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FEBRUARY 6, 1937

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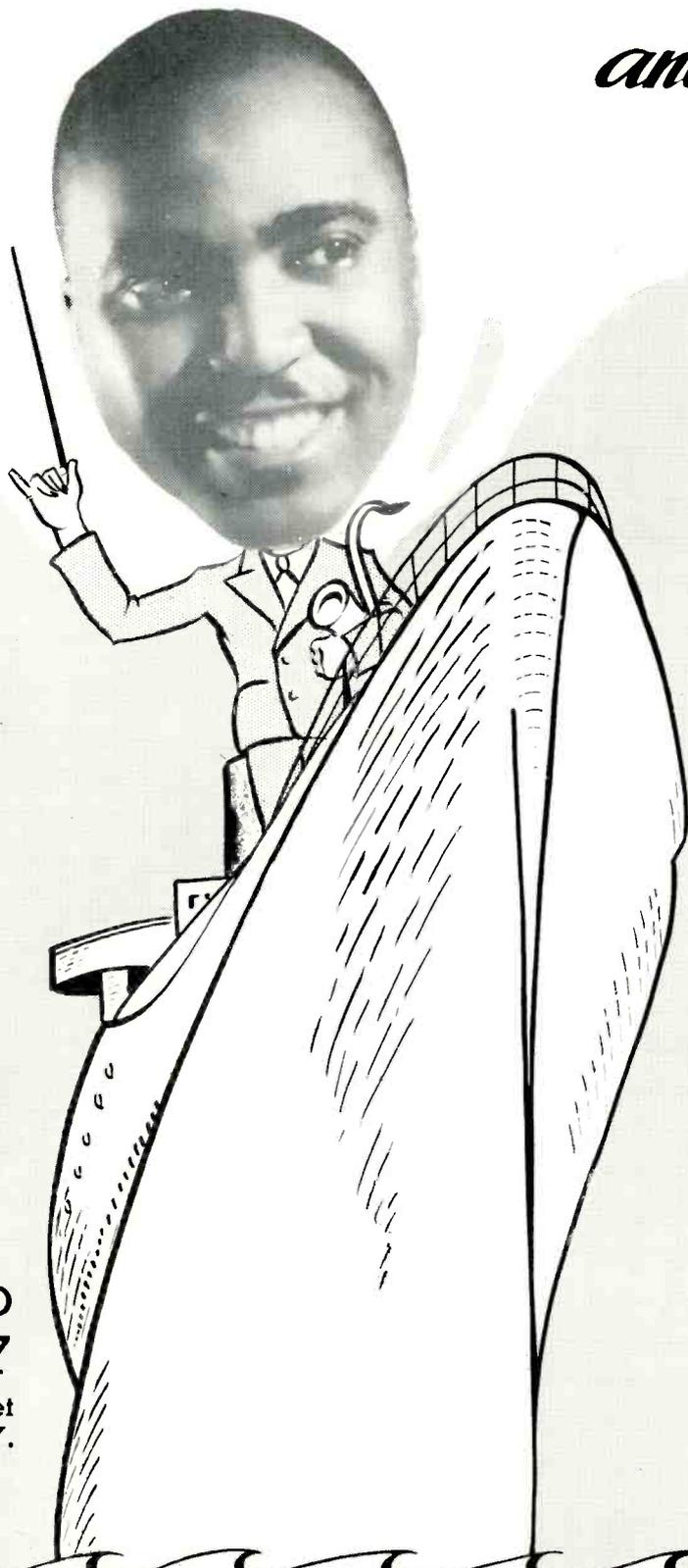
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HATCH, ARLINGTON GET H-W

Music Trade Confab Set

MPPA and FTC huddling on general trade meeting—aim is code of ethics

NEW YORK, Jan. 30.—Correction of abuses in the music publishing field, particularly payments to orchestra leaders or other performers, or the extension of favors for the purpose of having such parties include in a musical program any works of a particular publisher, now constitutes the immediate consideration of Music Publishers' Protective Organization and the Federal Trade Commission.

John G. Paine, MPPA chairman, scheduled to arrive in Washington today in order to make final arrangements with FTC for a general trade conference in New York, says the above-mentioned practice was considered by FTC to be the most important evil to be remedied.

FTC will set a date for the confab here, and it is considered possible that some sort of code, similar to the NRA, will be worked out. FTC is desirous of having other abuses established as part of the code, principally those prohibited by the Robinson-Patman Bill.

All publishers will be invited.

"SHOW MUST GO ON"

The old adage, "the show must go on," was revived last week when, with its main plant in Cincinnati closed down due to lack of power and water occasioned by the flood situation. The Billboard found it necessary to transfer its publishing activities to Chicago. Mailing of this issue was also made from the Windy City.

As soon as it became apparent that this issue of The Billboard could not be printed on its own presses, seven members of Billyboy's Cincinnati forces immediately transferred their activities to Chicago. Printing was done by The Cuneo Press, Inc., one of the country's largest publishing plants located in the Windy City.

The last-minute switch to Chicago failed to hamper in the least the usual prompt delivery or the complete coverage of The Billboard. This is the first time in its more than 42 years of existence that The Billboard has been forced to leave its own plant to publish. By the time you receive this issue, everything is expected to be back to normal at The Billboard's Cincinnati home.

Lease Title, Equipment, Menagerie, Other Appurtenances For Five Years

Deal also includes lease of Forepaugh-Sells, Sparks and John Robinson Circus titles—H-W to go out this year with Hatch general manager, Arlington out ahead

MIAMI, Jan. 30.—Negotiations were completed this week by Samuel W. Gumpertz, vice-president and general manager of the Ringling-Barnum Circus, whereby the title, all of the equipment, the complete menagerie and all other appurtenances of the Hagenbeck-Wallace Circus will be held under lease for the next five years by a company headed by J. Frank Hatch and Edward A. Arlington.

All of the equipment is at the winter quarters in Peru, Ind., where workmen are busily engaged getting it ready for the road.

Mr. Arlington is now organizing an executive staff the names of which will be announced in a later issue. Mr. Hatch will be the general manager back with the show and Mr. Arlington will have charge of the advance.

The number of cars upon which the circus will travel has not as yet been decided upon, but there will be no less than the show previously used and probably many more.

A number of high-class European novelty acts are being negotiated with. None of these acts has ever been in America.

The management says that the subtitle for the show will be, "The Second Largest Circus in The World."

J. Frank Hatch, while out of the outdoor show business for some years nevertheless is a showman of great skill and experience. As the owner and operator of sixteen movie houses, as a pioneer (See HATCH on page 71)

Opera Union Merger Is Up

But hopes are dim as Equity fears loss of jurisdiction—negotiations start anyhow

NEW YORK, Jan. 30.—Negotiations for a merger between American Guild of Musical Artists, music and vocal soloists' group headed by Lawrence Tibbett, and Grand Opera Artists' Association, AFL affiliate with jurisdiction over foreign language opera, have begun. Idea is to revitalize the entire concert and opera field by means of a tieup with the actors' international union, the Four A's. Prospect of accomplishing this in the near future, however, seems dubious, owing to the peculiar circumstances surrounding the AFL charter held by Grand Opera Artists.

Latter union obtained its foreign language jurisdiction from the Four A's in May, 1935, but Actors' Equity retained (See OPERA UNION on page 71)

Only High Ride, 2 Roofs of Coney Visible Above Water

Officials view Ohio River flood devastation from peak of Moonlite Gardens—General Manager Schott appreciative of offers and messages from many park operators

CINCINNATI, Jan. 30.—Only recession of the muddy waters will tell how great has been the damage to Coney Island, major amusement park east of the city, in the record flood of the Ohio and Little Miami Rivers which inundates 12 square miles, one-sixth of Cincinnati's area, and reached an all-time flood stage of 79.99 feet before some slight fall was noticeable on Thursday. The park today was under about 25 feet of flood water and officials were at a loss to determine how great has been damage to buildings and rides, altho they know that it will be heavy. Rising above the muddy tide are only the top of the Wildcat Coaster, roof of Moonlite Gardens, ball room, and superstructure of the office building.

President and General Manager Edward L. Schott and some of his staff made an observation from the roof of Moonlite Gardens, mooring their boat to the peak of the structure while they stood on the small portion of the building that is out of water. They could see much park property afloat, some going down the Ohio River and other portions wedged in branches of high trees. It is probable that some of the smaller buildings have been carried away.

Valley Spots Are Hit

"In the midst of our tribulations we are given a buoyant feeling by the receipt of so many messages and offers of assistance from our friends in the amusement park field in all parts of the country," said President Schott. "We are very grateful and appreciative, but there is not much that we can do or say at this time. It is a matter of waiting until we can view the park after the flood has receded."

This, the most disastrous inundation since 1884, is the third time Coney Island has been flooded since 1933, when it was under water in the spring, and in March, 1936, when four feet of river overflow came in. River Downs, former Coney Island Race Track, adjoining the park, is minus a dozen long horse barns which

(See HIGH RIDE on page 71)

Aylesworth Leaving Show Biz to Return to Utility Field

NEW YORK, Jan. 30.—Complete severance from the show business by Merlin H. Aylesworth was reported in the dailies today, with Aylesworth stated to be resigning as chairman of the board of

RKO. He recently quit as president of NBC, retaining for a short while a directorship in the network. Other show business positions held by the former network president are reported as to be vacated by him.

Several months ago it was stated in The Billboard that Aylesworth would not only resign his network job, but was giving up all show business activities to return to the public utility field. Report then was that Aylesworth was slated to join General Electric as a vice-president. Aylesworth was formerly in public utilities in the Midwest.

In show business he occupies a status of unique respect and is admired as one of the greatest and most popular officials ever to have been in the field.

Aylesworth succeeded Herbert B. Swope as RKO chairman and was succeeded at NBC by Lenox R. Lohr. RCA, which controls NBC fully, has severed relations with RKO, which has been in the process of reorganization since 1933.

Trial of Union Official Set Back

NEW YORK, Jan. 30.—Brooklyn Special Sessions court here Tuesday postponed the trial of Joseph Kelban, borough business representative of Local 306, projectionists, who is alleged to have caused the lights of the Folly theater, Brooklyn, to be extinguished when demanding back-pay for union operators.

Paul Weintraub, manager of the Folly, entered the complaint.

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MUSICIANS EYE RECORDS

N. Y. Ork Men Urge Tackling Problems on National Basis

Local 802 meeting airs problems—Rosenberg sees "machinery that is destroying us"—to ask AFM convention to regulate musicians doing recording jobs

NEW YORK, Jan. 30.—Orchestra leaders, called into meeting today by Local 802 of the American Federation of Musicians, unanimously voted approval of a resolution expressing their sentiment as favoring action by Local 802 to take steps at the 1937 AFM convention whereby the AFM will control and regulate activities of its members in making recordings of any kind. Meeting was called soon after the Chicago local had ruled that no members in its jurisdiction could make any recordings without special consent after February 1. Taking the attitude that to stop its members from making recordings in New York would only lead to recordings being made outside its jurisdiction, local 802 moved toward national legislation.

Jacob Rosenberg, president of 802, presided, explaining the meeting was called to get the consensus of opinion of the leaders present. He went thoroly into the damage done to musician employment not only by transcriptions, but pirating programs off the air for resale, as well as resale after resale of transcriptions without further remuneration to musicians. Rosenberg also told of the damage inflicted, he said, to musicians, by the constant practice of broadcasters in using phonograph records on the air. "We are part and parcel of the machinery that is destroying us," said the musicians' official, and stated the labor union must take steps to protect its members. Chief weapon is economic power, it was set forth. Transcriptions may benefit a few, but they hurt many, and should be stopped to aid the majority, Rosenberg said. Then he told of the position within the AFM held by Local 802, as a leading unit in progressive action.

Muzak, the wired program service, according to Rosenberg, is symbolical of mechanization to further musicians' unemployment. Attempts have been made to have cabarets using Muzak services cease paying the \$560 annual cabaret license. It was held that such action would have been disastrous to the cause of the musician. If mechanization continues, Rosenberg foresaw that "Between 300 and 400 musicians will be supplying all the music on both American continents."

Before bringing on Fred Waring, Rosenberg told that Local 802 had contributed \$1,000 last year to the National Association of Performing Artists, of which Waring is president and organizer. Waring told of the accomplishments of NAPA and what it seeks to do—to con-

(See MUSICIANS' EYE page 71)

Oklahoma Taxes May Be Raised

OKLAHOMA CITY, Feb. 1. — This State's 2 per cent tax on amusements would be upped to 5 per cent and broadened to take in all entertainment of every nature under terms of a new sales and service tax measure now under consideration by the legislature. Proposed measure would levy on educational features where admission is charged, which were free from the old 2 per cent divvy.

Now in committee, the bill intended to raise \$15,000,000 for the general revenue fund and common school funds is the most drastic to be considered here, exempting only sale of raw farm products and newspaper sales under 15 cents.

Bill passed two years ago legalizing coin machines by levying a tax on them, was repealed recently by the present session of the legislature, never having been operative. Capitol reports say the governor and tax commission are eyeing marble and pin games as a spot to gain additional revenues, but no action has been taken as yet to place them on State tax rolls. City ordinances in this town and many others now levy special license taxes on the games.

N. Y. Op Merger Still in Doubt

NEW YORK, Jan. 30.—Difficulties in the contemplated merger of Allied Operators Union and Local 306, rival group, are expected to be ironed out momentarily. At a meeting Tuesday, Allied decided to continue confabs.

Points involved are disposition of 275 unemployed members of 306, higher wages and shorter hours.

Reade To Get Asbury Park Spots

City of Asbury Park, N. J., announced last week that it has accepted a proposal of Walter Reade, Eastern theater operator, whereby he will operate that city's big Convention Hall and Casino for five years on a percentage basis. Name attractions and first-run theatrical productions will feature the new entertainment setup.

For further details see the Parks—Pools—Resorts section of this issue.

Philly Theater Men Get Stay On Give-away Ban

PHILADELPHIA, Jan. 30.—Mayor S. Davis Wilson threw a scare into independent neighborhood motion picture operators Wednesday when he issued an order for police captains to notify all exhibitors to halt their bank nights, screen, bingo and similar games. With more than 70 theaters in the Philadelphia area effected by the ban, officials of the UMPTO, local exhibitors association, were instrumental in getting a stay of order until they lock heads with Hizzoner. Motion picture men meeting with the Mayor are Lewen Plzor, UMPTO president, Jack Beresin and James P. Clark.

If no agreement is reached, Samuel Sonnenfeld, counsel for the registered game of "Bango," declared that he would test the constitutionality of the State lottery law thru injunction proceedings. A previous unofficial opinion offered by

Resolution on Recording

NEW YORK, Jan. 30.—Following is the resolution passed unanimously at the meeting yesterday of orchestra leaders called by Local 802 at the Hotel Astor:

"Be it resolved that Local 802 be urged to take all possible measures to place the entire American Federation of Musicians on record by using every means to cause the prohibitions and use of recorded music as will most effectively alleviate the vast unemployment now existing in the Federation, and that all members of the AFM be urged to support the legislative and legal steps now being taken by the National Association of Performing Artists, to make such legislation most effective."

Among those attending were Dave Rubinoff, Phil Rubinoff, Johnny Hamp, Lawrence Tibbett, Aldo Ricci, Phil and Leo Spitalny, Abe Lyman, Don Azpiazu, Hyman Bushel (for Rudy Vallee), Vincent Travers, Emil Coleman, Clyde Lucas, Don Bestor, Enoch Light, Jerry Blaine, Richard Himber, Harold Stern, Don Albert, Leo Eroody, Ben Selvin, Ruby Newman, Irving Aaronson, Lou Brings, Josef Cherniavsky, Jan Brunesco, Louis Katzman, Don Voorhees, Robert Sterne, David Freed and A. Walter Socolow, associate counsel of NAPA.

Heavy Philly Bookings Set

PHILADELPHIA, Jan. 30.—Shows seem to be falling all over themselves to get on the local schedule. Next two months finds solid bookings at all four legit houses. After being dark, Erlanger turns up a string of four, three seeing the light of day here. Following the premiere of Luther Greene's *Point of Honor* this week, George Jessel brings in *Glory for All*, a new comedy by Nat Perrin. Another premiere for the Erlanger follows for a fortnight February 15, *The Meal Ticket*, new comedy by Herman J. Mankiewicz, opening under the banner of Richard Aldrich and Richard Myers. A return of *Dead End* follows March 1.

New Locust returns to revivals after the *Lady Chatterly's Lover* mishap. Line-up starting Monday (1) includes *Stevendore*, *Night of January 16*, *Mulatto* and more to come.

Shubert houses continue solid. At the Forrest, *Idiot's Delight* starts a two-week stay Monday (1). House follows with a week of John Gielgud's *Hamlet* and *On Your Toes* for a fortnight. *Reflected Glory* at the Chestnut closes Saturday (6), with *Pride and Prejudice* following for a limited stay.

Woods Up for W. C. WPA

Name mentioned as possible successor to Miller as project head—investigation on

LOS ANGELES, Jan. 30.—Latest development in the fight by local Federal Theater employees, former workers in the project and interested parties is the boosting of Al H. Woods, veteran theater man, for the post of Western regional director, to succeed J. Howard Miller. Group seeking to oust Miller has taken the matter up with Woods, currently on the Coast, and following his statement that he would accept the job, temporarily at least, if it were offered to him, dispatched a wire to Representative Thomas F. Ford in Washington urging him to recommend the legit producer for the spot should Miller be removed. Ford last week demanded of Harry L. Hopkins, relief administrator, that Miller be ousted in favor of a more qualified executive, and urged an impartial investigation of the local project.

Another development is the adoption of a resolution by the Western Writers' Congress endorsing the action of Ford asking for the ouster of Miller.

Meanwhile, investigation into the project by WPA agents continued, with a number of executives and project workers testifying. Several of the witnesses, known to be against the Miller administration, reported to police and the investigating group that they had been annoyed by frequent telephone calls, allegedly by Miller supporters, threatening bodily harm.

WTMJ Asks Artists' Approval on Discs

MILWAUKEE, Jan. 30.—Station WTMJ, owned by *The Milwaukee Journal*, has sent a letter to name recording artists, asking their reactions to a method of using phonograph records on the station and under controlled use. Station has also asked approval of the artists for the plan.

Leading recorders are currently waging battles, thru National Association of Performing Artist, as well as the musicians' union, to stop such record broadcasts. Claim is that such broadcasts constitute unfair competition. WTMJ plan proposes to use records week days only up to 9 a. m. each and only up to 11 a. m. Sundays. Station says it will not sell such periods in blocks of time for commercial sponsorship, limiting commercials to spot announcements. No one artist will be used on these programs exclusively, station feeling this would be harmful and misleading. No mention made of payment to the artists.

NEW YORK, Jan. 30.—In New York, numerous artists receiving the WTMJ letter have referred it to their counsel or the counsel for NAPA. Latter organization claims the letter is "insidious" and would open the way for stations to use records with artists' approval, but with no remuneration.

Show Biz Measures Weight as Congress Is Snowed Under

WASHINGTON, Jan. 30.—Despite several important-sounding outbursts since convening of Congress, "all quiet," is the info for entertainment biz in general, as far as Capitol Hill is concerned. Overwhelming majority of bills and resolutions with show trade angles are doomed to ignominious death. Reason is lack of time, what with important measures being pushed by administration certain to occupy most of session. Replacements for invalidated New Deal legislation and new ideas of permanent character are working squeeze play on plenty of pet projects.

Administration has expressed interest in film trade house-cleaning, but consensus is that it will have to wait. Connerly radio quiz is creating little interest, tho it may get break near close of session. Little hope for early action on alien actor, block booking and copyright measures so far introduced.

SAG Again Holds Up Pic to O.O. Cards

HOLLYWOOD, Jan. 30.—For the second time in as many weeks, Screen Actors' Guild asserted its union power and ordered 10 bit and extra players off a harbor location set for failure to carry Guild cards. Scenes were for Columbia's *Speed Mad*, and the incident held up shooting for several hours, during which credentials of all players were examined by SAG stewards. All featured players showed Guild cards, while some of the dismissed actors were members of the Guild who assertedly had failed without reasonable excuse to keep their dues paid up.

Harry Cohn, Columbia top executive, stated he is checking from the studio angle, as all casting and production employees had been given strict orders to observe all union rules and regulations.

SAG is determined to continue its surveillance on all location work and remove actors who fail to discharge their Guild obligations. SAG board of directors had okeed an appropriation for the employment of extra stewards to check the location groups.

Similar show of union strength occurred 10 days previous when a Paramount location troupe was required to dismiss six actors.

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Racial Bias Laid to WPA

Allied Theatrical Crafts Claims Negro discrimination—News of other WPA groups

NEW YORK, Jan. 30.—Latest squawk against the WPA Federal theater here is racial discrimination, voiced Thursday at a meeting of Allied Theatrical Crafts held at the office of the American Federation of Actors. Allied, comprising 21 American Federation of Labor theatrical unions, is appealing to Col. Brehon B. Somervell, WPA administrator, detailing grounds of the protest.

Claim is that Negroes have been fired or transferred, owing to the influence of Southern officials on the project. Allied, it is understood, is in possession of

affidavits dealing with three specific cases.

BOSTON, Jan. 30.—By rail, bus, and thumb, a delegation of 75 local WPA workers went to Washington to represent the Hub in last week's demonstration protesting curtailment of the WPA program. Departure followed on the heels of an 18-hour picket of actors, musicians, and writers in front of the Park Square general headquarters. Jon B. Mack, director of the Federal Theater in New Hampshire, recently succeeded Leonard L. Gallagher as director of Massachusetts, resigned. Mack will direct both the Bay State and the New Hampshire branches of the project.

DES MOINES, Jan. 30.—Federal Theater's stock company, with a cast of 32, will open at Waterloo, Ia., February 3. Efforts to locate a suitable playhouse here were unsuccessful and the old Waterloo Theater will be used.

According to J. Howard Miller, regional director, stagehands, electricians, etc., will be paid the union scale. Cast will present one new play a week for at least four weeks and, if a suitable theater is located here, the company will alternate weeks in Des Moines and Waterloo.

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Olive and Amdur are also open for
New York engagements.

Big New York Flood Benefit; Committees Are Appointed

NEW YORK, Jan. 30.—Representatives of the films, radio, theater and press will stage a huge midnight performance, February 13, for the benefit of flood sufferers.

The project was the outcome of a special meeting called by Alan Corelli, of the Theater Authority, yesterday afternoon at the Hotel Lincoln. Thirty-five of the invited 65 people responded to the call, with the result that the following committees were named to make the necessary contacts in their respective fields:

Unions: Ralph Whitehead of the American Federation of Actors; radio: Phillips Carlin, of NBC; Fred A. Willis, of CBS; Dick Fishell, of WMCA; William Paley, of CBS; John Royal, of NBC, and Alfred McCosker, of WOR; motion picture: Robert Weltman, of Paramount; D. F. Moore, of Warner; Harry Charnes, of the Criterion, and John Wright, of the Rivoli; legit: Ben Boyar of the Max Gordon office; Leonard Sillman and Marcus Helman; trade papers: E. E. Sugarman, of *The Billboard*; Hank Senber, of *The Morning Telegraph*, and George Morris, of *Film Daily*; publicity and exploitation: Molly Steinberg and Lou Straus. Ben Boyar was appointed business manager.

With Alan Corelli and Leonard Sillman acting as general chairmen, the committees are communicating with Hays' office and the Red Cross for the selection of the theater and the arrangement of the program.

Assistance for the flood victims has already come from the employees of Bill Hardy's Gay Nineties night club here, in the form of a \$50 check. Jack Kriender, of the Twenty-One club, has offered a quarter of a night's gross receipts in addition to a personal contribution.

The above committees are expecting other show people to follow suit.

L. A.'s Gahagan Musical

LOS ANGELES, Jan. 30.—Homer Curran, in association with the Shuberts, will produce *Summer Breeze*, a new musical at the Biltmore here early in June. Helen Gahagan will be featured. Music is being written by I. B. Kornblum.

CRA Personnel Changes

NEW YORK, Jan. 30.—According to Milt Roemer, of CRA, Billy Shaw has replaced Harry Squire, who resigned recently, in the sales department of the organization.

Larry Azavki and a secretary, Miss Franklin, have been assigned to the Dallas branch of CRA, headed by J. M. Bryan, a holdover of the former Mills staff of that office.

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Warner Workers' Pay Upped

HOLLYWOOD, Jan. 30.—Wages of unskilled laborers at Warner Bros. studio have been upped 15 cents an hour, bringing the hourly wage to 75 cents. New scale was made voluntarily by the studio and will affect some 400 workers who do not at the present time come under labor union jurisdiction or the present studio basic agreement.

Understood that all studios will follow Warners' lead within the next few weeks, which brings the pay rate to the 1929 level. Seventeen hundred workers will be affected, 1,500 of whom are members of local 764, United Hod Carriers, Building and Common Laborers.

Pittsburgh Dancers Set Meet

PITTSBURGH, Jan. 30.—Pittsburgh Society for the Improvement of Dancing changed its official title to the Dance Teachers Association of Pittsburgh during its meeting held here last week. Group will hold its local convention February 14.

Lou Irwin Gets Merman

NEW YORK, Jan. 30.—Ethel Merman, in the current musical *Red, Hot and Blue*, has been signed by Warners for the lead in a feature picture. Diamond Brothers will do a film for Universal and Julie Stein, pianist, has been taken on by 20th Century on a long-term contract to do vocal arrangements and coaching for that outfit.

Deals were all handled by the Lou Irwin office here.

Something Rotten

WASHINGTON, Jan. 30.—Showbiz in the land of the free and the home of the brave may mumble disparagingly anent existing amusement tax levy of 10 per cent, but the Internal Revenue boys have a sweet comeback, if they care to use it. Operators of Denmark's 350 pic houses have just gotten around to petitioning their government for relief from the existing rake, the Department of Commerce reported this week. Exhibs up Hamlet's way shell out 40 per cent of b. o. take.

Jack Blue Backs Show

NEW YORK, Jan. 30.—Jack Blue, local dance studio operator, will back a new three-act play, *When the Wife's Away*, by Lee Beggs. Latter is former manager of Blue's theater in Long Branch, N. J. Casting is now under way. Malcolm Beggs, son of the author, will play the lead in a cast of 12.

Colorado Show Bills Up

DENVER, Jan. 30.—Several bills involving amusements have been introduced in the State legislature, now in session. One would place a 20 per cent tax on all amusements; a second would place a special tax on theaters having giveaways, the gift would be taxed and the person winning the award would likewise be taxed.

Three bills, introduced in the senate, would place traveling shows, such as circuses, carnivals and tent shows, under the licensing powers of county commissioners.

Efficiency

NEW YORK, Jan. 30.—Music Corporation of America went the limit this week at its local office in showing that it is a high-powered business outfit, ready to transact business at all times and wherever possible. A telephone connection was installed in the men's room of the office.

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Plan Different Advertisers In Each City On Chain Show

Expansion of department store idea gives local firms with different products big time talent—see help to daytime shows—several advertisers set

NEW YORK, Jan. 30.—Taking a new slant to mutually sponsored shows, such as the department store series on the Mutual Broadcasting System, a new series is in the works for different sponsors, each with a different product, and each taking the same show on a network, in different cities. No previous instance of a similarly operated program is recalled, with the trade attaching considerable significance to this new venture. Program in question is being built and sold by Rocke Productions, which built and sold the department store program. Latter show is in its second season on MBS.

Trade believes that the venture, if successful, will open up important markets for both networks and talent. No reason is seen as to why the idea shouldn't click, as has the department store series—which is going big. Network affiliated stations, in particular, like the idea because it enables local accounts to go on the air with big time talent.

From the network angle, it means that some slow-selling time periods may be made easier to sell. This would apply especially to daytime spots in the early morning. MBS show is on at 9-9:45 a.m. EST. A major selling point is that big time talent is offered local advertisers who previously couldn't afford such shows and had to take either local talent or platters. On a pro-rata basis, these name acts cost comparatively little more than the local shows. And the value of the name stanzas during the day is obvious, jacking up the drawing power of periods before and after, and helping build the local acts on those same periods.

Show lined up by Rocke Productions calls for Al Goodman and orchestra, with Frank Crumit as emcee. Name guest stars to change each week. Show is called *Broadway*, with several accounts in different cities already set.

Chi Expo NBC's Personnel Source

NEW YORK, Jan. 30.—Century of Progress Exposition continues to contribute to the National Broadcasting personnel. Lenox R. Lohr, NBC prez, was the first to come from that enterprise, but since then about half a dozen others have joined the staff. Charles Farrier, NBC television boss, came from the Chicago Fair, as did Charles H. Thurman, in studio tours department. When Lohr joined NBC, he brought Margaret McGrew, from the Fair, along as his confidential secretary.

Successor to Gordon Mills, head of studio tours who goes into the local sales department, will also come from the ranks of COP employees. Dwight Wallace, named last week as director of personnel, was with the Federal Housing Commission and Chi Exposition before getting the NBC post. C. W. Fitch, who has been named business manager of the program department, is another Fair alumnus, as is Mrs. Westenberg, in charge of general files.

Ralph R. Brunton, general manager of KJBS-KQW, has set the promotion of Gene Emmet Clark from the production department to the post of assistant-manager of KQW, San Jose. Head man at the station is now Charles S. Harper who succeeded H. O. Feibig. Brunton has moved Feibig to San Francisco as a special representative of the Northern California Broadcasting System in charge of national advertising.

WFIL Aids in Flood

PHILADELPHIA, Jan. 30.—Altho far from the flood area, WFIL taxed its resources to keep clear the Louisville air channels. Donald Withycomb, WFIL general manager, came to the rescue of Lee Coulston, general manager of WHAS, when the lines between transmitter and studio were threatened. Frank V. Becker, chief engineer, and George Brasee flew to Louisville with 300 pounds of equipment, mobile unit serving as a stop-gap bridge for the stricken station.

WLS Boosts Rates Cuts Commercials

CHICAGO, Jan. 30.—WLS has put a new rate card into effect and with it has announced that it would curtail the number of commercial programs it would carry in the future. "We believe that with more sustaining programs," said Glenn Snyder, manager, "the interest of listeners will be increased and the station made more productive, and of even greater value to its fewer number of advertisers."

Evening rates have been boosted from \$600 to \$750 per hour for one time with usual reductions on several time contracts, the rate amounting to \$600 per hour for 52 times as against \$510 previously. Daytime rates, formerly \$300 per hour, are now \$450 per hour. One minute announcements have risen to \$75 each from \$50. Other periods have also been increased accordingly.

Joan Blaine Collapses

CHICAGO, Jan. 30.—Joan Blaine, leading woman of the *Mary Marlin* serial and NBC actress, is in the Passavant Hospital here, following her collapse after one of her broadcasts this week. Illness was due to the strain of overwork and her doctor has ordered several days of complete rest before resuming programs.

Dobbsie Back Again

SAN FRANCISCO, Jan. 30.—One of San Francisco' best known radio personalities is back on the air after a long absence.—the skipper of the *Ship of Joy*, Hugh Barrett Dobbs, better known as Dobbsie. His show, produced at KYA, will be on the California Radio System each Thursday. Half a dozen years ago the *Ship of Joy* was the best known radio show in the West.

Dick Marvin to N. Y.

CHICAGO, Jan. 30.—Dick Marvin, radio head of the local J. Walter Thompson office, entrained for New York this week to produce the office's Eastern shows for three weeks during A. K. Spencer's absence in Hollywood. Buckingham Gunn, Marvin's assistant, takes over the production of the *Northerners* and *Bowman Fireside Theater* shows until his return.

Ciggy Firms Grading Pix Stars for Gravy Air Plugs

HOLLYWOOD, Jan. 30.—Virtual war campaigns have started here between Lucky Strike and Camels for cigaret endorsements by name picture stars to be delivered in person at sky-high prices on their radio programs. Jack Pegler, handling the Lucky Strike account for Lord & Thomas, has been here several days with a name classification index to estimate the value of each star's voice endorsement.

For murmuring into a mike, "Class A" players are to be greased \$5,000 worth; "Class B," \$3,500; "Class C," \$2,500, and the lowest, "Class D," gets a mere \$1,500 for the blurb. Stan Holt, of the William Esty agency, is handling the Camel campaign and paying similar fees for the stars' "labor"—which isn't bad work, if you can get it.

Both companies plan to have endorsing stars appear on their broadcasts in short skits, stressing the merits of the particular cigaret. Lucky Strike campaign gets under way February 3, with either Constance Bennett or Gloria

From Nasology to Salesology

DES MOINES, Jan. 30.—Hiram Higsby, formerly a hill-billy performer and emcee on the Iowa Broadcasting System, "got religion" this week and joined the commercial staff of WAAW, Omaha, under Adam Rheineman, commercial manager.

Agency's 20 Gs Weekly on Guests

NEW YORK, Jan. 30.—Trade estimates are that on five major programs, J. Walter Thompson Company, advertising agency, is spending from \$17,000 to \$20,000 a week for its clients on guest stars alone.

Estimate on the guest budget for the Rudy Vallee-Standard Brand program is given at 3,500 weekly, the same ante quoted on the Bing Crosby-Kraft Cheese unit broadcast the same night (Thursday) on NBC. Lux Radio Theater, using top-line picture players every week, has an estimated \$5,000 allotted for the two lead role parts, which change talent each week. Joe Cook-Shell Oil Show is rated as spending about \$2,500 for its visitors, while the Sealtest Saturday night show is rated a little more than the Cook budget. Cost of regular talent on the shows, or in the case of the Sealtest show, whose band changes every week, isn't included in these figures.

Estimates are not to be taken as fixed, but an average figure over a period of time.

Lord & Thomas Elects Officers; Scherer Resigns

CHICAGO, Jan. 30.—At a meeting of the board of directors of Lord & Thomas just held the following officers were elected: Albert D. Lasker, president; Sheldon R. Coons, Don Francisco and David M. Noyes, executive vice-presidents; Edward Lasker, vice-president and treasurer; Mary L. Foreman, vice-president and secretary; William R. Sachse, vice-president and comptroller, and Thomas M. Kersey, Edgar Kobak, L. M. Masius, and Albert W. Scherer, vice-presidents.

Following his election, Scherer resigned as of March 1. Prior to his association with Lord & Thomas, Scherer was for 12 years with the Chicago office of the Curtis Publishing Company and during the last three years of his association he was western manager.

Kool cigarettes are using two forms of motorized exploitation. A midget representing the Kool penguin, trade mark, drives about Florida resorts in a specially constructed midget car painted the same hues as the Kool package. He is due to invade New York shortly. Tommy Dorsey ork, on the Kool radio series, makes its jumps on a bus and truck on which Kool and Raleigh cigarettes get billing.

Swanson doing the commercials. Skit will be piped east for two and a half minutes as an insert feature of *Your Hit Parade*, with the possibility that the ciggie company's shows will shift origination here later.

With both companies contesting for top names, it is anticipated that the highest prices ever will be offered to lure the celluloid ciggie smokers. First, and perhaps only, official obstacle which might have blocked the sponsors was overcome during the week when a Hays office committee oked the plans, automatically paving the way for major studio co-operation.

Studio interest in the stunt is great, due to an advertising and exploitation splash accompanying each name signed. Average of 1,200 to 2,000 lines per issue in 1,600 daily newspapers and magazine back covers will be used. Publicity tie-in will also ballyhoo stars' latest films, bringing it to the attention of some 20,000,000 readers.

WMCA Lands Negro Accounts

NEW YORK, Jan. 30.—Believed to be the first instances of such advertising in New York, two products made exclusively for negroes have started on YMCA. Both sponsorships are concerned with the same program,—a weekly broadcast from the Apollo Theater in Harlem, doing an amateur show with negro talent.

Golden Peacock Company making negro cosmetics, is taking over the whole show, running an hour, from 11 to 12 p. m. Wednesday nights. Valmor Products, manufacturing Sweet Georgia Brown hair dressing and face powder, are spotting announcements at the end of the show. Both accounts figure on the popularity of the program with the Harlem residents.

Show has been on about three years, unsponsored.

Bobby Breen, Claire Thomas, on NBC List

NEW YORK, Jan. 30.—NBC Artists Service has tagged several name acts to management contracts within the past week. Marion Claire, from opera, legit and films, was one of those to take the NBC plunge, signing a managerial contract. She has already been set for a guest shot on the Kraft Cheese-Bing Crosby stanza from Hollywood, February 4. While on the Coast, it's expected a film deal will be negotiated for the singer.

John Charles Thomas also went under the NBC banner, the network to handle him together with Leading Attractions, Inc., which formerly did his radio representation. Giovanni Martinelli, also from concert and opera, returned to NBC management this week.

Pending deal will have NBC taking over all radio management of Bobby Breen, kid film star. Deal, handled by M. H. Aylesworth, RKO-Radio Pictures president and former NBC chief, will have Breen doing a show from Hollywood written by Mrs. Gertrude Berg, author of *The Goldbergs*.

Expect Ad Boom In Flood Areas

NEW YORK, Jan. 30.—Flood rehabilitation campaigns will probably mean a substantial up in business to stations in the flood areas. Goods needed for rehabilitation purposes, such as paints and cleaning materials, lumber and concrete and other commodities destroyed by the deluge will probably be advertised extensively. Commodities intended for retail sale will be advertised, heavily and generally.

Station representatives started after this type business this week. They figure after the experiences in the 1936-1936 floods, that there will be plenty of radio expenditures. Some advertisers have already announced their flood advertising plans.

WHN Swaps Time for Space

NEW YORK, Jan. 30.—WHN has effected cooperative promotional deals with two magazines, calling for swaps on time and space. *New York Woman*, in exchange for a column in the weekly, is getting a once-a-week program, consisting of a staff member interviewing a well-known.

Other tie-up is with *Current History*, a monthly. Details on the second swap aren't set, but will most likely plug the publication by way of a broadcast questionnaire dealing with current problems, political and economic.

Radio Follows Suit

LOS ANGELES, Jan. 30.—New show going out thru KGB, San Diego, is called *The Magazine Man*. Narrator points out magazine features he considers worth reading and tells what book to find them in, after the manner of *Readers' Digest*.

EVERY SUNDAY NIGHT
Gillette
 COMMUNITY SING
 CBS - 10 P. M. - E.S.T.

RKO
Radio
 PICTURES
 Soon to Appear in
 the RKO Film
"NEW FACES"



CHOSEN THIS WEEK BY A COMMITTEE OF
 FAMOUS THEATRICAL PERSONALITIES AS
 THE YEAR'S OUTSTANDING ENTERTAINER

Exclusive Management

IRVING MILLS • MILLS ARTISTS, Inc. • 799 SEVENTH AVENUE, N. Y.

TY

UP-CBS Pact A Major Deal

Network is buying news in first commercial deal—Liberty mag testing

NEW YORK, Jan. 30.—Behind the five-minute news periods started this week by MacFadden Publications for *Liberty* magazine on the Columbia Broadcasting System, are possibilities of considerable importance in radio-news relations. *Liberty* is taking four evening five-minute news broadcasts during the week on CBS, with the news coming from the United Press. It's the first time that CBS has allowed straight news to go on as commercial programs since the Press Radio Bureau was organized, with the exception of news commentators such as Boake Carter.

Liberty's news series is presently on a test basis. If the program succeeds as a circulation booster for the weekly mag, it means, most likely, that the magazine will buy considerable time on a network basis for its series. Erwin Wasey agency is handling the account.

Sale of its service to the account is a major step for the United Press, leading mover in reorganizing the policies of the Press Radio Bureau so that newspaper-owned news services could sell their news for commercial use. This took place after Transradio had stepped into the field and had a large number of station subscribers who refused to abide by the no-commercial attitude insisted upon by publishers thru the Press Radio Bureau.

In the *Liberty* deal, CBS acted as broker between UP and MacFadden in buying the news. CBS had a choice among UP, INS or Transradio. Latter was considered not in the running because of a suit it has pending against CBS, charging restraint of trade. INS was not given much of a shade, since CBS and Hearst had some difficulties recently.

Latin America Audience Grows

NEW YORK, Jan. 30.—Latin American radio is reaching a new audience, seldom touched by newspapers or periodicals. In some of the Latin countries, because of the distances and expenses involved, communication and education have been neglected and consequently few periodicals circulate in the sticks. If the general business upward swing seeps down to the lower income groups, it may mean that a larger, new market can only be reached thru radio. While receiving sets are still in the luxury class to many, stores and parks often have radio programs amplified so that all may listen in. Working hours in the Argentine and other Latin countries are usually from about 8 to 12 and from 2 to 6. The two-hour fee-siesta period is often devoted to listening in.

Improved economic conditions and fairly stable governments are causing American sponsors and station reps to look South and Central Americanward. Recent Pan-American conference focused attention graphically on U. S.'s neighbors, with both NBC and CBS now striving to develop their short-wave coverage of South and Central America.

About 30 per cent of the total programs in Latin America are American-sponsored. Approximately 20 per cent are of European origin, with Germany, England and France mainly active. Remaining 50 per cent consists of native stuff.

American radio names are not well-known, but Spanish and Mexican players who have worked in Spanish-language flickers find a ready-made following.

NBC and CBS are both studying the shortwave market potentialities, with CBS currently making technical studies of ways of reaching the coastal territory with its large concentration of population. Important obstacles to commercial shortwave broadcasts are the comparative rarity of shortwave receiving sets and the different brands of Spanish spoken.

Terence O'Dell, formerly with CKLW, Detroit, and chief announcer for the past 15 months with CRCW, has become announcer and continuity writer for WJIM, Lansing.

Patriotic!

NEW YORK, Jan. 30.—Report that NBC would change the name of its Red Network to White Network, is denied by chain spokesman, who says the only reason they see for such a change would be for NBC to get patriotic and have red, white and blue chains.

WBZ Asks For 500,000 Watts

BOSTON, Jan. 30.—Westinghouse Electric Company, owner of WBZ, has filed with the Federal Communications Commission for a power boost to 500,000 watts. Westinghouse recently organized a subsidiary, Westinghouse Radio Stations, Inc., to operate the stations owned by the company. NBC now programs WBZ and WBZA, also owned by Westinghouse and operating simultaneously on a synchronized basis. WBZ is now a 50,000 watt, WBZA 1,000 watts. If the power hop is okehed, the transmitter will be moved to a new site and a new-type antenna installed.

NEW YORK, Jan. 30.—National Broadcasting Company had previously filed for a 500,000 watt power for WJZ, blue outlet in New York. Indications are that the FCC is going to set up several 500,000 watt stations, the results of the October reallocation hearings and recommendations made by the FCC engineer report submitted a fortnight ago.

Radio News Writers Organize in Chicago

CHICAGO, Jan. 30.—John Van Cronkite, WBBM-CBS news editor, was named temporary chairman of the newly-formed Association of Radio News Writers at its preliminary meeting here last week. Purpose of the organization is to improve the standards of radio news writing and is not a newspaper guild.

One of its first objectives will be the compilation of a manual for radio news-writers. A national meeting of the organization will probably be held in connection with the annual convention of the National Association of Broadcasters next summer.

Members of the executive committee of the ARNW include Leland C. Bickford, WNAC, Boston; K. B. MacClure, WOAR, San Antonio; Walter Paschall, WSB, Atlanta, and H. L. MacEwen, WLW, Cincinnati. T. C. Christie, Universal Service, New York, is secretary, and W. J. Heggen, of the United Press, is treasurer.

Hearst Daily Dumps Warner Station Deal

LOS ANGELES, Jan. 30.—Toss-over of KFWB, Warner-owned station, by *The Los Angeles Examiner* as its official tie-in station for news and special broadcasts came suddenly last week-end.

Hearst sheet was reported dissatisfied with its inability to get all the radio time it demanded and switched immediately to KMTR, without losing a news broadcast.

Since the split, KFWB publicity in *The Examiner* has been virtually limited to the bare schedule.

Colo. Wants Station Tax

DENVER, Jan. 30.—A bill, introduced in the Colorado legislature, would make radio stations public utilities and place them subject to the Colorado tax commission for taxing purposes.

Packard Series Sticks

LOS ANGELES, Jan. 30.—Reported negotiations toward cuts in the Fred Astaire-Packard show have been dropped by the Packard Motors, because of the show's click in its second 13 weeks. Option on the entire troupe will be taken up for a third period into the summer at salary tilts that will bring the budget over \$25,000.

Facelifting Due For NBC's Trade News Handout Mode

Mixup over statistical release expected to lead to giving boilerplate trade stuff to press department away from sales promotion—CBS, Four A's burn

NEW YORK, Jan. 30.—National Broadcasting Company is expected to change shortly its method of handing out trade news releases, as the result of a mixup taking place this week when an NBC exec gummed up the works. Particular handout in question concerned statistics released each year by the networks. Somehow, the wires got tangled in this particular case; the figures were given out, according to one statement; then they weren't according to another. That this particular handout was given out on an "exclusive" basis was the fly that started the ointment boiling, with an executive of the network giving out the figures soon after he was advised of the original dispensation, so as to break the alleged exclusivity on the release.

McKee Quits Agency Post

NEW YORK, Jan. 30.—J. H. (Hi) McKee left Cecil Warwick & Cecil, advertising agency, this week, resigning after four years with the firm. McKee, as radio director of CWC, had produced the Gulf Oil, Vick, Vince, Packard and other topline radio commercials.

Agency stated yesterday (Friday) that "there was nothing to give out" as to a successor.

Wrigley Testing New Show on Pacific Net

CHICAGO, Jan. 30.—Jess Pugh, radio character actor, leaves for California next week to take the title role in a new strip show based on the *Scattergood Baines* stories by Clarence Buddington Kelland. Show, which is expected to hit the air about February 15, is being tested by the Wrigley company on six basic CBS stations of their Pacific network and if successful will probably be extended from Coast to Coast.

Show will be on five times weekly, in the early evening, it is said, and will be tested for two to four months. Neisser-Meyerhoff, Inc., here, were the agency. Pugh has appeared regularly on several shows here in the past, among them being the *Junior Nurse Corps*, *David Adams*, *Helen Trent* and *Today's Children*.

Nostrand With L. & T.

LOS ANGELES, Jan. 30.—Jack Van Nostrand has been added to the radio production staff at Lord & Thomas agency. Department has taken additional office space to accommodate the fast-expanding radio department now staffed by eight men.

KOIL's Lung Boost

LINCOLN, Neb., Jan. 30.—KOIL, Omaha, member of the Central States Broadcasting Company here, was granted an increase of power to 5,000 watts this week, which is double the wattage of the present time. KOIL carries the NBC blue and Mutual.

Davidson's New Job

NEW YORK, Jan. 30.—John S. Davidson is the new radio chief of J. M. Mathes, Inc., ad agency. Formerly with NBC and Young & Rubicam, Inc.

Blackman Name Change

NEW YORK, Jan. 30.—Week's rumor is that Blackman Advertising Agency will change its monicker to the Richard Compton Agency. Compton recently bought out Marion Harper with several execs.

E. E. Horton Replacing Ripley on Yeast Show

HOLLYWOOD, Jan. 30.—Edward Everett Horton was set this week to emcee Standard Brands' Sunday night Bakers' broadcast on NBC. He will succeed

Mentioned change has been talked about before, but this time it's figured as being fairly certain. NBC's trade handouts have been coming thru the sales promotion department. The change will find them boilerplated by the press department under Wayne Randall. What made this particular issue acute was that NBC appointed trade news disseminators were overruled on this handout.

Further complication came thru NBC's agreement with CBS not to break these figures as on an individual network basis, but to give them out as representing the business placed by agencies on a combined network basis. CBS, it is understood, is now thru with NBC insofar as trade press agreement releases are concerned. The Four A's, advertising agency organization, likewise felt peeved on the issue, as the agencies prefer to keep their billing figures under their hats.

Meanwhile, steel vests are almost required for those bringing up the question of exclusive stogoes or agency billings in the NBC sales promotion department.

Robert L. Ripley, who has been on the series for about two years. Horton will most likely do combination emcee and comedy job on the show, with guest stars to supplement Horton and Ozie Nelson's orchestra, continuing after Ripley leaves.

General Foods, thru Benton & Bowles, has taken an option on Ripley and may use him on a half hour show starting late this season. Ripley spot may be time now filled by *Showboat*. J. Walter Thompson is agency for Standard Brands.

Sealtest Sets Steady Talent

NEW YORK, Jan. 30.—National Dairy Company has set the talent for its *Saturday Night Party* (Sealtest) program on NBC, after several weeks of a policy with all new talent on the show every week. Program shifted from N. W. Ayer to J. Walter Thompson recently, with Thompson bringing in the changing talent policy.

Acts which will go on Sealtest every week include Bobby Dolan and orchestra, the New Yorkers, a chorus directed by Lyn Murray and Don Dickson, tenor.

Weekly guest star policy will continue on the show.

Alberti's Court Rinse

NEW YORK, Jan. 30.—Jules Alberti, talent manager, filed a bankruptcy petition this week. His liabilities totalled \$990, with no assets set forth. Alberti handled Benay Venuta, singer.

Leonard Liebling, music critic, was given a discharge from bankruptcy this week.

Hill, Taillon, With WKY, KLZ

OKLAHOMA CITY, Jan. 30.—Ivan Hill, previously with Walter Biddick Company, station rep firm, went with the promotion department of WKY this week. Station is owned by *The Daily Oklahoman* and *Oklahoma City Times*, with the same dailies operating KLZ, Denver, and KVOR, Colorado Springs, recently bought.

Cy Taillon went on the sales staff of KLZ this week, coming from KGHL, Billings, Mont., where he was commercial manager.

Program Reviews

EST Unless Otherwise Indicated

"Music in Many Moods"

Reviewed Sunday, 1:30-2 p. m. Style—Singing. Sponsor—G. Ceribelli & Company. Station—WOR.

Program usually consists of several numbers from Italian operas and an occasional American popular tune. Julio Occhiboi conducts the ork and chorus, and Anelia Sanadres, soprano; Frank Riocclardi, baritone, and Santo Di Primio, tenor, are the vocalists. It is a pleasant program, not too highbrow, but by no means one that "plays down" to the radio audience. Half-hour reviewed consisted of several operatic selections and *Little Gray Home in the West*, with the chorus coming in for the finale.

Brioschi is a remedy for stomach acidity and hangovers, a commodity which might easily be described in an offensive manner. But the spiels are forthright and crisp and no embarrassment could possibly be caused. This means better than average plugs for such a product.

Pettinella Advertising Company is the agency.

"Your Adventure"

Reviewed Thursday, 10-10:30 p. m. Style—Narrator and sketches. Sponsor—Colgate-Palmolive-Peet Co. Station—WABC (CBS network).

Floyd Gibbons handles this new Colgate show, which follows the trail in the personalized, audience participation trend. Listeners send in their own "adventures," with weekly winners getting \$25 each. Monthly prize goes to the best of that period. Program is up against the increasingly popular Bing Crosby session on NBC and isn't a particularly enjoyable stanza, with the production itself nothing to rave about. Moderate success, if that, is all that seems to be in the cards.

Program involved, this stanza, a gal cashier who overpowered a stick-up guy; a man who just escaped death at the hands of a firing squad, and a diver who just missed taking the last heave in a near-drowning adventure.

Gibbons' rapid fire, harsh delivery has lost its novelty. For those who are no longer impressed by that, it makes for tough listening. But tougher listening were the long and repetitious plugs for Colgate's shaving creams and tooth powder.

"Hot Dates in Music"

Reviewed Monday, 7:15-7:30. Style—Dramatic sketch. Sponsor—Kroger Grocery & Baking Company. Station—WLW (Cincinnati).

This electrically transcribed program's appeal, if any, must be to the housewife in need of the silverware offered as prizes to the lucky ones who guess the title of the song that themes the sketch.

Opening and closing plugs take up about five of the 15 minutes and are no duller than the sandwiched skit.

Sketch this night had to do with a young couple in Bridgewater, Mo., whose humble home was torn with domestic strife occasioned by the bride's yen to be off to the World's Fair in St. Louis, where she would see life and learn to dance the hootchie-cootchie even as did Little Egypt. Louie brings the boss home for dinner and finds his Flossie has left a note that she has gone to the big city. The boss has a heart of gold, along with a hankering for the bright lights and the torso tossers, so he and Louie go to the fair and, altho there they find Flossie already muscled in on the muscle dancers, but they kiss and make up and live happily ever after.

Program concludes with a revelation of last week's song title and names of the winners. HWRN.

"Songs You Love"

Reviewed Wednesday, 7:45-8. Style—Musical. Sponsor—Early & Daniel Company. Station—WLW (Cincinnati).

This, according to the announcer, is an unusual musical treat offered by the manufacturers of food for live stock, pets and poultry. If judged as a musical treat, it was most certainly unusual. The Tuxedo Harmonizers, suffering from a

collective cold to give them the benefit of the doubt, delivered themselves of *Roll On, Mississippi, Roll On, My Old Kentucky Home, When I Survey the Wondrous Cross, and Sylvia*. They would be but pleasantly missed were they actually to roll on to their old Kentucky home and there be figuratively crucified by eternally listening to their own rendition of *Sylvia*.

High light of the program was a gay zither interlude by the guest artist who, due to circumstances beyond his control, could not appear. HWRN.

"Dodge Revue"

Reviewed Wednesday, 7:15-7:30 p. m. Style—Musical. Sponsor—Dodge Brothers. Station—WLW (Cincinnati).

Fifteen minutes, after all, isn't a very long time, unless one happens to be listening to a sour radio program, hence a good deal of the time on this program is devoted to plugs. Paradoxical as it may seem, the audience suffers not one whit from an adherence to this policy, for the orchestral offerings are mediocre at best and the Ralph Nyland, tenor, gave every promise of strangling when venturing into the upper reaches—he never did. HWRN.

"Ma and Pa"

Reviewed Saturday, 7:15-7:30 p. m. Style—Sketch. Sponsor—Atlantic Refining Company. Station—WABC (CBS network).

A pleasant, homey serial, not tops but decidedly better than much of the farm and fireside pap. Story concerns a Cape Cod couple, novices in the antique biz who get in hot water. Same lot of broken down furniture was sold to two buyers—evidently racketeers—and this led to complications and ended on a note of suspense.

Win Burton scripts the show and Margaret Dee plays the role of Ma, while Parker Fennelly interprets Pa, both with intelligence, keeping away from the easy road to corniness.

Advertising talk is not too long. Agency is N. Y. Ayer & Son, Inc.

"The Lone Ranger"

Reviewed Wednesday evening, 7:30-8 p. m. Style—Mystery Serial. Sponsor—Silver Cup Bread. Station—WXYZ (Detroit) and the Michigan network.

Program caught was celebrated as a sort of anniversary three years and three months—for the program, one of the most popular serials on the air, authored by Franz Striker. Serial is a Western, with the Lone Ranger always on the side of right, aiding law and order in some startling way of his own. Each episode is complete, but there is considerable use of suspense to build interest from week to week. The Ranger's horse, Silver—who has actually appeared on local stages—and his taciturn Indian friend, Tonto, furnish the rest of the permanent main cast, with incidental villains and others. Program goes over year after year with the youngsters, as is evidenced by the conversation of juveniles in this territory. Comes as a pre-bedtime broadcast three nights a week.

Episode caught was in two acts, and concluded with a four-minute talk by the Lone Ranger on *right living*, etc., in a "one fellow to another" style that gets results—Lone Ranger Safety Club is currently aiding police in reporting auto accidents. Sponsor announcements are kept to a minimum and are tastefully tied in with the program. H. F. R.

Alexander Woollcott

Reviewed Thursday, 7:30-7:45 p. m. Style—Commentator. Sponsor—Liggett & Myers Tobacco Company. Station—WABC (CBS network).

Suave and charming Woollcott, carrying the Granger pipe tobacco banner, can talk about nothing with more intelligence than most commentators display when discussing serious problems.

In the program reviewed he told the old yarn of the fortune teller who gave

a young woman her fortune in a note, with a warning that it was not to be read until after a certain period. Before that time the young woman was killed, and later the note was found. The fortune teller, in the missive, had told her that she would be killed. Woollcott discussed the origin and wanderings of this particular story, and then discussed the hobby of collecting folklore such as this and his correspondence with the author of *Gone With the Wind* on the matter.

This led to a discussion of the pronunciation of the word wind, and others' views on the matter. There is but one Woollcott in radio.

Newell-Emmett Company is the agency.

"Melody Hour"

Reviewed Sunday afternoon, 4-5 p. m. Style—Variety Novelty. Sustaining on WMBC (Detroit).

Something unique in full-hour novelities and a program that should do things for a sponsor. On the air six weeks, a motor company is dickering for the hour. Program is one of the largest, in cast, being broadcast locally at present with 36 in all. Built around the title, instead of reverse, some parts seem to capture the infectious spontaneity of ad libbing.

This week's program was *Anatomy*, everything from puns to songs built around some anatomical feature. Plenty of gags on song titles. Publishers' lists were evidently ransacked to bring up these appropriate novelities.

Hy Steed's Commodores furnish the music, with Chuck Stanley in charge. Bill Jory announcing. Opening tone set by *From the Top of Your Head to Your Toes*, and everything else played had similar anatomical import, like the orchestra's *Head Over Heels*. Helen Hart, as the doctor's office girl, was effective in a long role, also doubling as soprano. Larry Chabot helped on both bits and songs. Johnny Souther, tenor, gets the palm. His assistants, Three Pals, girl trio, also rate mention for several tuneful numbers. H. F. R.

"Tunes for Two"

Reviewed Monday, 9:30-9:45 a. m. Style—Vocal and orchestra. Sustaining on WNAC (Boston) and the Yankee network.

A boy and girl show with Miriam Miller, Paul Warner and featuring Andy Jacobson's Whispering Clarinet. Show caught was rather timid in vocal outlet for the duet, as tho the pair were restraining their real capability. With a good radio background, Miss Miller should give more of what she's hiding. Has a nice contralto. A similar case is that of baritone Warner, who should let himself go for results. With a hypo to obtain a bit more personality, this stint can be a lively quarter hour of enjoyment.

Andy Jacobson and his licorice stick combine for sweet rendering. He also leads the ork and the music speaks well for him. S. J. P.

"1370 Club"

Reviewed Thursday, 10-11 a. m. Style—Musical. Sustaining on WDAS (Philadelphia).

For a station that grinds records practically the entire broadcasting day to break the waits between spots, allotment of a full hour each day to nurture live sustaining talent comes as a real surprise. This time it's a mythical nitery for folks who can't get out at night. Moniker is derived from station's spot on the wave band. While there is no listening charge, biggest problem for the 1370 Club will be to get listeners who will do more than just give a listen and pronto twist the dial.

With no beer or bitters for the "customers," it's a tough proposish lulling the bar-files into a subconscious state where a whiskey-tenor rates the hussahs of a Caruso. Gaiety and spontaneity characterizes the town's must-visit haunts. But a listen at this one is about as cheery as a night under the table after imbibing one too many. No attempt is made to time gags (?). It's "go out and wow 'em pal" for the talent. Production score totals zero. It's "anything goes," with heaven help the listeners—(See RADIO REVIEWS on page 11)

NBC Gets Another

NEW YORK, Jan. 30.—No date is set as yet on which KOB, Albuquerque, N.

M., will join the National Broadcasting Company, but contracts for the deal were set this week. Station will go on as an optional outlet for either red or blue network.

It's a 10,000 watter.

Morgan's Smoke Rings

NEW YORK, Jan. 30.—Russ Morgan ork is definitely set to replace Leo Reisman on the Philip Morris show, both NBC and CBS. Program now on NBC will run concurrently on CBS, beginning February 13. Hello show will be a banquet affair with a string of name talent, including Rudy Vallee, Walter O'Keefe, Stoopnagle and Budd and more.

Cherniavsky Is Renewed

NEW YORK, Jan. 30.—International Silver Company, has renewed its NBC Sunday program with Josef Cherniavsky and orchestra and Willie Morris, soprano, getting the show into its second 13-week bracket. Show will, most likely, after the second period runs out, take a summer layoff to return in the fall. N. W. Ayer & Son is agency.

Coughlin Seeks More Stations

DETROIT, Jan. 30.—Father Charles E. Coughlin is trying to clear time on 21 stations, meaning a possible web of 42 stations for the radio priest.

Stations he is angling for are: KFEL, Denver; KFRC, San Francisco; KGB, San Diego; KDB, Santa Barbara; KXO, El Centro; KDON, Monterey; KFXM, San Bernardino; KVOE, Santa Ana; KGDM, Stockton; KPMC, Bakersfield; WSAR, Fall River; WSPR, Springfield; WLBZ, Bangor; WFEA, Manchester; WNBH, New Bedford; WLLH, Lowell; WBRV, Waterbury; WLNH, Laconia; WRDO, Augusta (Me.); WTHT, Hartford and WKBW, Buffalo.

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Air Briefs

By JERRY FRANKEN

A PRIZE boner was pulled by *The Saturday Evening Post* in its issue dated January 23, 1937, in an article titled *News on the Air* by Richard Sheridan Ames. One statement read: "Radio entertainment presents fewer problems than radio news—one reason why sponsored news broadcasts are relatively rare." Relatively rare! Fact is that news, today, is probably the most salable program commodity in radio, save sure-fire top-flight names. Its salability was the reason United Press and International News withdrew from the Press Radio Bureau's agreement not to sell news commercially. Each now has many stations with paid-for news periods. Of Trans-radio's 300 stations, about 50 per cent have peddled their news shots. Exceptions include many newspaper-owned stations, which will not sell newscasts commercially. In New York, NBC has Esso with numerous five-minute spots; WOR has but one open news period during the day; CBS has *Liberty* mag and WMCA also has customers for its stanzas. Ames, author of the piece, is said to have formerly been with NBC in the news department.

talent scouts took a long look at Walter Tetley, kid radio actor, last week.

Landt Trio plan to give the widow of Howard White a quarter of the act's income as long as they work. A nice gesture. . . . Buddy Clark flew west last week to dub in a song in a 20th Century film. He got \$1,500 for the job, plus expenses. Barry McKinley subbed on the Lucky Strike shows while Clark was west. . . . Edith Dick has become a permanent member of *The Morning Matinee* cast. . . . Jim Post will not return to Consolidated Radio Artists' sales staff. He's in Florida now for his health. . . . Paul Whiteman-General Food deal only looks so-so. . . . Ken Englund is now writing the Joe Penner series, on a deal set by Nat Wolf on the Coast. . . . Jimmy Saphier has added Jean O'Neill and Buddy Blaisdell to his talent string. Blaisdell starts on NBC, sustaining this week. . . . Leonard Braddock is back in the NBC press department after a fling at the department store business, while Bob Baral, formerly trade paper man, joined the same department last week.

Walter Huston auditioned for Kelvinator refrigerators. . . . Ford Bond now announcing the Vox Pup Pop series. . . . WMCA has Howard Doyle, Joseph Bailey and Allan Ray as new announcers. . . . NBC, MBS and CBS tossed a coin to see which network would pay for the engineering costs on the January 30 President's Ball from the Waldorf Astoria, all networks taking the same show. NBC lost.

end in New York with her husband, an advertising agency executive. . . . During Elizabeth Reller's vacation (February 1-20) her role in *Betty and Bob* will be played by her sister, Gretchen Reller. . . . With her *Guiding Light* program just sold to Procter & Gamble, Irna Phillips, who also authors *Today's Children*, is considering contracts to write two additional air shows. . . . Truman Bradley, who is an amateur cameraman, flew over the turgid Ohio River last week and took 200 feet of film. . . . A brand new idea in radio programs, with Bess Johnson playing the lead on a six times a week basis, will probably hit the networks within the next 30 days. . . . Jack Fulton winds up his Minneapolis engagement with *Swing With the Strings* this coming week. . . . Burridge D. Butler, WLS president, and Glenn Snyder, WLS general manager, have returned from a business trip in New York.

SEARS ROEBUCK & COMPANY will be back on the air again via CBS, according to gossip along Chicago's radio row. . . . Eric Sagerquist, CBS batoneer, takes week-end trips to Cary, Ill., for hunting. . . . Willard Farnum, juvenile in *A Tale of Today*, reports from Florida, where he is convalescing after an attack of illness, that he has gained 10 pounds since leaving Chicago. . . . Smiling Ed McConnell is on his way to Florida, but not for the same reason. Ed already having plenty of poundage. . . . When Lee Hassell, of the Verne, Lee and Mary trio on the National Barn Dance, weds Gene Donovan February 14, she will march to the altar to the strains of WLS' Ralph Emerson's organ music. . . . Uncle Ezra (Pat Barrett) may soon leave the airwaves to devote his entire time to being a gentleman farmer.

There's a brain specialist trying to get time from New York stations to put on a program presenting cases he has cured. Stations are refusing the offer. . . . Lyn Murray replaces Graham Harris on the Woodbury-Shep Fields show, conducting the orchestra for the production numbers. No billing. . . . Art Shaw may go on the Bing Crosby show sometime in the future, after Joe Venuti. . . . Warner

Chi Air Notes

By F. LANGDON MORGAN

THE EXTREME importance of radio is being vividly demonstrated in the present flood devastated districts. . . . It has been of paramount importance in relief work, directing rescue parties, calling for volunteers and appealing for financial, food and clothing aids. . . . Many a survivor owe their lives to the speed and dispatch in which radio has handled urgent situations. . . . Many a "ham" operator has been of extreme value with his little low-powered outfits and deserves the plaudits of a nation. . . . When WAVE, NBC affiliate in flood-struck Louisville, was forced off the air Sunday night, January 24, the National Broadcasting Company here chartered a plane to carry a 400-pound gasoline-driven generator and four transmitting tubes to the station. . . . Taking off the next morning, the plane was able to reach Louisville in time to put the station back on the air that afternoon. . . . WAVE was on the air constantly after that, issuing instructions to rescue crews assigned to the task of evacuating more than half of the city's population. . . . There was more stark drama in most of the messages from stations in the stricken areas than ever could be produced by any of the chains.

WHEN DOYNE WILSON, guitarist with the Hilltoppers on WLS, made his first appearance before a microphone following the birth of his son, the folks in the studio made a big hullabaloo about it. . . . Said Don modestly: "I don't know what I've done to deserve all this." *Dan Harding's Wife*, popular NBC serial, is being sponsored by the National Biscuit Company, beginning February 1. . . . Jack Shoemaker, WBBM-CBS announcer, is down with appendicitis and may have to undergo an operation. . . . Betty Lou Gerson is spending the week-

Gibbons' Broadcast of Flood in Cincy Area Brings Condemnation

CINCINNATI, Jan. 30.—Floyd Gibbons' appearance at Station WKRC, CBS outlet with headquarters in the Alms Hotel here, Thursday night, wherein he broadcast a supposedly "bird's-eye" account of the flood situation in the Cincinnati area, brought wide-spread resentment and condemnation from local merchants, industrial leaders and Chamber of Commerce at sensational and false broadcasting of "news" concerning flood conditions.

The well-known radio commentator's super-dramatizing of the flood in Cincinnati was marked by alleged sounds of rushing waters thru the city and cries of people in distress. The Gibbons etherizing was the climax to a long list of deliberately dramatized broadcasts at the expense of truth regarding flood conditions. Local Chamber of Commerce sent a telegram to the president of Colgate-Palmolive-Peet, sponsors of the Gibbons broadcast, calling attention to growing public indignation over such misrepresentation.

Retail Merchants' Association also sent a telegram in which it objected strenuously to the dramatization of distress in the community, pointing out the fact that the principal business area of the city is 45 feet above the flood district. City Manager C. A. Dykstra issued a statement yesterday, pointing out that the flood situation is being met calmly and efficiently, and in a broadcast last night described the situation as follows:

"Flood facts should not be misrepresented nor exaggerated either for the sake of artificial dramatization or for selfish motives.

"Apart from the obvious injustice to those who have labored to maintain law and order, such exaggeration reflects in utterly misleading fashion on that vast majority of residents and enterprises which, except for the lack of these usual services (power and water) have been and are completely unaffected. Moreover, it serves to alarm needlessly hundreds of thousands of friends, relatives, and associates in other regions."

In protesting the Gibbons description of the flood, the Chamber of Commerce sent the following telegram to the manufacturer sponsoring the program:

"Cincinnati's business men and citizens deeply resent gross exaggerations of flood situation here by Gibbons's broadcast last night. Not only direct inaccuracies, but whole tone gave listeners impression so far from the facts as to be grotesque. Wiring you only after number of complaints is so large as to make clear that local indignation is widespread. Business firms, not even touched by flood, are receiving from customers elsewhere telegraphic inquiries that are ridiculous in light of facts. Would appreciate advice measures your company is taking or will take to give equally widespread radio treatment to fact correcting wrong impressions created by Gibbons."

The chamber also protested to the Columbia Broadcasting System in this fashion:

"While realizing censorship of news broadcasts and commercial programs is impossible, Cincinnati business men and citizens gravely concerned over repeated exaggerations and misstatements of local flood conditions over the radio. Facts are that main mercantile and financial district has not been touched and only part of the manufacturing plants temporarily affected. Have had unbroken wire communications throughout period and railroad passenger and freight service on all lines.

"Partial suspension of normal business necessitated only by need to conserve water and sub-normal electric power, both of which should be completely corrected next week. When these facilities are restored, will have immediate and virtually complete resumption of all business. Earnestly hope you can induce news and commercial broadcasters to delete hysterical and overdrawn references to whole situation here. Your help will be appreciated."

guest stars MONROE SILVERS (Cohen on the Telephone) and GLORIA SWANSON. Silvers did an old, old routine, that probably was funny to those hearing it for the first time. Miss Swanson was unimpressive, working in a gossamer NOEL COWARD sketch. Her voice is thin and not very expressive. LANNY ROSS emceed well, and sings better than he has before. AL GOODMAN and the Modern Choir each contribute excellent work. The ork leader on both his production and dance numbers, the choir with the outstanding work of its type on radio today. Molasses 'n' January continue, that comedy. Well, it's billed as comedy, anyway.

Wednesday nights on the NBC red continue to be "sumpin'." It's the *Lights Out* stanza, certainly the best of its kind of production in radio. Stories are a hybrid, mystery, ghost and 10-20-30 stuff, but excellently done. ARCH OBOLER, who succeeded WILLIS COOPER, as writer of the show, has done well. Production and acting rate a bow, which make it unanimous. Commercially, the show presents a problem. Time, obviously, is not easily salable. Move to an earlier spot might take away some of the eeriness. But it still certainly rates a gamble as a commercial venture, if properly handled.

Promotion Shorts

SEVERAL promotional deals are being mutually handled in Omaha by KOIL and *The Bee-News*. A mystery yarn running in the sheet is dramatized the same day by the station. Prizes are to go to the right guessers after the first 11 episodes are finished. Daily ran teaser-ads and the station spot announcements before the tieup started.

President Roosevelt's inauguration, January 20, was used as a honey of a deal between the station and paper, with local Philco dealers cooperating. Paper supplied every school making the request with a radio set, with a proviso that it be tuned to KOIL. All three factors got plenty of credit.

Iowa Network celebrated its up in power—KRNT, 5000 watts day, 1,000

night, and KSO, 2,500 day, 500 night, by Western Unioning chocolate cakes with the enclosed cards reading "Not a wedding, birthday or anniversary—it's a blessed event!" to Des Moines dealers, distributors and agencies. Card also announced the increase in wattage and carried a station plug.

Iodent tooth paste program, *Dress Rehearsal*, has a giveaway for art lovers. Mailing in molar scrubber's carton brings a color reproduction of a famous painting, with six words to choose from. Pictures carry no ad copy. Show is on NBC Sundays. Maxon Inc., agency.

Brioschi, a cure for stomach acidity and hangovers, has an Italian following and is now going after the English-speaking trade. A musical program is fed from WOV, New York, to WOR and three New England stations. Announcement is made that Brioschi may be purchased at "drug stores and Italian stores." Program is also being advertised in the Italian-language newspapers.

PHILADELPHIA, Jan. 30.—RCA's sponsorship of the Metop matinee broadcasts serves as a key for sales promotion of company's radio sets, records, record-playing instruments and the "Victor Book of the Opera." Beginning with large-space newspaper and mag ads heralding the decision to sponsor the blue-ribbon musical events, a carefully planned and comprehensive merchandising campaign was mapped out for dealers and distributors, urging them to spend the major portion of their cooperative ad funds on tie-ins with the broadcasts.

An elaborate presentation book, *The Metropolitan Opera Kit*, detailing complete opera promotion plan was prepared and sent out to the company's district offices and wholesale distributors by Thomas F. Joyce, RCA Victor ad manager. Kit contains six separate items designed to stimulate store traffic and provide material for demonstrations to the customer. Also included is a weekly window poster service to the dealer of each week's opera and another poster describing the *Victor Book of the Opera*.

Joyce reports that this plan, available to the dealer at a nominal cost, is not (See PROMOTION on opposite page)

Current Program Comment

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows, which, already reviewed, rate further mention. Basis is that a one-time program review is inadequate for a production that varies each time it is presented.

A FEW weeks ago *Showboat* (Maxwell House Coffee, General Foods) went into drydock, to be relaunched with plenty of new tackle. That's been done, with the result that it's a vastly improved entertainment stanza. Excepting some of the talent, the only vestige of the old

touring *Showboat* is the mention, opening and closing, of the city being visited. This idea should have gone with the other barnacles scraped off, as well as that strictly phony, hail-fellow-well-met spirit that, it seems, can't possibly convince anybody. Program caught had as

Radio Shows Mettle in Flood Relief By Cutting Commercials

NEW YORK, Jan. 30.—Radio, for the past two weeks, has displayed its mettle in flood relief work by cutting commercial strings to aid in the national emergency. Emergency networks, comprised of stations on rival webs, linked together hastily but efficiently. Relief money was raised by direct appeals and campaign stunts. Engineers, announcers, and station personnel forgot all thought of sleep and fought fatigue. Home offices cooperated by rushing needed apparatus and men to the stricken areas. Amateurs contributed greatly to facilitating aid to those in distress.

While much of radio's help in this disaster is of an intangible nature, part of it can be reckoned in terms of lives saved, epidemics averted and property and businesses salvaged. No figures are available as yet, but wholesale commendation has come thru for the entire industry, including sponsors who cooperated by forgetting all rights to their time. Good-will created by radio's help will reflect favorably on all phases of the biz.

Radio stations helped in directing rescue workers in radio-equipped vessels. Answers to appeal for help were also announced. Actual news broadcasts of relief work contained pungent drama, far more gripping than most of the sketches heard on the regular programs. News of people reported dead being found alive and families united contained genuine thrills for all fans. No censorship was imposed, but in some instances, central clearing houses were maintained to avoid the spreading of rumors and possible panics.

Emergency networks were created, affiliations being forgotten. WSM supplied power to WHAS and other stations cooperated in all possible ways. Power shut-offs seriously handicapped many stations, but emergency measures aided in keeping the ether depots going. WCKY, Cincinnati, rushed a generator from Detroit and the local telephone company aided in servicing the station. Paducah, Ky., would have been isolated but for one telephone line and a short wave transmitter.

WTAM, Cleveland, serviced the Portsmouth, O., police department when its radio equipment was crippled. Web and indie stations broadcast appeals of the Red Cross for funds to aid the rescue work.

Outside of radio, showpeople, as usual, came thru with a spontaneous offer to help. Many offered summer boats to the Red Cross, some made cash contributions, a big benefit show is being planned already, and local night clubs and theaters collected contributions by employees.

Fight for Mass. Bingo

PROVIDENCE, Jan. 30.—Altho the Providence Bureau of Police and Fire has set a February 1 deadline on all public bingo games in the city and turned down appeals for reconsideration voiced by representatives of 14 local organizations at a public hearing on the matter held last week, the end has not yet been reached, it appears.

Tuesday a measure is scheduled for introduction in the legislature which would give local authorities privilege of licensing bingo games when prizes awarded amount to not more than \$100. Other provisions of the bill, which is patterned after a Massachusetts statute, limits bingos to one a week, held in meeting place of sponsoring organization, and provides that promoters and conductors of the games all belong to the organization benefitting from the affair. Bill is intended to circumvent the Providence Bureau's thumbs-down stand.

New Agencile in Philadelphia

PHILADELPHIA, Jan. 30.—A new agency, National Artists' Bureau, has opened offices here under direction of Walter F. Philipp and Ludy Van Love. Philipp is handling acts under exclusive management, including Gail Randolph, Tania Garth, Sally Davis and Charlotte Dubin. Van Love is in charge of orchestra department, representing his own combo and the Three Music Weavers, strollers. Bureau also handling the production of the Civic Grand Opera Company of Philadelphia, under direction of

The Depression Over?

PITTSBURGH, Jan. 30.—A WPA music unit touring this territory has gone on its own under the title of the Federal Symphony Orchestra and is now playing Allegheny county. Attorney Edward J. Manion, in charge of the project's finances, reports that admission will be charged and that performances will be presented both under sponsorship and on an independent basis. Some 30 musicians are employed, with Pierre de Backer acting as concertmaster.

Fight Over Billing; Then Are Canceled

BOSTON, Jan. 30.—A tiff over top billing, in which two gals clawed each other, was an unbilled episode at Blinistrub's Belgian Village Grill, South Boston, last week.

Team of Blonde Tappers and the Ladd and Garde ballroom duo were booked in for the same show. Words led to action, with Lillian Siblo, of the Blonde Tappers, besting Mildred Garde. Lads simply discontinued their speaking terms.

After the fracas was all over, the management canceled both acts thus settling all top billing once and for all.

PROMOTION—

(Continued from opposite page)

only bringing in immediate sales returns but shows every indication of accomplishing lasting results. Entire inventory of record-players is sold out and the factory has begun turning out additional quantities. Record dealers in sparsely populated area have actually placed orders for the operatic records far in excess of their entire record purchases for the whole of last year. And the opera book is getting a big play from school principals and music teachers.

RADIO REVIEWS—

(Continued from page 9)

if any. Basic idea is there, but it gets no further than the station's program listings in the newspapers.

Harold Davis masters the ceremonies; the Three Naturals, instrumental and harmonizing strollers who have been heard to better advantage, waste their time as the Three Singing Waiters; Chris Seider ads an alleged song and tap routine; Bert Brown beats out a git-box solo, and Wilson Donahue warbles pops a la croon. Studio string ensemble is led by "Ivan Awful-itch" which gives some cue as to the comedy peddled. Al Schenk, appearing in a local nitery, did a guest on this stanza. Passes as a comic, but not very successfully.

No ladies in this floor show, but it's doubtful whether many listeners will ever find that out. ORO.

"Varsity Show"

Reviewed Friday, 10:30-11 p. m. Style—College show. Sponsor—Pontiac Motor Company. Station—WEAF (NBC network).

