dozen, \$2.15.
NECKWEAR MADE ESPECIALLY FOR U, QUALITY, PLUS FLASH.

Ready-Tied Four-in-Hands, Gross Lots, \$24.00; Per Dozen, \$2.25.

Silks at \$1.00, \$1.25, \$1.50, \$1.75 Dozen in Gross Lots. Add 25c for smaller quantities. Satisfaction guaranteed or money back.
C. O. D. orders 25% with order.

SOUTHERN MDSE. CO., Chesterfield, S. C.

PLUNGER FILLER VAC



STOCK UP FOR CHRISTMAS.
The Grodin line is "Tops." Don't buy anything in Pens or Pencils till you get our high quality, low price list of bargains. Write today.
GRODIN PEN CO., 396 B'dway, New York, N. Y.

\$1.00 STARTS YOU IN BUSINESS

NEW DORMA KNOT TIES . . .
NEW FALL HOLIDAY LINE—Sells for 50c. Plaids, Stripes, Jacquards, Solid Colors. Cost You \$2.25 Doz.; Sample Doz., \$2.25, Postpaid.
Orig. Patented. **DORMA TIES, Ready-Made Knots—Holds Shape Lifetime.** NEW FALL HOLIDAY LINE. Sells for 50c. Cost You \$2.15 Doz. Sample Doz., \$2.25, Postpaid.
FOUR-IN-HAND TIES, Silk Lined, \$1 Doz.; Sample Doz., \$1.25, Postpaid. We manufacture our own Ties.
DORMAN CRAVATS
Importers and Manufacturers Neckwear,
514 Market St. (Send for Free Catalog), Phila., Pa.



Hartmann's Broadcast

WITH the 1936 membership and cemetery fund drives of the Showmen's League of America about to come to a close (December 2 is the date), it can safely be said the year has been an enormous one from those standpoints for the League, and it would not be surprising to hear, when official announcement is made this week, that it was the greatest 12-month period in the history of the organization.

All of which speaks volumes for the record of the present officials and especially J. W. (Patty) Conklin, who has served as president not only this year but the year before as well.

The plan of having shows and exhibitions stage benefit performances helped immeasurably in the cemetery fund drive. This was the first year it has been followed and so successful has it proved that it will be continued.

Various ways were devised for raising funds thru these benefits, but the idea that impressed me very highly was the offering of a door prize to his special show by a carnival manager in the form of a membership (and a year's dues) in the Showmen's League, "killing two birds with one stone" by raising money for the cemetery fund and building up the membership at the same time. The show in mind was the Gold Medal Shows and the manager Oscar Bloom.

Founded for such worthy causes as ministering to the sick and burying the dead, everybody is happy to see the Showmen's League make such good advances. All join in congratulating President Conklin and the other officials on their wonderful showing and wish for their successors unbounded success.

In England kiddie rides have, in addition to miniature autos, double-deck busses. A sign in front of each bus reads: "On Tour." The cresting of the English kiddie ride is very elaborate.

SOUTH AFRICA apparently is not a fertile spot for poster printers.

Pagel's Circus is now in that country and most of its advertising is done by mail, William McK. Bausman, a member of the Dutton Circus unit with the show, informs me. "The show keeps on going along here in 'darkest Africa,'" writes Bill, "stopping sometimes in places where there is little more than a railway station, but they do get the business. Most of the advance advertising is done thru the medium of the mails. There are available here lists of all voters in every community and it is an easy matter to get a mailing list. In the Union of South Africa it is a penitentiary offense to fail to cast a vote at election, so you see the lists are quite complete so far as the white population is concerned. Pamphlets printed in both English and Afrikaans (Dutch) are mailed out two weeks in advance and the results are remarkable."

At the time of writing (October 16) the Duttons had two horses laid up re-

cuperating from a tropical fever that is quite common there. "It is called Bilary fever," says Bill, "and is very dangerous if not caught in time. We have every reason to believe that we have caught ours in time, however, and they are gaining strength daily. We are trying to work now with our one remaining horse and one from the show stock which is very small. Animal disease is rampant in the country, but the government is doing everything possible to stamp it out. They have an epidemic of what we call Texas tick fever here in the cattle and have established quarantines all around us and we have to live up to the regulations, of course. The veterinary service run by the government is manned by well-trained men (from England) and they are doing all possible, but their big trouble is with the wild game carrying ticks.

"We are approaching Johannesburg now but still 200 miles away and in a quite wild sort of country called the 'high veldt,' for it is all table-land more than a mile above sea level. Reports from Johannesburg are very encouraging, for the exposition attendance seems to be on the upgrade, altho like all expos and exhibitions they complained at first of its being a losing proposition. It certainly is well advertised and exploited thruout Africa. Every little town has sent groups of school children there for a visit—the railway and bus lines carrying them very cheaply and the expo itself furnishing living quarters for them while there—in tents."

W. A. (Snake) King is apparently giving some thought to a circus of his own for next year, probably with his son Manuel featured. A rumor said he was planning such a show. When called to his attention "Snake" answered by saying: "At the present time I do not care to make any statement regarding my plans for next spring, but in some of the early spring issues of The Billboard we will run advertisements that will give you the desired information."

ALTHO you might have read or heard it before, as I did, Art Woods, Toronto correspondent of The Billboard, submits this "spasm" as apropos of the Showmen's League Banquet and Ball set for Wednesday night of this week in Chicago:

"There were 12 bottles of whisky left in my room and my wife told me to empty the contents of each and every bottle down the drain before leaving for home. So I said I would and proceeded with the unpleasant task.

"I withdrew the cork from the first bottle and poured the contents down the drain with the exception of one glass, which I drank. I extracted the cork from the second bottle and did likewise, with the exception of one glass which I drank. I then withdrew the cork from the third bottle and emptied the good old booze down the drain except a glass which I drank. I pulled the cork from the fourth drain and poured the bottle down the glass, which I drank.

"I pulled the bottle from the cork of the next, drank one drain out of it and poured the rest down the glass. I pulled the drain out of the next glass and poured the cork down the bottle. I pulled the next cork out of my throat, poured the drain down the bottle and drank the glass. Then I corked the drain with the glass, bottled the drink

and drank the pour.

"After I had everything emptied I steadied the hotel with one hand and counted the bottles and corks and glasses with the other, which were 29. To be sure, I counted them again when they came by and I had 74, and as the hotels came by I counted them again and finally had all the hotels and bottles and corks and glasses counted except one hotel and one bottle, which I drank. I have the wifeliest little nice in the world."

Dyers Greater Shows

Medina, Tenn. Week ended November 14. Weather, fair. Business, good.

Altho weather started cool, business was far above expectations and weather and business improved together. Ernest Derosingknob joined with a very neatly framed show, front designed by Ernest R. E. Patterson busy framing additional concessions. New canvas has been ordered. Show will be improved and repainted while on tour and will stay out as long as weather permits. Word was received from Mr. and Mrs. Dyer's son, George, who is attending Landry Memorial High School at Lake Charles, La., that he is doing well. These shows were formerly a "Lotta Hooley Shows."

WILLIAM REYD.

SHOWMEN PAID—

(Continued from page 3)

soldier and a sailor standing as sentinels in silent watch.

The setting was one of grandeur and one never to be forgotten by those who attended.

The beautiful full rich voice of Dr. Charles Copeland Smith broke the silence in a tribute to the League's departed brothers and brought to the listeners the wonderful work the members of the Showmen's League of America are accomplishing for their pride and glory, Showmen's Rest, in beautiful Woodlawn Cemetery.

As he brought his words of comfort and praise to a close the strains of music sounded thru the vast assembly, playing *The Star-Spangled Banner*, which was sung by all, after which members and friends were transported to the cemetery in busses and cars to complete the afternoon with a visit to that spot so sacred and dear to the hearts of all showmen, Showmen's Rest.

Hock Makes Address

Former President Hock's address at the memorial service was as follows:

"My dear Friends—We are gathered here to take part in our annual memorial service. Memorial Day with the Showmen's League of America is an institution established long ago. Until two years ago it was held at Showmen's Rest in Woodlawn Cemetery, Chicago. But two years ago the fall gathering of showfolk was held in Toronto and our memorial service was held there. So it was in that city that our fellow members and friends were first brought together under roof to hold a memorial service for those members who have passed on and whose earthly remains now rest in our beautiful plot in Woodlawn Cemetery.

"Last year you heard the story of the organization of the Showmen's League of America, its aims and its struggles to succeed. This year we aim to tell you of the wonderful progress we have made and the unstinted co-operation we have had from showfolk all over the United States and the Dominion of Canada to make our prized possession, Showmen's Rest, the largest and most beautiful plot in the country, as a final resting place for our departed brethren.

"Our cemetery fund is the basis of the Showmen's League of America. We therefore lay our plan to obtain greater results by a clearer presentation of the virtues of our sacred order.

"First we appealed to our brothers to see their duty to their fellow showmen and presented them with the beautiful idea of a place for all our members to rest when the course of their lives had run; to tell the prospective brother that we are not organized for gain, but solely for charity. And that charity lay in sustaining our wonderful cemetery plot thru contributions to our cemetery fund.

"With the birth of that thought we sold it to our members, who in turn went out to sell the idea to our brothers who were not in the fold. Our brothers were so imbued with the virtue of their cause that they talked it frankly, constantly and with the sincerity that made others see and think well of the cause. "As showmen overcome unseen obstacles to make 'the show go on,' so did

we find a way to overcome the lassitude of prospective members when it was a matter of considering membership in the Showmen's League of America and the consoling thought that each and every one of us is a material part in maintaining one of the greatest institutions of its kind in the world and the pioneer successful institution of its kind in the civilized universe.

Membership Grows

"Our sincerity of purpose and concentration of effort sold our League to new members. New ideas were brought forth, their virtues gleaned of their shortcomings, and their spotless values left to stand out like a noontday sun after the passing of most ominous clouds.

"We started selling the League on its greatest asset—the cemetery fund. This charge into the show world to sell the League's greatest asset became known as the 'Annual Cemetery Fund Drive.'

"The plan spread like wildfire. Men of imagination and creative ability to carry out their visions evolved plans that met with happy approval and hearty co-operation. Our annual allotment of three grand prizes by means of the sale of tickets representing an undivided share in a grand prize brought us many happy returns. The plan of a former president that each and every show stage a performance for the benefit of the cemetery drive struck a responsive chord in the heart of every showman and every show woman.

The result was a spontaneous response to the cause of the cemetery fund drive of the Showmen's League of America and an unqualified newborn interest in the League itself. We have received the unqualified support of a number of shows which staged benefit performances for the cemetery fund during the past season, and we have reason to believe they will be repeated again next season on a larger scale and by a greater number of shows.

Benefit Performances

"At this time may we mention, with pardonable pride, a list of the shows and organizations that staged benefit performances this season for our cherished institution: Beckmann & Gerety's World's Best Shows, Bloom's Gold Medal Shows, Blue Ribbon Shows, Conklin's All-Canadian Shows, Dodson's World's Fair Shows, Great Lakes Exposition, Johnny J. Jones Shows, Mel Vaught Shows, Royal American Shows, Rubin & Cherry Shows, Texas Centennial, United Shows of America and the World of Mirh Shows. These shows are mentioned in alphabetical order rather than in the order of the sums they returned to the cause and are so announced that none might feel slighted and none be flattered above others.

"We proudly follow this by citing that our members have covered themselves with glory by turning in high individual returns from books of our cemetery drive this year.

"This wonderful instance of achievements drives us to further efforts, and the records of the past few years, which we dreamed of as a millenium, we hope soon to eclipse so they will appear as minute as they were appalling in their magnitude when we set out to further our cemetery fund by a concerted, conscientious, unceasing drive in placing its marvels and virtues before our fellow showmen.

"Verily, we may say, the landslide that has marked our progress in the last few years will a few years hence seem insignificant as we continue to live and preach our cemetery fund idea to our brothers in all showdom.

"May we take occasion to again thank friends and patrons of our cemetery fund drive for their wonderful co-operation and we trust that the Showmen's League of America cemetery fund drive will always merit their hearty co-operation and support."

WHIP FOR SALE

Cars Reupholstered in Red and Green Int. Leather. Mechanically in good shape. New Fence. Price Right. Stored in Chicago. Phone Armitage 0847.

H. MAMSOH, 2443 Moffat St., Chicago.

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NOW CONTRACTING for SEASON 1937

We contemplate 14 weeks of FAIRS and 16 weeks of PROMOTIONS in Eastern and Southern States.

BIGGER & BETTER than EVER BEFORE

Fair Secretaries, Fraternal Organizations, Showmen and Concessionaires are invited to communicate.

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Winter Show Headquarters, Fair Grounds, Darlington, S. C.

Want to hear from high-class FREE ATTRACTIONS of proven merit for full season contract.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

Heart of America Showmen's Club

KANSAS CITY

Coates House Hotel

KANSAS CITY, Nov. 28.—Jack Ruback accepts the presidency of the Heart of America Showmen's Club for the coming year. The club is to be congratulated on the selection of Ruback, as he is a successful showman, a live wire and well liked by everybody. Jack Ruback and A. Obadal are owners of Western State Shows, which has for past 12 years traveled thru Middle West. With many show people here there has been a lot of activity around the club and all are having a wonderful time.

Many of the visitors and local showmen left for Chicago to attend the convention: Mr. and Mrs. Martone, Mr. and Mrs. R. E. Haney, George Howk, A. Obadal and Jack Ruback, Mr. and Mrs. Fred Beckmann and Mr. and Mrs. Roy Baloo.

The last meeting of the club was conducted by Dave Stevens, about 75 members present. Refreshments were served after, with compliments of R. E. Haney, Ed Strassburg and H. Duncan.

Orville Hennies and brother, Harry Hennies, owners of new Hennies Shows, were here several days and left for Chicago for Showmen's Convention and will be back for the convention and banquet and ball here, Al Stephenson, of Culver City, Calif., was a visitor.

Col. Dan MacGugin, secretary and treasurer of Hennies Bros.' Shows, is confined to his bed at Coates House with a bad foot. Dan has had a stream of visitors every day and we have just learned the reason, Dan has a beautiful nurse taking care of him.

Letter received from President Castle states he is in best of health and is enjoying sunshine and baths at Palm Springs, Calif. Mr. and Mrs. Castle will remain in California for several days, then to Chicago and come here for banquet and ball.

Membership drive is humming and it still looks like anybody's race. Drive will not close until December 31. New cards were issued to H. S. Smith, Manny Gunn, L. Clifton Kelley and Eddie Liggett.

LADIES' AUXILIARY

Ladies' Auxiliary of Heart of America Showmen's Club had a short business meeting before joining the men for a social evening last Friday evening. Several new faces were present, having just come in from the road. Ruth Martone, Mary Francis being among them. The following new members were voted into the club: Margaret Gunn, Mrs. Roy G. Marr, Opal Castle, Gertrude Waring, Mrs. L. K. Carter, Estella Rudick and Margaret Jewett, which brings the membership to over 70. Calendar for the holiday season was then decided on and the following dates set:

- December 4—Nomination of officers.
- December 12—Rummage sale.
- December 17-18—Bazaar, election of officers December 18.
- December 30—Seventh annual luncheon 1 p.m.
- December 30—Tacky dance, evening.
- December 31—New Year's banquet for both clubs.
- January 8—Installation of new officers.

In addition to the above schedule several of the ladies will give individual parties and hospitality to the visiting ladies from out of town and all showwomen are urged to come to the Heart of America.

LAST CALL!

BRILLIANT TINSSEL XMAS SIGNS

BUY FROM MFR. NO SUBSTITUTES. RETAILS 25c.

- R22—Wishing You All A Merry Xmas.
- R23—Wishing You All A Happy and Prosperous New Year.
- R24—Wishing You All A Merry Xmas and a Happy New Year.
- R25—Do Your Xmas Shopping Early.
- R26—Let Us Help You Select Your Xmas Gifts.
- R27—Buy Your Xmas Gifts Here and Save.
- R28—Wines & Liquors—Ideal Xmas Gifts.
- R29—A Small Deposit Will Reserve Any Article Until Xmas.
- R30—A Large Selection of Useful Xmas Gifts.
- R31—Large Selection of Xmas Toys at Lowest Prices. Full Size: 11x14 Heavy Board. Tinsel Will Not Come Off.

\$4 PER 100

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Marks Shows

Rock Hill, S. C. Week ending November 14. Chamber of Commerce and American Legion Second York Fair and Armistice Celebration. Weather, cold, rainy. Business, none.

Second stand at Rock Hill ended in a blank. Most of the regular Marksmen and Markswomen left at Dublin. Came into Rock Hill this time with smaller show. Same number of rides, but shows reduced due to sending part of trucks direct to winter quarters from Dublin, Ga. Monday night opened late and no attendance. Tuesday, rain. Wednesday, cold. Balance of week bad weather, so tore down Friday night and to winter quarters.

Mayor of Richmond, James F. Bright, wrote John H. Marks nice letter welcoming organization back to city. Dinner at Acme Shrine Club made Marks feel more at home. Winter quarters turned over to Bert (Slim) Britt, with office in charge of Jimmy Raftery. Britt announced no work until after January 1. Raftery going to work on winding up season's auditing, thru this week, will go to Wilmington, N. C., home town for visit. Writer, having decided to let winter trouping alone, will handle copy desk job on Times-Dispatch while waiting for spring.

Britt's plans have not been announced, but he said on closing that the equipment would be in better shape than ever before for the road. He plans several new fronts that he said will be sensations for a show traveling by truck. The show will probably be on 65 trucks next year and six baggage cars, the extra equipment being moved in baggage cars. That was Britt's idea.

Jack Chisholm. Mrs. Chisholm and their trick dog, Bingo, hopped into quarters. Mr. and Mrs. W. R. Powers went to Fort McCoy, Fla. Turk Laird has already caused considerable consternation among tarpons off the east coast. James Anderson and wife went into Charlotte, N. C., where they will stay until after Christmas before joining Turk for winter fishing. Roy Bell went into Atlanta for a visit at a hospital for general overhauling before proceeding to Miami. Tex Leatherman and wife will be in Richmond indefinitely. It is the wife's home town. Later they will visit Tex's folks at Dallas. Roy B. Jones joined a museum.

Art Eldredge is with a monkey show playing schoolhouses in North and South Carolina. Joe Payne returned to his room in Philadelphia. Joe Marks went away without saying good-by, but the understanding is, he went to Danville, Va.

The Palmer boys went to Youngstown, O. Urgel Beaudet and Art Cotreau, with their motordrome, went to the Bruce Shows for a few weeks before going into New York, home town. Doc Anderson started a long tour, under booking from an Atlanta office, as did Jimmy and Agnes Murphy, with the Midget Show. Jack Rinehart and his Lone Star Ranch Show joined H. W. Campbell in Georgia. George Rody returned to Philadelphia,

where he has several weeks' theatrical booking. Paul Layne, wife and sister, Theresa, are in Miami, where they will be joined later by Mr. and Mrs. Al Wallace before the Wallaces go home to Tampa. Paul Grace and wife went to Savannah and will leave for Florida after a visit there. Newt Kelly and wife went to Uniontown, Pa., where they will operate a taproom during the winter. Jack Lorenzo and wife to Springfield, Mo., where Jack has a position with the Standard Oil Company. Jimmy Zebraskie and wife to Philadelphia, along with "Mother" Zebraskie, for the winter. George (Slim) Carver to Florida, where he will operate a tourist camp. Ben Holiday to Greenville, S. C. Mr. and Mrs. McQueen home to Lorraine, O. Kid Ellis is in Miami handling promotions. Most of the workingmen will stay in Richmond, their connections with Marks Shows having been sufficient to get them jobs. However, Tommy Heath and Roy Harding, from the ride department, went to Hampton, Va., where both will be engaged in shipbuilding, and Bill Martin, who returned home to Charlottesville, Va.

Marks announced that the same staff will be with him next year and that he will have a considerably augmented show with one or two new attractions to the carnival field. One of these, it was let out, will be a Wild Animal Show to be featured. CARLETON COLLINS.

Miami Notes

MIAMI, Fla., Nov. 28.—Among the members of the Sheesley Midway who are resting in the sunshine and water here are Mr. and Mrs. John M. Sheesley, Mr. and Mrs. John D. Jr. and family; Charles H. Pounds, Robert Sykes, Mr. and Mrs. E. C. May, Carl Baker and Frank Sweeney.

J. B. Hendershot conferred with the senior Sheesley and left for the Chicago meetings.

Mr. and Mrs. Ollie Trout are entertaining numerous showfolk weekly at their camp.

Chet Dunn and Carl Baker have gone into business together. Mr. and Mrs. Baker have established a new home here.

Following the big doings in Chicago it is expected that there will be a large number of outdoor showfolk added to the colony.

Midget Troupe Is Now Playing Department Store

DETROIT, Nov. 28.—A group of 18 midgets are presenting the *Midget Village* at Crowley-Milner Company, downtown department store. Large crowds are attending. A real vaudeville show is presented. Cast includes Mary Ellen Burbank, acrobatic dancer; Charles Ludwig, chief of police of *Midget Village*; Eleanor Stubit, impersonator of Mae West; Prince Denis, clown, and the German Pick Sisters.

"Trenton Fair To Have \$50,000 Improvement Program"—Hamid

CHICAGO, Nov. 30.—Launching of a \$50,000 improvement program for New Jersey State Fair, Trenton, of which he is director, was announced here by George A. Hamid, of the booking office bearing his name, who is attending the park and fair amusement convention here this week.

Another disclosure was made by Mr. Hamid which is aimed at a tremendous buildup, nationally as well as sectionally, of the event. This is a celebration of Trenton's golden jubilee anniversary in 1937, with billing and newspaper matter, airwaves, pamphlets and broadsides to trace the history of the fair over the last half century. An elaborate program is contemplated for fair week, with grand-stand show to carry out the theme in a hue of gilded stuff, he said.

New Lighting Thruout

Improvements on the books take in a new manufacturers and merchants' building with an addition of several thousand square feet; remodeling and rebuilding of the poultry building, which this season housed the best poultry show in the East, according to Dr. Albert Brown, director of New York State Fair, Syracuse; establishment of a Recreation Forum and Cabaret, to be built for all-year operation and at a point near the bus terminal; installation of indirect

lighting thruout the plant, including buildings, on the theory that this year's night fair augurs well for the future of the event after sundown. In support of this Mr. Hamid stated that 40 per cent of the business done by the midway was taken in after 6 o'clock, despite two days of rain and generally uncertain weather; renovation work on the two grand stands, building of an entirely new stage for the show, as well as new dressing rooms and other back-stage facilities; physical expansion of the steeplechase jumps, and an ambitious horse-racing program. Mr. Hamid stated in this connection that Senator Smathers is working on obtaining legalization of pari-mutuel betting on the steeds.

Profit in First Year

Mr. Hamid added that Resident Manager Harry E. La Breque has been in constant consultation with engineers and builders, and sketches are being studied with a view to an early okeh and an invasion by builders scheduled after cold weather. He also stated that he had received a semi-final report from Mr. La Breque this week showing that the fair stepped far ahead of 1935 and will show a substantial first-year profit, despite miserable weather conditions practically thruout the week.

Baltimore Odditorium

BALTIMORE, Nov. 28.—The Baltimore Odditorium, formerly known as the Oriole Museum, opened this week for season under the management of Whitey Sutton and Buck Dangler. Spot has clever new layout with an enlarged front, plus a battery of large spotlights, new fixtures and fresh paint.

Acts include Phil Rockwood with Silver Queen, dog; Dick Flagle, human volcano; Al Delins, magician; Rose Daniels, daggers of death; Ambrose Buck, steel eyelids; Leo, ossified man; Harry Becker, novelty musical act, and pit of snakes. Annex features six dancing girls: Elsie Wolfe, Kitty Harrison, Billie Braley, Jean Edwards, Bobby Miller and Jojo Harris. Front men are Norman Wolfe and Bernie Ross, with Warren Cox, tickets. Show is larger than any presented here in several years and the opening week's business was gratifying to management.

DETROIT, Nov. 28.—Herbert Teman, operator of a shooting gallery on Woodward avenue here, was held up in his gallery November 19 by a patron with one of Teman's guns and robbed of \$10.

LINCOLN, Neb., Nov. 28.—Kent Hosmer, press agent for Beckmann & Gerety's Carnival, was here this week attending to some matters for the shows and visiting newspaper friends.

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Comfort and safety features not found in any other equipment. Your Auto Cruiser is completely equipped ready for the road. Don't buy a trailer home until you learn what Auto Cruiser offers. Dealer Territories Are Available. Write for Details.

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Commencing December 7.

Don Caper and Barney Armesen wire.
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LOOK

IN THE WHOLESALE MERCHANDISE SECTION

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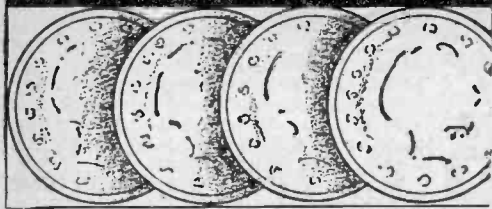
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With Thankful Hearts

IT WAS a vast land, frightening in its immensity to men whose fathers had lived and died in the tight little shires of England, the fiefs and duchies of feudal France, the castellated towns of the Old World. It was a land of extremes, of raging flood and searing drought, of gentle warmth, blazing heat and bitter, numbing cold. Screaming winds tore over its raw prairies; its great central valley was 1,500 miles across and down its middle a monstrous swollen river rolled its silt-laden current to the sea. If there were regions so thickly forested that a squirrel might travel a thousand miles jumping from tree to tree, there were also regions equally vast where cactus, greasewood and sagebrush were the only living things and naked cliffs showed their crazy nightmare colors to an empty sky.

Into this amazing land, awful in its splendors, mercurial, quixotic, lavish and cruel, came the white man. He came to escape the tax-gatherer's staff and the jailer's lash. He came rich in servants and kingly grants or with nothing but his heart and his two hands. He came for devilment and he came to worship his God. Nature fought him, silently, terribly, retreating inch by inch before his tiny tools. Raging rivers, howling blizzards, fever, swamp, the fearful rattlesnake, all took their toll. He saw his wife and children dragged away to die horribly at the hands of screaming savages. But always the lodestar of destiny drew him on; westward he followed the setting sun.

His ax blade rang in the Pennsylvania clearing, and a thick black ribbon of Illinois soil rolled back from his plow; the ruts of his wagon wheels channeled the mud of the North Platte and the Republican; he dipped his arms in the waters of the Sacramento. Behind him raw sprawling

towns arose and the railroads webbed across the land. And still he came, Englishman, Frenchman, Scotchman, Swede; Greek and Irishman, Italian and Pole; German and Jew and Spaniard and Hollander. He worked on the railroads, he tunneled in the mines, he sent the trees crashing to earth. He built his home upon the stark prairie, sowed his wheat, nursed his cattle and his swine, toiled and sweat and labored and saw all swept away by flood, fire, wind and drought. He labored and built anew and Nature laughed again and destroyed a second time, but still he pressed on. The hot winds burned him and the arctic gale lashed him. He grew lean, hard, mercurial as the land; quick and keen, thrifty and profligate by turns, terrible in anger, quick to forgive.

And so, slowly, he became an American.

On the last Thursday in November in the midst of her huge black cities and on her tiny farms America turns to celebrate her own great national holiday. But the skyscrapers and the silos are no longer there; back across the miles and centuries the American is sitting with his Pilgrim comrades in the dark New England wilderness. The turkey and the mince pie are but symbols; beneath the jollity of Thanksgiving the heart beats high with a love of country not to be expressed in words. It is a very real thing.

We thank Thee, O Lord, for this, our own America, and for the glorious heritage which we are privileged to build into her shining future. Ever mindful of Thy Presence, O Lord, we ask, with grateful hearts, Thy Blessing.

An unusual example of building public good will for the coin machine industry. The above illustration and copy appeared as a full-page advertisement by the Stoner Corporation, of Aurora, Ill., in the Aurora Beacon-News November 26, 1936.

No DOUBLE TROUBLE!

When you run into operating trouble . . . it's "double trouble"! Every minute of wasted playing time means, not only repairing expense, but lost profits!

With the original SEEBURG RAY-O-LITE RIFLE RANGE, both location owners and operators reap the maximum profits from the unusual playing appeal and trouble-free operation.

SEEBURG engineers labored incessantly for two years to perfect the RAY-O-LITE RIFLE RANGE. Compare this production history to that of the unethical manufacturers who have unsuccessfully tried to imitate the RAY-O-LITE RIFLE RANGE. Absolutely devoid of thorough craftsmanship and engineering, these inferior machines have given their unfortunate operators "double trouble."

You don't need a four-leaf clover and a horseshoe in each hand when you operate a SEEBURG RAY-O-LITE RIFLE RANGE. Its mechanical perfection was assured before it was placed on the market!

SHOOTS A
RAY-O-LITE
AT A MOVING
DUCK TARGET!

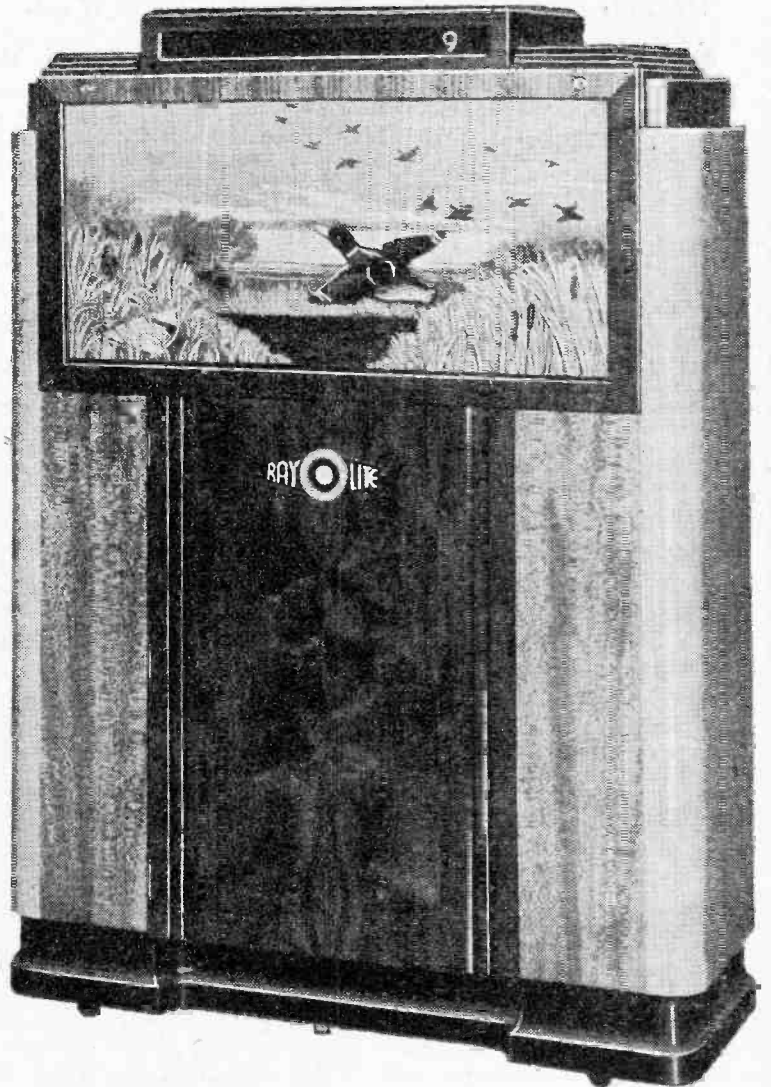
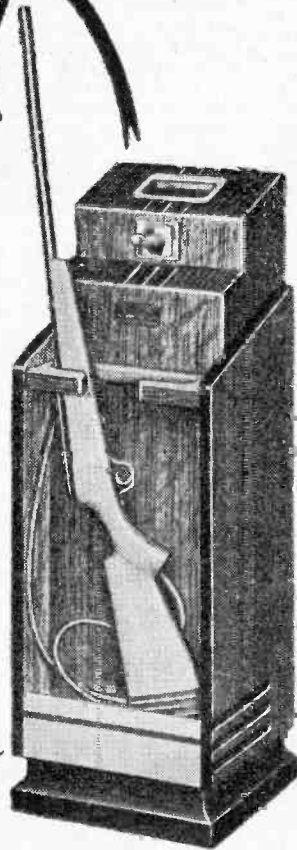
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BEYOND IMITATION!