Pontiac gets itself a front seat on the college show bandwagon, with John Held Jr. doing a rather indifferent emceeing job, and the rest of the talent from the campus. On the first show, Held built something of a verbal picture of the University of Michigan and then the glee club and band did several college numbers. College songs were hearable and pleasant, but better ones have been heard. Dialog of two college lads, one imitating Winchell, was particularly bad, and several Held gags missed their marks. Show would probably benefit by more college songs and less talk and attempted humor.

There is a large, ready-made audience for a show of this type—college grads, families and friends, but the program's appeal is by no means confined to sheepskin holders. Campus music is generally catchy and of broad appeal. Pontiac, when and if it betters this show, can build plenty of good-will and keep its

costs down. Plugs for car are not too long, but a spiel for Michigan was much too lengthy—especially for the non-Michigan dialers-in.

Agency is McManus, John & Adams, Detroit.

April, May and June

Review Saturday evening, 7:15-7:30 p. m. CST. Style—Singing. Sustaining on WCFL, Chicago.

This new girl trio has plenty of rehearsing to do if they want to keep among those present in the already overcrowded field of feminine harmonizers. Inaugural broadcast offered nothing different in the way of presentation and much of the harmony seemed to be done in a rather hit-and-miss manner, in fact, at times they had difficulty in keeping in key. Much work must be done before the trio is more than passable. F. L. M.

"Adventures of Captain Diamond"

Reviewed Sunday, 3-3:30 p. m. Style—Sketch. Sponsor—General Foods Corporation. Station—WJZ (NBC network).

Diamond Crystal Salt, something Mom will buy, is the account on this show, but the program is slanted for Junior and Pop. Episode reviewed dramatized a party of edible whites on a cannibal island with the natives white-meat hungry. Plenty of 10-20-30 suspense, what with native noises, a frightened lady, a kidnapping, foul play and all the trimmings.

Program is a weekly stanza and, because it is heard long before bed-time, it is doubtful if any objections could be made against it by parent-teacher groups or other reform elements. Show is well produced.

Captain Diamond title ties-up, of course, with the product and may get occasional listing in the dailies. Commercials are in the front, center and rear. Interesting angle in the plug for the salt in an indirect fashion, thru the stressing of the advantages of bread made with Diamond Crystal Salt.

"Five Star Final"

Five Star Final, heard on WMCA, New York, dramatizes the headlines and has been doing so for several years. Adequate production, program keeps a fairly even keel and has a local following of several years' standing. Remington-Rand sponsor.

Three Little Funsters, a WMCA sponsored program for Sachs, a furniture house, used to possess more comedy than at present. Songs and patter heard are not big-time stuff and would benefit by the restoration of some of the comedy formerly heard. Injection of guffaw material would bolster up the just so-so singing. Show has been on for years.

More Club Chatter

CLUB SILHOUETTE, Chicago, is being managed by Carl Ellis, Pete Peterson, his partner in business, has taken over the Winona Gardens management. HARRY EAGER, operator of the 5100 Club, Chicago, is vacationing in Miami. IONE O'DONNELL is in her 41st week at the 606 Club, Chicago.

TIMMIE MYERS, Vera Walton and Margy Perry have just concluded a week's stand at the Palm Garden, Columbus, O., and are current at the Little Italia Club in the same city. COLLETTE AND GALLE closed an extended engagement at the Bartlett Supper Club, Rochester, N. Y., February 1. JERRY GIBBS, female impersonator, has opened at the Adirondack Hotel Grill, Saranac Lake, N. Y. Spot is managed by Katherine Potter. VALLEY AND LEE, comedy dancers, who have been playing Montreal clubs for the last several months, are now working theaters in the same city. MARINO AND DEVOLL, ballroom team, are being held over indefinitely at the Merry-Go-Round in Akron, O.

JACKIE GREEN has had his nose sculptured at the Columbus Memorial Hospital, Chicago. Toni Lane, currently at the Hi-Hat Club, Chicago opens at the Oriental Theater, Chicago, February 5.

After Four Years

NEW YORK, Jan. 30.—After a four-year run, Paul Martell's band has left the Arcadia Ballroom. Martell has dropped the band to join the Jolly Coburn orchestra, playing the violin and accordion, when it opens in Miami this week.

With The Orkmen

JOHNNY HAMP closes at Rainbow Grill, atop Radio City, New York, February 1, to begin a tour of college dates for Consolidated.

JOLLY COBURN and Dave Miller orchestras have opened for CRA at the French Casino, Miami.

BARNEY RAPP and bride, Ruby Wright, soloist with Rapp orchestra, are back from a honeymoon cruise to Nassau and the Rapp combo has begun a theater and collegiate tour for CRA.

HAL THURSTON and ork have moved into the Lido Club, Charlotte, N. C., booked by Charles Scribman office. Tubby Oliver handles the vocals.

MARIO BRAGGIOTTI will continue with his own orchestra on one-nighters, despite his reteaming with Jacques Fray for their WEAf network series.

Miss. Chief Hits Violators

Jackson, Miss., Jan. 23.—State Chief of Police, Major T. B. Birdsong, has opened his cleanup drive on night spots operating in Rankin county. Several arrests have been made, charging "possession of intoxicating liquor."

Charlie Warren, operator of *The Silver Moon*, was one of those arrested. His bond was fixed at \$500.

Assistance of the National Guard is expected to expedite proceedings, since it eliminates the necessity of calling upon private citizens to aid as witnesses.

Seek Curfew for Montreal

MONTREAL, Jan. 30.—Syndicate of Catholic Unions last week asked the city executive committee to enforce a midnight curfew for cabarets.

Altho few night spot managers believe that so drastic a measure will be enforced, they fear a 2 or 3 o'clock closing-hour by-law being drawn up. With the Embassy Terrace retaining its present show and Chez Maurice still closed for alterations, only major local clubs to floor new shows are the Piccadilly Cabaret and the Club Lido.

Flood Compels Holdover

HUNTINGTON, W. Va., Jan. 30.—One act that benefited from the Ohio River floods is that of Perzade and Jetan, dancers, at the Fifth Avenue Hotel here. Catastrophe prevented their doubling at the Cafe Continental across the river, but at the same time necessitated their being held over at the hotel.

Boran for Radio Shorts

Arthur Boran, mimic-comedian, has been signed by Educational Pictures to make a series of radio shorts. Shooting began January 27 at the Paramount Studios, Brooklyn, on the first short of the series, *Nothing but the Tooth*.

"Yi Mae" The Mystifier.

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

MAY "CLOSE UP" PHILLY

Louisiana Clubs Doing Good Biz

New Orleans and Upstate report best grosses in years—but flood a worry

NEW ORLEANS, Jan. 30.—Despite the heavy rain and warm weather and the threat of the Southward-moving floods, night clubs and hotel dining and dancing spots here are enjoying an unusually good season.

Clever shows probably account for much of the drawing power. Even in the usually poor Vieux Carre spots, where many complaints of underpay, cheating and off-time accusations of robbery were recently heard, improvement in shows is noted.

At the Blue Room, town's best spot, SRO sign is out nightly, with Will Osborne and ork and Miles and Kover floor show making a fine combination. Newly opened Fountain Terrace, with Roosevelt Rhythm Kings playing, is taking care of overflow from Blue Room.

Peggy O'Neal, who finished 54 weeks at the Nut Club to establish some sort of record, is still clicking over WWL.

Talk is that large vacant store on main stem, Canal street, will be opened for Mardi Gras week to handle increasing demand for night spots, while Crescent Club, regular gaming spot, is also planning a week of entertainment and named ork for period.

Upstate, business is reported best in several years. Stan Stanley and band, closed at Jung Roof here, to go into Blossom Heath, Shreveport, for indefinite stay. Band of 14 pieces, including voices of Von Elkins and Flo Dare, with a six-act floor show headed by Fox Sisters and Burt Lynn as emcee.

Also at Shreveport, Washington-Youree Fountain Room keeps Jimmy Joy and ork with new floor show headed by Paul Gordon, "Prince on Wheels," and including Frances Willer in acrobatic and tap numbers.

At Baton Rouge, Marshall Van Pool and band moves in with a floor show.

Over at Monroe's Three Mile Inn, Harold Nelson's ork moves in with Johnny DeNious and Annett Naron, singers.

Bradley's, top spot of the Mississippi Gulf Coast, opened last week for winter season, with Vee Bee Taylor's musicians, Marvel and Fried, dance team, and Lu' Roy featured.

News From West Coast

LOS ANGELES, Jan. 30.—Max Perrin and Ethel Howe, arrivals from the Chicago Yacht Club, opened at the Hollywood Knickerbocker.

Gus Van leaves for the Bal Tabarin, San Francisco, on a six-week engagement, returning here for nitery and picture work.

Estelle and Leroy, dance team, brought here for Wanger's *Vogues of 1938*, go into the Victor Hugo Garden Room pending start of the film.

Frank Miguel will be in charge of the night club and cafe department organized by Rockwell-O'Keefe here. Formerly with Edward Keller in New York.

Henri DeSoto, maitre d'hotel of the Casanova Club, has been signed by 20th Century-Fox to act as technical advisor on the night club sequence of *Cafe Metropole*.

Gertrude Niesen, just finished in Universal's *Top O' the Town*, opens at the Chez Paree, Chicago, February 15.

Robbins Family to S. A.

NEW YORK, Jan. 30.—Robbins Family sailed today for South America to open an eight-week engagement at the Casino De Urca, Rio de Janeiro, with an option for another eight weeks at Buenos Aires. They follow with London dates in July.

Giving a Parrot the Bird

PHILADELPHIA, Jan. 30.—John Tio, master of the almost-human parrot currently at Hotel Adelphia, tells of his bird getting the birdie.

When Tio announced to the sitting sippers: "My bird mimics Jimmy Durante, Eddie Cantor, Bob Burns, Ed Wynn, etc., whom would you like him to impersonate?" one gadder-about piped: "Let's see him impersonate Gypsy Rose Lee!"

London Night Spots

LONDON, Jan. 25.—Billed as "the World's Greatest Comedian," Jimmy Savo continues to prove a big hit at the Cafe de Paris. In for four weeks, it looks as if he will be retained for a further period.

Music Hall Boys are back at the San Marco and clicking heavily with their sure-fire routine.

Russell Swann, American magician and comedy entertainer, repeats at the Trocadero, where he is a fine hit. Newcomer to this spot is Billy Costello, of "Popeye, the Sailor," fame.

Ann Pritchard and Jack Lord are held over at the Savoy Hotel. They are classy, versatile and graceful. A distinct novelty in the same show is the first English appearance of Billy Rex, Continental acrobatic and contortionistic dancer, who has a great trick wherein he is able to jump on his own head.

Shows at the Dorchester Hotel, London Casino and Grosvenor House remain unchanged, with all three spots reporting biz as okeh.

Jacques Charles' *Paris Tour De Monde* is hitting as a well-produced floor show at the ritzy Grosvenor House. Kathleen Del Adami, the Percy Athos Girls, Marisa Cordoba, Kent and Paddy and Kambar are outstanding.

Midnight Laughter is in its 10th week at the Dorchester and still proving popular. Hits remain the Wiere Brothers with their refined "sophisticated nonsense" and Holland and Hart, classy American dance team.

Cotton Club Does \$700,000 in 4 Mos.

NEW YORK, Jan. 30.—Seven hundred thousand dollars was contributed by 340,000 patrons at the completion of the Cotton Club's 400th performance tonight since the premiere of the current show. That means 850 patrons at each performance spending a little more than \$2 each. And \$700,000 for a little more than four months makes it a yearly \$2,000,000 gross.

A Break for Kids

BOSTON, Jan. 30.—Three 13-year-old lads, forming a sepia-white song and dance team, have been placed under the personal management of Arthur L. Race, manager of the ritzy Copley Plaza Hotel. Lads have played the swank Sheraton Room of this Back Bay hostelry. Bill Boyer, ork maestro here, is tutor of Johnnie White, sepia keyboard tickler; Frankie Hall, warbler; and Wilber Lucour, Negro tapster. Threesome work Copley Plaza children's benefits, and house parties.

Philly Drives on Unlicensed Bookers

PHILADELPHIA, Jan. 30.—Drive against unlicensed theatrical and night club bookers got under way yesterday. First conviction was brought against Edward Beiner, of the Variety Theatrical Enterprise. Magistrate Elias Meyers fining him \$25 and costs for booking without a license. Rita Roberta, entertainer, testified she paid the agency a commission for night club engagement secured for her.

Victor Girard, investigator for the State Department of Labor, stated that there are more than 90 agencies in the city failing to pay their \$125 yearly license fee as provided for by the law of May 2, 1929, and "we are going to war on all of them."

Acts, Bookers, Cafe Owners Joins to Bar Out-of-Towners

Plan to lobby for amendment to State license law—seek to ban office-in-hat and out-of-town bookers—nix on bedrooms near offices—hope for eventual closed shop

PHILADELPHIA, Jan. 30.—Philadelphia and the rest of the State will offer a highly organized territory for night club and vaude entertainers if certain legislative movements are consummated in Harrisburg. With the ground-work laid here, the United Entertainers Association, the Entertainment Contractors' Association, and the Philadelphia Cafe Owners' Protective Association banding together for the first time in a common cause. Movement calls for enforcement of the State law of May 2, 1929, which provides for an \$120 yearly license fee for all

New Clubs In Philly

PHILADELPHIA, Jan. 30.—Increased activity in the night-life belt has two openings and as many reopenings.

Stanley Carroll offers a Yacht Club, where Nat Welsh emsees, show including Paddy La Verne, Nona Lawson, Patricia Robinson, Marcella Lee and Beth Calvert. Kitty Helmling leads the Viola Klais Musical Maids for terp music.

Another number club to the growing list is Blank's 500 Club, where Jean La Rae heads the goings on with Connie Miller and Billie Marsh.

Al Brown has canned the sepia show at his Kit Kat Club and lights up again with all-white talent. Has George Scotti, Barnett and Parker, Long Sisters, Patti Crawford, and the Air-O-Way Trio. A Madame Fifi will also be on tap for mitt reading.

Harry Serian has his Girard Cafe going again, with Del Vecchia's swingsters being the main issue.

Conventions Boost Chi Cafe Business

CHICAGO, Jan. 30.—A continued string of big conventions and a steady influx of visitors to Chicago has kept business at a high peak at most of the bigger night clubs and hotel cafes here. The coming month forecasts some very good shows and some of the downtown spots have already changed their programs.

This week saw two openings of new shows. Ethel Shutta made her debut at the Congress Casino Friday night with a show that also has Stan Kavanagh, Bernhardt and Graham and Gus Arnheim's orchestra. The Palmer House opened its new *Midwinter Revue* the same evening, headed by Paul Rosini, magician, with a lineup consisting of the Three Samuels and Harriet Hayes, Roberts and White, Ray and Trent, June Taylor, the Abbott Dancers and George Hamilton's music. The College Inn in the Sherman Hotel will have a new show February 4, with the Bo Brummels, Garcia and Perrot, three couples of Lindy Hoppers and a holdover of the Gertrude Hoffman girls, the California Varsity Eight and Roger Pryor's band.

The middle of February will bring a new Casino Parisien production, headed by Emil Boreo, and a new Chez Paree show, with Gertrude Niessen, Edgar Bergen and Bert Frohman. In the meantime both places are playing to overflow convention crowds. The Stevens Septet, in the Continental Room of the Stevens Hotel, is causing quite a bit of comment, as is the smashing finale at the Royale-Frolics.

Everybody's Doing It

NEW YORK, Jan. 30.—Since every other one is doing it, Fred Le Quorne, dance instructor, has taken it upon himself to select the most popular band in town.

According to a poll conducted by himself and his staff of 25 instructors, and in accordance with an 83 per cent vote of his 12,805 pupils, Lennie Hayton's Hollywood Restaurant orchestra, gets the wreath. The award will be aired over WOR-Mutual network February 2.

bookers of entertainment. Act has never been enforced. With all three bodies clamoring for regulation, cooperation has been promised by Governor Earle and Attorney-General Margiotti. Further, it is understood that the UEA, ECA and the PCOPA have recommended changes in the law which will tend to broaden its scope and tighten existing loop holes. Enforcement of the act will come under the State Department of Labor and Industry.

Not only will every booker be required to procure a license, but will also be required to maintain an office. A present statute stipulates that a business office may not be maintained on the same floor with a bedroom. A cursory survey of the local field by Tom Kelly, UEA exec, revealed that 80 per cent of all entertainers are females. And with that argument in mind bodies will ask legislature to amend the act to prohibit the maintenance of a business office in any building that contains a bedroom. Move is aimed at those bookers who work out of their own homes. With more than 90 agents doing business in the Philadelphia area, it is believed that the new restrictions will cut that number down to below 50.

Enforcement of a licensing law will further strengthen the legitimate bookers position by cutting out orchestra leaders and emsees who also book shows. Most important, however, it will mean the end of independent booking by nitery owners themselves. Changes in the law recommended by Kelly clearly define the professional entertainer. Altho the night spot owner will be able to hire all his other help, floor talent will have to be handled thru a licensed booker. Law would also prohibit a club owner getting a booking license. COPA has promised Kelly its support on that score.

Proposed law would bar out-of-town agents. The better local spots are now handled by outside offices, notably MCA and Harry Kilby.

Mutual understandings between the UEA, ECA and the COPA will eventually make for a closed shop in this area. Recommendations in the wind call for the setting up of a grievance committee to settle any differences that may crop up. With fines and black-lists as a head hammer, will mean that each to each will have to behave, or get out of business. A further suggestion voiced calls for a three way contract on all booking dates, aimed to cover the entertainer, booker and nitery owner. Grievance committee will also act on all wage claims.

Natchez Cops Raiding Cafes

NATCHEZ, Miss., Jan. 30.—State Chief of Police Major T. B. Birdsong is continuing his raiding along the "Gold Coast" near Jackson. Three of the eight persons indicted at a recent grand jury session in connection with alleged gambling and liquor trafficking have surrendered. Each was released under \$500 bond.

Drive to break up gambling and the sale of liquor will be continued. This is hurting business of all state night spots.

L. A. Cafe Is Fined

LOS ANGELES, Jan. 30.—Club Esquire, swank cocktail and night spot on the Sunset strip, was fined \$250 as a corporation this week for cutting liquors in violation of the pure food act.

Night Club Reviews



TANIA and KIRSOFF

European Dance Artists In Their
NEW, UNIQUE AND SENSATIONAL
DANCE OF THE FORBIDDEN NECKLACE
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Merry-Go-Round Bar, N. Y.

Nick Bates has taken over the jinx spot originally built for Helen Morgan and later tenanted by Princess Tokaroff as her Original Maisonette Russe. Altho he has renamed the spot Merry-Go-Round Bar, the place still retains the Maisonette Russe atmosphere. Therein lies a difficulty for Bates. His place is a hybrid, encompassing the festive carnival air of its carousel bar and the regal austerity of the Maisonette Russe inner room. It may prove very difficult to compromise the two.

This indecision is reflected in the entertainment as well. The mixed group of lovely voices (three feminine and two male) that form the Russian chorus are as natural and fitting divertissement as can be, and so is Boris Koretzky's gypsy musicians. But to introduce into this atmosphere the brash Marian Pierce, with her weak attempts at ultra-sophisticated song-talking satire, is inept, to say the least. It would take a Bea Lillie to put over such a style here, and even then, it might still sound incongruous. Miss Pierce is unquestionably a beauty. Tall, stately, with raven black hair set off by white satin gown with red jacket, she presents poise and appearance that goes a long way as a first impression. But all this does not stack up against the ineffectual salesmanship and inappropriate material. In any other place but this, she may be a sensation.

The Russian chorus offers songs as a harmony group and by solo work, accompanied by guitar or full orchestral background. Seated at a side table, they present delightful entertainment that seems informal and impromptu.

Horacio Zito and band provide dance rhythms. They, too, are in a way misfits. Their music is too fast and dancelike (tho not loud) for the subdued elegance of room and patronage. Even the domination of the leader's violin playing, and of the accordion and sax, fail to soften it.

Much more in keeping is the relief band of Boris Koretzky. Russian and gypsy music is interspersed among popular dance tunes for a more harmonious effect.
George Colson.

Grace Morgan

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Mayfair Casino, Cleveland

Change of bill here takes the shape of a stage extravaganza, not too pretentious, but snappy and promising withal.

Ames and Arno headline. Instead of conventional ballroom dancing, they find relief in burlesquing the dress-suited prancers with trick falls and resounding horseplay. Fawn and Jordan, consequently, find it hard work to do spins and steps in legitimate vein. They are backed by a chorus of 12 comely misses, captained by Charlotte Van Doe. Smart costumes and lighting effects make their act an attractive one.

Paul Olsen does a Frankenstein impersonation and follows with his dance with a blonde puppet.

Allen Rogers, a tenor, sings nicely. George Duffy and orchestra remain with Blanche De Bow. The Four Esquires continue in the cocktail lounge.

Durries Crane has made several changes for the better. He has established a no-tipping rule and cut down the prices. Now recuperating from a breakdown, he is temporarily replaced by Jack Walsh, assistant manager of the Neil House, Columbus, O. It is reported that Crane may re-engage Harry Propper, formerly head of the Mayfair Casino, to be managing director. Propper is in Florida recuperating from a breakdown.
H. R. Hoyt.

French Casino, Hotel Essex, Boston

Hotel Essex has made a stab into the nitery field with the French Casino, a small basement spot, directly opposite the South Station railroad terminal. Only slightly Frenchy in atmosphere, despite sidewalk cafe awnings. Jerry Mann presentations are produced by Lee Steele. Twenty-five minute show was caught at supertime, with room only sparsely inhabited.

French Casino Revue was fast and youthful, the Lee Steele Girls (5) opening with a warble of Yankee Doodle Learns to Parley Vous, followed by a hoof routine. Gals are cunning in their come-on glances and bump work. Marie Francis, songstress, is capable, but needs

better instruction in selling vocal wares. *Come To Me My Melancholy Baby* was her only offering and the special arrangement was put over okeh. Pipes are there, but more personality would be advantageous.

A cute, dimpled young lady is Norma Mitchell, spotted with a acro-high kick stint to *Dinah*, and secondly with a waltz control number, in which she pleases with an assortment of splits and a series of spotters. Raoul and Margo, Cuban rhumba team, give their version of a tango, which winds up with the gal across his shoulders as he pivots, at the same time lighting and smoking a cigaret. A novel bit that was applauded.

Line returns for a torrid *La Rhumba* workout with convulsive bumps to *South American Joe*. Raoul and Margo return for this. Emsee Eddie Dunn is a personable lad, but poor p. a. system did not do his vocaling justice. Sang *Darktown Strutters Ball*, and strutted about the floor.

Whirlwind finish is Steele's personal creation of the dance *Balboa*, exemplified in good stead by the line who sings the number with Dunn. Line voices, incidentally, register quite well. Given more floor space, the production would click even better. Line does much to enhance and pep the show. Gals are plenty hotcha.

The Eddie DePietro ork has a WHDH wire 15 minutes nightly. No cover nor minimum. Sari Kleiman tickles the ivories and vocals between shows.
Sidney J. Paine.

Continental Room, Chicago

This beautifully appointed dining room, a favorite meeting place for connoisseurs of good food, can offer the most discriminating entertainment seeker satisfaction in the short but excellent floor-show. Currently, the room can boast of two stellar attractions in Frankie Masters' orchestra and a choral group, the Stevens Septette.

Masters does not depend on special arrangements or dance music in the orthodox manner, but goes in for novelties and injects a great deal of showmanship in his presentations. His organization comprises a glee club, the instrumentalists singing in various combinations. One of the novelties used is a number called *Ten Little Bottles*, in which the band boys line up with partially filled bottles, with lights that can be flashed on and off. They get a callope tone as Masters sings the verses. Masters also emcee in smooth fashion.

The Stevens Septette, a charming group of mixed voices, filled the air with their harmonious singing. Attired in Civil War period costumes, they rendered the score of *Show Boat* and stopped the show. Their work, both in solos and ensembles was fine. Had to encore with the *Italian Street Song*. Personnel consists of Frederick Scheweppe, baritone; Marie Nash, soprano; Russ Marks, bass; Lois Wollner, coloratura; Robert Morris, tenor; Vivien Parker, mezzo-soprano, and Homer Snodgrass, top tenor. A big hit.

Balance of the show had Donna Dae, cute little member of the Masters band, in high hat, tails and opera hose, singing *Do You or Don't You Love Me?* and a swell impression of Bill Robinson's tapping; and Janet Evans, who did a nifty high kick and acrobatic cane routine to nice returns.
F. Langdon Morgan.

Embassy, Jacksonville, Fla.

A homey, intimate spot is Club Embassy, bonifaced by Gene Zapf, who doubles as chief mitt-putter-outer at the door.

Lew Davies and his nine-piece ork is a sweet, swiny bunch. Lew grabs whatever instrument is handy and is almost another Benny Meroff in versatility.

Floorshow stacks up as light on acts.
(See NIGHT CLUB on page 15)

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Sweden Wants to See

NEW YORK, Jan. 30.—Swedes for the Swede! Being the only fan dancer of that nationality in America and because the Crown Prince of Sweden made interesting, as well as interested, inquiries about her, Inga Borg sails March 15 for a six-month engagement at the Prince Adolph Theater, Stockholm. She's going to show 'em her fan.

N'Awleaus or Honolulu?

WASHINGTON, Jan. 30.—Royal Hawaiians, stringing out at the Ambassador Hi-Hat here, have been pointing with pride to the land of leis and snake-hipping as the birthplace of swing. That is, they had been, until Nick LaRocca blew into town to play the Earle stage with the Original Dixieland Band (plus one doghouse). LaRocca got to work on local daily that has publicized guitar boys' claim, got admission in print that it all happened down N'Awleaus way in 1908.

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LETHERT'S NON-TRANSFERABLE DANCE CHECK
BADGE & NOVELTY CO., 402 N. Exchange St., ST. PAUL, MINN.

HARRY BARRIS, in front of a band formerly led by Bob Kenny, opened at the Uptown Ballroom, Portland, Ore., January 26. He's being booked by Associated American Artists, San Francisco.

PAUL PNDARVIS opens at the Palace Hotel Rose Room Bowl, San Francisco, February 4. It was here he skyrocketed to prominence two years ago. He'll air six nights weekly on an NBC wire and four nights on Hearst's California network. Singers Lois Clark and Eddie Scope will be featured.

CLAUDE SWEETEN, KFRC musical director, originally scheduled to play the Oakland President's Ball, but the musicians' union wouldn't let him take his own men and he refused to work the job with others.

WALT ROSNER comes from an 18-month retirement, due to ill health, to direct a 40-piece orchestra for the President's Ball in the San Francisco Auditorium.

HENRY KING is at the Fairmont, San Francisco, where he changed from NBC to CBS, with pick-up by KSFO, January 26. He planes to Los Angeles each Wednesday to direct the music on the Burns & Allen show.

DON FERDI (Angelo Ferdinando) is now at the Rose Room, Stratfield Hotel, Bridgeport, and has been succeeded at the Coconut Grove, Bridgeport, by Tony Deazo.

Don Felix and orchestra are at The Pines, Newtown, Conn., succeeding Bob Fox's combo.

Girl band musicians have a tough job trying to exude personality and at the same time letting it be understood to mashers and whatnots that they are not lavishing their smiles and charms for their benefit. Silly as it sounds, it is a very serious problem, according to band leaders and girl musicians themselves.

Felix Martin and orchestra are at the Halfway House, Stamford, Conn., featuring Johnnie Mooney, guitarist.

CLARENCE FUHRMAN, musical director of WIP, Philadelphia, takes his studio band out for visuals, doing a battle of music with Billy Hays at the Studio Ballroom for a warmer-upper.

JAMES HALL, who had turned to band leading is back in the actor's cloak, heading the *Lady Chatterly's Lover* production.

FRANK WARREN is added to the WIP-Intercity dance parade, coming out of Philadelphia Coconut Grove.

BOBBY MORRO again takes command of the bandstand at Palumbo's, Philadelphia, Jess Altmiller, guest-conductor, having returned to his post in the Fox Theater pit.

JAN CAMPBELL and ork are slated to open at Castle Farm, Cincinnati, February 20.

ACE BRIGODE and Virginians, now playing the Hotel Gibson Rathskeller, Cincinnati, have received a four-week extension of contract at that spot. Band winds up there March 5.

RUSS MORGAN will replace Leo Reisman on the Phillip Morris program over the WEAf net, beginning February 13. Morgan is now in Florida.

AL SCHOFFIELD and music return for third season to Childs' Old France, Boston.

ART HERR and his Midwest Music Makers are set for an Eastern audition, arranged by Herb Jones of Chicago.

GRIFF MORRIS and Clevelanders have been playing at the Wagon Wheel Cafe, Akron, O., the last 10 weeks, and will be there until April 1.

Swing music has been especially hard on violin players who cannot double on sax or brass. He could be Kreisler and Heifetz rolled into one, but he might as well be on the breadline, so far as jazz bands are concerned, if he were not able to double on a mouth organ, washboard, bazooka or something.

JERRY JOHNSON now features a harp and an electric organ. Band closes a nine-week run at the Radisson Hotel, Minneapolis, February 5, and opens at the New Kenmore, Albany, N. Y., February 13. Handled by CRA.

TOMMY (RED) TOMPKINS opened with a new band at the Raymor Ballroom, Boston, February 2. Red has a CBS wire and is handled by CRA.

JESSE KNOWLES and band, late of the Chesterfield Club, Kansas City, Mo., opened the first of the year at Club Del Rio, Nashville, for indefinite engagement. Knowles carries his own entertainers.

In the last two years, a phenomenal spurt in popularity of the harp has been noted. Exponents claim that a harp as accompaniment to a voice, preferably a contralto, is ideal. Comeback of the classic harp is due also to a new school of harpists who are now going "commercial," as for example, Caspar Reardon, who styles himself as "swing harpist."

PAUL CORNELIUS ork has begun an indefinite engagement at the new Royal Villa Night Club in Peony Park, Omaha.

FLOYD MILLS combo, current at the Hotel DuPont, Wilmington, Del., is heard nightly over WDEL, Inter-City network station.

HAROLD NELSON band has moved into Three-Mile Inn, Monroe, La., after completing a tour of Mississippi, Louisiana, Texas, Oklahoma and Arkansas.

DEAN HUDSON and his Florida Clubmen wind up their engagement at the San Carlos Hotel, Pensacola, Fla., February 12, and open at Tantilla Gardens, Richmond, Va., February 19.

RAY HERBECK'S orchestra has succeeded Bob Young's Combo in the Hotel Utah Empire Room, Salt Lake City.

EDDIE DUCHIN and orchestra played the Gasparilla Ball, Tampa, February 2, and broadcast on a CBS hook-up thru WDAE.

FOUR DICTATORS., appearing at the LaSalle Hotel, Chicago, now being handled by CRAA.

BERT SALTER has become the personal manager of Lee Elliott and her all-girl band.

WITH THE signing of Jack Denny, Mr. and Mrs. Crawford and Maurice Spitalny, boosts the CRA roster to 125, according to Charles E. Green. Other late additions are Eliseo Grenet and a cocktail unit, The Emperors.

PAUL WHITEMAN has been booked to open at the Biscayne Kennel Club, Miami, February 20. Reported getting the largest salary ever paid for a Florida engagement.

LES BROWN and his Duke Blue Devils have signed a long-term contract to record for Decca.

KING'S JESTERS will move from the Bismarck to the LaSalle, Chicago, February 10.

JERRY JOHNSON orchestra has been set by Milton Roemer, Consolidated's New York manager, to open at the New Kenmore Hotel, Albany, N.Y., February 15. Albany date is a repeat for Johnson.

GEORGE HALL, whose orchestra is heard over CBS from the Hotel Taft, New York, signed his 22nd contract at the hotel last week. George has been featured at the hotel almost continuously since July, 1931.

BUD SCOTT and orchestra has three weeks engagement at Crystal Club, Natchez, Miss., following Perc Wagner.

JIMMIE JOY and orchestra returned to the Claridge Hotel, Memphis, January 29, for four weeks. Band follows Gray Gorden.

JACK DENNY has signed with CRA and is slated for one of the French Casino spots, possibly in Chicago. Denny switched from MCA.

ALAN LEAFER and band open this week at the Hotel St. George, Brooklyn, booked thru CRA.

JIMMY LUNCEFORD and orchestra make a stage appearance at Loew's State, New York, week of January 29. Sailing date for Europe has been changed to February 13 to make it possible to play the Coronation in London.

ANO RODRIGO is now handled exclusively by Meyer Davis.

VINCENT TRAVERS, of the French Casino, New York, has made arrangements with French music publishers to supply him with latest dance tunes prior to their release in this country. He is already featuring current popular faves as *Attends Voir (Wait and See)*, *Bebe Plus de Pleurs (Baby, No More Tears)*, *Berceuse Tendre (Tender Lullaby)* and *Bon Jour, Margot (Hello, Margot)*.

RUSS MORGAN and orchestra play the Royal Palm Club, Miami, for two weeks, starting February 1.

PAUL WHITEMAN is such a big draw in Houston that more than half of the 800 reservations for his one-night appearance at the Rice Hotel there were sold before a definite date was set, according to the hotel manager.

"Dean of Sophisticated Swing"

BEN POLLACK AND HIS ORCHESTRA

Now Playing Beverly Blue Room, Hollywood, Calif.

Exclusive Management
CONSOLIDATED RADIO ARTISTS, INC.

Featuring the Mound City Blue Blowers.

RED MCKENZIE AND HIS ORCHESTRA

Now Red McKenzie Club, W. 52d St., N. Y.

Exc. Mgt.—Consolidated Radio Artists, Inc.

Broadcasting via NBC, Coast to Coast.

HARRY RESER AND HIS ORCHESTRA

Appearing at Earle Theatre, Washington, D. C.

Exclusive Management
CONSOLIDATED RADIO ARTISTS, INC.

RADIO-STAGE

IRVING AARONSON AND HIS COMMANDERS

Musical Director WHN

Exc. Mgt. CONSOLIDATED RADIO ARTISTS, INC.

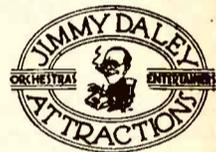
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DICK DIXON

Per. Rep. HARRY MOSS.

Exc. Mgt. Consolidated Radio Artists, Inc.

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ON TOUR THE ORIGINAL BATTY BRITTON BAND

"NUTS TO YOU"
Under Exclusive Direction
MILLS ARTISTS, Inc., 789 7th Ave., N. Y. C.

THE ONE AND ONLY

JIMMIE LUNCEFORD AND HIS ORCHESTRA

the new King of Syncopation
Appearing at
APOLLO THEATRE, 125th St., New York
Week of February 5
Direction:
HAROLD OXLEY, 17 E. 49th St., New York, N. Y.

DON MARIO and his ORCHESTRA

NOW ON TOUR
Per. Mgt. PAUL WIMBISH,
1619 B'way., Suite 701, New York

MARIO



BRAGGIOTTI

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

Affiliated Add Three Spots

DETROIT, Jan. 30.—Affiliated Theatrical Offices of America added three important local spots to their books. These include The Bowery, in the suburb of Hamtramck, with Art Angell as master of ceremonies, and Paradise Cave and Tropical Gardens in Detroit proper.

Three Shows in Detroit Hotel

DETROIT, Jan. 30.—With a choice of three rooms, the Book-Cadillac Hotel here is now operating as a veritable Hippodrome. W. O. Seelbach has just taken over the management of the hotel, coming from the Netherland Plaza, Cincinnati.

Carl Ravell and band furnish the musical entertainment at the Book-Casino. Gail Reese is the vocalist, and Lischeron and Adams, dance team, head the floor show.

In the Motor Bar, the Four Gentlemen of Rhythm have a novelty musical quartet—bass fiddle, singing guitar, Spanish guitar and vibraphone and accordion.

In the Cocktail Bar, Bernice, late of the Red Apple Club, sings to her own accompaniment.

COLLETTE and BARRY
Musical Comedy Dancers

Just Completed 4 WEEKS At HOTEL COMMODORE N. Y.

The Original **CARL ROSINI** Master Magician

★ Just completed a successful engagement at the Arcadia in Philadelphia. Acclaimed by press and public for the marvelous feats of magic performed directly before the eyes.

★ Now at **HOTEL NEW YORKER** New York

BEWARE BOOKERS and AGENTS . . . other mystifiers are trading on the name and reputation of The Original **CARL ROSINI**.

Dir. Music Corp. of America in association with **THOMAS MARTIN** of Rockwell-O'Keefe, Inc.



Ben Ford Recuperating

WINTHROP, Mass., Jan. 30.—Ben Ford, theatrical agent, is convalescing at the Winthrop Memorial Hospital, following an appendectomy last week.

Club Chatter

New York City:

GERTRUDE NIESEN opens a 10-week run at the Chez Paree, Chicago, February 12. . . . YACHT CLUB BOYS have been signed to a three-picture deal by Paramount. They start early in March. . . . JACK MASON and his Mimics opened an engagement at Jeane's Tavern January 14. . . . IRIS WAYNE, dancer now at the French Casino, has contracted for three years under management of Leddy & Smith. . . . DOLORES AND ROSSINI, dancers, are now appearing at the Wivel Restaurant. . . .

ESTELLE AND LEROY are leaving for Hollywood to appear in Walter Wanger's *Vogues of 1938* for United Artists. . . . BERT FROHMAN, for the past year at the Paradise and due to open at the Chez Paree, Chicago, the first week of

When the "Casino Parisien" show went into a Chicago hotel, it carried an entire cooking crew hired in New York. Chicago cooks union yelled murder and compelled the French Casino syndicate to hire a Chicago chef "on the side." We've had standby stagehands and standby musicians—but standby cooks is a new one to us.

February, has placed himself under exclusive management of Mills Artists. . . . GAY DIXON, singer, opened February 29 at Murray's, Tuckahoe, N. Y. Managed by Frank J. Kinsella. . . . MEN OF GOTHAM, vocal quartet, are under the

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, January 22, to Thursday, January 28, both dates inclusive.

With Plenty of Money and You (29)	36	On a Little Bamboo Bridge	17
Pennies From Heaven (22)	28	This Year's Kisses (14)	15
Please Keep Me in Your Dreams (19)	25	One in a Million	14
Good Night, My Love (26)	24	There's Frost on the Moon (16)	14
When My Dream Boat Comes Home (26)	24	You're Laughing at Me	14
Chapel in the Moonlight (24)	21	You Do the Darndest Things	13
There's Something in the Air (29)	20	I'm Riding High	11
Gone (14)	19	Love and Learn (20)	11
May I Have the Next Romance With You? (22)	19	One, Two, Button Your Shoe (13)	13
Summer Night (16)	18	Tea on the Terrace (16)	10
I've Got You Under My Skin	17	The Way You Look Tonight	8

SHEET MUSIC BEST SELLERS will be found on page 16.

exclusive handling of Columbia Artists' Bureau. . . . BOBBY SANFORD has set William Grant to replace Milt Douglas in his second show at the Hollywood Beach Hotel, Florida, opening this week. Arthur Murray dancers are held over, and a Meyer Davis band supplies music.

Chicago:

SAMMY CLARK, who laid aside his grease paint about a year ago to become a partner in the Marr & Clark agency, has succumbed to a lucrative offer from the 606 Club, and is emceeing the current show, besides pursuing his executive duties in the agency. . . . BILLY STEARNS, owner of the Gay Nineties here, is a former wrestler and keeps in trim with a daily work-out in the gym. . . . DOLORES AND ANDRE have replaced the Radio Rogues at the Mayfair Room, Blackstone Hotel. . . . TONI LANE, now

There's a surprising demand for the fan-bubble-veil-nude gals still, especially in the night club field. Most agencies sell them as "novelty dancers" to escape the slight eyebrow-raising when fan dancers are mentioned. Call it anything you want, the public likes to eye feminine flesh.

at the Hi-Hat Club, will play vaude at conclusion of her engagement February 5. . . . JOE JACOBSON, manager of the Chez Paree, sailed January 30 for two weeks in Rio de Janeiro. . . . CHARLES HEPP, who operates Harry's New York Cabaret, is vacationing in Florida. . . . BEN LENHOFF, operator of Club Bali-Bali, has secured a Miami Beach night spot which will also carry the Bali-Bali name. . . . ETHEL SHUTTA did not open at the Congress Casino until January 29, due to illness. . . . BOB HALL, who had a long run at the Palmer House here last season, substituted for her in the interim. . . . VAN CELLO AND MARY replaced Jerry and Turk at the Yacht Club January 27. . . . BLACKSTONE HOTEL officials deny they contemplate closing the Mayfair Room because of poor business and say they are planning to open a new show there in February. . . . GARCIA AND PERROT open at the College Inn in the Sherman Hotel February 4.

VAN CELLO AND MARY have been added to the show at the Yacht Club. . . . DOLLY WEISBERG'S Colony Club, closed last week and will undergo a complete remodeling and refurbishing. . . . ETHEL SHUTTA, recovered from her recent illness, is currently in the Congress Casino floorshow. . . . PAT O'MALLEY closed last week at the Drake Hotel. . . . HELEN HONAN and Charles Hoffman, magician, have been added to the current floorshow at the Drake Hotel.

Here and There:

MARSHALL MONTGOMERY, ventriloquist, is current at the Penthouse, Boston. . . . PRESSMAN SISTERS of Hollywood opened last Monday at Boo Boo Hoff's in Philadelphia. Also set for Warner short this week. . . . FOUR QUEENS OF RHYTHM are now appearing at the Powatan, Detroit. . . . DE-

COUTI AND MARIE and Jewell Davis are now working in a showboat in Daytona Beach, Fla., the same that was moved from Jacksonville.

BALLARD AND RAE have been booked by Sligh & Tyrrell into the Jefferson Hotel, St. Louis. . . . FRANCES WILLER, Dorothy Dickson and Paul Garden comprise the new show at the Washington-Youree Hotel, Shreveport, La.

The top hat and tails industry is doing all right, now that so many vaude and cabaret acts are crashing the hotel field. Most of the better hotels want their performers in ultra getup. And a lot of acrobats, dancers, bike riders, jugglers and singers (who had never worn a formal suit before) now have to do their stuff in tails. As a lot of performers have found out, it's not easy to do strenuous routines while choking in tails and boiled shirts.

NIGHT CLUB

(Continued from page 13)

but heavy on talent. Runs only 20 minutes. Ought to have a couple more acts.

Florence Davidson, pretty and slender, opened with *Belle of New Orleans* and encoored with *Make Believe* and *You Were Meant for Me*. Has a sweet contralto of wide range. Handles her numbers well; no mugging or torso twisting. Neither does she get a double hammer-lock on the mike, which proves she is not afraid of it.

That sterling duo of terp artists, Nardine Colson and Charles Ost, late of Ryden's Showboat, on for a nifty ballroom swing tap that rated heavy palming. The tops sartorially in black-and-white sports outfits. Miss Colson later did her ever popular *Lucky Star* fast tap that banged over for a touchdown.

Ost, ukelelst, did *12th Street Rag* nobly and encoored with a Ben Bernie impersonation that the folks liked immensely.

Show closes with Hazelle and Klatoff, dance stylists, in a graceful waltz to *Caprice Viennois*. The standard spins and whirls were used, with several sensational ones that had the customers clapping continuously. Took encores until windied. Did the exotic *American Bolero*, the *Continental* and a comedy number. Femme is easy on the optics and graceful as a deer.

Ost is ceremonial master and runs the show smoothly and capably without projecting himself too much into the foreground. W. H. C.

Four Girls Collect From Boston Broker

BOSTON, Jan. 30.—Four girls booked into the Hotel Westminster floor show here January 9 combined last week to force payment of salary from a chiseling agent. The girls, Joan English, Joan Keating, Yvonne Hart and Frances Edwards, claim that a local booker, tried to keep them working over an extended period of time without coming across with salaries.

Complaints to Messrs. Coulon and McCarty, house managers, finally resulted in payment. The girls claim booker some days later locked them out of their dressing room in order to prevent them from doing their show. Angle, girls claim, being that this would compel them to breach their contract. Booker subsequently informed the girls that satisfactory settlement would be made.

GOODBYE, AMERICA for just! / awhile!

We sailed January 30th for 8 weeks' engagement at the — **CASINO DEURCA, RIO DE JANEIRO**

We hope to follow with 8 weeks in **BUENOS AIRES, ARGENTINA**

Then to **LONDON—**

ROBBINS FAMILY

MARGIE — DWIGHT — LARRY

Perm. Address P. O. Box 55 Poughkeepsie, New York.

"RUFÉ" DAVIS

The City Slicker

Held Over INDEFINITELY

HOLLYWOOD RESTAURANT

New York

ALSO WARNER BROS. SHORTS

Mgr. Music Corporation of America



Philly Finds 3 Heliconists; U. S. Army Faces Music Crisis

PHILADELPHIA, Jan. 23.—Frantic quest on part of the United States Army for helicon players to round out the military band in the Canal Zone almost had the Marines joining hands with the Boy Scouts in the search.

A relentless searchlight upon heliconology revealed that three citizens shamefacedly, but still a trifle defiantly, fessed up that they know what a helicon is, can play that thing, and what about it.

Dr. Leonard D. Frescoln said he has a helicon and would be glad to donate it to the defense of the Panama Canal, excepting that it would mean depriving mankind of a great boon. "I keep the thing among my surgical instruments," he said, "and use it to comfort my patients." Medical terminology unmask-

ed, Dr. Frescoln really meant that a helicon is like chloroform, only more so.

Edward Fuller said he lost track of his old helicon. But he misses it and would like to play it again. He would even enlist in the Army to do it, if he got the proper artistic appreciation.

Fred Smith has been hunting for a long time for the right helicon. Hasn't found it yet. "Not only that," he says, "but I've lost all my friends. I see people consciously avoiding me. I need that helicon to straighten me out, and maybe I can do the same for it."

Army is insistent upon getting a helicon player, as its band will have to march, and you can't have a bass tuba banging up beats at your knee-caps.

Music News in New York City

Mr. and Mrs. Jack Harris Blumenthal, (he's the Jack Harris, Philadelphia manager of Crawford Music), celebrated their 25th wedding anniversary at the Majestic Hotel, Philly, January 30.

Chick Adams, chief arranger for Abe Lyman, is a columnist in his spare time. Now syndicating his column on swing stuff and music inside angles among five papers, and just placed one of his new ditties, too.

George Snowhill, Lynn Greiner and Harold Mott, one of the newer combos around, have placed *Go Happy, Go Lucky, Go Love* with Major. Snowhill is sax man at the Yacht Club.

Jimmie Lunceford and band did 23 records for Decca this past year and Manager Harold Oxley is sort of proud of him, too.

Bob Levy and Norman Goldblatt, of Kansas City, Mo., write that they've been spotting their new one, *Give My Heart a Break*, on the MBS net. About set to place it with a local publisher.

Doris Fisher has written three new numbers for the new Harlem Uproar House. New York, show opening this week. Billy K. Wells is doing the comedy material.

B. B.

ASCAP Sues Night Club

NEW YORK, Jan. 30.—American Society of Composers, Authors and Publishers and six music publishing houses have filed suit in Federal Court to restrain Le Coq Rouge, local nite spot, from use of certain copyrighted tunes.

Publishers filing the suit are Chappel, Harms, Inc., Robbins Music, Mills Music, T. Harms and Remick.

Philly Music News

Jan Savitt's Top-Hatters, KYW-NEC swingers, title their theme *Quaker City Jazz*. Penned by Johnny Shultz, band's tenor sax, and will be published by Robbins.

George Pendleton, member of Joe Frassetto's musikers at the Hotel Philadelphia, is submitting *Take My Word* to the music pubs.

Singer Sues Detroit Cafe

DETROIT, Jan. 30.—Audree Warner, singer, has filed a suit against the Van Dyke Club here for \$10,000 damages. Miss Warner claims injuries sustained in a fall while dancing at the club incapacitated her from earning money in her profession.

Two Bands for Pittsburgh

PITTSBURGH, Jan. 30.—William Penn Hotel here will use two orchestras simultaneously. Count Basey, first colored band ever to play this hotel, opened at the Chatterbox yesterday, while Dave Broudy will play at the Italian Room shortly after closing at the Stanley Theater Thursday.

New Detroit Ballroom; Part of Circuit of Three

DETROIT, Jan. 30.—Detroit's newest, the Prince Edward Ballroom, opened last week with Jerry Wall and his Royal Collegians, who have played for several seasons in various Michigan ballrooms.

Prince Edward occupies the location of the former Garden Center Ballroom. Harry Harris, later manager of the Trianon, is manager for Whitfield F. Jackson, proprietor.

Jackson is operating a circuit of three ballrooms on Woodward avenue. New Garden Center, with Henry Olson as manager, is devoted to old-time dancing. Sunshine and her Cornhuskers furnish the music.

Bert Milan's orchestra is playing at the New Hollywood Ballroom, also operated by Jackson.

Whiteman-Simon Mixup

PHILADELPHIA, Jan. 30.—Resemblance between Paul Whiteman and Frank Simon, leader of the Armcoc band, recently had the newspaper editors puzzled. Both Whiteman and Simon conducted at a mammoth benefit concert and one of the sheets printed a picture of the two fronts together, with the caption "Who's Who."

Seek to Bar Outside Bands

ALBUQUERQUE, N. M., Jan. 30.—Albuquerque Musicians' Union has begun a campaign to get a bill thru the State legislature, now convened in Santa Fe, to prohibit cafes, night clubs and dance halls in the State from employing musicians from outside of State. It is not very probable, however, that the bill will become a law, as it is reported that many prominent legislators are opposed to it. New Mexico amusement interests will put up a fight to prevent such a bill from becoming law.

Night Clubs

Philly Ballroom After Names

PHILADELPHIA, Jan. 30.—Reese Dupree returns a name-band policy to his Strand Ballroom, Fats Waller doing the initial yesterday. Studio Ballroom recently initiated a similar policy.

Additional Night Club Reviews

Piccadilly Cabaret, Montreal

Piccadilly Cabaret, under the management of Eddie DesCoteaux, continues to provide entertainment, good food and liquor at a fair price.

Booked thru the Fred Norman Agency, most of the floor show is out of New York. The Mason Sisters are an eye-soothing and competent acrobatic team, while Aida Lucciano both sings and dances with ability. Lucille Davis, another hooper, proved popular with a series of modernistic numbers.

In Lylla Haymand the Piccadilly has brought back its popular accordion pumper, who works the cash trade into the community-sing spirit. Replacing Molly Morgan's disbanded Morganettes during the past few months, Joe Nito's

Sheet-Music Leaders

(Week Ending January 30)

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

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

1. In the Chapel in the Moonlight (Shapiro) (1)
2. When My Dream Boat Comes Home (Witmark) (2)
3. Pennies From Heaven (Select) (3)
4. Goodnight, My Love (Robbins) (4)
5. With Plenty of Money and You (Harms) (5)
6. The Night Is Young (Words and Music) (6)
7. Trust in Me (Ager) (12)
8. It's De-Lovely (Chappell) (7)
9. Rainbow on the River (Foist) (9)
10. One, Two, Button Your Shoe (Select) (8)
11. I've Got You Under My Skin (Chappell) (10)
12. Serenade in the Night (Mills) (14)
13. There's Something in the Air (Robbins)
14. There's Frost on the Moon (Berlin)
15. Who's Afraid of Love? (Hollywood)

Represent Songtex In England

PHILADELPHIA, Jan. 23.—B. Feldman & Company, represent Songtex Music Company in Great Britain. Erroneous previous statement named Vivian Campbell & Company as making arrangements to release Songtex' catalog in England.

It's Black Rasputin

WASHINGTON, Jan. 30.—Rah-rah boys hereabouts are always on the look out for something new to spring at their big brawls. George Washington U. comes up with a sepla swing outfit for one of its hoofing sessions that sports all-something in ork tags. Combo work under label of Black Rasputin and his Orchestra.

Bands Swap Jobs

DETROIT, Jan. 30.—Three local broadcasting bands shifted this week. At the Grand Terrace, recently opened by Arley Fleming, Les Arouette's band went out to make room for Morrey Brennan's band, which has been making history at the Graystone, under Job Mitton's management. Arouette went into the Arcadia. Mitton switched Lowrey Clark's band from the Arcadia to the Graystone, completing the triangle jump.

dance band is considerably above the average for night spots of this kind.

Ted McCormick.

McVan's, Buffalo

Don Romaine, producer for the past year at McVan's popular Riverside night spot, must have done plenty of scouting in the Rochester area of late. Three of the standouts on the current 12-act program (Selma Laska, Russ LeBau and Margaret King) are fresh from the Terrace Gardens, Rochester.

Miss Laska, new to the entertainment world, shows more than average promise. Attractive blonde of medium height, she executes contortion-control acrobatics (See CLUB REVIEWS on page 75)

Boston Agents and AFA Open Negotiations for Closed Shop

BOSTON, Jan. 30.—At the last meeting of the Massachusetts Theatrical Agents Protective Association at the Hotel Touraine, attended by agents and performers, Mrs. Buddy Shepard's motion that the MTAPA take up the matter of affiliation with the American Federation of Actors, on a working agreement, was passed. Thomas D. Senna, Sr., representing the AFA, urged a closed shop among the actors and agents to curb the practice of "bootleg" booking.

WPA Federal Theater projects were accused of "taking the bread and butter out of agency mouths." Senna defended the WPA, claiming it did not interfere with the bookers in any way. He asserted that WPA acts get paid for just the hours worked and do not interfere with private enterprise. Senna said WPA bookings are free and that they are not available for meetings and banquets, that are preceded or followed by business sessions or paid admissions.

Queenie Dunedin voiced for mutual geniality between the actor and booker to cement friendship between the two contingents. She pleaded with the performer to hold up standards, and declared that the public wants flesh and is awakening to that fact.

Questioning brought out the fact that actors were taking WPA work in addition to accepting private bookings.

Lew Frey, president, presided.

Youngstown Activity

YOUNGSTOWN, O., Jan. 30.—Frank Shean and his Troubadours, Mary Lou Hurst and Jane Shiner are causing quite a sensation at Ye Olde Rip Tavern in the Tod House downtown.

Phyllis Rathburn, with Marie Rhem as vocalist, has invaded the Youngstown Hotel Blue Room and is proving popular, judging from the nightly crowds.

The Lido Club has returned to the show-every-night policy.

Hank Whitehouse, pantomimist, is current at the Skee Hill.

Winter Garden Revue, a stage unit with class, is current at the Gray Wolf, an innovation hereabouts in floor shows.

John H. Auble Jr. doing a nice job of his night club column twice weekly in *The Youngstown Vindicator*.

Jackson, Miss., Club Burns

JACKSON, Miss., Jan. 30.—One of Mississippi's best known night spots, the Colonial Club, was destroyed by fire recently. Members of club staff said they did not know whether resort will be rebuilt. Instruments owned by Dick Snyder's Ork, playing at club, were included in toll. Loss estimated at \$20,000.

The Wets Win

WORCESTER, Mass., Jan. 30.—John Barleycorn won out here as the ABC Commission approved the club liquor license issued to the White Eagle Association. Quarters were formerly occupied by the Father Mathew Total Abstinence Society.

Pianos Coming Back

PHILADELPHIA, Jan. 30.—Piano trade insiders look for the continuation of sales expansion during 1937, keyboard makers having entered the new year with the largest number of booked orders in the industry's history. As a result of the demand, plus the increase in raw-material costs, it is reported that higher prices will rule in the piano trade during the last half of 1937.

Boston's New ASCAP Kep

NEW YORK, Jan. 30.—R. W. Rome, assistant to E. C. Mills, general manager of American Society of Authors, Composers and Publishers, was recently appointed to take the place of Paul Amundsen, former head of the Boston office of ASCAP. Amundsen left because of ill health.

CRA Takes MCA Spot

CHICAGO, Jan. 30.—Another Loop hotel was added to places booked by the local Consolidated Radio Artists, Inc., when contracts were signed this week with the LaSalle Hotel to furnish its next band attraction. The King's Jesters, recently at the Walnut Room of the Bismarck Hotel, open February 10 in the Blue Fountain Room of the LaSalle, succeeding Bob McGrew's orchestra. Spot formerly booked by MCA.

Theaters Seek Radio Name; Value Air Plugs For Dates

Radio field being combed religiously for vaude attractions—Theater operators like air blurbs on theater bookings—bookers listen in and visit studio programs

NEW YORK, Jan. 30.—Circuit brokers, in their anxiety to take care of their need for attractions, are religiously combing the radio field. Not only are they doing this to meet the demands of the theaters, but they are also acting under orders from theater operating officials. Latter want radio attractions in view of the national publicity given the circuit and its theaters over the air whenever a radio attraction is booked. In the case of Major Bowes' amateur shows, touring in vaudeville, the Major weekly makes an announcement on his CBS Chrysler program as to where his units are playing.

Loew recently gave Milton Berle a \$1,500 raise, paying him \$4,500 for the week at the State here. While Berle is an attraction and a draw able to command that salary, the theater and the circuit got added money's worth in view of the announcement made of the engagement on the Sunday Berle was playing the theater. NBC put out a unit from its *Professional Parade* broadcast, with theaters ready buyers and broadcast announcements made of the engagements. Fred Allen air-announced the bookings of his amateur unit, and there are other radio attractions which have done the same.

The market of radio attractions is not a well-stocked one, with the bookers falling all over themselves in the scramble to buy any that even resembles a possibility. Whereas bookers used to cover theaters regularly for their talent, many of them now sit in their offices listening to broadcasts and also visit programs playing to studio audiences. The networks and agents are wise to the circuits' desires for attractions of that caliber, with the result that the asking prices for vaudeville appearances are most times prohibitive.

Not only are the bookers being instructed to try to land air acts, but they are also being requested to try to make tieups with programs so that a title or other item can be used and, in turn, a broadcast announcement be made of the theater engagement.

Otto Gray Framing New Unit

STILLWATER, Okla., Jan. 30.—Otto Gray, who formerly had his Oklahoma Cowboys in vaudeville and on the radio in the East and Middle West and now resting at his home here, plans to hit the road soon again with a similar attraction. He has recently purchased the Will Rogers' steer, which has been much publicized in the press recently, and also one of "the world's smallest cows." He expects to show both animals with his new unit when it takes to the road.

Pittsburgh Entertainers Ball

PITTSBURGH, Jan. 30.—Entertainers Association here will hold its first annual ball at the Two-Eleven Club February 14. Profit from the affair will go to help the organization's current activities. A huge floorshow and a dance is on the bill.

Detroit Bookers Merge

DETROIT, Jan. 30.—Abe Schiller, local booker, is merging with Del Delbridge and Ray Gorrell, operating the Del-Ray office. Schiller is taking charge of the night club department. Girl lines are being produced for the office by Maybelle Van, formerly of the Fox Theater, Milwaukee. The offices are being enlarged, with addition of two new offices to house Schiller and Sol Berns, vaude booker. Latter has three weeks, including the Colonial, Lincoln and Beacon theaters here; Rialto, Flint, and Palace, Windsor, Ont.

Pittsburgh's Occasional Flesh

PITTSBURGH, Jan. 30.—Warner's Stanley, which switched to straight pictures yesterday, may go combo again in three weeks, Zone Manager Harry M. Kalmine reports. He stated that occasional shows will be booked in to bolster weak screen products. The musicians, under this arrangement, will receive a higher wage scale.

Ramona Suing to Restrain Whiteman

NEW YORK, Jan. 30.—Ramona, thru her attorney, Noah Braunstein, has started suit against Paul Whiteman in supreme court here.

She is seeking a permanent injunction to restrain Whiteman from claiming that he has exclusive right to her services and from "dealing with her as tho she were an inanimate object."

Whiteman was served last Saturday, and his answer is due February 2. Ramona opened at the Nixon-Grand, Philadelphia, Friday, and has contracts for RKO bookings which are expected to be played soon.

Graham Joins Woolfolk

CHICAGO, Jan. 30.—Danny Graham has quit the Sam Roberts-Ed Morse agency. He is now associated with the Boyle Woolfolk-John Benson office in the Woods Building.

Dvorak-Fenton for Personnels

NEW YORK, Jan. 30.—Ann Dvorak and Leslie Fenton, film players, are being submitted as a team for personal appearances. Morris Agency is offering the act, the asking price being \$3,500 a week.

Vaudeville Notes

SEVEN LORIA BROTHERS jumped from New York late Thursday night by plane to open the next day at the Michigan, Detroit. Got their late start from New York because of a rebroadcast of the *Showboat* program. . . . Booked for the nce carnival in St. Paul this week, Rudy Vallee will follow with a week of one-nighters in that territory, taking in Medinah, Rockford and Springfield, Ill., and South Bend, Ind. . . . Sally Rand and her unit have been booked by RKO for the Palace, Cleveland, week of March 5. . . . Diamond Boys will arrive from Europe early next month and will play several weeks for RKO prior to leaving for the Coast and their Universal pix contract. . . . Wini Shaw goes into Loew's State, New York, February 18. . . . Freddie's Dogs will come to the States from Europe next month, with Warner already having the act booked for Philadelphia and Washington.

MARY LEWIS has been booked by Warner to play the Fox, Philadelphia, week of February 26. . . . Jesse Kaye, F. & M. booker, went to Chicago last week to look over acts, and also hopped to St. Louis. . . . Marion and Irma arrived from Europe last Thursday on the Aquitania, with Jerry Adler on the same boat, and opened Monday at the Arcadia, Philadelphia. . . . The Rimacs sailed from New York Thursday night on the Aquitania for dates in London. . . . De Long Sisters, Marie Hollis and Moore and Revel sail from New York, February 6, on the Paris. . . . Warner has set Eddy Duchin into the Fox, Philadelphia, and Earle, Washington, weeks of February 19 and 26, with Shep Fields going into the Philadelphia house March 5. Yacht Club Boys will play the Earle, Philly, week of February 26.

LARRY BEST, mimic, who was on the Bowes amateur program recently, has been signed by Bowes, the later peddling him off to the Fred Waring band. . . .

Smiling Thru

LOS ANGELES, Jan. 30.—Wire from Mitchell and Durant, playing the flood area, read in part: "En route to Cincinnati surrounded by flood. Show entertaining fear-stricken people. Doing a swell row-boat trade. Standing room only with water up to knees and choice seats with water up to ankles."

Cincy to Reopen; K. C. Spots Shows

NEW YORK, Jan. 30.—RKO expects to resume operation at its Shubert Theater, Cincinnati, next Friday, with the Mitchell and Durant unit as the stagershow. House was not damaged by the flood in that area.

Circuit is lining up occasional stage attractions again for its Mainstreet, Kansas City, with Ethel Waters going in the week of February 19. Fred Waring will play the house week of March 19.

State's Flippen Unit

NEW YORK, Jan. 30.—Jay C. Flippen will go into the State here, February 11, with a unit built around him and the pit band on stage. Supporting bill will include Buddy Clark, Buster Shaver with Olive and George, Liazeed Arabs, Dick and Edith Barstow, Elaine Arden, De Roze and Vivian Ray.

Gus Sun Chicago Staff

CHICAGO, Jan. 30.—T. Dwight Pepple, manager of the recently opened Gus Sun office in the Woods Building here, has completed the office staff. Personnel comprises Nan Elliott, formerly with Panagies and William Morris Agency here, who will have theaters, fairs and outdoor attractions; Malcolm (Buzz) Eagle, recently production manager of the Affiliated Broadcasting Company network, in charge of radio talent and night clubs; George Flint, engagement department and act publicity, and Robert L. Sherman, field representative for fairs, outdoors, conventions and celebrations.

Hunt Vaude For Pix Acts

Paramount holds audition in N. Y.—See 16 acts—Managers as talent scouts

NEW YORK, Jan. 30.—Further recognition of vaudeville as a source of talent for the movie field was shown Friday Night when Paramount Picture executives auditioned 16 acts. Audition was a hurriedly staged affair, the Bayers Theater being rented and the circuit's vaudeville booker and Eastern pix talent scout lining up the acts. Audition ran about two hours, with many Paramount execs in the audience.

Idea was conceived during the visit here of Boris Morros, Ted Lesster and Harlan Thomson, of the Paramount studios. Inasmuch as their stay was to be brief and there would be no time for them to visit theaters and clubs for talent scouting, the audition was arranged. Boris Kaplan, Eastern talent scout for the firm, made the arrangements, in conjunction with Harry Kalcheim, vaude booker for the circuit.

Paramount has plans for many musical pictures which would draw extensively upon vaudeville talent. Kaplan auditions acts frequently at the home office and also covers theaters and clubs regularly on the hunt for talent. Most of the talent requests from the studio involves novelty acts.

Paramount is also working on a plan to have its theater men, where stage-shows are played, act as talent scouts. They will be asked to report to the home office on any likely screen talent that appears in their shows, with the home office in turn arranging to screen-test these possibilities.

RKO Boston Set Until April

BOSTON, Jan. 30.—Charles W. Koerner, in charge of RKO theaters here, has set his stage bookings at the Keith Theater until April. Among the attractions lined up are Leon Erroll unit, with Louise Beavers as added attraction; Olsen and Johnson unit, George White's *Scandals*, Ina Ray Hutton, with Buck and Bubbles and probably Ritz Brothers as added attractions; *World's Fairest On Parade* unit and Cab Calloway and Cotton Club show. Town will celebrate the circuit's 55th jubilee, beginning February 18 and running for a month.

New Robinson-Hickey Unit

NEW YORK, Jan. 30.—Clark Robinson and John Hickey are readying a unit to be labeled *World's Fairest On Parade*. It will be mostly a singing show, including a singing ensemble of 12 male voices and eight female voices under the direction of Roy Campbell. Unit is scheduled to play Boston for RKO late in February.

Harry Howard Into Legit

NEW YORK, Jan. 30.—Harry Howard is opening an office in the RKO Building in Radio City, planning legit production. He is a former nut comedian and more recently has been producing units, his latest being *Hollywood Hotel Revue*. Associated with him are Milton Francis, Boots McKenna, Harry Crosley and Frank Cosgrove.

Para Buys Chi French Casino

CHICAGO, Feb. 1.—Local French Casino show at the Morrison Hotel has been booked for the Chicago Theater week of February 26. Booking calls for the cast and production numbers complete, with the exception of Rudy Greiso, who went into the Chicago Theater this week.

Ritzes Booked at \$5,500

NEW YORK, Feb. 1.—Ritz Brothers, following their success in pictures, have been booked by RKO for personal appearances, with the circuit giving them their new high salary of \$5,500 a week. They will probably play Boston the middle of next week, but are definitely set for the Palace theaters in Chicago and Cleveland, weeks of March 5 and 12.

WEST COAST ITEMS: Armida booked for Orpheum, Los Angeles, February 17, following Fifi D'Orsay, February 10. . . . Joe Marks may linger in Hollywood, despite Australian vaude contracts. He is being considered for a part in George Jessel's Universal film. . . . Mr. and Mrs. Edgar O. Mickel, former vaude players, celebrated golden wedding anniversary last week.

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Roxy, N. Y.
(Reviewed Friday Evening, January 22)
Following his three-week showing in the Sonja Henie picture, *One in a Million*, Borrah Minevitch takes the stage here this week. The usual amazing playing and hilarious antics of his ragamuffins drew the customary show-stopping applause. It occurred to us, tho, why the main reason for this recognition, next to Minevitch's showmanship, namely, little Johnny Puleo, who with his harassed manhandling, excellent pantomime, his playing and a bit of dancing, does not get the build up he deserves. In keeping with the motif of the presentation, Rascals appear costumed as gauchos. Portion of Ravel's *Bolero* played was the most impressive offering.

Introduced by a colorful opening of the line girls doing a number to *Lady in Red*, Violette and Rosita Velero harmonize dulcet contraltos in Flamenco and gaucho songs. They displayed excellent appearances and well-modulated voices in *Rancho Grande* and their *Hot Tamale* numbers.

In a single offering, Eleanore Knight tapped and heel-clicked to a stepped-up tango tune and was rewarded with a good hand for clean-cut rhythm and timing.

Ballroomers Enrica and Novello, with dignified gracefulness, did three numbers with such ease that their hardest tricks seemed effortless. A tango, a Flamenco and a tom-tom number were all done with poise and flawless precision. Sensationalism is taboo with this pair.

Park and Clifford, upper bracket acrobats, pulled down a solid hand with some unusually graceful and somewhat different strong-arm stuff and slow motion control work. Especially well liked was their closing trick, a sensational bit of steel-muscled legwork of the under-stander.

An impressive tableau, colorfully framed by the Gae Foster Girls, with the dance team gliding in the foreground and the arco boys performing on a dais in the back, is an effective flash closer.

Eddy Paul and boys give out with their usual high-grade work in the pit. Pix this week features the overnight singing sensation, youthful Deanna Durbin in *Three Smart Girls*.

GEORGE COLSON.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, Jan. 28)
This week's stagemusical, titled *High-Lights*, is definitely better entertainment and combines opera, ballet, operetta and precision hoofing. Bill is prefixed by *In Memoriam*, a tribute to Pavlova, comprising a rendition of Handel's *Largo* by Hudson Carmody and a ballet presentation of *The Swan* by Margaret Sande and the Music Hall corps.

Erno Rapee takes the next spot, with his ork playing selections from *Faust*, very stirring, too, and abetted by soloist Viola Philo. Drew a heavy hand.

Rockettes appear in two numbers, one titled *Swing High*, with routines by Gene Snyder, and the other a request performance of *Parade of the Wooden Soldiers*. Both routines were performed faultlessly, each of them drawing applause before the termination. For precision, the line

is absolutely tops. In both production numbers, as was the case with the ballet number, staging, costuming and lighting leave nothing to be desired.

Next-to-closing is *On the Levee*, another stage piece built on the theme of *Old Man River*. Setting is expertly done, the music Hall Glee Club appearing as Negro roustabouts. After a rendition of *Deep River* by the choir, Robert Weede, baritone, comes on to solo in *Old Man River*. Delivery of the Kern tune is thoroly finished, Weede's voice being of fine depth, resonance and control. Glee club joins in on the choruses, the effect being that of solid operetta.

Bill, as a whole, is tasteful and appeals to almost all the elements making up an audience. Pix, *Plough and the Stars* (Radio). Biz good at last show.

PAUL ACKERMAN.

Palace, Chicago

(Reviewed Saturday Afternoon, January 30)

James Melton heads the current bill, but his admirers thought he was stingy with his offerings. The last time Melton played here he sang five or six songs. Today he did two and a short encore and no amount of applause would bring him back for another.

The Elida Ballet (12), well-trained, personable line of girls, opened the bill with a jazz-tap number, followed by Emilee Adreon, who whistled as she went thru a series of high-kicks, sliding splits, turn-overs and other acrobatics, taking a nice hand.

The Stevens Sisters, Neele and Ivy, did a swing-song and then *The Circus Is Here* and *Back Home on Our Farm*, both songs offering the right opportunities for a number of sound imitations. Two bows.

The Elida Ballet returned, attired in attractive costumes, to do a very good routine to *Pagliacci*.

James Melton came on to applause and did *Song of Songs* and *Lone Prairie*, in his usual excellent manner, and encored with *Shortnin' Bread*. Heavy applause indicated that the audience wanted more, but Melton wouldn't give.

Buck and Bubbles cleaned up in the next-to-closing spot with their line of comedy-talk piano playing, singing and dancing and left to very heavy applause.

The Great Yacopis, six men and a woman, were a great closing act and held 'em to the last trick. Working before a flashy, glittered drop in spangled Spanish costumes, they kept the audience thrilled and spellbound with great ceterboard work. They have a swell routine, filled with unusual tricks, and were a big hit.

F. LANGDON MORGAN.

Paramount, N. Y.

(Reviewed Wednesday Evening, Jan. 27)

For the third and last week of the pix, *The Plainsman*, the Paramount had to bring in a new band show, as Ray Noble had a previous booking. This spot-booked show is a weak one, the band being Nat Brandwynne's outfit from the Essex House, with three acts in front. Looked like a vaude show, but not as punchy. There were four acts on the first show, but Paul Kirkland, novelty act, dropped out at his own request because of the inadequacy of the stage for his turn. Business okeh at this viewing.

Brandwynne and his 12 men displayed stage inexperience and, furthermore, are more a dance crew than theater entertainment. Musically, Brandwynne and his boys are swell, with their music most contagious, made especially so by unusually clever arrangements. Latter was evident in *Gee, But You're Swell*, which was Maxine Tappen's vocal assignment. Miss Tappen does a charming singing job, with charm in voice as well as appearance.

Lou Garcia is trumpet feature of the band, popping up frequently for outstanding tooting. Brandwynne appeared to be at a loss as to what to do, occasionally stepping down to lead and more often working from the piano, where he seems to be more at home. Band comprises seven wind instruments, two pianos, drums, guitar, bass viol and fiddle.

The Duffins take the stage as the first specialty act, faring well with their fast and cleverly executed rag-doll dance. Features the girl's amazing limberness. Hildegarde is the next act, but fizzles. Too stagey a performance, probably something she acquired from her long stay abroad. Just a fair singing voice, she must necessarily rely on delivery, and,

Due to the threatened power shutoff caused by the flood in Cincinnati, where *The Billboard* is published, last week's issue went to press a day earlier, which resulted in the reviews of Loew's State and Roxy, New York, being omitted. Inasmuch as the Roxy show holds over for a second week, the review of the show appears this week.

For the purpose of record, a summary of last week's State show follows: Benny Davis headlined an hour and 35-minute show with his 69-minute unit, and it was impractical to use the two acts ahead of the unit. Acts, Rector and Doreen and Harry Burns, with Tony DeLuca, Virginia Sully and Helen Lockwood, both went okeh. Davis unit a terrific hit, with five show-stopping specialties in a row, comprising Paul Regan, mimic; Manhattanites, novel harmony trio; Shoe Shine Boys, colored personality kids; Robert Baxter, baritone and looker, and Jimmy Shea and Guy Raymond, tops at eccentric dancing and panto comedy. Other good specialties turned in by Shirley Rust, tapper; Rosamonde, accordionist; Vera Niva, soprano, and Mickey Braatz, blond whirlwind doing tap, acro and juggling.

with her delivery so stagey, the odds are against her, unless she's in the Rainbow Room or a similar spot. Did three songs, with William Wurches accompanying her on the first two.

Radio Ramblers (Sid Rice, Irving Lane and Sam Vine) perk up the going in the closing frame, working their nicely conceived mimicry act in grand style. Rice carries the act and he's an expert comedian and showman, (and the smaller of his partners does a nice singing job, altho the other's pipes were choking up. Swell vaude and most entertaining, the Ramblers were this show's life-saver. They did the signature getaway as the band platform dropped into the pit.

Show ran only 36 minutes, which is fast going.

SIDNEY HARRIS.

Johannesburg Vaude Paradise

JOHANNESBURG, South Africa, Jan. 23.—Empire Theater here is playing to top business this season, presenting six-week vaude shows. Recently did three weeks of straight vaude and staged a "crazy show" on the last three weeks. It is a 3,000-seater, playing one show a night and only two matinees a week, with no Sunday shows. Management entertains performers by staging native war dances for them and also arranging tours of gold mines.

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RKO Keith, Boston

(Reviewed Thursday Afternoon, Jan. 28)
Norman Carroll's Mardi Gras unit is fast-moving, colorful and enjoyable. Eddie Rosenwald batons the house ork in a pop hit overture, and then gives the podium over to Clarence Causton, unit leader. Two gal jesters prance to open the show, followed by four show lassies flanking Talbert Haslett, who vocals the production number, *Mardi Gras*. In this production, Carroll has injected genuine color and frivolity. Whoopla is there a-plenty, as the line of 16 femmes and eight lads go to town with a series of routines, winding up with a tam-bourine number. Rita Mack enters here for a series of fast acrobatics. As a scrim descends in the background, a quintet of scantily-clad dames jump to stairway poses.

Mack Brothers (3) and Rita deuce with comedy acrobatics, novel in scope and with nary a lull in the proceedings. Hoke and routine are combined for laffs. Heebie Jeebie production has Sue Chrysler contralting *Copper Colored Gal* with special lyrics. Mixed line, outfitted in nifty attire, does okeh on the hoof. Close has Eleanor Etheridge tapping on a high pedestal. Gets over nicely.

Bert Walton is the comedian, assisted by Michael Sprin as the emaciated, sickly partner, who is finally coerced to sing *In the Chapel in the Moonlight* and *Starlight*. In the latter Walton takes care of all the gestures.

Arnaut Brothers (2) work a clever violin acrobatic novelty and Nellie Arnaut and Brothers present the first whistling act of the season, introduced by the sister coming on stage via a hatched egg in a cage. From the wings come her brothers garbed in rooster feathers. A cockfight during the flirtation bit is okeh.

Production *Afterglow* is nifty and cleverly conceived. There's an Aladdin's lamp in the background with a feminine form on the handle. Mixed line works an interpretive routine. Haslett warbles *Afterglow*, and the handle femis Natalie, who teams with Darnelle for a sensuous love dance. Running leap by Natalie over lad's shoulder for closing pose is a credit to the team.

Sammy Lewis and Patti Moore are eccentric comedians and dance artists. Sing *First Time for Me*. Comedy is apparent thruout, and includes man-woman gags. Dance varying steps to whatever the ork dishes out. Encore has them doing a fast and swell stair-tap dance. Worked plenty hard and were rewarded with generous applause.

Finale production is a Southern affair spotlighted with a roving crystal spot, as Haslett warbles a *Lovely* tune and then introduces Miss Chrysler as Queen of the Mardi Gras. Mixed line goes thru its chores, the entire cast comes on stage for a clever and effective finish.

Picture is *Flying Hostess* (U). Biz good. SID PAINE.

Oriental, Chicago

(Reviewed Friday Evening, January 29)
Bell's *Hawaiian Follies* tops the current bill and proves to be entertainment away from the stereotyped form. Carrying a company of six men, four women and a child, with special Hawaiian scenery. Bell's troupe takes one back to the days of beautiful presentation numbers.

Grouped before a colorful setting they open with a medley of native compositions, followed by a song and hulu dance by the four girls. Five men instrumen-

talists play an Hawaiian march and then the house line of 12 are brought on before a hulu solo by one of the girls. A modern version of the dance follows by another of the girls. Other specialties included the singing of *Trees* by the bass player; two of the girls attired in top hats, tails and canes singing *Top Hat* and tap dancing, and Baby Joy, who sang *It's DeLovely* and did a tap number. Act closed with a girl trio and the entire company doing *Song of the Islands* and *Aloha*.

Show opened with the Hild Ballet, doing a routine with hoops, which acted as a prelude to the appearance of Howard Nichols, hoop juggler par excellence. Nichols does some unusual tricks in balancing and juggling and left to a heavy round of applause.

Ames and Arno held the deuce spot and repeated their previous successes in other houses around here with their knockabout comedy, falls and burlesque adagio.

Milton Douglas and Company were on third. Douglas opens the act with a monolog, getting some nice laughs from the customers, and then does crossfire with Harry Perry, Mary Price, and, finally, Milton Charleston. Act has some funny stuff and some that isn't so hilarious. Two "oosgay" gags could well be eliminated. Douglas and Charleston are using the fall business that Charleston used with Ken Murray. It still gets laughs, but Charleston's war whoop is getting a bit unfunny. Left to good hand.

F. LANGDON MORGAN.

Loew's State, N. Y.

(Reviewed Friday Evening, January 29)
State's got a jam session for the last 25 minutes of its 66-minute vaude show, the honors being done by Jimmie Lunceford and his ork, headlining the five-act layout. A pleasant enough show, at least up until Lunceford's spot, and from then on it's torrid and terrific. Picture is *College Holiday*. Business good at this third show opening day.

Jack Seymour heads a routine, tho pleasant dance flash in the opening position. Nothing sensational, but turn is sufficient. Seymour does energetic taps; Violet West does nice acro; Van Twins do novelty tap numbers, and Neva Chrisman is at the baby grand.

Frazer Sisters sing a brace of numbers in okeh style, but they lacked the punch they formerly packed in swing numbers. Best was a ballad, *Chapel in the Moonlight*, and they were just all right in their other two swing tunes. Fair hand

Bredwins went over very well with their novelty turn of floor acrobatics. In addition to strong gymnastics, they provide excellent comedy relief with the antics of the clown of the trio. Comprises fast tumbling, difficult balancing stunts, and novelties, such as skipping a rope while prone on the floor.

Fred Lightner, aided by Roscella, got a prolonged hand for his serving of a flock of gags, some singing and a bit of hoofing. Audience was rather quiet when Lightner started slinging the nifties, but he won them over before long. Roscella is a nice foil for him.

Lunceford and his boys, outstanding colored musical aggregation, found the State audience duck-soup for them. Any other audience would be the same, for here's a band that really goes to town. Lunceford is an effective leader, preferring to keep the spotlight on his boys, latter popping up frequently for brief instrumental endings. Grand musicians, especially Eddie Tomkins, tops on a trumpet. The band's handling of *For Dancers Only* is a treat, bound to set your feet athumpin' and your body aswingin'. Tomkins, Willie Smith and Sy Oliver are spotted frequently for well-done song and instrumental bits. Mabel Scott gets her inning with a mild song routine. Audience palmed the act right into the feature pix.

SIDNEY HARRIS.

Earle, Washington

(Reviewed Friday afternoon, January 29)

Earle has a completely entertaining stage bill of the non-B. O. variety. Pasteboard-peddling routine is being ably cared for by screen attraction *Black Legion*. Good house last show opening day. Opener is Keene Twins, with Vic and Lamar, a fast and smooth-working dance turn that is on the acro side and impresses all. Best hand is for neat feet-to-feet high back-flipping of boys.

Paul Gerrits is in deuce position, with nonchalant skate work his forte. Gerrits

follows his usual pattern; several okeh gags told in careless fashion, touch of juggling hoke and really fine roller stuff. Comes on for bow with banjo-uke that merely bursts into bouquet.

Remainder of time goes to Harry Reser and Eskimos, with Olga Gernon as solo warbler. Outfit puts on well-balanced program, featuring a number of trick arrangements of the ear-pleasing sort. Although never particularly renowned as a swing outfit, the Reser crew can stand up and slug it out with the rest of 'em. Their hot swinging comes as a surprise. Opening medley features brass trio, with organ backing up Reser on electric guitar, and Walter Garrett stepping out front for a native lingo vocal of *Song of the Islands*. Real high spot is next, however, when Jerry Jerome is down to ride on clarinet, trumpet and trombone, joining later for wild jamming, whole band giving out to the limit behind him. Olga Vernon possesses an excellent blues voice and knows how to put over *Blue Prelude* in true throaty style. Pee-Wee Williams, Sepia stepper, has one fast tap, one shufflin' item, both good. Noteworthy, too, is Reser's *Tiger Rag* on banjo.

CHRIS MATHISEN.

Ritz, New Kensington, Pa.

(Reviewed Monday Afternoon, Jan. 25)
Ross Russell's *Garden of Girls*, 45 minute tab, is made to measure for the smaller towns. It boasts of a couple of unusual acts and is supported with few but talented entertainers.

Peewee LeBeau, likeable and hard-working chap, emcees in a pleasant manner. In addition, he has a good ropedancing turn in which he is supported by Louise Stoner.

Following some familiar gags between LeBeau and an audience plant, Earl Strayne's tuneful five-piece ork delivers a feverish pop tune, which netted a good hand. Three shapely Adrian Sisters follow with a *Broadway to Harlem* novelty in which, thru the help of colored spots and a bright red make-up, they turn dusky before the audience. House got a kick out of it. Gail Martin, lanky blues singer, was handicapped by the absence of a mike. She could hardly be heard warbling *Pennies from Heaven* and *One, Two*.

LeBeau and Louise act is next. Gal does good straight work, but is not so forte in a yawning version of *Stardust*. A sock close is LeBeau's spinning of seven ropes at one time.

Two of the Adrian kids return for a routine tap number, making way for the Two-and-a-Half Kings, a great hand balancing act in which the kid in the act stands out with her professional behavior and clever work.

An enchanted garden scene next offers novel effects of dancing flowers, butterflies and a spider. Flying Aces, two men, close the show with a good roller-skating offering. All on for the finale.

On the screen, *Larceny on the Air* (Republic) and house was good when caught.

SAM HONIGBERG.

125th Street, N. Y.

(Reviewed Friday Evening, January 29)
Full house for the *Ubangi Club Revue* and Willie Bryant's band. Pix was *Crack-up*. An influx of pale-faces in the audience was noticeable, probably due to recent publicity. Show ran 83 minutes and would have been improved by trimmings.

Opener was an aviation theme, the line girls doing a weak dance. Next production was of South Sea Island motif, with grass skirts and hip-wiggling numbers. It was done nicely and registered well.

Willie Bryant, personable band leader, introduced Streamline Sue, who handled a song with clever showmanship. Lass is popular and possesses ample personality.

Pigmeat and Jimmy Baskette worked in a beer scene, which used unnecessary obscene noises. Would have been as funny without the noises. Next a Cuban number, with the Ubangi lassies doing a rumba, and an indifferent dance team strutting their stuff.

Avon Long, attired in a golden soup-and-fish, warbled several songs, including *Tobacco Road*. Also did a bit of hoofing and took a terrific hand. Three Gobs did a novelty dancing and singing act just so-so. Injection of more comedy would probably have hypood this one. Bryant, Pigmeat and Baskette and a woman worked in a pansy sketch, which was nothing for the kiddies, but which went over big here. Bryant's treatment of the situation was less offensive than the usual handling. His band is a fair one, but it's his personality that sells himself

(See VAUDE REVIEWS on page 20)

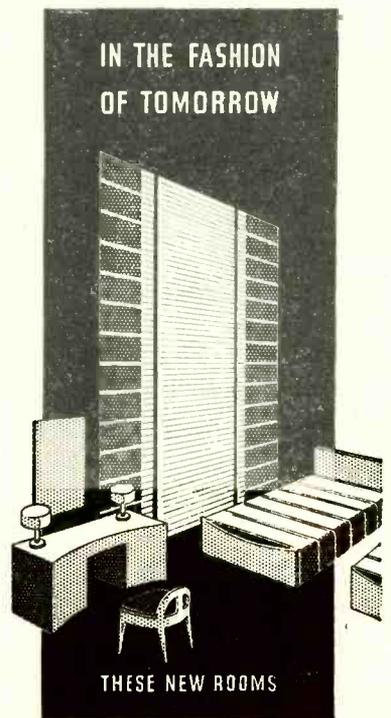
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New Acts - Bands Reviews

Chick Webb's Orchestra

Reviewed at 125th Street Apollo, New York. Style—Band. Setting—Full stage. Time—Twenty minutes.

Outfit comprises 14 men, including Bardou Ali, batonist. Webb handles the drums and does a very capable job of it, too, but the band as a whole impressed as too brassy and loud. However, the audience here loved it, and possibly the men went to town accordingly. For usual spots, tho, this reviewer would advocate considerable refining of the wild and torrid renditions heard here.

Played *Clap Hands, I'm the Mayor of Alabama* and *Royal Garden Blues*, in addition to accompanying Ella Fitzgerald and Charlie Linton, vocalists.

Both soloists clicked, the first in *So Easy To Love* and *Chapel in the Moonlight*, and the second in *This Is My Last Affair*, *Organ Grinder's Swing* and *Big Boy Blue Come Blow Your Horn*. Fitzgerald gal had a tough time begging off.

P. A.

Anise and Alan

Reviewed at 125th Street Apollo, New York. Style—Dancing. Setting—Full stage. Time—Seven minutes.

Youthful appearing colored ballroom team, spotted twice when caught here. First presentation is a waltz, just mediocre. Second turn, however, is an impressive adagio, done with modernistic costumes and routines. Much of the charm of the couple is based upon their particularly lithe movements. In contrast to so many adagio turns, this one offers real dancing rather than statuesque posing. Latter element, however, is not neglected.

Male and female are rather slight, especially for adagio workers, but the man nevertheless handles his partner effectively.

P. A.

Burnham, Harris and Scott

Reviewed at 125th Street Apollo, New York. Style—Comedy and dancing. Setting—In one. Time—Sixteen minutes.

Trio presents an effective comedy and dancing turn, the audience here obviously going quite nuts over their hoke. Offer snatches of song, comic recitations and gags, but really come into their own in hoofing, both straight and eccentric.

Turn, as is, is perfect for this house, but, in average spots, would probably be better with the trio offering less hoke and depending more on their forte, tapping.

P. A.

Violetta and Rosetta Velero

Reviewed at Rozy Theater, New York. Style—Singing. Setting—In three. Time—Six minutes.

Sister team of harmonizers of Latin numbers, principally of the Flamenco type, both singing in contralto pitches. Appearing in two spots, they sing first *Rancho Grande* and follow with *Tamale*. They blend pleasingly with dulcet, well-modulated voices, and present authentic Latin personalities. Both of the same medium height and build, they make good appearance and sport colorful native costumes fetchingly.

G. C.

Eleanor Knight

Reviewed at Rozy Theater, New York. Style—Dancing. Setting—In three. Time—Three minutes.

In a single appearance in a presentation of Latin locale, she made good impression with taps and heel-clicking routine, including many turns and novel steps, with clean-cut rhythm and timing. Abbreviated costume enhanced her charms. At this catching, offering was roundly rewarded.

G. C.

Three Sharps And A Flat

Reviewed at 125th Street Apollo, New York. Style—Singing and instrumental. Setting—In one. Time—Ten minutes.

Fair quartet, three of who play instruments, with the fourth leading off vocally. Turn presents enough talent and shows good foresight in its choice of material. Tunes offered were *Rhythm Saved the World*, *Mrs. Otis Regrets* and *I've Got Swing for Sale*, the mid-piece being about best.

Audience here went for the act solidly, and the boys should manage okeh in average houses.

P. A.

Hal Munro's Music

Reviewed at the Ivanhoe Gardens, Chicago. Style—Dance band.

Instrumentation: Hal Munro, lead and piano; Kenneth LaBohn, alto and tenor sax, clarinet and flute; Dave Berkover, first violin and trumpet; Al Golden, first trumpet and E-flat alto trombone; Cappy Kaplan, guitar, electric-guitar and violin; Ray Berens, drums, vibraphone and bells; Willard Nelson, string-bass and violin, and Don Orlando, accordion.

Tho a small combination, the band sounds bigger than its eight pieces, because of its many doubles. Using all special arrangements written around the instrumentation, some unusual tonal colorings are accomplished. Munro keeps all of his men playing at one time, thereby making full use of the band's tonal powers and the use of an E-flat alto trombone, said to be the only one used in a dance band in America, gives the music a distinctive touch. Band goes in for tonal shaded rhythm and sweet rhythm that gives full sway to its instrumental facilities. Adele Sonders is the vocalist.

F.L.M.

Frankie Ward and Orchestra

Reviewed at the Bradford Hotel Penthouse, Boston. Style—Dance and show band.

One of the best bands the Hub has heard in some time. Composed of 11 men who specialize in sophisticated swing and fox-trot dansapation. Booked into the Normandie Ballroom, Boston, for four weeks, but stayed 14. Then stepped into this top nitery January 1 for an indefinite stay. Unit is a Massachusetts partnership along the formula of Glen Gray.

Instrumentation: Eddie Brown, Gene Rosati and Jimmy Brunton, saxes; Silvio Scafati and Charlie Whitmore, trumpets; Bob Hohler and Francis Taylor, trombones; Frank Bellizia, piano; Fred Moynahan, drums; Fred Whiting, bass; and Frankie Ward, leader, tenor sax, clarinet, bassoon, and vibraphones. Ethel Sidney is the vocalist and Ward, Bellizia, and Brown are the arrangers. A feature of the band is the swell woodwind section, not an ordinary feature around these parts. Vocal trio comprises Rosati, Brunton, and Whitmore.

The lads play a smooth type of music with a significant trend of originality thruout. Pattern is a subdued, swaying, dreamy sort of thing, harboring on a happy medium looked for by so many other bands. Timing is perfect. The men take direction absorbingly, and can feel out their audience. Ward is a personable chap, always smiling, and hopping from one instrument to the other while simultaneously directing for desired effect. Ward's own composition, *Blue Bolero*, is the theme. Spot has a WMEX-Inter-City System wire with about 3 hours of airing weekly.

S. J. P.

Herbert Mundin

Reviewed at Metropolitan Theater, Boston. Style—Talk. Setting—In Two (Special). Time—Ten minutes.

Herbert Mundin, flicker character comedian and delineator of Cockney

roles, came to Hollywood in 1931 after little noticeable success in British films. He's been a waiter, butler, secretary, and general comedian, all in Cockney character, in the Coast film city.

At the Met, he skipped on stage and immediately won his audience with his slapping mitts and raising of eyebrows in his inimitable manner. His "Allo, everyone" appealed and he started off with several gags, and then did a scene from the picture *Cavalcade*, wherein Alfred Bridges and his wife, Ellen, have left the employ of a quality family, have purchased a saloon and become independent. Curtain parts to show Ellen conversing with her former employer. Bridges enters, soused, insults her ladyship and declares himself free from any shackles of a master. Her ladyship ignores her one-time servant, bids cheerio to Ellen, and exits. Bridges makes a scene and leaves in a heated huff, later to be run over and killed.

Performance was okeh, but flicker treatment was more dramatic. Without the use of mikes, voices were barely audible to the loges.

Following this episode, Mundin cracked some gags, and left to generous applause.

S. J. P.

Haynes-Perry

Reviewed at the Oriental Theater, Chicago. Style—Dancing. Setting—In three. Time—Six minutes.

These boys use a flight of stairs, but in a more difficult manner than other acts. Instead of a tap routine up and down the stairs, they do challenge stuff on the steps. One of the fellows goes up backwards on his toes and does Russian knee-falls coming down. The other does back somersaults and twisting flip-flops, all on the stairs. Besides these tricks, they contribute tap work, cradles and acrobatics. Act is a novelty in presentation and went big here.

F. L. M.

VAUDE REVIEWS

(Continued from page 19)

and the band, too. Gondola scene was colorful, but lost much of its effectiveness because of the lack of unity of the line.

Julia Hunter, dressed in a flaming red costume, part of which was quickly discarded, displayed her abilities to sell a number and toss the hip as well. Number was blue (advice to girls stuff), but she made herself clear and was well received. Show finale with an African scene, which was quite ineffective. Punch and zip could have been added by cutting the weaker numbers.

BEN HALL.

Empire Palace, Paris

(Week of January 18)

Most entertaining bill of week is that of Empire. Minus "names," the program is good, clean entertainment. Show opens with Strassburger putting a group of six hefty Ardennes truck horses thru liberty evolutions. Joe Crockett on in peppy and amusing juggling session mixed with good gags. Five Tartares, hard-working troupe of Russian dancers, present whirlwind dance flash assisted by the Empire girls in Russian costumes. Boulicot and Recordier, house comics, score with a new line of witty patter.

Tom and Tom do an amateurish act, but one of the boys appears as tall and slender as a flag-pole and gets belly laughs with his ludicrous postures and clever contortion bits. Joe Bridge also garners laughs with witty cartoons and patter.

Empire girls on in presentation building up the song number of Frehel, a sob singer clever enough to switch to parodying the sob songs. A large troupe of whirlwind Arab tumblers and pyramid builders close the first half, with girls on for bit of Oriental hip weaving.

Kafka, Stanley and Grey open second half with a lavishly mounted aerial flash in which they are assisted by two blond cuties. Boys offer good trapeze, rope and iron-jaw tricks. Tamarina and her Gen-

tlemen follow with poorly routined ballroom dance and adagio session. Boys do some extremely long throws and Tamarina is an excellent flyer. Amusing session of patter and songs by Felix Paquet is followed by good high-wire act of the two Birkenders. Boys are quite at ease on the high cable and climax their stunts by one of the boys going into a fine hand-stand on the head of his partner. Show closes with Amar Jr., putting a big group of splendid-appearing Bengal tigers thru their paces.

London Bills

(Week of January 25)

Kurt Robitschek's new vaude program, *All Fun and Folly* opened a two-week run at Victoria Palace. Twelve acts in lineup, with five of them Americans. Sole newcomers to England are O'Donnell and Blair, whose comedy vehicle is good for plenty of laughs. Headlining are Bebe Daniels and Ben Lyon, seen previously at Palladium and Holborn Empire. Combo has out-lived all other flicker stars seen this side, due to the entertaining quality. Jackie Heller is plenty popular here and registers a show-stopper with his individual style. Bob Robinson and Virginia Martin shape up as a classy American dance team with a variety of steps. Florence Mayo presents "Pansy, the Horse" (re-named "Felix, the Horse" for England, as they are a bit touchy here about the Pansy tag). Turn makes the grade with plenty to spare. Sherkot, International pantomimist and eccentric dancer is an outstanding laughing hit. Lalage is a graceful aerialist whose experience in America has provided added value. Nellie Wallace, English comedienne; Dick Henderson, Yorkshire comedian and monologist; Little Fred and his Dogs, and Vera Nargo, retained from the two previous shows, all give good account of themselves.

Outstanding in a strong 11-act show at Holborn Empire is the dance offering presented by Mae Wynn and Zella and Company. Turn is 12 minutes of socko danceology. Frakson, conjurer, and Stanley Holloway, comedian, rate next in honors on this bill.

America is well represented at Shepherd's Bush Empire by Scott and Whaller, colored comedians, who have been here for 25 years and still draw, and by the Myron Pearl Ensemble, capable exponents of hock-steps and other forms of dancing.

Senator Murphy, back from South Africa, clicks at Birmingham Hippodrome.

Molly Picon is a sensation at the Trocadero, Elephant and Castle. Has to give seven and eight numbers at each performance and still has them clamoring for more.

B.R.

Post Office Replaces Theater

CAPETOWN, South Africa, Jan. 23.—Opera House here played its last show recently, the house to be torn down so that a post office can be erected. Closing show included the Four Ortons, Senator Murphy, Dave Seed with Jack Janis and Lillian White, and Bobby Henshaw with June Arliss.

Coast Cafe Men Attack ASCAP

HOLLYWOOD, Jan. 30.—Copyright infringement suit against American Society of Authors, Composers and Publishers was filed here Thursday by California Federated Institute, Inc., the latter asking an injunction restraining ASCAP from filing infringement suits against cafe owners who are members of Federated.

Action is brought under the Sherman Anti-trust act. Cafe men also are trying to get an injunction restraining ASCAP from doing what are claimed to be unfair trade practices.

Gordon Buys Gordon Play

Producer's pic outfit buys
"The Women"—first sold
under new dramatist pact

NEW YORK, Jan. 30.—Sale of Max Gordon's production of Clare Boothe's *The Women* to Max Gordon Plays & Pictures Corporation recently is the first sale of a legit opus to pix under the new Dramatists' Guild contract. *Women*, current here at the Ethel Barrymore, drew a price of \$125,000, the deal being consummated with such ease that local producers figure Hollywood may change its mind about its announced "hands off" policy on Broadway plays under the new contract.

Beef on the part of the Coast folk goes back to last year, when negotiations for the contract drew Hollywood protests that screen people were not taken care of sufficiently under the new conditions affecting the sale of plays to the screen and the proceeds therefrom.

Under the new contract, 40 per cent of the money paid for *Women* goes back to the Gordon office. Deal also illustrates the point that a producer of a play may bid for screen rights without going into the open market, providing he or she has the consent of the author. Miss Boothe, in this case, was agreeable.

With the ice thus broken, interest centers on the effect the deal will have on the existing Hollywood boycott of Broadway legit.

American Academy Students Present "Dangerous Corner"

NEW YORK, Jan. 30.—The Senior Students of the American Academy of Dramatic Arts offered an excellent performance of J. B. Priestley's *Dangerous Corner* yesterday afternoon at the Empire, as the fourth item in their current series of matinees. The play, always a favorite here, has six outstanding acting parts, and the youngsters rose nobly to the occasion.

Chief honors go to Polly Murray in the role of Olwen. In a difficult and demanding part, Miss Murray displayed stage presence, dignity, charm, a lovely, tho still slightly muffled, speaking voice and a truly amazing insight into emotion and psychology. It was an authoritative and finely effective performance. Also scoring excellently, but in the somewhat less demanding role of Freda, was Louise Syminton, a statuesque and lovely lass who displayed assurance and real ability. Doris Leighton did well enough with the petty hysteria of Betty.

Wade Wybrants, a fine looking lad, played Robert with maturity and ability, coming thru the very difficult last act scene with flying colors, keeping the emotions in hand and therefore making them count doubly. Hugh Farley did well with the distraught frenzies of Gordon, and Clyde Robinson made a smooth and intelligent Stanton. Janet Gilgen, as Miss Mockridge, contributed a character bit that possessed truly professional polish.

Generally good work was also done in the curtain-raiser, the first act of *The Second Man*, with Katherine Pemberton, Richard Manning, Walter Kastor and Katherine Sewall taking part.

On the basis of the four performances seen thus far, it would seem that the current group of youngsters is well above even the Academy average.

EUGENE BURR.

Philly Questionnaire Favors Fed Theater

PHILADELPHIA, Jan. 30.—An audience survey questionnaire was circulated among patrons at the WPA Theater Project's show, *It Can't Happen Here*, which closed a fortnight's stay at the New Locust. Audiences were asked to tell the government just what they think of the Federal Theater, the Sinclair Lewis play and the stage in general.

In answer to the query, "How many WPA plays have you seen before this?" 345 persons wrote, "From one to five." Four hundred said "yes" to the question, "Do you like this play?" Thirty per cent

of the customers had not seen a play during the last year; 45 per cent had seen fewer than five legit productions, and only 25 per cent saw over five. Reasons for non-attendance at the drama ranged from financial difficulties to lack of belief in the production of really good plays.

The overwhelming majority of those who answered favored a permanent federal theater. The reasons given were cheap admission prices, employment of unemployed stage people and musicians and the production of shows from which the commercial producer steers clear.

Hepburn Is Held Over At Erlanger, Chicago

CHICAGO, Jan. 30.—Katherine Hepburn, in *Jane Eyre*, is being held over for an additional week at the Erlanger Theater and will close her engagement here February 6, after a four-week run.

Because flood conditions have changed its route, the D'Oyly Carte Opera Company will move in a week earlier, opening its engagement here February 8, instead of February 15. Change scuttles any chance of holding Hepburn over longer, even tho business seems to warrant.

Wash. Belasco to Leventhal

WASHINGTON, Jan. 30.—Much-muddled situation at Belasco seems to be clearing up at last, with announcement this week that relighting has been skedded definitely for February 8 under management of Jules Leventhal. House returns to legit wars with Bartlett Cormack's *Hey, Diddle Diddle*, a roasting for Hollywood that lists Anne Nichols as producer. Item slated for New York following week here.

300 CCC Lads For WPA Meller

BOSTON, Jan. 30.—Over 300 lads in various Bay State CCC camps will become part and parcel of a professional troupe when they are appointed (30 from each camp) to play minor roles in the Federal Theater-PWA presentation of Grace Hayward's newest comedy-dramatic opus, *Murder in the CCC*.

Gist of the theme is a murder trial held in the recreational quarters of the camp. One of the better liked boys in the camp, so the story unravels, is on trial, charged with the murder of a local resident, the others acting as witnesses and jury.

To the boys the show is a quickie, with one rehearsal the night before opening. Result is a hilarious spree of ad lib that in many instances outdoes the intended comedy of the original script.

Principal professional characters number a dozen, including William Foote, John J. Barry, George Brown, Peter Sullo, Joseph Taylor, Patsy Ruth Clark, Eleanor Lane, Vivian Foy, Nathan Gaartz, Madeline Vettle, Sylvester Cappozzali and John Clampa.

Coast WPA Plans Plays

LOS ANGELES, Jan. 30.—First road show to be sent out this year by the FTP's local division will be *Help Yourself*, current at the Musart, where it remains until February 14. World premiere of *Roaring Girl*, newspaper drama by John C. Moffit, is set for the Mayan February 4. Moffit collaborated with Sinclair Lewis on the recent Lewis FTP play.

Eve's Ribbs, new play by Virginia Van Upp, Paramount scenarist, will be produced by the FTP in 75 houses concurrently soon.

From Out Front

By EUGENE BURR

Anyone who remembers the column that appeared in this space last week (he's patting himself on the back again) will also remember that a promise was made to discuss a couple of WPA productions, *Bassa Moona* and *The Tragical History of Doctor Faustus*. That promise is hereby broken. *Bassa Moona* was duly seen, as will be duly reported, but the tickets for *Doctor Faustus* were for Wednesday evening, which was, as you may also remember, the evening of what looked for a while as tho it were going to develop into a blizzard. Your reporter was nursing an incipient case of the prevalent flu. He managed to avoid the flu, but in the process he also managed to avoid *Doctor Faustus*.

Bassa Moona, however, did get itself viewed—and with considerable enjoyment. As indicated in the report of Mr. Paul (Cyanide-to-Actors) Ackerman, who originally covered both shows, *Bassa Moona* is—well, exciting. A dance drama (or rather a series of dramatic dance interludes) it presents scenes of life in Nigeria as assuredly it is never lived by the natives. The implied doubt is no disparagement of the show concocted by Messrs. Momodu Johnson and Norman Coker; undoubtedly the dances performed by the energetic players of the WPA are the goods and the McCoy. But surely life in Nigeria is no such round of dances as they indicate. If it were, it would be a matter for wonder that there are any sane adult males in Nigeria.

For, as Mr. Ackerman indicated in his report, the dances and the dancers) of *Bassa Moona* are of a sort nicely calculated to drive the susceptible male quite nuts. Dark-skinned maidens perform a long series of aphrodisiac gyrations energetically and with a sensuous beauty that leaves the customers gasping for air. And, in addition, there are certain dramatic moments that flash colorfully thru the murky air of the modern stage. Among such is the somewhat hackneyed but in the present version amazingly fresh) voodoo scene, wherein the lighting of Byron Webb and Rose Hawkins is nothing short of miraculous.

Naturally, under the circumstances (and in view of the fact that this reporter's susceptibility rates right along with that of the Lord Chancellor in *Iolanthe*), chief interest centered upon the ladies in the cast. But nothing can dim the bright comic interpretation of James Adams as the king. Since what dialog there is is Nigerian, his performance must depend for most of its effect upon pantomime; but Mr. Adams' pantomime is of such expansive and effective proportions that it is altogether irresistible. He is a comic whose art matches that of Mr. Bert Lahr, over at the Winter Garden.

Many of the others, too, are valiant. And valiant too are many of the customers—valiant simply because they manage to refrain from allowing the too-heady excitements of *Bassa Moona* to catapult them over the footlights and into the dance. For the first time in his life this reporter felt heart-broken because he'd never learned how to do the snake-hips.

So much for *Bassa Moona*. As for *Doctor Faustus*, reports have reached these unwilling ears that Orson Welles, the white-haired boy of the Federal Theater project, directed it in such a way as to make use of modern advances in presentation and dance movement. Also, that the poetry of Marlowe, the most magnificent in the language, has been so cruelly slashed that the entire performance lasts but a little over an hour. Perhaps under the circumstances it is best for my own peace of mind (and that of the project too that there happened to be a blizzard last Wednesday night).

Doctor Faustus, you see, is the greatest dramatic poem that has ever been forged from the rough iron of English. It has been shamefully neglected for many years, except as an exercise in work-dodging for college students—and this reporter was overjoyed when he heard that the WPA had made plans for its revival. He was so overjoyed, as a matter of fact, that he was soft prey for the WPA press department when it called up and asked him to write a story on the play and its author. The fact that such a yarn (12 pages it ran to, what with my usual penchant for over-writing) takes quite a bit of research and quite a bit of keyboard-pounding, plus the fact that the WPA press department promptly forgot about its request and hasn't even as yet called for the thesis, failed to dampen my desire to see the play. But if modern dance movements have been worked in, and if Marlowe's golden voice has been muffled into an hour's tentative fluting, then perhaps it's all just as well. Maybe I'll get around to seeing it eventually, and maybe I'll like it a lot; but if Mr. Welles, in his improving, has cut out the flawless "Was this the face that launched a thousand ships," I'll hit him with a copy of the full script. It must weigh about a ton.

G. Kaufman Wins Suit

May have flopped as play-
doctor, but that doesn't en-
title angel to damages

NEW YORK, Jan. 30.—George S. Kaufman emerged unscarred and unsullied from a court encounter with Isidor Polissuk, cloak and suiter who angeloed a play and subsequently claimed that the playwright, engaged to doctor the piece, had not done sufficient work to make it a hit. Damages sought were \$15,000, and Justice Pecora, after listening to Polissuk's tale of how he attempted to gain the footlights after a training in ladies' dresses, rendered a verdict of not guilty in favor of Kaufman. Case, tried recently in Supreme Court, was not even given to the jury.

Yarn stems back to 1928, when Polissuk's search for the higher things in life led him to purchase, for \$100, a piece entitled *Hard Pan*. Two years later Kaufman was engaged to doctor it for production by Sam H. Harris. Kaufman's version of the third act of the play, retitled *Eldorado*, was "terrible," stated Polissuk. Kaufman, confronted with an audience already warmed up, took the stand and discoursed at length on the theory of playwrighting, told of his collaboration with Larence Stallings on *Eldorado* and of the ultimate opening in New Haven, Conn. Piece then trekked to Newark, N. J., where it folded.

Raymond L. Wise, counsel for Polissuk, tried to make a point that Kaufman committed a breach of contract on the ground that he failed to rewrite the play sufficiently. Kaufman replied that *Of Thee I Sing* was accomplished in 17 days, and that, as far as *Eldorado* was concerned, he found he could not put enough story element into it. In answer to a query by Wise as to where he sat with Stallings while deliberating on *Eldorado*, he replied, "I'm the man that paces."

Harris closed the bill, testifying he had lost just as much as Polissuk in the scheme.

Polissuk, who claims he has studied "serious, no hokum playwrighting for 20 years," was admonished by Pecora to confine his theatrical interests to those of a spectator hereafter.

Slim Legit Fare For Montreal

MONTREAL, Jan. 30.—Faced by the prospect of one of the dullest legit seasons in years, theater customers here are looking forward to the possible road showing of George Kelly's *Reflect'd Glory*, now on tour with Tallulah Bankhead as the star. Altho no definite date has been set for the Kelly play, it is expected to be at His Majesty's Theater late next month or early in March. The Guy street playhouse is now doing a modest business with overseas films from the Gaumont-British studios.

Montreal will get four days of opera, beginning February 18. At that time the Columbia Opera Company opens its engagement at the Monument Nationale, old-time St. Lawrence Main music hall.

Howard's Pittsburgh Record

PITTSBURGH, Jan. 30.—Harry Brown, manager of the Nixon Theater, framed the Saturday matinee box-office statement of Leslie Howard's *Hamlet*. It established a new record of a Shakespeare production for that afternoon, previously held by Katharine Cornell in *Romeo and Juliet*.

Duroy Suit Thrown Out

NEW YORK, Jan. 30.—Equity learned Thursday that the Supreme Court, county of New York, granted its request that the \$100,000 damage suit instituted by producer-actor Robert Duroy be thrown out of court. Duroy's \$50,000 action is still pending. Beef on the part of the producer stems from his old complaint that Equity closed one of his shows, thereby causing him unwarrantable financial loss. Case was complicated by Duroy's further charges that Frank Gilmore, Equity president, allegedly maligned him in an article in *Equity Magazine*.

OUT-OF-TOWN OPENINGS

"And Now Goodbye"

(Boston)

By James Hilton. Dramatized by Philip Howard. Staged by Reginald Bach. Settings by Raymond Sovey. Produced by John Golden at the Plymouth Theater for a two-week run, beginning January 18.

Cast: Philip Merivale, Marguerite Churchill, Kathryn Collier, Margaret Anderson, Marie de Becker, Richie Ling, Hilda Plowright, Edgar Kent, Horace Sinclair, Ruth Vivian, Thomas Bate and Eda Heinemann.

Of the making of yarns concerning clergymen who are troubled by pleasures of the flesh there is no end. This piece in particular deals with the Rev. Howat Freemantle, a handsome man of 43, who, thru various quirks of fate, finds himself the shepherd of a large flock in an industrial city. As such he tries to set his parishioners straight with God, but like many another he becomes sidetracked when he meets a becoming piece of fluff.

This occurs in London, whence the minister has gone to find surcease from a throat ailment. While there he seeks out the supposedly erring daughter of a member of his church in order to beseech her to return home. This, however, is the beginning of a fine romance. The end is tragic and finds Freemantle again a dutiful clergyman, tied to a musty study dominated by tiresome females.

Merivale and Churchill, despite some nervousness, carry the parts well. Support is okeh.

"We Dress for Dinner"

(Pasadena, Calif.)

By Aben Kandel. Directed by Maxwell Shoes. Set by James Callahan. Produced by the Pasadena Community Playhouse Company January 26.

Cast: Eddie Nugent, Samuel E. Hines, Matty Fain, Russell Hopton, Highe Lewman, Peggy Shannon, Ted Thompson, Don Barclay, Jack Egan, Claudia Dell, Sam A. Burton, Ferdinand Munier, Malcolm Graham, Jan Arvan, George Margolin.

Described in the program as "a gangster play to end all gangster plays," piece deals with the beetle-browed gentry who take to dinner jackets and an attempt at the King's English in order to put over a \$1,000,000 real estate deal. With the prospective buyer studying the property's books in the library of the gangsters' hideaway without knowing their true identity, lights switch on and off on the stage, with the characters taking turns at being "bumped." Piece becomes more complicated when the chief mugg rallies to a childhood ambition to turn G-man and determines to solve the crimes as his biographer jots down notes for the ambitious volume. After numerous wrong guesses—formulated according to systems used in detective stories he had read—a butler confesses the killings and gets a job with the mob.

Play as a whole suffers from slow tempo, not even speeding up for the curtains. Offering's only claim to fame, and perhaps a Broadway production, is its delightful lampooning of gangster personalities, customs and various other angles. Dialog is clever, funny and in good character, but the piece as solid fare doesn't jell. Some plot reconstruction will do the trick.

Alviene SCHOOL OF THE Theatre

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BROADWAY RUNS

Performances to January 30, inclusive.

Dramatic	Opened	Perf.
Behind Red Lights (Mansfield)	Jan. 13	22
Boy Meets Girl (Cort)	Nov. 27	590
Brother Rat (Biltmore)	Dec. 16	56
But for the Grace of God (Guild)	Jan. 12	23
Country Wife, The (Miller)	Dec. 1	72
Dead End (Belasco)	Oct. 28	530
Eternal Road, The (Manhattan Opera House)	Jan. 7	28
Hamlet (Gielgud) (St. James)	Oct. 8	132
High Tor (Beck)	Jan. 8	27
Howdy, Stranger (Longacre)	Jan. 14	20
Idiot's Delight (2d engage.) (Shubert)	Aug. 31	176
Stage Door (Music Box)	Oct. 22	118
Tide Rising (Lyceum)	Jan. 25	8
Tobacco Road (Forrest)	Dec. 4	1355
Tonight at 8:30 (National)	Nov. 24	79
Tovarich (Plymouth)	Oct. 15	126
You Can't Take It With You (Booth)	Dec. 14	58
Victoria Regina (2d engage.) (Broadhurst)	Aug. 31	173
Wingless Victory, The (Empire)	Dec. 23	45
Women, The (Barrymore)	Dec. 26	42

Musical Comedy	Opened	Perf.
Red, Hot and Blue (Alvin)	Oct. 29	109
Show Is On, The (Winter Garden)	Dec. 25	41
White Horse Inn (Center)	Oct. 1	132

Two for Indianapolis

INDIANAPOLIS, Ind., Jan. 30.—After several weeks of comparative inactivity, English's Theater announces the booking of two attractions. On February 4, 5 and 6 the road company will present the Kauffman-Hart hit, *You Can't Take It With You*, in a try-out performance before moving into Chicago. Katharine Hepburn, making a wide Middle-Western swing before going into New York with her Theater Guild production, *Jane Eyre*, will present it in English's for three days starting February 8.

"Waltz" D. M. Take \$9,500

DES MOINES, Jan. 30.—*The Great Waltz* took in \$9,500 at the Shrine Auditorium here Wednesday night. All seats were sold, as they were in 1934 for Katharine Cornell's *Barretts of Wimpole Street*, which set a record for attendance at indoor non-musical shows.

The gross then was \$7,098. *Hamlet*, which played the Shrine last Monday night, with Leslie Howard in the leading role, was attended by 2,800 and grossed \$6,000.

The gross receipts for *The Great Waltz* did not set a record, since musical shows at the Shrine have drawn as much as \$10,000, but it was the first time this season all seats for a production had been sold.

\$48,000 Ballet Take

LOS ANGELES, Jan. 30.—Ten performances of Sol Hurok's Ballet Russe took a gross of \$48,000, bettering last year's take by \$7,000. Company doing a series of one-nighters to San Francisco.

"Deadline" Bought for N. Y.

LOS ANGELES, Jan. 30.—*Deadline*, newspaper play by Bob White and Gerald Burnett, recently produced at the Pasadena Community Playhouse, has been purchased by Anthony Laudati for New York consumption.

Jewish Drama for Chicago

CHICAGO, Jan. 30.—After a year's absence Jacob Ben-Ami, well-known Yiddish actor, has returned here and will head productions which will be given by the Jewish Literary Dramatic Society in the theater of the Jewish People's Institute. Society is composed of 75 members who have devoted their evenings to dramatic study and rehearsals for many years and, according to present plans, they will present Maxim Gorky's *Yegor Bulitchev* as the opening bill tonight.

New Play on Broadway

Reviewed by Eugene Burr

LYCEUM

Beginning Monday Evening, January 25, 1937

TIDE RISING

A play by George Brewer Jr., starring Grant Mitchell and featuring Tamara. Staged by Arthur Sircom. Setting designed by Hugh Willoughby, and executed by Amend Studios. Presented by Richard Aldrich and Richardson Myers.

Joe Peabody	Oliver Barbour
Mrs. Tanner	Elinor Hopkinson
Tony	John Guy Sampsel
Sam	Charles Howard
Jim Cogswell	Grant Mitchell
Jane Cogswell	Peggy O'Donnell
Mary Cogswell	Alice Ann Baker
Pete	Francis Cleveland
Graham Hay	Clyde Fillmore
Terry	Howard Miller
Fred MacKay	Edward Marr
Spike Webb	Charles Jordan
Mrs. Perkins	Irene Cattell
Dan	Larry Johns
Caloot Wilson	Tom Fadden
Tom Stevens	Cameron Prud'homme
Eric	Jack Harling
David Cogswell	John D. Seymour
Ruth Cogswell	Tamara
Mr. Kelly	Frank McCormack
Judge Choate	Irving Locke
Bill	Sandy Strouse
Hank	Fred Sears
Jack	Whitfield Cook
Edgar Lawrence	Joaquin Souther
Chief-of-Police Olson	Scott Moore
Mill workers, passers-by:	Dee Lowrance,
John de Angelis, Richard Allen, Alan Gilbert,	Edwin Gordon, George Miller, Frederick Olm-
sted, Richard Ross, Warren Young.	

The action takes place in Jim Cogswell's

drug store and office.

ACT I—Early autumn. ACT II—Scene 1: Two months later. Scene 2: Four months later. ACT III—Scene 1: Two weeks later. Scene 2: The same evening.

One of the best casts of the season, stirring led by Grant Mitchell and knowingly directed by Arthur Sircom, smashes across the heady melodrama of George Brewer Jr.'s *Tide Rising*, which Aldrich and Myers brought to the Lyceum Monday night. That the weighty current problems raised by the script are solved by the simple expedient of closing everybody's eyes to them is certainly the fault of neither the cast nor the director. Those responsible for putting Mr. Brewer's play upon the stage have wrung it dry of all the theatrical excitement it bountifully contains; they've done their best.

There are a couple of definite points about *Tide Rising*. As melodrama it is gripping, exciting and stirring; and it does try to present the viewpoint of the forgotten man-in-the-middle, who sees the shortcomings of both communism and fascism in the current economic war-to-the-death. But Mr. Brewer's solution is no solution at all. He has his man-in-the-middle fight valiantly and successfully for the preservation of the principles that have served in the past, the principles now shown to be outmoded and ineffectual by every labor dispute that roars in the nation. Temporary preservation of the status quo solves nothing; it simply postpones the inevitable cataclysm.

The man-in-the-middle in *Tide Rising* is Jim Cogswell, a typical, but above-average citizen of a New England fac-

tory town, who is on the city finance committee and who runs the most successful drugstore in the community. He, like everyone else, is beset by the depression—but, like all others of his type, he tries successfully enough to muddle thru. Conflict comes when his son, away from home for years, marries a flaming young communist and returns to sponge on papa. The girl practically forces papa to get her a job in the local mill, and forthwith proceeds to rouse the workmen from their company-union status and organize them along militant lines. The workmen have cause enough for grievance; the owner of the mill is a typical American capitalist.

Things begin to pop. The girl wins control of the union from the local political boss, and calls a strike. The owner brings in his hired thugs as scabs, and gets the sheriff to swear them in as deputies. The local police-chief is powerless, and neither side is willing to compromise. The workers offer to arbitrate, but the owner refuses.

Jim finally gets both parties together in his drug store to talk things over—and it is here that Mr. Brewer excellently brings out the glaring flaws that mar both extremes of the economic pendulum. The sensible man in the middle who sees the errors and unfairness of both sides, is left holding the bag.

But then Jim decides to fight for the old institutions. He gets the police-chief to arm a force of middlemen, they put the "deputies" on trains outward bound, and they break up the rioting strikers. All is saved for the old order—except that Jim's son is killed in the melee. It is a pitiful and useless sacrifice, for the young communist girl goes off to spread her theories elsewhere, and everyone knows that it is only a matter of time before the entire crisis will again present itself in Jim's town.

Mr. Brewer offers a false solution that is merely a postponement of the difficulties. His play would have been far more interesting and effectual if he had admitted the horrible truth—that no solution is possible.

As indicated, the cast and the production are excellent. Mr. Mitchell, as Jim, offers a knowing, detailed, down-to-earth, rousing and altogether fine performance—and it's a pleasure to watch him settle down to the well-remembered technique of the stage, and thereafter have a fine time for himself, with films momentarily forgotten. The rest of the cast matches his efforts spiritedly, with Oliver Barbour's Joe, Edward Marr's Fred, Tom Fadden's Galoot, Charles Jordan's Spike and various other characterizations standing out. Sandy Strouse, John Guy Sampsel, Fred Sears and others do well by the group of workers, and Frank McCormack amusingly overplays a comedy bit. The only obviously weak spot in the large cast is Tamara, who plays the little communist. She happens to be a favorite in this corner, but her work in the current play has nowhere near the strength and fire that were needed.

Hardwicke Gets Okeh But Livesey Doesn't

NEW YORK, Jan. 30.—Gilbert Miller's request that Equity allow him to engage Sir Cedric Hardwicke, English player now appearing in *Promise*, for the *Amazing Dr. Clitterhouse* was granted. Six months' rule was waived because Hardwicke is considered essential to the production. Play goes into rehearsal Monday.

Request by Theater Guild for permission to engage Roger Livesey, English actor now appearing in *The Country Wife*, for forthcoming production of *Storm in a Tea Gun* was denied the six months' rule house in this case.

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"Camille"

TIME—108 minutes.

RELEASE DATE—January 1.

PLOT—Dumas *fil's* museum classic about Marguerite Gauthier, who gives up the man she loves at his father's request, with much suffering.

CAST—Greta Garbo, Robert Taylor, Lionel Barrymore, Henry Daniell, Elizabeth Allen, Jessie Ralph, Lenore Ulric, Laura Hope Crews, Rex O'Malley and others. Garbo gives the performance of her career and makes what might have been an ancient piece of tearjerking live and move and breath. Taylor is pretty good, especially for Taylor. Daniell superb as the baron, and in one scene does as good an acting job as the picture business has had. Ulric, too, is fine, as the vicious friend Olympe. This film should start a successful film career for Lulu Belle. Crews overplays a part that needs adroit handling and playing down. Barrymore does a masterful job of ham-mery.

DIRECTOR—George Cukor. He has produced a picture that is not only to be a box-office honey, but which will be one of the 10 best films of this or other years.

AUTHORS—Screenplay, from the Dumas classic, by Zoe Akins, Francis Marion and James Hilton. Theirs, too, a fine contribution to this product. Dialog and story are such as to lend life to the pix, where they might have been just words and movement.

COMMENT—Smash.

APPEAL—Adult, especially the ladies.

EXPLOITATION—Garbo, Taylor.

"Three Smart Girls"

(UNIVERSAL)

TIME—84 minutes.

RELEASE DATE—December 20.

PLOT—The three daughters of a rich New Yorker come back from school in Europe to find papa head over heels in a romance with a gold-digger. The kids decide to break it up for papa's own good—and they do. Their methods are unorthodox, fast and generally funny.

CAST—Deanna Durbin, Charles Winninger, Binnie Barnes, Alice Brady, Lucille Watson, Mischa Auer, Hobart Cavanaugh, Nan Grey, Barbara Reed, Ray Milland and others. Durbin has been hailed, with much publicity and hollering as the greatest find of the century, the wonder girl of the entertainment world. She's a cute 14-year-old, and maybe she'll be pretty good some day. Winninger, Brady and Watson give excellent support.

DIRECTOR—Henry Koster. An outstanding job. Things are kept moving so fast and amusingly that you forget the absence of story and sense.

AUTHORS—Screenplay by Adele Comandini and Austin Parker. Meaningless, but a good enough peg on which to hang the work of a good director.

COMMENT—Cute, fast and amusing.

APPEAL—Upper brackets.

EXPLOITATION—You may as well cash in on all the publicity on Durbin.

"Country Gentlemen"

(REPUBLIC)

TIME—68 minutes.

RELEASE DATE not given.

PLOT—A couple of ne'er-do-wells decide to reform under the pretty and trusting ministrations of a pretty and trusting mistress of a country hotel. There is this and that to do with bonds and oil wells, but it comes out inevitably right in the end.

CAST—Ole Olsen, Chick Johnson, Joyce Compton, Lila Lee and others. Olsen and Johnson, ace clowns in vaude, rate infinitely better material. Cursed with a dull script that has been stretched by its teeth into feature length, cursed with a paucity of gags, they still come thru and keep the film constantly alive and amusing.

DIRECTOR—Ralph Stoud. He might have done better with more script.

AUTHORS—Screenplay by Joseph Hoffman and Gertrude Orr, from an original by Milton Raison. It seems as tho Raison, who was once a Broadway press agent, is still trying chiefly to fill space.

COMMENT—A couple of very funny

men cursed with an inferior vehicle.

APPEAL—Not much as it stands.

EXPLOITATION—Olsen and Johnson.

"Crack-Up"

(20TH-FOX)

TIME—70 minutes.

RELEASE DATE—January 15.

PLOT—It's all about the papers, which were evidently dug out of Owen Davis' trunk and the ruins of the ten-twenty-third. This time, instead of being the plans of a fort they're the plans of a newer, bigger and more deadly airplane, and various countries are out after them, with Peter Lorre appearing as a whimsical spy, and Brian Donlevy, a pilot, betraying his country. These two, along with an airplane manufacturer and a poor, but honest hero, are cracked-up in mid-Atlantic in an exciting sequence. The poor, but honest, hero escapes with the papers, and the rest are left to drown.

CAST—Peter Lorre, Brian Donlevy, Ralph Morgan, Thomas Beck, Helen Wood, Kay Linaker and others. Lorre gives a nice characterization, and Donlevy is excellent. Beck pleasant as the hero, and Wood gives another perfect imitation of a shopwindow dummy as the inevitable love interest.

DIRECTOR—Malcolm St. Clair. He piled up the excitement in thick slices, which was all he could do.

AUTHORS—Screenplay by Charles Kenyon and Sam Mintz, from an original by Joan Goodrich. If they take off their false whiskers you'll see that they're just Dion Boucicault.

COMMENT—The crack-up is very tasty.

APPEAL—Lower brackets.

EXPLOITATION—Cracked up in mid-Atlantic with The Papers.

"Call of the Prairie"

(PARAMOUNT)

TIME—67 minutes.

RELEASE DATE—March 6.

PLOT—Hopalong Cassidy returns to Bar 20 Ranch to find that his faithful friend, Johnny, has got himself involved with a bunch of badmen because he happens to have fallen in love with the daughter of their leader. Hopalong sets about extricating his pal, which is finally accomplished after Johnny is shot at, wounded, accused of being a member of the gang and subjected to the Apache rawhide torture—which is almost as great a torture as a cowboy picture. Johnny gets the gal in the end, leaving Hopalong with the raveled strands of their beautiful friendship.

CAST—William Boyd, Jimmy Ellison, Muriel Evans, George Hayes and others. What do you want in a Western?

DIRECTOR—Harry Sherman. Some nice pictorial shots.

AUTHORS—Screenplay by Doris Schroeder and Vernon Smith. So it's another Western.

COMMENT—If you like the Hopalong series, it's probably all right.

APPEAL—Kid matinees.

EXPLOITATION—Johnny and Hopalong finally separate when the former gets married.

"Smart Blonde"

(WARNER)

TIME—59 minutes.

RELEASE DATE—January 2.

PLOT—A murder is committed and Steve McBride is assigned to the case. He's greatly hampered and annoyed in his efforts by a typical newspaperwoman of the films, in this case a blonde named Torchy. She gets in his hair all over the place, but still manages to stay a jump or two ahead of him in unraveling the mystery. Things are complicated at mid-portion by a fake confession, but, of course, the ending has everything cleared up, with Steve helpless before Torchy's predatory charms.

CAST—Glenda Farrell, Barton MacLane, Winifred Shaw, Addison Richards and others. Farrell amusing as usual. MacLane self-consciously he-man as usual. Shaw impossible as usual.

DIRECTOR—Frank McDonald. Nothing exceptional either way.

AUTHORS—Screenplay by Don Ryan

and Kenneth Gamet, from a story by Frederick Nebel. Hollywood is the modern counterpart of Fleet Street—only it has even more pots to boil.

COMMENT—It's what you have to expect if you insist on going to double features.

APPEAL—Lower brackets.

EXPLOITATION—Probably the most amazing angle is the fact that Hollywood still believes in its own special brand of newspaperwoman.

"The Plough and the Stars"

(RADIO)

TIME—61 minutes.

RELEASE DATE not given.

PLOT—Picture version of Sean O'Casey's play on the Irish rebellion in 1916. Nora Clitheroe, wife of Jack, attempts to persuade her husband that loving a wife is more important than a patriotism which results in mass murder. Jack, however, is adamant, and, upon his appointment as commandant in the rebel army, leaves to join his men. Some fine battle scenes are shown, machine gun bullets graphically drilling holes in the concrete walls of the Dublin post-office, behind which the rebels are entrenched. Snipers fall from roof-tops, misery is everywhere, but much dramatic effect is lost thru the inane voicing of such truisms as "Men must fight and women suffer." Rebels, under the flag of the Plough and the Stars, finally lose, but the opus ends on a note of hope.

CAST—Barbara Stanwyck, Preston Foster, Barry Fitzgerald, Danis O'Dea, Eileen Crowe, F. J. McCormick, Arthur Shields, Una O'Connor and others. Leading players offer merely routine performances, all honors going to the minor characters, particularly Barry Fitzgerald in the comic role of Fluther, a barfly.

DIRECTOR—John Ford. Faintly reminiscent of *The Informer*, but only faintly.

AUTHORS—Play by Sean O'Casey. Screenplay by Dudley Nichols.

COMMENT—Spotty to say the least.

APPEAL—Action shots will add greatly to the primary appeal.

EXPLOITATION—Sean O'Casey and cast names.

FILM SHORTS

Note: These reviews emphasize talent, rather than direction or production. They are intended to provide the trade with a line on development of band and variety talent in picture shorts.

Slippery Silks

(COLUMBIA)

Treatment of this yarn harks back to the early days of the picture industry, the stooges being cast as irresponsible cabinet makers who inherit a swank ladies' fashion salon. Antics bring about a series of ludicrous situations centering around the boys' disastrous experiences with a priceless antique and, later, their conduct of the salon.

Zany business is finally brought to a climax with a good, old-fashioned slapstick ending involving throwing of pastries in the early Charlie Chaplin manner. Hilarious eye-poking, hoke and knockabout thruout makes the short a natural for belly laughs.

Dexterity

(MGM)

The Jacksons, Vyril and Harry, ace whip and axe act, together with Paul Sydel and his dogs, and Charles Carrer, juggler, furnish a fine short illustrating various phases of dexterity. Carrer opens with tricky juggling, climaxing his turn with throwing an apple into the air and slicing it with a contrivance balanced on his nose. Harry Jackson flings axes, with his son and daughter as subjects. Other turns are whip stunts and marvelous horseshoe ptching by Vyril Jackson.

Sydel and his dogs come thru with the canines doing an amazing series of nip-ups on the palm of the pacer's hand.

Boothmen Employed by Exhibs is Old-Age Tax Ruling

WASHINGTON, Jan. 30.—Internal Revenue Bureau, in a ruling released here Wednesday, classified substitute projection machine operators as employees of the exhibitor as far as the question of taxes for the social security act is concerned.

Exhibitors, therefore, must deduct from the wages paid both to regular operators and relief men, "the amount of the income tax on employees imposed by Section 801, and must make a proper allocation of the tax to cover the wages received by each."

Rule as stated pertains to old-age pension levies, the theaters being required to make proper reports of its records to the security board.

Equity Bonds Posted

NEW YORK, Jan. 30.—Actors Equity this week received security for the following plays: *Sunkist*, being done by Bonfils and Somnes; *London Assurance*, Barbara Robbins, and *Thirsty Soil*, Lela Bliss. *In a Nut Shell*, to be done by the Laurence Rivers office, was secured last week.

Chicago WPA Unit In Religious Play

CHICAGO, Jan. 30.—*Within These Walls*, which opened this week at the Blackstone Theater, is the first production of the newly-formed experimental unit of the Federal Theater here. Play, by Marcus Bach, is a sombre and deeply religious study, relating the struggles of a youth who feels the urge to become a member of a Trappist monastery and the subsequent mental struggles he endures while being adjusted to the order's stern discipline and complete detachment from the outside world.

Tom McDermott, a gangling youth, played the central role in his best dramatic-school manner, giving a sincere performance marred only by his lack of poise. Other performances that deserve mention were those by Alfred Clark, as the stern prior; Victor Sutherland, as a jolly German monk; Grant Foreman, a sympathetic father confessor, and George H. Hoskyn, whose speeches were done with fine dramatic restraint.

Other principals were William Sexton, Klare Almonte Tingreen, Betty Baum-bach, Pat Devlin, Herbert Slade, Ben H. Howe and William E. Hilliard, besides a cast of 16 monks. Play was staged by Kay Ewing.

Technically, the production was excellent. Clive Rickabaugh has designed some realistic settings, using unit construction in his scenes. Lighting, by Duncan Whiteside, was admirably done, and the costumes were nicely executed. Play itself is not good theater, but its substance will have appeal for certain devout. F. LANGDON MORGAN.

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Thru Sugar's Domino



WE understand that the NVA Lodge at Saranac Lake has at last passed hands—from the NVA Fund, Inc., to the Will Rogers Memorial Commission. This statement is qualified as to veracity because it is as difficult for the trade press to obtain any information concerning the Saranac Lake institution as it is to get permission to take candid camera shots of Mussolini in the privacy of his bedchamber.

Assuming that the NVA Lodge is now officially in the hands of the Will Rogers Memorial Commission, a group composed of men in public life of the highest integrity, we suggest that the time is opportune to rip the mantle off the mystery house in the Northwoods of New York State and permit the show business and the highly interested public to view its every line and curve. An institution that was made possible thru donations solicited from the American public and by enlisting the services of actors and showmen cannot long exist if its affairs are clothed in deepest secrecy. Not only was this institution built up from a foundation of nickels, dimes and pennies contributed by theater-lovers; it has been kept going thru the years by periodic appeals to this great public and by putting on exhibition thru pathetic speeches on stages and talking screens the frailties of the poor actor who is too weak and too stupid to help himself in times of sickness and adversity.

There has been more deplorable politics connected with the operation of the NVA Lodge than infested Washington during the Harding administration. We blithely believed that with the change made in the Lodge's administration several years ago everything would run as smoothly as a greased pig on a runaway. True, that the new administration eliminated politics. But it introduced into the operation of a public institution an element of stupidity in public relations and general policies that has served to undo almost all the good that it accomplished by kicking the politicians out of the house.

Now that the Will Rogers group is technically in charge of the Lodge we hope that the veil of secrecy will be removed; that the show business and the general public will be let in on the deep, dark secret of the finances of the Lodge. That the various organizations recognized as overseers of charitable work in the amusement industry will be apprised once and for all and in unmistakable clarity of the admission policies of what is still one of the finest institutions in the country devoted to the treatment and cure of tuberculosis. The heads of these organizations and the run-of-the-mine actors, showmen and craftsmen of the theater deserve to be told in unequivocal terms who is and who is not entitled to receive the benefits conferred by this institution on those cursed with the white plague. During the regime that held forth during vaudeville's swan-song days the basis of admission qualification seemed to be influence with the right people. We believe we can safely assume that in very recent years there has been a sincere attempt on the part of the so-called admission board to take care of worthy cases. But there has been no forthright policy; no clear-cut statement of admission standards. The result has been confusion, distrust and exercise of power by whim and erring instinct.

Not long ago we, as one who has watched closely the operation of the Lodge since its very opening, were shocked out of temporary lethargy by learning from a source of unimpeachable authority that the Lodge can accommodate almost twice as many patients as are now harbored there without increasing to an appreciable extent the operating expense of the institution. We were further informed that this condition has been in existence for about two years. To those with a grain of human sympathy and the slightest amount of imagination such a state of affairs should induce shock and indignation, to say the least. Large type and adjectives of the gruesome genre need not be employed to impress those who sometimes think of the sick and unfortunate that this is a condition that reflects unfavorably against the men who knew (or were duty-bound to know) about this—and failed to do anything to remedy it.

We do not charge the NVA Lodge administration with refusing worthy cases admittance to the Lodge. There is no suspicion whatever of this. We doubt seriously that the most exhaustive investigation would reveal the slightest semblance of such a tendency or attitude. But we do charge the Lodge administration with an apathy and lack of sympathy and interest towards their responsibility. Nobody can tell us . . . no matter how many charts, surveys and sworn statements they produce . . . that there are not today in the amusement industry enough unhospitalized tuberculosis cases to fill the NVA Lodge 10 times over. Yet this institution, dedicated to the good health of showpeople and showmen, is underpopulated because its overseers lacked enough interest in the persons it was designed to serve to make known that it could conveniently accommodate many more patients.

Not long ago we queried one of the executives connected with the NVA Fund, Inc., on the proposition of underpopulation. He neither denied nor affirmed, but expressed a desire to talk about it again in the very near future. This commentator made several tries to reach that person. Thus far he has failed. This comment could not have been affected by the deferred conference because we know our dope to be straight. But we had hoped that the executive would be able to give us a reasonable explanation of the phenomenon. We cannot wait for him to be good and ready. The welfare of those who are afflicted and who deserve to receive the benefits of the medical care and climate inherent in the Lodge cannot wait for a reason. To many of them a few days' delay in treatment might mean early death.

So we leave for the consideration of the amusement industry the suggestion that it might be possible with a new administration taking hold at the NVA Lodge to open its doors to more patients and to let the world know what the institution is doing with its money—donated by the masses for many years as a gesture of thanks for the pleasure they derived from the theater and latterly as a tribute to the memory of one of the best beloved characters of a rapidly passing generation.

The Broadway Beat

By GEORGE SPELVIN

PETE SMITH'S short at the Capitol. *Wanted, A Master*, is a swell piece of work, being built up around a homeless mutt looking for a master, with the purp doing an acting job that Robert Taylor ought to study. . . . Short gets an amazing round of applause when it finishes. . . . Danny Marshall has given the Red Cross his boat for flood relief work. . . . The swank St. Regis Hotel is on the lookout for novelty acts. . . . The WPA Theater of Music is giving Wednesday over to what it calls a "Composers' Laboratory Forum," with free admission. . . . The composers will lead the orchestra in their own compositions, and invite criticism from the audience (wisecrackers, save your time). . . . When AFA performers picketed the American Music Hall recently they attached flashlights to their placards and switched the bulbs on and off, being a sort of peripatetic Broadway display. . . . Joe Zelli, night club impresario, recently appealed to local 802 of the musicians' union, claiming that the band in his place didn't play in tune; he asked for a reclassification, but the executive board nixed his appeal. . . . Hal Willis, dance teacher, has just spotted 24 kids in Warner shorts. . . . Guitarist Mas-saguer postcards from Havana: "Greetings from a Latin Lousy Lover." . . . The first swimming meet for showgirls was held at the Park Central pool Sunday afternoon, with gals from half a dozen night clubs and four musicals competing. . . . The rivalry between Sherman (Stork Club) Billingsley and John (El Morocco) Perona has taken on the proportions of a snatch feud; not long ago Billingsley lured Press Agent P. A. McBaine away from El Morocco, then acquiesced the services of Gus Martel and his rumbaists, long associated with the zebra stripes, and now he's doing his best to coax away Perona's popular hat-check girl. . . . Dr. Irving Rothstein on Tuesdays and Fridays, between 3 and 5 p.m., will extract teeth gratis for Chorus Equity members who aren't able to pay at present.

Morris Iushevitz, mysterious press agent of local 802, has turned the corner and is now a capitalist, this being learned when he broke down recently and confessed that he'd bought a tuxedo. . . . The methods whereby Moe rationalized himself out of the proletariat and into the patrician class are devious, his fall from grace beginning when he voted for Roosevelt. . . . James J. (Jimmy to you) Walker had 'em in the aisles (or is it between the tables?) at last Wednesday's Circus Saints and Sinners luncheon. . . . The club, founded several years ago to promote a home for old and indigent big-top troupers, has developed into a good excuse for fun-loving celebs to let their hair down once a month—and they succeed, admirably; Wednesday's meeting at the Commodore was one of the screwiest in years, thanks to Jimmy, who proved he can take it as well as give it out. . . . Charlie Kemper was screen-tested last week by Major Pictures. . . . Mario and Floria have had their contract extended at the Waldorf-Astoria until March 27, which will give them a total of 16 weeks at the spot. . . . The daughter of a once-famous actor (and also step-daughter of a big Coast agent) is hoofing in the chorus of one of the local burlesque houses. . . . With two new digest mags hitting the stands last week (both digests of books) one of the lads will probably soon get out a digest of digests. . . . And one of these days publishers will discover that digests cut into their sales, with an advertising paper now plotting an analysis of them that may cause gasps. . . . At the Versailles recently Rubinoff gave his educated fingers a busman's holiday by shadow-drumming every note played by the band. . . . Home Touch on the Main Stem: Wash proudly waving in the breeze—on the roof of the LeBlang

Chicago Chat

By NAT GREEN

JANE WITHERS, kid picture star, had a swell time in Chicago, while playing the Palace Theater last week. . . . This, in spite of the fact that she never goes anywhere without the husky Captain Smith, Texas Ranger, as body-guard. . . . Since the kidnaping threat on the Coast, which landed a guy behind the bars for a long stretch, Jane is constantly under the watchful eye of her mother and the Ranger. . . . She did quite a bit of visiting around Chi, including a stop at the famous Atwell Luncheon Club, especially to see her friend, Harry Bert, of the Al G. Barnes Circus. . . . Frank Smith, of the Palace, would have liked to hold Jane over an extra week, but she has to hurry back to Hollywood. . . . Art Frasier, former band leader, now operates a cafe on the north edge of the Loop. . . . Emmie Nelson has left her publicity job with the Stevens Hotel and after a trip to Bermuda and Nassau probably will hook up with another Loop spot. . . . What's become of Madeline Woods? Peggy Charters? Paul Ash? . . . Those ducky costumes that grace the gals at the Royale-Frolics are the work of Lester. . . . Long queues of movie patrons waiting on the sidewalk to see *Camille* at U. A. . . . Count Berni Vici temporarily changed the title of his show to *Monte Carlo Brevities* while playing the Oriental last week, because the State-Lake show of the previous week was labeled *Spices of 1937*, which is the regular Berni Vici title. . . . Lou Perlman doing publicity for the Estey organ people.

Katherine Hepburn will stage a special benefit matinee for flood sufferers February 4 at the Erlanger. . . . La Hepburn, by the way, has been having rather tough going with the press because of her antipathy—real or assumed—to publicity. . . . She was set, so it is said, for a full page in the roto of a local daily but reneged and they used another picture instead. And on another occasion recently the newspaper photogs became exasperated at what they considered unwarranted stalling and walked out. . . . Roy Sampson off to New York to become manager and publicity man for Rajah Raboid's unit. . . . Blossom Chan, real Oriental dancer, has suffered a series of setbacks due to illness, but is again rehearsing new routines. . . . Bert Granoff continues to do a swell job as singing emcee at the Bismarck Hotel, where Phil Levant's orchestra recently opened a return engagement. Phil and his boys are ace high with Bismarck patrons.

Just as a reminder of old times we're going to see the show at the Rialto this week—the original Billy Watson and his *Bee! Trust* gals are playing there. . . . Betty Jaynes, young operatic phenom, has been signed by Chicago City Opera for next season. . . . "Happy" Meininger, manager of the Berwyn Theater, laid up with a slight brain concussion as result of falling on an icy pavement. . . . Lillian Gordoni's son Don, anxious to go "on his own," hitchhiked to Syracuse, N. Y., got an usher's job and a job on a commercial program at Station WFBL. Says he'll head for New York as soon as he gets a stake. . . . Doug Fairbanks, who with his wife, the former Lady Ashley, stopped off here on the way to the Coast, was worrying over the effect of the cold in L.A. on his 400 acres of orange groves. . . . It's been nigh onto 20 y'ars since we first saw Medley and Duprey doing their comedy act and they're still getting the laughs with that exploding phonograph. . . . Somebody stripped the apartment of Phyllis Darling, strip dancer, of rings, money orders and 100 pictures of Phyllis in "costume." "Must have been a moron," Phyllis commented.

Indie Getting Waterloo

LINCOLN, Neb., Feb. 1.—Lew Rosenthal, attending the convention of fair managers here, said he is starting burlesque in the Waterloo, Waterloo, Ia. House manager will be Dick Hultz, former burly comic. Deal calls for Fridays and Saturdays each week, it is understood and talent comes by way of Issy Hirst's Independent Wheel. Start will be early this month.

George Young May Join Met.

NEW YORK, Jan. 30.—Dave King, operator of the National, Detroit, was a visitor here this week. Reports are that King and George Young have been in huddles, with the result that Young's Roxy, Cleveland, may join up with the Metropolitan Circuit. Palace, Buffalo, recently dropped off the circuit, leaving Detroit and Toronto.

Pittsburgh's Summer Burly

PITTSBURGH, Jan. 30.—George Jaffe, operator of the Casino Theater here, reports that the house will operate all summer.

mer. Upon his return from a vacation in Hot Springs, Ark., he will install a cooling system and make arrangements for a burlesque stock company. This will give this area burlesque during the hot months for the first time in years.

Illo Houses go Split-Week

NEW YORK, Feb. 1.—Lyric, Bridgeport, and Jacques, Waterbury, Connecticut, houses operated by Frank Illo, trimmed their burlesque policies from six days each to three. Houses started today as split-weekers, the two of them filling out a week on the Independent Burlesk Circuit.

Coast Strike Effects Burly

SAN FRANCISCO, Jan. 30.—Due to the three-months-old maritime strike, an economy wave has struck local burlesque houses. At the Liberty, which uses 16 principals, four are off each week, giving but three weeks work a month. On January 21, the Capitol instituted a 20 per cent salary cut, to be restored as soon as the strike is settled.

Two More Indie Shows

NEW YORK, Feb. 1.—Two new shows will open on the Independent Circuit this week. *Pardon The Glamour* opens Friday at the Capitol, Toledo, cast comprising Benny Moore, Sunya Slane, Clyde Bates, Jack Hunt, Tom Fairclough, Jack Keller, Harry White, Dorothy Morgan, Martha Patti and Vilma Joszy. *Top Hat* opens Sunday at Casino, Pittsburgh, its lineup consisting of Joe DeRita, Mae Brown, Irma Vogelle, Max Devol, Joan De Lee, Harry Meyers, Dorothy Sevier, Harry Jackson, Bobby Burns and Wade and Wade.

Minsky's Oriental, New York

(Reviewed Tuesday Evening, January 26) Oriental is still playing to a definitely higher type of patronage, the current show being far and away a cleaner and more tasteful production than the average burlesque presentation.

Titled *I'd Walk a Mile for a Camille*, the presentation is evidence that Bobby Sanford is really doing something to lift burly into the category of real entertainment. Line of 10 has been whipped into shape and can really do routines, which is saying a lot for a burlesque chorus. Six showgirls appear in production numbers.

Bill is peppered with good specialties, notably Mary Jane, an acro and contortionist dancer; Tess Noel, hooper, and Linda King, warbler who sings *Temptation* and *Solitude*, but good. Latter shows fine control, proper use of mike and clicks handily. King, too, is definitely an asset. Taps Miller, colored hooper, does unusual tap routines and a Suzi-Q, claiming to be the originator of the latter. Swan and Lee, blackface comics, appear sporadically in typical comedy.

Outstanding comic is Phil Silvers, ably abetted by Hank Henry. Silvers, too, in addition to emceeing does his own round of impersonations, including versions of Durante, Chevalier, Wynn and Penner. Henry, an assured performer, is backed by two good straights, Sid Stone and Phil Golden. Material used is a combination of regular burlesque and unusually clean humor.

Strippers number six and go thru their paces without singing, the vocal accompaniment coming from offstage mikes. Outstanding were Julie Bryan (understudy for Gypsy Rose Lee in the *Follies*), Cell Von Dell and Gladys Fox. Latter also does well in talking parts. Queenie King, vigorous dancer, also

comes thru for the boys, and Joan Marlowe, tall blonde, and Lea Perrin, ditto, round out the crop. Technique generally is on the "arty" side, and very pleasing.

Production is classy for burlesque, the impression being that of a revue. House jammed at this viewing, a large number of women being present.

PAUL ACKERMAN.

Rialto, Chicago

(Reviewed Friday Evening, January 29)

Billy Watson is reviving old burly memories this week in the recreation of his original *Beef Trust* show, with *Krausmeyer's Alley* and a bevy of well-upholstered damsels. Contrast between the burlesque of father's day and the present is proving a pleasing combination and the customers literally "ate up" the old-time stuff. Balance of the road show hasn't very much in its favor, except Lola Pierce's novelty strip. Chorus girls with the travelling company are not well matched and many of them work listlessly. Resident company and production department, as usual, bolstered the performance considerably.

Krausmeyer's Alley was a laugh fest. Laid in a setting representing an alley, the chorus opened with a routine to *Sidewalks of New York*, followed by a line of 12 pachydermic gals as the *Beef Trust* chorus. Billy Watson, in his well-known German character, aided by his partner of many years, Billy Spencer, as Grogan, went thru their lines with laugh-getting results. Routine was greatly strengthened here, with the policeman being played by Charles Country. Others in the sketch were Lola Pierce, Sammy Smith and Nadine Marsh. Earlier on the bill, the firehouse scene, with Kenny Brenna, back in the cast (See *BURLESQUE REVIEWS* page 26)

Burlesque Reviews

★ NADJA ★
NOW AT
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Returned from Lengthy Coast Engagement.

The Essence of
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STAR & CENTURY, Brooklyn, Indefinitely.

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The Mexican Spit-Fire in Character Dances.
BILLY FERBER
Singing—Juvenile—Straight—and Specialties
Reps.: PHIL ROSENBERG, East, and MILT SCHUSTER, West.

AGNES MURRAY
THE LATEST WOW OF A STRIP-TEASE.

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

TOMMY SEYMOUR
JUVENILE—STRAIGHT—BARITONE.
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JOANN MARLO
IN BURLESK WITH A REAL NEW WOW—
AN ACROBATIC-STRIP ROUTINE.

BOO LAVON
Dancer—Singer—Talker—Stripper.
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MIKE ALICE
SACHS & KENNEDY
Enjoying Issy Hirst's Circuit.

CHUBBY WERRY
JUV. TENOR.
MINSKY'S GOTHAM, N. Y., Indef.

DOT DABNEY
Blues Singer, Strip-Teaser, Dancer and Scenes.
Dir.: DAVE GOHN.

WINNIE—SMITH—FRANK
STRIP & TALKING STRAIGHT & CHARACTERS
WITH WEINSTOCK N. Y. & BKLYN. SHOWS Indef.

AMY ALBERTS
BURLESK'S NEWEST SHOW-STOPPING
STRIP PERSONALITY

Burly Briefs

ZONIA DUVAL went into the Star, Brooklyn, Friday, replacing Gladys Clark, who returned to the Irving Place and Peoples, New York. . . . Sam Raynor and Hello Jake Fields, for a laugh, donned blackface and appeared during the amateur program at the Empire, Newark. They didn't get the hook. . . . Frank and Linda King, Taps Miller, Swan and Lee and Pee Lee are new features at Minsky's Oriental, New York. . . . Al Sodos, tenor from the Coast, now at the People's, New York, having succeeded Jimmy Calvo, who moved further uptown to the Irving Place. . . . Jimmie Rose opened Thursday at the National, Detroit, replacing Billy Foster. Others in the cast include Tommy Miller, Megs Lexing, Johnny Cook, Dudley Douglas, Frances McAvoy and Dolly Dawson. . . . Diane Ray left the Gaiety, New York, Thursday night and opened the next day at the Casino, Brooklyn.

JOE WEINSTOCK returned to New York last week from Miami. . . . Reports being circulated that Sam Briskman, operating the Casino, Brooklyn, is also eyeing the Majestic, Brooklyn, for burly. . . . Oscar Markovich, concession king, went to Miami on a four-week vacation. . . . Dewey Michaels and family left for the Coast on a four-week vacation, visiting Mrs. Michaels' brother, Al Boasberg.

BOZO SNYDER reports that after touring the Indie Circuit for nine weeks he feels that burlesque has a brighter outlook today. . . . Agnes Dean closed on

Bozo Snyder's show in Baltimore, and was replaced by Ruth Donald. . . . Rudy (Flood) Kahn rates his new nickname, having been manager of two shows which witnessed floods in Pittsburgh within the span of a year. . . . Jeanne Wade and Billy (Bumps) Mack will open at the Capitol, San Francisco, for Popkin & Ringer.

KENNY BRENNNA is back in the Rialto, Chicago, cast after being out for several days due to a sprained ankle. . . . June St. Clair will open shortly at Colosimo's Cafe, Chicago. . . . It is said that she has received an offer for a screen test from Paramount. . . . Sally O'Day is playing at the Gayety, Milwaukee. . . . Milton Schuster booked Marion Morgan and "Peaches" Strange at the recent furniture men's convention at the Steven's Hotel, Chicago. . . . Joe Naylor will replace John Head on the IBC show opening at the Rialto, Chicago, February 5. . . . "Chuck" Gregory is producing the (See *BURLY BRIEFS* page 26)

U-Notes

By UNO

MIMI LYNNE, with the Weinstock Miami Beach show, has signed a new contract to remain the rest of the winter at increased pay.

GLADYS FOX, at Minsky's Oriental, New York, doing commercial shorts four mornings a week for Vanguard.

LARRY CLARK, recovering in Detroit from an appendicitis operation performed January 19 in Mercy Hospital there.

DOLLY DAWSON, ill for the last six months, opened January 21 at the National, Detroit, replacing Tanya, who moved to a nitery in Youngstown, O. Frances McAvoy is another new principal at the National.

JOE WILTON has written a three-act comedy, entitled *Scratch House*, which is to be launched this spring with a cast composed mostly of burlesque personalities.

KAY DAWN, showgirl at Century, Brooklyn, fell backstage recently, fracturing a hand. Also sustained body bruises.

ELEANOR JOHNSON, with *Manhattan Maids*, Indie show, recalls the time 11 years ago when she chorused alongside Hindu Wassau at the State-Congress, Chi. Ditto Dorothy Dee and Patricia Paige.

(See U-NOTES on page 26)

**SYLVIA
LAVOUN**



INTERNATIONAL
INTERPRETIVE
DANCER

with

Revelation Routines

including

The Bolero, Javanese, Modernistic,
Sex, Rhumba, Voodoo, Slave,
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**RALPH CANTON AND HAZELL CHAMBERLAIN
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for Burlesque Stock, principals in all lines, specialty teams, also 20 chorus girls.
Rehearsal Feb. 8, opening Feb. 13. One show daily—no matinees. Cushman Sisters answer. Wire or write immediately.

RALPH CANTON, WEST END THEATRE, UNIONTOWN, PA.