COMPLETELY AUTOMATIC
ALL HITS REGISTERED ON
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REGULATION SIZE RIFLE

ULTRA - MODERNISTIC
MATCHED WOOD CABINET
AND GUN STAND

J. P. SEEBURG'S RAY-O-LITE RIFLE RANGE is fully protected by patents 2,007,082 and 2,007,083 and other patents pending. The J. P. SEEBURG CORPORATION has the exclusive manufacturing license rights, and they have NOT been granted to others. ALL INFRINGEMENTS WILL BE PROSECUTED TO THE FULLEST EXTENT OF THE LAW.



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LOOK! OPERATORS AND JOBBERS LOOK!

SLIGHTLY USED AND FLOOR SAMPLE MACHINES

PAMCO PALOOKA SR.\$62.50	BALLY PROSPECTOR\$20.00
PAMCO RED SAILS 35.00	BALLY MULTIPLE 62.50
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PAMCO CHASE 37.50	BALLY BONUS 45.00
PAMCO PINCH HITTER ... 35.00	BALLY ACE 17.50
PAMCO BALLOT 37.50	BALLY GOLDEN HARVEST. 32.50
PAMCO LEATHERNECK ... 37.50	DAVAL DAILY DOUBLE... 22.50
PAMCO PARLAY SR. 45.00	TYCOON BATTERY 35.00
GOTTLIEB DAILY RACES .. 40.00	STONER TURF CHAMPS.... 67.50

WRITE FOR OUR COMPLETE LIST OF BARGAINS—TERMS: One-third deposit with order, balance C. O. D.

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ON DISPLAY AT OUR SHOWROOM
BABE KAUFMAN, Inc., 250 W. 54th St., N. Y. C.

Boston

BOSTON, Nov. 28.—Sudden cold snap and light snow flurries that gripped the Hub last week was the cue that sent operators scurrying to distributors with orders for immediate deliveries of music and pin machines to take care of the heavy influx of indoor sport enthusiasts.

Bernard Blatt, of the Atlas Coin Machine Company, distributor of Seeburg Ray-o-Lite, claims that operators are hurrying into his establishment to obtain information on the machine. Incidentally operators who are buying the machine assert that the moving target is a fascinating and great feature.

Louis Blatt, Bernard's brother, says that "it is necessary for the Atlas Coin Machine Company to have a standing order with the Seeburg factory at Chicago so that we can make immediate deliveries. Operators are coming in every day from all parts of the Commonwealth to see this machine on display and in operation."

Dave Bond, president, and Mike Bond, general manager of the Trimount Coin Company, have been crowded with operators seeking demonstrations on their Snacks vending machine, a tri-column affair either for table position or with stands for floor locations. Trimount Snacks factory is steaming full force to supply orders promptly.

William A. Bernache, treasurer of the B. & L. Novelty Company, distributor of Rock-Ola and Western Equipment, in its new location of three weeks, comments on the added zest which operators have this season. Their product is moving okeh, with the coming months casting a bright shadow.

Boston coin-machine area is perking up, with both distributors and operators in a merry mood.

Eugene O. (Gene) Baker, vice-president of the Automatic Coin Machine Company, is in town on one of his periodic Hub visits, with headquarters at

B REEL DICE B
\$18.75 TAX PAID
ANOTHER PROVEN WINNER RECOMMENDED BY HERBERT BESSER.
We Will Take Your Used Penny Packs or Counter Games in Trade on This New Winner, Making You Very Liberal Allowances.
Just Send Us Your Used Penny Packs Prepaid, and We Will Send Your "Reel Dice" Immediately.
BE THE FIRST IN YOUR TERRITORY TO CASH IN ON THIS WINNER.
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BEAT THESE PRICES
All Machines Guaranteed A-1 or Money Refunded

JUMBO	\$27.50
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REPEATER	12.50
BAFFLE BALL	12.50
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BONUS	22.50
5c RELIANCE DICE GAMES	40.00
SAND'S HORSES, \$5—PUNCHETTE, \$5.	

1/3 with order, balance C. O. D. Write for complete list.
SANTONE COIN MACHINE CO.
1524 MAIN AVE., SAN ANTONIO, TEX.

Send your correspondence to advertisers by mentioning The Billboard.

London

LONDON, Nov. 28.—Fourteen firms occupied stands in the automatic section of Brewers' Exposition, held at beginning of month in Royal Agricultural Hall here. Altho not the largest, that of Burrows Automatic Machine Supply Company, Ltd., was one of the brightest with a comprehensive display. Misses Lydia and Louise were in attendance and exhibits included products of Seeburg and Pace. Scott-Adickes showed Rotary Merchandiser and Merchantman crane in addition to English and German products. Amusement Equipment Company, Ltd., had Wur-litzer Skee Ball and rebuilt pin games of various makes. A. M. Booth, of Wembley, featured a new two-player table game of his own based on naughts and crosses. Each player has six balls and shoots in turn from own end in attempt to complete a line of naughts or crosses, at same time preventing opponent from so doing. All exhibitors expressed satisfaction, altho business was not up to what this show used to produce some years ago, as, for instance, the time when Pat Buckley made his first personal appearance in London with the Buckley Digger.

Coin-Operated Machine Supply of London announces its appointment as sole distributor in Britain for Daval and in Europe for Groetchen. Alf Cohen and Hymie Seener are sure forging ahead.

Mr. and Mrs. George Booth, Mr. and Mrs. W. Wilkie, Charlie Goss, Alf Makin and Boyo Myers have all safely returned to England from the United States. They speak well of the reception accorded them thruout their travels.

Yet another rotary type of merchandiser is to appear on the market here. This comes from a manufacturer in Birmingham, which city has produced many machines of different types.

Following announcement that British Automatic Machine Operators' Society's annual night out will be held at Dorchester Hotel February 25 comes news that Amusement Caterers' Association has chosen same place for its dinner January 31.

Buckley's L. V. Hodgson still with us but feeling somewhat homesick. He more than appreciates the good times extended him by all, but 'tis a long time since he last saw his family.

An effort is afoot among German manufacturers to arrange a representative exhibit at third London Coin-Operated Machine Exposition of next February. No doubt they are inspired by the French move in that direction, but quick action will have to be taken, as nearly all space is sold.

Ray-lite shooter craze looks like it is extending to Britain. Tony Gasparro has launched Crackshot and now Strand Automatic announces Pacific's Marksman.

the Copley Square Hotel. During Baker's four-day stay here his suite has seen a brisk business.



PART OF ELECTROPAK ASSEMBLY LINE, DETROIT—Every Electropak is said to undergo 25 separate inspections before being approved for shipment. Electrical Products Company, maker, recently acquired 10,000 square feet additional floor space. A number of electrical products for use in amusement machines are produced by the firm. Products for the auto and radio industries are also made.

Sporting Goods Tax Will Be Reviewed by Congress

WASHINGTON, Nov. 28.—Among the steps to be taken by the Administration next January will be a revision of so-called hidden or nuisance taxes. The list includes a 10 per cent tax on sporting goods, and for taxing purposes coin-operated games have been included under the sporting-goods classification. If the taxes are lowered it is anticipated that amusement games will receive the same adjustment as relates to sporting goods generally, or coin-operated games may receive a separate classification at the time.

Tentative recommendations, developed after a three-month study, will include elimination of certain nuisance taxes where the cost of collection virtually counterbalances the revenue.

A list of these levies, abolition or reduction of which will be urged, is not yet complete. However, it was learned that the admissions tax, sporting-goods levy, cosmetics tax and tax on club dues are among those likely to be changed.

Treasury tax experts and agents of the Congressional joint committee on internal revenue taxation have been working on these problems under a mandate from Secretary of Treasury Henry Morgenthau Jr. and Chairmen Pat Harrison and Robert L. Doughton of the Senate and House tax-sponsoring committees.

Most so-called nuisance taxes expire June 30. They brought in \$382,652,000 during the last fiscal year.

The Administration and Congressional tax experts have been working on possibilities of eliminating "inequities or unnecessary administrative difficulties," as proposed by Morgenthau.

President Roosevelt emphasized his stand at his last press conference when he indicated that no new taxes would be asked but that changes in tax laws could be proposed to Congress. Controversial taxes in the last tax law, including the corporate surplus tax, are expected to remain until tested out. The same is true of Social Security Act levies.

Many of these taxes originated late in the Hoover Administration and were continued because of governmental needs of revenue. They include taxes on chewing gum, matches, radios, phonographs and refrigerators. They brought in only \$14,015,000 last year.

Few of the nuisance levies have been repealed. Outstanding elimination was of the bank-check tax, which yielded \$40,000,000 but bothered banks and forced upon the Treasury a stupendous collection task.

The theater admission tax now is 10 per cent on admissions over 41 cents. Unless continued it automatically goes out June 30 except for a 10 per cent levy on admissions over \$3. It yielded \$17,112,000 in the last fiscal year.

The sporting-goods levy, exclusive of the tax on firearms, is a 10 per cent tax and raised \$5,531,000 last year but cost a great part of that amount to collect. The same was true of the cosmetic tax, which brought in \$13,301,000.

Kass Surveys District To Study Major Games

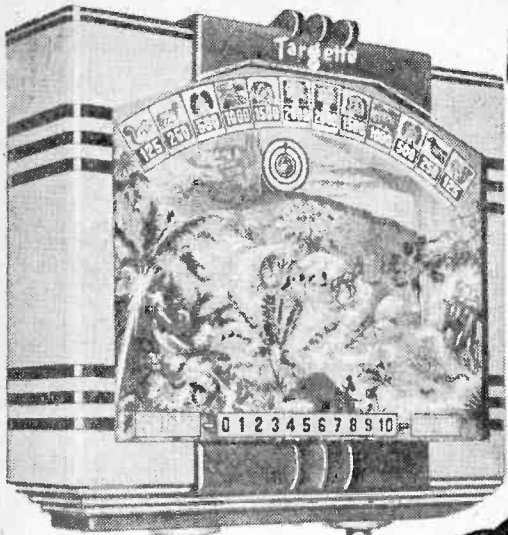
NEWARK, Nov. 28.—Howard Kass, sales manager of Roll-o-Matic, Inc., manufacturer of the Roll-a-Ball bowling games, is now traveling thruout the East to contact operators and distributors of its games. Kass believes that the country still offers a tremendous amount of territory for the bowling games.

He will make a survey on his trips to learn whether conditions permit the exploitation of still greater quantities of major games thruout the Eastern cities.

The firm has many plans in mind since its success in the manufacture of the Roll-a-Ball in senior and junior models during the past 24 months, and Kass believes that some of these will require a complete distributor setup, which is part of the work he expects to accomplish on his trip.

He is also keeping in phone contact with the home office and has been very successful in getting the bowling games started in many new territories.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES PRIZES
PREMIUMS AND SPECIALTIES



ADJUSTABLE FOR ANY HEIGHT OR

cabinet may be hung on wall to fit into any size or requirement of location.

With the two uprights or standards being 52" in height, there is sufficient clearance to stand TARGETTE behind a counter, booth or bar, or to hand the cabinet on the wall if desired.

Being able to operate at as short a distance as 15', there is practically no location too small to accommodate this game.

DIMENSIONS

★
Height overall: 7' 10" or lower
Gallery Cabinet: 3' 8" wide 3' 5" high 1' 2" deep
Base: 1' 8" x 3' 2"
Gun Rack: 3' 4" high 1' 10" wide 1' deep
★

BACK and FORTH
MOVING TARGET
traveling at faster speeds with every successive hit.

Keeney's Targette

ELECTRIC RAY RIFLE GAME

Now being shown by Keeney Distributors
See it—Shoot it—You'll like it

The greatest favor you can do for yourself is to see and shoot TARGETTE. You will at once realize and appreciate its powerful money-making opportunities. TARGETTE is not just another shooting machine—it has features that make it more appealing, more attractive and more profitable for you. Your Keeney distributor has TARGETTE on display—see it without delay

NOW IN PRODUCTION—"TIE UP" THE TARGETTE FRANCHISE IN YOUR TERRITORY BEFORE OTHERS BEAT YOU TO IT!



Note to BOWLETTE Operators

BOWLETTE production and deliveries are not being held up or handicapped by the big runs of TARGETTE now going through, as each game is made in a separate Keeney Factory with specially trained and separate crews working on each respective game.

FREE TO OPERATORS—Keeney Pin Game, Nail Set and Switch adjuster. Send in your name.

FULL PARTICULARS AND PRICES FROM KEENEY DISTRIBUTORS, OR FROM

J. H. KEENEY & CO.

"The House that Jack Built" 2900 S. MICHIGAN AVE CHICAGO, ILL. NEW YORK CITY OFFICE 250 WEST 34TH STREET BABE KAUFMAN Mgr.



French Editor Will Attend 1937 Convention To Gather New Ideas

PARIS, Nov. 28.—Rene Godin, editor and publisher of the French coin-machine trade paper *La Revue de L'Automatique*, has made known his plans to attend the 1937 coin-machine convention in Chicago. Godin attended the 1936 show and was so well pleased with the trip that he says he must also see the 1937 convention.

In announcing his plans, Godin said that on his last journey he gathered many ideas which have been used to much profit in France. "On my next trip," he said, "I plan to see more outside the show and gather as much information as possible on the American

trade and American conditions that may be of interest to French readers. During the four days of the American show I plan to stay at the Sherman Hotel, Chicago, and wish to inform the American trade of that fact. I will be glad to see anyone who wishes information about the French trade or who wishes to make any suggestions about possible trade relationships.

Concerning the present trade situation in France, Godin went on to say that "coin machine operations in France during the past year have had an era of prosperity never known before. Four years ago the only coin machine business was in the hands of 10 or 15 operators who had been in the business for years past and who still continued to use machines bought before the war. That did not give much of a recommendation for the coin machine business.

"Now there are thousands of small operators in France, with thousands of machines in use, and the general populace much more appreciative of the place and value of the business in our commercial life. I must say also that the operators have taken advantage of the political situation during the present year. The new industry seems to have become so well established now that temporary setbacks will not stop it. The machines of the present time are payout machines paying checks, chiefly the three-reel bell-type machines. They are called publicity sales machines. They must have a vender and must give for each coin inserted an article of candy of a retail value equal to the coin played. On the top of the machine is displayed the merchandise that theoretically will be exchanged for slugs obtained from the jackpot. The slugs must not be played again or exchanged for cash.

"The machines practically all come from the United States, and no firm in France has had the courage to manufacture them because they did not expect

them to run so long and so widely. Cranes and diggers are still going well, too. They are all built here and have quite a different aspect as compared with the first ones that came from America. Every month on an average we see a new one with a new idea for exploitation. The price range is still high, from \$300 to \$350. But the machines take in the money.

"Small counter machines are also operated, but the players seem to feel they get more from the cranes and bell machines, which are the two types that are doing best at present. France is an Eden for the coin machine business because of the French cafes. A cafe is a public place where people go all day long to have drinks. There are more than 150,000 such locations in France.

"I have possibly visited half of the countries on the globe and have gained a knowledge of the coin machine business in all these places. I can assert that that the industry in France has a greater opportunity than anywhere else in the world. In making that assertion I qualify it by saying that we must keep the business within reasonable legal bounds in France. But is that possible?

"I shall be glad to discuss all these things and more when I meet old and new acquaintances in Chicago in January."

What Price Gold Dust?

BIRMINGHAM, Nov. 28.—Harry and Max Hurvich are reported to be still laughing about a postcard which came to them asking the "price of the Gold Dust Twins."

Max and Harry are known to the coin-machine industry as "The Gold Dust Twins"—a name that was pinned on them by the South's operators many years ago.

Every time they are mentioned in trade publications they are mentioned by this nickname, and it was due to some published article which caused an inquirer to write to the firm asking for the price of the Gold Dust Twins, thinking perhaps it was some new game.

As yet they have not answered the inquiry, for they are not sure just what price they should quote.

WHILE THEY LAST

4 Mills Moderne Scales	\$27.50
2 Mills Moderne Scales	33.50
1 Watling Tom Thumb Mirror	39.50
5 Sheffer De Luxe, small scales	35.00
10 Stewart & McGulre 1c-5c Venders, Used Two Months	10.75
10 Snacks, 1c, brand new in original cartons	21.50
10 Duck Soups	1.00
11 Northwestern 1c Por. Venders, brand new	8.00
1 Seeburg Grand Champion, new	55.00
2 A.B.T. Sportland	7.75
1 1934-Microscope Crane, roll chute	37.50
6 Mills Tickettes, new model	3.90
1 21 Vender	8.50
6 Watling Double J.P. 5c Venders	29.50
1 Watling Double J.P. 1c Vender	28.50
1 Watling Double J.P. 10c Vender	32.50
3 Mills 25c Reserve J.P. Bells	18.50
1 Mills 5c Blue Front Mystery Bell	50.00
1 Mills 10c Blue Front Mystery, Bell	57.50
1 Mills 10c Futurity, Vender	67.50
1 Mills 25c Futurity, Vender	77.50
2 Flying Colors, Senior	6.50
1 Flying Colors, Junior	4.00
3 Jennings Cocktail Hour, 10-Ball Automatic Payout	29.50
1 New Yorker, 10 Ball auto, p.o.	8.50
1 Mills McCoys	38.50
2 Mills Tycoons	47.50
1 Cue Senior	12.50
1 Western Wheel of Fortune, 1-Ball Automatic P. O.	47.50
3 1936 Gable, Programatic Junior, Multi-Selectors, perfect condition	165.00

E. O. LIKENS
924 Fifth St. N. W. Washington, D. C.

SELLING OUT ALL USED PAYOUT GAMES

Parco Palooka		Galloping Plugs	\$49.50
6 Slides	\$49.50	Challenger	49.50
Tycoon	39.50	Hi-leah	49.50
Daily Races	39.50	Shells	17.50
Sunshine Derby	37.50	Paces Races	260.00
King Fish	17.50		

Terms: 1/3 cash with order, balance C. O. D.
OHIO SPECIALTY CO.
129 W. Central Parkway, CINCINNATI, O.

PUSH CARDS - SALESBOARDS

LOW JOBBERS PRICES!

10-HOLE CARDS	1c Each
25-HOLE CARDS	1 1/2c Each
50-HOLE CARDS	2c Each
100-HOLE CARDS	3c Each

25% Deposit With Orders, Balance C. O. D.
These Are a Few of Our Low Priced Cards. Send for Jobbers' List of 150 Different Kinds of Money Boards. SEND FOR CATALOG.
AMERICAN TRICK & JOKE CO.
876 Broadway, New York, N. Y.
It Helps You, the Paper and Advertisers to Mention The Billboard.



O'TOOLE INDIAN PAPOOSES make a hit with M. Y. (Pete) Blum, of Southern Novelty Company, Valdosta, Ga. Blum distributes Bally machines in Georgia and Florida and the above picture was snapped on a recent visit to Florida.

Adds New Game Room in Hotel

PHILADELPHIA, Nov. 28.—Showing the local operators that nothing is impossible when he crashed thru the midtown hotel zone and opened a game-room last month at the Ben Franklin Hotel, Albert Berman has hit the bull's-eye again. This time Berman has installed various amusement machines in a newly appointed gameroom at the Hotel Walton.

New location has entrances both on the street and in the hotel, and being in the heart of the theater and night club section, location is considered a plum. As soon as things start rolling here Berman plans to open other sites in the other mid-city hotels. previously untouched as far as amusement machines were concerned. The room has over a half dozen different machines, arranged to please the eye, and playing is only for amusement, no merchandise prizes being offered.

Major Games

The coin machine trade has a job to build its own vocabulary, so it is about time to add a new term to the automatic dictionary. The big machines, such as ray rifles, bowling games, diggers, etc., call for an inclusive term by which the reader will understand what type of machines is meant. The term "de luxe" is being used by the trade quite frequently, but that hardly hits the spot. Until a better term is suggested we will use the word "major" to express large size and refer to major games, major devices, major machines, etc.

One of the most fitting terms introduced into the automatic dictionary was the word "pinball." A number of newspapers picked up the expression and it really made good publicity for the games. But the trade never did get sold on the idea. Anyhow, the era of the major games is here.

New York Operator Will Vacation on Long Trip

NEW YORK, Nov. 28.—Willie Levey, prominent operator in this area, is leaving for an extended vacation to the Pacific Coast. He is leaving on the S. S. Dixie, of the Southern Pacific Lines, on the evening of December 23. Steamer will take him, his wife and car as far as New Orleans. From there he intends to drive on to the Coast.

Levey would like to meet operators along the route from New Orleans to Los Angeles and would like to have them write him in care of Supreme Vending Company, Inc., 64 Erasmus street, Brooklyn.

He reports that he is "not selling anything nor has any intention of selling anything." He is simply going to enjoy himself and would like to meet other operators to talk shop and methods of operating used in various parts of the country. It will be Levey's first visit to the Coast and he is looking forward to it with a great deal of pleasure.

Plans Holiday Specials

FAYETTEVILLE, N. C., Nov. 28.—Joe Calcutt, president of the Vending Machine Company, is preparing one of the biggest sales events in the firm's history with the "holiday special" which the firm arranges at this time of the year.

The sale usually cleans the firm's stockrooms and gives many operators some of the greatest bargains in history. This year, especially, Joe reports, the firm is in a position to really please its customers with some fine bargains on slots, counter games, pin games, bowling games, vending machines and other equipment.

Stenographers are already at work with the salesmen in checking over the machines which will be presented in this sale.

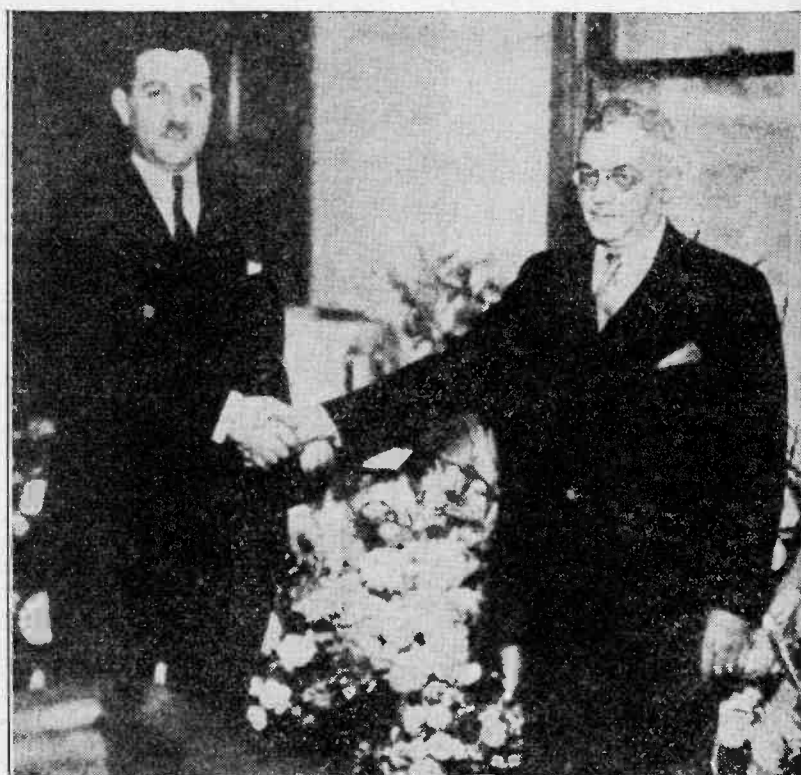
Gottliebs Watch Alma Mater Win Big Game

CHICAGO, Nov. 28.—Dave and Nate Gottlieb, of D. Gottlieb and Company, drove up to Madison, Wis., last week to attend the Minnesota-Wisconsin game. Alumni of Minnesota, Dave and Nate wanted to see their alma mater come thru again to prove that the Northwestern victory a couple of weeks ago was a big mistake. And while Wisconsin was taking a drubbing, Northwestern was being taken into camp by Notre Dame to the tune of a 26 to 6 score. Minnesota has redeemed itself and once again the Gottliebs speak of their college as a real champion.

While in Madison Dave and Nate visited the jobbers in the territory and were pleased with the success of Gottlieb games. Operators are reporting extraordinary placement of these games as a result of requests for the Hammond electric clock equipped games.

"Speed King, the new payout based on streamlined railroad activity; Derby Day, College Football, High Card and Hit Parade are all equipped with the feature. The 1937 model of Daily Races is also creating a furor among the operators in the Wisconsin territory," Dave Gottlieb stated.

"Each jobber and operator we spoke to," continued Dave, "was enthusiastic about the clock idea. They said that the location owners are actually calling for the games with the clocks and that it is comparatively easy to secure preferred locations. In the meantime we are working at top speed to keep up with orders, and the way things look we'll be working at capacity for a long time to come."



JOE FISHMAN CONGRATULATES HIS SUCCESSOR, Louis Goldberg (right), who recently became managing director of the Amalgamated Vending Machine Operators' Association of New York City. Occasion was the recent operators' annual banquet in New York.



AMERICAN SALES CORPORATION
CHICAGO, ILL.
936 WRIGHTWOOD AVE.,

Operators are steadily fattening their winter b. r. by using our high grade machines of proven earning power . . . Many of them got their start with our convenient extended credit plan . . . You can do the same. **WRITE FOR CREDIT!**

Lee S. Jones

P. 5.—Can use strip teaser who is lady on and off.

VEMCO'S SPECIAL BARGAINS

EVERY MACHINE THOROUGHLY RECONDITIONED AND GUARANTEED TO GIVE SATISFACTION—Offered at prices to sell. Don't delay! Phone, wire or mail your order today. INSTANT SHIPMENT. (Games marked thus * are Automatic Payout.)

<ul style="list-style-type: none"> 45—BRAND NEW DUCK SOUPS, \$3.50 each. Lots of Flavo. \$ 3.00 1—BABY SHOES DICE MACHINE 4.00 3—ROCK-OLA BOMBERS 6.00 9—MODEL "B" TRAFFICS, 5 balls 8.00 7—A. B. T. AUTODARTS 10.00 4—MILLS SELECTIONS 10.00 1—SELECT YOUR NUMBER (new) 10.00 5—BUCKLEY HORSES 12.00 1—JENNINGS STRATOSPHERE TICKET GAME 12.00 5—MODEL "A" TRAFFICS, 5 balls 12.00 1—ROCK-OLA HOLD & DRAW 15.00 2—JENNINGS VENDER SCALES 15.00 1—WESTERN CARIOCA, 1 ball 15.00 1—PACIFIC ECLIPSE, 1 ball 15.00 4—DAVAL BOWIE, 1 ball 20.00 4—ROCK-OLA TOTALITES with Payout Register 20.00 3—BUCKLEY DOUBLE NUGGETS, with Payout Register 20.00 9—SHYVERS ROUND 'N ROUNDS, with Payout Register 20.00 2—WESTERN COCONUTS, 1 ball 20.00 1—EVANS DABBY (counter mach.) 20.00 3—JENNINGS CLUB VENDERS 20.00 	<ul style="list-style-type: none"> 1—MYSTERIOUS EYE 25.00 2—IRON CLAW DIGGERS 25.00 1—A. B. T. TRANS PACIFIC, 1 ball 25.00 1—DAVAL BIG BEN, 5 balls 25.00 1—BIG FIVE, JR., 2 or 5 balls 25.00 17—MILLS TYCOONS, 1 ball 39.00 6—MILLS DOUBLE HEADERS, 1 ball 39.00 1—GOLDEN HARVEST, 10 balls 39.00 2—JENNINGS HIT IT BASEBALL GAMES, 3 balls 39.00 1—EXHIBIT BAMBINO, 10 balls 39.00 2—PAMCO CHASE, 1 ball 39.00 4—BALLY MULTIPLE, 1 ball 55.00 3—PAMCO PALOOKA, JR., 1 ball 55.00 3—MILLS McGOVY, 2 balls 55.00 2—KEENEY STOP AND GO, 1 ball 55.00 3—KEENEY VELVETS, 1 ball 55.00 9—JENNINGS FLICKERS, 4 balls 79.00 4—MILLS TRIPLE SLOT TROUBADOUR PHONOGRAPHS 100.00 7—BALLY RELIANCE, 5c play 60.00 4—BALLY RELIANCE, 25c play 65.00 3—WESTERN ELECTRIC HORSE RACE PIANOS 37.50
--	--

TERMS: One-third certified deposit with order—shipment C. O. D. for balance.
THE VENDING MACHINE COMPANY, 205-15 Franklin St., Fayetteville, N. C.

READ WHAT CARL TRIPPE SAYS ABOUT REEL DICE AND SEQUENCE



"The highest praise that ANY operator can expect on any game goes for REEL DICE at \$18.75, Tax Paid, and SEQUENCE at \$57.50, Tax Paid—and that is THAT WE UNCONDITIONALLY GUARANTEE both games! 'Nuff Sed! RUSH YOUR ORDERS for my personal attention!"

—CARL TRIPPE.



SPECIAL ONLY A FEW MORE
REEL "21" LEFT AT ONLY . . . **\$14.50 EACH**

IDEAL NOVELTY CO.
1518 MARKET ST., ST. LOUIS, MO.