Tab Tattles

DRIVEN from our Cincinnati plant by the lack of electric power, light, heat and water, caused by the record-breaking flood, we write this from our Chicago office. This issue of *Billyboy* also was printed in and distributed from the Windy City. *The Billboard* will continue to be sent out of Chicago until such time that the flood waters in Cincinnati subside sufficiently to permit restoration of the necessary utilities. In the meantime, however, continue to send all tab communication to the Cincinnati address. . . . Jack Ballard, veteran tab piano leader, has resumed his law practices in Dallas. . . . Ross Russell's *Garden of Girls*, now playing for the National Theatrical Exchange, Pittsburgh, returns to the South the middle of February to repeat 12 weeks in houses which it played last year. Opening stand will be Jacksonville, Fla. Show played the Jefferson Theater, Punxsutawney, Pa., last week, the first stage attraction to play that house in a year. . . . Wilbur Cushman unit, *Rhapsody in Blue*, moved into Wheeling, W. Va., just in time to witness the town's big flood. Company, however, was successful in presenting several performances at the Capitol Theater there. Featured with the troupe are the Six Sensational Jordans, acrobats; Al Bolger and Andrileta, the Walkins Twins, the Two Kays, roller skaters; Bert Van Dusen, Al Klein and the St. Clair Sisters.

HOWARD FULLER, formerly company manager for Harry Clark units, is rehearsing his own show, *White Way Revels*, in Chicago. Unit is set to open for Southern Attractions, Inc., at Beckley Theater, Beckley, W. Va., February 3, with 15 weeks of Southern time to follow. Cast includes Howard Fuller and Sister; Gilbert Sisters and Eddie, The Boyettes, Margie Ferri, Freddie Eaton's orchestra (7) and a line of six girls. Jean Boyette is producing the line. . . . Ethyle McDonald, formerly prima donna with the old Bill Martin *Buzzin' Around* Company, piloted by Max Golden, paid us a visit at the Chi office last Friday (29). Ethyle, reeking with prosperity, has had her own beef trust revue at the Rainbow Gardens, Chicago southside night spot, for the last year, with no end of the run in sight. Says she would be pleased to read some news from old *Buzzin' Around* gang. . . . Claude (Kid) Long, the old war horse, was another visitor at the temporary tab desk in Chi last Saturday. The Kid, now laying off at his home in the Windy City, is considering an attractive offer which has been made to him and promises to reveal a new connection within a few weeks.

WE WANT TO take this opportunity to thank those kind folks, who, believing that the raging Ohio's flood waters had inundated *The Billboard's* home office and that *Billyboy's* employees were wading up to their pantywaists in water, wired and wrote in, offering to help in whatever manner they could. It was a mighty fine gesture and one that will long be remembered. The flood, at its highest peak, was two-and-a-half blocks from *The Billboard's* back door. A number of the employees suffered the sad fate of having their homes inundated, while the rest suffered merely from lack of water, heat and electricity and the inability to reach their homes, due to the flood waters which caused at least a half dozen suburbs to become isolated from the town. . . . Two old tabsters are on the staff of the newly opened Sun office in the Woods Building, Chicago. They are T. Dwight Pepple, manager, and George B. Flint, assistant. Both operated their own tabs over the Spiegelberg and Sun circuits years ago. . . . Gus Sun departed last week for Miami, for a several weeks' vacation with his family. . . . Eddie Mason and the little woman are still exploring the Virginia territory for theaters to house their country store attraction, but are finding things tough on give-aways down that way.

U-NOTES

(Continued from page 25)

BETTY ROWLAND was birthday partyed January 24 at Diamond Jim's, New York, guests including sister Diana and Gus Schilling.

BILLY (Boob) REED, comic at Avenue, Detroit, is minus several teeth and nursing a fractured jaw because of a

recent mysterious assault. Benny (Wop) Moore, of Indie Circuit, jumped in during a layoff to fill Reed's place.

PALMER AND PEACHES, colored dancers, finished 10 weeks with *Hot Chocolates* and opened at the Casino, Brooklyn, last week. Due to open at Minsky's Oriental, New York, soon.

LOVEY (Cookie) LANE forced to quit burlesque for a few weeks until her Harlem Uproar Club, N. Y., engagement terminates. Doubled between there and Gaiety, a few blocks away, but found four-a-night at the club and four-a-day at the theater too strenuous.

SAM RAYNOR and Murray Briscoe left the Indie Circuit to vacation in Miami.

GLADYS McCORMACK going around the Indie Circuit again, this time with a salary increase and the *Beef Trust* show.

JOE DeRITA, with *Too Hot For Paris*, Indie show, filled in a layoff week by extra-attractioning at Roxy, Cleveland.

SAMUEL BRISKMAN, before leaving for Florida January 26, decided to return the Casino, Brooklyn, to the former policy of three-a-day.

JACK KING, costumer for National, Detroit, recovering from the flu.

HARRY MEYERS, comic with *Too Hot For Paris*, Indie show, taken seriously ill last week and unable to continue with the troupe.

SHIRLEY O'DAY, prim and strip, formerly with the Harry Coleman Players, exited from the National, Detroit, January 27. Ditto Lea Howard, Margie Bartel and Jimmy Frances Jr. closed January 27 to shift to George Young's Roxy, Cleveland, for two weeks.

PEARL SHUTTA, after four weeks of flu, returned to the Weinstock shows, this time to the showgirl ranks.

DORIS KEYES, singer, is a new principal in burlesque at the Eltinge, New York.

JOANN MARLO doubling in strips and as showgirl at Minsky's Oriental, New York.

BURLY BRIEFS

(Continued from page 25)

new revue at Colosimo's, Chicago, in addition to his Rialto Theater duties. . . . Art Moeller, manager of the Star & Garter, Chicago, during the Columbia Wheel regime, renewed old acquaintances in Chicago when the Independent

Circuit show, which he manages, played the Rialto. . . . The Colonial, Indianapolis closed temporarily January 28. . . . Dolores opened January 31 at the Roxy, Toronto, as an added attraction, booked by Milton Schuster. . . . Jean Williams opens February 6 at the Palace, Buffalo, also placed by him. . . . Mickey Dennis was out of the road show she is with for a week, due to illness. . . . She rejoined January 29 at the Gaiety, Minneapolis. . . . Dottie Wahl, who recently closed with an Independent Circuit show, is being featured at the 606 Club, Chicago. . . . Jimmy Lennon, former burly straight man, has left for Hot Springs to recuperate from a nervous breakdown. . . . Billy Watson's *Beef Trust* chorus was augmented in Chicago by six girls furnished by Milt Schuster. . . . Margie Bartel and Jimmy Frances Jr. opened at the Roxy, Cleveland, January 29, booked by Schuster. . . . Amy Fong will double at Colosimo's, Chicago, when she plays the Rialto there week of February 5.

KARA-NOVA, now at Casino, Toronto, opens February 5 at Roxy, Cleveland. . . . Al and Margie Calvin opened on Independent circuit in Pittsburgh Saturday. . . . Bebe Lupino, cancelled her Princess, Youngstown, O., engagement, due to the death of her younger brother, who was struck by an auto. . . . Gurston Allen, owner and manager of Casino, Toronto, is up and about again after being incapacitated for about a week, due to a minor operation. . . . Sam Schuster, elder brother of Milton Schuster, Chicago booking agent, is in a Cincinnati hospital for observation. . . . Dewey Michaels, owner and manager of the Palace, Buffalo, is leaving for a California vacation with his wife and daughter.

BURLESQUE REVIEWS

(Continued from page 25)

after a fall; Charles Country, Jack Buckley and Charley Cane, drew plenty of laughs as did *The Music Teacher*, with Country, Buckley, Buster Lorenzo, Sammy Smith and Claude Mathis. Other comedy scenes were *Love Potion*, a little stronger than usually prescribed at this house, with Smith, Stanley Simmonds and some of the ladies and a quartet number with Mathis, Cane, Simmonds and Billy Finan.

Strip specialties were taken care of by Nadine Marsh, Lola Pierce, who sang accompanying herself on the guitar before ending with her novelty strip; Charmaine, who seems to be getting more popular every week, and the one and only "Peaches" Strange with her inimitable shimmy disrobing specialty.

Yevo and Doro, ballroom team, contributed two fine routines. The first, spotted in *The Forest of Love* scene, was an exotic routine with a couple of nifty lifts, and the other, a tango, was done before the finale. *The Forest of Love* was a colorful production number, with Buster Lorenzo vocalizing, and featuring a quartet of butterfly dancers.

F. LANGDON MORGAN.

Gaiety, New York

(Reviewed Thursday Afternoon, Jan. 28) Broadway or 42d street, burly still prospers, with the Gaiety of the Broad-

way contingent enjoying a packed house at this first show. Adequate show, complete with what you'd expect of burlesque, and trying to go a bit further with dressy production numbers. Girl numbers, comics who dig into the blue, strippers who give more than an eyeful, and production incidentals make up the hour-and-a-half show. A Billy Koud production.

Comic lineup is Herbie Faye, Frank Silk and Bert Marks, with Faye still of the vaude school and managing to work clean. And he's just as funny as the other two, whose work is off-color. Silk is an expert and most amusing comic and why he resorts to blue is not understandable. Marks, too, goes for the blue. Naturally, they get laughs, but there's more skill in getting a laugh out of something clean. Straights are Leon DeVoe and Joe Lyons, a pair of expert feeders who also do capably at character assignments.

Strippers are a comely lot, comprising Diane Ray, Dorothy Dee, Betty Duval, Joan Carroll, Virginia Woods and Toots Brawner. A burly audience couldn't want any better, with all of them clever disrobers and having plenty to offer. Everyone of them came in for a big mitting, with Duval, Carroll, Woods and Brawner tops and faring alike. Best singer is Miss Woods, whose voice is very effective over a mike. Dee, Duval and Carroll work frequently in scenes and handle their chores well.

In the production lineup is Thelma White, who also provides some nudity. She goes two numbers, first a fan dance with occasional flashes of the body. Her next is an interpretative dance to overture music, finish of which is a nude pose. George Kaye sings the show and does a nice job of the many songs. The 14 chorines and six showgirls add much to the show, looking well and doing their chores as tho they meant it, which is more than can be said of the average burly line.

SIDNEY HARRIS.

Old Howard, Boston

(Reviewed Monday Afternoon, January 25)

Her Majesty, the Queen of Burlesque, Ann Corio, made her third command appearance of this season at the Old Howard this week, the added attraction with Indie's *Girls From Toyland*. And with Joan Marvis, buxom blond; Dorothy Ahearn, brunette, and Kenza Vinton, blond charmer, round out a click four-some of strip tease gals. Miss Corio has showmanship personified, and coupled with her ability, buildup and youthfulness, is capable of taking the audience for all its worth. Miss Marvis socked easily with the bumps and her special type of parading. Miss Ahearn went over the top with her strident walking. Miss Vinton thrilled completely.

Comedy is fast, with Peanuts Bohn copping widespread attention with his absolutely ingenious gestures, footwork and dialog. Billy Arlington is the other comedian. Scene support is given quite capably by the strippers, excluding Miss Corio. Straight chores are handled to advantage by Bob Bates and Jack Ryan, tenor of the show. Jean Rose warbles pleasingly in production numbers, teams up with Ryan, and works in scenes. She's okeh.

LaMar Brothers (3) are definitely sock with their precision tapping and great acro work. Richard and Martin Twins offer nice danceology. Line (16) had attractive costumes, but were slow on teamwork.

Show, 130 minutes, fast moving. Biz, capacity.

SID PAINE.

New WPA Units to Be Released in February

NEW YORK, Jan. 30.—WPA Federal Theater's variety project will offer a new series of productions beginning early in February, according to Frank Merlyn, director. The old units, including *Ask Dad*, *Moving Along*, *On Top*, *Looking Backward* and the *All-American Minstrels*, have played all around the Metropolitan area and are now petering out as far as bookings are concerned.

What is in the wind for February, or whenever the new batch is released, is an unknown quantity. One troupe, *Machine Age*, has been rehearsing eight months. A Negro unit has been going thru their song and dance for many months also.

A shakeup in the management and publicity departments of the FTP Variety project is to take place soon, with the power being transferred from the Merlyn office to Ed Rowland at 711 Eighth Avenue.

Endurance Shows

Communications to 25 Opera Place, Cincinnati, O.

OPAL FERDIG, Margie Van Raam, Claris Wears and Joe Nolty are vacationing in Dallas after a visit to the recent Rookie Lewis Show at Ocean Park, Calif. They would like to hear from Ernie Bernard, H. J. Ross, George Pughe, Charles Hayden, Phil Falloon, Wilbur Ellis and Capt. Phil Matthews via *The Billboard* Letter List.

JOHN KENEVOIR would like to hear from Jimmie Little, Duffy and Gerry Davidson and Allen Dubois thru the Letter List.

JIMMY GABLE, after closing with the Rookie Lewis Show, is working on the Warner Brothers' lot in Hollywood.

CURT THATCH is working for the Greyhound Lines in Boston and would like to hear from his former partner, Irene Parker, thru the Letter List.

HIE HILL would appreciate hearing from Pop Dunlap, Dick Layer, Dick Edwards, Hughie Hendrixson, Harry Hardy and Marvin Hober via the Letter List.

POP DUNLAP org is reported to have closed its third contract for the coming season.

OWEN SHRADER, assistant manager of the Fifth Avenue Theater, New York, housing a burly stock, has returned to his home in Louisville to assist his father, a victim of the flood which has inundated three-quarters of that town.

DON KING, leader and drummer for the Dunlap org, is resting at St. Petersburg, Fla. He is looking forward to rejoining Dunlap for a May opening and would like to hear from friends via the Letter List.

Morgan and Helvey Sign Film Player

LONG BEACH, Calif., Jan. 30.—Mr. and Mrs. J. Doug Morgan, ill with influenza and under a physician's care here, will leave the West Coast for their Jacksonville, Tex., headquarters, just as soon as they recuperate, to begin preparations on the J. Doug Morgan-Neale Helvey Show, which is slated to begin its new tent season late in February or early in March.

Juanita Hansen, former Warner Brothers film player, has been signed by Morgan and Helvey as a feature of the tent show for the 1937 tour. She will make a personal appearance with the company each night, in addition to giving a 15-minute lecture on the harmful effects of drugs. Miss Hansen will also give special ladies' matinees three days a week.

Miss Hansen is currently working with the Federal Theater Project in Los Angeles.

Neale Helvey, Jimmie Martin and King Rector, midget, are visiting Helvey's folks in Miami, and will remain there until opening time. Manager Morgan reports that there will be a number of new features with the Morgan-Helvey organization this season, and that Helvey is framing all new musical openings.

Joe Smith is in charge of the equipment and everything is being repainted and revamped for the new season.

BILLROY SHOW BRIEFS

VALDOSTA, Ga., Jan. 30.—In the barn once more, after having completed a pleasant and successful season. Last scheduled week of route gave us records in two respects by providing a new high and a new low. Mobile, Ala., where two main shows and a midnight "ramble" proved necessary to handle the overflow crowds, topped all previous highs; Enterprise, closing night, thumbed its nose at us and sank to a new low.

Company roster at end of season, as follows: Executives—Billy Wehle, owner-manager; Harry Perkins, assistant manager; Daisy Mae Murphy, secretary-treasurer; Betty Rawlinson, Vivian Voll, Gladys Duncan, Iris Hurlay, tickets; Amos McHenry, Charles Patterson, front door; Faye Crider, Cora Mae Davis, wardrobe; Roy Heavy, stage carpenter; "Luke" Sanders, props; Ted Heckman, mechanic; Ralph Woods, electrician; Mayo Holland, bus driver, and Eddie Mellon, lot superintendent, with a crew of 27 men.

Advance: Don and Della Palmer, contracting agents; Sid Lovett, brigade manager, with a crew of five assistants; Mr. and Mrs. Charles Underwood, advertising representatives and 48-hour unit; Edith Farley, shorts.

Principals: Harry Rollins, emcee and producer; Marion Roberts (Mrs. Wehle), fem leads; Raymond King, Carl Brown, Bonnie Mack, John D. Finch, Mary Rollins, T. A. Van and Clyde Jewell.

Chorines: Helen Reed, Beth Davis, Cora Mae Davis, Gretchen Nicholson, Rosaline Marco, Edith Ivey, Nita Kirkland and Virginia Stalvey.

Palais Royale Orchestra: Gus Schulze, piano-leader; Dave Davidson, trumpet; Shorty Duncan, trombone; Archo Farley, drums; Ernest Barthel, Bob Heidelberg and Bob Norris, saxes; Len Fye, bass, and Bob Wendy, guitar.

Specialties: The Hickville Trio, Rollins and Wagner, Marion Roberts, John D. Finch, Clyde Jewell, Cal West, Bonnie Mack, Gretchen Nicholson, and Wendy, Russel and King.

Concert Features: Cal West and Daphne (?), assisted by the entire company.

Excess equipment and trucks have been stored in quarters here. Monday, the outfit proper rolled on to Miami, where Wehle has leased it for a short time to other business interests. Mr. and Mrs. Wehle accompanied the fleet to Miami, where they will complete their business transaction and also spend a winter's vacation. Entire outfit, however, will be put in shape, repaired and repainted before we again open in the spring.

Recent visitors: Jack and Billie Miley, Jack and Betty Hutchison, Billy and Ella Wagner and son, Billy; Mr. and Mrs. Buddy Hale, Carl Replogle, Mr. and Mrs. George O'Brien and Conway Bruce.

JOHN D. FINCH.

Roe Nero's Father Passes

SOUTH BOSTON, Va., Jan. 30.—Roe Nero, tent show owner, left his sick bed here this week to return to his home in Rome, N. Y., to attend the funeral of his father, who died there Monday. Nero was en route to Florida with his family for a vacation, after visiting his folks in Rome, when he was stricken with the flu here last week. His father was 76 years old and a native of Maschito, Italy.

Rep Ripples

JOHN D. FINCH, of the Billroy Comedians, and his brother, Sam D., will be occupied for the balance of the winter, refashioning the outfit for the coming season. Show is tentatively set to reopen in its headquarters city, Valdosta, Ga., late in March.

BILLIE AND AMY BOUGHTON, who for the last seven years have been connected with Cannon's Comedians, have severed their connection with that organization and are resting at their home in Round Oak, Ga.

TENT SHOW MANAGERS are urged to send in a news story, outlining their plans for the forthcoming season. Rep show performers—shoot in a line, giving the dope on your present activities.

FIERST-McFALL production of *Snatched from the Noose* goes into its 11th week at the Fort Pitt Hotel, Pittsburgh, this week. Show has greatly improved in attendance the last couple of weeks, a number of large organizations helping to boost the box-office receipts. Plans for a tour of the production in the tri-state area have been delayed until the end of its current run.

Colo. Tax Bills Up

DENVER, Jan. 30.—Theater men are getting ready to fight a proposed 20 per cent amusement tax bill introduced in the State legislature. New tax would apply to tickets of whatever price. A bill that would tax theater give-aways has also been tossed in the legislative hopper. Proposed bill would not only tax the theater holding the giveaway, but would tax the winner as well. This bill will be backed by many theater men and be fought by others.

Fidler Complaint Goes to FCC

LOS ANGELES, Jan. 30.—Plans to carry complaints against Jimmie Fidler to the Federal Communications Commission were okeed last week by the board of directors of the Screen Actors' Guild. Indignation at Fidler for asserted derogatory remarks on his NBC chatter period for Ludens came to a head recently when the columnist announced over the air that the Guild planned a film-wide actor strike in April.

Copies of a resume of Fidler's recent program—in which he made the strike statement as well as one other "objectionable" remark—will be sent to the FCC, NBC and the manufacturers of Ludens cough drops.

In a recent broadcast, Fidler playfully chided the Guild for taking exception to his remarks. In his "open letter to the SAG," he accused the membership gently of allowing themselves to be led by several officials of the body. However, he made no effort to defend his flash about the proposed "strike," which was subsequently denied by the Guild.

Auto Strike May Hit Ad Pix; Majors Rumored Eyeing Field

NEW YORK, Jan. 30.—Production of commercial films, a rapidly growing industry involving millions of dollars, has been temporarily stymied by the automobile strike. Field has boomed mainly as a result of use of the celluloid ad medium by General Motors, Ford, Chrysler and other leading auto manufacturers. Normally, the commercial pix provide a fertile field for legit and screen talent.

According to Mike Connolly, agent, talent is recruited from both Hollywood and New York, the leading producers having been successful thus far in obtaining such leading players as Frank Albertson, Lois Wilson, Niles Welch, William Harrigan and Taylor Holmes. Complete studio crews are used, together with bona-fide picture directors, salaries paid being comparable in all cases to those received in the regular picture industry.

Leading companies in the field now are Wilding Talking Pictures Service, Chicago and Detroit; West Coast Studios, New York; Jam Handy, Detroit; Audio Pictures, New York, and Caravel Pictures, New York. Average production schedule

Kansas City Jottings

KANSAS CITY, Mo., Jan. 30.—Frank Jones, after a long season with Nig Allen's circle, has closed to go to Arkansas to visit the home folks.

Jim Pennington, former blaze-trailer for Earnie Harrington, was spotted on the local rialto this week.

Bush Burrichter and Trixie Maskew, after a long season with Ralph Moody's Hazel McOwen Stock Company, have joined Jack Collier's circle in Kansas.

Harry Hugo, manager of Hugo Players in Nebraska, has gone to the West Coast on vacation.

Oscar Johnson and Lola Hendricks have joined the Nig Allen Players circling in Kansas.

Monty Stuckey, former comedian for Henry L. Brunk, J. Doug Morgan and others, has entered commercial lines in a Texas city.

Eddie and Tillie Paoli, well-known rep team, have opened a dance school in an Alabama city.

George Roberson, former manager of the Roberson Players, has resigned from the theater management of the Federal Theater Project in Peoria, Ill., and with Mrs. Roberson has gone to Florida for the balance of the winter.

Harry Dunbar, after closing his Western Nebraska circle on account of severe snowstorms, is reorganizing in Omaha and will head for his old stamping grounds in Colorado.

Mr. and Mrs. Harvey Twyman, managers of the Twyman Players, were spotted on the main-stem here recently. They will reopen their show about March 15.

Billy Scott has closed his show, which has been trouping Nebraska and Kansas, and will reopen immediately with a medicine show.

Andy and Flo Randall have signed with the Kelly Master Stock in Mississippi.

Clarence Klein, formerly with Henry L. Brunk's Comedians, is now doing radio work in the city.

Walter X. Price has returned from his Eastern trip and will rejoin the Twyman circle.

Gene and Audrey Bradley have signed with the Biehl Sisters Stock Company for the regular canvas season.

Sonny and Dolly DuVell recently closed with Nig Allen's circle in Kansas.

Jack Collier's circle has been reorganized and will continue to play its old territory around Goff, Kan.

Colley and Rosalea are playing dates thru the South until spring, when they will reopen their show. Colley's Comedians.

Erman and Thelma Gray, Midwest performers, are with Blythe's Comedians in Virginia.

Glenn Brunk will again blaze the trail for Henry L. Brunk's Comedians when they open the spring season under canvas in Texas.

Jack Schaaf is a recent arrival and was spotted on the local rialto this week.

Harvey's Comedians have had to cancel dates on the Colorado circle, owing to the illness of two members of the cast.

Billy Cornish and Marie Belmar, formerly with Jack Kelly's Comedians, was spotted on the local rialto this week.

Stock Notes

GEORGE GORDON, Chicago, is making his plans for the 1937 season and will take the Gordon Players under canvas thru Illinois and Indiana territory.

NEAL SHAFFER and wife are appearing on the Alka-Seltzer program over Station WLS, Chicago.

PAUL ADAMS, recently a member of the *St. Helena* cast in New York, has joined the Pittsburgh Playhouse. His first role will be in *The First Legion*.

Cochran Stock to Serve Washington and Baltimore

WASHINGTON, Jan. 30.—Stephen E. Cochran, ousted manager of National, only local legit house, has secured option on Woodlawn Lodge, located in thoro rural spot between Olney and Ashton, Md., not far from here. Location will make possible tapping both Baltimore and this city for projected summer stock season. Cochran plans construction of intimate 800-seat theater with existing residence on tract probably being converted into eatery.

Cochran will organize a professional company, augmented by "name" stars. The new project will also serve as tryout spot for cream of talent in National Academy of Stage Training in the Dramatic Arts, which he founded in association with Clifford Brooke and over which he now exercises exclusive control.

To Oppose R. I. Dog-Races

PROVIDENCE, Jan. 30.—Gov. Robert E. Quinn will oppose any move toward opening a dog-racing track in this State without the proposition first being put before the voters in a referendum election, he declared last week in a press conference.

For the past two years, ever since the Taunton, Mass., track was opened, there has been talk of launching a similar enterprise in Rhode Island, with theater interests fearing opposition such a project would offer. Governor's declaration now removes such likelihood, for 1937 at least, with theater men breathing easier.

Mammoth Loew Bank Night

NEW YORK, Jan. 30.—What is thought to be the biggest bank night stunt ever attempted is planned by the Loew Circuit here for February 10. Forty-five theaters, with a combined audience capacity of over 150,000, in Manhattan, Brooklyn, Queens and the Bronx, will participate in drawing \$3,500 in cash. Public will be allowed to register "attendance cards" on both the day of the drawing and the preceding day. In the event the two-day "bank" draws three capacities per day, the total attendance involved may reach between 800,000 and 1,000,000.

Telephone hookup to be provided to facilitate matters is a "conference" arrangement radiating from the stage of Loew's Metropolitan, Brooklyn, where drawing takes place. Seventy-five telephone girls will be used. Winners' names will be transmitted to 55 theater audiences.

Scripts of these commercials thus far have emphasized entertainment value, going in heavily for romance and melodrama. Ad tieup is buried, presentation being subtle. Musicals have not been tried yet, cost of production being too high.

ROLL TICKETS

Printed to Your Order 100,000 for

Cheapest GOOD TICKET on the Market

Keystone Ticket Co.,

\$15.00

Dept. B, Shamokin, Pa.

10,000	\$5.00
20,000	6.75
50,000	8.75

Cash With Order—No C. O. D. Stock Tickets Any Assortment, \$12.50 for 100,000

Chorus Equity News

Twenty-seven new members joined the Chorus Equity in the past week.

Chorus Equity is holding checks in settlement of claims for the following members: Adrian Anthony, Nancy Lee Blaine, Adele Butler, Ronnie Campbell, Charlotte Favis, Ruthy Dennis, Liela Gans, Gladys Harris, Eda Hedin, Marge Hylan, Marlon Hylan, Fred Hoimes, Bunnie Jayme, Lorraine Jannee, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray and Carolyn Russ.

Be sure and register in the rehearsal book at Chorus Equity on the day of your first rehearsal. This is important to establish the date on which rehearsal pay begins, when over-time rehearsal is due; also you should know before going into rehearsal whether or not the company is bonded. All chorus people in a given company do not start rehearsals on the same day. There are always changes and replacements. Your company is not checked by a Chorus Equity representative until the eighth day of rehearsal and that representative cannot tell at that time just how long each individual member has been in rehearsal. You need only start for rehearsal 15 minutes earlier to make your call at Chorus Equity headquarters, and that call may be the means of collecting salary for you later.

On February 5th all mail for members which has been held in this office prior to July 1, 1936, will be sent to the last address on file for the member or, falling such address, will be returned to the post office. A portion of the mail held here has been listed in this column each week. Mail from A to O inclusive has already been listed. If you do not see the list until your name has been passed alphabetically, write and ask if we are holding mail for you.

Chorus Equity is holding mail for Cleona Qulett, Sunny Reddy, Marie Russel, Jack Richards, Jack Ross, Carolyn Russe, Jean Ryan, Carola Schliefer, L. D. Simmons, Vart Schilling, Helen Sada, Sally Sayre, Adele Story, Elizabeth Savage, Vernon Tanner, Eileen Thompson, Winnie Vance, Janice Winter, Evelyn Witt and Jean Yoder.

Within the past month chorus members of three units, two playing night clubs and one playing presentation houses, have joined Chorus Equity 100 per cent. This is a most encouraging sign. Chorus Equity has jurisdiction over night clubs and presentations, but has not yet a sufficient membership to enforce a contract. We hope in time to afford the same protection in these fields as we do in the legitimate theater. But we can do this only with the cooperation of our members. Keep your dues up while playing night clubs and presentations; bring in new members from the units with which you are working. The initiation fee charged members in night clubs and presentations is \$5. Members of Chorus Equity working in these fields who have become delinquent in dues may place themselves in good standing by paying current dues.

Entertainers For FDR Ball

NEW YORK, Jan. 30.—According to inside info, arrangements for Abe Lyman to play at the President's Ball tonight were completed thru Frank Hummert, exec in the ad firm of Blackett-Sample-Hummert Inc. Agency handles Lyman's broadcasts, and Hummert, in addition, is friendly with both Lyman and President Roosevelt. Ork will be the only one at the affair, the occasion being comparable to a "command" performance in England. Thousands of celebrations will be held thruout the nation simultaneous with the Mayflower spree. Revenue of the latter will be used for the benefit of the Warm Springs Foundation.

According to James E. Sauter, in charge of the entertainment committee and president of Air Features, radio talent producing firm created by Blackett-Sample-Hummert Inc., prominent show people will appear at the Washington affair. These include Lucy Monroe, Benny Fields, Irving Caesar, Sid Gary, Diana Ward, Mitzel Green and others. Robert Taylor, Jean Harlow and Jeannette MacDonald are expected to fly in from Hollywood.

Contingent from New York will leave on a special train this morning, will be met at Washington depot and whisked by police escorts to Willard, Mayflower, Shoreham, Raleigh, Washington, Wardman Park and Hamilton Hotels for a round robin of appearances. Entire party will wind up at Carlton Hotel for a gold

plate breakfast, and will return here tomorrow.

Lyman's usual date at the New Yorker will be filled Saturday by a substitute band.

IA May Start On Ushers, Doormen

NEW YORK, Jan. 30.—With 25 International Alliance executive officers now returning from Hollywood, where they had encamped last week to pick up loose threads in their closed shop pact with the pix producers, it is believed that they are now ready to attempt to bring into the IATSE fold most of the non-organized theater workers. Categories specifically aimed at ushers, cashiers, doormen, ticket takers and checkers.

Jurisdiction over these non-union groups was first delegated to Building Service Employees International Union by the American Federation of Labor. But BSEIU's failure to accomplish anything led to jurisdiction being granted to IA when the latter applied to AFL last year. Since then, IA has similarly accomplished nothing, but has pointed to its Coast difficulties in answer.

Clearing up of the Coast labor squabble, however, together with an increased labor consciousness in the country at present, portends activity in further organizing theater workers. In the event that IA muffs its opportunities, weight will be added to the feeling that IA sought jurisdiction over these workers mainly for the purpose of wielding a stick over the theater circuits.

Bank Night Tax Bill Passes

LITTLE ROCK, Ark., Jan. 30.—Arkansas senate early this week passed, 21 to 9, a bill by Senator Lake to tax theater bank night awards 25 per cent and give proceeds from the levy to the old-age pension fund. Bill passed without debate.

IA Meeting Cleans Routine

LOS ANGELES, Jan. 30.—Seven-day mid-winter meeting of executive officers of the International Alliance of Theatrical Stage Employees ended here, with most of the 25 who attended departing immediately for their homes. Much routine business was cleaned up and preliminary plans for the unionization of all theatrical workers, including janitors, doormen and cashiers, were discussed. George Browne, president of the IA, is staying in town for a while to make a further survey of working conditions of film studio technical workers under the studio basic agreement, which comes up for revision March 1.

Organization of the commercial and 16 mm film fields on a closed shop basis was decided upon at the meeting. Immediate action will be taken with all producers and distributors of non-theatrical films, covering photography, sound, grips, props and miniatures. The first of these non-theatrical agreements was reported already sealed with the Jim Handy company of Detroit, important commercial film company.

Another point cleaned up during the week is the interchange of IA members between New York and Hollywood. Thru a reciprocal agreement it is now possible for any member to work in either place without a permit. The order applies particularly to cameramen and other skilled technicians who might have to work in New York in the course of shooting a picture.

Benefit Called Off On Child Labor Count

PHILADELPHIA, Jan. 30.—Child labor law had John E. Frazer, chairman of the concert committee for the Prevention of Blindness, squabbling with Herbert C. McGlinchey, state supervisor of labor and industry. McGlinchey said the appearance of Ruth Slenzynski, 12-year-old child piano prodigy, at a benefit performance, January 21, would be a violation of the Child Labor Law. Sponsors of the concert called off the recital and refunded advance ticket sales.

Frazer, to no avail, claimed the law was designed to prevent children being exploited in tap rooms and sweat shops, but that it did not apply in this case, where children were to have been the principal beneficiaries of the funds raised by the concert.

Violations of the State law, seldom invoked against the entertainment industry, calls for a \$200 fine or 10 days' imprisonment.

Got a Good Song?

NEW YORK, Jan. 30.—A \$2,000 song contest sponsored by American Society of Composers, Authors and Publishers to unearth a tune emblematic of the city of New York has thus far resulted in rejection of all manuscripts—approximately 2,000—which were submitted before deadline of last August 1. Mayor La Guardia's committee of 33, appointed to pass on the tunes, is now mulling over the prospect of reopening the contest. Gene Buck, president of ASCAP, says anything in the anthem mood is n. g. "What we want," he states, "is just a good song."

Bans Compulsory Notices

WASHINGTON, Jan. 30.—Social Security Board has ruled that wage earners shall not be required to sign "severance" reports. This is a form on which employers report to their state unemployment compensation administration when any employees subject to the law leave their employ. Idea of the ruling, which now is effective in 35 states and the District of Columbia having unemployment compensation laws approved by the board, will be to protect workers from being virtually forced into agreeing to postponements or possible loss of unemployment compensation benefits.

Strike Hurts Detroit Biz

DETROIT, Jan. 30.—Detroit theaters began to feel the effects of the automobile strike this week, with several suburban houses reporting minor drops in attendance. Krijm Brothers Circuit, which has theaters in several key locations thruout the city, reports the average cut as 15 percent.

Wash. Critics Juggled

WASHINGTON, Jan. 30.—Theater boys here are having a hard time keeping track of juggling act which is the local drama critic situation. This week brought the return of Mabelle Jennings to *Herald's* desk after period as CBS commentator, with Betty Hynes joining the unemployed in switch. Previous recent changes occurred when *Star's* Melcher got Hollywood bug, Jay Carmody stepping in, and *News* sent Don Craig to Capitol Hill, Katherine Hilliard taking drummy scribbling spot.

Pix of Big Fires

HARRISBURG, Pa., Jan. 30.—Pennsylvania firemen, if a bill introduced in the House of Representatives by Assemblyman John L. Powers passes into a law, will turn into movie producers, taking pictures of all two and three-alarm fires. The movies would be used to train neophyte firefighters and would be financed by levying a tax of 2 per cent on the premiums of fire insurance written in the commonwealth.

Three Pa. Pix Bills

HARRISBURG, Pa., Jan. 30.—Three bills affecting movie operators have been introduced in the Pennsylvania House of Representatives. Assemblyman Piolo, in House Bill No. 133, asks that persons employing projectionists or operators allow them at least one twenty-four-hour day of rest in each week.

House Bill No. 146 would require at least one projectionist or operator for each motion picture machine or projector, with or without sound equipment, when pictures are being shown, with a minimum of two operators on duty at all times during a show. Assemblyman Broad is sponsor of the bill. Broad also introduced House Bill No. 147, which would require all movie houses to use asbestos or steel curtains and install a main control lighting switchboard for the entire house as safety measure against fire hazards.

Maine Tax Bill Up

AUGUSTA, Me., Jan. 30.—A bill to provide \$2,950,000 new revenue is being readied, and will directly hit amusements, soft drinks, liquor and beer. Setup involves 15 per cent tax on giggle water to cough up \$750,000 per annum; 15 per cent tax on beer for \$1,200,000; 10 per cent on varied amusements for \$500,000, and 10 per cent on soft drinks for another \$500,000.

Saranac Lake

By JOHN C. LOUDEN

Marian Cannon responded favorably to the pneumothorax operation last week. John T. Donohue is our latest guest-patient. He hails from New York, where he was formerly auditor for Loew's, Inc. His wife accompanied him to the Lodge and hopes to stay for a few weeks.

Rose Karp left Saranac last week to attend the graduation ceremonies of the E. N. Y. Junior High School, where her daughter, Helen, graduated with honors.

Jess Rosenberg, who left the N. B. A. Lodge about a year ago to finish the cure at the JCRS Sanatorium, Denver, has been appointed social director of the latter institution. Jess is coming along nicely and requests his friends to send him any material that would help make his new job a success.

Joseph McCarthy is another newcomer to the Lodge. He is from New York and is a member of the IA and was formerly employed at the Music Hall, New York.

Al Lorraine and Charley Foster have been added to the up-patient department. Charley is enjoying two meals in the dining room. Both boys are showing excellent improvement.

Dorothy Kruse enjoyed the company of her husband, Harry, over the week-end.

The patients wish to express their sincere sympathy to Martha Gill, who was called home to New York last week by the death of her father.

Mrs. James McCarthy is here spending a few weeks with her daughter, Peggy.

Harry Gordon arrived back at the Lodge, after a few days with his folks in Newark.

Write to those you know at Saranac Lake.

Hotel Performers Fear Worker Strike

NEW YORK, Jan. 30.—Impending hotel strike, to be called by hotel workers of local 32C in the event the Hotel Association of New York fails, by March 1, to arbitrate requests for higher wages, is giving band men and other show folk working hotel dates a bad case of jitters. Local is a unit of Building Service Employees Union, an AFL affiliate, one of whose subdivisions last year engineered the elevator strike.

Chris Houlihan, president of 32C, states that in 1936 hotel owners cashed in more heavily than during any other year since 1929. This, he claims, justifies a reconsideration of wages and working hours. Wages of hotel workers, and also hours of work, currently reflect lowest depression levels.

ITOA Elects Officers

SALT LAKE CITY, Jan. 30.—John A. Rugar, of Park City, Utah, was elected president of the Intermountain Theater Owners' Association at the organization's annual meeting held in the Newhouse Hotel here. He succeeded Stanley A. Robbins of Ogden. V. A. Gilhool was chosen vice-president, and Beverly S. Clendenin was renamed secretary-treasurer. Joseph L. Lawrence, Salt Lake; J. J. Gillett, Tooele, Utah; A. F. Johnson, St. Anthony, Ida.; Stanley Rich, Montpelier, Ida.; M. F. Harris, Evanston, Wyo., and Gilhool and Rugar were made directors.

Eddy Pulls Big in Salt Lake

SALT LAKE CITY, Jan. 30.—Nelson Eddy, star of stage and screen, gave a concert in the Mormon Tabernacle Tuesday to a sold-out house. Eddy's orchestra could not get here, so local musicians and singers rallied to his support.

Academy Adds Awards

HOLLYWOOD, Jan. 30.—Two new acting awards will be added to the 1936 awards of the Academy of Motion Picture Arts and Sciences. One will be given for the best performance by an actor in a supporting role, the other for the best performance by a supporting actress. Another major change in the annual award system is the manner of nominations for awards on production, acting, directing and writing. New arrangement gives the Academy membership the choice of selecting winners in each branch from a group of five leading choices of the nominating committee. Previously each branch of the Academy made its own nominations.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

RUSSELL SWANN, magician who has been playing dates abroad, recently received a favorable writeup in *The London Daily Mail*. Reporter played up Swann's explanation that his tricks were not psychic, but the result of an elaborate code between performer and medium.

AMEDEO, magician, postcards regards from Curacao. Same to you, Amedeo.

CARL ROSINI, magician, who recently went into the Hotel New Yorker, New York, has had his stay extended.

THE GREAT LESTER, ventriloquist, has recently been working Detroit clubs and clicking handily. According to a yarn in Ed Sullivan's Broadway column, booking heads of Warners, Loew's and RKO have long believed the grand old boy to be dead. This opinion was strengthened by the fact that younger performers used the same name. Lester, states Sullivan, traces the wild rumors which have been associated with his name back to an old movie erroneously publicized as built around his life. Lester was going to sue, but the company went bankrupt.

GLEN POPE, prestidigitator recently back from Europe, has joined the Borrah Minnevitche revue, which opened at the Versailles, New York night spot, last Thursday (28).

JOHNNY DE VAND has returned to Chicago, after completing a two-week engagement at the Capitol Theater, Atlanta.

CHARLES HOFFMAN, the magic bar magician, has opened an unlimited engagement at the Drake Hotel Gold Coast Room, Chicago.

JOHN BOOTH has closed an engagement at the Brown Hotel, Louisville, and is visiting in Chicago.

ROSINI, currently in the floor show of the Palmer House Empire Room, Chicago, was featured on the special bill given by the Chicago Theater last week for the National Canners' Convention.

JIM SHERMAN gave his annual party for over 40 Chicago and visiting magicians last week at his home in the Windy City.

JAMES WOBENSMITH, past national president of Society of American Magicians, was a recent visitor in Philadelphia to perform before and address the newly organized Hobby League of Philadelphia.

PHILADELPHIA ASSEMBLY No. 4, Society of American Magicians, is giving its annual Solree, Magique and Dance in the ballroom of the Hotel Stephen Girard, that city, February 20. An all-professional bill is expected to outdraw last year's record party.

TED HEUBER, of the IBM, Ring 13, Pittsburgh, was elected president of the Entertainers' Association of Pittsburgh at a meeting held at the Americus Club, that city, recently.

ENGAGED RECENTLY to appear with the Salt Lake City Philharmonic Orchestra at its opening concerts of the season, Montague the Magician selected a 20-minute routine of old-time magic. The old magic classics, many of which were perfected about the time the symphonies were written, brought better response than could have been obtained from such a gathering by use of modern effects now being worked to a frazzle by club magi, Montague says. Backstage visitors during Montague's engagement in Salt Lake City were LeDille, "wizard of silks"; Jack Freely, club worker, and Hansen, veteran magician and inventor.

LEROY, Punch man and ventriloquist, will be with the Barney Bros.' Circus the coming season, doing inside lecture, magic, Punch and vent.

TALAMAS, sleight-of-hand artist, is at Amar's Nouveau Cirque in Paris.

MAX REYWILS, illusionist, is at the Splendid Cinema in Algiers, Algeria.

WILLIAM (JAKE) WHITEBONE, former carnival magician, has sold his billposting service business in St. John, N. B., to the E. L. Ruddy Billposting Service, Toronto. He keeps his magic

hand in shape by working occasional theater and club dates in the maritime provinces of Eastern Canada.

DE ROCROY, illusionist, is at the Nouveau Cirque in Paris.

KENNEDY AND COMPANY, illusionists, are at the Arena in Amsterdam.

PROF. ARIS and Miss Fakara, mentalists, are at the Gambrinus in Basle, Switzerland.

RECHA, illusionist, is at the Centralhallen in Stettin, Germany.

EMERICK JONES, who bills himself as Emerico, the Prince of Mystery, has been presenting his sleight-of-hand turn in and around Ashland, Ore., for the last few weeks.

BEN FILCOFF, formerly assistant to Thurston, is now associated with the American Cigaret Machine Company, Pittsburgh.

THURMAN THE GREAT, mentalist, is appearing currently in a commercial engagement for the People's Outfitting Company, large Detroit department store.

PERSONNEL OF THE Birch Company comprises, besides Birch, E. L. Sperry, tour manager; Howard Daughette, stage manager; Jack Matson, assistant; Mildred Mantelle, pianist, and Mabel Sperry, xylophonist. During the company's recent engagement at Frankfort, Ky., Birch was nailed in the escape box by two senators and he presented the guinea pig (which changed into a box of candy) to the daughter of Governor "Happy" Chandler.

GEORGE, the one-arm magician, and company are enjoying satisfactory business in the Texas country, according to word received from Madam Marie. Members of the George company recently visited with Herman Yerger and Emily, mentalist, and also enjoyed a visit from Shelton the Wizard and Cleverest Bell and family, who were on vacation. The George show is being transported on one truck and two trailers.

WALTER DEL ARDO, with the William Chalkias Odditorium on the Snapp Greater Shows the last three seasons, has signed to go with the Lorow Bros. Ripley Odditorium on the Hennies Bros.' Shows the coming season. Del Ardo is also known in magic and mental circles as W. G. Magnuson.

ARTHUR MARCUS, New York magician, has taken up permanent residence in Wilmington, Del., and has given 37 performances in and near Wilmington in the course of two weeks before groups of crippled children, homes for the aged and other charitable organizations. In addition, Marcus gave special performances for Delaware's new governor, Richard C. McMullen; for the birthday party of Irene duPont, vice-chairman of the duPont Company, at Granogue, Del.; for Mrs. Philip duPont's cocktail hour at Fairville, Pa., and before meetings of the Wilmington Lion and Masonic clubs.

FRATRES SINCIPITIS MYSTICI, magic club of Harrisburg, Pa., held a business meeting at the residence of Joe Yeager recently. Among those attending were Jim Fisher, Mike Zerrance, Will Shellenberger, Eddie Clever, Joe Motter and Fred Landrus.

EARL LOCKMAN, who presented his escape act at the main YMCA Hotel, Chicago, recently, is booked to play the Granada Theater, Kansas City, Mo., February 13.

JIM SHERMAN, who operates the Palmer House Gift Shop, staged his annual party for Chicago magicians at his home recently. Program of impromptu magic was given.

SYDNEY ROSS, magician and palmist, now at the Radio City Rainbow Room, New York, holds a Ph.D. degree.

GUY JARRETT recently sent us his book—price \$5. A half a sawbuck is a lot of dough for an ordinary book, but Jarrett's opus magnus is definitely extraordinary and in many ways unique. In the first place, the author hand set all the type, did all the printing on his



GLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For NIGHT SPOTS

VIOLETTA AND ROSETTA VALERO—Harmony singers of Spanish songs who more than please vaude audiences, and who could be doubly appealing and effective in voice, delivery and appearance under the closer scrutiny of club patronage. Talents would suit both American and Latin spots. Added angle is that they are one of the very few sister teams of this type. Both brunets and nice looking.

bound with his finger magic. Ought to be perfect for radio and stage dates.

LINDA KING—Vocalist caught recently at Minsky's Oriental, New York. A tall, nice-looking girl, with good stage presence and excellent voice. Modulates her voice well, has good control and uses mike to fine advantage. Sang two ditties when caught, and scored heavily with both.

For FILMS

ROBERT BAXTER—A Benny Davis protege caught recently at Loew's State, New York. A handsome lad who has an outstanding baritone voice, he has what it takes for the movies. He also seems to handle lines nicely, scoring with the few assigned him when caught. Looks like a cinch for a romantic lead.

For RADIO

CARLOS MONTOYA—Guitarist now at the El Chico night spot, New York, where he is making his American debut. A famous European flamenco guitarist (playing without a pick) he can hold a cabaret audience spell-

own press and finally bound the result himself. There are, of course, a goodly number of typographical errors, but they tend to add to rather than detract from the zest and tang of this singular tome. Jarrett has been connected with magic and the theater for over a quarter of a century. He has known and worked with, or at least come in contact with, most of the practising magi of his time and from his writing it must be conceded that he has been a close observer of the field. Jarrett is not a pretty writer, for he knows naught of literary style, but he has a great deal to say and he says it with a frankness and lack of restraint that commands attention and compels respect. And speaking of respect, Jarrett has little or none for a surprisingly long list of time-honored names in the Valhalla of the Magi. But his criticisms most generally are backed up with specific evidence and when he feels that praise is due he is no less sparing than in his more acidulous diatribes. Not everyone will agree with the views set forth in Jarrett's Magic; many, no doubt, will feel inclined to poke the author squarely in the eye, but few will lay it aside unfinished.

and his wife, known as the Musical Crawfords, were robbed last week of an accordion which they have carried in their act for many years.

AL BERNARD cards that his new minstrel song, *Pick That Brass*, is being published by Mills Music Company. Bernard says he has featured the number on the air, as have Honey Boy and Sassafras, black-face team. He hopes it may prove another *Goo Goo Eyes*.

WALTER BROWN LEONARD requests the following old-time minstrel men to send in their biographies to appear in *The Billboard*: Neil O'Brien, New Rochelle, N. Y.; "Happy" Benway, Saranac, N. Y.; George Guy, Springfield, Mass.; "Lasses" White, "Slim" Vermont, Nick Glynn, Concord, N. H., and Jim Whitney, Bennington, Vt.



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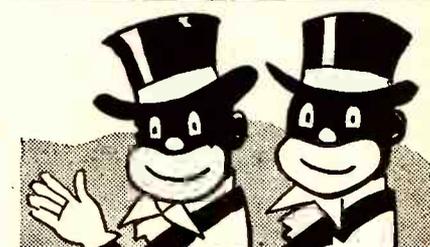
By BOB EMMET
(Cincinnati Office)

AL PINARD JR., comedian, dancer and musician, was born in Springfield, Mass., March 17, 1902. He is the grandson of George R. Guy, said to be the oldest living minstrel. First minstrel engagement was with Guy Brothers' Minstrels in Manchester, N. H., at the age of five. Subsequent engagements with John R. Van Arnam's Minstrels, 1923-4-5; Dan Fitch's Minstrels, 1926-1930, and back to Van Arnam, with whom he now is. Permanent address is 137½ State street, Springfield, Mass.

"I NOTE WHERE Nat Danzic goes out in the smokehouse and cuts himself a piece of ham," writes Al Tint. "Wonder if the rabbi cares if he eats ham unless it is kosher; but who ever heard of a kosher pig?"

BILLY (SLEW-FOOT) HANNAH is doing blackface at The Inn, Phoenix, Ariz., nitery.

ARTHUR CRAWFORD, for many years end-man with the Primrose & West Minstrels, is visiting in Chicago. Crawford



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The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Little Rock, Ark. I know the article about trawlers, taken from *Equity Magazine*, on the Rep page of *The Billboard* of January 2 interested actors of the Mid-West. The facts that the folks have moved into trawlers is what has kept show business on top of the earth out here. My guess is that right now 60 per cent of the

Trailers Boon To Troupers in Middle West

showfolks live in trailers. It would be difficult to find a summer show that doesn't have at least one team living in a home on wheels. Some shows are completely trailerized. Several managers own trailers to accommodate their people. But each year finds more teams with trailers and, of course, they prefer to use their own, so managers have not been adding so many to their equipment. While visiting friends recently I found in a scrapbook a clipping from *The Billboard* of the fall of 1918. It reads: "We move our entire equipment on auto trucks, of which we have five. All the performers live in elegantly equipped cars on wheels." The show referred to has played Iowa, Minnesota and South Dakota for the past 24 years. The manager said his performers began living in house cars in 1914, at that time living quarters being built on wagons and moved by hired teams. In 1915 he had a cook house 22 feet long, seating 22 people and being moved by four horses. Harry Van, now of Ensley, Ala., was driver. Summer of 1915 was cold but the show stayed out till October 9. Three years ago the same organization had a "colorful gypsy caravan" of three trucks for the outfit, a truck for calliope and light plant, cook house, four house cars and two autos for advance work. But the owner is changing to trailers and last summer added three to the outfit. This condition also applies to circle stock. Most of us do not remember what the inside of a hotel or railroad coach looks like or an opera house, either for that matter. The opera houses are padlocked and have been for five years or more. We show school auditoriums; can't get them for a week, therefore circle stock. The article in *The Billboard* is headed, *Gypsy Trailers in Search of Audience* and that should interest us western hams, for that is exactly what we ain't nothin' else but!

K. ROBERT MAC DONALD.

About History Of Haag Show In Early Days

Jeffersonville, Ind. Recently I met a circus fan who said the last wagon show was M. L. Clark & Sons. He may be correct. Perhaps troupers of former years will recall the Mighty Haag Show when it traveled by wagon. When the Haag Railroad Show ended its season the fall of 1914 Haag sold all rail equipment to the Wortham Shows and organized a wagon show from surplus equipment. Taking to the road late in November the show worked south thru Louisiana and lower Red River country. I was with the show that winter. The big top had one curb ring. Pinky Hollis was featured rider. Irene Marshall and Mabel James worked traps, rings and other aerial displays. Mardello, Roy Fortune and McCammon were clowns. I cannot recall the entire dressing room list. However, the performance was good. Rudy Gonzallas was trainer with the three large elephants. A few small cages and camels were displayed under the side-show top. Roy Haag managed the Side Show. Harley Hubbard was secretary-treasurer. Fred DeVay and Frank McGuyre were also staff members and Everett James had a nine-piece band. Bill Williams and his wife had charge of reserve seats and Shorty Rhodes superintended stock. Ville Platte, La., a Sunday date, gave the show two packed houses. Christmas Day the show was at Iota. New Year's Day, 1915, found the show at Wards. It was the intention to keep going until the last of February, but because of rain and road conditions the tour ended at Logansport, La. The Haag Show, greatly enlarged for the 1915 season, opened in Minden, La., moving by wagons. M. L. Clark & Son's Show and Mighty Haag Show were the two largest and best of the wagon shows. Both billed heavily. Ernest Haag

was well and favorably known all over Louisiana. The show had its beginning more than 40 years ago in the Bayou Teche country. Haag was for many years a director of Shreveport's largest bank. Haag Show troupers will recall that opening, beginning with "Now, friends and neighbors," made occasionally by him. Ernest Haag's mission in this world was to make everybody happy.

C. E. DUBLE.

Pana, Ill. While numerous letters have been sent to the Forum regarding old circuses, I would like some oldtimers to tell something about oldtime *Uncle Tom's Cabin* shows. Can anyone tell who was first to put out a Tom show under canvas? Frank E. Griswold, of Geneva, O., was among the first and if anyone was out ahead of him I have never heard of it. Walter L. Main, of Geneva, was a close friend of Griswold and may know. I don't believe there has been a Tom show on the road in the last six or seven years, either under canvas or playing theaters. There appears to be plenty of new circuses going out every year; no one seems to give a Tom show any consideration and no one ever lost any money on a Tom show that was properly hooked up and had right publicity ahead of it. No town ever was too small or too large for one. Among earlier ones that I recall with Tom shows under canvas were Griswold, Fred Terry, John P. Stowe, C. B. Byerly, Burks, Ed F. Davis, Phillips and J. W. Harps Strite. I was informed last fall that some of the big chain theaters would like to book a real Tom show and that the only reason they do not is because there are no Tom shows to book.

E. E. GARRETSON.

Resides Near Kennedy Shows Wreck Scene

Columbus, Ga. In the current issue of *Billyboy* in R. J. White's "Do You Remember?" in Midway Confab he says Jack Pollitt was manager of Al G. Barnes Circus. Mr. Pollitt never managed that show. When Barnes had his animals on the Parker Shows Jack was a talker on the Barnes Show, which originated in Spokane in 1910. Their first big top was one used by the apple show in Spokane and was promoted for Barnes by Louis Berg, a Spokane tent maker. I tramped with Jack Pollitt on the Roy Cramer Shows in 1908 and again with him on the Parker Shows in 1910. Harley Tyler had been manager of this show in 1909 and left to manage the Barnes Circus, remaining there until his death. The Parker Shows in 1910 were managed by Ned Stoughton. With the show were Jack Pollitt's Pharaoh's Daughter Show, Earl Strout's Band, Alice Melville's girl revue, Captain Latlip's high dive and Jack Wallace's Wild Animal Show. Homer Jones was secretary and G. Harry Edwards, utility man. Colonel Beckwith and Dick Collins were agents and George Johnson a talker. Show closed in El Paso, Tex., at fairsgrounds. Buffalo Bill opposition for one day. I retired in 1926 and live within view of the spot of the Kennedy Shows' wreck in 1915.

JACK WALLACE.

Sugar Valley, Ga. In his article in *The Billboard* of November 28 John P. Grace was in error in writing that the Sparks Circus was shelved in the fall of 1929. Sparks Circus wintered in Central City Park, Macon, Ga., in 1929-'30, and I attended the opening on Thursday, April 16, 1930, in Macon. The show was in Griffin, Ga., on April 17 and Rome, Ga., on April 18, jumping from Rome to Asheville, N. C. Ora Watts was manager and Red Cole was trainmaster. It closed the season in South Georgia on September 22, 1930, and went into winter quarters in Sarasota, Fla. Season of 1931 was opened in Pennsylvania. Three stands were made

Declares Some Dates of Grace Were in Error

Alameda, Calif. Replying to queries in W. P. Dewey's letter in *The Forum* of January 9, I would say that authentic records of ball juggling are difficult to obtain. A suggestion along that line would be to have some individual or a committee who follow jugglers' activities submit an annual "world's champions" list to *The Billboard*, based on number of balls, clubs, hoops, etc., actually handled "in their acts," tricks to be included in the regular routines of performers. Thus would be kept a fairly accurate record of annual champions and something definite for future records. In *Star Turns*, by Kober, is an interesting chapter on Rastalli. Altho I never had the pleasure of seeing him, he was, to my mind, one of the greatest of our past jugglers. He was credited with showing eight-ball juggling regularly during his performances.

DOUG COUDEN.

MAGIC

(continued from page 29)

W. W. Durbin Ring: Walter Labermeir, president; Frank Schopper, vice president; Jess Berner, treasurer; Harold R. Rice, secretary, and John Snyder, sergeant-at-arms. Meetings are held on the first Friday of each month.

THE FOLLOWING LETTER, anent Colta and Colta, the "merry magicians" of Harrisburg, Pa., appeared in the "What to Do, See and Hear" column, conducted by L. U. K. in *The Harrisburg Telegraph*, January 20.

A "Railroad Man who reads the column" writes this:

Thirty Years in Magic
Dear Luk: On Friday night Colta and Colta gave an entertainment at the Beach Front Hotel for the Penna. Railroad Shop Crafts and strange as it seems, the chairman of the Entertainment Committee was Ponce Vogelbach, who on January 15, 1907, gave Chas. J. Jones (Colta) his first professional engagement in the Kimberly Minstrels playing down the Cumberland Valley, and in arranging the program decided to call Jones, Prof. Da Colta, which he accepted as his stage name and has carried it ever since. Then in 1909 Colta secured his first circuit engagement on the Sullivan-Considine Circuit thru the Middle Western states. In 1912 he added a partner to his act and from that time on it was Colta and Colta the Merry Magicians, reaching their peak in 1927, when they were on Broadway with the Texas Guinan Unit, and then on the road with this unit for two years in all parts of the states. Colta says the Night club magic is the most difficult line of magic he has ever experienced as the audience requires some very startling effects to gain their attention, while at the same time have eyes on you from every angle, but the Oriental Rings which he has been using during his entire experience, never fails to demand attention. Colta and Colta have now added a new addition in the form of Living Marionettes, with singing, dancing and wise-cracking Puppets in which they will be seen at the President's Ball in Middletown on the 30th of January.

Don't forget.

Yours truly,
R.R.W.R.T.C.

THE GREAT GEORGE (Grover G. George) and his *Magical Revue* opened at the Gates Theater, Lowell, Mass., January 19, with a four-day run, and followed with the Modern Theater, Brockton, Mass. George presented his usual substantial line of illusions and novelties with special scenery, and was assisted by the following acts: Tommy Ryan and Mary Mullins, song and dance team;

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Tommy Bell and Pal, The Andresons, perch and acrobatic turn; the Jones-Rooney Trio, comedians. In *The Clock Parade*, George used every member of the company, producing them from a huge opera hat in elaborate clock costumes. George reports that he is adding a number of other new features in the near future.

THE GREAT ZOGI, mentalist-magician, is showing schools and theaters in Kansas, after a tent season in Texas. Despite unfavorable weather conditions, Zogi says he has lost only one night so far this season and that he is set until the middle of February.

COUNT VORIS, who has been kept busy on auspicious dates the last several months, is now located in Lynn, Mass. Voris is featuring the hanging act, and recently pulled the stunt on the Lynn Commons, with Lynn's mayor springing the trap. Event was witnessed by a huge crowd, and garnered the count liberal spaces in the local dailies.

THOMAS THE MAGICIAN has just returned to his headquarters in Rushville, Ind., after a successful tour of the East under the direction of the Neilson Bureau of Pittsburgh. Thomas has been presented with a contract for the 1937-38 season by the same office. This was Thomas' first stab at lyeum and he was highly pleased with results. He will go right back out on the road, winding up his present season late in May, at which time his show goes into the workshop for repairs and additions. "The East seems to be magic crazy; we played to packed houses in every city," Thomas writes. "In many of the towns it actually was SRO. That may sound a bit exaggerated, but it's a fact. News of four "Super-Sensitive Fingertips" preceded us everywhere audiences raved over it."

DE CLEO THE MAGICIAN, who has been working Parent-Teachers' associations thru Southern Ohio, was forced to cancel his engagements, due to the flood waters. He has returned to his headquarters in Marysville, O., until the waters subside.

HENRY HAVILAND, paper-tearing magish, is currently at the Medinah Athletic Club, Chicago, on the same bill with Ben Chavez and Company, clever card and egg manipulator.

DELAZON'S RESTAURANT, Chicago, is the daily gathering place for local and visiting magi, usually between the hours of 1 and 3 p. m. Gathered around the table there the other noon-hour were Nicola, John Booth, Dorny, Joe Berg, Art Felsman, Henry Haviland, Ben Chavez and others.

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place Parcel Post

Mickey Pierce, 12c.

Ladies' List

- Abbott, Mrs. Phyllis
Adams, Jean
Ainsworth, Gertrude
Alcazar, Chiquita
Allen, Elizabeth
Allen, Prairie Lilly
Allen, Mrs. Rosa
Altonia, Madam
Amelia, Madam
Anders, Lee
Anthony, Ramona
Appley, Mrs.
Araki, Mrs. Tan
Archer, Marie
Arenz, Mrs. Lucy
Arnold, Mary
Baker, Mrs. Louis
Baldwin, Maude
Badger, Mrs. Nellie
Bailey, Mrs. Charles
Bailey, Mildred
Bailey, Nancy
Baker, Dora
Baker, Patsy
Baker, Mrs. Bert
Barclay, Mrs.
Barnes, Mrs. Dorothy
Barr, Mrs. Getrude
Barr, Mrs. Ralph
Bartels, Mrs.
Bartok, Mrs. Mabelle
Bates, Mrs. Sarah H.
Bayman, Alice
Bell, Evelyn
Bell, Janieve
Bennett, Mrs. Betty
Betz, Mrs. Tillie
Bibb, Pauline
Billingsly, Mrs. Alice
Birchman, Mrs. W.
Binns, Geraldine E.
Blanche & Elliott
Blevins, Miss Billy
Bliss, Mrs. Nellie
Blondin, Mrs. Marie
Blue, Mrs. Archer
Board, Betty
Bonner, Mrs. Arthur
Bookman, Edith
Bork, Wanda
Boswell, Mrs. Tonnie
Bott, Josephine
Brady, Florence
Branham, Mrs. J. W.
Brazier, Mrs. Reta
Brett, Helen
Brown, Miss Pat
Buchanan, Lonnie
Burkin, Mrs. Gypsy
Burbour, Jessie
Burke, Mrs. Mary
Burns, Mrs. Gene
Burton, Miss Billie
Burton, Mrs. C. W.
Bussey, Mrs. Florence
Callan, Irene
Campbell, Mrs. Gene
Carson, Mrs. Etta
Carpenter, Dorothy
Carson, George
Carson, Mrs. H. B.
Carson, Helen
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Carter, Leona
Caswell, Helen
Chaplin, Mildred
Chazuka, Mrs. Stella
Chester, Helen
Clay, Alice
Clark, Mrs. Lena
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Coley, Mrs. Bill
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Cortez, Tanya
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Coward, Clantie
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Davis, Mrs. Jane
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Dean, Mrs. Jerry
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Decker, Mrs. Joe
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Dolletta, Madam
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Donohoe, Mrs. Viola
Dorey, Mrs. Eddie
Dorothea, Lady
Dowley, Mary
Downey, Elaine
Downey, Evelyn
Driscoll, Juanita
Drohan, Margaret
Dubbs, Neva
Due, Velma
Dugan, Donna
Dusett, Poley
Dumont, Cleo
Dwyer, Sis
Edna & George
English, Miss L.
Erwin, Mrs. Walter
Estella & LeRoy
Fancill, Mrs. M. J.
Fairbanks, Miss
Fay, Mrs. V. A.
Ferguson, Mrs. V. R.
Ferris, Mrs. Billy
File, Mrs. Bessie M.
Fife, Mrs. Sam. O.
Finch, May
Fine, Mrs. Mattie
Fitzmaurice, Mrs.
Flask, Vivian
Fleming, Helen
Ford, Mrs. Al
Ford, Mrs. Chester
Fornier, Mrs. F.
Forrest, Mrs. Betty
Frame, Mrs. Satis
Frank, Mrs. J. E.
Frank, Mrs. Jesslyn
Frank, Mrs. Myrl
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Gaines, Mrs. Annie
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Gates, Deloris
Gatlin, Mrs. Joe
Gemmeno, Mrs.
Gentry, Miss Lillian
Gerard, Miss Pat
Gibson, Mrs. Bertha
Giles, Cleo
Gillen, Margaret
Gilling, Pauline
Golden, Mrs. Richard
Goodwin, Mrs. Kay
Goodwin, Mrs. Jane
Graf, Mae
Graves, Francis
Graves, Marlon
Gray, Pearl
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Green, Eula Mae
Green, Mitzel
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Harrison, Ruth
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Harvey, Mrs. Pearl
Hatfield, Jolly Fanny
Hawkins, Mrs. Ralph
Hawkins, Miss Ruby
Hays, Mrs. W. M.
Henderson, Mrs.
Henry, Marion
Higgenbotham, Mrs.
Hills, Lulu
Hilton, Daisy & Violet
Hoagland, Mrs. Geo.
Hoffman, Mrs. Cleo
Hoffman, Daisy
Hoffman, Jean
Hoffman, Lena Lee
Holman, Mrs.
Holmes, Lillie
Holmes, Marie
Hooper, Mrs. Grace
Hoatzo, Mrs. H. W.
Howard, Mrs. Pearl
Howe, Mae
Hoy, Mrs. Joseph
Hull, Mrs. M.
Hull, Mrs. H.
Humphries, Miss
Humphreys, Mrs.
Hunter, Mabel
Ingleston, Ceola
Jackson, Mrs. Boyl
Jackson, Erin
Jackson, Mildred
Jaroski, Mazie
Jeffries, Mrs. Bud
Jenkins, Mrs. Bessie
Jennings, Mrs.
Jewell, Mrs. Clifford
Johnson, Mrs. Judith
Jules, Mrs.
Karr, Mrs. Dimples
Keating, Kathryn
Kelly, Mrs. Dorothy
Kelly, Mrs. Andy
Kelly, Mrs. Edith
Kelly, Mrs. Fanny
Kelly, Mrs. Mable
Kelly, Mrs. Mae
Kent, Mrs. Sarah
Kent, Hester
Kerns, Mrs. Steaks
Kester, Hazel
Ketchum, Mrs. Sally
Kid, Mrs. Texas
Kildan, Mrs. Rose
Kimball, Mrs.
Kimm, Miss V. C.
King, Mrs. Molly
Kitchin, Marie
Kling, Mrs. Marie
Klinghile, Laredo
Knisley, Mrs. G.
Koford, Mrs. Wm.
Kresler, Sue
LaBan, Claire
LaBenton, Juanita
LaPorte, Jacqueline
LaPorte, Thelma
Lainz, Mrs. Norma
Lambert, Mrs. Lottie
Lambert, Mrs.
Lamoureaux, Eva
Lampman,
Marguerite
Lang, Mrs. Helen F.
Langford, Mrs. P. D.
Langley, Maxine
Latham, Mrs. Fay
Layman, Mrs. Anna
Layman, Carolyn E.
Leahy, Mrs. Edgar
Leavitt, Mrs. Larry
Lee, Katherine
Lee, Norma
Lee, Patsy
Lenzsch, Mrs. Marie
Leonard, Iris
Leslie, Mrs. Holly
Lester, Esther
Lewis, Anna
Lewis, Mrs. Ernestine
Lewis, Mrs. Pearl
Lewel, Miss
Lucas, Mrs. Helen
Luckett, Irene
Lumley, Mattie
MacAlease, Eva
McCaul, Mrs. Violet
McCoy, Betty B.
McCoy, Ethel
McCoy, Jean
McCoy, Mrs. T. F.
McGregor, Lillian
Malawha, Madam
Malcolm, Babe
Malone, Mrs. Mary
Manna, Mitzel
Manning, Mrs. M.
Markey, Enid
Marks, Madam Elsie
Marr, Nola
Martin, Mrs. A. N.
Marvin, Mrs. Robert
Mason, Judy
Mates, Thelma Taft
Maunke, Mrs. Aram
May, Madam Elsie
May, Mrs. Rose
Melville, Mrs. Harry
Melville, Thelma
Melzora, Ann
Mendelson, Mrs. Evelyn
Meyers, Irene
Miller, Gertrude
Millie & Larry
Milton, Mrs. Josie
Mitchell, Mrs.
Moore, Mrs. A. V.
Moore, Mollie
Moore, Mrs. Mildred
Moore, Roberta
Moore, Mrs. Roby
Morley, Margaret
Morris, June
Morris, Lillian
Morrissey, Helen
Morrow, Nellie
Morse, Mrs. Peggy
Morton, Carroll
Moss, Eva
Moss, Mrs. Helen C.
Murry, Mrs. Kate
Myrtle, Pearl E.
Neal, Mrs. Anna
Nell, Ray
Nestor, Mrs. Grace
Newman, Mrs. Arthur
Nixon, Bobbie
Norcross, Mrs.
Norman, Faye
Norton, Mrs. Marie
O'Brien, Mrs.
O'Connors, Frances
O'Day, Helen
O'Day, Polly
O'Hara, Reba
O'Leary, Mrs. Ercel
O'Shea, Mrs. Ercel
O'Shea, Mrs. John
O'Shea, Mrs. Jody
Owens, Jeanette
Owens, Marjorie
Page, Virginia
Pallesen, Cynthia
Palmer, Mrs.
Pantry, Gladys
Parks, Otha J.
Parr, Lula B.
Pasch, Helen
Patterson, Connie
Payne, Sally
Pearce, Virginia
Peck, Bobby
Peluso, M. Bonnie
Peterson, Mrs. Edw.
Phillips, Juanita
Phillips, Mrs. Jean
Phillipp, Ruth
Porter, Mrs. Glenn
Porter, Mrs. Mable
Porter, Mrs. Charles
Powell, Ethel
Pumroy, Deloche
Rade, Vada Belle
Rankin, Sally
Ray, Mrs. Buster
Raynell, Rena
Reano, Marie
Reese, Mrs. Viola
Reese, Mrs. Bobbie
Renton, Mrs. Al
Rice, Betty
Richards, Mrs. Eddie
Richards, Eleanor
Ritchie, Marie
Robinson, Mrs.
Rocco, Mrs. Emma
Rogers, Mrs. B. E.
Rogers, Mrs. Jean
Rogers, Mamie
Rollins, Mrs. R. R.
Rollins, Mrs. Mary
Rooney, Mary
Rose & Victoria
Rose, Arthur
Ross, Mrs. Cleo
Ross, Maybell
Rowe, Mrs. Maude
Ruddy, Mrs.
Rudick, Mrs. Estelle
Russell, Mrs. Clara
Russell, Mrs. Harry
Ryan, Gladys
Sartwell, Dorothy
Scarborough, Estil
Schellenberg, Mrs. J. E.
Schmidt, Agnes
Scott, Mrs. Babe
Scott, Mrs. Edna
Scott, Mrs. L. C.
Scott, Mrs. Nina B.
Scott, Mildred
Selby, Pat
Shaw, Mrs. J. B.
Shebe, Marion
Shepard, Mrs.
Sheridan, Mrs.
Sherwood, Florence
Shore, Mrs. Jack
Short, Mrs. F. A.
Siens, M. D. B.
Signa, Lady
Sims, Daisy
Langford, Mrs. P. D.
Langley, Maxine
Latham, Mrs. Fay
Layman, Mrs. Anna
Layman, Carolyn E.
Leahy, Mrs. Edgar
Leavitt, Mrs. Larry
Lee, Katherine
Lee, Norma
Lee, Patsy
Lenzsch, Mrs. Marie
Leonard, Iris
Leslie, Mrs. Holly
Lester, Esther
Lewis, Anna
Lewis, Mrs. Ernestine
Lewis, Mrs. Pearl
Lewel, Miss
Lucas, Mrs. Helen
Luckett, Irene
Lumley, Mattie
MacAlease, Eva
McCaul, Mrs. Violet
McCoy, Betty B.
McCoy, Ethel
McCoy, Jean
McCoy, Mrs. T. F.
McGregor, Lillian
Malawha, Madam
Malcolm, Babe
Malone, Mrs. Mary
Manna, Mitzel
Manning, Mrs. M.
Markey, Enid
Marks, Madam Elsie
Marr, Nola
Martin, Mrs. A. N.
Marvin, Mrs. Robert
Mason, Judy
Mates, Thelma Taft
Maunke, Mrs. Aram
May, Madam Elsie
May, Mrs. Rose
Melville, Mrs. Harry
Melville, Thelma
Melzora, Ann
Mendelson, Mrs. Evelyn
Meyers, Irene
Miller, Gertrude
Millie & Larry
Milton, Mrs. Josie
Mitchell, Mrs.
Moore, Mrs. A. V.
Moore, Mollie
Moore, Mrs. Mildred
Moore, Roberta
Moore, Mrs. Roby
Morley, Margaret
Morris, June
Morris, Lillian
Morrissey, Helen
Morrow, Nellie
Morse, Mrs. Peggy
Morton, Carroll
Moss, Eva
Moss, Mrs. Helen C.
Murry, Mrs. Kate
Myrtle, Pearl E.
Neal, Mrs. Anna
Nell, Ray
Nestor, Mrs. Grace
Newman, Mrs. Arthur
Nixon, Bobbie
Norcross, Mrs.
Norman, Faye
Norton, Mrs. Marie
O'Brien, Mrs.
O'Connors, Frances
O'Day, Helen
O'Day, Polly
O'Hara, Reba
O'Leary, Mrs. Ercel
O'Shea, Mrs. Ercel
O'Shea, Mrs. John
O'Shea, Mrs. Jody
Owens, Jeanette
Owens, Marjorie
Page, Virginia
Pallesen, Cynthia
Palmer, Mrs.
Pantry, Gladys
Parks, Otha J.
Parr, Lula B.
Pasch, Helen
Patterson, Connie
Payne, Sally
Pearce, Virginia
Peck, Bobby
Peluso, M. Bonnie
Peterson, Mrs. Edw.
Phillips, Juanita
Phillips, Mrs. Jean
Phillipp, Ruth
Porter, Mrs. Glenn
Porter, Mrs. Mable
Porter, Mrs. Charles
Powell, Ethel
Pumroy, Deloche
Rade, Vada Belle
Rankin, Sally
Ray, Mrs. Buster
Raynell, Rena
Reano, Marie
Reese, Mrs. Viola
Reese, Mrs. Bobbie
Renton, Mrs. Al
Rice, Betty
Richards, Mrs. Eddie
Richards, Eleanor
Ritchie, Marie
Robinson, Mrs.
Rocco, Mrs. Emma
Rogers, Mrs. B. E.
Rogers, Mrs. Jean
Rogers, Mamie
Rollins, Mrs. R. R.
Rollins, Mrs. Mary
Rooney, Mary
Rose & Victoria
Rose, Arthur
Ross, Mrs. Cleo
Ross, Maybell
Rowe, Mrs. Maude
Ruddy, Mrs.
Rudick, Mrs. Estelle
Russell, Mrs. Clara
Russell, Mrs. Harry
Ryan, Gladys
Sartwell, Dorothy
Scarborough, Estil
Schellenberg, Mrs. J. E.
Schmidt, Agnes
Scott, Mrs. Babe
Scott, Mrs. Edna
Scott, Mrs. L. C.
Scott, Mrs. Nina B.
Scott, Mildred
Selby, Pat
Shaw, Mrs. J. B.
Shebe, Marion
Shepard, Mrs.
Sheridan, Mrs.
Sherwood, Florence
Shore, Mrs. Jack
Short, Mrs. F. A.
Siens, M. D. B.
Signa, Lady
Sims, Daisy

- Langford, Mrs. P. D.
Langley, Maxine
Latham, Mrs. Fay
Layman, Mrs. Anna
Layman, Carolyn E.
Leahy, Mrs. Edgar
Leavitt, Mrs. Larry
Lee, Katherine
Lee, Norma
Lee, Patsy
Lenzsch, Mrs. Marie
Leonard, Iris
Leslie, Mrs. Holly
Lester, Esther
Lewis, Anna
Lewis, Mrs. Ernestine
Lewis, Mrs. Pearl
Lewel, Miss
Lucas, Mrs. Helen
Luckett, Irene
Lumley, Mattie
MacAlease, Eva
McCaul, Mrs. Violet
McCoy, Betty B.
McCoy, Ethel
McCoy, Jean
McCoy, Mrs. T. F.
McGregor, Lillian
Malawha, Madam
Malcolm, Babe
Malone, Mrs. Mary
Manna, Mitzel
Manning, Mrs. M.
Markey, Enid
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Marr, Nola
Martin, Mrs. A. N.
Marvin, Mrs. Robert
Mason, Judy
Mates, Thelma Taft
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May, Madam Elsie
May, Mrs. Rose
Melville, Mrs. Harry
Melville, Thelma
Melzora, Ann
Mendelson, Mrs. Evelyn
Meyers, Irene
Miller, Gertrude
Millie & Larry
Milton, Mrs. Josie
Mitchell, Mrs.
Moore, Mrs. A. V.
Moore, Mollie
Moore, Mrs. Mildred
Moore, Roberta
Moore, Mrs. Roby
Morley, Margaret
Morris, June
Morris, Lillian
Morrissey, Helen
Morrow, Nellie
Morse, Mrs. Peggy
Morton, Carroll
Moss, Eva
Moss, Mrs. Helen C.
Murry, Mrs. Kate
Myrtle, Pearl E.
Neal, Mrs. Anna
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Nixon, Bobbie
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Norman, Faye
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O'Brien, Mrs.
O'Connors, Frances
O'Day, Helen
O'Day, Polly
O'Hara, Reba
O'Leary, Mrs. Ercel
O'Shea, Mrs. Ercel
O'Shea, Mrs. John
O'Shea, Mrs. Jody
Owens, Jeanette
Owens, Marjorie
Page, Virginia
Pallesen, Cynthia
Palmer, Mrs.
Pantry, Gladys
Parks, Otha J.
Parr, Lula B.
Pasch, Helen
Patterson, Connie
Payne, Sally
Pearce, Virginia
Peck, Bobby
Peluso, M. Bonnie
Peterson, Mrs. Edw.
Phillips, Juanita
Phillips, Mrs. Jean
Phillipp, Ruth
Porter, Mrs. Glenn
Porter, Mrs. Mable
Porter, Mrs. Charles
Powell, Ethel
Pumroy, Deloche
Rade, Vada Belle
Rankin, Sally
Ray, Mrs. Buster
Raynell, Rena
Reano, Marie
Reese, Mrs. Viola
Reese, Mrs. Bobbie
Renton, Mrs. Al
Rice, Betty
Richards, Mrs. Eddie
Richards, Eleanor
Ritchie, Marie
Robinson, Mrs.
Rocco, Mrs. Emma
Rogers, Mrs. B. E.
Rogers, Mrs. Jean
Rogers, Mamie
Rollins, Mrs. R. R.
Rollins, Mrs. Mary
Rooney, Mary
Rose & Victoria
Rose, Arthur
Ross, Mrs. Cleo
Ross, Maybell
Rowe, Mrs. Maude
Ruddy, Mrs.
Rudick, Mrs. Estelle
Russell, Mrs. Clara
Russell, Mrs. Harry
Ryan, Gladys
Sartwell, Dorothy
Scarborough, Estil
Schellenberg, Mrs. J. E.
Schmidt, Agnes
Scott, Mrs. Babe
Scott, Mrs. Edna
Scott, Mrs. L. C.
Scott, Mrs. Nina B.
Scott, Mildred
Selby, Pat
Shaw, Mrs. J. B.
Shebe, Marion
Shepard, Mrs.
Sheridan, Mrs.
Sherwood, Florence
Shore, Mrs. Jack
Short, Mrs. F. A.
Siens, M. D. B.
Signa, Lady
Sims, Daisy

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.

- Van Sickle, Mrs. Roy
Varnell, Helen
Vaughn, Mrs. Evelyn
Wadsworth, Mrs.
Wagner, Mrs. Marie
Walker, Mrs. Jack C.
Walker, Louise
Wall, Opal
Warner, Barbarina
Waters, Mrs. Stella
Wallace, Florence
Webb, Mrs.
Weber, Joan P.
Weiss, Mrs. Kay
Welch, Mrs. C. L.
Wheeler, Mrs. Pearl
White, Doris
White, Mrs. Harry
Wills, Weima
Wilson, Lucille
Wilson, Marie
Wilson, Mrs. Mickey
Wilson, Edna Mae
Winski, Jennie
Winn, Winsome
Withers, Mrs. H. M.
Withers, Mrs. Howard
Wolf, Janiece
Wolfe, Mrs. C. E.
Wolfe, Emie
Wolf, Mrs. Francis
Wooden, Mrs. Bettie
Woods, Opal
Woods, Roberts
Woodruff, Mrs. Jean
Worl, Mrs. Geo.
Worman, Mrs. Nat
Wortham, Mrs. Jack
Wright, Jeanita
Yager, Mrs. S. A.
Young, Lenora
Young, Mrs. Helen
Zira, Madame
Zoder, Evelyn Babe
Zulung, Mrs. Ella
Boultinghouse, J. K.
Bowman, Ed
Boyd, H. W.
Boyer, Ralph
Boyton, Joe
Bozza, Tom
Bradford, G. C.
Bradna, Fred
Bradshaw, H. O.
Brannan, Earl
Barndas, Tony
Brasnam, Joseph
Braswell, Wm.
Bratton, Red
Brennan, Mickey
Brenner, Leo
Brennon, Wally
Brewer, D.
Brewer, J. R.
Brewer, R. R.
Briggs, Thomas L.
Brines, B. A.
Britt, Johnny
Britt, Tom
Brendell, Charles D.
Broadway, Harry
Brodie, Wm. N.
Brono, Joe
Brooks, E. L.
Brooks, W. H.
Brouwer, P. H.
Brown, Don
Brown, Ernie (Toby)
Brown, Fitzle
Brown, Frank M.
Brown, G. Warren
Brown, L. H.
Brown, N. D.
Brown, Pat
Brown, Paul
Brown, Richard (Colored)
Brown, T. H.
Brown, W. B.
Brownell, Wm. H.
Bruce, Carl
Bruce, Wm. Earl
Bruce, Edgar B.
Bruce, Kid
Brubus, L. P.
Brunk, Fred & Bonnie
Bryant, Howard
Buck, C. Severn
Buckham, Free Top
Buckeye Comedy Co.
Buckland, Harry
Bungard, Art & Lois
Burch, Tex.
Burd, Sam
Burgess, Harry
Burgess, Henry T.
Burk, Eddie
Burk, Robert
Burke, Fred White
Burkert, Earl
Burks, Arthur J. Esq.
Burns, Bobby
Burns, Boots
Burns, Curley
Burns, L. W.
Burns, Robert
Burns, Sam
Burns, Clarence
Burrheads, J. R.
Burslem, Jack
Burt, All
Bush Comedy Co.
Bushong, Blackie
Butler, A. J. D.
Byers, Karl
Cagan, Frank
Cald, Eddie
Caldwell, Jimmy
Caldwell, Hassa
Calton, Henry
Calvert, E. M.
Camp, Herb
Campbell, H. W.
Campbell, Olive
Capell, Doc
Carbon, Tom
Carey, Joe
Carlos, Don
Carroll, Hank
Carman, Jerry Larry
Carmel, Fred
Carmichael, Red
Carpenter, Charles P.
Carpenter, Doc
Carr, Charles
Carr, Joe
Carr, Marie
Carrigan, James J.
Carroll, Billy & Kitty
Carroll, Dave
Carsey, Jingle
Carsky, Al
Carter, Chas.
Carter, P.
Carter, Ralph
Case, E. W.
Castle, Chester
Castle, Wm.
Caston, C.
Cavanah, Geo.
Cestaro, V. L.
Cgoffan, Cloght
Chambers, Earl
Champion, J. J.
Chapman, Jack
Chapman, J. W.
Chapman, L.
Chappell, Ben
Charnick, Felix
Checoma, Mike
Cheney, Arle
Chenepuck, Herman
Childers, Roy
Chipman, Harry P.
Cholet, Paul
Christensen, Grant
Church, I. M.
Church, J. M.
Claire, Billy
Claire, Ted
Clark, Bill
Clark, Eddie (Darby)
Clark, Ernie
Clark, Fred
Clark, Joe Jewel
Clarke, Lee Lloyd
Claude, Leo
Clauser, Joseph W.
Clayton, Geo. E.
Cleveland, G. D.
Clemens, Murray
Click, Wm. A.
Cloff, Benjamin
Coburn, Jimmie
Cockrell, George
Cochran, Harold
Cohn, Alfred
Cody's, The Shooting
Coffelt, W. R.
Cohee, G. Rex
Cohn, Robert
Cole, Pete
Coleman, Herman
Colk, Fred
Collier, Doc
Collier, Jack
Collins, Frank A.
Collins, Texas Slim
Colman, Mickey
Conello, Antoinette
Condoria, Alfred
Coney Island Amuse. Co.
Cooner, John
Conroy, Joe
Coolan, Robert
Cook, D. D.
Cooke, W. H.
Coolbrith, Francis N.
Cooper, A. H.
Cooper, John A.
Cooper, Mickey B.
Cooper, Vandy
Cooran, M. J.
Coorman, Arthur
Caruso, John
Costa, Geo.
Costa, Steve
Cote, Elmer
Coughlin, John E.
Cowles, Harold
Cox, O. C.
Cox, Walter
Craddock, Robert L.
Craddock, Jim
Craiger, V. D.
Craig Bros.
Craig, Nolan
Craig, Paul
Cramer, Fred
Crampton, Fred
Crawford, Albert Lee
Crawford, Tex
Crawford, Vogel
Crazier, H. B.
Creskey, Jasper Y.
Creswell, Jimmie
Crenshaw, Ormel
Cridler, Hal
Crichtley, Arthur
Crocker, Goldie J.
Croce, E. C.
Croolin, Eli
Crosby, Jack
Cross, Frank
Cross, Richard
Crose, Earl
Crowell, Sam
Crowson, Bill
Crowson, Dr. J. B.
Croy, W. H.
Crumley, Earle
Cameron
Crump, Jesse
Cuellar, Tony
Culbert, Henry
Cundiff, Richard
Curtis, L. B.
Curtis, Robert P.
Cutshall, Geo. C.
Cylan, Doc
Dackmon, Charles
Dale, Jess
Dale Bros., The
Dale, Lawn
Daley, Art
Dalvine, Harry
Daly, Wm. Jr.
Dangold, Maxey
Dandy Dixie
Daniels, Rickless
Daniels, Richard
Darden, Robert
Darlano, John
Dauthery, Tommy
Dault & LaMar
Davenport, Orrin
Davidson, L. A.
Davis, James N.
Davis, Monty
Davis, O. P.
Davis, Paul
Davis, P. H.
Davis, Sunny
Dawkins, Speedy
Dawson, R. K.
Dawson, Skippy
Day, Harvey
Day, Tim. O.
Dean, L.
DeArvil, Lawrence
Decker, Harry
Decker, Joe
Deetz, C. C.
DeForest, Jimmie
Diebelbes, Harry H.
DeKok, Dutch
DeLaeruz, Juan
DeLaeruz, (Midgets)
Delaney, Harry
Delhart, Bernard
Delton, Leon
Delmar, C. L.
DeLong Family, The
DeLover, A. L.
DeMarco, John
DeMarzo, Harry
Demetro, Archie
Demetro, John
Demetro, Tom
Demsey, J. Widman
Denby, Buck
Denham, Bert
Denham, Capt. Elton
Denham, E. H.
Dennis, Jack
Dennis, Fredrick
Dennis, Freddie
Dent, W. L.
DeRoy, Gene
DeRosette, Clarence
Derwell, Firing
DeRzkin, Frank
Deutsch, Fred W.
Devany, O.
Deverrie, Wm. (Bill)
Devine, Jene
Dewain, Bart
DeWright, Vern
Dexter, Bert
Dezins, Dr. V.
Diavolo, Fred
Dice, Harry
Diene, A. W.
Dillinger, Madeln
Dim, Andrew
Dione, Theo.
Dixon, Richard
Dinglar, Claud
Dobbs, Harold L.
Dobbs, Robert
Dodd, Capt. Jimmie
Dodd, Harold
Dolliver, Frederick
Donahue, Geo. M.
Donahue, Walter
Donatello, Joe
Donavon, Bill
Dort, John W.
Dowd, James
Dowd, Marlon
Dody, S. H.
Down, R. C.
Downard, Virg.
Down Lemmy
Doyle, J. W.
Doyle, Sam
Drake, Jack
Dreibelhimes, H. H.
Drill, Charles
Drill, Harry
Ducey, Paul
Dudley, H. G.
Dugan, Blackie
Duke, L. E.
Duncan, Midget
Dunlap, Leonard
Dunlap, Pop
Dunn, Chester A.
Dunn, D. S.
Dunn, Lyman
Dunn, W. M.
Dunn, Ralph E.
Durant, Wm. (Bill)
Dyer, Bobby
Dykes, Carl
Eagle, Nate
Earl, Wm.
Earle, Alfred B.
Early, Joe
Farhart, E. E.
Eby, Jerry
Eddie Armless
Edison, Bob
Edmonds, E. L.
Edwards, Dick
Edwards, Al
Edwards, Bob
Edwards, Doc
Edwards, Jack
Edwards, Jimmie
Edwards, Jerome
Edwards, Paul
Edwards, Robert
Ehler, Henry L.
Eller, R. E.
Elders, Charlie
Ellis, Thos.
Elliott, Dean Ham
Elliott, Dudley W.
Elliott, James
Elliott, Jimmie
Elliott, Tom
Ellis, Cotton
Ellis, O. Joe
Ellis, Louis
Ellis, Ray
Ellis, R.
El Vno, Doc.
Elwood, Francis
Emry, Elmer Rud
Emmiller, Blackie
Emswiler, S. H.
English, Walter
Enrica & Novello
Enrley, Eugene
Erwin, Chas.
Erwin, Martin
Ethridge, White
Etten, Abe
Eugene, Gene (Nina)
Evans, Bob
Evans, E. C.
Evans, Frank
Evans, Humphy
Evans, Johnny
Evans, Robert L.
Evans, Virgil
Evans, Window
Evans, Jess
Evans, Britt
Eversole, A. M.
F. & M. Amuse. Co.
Fabej, Frank
Fant, H. C.
Farley, Buck
Farra, Jess & Jane
Farrar, Verlin
Farrell, G. Frisco
Farrell, J. W.
Faughtner, Larry
Faur, Carl
Feldman, Robert (Bob)
Feldheine, Chas. M.
Felz, Nabo
Felton, Harry C.
Ferguson, Roy
Ferhune, Ferry
Fessell, Geo. W.
Ferris, Johnnie
Fiber, Roxy
F. Candy Floss
Field, H. F.
Finkens, Charles H.
Fink's Mules
Finnerty, John
Flash, Jimmy
Fisher, Al
Flaherty, Dr. Ed.
Flanagan, L.
Flynn, Robert W.
Fohlbrook, Ted. F.
Foley, Jack
Follin, Dave
Fondan, Claude
Ford, Prof. C.
Ford, Geo.
Ford, Dr. L. B.
Ford, Chas.
Fortier, Frank Joseph
Fortoise, Patrick
Forton, Lee
Fors, Geo.
Foster, Dock
Foumas, A. T.
Fox, J. P.
Foy Children, Eddie
Franks, Bob
Franks, Mike
Franketz, Master
Geo.
Frantz, Jerry
Franson, Fearless
Fraser, E. H.
Frechette, Ray A.
Frederick, Carlyle
Fredericks, Freddie
Fredette, Arthur
Fredrick, Henry
Freed, Harry
Freed, H. T.
Freeman, Robert
Friedman, Jake
Friedman, Dr. Sam
Friedridhsen, Knud
Frield, Homer L.
Frink, Howard
Fritze, Cecil
Froomeise, H. E.
Frost, Lester
Fry, Luther R.
Fryer, Mack
Fulkerson, Rube
Fuller, Leo
Fulton, Casine
Fuguo, W. C.
Gaboury, Hector
Gagnon, Bert
Gaines, L. W.
Gaines, Y. E.
Gagagher, James R.
Ganyard, Larry
Gaparth, W. B.
Gardner, Cheertul
Garner, Joe H.
Garrett, T. J.
Garrett, Jerry
Garrison, Bill
Garvey, Eddie J.
Gary, Bill
Gasca Troupe, The
Gatton, J. F.
George, Joe M.
George, Tony
George, Kaye
Gerau, Jack
Gerard, Frank
Geras, Adam
Gibbeny, Geo. (Frenchy)
Gibbeny, Geo.
Gibbons, Harry
Gibbling, Howard
Gibson, Arthur
Gibson, Clarence C.
Gibson, H. C.
Gibson, Jack
Gibson, Jack E.
Gifford, Al
Gifford, Al
Gifford, Pat
Giffly, Chubby
Gillham, Art
Gill, W. M.
Gillespie, Wm. S.
Gilliam, Orville
Gilliam, David
Gilligan, Joe
Gillon, O. A.
Girard, Charles E.
Girard, O. E.
Gitty, Donald
Glasscock, D.
Gloved, John
Glynn, M. A.
Gold, Harry
Goldberg, Samuel
Golden, L.
Goldstein, Roy
Goodman, Joe
Goodman, Morris L.
Goodrich, Verne
Goodwin, W. H.
Goralick, Sam
Gordan, Bert
Gordon, Bill
Gordon, Bobbie
Gordon, Ed
Gordon, Jean
Gordon, Mathew G.
Gossman, Richard
Grady, Jack
Graft, Happy
Graham, Hal
Graham, Jack E.
Graham, Pat
Graham, B. O.
Grasnik, Alex
Gray, Billy
Gravity, Frank
Grebling, John
Green, Johnny
Green, Rufus Scott
Green, W.
Greenlee, Jerry
Greenwood, Capt. H.
Greer, Haywood
Gregory, Bill
Gregory, L. B.
English, Walter
Enrica & Novello
Enrley, Eugene
Erwin, Chas.
Erwin, Martin
Ethridge, White
Etten, Abe
Eugene, Gene (Nina)
Evans, Bob
Evans, E. C.
Evans, Frank
Evans, Humphy
Evans, Johnny
Evans, Robert L.
Evans, Virgil
Evans, Window
Evans, Jess
Evans, Britt
Eversole, A. M.
F. & M. Amuse. Co.
Fabej, Frank
Fant, H. C.
Farley, Buck
Farra, Jess & Jane
Farrar, Verlin
Farrell, G. Frisco
Farrell, J. W.
Faughtner, Larry
Faur, Carl
Feldman, Robert (Bob)
Feldheine, Chas. M.
Felz, Nabo
Felton, Harry C.
Ferguson, Roy
Ferhune, Ferry
Fessell, Geo. W.
Ferris, Johnnie
Fiber, Roxy
F. Candy Floss
Field, H. F.
Finkens, Charles H.
Fink's Mules
Finnerty, John
Flash, Jimmy
Fisher, Al
Flaherty, Dr. Ed.
Flanagan, L.
Flynn, Robert W.
Fohlbrook, Ted. F.
Foley, Jack
Follin, Dave
Fondan, Claude
Ford, Prof. C.
Ford, Geo.
Ford, Dr. L. B.
Ford, Chas.
Fortier, Frank Joseph
Fortoise, Patrick
Forton, Lee
Fors, Geo.
Foster, Dock
Foumas, A. T.
Fox, J. P.
Foy Children, Eddie
Franks, Bob
Franks, Mike
Franketz, Master
Geo.
Frantz, Jerry
Franson, Fearless
Fraser, E. H.
Frechette, Ray A.
Frederick, Carlyle
Fredericks, Freddie
Fredette, Arthur
Fredrick, Henry
Freed, Harry
Freed, H. T.
Freeman, Robert
Friedman, Jake
Friedman, Dr. Sam
Friedridhsen, Knud
Frield, Homer L.
Frink, Howard
Fritze, Cecil
Froomeise, H. E.
Frost, Lester
Fry, Luther R.
Fryer, Mack
Fulkerson, Rube
Fuller, Leo
Fulton, Casine
Fuguo, W. C.
Gaboury, Hector
Gagnon, Bert
Gaines, L. W.
Gaines, Y. E.
Gagagher, James R.
Ganyard, Larry
Gaparth, W. B.
Gardner, Cheertul
Garner, Joe H.
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Fryer, Mack
Fulkerson, Rube
Fuller, Leo
Fulton, Casine
Fuguo, W. C.
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Gerard, Frank
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Gibbeny, Geo. (Frenchy)
Gibbeny, Geo.
Gibbons, Harry

LaFara, Frank
LaGuine, Vance
LaMont, Charles
LaMore, Jevon
LaMore, Jack
LaPorte, Jules
LaRene, Roi
LaRose, Orville O.
LaRue, Ted
LaVerne, Al
LaVine Troupe
Lacy, Leo
Lalher, Woody
Lake, Ed. Red
Lamar, Brownie
Lamb, Ray Popeye
Lambert, K. E.
Lamb, Tony E.
Lamont, Geo. A.
Lamore, Jack X.
Lampton, Jack
Lancaster, Cliff
Lands, John
Lands, Richard R.
Lands, Robt. J.
Lane, C. E.
Lane, Cecil R.
Lane, Frank B.
Lane, Jack
Lanfor, Chuck
Lang, Billy
Lang, H. J.
Lang, Walter
Lanzi, Regues
Large, H. P.
Larkin, Jim
Larry, P. G.
Lark, Karl
Larrie, P. G.
Lassell, W. M.
Laswell, Thos. W.
Latham, Billy
Laurelio, M.
Laushell, Wm.
Lavone, Walter E.
Lawrence, Larry
Lawes, Claude D.
Lawrence, Dewitte
Lay, Walter Bula
Layman, Hobard
Layne, Don
Lazarus, Ben
Lazar, Martin
Lazone, Elmer
LeBeau, PeeWee, Esq.
LeBlair, Dutch
LeNarc, Edw.
Leal, Johnny
Leavitt, Alden
Leavitt, Harry
Ledox, Jas.
Lee, Bob
Lee, Charles
Lee, Doc J. W.
Lee, Kentucky
Lee, Rex
Lee, Roy
Leff, Eddie
Lefel, E. F.
Lefton, Abe
Lehr, Raynor
Lenox, Jack
Lentini, Frank
Leon, Nate
Leonard, W. M.
Leslie, J. Burt
Lester, Geo.
Leroy, Jack
Leslie, F. F.
Lisile, Don
Lisler, John
Lester Ventriquist
Leverson, Bob
Levine, Abe
Levine, Ben
Levin, Mike
Levitt, Jake
Levy, Eric
Lewis, Herman
Lewis, Dr. J. Hamilton
Lewis, Lefty
Lewis, Reno
Lewis, Trevor M.
Lewis, Willie
Lexell, Ben
Leyland, C. L.
Lieberwitz, Sam
Liff, Eddie
Lilly, W. R.
Lind, Arno
Lindemuth, Thomas
Linneker, Paul
Linnet, Albert
Linx, Jack
Lippman, Eddie
Little, Jack
Little, Ted
Lock, Wm. Harvey
Locke, Wallace F.
Loeb, Charles
Logsdon, Billy
Lomar, Bob Jr.
Loot, Wm. D.
Loomis, Harold E.
Loper, Don
Lovell, M.
Lovett, Geo.
Lovett, Sid
Lowrey, Samsy
Loyal, Alf
Lucas, Steve A.
Lucks, Geo.
Ludwig, Prince
Lukow, Alfred
Lumpkins, Bat
Lundgren, Ed.
Lund, Willie
Lunsford, Roy
Lushbaugh, H. E.
Lutz, Jerome
Lyke, Ace
Lyman, A. H.
Lynch, Cotton
Lynch, H. T.
MacAloose, J. A.
MacDonald, Charles
MacNeill, Albert W.
McAlister, Tate
McArdell, E. J.
McArthur, Red
McAtee, Robert
McCall, Alf
McCampanell, A. P.
McCanless, Marvin
McCarthy, Geo.
McCarthy, J. F.
McCauley, W. L.
McCelan, Mac
McClam, Cleland
McClanahan, C. S.
McClendon, Tom
McClung, C. C.
McCorkey, James H.
McCormick, R. J.
McCormick, James R.
McCoy, Pete
McCoy, Wm.
McCrary, E. D.
McCullay, W. T.
McCullum, C. E.
McCune, Geo.
McDaniel, Carl L.
McDaniels, Tex
McDiarmid, Stuart
McDonald, Guy C.
McDonald, Russell
McDonald, W.
McFarland, Toby
McFee, Connie
McFees, Johnnie
McGill, Alex
McGinnis, Norman
McGowan, Matthew
McGowan, Robt.
McGregor, H. G.
Blackie
McGuey, F. W.
McGuire, Wm.
McInnis, Norman
McKeone, Michael
McKinnel, Gordon
McLane, Frenchy
McLane, Robt. H.
McLaughlin, Charles
McLaughlin, Wm.
McMahon, Thomas
McMinn, F. E.
McNally Variety Show
McNeely, J. D.
McPeak, Robt. E.
Macks, Alf
Mack, Cuban
Madden-Stallan
Maddox, Bob
Maddonick, Harry
Mahoney, Scott
Mailnowski, Walter
Maigne, Frank
Majors, Frank X.
Manley, Harold A.
Mann, Joe
Mann, Nate
Manning, Otis
Mansfield, Cyril
Manzie, Johnnie
Mank & Driggs
Maples, Bruce
March, Walter
Margo & Rosika
Margolen, Max
Marion, Angelo
Marion, Stanley
Marke, Vince
Marks, Joe
Marland, Tom
Marlowe, Roy
Marple, Len
Mars, Walter J.
Marsden, Frank Tex
Marshall, Pric
Marsden, Bill & Buddy
Martin, Dr.
Martin, Fred
Martin, Harry
Martin, Jerry
Martin, N. C.
Martini, B. E. (Fat)
Martini, L. D.
Martini, Duke
Mason, Dick
Mason, Eaton E.
Mason, Harry W.
Mason, Dr. H.
Mason, Ray
Massey, Al
Mathews, Ben
Mathewson, Jimmie
Mathis, Gene
Mathews, Bennett, Jr.
Mattingly, Henry
Matson, Edw. R.
Maurice, Dr. N. J.
Maurice, Oseind
Matuszek, W.
Mayberry, Doc
Mayer, Geo. F.
Maxfield, Rock
Mayer, Frank J.
Mayman, Gil
Mayman, Dave
Mechanic, Sam
Meeker, Al
Meeker, Frank
MeMe the Clown
Meltona, Leon
Melville, Bert
Melora, Buster
Mendez & RaNous
Merlans
Merrill, Fred
Mertel, Frank
Mexas, Chief
Meyer, Clint V.
Meyer, Edw. A.
Meyers, Geo.
Meyers, Johnny S.
Meyer, Linford
Meyers, Ralph
Meyer, Robt.
Miles, Guy H.
Miller, Alvin
Miller, Chris H.
Miller, E. F. (Rusty)
Miller, Fred M.
Miller, H. J.
Miller, J. D.
Miller, James E.
Miller, J. & B.
Miller, J. Robert
Miller, L. M.
Miller, Leo
Miller, Lloyd D.
Miller, Phil
Miller, R. A.
Miller, Vick
Milletts, C. M.
Milkens, J. A.
Millman, Bird
Mills, Carl B.
Mills, Richard
Mlner, C.
Miltona, Leon
Mimms, Otis
Minton, R. H.
Miserman, Eddie
Clark
Mistrot, James
Mitchell, Charley
Mitchell, Eli
Mitchell, Frank C.
Mitchell, G. L.
Mitchell, James
Mitchell, James
Mitchell, Jas. G.
Mitchell, Johnnie
Mitchell, John
Mitchell, O. H.
Mitchell, Steve G.
Mitchell, Walter
Mitchell, W. M.
Mittle, Theo.
Mitton, Doc
Moan, James
Moeb, Gene
Moffett, H. E.
Molan, Jack
Moley, Bert Whitey
Money, Whittle
Monahan, Geo.
Monroe, E.
Monroe, Tex.
Montague, Jack
Montaleon, Louis
Montas, Joe &
Montgomery, Robert
Montgomery, Don
Montgomery, Grover
Montgomery, Lowrie
Mooney, Howard P.
Moore, Howard P.
Moore, Bill & Helen
Moore, Chintz
Moore, Don
Moore, L. E.
Morales, Pedro
Moran, Bob
Moran, Jim
Morrell, Rosco
Moreno, J. B.
Morgan, Carl
Morgan, Edward
Morgan, James A.
Morgan, Johnny
Morgan, Louis
Morris, Claude
Morris, Edw. K.
Morris, Frank
Blackie
Morris, John
Morris, M.
Morris, Ted
Morris, W. A.
Morrissey, D. T.
Morrissey, Till
Morse, Joe C.
Morse, Virgil L.
Mortenson, Fred
Mortenson, Mort
Morton, L. O.
Moer, Wyman
Moss, Lee
Mosholder, Ralph
Moyer, Ken
Moyer, Tex
Mundee & June
Murdock Bros. Show
Murand & Girton
Murphy, D. J.
Murphy, Earnest C.
Murphy, F. J.
Murphy, Frank X.
Murphy, Harry A.
Murphy, Dr. Jack Jr.
Murphy, Pat
Murphy, S. R.
Murray, Jack
Murray, J. J.
Murray, Martin
Murray, Robt. G.
Murray, Wayne C.
Murray, W. H.
Jurrill, Paul
Muscat, J. H.
Myers, Robert
Myers, Howard H.
Rankin, Tom
Rankin, Tom
Rao, N. H.
Rarich, Kenneth
Ratcliff, Carl
Rawlinson, Odell
Ray, Jack
Ray, Ralph
Ray, Tommy Curley
Raymer, Walter J.
Raymond, Prof.
Chas.
Raymond, Geo. G.
Raymond, Nickey
Reading, Arthur
Reading, Chas.
Reagle, H. B.
Real, Cliff
Reano, Wm.
Reed, Petti & Lester
Reed, Dan
Reed, Joe
Reed, Nuffe
Reidbird, Joe
Reidling, C. E. Fat
Redman, Dr. J. H.
Redrick, Chas. Spud
Reese, Frank M.
Reed, Ben H.
Reed, B. V.
Reed, Ted
Reed, Walter S.
Reidling, Dan
Reeves, Chas.
Reeves, Curtis J.
Rehn, Geo. W.
Reichman, Joe
Reich, Johnnie
Kelly, Bill
Renfro, Toby
Renzo, Montreal
Reno, Paul
Reno, Sax
Reynolds, P. C.
Reynolds, Tom
Rhea, Joe E.
Rhodes, Thos. A.
Rice, Alvie C.
Rice, Big Bam
Rice, Glen
Richards, Fred A.
Richardson, Roy
Richie, H. Ray
Richie, John
Richmond, Marvin
Richter, Dick
Ridenour, Fay
Riley, Tommy
Riggins, Tommie
Rigby, John
Riggs, H. W.
Riley, Sam
Rindions, P. C.
Rinehart, Jack
Rios, Joe
Ritchy, Billy
Ritter, Beans
Ritters, Harry
Rivlers, Jack, Curley
Robbins, Clarence
Roberts, Victor
Roberson, George
Roberts, Bill
Roberts, Jas. C.
Roberts, Kay
Roberts, Roy
Robinson, Row Jr.
Robinson, Charlie
Rocco, Phil
Roche, John T.
Rockwell, Royal
Rodgers, Chas. M.
Rogers, Brahma
Rogers, Tom
Rogers, Harry & May
Rogers, S. L.
Rogers, Wm.
Roland, N. P.
Rohlf, Bert
Rolley, Joe
Romelli, Tony
Roper, Everett S.
Rose, Athel
Tattooed
Rose, J. G.
Rose, Louis
Rosen, H.
Rosen, Joe
Rosenberg, Archie
Roser, Roy
Rosewall, Abe
Ross, Bert
Ross, D. L.
Ross, Milton E.
Ross, Nelson E.
Ross, Sammy
Ross, Prof. Joe
Rothschild, Jack
Routree, R. L.
Rowan, Ray
Royal Comedy Co.
Royale, Geo.
Rubin, Bert
Rubenstein, Sidney
B.
Rudolph & Chiqueta
Runyan, Brooks
Rupe, Johnnie
Russell, Capt. Frank
Russe, Phil
Russa, Phil
Ruth, R. F.
Rutter, R. R.
Rutter, Ray
Rutledge, Frank
Salisbury, Bill
Sanders, Paul
Sanders, Rex
Saunders, Howard
Saunders, Wm.
Savacini, Joe. A.

Pittman, Pitt
Pitts, Harley
Plank, Tom
Plankell, Keith
Plumhoff, Wilbur
Plyler, C. M.
Poe, Eugene
Poke, Olie
Pollitt, John
Alexander
Polock, Sid
Pontus, Ben
Pope, Billy & Conclute
Pope, Stanton C.
Poplin, Clarence
Poplin, Jewell
Rhinehart
Potts, Harvey
Powers, Eddie
Powell, Holton
Powell, Capt. Jack
Powell, S. B.
Powell, Walter
Powers, Al. D.
Powers, Doc D. A.
Prather, Henry H.
Preaveau, Joe & Mona
Prestice, Billy
Preston, A. V.
Price the Magician
Price, Fred
Pringle, Everett D.
Prior, Jerome
Proudey, Spot
Pucel, Baron
Puri, Billy
Qualls, Knox
Quinn, Martin
Quinn, Floyd
Quinn, Lloyd
Radcliffe, S. D.
Radtke, Art
Ralston, W. L.
Raisin, Howard H.
Rankin, Tom
Rankin, Tom
Rao, N. H.
Rarich, Kenneth
Ratcliff, Carl
Rawlinson, Odell
Ray, Jack
Ray, Ralph
Ray, Tommy Curley
Raymer, Walter J.
Raymond, Prof.
Chas.
Raymond, Geo. G.
Raymond, Nickey
Reading, Arthur
Reading, Chas.
Reagle, H. B.
Real, Cliff
Reano, Wm.
Reed, Petti & Lester
Reed, Dan
Reed, Joe
Reed, Nuffe
Reidbird, Joe
Reidling, C. E. Fat
Redman, Dr. J. H.
Redrick, Chas. Spud
Reese, Frank M.
Reed, Ben H.
Reed, B. V.
Reed, Ted
Reed, Walter S.
Reidling, Dan
Reeves, Chas.
Reeves, Curtis J.
Rehn, Geo. W.
Reichman, Joe
Reich, Johnnie
Kelly, Bill
Renfro, Toby
Renzo, Montreal
Reno, Paul
Reno, Sax
Reynolds, P. C.
Reynolds, Tom
Rhea, Joe E.
Rhodes, Thos. A.
Rice, Alvie C.
Rice, Big Bam
Rice, Glen
Richards, Fred A.
Richardson, Roy
Richie, H. Ray
Richie, John
Richmond, Marvin
Richter, Dick
Ridenour, Fay
Riley, Tommy
Riggins, Tommie
Rigby, John
Riggs, H. W.
Riley, Sam
Rindions, P. C.
Rinehart, Jack
Rios, Joe
Ritchy, Billy
Ritter, Beans
Ritters, Harry
Rivlers, Jack, Curley
Robbins, Clarence
Roberts, Victor
Roberson, George
Roberts, Bill
Roberts, Jas. C.
Roberts, Kay
Roberts, Roy
Robinson, Row Jr.
Robinson, Charlie
Rocco, Phil
Roche, John T.
Rockwell, Royal
Rodgers, Chas. M.
Rogers, Brahma
Rogers, Tom
Rogers, Harry & May
Rogers, S. L.
Rogers, Wm.
Roland, N. P.
Rohlf, Bert
Rolley, Joe
Romelli, Tony
Roper, Everett S.
Rose, Athel
Tattooed
Rose, J. G.
Rose, Louis
Rosen, H.
Rosen, Joe
Rosenberg, Archie
Roser, Roy
Rosewall, Abe
Ross, Bert
Ross, D. L.
Ross, Milton E.
Ross, Nelson E.
Ross, Sammy
Ross, Prof. Joe
Rothschild, Jack
Routree, R. L.
Rowan, Ray
Royal Comedy Co.
Royale, Geo.
Rubin, Bert
Rubenstein, Sidney
B.
Rudolph & Chiqueta
Runyan, Brooks
Rupe, Johnnie
Russell, Capt. Frank
Russe, Phil
Russa, Phil
Ruth, R. F.
Rutter, R. R.
Rutter, Ray
Rutledge, Frank
Salisbury, Bill
Sanders, Paul
Sanders, Rex
Saunders, Howard
Saunders, Wm.
Savacini, Joe. A.

Saveland, Clarence
Sawbuck, Eddie
Saylor, Geo. C.
Schafer, Blackie
Schafer, Charles
Schafer, C. Jack
Schneick, Jack
Schneick, C. C.
Schilling, Geo.
Schilling, Tiny
Schleicher, Millard
K.
Schmuck, Carl
Schroy, Edgar L.
Schupp, Lawrence
Schrieber, J. Fred
Schultz, Omar
Schuscock, Louis
Scott, Earl
Scott, L. C.
Scrifer, Fred Slim
Scruggs, Forrest N.
Scruggs, Jack
Scully, Tom
Seamster, Blackie
Sears, Louisville
Sears, James Albert
Sediquis, Harvey D.
Selgrist, Louis
Selgrist, Charley
Selgrist, Thos.
Selgrist, Billy
Seltzer, Lewis
Seth, V. E.
Shaner, J. F.
Shannon, Geo. W.
Shannon, J. R.
Sharkey, Geo. E.
Sharkey, Ted
Sharpe, Maxie
Shaughnessy, Ernest
Shartell, O. P.
Shaw, Kid
Shayse, Raymond
Wm.
Shean, Geo.
Shelley, Geo.
Shebo, Eddie
Shelton, Candy
Shelton, Toby
Shepperd, Chas.
Sherief, I.
Sherman, Dan
Sherman, John
Sherman, Tex
Sherwin, Dan C.
Sherwood, James
Shoats, Jess
Shock, Red
Shope, Nig
Shoptaw, Ray
Shores, Buck
Shultz, Capt.
Shumway, Zeke
Shwartz, Herman
Shyler, Walter K.
Sigel, Harry
Silverberg, W.
Simmons, Bert
Simms, Bob
Simpson, Bill L.
Simpson, Cameron
Simpson, Frank M.
Sinclair, Wm.
Sisk, Pat
Skinner, Leroy
Skiver, Charles
Slauser, Carl
Sleser, Chas.
Smith, C. C.
Smith, Carl
Smith, Carl, Shorty
Smith, Chas. Rhiner
Smith, Clarence W.
Smith, C. Y.
Smith, Ed.
Smith, Jimmy
Smith, J. D.
Smitty
Smith, J. D. Davis
Smith, L. R.
Smith, Lacy
Smith, J. Lacy
Smith, H. Marvin
Smith, Roy
Smith, Sailor
Smith, Sammy
Smith, W. C.
Smeck, Hubert
Smedley, H. Ray
Snider, Geo. E.
Snitz, Billy
Snyder, Bill
Snyder, Harry C.
Sordale, Henry
Sorensen, Henry
Sparks, Joe
Sperry, Curley
Speris, Andrew
Sprague, T.
Springer, Clifford F.
Springer, Bob
St. Clair, Ernest
St. John, W. E.
St. John, Tex
Staats, Earl E.
Stack, Fair I.
Stanley, Flipper
Stanley, Joe
Stanley, Joe
Stanley, Steve
Stanley, Thos. G.
Stanley, Thos. G.
Starr, Dave
Stephenson, Geo. L.
Stephenson, Ted
Sterling, Frank
Sterling, Johnnie
Stevenson, Harold
Stevens, Dan
Stewart, C. C.
Stewart, Harvey
Stewart, Royal
Stewart, R. W.
Stewart, Tom
Stewart, J. M.
Stone, Geo. B.
Stone, Sandy
Stoneman, Joe
Stoepack, Harry
Stopper, Kid
Stout, C. T.
Straten, Banny
Strewal, Geo.
String, Ervin
Srode, Bill
Stuts, C.
Suarez, Baldy Joe
Suggart, L. A.
Sullivan, Count
Summers, Frank
Summers, Nevan
Sunbury, Geo. G.
Sunbury, John O.
Suss, Harry
Sutton, J. A.
Swan, Ray
Swann, Chas. B.
Swann, G. C.
Swanson, Geo.
Swartz, Herman
Sweet, Chas.
Sweet, Joe
Swibel, Jack
Swiber, Gene
Swiggood, E. B.
Swift, Frank V.
Sykes, Robt.
Talbot, Hugh
Talle, Geo. Happy
Tanner, Paul
Tate, Barney
Tate, Jimmy
Taylor, Don
Taylor, Dr. M. Sales
Taylor, R. Ferris

Taylor, Milt
Tebbs, Heavy
Teters, Tol
Tetsenberg, Albert
Temme, Wm.
Templeton, Forest
Terpon, Circus
Shorty
Terrell, Billie
Tharney, Jerry
Thatcher, Robt. D.
Theis, Al, Esq.
Therley, Henry
Thomas, Jack Kitty
Thomas, Jack
Thomas, Loren
Thomas, Tommy
Thomason, Nelson
Thompson, Geo.
Thompson, Geo.
Thompson, Herman
Thompson, James
Thompson, Midget Buddy
Thompson, W. H.
Thompson, W. H.
Thorton, Robt. E.
Thorson, Carl J.
Threepersons, Chas.
Thunderbird Herd Co.
Tierney Troupe
Tiffany, The
Tilson, Ben
Timblin, Slim
Timmons, Ted
Todd, Edw.
Todd, K. W.
Tom Tom Spotted
Tom, Frank
Tom, Geo.
Tomaini, Al
Tomson, Jack
Townes, Richard
Townson, G. M.
Townson, M.
Tracey, Arthur M.
Trainor, Howard S.
Traugott, Dave
Tracey, J. P.
Treadway, Shorty S.
Trenter, Warner
Troy, J. J.
Troy, Jack
Truesdale, Tyman
Tubbs, Jimmie
Tucker, Hoxie
Turner, Clarence
Turner, J. C.
Turner, Ray
Tuthill, E. W.
Tyner, Aurelius
Ulger Bros. Co.
Umpleby, O. R.
Unrath, Barney
Unrath, Howard
Vail, Frank
Van Arden, Geo. C.
Van Arman, Chas.
Van Arne, Pete
Van Buren, Reginald
Van Campen, Harry
Van Dyke, H. Walter
Van Dyke, Clyde
Van, Kenneth
Van Lodwick, Frank
Van Pool, Marshall
Van Zelzer.
Donald K.
Vance, Fred
Varnell, Chick
Vaughn, Harry C.
Vaughn, Jack
Vaught, H. M.
Venable, Joe
Verdon, Mark
Vernon, Wally
Verran, Wm. T.
Victor Victoria
Victor, Joe
Villa, Panchro Jr.
Virgil the Magician
Vlado, Miles
Vogstad, Geo.
Vokel, Geo.
Volunteer State
Wagoner, James E.
Wallace, Harry E.
Wallace, Jimmie
Wallis, Fats
Wallrich, Hyke
Walsh, Eddie
Walsh, Gene
Boardman, Ralph
Bohn, Norman
Boulanger, Charlie
Brown, Dallas
Brown & Brown
Cabell, Rodney
Camp, Herb
Casper, Joe
Comets, Four
Warner, Geo.
Warner, Doc
Warner, Guy
Warren, B. Doc
Warren, Jack
Warren, Richard
Warren, Harry
Warren, W. A.
Washington, T. Geo.
Watkins, Alzona
Watkins, Mark
Watson, Harold
Watts, Cotton
Wayland, Fred
Weaver, Jerry
Weaver, Julius
Webb, Airship
Webb, Boston
Webb, James A.
Webb, Johnnie & Mary
Webber, A. R.
Webber, Carl
Webster, Wm.
Weeks, Gerald
Weese, Otto
Welner, Herman
Weller, Col. W. E.
Wells, Albert
Wells, Jimmy
Welsh, Eddie
Wenzel, Paul F.
Werner, Geo.
Werner, Tim
Werner, W. K.
Wesley, John O.
Wesley, Charles
Wesley, Johnnie
Wesselman, L. B.
West, Jim
West, John W.
West, Stan
Western, Jimmie
Wetzel, Walter L.
Weys, Ed. M.
Whalen, Bobby
Whelan, Jackie
Whetten, P. D.
Whippo, Bill
White, Bob
White, Denis
White, Don
White, Don
White, Geo. Magician
White, Hugh
White, Jack V. P.
White, Jos.

White Bird, Chief
Whitefield & Reading
Whitefield, Harry
Whitehouse, Chief
Whittington, Chas.
Willard, Clyde
Williams, Barney
Williams, Chas.
Dome
Williams, C. J.
Williams, Dixie Joe
Williams, E. Whitey
Williams, Geo. C.
Williams, Geo. Clown
Williams, J. Roger
Williams, James L.
Williams, John M.
Williams, Les C.
Williams, Lucky
Williams, Orval
Williams, Pascal
Williams, Terry
Williams, Vernon
Willie-West & McGinty
Willis, Billy
Willis, J. W.
Willis, Macon E.
Willson, C.
Wilson, Clyde
Wilson, Earl
Wilson, Earl
Wilson, Lloyd
Wilson, Max & Dot
Wilson, Sam
Willzie, Cash
Willkie, Rip
Winters, August
Winters, Billie
Winters, J. W.
Winters, Jimmie
Wolfe, Jack
Wolf, Sidney
Wunder, Tom & Betty
Woods, Bobby
Woody
Woods, Bob
Wood, Robt. L.
Wood, Bryan
Wood, Douglas A.
Wood, F. M.
Woodard, R. W.
Woodman, Ralph
Woodson, M. S.
Worshay, Irving
Worthins Co.
Wortham, John T.
Wright, H. L.
Wright, Leo
Wright, Marion
Wuyl, Chas.
Wyoming Duo
Yarto, John
Yarnell, Bob
Yates, Marty
Yellow-Bird, Joe
York, R. Dick
Young, Roscoe
Young, Toby
Youngblood, Zeke
Zand, Murray
Zeagler, Alvin
Zenoz, L.
Zimmerman, Gerald
Zimmer, Joe
Zinn, John
Zupkowska, Bernard
Hawk
Jones, Jonie
Kautie, Dick
Katz, Clarence
Kelly, Ted
Kirkman, O.
Knox, Harry
Kratz, George
Barton, Paul S.
Kreus, F. H.
Lamb, Rufus Scott
Lance, Johnnie
Lane, Selwyn E.
Leonard, Jack
Lovett, George
Lucas, Jack
Lynch, Eddy
McDaniels, W. H.
McDonald, Anthony
McLain, H. R.
McLaughlin, Wm.
McLellan, G. J.
Mahra, Prince
Mansur, Shady
Martin, Tommy
Mel-Rol
Miller, Chris
Miller, Obed
Mitchell, Bert
Moser, P. M.
Murry, George
Nice, Jimmy
O'Connell, Lou
Pasha
Pasha, Evelyn Bill
Perrott, Myzell
Plank, Harry L.
Powers, Leo
Preston, Sidney
Reed, C. S.
Reed, Ted
Rhodes, James
Rigsbee, W. H.
Roama, Rajah
Roos, Jimmie
Sadler, Harley
Sallor, Robert
Saulvan, Sammy
Saunders, O. B.
Seltzer, Louie
Sewell, C. M.
Shankland, Lane
Shankland, Rex
Sherwood, James
Shipley, Earl
Simpson, M.
Sims, Curley M.
Skrypek, Sid
Snellenburg, Chas.
Clyrn
Spears, William
Stark, Mack Robt.
Steele, Henry
Stevens, Mechano
Stober, Tex
Stowman, Joe
Sucher, Herbert L.
Thomas, Jack Shows
Thomas, Ray
Thompson, Alfe
Thompson, Howard
Thompson, Lee
Thorsen, Norman
Toby Comedians
Tuberville, Frank
Valdo, Pat
Walters, Curley
Wear, Bennie
White, Charlie
White, Gaylord
Williams, Richard
Williams, Vern A.
Wilson, Pop
Kenyon, Frankie
LeBeau, Louise
Lee, Patsy of DesMoines
Lorow, Mrs. V. J.
Mann, Marcia
Marks, Elda
Marsh, Andrea
Newman, Peggy
Oppenheim, H.
Pearson, Betty
Ratiff, Mrs. Carl
Rella, Dot & Lew
Sherman, Betty J.
Van Zandt, Shirley
Ward, Irma
Westlake, Roe
Woodward, Mrs. Jean
(See LETTER LIST on page 34)

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. Eighth and Olive Sts.

Parcel Post

LeBurno, Bob, 5c

Ladies' List

Bennington, Mrs. Robert
Butcher, Mrs. O. J.
Carson, Mrs. Geo.
Carter-Steward, Elizabeth
Conyer, Mrs. Maybelle
Dodson, Mrs. LaMotte
Fuller, Bess
Hefti, Mrs. James
Hester, Mrs. Mae
Hollis, Dorothy
Hulbert, Mrs. Docia
Hurley, Mrs. L.
Johnson, Gertrude
Jukes, Mrs. Louise
Julian, Mrs. Frank
Kelley, Marlon
Kling, Mrs. Harry
Lavinne, Madam
Lee, Mrs. Sophie
Malone, Mrs. R. P.
Marshall, Mrs. R. H.
Merrill, Mrs. J. G.
Mistlead, Joyce
Mills, May
Mullins, Mrs. John
Newman, Bess
Nita & Bernville
Parsons, Mrs. Ray
Phillips, Virginia
Punroy, Mrs. Delorrie
Reynolds, Mrs. Peggy
Riding, Mrs. Lola
Scott, Mrs. Marie
Sherman, Mrs. Thelma
Steln, Mrs. Bee
Stoneman, Mrs. Joe
Valley, Helen
Vogt, Miss Dollie
Wester, Evelyn
Winters, Mrs. Jerry
Wolfe, Mrs. F. E.
Young, Bonnie
Young, Peggy

Gentlemen's List

Alexander, C. C.
Alexandra, Jack
Alexford, Jack & June
Baker, T. L.
Ban, Wm.
Barton, Paul S.
Bass, Jean
Beach, Harry
Bell, Cannon Ball
Bell, L. H.
Benton, Arch
Billick, Harry E.
Bowman, J. F.
Bowser, William
Branley, Morgan
Brice, Chief
Brown, Geo. W.
Burns, Ralph
Bryer, Bill
Bryer, Charlie C.
Buley, Paul
Bunch, Sam
Burns, Frank J.
Burns, Jesse M.
Carter, F.
Moore, Katherine
Nellea, Pal
Northrup, Lila May
Nye, Rhea
Schmidt, Agnes
Schwartz, Gretel
Shaw, O. H.
Shore, Lois
Sullivan, Betty
Talsma, Miss
Vogel, Irma
Wagneman, Jeanne
Walker, Virginia Ray
Wasserman, Billie
West, Elsie
West, Elsie
Weston, Clara
White, Betty
Wright, Helen
Adair, Estelle
Alexander, Bettie
Alden, Joan
Barlow, Florence
Beard, Alice
Braatz, Seima
Carson, Emily
Chester, Sally
Clark, Ernestine
Conchita, Miss
Crawford, Yvonne
Davison, Estello
Delmar, Sonny
DeLoey, Fern
Devere, Billie
DeWitt, Bobbie
Edon, Frances
Faire, Germaine
Fara, Marta
Ferry, Hattie
Gladford, Fay D.
Hanna, Eva
Hill, Evale
Holt, Victoria
Kalmiban, Helen
Karker, Flo
Kennedy, Elenor
Kirkhoff, Mary E.
Kytlos, Sonia
Lamar, Marie
La Marr, Anita
La Marr, Jackie
Leigh, Mabel

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway

Ladies' List

Lines, Beulah
Lloyd, Helen
Lopez, Kay
Luna, Mrs. Ellas
McArthur, Alice
Mannypenny, Mae
Martin, Alice
Mason, Geraldine
Mason, Virginia
Mass, Mrs. Tiny
Messer, Juliette
Miller, Jeanne
Mills, Helen
Mitchell, Jerry
Moore, Katherine
Nellea, Pal
Northrup, Lila May
Nye, Rhea
Schmidt, Agnes
Schwartz, Gretel
Shaw, O. H.
Shore, Lois
Sullivan, Betty
Talsma, Miss
Vogel, Irma
Wagneman, Jeanne
Walker, Virginia Ray
Wasserman, Billie
West, Elsie
West, Elsie
Weston, Clara
White, Betty
Wright, Helen

Gentlemen's List

Adams, Geo. W.
Alm, & Roland
Amodec, Sam
Ayer, Sidley
Baker, Theodore, A.
Barton, George
Belmont, Jerry A.
Bender, H. "Kelly"
Benson, Tim
Berard, Fred
Bergman, E.
Berkman, Great
Blaine, Charles
McCarthy, Patrick J.
McNeely & Chapman
Meyer, Joseph
Meyerhoff, Henry
Miller, Edw. D.
Morris, L. D. (Bird)
Murphy, Wm.
Norton, James B.
Norton, Warren
Nye, Tom E.
O'Hara, Etske
Peralta, V.
Perry, Emilio
Pcik, Ernest
Polson, Arvid
Powers, James F.
Rak, Anny
Furlan, Harry
Radtke, Bruno
Ray, Edward
Redington, Joe
Redlich, George
Reed, King
Reynolds, James
Rice, Alexander
Roberson, James
Robinson, James
Robinson, Pete
Rogers, A. D.
Rogers, Steve (Dan)
Sarno, Frank
Savarese, Anthony
Shaw, Ralph
Sheardon, Jack
Shepard, from Holy Land
Silvi, August
Smith, Samuel
Smoko
Somers, Slim
Spring Baking Co.
Sprinkle, C. J.
Stanton, Steve
Stewart, Jerry
Thomas, H. O.
Toko, Geo.
Totheroh, Dan
Tracy, Arthur
Tracy, Arthur (Sword Sw.)
Tracy, Fred N.
Trosey, Joe
Turner, Chas. V.
Ulrich, Wm.
Van Buren, Chas.
Van Norman
Vannoy, Geo.
Vogt, Frank
Vosburg, Kenneth
Wade, Franklin
Wakefield, Billy
Walsh, Earl E.
Walsh, Joe E.
Jackson, Jim
Wetzel, Sam B.
White, Albert
Whitenight, Marvin
Willbelgh, Joseph
Zack, Isaac I.

MAIL ON HAND AT CHICAGO OFFICE

600 Woods Bldg. 52 W. Randolph St.

Ladies' List

Armour, Hazel
Beaman, Therisa
Bradley, Caroline
Bran, Bobbie
Brown, Hallin
Cobb, Mildred M.
Cornalia, Lula
Davis, Rose
Duren, Frankie
Emerald Sisters, The
Felding, Mrs. E. L.
Godfrey, Mrs. Jane
Griffith, Betty
Hall, Evelyn
Harris, Mrs. Grace
Hart, Ervil
Hope, Mrs. Jack
Jeanette Jesters
Kenyon, Frankie
LeBeau, Louise
Lee, Patsy of DesMoines
Lorow, Mrs. V. J.
Mann, Marcia
Marks, Elda
Marsh, Andrea
Newman, Peggy
Oppenheim, H.
Pearson, Betty
Ratiff, Mrs. Carl
Rella, Dot & Lew
Sherman, Betty J.
Van Zandt, Shirley
Ward, Irma
Westlake, Roe
Woodward, Mrs. Jean

Gentlemen's List

Alexander, Alexis
Anders, Lee
Arheim, Edward
Asher, Mr. & Mrs.
Capps, Earl, Eddie
Dooly
Chester, O. M.
Collins, William T.
Conley, Robert
Cooper, W. N.
Cook, Danny
Cooper, Mickey
Courtney, Mr. & Mrs.
Costella, Frank

The Final Curtain

BAIER—John N., 70, one of the oldest members of the Fort Wayne, Ind., Musicians' Union No. 58, recently at his home in that city. He served as treasurer of the union for 20 years. Survived by two sons, both musicians.

BOWER—Herman J., 37, trumpet player and member of American Federation of Musicians, Local No. 60, January 23, at his parents' home in Pittsburgh. He played with Cervone's Band at many state and county fairs and celebrations. Survived by his parents, two sisters, Mrs. Ernestine Pierce and Mrs. Louise Kessel; his widow, Clara, and two daughters, Margaret and Clara. Interment at West View Cemetery, Pittsburgh.

BROWN—Mary Helen, 72, composer, in her Brooklyn home, January 22, following a cerebral hemorrhage. Miss Brown composed *Sweet Red Rose*, *Rose Dreamed She Was a Lily*, *The Bee's Argument*, *God Touched the Rose* and other popular songs.

BROWNE—Mrs. Mary A., 80, mother of Robert Frazer, Hollywood motion picture actor, at the home of her nieces at Northboro, Mass., January 15. She was the widow of John W. Browne. Funeral January 17 from the Episcopal Church, Framingham, Mass.

BURKHART—Addison, former New York playwright and writer of musical comedies, at his apartment in Hollywood, January 25, of influenza. He was the author of numerous popular songs and wrote several musicals that were produced on the New York stage.

CARRILLO—Leviro, 74, uncle of Leo Carrillo, film player, fatally injured in a street car accident in San Francisco. Funeral services and interment in San Francisco January 16.

CARSON—Lionel, 63, publisher and editor of *The Stage*, in London January 26, of pneumonia.

COULTER—Frazer, 88, actor, at the Southside Hospital, Bay Shore, Long Island, New York, January 26. His theatrical career began in the 70s and he made his New York debut in *The School for Scandal* in support of Mrs. Sheridan Shook. Later he played with John E. Owens, Fanny Davenport, Lawrence Barrett, Rose Coghlan, Richard Mansfield, Otis Skinner, John Drew and other players. Among the productions in which he appeared were: *The Vigilantes*, *Sharps and Flats*, *The Comedy of Errors*, *King Henry IV*, *Hazel Kirke*, *The Silver King*, *The World, Youth, Love and Money* and many others. His last role was in the New York production of *Oh, Promise Me* in 1931. He appeared in several revivals

MARIE PREVOST

Marie Prevost, 40, film player and former Mack Sennett star, was found dead in her Hollywood apartment January 23. Police announced her death apparently was due to natural causes. Miss Prevost, who had suffered a breakdown recently, was found when attention was attracted by the howls of a dog which was shut in the room. She had been dead at least two days, police said.

Miss Prevost, former wife of Ken Harlan, film player, made her first film appearance in "Old Swimmin' Hole," in which she played opposite Charles Ray. Later she became associated with Ernest Lubitsch and under his direction played in "The Marriage Circle" and "Kiss Me Again." She also had leading roles in "Tarnish," "Recompense," "The Lover of Canille" and "Cornered."

She was under contract to Warner Brothers at the time of her death and recently had appeared in "The Bengal Killer" and "Cain and Mabel." About a year ago she appeared in "Keystone Hotel," a Warner comedy short with a number of stars of the old Sennett Keystone comedies.

Born in Sarnia, Ont., Miss Prevost joined the old Mack Sennett company in Hollywood while still in her teens. About 1920, then a star with the Sennett productions, she received a chance to enter feature pictures. Among her early feature productions was "The Dark Swan." She was also featured in a host of Metropolitan and Paramount pictures.

She was divorced from her first husband, H. O. Gerke, in 1923 and was divorced from Harlan in 1929.

produced by The Players and was a member of The Lambs, The Players and a life member of the Actors' Fund of America. Burial in Woodlawn Cemetery, New York.

DESMARETS—Henri, 70, French actor and promoter of road shows, in Paris January 10.

DREYFUSS—Mrs. Elsie Gorge, mother of Henry Dreyfuss, industrial artist and designer of stage sets, January 22, in New York. Survived by another son, Arnold, and two brothers.

EBRIGHT—George J., 80, former secretary of Wayne County (O.) Fair, suddenly at his home in Wooster, O., January 20. He had served two terms as county commissioner and for many years was active in promotion of the annual fair. Funeral and interment in Wooster.

FIELD—James B., 37, of pneumonia, in New York January 25. He was general counsel for RKO in New York.

FRANK—John H., 53, manager of Tashmoo Hotel at Tashmoo, Mich., amusement park on Harson's Island for 20 years, after a short illness January 24. Survived by his widow and a son.

HILLER—Ira J., 78, a number of years secretary of Northwestern Michigan Fair Association, at his home in Bay City, Mich., January 23, after a long illness. Survived by his widow, a son and two daughters.

HOFFMAN—Charles, 18, member of the cast of Junior Jewel Players on Station WXYZ and the Michigan Network emanating from Detroit, killed January 16 in an auto accident in that city. Burial in Detroit.

HUSTON—Mrs. Florence Kleaver, 66, mother of LaMont M. Huston, radio organist, at her home in Germantown, Pa., January 23. Besides her son, she is survived by her husband, Marcus E. Huston.

JACKSON—Mrs. Katherine Billings, 75, musician, January 18 in Los Angeles from injuries suffered in an auto accident. Survived by a son, Douglas Bronston, writer, and a sister.

KELLY—Patrick H., 65, in Philadelphia January 25. He was a contractor and the brother of Walter Kelly, vaudeville actor, and George Kelly, playwright.

KENNEBECK—John, 39, in Sydney, Australia January 23. He was managing director for Paramount in Australia.

KINDS—J. Harvey, 60, veteran trouper, at his home in Imperial, Neb., January 23, of pneumonia. Burial in charge of IOOF Lodge of that city.

KNEPP—Cloyd Barclay, 59, president of Dennert & Knepp Exposition, at St. Elizabeth Hospital, Covington, Ky., January 24, of uremic poisoning. He began his carnival career in 1917 and was a member of American Carnival Association, Inc. Survived by his widow, Elsie; a daughter, Ruth Hale, and a son, C. B. Jr. Burial in Lewistown, Pa., his birthplace.

LEGAT—Nicolas, 64, ballet teacher, in London January 24. He was a member of the former Imperial Russian Theater and is said to have been the teacher of Pavlova and Nijinsky.

LYONS—Frank, 29, film extra and stunt man, of a broken neck when a midget automobile he was driving in the filming of *Racing Luck* crashed into a post at the Gilmore Stadium, Los Angeles, January 23.

McKEE—Mrs. Sarah, 76, mother of Philip McKee, Hollywood writer and author of the novel *Big Town*, at her home in Dayton, O., January 20. Survived also by another son, Rowland, and a daughter, Mrs. F. H. Gates.

NIGOND—Gabriel, French playwright, in Paris January 7.

ORMISTON—Kenneth G., 41, radio engineer for several years for Columbia Broadcasting Company, in Los Angeles January 15 after an appendectomy. He was at one time in charge of broadcasting from Almee Semple McPherson's church.

PERLEY—Mrs. Anna, 88, veteran stage and screen actress, at her home in Los Angeles January 20. Interment January 22 in Hollywood Cemetery.

PRINCE—Richard Arthur, 78, actor, in London January 26.

RADEKE—Henry H., 70, former theater owner, January 13 in Kankakee, Ill., after a lingering illness. He established and operated for a number of years the Princess Theater in that city. Survived by his widow, Anna, a son, Raymond, and a brother, Ernest F. Services in St. Paul Lutheran Church, Kankakee, and burial in Mound Grove Cemetery there.

RICHARDS—Harry, in Boston January 23. He had been associated with the film industry for many years and was head of the Boston-Lawrence Film Transfer Company.

SIMMS—Stephen, 73, at his home, Chicago, January 28, of a heart attack. Deceased served as assistant secretary and charge d'affaires in the department of foreign relations for the Chicago World's Columbian Exposition of 1893 and was made assistant curator of industrial arts at the Field Museum following the fair. Simms headed many expeditions for the museum and received recognition for his work from many rulers throughout the world. Of late years he originated the 1,200 traveling exhibits, which the museum sends into the public schools. Survived by his widow and a daughter. Burial at Oakwood Cemetery, Chicago.

SMITH—Ellis R., 84, former theater man, January 25, at his home in Battle Creek, Mich., after a long illness. In the early 90's he was manager of Hamlin's Opera House, Detroit, and for 13 years was manager of the Post Theater, Detroit, after it was built in 1903. Survived by his widow and a daughter.

STERZINI—Joseph, 52, Metropolitan Opera singer, accidentally fatally stabbed by a stiletta during a rehearsal of *Caponsacchi* in New York January 26. Survived by his widow.

STRAUS—Mrs. Maurice, mother of Constance Straus, formerly connected with Universal Pictures, and wife of Maurice Straus, in Cincinnati recently.

TAULBEE—Dr. J. M., 73, father of Mrs. Howard King, January 17 in Corpus Christi, Tex. Survived by three children. Mrs. Howard King, P. S. Taulbee and James Taulbee Jr. Burial in Alice, Tex.

In loving memory of our Mother
MRS. LILLIE A. THOMAS
who passed away January 28, 1935
EDITH BESS FULLER
DEWEY THOMAS

WAGONER—Albert P., 78, widely known Winona Lake, Ind., bandmaster, January 20, at his home there of a heart attack. Survivors are his widow, two brothers, Oliver and David, and a sister, Mrs. Mary Wykoff.

WALSH—Mrs. Louella, wife of Frank Walsh, film actor, in Los Angeles January 16. She was a daughter of Mary Carr, film character actress, and served as a yeoman with the U. S. Navy during the World War.

WESTMAN—Joseph, 72, former Detroit theater owner, recently in that city after an illness of two months. He was born in Russia and had lived in Detroit 50 years. He turned over management of his theaters to his son, Frank A. Westman, eight years ago. The circuit, now known as Wisper and Westman Theaters, has become the second largest chain in Detroit. Survived by his widow, another son and three daughters.

WHITE—Laura M., writer and musician, January 24, in Germantown Hospital, Germantown, Pa., from an illness contracted in the Far East. Two brothers survive.

WILK—Mrs. M. L., 71, mother of film industry executives, Jacob Wilk, Eastern story editor for Warner Pictures, and Ralph and Ted Wilk, of *The Motion Picture Daily*, in Los Angeles January 17. Other survivors are her husband and another son, Ben.

WILLIAMS—Bill, 77, known to the show world as Mexican Bill, in John Gaston Hospital, Memphis, January 18, after a two years' illness. He was formerly a bass player with various circuses. Burial in Dyersburg, Tenn.

Marriages

BLACK - MCKINLEY—Bernard Black and Micky McKinley, performers with Polack Bros. Circus, in Los Angeles January 10.

BLUE-BLACK—Mickey Blue, promoter, and Beatrice Black, performer, both with Polack Bros. Circus, at Los Angeles January 10.

CAVELL-ESCALANTA—Rudy Cavell, nonprofessional, and Mitzi Escalanta, New York showgirl, in that city recently.

DE SOSA-NEWMAN—Salvador Bonilla de Sosa, nonprofessional of Cincinnati, and Lorna Doone Newman, member of the NBC Chicago staff, in Chicago January 22.

GREENSPAN-HODES—Milton Greenspan to Helen Beatrice Hodes, daughter of a Columbia Pictures Corporation official, in New York January 24.

MARTIN-DERIN—Thomas Bradley Martin, magician, and Rosemary Derin, Detroit dancer, recently in Geneva, Switzerland.

MORTON - SWANSON—Bob Morton, saxophonist with the Roger Pryor Band, to Ruth Swanson, Chicago, at the College Inn, Chicago, January 30.

MOYER-HAINES—Paul Moyer, pharmacist, and Mary Haines, member of the WIP staff, Philadelphia, January 20 in Elkton, Md.

OSBORNE-MacMILLAN—Robert J. Osborne, of Wilkingsburg, Pa., and Marion MacMillan, known to radio listeners as Sondra Lee, songstress on WWSW, Pittsburgh, in that city recently.

SIMONS-KANTOR—Mathew Simons, of the sales department of the Boston branch of the Fox Film Corporation, and Marsha Kantor, of Brookline, Mass., at Brookline December 8.

TRACEY-WILLIAMS—Thomas A. Tracey, of the Chrysler Motor Company branch in Pittsburgh, and Jeane Williams, formerly with *Wine, Women and Song* on the Independent Burlesque Circuit, in Cleveland January 24.

Coming Marriages

Henry T. Sharp, film cameraman, and Mrs. Jean A. Thayer in Hollywood soon.

Richard Mills, manager of the Mills Music Company's Chicago office, to Shirley Heller, singer and sister of Jackie Heller, soon.

Russell Walker, radio news commentator for *The New York World Telegram* broadcasting over WHN, New York, and Josephine Currier, former secretary of Leopold Stokowski, in Philadelphia in the spring.

Jeanne Rupp, Philadelphia dramatic actress, and Richard Claxton Newbold Jr., nonprofessional of Wayne, Pa., in Harrisburg, Pa., soon.

Births

A six-pound son, James Lee, to Mr. and Mrs. S. K. Decker in Detroit January 17. Father manages the Excellent Pictures Exchange, that city.

A son to Mr. and Mrs. John Wray Young in Shreveport, La. Father is connected with the Little Theater of Shreveport.

An eight-pound daughter to Mr. and Mrs. Paul M. Conway at Middle Georgia Hospital, Macon, Ga., January 22. Father is former circus press agent.

To Mr. and Mrs. Doyne Wilson, a seven-pound son, David Layton, January

24 at Chicago. Father is guitarist with the Hilltoppers on Station WLS, Chicago.

An eight-pound son to Mr. and Mrs. B. F. Von Pilske of Bloomington, Ind. Father has been a biller with Tom Mix Circus.

Divorces

Mary Lagatare Lombardi granted annulment of marriage to Joseph Lombardi, orchestra leader, in Atlantic City January 19.

John Kenworthy, Atlantic City orchestra leader, from Helen Kenworthy in Camden, N. J., January 20.

Elna Orr Gross, former showgirl in No, No Nannette, from Henry R. Gross in Chicago January 21.

Additional Obits, Marriages, etc.

FINAL CURTAIN

FOX—Joseph E., 84, famed endman in minstrelsy, January 25 in St. Agnes Hospital, Philadelphia, after a brief illness. Fox was a member of the well-known vaudeville and minstrel team of Fox and Ward, retiring in 1927 after nearly 60 years of trouping. William H. Ward, his partner, died three years ago. They made their initial bow at the Winter Garden, Cincinnati, in 1868; joined with the Worrel Sisters in 1869; appeared with Shelby's Minstrels in Indianapolis in 1870 and then went to Chicago to join Duprez & Benedict's Minstrels. Interment January 27 in Arlington Cemetery, Philadelphia.

LALOR—Francis J. (Frank), 68, showman, at his home in St. Catharines, Ont., January 21 after a long illness. For a number of years he was manager of the Grand Opera House in that city, and also managed Rockway Beach, New York. He was a member of the Burlesque Club, New York, and his last show was *The Aviator Girls*. He retired from burlesque in 1920. Survived by a sister, Mrs. Amelia Fitzgerald.

MONGEON—Frederick J., 66, whose stage name was Fred Paulo, at his home in Grand Rapids, Mich., January 24. He retired from the stage in 1907.

NERO—Frank, 76, father of Roe Nero, owner of the tent show which bears his name, at his home in Rome, N. Y., recently. Survived by his widow, son, and daughter.

REYNOLDS—Carl, 53, one of the oldest members of the Stage Employees Union in Salt Lake City and for years stage manager of the Salt Lake Theater in that city, January 23 of heart trouble. Lately, he had been associated with the Paramount Theater there and with Bruce Reynolds, his brother, in an advertising agency. Funeral services at the Larkin Funeral Chapel, Salt Lake City, January 26. Survived by a son, Edwin Carl, Seattle; five brothers and five sisters.

RICHARDS—Harry F., 35, proprietor of the Richards' Theatrical Film Service, Lawrence, Mass., at his home there January 22. Survived by his mother, his widow, Mrs. Beatrice Mae McLeod Richards, and a son, Harry F. Richards Jr. Funeral services January 25 at his home. Burial at Bellevue Cemetery, Lawrence.

ROSE—Irving, 36, orchestra leader, in Dallas January 26. He had played with an edition of the *Ziegfeld Follies*. Survived by his widow and two daughters.

RYAN—George W., 63, widely known in the circus world, at St. Joseph's Infirmary, Hot Springs, Ark., January 27, after an illness of several months. For a number of years he was associated with the American Circus Corporation. He was the legal representative for Howe's Great London, John Robinson and Gollmar Bros. circuses. He has written innumerable poems, a volume of which is in the process of being edited by George Ade and may soon be placed on the market. Ryan was a member of the Masonic Lodge and Commandery at Peru, Ind., and a member of the Shrine at Indianapolis. Survived by widow, two sisters and two brothers. Funeral services January 28 at Hot Springs. Body taken to Mt. Vernon, Mo. for interment.

SNOW—Ashby, 69, owner of a 99-year lease on Saltair, Salt Lake City amusement park, and who with David P. Howells and Willard T. Cannon financed the rebuilding of the noted resort on Great Salt Lake, at the Hotel Utah, Salt Lake City, January 27, of bronchial pneu-

monia. He had been ill since he suffered a stroke February 12, 1935. When Saltair burnt down, Snow, who also was president of the Utah Portland Cement Company, president and general manager of the Salt Lake, Garfield & Western railroad, president of the Utah Savings & Trust Company, and director-manager of ZCMI stores, succeeded in gaining control of the resort owned by the Mormon Church. He put up the cement, Howells, the money, and Cannon, the steel, for the new enterprise. Cannon sold out to Howells and Snow, and last year Howells withdrew, giving Snow entire control. He was one of the richest men in Utah. Funeral services January 30 in the 18th Ward Mormon Chapel, Salt Lake City. Survived by his widow, two sons and two daughters.

STEWART—Lila Agnew, in New York January 28. She was nationally known as a director of pageants, balls and charity spectacles, which she arranged for various philanthropic organizations.

TALBOT—Arthur L., 57, retired actor, organizer and director of Franco-American dramatic group, The Troupe Talbot, of a heart attack at his home in Fall River, Mass., January 21. The troupe toured New England and Canada for the last 15 years. Talbot was also well known in radio. Survived by his widow, Mrs. Edwilda Lacaille Talbot, who played numerous roles opposite him: a brother, Thomas, and a sister, Mrs. Della Belanger.

THORNTON—James C., 35, theater circuit owner, at his West Warwick, R. I., home January 26.

VASTINE—Thomas Judson, 66, trombonist and organizer of the KDKA Little Symphony Orchestra, Pittsburgh, at his home in Wilkensburg, Pa., January 26. Funeral services January 30. Survived by his widow, one son and one daughter.

MARRIAGES

MEIZE-KING—Peter J. Meize, nonprofessional, and Mildred King, continuity writer at Station WNBC, New Britain, Conn., at Millerton, N. Y., January 23.

RUTHERFORD-BURGESS—Herbert Rutherford, pianist, to Helen Burgess, film actress, in Yuma, Ariz., January 27.

COMING MARRIAGES

John Yianoukos, manager of Rialto Theater, Potsdam, N. Y., and Angie Dusckas, nonprofessional, soon.

BIRTHS

A girl to Mr. and Mrs. Mark Sandler in Brooklyn January 24. Mother was formerly known in musical comedy as Edyth Stern.

A son to Mr. and Mrs. Hal Goodwin at Wesson Maternity Hospital, Springfield, Mass., recently. Father is program director at Station WNBC, New Britain, Conn.

New Theaters Rise In Chicago Sector

CHICAGO, Jan. 30.—Plans are being drawn for two new theaters to be erected on the south side for Cooney Brothers by R. Levine & Company. One will be located on the southwest corner of Western avenue and 62d street, with a capacity of 1,000, and the other at Ashland avenue and 78th street, to seat 900. Each will cost around \$125,000, and construction is expected to start within eight weeks, with openings scheduled for early spring. Cooney Brothers formerly controlled the National Theaters Corporation, whose properties later formed the nucleus of the present Warner Brothers' chain here.

Work has been started on the conversion of a two-story bank building, on the southwest corner of Cottage Grove avenue and 63rd street, into an 800-seat theater to be operated by George and Harold Gallos, present lessees of the Midway and Ray theaters on the south side.

LETTER LIST

(Continued from page 32)

Dalbeale, The Great Forrester, Louie
Gilmour, Lois
Davis, Sonny Graulich, Kurt
Blaz, Enrique Gray, Fox Chlet
Dixon, O. C. Green, Al K.
Dosen, Chas. Grey, Mrs. Paul
Dunseath, Bud Halstead, James
Dunselth, Mr. & Hanna, Don
Mrs. James K. Hicks, J. C.
Edgar, Mr. & Mrs. Hoffman, James K.
Hugo, Chas.
Ellman, Charles Jackson, Mr. and
(Red) Mrs. R.
Jerome, Paul
Fillman, Mark Johnson, Harry
Emerling, Alex (Red)
Evans, John McLaren, Andrew
Evers, Tex Mack, Cuban
Firth, Ernest F. Kanazawa, Mankichi
Fishers, The Flying Kenan, Frank. Scotty
Fontana, Joe Kelly, Andy

Ft. Worth Opera Dates Set

FORT WORTH, Jan. 30.—Alexander Oumansky, dance director of the Fort Worth Frontier Centennial here last summer, has set April 12 as opening date for his two-week engagement of light operas at the new Municipal Auditorium. Fort Worth City Council already has indorsed Oumansky's operas as a civic enterprise. Oumansky is planning to bring Edward Nell Jr., and Evelyn Herbert here for leads in *Rio Rita* and *The Vagabond King*. About a hundred local singers and dancers are to be used.

Paris Circus Bills

PARIS, Jan. 25.—The Amar Brothers continue to operate their canvas-topped Nouveau Cirque at the Porte de Versailles, altho business is very light except on Thursdays and Sundays. Current bill opens with evolutions of a group of camels, zebras, llamas and bullocks. Most spectacular numbers are the Amar polar bears and 23 Liberty horses handled by Strassberg.

Aerial numbers are the Three Artels in good perch and trapeze number, and Miss Belgica, trapezist, held over from preceding bill. Rola Rola and partner cleverly sell novel balancing number and the Two Florentinos offer good hand-to-hand bit. Comedy well handled by the amusing clowns, Manetti and Rhum, and the nut comedian, Treki.

Other acts on bill are the Four Lopezitos, comedy acrobats; Talamas, sleight-of-hand, and Arthos, clay modeler.

Cirque d'Hiver continuing the run of the spectacle, *Princess Saltimbanque*, in which the act of the Rubio Sisters, equilibrists and contortionists, has been interpolated. New numbers in circus portion of bill are the Three Stanescus, an exceptionally good bar act; the clowns, Despard and Zavata; horse numbers presented by Sampion Bouglione, a big group of elephants handled by F. Bouglione, and the Rasmouki troupe of Arab tumblers.

The Fratellini trio of clowns are at the Palermo. The Hollywood Four, American jugglers, and the Urrutus, springboard leapers, are at the Gaumont Palace. Ottagio Bill, equilibrist, and Man and Thit, comedy acrobats, are at the Petit Casino. Fluher, comedy cyclist, is at the Rex. The Four Maxos, acrobats, are at the Cigale.

Presentation to Mills

LONDON, Jan. 23.—An interesting presentation to Bertram Mills was made by 40 coaching enthusiasts at a private dinner at Olympia January 11.

The gift is an original painting of the famous Old Times coach, representing Jim Selby's record drive from London to Brighton and back on July 13, 1888, for a wager of 1,000 to 500 pounds that the return journey of 108 miles could not be accomplished under eight hours. Selby won with 10 minutes to spare. The coach itself is now owned by Mr. Mills.

England's oldest stage coachman, Ted Fownes, 86, attended the dinner. "Daddy" Fownes and his sons, Ted, Arthur, Ernest (now in New York) and Charlie, were all brilliant coachmen. The man who drove the last four-horse night mail from London to Brighton, Stanley Cave, was present; also Edward Watts, who was harness maker for Jim Selby and is now manager of Mills' harness department.

Iowa to Forbid All Bank Nights

DES MOINES, Jan. 30.—Under provisions of a bill introduced this week in the House of Representatives here, a fine of \$100 or a jail sentence of 30 days would be imposed on any Iowan who accepts a movie theater bank night prize. A similar penalty would be given to the donor or donors of such a prize.

In addition to those penalties, any buildings in which "any such illegal scheme" is conducted would be declared a public nuisance and condemned.

French Plan For Theater Subsidy

PARIS, Jan. 25.—Jean Zay, Minister of National Education, is working on a plan for government aid in reopening 56 municipal theaters thruout France, closed thru lack of funds. The yearly deficit of the dark houses was approximately 8,000,000 francs (\$400,000).

Inasmuch as the government pays out 16,000,000 francs (\$800,000) in doles to unemployed theatrical artists, it is proposed to devote half of this sum to operating the theaters, thereby giving work to a large proportion of the actors, dancers and musicians at present receiving government relief.