OPEN TERRITORY FOR SLOTS

Open territory for Slots. Therefore, we are closing out Bowling Type Games. These are guaranteed O. K. mechanically and in appearance. Buy these slightly used games instead of new. They are just as good for operating. Legal everywhere. Wire order with 1/3 deposit today.

Prices Listed Below Are Rockbottom.

27 BALLY ROLLS	\$145.00	
7 WURLITZER Latest Model SKEE BALLS, Electric Slot	165.00	
14 PONSER ROLL-A-BALLS	135.00	
23 KEENEY BOWLETTES	155.00	

All Games Listed Are Standard 14 Ft. Length.

These will be snapped up at once. Wire order with deposit today.

THE VENDING MACHINE COMPANY

205-215 Franklin St., Fayetteville, N. C.

CLEARANCE SALE

Lites Out . . \$40.00	Mad Caps . . \$25.00	Stock Mkt. . . \$17.00	Hi Lite . . . \$10.00
Bank Nites . . 35.00	Top Hat . . . 18.00	Tackles . . . 15.00	Imperial . . 10.00
Short Sox . . 30.00	Fifty Grand . 18.00	Ball Fans . . 10.00	Five & Tens. 7.50

SHOOT THE CHUTES—HOP SCOTCH—BATTLE—LUCKY STARS—WING LITE—\$7.50

BOMBERS—OLYMPICS—KINGS OF TURF—KINGS CHECKERS—CRISS CROSS—FIFTY FIFTY—BALANCE—BEAM LITES—\$4.00

BIG GAMES—SCORELITE—ANGLE LITE—FLYING TRAPEZE—MAN'N MOON—SIGNAL—SINK & SWIM

COUNTER GAMES—TAVERNS—CENTAPACKS—CENTASMOKES—PENNYSMOKES—SPORTLANDS—CADETS—TIT TAT TOES—PUNCHETTES—SPARK PLUGS (Payout) \$6.00

SELECTEMS—HORSE SHOE—I. O. U. \$4.00
DAVAL'S "REEL 21" \$15.00 | BALLY BABY VENDER \$10.00

1/3 Deposit, Balance C. O. D. Orders Under \$10.00 Cash.

YALE AMUSEMENT CO., 952 Grand Ave., New Haven, Conn.

President Roosevelt Quick To See Value of New Ideas and Inventions

Now that the election is past the record of Franklin D. Roosevelt in the coin-machine industry may be told. His record with the ill-fated Camco has frequently been published in criticism of his past record. A repetition of this story appeared in *Forbes Magazine* October 1, with an editorial introduction as follows:

"Here is the third of three reports on Roosevelt's record as a custodian of other people's money both as a private business man and as a public official."

Then the article reminds you that "you get on a weighing machine, put a penny in the slot and discover you've lost three pounds. Perhaps, also, you get a card telling your fortune which reads something like this:

"This will be a big year financially for you."

"You probably smile, tuck the card in your pocket and forget it."

"It is doubtful if you think of Franklin D. Roosevelt, seeking re-election as president of the United States, in connection with this simple weighing operation."

"But well you might."

"For this same Roosevelt was a director in an ambitious company organized May 29, 1928, which planned to operate the majority of all vending machines in the United States."

"The name of the company was the Consolidated Automatic Merchandising Corporation, generally referred to as 'Camco.'"

"But Camco is no more, to all intents and purposes."

"It has gone the way of other organizations which were ambitious and not too well managed."

"Camco was organized to take over the assets of the General Vending Corporation, the Automatic Merchandising Corporation of America, the Sanitary Postage Service Corporation, the Schermack Corporation of America and the Remington Service Machines, Inc., the latter a subsidiary of the Remington Arms Company."

"The prospectus of the company, which stated that the companies combined then had 80,000 machines in operation, predicted that it would have more than 400,000 machines in operation by the end of 1933, and added:

"The program provides not only for the installation of 100,000 batteries of automatic merchandising machines but also rental of wall space in office buildings and railroad stations, as well as establishment of a chain of automatic department stores thruout the country to be operated for the company's own account."

Stupendous Future

"Some of the machines were described as 'almost human automatons' which said 'thank you' after the purchase was made and repeated the slogan of the company which manufactured the article."

"Widely distributed advertisements of Camco, announcing the offering of 200,000 shares of \$3.50 cumulative preferred stock of no par value, said:

"The incorporators recognize the opportunities created by the automatic age and the immediate and stupendous future in the application of automatic means of merchandising."

"Automatic merchandising means a fresh impetus in American economic life. It means more economical and profitable distribution. It will be an inestimable boon to small retail merchants. It will liberate thousands of clerks from the drudgery of mechanical transactions and enable them to perform the functions of real salesmanship and better their economic status."

"Just how far Camco got with its plans for a nation-wide system of automatic vending machines has never been revealed. Certainly the chain of automatic department stores was never realized. And little by little the rosy dream faded."

"In 1932 the Schermack Corporation of America and the Remington Service Machines, Inc., were abandoned by Camco."

"In 1933 the Automatic Merchandising Corporation of America was dissolved."

"On July 3, 1934, Camco obtained court approval for reorganization under Section 77-B of the National Bankruptcy Act."

"On July 23 the court entered a decree continuing the company in possession of

its assets. But attempts to reorganize Camco and its subsidiary, General Vending Corporation, were not successful."

"The final chapter in the rise and fall of Camco came on October 15, 1935, when the Peerless Weighing and Vending Machine Corporation was incorporated to acquire the assets of Camco and the General Vending Corporation."

"What started then as a combination to absorb vending machines of many kinds and descriptions had itself been absorbed."

"And Franklin D. Roosevelt, who was 'in on the ground floor' when Camco was organized, was President of the United States when Camco reached the bankruptcy court. He had resigned his directorship when he became governor of New York in 1929."

"A weighing machine is an insignificant thing in the life of a nation."

"But a weighing machine can cause many a financial headache, as the investors in Camco can well testify. The stock, which had been offered to the public at \$3.50 a share in 1928, was suspended from the New York Curb Exchange in February. Its 1936 high was 75 cents, and the last recorded sale was 62.5 cents."

Saved Radio Idea

It is highly probable that Mr. Roosevelt joined in the early promotion of Camco because of his progressive attitude and his willingness to take a chance. In 1929 even the conservative *Saturday Evening Post* fell for the dream of a vending machine age and published an article that was later revealed to be a rank promotional piece. That Mr. Roosevelt is quick to take up new inventions and new ideas may be seen in the following story of his early activities in radio, only recently revealed:

According to *The Philadelphia Record*, "America's supremacy in radio is due to the quick thinking of President Roosevelt when he was assistant secretary of the navy. Dr. Orestes H. Caldwell, editor of *Radio Today*, told members of the Vassar Club."

"A swift decision made in 1918, Dr. Caldwell said, prevented the sale of the important Alexanderson patents and saved for America the cornerstone of subsequent radio development."

"One day at the close of the World War," Dr. Caldwell told Vassar alumnae at a luncheon today, "Admiral Bullard and Captain Hooper, the navy's radio experts, rushed into Mr. Roosevelt's office and reported that the Alexanderson patents were contracted to be sold to British interests."

"The patents were for the original generator of radio waves. It was not

until about 10 years later that any other methods of creating radio waves were discovered."

"Heeding the protests of the radio experts, Mr. Roosevelt immediately grasped the significance of the move and how it would cripple American radio communication in the future."

"After discussing the matter with President Wilson, Mr. Roosevelt summoned Admiral Bullard to retell his story. The result was that the admiral was instructed to go before the directors of the company holding the patents, with the President's personal backing, and use every persuasion to cancel the contract already signed."

"At the directors' meeting a long tense session ensued, but when Admiral Bullard left the directors' room the contracts had been torn to bits and tossed into the wastebasket."

"The basic American radio patents, out of which grew America's supremacy in radio, were thus saved for American development."

"Had Mr. Roosevelt and the navy's radio experts acted less quickly the whole history of radio undoubtedly would have been different and the United States would be looking to England for radio development instead of leading the world in radio enterprise."

Lifshay Makes Record As Aid to Goldberg

NEW YORK, Nov. 28.—Al Lifshay, assistant to Joe Fishman when the latter was director of the Amalgamated Vending Machine Operators' Association, continues in the same post under Louis Goldberg, who became managing director when Fishman resigned to form his own distributing business.

Lifshay is said to be unusually busy at the Amalg offices. Between assisting Goldberg and answering request for information, he is also kept busy preparing for coming programs and events which the organization will sponsor.

Al is also devoting much of his time to greeting the operators who come to the city to visit various distributors and others here. He has naturally stepped into this position because of his cordiality and ability. One of the big problems that Al faces is to get around the city as fast as Fishman did. He is traveling about daily to keep close contact with the coin-machine situation here and must also attend all meetings of the organization to help the members in their problems.

He has built up a creditable record over the period of years he has been with the organization, and the office has become "the main cog in the wheel" under Director Louis Goldberg.



IN THE SPOTLIGHT at Wurlitzer party in Chicago November 8. Left to right: Mr. and Mrs. Lee S. Jones (newlyweds), chaperoned by Mrs. Joe Huber and Joe. Some idea of Joe's size may be gained by his dominance in this picture.

RECONDITIONED PAYOUT GAMES

MAMMOTH BAFFLE BALL BIG CASINO DE LUXE "46" TROJAN	\$19⁵⁰
ROCK-OLA'S CREDIT PAMCO PARLAY BALLY ALL-STARS BALLY'S PEERLESS WHEEL 'O' FORTUNE PINCH HITTER	37⁵⁰
BALLY DERBY RED SAILS	- 44.50
HOLLYWOOD	\$25.00
PAMCO BELLS	\$49.50
BALLY'S ROUND UP	\$50.00
SARATOGA	\$59.50
BALLY'S BLUE BIRD	\$65.00
GOTTLIEB'S DAILY RACES (Single Mystery)	\$69.50
CLOSE-OUT ON TICKETS FOR MILLS TICKETTES. Per 1,000.. 75c	
WURLITZER Automatic PHONOGRAPHS MODEL 412 LATEST MODEL LIKE NEW. Write for Special Price	
IT WILL PAY YOU TO BE ON OUR MAILING LIST. WRITE FOR A COM- PLETE LIST OF NEW & USED GAMES.	
1/3 Deposit With Order. Balance C. O. D.	
UNITED MACHINE CO.	
1124 HARMON PLACE MINNEAPOLIS, MINN.	

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Succeed in Forming Music Group For Operators in New England

BOSTON, Nov. 28.—A renewed attempt to organize New England music operators finally became a reality recently when a score of Massachusetts operators formed the nucleus of the Associated Music Operators of New England at a meeting held in the Hotel Essex, presided over by Samuel (Sonny) Goldstein, of the Martin Amusement Company, Chelsea.

The two-hour and 10-minute session was filled with vociferous straight-from-the-shoulder facts about the network of conditions and serious problems that confront the new organization.

Suggestions that were termed "teeth," that would bind members of different temperament and territory, were called for to form the nucleus of by-laws and regulations to be drawn up in draft form for presentation and sanction at the next meeting.

The meeting was filled with zip, pep and fight from start to finish. The following items were brought up for discussion and tend to serve as the basic issues on which the organization is founded: To kill the practice of cases where commission is cut in order to beat another operator out of a location; to declare a set 50-50 over \$4 return for the operator. Loss of Sunday play has directly caused the operator to lose thousands of dollars yearly because liquor spots, in which machines are located,

cannot operate on the Sabbath, so an attempt will be made to resume the license thru the ABC Commission; a resolution to leave locations alone if a soliciting operator finds a location already spotted; all chiseling methods to be obliterated.

The salient point for this organization

is to run out the chiseling operator who has no code of business ethics.

Policies of the Texas and New Jersey Music organizations were discussed at length for hints and ideas that may help the local formulation. Massachusetts operators were labeled as "a bunch of babies howling over a grown industry."

It was voted to send a form letter to each location proprietor in which a music machine was spotted, notifying him of the new commission plan. This will kill any other "proposition" that may be expounded by an operator. The purpose is uniformity in profit distribution. It was deemed advisable to have each location owner sign a contract for both protection and binding reasons.

Till January 1, 1937, initiation fee into the AMONE will be gratis to operators. Dues were charged each company at \$2 per month. The number of operators who traveled from all parts of Massachusetts to attend this meeting at 20-degree cold weather were gratified at the turnout, since 21 out of 30 contacted were present.

In order to hold down expenses Charles R. Foote, of the company that bears his



SMALL SECTION of one of the phonograph departments of the Rock-Ola Manufacturing Corporation. Men are shown inspecting the mechanism of the Rhythm King. Machines undergo triple inspection to insure absolute mechanical perfection.

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, November 20, to Thursday, November 26, both dates inclusive.

I'll Sing You a Thousand Love Songs (23)	27
It's De-Lovely (21)	23
You Turned the Tables (19)	22
Chapel in the Moonlight (27)	21
Here's Love in Your Eye	18
Organ Grinder's Swing (18)	18
Who Loves You? (24)	18
I've Got You Under My Skin	17
I'm in a Dancing Mood (18)	17
Close to Me (16)	16
The Way You Look Tonight (26)	16
When Did You Leave Heaven? (15)	16
South Sea Island Magic	15
Sing, Baby, Sing	15
Talking Thru My Heart	14
Thru the Courtesy of Love	14
To Mary—With Love	14
Love, What Are You Doing to My Heart?	13
With Plenty of Money and You	13
You Do the Darnedest Things (13)	13
Someone To Care for Me	10
Copper-Colored Gal	9
There's Something in the Air	9
Poinciana	7

Sheet-Music Leaders

(Week Ending November 28)

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.; Gambic Hingad Music Company and Western Book and Stationery Company, of Chicago.

1. In the Chapel in the Moonlight (4)
2. The Way You Look Tonight (1)
3. I'll Sing You a Thousand Love Songs (2)
4. South Sea Island Magic (5)
5. Pennies from Heaven (6)
6. Did You Mean It? (7)
7. When Did You Leave Heaven? (3)
8. You Turned the Tables on Me (10)
9. A Fine Romance (8)
10. Midnight Blue (9)
11. Organ Grinder's Swing (11)
12. Me and the Moon (12)
13. It's De-Lovely
14. Who Loves You? (13)
15. Close to Me (15)

has hit upon a novel ideal to popularize the use of automatic music machines in this area.

In order to create a consumers' demand for music dispensed by automatic phonos, Humphrey is sponsoring a 45-minute program of music, five days a week, over Station WLAP here. Programs are aired daily from 2 to 2:45 p.m. except Saturday and Sunday, with the

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name, offered his offices as temporary headquarters for the new organization. Next meeting will be held at 10 Woolsey Square, Jamaica Plain, November 24 at 7:30 p.m.

Ben D. Palastrant, of the Supreme Amusement Company of New England, Inc., voiced much logic that considerably aided matters. Palastrant has always been a leader in offering worthwhile suggestions in music coin organization.

Temporary officers elected include Samuel Goldstein, chairman; Charles R. Foote, vice-chairman; Norman Pearlstein, of the Modern Scale and Amusement Company, Inc., secretary, and John Flore, of the Northern Amusement Company, treasurer. Pearlstein replaced Phil Swartz, of the Winrox Vending Company, Winthrop, as secretary, Swartz relinquishing nomination.

The by-law and resolutions committee appointed by Chairman Goldstein include Chairman Goldstein, Louis Levine, Charles R. Foote, Albert J. Navickas and Bert Klapper. At the November 24 meeting the committee is to bring this evening's suggestions back into meeting in draft form for official correction and approval.

Among the score of operators representing New England's leaders include W. J. Mecewitz, Mazie Sales Company; Albert J. Navickas, head of the company bearing his name; Norman Pearlstein and Maurice Cohen, of the Modern Scale and Amusement Company; Edward Meligan, representing the Hub Automatic Sales; Samuel Hootstein, Samhood Amusement Company; Ben Green, Green Amusement Company; George Waterhouse, Prosperity Sales Company; Charles R. Foote, Charles R. Foote Company; Louis Levine, Harco Vending Company; Bert Klapper, Bay State Automatic Company; Casey Wlechec, the Atlas Coin Machine Company; Phil Swartz, of the Winrox Vending Company; John Flore, Northern Amusement Company, and Al Dolan, of the Pioneer Vending Company.

Humphrey Using Radio To Popularize Phonos

LEXINGTON, Ky., Nov. 28.—John R. Humphrey, president of the Stratford Corporation, operators of the Wurlitzer-Simplex Phonographs in this territory,

Demand

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2000 PERFECT PLAYS

music originating from a Wurlitzer automatic phonograph.

In addition to the musical programs Humphrey announces the names of the various locations in his territory in which the public may enjoy tunes from the Wurlitzer phonos.

Humphrey's idea has succeeded in bringing many extra nickels into the phono coin boxes thruout his territory.

Detroit

DETROIT, Nov. 28. — Claude McCracken, operator, who has an extensive route of Mills phonographs with headquarters at Waco, Tex., has closed his Detroit office on Temple avenue. His daughter is managing the routes in the South.

Metro-Metal Manufacturing Company, which developed a new type vending machine for the market, has gone out of business, according to A. W. Schostak, who was head of the company with Fred Jacobs. No plans were made for continuing the product.

Michigan Amusement Company, operated by Joseph Franovitz, is disposing of several routes of machines, but will remain active. Franovitz is recovering from a recent operation for hernia and is unable to devote full time to active supervision of the business. He is planning to enter the real estate business, retaining the Michigan Amusement Company as a sideline activity.

Frank Oakes, representing Mills phonographs in the Detroit territory for about two years, has left this city to go to St. Louis. He covered both cities for a time by commuting, but has now moved there permanently. Oakes leaves an unusual sales record behind him—one of the most successful coin-machine salesmen ever to come into the Detroit territory.

Firm of Turner Automatic Devices is being liquidated, according to Robert Mearns, who has been Detroit manager of the company for several years. Firm was originally a Detroit manufacturing corporation under the name of the National Vending Company, the present name being adopted last year when the company disposed of its scale business

to the Peerless Weighing Machine Company.

H. C. Turner, president of the company, which did a national operating business as well, returned to Detroit this week to wind up the business. Firm will manufacture a new type of automatic device which may be marketed under another firm name. Plans were to be developed this week. The "filling stations," coin-operated lighter fillers, which the company now operates nationally, will be disposed of, Mearns said.

"Business is rushing with the coming of the holiday season," Ben Marshall, head of B. J. Marshall, Inc., jobber, reported this week. "New machines are coming in as fast as we can handle them, and the customers have been com-

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ing into the store so fast that we can hardly take care of all of them at times.

Dewel A. Linstruth, Detroit operator, has dropped his entire route of pin games and is now disposing of his machines. He is concentrating his activity solely upon the peanut venders which he also operates.

Drollinger, representing the Wurlitzer firm in Texas, arranged the plans for the big affair. More than 280 guests registered during the evening.

He assured operators here that the Wurlitzer firm will work more closely with them during 1937 than even in the past. Many prominent music men of Texas were present at the affair.

Wurlitzer Plans for New York Party To Climax Celebrations

NEW YORK, Nov. 28. — Plans were nearing completion here this week for a "party of parties" to climax the series of 21 district celebrations given by the Rudolph Wurlitzer Company in as many trade territories over the country. Finale is scheduled for Sunday evening, December 6, in the Grand Ballroom of the Hotel Waldorf Astoria. Plans are being completed by Joe A. Darwin, special Wurlitzer representative here, in conjunction with Nat Cohn and Irving Sommers, of the Modern Vending Company. The assistance of the Modern Vending Company officials in planning the gala party is regarded as a sure sign of the finest and best in entertainment. Already a number of headliners from New York's night clubs have been engaged.

Special invitations have been sent out and as many as a thousand guests are expected to be present. Many officials of the Wurlitzer firm will be present, and Homer E. Capehart will be the principal speaker.

PHILADELPHIA, Nov. 28.—Music operators in this territory were treated to a gala evening this week by the Rudolph Wurlitzer Company in one of its series

of district celebrations. Penn Coin-o-Matic handles the Wurlitzer products in this territory. A revue from the show places here, lasting three hours, was highly praised by the guests present.

BUFFALO, Nov. 28.—The slug, the bane of every operator, has gone never to be returned, according to H. E. Capehart, vice-president of the Rudolph Wurlitzer Company, chief speaker at the company's regional banquet and goodwill party given for the operators of New York and Western Pennsylvania.

New coin machines will be equipped with slug-proof chutes in the future and operators with older machines will be furnished with the new development, Capehart told the gathering of 400 operators, their wives and friends at the Hotel Buffalo here.

"We must get rid of the chislers," Capehart said, "and the sooner we do it the sooner the public is going to recognize us as legitimate business men."

DALLAS, Nov. 28.—Homer E. Capehart, vice-president of the Rudolph Wurlitzer Company, was the speaker at a big dinner party given here recently at the Jefferson Hotel Roof Garden. Harry

LITTLE ROCK, Ark., Nov. 28.—A challenge to clean up chislers in the vending machine business was made here Tuesday night by H. E. Capehart, vice-president of the Rudolph Wurlitzer Company, to 100 Arkansas music dealers attending a Wurlitzer banquet at the Hotel Marion. He said the entertainment value of coin music machines in the rural areas was priceless.

A remark by Capehart that "President Roosevelt will see to it that in the next four years the common man makes more money than he ever made before" resulted in a three-minute cheering demonstration.

Hotel men here said the Wurlitzer banquet surpassed any of recent years in lavish entertainment. A reception preceded the banquet proper. A 12-piece orchestra furnished music and a floor show from Memphis entertained. Following the show, dealers and guests danced until 1 a.m.

LOUISVILLE, Nov. 28.—A plea for greater appreciation of the coin machine business and its potentialities was made to operators of Kentucky and Indiana by Homer E. Capehart, vice-president and general manager of the Rudolph Wurlitzer Company, at a dinner at the Brown Hotel here Wednesday night.

More than 250 operators and their wives were guests at the dinner, one of a series of 21 being given in various cities by the Wurlitzer Company.

Capehart was introduced by W. F. Merchant, district manager.

Ten Best Records for Week Ended Nov. 30

	BLUEBIRD	BRUNSWICK	VICTOR	VOCALION
1	B6640—"In the Chapel in the Moonlight" and "You're Everything Sweet." Shep Fields and orchestra.	7770—"Taint Good" and "Sophisticated Swing." Ozzie Nelson and orchestra.	25441—"In the Chapel in the Moonlight" and "You're Everything Sweet." Richard Himber and orchestra.	3302—"When Did You Leave Heaven?" and "Algiers Stomp." Henry (Red) Allen orchestra.
2	B6639—"It's De-Lovely" and "Wintertime Dreams." Shep Fields and orchestra.	7772—"Never Should Have Told You" and "In the Chapel in the Moonlight." Nat Brandwynne and orchestra.	25393—"South Sea Island Magic" and "I'll Sing You a Thousand Love Songs." Eddie Duchin and orchestra.	3358—"I Was Saying to the Moon" and "Tea on the Terrace." Dick Stabile and orchestra.
3	B6605—"Did You Mean It?" and "Floatin' Down to Cotton Town." Charlie Barnet and orchestra.	7771—"There's Frost on the Moon" and "The Skeleton in the Closet." Art Shaw and orchestra.	25422—"Easy To Love" and "I've Got You Under My Skin." Ray Noble and orchestra.	3359—"We Don't Know From Nothin'" and "Who Wants To Sing My Love Song?" Don Redman and orchestra.
4	B6643—"I Was Saying to the Moon" and "Swingin' the Jinx Away." Tempo King and orchestra.	7762—"The Way You Look Tonight" and "Easy To Love." Teddy Wilson and orchestra.	25431—"Pennies From Heaven" and "So Do I." Eddie Duchin and orchestra.	3357—"I Wonder Who's Kissing Her Now," "Honeymoon" and "Hello, My Baby," "Goodby, My Lady Love." Joe Howard.
5	B6617—"For Sentimental Reasons" and "He May Be Your Man." Amanda Randolph and orchestra.	7729—"My Melancholy Baby" and "I Cried for You." Teddy Wilson and orchestra.	25449—"I Was Saying to the Moon" and "Under Your Spell." George Hamilton and orchestra.	3351—"Easy To Love" and "You Do the Darn'dest Things, Baby." Putney Dandridge and orchestra.
6	B6637—"To Mary—With Love" and "Thru the Courtesy of Love." Tempo King and orchestra.	7717—"The Way You Look Tonight" and "Pick Yourself Up." Fred Astaire, Johnny Green and orchestra.	25409—"Copper - Colored Gal" and "I'm at the Mercy of Love." Fats Waller and orchestra.	3339—"Midnight Blue" and "Whatcha Gonna Do When There Ain't No Swing?" Henry (Red) Allen and orchestra.
7	B5592—"Easy To Love" and "I've Got You Under My Skin." Shep Fields and orchestra.	7736—"Sing, Baby, Sing" and "You Turned the Tables on Me." Teddy Wilson and orchestra.	25391—"You Turned the Tables on Me" and "Here's Love in Your Eyes." Benny Goodman and orchestra.	3361—"Fan It" and "Sugar Blues." Bob Wills and his Texas Playboys.
8	B6604—"One, Two, Button Your Shoe" and "So Do I." Shep Fields and orchestra.	7716—"A Fine Romance," Fred Astaire, Johnny Green and orchestra, and "The Waltz in Swing Time." Johnny Green and orchestra.	25458—"Let's Put Our Heads Together" and "With Plenty of Money and You." George Hamilton and orchestra.	3354—"Bugle Call Rag" and "Too Bad." Don Redman and orchestra.
9	B6615—"Doin' the Suzi-Q" and "Please Don't Talk About My Man." Amanda Randolph and orchestra.	7753—"It's De-Lovely" and "You've Got Something." Leo Reisman and orchestra.	25461—"Goodnight, My Love" and "Take Another Cues." Benny Goodman and orchestra.	3353—"Swing In, Swing Out" and "Mudhole Blues." Sharkey and his Sharks of Rhythm.
10	B6619—"Rainbow on the River" and "I've Got Something in My Eye." Amanda Randolph and orchestra.	7766—"I Was Saying to the Moon" and "On a Typical Tropical Night." Hal Kemp and orchestra.	25446—"For Sentimental Reasons" and "Another Perfect Night Is Ending." Tommy Dorsey and orchestra.	3333—"A Fine Romance" and "I Can't Pretend." Billie Holiday and orchestra.



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Profit Tips for Music Operators

By Ralph G. Neal

IF ONE had the opportunity of calling on all of the several thousand music operators in the country or of even checking the returns from a questionnaire in which various questions were answered about their business I am sure the results would be very enlightening and most interesting.

Such a survey would doubtless reveal that only a small percentage of the operators are conducting their business on a businesslike basis. It would show that few operators of music know their costs or what actual net profits they are making from year to year.

A survey of this kind would indicate that music operators are as a whole making their profits not because of any special aptitude or business efficiency, but are doing satisfactorily because **THERE IS PROFIT** in music operations.

If certain general rules are followed profits will result, and the man who follows the rules and then studies his business and actually figures out how he can get more nickels, dimes and quarters for his music is the one who will make better-than-average profits.

Five Essentials for Profit

No hard and fast formulas can be laid down for any business, yet there are certain fundamentals that govern the making of profits—cash profits in good old American dollars—money that can be spent and enjoyed.

The music-operating business is no exception, for there are certain funda-

mentals which if followed should result in profits. Any operator, whether he is operating five phonographs or 500, will not go wrong if he follows them.

Here are the five essentials listed in rapid-fire order:

1. Good equipment.
2. Good records.
3. Good locations.
4. Good service to locations.
5. Proper percentages.

Each of these points has equal importance and is deserving of more elaboration, more serious thinking about them, more analysis in terms of one's own business.

Good Equipment

Your phonograph equipment is the mechanical part of your business that has a bearing, a big bearing, on profits in music. There is nothing more exasperating to the public and to the location than poor equipment—shabby scratched cabinets spotted with dust and grime, but even beyond that—boxes with poor tone quality. Remember you sell music, and old, worn-out records don't make for good tone quality, and neither do old amplifiers, weak tubes, poor speakers and phonograph needles that have been used too long.

Many operators argue in favor of the fully selective type of record-changing

device, while still others claim that the semi-selective device will take in just as much money.

Regardless of the kind of changing device, appearance of the equipment and its performance count for a lot. A clean, polished cabinet with clear, unspotted glass is inviting. A lack of attention to these details gives the impression of junky music.

Keep your equipment in shape. Use your better machines in the better locations. Don't hesitate to buy new, up-to-date equipment for good locations. This kind of attention to one's business means more profit.

Good Records

If every music operator would only realize that what comes off the record thru the phonograph amplifying system is the thing the public spends its money for, the very thing that makes you your profit!

Choose your records well. Know your locations and what they want in music. Remember a popular number played by one orchestra may not be as good a money maker as the same number played by another orchestra. It's the melody, the rhythm of it, the way the public reacts to the record and comes back for more—these are the things that count—that put more nickels in your pocket.

Varied programs are the rule. Select music that appeals to all classes—to those who want to waltz, those who want a good two-step, those who don't want to dance but prefer a good novelty number or two. If you've got several numbers on the machine your customers will know which are the ones they want to hear and dance to. They'll play them over several times if the melody or the catchiness of the record is what they want.

In some locations, particularly those which are patronized by a certain group who are bent on their own personal pleasures, one could justifiably use the latest hot-stuff records for increasing profits. Handle them carefully—don't load all your machines in public places where mixed crowds go with records of this type. There is a likelihood they will react against you in unfavorable public sentiment. Don't kill the goose that lays the golden egg all for the sake of some extra profit. Keep the records of this type in the places where they belong.

Keep posted on what is being offered by the record companies. Watch the various "hit" numbers tabulated in each week's issue of *The Billboard*.

You are **SELLING MUSIC**, so don't fail to change records regularly and to keep in step with public preferences. Operators can legitimately spend from 6 to 10 or more per cent of their intake for new records and make frequent changes.

Good Locations

What is a good location? Who can tell at first glance what a location is worth in net profit? Many a "hole in the wall" produces more profit than a more pretentious spot. The only real test is the trial and error method. Yet at the same time a shrewd operator who studies his crowds and how they react and spend freely can pretty well determine whether his phonograph is going to stay put for any length of time.

Many a spot which starts out as slow pay may, due to change in management or policy on the part of the location, turn into a real profit location. People are fickle and they are here today and there tomorrow. Good music draws the crowds, and often a better machine to replace obsolete equipment will do the

trick itself in bringing more people in and more nickels into the cash box.

Remember this, the more money the machine takes in the more competition you will have from others who want to get in on the "heavy money." This means more intensive contact with the location, the finest type of equipment, the more conscientious service. Even the locations themselves will try to chisel you for more commission or they will want to buy their own equipment to get all the profit. Have your arguments right on the tip of your tongue, because sooner or later you will be required to do some real talking to keep these locations for your own.