Turner in Deal For Young's Pier

NEW YORK, Feb. 1.—Negotiations are in progress for a group headed by Terry Turner, theater exploiter and entrepreneur of freak attractions, to lease Young's Million Dollar Pier, Atlantic City. Details are being worked out, according to a reliable source, between Turner and a committee of stockholders of the pier, who have been operating under the supervision of the courts since the pier operating company began to undergo re-organization under 77B.

If the deal goes thru, Turner will become operating head and will be in possession of options for a furtherance of his tenancy several seasons beyond 1937. Arrangement is said to provide for Arthur Fisher, independent vaude booker here, to book the pier exclusively. Fisher is also reported to be financially interested in the pending negotiations.

Wet Inauguration Starts Arid Pleas

WASHINGTON, Jan. 30.—What the Weather Man did to the first January 20 inauguration here was nobody's biz, and administration bigwigs lost no time in suggesting future ceremonies be brought in out of cold and rain. Support is rapidly gaining for construction of huge national auditorium, available for conventions and large-scale indoor entertainment in addition to governmental functions.

Bill has been introduced by Senator Robinson (D. Ark.), majority leader, other solons falling into line with celerity. Measure merely provides for Capitol Auditorium Commission, but relatively prompt crystallization of project seems likely. President Roosevelt admitted at press conference that such edifice had been in minds of building program directors for some time, but with funds limited, pushing for new War Department Building seemed more urgent need.

Old Convention Hall here is now market with bowling alley upstairs, while Government has taken over Washington Auditorium for office space.

At hearings on the Robinson Bill, which was ordered favorably reported to the Senate by the committee studying it Thursday, appearances were made by Secretary Ickes, who frowned on proposed structure's being used for six-day bike races or prize fights, and by Rep. Sol Bloom (N. Y.), who has expressed interest in amusement biz angle of such a project, including possibility of national theater and even circuses playing there. Bloom has been conferring with Steve Cochran, long-time legit house manager here, latter acting as sort of unofficial consultant on show ramifications.

Senator Lonergan (Conn.) is pushing plan which would combine auditorium and athletic stadium capable of seating 150,000, filling at one stroke need for adequate accommodations to present large-scale events both indoors and out.

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.

LOOK

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LaMore, Jack X.
La Tour, Mr. & Mrs. Frank
Le Burno, Bob
Lloyd, Mr. & Mrs. M.
Louie the Goose
Loue, Carl
Lovett, George
Lowe, Joe
McLaren, Andrew
Mack, Cuban
Malos, Mike
Mennettl, Eddie (Bumps)
Merkel, Fred
Miller, Jimmy
Milken, J. A.
Millstead, Savannah
Mohomed, Amzzah
Newell, Floyd
O'Brien, Don
Overby, Doc.
Pate, Walter
Patrick, Jack
Pearson, Al.
Phifer, Mr. & Mrs. Volney
Qualis, J. C.
Randsen, Mr. & Mrs. C. C.
Rawls, Mr. & Mrs. Willie
Raymond, Hip
Reeves, Johnnie
Regan, Geo. W.
Rooks, Harry & Violetta
Ross, Al.
Scotty, Frank Kean
Searles, Arthur
Sherman, Chester
Snider, Herb
Snyder, Herbert
Stephenson, Cliff
Stevens, Harry
Streets of the World
and Travel Show
Swann, Edgar A.
Thomas, R. D. (Kid)
Thomas, Al.
Twist, Egan
Vining, Frank
Waite, Kenneth
Watson, Harold
Wescott, Mr. or Mrs.
Wescott, Maud Cornish
Willis, Macon E.
Wolford, Harry
Wright, H. I. (Blackie)
Yamamoto, Jimmy
Young, Charles

**ACTS, UNITS AND
ATTRACTIONS**

(Routes are for current week when no dates are given.)

Ace, Red (Silver Slipper) Mansfield, O., c.
 Adalet (French Casino) NYC, nc.
 Adreon, Emilee (Palace) Chi, t.
 Adrian, Yacht Club, Chi, nc.
 Adria, Iris (Hollywood) NYC, re.
 Aero Aces (Club Parée) Hartford, Conn., nc.
 Afrique (Ritz-Carlton) NYC, h.
 Albassi, Countess (Village Casino) NYC, nc.
 Alex, May (Kit Kat) NYC, nc.
 Allen, Bernie (5th Avenue) NYC, h.
 Allen & Kent (Tower) Kansas City Mo., t.
 Allen, Ted (Riverside) Milwaukee, t.
 Almonte, Marie (Le Mirage) NYC, nc.
 Alston, Elaine (Chateau Moderne) NYC, nc.
 Ambrose, Billy & Ruth (Blackhawk) Chi, re.
 Ames & Arno (Oriental) Chi, t.
 Anderson & Allen (Casino Parisien) Chi, nc.
 Andree & Samuels (Gaiety) Brussels, cb.
 Andre, Janice (Paradise) NYC, re.
 Andre, Pierre (Congress) Chi, h.
 Anson, Bill (Royal Frolics) Chi, nc.
 Appalon, Dave, & Orch. (Worth) Ft. Worth, Tex.,
 Arden, Anita (Paradise) NYC, re.
 Arden, Donn (Lookout House) Covington, Ky., nc.
 Arena, Joe & Co. (Hipp) Toronto, t.
 Aristocrats, Twelve (Savoy) London, h.
 Arnold, Jack (Bali) NYC, nc.
 Arlyne & Borden (Gloria) Columbus, nc.
 Armando & Maria (Bright View) Rochester, N. Y., nc.
 Armstrong, Jane (Cafe de Paris) London, nc.
 Armstrong, Maxie (Black Cat) NYC, nc.
 Arno & Zola (Piccadilly) NYC, h.
 Arturo & Evelynne (Bali-Bali) Chi, nc.
 Ashburns, The (Levaggi's) Boston, re.
 Astwood, Norman (Gypsy Tavern) NYC, nc.
 Bahama Dancers (Cotton Club) NYC, h.
 Bailey, Mildred (Blackhawk) Chi, re.
 Baines, Pearl (Kit Kat Club) NYC, nc.
 Baker, Bonnie (Lookout House) Covington, Ky., nc.
 Baldwin & Bristol (Hippodrome) Los Angeles, t.
 Ballantine & Pierce (Cocoanut Grove) Boston, nc.
 Bankoff & Cannon (Colosimo's) Chi, nc.
 Bard, Robert (Ambassador) NYC, h.
 Barlow, Dorothy (Palmetto) Detroit, nc.
 Barr & Estes (Hipp) Toronto, t.
 Barrie, Eve (Wivel's) NYC, re.
 Barrie, Mickey (Radison) Minneapolis, h.
 Barry, Capi (Adelphia) Phila, h.
 Bartell & Hurst (Shoreham) Washington, D. C., h.
 Bartholemey, Lillian (French Casino) Miami Beach, Fla.,
 Barton, Phil (Radison) Minneapolis, h.
 Bayce, Rita (Kit Kat) NYC, nc.
 Beaudaux, Melba (Colony) Phila, nc.
 Beck, John (Bali) NYC, nc.
 Beck, Melton & Beck (Savarin) Buffalo, c.
 Bell, Bobbie (Ballyhoo) Columbus, O., nc.
 Bell, Carolyn (Wivel) NYC, re.
 Bell, Dorothy (Basque) NYC, c.
 Bell & Grey (Oakwood Club) Sturgis, Mich., nc.
 Bell, Jim & Nora (Royal Frolics) Chi, nc.
 Bell's Hawaiian Follies (Oriental) Chi, t.
 Bennis, Bill & Beverly (Chez Parée) Chi, nc.
 Benga, Feral (French Casino) NYC, nc.
 Benson, Betty (Leon and Eddie's) NYC, nc.
 Bernhard & Graham (Congress) Chi, h.
 Bernard, Rose (Ubangi) NYC, nc.
 Berrymann, Duke (18) NYC, nc.
 Bert & Jay (Colonial Village) Peoria, Ill., nc.
 Bessinger, Frank (New Yorker) NYC, h.
 Beyer, Ted (Village Casino) NYC, nc.
 Bigelow & Lee (Mirador) NYC, nc.
 Blair, Francis (Jungle Inn) Youngstown, O., nc.
 Blair, Jack & June (Ambassador) NYC, h.
 Blanche & Elliott (Club Ringside) Ft. Worth, Tex.
 Blenders, Four (Embassy Club) San Francisco, nc.
 Boone, Marvin (Rendezvous) Battle Creek, Mich., nc.
 Booth, John (Jefferson) St. Louis, h.
 Boran, Arthur (Nixon) Phila., 11-13, t.
 Bower, Marion (Blue Mirror Tavern) Waterbury, Conn.
 Bowers, Major, All-Girl Show (Ambassador) St. Louis, h.
 Bowne, Jerry (Biltmore) NYC, h.
 Brandynne, Nat (Paramount) NYC, t.
 Brannon, Billie (Verillos) Phila, c.
 Bredwings, Three (State) NYC.
 Brent, Lillian (Casa Grande) Washington, D. C., nc.
 Britie, Betty (French Casino) NYC, cb.
 Brito, Phil (Mount Royal) Montreal, h.
 Brooks Twins (Club Vogue) NYC, nc.
 Bromfield & Greeley (Ubangi) NYC, nc.
 Browne, Harold (San Diego) Detroit, nc.
 Brown, Evans (109) Indianapolis, nc.
 Brown, Isabelle (Jimmy Kelly's) NYC, nc.
 Brown, Ralph (Ubangi) NYC, nc.
 Browning, Fitzgerald & Collins (Leon & Eddie's) NYC, nc.
 Bruca, Betty (French Casino) NYC, nc.
 Bryant, Betty (Larue's) NYC, re.
 Bucans, Bernice (Colosimo's) Chi, nc.
 Buck & Bubbles (Palace) Chi, t.
 Burkhardt, Johnny (Indiana Roof) Indianapolis, b.
 Burnham, Castle & Scott (Uproar House) NYC, nc.
 Burns, Harry, & Co. (Capitol) Washington, t.
 Byrnes & Swanson (Royal Frolics) Chi, nc.
 Call & Stuart (Brass Ball) Lawrence, Mass., re.
 Calemman, Hazel (Kit Kat) NYC, nc.
 Calligary Bros. (Michigan) Detroit, t.
 Campbell, Burns (Javo Jungle) Pittsburgh, nc.
 Campbell, Jack (Radio City Rainbow Room) NYC, nc.
 Campo, George (Casino Parisien) Chi, nc.
 Canastrells, Six (Michigan) Detroit, t.
 Canglosi, Toto (Place Elegante) NYC, nc.
 Carlton & Juliette (Mayfair Casino) Boston, nc.
 Carr Bros. (Arcadia) Phila, re.
 Carroll's Mardi Gras (Boston) Boston, t.
 Carson, Laura & Marie (Piccadilly) London, h.
 Carter, Johnny (5th Ave.) NYC, h.
 Carter & Schaub (Jimmy Kelly's) NYC, nc.
 Caruso, Judy (Show Boat) Phila, nc.
 Casoli, Eugene (Verrill's) Phila, nc.
 Castle, Boots (Gills) Kansas City, nc.
 Caveness, The (Edgewater Beach) Chi, h.
 Chandler, Evelyn (Hershey Ice Arena) Hershey, Pa.
 Chandler, Pat (Colony Club) Chi, nc.
 Charles & Barbara (Cocoanut Grove) Boston, nc.
 Charleston, Milton (Oriental) Chi, t.

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.

Chita (El Chico) NYC, nc.
 Chivo, Princess (Casino) San Remo, Italy, 22-Feb. 4.
 Choos Hit Parade, George (Lyric) Indianapolis, t.
 Chumbecos, Florence (French Casino) NYC, nc.
 Claude & Corinne (Mayfair Casino) Cleveland, nc.
 Claudet, Marguerite (Jermyn) Scranton, Pa., h.
 Coca, Imogene (Ambassador) NYC, h.
 Coe & Duda (Chez Parée) New Orleans, nc.
 Cole, Jack (Man About Town) NYC, nc.
 Cole, Sheila (Valhalla) NYC, re.
 Coleman & Clark (College Inn) Chi, re.
 Colette & Barry (Loew's) Montreal, t.
 Coley, Curtis (Club Diamond) Wheeling, W. Va., nc.
 Colson & Ost (Clarendon) Daytona Beach, Fla., h.
 Comique Continental (Shubert) Cincinnati, t.
 Conlin, Ray (St. Louis) St. Louis, 4-11, t.
 Conrad, Anita (Flamingo Club) Orlando, Fla.
 Conrad, Lew (Cocoanut Grove) Boston, nc.
 Conti, Mickey (Savoy-Plaza) NYC, h.
 Conville, Frank (St. Louis) St. Louis, t.
 Cook, Eileen (Village Casino) NYC, nc.
 Cook, Ted (Tower) Kansas City, t.
 Cooke & Cooke (Fair) Ft. Myers, Fla., 9-13.
 Coral Islanders (Montclair) NYC, h.
 Corlies & Palmer (Saddle & Cycle) Palm Springs, Calif., nc.
 Cosmopolitans, The (Savoy-Plaza) NYC, h.
 Cotton, Larry (Biltmore) NYC, h.
 Craft, George (Tillie's) NYC, re.
 Craven, Ruth (Leon and Eddie's) NYC, nc.
 Crawford, Jack (Ringside) Ft. Worth, Tex., nc.
 Crawford, Loretta (Maria's) NYC, nc.
 Croel & Allan (Tower) Kansas City, Mo., t.
 Cronce, Roberta (Melody Gardens) Elmira, N. Y., nc.
 Cummings Sisters (Peacock Alley) Detroit, nc.
 Cunningham, Fairy (The Pines) Nashville, Tenn., cc.
 Dade, Elmer, Girls (Montgomery Royal) Brooklyn, N. Y., re.
 Dale, Helen (Howdy Club) NYC, nc.
 Dale, Maryon (Chateau Moderne) NYC, nc.
 Dale, Sunny (St. Louis) St. Louis, t.
 Dandies, Four (Larue's) NYC, re.
 Danny & Eva (Kit Kat) NYC, nc.
 Dario & Diane (Grosvenor House) London, h.
 Darvo, Blanche (Oetzzen's) Brooklyn, nc.
 Datsko, Yasha (Russian Art) NYC, re.
 Davis, Eddie (Leon & Eddie's) New York, nc.
 Davis, Lew (Lang's) Albany, N. Y., h.
 Davis, Lois (Eldorado) Detroit, nc.
 Davis, Rosalind (Wivel) NYC, re.
 Davis, Rufe (Hollywood) NYC, re.
 Dawn, Dolly (Taft) NYC, h.
 Dawn's Boys, Dolly (Taft) NYC, h.
 Day, Helen (Oetzzen's) Brooklyn, nc.
 Dean, Carol (Hollywood) Galveston, Tex., nc.
 Deffina, Vera (El Chico) NYC, nc.
 Dell, Bobbie (Biviera Inn) Stowe, Pa., nc.
 Dell, Lilyan (18) NYC, nc.
 De Cichiny, Baroness Marie (Du Pierrot) NYC, nc.
 DeCounit & Marie (Showboat) Daytona Beach, Fla., nc.
 DeFlores, Felipe (Yumuri) NYC, nc.
 De Marco, Joe (Arbor Club) Scranton, Pa., nc.
 De Marlo & La Marlette (Club Parée) Hartford, Conn., nc.
 DeSota, Nina (El Gaucho) NYC, nc.
 Denizon, Helene (Lyric) Indianapolis, t.
 Denning, Ruth (Esquire) Toronto, nc.
 Deyer, Ted (Gay '90s) NYC, nc.
 Dimitri (Hollywood) NYC, re.
 Dimitri & Virgil (Gaucho) NYC, nc.
 Diplomats, Four (Dickie Wells) NYC, cb.
 Diplomats, Three (Yacht) NYC, nc.
 Divorcees, Seven (Bali) NYC, nc.
 Dixon, Dixie (Ballyhoo) Columbus, O., cb.
 Dixon, Ethel (Drake) Chi, h.
 Dolan, Peggy (Shelton) NYC, h.
 Dolores & Andre (Blackstone) Chi, h.
 Dolores & Rossini (Wivel) NYC, re.
 Donahue, Ralph (Gloria) Columbus, O., nc.
 Donn, Berta (Valhalla) NYC, re.
 Dornfield, Bill (Pick's Club Madrid) Milwaukee, nc.
 Dot and Fash (Kit Kat) NYC, nc.
 Douglas, Mill, & Co. (Oriental) Chi, t.
 Downey, Mary Jane (Barrel of Fun) NYC, nc.
 Drake, Connie (Deauville) New York, nc.
 Draper, Paul (Fox) Phila, t.
 Drew, Dursella (Kit Kat) NYC, nc.
 Duffins (Paramount) NYC, t.
 Duke, Norman (Silver Lake Inn) Clementon, N. J., re.
 Duke, Paul (Tower) Kansas City, t.
 Dukes, Three (Chez Ray Ventura) Paris, nc.
 Dunn, Vera (Village Casino) NYC, nc.
 DuPont, Bob (Casino Atlantico) Rio de Janeiro, nc.
 Duran, Adeline (El Chico) NYC, nc.
 Durelle (Ritz-Carlton) NYC, h.
 Eams & Gordon (Chateau Frontenac) Quebec, h.
 Easton & Odette (Harmanus Blecker Hall) Albany, N. Y., t.
 Ebony Rascals (Uproar House) NYC, nc.
 Elaine & Barry (Village Barn) NYC, nc.
 Elder, Hal (Bat Gormly) Lake Charles, La., nc.
 Elfonte, Hilda (French Casino) NYC, cb.
 Elida Ballet (Palace) Chi, t.

Elliott, Baron (Showboat) Pittsburgh, nc.
 Elton & Gilrone (Club Belvedere) Des Moines, Endor & Farrell (Savoy-Plaza) NYC, h.
 Enrica & Novello (Roxy) NYC, t.
 Errierson, Iris (Club Belvedere) Des Moines.
 Esquire, Four (Roosevelt) NYC, h.
 Evans, Bobby (Ubangi) Phila, nc.
 Evans, Brown & Mary (Spencer) Marion, Ind., h.
 Evans, Janet (Stevens) Chi, h.
 Evans, Melvin, & Revue (31 Club) Phila.
 Evans, Stanley (Basque) NYC, c.
 Everett & Conway (Shrine Circus) Santa Barbara, Calif., 1-6.
 Evert, Ray & Leola (Red Wakon) St. Louis, nc.
 Fair, Virginia (Le Mirage) NYC, nc.
 Fairbanks Sisters (Uproar House) NYC, nc.
 Farmer, Chic (Bali) NYC, c.
 Farris & Goodelle (Vanderbilt) NYC, h.
 Farris, Dolores (Murray Hill) NYC, h.
 Fiat, Al (Seneca Terrace) Rochester, N. Y., nc.
 Faye, Frances (Yacht) NYC, nc.
 Faye, Gladys (Jimmy Kelly's) NYC, nc.
 Felicia & Del Rey (The Chateau) Rochester, N. Y., nc.
 Ferguson, Bobby (Spinning Wheel) Kansas City, Mo., nc.
 Fern, Vera (Arcadia) Phila, nc.
 Fielder, Ralph (Village Grove Nut) NYC, nc.
 Fields, Irving (Le Mirage) NYC, nc.
 Fields, Shirley (Oetzzen's) Brooklyn, N. Y., re.
 Fink, Lou (Arcadia) Phila, re.
 Fink, Maxine & Harry (Spinning Wheel) Kansas City, nc.
 Firman & Lorraine (La Rue's) NYC, re.
 Fitzgerald, Lillian (Uproar House) NYC, nc.
 Fleming, Frank (Lincoln) NYC, h.
 Florenz, Paul, Girls (Drake) Chi, h.
 Follies Revue (Washington Club) East Liverpool, O., nc.
 Fontaine, Evan Burrows (Adelphia) Phila, h.
 Ford, Gene (Torch Club) Baltimore.
 Fowler, LaMae (Dixon's Cafe) Omaha, c.
 Fox & Ames (Hollywood Yacht Club) Hollywood, Fla., nc.
 Frances, Beverly (Palmetto) Detroit, nc.
 Frances & Carroll (Shoreham) Washington, D. C., h.
 Frazee Sisters (State) NYC, t.
 Fred & Ginger (Uproar House) NYC, nc.
 Fretz & Laurena (Cloverleaf Club) Palo Alto, Calif.
 Froeba, Frank (Onyx Club) NYC, nc.
 Frjos, Sylvia (Versailles) NYC, re.
 Furman & Lorraine (LaRue's) NYC, re.
 Gae, Donna (Stevens) Chi, h.
 Galante & Leinarda (Cassanova) Los Angeles, nc.
 Gales Sextet (Blue Moon) Milwaukee, c.
 Gardner, Poison (Dizzy) NYC, nc.
 Gaston (Monte Carlo) NYC, nc.
 Gay Nineties Quartet (Gay Nineties) NYC, nc.
 George Eileen (Colosimo's) Chi, nc.
 Gerrits, Paul (Earle) Washington, t.
 Gilardi, Gus (Arbor Club) Scranton, Pa., nc.
 Gilbert, Ethel (Gay '90s) NYC, nc.
 Gillespie, Julie (Weylin) NYC, h.
 Gilmore, Patricia (Mon Paris) NYC, nc.
 Gina & Glano (Gloria Palast) NYC, cb.
 Giovanni, John (Murray's) Tuckahoe, N. Y., ro.
 Girard, Adele (Hickory House) NYC, re.
 Givens & Karol (Westminster) Boston, h.
 Glorified Follies (Harmanus Blecker Hall) Albany, N. Y., t.
 Goll, Wanda (Le Mirage) NYC, nc.
 Gomez & Winona (Hollywood Country Club) Hollywood, Calif., nc.
 Gonzales & Rangel (McAlpin) NYC, h.
 Goodell, Nella (Met.) Boston 25-28, t.
 Goodman, Charles (Biltmore) NYC, h.
 Gory, Gene & Roberta (Orpheum) Tulsa, Okla., 3-6, t.
 Gower & Jeanne (Drake) Chi, h.
 Grace & Nico (Casino Parisien) Chi, nc.
 Graces, The Three (LaSalle) Chi, h.
 Grail, Rudi (Chicago) Chi, t.
 Granoff, Bert (Bismarck) Chi, h.
 Grasl, Rudi (Chicago) Chi, t.
 Grauman, Sol & Co. (Michigan) Detroit, t.
 Green, Terry (Yacht Club) NYC, nc.
 Greer, Bernie (Gay '90s) NYC, nc.
 Gulzar, Prof. (New Yorker) NYC, h.
 Gypsy Albert Trio (Beverly Bar) NYC, nc.
 Haines, Virginia (Riptide) Miami Beach, Fla., nc.
 Halliday, Heather (Ambassador) NYC, h.
 Hamroy, Ernie (18) NYC, nc.
 Hamrick, Ruth (Colony Club) Chi, nc.
 Handie & Mills (Gloria) Columbus, nc.
 Hank the Mule (Ambassador) St. Louis, 5-12, t.
 Hannon, Bob (Chez Parée) Chi, nc.
 Harper, Ruth (Mount Royal) Montreal, Que., h.
 Harrington, Pat (18) NYC, nc.
 Harris, Alice (Kit Kat) NYC, nc.
 Harris, Eddie (Variety) NYC, nc.
 Harris, George (Mayfair) Boston, nc.
 Harris & Howell (Riverside) Milwaukee, t.
 Harris, Lydia (Harry's New York Cabaret) Chi, nc.
 Hartmans, The (St. Regis) NYC, h.
 Hassan, Prince (Miami Biltmore) Miami, Fla., h.
 Haviland, Henry (Shirley) Ft. Wayne, Ind., t.

Hawkins, Sid (Bali) NYC, nc.
 Haydock, Vincent (Flamingo) Orlando, Fla., nc.
 Haywood & Allen (Le Mirage) NYC, nc.
 Helene & Raoul (Flamingo) Orlando, Fla., nc.
 Henri, Harri (Mahoney's Palace Cafe) Hartford, Conn.
 Herman, Irving (Man About Town Club) NYC, nc.
 Harrison, Spike (Gay '90s) NYC, nc.
 Heller, Jackie (Grosvenor House) London, h.
 Herbert, Joe (Caliente) NYC, nc.
 Hickel, John (18) NYC, nc.
 Higgins, Peter (Yacht Club) Chi, nc.
 Hildegarde (Paramount) NYC, t.
 Hilliard, Jack (Royal Frolics) Chi, nc.
 Hirsch, Jack (Old Rumanian) NYC, re.
 Hoffman, Gertrude, Ballet (College Inn) Chi, re.
 Holbein, Rolf (French Casino) NYC, cb.
 Holey, Marshall (Kit Kat) NYC, nc.
 Holland & Hart (Dorchester) London, h.
 Holley, Edna Mae (Uproar House) NYC, nc.
 Hollis, Marie (Paradise) NYC, re.
 Holm, Eleanor, & Art Jarrett (Capitol) Washington, t.
 Honey Family (Capitol) Washington, t.
 Hooton, Don (Esquire) Toronto, nc.
 Howard, Gus (Bali) NYC, nc.
 Howard, Kathleen (Le Mirage) NYC, nc.
 Huggins, Lazy Bill (Lyric) Indianapolis, t.
 Hughes, Lysbeth (Biltmore) NYC, h.
 Hughes, Romona (Saks) Detroit, nc.
 Huston, Josephine (Hollywood) NYC, re.
 Hyde, Vic (Mirador) NYC, nc.
 Hyder, Doc (Ubangi) Phila, nc.
 International Trio (18) NYC, nc.
 Jackson & Brown (Uproar House) NYC, nc.
 Jackson, Lawrence (President) New York, h.
 Jacobs, Peggy (Torge) Jamestown, N. Y., h.
 Jacobs, Morty (Variety) NYC, nc.
 Jai-Leta (Maria's) NYC, nc.
 James, Dorothy (Mirador) NYC, nc.
 James, Fred (Kit Kat) NYC, nc.
 Janis, Edna (Ritz-Carlton) NYC, h.
 Jason, Barbara (Commodore) NYC, h.
 Jay & Lucille (Esquire) Toronto, nc.
 Jeanette & Kalan (Frolics) Youngstown, O., nc.
 Jenner, Julie (Paradise) NYC, re.
 Jennings, Don & Sally (Bismarck) Chi, h.
 Jerry & Turk (Yacht Club) Chi, nc.
 Johnny Company (French Casino) NYC, cb.
 Johnny & George (Venezia) NYC, nc.
 Johnson, Mae (Black Cat) NYC, nc.
 Jones, Jonah (Onyx Club) NYC, nc.
 Jordan, Jean (Caliente) NYC, nc.
 Joyce, Betty (Dizzy Club) NYC, nc.
 Jules, Stuart (Governor Clinton) NYC, h.
 Kaiser & McKenna (Frolics) Niagara Falls, N. Y., c.
 Kajar (Park Central) NYC, h.
 Kaloah (Cotton Club) NYC, nc.
 Kar, Li (Ballyhoo) Columbus, O., nc.
 Karele & Andre (Hollywood) NYC, re.
 Karson & Fay (Jermyn) Scranton, Pa., h.
 Kavanagh, Stan (Congress) Chi, h.
 Kay, Beatrice (Tony's) NYC, nc.
 Kay, Dolly (Royale Frolics) Chi, nc.
 Kay, Katza & Kay (Savoy) London, h.
 Kay, Marion (Colony Club) Chi, nc.
 Kaye, Johnny (Trotta's) Baltimore, nc.
 Keene Twins, Victor & LaMarr (Earle) Washington, t.
 Kelsey, Billy (Anselmo) NYC, re.
 Kemble, Letty (Hollywood) NYC, re.
 Kennedy, Buddy (Murray's) Tuckahoe, N. Y., nc.
 Kenny, Phyllis (Park Central) NYC, h.
 Kentucky Srenaders (Rainbow Grill) NYC, nc.
 Killeen, Madeline (St. Louis) St. Louis, 4-11, t.
 Kimmell, Gretchen (Colony Club) Chi, nc.
 King's Jesters (Bismarck) Chi, h.
 King Sisters, Four (Biltmore) NYC, h.
 Kirkland, Paul, & Co. (Paramount) NYC, t.
 Kirst, Albert (Roosevelt) New Orleans, h.
 Kissinger, Dick (Lincoln) NYC, h.
 Knight, Eleanor (Roxy) NYC, t.
 Knox, Agnes (Piccadilly) NYC, h.
 Kope, Florence (Stevens) Chi, h.
 Kraddock's, Four (Ritz-Carlton) NYC, h.
 Kramer, Ida (Swanee) NYC, nc.
 La Marr, Bobby (New Earl) Baltimore, nc.
 La Redd, Cora (Black Cat) NYC, nc.
 Lafayette & Laverne (Jefferson) St. Louis, h.
 Lamont, Eggie (Loew's) Montreal, t.
 LaMont, Jean (Frontenac) Detroit, re.
 LaMont, Peggy (Skylight Club) Cleveland, nc.
 Lane, Joe (Maria's) NYC, nc.
 Lane, Lovey (Uproar House) NYC, nc.
 Lane, Toni (Hi Hat) Chi, nc.
 Lane, Honey (Webster Hall) Pittsburgh, h.
 La Page, Paul (K-9) Baltimore, nc.
 La Paul (Met) Boston, t.
 LaRochelle, Cecile (Port Arthur) Providence, R. I., re.
 LaPierre, Paulette (Colony Club) Chi, nc.
 La Rue, Bobby (Ballyhoo) Columbus, O., nc.
 La Tora (Cogan's Grill) Erie, Pa., nc.
 Laurie, Jack (Variety) NYC, nc.
 LaVal, Inez (El Gaucho) NYC, nc.
 Laval, Arthur (Levaggi's) Boston, re.
 La Vallita (Valhalla) NYC, re.
 La Verne & Evangeline (New Orleans) New Orleans, nc.
 Lawrence, Lucille (Swanee) NYC, nc.
 Lazier, Freda (Club Diamond) Wheeling, W. Va., nc.
 Le Sieru (Bali) NYC, nc.
 Lee, Bob (Wivel) NYC, re.
 Lee, Gabby (31 Club) Phila, nc.
 Lee, Gretchen (Bismarck) Chi, h.
 Lee, Jerrie (Jungle Inn) Youngstown, G., nc.
 Lee & Roule (Saks) Detroit, nc.
 Lee Sisters (Oetzzen's) Brooklyn, nc.
 Lemercher, Zavier (French Casino) NYC, nc.
 Leonard, Ads (Hollywood) NYC, re.
 Leonard, Harold (Biltmore) NYC, h.
 Lewis, Ann (Cotton Club) NYC, nc.
 Le Maire & Reynolds (Winter Garden Ice Arena) St. Louis.
 Le Roy, Del (Frontenac) Detroit, nc.
 LeRoy, Hal (Drake) Chi, h.
 Leslie Sisters (Capitol) Atlanta, t.
 Lewis, Norman (Club Parée) Hartford, Conn., nc.
 Lewis Sisters (Commodore) Detroit, nc.
 Lewis, Tex, & Hillbillies (Village Barn) NYC, nc.
 Lizezed Arabs (Fox) Phila, t.
 Lightner, Fred & Rosella (State) NYC, t.
 Lineback, Lucien (Colonial Club) Jackson, Miss.
 Lisbi, Connie (Anselmo) NYC, re.
 Little, Little Jack, & Orch. (Hipp) Toronto, t.
 Little Sachs, Three (Barrel of Fun) NYC, nc.
 Little Words, Three (Small's) NYC, cb.
 Lloyd, Carol, & Bonjohn Girls (Loew's) Montreal, t.
 Lloyd, Shirley (Lexington) NYC, h.
 Logan, Ella (Chez Parée) Chi, nc.
 Lope, Lita (St. Regis) NYC, h.
 Lopez & Anita (Brill's) Newark, N. Y., nc.
 Loria Bros., Seven (Michigan) Detroit, t.
 Lorna & Carr (Capri) Lawrence, Mass., re.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Lorraine Sisters (Muhlenbach) Kansas City, Mo., 1-28, h.
 Lowe, Hite & Stanley (Met) Boston, t.
 Lowe, Verna (Ballyhoo) Columbus, O., nc.
 Lowell, Alice (Marie's) NYC, nc.
 Luckey, Boys, Six (Riverside) Milwaukee, t.
 (St. Louis) St. Louis, 11-18, t.
 Lucky Sisters (Small's Paradise) NYC, cb.
 Lunceford, Jimmy, & Orch. (State) NYC, t.
 Lurya, Dee (Vanderbilt) NYC, h.
 Lyons, Geo. (Drake Hotel) Chi, h.
 Mack, Helen (Jefferson) St. Louis, h.
 Mack, Lyle (Oasis) Detroit, nc.
 Maclovina & Candido (El Chico) NYC, nc.
 Madie & Ray (Lyric) Indianapolis, t.
 Madison, Rudy (Gay '90s) NYC, nc.
 Mae, Edna (Paradise) NYC, re.
 Malcolm, Helen (Ambassador) Washington, D. C., h.
 Malone, Jay (Boody House Bar) Toledo, O.
 Mann, Bryn (College Inn) Chi, re.
 Manners, Gene, & Bernice Lee (Paradise) NYC, re.
 Manners & Marcia (Terrace Gardens) Rochester, N. Y.
 Manon, Sylvia, & Co. (Met) Boston, t.
 Mario & Floria (Waldorf-Astoria) NYC, nc.
 Marion & Irma (Grosvenor House) London, h.
 Marsh, Howard (Mayfair Club) West Orange, N. J., nc.
 Marshall, Everett (Chez Paree) Chi, nc.
 Marta, Joan (Club Diamond) Wheeling, W. Va., nc.
 Martelle, Helen (Yacht Club) Chi, nc.
 Martin, Marian (Hollywood) NYC, re.
 Martin, Mary (Mirador) NYC, nc.
 Martyn & Margo (85 Club) Kansas City, Mo., nc.
 Marvellous (Bismarck) Chi, h.
 Maryvill, The (French Casino) NYC, nc.
 Mary, Erik & Co. (Savoy) London, h.
 Mason, Jack (Jean's Tavern) NYC, nc.
 Mathew, Babe (Ubangi Club) NYC, nc.
 Maurice & Cordoba (Radio City Rainbow Room) NYC, nc.
 Maxine, Dorothy (Caliente) NYC, nc.
 May, Sheila (El Bolero) NYC, nc.
 Maza, Ted (Village Casino) NYC, nc.
 McBride, Jack (Romance Inn) Angola, N. Y., nc.
 McCabe, Sara Ann (Casino Parisien) Chi, nc.
 McCormick & Kidd (Murray Hill) NYC, h.
 McCoy, Bob (Biltmore) NYC, h.
 McHugh, Joe (Guest House) Boston, Pa.
 McKay, Dee (Lloyd (Uprour House) NYC, nc.
 McKenna, Katherine (Merry-Go-Round) Brooklyn, nc.
 McMahon, Larry (Village Barn) NYC, nc.
 McNeill Sisters (Bismarck) Chi, h.
 Meadous, Frankie (Barrel of Fun) NYC, nc.
 Mel & Melma (Gaiety) Brussels, cb.
 Melba (Harry's New York Cabaret) Chi, nc.
 Meller, Raquel (Cafe de Paris) London, c.
 Melsing, Melba (Astor) NYC, h.
 Melton, James (Palace) Chi, t.
 Melton, Marion (Park Central) NYC, h.
 Men of Gotham (Park Central) NYC, h.
 Mercedes (Gillis) Kansas City, nc.
 Miller, C. (Boody House Bar) Toledo, O.
 Miller, Joyce (Place Elegante) NYC, nc.
 Miller, Marty (Turf Club) Pittsburgh, nc.
 Minevitch, Borrah, & Rascals (Roxy) NYC, t.
 Mitchell, Charrie (Man About Town Club) NYC, nc.
 Mitchell & Durant (Colonial) Dayton, t.
 Mitchell, Vivano (Cocoanut Palms) East Detroit, nc.
 Modie & Lemaux (Cathay) Shanghai, China, h.
 Mogul (Uptown) Toronto t.
 Mona & Maria (Versailles) NYC, re.
 Montaya, Carlos (El Chico) NYC, nc.
 Montgomery, Anne (Brill's) Newark, N. Y., nc.
 Monte, Hal (Peacock Alley) Detroit, nc.
 Moody, Gertrude (Variety) NYC, nc.
 Moore, Peggy (Royal Frolics) Chi, nc.
 Morales Bros. & Little Daisy (Wonder Bar) Port Huron, Mich.
 Moran, Patricia (Levaggi's) Boston, re.
 Moreno, Conchita (Chesapeake House) NYC, re.
 Moreno, Consuelo (Yumuri) NYC, nc.
 Morgan, Marion (Colony Club) Chi, nc.
 Morrell, Mack (Plaza Grill) Brooklyn, c.
 Morrison, Jack (Leon & Eddie's) NYC, nc.
 Morton, Eddy (Club Frontenac) Detroit, nc.
 Mossman & Godda (Gillis) Kansas City, nc.
 Moyer, Ken (Texas) Ft. Worth, Tex., h.
 Munding, Nona (Bali) NYC, c.
 Mura, Corinna (Blackstone) Chi, h.
 Murray, Betty (Jimmy Kelly's) NYC, nc.
 Murray, Edith (State-Lake) Chi, t.
 Music Hall Boys (Ritz) London, h.
 Myers, Timmie (Palm Garden Club) Columbus, O.
 Myra (Tillie's Chicken Grill) New York, nc.
 N. T. G. Revue (Strand) York, Pa., 2-4, t.
 Nadine & Kirk (Merry-Go-Round) Brooklyn, nc.
 Nally, Velva (Saks) Detroit, nc.
 Nanette (Village Barn) NYC, nc.
 Nash, Dick & Leota (Riverside) Milwaukee, t.
 Nash, Niki (Barbizon-Plaza) NYC, c.
 Nash, Nyra (Village Barn) NYC, nc.
 Natcha (Nini's) NYC, nc.
 Nations, Evelyn (Allerton) Cleveland, h.
 Nazarenko, Iasha (St. Regis) NYC, h.
 Nazarro Jr., Nat (Lido) Montreal, nc.
 Nadi, Aldo (Waldorf-Astoria) NYC, h.
 New Yorkers, Two (Troadero) London, nc.
 Newell & Thorpe (Leon & Eddie's) NYC, nc.

Pancho & Dolores (Valhalla) NYC, re.
 Park & Clifford (Roxy) NYC, t.
 Parker, Cecile (Steuben) Boston, re.
 Parks, Middle (Mirador) NYC, nc.
 Paterson, Trent (Piccadilly) NYC, h.
 Payne, Buddy (Plaza Grill) Brooklyn, c.
 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.
 Perry, Harry (Oriental) Chi, t.
 Perry, Katherine, & Her Girls (Cotton Club) NYC, nc.
 Perry, Margy (Palm Garden Club) Columbus, O.
 Peterson, Ivor (McAlpin) NYC, h.
 Picard & Mickey (Lyric) Indianapolis, t.
 Pickert, Rollo (Bali) NYC, nc.
 Pickford, Murry (Ballyhoo) Phila, nc.
 Pierce, Burton (Biltmore) NYC, h.
 Pierce & Harris (Savoy-Plaza) NYC, nc.
 Plaut, Jerry (Dizzy Club) NYC, nc.
 Pontee, Joe (Montclair) NYC, h.
 Pope Sisters (Kit Kat) NYC, nc.
 Powell, Jack (St. Regis) NYC, h.
 Powell, Johnny (Caliente) NYC, nc.
 Prendergast, Agnes (Henry) Pittsburgh, h.
 Price, Mary (Oriental) Chi, t.
 Prime, Dan (Yacht) NYC, nc.
 Proctor, Fernie (Romance Inn) Angola, N. Y., nc.
 Racket-Cheers, Three (Venezia) NYC, nc.
 Radio Ramblers (Paramount) NYC, t.
 Raey, Mary & Naldir (Casino Parisien) Chi, nc.
 Rancheros, Los (El Chico) NYC, nc.
 Randolph, Amanda (Black Cat) NYC, nc.
 Ray & Harrison (Loew's) Montreal, t.
 Ray & Naldi (Ritz-Carlton) NYC, h.
 Ray, Joie (Variety) NYC, nc.
 Ray, Linda (1523) Phila, nc.
 Ramon & LaMoyné (Skylight Club) Cleveland, nc.
 Ransom, Blenda (13) NYC, nc.
 Rave, Prince & Clark (Esquire) Toronto, nc.
 Readinger Twins, The (St. Regis) NYC, h.
 Reasons, Three (Village Barn) NYC, nc.
 Red Dust (St. Regis) NYC, h.
 Reeve Sisters, Three (Barrel of Fun) NYC, nc.
 Regar, Charlotte (Skylight Club) Cleveland, nc.
 Regine & Shanley (Chez Ray Ventura) Paris, nc.
 Reinhart, Robert (Ambassador) NYC, h.
 Rekkofs, The (French Casino) NYC, nc.
 Renault, Francis (Palm Beach) Detroit, nc.
 Renaud, Rita (Bertolotti's) NYC, re.
 Renna, Adele (Piccadilly) NYC, h.
 Rene & Estelle (Yumuri) NYC, nc.
 Rene & Gale (Chateau Moderne) NYC, nc.
 Renee, Jean (Riviera Inn) Stowe, Pa., nc.
 Reser, Harry, & Cliquot Club Eskimos (Earle) Washington, t.
 Reia, Miss (Skylight Club) Cleveland, nc.
 Rey, Alvino (Biltmore) NYC, h.
 Reynolds, Helen (Shrine Circus) Coliseum, Detroit.
 Reynolds, Pearl (Mirador) NYC, nc.
 Rhoads Troupe (French Casino) NYC, cb.
 Rhythm Boys (Weylin Hotel) NYC, h.
 Rice, Ruth (Loew's) Montreal, t.
 Richards, Bille (Jungle Inn) Youngstown, O., nc.
 Richards, Jimmy (Paradise) NYC, re.
 Rickard, Vernon (Sapphire Room) NYC, nc.
 Ringwald, Claude (Park Central) NYC, h.
 Rivero, Rudy (Pelican) Houston, Tex., nc.
 Riviera Follies (Fox) Detroit, t.
 Robbins, A. (Casino Parisien) Chi, nc.
 Roberts Bros. (Embassy) Phila, nc.
 Roberts & White (Palmer House) Chi, h.
 Robinson, Carson (Berkeley) London, h.
 Robinson, Evelyn (Ubangi) NYC, nc.
 Robinson, Paul (Club Rio) Allentown, Pa., nc.
 Robinson Twins (Colosimo's) Chi, nc.
 Roccos, Three (Kit Kat) NYC, nc.
 Rochelle, Jean (Mirador) NYC, nc.
 Rock, Mildred (Colosimo's) Chi, nc.
 Rogers, Ralph (Ritz-Carlton) NYC, h.
 Rogers, Sally (Skylight Club) Cleveland, nc.
 Roland, Dawn (Ambassador) Hollywood, h.
 Rollins, Mimi (Zelli's) NYC, re.
 Rolph, Wynne (Wives') NYC, re.
 Romero, Carmen (Casino Parisien) Chi, nc.
 Roselle, Mildred (Queen's Terrace) Woodside, L. I., N. Y., nc.
 Rosini, Carl (New Yorker) NYC, h.
 Ross, Dr. Sydney (Radio City Rainbow Room) NYC, nc.
 Ross, Marian (Variety) NYC, nc.
 Rossi, Pat (Cafe Loyale) NYC, re.
 Rowe, Dorothy (Bossert) Brooklyn, h.
 Royal Duo (Leon & Eddie's) NYC, nc.
 Royce, Thelma (Melody Grill) Los Angeles, nc.
 Ruby, Jane (Harry's New York Cabaret) Chi, nc.
 Rugel, Yvette (Gay '90s) NYC, nc.
 Rulowa, Zena (Club Belvedere) Des Moines, Ia.
 Rulson, Tamara & Dee (Club Belvedere) Des Moines, Ia.
 Russel, Al & Sally (Cafe Madrid) Buffalo, nc.
 Russell, Paul (Ballyhoo) Columbus, O., nc.
 Ryans, Three (El Coronado) Houston, Tex., nc.
 Ryger, Marianna (Congress) Chi, h.
 Sabie, Mickey (Man About Town) NYC, nc.
 Samuels, Three (Palmer House) Chi, h.
 Santelli, George (St. Regis) NYC, h.
 Santos & Elvira (Jimmy Kelly's) NYC, nc.
 Saunders, Sylvia (Pick & Pat) Bayside, L. I., nc.
 Savage, Jean (Southern) Baltimore, h.
 Sawyer, Rose & Buddy (Midnight Sun) Buffalo, N. Y., nc.
 Saxon, Bea (Venezia) NYC, re.
 Saxette, The (Lincoln) NYC, h.
 Schuyler, Sonny (New Yorker) NYC, h.
 Selma & Buddy (Harry's New York Cabaret) Chi, nc.
 Seymour, Jack, & Co. (Allegheny) Phila, 4-6, t.
 Shaanon, Dick (Rendezvous) Houston, Tex., nc.
 Shaver, Buster (Fox) Phila, t.
 Shaw, Ben (Plaza Grill) Brooklyn, c.
 Shaw, Sony' (Yacht Club) Chi, nc.
 Shaw & Mead (Gloria) Columbus, nc.
 Shawn, Jack (Club Royal) McAllen, Tex., nc.
 Shelby, Bubbles (1523) Phila, nc.
 Sheldon, Gene (Chicago) Chi, t.
 Sheridan, Eleanor (Stork Club) NYC, nc.
 Sherman, Muriel (McAlpin) NYC, h.
 Sherry, Eleanor (Michigan) Detroit, t.
 Shooting High (Ea-le) Phila, t.
 Shutta, Ethel (Congress) Chi, h.
 Sillman, June (Ambassador) NYC, h.
 Simmons, Lee (Ubangi) NYC, nc.
 Simpson, Carl (Wm. Penn) Pittsburgh, h.
 Singing Sailors, The (Red Men's Club) Rochester, N. Y.
 Sissman, Dan (Fort Pitt) Pittsburgh, h.
 Smith, Alma (Ubangi) NYC, nc.
 Smith, Baer (Plaza Grill) Brooklyn, c.
 Smith, Chubby (Swanee Club) NYC, nc.
 Smith & Sully (Dizzy Club) NYC, nc.

Snyder, Glyde (Cocanut Grove) Minneapolis, nc.
 Sokolska (French Casino) NYC, nc.
 Sophisticates, Three (Colosimo's) Chi, nc.
 Southland Rhythm Girls (Leon & Eddie's) NYC, nc.
 Sparklet's (Paddock Club) Cleveland, nc.
 Spanish Aristocrats (Troadero) Chi, nc.
 Spencer, Florence (French Casino) NYC, nc.
 Speeds, Three (Savoy-Plaza) NYC, h.
 Spenser, Amy, & Roger Sinclair (Black Cat) NYC, nc.
 St. Clair, Sylvia (El Gaucho) NYC, nc.
 St. Claire & O'Day (American Music Hall) NYC, t.
 Steppsons, Three (Ubangi) NYC, nc.
 Stevens, Marie (18) NYC, nc.
 Stevens Sisters (Palace) Chi, t.
 Stewart, Jerry (Piccadilly) NYC, nc.
 Stewart, Margie (Seneca Terrace) Rochester, N. Y., nc.
 Still, Lois (College Inn) Chi, re.
 Stone, Dick (Essex House) NYC, h.
 Strickland Peggy (LaRue's) NYC, re.
 Stroud, Claude & Clarence (State-Lake) Chi, t.
 Stuart & Lee (Park Central) NYC, h.
 Stuart & Martin (Lyric) Indianapolis, t.
 Sullivan, Bobby (Swanee Club) New York, nc.
 Sullivan, Joe (Elysee) NYC, h.
 Susanne & Christine (Barrel of Fun) NYC, nc.
 Sutton, Johnny (18) NYC, nc.
 Sweet & Low Trio (Michigan) Detroit, t.
 Swifts, Three (French Casino) NYC, nc.
 Sydell, Paul (Paradise) NYC, cb.
 Synnington, Eve (Waldorf-Astoria) NYC, h.
 Taft & Boone (Rendezvous) Battle Creek, Mich., nc.
 Tappen, Maxine (Essex) NYC, h.
 Tania & Kirsoff (Sherry-Netherland) NYC, h.
 Tanya (Jimmy Kelly's) NYC, nc.
 Tennis, Eleanor (Congress) Chi, h.
 Thomas, Audrey (Kit Kat) NYC, nc.
 Thomas, Eddie (College Inn) Phila, nc.
 Thomas, Jimmy (Bartlett Supper Club) Rochester, N. Y., nc.
 Thompson, Kay (St. Regis) NYC, h.
 Thompson Twins (Torch Club) Canton, O., nc.
 Thorsen, Art (Biltmore) NYC, h.
 Thury, Ilona de (Tokay) NYC, re.
 Tip Top Girls (State-Lake) Chi, t.
 Torrende, Joe & Edna (St. Francis) San Francisco, h.
 Towne & Knott (Netherland Plaza) Cincinnati, h.
 Toy & Wing (Riverside) Milwaukee, t.
 Tracy, Gale & Leonard (Colosimo's) Chi, re.
 Tuscher, Sid (LaRue's) NYC, re.
 Tyner, Evelyn (Radio City Rainbow Room) NYC, nc.
 Valdez, Vera (Frontenac) Detroit, nc.
 Vallee, Sunshine (Anselmo) NYC, re.
 Valley & Lee (Sherwood) Burlington, Vt., h.
 Valley, Virginia (Bali) NYC, nc.
 Vance, Carol (Bertolotti) NYC, re.
 Vancello & Mary (Yacht Club) Chi, nc.
 Van Deusen, Bert (Penn) Wilkes-Barre, Pa., t.
 Varsity Eight, California (Chicago) Chi, t.
 Velas, Ester (Roosevelt) NYC, h.
 Veleo, Violeta & Rosita (Roxy) NYC, t.
 Velez & Yolanda (Chicago) Chi, t.
 Venezia, Chiquita (Mirador) NYC, nc.
 Ventura, Benay (Hollywood Country Club) Hollywood, Calif., nc.
 Vera, Delina (El Chico) NYC, nc.
 Verdi, Al, & Co. (Hipp) Toronto, t.
 Verrill, Virginia (Paradise) NYC, re.
 Vestoff, Florida (Village Barn) NYC, nc.
 Vigal, Victoria (Ubangi) NYC, nc.
 Vilano & Lorna (Ace of Clubs) Johnstown, Pa.
 Vincent, James, & Norbert Ludwig (Empire State Tower) NYC, nc.
 Von Loosen, Emily (Chez Paree) Chi, nc.
 Wacker, Bob (Lexington) NYC, h.
 Wages, Johnnie (Club Padio) Buffalo, nc.
 Wald, George (Bismarck) Chi, h.
 Waldron, Jack (Hollywood) NYC, re.
 Walker, George (Casino De Paree) Montreal, nc.
 Walker, Ted & Ethel (Lotus) Washington, D. C., c.
 Walters, Gene (Jimmy Kelly's) NYC, nc.
 Walton, Vera (Palm Garden Club) Columbus, O.
 Ward Diana (Zelli's) NYC, re.
 Ward, Frankie (Penhouse) Boston, nc.
 Ward, Will (Gay '90s) NYC, nc.
 Ware, Dick (Lookout House) Covington, Ky., nc.
 Warren, Roni (Club Paree) Hartford, Conn., nc.
 Washington, Geneva (Kit Kat) NYC, nc.
 Watkins Twins (Pennsylvania) Wilkes-Barre, Pa., t.
 Wayne, Iris (French Casino) NYC, cb.
 Wayne, Juanita (Montclair) NYC, h.
 Weber, Rex (State-Lake) Chi, t.
 Weiner, Michael (Old Roumanian) NYC, re.
 Weiser, Leo (Michelia Tavern) Niles, Mich.
 Weidman & Honey (Paradise) NYC, re.
 Wessells, Henri (Cotton Club) NYC, nc.
 West, Jack (Gay '90s) NYC, nc.
 Weylin Knightcaps (Weylin) New York, h.
 Whalen, Jackie (Barkley's) Brooklyn, nc.
 White, Jack (18 Club) NYC, nc.
 White & Stanley (State-Lake) Chi, t.
 White, William (Queen Mary) NYC, re.
 White's, George, Scandals (Palace) Cleveland, t.
 White's Maniacs (Cotton Club) NYC, nc.
 Whitney, Jayne (Rainbow Grill) NYC, nc.
 Wickes, Gus (Gay Nineties) NYC, nc.
 Wiese Bros. (Dorchester) London, h.
 Williams, Chic (Torch Club) Canton, O.
 Williams, Corley (Caliente) NYC, nc.
 Williams, Hermanos (Savoy) London, h.
 Williams, Rubberlegs (Kit Kat) NYC, nc.
 Wilkins & Walters (New Yorker) NYC, h.
 Winthrop, Dale (Chicago) Chi, t.
 Wolter, Taz (Webster Hall) Pittsburgh, h.
 Wolmaa, Harold (Port Arthur) Providence, R. I., re.
 Woods & Bray (Greyhound) Louisville, Ky., c.
 Woods, Lloyd (Riviera Inn) Stowe, Pa., nc.
 Woolsey & Wanda (Flor D'Italia) Modesto, Calif., re.
 Wright, Charlie (St. Moritz) NYC, h.
 Wright, Opbina (Ambassador) NYC, h.
 Wynn, Natalie (Club Deauville) NYC, nc.
 Wynn, Ruth (Park Central) NYC, h.
 Wyse, Ross Jr., & Co. (Capitol) Washington, t.
 Yaacopi Troupe (Palace) Chi, t.
 Young, Ben (Blackstone) Ft. Worth, Tex., h.
 Young, Irwin (Valhalla) NYC, nc.
 Youthful Rhythm (Oxford) Phila, 4-6, t.
 Zeigler, Billy (New Earl) Baltimore, nc.
 Zerby & Layton (Club Coronado) Houston, Tex., nc.
 Zorima (Plaza) Pittsburgh, c.
 Zoska (Ritz-Carlton) NYC, h.
 Zina (Russian Kretchma) NYC, re.

BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.)

Adams, Jackie: (Piccadilly Club) Baltimore, nc.
 Adams, Johnnie: (Dutch Gardens) Dayton, O., nc.
 Adcock, Jack: (College Inn) Phila, nc.
 Aldin, Jimmy: (Gino's Cedar Gardens) NYC, c.
 Alfonso, Don: (Savoy-Plaza) NYC, h.
 Alfredo, Don: (Du Pierrot) NYC, re.
 Alston, Obe: (Ubangi) NYC, nc.
 Americo, Tony: (New Cotton Club) New Orleans, nc.
 Angelo, Mac: (Chesapeake House) NYC, re.
 Anthony, Ralph (Peacock Alley) Detroit, nc.
 Applegate, Joe: (Red Dragon) St. Louis, nc.
 Aristocrats of Rhythm: (Palmer House) Chi, h.
 Arthur, Gus: (Congress Casino) Chi, h.
 Arthur, Zinn: (Roseland) Brooklyn, b.
 Aspiazy, Don: (Radio City Rainbow Room) NYC, nc.
 Banco, Pedro: (Benny the Bum's) Phila, nc.
 Bannan, Al: (Henry) Pittsburgh, h.
 Barber, Charles: (Basque) NYC, nc.
 Barnett, Art: (Detroit Athletic Club) Detroit, nc.
 Barnett, Charlie: (Kenmore) Albany, N. Y., h.
 Barrett, Hughie: (Robert Treat) Newark, N. J., h.
 Barron Carl (Montgomery Royal) NYC, cb.
 Bartel, Jean: (Lexington) NYC, h.
 Barton, May: (Jimmy Kelly's) NYC, nc.
 Basic Count: (Roseland) NYC, b.
 Batkins, Alex: (St. Moritz) NYC, h.
 Belasco, Leon: (Book-Cadillac) Detroit, h.
 Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc.
 Bernie, Ben: (Ambassador) Los Angeles, h.
 Berrens, Fred: (Laurel-in-the-Pines) Lakewood, N. J., nc.
 Biagini, Henry: (Raymor) Boston, b.
 Black, Bob: (Pere Marquette) Peoria, Ill., h.
 Black, Hal: (Sarasota Terrace) Sarasota, Fla., h.
 Blaine, Jerry: (Park Central) NYC, h.
 Bonetti, Dan: (Barkley's) Brooklyn, nc.
 Black, Ted (Studio) Phila, b.
 Blake, Ted: (Ritz) Pittsburgh, h.
 Bonif, Mischa: (Morocco) Mountaineide, N. J., nc.
 Bradshaw, Tiny: (Kit Kat) Phila, nc.
 Brandwynne, Nat: (Essex House) NYC, h.
 Bray, Jimmy: (New Penn) Pittsburgh, nc.
 Bremholt, Verdi: (White City) Ogden, Utah, b.
 Brigode, Ace: (Gibson) Cincinnati, h.
 Britton, Mill' (Olmos) San Antonio, nc.
 Brooks, Alan: (Savarin) Buffalo, N. Y., c.
 Brown, Les: (Trianon) Cleveland, b.
 Bruneseo, Jan: (Dempsey's) NYC, re.
 Bruno, Al: (Butler's) NYC, nc.
 Busse, Henry: (Chez Paree) Chicago, nc.
 Buteau, Herb: (Guyon's Paradise) Chi, b.
 Bryden, Betty (Eastern Star) Detroit, nc.
 Caceres, Emilio: (Chez Ami) Buffalo, nc.
 Calloway, Cab: (Cotton Club) NYC, nc.
 Campus Jesters: (Cypress Arms) West Hartford, Conn., nc.
 Carlton, Duke: (Sienna) Menominee, Mich., h.
 Carroll, Frank: (Schierenbeck's) Bronx, NYC, cb.
 Casinelli Bros. (Club Casino) Pittsburgh, nc.
 Chandler, Chan: (Rustic Inn) Corinth, Miss.
 Childs, Reggie (Graystone) Detroit, b.
 Cirini, Gene (La Casina) Long Island, N. Y., nc.
 Cleff, Pat: (Brightview) Rochester, N. Y., nc.
 Coburn, Jolly: (French Casino) Miami, nc.
 Codelban, Cornelius: (St. Regis) New York, h.
 Comfort, Roy: (Winroy Park) St. Petersburg, Fla., h.
 Condi, Angelo (Canavan's) Long Island, N. Y., cb.
 Corsi, George: (Riverside Club) Iron Mountain, Mich.
 Costello, Jimmie: (Jimmy Kelly's) NYC, nc.
 Covato, Etzi: (Frolics) Miami, nc.
 Cricketti, Ernie: (Unique Grill) Delawanna, N. J., re.
 Cronwell, Chaucery: (French Casino) NYC.
 Crowe, T. H.: (Three-Mile Inn) Monroe, La., nc.
 Cugat, Xavier: (Hollywood Country Club) Hollywood, Calif., nc.
 Dale, Bill: (Italian Gardens) Pittsburgh, nc.
 Denny, Carl: (Benny the Bum's) Phila, nc.
 Darrrel, Pat: (Wonder Bar) Zanesville, O., nc.
 Davis, Billy: (Anzac) NYC, nc.
 Davis, Joe: (Chickasaw Gardens) Albany, Ga., nc.
 Davis, Eddie: (LaRue) NYC, re.
 Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.
 DeTroit, John: (Crystal) Natchez, Miss., nc.
 DeSalvo, Emile: (L'Aiglon) Chi, c.
 DeSely, Emery (Radio City Rainbow Room) NYC, nc.
 DiNuozio, Louis (Olivere) Wilmington, Del., h.
 DiPolo, Mario: (Weylin) NYC, h.
 Dibet, Sammy: (Webster Hall) Detroit, h.
 Dickler, Sid: (Arlington Lodge) Pittsburgh, nc.
 Dinsmore, Frank: (Artie's) Brooklyn, nc.
 Dixon, Bobby: (Peacock Ballroom) Chi, b.
 Dixon, Dick: (Gloria Palast) NYC, nc.
 Donahue, Al: (Netherland Plaza) Cincinnati, h.
 Donaldson Boys: (Lawrence) Eric, Pa., h.
 Dougherty, Doc: (31) Phila, nc.
 Duchin, Eddy: (Plaza) NYC, h.
 Duerr, Dolph: (Green Derby) Cleveland, nc.
 Edmund, George: (Loyale) NYC, c.
 Ellington, Duke: (Cotton Club) Culver City, Calif., nc.
 Engle, Freddy: (University Club) Albany, N. Y., nc.
 Evans, Nate: (Silver Slipper) Memphis, nc.
 Fair, Allen: (High Hat) Pittsburgh, Pa., nc.
 Fenton, Ray: (Hitchin' Post) Union, N. Y., nc.
 Feltis, Jim: (Paramount) Phila, b.
 Fields, Shep: (Arcadia) Phila, re.
 Finch, George: (Shore Road Barn) Brooklyn, nc.
 Flo-Rito, Ted: (Palomar) Los Angeles, h.
 Fischer, Art: (Frankie's Casino) Chi, nc.
 Fisher, Jack: (Steuben) Boston, h.
 Fisher, Mark: (Bali-Bali) Chi, nc.
 Fitzpatrick, Eddie: (St. Francis) San Francisco, b.
 Flindt, Emil: (Park Casino) Chi, b.
 Fodger, Jerry: (Talk of the Town) Toledo, O., nc.
 Fomeen, Basil: (Ritz-Carlton) NYC, h.
 Forham, Howard (Rock Castle) Wichita, Kan., nc.
 Foster, George: (Maduras Danceland) Hammond, Ind., b.
 Fotin, Larry (Walt Whitman) Camden, N. C., h.

THE NONCHALANTS

RETURN ENGAGEMENT A. B. C. THEATER, PARIS
 Personal Direction
 MUSIO CORPORATION OF AMERICA.
 Newell, Vivian (Royal Frolics) Chi, nc.
 Newman, Harry (Gabriel's) NYC, re.
 New Yorkers, Three (Armado's) NYC, re.
 Nichols, Howard (College Inn) Chi, re.
 Niles, Noma (Swanee) NYC, nc.
 Nils & Nadyné (Show Boat) Pittsburgh, nc.
 Noble, Ray, & Orch. (Met) Boston, t.
 Nolan, Marian (Hollywood) NYC, re.
 Nolan, Mary (Plaza Grill) Brooklyn, nc.
 Nolan, Nancy (Queen Mary) NYC, re.
 Noll, Eddie (Hollywood) NYC, re.
 Norman, Fay (Paddock Club) Louisville, nc.
 Novak, Wilma (Yacht Club) Chi, nc.
 O'Connor, Eileen (Casino Parisien) Chi, nc.
 Olympic Trio (Radio City Rainbow Room) NYC, nc.
 Orlik & Lolik (Russian Troyka) Washington, D. C., nc.
 Orlins, Toddy (Nut Club) NYC, nc.
 Oshins & Lessy (Caliente) NYC, nc.
 Pace, Bob (Venezia) NYC, nc.
 Page, Ann (Village Grove Nut) NYC, cb.
 Paige, Ken & Roy (St. Louis) St. Louis, 4-11, t.

Fox, Earl: (Princess) Bermuda, h.
 Frassetto, Joe: (Philadelphian) Phila, h.
 Freeman, Jerry: (Paradise) NYC, cb.
 Froman, Jack: (Roseland) Brooklyn, b.
 Fulcher, Charlie: (Forest Hills) Augusta, Ga., h.
 Gardner, Richard: (Casa Madrid) Louisville, ga.
 Garrett, Jimmy: (Morrison) Chi, h.
 Casparre, Dick: (Ambassador) NYC, h.
 Gayno, Tom: (St. Paul Hotel) St. Paul, h.
 Gerkens, Joe: (Brevort) Chi, h.
 Gilbert, Irwin: (Coq Rouge) NYC, nc.
 Glenn, Duke: (Graystone) Utica, N. Y., b.
 Goetz, Lou: (Golden Grill) Rochester, N. Y.
 Golly, Cecile: (Chez Maurice) Dallas, Tex., nc.
 Gordon, Gray: (Claridge) Memphis, h.
 Gordon, Roger: (Villa Royale) Pittsburgh, nc.
 Gotthelf, Manfred: (Via Lago) Chi, nc.
 Gray, Len: (New Cedars) New Bedford, Mass., nc.
 Grayson, Bob: (Rice) Houston, Tex., h.
 Greer, Eddie: (Village) Pittsburgh, nc.
 Grimes, Pope: (Wyoming Valley) Pittston, Pa., h.
 Hall, Ewen: (Plaza) San Antonio, h.
 Hall, Munro: (Ivanhoe Gardens) Chi, nc.
 Hall, George: (East) New York, h.
 Hall, Sleepy: (Hanley's) Baltimore, re.
 Hallet, Mal: (Commodore) NYC, h.
 Hamilton, George: (Palmer House) Chi, h.
 Hauck, Carlton: (Sak's) Detroit, nc.
 Hardie, Dick: (Club Frolics) Albany, N. Y., nc.
 Harold, Lou: (Republic) NYC, re.
 Harris, Claude: (Joey's Stables) Detroit, nc.
 Hart, Ruth: (Spanish Villa) Detroit, nc.
 Harnett: (Detroit Athletic Club) Detroit, nc.
 Hawaiian Serenaders: (Versailles) NYC, re.
 Hayden, Ernie: (Gayosa) Memphis, Tenn., h.
 Hayton, Lennie: (Hollywood) NYC, cb.
 Heath, Andy: (Hi-Ho) Newport, Del., nc.
 Heidt, Horace: (Biltmore) NYC, h.
 Herbeck, Ray: (Utah) Salt Lake City, h.
 Herman, Woody: (Roseland) NYC, b.
 Hermans, Le Betard: (San Sonce) Havana, Cuba, nc.
 Herren, Ken: (Chalfont) Pinehurst, N. C., nc.
 Hess, Charlie: (Maduras Danceland) Hammond, Ind., b.
 Hi Mar: (Bungalow Inn) Norristown, Pa.
 Hill, Harry: (Inglaterra) Peoria, Ill., b.
 Hills, Al: (Jess Willard's) Pittsburgh, c.
 Hines, Earl: (Grand Terrace) Chi, b.
 Hoagland, Claude: (Ten Eyck) Albany, N. Y., h.
 Hoffman, Earl: (Medinah Club) Chi, re.
 Holmes, Herbie: (Plaza) San Antonio, h.
 Hope, Hal: (Montclair) NYC, h.
 Huntley, Lloyd: (Mount Royal) Montreal, h.
 Hyder, Coc: (Ubangi) Phila, nc.
 Imperial Trio: (Imperial) NYC, h.
 Jaffe, Andy: (Congress) Chi, h.
 Jaffe, M. C.: (Ben Franklin) Phila, h.
 Jay, Jerry: (Willows) Pittsburgh, h.
 Jesters, The: (So-Ho Club) Springfield, Ill., nc.
 Johnson, Jerry: (Radison) Minneapolis, h.
 Johnson, Paul: (Buena Vista) Brockway, Pa., nc.
 Jones, Isham: (Lincoln) NYC, h.
 Joseph, Jimmy: (Queens Terrace) NYC, nc.
 Juele, Frank: (Bellevue-Stratford) Phila, h.
 Jurgens, Dick: (Drake) Chi, h.
 Kains, Paul: (De Witt Clinton) Albany, N. Y., h.
 Kavanaugh, George: (Webster Hall) Detroit, cb.
 Kavelin, Albert: (Blackstone) Chi, h.
 Kaets, Henri: (Anne Millstone's Rendezvous) Chi, nc.
 Keebler, Paul: (885 Club) Chi, nc.
 Keener, Lee: (Madison) Jefferson City, Mo., h.
 Kendis, Sully: (Stork) NYC, nc.
 King, Al: (Shaker Ridge Club) Albany, N. Y.
 King, Don: (Alamo Club) Green Bay, Wis., nc.
 King, Henry: (Fairmount) San Francisco, h.
 King, Tempo: (Manim's Chicken Koop) NYC, re.
 Kirkham, Don: (Blakeland Inn) Denver, nc.
 Klein, Jules: (Stadler) Detroit, h.
 Knight, Harold: (Adelphi) Phila, h.
 Koritzky, Boris: (Merry-Go-Round) NYC, nc.
 Kramer, Charles: (Esquire) Toronto, nc.
 Kress, Andy: (Avon Inn) Asbury Park, N. J.
 Krumin, Costya: (Russian Bear) New York, re.
 Kuznizer, Robert: (Martin's Rathskeller) NYC, nc.
 L'Amassadeur Band: (Wine Cellar) NYC, nc.
 La Salle, Frank: (Wivel) New York, nc.
 Lagman, Bill: (Club Trion) Mobile, Ala., nc.
 Lakona, Vic: (Concordville) Concordville, Pa., h.
 Laude, Jules: (St. Regis) NYC, h.
 Lang, Lou: (Bossert) Brooklyn, N. Y., h.
 Lavigne, Bryte: (Saracac) Saracac Lake, N. Y., h.
 LeBaron, Eddie: (Waldorf-Astoria) NYC, h.
 Leifer, Alan: (St. George) Brooklyn, h.
 Leali, Lee: (Grey Wolf Tavern) Sharon, Pa., nc.
 LeBrun, Duke: (L. H. Inn) Mishawaka, Ind., ro.
 Leba, Bert: (Green Lantern) Covington, Tenn., nc.
 Lehmas, Al: (Granada) Chi, b.
 Leonard, Leonard: (Cotton Club) Chi, nc.
 LeRoy, Howard: (Jermyn) Scranton, Pa., h.
 Levanti, Phil: (Bismarck) Chi, h.
 Light, Enoch: (McAlpin) New York, h.
 Lindeman, Udo: (Gloria Palace) New York, cb.
 Lishon, Henri: (Royale Frolics) Chi, nc.
 Lombardo, Guy: (Roosevelt) NYC, h.
 Lombardo, Ralph: (Dinty's Garden) Albany-Saratoga road, nc.
 Long, Johnny: (Merry Gardens) Chi, b.
 Lopez, Vincent: (Astor) NYC, h.
 Loss, Jimmy: (Royal Worth) West Palm Beach, Fla., h.
 Lossez, Billy: (Stork) Providence, nc.
 Lucas, Clyde: (French Casino) NYC, cb.
 Lustig, Billy: (Riviera) Washington, D. C., c.
 Lyman, Oscar: (31 Club) Phila, nc.
 Lynn, Al: (Villepugue's) NYC, nc.
 Lyon, Bob: (Commodore Club) Vancouver, B. C., Can.
 McCarn, Grace: (Chinese T Gardens) Detroit, re.
 McGill, Billie: (Logier's Cozy Grove) Detroit, nc.
 McGrew, Robert Fletcher: (LaSalle) Chi, h.
 McKenna, Red: (Continental Club) Flint, Mich.
 McKenzie, Red: (Red McKenzie) NYC, nc.
 McLean, Connie: (Kit Kat) NYC, nc.
 Mack, Austin: (Harry's New York Bar) Chi, nc.
 Mack, Ed: (Martin's Tavern) Lima, O., nc.
 Madden, Flea: (Silver Slipper) Brentwood, Pa., nc.
 Maddie, Larry: (Place Elegante) NYC, nc.

Malanga, Alberto: (Village Casino) NYC, nc.
 Maman, Steve: (Riviera Club) Averhill Park, NYC, nc.
 Maples, Nelson: (Henry) Pittsburgh, h.
 Mareno, Frank: (Sweeney) Baltimore, c.
 Martel, Gus: (Stork Club) NYC.
 Martin, Freddy: (Aragon) Chi, b.
 Masters, Frankie: (Stevens) Chi, h.
 Matthews, Steve: (Longview Farms) Pittsburgh, h.
 Mayhoff, Eddie: (Wellington) NYC, h.
 Mayo, Artie: (Belmont Grill) Bridgeport, Conn., re.
 Meadowbrook Boys: (Versailles) NYC, re.
 Merten, Marat: (Jaeger's) NYC, re.
 Meyers, Jack: (Club New Yorker) New York, nc.
 Middleman, Herman: (Nixon) Pittsburgh, c.
 Miller, Dave: (French Casino) Miami, nc.
 Miller, Walter: (Breakers) Palm Beach, h.
 Millinder, Lucky: (Vendome) Buffalo, nc.
 Mills, Dick: (Castle Forest) Opelousas, La., nc.
 Mills, Floyd: (Du Pont) Wilmington, Del., h.
 Morey, Al: (Aragon) Chi, b.
 Morgan, Russ: (Royal Palm) Miami, Fla., nc.
 Monroe, Jerry: (Green Tavern) Bronx, N. Y.
 Montmartre Boys, Four: (Jimmy Kelly's) NYC, nc.
 Moore, Carl: (New Blossom Heath) Tonawanda, N. Y.
 Moore, Eddie: (Eagles) Ithaca, N. Y., b.
 Morelli, Larry: (Merry Gardens) Lynchburg, Va.
 Motely, Berk: (Casa Grande) Berwyn, Md., nc.
 Munro, Hal: (Ivanhoe Gardens) Chi, nc.
 Myers, Stan: (Surf Club) Miami, nc.
 Nagel, Joe: (Moon Glow) Syracuse, N. Y., re.
 Namaro, Jimmie: (Esquire) Toronto, nc.
 Navarro, Al: (Belvedere) Baltimore, h.
 Neilbauer, Eddie: (Casino Moderne) Chi, b.
 Nelson, Chet: (Bradford) Boston, h.
 Newlin, Ted: (Fort Pitt) Pittsburgh, h.
 Newton, Bill: (Skylight Club) Cleveland, nc.
 Nickles, Billie: (Waldorf) Los Angeles, nc.
 Nicola, Frank: (Pink's) Passaic, N. J., nc.
 Nichols, Red: (Gibson) Cincinnati, h.
 Nodzo, George: (Imperial) Utica, N. Y., re.
 Norris, Stan: (Merry Gardens) Chi, b.
 Noury, Walt: (Roma) Haverhill, Mass., re.
 Novitt, Jules: (Gay '90s) Chi, nc.
 O'Hara, Ray: (Governor Clinton) NYC, h.
 Olson, George: (Edgewater Beach) Chi, h.
 Olson, Walter: (New Julius) Gardenville, N. Y., re.
 O'Neil, George: (Barth's) Pittsburgh, b.
 Osborne, Will: (Roosevelt) New Orleans, h.
 Oxford Entertainers: (Gamecock) NYC, re.
 Pablo, Don: (Merry-Go-Round) Dayton, O., nc.
 Palmer, Freddy: (Colonial Inn) Singac, N. J., re.
 Palmer, Kay: (Murray's) Tuckahoe, N. Y., nc.
 Panico, Louis: (Oriental Gardens) Chi, re.
 Parisians, The: (Cotton Club) Wilmington, Del., nc.
 Parks, Rex: (End-o-Main) Houston, Tex., nc.
 Peary, Bob: (Gramercy Hotel) Chi, h.
 Pecoraro, Dick: (Monte Rosa) NYC, re.
 Pendarvis, Paul: (St. Paul) St. Paul, Minn., h.
 Perry, Ron: (Lord Baltimore) Baltimore, h.
 Pete, Werner: (Merry Gardens) Chi, b.
 Peterson, Dee: (Villa D.) Detroit, nc.
 Peterson, Eric: (Woodlands) Ardley, N. Y., nc.
 Petti, Emil: (Savoy Plaza) NYC, h.
 Petti, Henry: (Top Hat) Brooklyn, nc.
 Pettis, Jack: (LaSalle) Los Angeles, h.
 Phalen, Jimmy: (Romance Inn) Angola, N. Y., nc.
 Pineda, Juan: (Monte Cristo) Chi, c.
 Pitman, Jack: (Port Arthur) Providence, R. I., re.
 Platt, Earl: (Broad Street Grill) Harrisburg, Pa., re.
 Pollack, Ben: (Beverly) Hollywood, h.
 Powell, John: (Caliente) NYC, nc.
 Prima, Louis: (Famous Door) Hollywood, nc.
 Provost, Eddie: (Penthouse) Baltimore, nc.
 Raeburn, Boyd: (Trion) Chi, b.
 Raginsky, Misha: (Commodore) NYC, h.
 Rainbow Ramblers: (Club Moose) Haverhill, Mass., nc.
 Ramos, Don: (Colonnade) Chester, Pa., h.
 Rando, Henry: (Chez Paree) New Orleans, nc.
 Rausch, George: (Melody Mill) Chi, b.
 Ravel, Arthur: (New Yorker) NYC, h.
 Reader, Charles: (Fort Montague) Nassau, B. W. I., h.
 Regal, Tommy: (Syracuse) Syracuse, N. Y., h.
 Reisman, Leo: (Waldorf-Astoria) NYC, h.
 Reser, Harry: (Biltmore) Providence, R. I., h.
 Resh, Benny: (McCurdy) Evansville, Ind., h.
 Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.
 Rice, Johnny: (Brinkley's) Washington, D. C., nc.
 Richards, Barney: (Limehouse) Chi, nc.
 Rinaldo, Nino: (Yacht Club) Chi, nc.
 Rizzo, Vincent: (Adelphia) Phila, h.
 Roberts, Keith: (Grand Terrace) Wichita, Kan., b.
 Rodriguez, Chago: (Hildebrecht) Trenton, h.
 Rodriguez, Jose: (Montparnasse) NYC, nc.
 Rogers, Roly: (Brunswick Casino) Boston, h.
 Roland, Will: (Schenley) Pittsburgh, h.
 Rollins, Ted: (Roadside Rest) Oceanside, I. I.
 Romano, Phil: (Palm Island) Miami, nc.
 Rosen, Tommy: (Wisteria Gardens) Atlanta, nc.
 Russell, Jack: (Melody Mill) Chi, b.
 Rutin, Yury: (Russian Bear) NYC, nc.
 Sabin, Paul: (Town Casino) Miami, nc.
 Salingor, Al: (Benny the Bum's) Phila, nc.
 Santora, Al: (Anchorage) Pittsburgh, c.
 Santury, Henry: (Pompeian Gardens) North Hollywood, Calif.
 Schoeller, Dave: (Piccadilly) NYC, h.
 Schreiber, Carl: (Pershing) Chi, b.
 Schellang, Augie: (Roosevelt) New Orleans, h.
 Sears, Carl: (Childs Paramount) NYC, re.
 Sears, Walt: (Indian Roof) Indianapolis, b.
 Senators, Three: (French Casino) Miami, nc.
 Septeto, Canto: (San Souci) Havana, nc.
 Shapiro, Zeke: (Rose) Mishawaka, Ind., b.
 Shannon, Richard: (Rendezvous) Houston, Tex., nc.
 Sherr, Jack: (St. Moritz) NYC, h.
 Simmons, Lennie: (Black Cat) NYC, nc.
 Smith, Joseph C.: (Montparnasse) NYC, nc.
 Smith, Staff: (Onyx) NYC, nc.
 Snyder, Dick: (Hildeberg) Baton Rouge, h.
 Succarres, The: (Small's Paradise) NYC, cb.
 Slater, Hap: (Motor Square Garden) Pittsburgh, h.
 Stanley, Stan: (Jung) New Orleans, h.
 Steck, Gus: (Dempey's) Miami, re.
 Steele, Roger: (Bali) NYC, nc.
 Sten, Elinore: (New York Exchange Club) Tampa, Fla.
 Stern, Harold: (Merry-Go-Round) Brooklyn, nc.
 Stevens, Bernie: (Bagdad) Providence, nc.
 Strom, Roy: (5th Ave.) NYC, h.

Subel, Allan: (Bedford Springs) Bedford Springs, Pa., h.
 Texas Co-Eds: (La Fontaine) Huntington, Ind., h.
 Thompson, Glenna Jane: (Three-Mile Inn) Monroe, La., ro.
 Thorn, Bob: (Mill Basin Hofbrau) NYC, c.
 Torrey, Bob: (Jefferson Gardens) South Bend, Ind., nc.
 Thurn, Otto: (Alpine Village Hofbrau) Cleveland, re.
 Towne, Loren: (400 Club) Wichita, Kan., nc.
 Tracy, Jack: (Frances) Monroe, La., h.
 Tramp Band: (Powatan) Detroit, nc.
 Travers, Vincent: (French Casino) NYC, cb.
 Tydesley, Bobbie: (Irvin Cobb) Paducah, Ky., h.
 Tucker, George: (New Albany) Albany, Ga., h.
 Tucker, Orin: (Lookout House) Covington, Ky., nc.
 Tuttle, Elisha: (Le Mirage) NYC, nc.
 VanWinkle, Joe: (Melody Grill) Kokomo, Ind.
 Wagner, Bill: (Jimmy Kelly's) Brooklyn, nc.
 Wagner, George: (Barrel of Fun) NYC, nc.
 Wagner, Perce: (Bob's) Ferriday, La., nc.
 Wald, Jean: (Broadhead) Beaver Fall, Pa., h.
 Waldman, Herman: (Peabody) Memphis, h.
 Warner, Billy: (Twilight Inn) East Paterson, N. J., re.
 Waterhouse, Frank: (Casanova) Wichita, Kan., re.
 Watts, Kenny: (Dicky Wells) Harlem, New York, nc.
 Webb, Chic: (Savoy) NYC, b.
 Webb, Joe: (Queen Mary) NYC, re.
 Webb, Howdy: (Villa Rosa) Johnstown, Pa., nc.
 Weber, Curt: (Weismantel's) Brooklyn, nc.
 Webster, Ralph: (Rainbow Gardens) Denver, b.
 Weeks, Ranny: (Cocoanut Grove) Boston, re.
 Weems, Ted: (Trion) Chi, b.
 Weiser, Leo: (Michigan Tavern) Niles, Mich., nc.
 Whalen, Jimmy: (Bertolotti) NYC, cb.
 White, Dave: (Oasis Grill) New York City, re.
 White, Lew: (Variety) NYC, nc.
 Whitney, Palmer: (Baker) St. Charles, Ill., h.
 Williams, Cookie: (Village Casino) NYC, nc.
 Williams, Griff: (Mark Hopkins) San Francisco, h.
 Williams, Joe: (Mark Twain) Hannibal, Mo., h.
 Wintz, Julie: (Top Hat) Union City, N. J., nc.
 Wolfe, Al: (Circus Club) Bloomington, Ill., nc.
 Yanvego: (Bali) NYC, nc.
 Yohe, Russ: (Fritch's) Wilmington, Del., nc.
 Young, Ben: (400) Wichita, Kan., nc.
 Young, Bob: (Utah) Salt Lake City, h.
 Zarin, Michael: (Waldorf-Astoria) New York.
 Zatour, Joseph: (Shelton) NYC, h.
 Zeeman, Barney: (20th Century) Phila, nc.
 Zelman, Rubin: (Caravan) NYC, nc.
 Zito, Horatio: (Merry-Go-Round) NYC, nc.

Brown, Rhythm: (Uproar House) NYC, nc.
 Brown Bros.: (Robinson Grand) Clarkburg, W. Va., 6-7 t; (Strand) Cumberland, Md., 8-11 t.
 Cole, Walter: (Barrel of Fun) NYC, nc.
 Coriell Trio: (Savoy) Shawnee, Okla., t.
 Dawn & Darrow: (Commodore) NYC, h.
 Dunn, Vera: (Village Casino) NYC, nc.
 Edwards, Joan: (Merry-Go-Round) Brooklyn, nc.
 Fuller, Howard: (Middleburg) Logan, W. Va., 5-6; (Pocahontas) Welch, W. Va., 7, t.
 Garr, Eddie: (Hollywood Country Club) Hollywood, Fla., nc.
 Gordon, Jean: (Village Casino) NYC, nc.
 Hayworth, SeaBee Revue: (Liberty) N. Wilkesboro, N. C., t.
 Jarrot, Lucille: (L'Escargot D'Or) NYC, re.
 Kane, Allen & Boys: (Monte Carlo Bar Hotel) Chi, h.
 Kirk, Jean: (Commodore) NYC, h.
 McConnell & Moore: (Roosevelt) Oakland, Calif., t.
 Marlow, The Great: (Shrine Circus) Detroit, 1-14.
 Noah, Tera: (Village Casino) NYC, nc.
 Nordstrom, Sig and Dagmar: (Larue's) NYC, nc.
 Nubi: (Park Central) NYC, h.
 Ope, Ben: (Versailles) NYC, re.
 Pierce, Marian: (Merry-Go-Round Bar) NYC, nc.
 Sing, Toly: (Harris) Chi, t.
 Strickland, Charles F.: (Buckingham) NYC, re.
 Sutton, Ginger: (Le Mirage) NYC, nc.
 Villon, Renee: (Mirador) NYC, nc.
 Whitey & Ed Ford: (Casino Parisien) Chi, nc.
 Yanyego Voodoo Dancers: (Le Mirage) NYC, nc.

BANDS AND ORCHESTRAS

Balou, Dick: (Arcadia) NYC, b.
 Golden, Neil: (Brass Hall) NYC, re.
 Jelenik, Eugene: (Venezia) NYC, re.
 Johnson, Jerry: (New Kenmore) Albany, N. Y., h.
 Joy, Jimmy: (Claridge) Memphis, h.
 Knowles, Jesse: (Del-Rio) Nashville, nc.
 McCune, Bill: (Bossert) Brooklyn, h.
 McCune, Bill: (Plaza) NYC, h.
 Morris, Griff: (Wagon-Wheel) Akron, O., c.
 Schofield, Al: (Childs Old France) Boston, re.
 Siboney Rumba Band: (Le Mirage) NYC, nc.
 Tate, Erskine: (Cotton Club) Chi, nc.
 Tompkins, Tommy: (Raymor) Boston, b.
 Travers, George: (Oetjen's) Brooklyn, re.
 Cornelius, Paul: (Royal Villa) Omaha, nc.
 Davis, Johnny: (Showboat) St. Louis, b.
 Goho, Billy: (Checkerbox) Buffalo, c.
 Nelson, Harold: (Three Mile Inn) Monroe, La., nc.
 Read, Kemp: (Spartan Club) New Bedford, Mass., nc.
 Stevens, Dale: (Club Circus) Mansfield, O., nc.
 Thurston, Hal: (Lido Club) Charlotte, N. C., nc.
 Zarnow, Ralph: (Kit Kat) Des Moines, nc.

REPERTOIRE

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)
 Harvey Players: Dyersburg, Tenn., 1-6.
 Hayworth, Seabee, Players: (Strand) Cherryville, N. C., 4; (Rivoli) Lincolnton, 5-6.

MISCELLANEOUS

Birch, Magician: (Auditorium) Shawnee, Okla., 4-5; Maud, 6; Holdenville, 8; Ada, 9; Durant, 10.
 Marine & Firestone: Stock Yards Station, Fort Worth, Tex., 1-6.
 Marquis, Magician: Detroit, Mich., 3; Anderson, Ind., 5-6.
 Ricton's Show: Scotland, Ga., 1-3; Surrency, 4-6.

CIRCUS AND WILD WEST

W. P. A.: (245th Coast Artillery, Jefferson and Sumner Aves.) Brooklyn, 4-6.

CARNIVAL

Barfield's Cosmopolitan: Frostproof, Fla.
 Florida Expo: Spa Beach Park, St. Petersburg, Fla.
 Great Western: Quitman, Miss.
 (See Routes on page 65)

Mass. Agents Urge Licenses

BOSTON, Jan. 30.—State-wide prevention of unlicensed and unbonded bookers is being urged by the Massachusetts Theatrical Agents' Protective Association thru a delegation comprising Lewis Frey, president, Lou Golden, trustee, and Leslie M. Kreidberg, counsel.
 Attorney-General Paul A. Dever states that by law, it is necessary for all persons in business of booking actors, actresses, and musicians, to be licensed and bonded.

Licenses are to be issued by the police commissioner in Boston, and by the aldermen or selectmen of the city or town in which the agent's office is located.

Loses Hair; Wants 100 Gs

NEW YORK, Jan. 30.—Ann Suter, vaude and night club performer, has filed suit against a local beauty parlor for \$100,000 damages she claims she is entitled to because her hair fell out after a permanent wave treatment. Miss Suter, who is now wearing a transformation which she will be obliged to retain for a year, took the permanent December 8. At that time, she was working at a night club and alleges loss of her job as a result of the unusual effects of the beautification.
 Defendant is Lucille Beauty Shops, suit having been entered by William J. Rapp, attorney for the complainant.

Additional Routes

ACTS, UNITS AND ATTRACTIONS
 Aerial Lazellas: (Palamor) Seattle, Wash., 8-14 t.
 Ballard & Rae: (Jefferson) St. Louis, h.
 Banks, Sadie: (Old Rumanian) NYC, re.
 Belasi & Skaren: (Broadway Hofbrau) NYC, nc.
 Beno, Ben: (Fair) Ft. Lauderdale, Fla., 9-13.
 Bernard, Phil: (Auditorium) Newark, O., 5-6 t; (Memorial) Mt. Vernon, O., 7-10 t; (Indiana) Richmond, Ind., 12-14 t.
 Bordine & Carol: (Monte Carlo) NYC, nc.
 Boston Sisters: (L'Escargot D'Or) NYC, re.

Big Show to Open April 8

Negotiations however still on for pre-Garden engagement at 177th St. Coliseum

NEW YORK, Jan. 30.—Samuel W. Gumpertz, vice-president and general manager of the Ringling Bros. and Barnum & Bailey Combined Circus, announced this week that the show will open its 1937 Madison Square Garden engagement on April 8. He indicated that negotiations are still on for a pre-Garden date at the 177th Street Coliseum, beginning preferably March 27, nine days after the Cole Bros.-Clyde Beatty Circus New York debut at the Hippodrome.

Reports that the Ringling-Barnum Show was seriously considering a Coliseum engagement first broke last fall, but it was later believed that the negotiations had fallen thru. At present, however, the Ringling organization is still interested in a proposition, provided a satisfactory agreement can be reached with the Coliseum management. Business at the big Bronx arena has evidently not been too good this winter, weekly fight on Tuesday evening carrying it thru. The fact that a circus would break the fight-night continuity and then pull out after a few days is evidently making the Bronx boys think twice. It is understood that the circus and Coliseum have been experiencing difficulty in arriving at satisfactory terms on other angles.

Queried in Sarasota, Fla., this week, Mr. Gumpertz stated: "We have a man at the Coliseum. If it (Coliseum) is big enough we will open there March 27."

Dexter Fellows On Air

NEW YORK, Jan. 30.—Dexter Fellows, dean of circus press agents and veteran story man of the Ringling show for many years, appeared on Joe Cook's full-hour variety show Jan. 23 for Shell Oil Company. Altho it was not Fellows' first stint on the air, it was nevertheless an unusual pastime for the much-publicized publicity getter. Toto, veteran clown of the big top, appeared on the same program, together with several artists of the stage, screen and radio.

Eddie Jackson Returns To Ringling-Barnum Show

MACON, Ga., Jan. 30.—Eddie Jackson, who was a story man on Downie Bros.' Circus press staff last season, returns to the Ringling-Barnum Circus this season. He will return to one of the advertising cars, a position he held for several years. Bill Moore, on legal staff of Al G. Barnes Circus last season, visited here following an automobile trip to the Pacific Coast. His future plans were not announced.

Another adjuster, Joe Haworth, of the Mighty Haag Show, also visited here for several days.

Vaughan on Road

ST. LOUIS, Jan. 27.—Eddie Vaughan, legal adjuster of Ringling-Barnum Circus, was a visitor at *The Billboard* Monday while en route from Dallas to New York. He has been traveling practically all winter for the Big One adjusting cases in various cities. Vaughan advised that his wife has been residing in Dallas for the last six months with her granddaughter, Betty McKee, and that her home on Bowser avenue is a mecca for many outdoor showfolk there. Mrs. Vaughan, who was ill in this city until the time of her departure for Dallas, has completely regained her health.

Biggest Matinee for WPA Show

NEW YORK, Jan. 30.—WPA Federal Theater Project's circus opened the third of its week-end runs at Bronx Coliseum January 23 to the biggest matinee of the date. Biz was fair at night. Sunday saw another big matinee. Rain and snow spoiled the night, biz being very poor. Project officials estimate that more than 25,000 adults and children have paid their way since Bronx date opened.

Publicity department arranged a tieup with Station WBNX and show received a nice break on the air. Visitors included J. Hamilton Gilbert, Mary Wozniak and Anne Herberts, reports Wendell J. Goodwin.



WHO WOULD deny that they were happy moments when this picture was taken by the candid cameraman in Chicago recently? Left to right: Don Howland, Ledger Reed, Earl Shipley, Harry Atwell, Clint W. Finney and Nat Green, all well known in the circus world.

Adkins and Terrell Aid Flood Sufferers With Special Train

ROCHESTER, Ind., Jan. 30.—A special train made up of sleeping cars with several flats loaded with cook house and dining equipment was dispatched by Adkins and Terrell, owners of Cole Bros.' Circus, from their winter quarters here to the Ohio river flood zone Tuesday night.

Immediately following the receipt of a telegram from Admiral Grayson of the Red Cross, the winter quarters forces were quickly mobilized and within several hours the train departed for Jeffersonville, Ind., via Indianapolis and thence over the Pennsylvania tracks. Enough cook-house equipment was taken to feed several thousand refugees daily.

The Pullman cars will be utilized for living and sleeping purposes until the flood subsides. Thirty cooks, waiters, porters and several bosses accompanied the train.

The radio in the club house was tuned in Saturday night to catch Clyde Beatty's broadcast over the NBC national hookup. Beatty appeared as a guest star in Joe Cook's Shell Chateau Hour. The entertaining hour was replete with sawdust and spangle atmosphere and it remained for Beatty to give the added sock to the program.

Jess Adkins is back in winter quarters after a several days' visit to New York City.

Atterbury, Akins On Tour

DAKOTA CITY, Neb., Jan. 30.—R. L. Atterbury and H. C. Akins left here for a tour of Texas. En route they stopped at Emporia, Kan., to visit Bud Anderson, manager of Seal Bros. Circus. Will be in San Antonio for about a month. Atterbury bought a five-ton elephant semi-trailer from Tol Teeter.

Atterbury show will be enlarged for 26th annual tour. H. V. Winslow has been engaged as general agent and Fred Lober, brigade agent, in charge of bill-posting. Special paper will be used. Some acts from South America have been engaged.

Harriet Snellen Under Knife

LOS ANGELES, Jan. 30.—Harriet Snellen, of the Aerial Ballet with Ringling-Barnum Circus and daughter of the late Happy Jack Snellen, is hospitalized here for an emergency sinus operation. She was forced to leave location in Truckee, where she was doubling for Karen Morley, screen actress, in hazardous snow scenes. She is also stand-in for Miss Morley and was to have started work on a new picture with the featured player in the immediate future.

Miss Snellen will shortly return to Sarasota, Fla., to recuperate and prepare to go out with the circus in the spring.

Royals to Mix Quarters

HOT SPRINGS, Ark., Jan. 30.—Rhoda Royal, equestrian director of Tom Mix Circus, and wife left for Anniston, Ala., winter quarters of show. Mix circus will have a regular horse show as Mr. Royal has made a trip to Kentucky and picked some fine five-gaited saddle horses.

Draft horses with the show, numbering 190 head, are wintering on the show's farm at Argus, Ind., 2 miles away.

A decided innovation in the illumination of the big top for the road season is being constructed in the electrical shops at winter quarters.

Two car loads of Oregon spruce was received yesterday from Albany, Ore., and will be utilized for the construction of new seats.

All of the cages, dens and menagerie equipage are out of the paint shops, stored and ready for the road season.

IABP&B Local No. 10

MINNEAPOLIS, Jan. 30.—The following officers of IABP&B, Local No. 10, were recently installed for this year: E. E. Schrimpf, president; C. N. Munsen, recording secretary; Zach Luckens, treasurer; Harry J. Mansfield, vice-president; H. M. Fretag, business agent; S. M. Robbe, sergeant-at-arms.

Work for January has been slack, but outlook for next few months is very bright.

Charles Coburn is visiting around in Duluth; Charles Hough is with a burlesque show; Sky Heggerness is tacking banners; Art Beeth and Max Aberman are resting until spring work begins at the shop.

Patterson Acts Contracted

PONTIAC, Mich., Jan. 30.—The Patterson Bros. Three-ring Circus, being organized here, will be under management of J. C. Patterson, assisted by John Ellis, reports Tom Bondy, who will be with show. Everything being assembled here will be new, including a large light plant. There will be a 10-piece big show band (all new uniforms), also a colored band for Side Show.

George (Doc) White will be ahead with six billers and two trucks, with a new paper by Donaldson's.

Patterson's dogs and ponies will be featured along with Mme. Bezan's lions and tigers. The following have been contracted: Bob Evans and his band, Mme. Bezan, Crouch family of aerialists, Bob Barrett and wife, slack wire; Art Regoban, equestrian director with 10 head of stock.

Lindemanns Visit Quarters

SPRINGFIELD, MO., Jan. 30.—Lindemann Brothers, Bill, Pete and Al, owners of Seils-Sterling Circus, and Orville Lindemann made a visit to several winter quarters en route from their home at Sheboygan, Wis., to their quarters here. At Cole Bros.' Circus, Rochester, Ind., they visited with Capt. Seymour and Charles Young; at Peru, with Ralph Clawson and Terrell Jacobs, who is recovering from recent injuries; at Rolla, Mo., with Claude Webb and wife and Justus Edwards.

Orville Lindemann has recovered from a recent siege of tonsillitis and an infected eye. Whitey Carroll, chef, is recovering from illness.

Barnes Will Open Earlier

Large force rushing work at quarters—most baggage wagons are now ready

LOS ANGELES, Jan. 30.—There is a large force busy at the Al G. Barnes winter quarters in Baldwin Park. While the opening date has not yet been announced, it will be earlier than last year.

Painting is in charge of E. F. Burnett with Charles Parker doing the pictorial work on cages. Most of the baggage wagons are ready and a stand-out paint job was done on these.

There has been considerable difficulty encountered in the paint work due to the heavy pall of smoke that made the quarters pretty dark until the middle of day. The smoke came from the smudge fires that were necessary to save the citrus crop endangered by heavy frosts and severe cold.

Capt. W. H. Curtis has a large force working on seats, poles, etc. Bob Thornton is working new menage horses and a new zebra act. Roland Simpson is working out menage and high-jumping horses. Merle Ritenour is utilizing one of the outside rings working his school and others. Herman Walther is chef at winter quarters, feeding 105 men. Dusty Rhodes is purchasing agent. With the dining department are Bill Wells, John McGinty, Leonard Radle, Harvey A. Krudel and Ralph Richie. Walter McLain, superintendent of elephants, has 18 pachyderms, all being worked out, and aside from the usual routine of bull acts, is working two special numbers that should prove interesting in acts such as this. Assisting him are Charles Morgan, Scotty Noble and five others. Joe Belovocky is working the seals. He has several new ones and is breaking them for an act. He has Leslie Borinstein assisting.

Ed Miller is handling the lead stock. Mike Tschudy is with the baggage stock at Corona, Calif. Hal Silver is working out daily on the wire and perfecting a forward somersault. Bill Foix recently suffered injuries from a lion which he was working into his straight lion act. He is at Golden State Hospital. Bert Nelson is working animals for his new mixed group. There will be, it was stated, 28 cats in the act. Very remarkable is the work of the tigress Princess after being in training only a week. Capt. John Hoffman is standing by on the Nelson act.

Jake Newman, general agent, was in for a conference with Manager Cronin. Theo. Forstall is busy with the details of getting ready for the opening. Mr. Cronin stated that he was not at liberty to announce names of acts that would be featured but stated that the show under the new title would be an outstanding one. Recent arrivals are Michel Ramirez, ballet master, of Mexico City and Senorita Florentine Morales, who will assist in the dance numbers and design the special wardrobe for the new spec, to which several singers, male and female, will be added. It was stated that a contract had been signed for the Three Del Rios, midgets, and that they will be a menagerie display.

Here and There

MIAMI, Jan. 30.—Many of the Downie boys are around the bill room of Harold Tobin, ready to throw paste for the Shrine Circus here.

Edward J. Totenhagen was married December 26 at Polo, Ill. Has been a biller with Tom Mix Circus last two years. Edward Caupert, also of Mix show, was married in Memphis.

Clarence Porter, on advance of Mix show last three seasons, has left hospital in Norfolk, Va., and is at home, 511 Standish street, Elgin, Ill., convalescing from a long illness of malaria fever.

Rocco Longo can be seen in the ballrooms of Brooklyn.

Jack Carlino is back in Alexandria, La. He is doing well with his grocery store. Dick O'Brien is doing fine on the West Coast.

Ralph Locke, of St. Marys, W. Va., advises that he will again troupe coming season.

The writer, Henry Barth, on the advance of the Mix show the last three seasons, has returned from Hollywood, Fla. Guest of Mr. and Mrs. Frances Kitman, of the Russell show.

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*With the
Circus Fans*

By THE RINGMASTER

CFA. Secretary.
 President, FRANK H. HARTLESS, W. M. BUCKINGHAM,
 2930 West Lake Street, Thames Bank,
 Chicago, Ill. Norwich, Conn.
 (Conducted by WALTER HOHENADEL, Editor
 "The White Tops," care Hohenadel Printing Com-
 pany, Rochelle, Ill.)

ROCHELLE, Ill., Jan. 30.—Members of the Alfredo Codona Tent, San Antonio, Texas, were entertained by Harry Hertzberg at his home Thursday evening, January 21. A Mexican dinner was served to the party. The dining room was decorated with many pieces of the matchless Hertzberg Circus collection. Three new members were taken into the CFA and became members of the local tent. They were Howard Pardue, C. W. Miller and Hollis L. Bridgman, all of San Antonio.

Officers elected for the coming year were Judge Frost Woodhull, chairman and Pasco Scaperlanda was re-elected secretary. Those present were Pompeo Coppini, of the New York City Tent; Frank H. Hartless, of Chicago, National CFA president; Tom Williams of Mexico City; Bentley Young of Dallas; L. C. Townsend of El Paso, Texas; John Meusebach, Porter Loring, Dr. W. M. Wolf, Paul McSween, Judge Frost Woodhull, Richard Gill, Walter Loughridge, Louis Kayton, Jack Pitluk, Al Biedenbarn, Pasco Scaperlanda, Tom Scaperlanda, Col. C. G. Sturtevant, Howard Pardue, Hollis L. Bridgman, C. W. Miller, and Harry Hertzberg, all of the San Antonio Tent.

Pompeo Coppini, Tom Williams, Bentley Young, Hollis L. Bridgman, President Frank Hartless and the new members all made interesting talks.

National Secretary Walter M. Buckingham celebrated his (?) birthday January 25.

Mr. and Mrs. Frank H. Hartless arrived at San Antonio, Texas, January 20th and will be located at the St. Anthony Hotel for the balance of the winter.

in front of the White House, every chair in the stands was down and stacked ready to load in trucks. In addition to the 23,000 grand-stand seats, 14,000 circus blues were used.

Assisting Allen and on his staff were Jerome T. Harriman and Vance Kinter of Downie Bros.' Circus; William Macy, Rex M. Ingham, general agent; Col. Jack Beck, Arthur Wiseman, P. W. Sparks and Bob Denmead. During the parade Harriman was in charge of the press section in the stand directly opposite the President. In this section were 600 newspaper men representing papers from all over the world. This was a difficult assignment and was ably cared for by Harriman.

On the roof of Grand Stand No. 9, in charge of Ingham, 100 news reel men, signal corps photographers, etc., were unable to get any shots of pre-parade views on account of heavy rain. A section of stand was cleared inside and photographers shot the parade from a sheltered position.

Graham McNamee, announcer, told of the splendid work performed by ushers and supervisors and praised the circus for training of these men.

**Circus Men On Job
At the Inaugural**

WASHINGTON, Jan. 30.—With Melvin D. Hildreth, prominent Washington attorney and Circus Fan as chairman of the Grand-Stand Committee, a number of former circus executives were brought here to place the chairs in the stands and handle the folks who occupied them during the Roosevelt Inaugural parade held here January 20. For a week these men, under direction of Harry A. Allen, last season contracting agent of Downie Bros. Circus, had been laying off, numbering and directing the placing of 23,000 folding chairs in 10 grand stands.

In the working crew of 60 men was a number of big-top property and seat men. All seats were placed and numbered one day ahead of schedule. With the circus men as general supervisors, 60 supervisors and 1500 boy scouts acting as ushers, seated the people with speed and accuracy. Ram beating in the stands called for a number of seat switches and no little fixing.

One hour and 15 minutes after the parade had passed the reviewing stand

IABP&B Meet Set

PITTSBURGH, Jan. 30.—The bi-annual convention of the International Association of Billposters and Billers of the U. S. and Canada has been set here for July 12 to 15. President Leo Abernathy announces. The business sessions will be held at the Fort Pitt Hotel.

Rice Has 43-Week Season

JACKSON, TENN., Jan. 30.—The Dan Rice Circus closed January 22 at Oakdale, La., after a season of 43 weeks. Show encountered rain the last 29 days. It is in quarters here.

IABP&B, Local No. 46, Elects

CLEVELAND, Jan. 30.—The following officers of IABP&B, Local No. 46, have been elected for this year: Tom Rocky, president; Leslie Stein, vice-president; Charles Silbers, treasurer; Guy L. Howard, financial secretary; H. Levy, J. Blan-

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kensop and Dan Lamson, trustees; Robert O. Williams, business agent. The local has moved to new quarters at 1280 W. 3rd street.

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Under the Marquee

By CIRCUS SOLLY

SEEN IN FRONT of the Forrest Theater on 49th street, New York last week in earnest conversation were Jess Adkins, Joe Donahue and Floyd King.

FRANK B. HUBIN, old-time showman of Atlantic City, states that he is writing a book of his life in the circus world. He lost all of his old route books and a two-page illustration of old-time circus owners in *The Billboard* some years ago in a fire. He would like to have old photos, cuts, programs, etc.

FRANK KEEBLE, veteran circus musician, resides in Jeffersonville, Ind. He trouped with the old Miles Orton Show, 1892; Sells Bros., 1893-'94 (Mont Long, band leader); Ringling Bros., 1895; Buffalo Bill's Wild West Show during the European tour, and John Robinson Show, 1916-'17. Last circus he appeared with was the Grand Circo Shipp. Was with Beach & Bowers Minstrels and Primrose and Dockstader many years ago.

JEAN BELASCO, publicizing the Frank Wirth Shows, is a modest, unassuming press agent, but he certainly lands his material. He recently had plenty of it in the Brockton, Mass., papers. Belasco has been with Gorman Bros., Walter L. Main and other circuses. He is a protege of A. Toxin Worm. He was with Marlon Manola and Digby Bell in *The Wedding Day*, Ezra Kendall in *The Vinegar Buyer*, Cohan & Harris' *Talk of New York*, *Fifty Miles From Boston*, the original *The Clansman* and many other well-known shows.

FRANK MAHERY, banner squarer with Ringling-Barnum circus, has secured some choice locations in New York for his show. He is making his headquarters at the President Hotel.

HARRY R. (SHORTY) RHODES, circus band leader and Highland piper, offers the following autobiographical note: "After obtaining discharge from band in Sixth Infantry, U. S. A., played cornet in Variety Theater in Louisville, Ky. Trouped with Ed C. Abbey's Columbia Shows (two-car circus), Senter Peyton Comedy Company (under canvas), Thurman's London Shows, T. D. Lee Variety Show and Museum, Vard Phillips, Ed and Fred Powell, Ed Powell and Dick Barker, Rosco and Swift's *Uncle Tom's Cabin* and Loyd's Tom show. Joined Haag's Pavillon Show September 24, 1895.

Show later became the Mighty Haag Show and to date Rhodes has been with the organization going on 43 years."

AL SMITH, who was an eight and ten-horse-team driver on the Downie Walter L. Main Circus 15 years ago and has a troupe of trained dogs, an educated group of spotted hogs, his own housecar and trailer, all necessary props and equipment for his acts and also is an expert whip cracker, is wintering in Savannah. He shows his thrifty disposition by a local engagement at one of the large auto garage plants, where he is demonstrating his ability as a mechanic.

MARION WALLICK informs that Mac's South Sea Islanders and company, Eve Morris, Russell Martin and Babe Lucas visited his home in Dover, O., previous to a two-day engagement at Union Theater, New Philadelphia, O. They are with DeBarrie's *Bird of Paradise Revue*, now playing the Sun time. An evening of entertainment and chicken supper was enjoyed by all at Wallick Dance Studio. Several of the Wallick entertainers and dance pupils also were present.

ARTHUR DIGGS, director of the WPA circus in New York, may heed the call of the road when the blue birds sing. He managed a bill car on the Barnum & Bailey show for many years. His last trouping was with Sparks Circus the last season it was out.

SLIVERS JOHNSON has not been with a circus last two years, but has been playing fairs with two Funny Fords. He again will have two of them this season. Is clowning at Rochester, N. Y., indoor circus February 1-6. Mrs. Johnson has been traveling with Slivers, but not working.

S. W. (BILL) BAILEY, clown cop, is doing street advertising for Warner and Orpheum theaters in Memphis. Will be with Sells-Sterling Circus this season.

PAUL THORPE, manager of the Flying Sensations, closed a week's engagement at Florida Orange Festival, Winter Haven, Fla. Other acts there were DeKohl Troupe, chair balancing, rolling globe and juggling; Fearless Franzelon, on high pole; Madame Marie's Comedy Circus; Zacchini, cannon act. Flying Sensations will be at the Bob Morton Circus in Miami.

WALTER L. MAIN'S string of farms in Northeastern Ohio were very productive last year. Improvements have been made and there is a possibility that the Main circus will winter at Geneva, O., next fall. Walter L. Main advises that Charles Sparks will work with him in not covering each other's paper. Main is holding his own in bowling with professionals at Geneva, also defeats most of the old-timers at checkers.

MELVIN D. HILDRETH entertained W. J. Lester, Cole Bros.' Circus contracting agent, when he was in the capital at President Roosevelt's inauguration.

EDDIE AJACKS was at Grand Rapids, Mich., Shrine Circus with his pedestal contortion act. Harry Jemmers had concessions. Harry DeMar, of DeMar Bros., wire act, is working out in a gymnasium at Grand Rapids. J. S. Robertson, side show man, will be with white tops this season.

WILLIAM (BILL) STARR will handle the front of H. J. (Slim) Young's animal show. Ben Burse will have the girl show.

BUCK LEAHY, comedy contortionist, opened January 25 for two weeks' engagement at Club Lido, Worcester, Mass.

WILLIAM C. H. LUMB has contracted with World's Fair Side Show, Coney Island, N. Y., as ticket seller and talker. Will open April 4.

PHIL LASTER, who has been with 101 Ranch and Cole Bros. shows and who has been in a Boston hospital four months, is now at Campbell, Tex., endeavoring to recover. Letters from acquaintances will be appreciated.

F. F. ELLIS, of Seal Bros. Circus, stopped off in Salt Lake City on his way to the West Coast and visited with Manager Peter Kortez and Jockey Day, of the World's Fair Believe It Or Not Show. Ellis also visited relatives.

FRANK B. HUBIN is running for sheriff at Atlantic County in New Jersey.

HAROLD HUNTER, head butcher with Eddy Bros.' Circus last year, will be connected with Charles Schatt Concession Company this season. He has been selling novelties to night clubs this winter.

PAT MURPHY, last season on the No. 2 car of Al G. Barnes Circus, is wintering in Santa Monica, Calif. He will again troupe the coming season.

DEWEY ORRELL, bass player with Cooper Bros.' Circus last season, is at Hot Springs, Ark., for the winter.

CHARLES BERNARD, veteran showman of Savannah, Ga., has a wonderful collection of circus history photographs.

JACK GRIMES, of the press staff of the Barnes Show, is in San Francisco handling advance publicity for Islam Shrine Circus.

THE WATKINS' dog act (11 dogs) and large chimp, Tarzan, are going over big with Santos & Artigas Circus in Cuba.

JACK ELKINS, veteran side show talker, will again be with the Barnes Circus Side Show.

ORVILLE SPEER, since closing with the Memphis Minstrels October 9, has been in Texas with the Great Western Show, playing week stands.

DRESSEN'S Circus Capers is now in Alabama, doing excellent biz. Will open on Martin's Time out of Columbus, Ga., February 15 for six weeks. Rube Curtis and son visited show at Moss Point, Miss.

E. A. BRANNING, last two seasons with Don Cooke on Cole Bros. Circus, will again be with that show.

DOC WADDELL advises that Pete Henry, circus advertising man, is in Chillicothe, O., putting over big publicity program for Labor Unions in that section. Is associated with Ray Zimmerman, of Columbus, formerly of Lewis Bros.' Circus. According to them, they are planning a small one-ring circus.

BERTHA DENHAM, of Cole Bros. Circus, is confined to Presbyterian Hospital, Denver, where she underwent a major operation January 22. Will be there for some time.

Miami

MIAMI, Jan. 30.—Arthur Campfield closed an order for new canvas for Kay Bros.' Circus. Big top will be an 80 with two 40s and two 20s; side show, a 50 with a 30. He motored to Tampa to accept canvas orders from the Royal American Shows. . . . Sixty-Third street, between N. W. Fifth Court and Seventh avenue, N. W., is fast becoming known as Circus Lane, owing to the great number of people, either owning or renting property on this street, who are identified with the circus. In a rather hurried trip thru this lane Walter K. Sibley met the following: Clint Barnes, clown; Harold Barnes, wire walker, and Mrs. Clint Barnes, reserved-seat tickets with Cole show; Roger Barnes and wife, Doris Ruth Barnes and Baby Lois Barnes, of Beers-Barnes Circus; George Beers, manager; Charlie Beers, clown; Mrs. George and Mrs. Charlie, front door, of Beers-Barnes; Eddie Mixon, circus performer; Mrs. Mixon, circus concessions; Roxey La Rose, trapeze performer; Frank Sheppard, who will open with Cole show in New York Hippodrome.

WPA Show Playing Week-End Dates

NEW YORK, Jan. 30.—This city's circus unit of the WPA Federal Theater Project, practically in constant operation thruout Greater New York since its inception in September, 1935, opened another month's engagement at the Bronx Coliseum, January 11. The show, bigger and better than ever, will operate week-ends in the big uptown arena.

Personnel, altho unfortunately sadly lacking in legitimate circus talent, is colorfully costumed and the program intelligently routined by Ben Probst, experienced equestrian director, and Billy Walsh, arena announcer. Acts work under difficulties sometimes because of the fact that the Coliseum floor has not been covered with a soft base. The cement pavement necessarily curtails some of the ground acts and prevents proper guying for aerial riggings. Despite these physical drawbacks, which are obviously impossible to overcome without the expenditure of additional federal funds, arena presents a surprisingly likable circus aspect. Show is capably paced musically by a hardworking 50-piece WPA band unit.

Only weakness in the performance from the average circusgoer's viewpoint is one that cannot be overcome by the unit because of fundamental WPA administration policies. A circus is not a circus when it lacks an array of trained animal turns. Current circumstances make it practically impossible for such an act to obtain work under the WPA banner, altho the New York unit is presenting a minimum of two such turns.

Majority of performers work with pep and enthusiasm; clown alley is one to be justly proud of. Altho they fail to register in one number, a burlesqued ballet routine remainder of the Joey's work should be eligible for any man's show. Ballet number, however, is definitely out of place on a circus program, especially on one with an extremely heavy kid trade.

The Program

The Program

Program of the opening-day show follows:

Grand entry and opening pageant, WPA dogs, William Rohde, Harry Di Dio, Bruno Radtke, clown number, acrobats, Pantzer and Arden, Four Nelsons Comique, Garant and Duhring, clown walkaround, on slack wire, Burt Wells and Scotty, Charles Ledegar, James Flanagan, clown baseball game, Spanish web, Edna Martell, the Beckmans, Avonne Gardener; Price and Powers, Welsh wire artists; Chief White Cloud, in an exhibition of the sports and pastimes of the Far West; White Cloud, Emory Swartwood, Ernest Arnald; McCarthy and Sills, high perch; clown number, aerialists, Eddie Geer, Neuman and Metzler, Joli Coleman, clown walk-around; Kress and Corns, skaters, acrobatic novelties, Vintour and Winston, Joe Allan, the Franklins; Sandwina, strong woman; clown walkaround; triple bars, Brachard troupe, Virginia Melford troupe, Four Royal Wizards; Billy Ritchie troupe, comedy cyclists; Iron jaw, Marie Mang, Anne Howe, clown number, Stanley Georges' performing bears, clown ballet; 12 Desert Whirlwinds, acrobats.

Gideon D. Bell, assistant treasurer and big-show tickets; Alex Murrell, general superintendent; Roy Stamps, legal adjuster and reserved seat tickets; A. Morton Smith, general agent and announcer; Verne Brewer, 24-hour man and boss canvasman; Leon Gilmore, equestrian director; Carl Kaden, assistant equestrian director and superintendent of personnel; J. Russell Teague, superintendent of transportation; J. B. Saylor, producing clown; Mrs. Yancy Culp, superintendent of wardrobe; Mrs. Garland Shell, assistant; Jane Harris, R. N., medical department; Spencer Kemplin, head usher; Henry Briggs, boss hostler, and O. P. Ryan, steward.

Several other appointments will be made later. Six acts entirely new to show are planned, and 10 acts not used last year will be back in program.

The opening spec will be *Song of India* and will have 60 people in addition to the band, 14 head of stock and several vehicles.

Mr. and Mrs. Al Conners opened training quarters recently.

Several indoor dates are to be played in the next several weeks, and several of the officials will attend the Texas Association of Fairs meeting in Dallas next month.

DOWNIE BROS. CIRCUS

Wants lady menage riders who can do swinging ladder, clowns who can leap, boss canvasman and assistant.

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JACK HOXIE

THE DAN RICE CIRCUS HAS FOR SALE

A number of well built factory make animal cages mounted on Chev and Ford Trucks. Also baggage trucks, tops of all sizes, fifty, with a forty-sixty, with 3 thirties; eighty, with a forty and 2 thirties, and a number of small tops, side show banners, cotton candy machine and pop corn machine. Lots of odds and ends, seats, etc. Reason for selling, enlarging and rebuilding show.

NOTICE TO PRIVILEGE PEOPLE—All privileges with show for sale for coming season, opening early in April. Now in quarters, Fair Grounds, Jackson, Tenn., after a 43-week season. Can place experienced show carpenter now. Red Monroe, Harry Bender come on. Also cage man for cat animals, domestic animal trainers. Now working 50 men. All reply.

RAY MARSH BRYDON, DAN RICE CIRCUS, JACKSON, TENN.

Departmental Heads

For Gainesville Show

GAINESVILLE, Tex., Jan. 30.—Departmental heads for the Gainesville Community Circus, beginning its eighth season, were named at the first meeting of the new board of directors held here recently. They are Leon Gilmore, general manager; Roy P. Wilson, assistant manager and front-door superintendent; David E. O'Brien, secretary-treasurer;

The Corral

By ROWDY WADDY

TO THE CONTESTANTS, organized and unorganized, as well as to managements, we say: If you have news send it in for publication, but it must be AUTHENTIC news, not personal attempts to attack someone, or for personal spite.

J. RILEY WHEELOCK, full-blooded Indian and former lieutenant in the musical division of the United States Army, has been engaged to furnish and lead the all-American Indian band on the JE Ranch Rodeo organization the coming season. In addition to playing the show, Wheelock will introduce Indian dances, bow-and-arrow shooting and tomahawk throwing. When a student at the Carlisle Indian school, Wheelock played football on same team with the famous Jim Thorpe. His brother, who will be with the band, also played on the team.

EDDIE COSTIGAN, cowboy radio singer, after playing some air engagements in the South, is vacationing at Lincoln Dude Ranch, Stormville, N. Y. He infers that he will, in all probability, be with the advance forces of the JE Ranch Rodeo this season to herald the coming of the show with his guitar and mellow baritone voice.

CONTRACTS HAVE just been signed by the Southwestern Exposition and Fat Stock Show for 125 outlaw bronchos which will be used in saddle bronk and bareback riding contests during the championship rodeo which will be held at Fort Worth in the spring. They will be supplied by Verne Elliot and Eddie McCarty. Included in the string of buckers will be several horses which have been discovered in the last year. Among these are: Eagle's Nest, Ninety-eight Bar and Twenty Below. Heading the list of horses that have been seen in the exposition's arena for several years is the famed Five Minutes to Midnight. Reports from other rodeos, where he has appeared during the last year, indicate that he still rates top ranking among the demon bucking horses in the game.

TEX WALKER, formerly with Ted Allen, world's champion horseshoe pitcher in Texas, is now in New York where he and his partner are working vaudeville and club dates. Billed as "Tex and Toni, Prairie Saddle Boys," they are doing a song-and-dance act and specializing in harmony yodeling, which seem to be getting the crowds. Tex infers that he is planning to book the act in Europe in a few weeks for a six months' engagement.

GUS FONNER, of Grand Island, Neb., who became a little homesick after reading the reminiscence of old top-hand Charlie Aldridge in a recent issue, writes that he would like to help Charlie go back a little farther to the days of the Buffalo Bill show when Johnnie Burke drove the stage coach and Baldy Goodrich was chief of the cowboys. When Johnnie Baker and Annie Oakley did the shooting. Other old top hands which Fonner remembers are Nate Salisbury, Georgie Johnson, Martin Thadsowder, Pedro Esquaval, Fred Stone, Sam Scoville, Marks, Jack Vannoy, Cy Compton, Bill Clayton and George Gardener. Fonner adds that he will present a show in his home town this summer and that Sioux Indians, John Y. Nelson, Rose Nelson and Julia Nelson will be there.

A COMMUNICATION from Fred S. McCargar, secretary Rodeo Association of America, states that all rodeos are subject to the Social Security Act and that one per cent of the winnings of the cowboys must be deducted for that purpose.

A FOUR-DAY rodeo will be held in Oklahoma City in connection with the Southwest Junior Livestock Show at the Coliseum there in the spring. John R. Baker, Oklahoma National Stockyards Company, has been named secretary of the event and the local chamber of commerce has donated \$4,000 in prize money for the show. Rodeo will be handled independently from the show which was stretched an extra day to split time with the western wranglers.

D. M. ROBBINS, of Red Key, Ind., has been named general agent for the Circle 6 Rodeo. He is now on the road endeavoring to sell the show to fair associations. Organization which carries 50 head of stock, 30 people and has its own floodlights and public address system is under direction of Ray Richman.

GENE AUTRY, cowboy motion picture and radio star, while making a personal appearance at the Broadway Theater, Muskogee, Okla., recently, was the guest of John A. Guthrie, national secretary, Mounted Troops of America, whose national headquarters are in that city. A down-town parade was arranged for Autry by Proctor and Marsh, theater managers, and John A. Guthrie. The parade which included 50 members of the Mounted Troopers and 500 Boy Scouts was led by Autry on his famous horse Champion. The boys were later guests of the theater at Autry's evening performance. While in Muskogee arrangements were completed for Autry to sponsor the Drumright, Okla., Patrol of the Mounted Troops of America. The troop will hereafter be known as the Gene Autry Patrol.

Dexter Fellows

(CSSCA)

Around the Jig Board: From *American Business* we cull the following: "A recent promotion staged by Goldblatt Brothers, who startled Chicago by buying the Davis store from Marshall Field & Company, is further evidence of the possibilities of showmanship in business. This aggressive organization bought the Tom Mix Circus for 10 days, beginning June 29, 1936, and presented the entire Wild West and circus performance at the Coliseum, Chicago. Tickets were sold at reduced prices at all the Goldblatt stores and at higher prices at the Coliseum. It is reported that the plan brought thousands of ticket buyers to the Goldblatt stores, and that the 10-day engagement ended with a nice profit to the store."

A nice letter from K. K. K. in which he states, among other things, speaking of Baraboo paper and picture of all Ringlings, we still have copies of *White Tops* with Ringling Jubilee Year. Contains full Ringling history, picture of family, father, mother, seven boys and daughter, with others. Fifty cents." We have the issue Karl refers to and thoroughly recommend it to all interested in the Ringlings and their circus history.

Henry Havemeyer Jr. folded up his bachelor tent like the Arab of old and took unto himself a wife. Congrats, Henry! . . . Bim Pond's paper *Program* reaches us for month of January. Strangely it carries on its cover a fine likeness of Martin and Osa Johnson, a picture showing them happy and at their best. . . . We have also received the January issue of *The Adventurer*, the official organ of the Adventurers' Club, of which our own Ray Schindler is president. It is made up of eight pages and is full of meaty information. We scanned it with much interest and liked the biography of the club and the party given for the underprivileged boy. We wish, tho, instead of having the eight pages open in and out like an accordion, they would bind it like a booklet. . . . Van Atten is the poet laureate of the Tent. At least he was that or him for five minutes on January 19.

WPA Dressing Room News

NEW YORK CITY, Jan. 30.—WPA Federal Theater Project's circus unit opened the third of its week-end runs at the Bronx Coliseum yesterday to the biggest matinee of the date. Biz was fair at night. Sunday saw another record-breaking matinee. Rain and snow spoiled the night. Project was host to over 1,000 children under the guidance of the New York Police Department. Project officials estimate that over 25,000 adults and children have paid their way in since the Bronx date opened.

Sandwina, the strong woman, is nursing a sore hand. . . . The publicity department arranged a tie-up with Station WBNX and show received a nice break on the air. . . . Visitors this week included J. Hamilton Gilbert, research worker on the WPA Experimental theater, and Mary Wozniak and Anne Herberts. . . . Boys in the booking department have asked the writer to call attention of *The Billboard* readers to the fact that the WPA Circus is the one and only one to play New York City for a solid year. . . . Chief White Cloud, a Mohawk Indian, is being given the razz by his friends, due to an error made by the publicity department, who in their stories on the circus called him a Sioux. White Cloud was deluged with letters asking him "since when?" Publicity department, in turn, points out that it's proof their stories are reaching the public. *Wendell J. Goodwin.*

GEORGE W. RYAN'S legion of friends thruout the country will be grieved at his passing. He died at Hot Springs, Ark., January 27.

15 Years Ago

(From The Billboard dated February 4, 1922)

Chick Bell, of the Big Show and W. H. McFarland of the John Robinson Circus were on their 21st annual hunting and fishing trip in the Florida Everglades. . . . The Picchians were with the Circo Modelo in Mexico. . . . John Agee's All-Star Winter Circus was playing to good business in Minneapolis. Dennie Curtis was the equestrian director and among the featured acts were Mme. Bedini, with her troupe of Arab horses; the Clark-onians; Clarke and Carlea with their performing elephants; All Ben Hassan's Arabs; Lillian Kincaid, Carpenter and Shubert; Kenneth Waite Trio, Billy Lorette, and Jack Harris.

Lincoln Bros.' Circus lost several wagons in a fire at winter quarters, Athens, N. Y. . . . L. B. Greenhaw announced that he would go out in '22 as contracting agent for the Sparks Show. . . . Frank Braden was in Culver City, Calif., preparing publicity for the Al G. Barnes Circus with which he was signed as press agent. . . . Dr. B. N. Hulburd closed with Prof. Trice's High-Diving Horse Act and announced that he had purchased Coleman Bros.' Shows in Dallas. Hulburd planned to have the two-car show out for the '22 season.

The Kokomo Troupers, showmen's club of Kokomo, Ind., elected officers at an important meeting. . . . Capt. Jack Denver, director general of Capt. Jack Denver's Greater Shows were playing in Burma and working their way towards America in order to play here during the fall of 1922. The show had already toured Java, China, Japan, Philippines, India, Ceylon, Arabia, Africa and France. . . . The Joys were trying to settle the perennial dispute as to who originated the Jewish clown. Joe Thayer offered George Drew of the John B. Doris Shows as his choice, claiming that Drew was doing a Yid character with that show in 1882.

The Spauns Surprised By Showfolk at Adelphi

Adelphi, O., Jan. 30.—The public here was convinced night of January 11 that showfolk joyously stir things the right way. . . . For nearly 20 years the Byron Spaun circus-show has wintered here. Byron is known as the "Chamber of Commerce, the bank, the Barnum of the town." He, his family and members of his company were "surprised" by Dode Fisk, retired circus owner, and Adam Gilger, a leading American band and orchestra leader, with a group of old-time Columbus, O., showfolk; W. N. Merrick, circus band leader of the "old school," and crowd from Zanesville; Doc Waddell, show chaplain and press agent, and his son, Parson Waddell, circus boss canvasser. The womenfolk of all these assisted.

Taking advantage of the absence of the Spauns for the holidays, the Spaun winter quarters were decorated and dressed for the occasion. Outstanding feature, the lifesize oil paintings of Byron Spaun's father and uncle, John and Fred La Zeele, performers with the P. T. Barnum Circus in early days. These circuses draped and illuminated, looked down upon the happy throng. Sawdust plentiful, and lighting system a reproduction of the first, the old pine torch. Byron Sr. gave a rehash of his end work with the W. S. Cleveland Minstrels that brought down the house as it did when he worked opposite Lew Benedict.

On exhibition were prize programs, the marks of age upon them, of all the early first circuses and from Koster & Beal's, Proctor's and Tony Pastor's theaters. Songs were sung, repast served and Chaplain Waddell paid tribute to the Spauns.

In winter quarters 12 big trucks noticeable, fleet of house trailers (two now under construction), each with radio. All principals are furnished living trailers. Own light plant—four generators. Byron Spaun show on road since 1896, will open 1937 season in April. Last year's business best in years.

Clarkson to Pilot Barney

GLENDALE, Ariz., Jan. 30.—John D. Foss, manager of Barney Bros. Circus, has engaged Al Clarkson as general agent. At present he is at his home in St. Louis and will come here to winter quarters early in March. Clarkson was with the Barney show in 1935 in advance department.

Letter from Stanley Dawson

LOS ANGELES, Jan. 30.—The news of the death of Frank A. Cook was sorrowfully received by the great number of Eastern showmen wintering here.

At the Santa Anita track the other day the writer noticed John Brassel, Vern Williams, Sylvester Cronin, Jack Youden, Harry Youden, Turner Thompson, Jimmy Thompson, Al Moss, Capt. William Roddy, Nick Wagner, William Oviatt, James R. Grainger, Cliff McDougall, Earl De Gloppe, Tex Sherman, Tex Cooper and Capt. Hodge.

Doug Morgan has been wintering here as have Arthur Hoffman, Enfinger and Hutton and their properties. Skinny Dawson arrived here, stayed one day and left in advance of one of Hutton's shows. Ed Maxwell has taken a position in advance of Hoffman and Enfinger.

Capt. Curtis, Dusty Rhodes, Yellow Burnett and Frank Chicaorella are very busy at the Barnes quarters. Sam Stratton is reported to be in town. Jack Daley and wife, of Fall River, Mass., are living in Beverly Hills and working in pictures. Tom Plank keeps busy at the Paramount Studios.

Mel Smith bought a ranch at Fontana. Jake Posey is wintering near the Barnes quarters. Bill Colp has fully recuperated and is to be found daily at the Cecil Hotel. Jimmy Cotton is in L. A.

G. Horace Mortimer is about ready to release a new book that has to do with circus life. Mike Coyne is temporarily away from Ocean Side and is visiting friends at Hawthorne. Arthur Borella, usually to be seen around Los Angeles, is wintering in Galveston.

Curly Phillips has returned from Hawaii. Said he had a hard time getting back to the States and had to come via Vancouver. Reports the death of his well-known dog. Big Ed Nagle is building a large house-car with which he intends to visit all the major circuses this season. Olga Celeste is still with the Los Angeles Zoo and is living at Lincoln Park.

Ada Mae Moore and sister Gladys are wintering here. Capt. I. P. O'Hay of Taos, Mex., is expected to arrive here for the races. Charley Wuerz is running his own theater, The Studio, in San Bernardino. Lee Parvin, after four years success with the *Drunkard*, is still going strong.

John Miller, living at Santa Monica, comes into town daily and visits friends at the Biltmore. George Hines, 80 years young, is still managing the theater at the Ambassador. Clyde Gooding and wife Topsy are frequently seen at Cecil Hotel. Mark Kirkendall and wife and Major Kirkendall make Saturday night a weekly event at their home with a bridge party.

Pete Peterson, 24-hour man with Barnes show, is living at Venice. Nels Lawston and wife and Margaret Brown, as well as the Federicks, are living at Venice. Cy Compton and wife are living in Burbank. Myrtle and Vern Goodrich, daughter and son-in-law of the Comptons, expect to leave for the East soon.

German Show in Brussels

BRUSSELS, Jan. 18.—The German circus Busch has taken over the big Cirque Royal Building for a winter season and is presenting a program divided between an elaborate water spectacle and circus numbers. On the opening bill are Thereze Renz, 77-year-old equestrienne, with her high-school horses; horse numbers by Charles Hess; Enrico, Ernesto and Francesco; the Angolis, jugglers; Three Carolis, jockeys; Danner, aerial cord; Rico and Alex, clowns, and several big animal acts.

FLORENCE MCCARTNEY writes from New York that Valeska Winters, formerly known to vaudeville and circus as Valeska, is seriously ill at the Princess Bay Memorial Hospital on Staten Island, and was expecting to undergo an operation Thursday (28) morning.

FOR LEASE

Robbins Brothers CIRCUS TITLE

For season 1937 or longer
Full line of clean-cut paper

D. S. ROBBINS

P. O. Box 55
Poughkeepsie, N. Y.

ASBURY PARK DEAL

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of Cincinnati Office, The Billboard)

Walter Reade, Theater Man, to Handle Municipal Amusements

Gets five-year managerial contract, with reservations, on Convention Hall and Casino—city guaranteed 20 per cent of gross profits from venture

ASBURY PARK, N. J., Jan. 30.—A new place in the entertainment world looms for this shore resort following acceptance this week by the city fathers of a proposal by Walter Reade, New York and New Jersey theater magnate, to handle all municipal amusements in the Convention Hall and Casino. Reade will get a five-year managerial contract guaranteeing the city 20 per cent of the gross profits from the venture.

Reade's proposal calls for the placing of name bands in the Casino for an extended summer season in addition to first-run theatrical presentations, operatic companies, concerts and similar forms of entertainment.

Reade has promised an extensive advertising campaign in his 35 theaters, as well as newspaper, billboard and radio advertising.

City officials accepted the offer on the recommendation of City Manager Milford G. Farley with nine reservations, chief among which is allowing a requested rent reduction for the Paramount Theater in the Convention Hall from \$55,000 annually to \$40,000, with the provision that any increase in the present 30 to 40-cent admission price shall be shared by the city to make up for the rent reduction. Other reservations incorporated in the city's acceptance of the Reade offer are: "All attendants and labor shall be selected from bonafide residents of the city of Asbury Park. There shall be no structural changes in the Convention Hall or Casino without the permission of the city council and the city manager. Any increase in insurance charges incidental to and caused by any entertainment features in the Convention Hall or Casino shall be paid by Walter Reade. The Convention Hall and Casino shall be open to the public at all times between 10 a. m. and 11 p. m., except during those hours of a scheduled entertainment feature in each building. The Convention Hall and Casino shall be available at all times for conventions and public gatherings by 30 days' written notice from the city manager to Walter Reade. Organ recitals in the Convention Hall and some entertainment in the Casino shall be maintained each day, the necessity for such entertainment being for the constant benefit of the citizens of Asbury Park and to attract visitors to the city of Asbury Park. Walter Reade shall properly maintain all equipment now found in said Convention Hall and Casino. All rules and conditions contained in beach leases shall be a part of the managerial entertainment contract with Walter Reade. It is understood that

Walter Reade will utilize all forms of publicity including his own theaters, newspapers, radios and billboards for the promotion and advancement of this program."

A profit ranging from \$40,000 to \$59,000 a year for the city was seen by Reade at the time his offer was made. He declared that with a large organization he could book and handle better entertainment programs on the city's mile-long Boardwalk than the city has been able to do. Reade said a survey had shown him the city was operating both buildings at an annual loss and he felt he could change it to an annual profit with this venture.

Mayor Clarence E. F. Hetrick, when the contract was agreed to, said he felt the city would save a large amount of money under the Reade plan. He pointed out that in past years the city has spent as high as \$100,000 for beach entertainment, while under the present arrangement the city will save the full cost of booking entertainment features and will receive the 20 per cent figure from Reade's take.

Troyers Take 3-Year Lease

Santa Cruz location tied up until 1940—operators improving concessions

SANTA CRUZ, Calif., Jan. 30.—Troyer Brothers, operators of Casa del Rey Hotel and Cocoonut Grove ballroom for the past five years, have signed a lease from Santa Cruz Seaside Company which will continue their management of the big beach hotel and ballroom an additional three years.

Signing of the lease by the Troyers and Seaside Company executives was the highlight of developments which revealed immediate inauguration of the most extensive beach improvement program in the past 20 years.

The new Casa del Rey-Cocoonut Grove lease becomes effective at expiration of the current five-year agreement on May 1 and extends to April 30, 1940. Terms were not divulged. Affixing of signatures culminated three months of negotiations and was accompanied by expressions of gratification by representatives of both parties.

Joe Lane has made extensive changes to his frozen custard dispensary for Boardwalk patrons.

Charlie Fitzsimmons, operator of balloon game, hoopla and cat rack, who has been in the East, is expected back soon.

D. E. Cipperly has repainted and improved his fleet of midget autos, taking great pride in this attraction, which has been playing to big crowds.

During the cold snap Don Sinkinson's Drive-a-Boat tank has been covered with ice, but the attraction is ready to operate when weather and biz justify. Harry Okuno, wheel concessioner, who may have a new store this season, has been looking over locations.

Richwine Has Fire Loss

MECHANICSBURG, Pa., Jan. 30.—A large storage shed in Williams Grove Park near here was destroyed by fire with loss of \$2,000. R. E. Richwine, owner and manager of the park, was in Florida at the time.

Donley in Boat Company

NEWARK, O., Jan. 30.—Lon Donley, of Buckeye Lake Park near here, has purchased a half interest in Buckeye Lake Boat Company from George Melvin. They will operate speed boats on the lake in Buckeye Lake Park this summer, they announced.

LEIPZIG, Germany.—Leipzig Zoo announced that the 1,000th lion cub had been born in its collection, a record which may never be equalled.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Joseph Coufal, a World's Fair publicist. T. Herman Caine says that the great exposition in 1939 will give the Island a chance to present itself as a "potential moving picture-making center."

Len Traube, of the George Hamid office, tells us that several dozen outdoor show artists have been putting up for the winter in Long Island bounds. Rumor has it that the federal government is interested in modelling beach sections after Jones Beach's design, at various coastal points in the nation.

Frank Buck's animal farm on the Island will be enlarged next season. Mincola fair grounds roller-skating rink doing pack-in biz, with the pastime all of a sudden gripping interest among the younger element, with whom, in many cases, it is replacing the moving pictures for an evening's entertainment.

Two producers of Broadway note are plotting show boats for the Island next summer, one catering to the exclusive trade, the other to the general clientele.

First annual entertainment and dance of the 1939 World's Fair Club took place in the Triangle Ballroom, Richmond Hill, with Gus A. Williamsen the guest of honor.

"The gaudy and garish circus tone will not be permitted to taint the World's Fair of 1939," Park Commissioner Moses has stated.

ROCKAWAY BEACH: It's definitely set that the local sales tax is off until some future date.

Joe Geist, generalissimo of Playland Park, is recovered from a recent illness that kept him abed for quite a while. Dotty Evans, ex of the "Walk flashers, is now a burlesque chorine.

Police Captain William Streib, for more than seven years head of the Rockaway Beach precinct, has been transferred to Manhattan, with Captain Philip Goodman replacing him. The Rockaway precinct embraces jurisdiction over virtually the entire local summer amusement zone. Streib was well liked by the local amusement fraternity.

Hal Lutz, "Walk property owner, is running a gym during the winter. "Boston Jack" still around his old haunts at Seaside, and announces that he'll enlarge his boat renting biz next summer.

Art Johnson, *The Wave* editor, is a magic expert and besides editing the paper accepts an occasional date. Bob Chappey now a member of *The New Yorker* (New York City) banquet staff.

LONG BEACH: Newest group to leave for Miami includes Hy Reynold, Harry Tabor and Sid Linton, all of whom will be back before Decoration Day. Cliff McShane says he's just sitting around "waiting for the workmen to finish the new Boardwalk." Hotel publicity campaign for local hostilities to begin shortly after Decoration Day.

Meyers Lake (O.) Notes

A large force of workmen has been employed all winter on many changes and improvements for the coming season, including landscape fill, preparation of new walks and sodded plots.

Picnic promoters report that they have more outings booked than ever before so early. Trend of employers toward employees' picnics seems well in harmony and co-operation of railroads is enabling picnic men to book outings from as far as 25 miles, with one prospect for a 190-mile excursion.

The new ride, almost ready for its test trip, promises to be one of the fastest and safest, with aeroplane turns to provide plenty of thrills. Installation of several new rides has been assured and there will be various changes to several older attractions.

Plans progress for the opening with an exposition of 8 or 10 days, first of its kind ever attempted. A downtown office force is getting out hundreds of letters in connection with this. R. M. (Dick) Edwards is in charge of this promotion.

Park management is still under Carl Sinclair and Nick Seitmeyer continues to book bands for Moonlight Ballroom, now operating under a four-night-a-week policy with name bands every Sunday.

MADISON, Wis.—Fred Winkelmann, superintendent of Villas Park Zoo, purchased six Shetland ponies, to be ridden by children visitors next summer free of charge.

One-Way Traffic

The long-heralded "Swimway" invention of Bill Moseley, genial manager of St. George indoor swim pool, Brooklyn, was recently put into operation and has met with enthusiastic response from both swimmers and bathers. I've been hearing so much about this idea that I hastened across to Brooklyn last week to see the plan in operation and, believe you me, it's a lulu of a stunt—one which is sure to be copied by other natatoriums thruout the country.

The underlying principle in this new Moseley brainchild is to provide an oval lane which advanced swimmers may use to take practice swims without experiencing collisions with those who merely wish to bathe. And in carrying this out the entire pool, excluding the diving area, has been divided into two sections, one for swimmers and the other for bathers. What it really amounts to is three pools in one.

Of the so-called three pools, the one which appealed to me the night I was there is the section set aside for the advanced mermen and mermaids. It's an oval shape courseway or rather "Swimway" sufficiently wide so that speedy swimmers are enabled to pass their slower brethren and sisters and the size of the entire course, so I'm told, is equivalent to a standard size pool, with 44 laps making one mile. In this particular "Swimway" Moseley copped a leaf from the current motor traffic regulations, making it a one-way rectangular course. And one way these swimmers go, too. For those who just want to splash around there's plenty of room in the other portion of the tank.

There is no question that this new idea of the St. George manager will be copied by other pools and that it is one of the outstanding developments in the swim pool field this season. Of course, only fairly large pools can carry out the plan inaugurated by the Brooklyn plunger but with some of the others, instead of dividing the tank into three parts, perhaps two will do the trick.

At any rate, take this writer's word and if you operate a pool of fair size, by all means look into this new Bill Moseley "Swimway." He certainly has something there!

High Diving Plans

Various letters have come to my desk during the past few weeks, some from high divers and others from different water performers concerning the second annual high-diving championships to be held early next summer. While all agree that the contest held last summer was a huge success and while each and every one of them would like to see the tourney repeated again this year at Palisades (N. J.) Amusement Park, some raised the issue that more park and pool men should be permitted to bid for the world's title meet. All of which I think is a very good point. Especially since preliminary plans call for the contest to be held in a pool this coming year instead of a portable tank as was the case last season. It was decided, you know, that the bridge jumpers and other high divers, experienced with wider bodies of water, would have more of a chance under such conditions. And so while the entire question isn't definitely set as yet, it would be better to put the championship up for bidding.

Therefore, I'd like to hear from all park owners, as well as operators of outdoor pools, who would be interested in staging the 1937 championships. A few wanted the contest last summer but the Palisades management was willing to put up the greatest amount of prize money and in view of the fact that the competition is run for high divers by high divers it would be only fair that others seeking the tourney should put up prizes at least equal to that of Palisades' offer. So let's hear from you park and pool men. It's a great attraction and one which has really benefited the high diving profession.

Dots and Dashes

Seems to be an all-women's fight for pool publicity space from New York City dailies what with Mary Jane Kroll handling the Park Central tank and Selma Weiskopf now ballyhooping the aforementioned St. George. . . . Gay Haas, local radio exec. is a former life-saving examiner and friend hubby was in charge of swimming activities for years at a boys' camp in Maine. . . . Broadmoor (See POOL WHIRL on page 43)

Chicago Zoo Tops Previous Records

CHICAGO, Jan. 30.—At the annual election of officers of the Chicago Zoological Gardens held here last week, John T. McCutcheon was re-elected president; John Wentworth, John T. Pirie and John P. Kellogg, vice-presidents; George Aldis, secretary and Solomon A. Smith, treasurer. Renamed members of the executive committee are Clay Judson, Stanley Field and James Simpson. The new board of trustees is comprised of Herbert E. Bradley, George F. Dixon, Charles H. Schweppe and John Wentworth, elected for five-year terms; Clayton F. Smith, Maurice F. Kavanaugh, Daniel Ryan and Leon Mandel for one-year terms.

The annual report read by Stanley Field, chairman, disclosed that 1,573,661 persons visited the zoo this past year of which 127,852 were paid admissions. Construction has been consistently carried forward and major projects included a monkey island costing \$36,486; a sea mammal grotto, \$52,400; an antelope house, \$42,590; a giraffe house, \$58,067 and a kodiak bear island, \$48,022.

The annual report of Herbert E. Bradley, chairman of the animal committee, shows the mortality at the zoo as low as any zoo in the country. Already plans are under way for the 1937 season which officials claim will surpass even 1936.

American Recreational Equipment Association

By R. S. UZZELL

Situated as we are, safely out of the flood danger zone, we, nevertheless, feel keenly the menace of the flood to our friends in the Ohio Valley. Coney Island, Cincinnati; Fontaine Ferry Park, Louisville; Fair Park, Wheeling, W. Va., and the park at Evansville, Ind., are suffering heavy damage. Many smaller parks are completely inundated and the end is not yet in sight. Ed Schott at Coney Island, Cincinnati, has had three floods since his father's death; all of them of major proportions. Some people do get more than their share of calamities. All of us sympathize with our fraternity who are caught in this, the greatest Ohio Valley flood of all times.

For two years our park men in the dust bowl have suffered from want of water and now along the great river park men suffer from too much water. If only we could strike a balance for these men, each class would benefit and none would suffer. Once a man asked us to locate our Aeroplane Swing so that it would swing out over the river. We retorted that if we did, some day, perhaps, the river would swing out over our swing.

Our flooded friends will have silted bearings, wet motors, marred landscapes and stained, dirty buildings to clean and put into condition. All this over and above the usual work of getting into operating condition.

Remember also that our friends in the drouth area and those in the flooded zone had the same general depression that all of us have had. That these men can "take it" testifies to the permanency of our industry and the stable foundation on which it rests. The amusement parks must keep abreast of the times, but their popularity with the people must and will abide.

More Real Estate for Carlin

The purchase of a large building in Ohio by John J. Carlin, of Baltimore, is sure to make him a lot of money, especially with his expert management. No man in the amusement park business has a better knowledge of real estate. John J. was a real estate man before he was a park man. He once owned 185 houses in Baltimore. The proceeds from those houses put him in the park business. Earnings from the park business are now to put him back into the real estate business. His income from his park front at Baltimore shows the master hand of real estate experience.

Dame Rumor has some new parks on the board for 1937. Who said it would never be done again? As they progress, news of their development will come along. One of them is slated for Detroit.

No N. Y. Snow Trains

We are now at the end of January and no snow trains out of New York City as yet. They have been cancelled each week-end for about six weeks. The advertising thus far has all been dead expense. We may make up for it yet. We are wondering how all of the fowl and beasts at John T. Benson's Wild Animal Farm missed the calculations so far. Even nature up there had also prepared for a cold winter. It is just all too deep for us, John. Can't you enlighten us a bit on these points? Of course, you are away on a vacation, but should this change the habits of animals and nature?

Armand Vincent, of Montreal, has imported the ski-run from Canada to our Polo Grounds. We have always thought it could be done. When he does not get the snow, he has a machine that converts ice into snow at the rate of 25 tons per hour.

John Carlin is quite apt to be the first park man with a ski-run. Someone must always lead the way. Here is the start under most unfavorable conditions. If he makes it go now, he is sure of success when we have an abundance of snow.

This issue of *The Billboard* was published in Chicago, because of flood interruptions at Cincinnati. *The Billboard* always has come thru. In 42 years we have never known it to fail.

"Used to Water"

CINCINNATI, Jan. 30. — Four blocks nearer downtown Cincinnati than usual, the steamer *Island Queen*, palatial four-deck excursion boat of Coney Island, Inc., is riding the history-making Ohio River flood unscathed. The big craft has risen with the flood waters which have carried it, at the foot of Lawrence street, nearer and nearer to the business district. It is securely moored and owners have had no fear for it, except a fire hazard that is constant from inflammable materials which may cover surface of the water. Aside from this, the *Queen* has taken the flood as all in a day's work. "After all, she is used to water," remarked one of her vigilant guards.

With the Zoos

DETROIT.—John T. Millen, superintendent of Detroit Zoological Park, drew unusual publicity in *The Detroit News* of January 18, when he received an entire page of pictures of the zoo. Back page of the paper, most prominent pictorial section, was used for a series of pictures of zoo inmates. Theodore F. Schroeder, head keeper, was shown with two lions.

CINCINNATI.—Recommendation that city manager be authorized to apply for a 45-per cent PWA grant was made to city council by its finance committee. The grant would be part of a fund of about \$85,000 to be utilized in erecting and equipping a modern clubhouse at the zoo. It would be north and west of the present clubhouse, which has been standing half a century. The committee also authorized issuance of referendum bonds of \$17,000 as the city's share of clubhouse expense, which would be retired from funds collected in zoo concessions, so there would not be any cost to taxpayers. The remaining \$30,000 would be taken from money left over in the Colcler and Gallagher bequests, not used in erecting the reptile building being completed at the zoo.

PITTSBURGH.—Betsy, 12 years the favorite elephant in Highland Park Zoo, was put to death by a powerful sleeping potion when the zoo commission, after conferences with zoo officials in New York, Detroit and Washington, decided that the animal would never recover from an attack of arthritis.

NEW YORK.—The zoo world lost a faithful and valuable friend when Dr. Charles V. Noback, head veterinarian at New York Zoological Park, passed away on January 16 after an illness of about a week. Dr. Noback, who had held his position at the New York park since 1926, was 48 years old and had resided in Scarsdale, N. Y. His job of supervising care and protection of all the animals of one of the world's largest zoological parks gained him wide-spread recognition thruout his profession.

CHICAGO.—Brookfield Zoological Gardens has been presented with a rare collection of birds and animals by Leon Mandel, Chicago merchant, consisting of six doves and two saffron finches from Jamaica and a rhinoceros iguana, native of Petit Gonave Island.

THE CHICAGO Zoological Gardens, Chicago, last week added a crowned partridge and a peacock pheasant from the Malay peninsula, a Dayal thrush from India, a Chinese spectacled thrush, a laughing Chinese thrush and announced the purchase for \$2,000 of a giant Eland from the African Sudan.

HOUSTON, Tex.—Construction of a modern \$20,000 lion house to replace the dilapidated structure now housing big cats of Hermann Park Zoo has been recommended to city council by Mayor Holcombe, who proposes to pay for the structure out of bonds voted for park improvements.

Old-Time Showmen

By CHARLES BERNARD

Sun Bros.' World's Progressive Shows made their 21st annual tour in 1912. The circus was owned and operated by George and Peter Sun, and its permanent winter home was at Central City Park, Macon, Ga. The Sun Bros. had established themselves so firmly over their repeated tours of the Southeastern States, up thru Tennessee, Kentucky, West Virginia, Western Pennsylvania, Ohio and Michigan that their visit was an expected annual event by the circus-going public.

The 1912 season was opened in Macon on April 6. George Sun was manager and Peter Sun was general agent. On the advance R. G. Piper was contracting agent; James M. Beach, special agent; J. L. Springer, car manager. The car was a large, well-equipped and attractively painted one for the transportation of the advertising crew. On the business staff, back with show, Clinton Newton was official representative; Herman Griggs, equestrian director; H. P. Kutz, secretary; Oscar Rogers, manager of privileges; John Shelly, bandmaster; Bobby Fountain, manager of side show. Cheerful Gardner was superintendent of the menagerie; Henry Welsh had charge of baggage stock, and Col. William Randolph was superintendent of ring stock until time of his death, October 16, 1912. He was then 78 and had been with Sun Bros. 17 years.

After the opening at Macon the first two weeks included nine stands in Georgia, two in Tennessee and one in North Carolina. From April 22 to May 2 the itinerary was in Tennessee; May 3 to 13 in Kentucky, then Ohio until May 25. Entered West Virginia at New Martinsville on May 27; played Shinnston on Memorial Day, and remained in the State until June 10. Meyersdale was the first Pennsylvania town, and the show exhibited in a total of 18 towns up to July 1. Then Ohio, six more stands, which included Carroiton for the 4th of July stand. Entered Michigan at Morencio on July 9, and as evidence of the popularity of the Sun Bros. with the Michiganders there were 36 consecutive stands in that State.

Long Southern Tour

Winnamac, Ind., was played on August 20, and that was the beginning of a long Southern tour. August 26 they were back in Kentucky for nine stands in the coal-mining towns, then three in Virginia and five in Tennessee, followed by 32 towns, all except three in North Carolina. October 24 was played in Asheville, N. C. Seven more towns in Tennessee had the show. Then they entered Alabama at Scottsboro on November 2. Thanksgiving Day, November 28, at Geneva, Ala., completed that State. From November 29 until close of season they were in Florida; Christmas Day in New Smyrna; New Year's Day in Miami, and the season was completed at White Springs on January 11.

The total mileage for the season was 11,511; exhibited in 238 towns in 240 show days; lost eight performances, visited 12 States and were out 40 weeks. Performers that helped to make the season an artistic as well as a financial success included Blanche Reed, principal equestrienne; Herman Griggs, in charge of the ring performance; Cheerful Gardner, producing a strong number with his trained elephant acts. Morales Family of four and the Tan Arakis were featured in the advertising. The Kobers, the La. Belles, the Barnetts, John Cardona, the Great Boyd and others made a program of length and merit to meet public approval.

Noticeable in the mid-December issues of the leading amusement publications, Sun Bros.' Circus was the only one listed under the head of "Circus" as still continuing the 1912 tour. In February, 1912, when one of the publications printed a list of circuses and Wild West shows that were preparing to tour during the circus season Sun Bros.' World's Progressive Shows were in the list of over 50 organizations that were preparing itineraries.

POOL WHIRL

(Continued from page 42)

enclosed tank, in Philly, said to be packing 'em in these nights. . . . Understand that Glen Hardin, the Olympic track ace, is the new lifeguard at the Park Central so one presumes his proposed screen career fell thru or is the P. C. job just temporary? . . . Wonder why I haven't heard from the Lake Hellums gang out in Enid, Okla., lately for there surely

must be some pool news out thar. . . . A deep apology is due Steve Hannigan for a recent mention here to the effect that the boys publicizing the Sun Valley ski settlement in Idaho were putting it all over him at Miami, for an authoritative note to my desk points out that Steve also handles the Sun Valley skiing and so I suppose I don't know so much after all—As if I ever did. . . . Norm Engelson of the American Red Cross is giving his life-saving examinations in the Park Vendome pool in New York City this week while ironically enough his compatriots in service are fighting the floods in the mid-west. . . . And so a reminder to all those who can help the Red Cross to do so with funds for there are many pool and park boys and girls stranded in the flood zone at present and besides, the Red Cross has always helped swim pool operators and now they need help! So won't you please send whatever you can to your local chapter?

G A H

SURPRISE

George A. Hamid, Inc., is full of surprises. The latest form of "Wonders by Hamid" is a specially staged One-Ring Circus for Parks and Resorts. A newer and greater European style sawdust spectacle. Not to mention the most imposing menu of thrill and comedy acts ever to be offered—still at prices which challenge comparison. For further particulars get in touch with "Surprise Headquarters."

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8 CAR WHIP FOR SALE

First class running order, \$1,500.00. F. L. FLACK, Mgr., NORTHWESTERN SHOWS, Coldwater, Michigan. Stored at Coldwater, where it can be examined.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

MAFA Shows Big Progress

Heavily attended conclave in Boston acts for added premium funds from State

BOSTON, Jan. 30.—Despite inclement weather, the 17th annual convention of Massachusetts Agricultural Fairs Association, with Vermont Agricultural Fairs Association, Mohawk Fairs Circuit and Grange and Community Fairs co-operating, in the Brunswick Hotel here on January 21 and 22 was declared the largest and most effective in years. There were nearly 300 present compared with about 150 in Greenfield last year.

Frank H. Kingman, secretary of Brockton Agricultural Society, was unanimously elevated from first vice-presidency to presidency. Leon A. Stevens, Cumington; Samuel T. Sheard, Sturbridge, and Warren V. Bodurtha, Blandford, were elected vice-presidents. Alfred W. Lombard was re-elected secretary-treasurer for the 15th consecutive year. His management of this year's meet was most successful. Resolutions were presented for proposed legislation by the sole committee member, Milton Danziger, assistant general manager of Eastern States Exposition, Springfield.