Give Service to Locations

When a location permits an operator to make an installation the proprietor expects good music for his patrons, and beyond this he wants some real cooperation and service from the operator.

It is needless to say that records must be changed regularly. The cabinet must be kept clean and polished. The equipment must function perfectly and be kept well oiled. Needles must be good and free from excessive wear.

Good service goes farther than this. It means being on the job 24 hours a day if necessary to keep your machines going. The patrons want music, and if a machine goes out of commission even from the most minor causes the location proprietor loses business and you as the operator lose the revenue your machine would have taken in. Nothing is more detrimental to your business than neglect. A "dead" machine makes no profit, but it does make dissatisfied locations, and if too many become dissatisfied because of poor service you'll soon get a reputation among locations that will eventually put you out of the music business.

Many operators make a practice of frequently visiting locations even ahead of the regular time for collections or servicing. They keep the proprietor well supplied with small change. They know a lack of change in nickels, dimes and quarters for patrons to put in their phonographs means no play and no profits.

Other operators are always on the alert to make diplomatic suggestions about the little things a proprietor can do to better his business and draw more customers. All this brings about a friendlier feeling and a higher regard for the operator. A relationship between operator and location based upon close personal friendship makes the spots more secure from the competition of other operators.

Proper Percentages

A new operator is often misled into giving away too much in commission just to get started in the business in the thought he must move into other operators' locations because there are no places where he can make his installations.

If he starts in by giving bigger commissions instead of arguing the merits of his equipment over the other equipment, instead of selling his brand of service over poorer service, then he cannot hope to go far in the business. He'll be lucky if he goes farther than making a few payments on his equipment. He'll find he is giving away the profit that enables him to buy more equipment, to give more frequent record changes, to give himself the wherewithal to expand and prosper in the business.

Twenty-five per cent is the accepted commission for the location. In only rare instances should the commission be more. Some operators take the first \$5 in weekly receipts and then split 50-50 on all above that amount. Such an arrangement is the equivalent of 25 per cent on a \$10-per-week spot, or a

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little over 35 per cent on a \$20-per-week spot.

Stay away from the straight 50-50 commission if you want to make a big success in the music business, if you want to have some profits to show for your effort, if you want to be able to replace your obsolete machines with new equipment. Don't give away your profits.

Concentrate Your Operations

Don't try to "skim the cream" and thereby scatter your operations over too much territory. The operator who goes after only the "big pay" spots leaves himself wide open as a target for competitive operators who will go to extremes to get these locations. Intensive coverage of all available locations is better than far-flung activities over a large territory. By having machines concentrated in a smaller area you are recognized as the leading music operator. Your machines are immediately recognized for their merits. You cut down on your collection and servicing overhead. It's better to be a big frog in a small puddle than a little frog in a big puddle. You can average up between good, fair and mediocre spots and thereby secure a nice average intake on all of your phonographs. You can raise your averages by putting your poorer spots on a flat rental or guaranteed rental basis, with the location getting all cash above the established figure. You can still give these flat rental places a record service by transferring the partly worn records from commission machines which have already netted you profit over to the flat rental machines.

Extra profits may be made by renting machines for special occasions. Lodges, clubs, fraternities and even theaters have events where they are willing to pay as much as \$10 or more per night for phonograph equipment. Many would rather do this than pay substantially more for orchestras. The larger stores can use your music for fashion shows and store openings. Idle machines can contribute their profit this way—and good profit, too.

Let the Public Know That You Own the Phonographs

Place a card giving your name and address and telephone number in each and every machine. If your equipment and its tone are good and your record selections appeal the public will be quick to praise you or recommend you to another location having poor equipment and poor records. Word-of-mouth advertising is the best of all.

You'd be surprised at the number of calls for music installations from those places having other equipment whose proprietors have heard thru their customers that So-and-So's equipment at such and such a place is the best. Every location owner wants to please his customers and listens to their praise or their condemnation of the music service in his place.

Don't be ashamed to advertise your business, but be sure you are giving the finest type of music service and record selections. Don't have people saying your records are terrible. Make them praise you to other spots whose equipment and service are poor, and some of these days you'll be getting more and more calls for installations. You'll build your reputation on the very essentials so necessary for making a fine success in the music business.

Record Meters a Positive Check on Record Performance

The records that get the play are the ones that make your profits. At least one manufacturer has already developed a record play meter, and other companies will undoubtedly follow with similar devices. Auxiliary equipment of this kind is one of the best investments a music operator can make.

The operator wants to know what records are not being played. These are the ones he should remove and substitute new records for. Eliminate unprofitable numbers. Make every record

turn a profit for you and then you'll see your average weekly intake increase.

Be Alert and Study Your Business

Don't stand still and be completely satisfied with what you are doing. To make the greatest profits you've got to be on your toes. Keep your equipment modernized. Keep your record service at the highest state of excellence. Keep your locations satisfied. Watch every development in the business and be prepared to act if you can change your methods and make more profits. Don't give away all profit in big commissions to locations. Be a salesman. Don't indulge in petty, unbusinesslike activities. Keep your location sold on yourself. Give the public what it wants. Don't expect to get rich overnight. Keep everlastingly at it and music will take care of you for years to come and give you sure and steady profits.

Los Angeles

LOS ANGELES, Nov. 28.—At a membership meeting of the California Amusement Machine Operators' Association, held November 5 at Cafe Paree here, there were 138 in attendance. There was the usual program-dinner, followed by a business meeting and an entertaining floor show.

Counsel for the association, after approval by the board of directors, issued definite rules that must be obeyed for the best interests of all operators. In order that the fair license fee voted by the City Council may be maintained, it was asked that every effort be made to give the co-operation necessary. Every game must have the complete license in view with the name of the licensee displayed, also the year for which it is issued. Members buying games on which licenses had been issued to original owner must report the purchase to the association so that a record can be made for any future reference. Only those games that have been approved by the association as to legality may be operated by members. The rules governing securing of locations were clarified and a percentage rate for location owners fixed.

The work of CAMOA has inaugurated ideal operating conditions in the territory it covers by the strict observance of all laws and the promotion of a workable code of ethics among the operators.

At the National Amusement Company Jack McClelland stated that sales of Rock-Ola phonos are enormous, Milton Swanstrom, associated with McClelland and with the Associated Cinema Company, reports a new production schedule for the Novelty Records. It broadens the field and places it in the diversified class—using name singers and orchestras. It was also stated that the demand for Ukulele Ike records was far in excess of production.

California Exhibit has ready for test location two new game machines.

Herb McClelland, of Pamco, reports exceptionally good business on Marksman

and Flying Duck and being oversold on Bells and Saratoga. Lynn A. Upshaw is associated with Pamco as credit manager.

According to Will P. Canaan, merchandise venders are doing good business. He also reports that he has been made distributor for Southern California of Uneeda Pack cigaret machines, also Air-master Corporation products.

Newell H. Stearns, president of CAMOA, and prominent operator, is in a hospital with a brain concussion, sustained in an auto wreck while en route to the north on a hunting trip.

Art Tanguay, former jobber and later an operator, is also in a local hospital and reported seriously ill.

Funeral services for Bill Nusson, well known in the amusement game business, were held Tuesday of last week and remains sent to San Francisco for interment. His death followed a short illness.

Frank Kozinsky, associated with Al Lloyd in the Consolidated Novelty Company, Los Angeles, planes regularly between Frisco and this city. They have extensive crane operations in both cities.

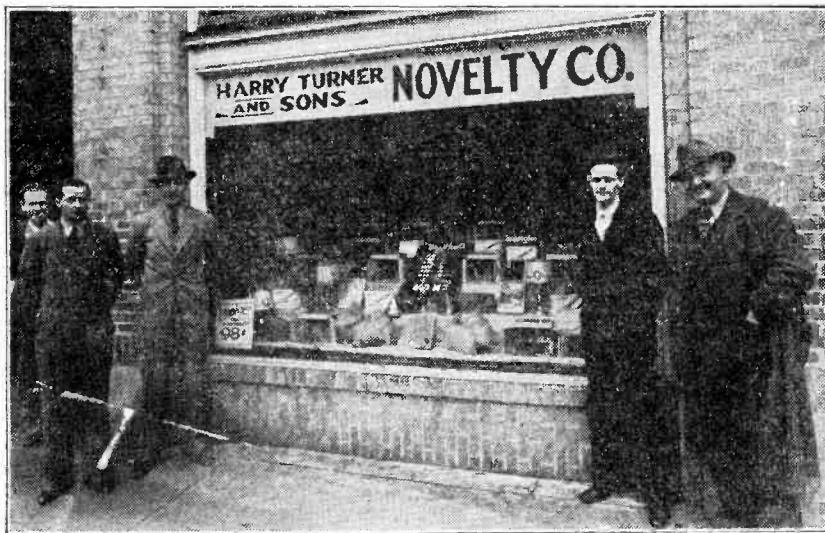
Paul Laymon has been "ribbed" considerably over his unimproved golf. Recent shot a 153. Charley Washburn has improved his jobbing location on West Pico avenue. R. O. Rigdon, happy over his election winnings, reports his coin business going over in a big way. Dave Gensburg, of Genco, Chicago, ending up a business trip thru the West and Southwest. Art Dawes and Clarence Byrne, up from San Diego, report the city council of that city has taken favorable action on the situation there. Phil Brown was in from Bakersfield; Pete Grant, of Pismo Beach, in town hunting bargains; George Culver, of Calexico, also a recent visitor; Maurice de Lay, of Encinitas, a recent buyer at the coin places; Ken Wolfe came in from San Diego; Mike Gregovich from Hereford, Ariz., wearing high boots, 10-gallon hat and other Western paraphernalia, reports being engaged extensively in the cattle business in addition to his large operations of amusement games. Ray Hix, prominent operator of Red Bluff, and Art Ellis, of Ventura, were also shopping here recently.

Al Douglas Plans His Annual Trip Eastward

CHICAGO, Nov. 28.—A. S. Douglas, president of Daval Manufacturing Company, plans to make his annual tour of the Eastern territory next week.

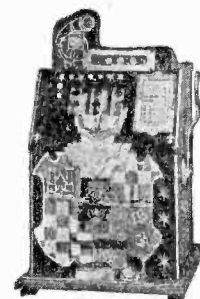
Al, who has become a plane addict, will first fly to New York, where he will meet his advertising man and distributors and will also attend the opening celebration at the new Supreme Building in Brooklyn.

From there he will go to Philadelphia, Baltimore, Washington and further south to Fayetteville, N. C., to visit Joe Calcutt, of the Vending Machine Company. He is also going to make use of the Vending Machine Company plane to fly back to New York. From there he intends to visit New England, after which he will fly back to Chicago to get ready for the convention.



FRONT WINDOW DISPLAY of Harry Turner & Sons Novelty Company, Huntington, W. Va. Turner and his mechanical crew are seen in front. Inside the Bank Roll bowling game is featured.

SLOT BARGAINS

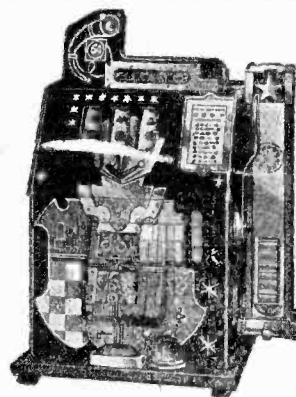


Some are practically new. All have been completely overhauled and put in A-1 condition by factory trained experts. "Ask the man who uses Electro-Ball Reconditioned Slots."

- Mills Silent Golden Bell, 5c play, Nos. 307-834, 306417, 303066, 324-473, 335092, 345608, 3407-995, Ea. \$65.00
- Mills Esc. Front, 5c play, Nos. 316626, 278647, 316493, 295840, 295722, Each \$42.50
- Mills Escalator Front, 10c play, No. 286421 \$42.50
- Mills War Eagle, 10 stop, 10c play, No. 305868 \$42.50
- Mills War Eagle Mystery Bell, 5c play, No. 341733 \$60.00
- Mills Skyscraper Side Vendor, 10c play, No. 329670 \$35.00
- Mills Skyscraper Side Vendor, 5c play, No. 320779 \$35.00
- Mills Lionhead, Bell, 25c play, \$30.00
- Mills Lionhead Bell, 10c play, No. 190075 \$30.00
- Mills Extraordinary Mystery Bell, 5c play, Nos. 349294, 349285 \$67.50
- Pace Comet Bell, 5c play, No. 24936, 10c play, Nos. 24259, 25213, 26441, Each \$40.00
- Pace Comet Mystery Bell, 25c play, No. 30444, practically new \$62.50
- Jennings Chief, Bell, 5c play, No. 120-045, practically new \$80.00
- Watling Twin Front Vendor, 1c play, No. 58498 \$22.50
- F. O. B. Dallas, 1/3 Cash With Order, Balance C. O. D.

ELECTRO-BALL CO. Inc.
1200 Camp Dallas
Ask for our List of Reconditioned Pin Games

COMPLETE LINE OF Mills Bells and Venders



Mills Blue Front Mystery, made in 5c-10c-25c-50c is the operator's choice everywhere. Beautiful, well constructed and 100% mechanically perfect. Write for prices.

ED. GEORGE NOVELTY CO.
37-39 IRA AVE., AKRON, O.

Inventory sale on all types 10 balls, one bells, counter games, etc. Let us know what you need and offer us a price. We carry complete stock of all new games.

Canadian Operators GOOD USED GAMES

Write for price list or tell us your needs.

THE MARKEPP CO.
Ohio's Largest Distributors
3328 Carnegie Ave., Cleveland, O.

CALLING ALL JOBBERS AND DISTRIBUTORS!

Go to your nearest mail box, telegraph office, or phone and order a sample of **COMBINATION** . . . A 1 ball 3 reel automatic payout table that is sweeping the country . . . Shipped open account for inspection and trial.

Headquarters



Buckley Manufacturing Co.

2160 Washington Blvd., Chicago

WE SELL TO SELL AGAIN

THE FOLLOWING MACHINES HAVE BEEN RECONDITIONED

BALLY MULTIPLE . . . \$57.50	QUEEN MARY . . . \$79.50	TURF CHAMPS . . . \$83.50
BALLY BONUS . . . 45.00	ALAMO . . . 37.50	PAMCO SARATOGA . . . 69.50
BALLY ALL-STAR . . . 52.50	CREDIT . . . 40.00	PAMCO CHASE . . . 47.50
BALLY DERBY . . . 52.50	WESTERN RACES . . . 45.00	PAMCO BALLOT . . . 50.00
BALLY ROUNDUP . . . 50.00	GRUB STAKE . . . 67.50	GALLOPING PLUGS . . . 30.00
BALLY PEERLESS . . . 47.50	PARAGON . . . 37.50	SUNSHINE Baseball . . . 57.50
BALLY JUMBO . . . 33.00	DOUBLE SCORE . . . 32.50	DAILY LIMITS . . . 40.00
BALLY PROSPECTOR . . . 24.00	GRAND SLAM . . . 35.00	BAFFLE BALL . . . 20.00
BALLY ACE . . . 19.00	VELVET . . . 55.00	BIG RICHARD . . . 25.00
ELECTRIC EYE . . . 50.00	MAMMOTH . . . 22.50	WHEEL OF FORTUNE . . . 50.00
DIAMOND MINE . . . 47.50	GOLD AWARD . . . 19.00	TOP ROW, Large . . . 35.00
CARIOCA . . . 12.00	FORTUNE . . . 14.00	PAMCO BELLS . . . 50.00
PUT & TAKE . . . 8.50	HIT OR MISS . . . 6.00	HOLLYWOOD . . . 22.50

SHORT SOX . . . \$29.50	MAD CAP . . . \$22.50	TOTALITE Register . . . \$18.00
TOP HAT . . . 17.00	BANK NITE . . . 25.00	DITTO . . . 10.00
TWISTER . . . 22.50	DRAW BALL . . . 35.00	LIGHTS OUT . . . 30.00

REEL 21 . . . \$13.00	BEAT IT . . . \$5.00	SELECT 'EM . . . \$4.50
EXHIBITS I. O. U. . . 5.00	EXHIBITS GOLD . . . 5.00	SPORTLAND . . . 7.50
THREE CADETS . . . 5.00	MINE . . . 5.00	HOLD & DRAW . . . 7.00

We have the Latest Machines. Get our prices before you buy.

VEECH SCALE CO. $\frac{1}{4}$ deposit DECATUR, ILL.

OPERATORS EVERYWHERE

are taking advantage of our
GREAT MONEY SAVING PLAN

Why not you?

Write, Wire your requirements to

COIN AMUSEMENT SUPPLY CO.

1353 Sylvania Ave.,

Toledo, O.

Goldberg Heads Amalgamated Org

NEW YORK, Nov. 28.—A fitting tribute was paid to Louis Goldberg, who succeeded Joe Fishman as executive manager of the Amalgamated Vending Machine Operators' Association, at the recent annual banquet for New York operators.

Fishman resigned the position, after being in the office for four and a half years, to enter the business of distributing coin machines in the New York area. Goldberg has been in the coin machine business for seven years and has been active in organization affairs for some time as chairman of the board of the Amalgamated association. Known as an aggressive and dynamic speaker, he begins his work as executive director with experience and ability, and the entire membership has great expectations for him.

Lou Rose, president of the Amalgamated, paid tribute to both Fishman and Goldberg at the annual banquet by saying that the "Amalgamated has a glorious past and looks forward to a promising future. An era that has been full of tremendous accomplishments, gigantic achievements, live, remarkable and logical action, under the greatest and most dynamic leader in operating history—Joe Fishman.

"A man whose accomplishments are

legion. Whose great courage in the face of terrific odds is known to all. Whose spirit and actions will always be a definite and unforgettable part of our organization.

"It was he, in the face of tremendous protests from various sources, who originated, nurtured and fostered the growth of our organization to its present dominating position in the affairs of the country's coin machine industry.

"We feel a great loss to our Association in the resignation of that man—a great leader. We are certain he will go forward to even greater heights in his new position.

"To Joseph Fishman, our former executive manager, who has just retired, we offer our greatest tribute—everlasting friendship and regard as our leader even in distant relationship.

"We now look to our new leader, Louis Goldberg, whose reputation and whose zealous efforts in our behalf in the past again offers us a promising future.

"We greet Louis Goldberg with unity of purpose, with friendship and with deep regard as our new leader—in whom we look forward to an even greater and more glorious future."

Detroiters Visit Chi

CHICAGO, Nov. 28.—Leslie G. (Andy) Anderson, president of the General Amusement Devices Company, Detroit, made a hasty trip to Chicago several days

Blatt Invites All to Party

BROOKLYN, Nov. 28.—William (Little Napoleon) Blatt, president of the Supreme Vending Company, Inc., led the march of his firm from its old location to a new building recently taken over at 64 Erasmus street, Brooklyn. Move of the pioneer distributing firm recalls a lot of coin-machine history, particularly the development and spread of the modern pinball game. New quarters contain approximately 50,000 square feet of floor space.

Adjoining the new building is an additional plot of ground, 75 feet wide by 125 feet deep, which can be used for future growth. Other side of the building has a driveway that leads into the building itself. On one side of the drive free parking has been arranged for operators. The spot can accommodate approximately 50 autos for parking purposes. Operator can drive right into the repair department, unload his machines and then park his car while he conducts further business in the offices.

Offices have been placed to the front of the L-shaped building. Showrooms are large and light. A storage space of about 10,000 square feet has been set aside for stock. A special storage spot of about 5,000 square feet has been arranged for used machines. The repair department will use about 4,000 square feet of space. A section of the building has been set aside for operators who have rented offices here. Offices for operators are about 12 feet deep and seven feet wide. Each operator has a telephone connected to the main switchboard, as well as a desk and other necessary equipment. A special night clerk will be on duty all night to answer any repair calls that may be received.

A clubroom with a large bar is also being planned. This room will be approximately 25 by 25 feet. The showroom is 100 feet deep by 38 feet wide.

A big opening celebration has been planned for December 5. Blatt says: "This is the first time we have moved in 10 years. When we started distributing machines on Rogers avenue we so popularized the location that instead of being forced to pay higher rents each year we bought the building. The building became too small for our needs and therefore we have taken over the Flatbush postal station, which gives us one of the largest buildings in the industry devoted strictly to the sale and distribution of coin-operated devices. Our present showroom is larger than all the space we had at our former building.

"Because we feel that this is one of the most progressive moves in our history we have decided to celebrate the event Saturday, December 5, with a tremendous party. We invite everyone in the trade to be present and celebrate with us on this day."

Ideal Novelty Moves Into Long-Time Lease

ST. LOUIS, Nov. 28.—Ideal Novelty Company recently signed a long-term lease for its present headquarters and the building adjoining. They will use the additional building for the phonograph section and part of the office. Firm headed by Carl F. Trippe has made phenomenal strides in the coin-machine industry. The firm moved to the present large location just a year ago, when it was thought the new headquarters were sufficiently large, but with the increase in business Trippe was compelled to take the additional building.

Brunswick Record Company opened a branch office here in the building immediately adjoining the two which are now occupied by the Ideal Novelty Company.

ago in company with M. A. Angott Jr., of Detroit.

Calls were made at Genco, Chicago Coin Machine Exchange, Mills Novelty Company, Bally, Rock-Ola, Pacific, Keeney, Exhibit Supply Company, The Billboard, National Association of Amusement Parks, Stoner Corporation and Brinckerhoff, Inc., advertising agent for Stoner.

They also found time to attend a supper conference with Art Nagel. Then the boys, both fresh as daisies, left the Chicago Municipal Airport half an hour past midnight for the return flight to Detroit.

Convention Plane

NEW YORK, Nov. 28.—A large group of distributors, jobbers and operators are planning a special plane to attend the Chicago convention in January. The arrangements for the special trip are being handled by Bill Gersh, of Byrde, Richard & Pound, advertising agency.

"The plane idea came about," Bill explains, "on the insistence of some of the men who wish to travel to the Chicago exhibit in this fashion." So far the big Douglas Airliners of T. W. A. are being proposed. The flight will be non-stop between Newark airport and Chicago. Because of the special flight the time will be cut to three and one-half hours. The plane will await the return of the party from Chicago.

Eagle Eye Appeals to Both Novice and Expert

CHICAGO, Nov. 28.—"We have solved in a unique way one of the most persistent problems in amusement machine design, that of putting the skill shark to a strenuous test and at the same time affording satisfaction to the average player," said Jim Buckley, general sales manager of Bally Manufacturing Company, in describing a new Bally machine. It is Bally's Eagle Eye, a photo-electric rifle range.

"The common denominator between novice and sharpshooter is found in a new type of moving target known as the triple duck target. When the coin is deposited three ducks wing their way into view, flying side by side in such a manner that each duck partially conceals the duck behind it. When the first duck is hit by the bullet of light and falls out of sight the second duck is exposed to the player's fire. If this duck is hit it drops and the player has an opportunity to bag the third duck. The three ducks are, of course, moving across the field of vision at the same speed, therefore by the time the first two ducks are shot out of the way the third duck is almost ready to disappear. Accordingly rapid and accurate fire is necessary to bring down all three.

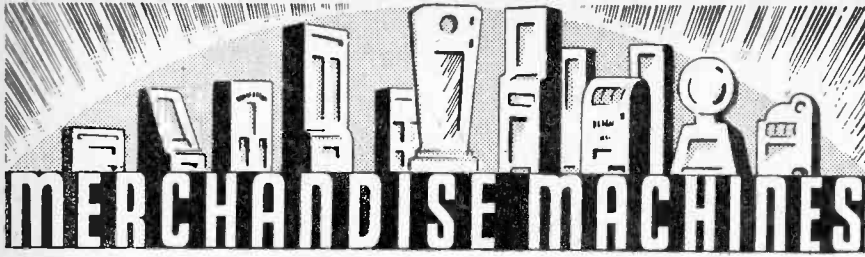
"While the amateur," Buckley continues, "following the moving target with a rapid succession of light bullets will just barely bag the first duck before all three disappear, the skillful shooter can actually knock down all three. In other words, both types of players have the same target before their eyes for the same period of time, but the sharpshooter is able to accomplish more in that period.

"This exclusive Bally feature insures constant repeat play because the novice gets just as big a kick out of bagging one duck out of three as the shark gets out of running up a perfect score of three out of three—or 30 ducks. (The triple target appears, disappears and reappears 10 times during the course of a game.) The idea also guarantees long life. If you succeed in bringing your average up to one out of three you can't rest till you've improved to the extent of hitting two out of three. And then your ambition or vanity or whatever it is keeps you banging away to ring up a perfect score. It's a perpetual come-on, unique in that, while it is 100 per cent skill, it appeals to all types of players.

"In addition to the triple duck target Bally's Eagle Eye embodies a number of improved features such as a self-adjusting amplifier, which automatically adjusts amplifier and photo cell to varying room-light and line-voltage conditions; self-adjusting focus, eliminating any necessity of refocusing when target cabinet is moved; dual register system, showing number of elapsed flights and number of hits. The machine is available in two models, console and adjustable stand, the latter providing for adjustment to any desired height and thus adapting the machine to locations in which the target must be elevated to conserve space."

Bally Gives Turkeys

CHICAGO, Nov. 28.—Celebrating the biggest year in its history, Bally Manufacturing Company distributed Thanksgiving turkeys to all employees. Due to the heavy run on Preakness and consequent increased pay roll, it is reported that almost 500 turkeys were passed out the day before Thanksgiving. Rumors that O'Toole Indians had shot the gobblers with their bows and arrows have not been verified.



Merchandise Men Form Association

CHICAGO, Nov. 28.—Announcement that National Automatic Merchandising Association, a new association of leading merchandise and service-machine operating companies thruout the United States, has started functioning comes from the association headquarters at Chicago.

Several of the leading companies in this field have organized the association with the principal purpose of opposing the many confiscatory tax proposals which are made in various States and cities.

Officers of the new association are: President, Nathaniel Leverone, Automatic Canteen Company of America; vice-president, R. Z. Greene, Rowe Cigaret Service Company; treasurer, W. G. FitzGerald, International Ticket Scale Company; director, W. R. Fowler, F. & W. Products Company; secretary, C. S. Darling, Chicago.

Other directors will be elected after new members have been admitted.

Association headquarters have been established in the offices of National Association of Coin-Operated Machine Manufacturers, of which C. S. Darling is also secretary.

James A. Gilmore has been employed by NAMA to have active charge of the tax activities of the association. Gilmore has had many years of experience in this work as a trade association executive, largely in the oil industry.

The business of operating merchandise

and service machines has often been threatened in various cities and States by proposals of taxation which would make it impossible to continue the operation of these machines. These proposals are not made with the intention of putting this industry out of business, but as a result of the lack of information on the part of legislators as to the small unit earnings on these machines. Usually when the facts are presented in an effective manner the proposal to tax the machines is dismissed.

The principal activity of NAMA will be to co-ordinate the work of all interested groups in opposing such confiscatory tax measures. President Leverone has emphasized the importance of all interested groups, manufacturers, operators, operating companies and operators' associations, working harmoniously in these matters.

He points out that in very few States are there State-wide associations of operators effectively organized to protect their businesses, and that active local associations exist in only a few of our cities. Thru the medium of this national association, with facilities to watch the introduction and progress of any harmful measures and to assist local groups in organizing and planning the defense against such measures, much more can be done than in the past.

He invites everyone interested to write the secretary of National Automatic Merchandising Association at 120 South LaSalle street, Chicago, on any tax matters affecting merchandising and service machines.

San Antonio

SAN ANTONIO, Nov. 28.—Art Garvey, who claims to be one of the original O'Toole Indians (but who looks more like three Irishmen), has been making this city his headquarters while touring this section of Texas with his Bally trailer, a regular display room on wheels.

M. Starr, of Starr Novelty Company, is another Texas traveler, looking after his salesboard business all over the State. He manages to get back here at least once each week to go into a huddle with Manager Havald concerning the Starr firm's large machine operations in this city.

C. E. Fowler left here recently in his trailer and is calling on South Texas operators with the latest amusement machines.

Helen Savage, manager of the Automatic Amusement Company, Ft. Worth, was a recent week-end visitor to San Antonio. It is said that Miss Savage is watching to see that the San Antonio office of the Automatic Company does not grab off too many customers in South Texas that have been buying from the Ft. Worth office.

Orene Hay, manager of the local Automatic office, claims that her boss, S. L. Stanley, travels so fast thru the territory and to Memphis and Chicago that she never knows where a letter will reach him. She has solved the problem by mailing about five copies to five different places.

Oran Rutledge has a busy day between watching what the stocks are doing on the big board at his broker's office and what the players are doing on his marble boards in his locations.

Playland, one of the brightest spots in the city and one which contains coin-operated and other amusement devices suitable to any call, has been doing a lively business, according to proprietor T. A. McAuliffe. Latter, formerly with Beckmann & Gerety Shows, is well known in the amusement business and since closing of the many shows for the winter and the inflow of showfolk he has been doing some entertaining. Beside regular coin machines of all makes, Playland

has a shooting gallery, penny arcade and other amusements.

San Antonio and environs have been entirely satisfactory territory to C. E. Fowler and O. M. Rutledge, who operate the Texas Coin Machine Company here. Fowler is on the road buying and selling and placing machines, while Rutledge is looking after the office, shop and local interests. There is a modern distributing and repair plant where all makes of machines are taken care of. Both new and used machines are handled by Texas Coin Machine Company.

Winding up a 90-day test of parking meters, there is every indication that officials of Corpus Christi will purchase the meters installed more than three months ago, according to J. E. Josey, of Houston, who is president of the Parkrite Meter Corporation, owner of the meters.



CAPTAINS OF COIN INDUSTRY start campaign on Pamco Marksman and Flying Duck units as Irv McCarthy, general sales manager Pacific Amusement Manufacturing Company; Charles Kapian, president National Amusement Sales, Chicago; Fred C. McClellan and A. Tupler sign up their second big deal of the shooting season. National Amusement Sales is reported to have placed a large initial order for both units several weeks ago. Above scene was snapped the other day when they came back for more.

Pittsburgh

PITTSBURGH, Nov. 28.—Charles A. Feldman and Morris M. Berger, secretary-treasurer and attorney, respectively, for the Phonograph Operators of Western Pennsylvania, helped organize the operators in West Virginia. They report that the association has already held three meetings and splendid progress is noted. J. R. Rogers, of Beckley, W. Va., is secretary of the association. Last general meeting was held in Clarksburg.

The local distributors for Victor-Blue Bird records report that business has increased 150 per cent over last year.

Sam Strahl and Meyer Abelson, of the American Cigaret Machine Company here, paid a business visit to their recently opened branch in Buffalo. They also made stops in Detroit and Cleveland.

H. Boalo and F. E. Bowlin, well-known coin-machine operators in this territory, are sporting new automobiles.

Frank Leon, Sam Goldstock, Frank Levine and Al Klodell have joined the Phonograph Operators' Association of Western Pennsylvania.

The wife of E. G. Keown, manager of the Monarch Music Company, has left a local hospital after a rest cure.

Anderson Is Air-Minded

DETROIT, Nov. 28.—Since locating in Detroit November 9 L. G. (Andy) Anderson, president of the General Amusement Devices Company, has flown to Chicago and back, to Cleveland and Cincinnati and back, the second trip to Cleveland and back and only recently to Chicago again.

On his trip to Chicago, Andy was met at the airport by Ted Stoner, of the Stoner Corporation, and flown to Aurora, Ill., in the Stoner four-seater. Andy reports that the Stoner boys are both excellent flyers, and that the way they circle the chimneys at Aurora is conclusive proof that both these boys could easily qualify as stunt pilots.

Plans for expansion of the General Amusement Devices Company are rapidly taking shape.

"Pacific's Marksman and Flying Duck and now Gee-Be are receiving enthusiastic acclaim by the distributors, jobbers and operators in Ohio and Michigan," Anderson says. "Stoner's Hold 'Em is considered one of the best novelty tables ever produced."

General Amusement Devices Company expects to release shortly plans relative to the distribution of amusement equipment to operators and jobbers in Ohio and Michigan which will be of vital interest to the trade.

A year's subscription for The Billboard makes a REAL Christmas gift.

Acme NOVELTY CO.

23-25 NORTH 12th ST. MINNEAPOLIS MINN.

USED PAYOUT TABLES

Our Used Games Are Thoroughly Reconditioned and Ready To Operate

PUT AND TAKE, Front Door TREASURE SHIP, Late Cabinet	\$9.85
BAFFLE BALL	\$15.50
MAMMOTH PROSPECTOR REPEATER BALLY ACE DAILY DOUBLE	19⁸⁵
TOP ROW Floor Sample	29.50
ROCK-OLA'S CREDIT PAMCO PARLAY DOUBLE HEADER BALLY'S PEERLESS WHEEL O' FORTUNE PINCH HITTER	39⁸⁵
SUNSHINE DERBY,	32.50
BALLY DERBY RED SAILS GOTTIEB RACES, Mult. MULTI-PLAY SUNSHINE BASEBALL	44⁸⁵
JUMBO » » »	35.00

ATTENTION !!!
Operators of closed territories, we have six Hurdle Hop 10-Ball Ticket Games, Exhibit Ticket Unit—Bowl-a-Type Game, NEW, in original crates.

factory price	Our Price	factory price
\$97.50	69⁵⁰	\$97.50

Jennings Flicker Late Model **72.50**

FLOOR SAMPLES
BALLY CHALLENGER
SUNSHINE BASEBALL
PAMCO BALLOTS
TYCOON, Factory Recondi-
tioned, New Front Door
Model, Electro Pack
Equipped.

Stoner's Turf Champs LIKE NEW **89.50**

NEW COUNTER GAMES

Cent-a-Smoke	\$11.95	NOTICE All New Counter Games \$3.00 in 10-Day Money-Back Guarantee, Tax Paid.
Bally Baby	15.50	
Penny Pack	16.50	
Davals Races	17.50	
Davals Reel Dice	18.50	
Davals Reel '21'	23.75	
Punchette	4.95	

WURLITZER AUTOMATIC PHONOGRAPHS
Model P12 LIKE NEW \$167.50
Write for Special Price on Other Models
IT WILL PAY YOU TO BE ON OUR MAILING LIST. WRITE NOW FOR COMPLETE LIST AND PRICES

FACTORY PRICES ON LITTLE NUTS

Type B	\$.25-50
Type C	3.50
Type G	3.50
Nut House	3.00
Nut Shop	2.50
50c extra for postage on samples.	

Type C

TYPE B

Type G

NUT HOUSE

NUT SHOP

Patent No. 2,072,817

LITTLE NUT VENDOR CO.
Lansing, Michigan

LOOK THEM OVER, YOU CAN HAVE THEM AS LONG AS THEY LAST

Beamlite	\$5.00	Goal Kick	\$5.00
Cross-A-Lite	7.00	Forward Pass	4.00
Kings	8.00	Skyscraper	5.00
Castelite	6.00	Waiting Blue Seal	3.00
Drop Kick	4.00		
Rebound	5.00	AUTOMATIC PAYOFF	
Major League	8.00	Rocket	\$ 9.00
Register	5.00	Champion	10.00
Lightning	3.00	Rapid Fire	7.00
Golden Gate	3.00	Red Arrow	8.00
Beacon	6.00	Stampede	22.00
Contact, Jr.	5.00	Gold Rush	10.00
Contact, Sr.	6.00	Put 'N Take	10.00
Big Bertha, Jr.	4.00	Do or Don't	10.00
Big Bertha, Sr.	5.00	Hit & Run	10.00
Signal	5.00	Carloca	10.00
World Series	2.50	Jumbo	35.00
Jig Saw	2.50	Streamline	4.00
Streamline	4.00	Fortune	27.50
Blue Ribbon	4.00	Trojan	27.50
Cross Cross	5.00	De Luxe 46	22.50
Rockelite	5.00	Ivory Golf	17.50
1/3 Deposit—Balance C. O. D.			

COLONIAL MFG. & SALES CO.
1605-11 E. 39th. KANSAS CITY, MO.

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

SEQUENCE

is indeed a worthy successor to those triumphant NECK 'N' NECK and EXCEL machines. Thorough examination by most skillful mechanics and actual location tests prompt us to say we honestly believe SEQUENCE will prove to be the predominant brother to the previous two SMASHING HITS. The newest counter machine — REEL DICE — only \$18.75, tax paid, is a mighty performer in every respect.

IT'S THE BEST - IT'S A DAVAL COUNTER GAME REEL DICE
ONLY \$18.75 TAX PAID



PRICE \$57.50
 1/3 Deposit, Bal. C. O. D. or Payment in Full if You Prefer.

BANNER SPECIALTY CO.
 1530-32 PARRISH STREET PHILADELPHIA, PA.

HALF PRICE OFFER

RECONDITIONED.	PRICE	BRAND NEW.	PRICE
15 MULTIPLES	\$44.50	4 ALL STARS	\$67.50
6 SUNSHINE DERBIES	22.50	21 CHALLENGERS	69.50
11 PEERLESS	29.50	16 HIALEAHS	69.50
5 NATURALS	54.50	3 ROUND UPS	59.50
4 RED SAILS	39.50	2 VELVETS	99.50

Immediate Shipment Guaranteed. TERMS: \$10.00 Deposit Each Table, Bal. C. O. D. **AUTOMATIC AMUSEMENT CO.,** 1304 Throckmorton St., Ft. Worth, Texas

AUTOMATIC PHOTOGRAPH OPERATORS



Our Combination Pocket Mirror and Photo Frame for Miniature Pictures Will Increase Your Business 100%.

Actual size 2x3". Photo 1 1/2 x 2" can be inserted instantly. Send 10c for Sample and Price.

AUTOMATIC MIRROR CO.

96 Prince Street, New York, N. Y.



Houston

HOUSTON, Nov. 28.—The Amusco Company, under the competent and efficient direction as well as legal advice of Percy Foreman, is really doing a good job with the new addition of bowling alleys and radio rifles to its line of music machines. Company is rapidly becoming the largest firm operating exclusively amusement and music machines in this section of Texas.

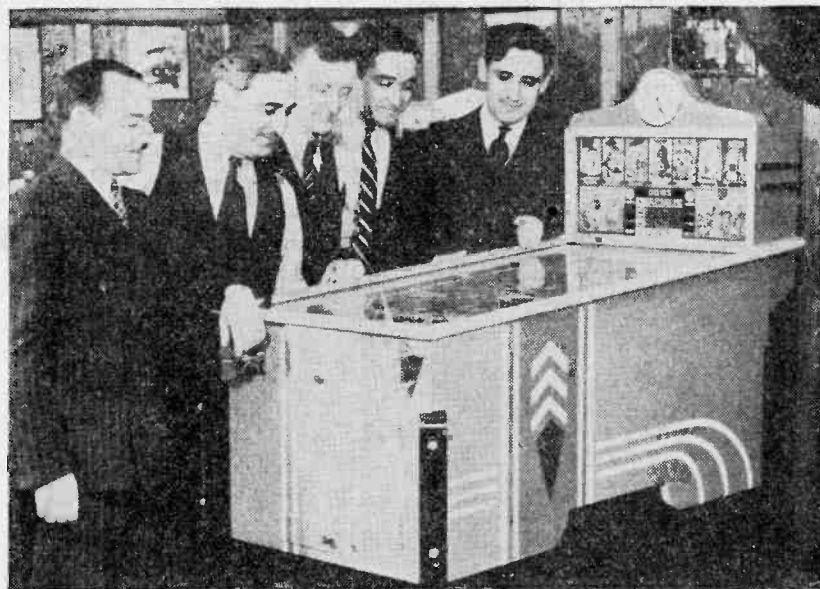
Rolfe Stanley, owning and operating the local office of the Automatic Amusement Company, is leading a movement toward securing players' signatures on petitions that will eventually be presented to the city fathers to try to lift the ban that has been placed against some types of machines in Houston. Stanley is being assisted in the movement by his entire operating staff, and with the able assistance of Divine & Son, local operators, and several other Houston coin-machine men they expect to secure a favorable audience with the city administration.

Houston section has been saddened by the loss of three of the oldtimers. The first was James P. (Jimmie) Stelle, senior member of the firm of Stelle & Horton. Two surviving members of the firm are Harold Horton and Lloyd Blackwell. The loss of their senior partner was a considerable blow to them as well as to the whole coin-machine industry. Following Jimmie's sudden death by accident was the death by heart failure of M. Friedberg, operating both the Fried Novelty Company in Houston and the Crescent Novelty Company in New Orleans. With the local coin-machine industry still staggering under these two saddening blows came the death of Frank A. Toce Sr., who was interested in the Port City Novelty Company with his sons, Charles and Frank Jr.

Hans Von Reydt and Charlie Toce are busy men these days; with Hans assist-

ing in managing the local office of the Electro Ball Company and with Charlie operating the Port City Novelty Company, together with their partnership interest in the Park-Rite Corporation, which is manufacturing and distributing parking meters thruout the United States.

Mr. and Mrs. M. Vaughan and son were in Houston this week investigating the possibilities in bowling alleys. They were considerably surprised by the quantity as well as the quality of bowling alleys they were able to see in operation in Houston.



WITH A "CREW" LIKE THIS Speed King is bound to go places. Left to right around the new Gottlieb payout game are Sam London, Milwaukee Coin Machine Company, who appointed himself "conductor"; by popular request Dave Gottlieb accepted the post of "engineer"; Maurice Priestly, Gottlieb production manager, is "fireman"; Nate Gottlieb, "porter," and Hy Greenstein, of Hy-G Games Company, Minneapolis, is "conductor."

MEN & MACHINES

Some side glances at the recent operators' gala party in New York City follow: The operators presented Joe Fishman with a beautiful star sapphire ring as a memento of his marvelous work for them.

Louis Goldberg, well known to the industry, was given a great deal of applause upon formally accepting his new office as managing director of the Amalgamated.

Surprise entrance of Ray T. Moloney, of Bally Manufacturing Company, to the affair after word had gone about earlier in the evening that he would not be present was a real piece of showmanship. He entered the hall with Jack Fitzgibbons and was greeted by loud shouts of acclaim from all present.

Paul Gerber and Max Glass were two visitors who were royally entertained by all present. "Potash and Perlmutter" are well liked by the Eastern boys.

Jack Nelson spent the evening with Sam Kressburg, the Rock-Ola distrib here. Many of Jack's friends were glad to greet him again.

Grace Rabkin was present at a coin gathering for the first time since the arrival of that little daughter at the Rabkin menage and was much complimented on the accomplishment.

Paul Bennett, Ernie Petering, "Senator" Joe Darwin, Joe Eisen, Dave Margolin, "Kentucky" Ben Kulick, Bob Bleekman, Nat Cohn and Irving Sommers made up an impressive and joyous Wurlitzer gathering, with many of their friends singing the famous Wurlitzer "war song" in loud and lusty voice.

Fred C. McClellan, Joe Fishman, Al Schlesinger, Irv Taub and Joe Lippy and their wives made up an equally impressive Pamco table.

Willie Blatt, Paul Gerber, Max Glass and many operators and jobbers were at the Daval table for the evening and enjoyed themselves tremendously.

Myer Gensburg, with George Ponser and his wife and all the George Ponser organization, made up a large table of their own enjoying the show, the eats and the liquid refreshments.

Bill Rabkin, Grace Rabkin, George

Heitmanek, Archie Berger and many others of the same organization were there en masse with an elaborate and fine-looking Mutoscope table.

Ray T. Moloney, as guest of honor, sat with Boss John A. Fitzgibbons at the head of three Bally tables and much merriment in the famous Bally fashion was enjoyed by those present.

And everyone collaborated in the wires to Al Douglas' daughter, Myra, who was being married that evening at the Medinah Club in Chicago. 'Tis said that more than 50 wires went forth to congratulate the young couple.

Mr. and Mrs. Dave Robbins and all the D. Robbins & Company organization were present and enjoying themselves tremendously since the great Stoner hit.

Al Lifshay, Saul Kalson, Louis Goldberg, Joe Fishman and many others of the Amalgamated and Greater New York associations are to be complimented for the marvelous work they did to take care of the wishes of all those present.

Bill Gersh and his charming wife enjoyed the proceedings from a ringside seat. Bill claims he represented the "forgotten man."

The girls are beginning to break into our "Men and Machines" column in increasing numbers. Whether it is an organized movement to make us throw away the heading and get a more inclusive one, or to start an entirely new column devoted to "Automatic Girls and Gossip," our inquiring reporters have not been able to decide. Somebody suggested once that Grace Baron should head a sorority for girls in the trade and help to get it started. Time will tell, girls.

One of the first rules we try to observe in editing the "Men and Machines" column is to keep superlatives out of it. The original purpose was to provide a brisk but reliable news column on machines and the people who make and sell them. But there seems to be a need for a gossip column, too, and it naturally turns out that gossip creeps into this section. To operators we say that we will still try to keep the mention of machines boiled down to facts—with no adjectives.

Happy Days Really Two

BROOKLYN, Nov. 28.—Milton Green, of American Vending Company, is featuring the new game, Happy Days, by Genco, Inc. He says it is one of the fastest selling games he has featured and he is already far behind in his orders, the games are arriving in large numbers every day.

He has also moved his offices to 559 Rogers avenue, where he is establishing a sales agency for the games he represents to jobbers and operators thruout the metropolitan New York area.

The Happy Days game, he claims, is a combination of two leading games and combines the best features of both in a new fashion. He believes that the game will be one of the longest lasting on location, for it is patterned after a very successful hit of some months ago.

He is giving the game all the promotion possible, he says, and will also be ready with faster delivery by December 1.

LOOK
 IN THE WHOLESALE
 MERCHANDISE SECTION
 for the
 LATEST NOVELTIES, PRIZES
 PREMIUMS AND SPECIALTIES

Develop Novelty Table for East

CHICAGO, Nov. 28.—Reacting to the general demand for a new and popular novelty game for the New York area, Joe Fishman, of Fishman-Schlesinger Distributing Company, of New York City, recently made a flying trip to Chicago to encourage a manufacturer here to supply what the Eastern market needs. Fishman reported that hundreds of operators in Greater New York had been in touch with him in regard to becoming the champion of their cause in negotiating for a novelty table to their liking. After making a survey as to what principles are most desirable he assembled this data in abstract form. Among a multitude of elements suggested, the idea of progressive scoring tied in with competitive high scores, with light-up animation, seems to have been unanimous with most operators.

Fishman, having received advance information the other day from Pacific Amusement Manufacturing Company on a new novelty game of Pamco make, recognized the same qualities in the new number that the operators were seeking. The new game, Pamco Broadway, embodies progressive scoring, high scores, light-up animation and, according to Fishman, some radically new ideas in pin-table action and layout. Observing an opportunity to be of immediate service to his operator clientele, Fishman engaged space in a fast transport plane for Chicago, and a few hours found him sitting opposite Fred McClellan, president of Pacific Amusement Company. A deal was made for Fishman-Schlesinger to handle the game on an exclusive basis in the Eastern area. Deliveries of samples are said to be scheduled in seven days from the date of Joe's arrival in the Windy City.

Fishman, interviewed during his brief stay, stated that he was highly pleased with the showing of Pamco Broadway on test locations visited by him. He said he believed the new game will touch the spot and that operators will welcome news of its arrival. Fishman, being familiar with Contact and other fine novelty successes, promises even greater things in Pamco Broadway.

While in Chicago Joe ordered additional shipments via express on Pamco Marksman and Flying Duck, stating that the demand is increasing constantly with calls coming in every day for both. According to Joe, both Pamco Marksman and Flying Duck have "all the bugs shot out of them and are rendering a splendid accounting for themselves in the form of profits out on location. I extend a welcome to all operators to visit the showrooms of Fishman-Schlesinger Distributing Company to inspect Marksman and Flying Duck and to get preferred delivery on Pamco Broadway, the new novelty game."

Targette Provides Feel Of Modern Trapshooting

CHICAGO, Nov. 28.—Targette is said by Keeney officials to satisfy a desire for such a popular sport as trapshooting. "The thrill is identical," they state. "Targette has a moving target that picks up speed after every hit is made. The monotony of a similar target on every shot is eliminated, and it is necessary to



HARRY SACHS, coin machine division manager for the Markepp Company of Cleveland. He has been in the Cleveland office since the organization of the firm and has worked up to his present position.

vary the angle of sighting. Altho this provides an intense skill appeal, it does not discourage the play of an average person.

"The electric eye rifle range is simple to operate, and while it takes a real marksman to accomplish a perfect score, it does not lessen the excitement of shooting, but rather adds to it. Thus again has Keeney captured the authentic appeal of some hobby or sport to produce a superior amusement machine.

"A major contributing factor to Targette's popularity is its realistic range enclosed in the target cabinet. The target itself is the photo-electric cell which travels back and forth. The gun is of standard size and it looks, feels and shoots like a real rifle. The size of the light ray never varies and is unaffected by continued use. Exclusive Targette devices are the Everlasting cartridge that is focused to 1/1000 of an inch and the guaranteed trigger switch. A player cannot score hits by using a pocket flashlight or 'fanning' the target by holding on the trigger so the gun shoots a continuous beam.

"One of the paramount reasons for the tremendous response of operators to Targette is its adaptability to varied locations. It can be operated efficiently on any range measuring from 15 to 30 feet and in any amount of light. Its height is variable and the cabinet can be hung on a wall after it is detached from the standard."

Fort Worth

FORT WORTH, Nov. 28.—Congratulations have been pouring into the offices of Marcus Reiners, manager of the Ft. Worth office of Buckley Sales Company, for a wedding event that happened recently and at which Reiners was the party of the first part. The Reiners are back in Fort Worth after an extensive wedding trip thru Texas and Louisiana.

Local operators' association held a banquet and a genial get-together party



OHIO AND MICHIGAN DISTRIBUTORS FOR PACIFIC AMUSEMENT MANUFACTURING CO.

USE THE GADCO

FINANCE PLAN

Enables you to operate two or three times your present number of machines . . . double your earnings without increasing your investment. We will finance any deal for any responsible operator.

These 2 New "Gun Lite" Units have proved their profit-making qualities in actual location play. Several different types of installation available for every location requirement. Order these two Big Winners Today.



MARKSMAN AND FLYING DUCK

IMMEDIATE DELIVERY

GENERAL AMUSEMENT DEVICES COMPANY

3136 CASS AVENUE
DETROIT, MICHIGAN
LESLIE G. ANDERSON
President

Direct Factory Selling Agents:

ANGOTT COIN MACHINE EXCHANGE, 8625 Linwood Avenue, Detroit, Mich.
SICKING MANUFACTURING COMPANY, INC., 1922 Freeman Avenue, Cincinnati, O.
THE MARKEPP CO., INC., 3328 Carnegie Avenue, Cleveland, O.

WANTED TO BUY FOR CASH

USED ROCK-O-BALL BOWLING ALLEYS

(ROCK-OLA MAKE)

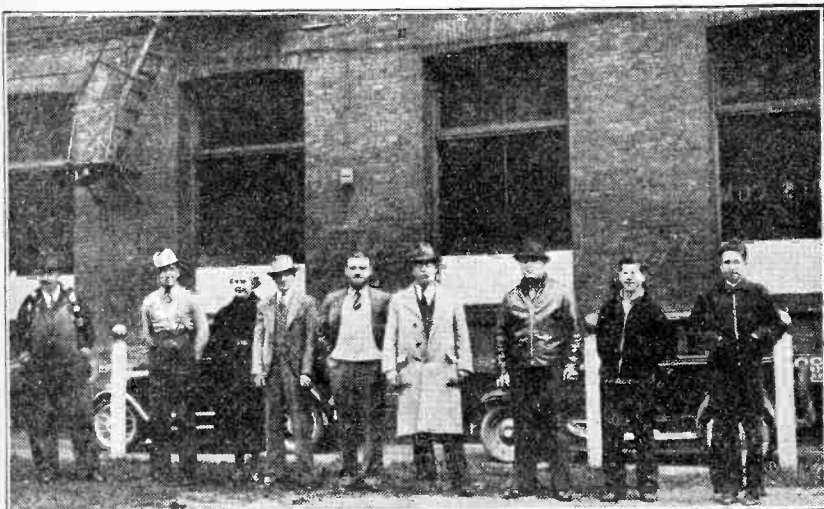
NOT INTERESTED IN ANY OTHER KIND

CAN ALSO USE 15 BUCKLEY DIGGERS FOR CASH.

Full cash will be paid if price is right—any quantity.

Wire or Write Today

R. S. OAKES VENDING CO.
CLEARING STATION, CHICAGO, ILL.



KEENEY TORONTO DISTRIBUTOR—Sales and service staff of the Toronto Coin Machine Company, Toronto. Sam Schneider, owner, sixth from left. Toronto Coin Machine Company is Keeney's Canadian distributor.

Tuesday night at the Texas Hotel. Tom Murray, president of the local, and "Dad" Johnson, vice-president, were in charge of the formalities.

Cornelius, W. S. Harper and Mr. and Mrs. Morris Leideker.

Deer hunting now seems to be the uppermost thought in the minds of Fort Worth and other Texas operators. Frank Ball, Harry Hooser and Nick Nigro are planning trips for the early part of December. Willard White just returned with one deer; H. W. Carpenter, of Wichita Falls, who went into Old Mexico, bagged five.

E. M. (Mac) McCaleb, operator for the Big State Novelty Company, Ft. Worth, is in a hospital with a broken back, the result of a recent auto wreck on a trip to New Orleans. McCaleb's condition is not considered serious, but will require months of careful medical attention. At present it appears that he will be in a cast for about four months.

Automatic Amusement Company, under the management of the attractive Helen Savage, reports the following visitors one day last week: Jack Sprott, Fred Bardin, M. A. Walker, J. N. Ledbetter, M. T. Johnson, Joe and Elgin Akers, J. S. Barth, D. F. Garrett, Victor

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Treat Your CUSTOMERS with these HOLIDAY SPECIALS

Table with 3 columns: Quantity, Description, Amount. Lists various holiday specials like Xmas Cards, Wreaths, Chocolates, etc.

We can supply any style Sales Cards or Boards and Sales Board Combinations at lower prices than you now pay.

OUR ONLY MAILING ADDRESS

MILLS SALES CO. 901 Broadway New York, N. Y.

Concessionaires... NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, COON GAMES, ETC.

FREAKS-ACTS-FREAKS WORLD'S FAIR MUSEUM

WANT—Feature Freaks and Acts; Sound Truck suitable for strong traveling Museum.

F. W. MILLER, Pine Bluff, Ark., week November 30; Little Rock, Ark., week December 7.

WANTED FOR CAMPBELL UNITED SHOWS

Ferris Wheel, Merry-Go-Round. PLACE any Ride that don't conflict. CAN PLACE Shows owned and operated by disabled veterans.

H. W. CAMPBELL.

FOR SALE

REAL ESTATE—About 7 acres. For Tourist and Trailer Camp. Thousands are selling their homes and buying Trailers.

Roberts United Shows

WANTS two Grind Shows. CAN PLACE legitimate Concessions all kinds. WANT Sound Trucks.

CAPITAL CITY SHOWS WANT

Ferris Wheel, Loop-o-Plane, Photo Gallery. Ralph Wade and Clarence Strody wire. All address PHIL ROCCA, Osyka, Miss, this week; Gloster Free Fair, week December 7.

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Wichansky Heads Sales

NEWARK, N. J., Nov. 28.—Dave Stern, of Royal Distributors, Inc., recently announced the appointment of Harry Wichansky as general sales manager for the firm.

Harry is well known to the coin-machine industry, formerly being connected with the National Vending Company, Elizabeth, N. J., and prior to that as one of the larger operators in the State.

Harry will be in charge of all sales and will also tour the State to encourage sales on products which the firm represents in this territory.

ROUTES

(Continued from page 37)

- Hindu Belles: (Garrick) St. Louis 30-Dec. 5; (Princess) Youngstown, O., 7-10. Hi-Flyers: (Princess) Youngstown, O., 30-Dec. 3; (Gayety) Detroit 7-12. Modes and Models: (Gayety) Washington, D. C., 30-Dec. 5; (Empire) Newark, N. J., 7-12. Red Hot: Harrisburg, Pa., 2; Reading 3-4; Williamsport 5; (Gayety) Buffalo 7-12. Red Rhythm: (Gayety) Minneapolis 30-Dec. 5; (President) Des Moines, Ia., 7-12. Scan-Tees: (Rox) Cleveland 30-Dec. 5; (Casino) Pittsburgh 7-12. Scan-Dolls: (Howard) Boston 30-Dec. 5; (Jacques) Waterbury, Conn., 7-12. Snyder's, Bozy, Show: (Rialto) Chi 30-Dec. 5; (Gayety) Minneapolis 7-12. Speed and Sparkle: (Trocadero) Phila 30-Dec. 5; Allentown 7-8; Harrisburg 9; Reading 10-11; Williamsport 12. Steppin' Stars: (Casino) Pittsburgh 30-Dec. 5; (Gayety) Baltimore 7-12. Too Hot for Paris: (Gayety) Buffalo 30-Dec. 5; (Casino) Toronto 7-12. Vaniteasers: (Empire) Newark, N. J., 30-Dec. 5; (Trocadero) Phila 7-12. Wine, Woman and Song: (Gayety) Detroit 30-Dec. 5; (Capitol) Toledo, O., 7-12.

MISCELLANEOUS

- Baughman's Traveltours: Lakeland, Fla., 2; Dade City 3-4; Bushnell 6; Wildwood 7; Leesburg 8; Eustis 9-10; St. Petersburg 11; Unatilla 12. Black's, L. E. Bears: Brazil, Ind., 7-12. DeCleo, Magician: Grass Flat, Pa., 1-9. Delmar, Great, Hypnotist, Escape: (El Rey) Clovis, Calif., 3-5; (Ritz) Hanford 6-7; (Liberty) Coalinga 8-9; (Avenal) Avenal 10. Fred's Kiddie Circus: Hutchinson, Kan., 30-Dec. 5. Long, Leon, Magician: Tifton, Ga., 3; Fitzgerald 4; Douglas 5-7; Helena 8; McCrae 9; Baxley 10-12. Lucy, Thos. Elmore: San Benito, Tex., 4; Port Isabel 5; Floresville 8; San Antonio 9; Pflugerville 11. Mel-Roy, Magician: Hemet, Calif., 3; Elnore 4; Riverside 5; Beaumont 7; Rialto 8; Colton 9; Pomona 10. Original Floating Theater: Georgetown, S. C., 30-Dec. 5. Ricton's Show: Waverly Hall, Ga., 30-Dec. 2; Junction City 3-5. Turtle, Wm. C., Magician: (Blue Mill Tavern) Everett, Wash., 1-5. Walsh & Zell's Museum: Lexington, Ky., 30-Dec. 5; Louisville 7-12.

REPERTOIRE

- Billroy Comedians, Billy Wehle's: San Antonio, Tex., 1-2; Uvalde 3; Del Rio 4; Eagle Pass 5. Harvey Players: Dyersburg, Tenn., 30-Dec. 5. Blythe Players: Schaghticoke, N. Y., 30-Dec. 5. Fox Players: Marshall, Tex., 30-Dec. 5. Stone Show: Kaplan, La., 30-Dec. 5.

CARNIVAL COMPANIES

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

- Alamo: Macon, Ga. Baldwin Expo.: Springfield, S. C. Campbell United: Nashville, Ga. Capital City: Osyka, Miss.; Gloster 7-12. Cracker State Attrs.: Morven, Ga.; Pavo 7-12. Evangeline: Texarkana, Tex. Florida Expo.: Trenton, Fla. Green, Doc, United: Allendale, S. C. Happy Days: Opp, Ala. Isler Greater: Houston, Tex. Littlejohn, Thos. P.: Cuthbert, Ga. Metropolitan: Blakely, Ga. Pool & Brewer: Houston, Tex., 1-15. Roberts United: Sylvania, Ga.; Statesboro 7-12. Royal Flush: Mission, Tex. Work, R. H.: Branchville, S. C. World's Am. Co.: Mendenhall, Miss.

CIRCUS AND WILD WEST

- Polack Bros.: Santa Fe, N. M., 4-9; Albuquerque 12-19.

Additional Routes

- (Received too late for classification) Billetti Troupe: Manchester, N. H., 1-5; Portland, Me., 14-19. Burke & Gordon Show: Hedrick, Ind., 30-Dec. 5. Cannon Show: Bowman, Ga., 30-Dec. 5.

BOWL-A-GAME advertisement featuring an illustration of a woman playing a game and text describing it as a 14-foot portable game with a mechanical score register.

DELUXE PLASTER advertisement for Beacon Blankets and Shawls, featuring an illustration of a circus horse and text about the product's quality.

REID'S GREATER SHOWS advertisement for Earl A. Reid, Manager, located in Jacksonville Beach, Fla.

NEW DATE BOOKS FOR 1937 advertisement for The Billboard Publishing Co., highlighting the book's features and availability.

MAX HELLER THE ORGAN MAN advertisement for a variety show in Birmingham, Ala.

"AUTO JOKER or WHIZ BANG" advertisement for a New Year's Eve firework show.

ATTENTION advertisement for Dave Markus, a novelty and concession man in Chicago.

Western Equipment Has Three Aces for Trade

CHICAGO, Nov. 28.—Jimmy Johnson, head of the Western Equipment & Supply Company, stated that "Western has contributed three aces in the profit pot, Thoro-Bred, Center Smash and Harmony Bell. Our company has never enjoyed so widespread a distribution, and characteristic of this distribution is its general high level. A distribution framework, no matter how extensive, is worthless unless it has some real meat on it, and by that I mean constant repeating of volume orders. Western games may be found in the far-flung corners of the world. Proverbially, the sun never sets on a Western game, and whether it is in the Orient or some small town in Ohio you can rest assured that our machines are providing trouble-free operation.

"Thoro-Bred, a de luxe race horse machine, has been long ranked a king of amusement devices. Ultra-modern in playing design and appeal, Thoro-Bred has shown itself to be deserving of its title by the concrete evidence of its money-making records. An avoidance of service headaches has been one of the primary reasons that Thoro-Bred has been able to attain this high record.

"Truly the big game of the year, Center Smash packs almost all the thrills of the popular sport of football into a one-ball automatic payout table. It is physically impossible to transport all the dynamic action of this game into a location, but Center Smash approximates this thrill with its ingenious playing mechanism.

"Harmony Bell has been accepted by the entire industry as one of the major business stimulators of automatic phonographs. Used in conjunction with these musical instruments, this payout machine provides a selection to the player whether he wins or loses. It can also be operated individually.

"Naturally with this array of Western winners on the market our organization is forced to go into high speed production to meet orders. Despite our maximum schedule, the Western standard of manufacturing is being maintained."

Ray-o-Lite Target Is Original Seeburg Idea

CHICAGO, Nov. 28.—Seeburg officials recently expressed gratification to operators for their appreciative response to the Seeburg campaign being waged against the production of imitations of the original Ray-o-Lite rifle range idea.

The official announcement went on to say that "the Seeburg Corporation is known for its high standard of manufacturing, a reputation which we have maintained since the organization of the firm over 30 years ago. The Ray-o-Lite rifle range, which makes use of the photo-electric cell principle, is considered by expert technicians to be a perfect development of that type of mechanism. Much credit is due our research engineers who labored industriously for over two years to assure the operators of this device absolute mechanical reliability and trouble-free operation.

"Not until officials of this company were convinced that this machine has reached its final state of development was it put into actual production.

"Today history shows that our efforts were not wasted. The operator and location owner, the jobber and distributor who handle the Seeburg Ray-o-Lite rifle range realize now the authenticity of that amusement creation. Satisfaction in every phase of the industry is the keynote of this machine's success. Full operating time means maximum profits for the operator and location owner, and the confidence created by the Ray-o-Lite rifle range has been an immeasurable aid to the distributor and jobber."

DIVORCES

(Continued from page 34)

Johnny Murray, radio emcee, in Los Angeles November 19.

Cecelia deMille Calvin, daughter of C. B. deMille, film director, from Francis E. Calvin.

Late Deaths

(The following items were received at press time. More details in the next issue.)

GREEN—Fred W., 64, president Ionia (Mich.) Fair and former governor of Michigan, Monday morning, November 30, of heart trouble at Munising, Mich.

THE COIN MACHINE DOLLAR



ASSOCIATED MERCHANTS & OPERATORS OF VOLUISIA COUNTY

AN ILLUSTRATION used in newspaper advertising by Florida operators preceding the recent election in which Florida voters passed upon the State license law.

CONKLIN TESTIMONIAL—

(Continued from page 3)

assistants taking care of things in a most efficient manner.

Early in the proceedings there was a novel parade in which the marchers all carried transparencies on which were inscribed all sorts of remarks—all in fun, of course—directed at the retiring president. Such things as "Are you lousy" and the like, all of which drew hearty laughs. Patty took this in the spirit in which it was intended and got a big laugh out of it himself.

The master of ceremonies introduced Dr. Max Thorek, chief surgeon of the American Hospital. Dr. Thorek eulogized the League and President Conklin, after which he presented Conklin with beautiful bronze elephant mounted on Italian onyx as a mark of appreciation of members of the League. President Conklin responded fittingly, thanking the members and pledging his continued efforts for the success of the League.

Following the president's address a large picture of Buffalo Bill and one of J. W. (Patty) Conklin, made up in Buffalo Bill character, over which were draped the American and Canadian flags, were unveiled amid loud applause.

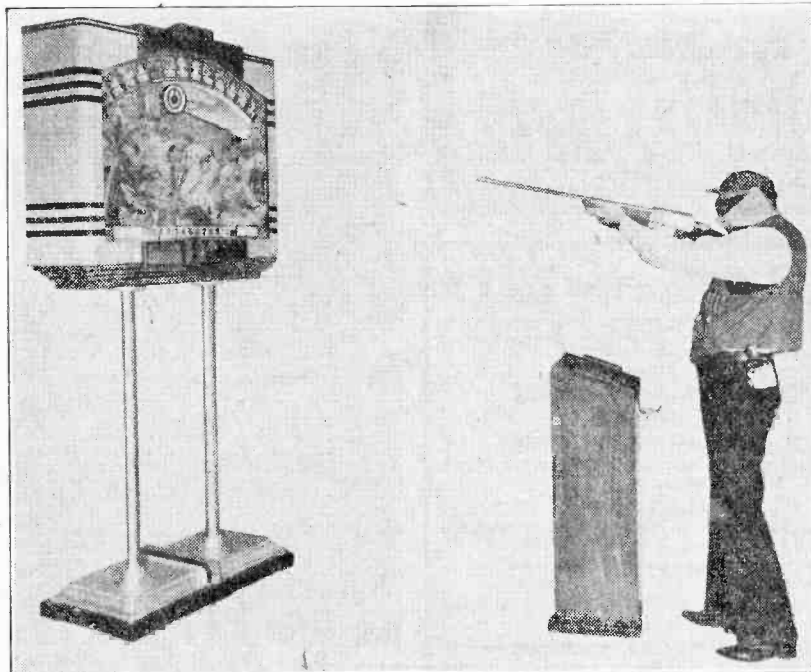
There followed a splendid program of entertainment which included several talented acts appearing in local night spots.

Secretary Joe Streibich, assisted by Charlie Hall, handled all details of the affair most competently and everything went along without a hitch. Harry Coddington was chairman of the reception committee and saw to it that everyone who entered deposited a buck. All in all it was one of the finest parties the League has ever staged and was attended by a thoroly representative lot of showmen.

OUTDOOR MEETS

(Continued from page 3)

Mrs. P. T. Strieder, Rubin Gruberg, P. W. Abbott, Mr. and Mrs. Louis Herman, Sam Solomon, Eddie Vaughan, Frank



J. H. KEENEY & COMPANY, Chicago, has been offering prizes to those who can identify the "Masked Hunter," a distributor, who is demonstrating his marksmanship on Targette.

SKEE BALLS. RIFLES. PAYOUT TABLES. PAMCO MARKSMAN-PAMCO FLYING DUCK, KEENEY TARGETTE RIFLES

NEW PAY TABLES

- BALLY BREAKNESS
- BALLY SNAPPY
- BALLY BELMONT
- STONER TURF CHAMP
- JENNINGS FLICKER
- CHICAGO "SWEET 21"

- WURLITZER 14 Feet, Skee-Ball.
- KEENEY BOWLETTE, 10 Feet and 14 Feet.
- GENCO BANK ROLL, 10-8, 11-8, 13-8 Feet.
- CHICAGO ROLA SCORE, 9 Feet.
- ROLL-O-MATIC, 9 Feet and 14 Feet.

ALL THE ABOVE IN STOCK. — ALSO HAVE USED SKEE-BALLS IN STOCK. **K C VENDING CO. 415 MARKET ST. PHILA., PA. PHONE: Market 4641.**

NEW PIN GAMES

- STONER HOLD 'EM
- WESTERN COUNTRY CLUB
- ROCK-OLA TRAP SHOT
- GENCO "HAPPY DAYS"
- PACENT BOLO
- JENNINGS CHOCOLATE DROP

BIG PROFITS—FAST PLAY

THAT'S WHAT OPERATORS GET WITH OUR PRESTO ASSORTMENTS.

6 Presto Chrome-Plated Lighters and 1000-Hole 2c Board. Pays Out \$3.60 Worth of Cigarettes (24 Packages). Net Take \$16.40. No. 6 Sample, \$5.50; 25 Lots, \$5.25.

25% With Order, Balance C. O. D. PRESTO LIGHTER is Guaranteed 2 Years. It Can Be Lit in Fiercest Wind. Presto Retails \$1.50. Get Details Quick. Sample Lighter, 75c.

NEW METHOD COMPANY, BOX BP-1 BRADFORD, PA. Sample, 75c.



THE GREATEST AND STEADIEST MONEY-MAKER IN COIN MACHINE HISTORY.



At each check-up you will need a large sack to carry away the huge amount of loose pennies. Tremendous odds of from 1 to 10 Packages of Cigarettes for a penny is what gets them O K E N T A S M O K E will gather. Tremendous odds of from 1 to 10 Packages of Cigarettes for a penny is what gets them O K E N T A S M O K E properly placed

will give you a larger income than many times as much money invested in any other kind of business. Sample Machine, \$17.50 Net. Lots of 5-10, or More, \$14.50. One-Half Deposit, Bal. C. O. D. **THE P. K. SALES COMPANY, Cambridge, O.**

BINGO

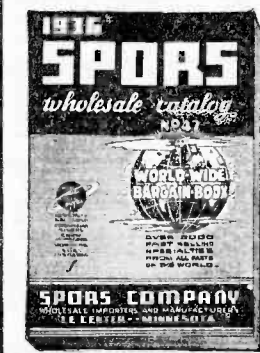
Midget Cards, 3,000 Set, \$6.00; 500, \$1.00. Heavy Table Cards, \$3.00 per 100, with numbers. Lap Boards, \$4.00; Thin Cards, \$1.25. Automatic Cage Shaker, \$7.50. Paper Markers, 10c 100. **HILLSIDE MFG. CO., Providence, R. I. 189 Eddy Street.**

WANTED

Shows, Rides and Concessions, Cook House. Out all winter. Carrying three Free Acts. No gate. St. Matthews, S. C. this week; Springfield, next.

ELANE'S EXPO. SHOWS DARE-DEVIL DANIEL-JOHN GECOMA.

3000 BIG BARGAINS



AT WHOLESALE PRICES. Hundreds of items from many parts of the world are shown in Sports Catalog, 196 pages check full of Fast Sellers and 15 Money Making Plans for Agents, Jobbers and Dealers. This Catalog is free—send for it Today. **SPORS CO., 12-36 Erie St., Le Center, Minn.**

Coward's first two series of one-acters. A stand-up affair, with the third installment slated for Monday. Four shows fold tonight, *Double Dummy*, *St. Helena*, *And Stars Remain* and *Forbidden Melody*.

Among the niteries, Mitzl Green is drawing very well at the Versailles, Cotton Club is still playing to capacity crowds, Paradise doing very good and ditto French Casino, which is already preparing for a new show. Commodore continues good, and Pierre and Biltmore fair. Hotel Astor is weak. **Burly consistently strong.**

LID MAY BE

(Continued from page 5)

Commissioner Allman and Corporation Counsel Hodes for appropriate action.

Only two downtown houses here are using Bank Nights. These are the State-Lake and Oriental theaters. Neither house has had any money drawn by patrons since they started several weeks ago. The State-Lake amount has reached \$3,950 and the Oriental's \$3,000.

"HATS OFF TO



Genco's BANK ROLL as a MONEY MAKER"

---- Say all operators of this aristocrat of Bowling Games!

TERMS YOU CAN EASILY AFFORD

THREE SIZES
10'8"—11'8"—13'8"

BUY BANK ROLL WITH THE KNOWLEDGE THAT IT IS 100% MECHANICALLY PERFECT

LAST WEEK! SEND YOUR NAME AND ADDRESS TODAY IF YOU WANT TO GET A FREE BANK ROLL.

WATCH for Announcement of **GENCO'S NEW PHOTO-ELECTRIC GUN.**

GEORGE PONSER CO., Inc.
N. J. OFFICE
11-15 East Runyon St.
Newark, N. J.
SALES OFFICE
1140 Broadway, New York City

The JACK POT LIMITED

THE NEW 52-PAGE "HOLIDAY SPECIAL" ISSUE OF THE OPERATOR'S "BOOK-OF-THE-MONTH" — "THE JACK POT," IS LIMITED AS TO THE NUMBER OF EXTRA COPIES PRINTED!! DON'T DELAY—WRITE TODAY—GET YOUR FREE COPY NOW—YOU'LL WANT TO SAVE THIS ISSUE AMONG YOUR BUSINESS TREASURES!!

**THE VENDING MACHINE COMPANY
FAYETTEVILLE, NORTH CAROLINA**

READY FOR DELIVERY!

SEQUENCE

The BEST Non-Payout Pin Game VEMCO ever Endorsed and Guaranteed! Real Pay Table Action—Pay Table Thrills—Pay Table Play—Pay Table Profits—and at ONLY a Pin Game Price! Changing Odds! Changing Sequence! Double Chance "LIVE" Action!

Remember, It's **GUARANTEED** and **ENDORSED** by VEMCO--Rush Your Order to Joe Calcutt NOW!

THE BIG HIT COUNTER GAME
REEL DICE \$18⁷⁵
TAX PAID - 4 - WAY PLAY

\$57⁵⁰
TAX PAID

**THE VENDING MACHINE COMPANY
FAYETTEVILLE, NORTH CAROLINA**

Record Slips To Help Good Will

CHICAGO, Nov. 28.—Bally Manufacturing Company has added what is called an all-important link in the tie-up between operators and location owners. It is in the form of a special collection book, distributed free with every game shipped, which is carefully designed to create good will between the operator and the merchant.

On the reverse side of the location owner's receipt is a convincing message intended to form a strong bond of confidence between the operator and his location, with the heading, "Your Share Is Greater Because . . ." The text says that "your share is greater because you deal with an experienced operator. He owns a large number of games of different types and can therefore give you

the variety which insures profitable patronage. He is in constant touch with the latest games. His knowledge enables him to select the best money makers. He knows how to hold player interest and create good will. He gives the games in your locations constant maintenance service. And, last but not least, his operation places money-making games before your customers without investment on your part. For maximum game profits do business with an operator."

Jim Buckley, general sales manager of Bally Manufacturing Company, says: "When we were ordering the collection pads we saw a chance to give the industry and the bona fide operator a big boost that both deserve. Nor is it without results. Altho the books have been out only a short time, we have already received highly favorable comment from operators who tell us that the good-will message has done much to maintain proper relations between the merchant and the operator."

5¢ WIN A TIE 5¢

SALES BOARD OPERATORS!

MEN! Cash in on the fastest selling sales board deal on the market today. Ten genuine tailor-made fall Ties that retail at 55c, on handsome display card, in red, white and blue colors. Take—\$5.

SAMPLE DEAL, \$2.25 PREPAID
5 TO 15 DEALS, \$1.75 EACH
F. O. B. Adrian, Mich.
16 DEALS OR OVER, \$1.62 EACH.
F. O. B. Adrian, Mich.

Freight charges allowed on orders of \$25 or over. Terms: 25% with order, balance C. O. D.
Write or Wire Quick!

STEWART MFG. CO.
464 State St., Adrian, Mich.

A Clean-Up "Win \$180.00"

1,500 HOLES
JUMBO TICKETS—THICK BOARD
AT 25c A PUNCH
TAKES IN \$375.00—PAYS OUT \$185.00
All High Winners Protected With Counterfeit-Proof Tickets.
A REAL MONEY MAKER

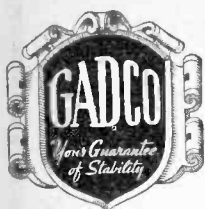
PRICE \$2.10 PLUS 10% TAX

GLOBE PRINTING CO.
1023-27 Race St. PHILADELPHIA, PA.
SEND FOR OUR NEW CATALOG



MEYER GENSBURG (right) sees a Happy Days game loaded on a plane for Detroit. Art Sauve, Detroit distributor, wired Genco, Inc., for a sample game—Rush. In a few hours Sauve had the game as ordered; a record for quick delivery.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



MICHIGAN DISTRIBUTORS FOR
**STONER
CORP.**

"Hold'em"



\$54.50

ELECTROPAK
EQUIPPED.

Size: 21"x41"

USE THE GADCO
FINANCE PLAN

Enables you to operate two or three times your present number of machines... double your earnings without increasing your investment. We will finance any deal for any responsible operator.

**GENERAL AMUSEMENT
DEVICES COMPANY**

3136 CASS AVENUE
DETROIT, MICHIGAN
LESLIE G. ANDERSON
President

Direct Factory Selling Agents

ANGOTT COIN MACHINE EXCHANGE, 8625 Linwood Avenue, Detroit, Mich.
SICKING MANUFACTURING COMPANY, INC., 1922 Freeman Avenue, Cincinnati, O.
THE MARKEPP COMPANY, INC., 3328 Carnegie Avenue, Cleveland, O.

New Orleans

NEW ORLEANS, Nov. 28.—Two important meetings of operators were held here this week, both well attended and both very successful in that many present took part in discussions and plenty of dues were collected. New Orleans Coin Venders' Association now boasts of a membership past the century mark and Monday's meeting brought out much better than half of this enrollment. Much credit goes to President Julius Pace. Julius always finds time to hunt up any member who fails to attend two or three weeks successively and find out what's the matter with him.

United Music Operators, headed by Jules Peres, now has a membership of approximately 70 members, which represents about 95 per cent of the city's operators. This association holds its meetings every other Thursday night and, like the coin-machine men, gathers at joint headquarters maintained on Poydras street, adjacent to the Dixie Coin Machine Company, owned by President Pace.

No change in the operation of the Stelle & Horton organization is predicted by the local branch manager, Melvin Mallory, who returned this week-end from attending the funeral of the late head of the firm, Jimmy Stelle, who

died following a fall from a horse while deer hunting near Houston recently.

Also returning this week from attending a Houston funeral were Mr. and Mrs. Hank Friedburg. Hank's father, Max Friedburg, a business leader of Houston, died suddenly, altho he had not been in the best of health since his return from Europe about a month ago.

Every location where the new Gottlieb game College Football and Bally's Preakness are placed reports constant play. Both distributors of these games say that they are falling further behind in deliveries. New Orleans Novelty Company, named Gottlieb sales agent 15 days ago, has already disposed of 70 of the college idea and says that if it had more tables available for spot delivery while the demand is "hot" many dozen more could be disposed of. The Dixie Novelty Company not only reports record-breaking sales for quick turnover for Preakness but says that this game promises to break the record for aggregate sales of any game put on the market by Bally.

Installation of coin parking meters on all important downtown streets of New Orleans begins in a few days, Mayor Maestri announced this week. He had not as yet divulged make of machines to be used, but announced that about 1,200 meters have been contracted for.

New Orleans operators are looking forward to a banner winter season. Of course, the biggest time will start January 1 when the big Sugar Bowl football classic is to draw thousands for a sold-out gate and will climax with the Mardi Gras season late in February.

If the coin-machine business ever grows unprofitable to President Pace of the New Orleans Coin Venders' Association, which it probably never will, there is always left the Metropolitan Opera House. Julius' rendition of opera at the Wurlitzer party held here recently was anything but mediocre. Congratulations to the Misses Pace on possessing such a talented father.

Detroit

DETROIT, Nov. 28.—Electrical Products Company, Inc., maker of Electropak and other devices, is continuing a steady expansion program with current increase of capitalization. According to amendment to articles of incorporation filed this week, company will expand from a present capitalization of 10,000 shares, no par value, to \$300,000 capitalization and the same 10,000-share issue.

Two Detroit operators who have dropped out of the active field are A. T. Hayward, who formerly operated from Redford, a suburb, and Albert F. Wightman, who now has the Wightman Inn, northwest of Detroit. Wightman operated coin machines, while Hayward operated a general line of machines, largely nut venders, and specialized in summer-resort and poolroom locations.



I. F. WEBB, manager phonograph division of the Rock-Ola Manufacturing Corporation, at his desk surrounded by orders for the new Rhythm King phonograph. Orders, he says, have exceeded all expectations and the factory is working 24 hours a day to keep up with the tremendous volume of business.

TURF CHAMPS



TICKET MODEL



\$137.50

ELECTROPAK EQUIPPED

STONER

CORPORATION

Aurora, Illinois



SPEED-KING

FOR PROFITS and FAST PLAY

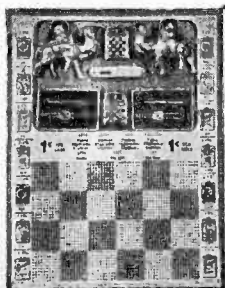
GARDNER'S NEW 2160
HOLE BOARD — HALF FREE

ORDER No. 2160 S K T — PRICE \$3.70
PLUS 10% U. S. TAX

A Large (11½x16½ in.) Beautiful Thick Board—Going Big Everywhere.

SEND FOR NEW 144-PAGE CATALOG

GARDNER & CO.
2309 Archer Ave., CHICAGO, ILL.



SALESBOARD OPERATORS

2,400 1c sales takes in \$24.00, nets \$19.30 after Cigarette payout. You can sell outright to dealer for \$7.75. On 50% commission you collect \$9.65. We carry a large line of Penny and Nickel Boards, complete with Merchandise. We manufacture Blank Boards, a complete line of Cut-Out Boards—in fact, any kind of Board you want, at the right price.

WRITE FOR SAMPLES AND PRICES.

General Sales Company
121 4th Avenue, South, NASHVILLE, TENN.

Takes in \$24.00
Costs You \$2.90

One-Third Cash with Order. Balance C. O. D.

YOU'RE INVITED!

TO ATTEND THE BIGGEST AND GRANDEST PARTY IN HISTORY AT THE NEW "SUPREME BUILDING" 64 ERASMUS STREET BROOKLYN SATURDAY DECEMBER 5TH 1936

Wm. Blatt, PRESIDENT . . .
SUPREME VENDING CO., INC.,
64 ERASMUS ST., BROOKLYN, N. Y.

'The World's Largest Coin Machine Distributing Bldg.'

MEN'S MACHINES

Congratulations are in order to the former Miss Myra Douglas, the lovely and beautiful daughter of Al Douglas, of Daval Manufacturing Company, Chicago, who is sparkling a gorgeous diamond engagement ring, also diamond-studded wedding ring. It all happened last November 1.

L. G. (Andy) Anderson, president of the General Amusement Devices Company, of Detroit, was a visitor again early this week around the Chicago factories and allied industries of the coin business. Anderson's trips to Chicago are being made by plane to conserve as much time as possible. His newly organized distributing company is off to a great start.

R. (Dick) Scott, of Scott, Addickes Company, London, is in Chicago. Scott arrived November 22 and since has been kept busy around the manufacturing centers looking over the new lines of coin machines.

Harry Hoppe, Exhibit Supply Company's ambassador of good will, returned to Chicago early this week to confer with executives of the Exhibit company, also to exchange greetings with Dick Scott, of London.

H. Z. Smith, of Mason City, Ia., spent a few days on the Chicago coin rialto during the past week. Bill Frey, of Miami, was also a visitor last week.

Joe Aronoff writes from Dallas that Exhibit's Chuck-a-Lette on location, at Bat 'Em Land in the heart of the city, set a real mark for all other coin machines on that location.

Around 600 operators, with wives and friends, attended the opening party of the Silent Sales Company in Minneapolis last week. Carl Klein, of Groetchen Tool Manufacturing Company; Leo J. Kelly, of Exhibit Supply Company; Jack Keeney, of J. H. Keeney & Company; Jimmy Johnson, of Western Equipment and Supply Company, and C. U. Hornisher, of Pace Manufacturing Company, were among the Chicago manufacturers and manufacturers' representatives in attendance at the opening.

Bill Cohen, proprietor of Silent Sales Company, staged more than an opening party—it was a coin-machine convention. A unique feature of the event was the manner in which the manufacturers' products were displayed. Each manufacturer had a space, with a neon sign over the display with the manufacturer's name, making it easy for the operators and serving as an advertisement for the factory.

Mrs. Bill Cohen was probably the most popular person at the party. The excellent lunch prepared and served by her not only required a lot of forethought, but it was quite a task to feed such a crowd. It is the consensus of opinion that as a hostess Mrs. Cohen deserves top ranking. Bill handled the distribution of refreshments.

Mills Blue Front

MYSTERY BELLS & VENDERS

Mills Novelty Company
4100 Fullerton Ave., Chicago

The party also afforded an opportunity for the manufacturers to get better acquainted with Minnesota folk and learn that they are splendid people, socially and in a business way—sound reasons why they are so successful in the coin-machine industry.

A great sensational new advertising idea has been concocted thru the efforts (we mean efforts) of S. L. Stanley (Automatic Amusement Company) and Sam Rabinowitz (Babe Kaufman, Inc.). No official announcement has come thru as yet. The discussion still rages but no decision. Will there ever be a decision, is the unanswered question.

Somewhat of a coin-machine exhibitors' convention is in progress at the present time in Chicago at the convention of the National Association of Amusement Parks, Pools and Beaches, combined with the meeting of the International Association of Fairs.

Chicago Coin Announces New Novelty Game Idea

CHICAGO, Nov. 28.—While emphasizing the features of Sweet 21, a payout table recently announced, officials of the Chicago Coin Corporation also announce that a new novelty game would soon be ready for the market. "A paramount feature of Sweet 21," officials stated, "is its new award adjustment, which is regulated to pay out frequent small awards, inducing great play. Another exclusive feature is the 1 1/4-inch steel ball, which adds an extra kick to the unusual playing design.

"Sweet 21 is proved mechanically perfect by the '5,000' test, which was instituted to assure perfect location performance. Every machine is played 5,000 times before shipping to fully test the payout regulation and other devices. Equipped with a 12-volt Electropak, guaranteed motor-driven payout unit, in-a-drawer mechanism and an A. B. T. coin chute, Sweet 21 is fully prepared to undergo the heaviest and most rigid playing conditions.

"Another Chicago Coin Corporation creation soon to take the field is Rugby, an advancement and decidedly different from any novelty game ever attempted. The few who have seen this machine, which is undergoing production, state that its future is brilliant and assured of success."

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

REBUILT-READY TO OPERATE

BALLY ROLL . . . \$129.50	PAMCO CHASE . . \$39.50
RELIANCE 49.50	PAMCO BALLOT . . 49.50
DOUBLE HEADER . . 42.50	TYCOON—New Front
ALAMO 39.50	Battery 44.50
MULTIPLE 64.50	RED SAILS 34.50
PALOOKA JR. 49.50	BROKERS TIP . . . 39.50

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

3 BIG XMAS CANDY DEALS

Jumbo Deal No. 1

8 BIG WINNERS.
On 150-Hole 3-Section Finger Punch Jumbo Board, 1c-15c per Sale. No Waiting.

HIT AND TAKE.

Deal Consists of:

Eight 5-Lb. Xmas (Yes, 40 Lbs.) of Hy-Grade Assorted Chocolates, in Attractive Cellophane Wraps. Complete with Jumbo Board. Entire Deal in Handy Carton.

Costs You \$6.55 Takes In \$21.45

JAY ROSE "TESTED" DEALS WITH 7 DAY MONEY BACK GUARANTEE. OVER 5000 DEALS SOLD—85% REPEAT ORDERS.

Midget Deal

12 WINNERS.
On 120-Hole, 4-Section Midget Board.

Deal Consists of:

Twelve 1-Lb. Boxes Hy-Grade Assorted Chocolates, Complete with Midget Board. Entire Deal in Handy Carton.

Costs You \$2.50 Takes In \$6.00

Jumbo Deal No. 2

JUST OUT
11 BIG WINNERS.
On 150-Hole 3-Section Finger Punch Jumbo Board—1c-15c per Sale. No Waiting.

HIT AND TAKE.

Deal Consists of:

Five 5-Lb. Boxes and Six 2 1/2-Lb. Boxes (Yes—40 Lbs.) of Hy-Grade Assorted Chocolates in Attractive Cellophane Wraps. Complete with Jumbo Board. Entire Deal in Handy Carton.

Costs You \$7.55 Takes In \$21.45

HY-GRADE CANDY-THAT SPELLS REPEAT BUSINESS

Prompt Delivery. 1/3 Dep. With Order, Bal. C. O. D. References: Dun & Bradstreet.

J. ROSE & CO. 2316 Locust St. Louis, Mo.

Get Your Name on Our Mailing List. NOW—

When Writing to Advertisers Mention The Billboard.



TURKEYS FOR THANKSGIVING—Part of the Bally force as they received their gifts of a turkey for the holiday. Bally turkey brings bally good smiles.

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

**Nelson Vice-Prez
 Of Rock-Ola Corp.**

CHICAGO, Nov. 28.—Jack Nelson, general sales manager of the Rock-Ola Manufacturing Corporation, has been promoted to the office of vice-president of this concern. Steady progress, thru increased business in all divisions of the Rock-Ola Corporation, has forged the organization ahead in a healthy stride.

Nelson entered the manufacturing business last June after serving 21 years on *The Billboard*. He will continue to hold down the position of general sales manager and will now carry the title of vice-president in charge of sales.

In discussing future prospects in the coin machine industry, Nelson said: "The present trend in the coin machine business today should be encouraging to everyone connected with it directly or indirectly. Never in the history have prospects been so bright for the up and coming alert coin men. The country is prosperous and there is plenty of money. If coin men will serve their customers correctly they will prosper just the same as all other business men. It would not be natural for coin machine business to go backwards with all other industries forging ahead in leaps and bounds. To the contrary, after plowing thru the depression, bank holidays and many other obstacles so successfully, the coin machine men should find the going easy now, with the excellent conditions that confront them."

"And looking back just a few years," said Nelson, "it is plain to see the progress shown in the coin machine industry. It is only a short while ago that games sold for \$35 and \$40, and it required hard, concentrated selling on part of the manufacturers to build up the demand. But with their comparatively small factories and limited manufacturing equip-



JACK NELSON, who has just been named vice-president in charge of sales of the Rock-Ola Manufacturing Corporation, Chicago. Nelson joined the Rock-Ola forces last June as general sales manager after serving 21 years on *The Billboard*.

ment at that time the business forged ahead.

"Today, with coin-operated equipment selling for \$100 up to \$400 and \$500, it is more difficult than ever for manufacturers to supply the demand, altho plants have been increased in size many times, and millions of dollars worth of modern manufacturing equipment has been added.

"This world-wide increased demand for quality equipment proves one thing conclusively, and that is, that operators have shown great progress. The operator is proving by his purchases that quality equipment can be operated most successfully and, in the long run, more money is made with the modern equipment of today costing three and four hundred dollars than the games a few years ago costing much less."

The Rock-Ola Corporation, occupying a tremendous plant, is now working at the rate of three eight-hour shifts a day, Nelson states, and 1,100 employees are busily occupied in the manufacturing of Rhythm King Phonographs, Tom Mix Radio Rifles, Rock-o-Ball bowling alleys, scales, pin games, parking meters and a large variety of high quality furniture. The Rock-Ola factory occupies a space of two and one-half square city blocks.

**One Photo-Electric Cell
 In Tom Mix Radio Rifle**

CHICAGO, Nov. 28.—The feature of only one photo-electric cell in the Tom Mix Radio Rifle, manufactured by the Rockola Manufacturing Corporation, is meeting with great approval of operators, Rock-Ola officials state. The importance of this feature, they say, can only be realized when operators learn that photo-electric cells must be evenly matched in order to operate correctly and when there is only one photo-electric cell used it eliminates unnecessary service calls. The cell in the Tom Mix Radio Rifle is also mounted permanently in the cabinet, thereby giving longer life by the elimination of vibration.

Speed-adjusting features of the Tom Mix Radio Rifle are also meeting with steady approval of coinmen, it is stated, and makes it possible to please all types of players. The adjustment can be accomplished by a turn of a rheostat in the cabinet. The low speed is 4 r. p. m., the average speed 11 r. p. m., and high speed for the expert marksmen is 20 r. p. m. The moving target in the rifle is mounted in the cabinet so that it is easily removable if necessary and the amplifier mechanism is also removable by loosening just four screws. Simplicity in a perfect operating mechanism has been accomplished by the Rock-Ola engineers in the Tom Mix Radio Rifle. Shipments are being made in carload lots to the Pacific and Atlantic Coasts and the nation-wide demand is taxing the huge Rock-Ola plant to capacity.

**Potash and Perlmutter
 Build Distribution Biz**

CHICAGO, Nov. 28.—Paul Gerber and Max Glass, the "Potash and Perlmutter" of the trade, gloomily spent Thanksgiving chewing bits of turkey and surveying the distributing empire they have built. Between bites they sternly observed a map and looked for new worlds to conquer. Keen observers never know what to expect next of the two gentlemen, except that it is now plainly evident they are ravenous consumers of turkey.

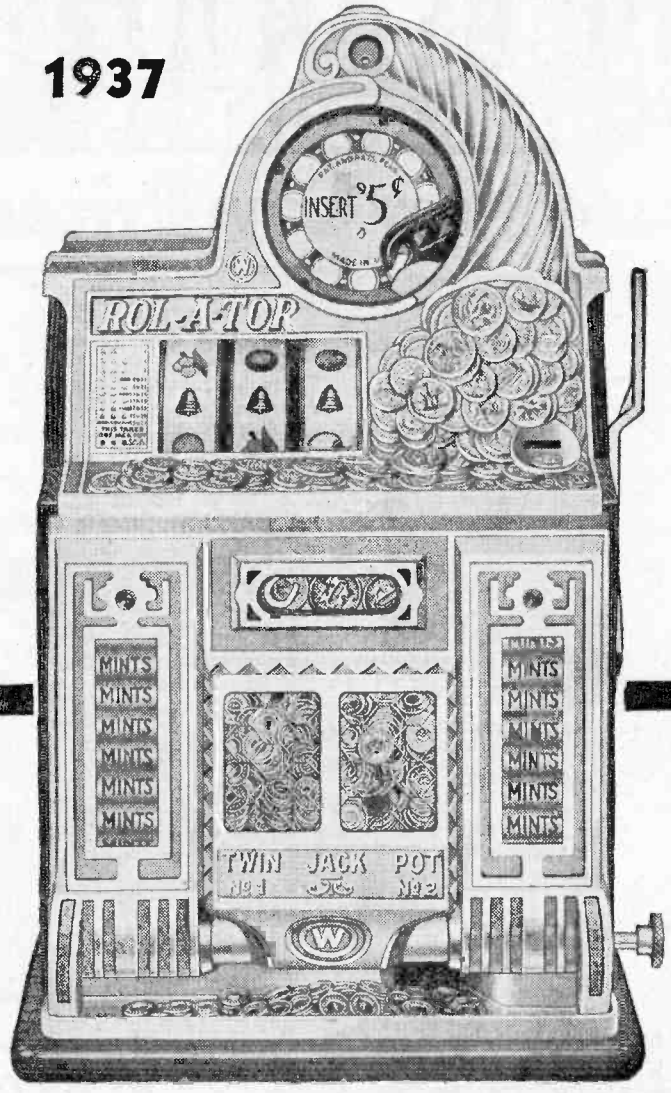
Beginning with Chicago and Illinois, the firm of Gerber & Glass has extended its distributing business to include Illinois, Indiana, Missouri, Iowa, Minnesota, North and South Dakota, Nebraska, Kansas, Wisconsin and Western Michigan. Their customers in this wide territory look to the firm for recommendations on games and machines and the list is said to be growing daily.

Gerber & Glass have stressed Reel Dice and Sequence, two devices recently announced by Daval Manufacturing Company. Reel Dice is an attractive counter device described as the first real dice game in a modern cabinet and strictly according to Hoyle. Seventy-five of the machines put out for original tests demonstrated immense earning possibilities. Sequence is a pin game at a pin game price that offers the play, profits, action and thrills of a pay table. The player can set his own odds and own goal.

"So confident are we of these two games that we are making a seven-day trial proposition to operators. That is the utmost that we can say, just try them out."

"IT'S ROL-A-TOP AGAIN!"

1937



ROL-A-TOP TOPS 'EM ALL!

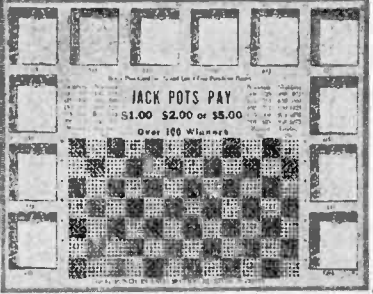
1936 Rol-A-Top swept the country.
 1937 Rol-A-Top will sweep the country again.
 It is the most outstanding, beautiful and popular coin machine ever built. We made a lot of improvements on the mechanism but have not changed the outside design.

Built for 1c-5c-10c-25c Play.
SWITCH TO ROL-A-TOP—SAVE MONEY

WATLING MANUFACTURING COMPANY

Established 1899 4640-4660 West Fulton St., Chicago, Ill., U. S. A. Tel.: COLumbus 2770
 Cable Address: "WATLINGITE," Chicago All Depts.

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



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.

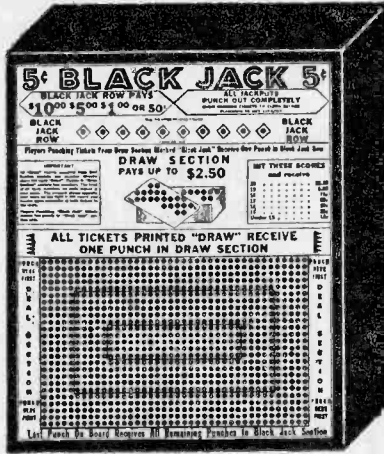
Thank You for Mentioning The Billboard.

HARLICH SALESBOARDS

Note New Low Prices



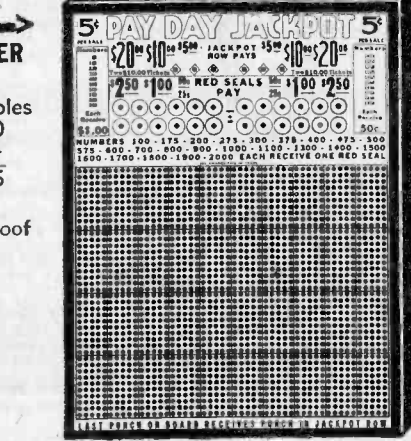
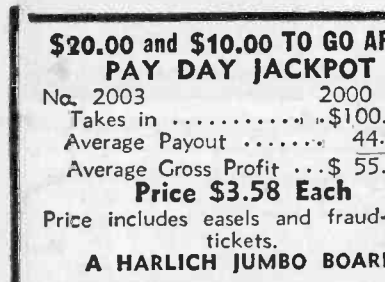
90 WINNERS HIGH SPEED ACTION SLOW OR SNAPPY
 No. 1224 1200 Holes
 Takes in\$60.00
 Average Payout 24.33
 Average Gross Profit...\$35.67
Price \$2.90 Each
 Price includes easels and fraud-proof tickets.
A HARLICH JUMBO BOARD



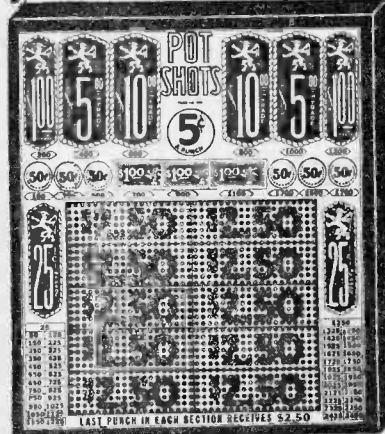
\$10.00 DEFINITE WINNER BLACK JACK
 No. 1127 1000 Holes
 Played just like the popular card game of the same name.
 Takes in\$50.00
 Average Payout 22.88
 Average Gross Profit...\$27.12
Price \$2.42 Each
 Price includes easels and fraud-proof tickets for big winners.
A HARLICH JUMBO BOARD



FAST PLAY and BIG PAY GOLD RUSH
 No. 449 400 Holes
 Takes in\$22.00
 Average Payout 9.38
 Average Gross Profit ...\$12.62
Price \$1.56 Each
 Price includes easels and fraud-proof tickets for the Gold Dust and \$5 Tickets.
A HARLICH JUMBO BOARD



75 BIG WINNERS POT SHOTS
 No. 3075 3000 Holes
 Takes in\$150.00
 Definite Payout 75.00
 Gross Profit\$75.00
Price \$4.06 Each
 Price includes easels and fraud-proof tickets for big winners.



SEND FOR OUR NEW CATALOG OF PROFIT MAKERS
 Write, Stating Your Line or Business to
HARLICH MFG. CO. 1417 W. JACKSON BLVD. CHICAGO, ILLINOIS

LOOK AND BUY MOSELEY'S SPECIAL CLOSEOUTS ON BRAND-NEW FLOOR SAMPLES AND SLIGHTLY USED MACHINES.



We can make prompt shipment on your order for Rock-Ola's Rhythm King and Regular Model and also Used and New Paces Races, either Check Separator Model or Cash Payout Model.

We list below the Slightly Used and Floor Sample Machines we have to offer. WRITE, WIRE OR PHONE your order. For Either Used or New Machines. We Guarantee to meet clean competitive prices.

- | | | |
|----|---------------------------------------|----------------|
| 1 | PALOOKA, SR. | Each. \$ 65.00 |
| 1 | GRAND PRIZE, A. B. T. | 12.50 |
| 1 | RELIANCE, 5c Play, 4-8 Pay. New F. S. | 70.00 |
| 2 | CHALLENGERS, Ca. Pay | 55.00 |
| 1 | HIALEAH, Ticket | 42.50 |
| 2 | PINCH HITTERS | 30.00 |
| 2 | JUMBOS TIP | 42.50 |
| 1 | GOLDEN HARVEST | 27.50 |
| 5 | GROETCHEN'S BLACK JACK, F. S. | 19.50 |
| 1 | RHYTHM KING, F. S., Never on Location | 238.50 |
| 2 | TICKETTE | 3.00 |
| 10 | PENNY SMOKES | 5.50 |
| 10 | TIT TAT TOES | 5.50 |
| 3 | RITHMETIC, F. S. | 8.00 |

- | | | |
|----|--|---------------|
| 1 | TYCOON, Latest Model, Front Door Lock | Each. \$32.50 |
| 11 | MILLS DIAMOND MYSTERY FRONT VENDERS, Serials 330,148 to 854,393 | 50.00 |
| 5 | PACES 1c SIDE J. P. VEN, Serials 14,221 to 18,180 | 15.00 |
| 3 | EXTRAORDINARY SILENT S. U. Serials 363,472 to 398,676, 2 10c and 1 5c Play, Metal Stands Includ. | 75.00 |
| 1 | MILLS MYSTERY BLUE FRONT J. P. BELL, 50c, New | 120.00 |
| 1 | ALL STARS, Ticket | 45.00 |
| 1 | ALL STARS, Cash Payout | 37.50 |
| 4 | TYCOONS, Perfect | 27.50 |
| 1 | HOME STRETCH, A. B. T. | 10.00 |
| 1 | SKY HIGH, Cash Payout | 35.00 |
| 1 | FIFTY GRAND, Like New | 20.00 |
| 1 | ECLIPSE | 10.00 |
| 1 | JENNINGS HUNTER | 20.00 |
| 8 | PROSPECTORS, Cash Payout | 27.50 |
| 3 | PAMCO PARLAYS | 30.00 |
| 8 | BALLY ROLL | 110.00 |
| 1 | DIGGER—1935 Exhibit | 75.00 |
| 1 | ROCKOLA REGULAR MODEL, F. S. Brand New, Never on Location | 192.50 |
| 10 | TURF CHAMPS, Like New | 85.00 |
| 8 | Doz. DUCK SOUP, Brand New Per Dozen | 12.00 |
| 3 | MILLS VICTROLAS, Perfect Condition | 30.00 |
| 1 | MILLS GOLDEN SILENT SV, 5c Play | 25.00 |
| 2 | FUTURITY J. P., 5c, no GA. | 65.00 |
| 2 | 1c MILLS BLUE FRONT JPV | 42.50 |
| 7 | 10c MILLS BLUE FRONT JPV, no GA, serial 260,000 | 70.00 |
| 2 | 25c MILLS BLU FRONT | 70.00 |
| 14 | 5c MILLS BLUE FRONT JPV, no GA, serial 34,253 to 377,451 | 65.00 |

● NOTICE—Look at these Pick-ups: 10 brand new Paces Races offered subject to prior sale and after these 10 are sold the old prices will prevail.
 5 Paces Races, Cash Payout, \$355.00
 Brand New, 5c Play, 30-1, 190.00
 1 Paces Races, 5c Cash Payout, Serial 1262, S. U., 325.00
 1 Paces Races, 25c Play, Cash Payout, S. U., Serial 3661, 395.00
 5 Paces Races, Brand New, 5c, Check Separator, 30-1, in Original Crates, Never Unpacked, 395.00

Write us for prices on PAMCO'S Beejay, Flying Duck and Marksman, GOTTLIEB'S Derby Day, Dally Races, BALLY'S Preakness, Belmont, Romance Dice Game and Eagle Eye, ROCK-OLA'S Tom Mix, Multiselectors and One Better, STONER'S Turf Champ and Hold 'Em and KEENEY'S Shoot-a-Lite. All orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph Money Order. Write and ask us to put you on our mailing list.

MOSELEY VENDING MACHINE EX., Inc., 800 BROAD ST., Richmond, Va.
 DAY PHONE, 3-4511. NIGHT AND SUNDAY, 5-5328.

Rock-Ola Announces Roberts Sales Head for New Rock-o-Ball

CHICAGO, Nov. 28.—An entirely new Rock-o-Ball was announced by the Rock-Ola Manufacturing Corporation this week, with many new improvements that have proved on location to increase the earnings of this type equipment by a big margin.

Rock-Ola's triple score feature in the new de luxe Rock-o-Ball is said to be gaining keen interest everywhere operated, especially in New York and the Eastern territory, where bowling games have taken hold so strongly due to early licensing of this type equipment.

Capitol Automatic Music Company and the Supreme Vending Company are using new de luxe Rock-o-Balls to the tune of four carloads each day, a Rock-Ola official states, and this quota does not begin to take care of the demand. Distributors from all parts of the country are also ordering in large quantities to supply the nation-wide demand.

Triple-score feature consists of number of balls played, the score of the game and the high score. All scores recorded automatically as game is played. Operators say that this modern score-keeping register increases the play and makes it possible for the merchant to keep track of the games and the scoring when there are prizes given for high score of the day and the week. The new portable features make it possible for operators to move their own machines and save the express charges. The new De Luxe Rock-o-Ball is made so portable that it fits into a small-sized truck. The legs come off in an instant and the scoring mechanism in the back is mounted in a special compartment that is removable by the pulling of one plug and the loosening of a couple of screws.

Full speed ahead is the by-word on the new de luxe Rock-o-Ball and deliveries are being made by the carload to all parts of the country. "We are looking forward to a big bowling season," said David C. Rockola, "and we are geared to take care of the demand so that the operators can reap the big profits that are bound to come from this type of game."



A SAMPLE CONGRATULATION at the formal opening of the Fishman-Schlesinger Distributing Company, New York. This is called the "triple clinch" and shows Joe Fishman, Fred McClellan and Nat Cohn.



"Figures don't lie, Jim. STONER'S games are the most consistent Money Makers."

HOLD 'EM

"The only Novelty Football Game this season," says one enthusiastic Stoner Distributor, of HOLD 'EM.

HOLD 'EM brings together two opposing football teams, each scoring against the other, providing the team-vs.-team rivalry of actual football. Player can play one team alone for 5c, or both teams for 10c. According to early reports from distributors, this feature is responsible for HOLD 'EMS earnings practically doubling those of ordinary games.

Beautiful Custom Built Cabinet Trimmed in Chromium

Lift Out Playing Field for Easy Servicing

Simple Scoring Principle Everyone Can Understand

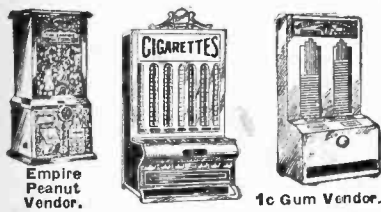
STONER

THE STONER CORPORATION
AURORA ILLINOIS



\$54.50
ELECTROPAK
EQUIPPED

Size
21"x41"



STONER'S BIGGEST MONEY MAKERS!
HOLD 'EM \$54.50
TURF CHAMPS \$137.50

Operate Cigarette, Gum and Peanut Machines in addition to Games! Write for our Complete Catalog of New and Used Vending and Amusement Machines. Many Bargains Available!

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

BARGAIN SPOT
GOLDEN HARVEST
\$27.50

BARGAINS IN RECONDITIONED MACHINES

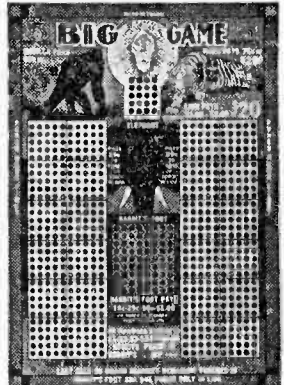
PAYOUTS.		Sunshine Derby		Carloca	
Daily Races (Mystery)	\$67.50	Pamco Parlay	\$34.00	Put 'N' Take	\$13.00
Daily Races (Multiple)	42.50	Jumbo	32.50	Sp'tsm'n, Vls.	11.95
Velvet	65.00	Dbl. Score	30.00	Rapid Fire	9.00
Challenger	65.00	Dbl. Header	30.00	PIN GAMES.	
Multiple	57.50	Prospector	25.00	Auto Flash (Ticket)	\$13.00
All Stars	57.50	Mammoth	25.00	Ball Fan	10.00
Bally Derby	63.00	De Luxe "46"	23.00	Cheer Leader	9.00
Hialeah	49.00	Trojan	23.00	Five & Ten	9.00
Round Up	49.50	Aces	22.00	Screamo	8.00
Pamco Chase	49.50	Centennial Ace	21.00	Rapid Transit	8.00
Peerless	47.50	Big Five, Sr. (2 or 5 Ball Play)	21.00	Home Stretch	7.50
Bonus	45.00	Big Five, Jr.	21.00	Big Game	7.00
Credit	45.00	Baffle-Ball	19.00	Trapeze, Jr.	7.00
P. a m c o. P a l o o k a, Sr.	45.00	Stampede	18.00	Split Fire	7.00
Ten Grand	44.00	Big Shot	17.00	Kings	6.50
Sunshine Baseball	42.50	Treasure Ship	15.00	Pippin	6.50
Pinch Hitter	40.00	Gold Rush	13.00	Gridiron	5.00
Grand Slam	37.50	Plus & Minus	13.00	Scorealite	5.00
Atamo	35.00	Do or Don't	13.00	Spot Lite	5.00
				Star Lite	5.00
				Action, Jr.	4.50
				Signal	4.50

NATIONAL COIN MACHINE EXCHANGE, 1407 Diversey Blvd. CHICAGO, ILL.

First With the Latest New Games—Get Your Name on Our Mailing List.

Superior
"WORLD'S FASTEST GROWING SALESBOARD FACTORY"

We Sell To Operators Only



BIG GAME AS THRILLING AS A TRIP TO AFRICA
72 WINNERS—5 JACKPOTS—\$20 CAPITAL AWARD
600-HOLE—24 SECTION—5c BOARD
BOARD TAKES IN 600 HOLES @ 5c. . . . \$30.00
PAYS OUT (AVERAGE) 13.88
PROFIT (AVERAGE) \$16.14

Thick Board With Easels and Celluloid Protector Over Jackpots
SUPERIOR PRODUCTS, Inc., 14 N. Peoria St., Dept. B, CHICAGO

FUR COATS \$10 to \$27.50
MUFFS \$3.00
SCARFS \$6.00
★SALESBOARD OPERATORS—New, Outstanding Low Priced FURS
All Sizes, Styles, Designs Smart, Finely Made, Beautiful Most Popular Furs Clean Up!
Black Seal Skin (Dyed Coney); Talon Zipper. Retailers Everywhere \$7.00 and up. Order Now!
White Fox, Silvered Fox, Cross Fox, Smart, Beautiful. Tremendous Value and Flash.

WRITE FOR BIG ILLUSTRATED CATALOG "EVERYTHING IN FURS."
CHARLES BRAND, 208 W. 26th Street, New York, N. Y.

YOU WILL IN TIME "BUY"
Slot Machines—Pin Ball Games—Merchandise Machines—Supplies—Mints—Ball Gum, Etc., From Us—Why Put It Off?
HUBER ALL THE LATEST MACHINES AT BARGAIN PRICES
COIN MACHINE SALES CO.
600-610 W. VAN BUREN ST., CHICAGO, ILL.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY
Bally Mfg. Co. D. Gottlieb Co. Daval Mfg. Co.
Pacific Am. Mfg. A. B. T. Co. Western Equip. Co.
Groetchen Mfg. Co. Exhibit Supply Co.
KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

ADVERTISERS, "BILLBOARD"
ADVERTISE IN THE BILLBOARD — YOU'LL BE

LADY LUCK
1200 Hole Form 4190
Takes In \$40.00
Pays Out 19.00
HOLIDAY BOARDS, HOLIDAY CARDS AND HOLIDAY HEADINGS
Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.
CHAS. A. BREWER & SONS
Largest Board & Card House in the World
6320-32 Harvard Ave., Chicago, U. S. A.



JOHNSON PASSES to PONSER

WESTERN WINNERS GO EAST IN A BIG WAY!

TEAM WORK . . . WESTERN'S proven profit-makers combined with PONSER'S complete distributing and service facilities is real news! A powerful combination that means greater opportunities to all jobbers and operators in NEW YORK, PENNSYLVANIA, NEW JERSEY and MARYLAND.

CENTER SMASH



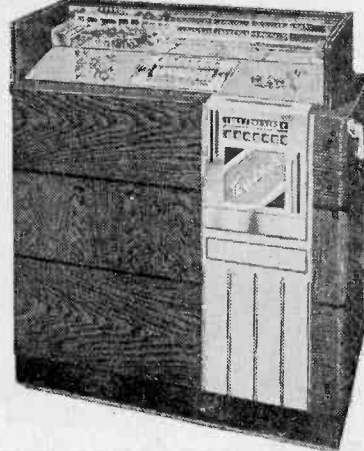
1 ball automatic payout football game . . . mystery coin chute . . . odds from 2 to 40 . . . beautiful cabinet 24"x50" . . . illuminated back-board.

\$139⁵⁰

Power Pack or Batteries Optional — No Charge for Check Separator — \$10.00 Extra for Ticket Model.

Thoro-bred

A marvelous race horse machine . . . multiple visible slug-proof coin chutes, 7 coins . . . changing mutuels odds from 2 to 30 . . . no tapes, refills, sequences or charting . . . 43 1/2" high, 41 1/2" wide, 18" deep, the biggest money-maker you can operate . . . write for further information.



An exciting BLACK JACK game in a new 1 ball automatic payout table . . . illuminated spinning odds dial . . . visible escalator coin chute . . . de luxe cabinet, 24" x 50" . . . WESTERN'S DOUBLE ACTION MOTOR DRIVEN PAYOUT UNIT.

\$139⁵⁰

Power Pack or Batteries Optional. No Charge for Check Separator—\$10.00 Extra for Ticket Model.

TOP 'EM



GEORGE PONSER CO., Inc.

11-15 EAST RUNYON ST. NEWARK, N. J.

1140 BROADWAY NEW YORK CITY

BIG PROFITS for Salesboard Operators

Handling **CANDY BOARDS**

Complete Deal of 21 Boxes Costs Only **\$5.75** Brings the Dealer . **\$15.00**

Here's a Wonderful Opportunity for Salesboard Operators to Cash in on Some Extra Good Profits. Order right now and get the business. Deal consists of the following:
12 Half-Pound Boxes Fancy Chocolates,
6 Full Pound Boxes Chocolates,
3 Three-Pound Boxes Fancy Chocolates,
1 Three-Hundred-Hole Salesboard,
21 Winning Numbers.
Your Cost Complete Only **\$5.75**.
Deposit of \$3.00 is Required on C. O. D. Orders.

Send for complete list of Turkey Cards and New Salesboards. Xmas edition of the Hustler Catalog now ready for distribution. When requesting copy mention your line of business.

LEVIN BROTHERS Terre Haute Indiana

Ponser-Western Tieup Announced

CHICAGO, Nov. 28.—Important news was released here yesterday by Jimmy Johnson, of Western Equipment and Supply Company, that his firm and the George Ponser Company, Inc., of Newark, N. J., had joined forces to form one of the most powerful combines in the trade for the promotion of amusement devices.

According to the news release, "Western Equipment and Supply Company is famous from Coast to Coast for its creation of outstanding automatic machines, and George Ponser is known thruout the whole Eastern section as an aggressive and top-ranking distributor. With Western Company supplying the machines and the Ponser Company not only stimulating sales, but providing complete facilities to operators and jobbers, we look to the future with more than mere confidence.

"George Ponser Company, Inc., will handle Western sales exclusively in the four Eastern States of New York, Pennsylvania, New Jersey and Maryland. Ten

experienced contact men form the working structure of this streamlined sales organization. Experts in every phase of the business, they are completely familiar with the needs and demands of the operators and jobbers in their territories. George Ponser, head of this organization, is one of the pioneers in the coin-machine industry. His popularity with the entire automatic field is unquestioned."

Mr. Ponser in commenting about his organization's association with the Western concern said: "I have always admired not only the brilliancy of Western productions but the men holding down the executive positions. Jimmy Johnson, as chief executive, I consider to be one of the most colorful and major factors in this business. Frankly, I am proud to be affiliated with Jimmy, and needless to say, I'm certain of our mutual success."

Mr. Johnson, of Western, was obviously happy about the association between his concern and the Eastern company. His statement clearly expressed his confidence in Mr. Ponser and his sales force. "I have for some time contemplated this action and have given it much consideration. Knowing Mr. Pon-

ser for quite a long time, I am thoroly familiar with his policies and his fine record. Therefore it is with much optimism that I look forward to a highly successful tieup with him. I am convinced that this combine is one of the biggest things that ever hit the Eastern section. I will not be surprised to see a tremendous boom, resulting from the joining of the Western Equipment and Supply Company and the George Ponser Company in the Eastern sales territory."

Babe Kaufman Introduces Targette With Big Party

NEW YORK, Nov. 28.—Babe Kaufman is introducing Keeney's Targette electric ray rifle to Eastern operators with a party that is to run an entire week. Babe will run an open house from Monday, November 30, thru Friday, December 4. Refreshments and drinks of all kinds will be on hand.

Babe claims the Targette machine is without question one of the finest games ever brought out for the operator and all they have to do is to come up and see it in operation and then they will be able to see for themselves the merit of this shooting machine.

YEAR END SALE

De Luxe 46 . . . \$19.50	Repeater . . . \$22.50
Gal'ping Pigs 55.00	Reliance, 25c 54.50
Pamco Pal. Jr. 55.00	Reliance, 5c . . .
Big Richard . . .	(Late Mod) 67.50
J. P. 47.50	Red Salls . . . 44.50
Rapid Fire . . . 8.50	Mills 1c Q. T. . . .
Prospector . . . 22.50	D. J. 27.50
Multiple . . . 49.50	Hold & Draw. . . 7.50
Bally Derby . . .	Horses 7.50
(Ticket) . . . 54.50	Wurlitzer
Pamco Parlay 39.50	P-12 157.50
Novelty Marble Games 4 for \$10.00.	

Write for Complete List of Used Slots and Automatics.
MARION COMPANY, Wichita, Kan.

PIN GAME AND SALESBOARD OPERATORS
DOUBLE YOUR WEEKLY INCOME
From Your Locations With Our
SALESBOARD NOVELTY DEALS
Plenty of Profit — Small Investment
CHARRIS SPECIALTY CO.
946 DIVERSEY PARKWAY CHICAGO, ILL.
100% Wholesale — Free Catalog

SAY YOU SAW IT IN THE BILLBOARD



SUPREME VENDING COMPANY, Brooklyn, moves into new location, occupying entire building for sales of coin machines. William (Little Napoleon) Blatt is president of the firm. Opening party is set for December 5.

AMAZING SALE

HERE'S YOUR CHANCE TO BUY GOOD USED GAMES ALL OF OUR GAMES ARE LIKE NEW

- FLICKER (Late Model) . \$89.50
- SURE SHOT 29.50
- BIG RICHARD 39.50
- RED MAN 49.50

SHY BROS.

1201 W. Mitchell St. Milwaukee, Wis.

Exhibit's SHOOT-A-LITE

Deliveries NOW!
ON DISPLAY AT YOUR JOBBERS—RIGHT NOW



The GREATEST of ALL HUNTING ATTRACTIONS

FOUR Moving Targets—FOUR Ducks that Fly VARYING Courses UP and DOWN and ACROSS the Entire Rifle Range

GUN STAND is "Tops" for Showmanship

Players simply can't resist this unique, UP-RIGHT method of presenting gun. It's an "invitation to shoot" In addition it provides gun rests for women and unsteady shooters. It also does away with dirt-collecting side compartments. Gun is always clean and never soils clothing.



Exhibit's Shoot-A-Lite "TOPS" them all . . . Instead of one lonesome duck revolving on a disc, flapping a wing or painted on glass—Shoot-A-Lite presents the spectacle of a flock of FOUR life-like ducks winging their way in natural flight, UP and DOWN and ACROSS the entire rifle range. Each flies an *entirely different course* . . . and each requires a different degree of skill to hit. Everyone gets a test of marksmanship in Shoot-A-Lite; and it's *real sport*, for the player must aim at a different angle, each time he shoots. Realistic hunting scene . . . animated scenic lighting-effects . . . sound effects . . . interchangeable REPLACEMENT targets (NOW available—\$20.00 each) . . . UPRIGHT gun presentation stand with gun rests . . . and regulation size rifle . . . make Shoot-A-Lite the "ultimate in rifle target equipment."

MORE PROVEN WORTHWHILE FEATURES Than in All Others Combined!

Cheat-proof targets ★ Only the concentrated "bullet size" rifle-ray can register a hit ★ Self-adjusting amplifier ★ Simplified ONE-adjustment mechanism ★ Simple gun adjustment makes hits easier or harder to make ★ Non-breakable ray-bulb mounting ★ Ray-bulb replaceable at any auto supply store ★ No cartridges to replace ★ And only ONE photo cell All these features at a—

WORLD'S LOW PRICE

NOW, let's talk FACTS. No other rifle target game can compare with Shoot-A-Lite. Yet Shoot-A-Lite sells at a WORLD'S LOW PRICE for complete game. There *must* be a reason. And there *is*. Shoot-A-Lite is sold for cash. You do not pay for notes others fail to pay. You pay *ONLY* for the game . . . And you get your money's worth. Don't be fooled. Buy the BEST for LESS. Bag BIGGER PROFITS with Shoot-A-Lite.

For Complete Information, Write or Wire

EXHIBIT SUPPLY CO.
4222 W. LAKE STREET • • • CHICAGO, ILL.

THE IDEAL

Target Stand for EVERY Location

This preferred type of pedestal enables you to install Shoot-A-Lite in ANY location, small or large. Base is only 24 inches in diameter. Height of target is adjustable to clear counter, tables or bar. And Shoot-A-Lite can be operated at any practical distance. Where necessary Shoot-A-Lite target can be hung from ceiling, attached to wall or placed on counter. Life-like continuous scene-in-action may be tuned off and on at will.



ONLY \$245 COMPLETE

With adjustable pedestal, extra long extension cord, extra ray bulb and all accessories. Nothing else to buy.

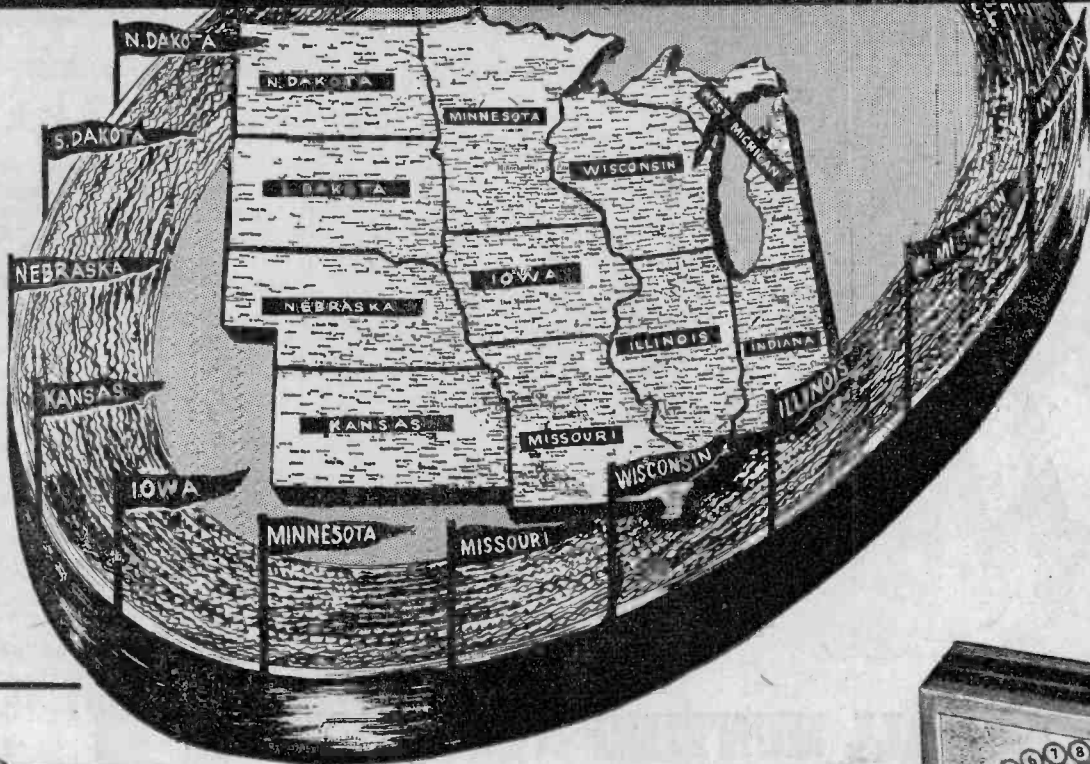
THE "Rose Bowl" OF THE MIDDLE WEST where the GREATEST GAMES are played SEQUENCE and REEL DICE



MAX GLASS
says

"The great States of the Middle West where we have been shipping the new Daval games as fast as they come off the production line are today the real "Rose Bowl" of the country—where the greatest games are played—REEL DICE and SEQUENCE!

"We urge every operator and jobber in these States to get in touch with us immediately for a sure-fire clean-up on these 2 sensational money-makers.



PAUL L. GERBER
says

"Never before in all our history have we been able to offer the operators of the Middle-West such fine equipment. Both REEL DICE and SEQUENCE are FULLY GUARANTEED!"
"They are the BEST of all the NEW games that have been introduced!"
"They have already proved themselves the BIGGEST MONEY-MAKERS we have ever presented!"
"For INSTANT, SURE, BETTER SERVICE—WRITE, WIRE or PHONE US TODAY!"



FREE-7 DAY TRIAL

Operator's Price
18 75
4 WAY PLAY
TAX PAID

On the greatest dice play counter game in ALL history! The counter game that combines ALL the earning power of Daval's world famous Penny Pack, Tit-Tat-Toe, Races and Reel "21"! Spinning reels thrill the player with teasing, tantalizing LAST SECOND SUSPENSE! HOLDS the player at the game because it SHOWS him possible winners Top and Bottom all the time! Smooth, spin action of reels like real dice. Plays the Point! Plays the Natural! Plays the Field! Pays REEL Odds! NO SCORECARD NECESSARY! Gets RED HOT ACTION on location! BRINGS BIGGER PROFITS than any counter game in WORLD COIN MACHINE HISTORY! YOU CAN'T LOSE when you DEAL WITH GERBER & GLASS!

SEQUENCE

The 5-BALL, NON-PAYOUT APPROVED LEGAL PLAY PIN GAME with PAY TABLE "LIVE" ACTION, CHANGING ODDS, CHANGING SCORE, LAST-BALL THRILL and SUSPENSE, BIG PAY TABLE ODDS that have captured BIG PROFIT PLAY EVERYWHERE and at ONLY a Regular Pin Game PRICE! That's why SEQUENCE shines forth from ALL novelty pin games introduced during 1936 as —
"THE GREATEST OF THEM ALL!"



Operator's Price
57 50
TAX PAID

SEQUENCE has become "THE FASTEST SELLING NON-PAYOUT PIN GAME IN HISTORY!" It incorporates all the famous features of Daval's sensational hits of 1936, Stock Exchange, Panama, Neck 'N Neck and Excel in ONE SUPER THRILL, "LIVE" ACTION, EXTREMELY BEAUTIFUL and ORIGINAL PIN GAME! SEQUENCE is the game of the "Rose Bowl" of the MIDDLE-WEST—BE FIRST IN YOUR TERRITORY—GET ALL THE BEST LOCATIONS—ORDER NOW!

"The World's Foremost Distributor of Winners for Operators!"
GERBER & GLASS, 914 DIVERSEY, CHICAGO



Proudly, Genco Presents
HAPPY DAYS

THE COLORFUL NEW 6-BALL SKILL GAME THAT'S DRAWING THEM IN WITH THE SENSATIONAL

"Change Your Luck" Feature

A brilliant novel idea that sustains interest and encourages the player. At any time, he can "change his luck" by playing the shot over the unique CHANGE bridge—a new combination to be "made" flashes on, and the play gains an entire "new deal".

GENCO SMASH HIT!

Six ball straight table with all the thrills of an automatic payout—legal everywhere!
 Lighted score-board shows numbers to be made and gives pay-off odds.

Sturdily and beautifully constructed of magnificently finished blond woods.

Flashing tilt indicator and visible slug-proof coin chute protect you against fraud.

3 MEANS A CROWD!

Three Dramatic HAPPY DAYS features that "pulled 'em in" on tests.

1. Player can change numbers he has to "make" by playing CHANGE bridge.
2. Three BONUS holes—add to the payout.
3. DOUBLE PAY kicker—doubles the winnings.

TRIED AND TESTED A PROVED WINNER!

Only
\$54.50
 F.O.B. CHICAGO

SIZE 28 1/2" x 45 1/2"

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HERCULES MACHINE EXCHANGE, INC.
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Non-breakable center fold. Fits coat pocket. Produced in full colors. Exclusive trouble-proof name registry.

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 MINNEAPOLIS - MINN.

On all orders for Turkey cards, full payment must be sent with order. State take-in that you desire. Add 10% govt. tax to all prices.

We furnish Turkey Cards with take-in as follows: "Numbers 1 to 10 Free—Numbers 11 to 25 Pay What You Draw—Numbers over 25 Pay only 25c." Also "Numbers 1 to 10 Free—Numbers 11 to 35 Pay What You Draw—Numbers over 35 Pay only 35c."

Size	1c to 25c Cards with 10 Free Numbers	1c to 35c Cards with 10 Free Numbers	Per Doz.	Per 100.	Per 500.	Per 1,000.
60	\$11.45	\$14.50	\$0.84	\$5.87	\$28.84	\$44.01
70	13.95	18.00	.93	6.44	26.09	48.14
75	15.20	19.75	.98	6.71	27.21	50.19
80	16.45	21.50	1.01	6.90	28.34	52.26
100	21.45	28.50	1.17	8.12	32.83	60.51

REEL DICE

The Greatest Dice ACTION Counter Game Ever Built.

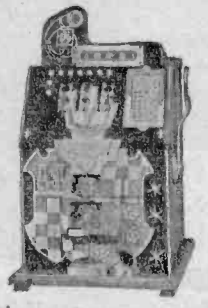
Silent Mechanism. 4-Way Play—1c, 5c, 10c and 25c Through Same Slot. Unconditionally Guaranteed.



Order your Sample today. A few days on location will make you order more.
\$18.75

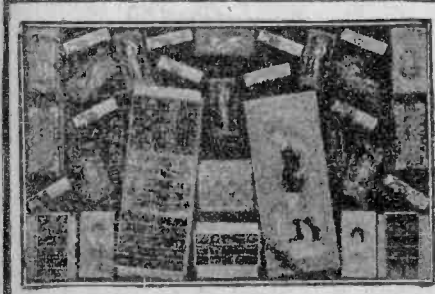
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BIG CANDY LEADER

33 Large and Medium Size Boxes High Grade Chocolates AND A 1,500-HOLE 2c BOARD Takes in \$30.00. Profit Over \$23.00 No. B119—Sample Assortment. \$6.95 6 Lots, Each 6.50 25% With Order, Balance C. O. D.

SEND FOR OUR CATALOG FULL OF NEW ASSORTMENTS SALESBOARDS AND COUNTER GAMES. YOU WILL SAVE MONEY.
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2 CANDY SALESBOARD DEALS

SENSATIONAL MONEY MAKING DEAL
50 WINNERS 44 Boxes of High-Grade Candy—1 Lb.—1/2 Lb.—1/4 Lb. 6 Jars of Assorted Filled Candy.
 A 5c Salesboard. 1 300-Hole Salesboard.
COSTS YOU \$5.50 ● **TAKES IN \$15.00**

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 Every Punch Receives a 1-Lb. Box of Candy. Numbers Run From 1 to 39.
24 WINNERS 24 1-Lb. Boxes of Candy. 1 24-Hole Salesboard.
COSTS YOU \$4.25 ● **TAKES IN \$8.00**
 20% Deposit With Order, Balance C. O. D. Send for FREE Illustrated Catalog.

CANDY HOLIDAYS FOR THE HOLIDAYS

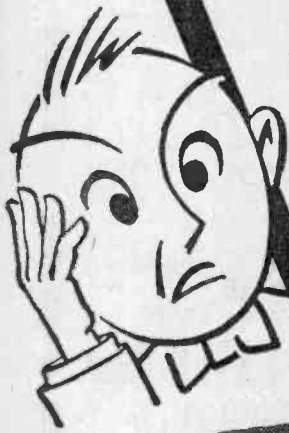
5-Lb. Box of Assorted Chocolates. Per Box **65c**
 5-Lb. Box of American Mixed Hard Candy. Per Box **55c**
 All 5-Lb. Boxes Packed 1/2 Dozen to Carton.

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The Last "Word" in Your Letter to Advertisers, "Billboard".

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When you read about "gun-lite" ray shooting units for the first time—or, if you've been blind to the BIG MONEY OPPORTUNITIES offered in this field—if you've suddenly awakened—and are ready to ACT—you'll naturally be confused at the claims and counter-claims issued on all sides. You'll have to depend on the standing and reputation of Pacific Amusement Mfg. Co., for Location-Tested and PROFIT PROVEN products! The same applies to your pin-table purchases. They MUST be ORIGINAL IDEAS—Tested and PROVED like



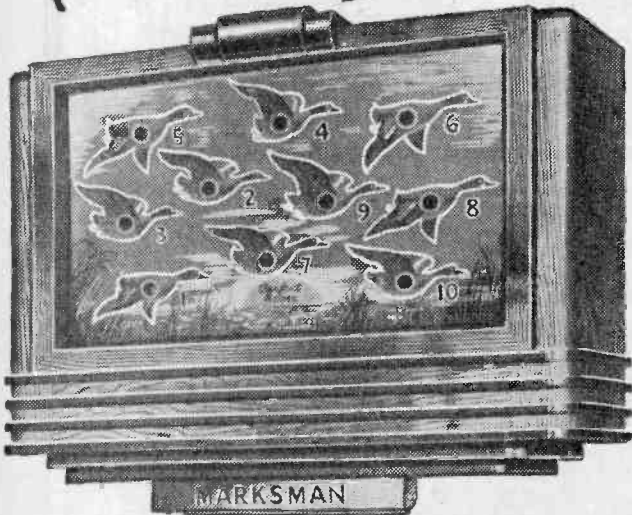
PAMCO Bee Jay
\$129



1-Ball
Single Coin
A. B. T.
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Shows 5 Nickels

Sturdiest, Most
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Ever Produced.
SIZE: 50" X 24"

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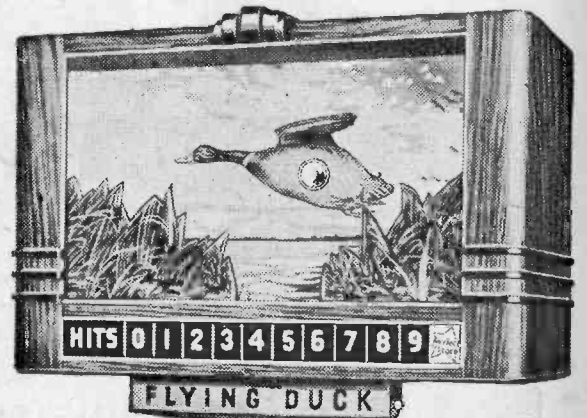
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PAMCO FLYING DUCK

The intriguing idea embodied in this unit is Pamco FLYING DUCK'S erratic FLAPPING WING ACTION. Shooter must squeeze the trigger with the Wing going up or coming down. Ten shots are registered P-R-O-G-R-E-S-S-I-V-E-L-Y to total a Perfect Score. Shoot Pamco FLYING DUCK at your Jobber Showroom. You'll agree—There's none better in the low-priced field!

Priced on Terms at \$196.50
—and You Pay as You EARN!!

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If you've ever witnessed a flock of retreating birds with a gun in your hand—you'll know it's instinctive to see how many you can hit. That's why Pamco MARKSMAN is such a SUCCESS! Ten Targets in all—Ten DIFFERENT angles to shoot from—TEN TIMES the APPEAL and naturally MORE EARNINGS with Pamco MARKSMAN!

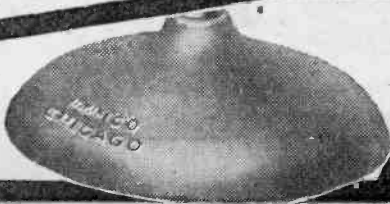
Priced on Terms at \$298.50
With Pamco's "PAY AS YOU PROFIT" Plan.

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PAMCO FLYING DUCK

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HIGH CARD A payout for all card fans. 28 chances to win on Diamonds, Clubs, Hearts and Spades. Odds up to 40-1. Elaborately designed playing field.

HIT PARADE Seven baseball stars ready to go to bat. Pays for Single, Double, Triple and Home Run. Odds up to 40-1. Plenty of irresistible "come-on."

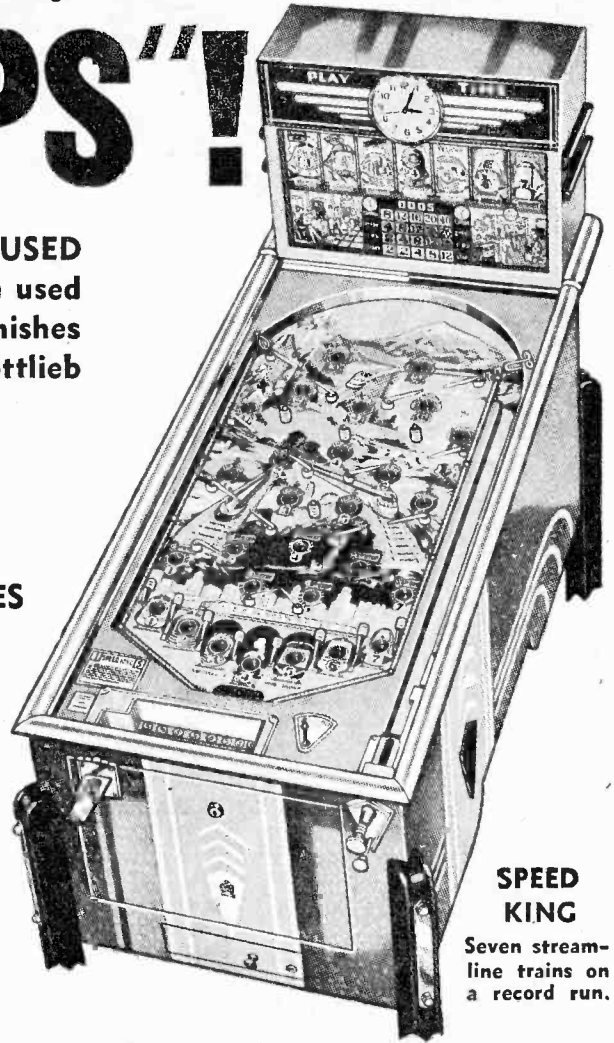
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Seven streamline trains on a record run.



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Mystery Single or Multiple Coin Slot Optional. Equipped with New A.B.T. No. 400 Slot. Ticket Game, \$10 Extra. Check Separator, No Charge. D. C. Adaptapak, \$5 Extra. Electropak Equipped

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The original game paying for FOURTH place.

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BALLY'S EAGLE EYE
 PHOTO-ELECTRIC RIFLE RANGE



TRIPLE DUCKS mean triple earning power . . . because BALLY'S EAGLE EYE appeals to beginners, to average players, to sharpshooters! Veteran huntsmen and people who never held a gun in their hands . . . all get a thrill out of BALLY'S EAGLE EYE!

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**ONLY ONE PHOTO-CELL
 AUTOMATIC SELF-ADJUSTING AMPLIFIER
 CANNOT BE CHEATED WITH FLASH-LIGHT
 GUARANTEED TROUBLE-PROOF**

**RUSH YOUR ORDER TO INSURE PROMPT DELIVERY
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ADJUSTABLE
 metal stand model, adjustable from 6 ft. 2 in. up to 8 ft. 2 in. Base 25 in. by 41 in. Firing range from 1 ft. to 75 ft. . .
 Also available in Console Model.

and the Greatest Pin Game Bally ever built!

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CHANGING ODDS

Pays on Win, Place, Show..and 4th Place!

OCTOBER . . . NOVEMBER . . . DECEMBER . . . and still the record-breaking run on PREAKNESS continues! And collections climb to a new all-time high, as weekly nets of \$75 and up are turned in . . . week after week, month after month!

PREAKNESS is your opportunity to cash in big on the greatest 1-shot boom in history. Act quick to get delivery, as orders already exceed output. A day's delay in ordering may mean a week's delay in getting started on these phenomenal PREAKNESS profits. RUSH YOUR ORDER TODAY!



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\$14950
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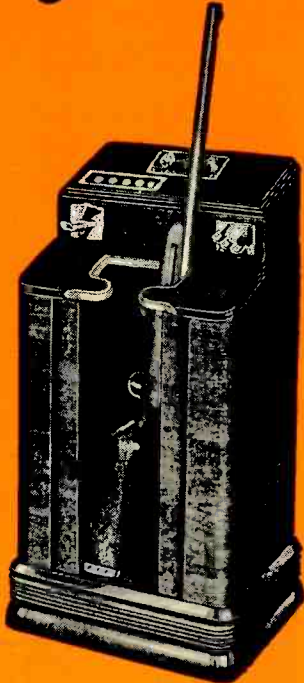
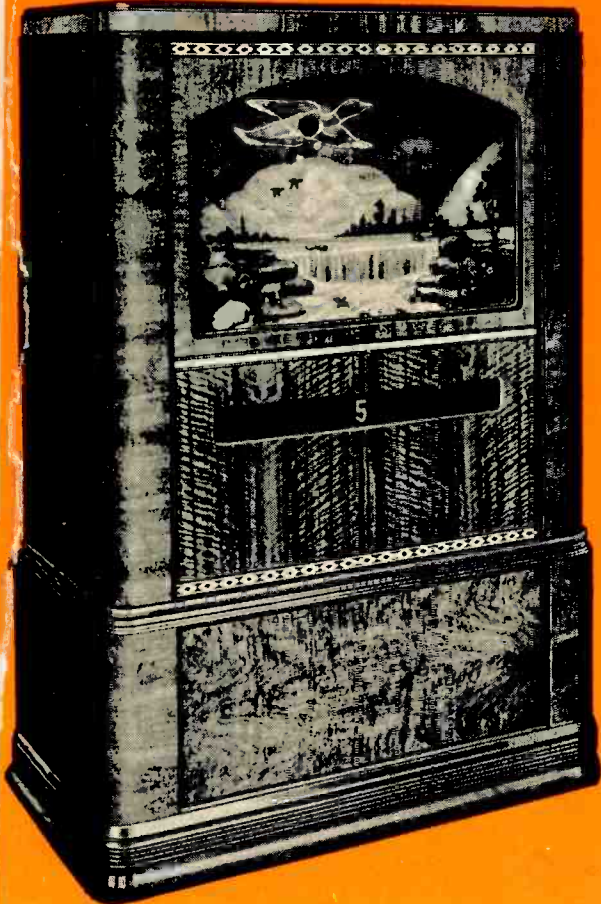
OH DADDY!

am I happy...



yes baby, all the "daddy operators" are taking good care of their babies

because Rock-Ola's TOM MIX RADIO RIFLE is taking good care of operators



IT'S WHAT A MACHINE TAKES IN THAT COUNTS!

The Magic Name "Tom Mix" is your assurance that "ROCK-OLA'S TOM MIX RADIO RIFLE" will make more money for Operators than anything ever placed on any location anywhere.

Perfect performance under Patent Nos. 101260, 101744 and 2,061,092.

The new Mono-cell Principle is so simple it makes mechanics wonder how it works so perfectly. It produces uniform results because of the patented features. The "TOM MIX RADIO RIFLE" is the greatest legal business stimulator ever produced. Every Operator who has seen it, wants it! Again Rock-Ola offers you the most of the best for the least!

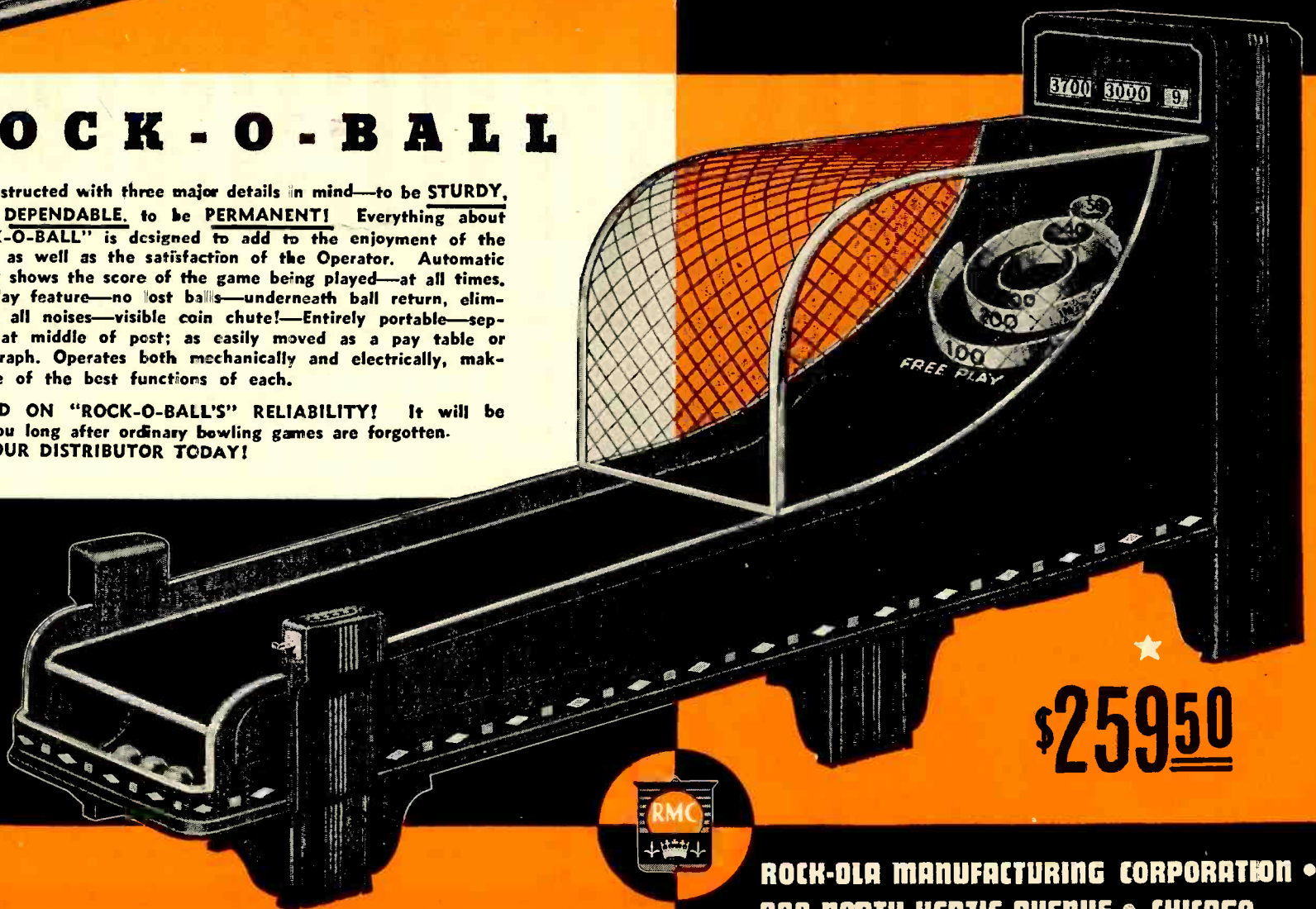
ASK YOUR DISTRIBUTOR TO TRY AND GET A "TOM MIX RADIO RIFLE" FOR YOU!

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★ Constructed with three major details in mind—to be **STURDY**, to be **DEPENDABLE**, to be **PERMANENT!** Everything about "ROCK-O-BALL" is designed to add to the enjoyment of the player, as well as the satisfaction of the Operator. Automatic Scoring shows the score of the game being played—at all times. Free play feature—no lost balls—underneath ball return, eliminating all noises—visible coin chute!—Entirely portable—separates at middle of post; as easily moved as a pay table or phonograph. Operates both mechanically and electrically, making use of the best functions of each.

DEPEND ON "ROCK-O-BALL'S" RELIABILITY! It will be with you long after ordinary bowling games are forgotten. SEE YOUR DISTRIBUTOR TODAY!



★ **\$25950**



ROCK-OLA MANUFACTURING CORPORATION • 800 NORTH MCDONALD AVENUE • CHICAGO

"We looked at them all!"

... then signed up with
**WURLITZER'S
 SKEE BALL**

as the
*biggest money-maker
 and the best investment*

Ben Palastrant
 Supreme Amusement Co. of N.E.

Ben Palastrant of the Supreme Amusement Company of New England, Boston, Mass. and M. J. Lockwood, his partner, at right, signing up with Ben Kulick, Wurlitzer New England representative, for big order of Wurlitzer Skee Balls.



BEFORE investing in any make of bowling game, the Supreme Amusement Company of New England, with headquarters in Boston, "looked at them all". Then they signed up for the Wurlitzer Skee Ball.

The following statement is from Ben Palastrant of this company: "Operators are in business for profits—consequently we looked at all the bowling games from all the angles—particularly from the standpoint of ability to produce profits over a long period of time. We decided to handle the Wurlitzer Skee Ball and results have already justified our decision."

"Wurlitzer's Skee Ball has greater eye appeal. It attracts crowds on sight. Its design is modern, will not become obsolete. It has greater play appeal. A full-size game that invites continuous operation—assures more profit. Finally, it is solidly constructed—mechanically perfect. No service headaches or excessive costs for repairs. It's built to stay in operation for many years."

"We are handling the Wurlitzer Skee Ball, not only because it is the original Skee Ball, but because it is superior to all the others. We felt that the Wurlitzer Skee Ball has investment value that will pay big dividends for a long time to come."

"Our advice to any operator is simply this. If you want to get and hold the best locations—make and continue to make big profits—do as we did—invest your money in Wurlitzer Skee Balls. They have everything it takes to pile up permanent profits."

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SOLD ONLY TO OPERATORS

THE RUDOLPH WURLITZER CO.
 North Tonawanda, N. Y.

Gentlemen: I'd like to cash in on the big Skee-Ball profits. Please tell me how I can get into this profitable business.

Name.....
 Address.....
 City and State.....
 Present Occupation.....



Get and hold the Best Locations with the Wurlitzer Skee Ball