Sparrell Defends Fairs

Retiring President Ernest H. Sparrell, Norwell, at the banquet Thursday evening asserted his findings and denounced accusations slapped at fair men made by "at least one member of the special recess commission on taxation," who said that "fairs were the bunk" and "managers a lot of racketeers." Chambers of Commerce of Springfield and Northampton bid for the 1938 convention, but sense of the meeting indicated that Boston should again be the meeting place. Executive committee will decide. At the banquet about 50 representatives and senators were present to grasp inner workings of the organization's policies and program. This is the one reason why Boston is desired by so many again, so that an impression of value may be made on lawmakers.

Resolutions were adopted on deaths of Arthur W. Gilbert, past commissioner of the department of agriculture; Frederick W. Burnham, second president of the MAFA (1921); Otis E. Hall, chairman committee on judging, and Robert W. Mitchell, former superintendent of music and attractions of Eastern States Exposition. Resolutions praised co-operation of Howard Haines Murphy, commissioner of agriculture; Paul G. Kirk, commissioner of public safety; Samuel T. Brightman, master State Grange; George J. Moran, director division of reclamation

(See MAFA on page 47)

Bill to Legalize Horse Racing in Pennsylvania

HARRISBURG, Pa., Jan. 30.—County fairs and expositions will be permitted to stage legalized horse-racing meets with betting, without the necessity of installing mechanical equipment, when and if the Melchiorre-Dent bill to legalize horse racing in Pennsylvania is approved by the State Legislature.

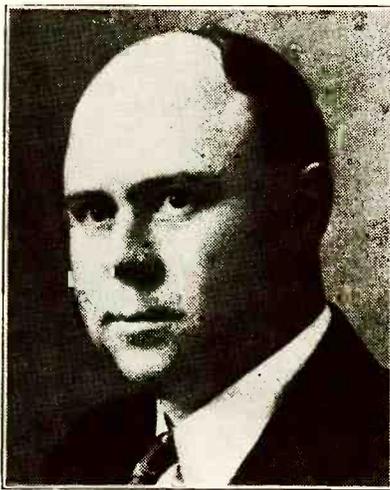
The proposed racing season would be limited to eight months, between April 1 and November 30, inclusive, and on week days. County fair meets, coming under a Class C classification, would be limited to only one meet. While Class A tracks would be required to pay a yearly license fee of \$25,000 and Class B a fee of \$10,000, county fairs operating a race track would be required to pay a license fee of only \$2,500.

Fort Worth Show All Set—Except for Coin

FORT WORTH, Tex., Jan. 30.—Board of control of Fort Worth Frontier Show has been putting the "proposition" of another show next summer to civic, business and social organizations during past weeks.

So far all organizations have signified willingness to back another show, financially and otherwise. All the board has to do now is to get merchants and others to subscribe enough money to put on the show.

Thoro distribution of financial responsibility of the show this year, with everyone who benefits contributing, is the idea being put forth by board members who spoke before clubs.



W. W. ELLENWOOD, manager of Ohio State Fair, Columbus, which last year broke the all-time gate record it had established in 1935, according to announcement by Director of Agriculture Earl H. Hanefeld. Mr. Ellenwood addressed the Ohio Fair Managers' Association and State board of agriculture in annual convention in Columbus on January 14 on "Advertising the Fair."

Business Men to Counsel In Better Setup for Fargo

FARGO, N. D., Jan. 30.—With aim of improving the fair here, 55 Fargo business men were called in by Fargo Fair board, discussion resulting in a plan to change dates from early July to third or fourth week in August. Opinion was unanimous that a change of dates to a time after grain harvest would materially improve attendance.

Financial report of the last 10 years showed the fair had an average net profit of \$4,909.17. Highest net income was \$14,000 in 1927, with 1936 only year when a loss was shown. Weather that ranged from 105 to 114 in the shade was largely accountable for the loss, it was felt. Average gross for the decade was \$43,419.35 a year and average expense \$38,419.35, not including improvements. About \$14,000 was spent on rebuilding a grand stand that collapsed during the fair in 1929 and last year a new cattle barn was built. Buildings and grounds are valued at \$150,000.

An advisory committee of 17 business men was named to work closely with the board on a new set-up. Members of the fair board are John McGuire, president; M. A. Baldwin, William Stern, Frank Scott, J. E. Pyle, Harry Alsop and Duncan Campbell. Frank S. Talcott is secretary.

Michiganders Consider Problems at Big 25th Convention in Detroit

DETROIT, Jan. 30.—Problems in fair management consumed much time at the 25th annual meeting of Michigan Association of Fairs here in the Fort Shelby Hotel on January 21 and 22, as reported in last week's issue of *The Billboard*.

Henry H. Lueders' party at the American Legion Club was attended by about 100. George Mack was emcee for a floor show including Plymouth Trio, Jack Figaro, Corinne Castle and Mary Lou, produced by Les Calvin.

Discussions were participated in by President Fred A. Chapman, Ionia; Chester M. Howell, Chesaning, secretary; A. C. Carton, director of bureau of agricultural industry of Michigan; T. J. Town, Jackson Fair; Carl F. Mantey, Caro; Floyd Northrup, secretary of "Detroit's Own" County Fair, Northville; William F. Jahnke, Saginaw; Robert P. Buckley, Bad Axe; Tom O. Huckle, president, Cadillac Northern District Fair; George Herman, speed superintendent, and A. C. Hause, secretary of Williams County Fair, Montpelier, O.; Arnell Engstrom, Traverse City; E. W. Delano, Allegan; H. B. Kelley, Hillsdale; Mrs. S. Elmendorf, Battle Creek, and Louis Derby, Crosswell.

Governor Promises Aid

Resolutions committee, headed by Mr. Jahnke, presented an extended eulogy to the late Fred W. Green, Ionia; a welcome to the new agricultural director, Burr B. Lincoln, and his assistant, Lawrence

Joint Meets Plan in Va.

Somma proposes annual conventions with N. C.—carnival men out in force

RICHMOND, Va., Jan. 30.—At the 20th annual meeting of Virginia Association of Fairs in the John Marshall Hotel here on January 25 and 26 a proposal was made by Charles A. Somma, managing director of Virginia State Fair, that the North Carolina and Virginia associations meet alternately in joint session in the capital of each State. Manager Somma placed this proposal in a resolution but, owing to lack of a quorum, it could not be acted upon. The plan was referred to the president of the Virginia association, with instructions that he communicate with all members of the organization and report their views at the next meeting in Richmond in January, 1938.

H. B. Watkins, Danville, president; T. B. McCaleb, Covington; Charles A. Somma, Richmond, R. W. Eanes, Petersburg; W. L. Tabscott, Lewisburg, W. Va., vice-presidents, and C. B. Ralston, Staunton, secretary-treasurer, were re-elected.

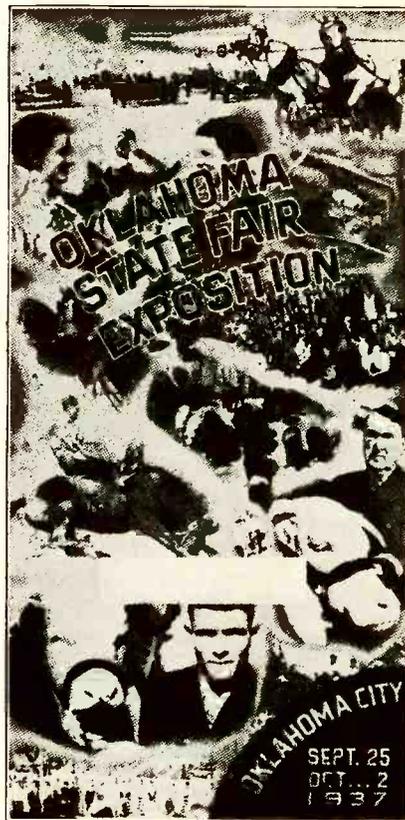
Mr. McCaleb presided in the absence of President Watkins, detained at home by sickness. Mr. Somma delivered an address of welcome. Others on the program were W. W. Wilkins, *Outlook for Fairs this Season*; B. M. Garner, *Community and School Fairs*, and Mr. McCaleb, *Closer Co-operation Among Our Members*. *Drawing Power of Horse Racing* was discussed by W. J. Carter, Richmond, a director of Virginia State Fair Association. Following sessions of Monday the association held its annual dinner, at which A. D. Watson, president of the Circus Saints and Sinners, was emcee. Robert T. Barton Jr., Richmond, was guest speaker.

Dinner and Floor Show

George A. Hamid, Inc., furnished an excellent floor show. Joe Basile, leader of Madison Square Garden Band, played a cornet solo and then flew back to New York for a morning broadcast.

Among those at the dinner were Mr. and Mrs. Charles A. Somma, Mrs. C. B. Ralston, who acted as hostess; C. T. Riddick, assistant manager Virginia State Fair; Charles Lauterbach, J. H. Powell; Max Linderman, Mr. and Mrs. Frank Bergen, Mrs. Charles Kidder, Mrs. Earl Purtle, George Brown, Jean Walker, J. E. Walker, Gilman Brown, Ralph Smith, World of Mirth Show; A. L. Vitale, C. A. Rodgers, A. J. Wagner, Al Striano, W. C. (Bill) Fleming, F. A. Conway; Earl Kurtze, Harry Lessinger, Paul Botwin, N. M. Watkins, H. T. Fox; I. Cetlin, Cet-

(See JOINT MEETS on page 47)



SOMETHING NEW in premium list covers will be used this year by Oklahoma State Fair, Oklahoma City. Composite made of pictures taken during the 1935 fair with air brush is used on final layout. Because separate lists are made for each department, a mortise was left for name of the particular list and cut is made to bleed off all four edges. Among subjects shown (lower right) is famed Hereford breeder, Robert H. Hazlett, formerly of El Dorado, Kan., whose death in December at the age of 89 removed a well-known figure from Mid-Western fairs.

Rochester Directors Plan For a Bigger Show in 1937

ROCHESTER, N. Y., Jan. 30.—Despite unfavorable weather last year, Rochester Exposition Association was able to show profit of \$4,168.10, according to a report by William B. Boothby, secretary and general manager, at a meeting of directors, who discussed plans for the 1937 exposition as a much larger show.

Herbert B. Cash was re-elected president; honorary president, Charles Stanton; vice-presidents, Raymond C. Peters, Joseph E. Silverstein; treasurer, Frederick E. Strouss; secretary-general manager, William B. Boothby; executive committee, officers and Carl B. Bausch, Florus R. Baxter, Samuel A. Cooper, Jesse Roberts; directors, Carl R. Bausch, Florus R. Baxter, William B. Boothby, Thomas E. Carroll, Herbert B. Cash, Ralph T. Coe, Samuel A. Cooper, R. Leighton Gridley, Jesse Hannan, M. F. Hinchey, Robert F. Jones, T. F. Murray, A. E. Northrup, Henry D. O'Connell, Raymond C. Peters, A. Elmer Rathel, James H. West, Jesse R. Roberts, Roland O. Roberts, Edward C. Schoen, Joseph E. Silverstein, Willard J. Smith, Mayor Charles Stanton, Frederick E. Strouss, George E. Varcoe.

Groom Quits Langdon, N.D., After 24 Years an Official

LANGDON, N. D., Jan. 30.—After 24 years as secretary of Cavalier County Fair Association, B. E. Groom, now of Fargo, has resigned to give more time to all fairs in the State as agricultural chairman of Greater North Dakota Association. He is succeeded by R. E. Forkner, Langdon, 28 years old, and who has served the fair association in various capacities 19 years.

The association re-elected M. C. Formo, treasurer; Carl Wild, J. T. Wild and Ambrose Ulyott, new directors, and Victor Sturlaugson, superintendent of live stock.

Mr. Forkner for eight years has been concession manager of the fair. He was elected president of North Dakota Association of Fairs in 1936 and named delegate by Cavalier Association to attend the State fairs' meeting in Fargo on January 21 and 22.

(See MICHIGANDERS on page 45)

Pep Measures Taken in N.D.

Means of recouping losses discussed at annual meet—pari - mutuels are favored

FARGO, N. D., Jan. 30.—Means of recouping losses in finances and support, caused by recent years of drought, were discussed at annual meeting of North Dakota Association of Fairs, in the Waldorf Hotel here on January 21 and 22. R. E. (Dick) Forkner, Langdon, secretary of Cavalier County Fair and retiring president of the association, urged that boards make wide use of government funds thru PWA and RRA projects to get grounds into good condition so that each exposition will be attractively set up.

To get young people interested, he urged giving 4-H Club activities lots of space with premiums large enough to make their exhibitions worthwhile. New constitution and by-laws were adopted, H. L. Finke, secretary, Minot, pointing out that search revealed no copies of any rules for the organization. It was voted that fairs handle only beer on grounds this year as in years past, tho hard liquor is legal in North Dakota for the first time. Only Cavalier County Fair does not allow sale of beer on grounds.

Van Cura on Attractions

Edward W. Van Cura, Fessenden, pointed out importance of having grandstand show changes in middle of the week and to hire acts that have personality and popular appeal.

Association went on record favoring a State law permitting pari-mutuel betting on horse racing and instructed its legislative committee to frame such a law and present it to the legislature. Optimism that such a law might pass, tho it has repeatedly been voted down, was apparent, due perhaps to the fact that the State for the first time voted wet in the last election. Legislative committee is Mr. Page, Dan F. McGowan, Grand Forks, and Mr. Finke. B. E. Groom, resigned secretary of Cavalier County Fair, and H. H. Greer, Fargo, were named to work out a harness-racing program along the same lines as were developed by them last year, when fairs in the State had their best harness programs in many years.

Dan F. McGowan, secretary of Grand Forks Fair, was named new president of the association; Mr. Finke re-elected secretary; Miles Forno, Langdon, vice-president; Mr. Forkner and Mr. Van Cura, directors.

Some Contracts Signed

Jamestown, Fessenden, Langdon and Hamilton fairs booked the Fairly-Martone Shows and Cavalier and Pembina fairs booked the Jule Miller Revue for grand stands. Minot booked Goodman Wonder Shows. Grand Forks was selected as the 1938 meeting place in January.

About 50 attended the annual banquet. Ernest (Rube) Liebman, Barnes-Carruthers, had charge of a program put on by Marie Early School of Dancing, talent that Edgar I. Schooley, of Schooley Revues, and Ernie Young, of Young Revues, declared good enough to book at any fair. E. C. Genereaux led community singing.

Attraction people included Lew Rosenthal, Rosenthal Attractions; Jule Miller, Leo Semb, Miller Revue; Edgar I. Schooley, Schooley Revues; Ernie Young, Ernie Young Agency; Frank Winler, Suicide Club; A. F. Friese, B. F. Stoffel, Thearle-Duffield Fireworks Company; E. C. Genereaux, Northwest Harness Horse Association; C. W. Hinck, Thrill Day Attractions; Noble C. Fairly, Fairly-Martone Shows; Toby Wells, Consolidated Attractions; Anna M. Cimijottis, Cimijottis Dancing Horses; Mert Gribble, Regalia Manufacturing Company; Max Goodman, concessions and Goodman Wonder Shows; Rube Liebman, Fred Kressman, Barnes-Carruthers; Dee Lang, Elmer Brown, Dee Lang Shows; A. P. Dickson, Dickson Mule Derby, and John R. Castle. Harold F. DePue, manager of Montana State Fair, Great Falls, was a visitor.

Business Builders

DETROIT.—My personal experience of nearly a quarter of a century as a fair secretary has shown it is good business to increase your amusement and advertising budget before that of any other department of your fair. They are the business builders. Everybody likes to be entertained, so clean, wholesome amusement is of paramount importance. Times have changed. Today cities miles away from a metropolis have every right to demand the best in entertainment and it is our duty as fair men to anticipate and meet that demand.—PRESIDENT FRED A. CHAPMAN to annual meeting of Michigan Association of Fairs.

Prepare New Plant in N. C.

ALBEMARLE, N. C., Jan. 30.—Stanly County Fair Association leased nine acres in East Albemarle as site for a plant. Officers said work would be started soon on improving the property, erecting buildings and a fence, preparatory to a 1937 fair. An agricultural and commercial building and quarters for live stock will be included in first contracts let, and other buildings will be added before the fair.

MICHIGANDER

(Continued from page 44)

Supply Company; Don Zeiter, Eight-Mile Speedway; Paul Wolf, Wolf Tent and Awning Company; J. C. Weer, J. C. Weer Shows; Helen Reynolds' Eight Skating Girls; Bert E. Thomas, Detroit Sound Engineering Company; Sam J. Levy, Camille Lavilla, Gertrude Avery, Barnes-Carruthers; Earl Kurtze, WLS; A. E. Selden, "Stratosphere Man"; Walter Harvey, Donaldson Lithographing; Ray Eggleston, E. G. Staats & Company; B. Barkoot, Barkoot Shows; J. C. McCaffery, Rubin & Cherry Exposition; Ralph Byars, George E. Adams, Earl Sutton, Adams Rodeo; Burt Wermuth, Michigan Farmer; Clay M. Greene, Goodman Wonder Shows; Mrs. Lola Ranks, Detroit Convention and Tourist Bureau; Cap Ritz, motordrome; Ray Conlin, Olive Conlin, Elgin Mason, Michigan Vaudeville Office; J. H. Duane, Mabel R. Weer Shows; Les Calvin, United Booking Association; David Schiller, United Fireworks Manufacturing Company; C. C. Groscurth, Imperial Shows; T. P. Eichels, Regalia Manufacturing Company; Eleanor Getzendamer, Getzendamer Horses; Arthur J. Davis, Michigan Airways, and Glen H. Rothfuss Company.

Federal Appropriation Bill Asks For \$325,000 For Dallas

DALLAS, Jan. 30.—A federal appropriation bill asking \$325,000 for participation in the Greater Texas and Pan American Exposition was introduced in the House of Representatives last Monday by Congressman Hatton Summers.

The appropriation asked is virtually the same amount as the federal government spent last year at the Texas Centennial. It was approved before introduction by Vice-President John N. Garner and cabinet members who served with him on the old Texas Centennial commission at Washington.

With exhibit salesmen already in every part of the country, Director General Frank McNeny last week had plans completed for a six weeks' tour of South America by air, and the fair's advertising campaign was launched with full pages in metropolitan papers in northern States.

Leaving Dallas February 14, a plane will carry officials of the show and a representative of the United States Department of Commerce on their six weeks' itinerary of Mexico and countries further south.

Goodwill and enlistment of co-operation of governments and industries will be the object of the air tour. Every Latin American country will be visited.

Latin Name for Midway

Plans were being laid for giving the 1937 midway a Latin name and Latin American atmosphere thruout, as J. Eddie Brown, concession director, carried on negotiations for new shows and rides. Predominating the midway will be the successor to Streets of Paris, a Latin American village that is designed to occupy the present site of Streets of Paris, Ripley's Believe It Or Not and a number of small adjacent concessions. The main body of the village is to be an

Chapman's "Word for It"

Title to honor of Michigan's biggest fair president was easily won by George N. Van Tine, Caro, entered in competition by Secretary Carl F. Mantey.

Bert E. Thomas, Detroit Sound Engineering Company, was given a vote of thanks for providing the well-operated, public address system gratis.

Burr Lincoln, new commissioner of agriculture, confided that he one time functioned as judge of needlework at Harbor Beach Fair to the satisfaction of women who disapproved of a woman judge.

Sam J. Levy, Barnes-Carruthers Fair Booking Association, drew a hand from everybody for his capable emceeing of the banquet.

Fred A. Chapman, president, disclosed his own definition of a fan dancer—"a nudist with a cooling system."

Secretary Chet Howell's chief contribution to the gaiety was a demonstration of how to eat at a banquet without sitting down. Fair men were disappointed because he refused to repeat his successful skating act of last season.

Adams Rodeo Company has signed five fairs in Minnesota, Manager George E. Adams said, Pine Belt Circuit, including Wadena, Bemidji, Aitkin, Grand Rapids and Pipestone.

Barnes-Carruthers Get Montana, Wyoming Fairs

CHICAGO, Jan. 30.—M. H. Barnes, president of the Barnes-Carruthers Fair Booking Association, advises that his firm was awarded the North Montana Fair, Great Falls; Midland Empire Fair, Billings, Mont., and the annual "Wyoming On Parade" celebration at Casper, Wyo., at the annual fairs' meeting in Helena last week.

At all of these events a Barnes-Carruthers musical extravaganza will be featured, Barnes states.

Hemphill Is Put in Charge Of New Oklahoma City Aud

OKLAHOMA CITY, Jan. 30.—Ralph T. Hemphill, secretary-manager of Oklahoma State Fair and Exposition here and secretary-treasurer of International Association of Fairs and Expositions, has become temporary manager of the new municipal auditorium thru agreement with the fair board and city council.

Mr. Hemphill will fix scale of prices for conventions, exhibit space and plan a show program for the new hall, set to open about June 1. Main auditorium will seat 6,000, with a little theater room, smaller rooms and 200-foot banquet hall and exhibit space in basement.

"Biz As Usual"

HELENA, Mont., Jan. 30.—It took more than an earthquake to disrupt business on the last day of Rocky Mountain Association of Fairs' annual meeting here on January 26. An earth tremor of several seconds' duration was felt at 5 p. m., just as Art Briese, secretary of Thearle-Duffield Fireworks Company, was signing contracts with Managers Harold F. DePue, North Montana State Fair, Great Falls, and Harry L. Fitton, Midland Empire Fair, Billings. "It almost tipped the table over and knocked the pen from Harry's hand. They all thought I had thrown one of my bombs," said Art.

Vote Against Change To Delaware State Fair

HARRINGTON, Del., Jan. 30.—Stockholders of the Kent and Sussex Fair Association voted against changing the name to the Delaware State Fair while the way was left open for a compromise at a later date if favored to include New Castle County within its scope of activities, at the annual meeting and banquet at the Harrington New Century Club here.

The fair is in the best financial condition in history. Vice-president Warren T. Moore reported to the stockholders. His report disclosed that the total receipts for the past year were \$51,753.52 with disbursements of \$46,214.29, leaving a cash balance of \$7,442.74.

The board of directors was re-elected with three new directors. The new directors are J. Gordon Smith of Harrington, Claude N. Cahall of Harrington, and W. M. Chambers of Viola.

In announcing that the fair was in the most flourishing condition in history it was reported that plans are being discussed to spend the cash balance on improvements before the opening of the fair this year.

Directors will meet for organization February 1 when it is expected the present officers will be re-elected. The officers are: President, B. I. Shaw; vice-president, Warren T. Moore; secretary, Ernest Raughley; treasurer, Horace E. Quillen.

Nearly 250 officers, directors and guests attended the banquet which followed the stockholders' meeting. Guests included Ralph Hankinson, auto race promoter, who conducts the speed card on the final day of the fair; State Senator Earl Sylvester, State Representatives Dewey Sapp, Walter Paskey, Jr., and J. Harold Schabinger. Sapp and Schabinger are superintendents of the association.

Motion pictures of the activities of the fair last year were shown under the auspices of the association and the University of Delaware. Several vaudeville numbers, under the direction of George Hamid of New York also featured the entertainment.

MARSHALL, Tex.—Central East Texas Fair Association had net profit of \$2,366.22 for the 1936 annual and plans a bigger 1937 fair. Erection of new buildings has been approved.

THE
ERNIE YOUNG AGENCY
DEPT. A
162 N. STATE ST.
CHICAGO
Can furnish any type of Entertainment for
FAIRS, INDOOR SHOWS
and **CELEBRATIONS**
Write us when your attractions committee is going to meet.

Professional — Sanctioned **On Your Fair Program**
Break Attendance Records

AUTO RACES

Feature Professional Dirt Track Auto Races on One Day of Your Fair.

NOW BOOKING FAIRS IN ALL STATES

E. M. MILLER, DIRECTING MANAGER
CONTEST BOARD, DIRT TRACK DIV.
INTERNATIONAL SPEEDWAYS, DECATUR, IND.

NOTE—Active and discontinued Fair-Ground Managers, get our proposition for Sunday and Holiday dates before August 1st.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Pa. State Meeting Is Largely Attended; 350 Guests At Dinner

HARRISBURG, Pa., Jan. 30.—The 25th annual meeting of the Pennsylvania State Association of County Fairs convened January 27 at the Penn-Harris Hotel here and was very largely attended. Close to 50 fairs were represented, the largest number in many years. The past year being more or less profitable, where the weather was not too bad, everyone was in a genial mood and optimistic for the coming season.

At the morning session the address of welcome was made by Charles W. Barnett, representing the mayor who was unavoidably detained on account of office business. Dr. William C. Hunsicker and J. M. McCosker, representing Mayor Wilson of Philadelphia, addressed the convention on the purposes of the Sesqui-Centennial celebration, of the signing of the constitution in Philadelphia. Among the features to be held there, it was mentioned, would be a big county fair early in September. They also extended an invitation to the association to hold next year's convention in that city. Quite a discussion took place regarding the amount of money that is being obtained from the State for their premiums, a number of the smaller fairs complaining that the cuts that have been made in their authorized allowance in the past few years has prevented them from making many needed improvements, especially painting their buildings as much of their money had to be used to keep up their premiums. Suggestions were made that members try to prevail upon their legislators to see if something cannot be done to increase the amount to near the authorized amount. The larger fairs are not so much interested as they say they can stand on their own feet.

Several Speakers Absent

Afternoon session convened at two o'clock, first business being the report of the secretary, which was adopted. Prof. H. C. Peteroff, Chief of the Agricultural Education Department of Public Instruction, spoke on *Vocational School Activities at County Fairs*. Prof. E. B. Fitts of State College spoke on the *Standards of Judging in Different Departments of the County Fairs*. Several who had been expected to address were not able to attend on account of other business. Major Lynn G. Adams, superintendent of State Police, who was expected to speak on *Clean Midways at County Fairs*, was called away to take State troopers to the flooded district. Joseph M. McGraw spoke of the serious shortage of race material in the next few years. Lawrence Sheppard of the Hanover Stock Farm made remarks in general on horse and racing matters. Walter Moore of *Harness Horse* made some remarks regarding horse and racing matters in general. B. H. Patrick, representative of *The Billboard*, was called upon and stressed the well-known stand of *The Billboard* for clean midways and said was glad to see that quite a number of fairs in the State were working to that end, especially in the past two years. Appropriate resolution was adopted on the death of Herbert D. Smyser, who was one of the oldest and most active members of the association.

S. B. Russell of Lewistown was re-elected president and Charles W. Swoyer re-elected secretary. For the first time in several years no changes were made in the vice-presidents or the executive committee.

Annual turkey dinner was held in the ball room of the Penn-Harris Hotel. Over 350 guests sat down at the tables. President Russell introduced Ralph M. Bashore, president of the Pottsville Fair, as toastmaster. Remarks were made by J. Hansell French, secretary of agriculture. The principal address was delivered by Count Ernesto Russo, booked as from Milan, Italy. His subject was *America As I Find It*. It was very entertaining and mystifying to the audience, but concluded in such a way that he received practically an ovation at the finish. Henry Brunner introduced a cross-country medley on the violin that entertained.

George Hamid for the 17th time presented one of his best and most entertaining bills of acts consisting of Bonnie Brownell's Continental Revue in four parts; Balabanow Family of accordionists; Franke and Margie, adagio; Equello Brothers, hand balancers; Carol Travits, acrobat; Joe Basile, cornet solo; Whirling Walkers, skating; Catherine Behney's Three Little Girls. Henry Cogert acted as emcee.

Attraction People

A large number of attraction representatives were in attendance. Among them were George Hamid, Frank Cervone of George Hamid office; B. Ward Beam; W. C. Fleming, Pollack Poster Print; Ralph Hankinson; John Jackel; Jake Shapiro, Norman Shapiro, Triangle Printing Company; Peter J. Alderman, Arcus Ticket Company; George Cramer, Spillman Engineering Company; Henry L. Rapp, Al. Stiano, American Fireworks Company; D. A. Ross, A. T. Vitale, Ohio Display Fireworks Company; Frank Stanley, horse acts; Ernie Young; Phil. Wirth; Frank Wirth; John Conway, J. Ludes, National Ticket Company; Jimmy Graves, Billy Senior, Gus Sun office; George Ventre, Stetson Band; Johnny J. Kline; Jack Wilson, Izzy Cetlin, Harry Dunkel, Cetlin & Wilson Shows; A. J. Kaus, W. C. Kaus, Kaus' United Shows; J. E. Strates, Strates Shows; Percy Morency, Max Gruberg Shows; Frank West, M. Sheesley, Sheesley Shows; S. A. Kerr, West World Wonder Shows; Dave Endy, Matt Riley, Endy Bros. Shows; Charles M. Sheesley, Sheesley Shows; S. A. Kerr, Art Lewis Shows; Max Linderman, World of Mirth Shows; William Glick, Ideal Exposition Shows; Harry Heller, Acme Shows; P. E. Reithoffer Shows; Ben Weiss, Weiss Concession Company.

Visiting fair secretaries were Major Allen, Flemington, N. J.; Harry E. LaBree, Trenton, N. J.; Jacob O. Williams, Harrington, Del. and John T. Best, Lee Reisenberger and Guy Klotter, Frederick, Md.

Fair contracts were awarded to Strates Shows for York and Bloomsburg. To Cetlin and Wilson for Ebensburg, Reading and Trenton, N. J. To Endy Bros. for Lehigh. To Kaus United Shows for Hatfield.

Convention will be held in 1938 at York, Pa.

Burke For Delaware Park

WILMINGTON, Del., Jan. 30.—Edward Burke, veteran manager of Havre de Grace race track, has been appointed manager of Delaware Park, under construction near Stanton, Del., by the Delaware Steeplechase and Race Association, builder of the track. Mr. Burke has been placed in full charge of the racing end of the big track at which pari-mutuel betting will be conducted under the law passed by the last regular session of the legislature. First race meeting is scheduled for July.

Work on the construction of the administration building at the new track is progressing rapidly.

KENTON, O.—Hardin County Agricultural Society, inactive 12 years, became operative following election of 15 directors, who will organize shortly. Committees will plan a 1937 fair on old Hardin county grounds.

Fair Meetings

South Texas Fair Circuit, February 8, Aumont Hotel, Seguin. George Kempen, secretary, Seguin.

Mississippi Association of Fairs, February 9-10, Edwards Hotel, Jackson. J. M. Dean, secy., Jackson.

Ontario Association of Agricultural Societies, February 10-12, King Edward Hotel, Toronto. J. A. Carroll, secretary, Toronto.

Louisiana State Association of Fairs, February 12 and 13, Virginia Hotel, Monroe. R. S. Vickers, secretary, Donaldsonville.

New York State Association of County Agricultural Societies, February 16, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine avenue, Albany.

Association of Connecticut Fairs, February 16, Hartford (meeting place to be selected). Hallie G. Root, acting secretary, Box 1505, Hartford.

AS INQUIRIES are being made, secretaries of associations should send in their dates.

Advertising Fairs

Excerpts from address by W. W. Ellenwood, manager of Ohio State Fair, at annual convention of Ohio Fair Managers' Association at joint session with State board of agriculture in the Deshler-Wallick Hotel, Columbus, on January 14.

The subject, *Advertising the Fair*, assigned to me is one of utmost importance to every fair manager. As a youth I regarded Theodore Roosevelt very highly. Perhaps this was because his energetic activities appealed to youth. In the heat of one of his Presidential campaigns his opponents were, as usual, taking him to task severely. He made the remark, "Any publicity is good advertising." I have often thought of that statement, and how true it is pertaining to fairs.

I recall a little verse that a former secretary of agriculture of our State had as one of his favorite expressions and one which he had published on many of the publications sent out by his department:

"He who has something to sell
And goes and yells it down a well
Will never collar as many dollars
As he who climbs a tree and hollers."

Yesterday one of your group advised you to "blow your own horn" because if you didn't no one else would blow it for you. The most useful information which can be obtained pertaining to advertising a county fair is that which can be secured from your fellow secretaries. Every successful county fair in

Royal Palm at New Annual

WEST PALM BEACH, Fla., Jan. 30.—First county fair here in eight years, newly chartered Palm Beach County Agricultural Fair and Exposition, headed by J. O. Bowen, president; B. C. Simonson, vice-president; A. G. Deimer, secretary-treasurer and Tom J. Campbell, general manager, will have displays of agricultural, live stock, citrus, home arts and home economics and a huge school exhibit under huge tents. Auto dealers will have an Automobile Show in connection. Commercial exhibitors have reserved more than 200 feet of space. Royal Palm Shows, with Jack Hoxie, screen star, and Ben Beno, free act, will be on the midway.

Ohio has a strong advertising campaign behind it.

Would Hear Secretaries

The men serving as secretaries of these fairs know the value of an outstanding advertising campaign. I would suggest that at another time this topic be placed on your program and some of your secretaries given the opportunity to discuss the results they have achieved.

According to the program, the first item under discussion is that of billboards. While I personally do not consider this phase of advertising the fair the most efficient method which can be employed, it does nevertheless have merit.

In 1936 Ohio State Fair used billboards as a means to advertise our great annual exposition. These billboard advertisements incited much interest among the general public, as many of you know. As fair managers you also know that the success of any method of advertising depends upon its power to attract attention and interest of the public. That we succeeded in doing this last year is evidenced by the records of attendance which were made at our fair.

For a number of years we have taken advantage of facilities offered by those radio stations in this city to direct attention to Ohio State Fair. I consider the radio as one method of carrying a direct message to those who cannot be reached in any other manner. My contact with those who operate these stations leads me to believe that you will find the station managers in your locality anxious to co-operate with you and render you as much service as it is possible for them to do, at very little or no expense whatever. Many of you have, in your home communities, local talent which it will be to your advantage to sponsor. If you will do this the stations will be glad to give them time on the air and your fair will benefit by it.

The Billboard Praised

With due regard for all the agencies which can be employed in the advertising of a fair, I believe the one which is most important and the one from which you will get the most for your money is the press. By this I mean farm journals, newspapers and other worthy publications. Support of the press is a vital necessity for the continued success of any fair. I do not believe that any publisher is expecting too much when he feels that he is entitled to a portion of the advertising budget. In those communities where the fair has the support of the newspapers you will find the first indication of a successful fair. When you consider the amount of free space which the average newspaper devotes to its local fair it is no more than right that it should be considered in any advertising schedule which your fair may work out.

Mr. Hartmann, outdoor editor of *The Billboard*, was also scheduled to discuss this subject. It is unfortunate that a previous engagement prevented him from attending. Al Hartmann is outstanding in the show world, not only in this State but in every other State. If your fair is in need of attractions, concessions or riding devices of any kind an advertisement in *The Billboard* will bring the desired results.

I would like to leave with you the realization of the importance of a good advertising campaign in planning your 1937 fair. You will find that it will be to your advantage to study your community and the surrounding territory to determine the method which you can best employ.

Remember that any board of directors can bring together the finest array and exhibits of agricultural and industrial products, but if no one knows about it no one will have the opportunity to see it. I wish to prophesy at this time that most of the financial success which will come to your fair in 1937 will be due to the manner in which you bring the attention of your exhibition to those who would be your guests.

Agricultural Situation

Condensed Data From December summary by U. S. Department of Agriculture, Washington, D. C.

Condensed data from January Summary by U. S. Department of Agriculture.

YEAR PROVES BETTER

Farmers made financial gains during 1936 in spite of severe drought. This was not true of some groups in certain sections but apparently was true of agriculture as a whole.

It was a poor crop season, especially thruout the North. The Corn Belt and Wheat Belt, for the second time in three years, found their crops cut short by a drought of record severity. Some 32,000,000 acres planted to grains last spring were abandoned. In addition, about 12,000,000 acres of winter wheat and a large acreage in hay were lost.

The upshot was that the total area of general crops harvested in 1936 was about 315,000,000 acres. This was slightly more than the acreage harvested in the other bad drought year 1934, but it was at least 10 per cent less than the harvested acreage in any of the dozen years preceding.

Among the chief cash crops, cotton was the only one larger this year than last. The higher prices this fall, however, made these money crops worth more than they were a year ago. The cotton crop had a farm value this fall of \$955,000,000 against \$737,000,000 a year ago.

Wheat, even including the very poor spring wheat crop, had a farm value of \$624,000,000 against \$521,000,000 in 1935. The small crop of potatoes this fall had a value of \$367,000,000 against \$231,000,000 a year ago.

CROP PRICES HIGHER

Crop prices thru summer and fall averaged 14 per cent higher than a year ago. Farmers received more money both from their crops and from their live-stock products this last year than a year ago, notwithstanding that the crop output actually was smaller.

The final showing for the season is summed up in figures for agricultural income. Gross income from farm production for 1936 is tentatively estimated at \$9,530,000,000, 12 per cent larger than the 1935 income of \$8,508,000,000. The comparable 1934 figure was \$7,276,000,000 and in 1932, low point of the depression, it amounted to \$5,337,000,000.

Whereas income went up 12 per cent in a year, expenses increased only 6 per cent. The pay realized by the farmer for his work and capital in 1936 had a purchasing power apparently the highest in any of the last 13 years for which these income estimates are available.

Fair Elections

STEWARTSTOWN, Pa.—Stewartstown Agricultural Association, operator of Stewartstown Fair, re-elected: President, W. J. P. Gemmill; vice-president, J. Clay Anderson; secretary, Walter H. Ebaugh; treasurer, Fay A. Shaw.

FREDERICKSBURG, Tex.—Gillespie County Fair Association elected Eric F. Juenke, president; Otto Henke, vice-president; Otto Burgdorf, secretary; Max J. Bierschwale, treasurer.

MARSHALL, Tex.—East Texas Fair Association elected Knox Lee, president; Tom Agnor, Mrs. N. P. Cockrell, Erick Littlejohn, W. T. Kieley, W. B. Currey, vice-presidents; W. M. Thomas, treasurer. M. R. Martin, secretary. Annual report showed the association cleared \$2,366.22 at the 1936 fair.

BARABOO, Wis.—Frank Morley was elected president of Sauk County Fair Association; Arthur Attridge, vice-president; W. T. Marriott, secretary; Urban Mather, treasurer; Fred Bisch, marshal. Association is reported to be in best financial condition in 16 years.

BEAVER DAM, Wis.—Dodge County Fair Association elected H. E. Krueger, president; J. F. Malone, secretary; E. G. Dowe, superintendent of concessions.

DE RIDDER, La.—Beauregard Parish Fair Association elected W. E. Welbrom president-manager to succeed Lee Nichols; W. E. Sailor, vice-president; C. J. Ledoux, treasurer.

PLAIN DEALING, La.—Bossier Parish Fair Association elected Mayor Mack Phillips, president; Mrs. T. J. Smith, secretary; Leon Sanders, vice-president; J. J. Waggoner, E. D. Barnett, directors.

DONALDSONVILLE, La.—South Louisiana State Fair Association re-elected L. A. Borne, president; G. J. Autin, Solon Farnbacher, C. J. Tassin, vice-presidents; E. C. Hanson, treasurer; R. S. Vickers, secretary-manager.

FLORENCE, Ala.—C. W. Negley was elected president of North Alabama Fair and Park Association, which operates the new \$50,000 plant north of here on Chisolm Highway. Other officers are Judge Grady R. Williams, R. W. Drane, T. M. Rogers, J. T. Flagg, vice-presidents; Donald White, secretary-treasurer; Van W. Arnold, assistant secretary; Dr. E. R. Braly, Lawrenceburg, Tenn., active vice-president and manager.

MARSHALL, Tex.—Central East Texas Fair Association re-elected Knox Lee president. Other officers named are: Tom J. Agnor, Mrs. N. P. Cockrell, Erick Littlejohn, W. T. Kieley, vice-presidents; W. M. Thomas, treasurer; M. R. Martin, secretary; Mrs. Grace Kech, assistant secretary; M. C. Jaynes, master of exhibits; A. B. Emmons, superintendent.

With Rodeo Out, New Uses Sought for F. W. Coliseum

FORT WORTH, Tex., Jan. 30.—Since the rodeo in connection with the Southwestern Exposition and Fat Stock Show here is to be held on the North Side this year as usual instead of in the new Will Rogers Memorial Coliseum, new uses are being sought for the \$800,000 Coliseum, built especially for rodeos, by Margaret Hall, building manager, and city council.

Council voted to ask bids on cost of installing a portable maple floor in the building for roller skating. William Monnig, councilman and chairman of board of control of the Frontier Show, said plans are being made which may require use of both auditorium and Coliseum for the Frontier Show next summer. According to Mr. Monnig, the board has ambitious plans for the show to open in June, using both temporary buildings, Casa Manana, Jumbo, etc., and permanent buildings, auditorium and Coliseum.

Other plans for the temporary section of the show include removal of all concession buildings but leaving the structures along Sunset Trail. Grounds around the temporary structures are to be landscaped. Frank G. Evans is back as publicity director for the Stock Show and rodeo.

PORTAGE, Wis.—City council voted to finish the fairground athletic field project. Government has appropriated an additional \$22,000 for a field house, to erect permanent foundations under all the fair buildings, for general beautification and to complete the educational building.

Pa. Farm Show Almost Doubles 1936 Attendance

HARRISBURG, Pa., Jan. 30.—Pennsylvania's annual farm show, which closed last Saturday, established an attendance record of 402,000 persons, attesting that the days of the county fair have not passed, according to an announcement by J. Hansell French, Secretary of Agriculture. Figure was far greater than any recorded in the 21-year history of the show. He gave the previous high as 1934, when 287,000 saw the State show. Last year 240,000 attended.

Dallas

DALLAS, Jan. 30.—Stanley Graham returned after two months in California and San Antonio and since has been confined with influenza. . . . Sol Kaplan was a visitor and went on to Tampa. . . . Joe Brandon returned to visit before going on to San Francisco to join the Shrine circus staff.

M. D. Fanning, associated with the Centennial special events department last year, is back in town. . . . Al Trankle stopped en route to Los Angeles. . . . F. W. McFall returned after spending two months visiting parks, piers and beaches on the West Coast. . . . Richard Lusse and Nate Miller of Lusse Brothers have been in Dallas on business.

A. L. Vollmann and Frank N. Watson have been confined to their homes with serious cases of influenza. . . . Jan Isabelle Fortune returned after spending two weeks in Richmond, Va., where she contracted to write a spectacle for the Richmond bi-centennial. Mrs. Fortune wrote *Cavalcade of Texas* and is now writing *Cavalcade of the Americas*.

CSRA Purses Over \$28,000

DAYTON, O., Jan. 30.—Exactly 107 automobile racing drivers, licensed in Central States Racing Association, shared in purse distribution in excess of \$28,135 paid by member tracks, according to a resume of 1936 activities released from the executive office of the governing body of American dirt-track auto racing here last week. New speedways and numerous fair dates will be on the 1937 schedule, it is said.

JOINT MEETS

(Continued from page 44)

lin & Wilson Shows; John W. Robinson, George Ventre, Mr. and Mrs. J. Milton Mason, B. M. Graves, Mr. and Mrs. Jack V. Lyles, Wade L. Morton, Ralph Lockett, Mr. and Mrs. H. S. Roeller, Mrs. R. A. Harbinson, C. M. Hight, H. W. Nash, Alex Hudgins, L. H. Shrader, O. V. Hanger, Edna R. Moore, J. A. Goodwin, S. Frank Straus, E. L. Henning, B. C. Mayo, A. E. Leatherman; John H. Marks, Ben Weiss, J. M. Rafferty, Marks Shows; R. D. Wagner, Mr. and Mrs. O. L. Dize; David B. Endy, Matthew J. Riley, Endy Bros. Shows; Walter L. Beachler; J. B. Hendershot, Mr. and Mrs. J. M. Sheesley, Mighty Sheesley Midway; Mr. and Mrs. F. Berger, Mr. and Mrs. T. R. Walker; Frank West, West's World's Wonder Shows; Harry Heller, Loretta Fraley, U. M. Bland, Clyde Ratcliff, Senator and Mrs. J. J. Wicker.

Showmen in Attendance

Among carnival owners at the meeting were David B. Endy, W. C. and A. J. Kaus, John M. Sheesley, Frank West, Max Linderman, John Marks, Cetlin & Wilson, Harry Heller and William Glick. Harry Ramish, Dan Mahoney and J. F. Brownie represented Smith Greater Shows; Walter White and Ralph Lockett, Johnny J. Jones Exposition; William Breese, Strates Shows; K. F. (Brownie) Smith, Greater Atlantic Shows; Jack V. Lyles, O. C. Buck Expositions.

John Serpico and Wade L. Morton represented International Fireworks Company; F. A. Conway, American Fireworks Display Manufacturing Company; Harry Lessinger, Hudson Fireworks Display Company; A. T. Vitale, Ohio Display Fireworks. Other representatives included W. C. (Billy) Senior, Gus Sun Exchange; R. D. Wagner, Sound System Service; Earl Kurtze, WLS Artists' Bureau; Ban Eddington, John Couper, Columbia Printing Company; Herman Jaeger, National Booking Corporation; W. C. (Bill) Fleming, H. William Pollack Poster Print. Si Stone, representing his own act, said he had signed with Gus Sun for the 37th season.

Charles A. Somma and Clarence Riddick, as hosts for Virginia Fair Association, entertained many visitors in the association's suite in the hotel.

Fair Grounds

MACON, Ga.—For 1937 Georgia State Fair and Exposition here. President E. G. Jacobs said there will be improvements and new features. The fair may have horse races and thrill shows for grandstand features, instead of musical revues as in the past several years. Improvements and additions to several exhibit buildings in Central City park are being planned. Work will start after Secretary E. Ross Jordan has completed his work with Jacksonville (Fla.) Fair.

SELINGROVE, Pa.—Starting five years ago with week's attendance of about 5,000, D. H. and L. Fire Company's Carnival and Night Fair here has grown to estimated attendance of nearly 50,000 in 1936, reported Secretary Roland E. Fisher. This year plans have been made to draw 75,000, many patrons coming from a radius of 50 miles. More shows, rides, concessions and free acts will be presented than ever before, he said.

QUEBEC.—Preparations for 1937 Exposition Provinciale here include improvements in addition to rebuilding and paving roads last year, said Secretary Emery Boucher. Successful Horse Show inaugurated in 1936 will be repeated and more attractions will be presented. Conklin's All-Canadian Shows will be on the midway.

DONALDSONVILLE, La.—With 35 members, representing 15 parishes, present, annual meeting of South Louisiana State Fair Association here heard the auditor's report which showed net profit of \$4,000 for the 1936 fair, and plans were discussed for a much larger annual this year.

FORT WORTH, Tex.—Roundup Club has been organized again to make goodwill trips thruout Texas to advertise Southwestern Exposition and Fat Stock Show and Rodeo here, first trip to be made about February 1. The club, organized several years ago, has done much to increase crowds at the show. Merchants' tickets are again being used. United States Marshal J. R. Wright is to be in charge of a parade on afternoon of the opening.

MAFA SHOWS

(Continued from page 44)

soil survey and fairs; George A. Hamid and Paul N. Denish, Boston manager of George A. Hamid, Inc., for the two-hour floor show during the banquet; *The Billboard*; Henry Rapp, American Fireworks Company, for banquet favors and novelties; Stetson Radio Band, George W. Ventry, leader, and the press.

Another resolution adopted referred to a conference with Governor Hurley to increase premium appropriations to fairs. Last year the appropriation was reduced \$5,000 to \$25,000. A measure will be asked to increase premiums to a reasonable amount. A resolution was filed declaring the association opposed to extension of racing dates, dog and horse, from August 15 thru September 30, current exemption period.

Vermonters Take Action

Mr. Sparrell, who this year retired from legislative duty after 15 years of public service in which he was a leading figure for rights of fair men and who intends to continue to fight, said "management of the present-day fair has two main ideas in mind, educational exhibits and wholesome amusements."

"The argument is advanced that only one of the fairs has had pari-mutuel racing," he declared. "To my mind, it matters not whether any of our fairs have pari-mutuels. The fact the big tracks operate when we are striving to conduct our fairs is bound to take people away who would otherwise attend our exhibitions. This is a serious situation and I warn each of you to get in touch with your senators or representatives and try to induce them to keep the law as it is. Don't blame your legislators if they vote differently than you wish, if you don't let them know your wishes."

At Vermont Agricultural Fairs Association meeting, presided over by Fred C. Brown, Barton, with Glenn W. Rublee, secretary, Enosburg Falls, convened in the hotel on January 21, a committee was named to set a date for a meeting in Montpelier about February 1, at which time a resolution will be adopted to send a delegation before the Legislature, asking for an appropriation for 4-H Club work. Mohawk Fairs Circuit, W. H. Dickinson, president, met to discuss conditions. Also on Thursday Grange and

community fairs' representatives gained a wealth of material, slated to materially aid promotion in this field. L. B. Boston, managing director, Hampden County Improvement League, presided.

President Kingman, of MAFA, appointed a legislative committee comprising Mr. Sparrell, chairman; Fred B. Dole, Paul W. Foster, Great Barrington. Mr. Sparrell has retired from the Legislature but the remaining members are representatives. George J. Moran, director, division of reclamation soil survey and fairs, was host to Anna Hurley, department of agriculture switchboard operator, and these secretaries to the D. of A. division heads: Esther Rouine, Pauline Spivack, Esther Morrison, Elizabeth Powers and Kasimiera Gwozd.

Floor Show at Banquet

Attractions people represented included George A. Hamid, Paul N. Denish, George A. Hamid, Inc.; L. H. (Doc) Cann, World of Mirth Shows; Clarence A. McConney, Warren F. Rockwell, Clarence A. McConney, Inc., motorcycle races and attractions; Tommy Mack, rube clown; Joseph J. Godin, Interstate Fireworks Manufacturing & Display Company, Inc.; Al Martin, Boston representative, John C. Jackel Outdoor Attractions; B. Ward Beam Company; Henry Rapp, H. Striano, American Fireworks Company.

Nominating committee included Leroy C. Sabin, Northampton; Horace Keene, Marshfield; W. A. Munson, Huntington. Executive committee to announce 1938 meeting of MAFA is Fred B. Dole, Greenfield; Charles A. Nash, Springfield; Ralph H. Gaskill, Topsfield; Howard A. Johnson, Dalton; Milton Danziger.

Only item that cut short the two-hour floor show presented by George A. Hamid, Inc., was the fact that Roly Rogers and his Brunswick Casino Orchestra had an air date at 11 p. m. over WMEX. Rogers played for dancing and Stetson Radio Band accompanied the floor show, which included emcee work by Mr. Hamid; Chic Kennedy, former Ziegfeld gal; Hollywood Co-Eds (line); Three Flashy Steppers, sepiia lads, tap; Three Robert Sisters, vocal, instrumental, tap, acro; Leo and Mae Jackson, bicyclists; Virginia Stuart, tap and acro; Madeline Burlo, high diver, who sang; Burns, Baker and Burns, tap and acro, and Jack Herbert, comedian, with fem assist.

Committee appointed by President Brown, of VAFA, to call the Montpelier meeting is Glenn W. Rublee, chairman; C. W. Olney, Rutland, and Mr. Dodd. Thirty minutes of motion pictures taken of motorcycling by Clarence A. McConney, Inc., were shown on Thursday. Two reels showed activity at 1936 Topsfield Fair and motorcycling at New England fairs last season.

The tall, distinguished-appearing gentleman, ever on the go and puffing cigars, was Alfred W. Lombard, who managed the show. So busy was he during the banquet that he did not have a chance to chew a morsel of food, cigars sufficing. Dancing continued till early morning with several hundred tripping to music of Stetson Radio Band.

On his topic, *The Outlook for 1937 Is Good*, Frank H. Kingman, secretary of Brockton Agricultural Society, and newly elected president of the Massachusetts association, cited eight reports of editors of trade publications. Significance was to give fair men a composite view of what managements can look forward to this season.

ACTS WANTED

Sensational, Novel, Animal and Comedy Acts for 1937 Fair Season, also early parks and street fairs. State ALL in detail.

KLEIN'S ATTRACTIONS
Box 137, New Waterford, Ohio

Independent SHOWS WANTED

Ten in one, Plantation, Midget, Snake, Wild Animal, or any other good show of merit. Wanted for one of the biggest free gate Night Fairs in Pennsylvania.

Write **ROLAND E. FISHER, Sec.,**
Carnival and Night Fair

Week July 19

Selingrove, Pa.

A SHOWMAN'S PARADISE

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

ALL ROLLER rinks in the Ohio and adjoining valleys in the path of the record-smashing flood were closed last week, including New Norwood Rink and Chester Rink, Cincinnati, the former because of restrictions on electric current and water and the latter being inundated. Norwood Rink remained open until 10 o'clock Sunday night, January 24, proceeds of sessions up to then going to the Red Cross. Other rinks in the area reported closed or damaged are Frank Bacon's Tacoma Park Rink, Dayton, Ky., under water; and those in Portsmouth, East Liverpool and Marietta, O.; Wheeling, W. Va.; Louisville and Maysville, Ky.

"REGARDING Wayne County amateur speed championship contests in Arena Gardens Rink, Detroit, on February 17-19 for men and women and Michigan State meet here on February 24-26," advises General Manager Fred Martin, sponsor of the meets and head of the rink, "contestants for these meets may get in touch with Robert D. Martin, clerk of the course. For the national championship meets in March, contestants may write directly to the president of Michigan Skating Association, Melvin Crawford, care Arena Gardens, 5795 Woodward Avenue, Detroit. The championship meets will be strictly supervised by Michigan Skating Association, affiliated with the Amateur Skating Union of the United States. Each amateur must prove that his past athletic activities have been strictly in that standing before being recognized and we would suggest that rink managers of cities thruout the United States, who take an interest in sending representatives to the national meet, should get in touch with the amateur associations in their states or districts. They should hold their State meets and select winners, who will officially represent their States at the national meet in Detroit. The meets may be completed very successfully and to everyone's benefit by simply following the few suggestions made. This in itself will be the first official meet, with the proper recognition, to be held in the States in many years and we ask co-operation of every rink manager so that in years to come meets such as these may become regular events."



RICHARDSON BALL BEARING SKATE CO.

Established 1884

3312-3318 Ravenswood Avenue, Chicago, Ill.
The Best Skate Today

ROLLER SKATER'S CLASP PINS

Something New in the Way of an Award. Pin shows a Winged Shoe and Skate. Gold and Silver Finish and Fitted with Safety Catch. Wheels are studded with assorted colored stones.

Silver Finish	Per Dozen	\$2.50
Gold Finish	Per Dozen	3.00
2 Samples, 60c.		

RESKREM SILVER MFG. CO.
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CECIL MILAM, manager of Fair Grounds Roller Rink, Wheeling, W. Va., has been offering two consecutive sessions Saturday afternoons, due to increased patronage. Rink will be going full-blast again during week days as soon as rehabilitation work necessitated by the Ohio river flood is completed.

JANINE GARANGER, French fancy skater who recently returned from America, is appearing in exhibitions at the Palais des Sports Rink, Paris, with Hedy Stenuf, Viennese skater, and other stars.

OTTO RIGGLE, operating Armory Roller Rink, Pontiac, Mich., is doing an egg business on the side from his farm at Lake Orion, where he has the rink during summer.

ALTERATIONS are under way in Arena Gardens Rink, Detroit, including installation of several new offices to house the growing staff. Rink now has a permanent staff of 27. Private and general offices are being fitted in ultra-modern style. New showers and locker rooms have been constructed in the basement for convenience of race contestants. A new locker room is necessary to hold private skates checked with the rink. Arena has some 800 such customers. Arena Gardens Roller Skating Club has grown to a membership of 2,800 in the year since the rink was opened by Manager Fred Martin. Bob Jeans, who handled publicity for Michigan State Fair, is publicity manager for Arena.

TWO KAYS, roller skaters, working on a mounted platform, are working in Pittsburgh and near-by tri-State area.

"THE NEW Chocolate Town (Hershey, Pa.) ice palace which opened on December 19 seats more than 7,000 for hockey and ice events and 10,000 spectators for basket ball and other sports," writes E. M. Moor, Philadelphia. "The building is rectangular in shape and measures 232 by 362 feet, with no obstructions of any sort. Roof is 100 feet above the floor. Probably the outstanding feature is the arched roof, resting on a series of hinges that bring the weight down to a single point, resting on a lead plate, preventing strain to concrete walls. The inner surface of the vast roof is cork, and above it is three and one-half inches of concrete. It is built in five sections and has joints between, permitting expansion under extremes of temperatures. It is illuminated by three giant lightollers, each 23 feet in diameter; the individual lightollers contain 47 searchlights each, and they hide the public-address system. Ten miles of wrought-iron pipe were used under the rink for the freezing solution. Skating surface measures 200 by 85 feet. Cork insulation is used thruout the structure, absorbing sound reverberations. In construction 25,000 barrels of cement, 210 carloads of sand, 9,600 tons of crushed stone, 1,100 tons of steel, 500,000 board feet of lumber and 100,000 square feet of cork were used. The Bars, Eastern amateur hockey league champions, undoubtedly have the finest and possibly the most costly plant in this country. Bruce Mapes and his wife, professionally known as Evelyn Chandler, have been engaged as figure skating pros. Hershey is practically a hamlet of 2,500 inhabitants and boasts this arena, four golf courses and is also to have an outdoor stadium to seat 30,000. Mr. Hershey also maintains one of the finest vaudeville theaters in the country, a magnificent hotel and an up-to-date amusement park. It is rumored that during summer months roller skating will predominate, and if so lovers of this sport will share honors with ice skaters in having one of the finest rinks in the United States."

DIAMOND DUO, Joe and Evelyn, began playing dates in Buffalo on January 22.

"MUCH credit is due Orville and Edward Godfrey for the manner in which they are operating Madison Gardens Rink," remarks Peter J. Shea, Detroit. "It was only a short time ago that the building was being overhauled and main street widened and it looked almost impossible for the rink to become a success, with scaffolds in the lobby and no parking space to speak of, but with all the obstacles they came thru in grand style. Godfreys have a fine band which plays nightly and thruout the week novelty features are on the program. Madison Rink is far from being the largest of the two or three operating here, but it manages to get a big share of business. Detroit was for many years the greatest roller skating town in America. Young men came from all parts of the country to work in auto plants. Big salaries made all types of amusements progress, and it was a common occurrence to see more than 2,000 skaters on the floor of Old Palace Gardens Rink in 1920-'25. From all indications, the craze is taking hold again, but it is a question whether operators can ever again get prices and crowds they did in the old days. All depends on the managements and working conditions."

PHILADELPHIA skating circles are buzzing with the report that big money is being introduced into the revived roller-skating fad there. Word has it that a local syndicate is planning to open a chain of skating rinks in the various neighborhoods of the city. Big feature will be the food and liquor concessions.

AS A SEQUEL to the ice follies that received the plaudits of Philadelphia devotees early in December, the all-professional ice revue, *Ice Follies of 1937*, will return to the Philadelphia Arena for four nights, starting February 7. Idi Papaz and Karl Zwack, who appeared there three years ago for the Philadelphia Figure Skating Club, have been added to the show by Roy Shipstad.

J. A. TWIGG, operator of a skating rink on Warrington avenue, Pittsburgh, has made a bid for the Diamond Square Roller Rink in that city. The latter enterprise has developed into one of the leading rinks in the Smoky City area.

COLISEUM Roller Rink, Canton, among the oldest in eastern Ohio, has been reopened with a policy of four nights weekly, Mondays, Wednesdays, Fridays and Saturdays. Management is offering the rink to private groups on nights when it is not open to the public. Some improvements have been made. Reopening of the Coliseum gives Canton district three rinks, Land O'Dance downtown and a large rink in the recreation building in Meyers Lake Park.

RUSS GOLDEN, manager of Land O'Dance Roller Rink, Canton, O., has revived interest in roller polo among high school teams and is featuring inter-class contests several times weekly. He has worked up considerable interest in Friday night sessions, which he calls High School Nights, and has been attracting capacity crowds Saturday afternoons, offering occasional roller polo matches.

Skating rink in the Golden Gate Ballroom at Eddy and Jones streets, San Francisco, owned by Frank (Lefty) O'Doul, manager of the San Francisco Seals, was damaged by fire last week to the extent of \$1,000.

G. L. Contracting In East and West

CLEVELAND, Jan. 30.—Preparations to bring Ripley's Believe It or Not Odditorium to 1937 Great Lakes Exposition are under way. Word came from Los Angeles that C. C. Pyle plans to bring it here next summer. Almon R. Shaffer, associate director of the exposition, flew to New York, accompanied by Frank D. Shean, in charge of midway concessions, to conclude some contracts. Mr. Shean will return to Cleveland, while Mr. Shaffer takes a plane to Los Angeles.

Moving of the band shell from the plaza to the Marine Theater has started. The shell, 50 feet high and 100 feet wide, will be at end of the esplanade, where it commands the entire sweep of the boulevard. Ralph B. Humphrey, director of radio, regarding emphasis on stage presentations of radio stars, said they will be presented in the bandshell. Among those already signed are Fibber McGee and Molly, Singing Lady, Singing Sam, Girl Alone and Gene and Glen. Public address system has been enlarged for announcements and broadcasting daily events. Another feature is a picnic ground in addition to Traller City. Lincoln G. Dickey, director, returned

Contract Let by R. M. Men

Group buying features convention in Helena—
State aid bill being favored

HELENA, Mont., Jan. 30.—Working in unison, members of Rocky Mountain Association of Fairs, representing 14 annual fairs in Montana, contracted for shows, night revues and fireworks for the entire association at the annual convention here on January 26 and 27 in the Placer hotel.

Officers elected are J. H. Bohling, Miles City, secretary of Eastern Montana Fair, president; Edgar Lee, Dodson, secretary of Phillips County Fair, vice-president, and Jack M. Sucktorff, Sidney, secretary-manager of Richland County Fair, secretary. Retiring officers were Harry L. Fittton, Billings, manager of Midland Empire Fair, president; Mr. Bohling, vice-president; Harold F. DePue, manager of North Montana State Fair, secretary.

Dates were sent for Fergus County Fair, Lewistown; North Montana State Fair, Great Falls; Midland Empire Fair, Billings; Western Montana Fair, Missoula, Flathead County Fair, Kalispell; Dawson County Fair, Glendive; Phillips County Fair, Dodson; Hill County Fair, Havre; Blaine County Fair, Chinook; Richland County Fair, Sidney; Custer County Fair, Miles City; Chouteau County Fair, Fort Benton; Rosebud County Fair, Forsyth, and Fallon County Fair, Baker.

Goodman in Field

Hilderbrand's Shows were contracted for Flathead and Western Montana fairs, while C. F. Zeiger's Shows were selected for all others except Midland Empire and North Montana fairs. It was decided to let these two members contract their own shows. Max Goodman, Goodman's Wonder Shows, attended and it was believed he would get the two larger spots.

Barnes-Carruthers was contracted for night revues at North Montana and Midland Empire Fairs and Northwestern Amusement Company landed the remaining contracts for night revues. Fireworks contracts for the entire association were awarded to Thearle-Duffield Fireworks Company, represented by Art Briese. Officers intimated that award of contracts in groups had resulted in lower prices to association members.

Big Year Is Seen

That Montana in 1937 will see its best year in some time for fairs was expressed by retiring officers at a banquet in the Placer on the first night. Increased 4-H Club displays will be noted. Honor guests were Governor Roy E. Ayres, Lieut.-Gov. Hugh Adair, and members of Montana senate and house fair committees. J. C. Taylor, director of Montana extension service, and R. E. Cameron, State 4-H Club leader, stressed the value of 4-H Club displays.

Following the convention new officers of the association were to meet with the senate and house fair committees to discuss a house bill to provide State aid for county fairs. It is regarded as a popular measure and its passage would greatly aid show business in this State.

Few of the show representatives who did not land contracts showed disappointment, most of them claiming already nearly filled seasons. C. F. Zeiger represented his own company, as did Pete Siebrand, Siebrand Bros.' Shows. Other representatives were Fred Kressman, Barnes-Carruthers; Jule Miller, Northwestern Amusement Company; Miss A. Lee, Lee Attractions; Richard Roe, public address; Mert Gribble, Regalia Manufacturing Company; Billy Greer, Silver State Shows; Cimijotti's Educated Horses. Officers announced the 1938 meeting will be in Billings.

from a short visit to Miami. Don Brown and Ray Twardy, Don and Ramona, who featured the water carnival at the Marine Theater last summer, are returning from Miami, where they appeared in a tumbling act at the Biltmore. Edward J. Reicher and Harry Hargraves, who held Skee-Ball and Pantheon de la Guerre concessions last summer, wrote from Honolulu and Manila to "Doc" Shean that they are vacationing and are headed for Sumatra and Singapore.

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VAUGHT APPOINTS OFFICERS

Polack, Turney Loom Prominent

Southwest Showmen's Ass'n now full staffed and functioning toward objectives

EL PASO, Tex., Jan. 30.—Mel H. Vaught, president of the Southwest Showmen's Association, this week announced appointments of the officers and a board of governors for the association. Officers named were Irv J. Polack, first vice-president; Dail Turney, second vice-president; and Verne Newcombe, secretary.

On the board of governors are Paul Towe, chairman; A. Reischer, W. S. Neal, Ed Lundgren, Charles White, L. Clifton Kelley, Mickey Blue, J. C. Tarkington, A. M. Pepper, E. W. Wells, Tony Spring, Fred G. Borland, Johnny Graves, Morris Thurman, J. V. Archer, Louis Stern, O. H. Hilderbrand, Harry D. Wingfield, Eddie Roberts, Fred S. Myers, Eddie Comstock, Harry Miller, Sam T. Polack, Duke Mills, G. O. Dupuis, Herman Q. Smith and Frank De Ritzkie.

The association's staff of physicians and surgeons follows: Dr. Ralph Homan, chairman; Dr. Robert B. Homan, Jr. Dr. Wickliffe Curtis, Dr. George Turner, Dr. Felix Miller, Dr. C. M. Hendricks and Dr. J. W. Laws.

The doctors have agreed to treat the association's patients in three El Paso sanatoriums without compensation until the project is on a self-sustaining basis, it is stated.

Selected as official sanatoriums were St. Joseph's Southern Baptist and Hendricks-Laws.

The board of trustees for sanatoriums consists of three members, Newcombe, Vaught and Polack.

Care of outdoor as well as indoor showfolk who are tubercular patients is the first objective of the association, Newcombe said. The aims of the association will not conflict with operation or projects of other showmen clubs in the Middle West and on the Pacific Coast, he added.

Officers have started a drive for membership among showmen in all sections of the country.

R. E. Cunningham and John B. Howard, local attorneys, will handle legal affairs for the association.

Goodman Announces Two Staff Members

NEW YORK, Jan. 30.—Joseph Goodman, son of Max Goodman, owner and operator of the new Goodman Wonder Show, Inc., reported here this week that Irving Ray will be secretary of the show and "Slim" Shanlon trainmaster. The younger Goodman will confine most of his activities to the concession department. Father and son recently completed a purchasing tour thru the East and South, resulting in the acquisition of a Scooter ride from Lusse Brothers, an Octopus from Abner Kline, and a Ride-o from the Splilman Engineering Company. Current plans call for the show to consist of 12 major rides and an equal number of major shows.

According to Goodman, more than two dozen men are active in the show's winter quarters, located in the Caraleigh Warehouse, Raleigh, N. C., and preparations for an April opening are progressing rapidly. Indications point to the use of 25 cars to carry the show by the time it is ready for the road.

An experienced electrician is creating unusual lighting effects at the Raleigh plant, and four 72-foot illuminating towers have already been constructed. Shows and rides will carry indirect effects and some neon.

Max Goodman is currently attending fair meetings in the Northwest, while Joseph takes care of their interests in New York City.

Jones Exposition Books Georgia State Fair

MACON, Ga., Jan. 30.—The Johnny J. Jones Exposition will again furnish the midway attractions at the Georgia State Fair and Exposition. It was announced by President Ed. G. Jacobs.

Contracts were signed by Secretary-Manager Ross Jordan and confirmed here this week.



HOGAN, OF THE HOUSE OF HOGAN, seems to have the floor. In order to start right this picture starts left with Denny Howard, James C. Simpson, Carl J. Sedlmayr and Larry Hogan. Hogan seems to be illustrating the "height of folly" to these young men (each representing a different carnival) who are trying to get along in show business. Note the smiles of each and the position of Larry's hands and hat. He must have sold them this laugh idea completely. It is reported all of them decided Hogan won and that he could keep his bonnet.

Line O' Two of News

CINCINNATI, Jan. 30.—Harry Ramish wired *The Billboard* this week from Raleigh, N. C.: "Have purchased half interest in Great Atlantic Shows. . . Will open in March under joint management of K. F. Smith and Harry Ramish."

HELENA, Mont., Jan. 30.—C. F. Zeiger announced here this week that the Zeiger Shows had been awarded midway contracts for the fairs at Glendive, Dodson, Harve, Sidney, Miles City, Forsyth and Baker, Mont.

MIDDLESBORO, Ky., Jan. 30.—R. C. McCarter, general manager Modernistic Shows, announced on his return here this week that the fairs at Gaffney and Sumter, S. C., and Sanford, N. C., have been booked. The event at Gaffney will be

under direction of J. A. Mitchell of Anderson, S. C.

KECOUGHTAN, Va., Jan. 30.—Carleton Collins, press agent John H. Marks Shows, is here at U. S. Veterans' Hospital. Following a minor operation he will return to Richmond.

SEMINOLE, Okla., Jan. 30.—Frank C. DuShane, general agent J. J. Colley's Shows, stated here this week that the fair at Bristow, Okla., had been booked for this organization.

EL PASO, Tex., Jan. 30.—Mel H. Vaught, of State Fair Shows, and president of Southwest Showmen's Association, left for the Pacific Coast on business for the association and the shows.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Sand Bowl, Fla.

Week ended January 30, 1937.

Dear Editor:

Promptly at 7:30 p.m., January 25, City Mayor A. Treaty, his arms loaded with hams, birds and cages, blankets, candy and dolls, threw on the main switch in the transformer wagon, officially opening the Ballyhoo Bros. 1937 season. Then at 7:35 p.m. the light company pulled the same switch, officially closing the opening of the same season. Then at 9:15 p.m., EST, the show's electrician again threw on the switch and the 1937 season was again officially opened with everything in full sway. Lights going on and off in such rapid succession made the midway look like a Giant Flasher.

The Ballyhoo Bros. furnished the midway and other amusement features for the Sand Bowl County Annual Orange Juice Spray and Grapefruit Diet Convention. The show's entire personnel was prepared for the grand opening. For the last 10 weeks each member has been in training drinking orange bowl juice, properly mixed by our grab joint operator, getting their systems citronized for the winter tour.

The weather here was cold and rainy all week. This was very unusual, the natives declared. This fact hindered attendance, yet the show beat all boom-time records and doubled the last show's gross. The management opened the season a week earlier than intended because two misleading swallows gave us the double cross by flying over the show's winter quarters.

The show opened with 85 pay attrac-

tions. A good many not ready for the road were left behind. Each one of the 45 shows presented a performance of merit and well worth a 50-cent admission altho only five cents was charged. The fronts for the 1936 Harlem Strutters, The Follies of 1936, The 1936 World's Revue and the Oddities of 1936 were nicely repainted by blanking out the six and adding a seven. The 40 new all-park thrill rides, adorned with neon of rainbow colors, made a beautiful showing posted on barns and outhouses thruout the county.

The visiting fair secretaries from U. S. A., Canada and Old Mexico arrived in droves. After being escorted around the midway by the bosses and tailed by several other carnival managers, they were entertained with a banquet in the cookhouse. All were loud with praises regarding the food and drinks. Twenty offered to book the cookhouse on their independent midways this fall. The secretaries' visit was short; they took their mileage and rushed over to make the opening of another show that is noted for serving free beer and cheese.

MAJOR PRIVILEGE.

P. S. Run following ad. We believe in advertising. Use enough space to convince the readers that we mean business on and off the lot: "Ballyhoo Bros. have open dates during August, September, October, November and December. Have more open dates pending. Fair secretaries, get in touch with us. Can also use good carnival people in all departments. Bring blankets and mattresses, we furnish berths. Will again play Cuba this winter, probably."—M. P.

MSWC Installs New Officers

Mrs. Norma Lang inducted as chief executive — various committees appointed

ST. LOUIS, Jan. 30.—The Missouri Show Women's Club held its seventh annual installation ceremonies and birthday banquet Tuesday evening, January 19, at the American Hotel. Mrs. Nelle Allen acted as installation officer with Mrs. Rose Fitzgerald as assistant.

New officers installed for 1937-'38 were: Mrs. Norma Lang, president; Mrs. Ciella Jacobson, secretary; Mrs. Florence Parker, treasurer; Mrs. Irene Burke, 1st vice-president; Mrs. Daisy Davis, 2d vice-president; and Mrs. Gertrude Lang, 3d vice-president. Board of Governors: Mrs. Grace Goss, chairman; Mrs. Kathleen Riebe, Mrs. Marietta Vaughan, Mrs. Mary Francis, Mrs. Judith Solomon, Mrs. Jane Pearson, Mrs. Mabel Pierson, Mrs. Catherine Oliver, Mrs. Millicent Navarro, Mrs. Viola Fairly, Mrs. Nelle Allen and Mrs. Helen Richter. Mrs. Daisy Davis was appointed chaplain and Mrs. Kathleen Riebe publicity director.

Committees appointed by President Lang were: Finance, Grace Goss, Kathleen Riebe, Catharine Oliver, Helen Richter and Jane Pearson; Entertainment, Nelle Allen, Grace Goss, Daisy Davis and Marie Brown; Hospital, Mrs. Hattie Howk, Mrs. Helen Smith, Irene Burke, Nelle Allen, Rose Fitzgerald and Gertrude Lang.

Retiring officers were Mrs. Catherine Oliver, president; Mrs. Grace Goss, secretary, and Mrs. Norma Lang, treasurer. They were thanked for their services to the club for the past two years and were presented with gifts in appreciation. Mrs. Grace Goss received a special surprise gift from the club for her work in the membership drive. Mrs. Oliver opened the birthday box which contained \$20.67.

After a short business session the members adjourned to the banquet room, decorated in the club colors of pink and green with bouquets of pink and white carnations. A plaque in red and white from the Ladies Auxiliary of the Heart of America Showmen's Club adorned the speakers' table. On the table was a three-tiered birthday cake, attractively decorated in the club colors. The cake was the gift of the club's beloved mother and founder, Mrs. Marietta Vaughan, who with her grand daughter Betty McKee, the club mascot, is spending the winter in Dallas.

Mrs. Nelle Allen served as toastmistress and read several telegrams of congratulations and good wishes from various organizations, absent members and friends. The bits of verse with which Mrs. Allen invited each member in turn to make a short talk were descriptive and appropriate.

The first important business for the new officers is the annual Valentine Dance, to be given in the mezzanine ballroom of the American Hotel, February 13. Many out-of-town show people have already made reservations.

Lawrence Shows Booked For Boat Race Week

NEW SMYRNA, Fla., Jan. 30.—Percy Martin, general agent of Sam Lawrence Shows, has booked the attractions to appear in this city during the International Boat Races to be held at an early date.

The shows recently played on the Court House Square, downtown location in West Palm Beach, which engagement was followed by a date at Lake Worth. This organization will head North in due time and, according to plans of Manager Lawrence, many additions will be made to this carnival before the regular season opens.

Sol's Employees, Trucks Aid in Flood Relief Work

CARUTHERSVILLE, Mo., Jan. 30.—All of the boys employed at winter quarters of Sol's Liberty Shows here have been giving wonderful aid to flood sufferers, working under orders from the local relief committee and the National Red Cross unit. Many of the show's trucks have been put into use, and calls have been answered day and night. All public buildings are housing refugees, and churches have been turned into hospitals.

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Midway Confab

By THE MIXER

BUSINESS is business in any country and in all languages.

GEO ROY, generally recognized among the show builders as being a man of ideas and constructive ability, will have two fun houses on the Dodson Shows. He has excelled himself in his latest creations, according to Dick Collins.

CARL J. LAUTHER entertained the press agent for the shows wintering in Savannah and Ollie Hager and husband at museum headquarters, also Savannah, last week. The party voted the food excellent. Lauther always did feed his people well.

ANENT recent item in this column regarding Log Rolling Shows, Monte J. Wax, of Los Angeles says in part: "The idea for beavers and a dam is good. Am always glad to receive comments and suggestions."

CARL MACK letters from Tifton, Ga.: "Manager Harris of Model Exposition Shows is away on business of booking. The following are in winter quarters: C. P. Carpenter, L. H. Travis, Henry Bevier, William Gest, Mike Bossatt, Doc and Mrs. DeVoare, Mary Goche, L. White and Ralph and Mrs. Lee."

BILLY BURTON letters from Mullens, W. Va.: "Am particularly interested in articles in the Forum and 100 per cent for clean shows. Doc Waddell is right.

season was the first in the carnival business for Mrs. Couden and myself. We spent four months with two shows on the Pacific Coast, principally ballyhooping. We are trying to organize a show of our own and plan to title it Novelties of 1937. Here is a paragraph from my own observation: 'P. T. Barnum's idea was that the public liked to be fooled. But it seems that too many in the carnival business go on the premise that the public likes to be gypped.'

FRANK LaBARR saw President Roosevelt take the oath of office. This inauguration was the first one LaBarr ever attended, despite the fact that he has been on earth a long time.

WILLIAM BRADLEY SR. letters from Seattle, Wash.: "H. H. Avery, of the American United Shows, recently gave a banquet for some of the boys of the L. B. and H. at the Boulder Tavern. He closed his cigar stand and then gave a feast of fried chicken, roast beef and spareribs. There was beer, wine, coffee, tea and all kinds of desserts. Entertainment was furnished by Peanine Perkins Peterson, from Walla Walla. Delbert Dorrance said he is going to join the Army. Ted Shultz gave a talk on how to clean up the midway every Saturday night. Walter Cowling talked. Bill Mowsko, who was to be the principal speaker, was laid up with a cold."

WALTER B. FOX letters from Greenville, Pa.: "Everything okeh here. My

Wade Shows years ago. I am under contract with the Great Sutton Shows for the fifth straight season as special agent, furnishing my own sound truck."

E. V. McGARRY letters from Miami, Fla.: "Diamond Kitty, myself, Thomas Laswell, Agnes Bleau and Mr. and Mrs. Gaines Butterfield enjoyed a wonderful stay at Key West, Fla. On return trip a large deer came heading down the highway in front of another car coming our direction, passed our car like a shot and went on down the road. Where this deer came from originally is a mystery, but evidently the animal's instinct warned it that danger lurked in the alligator-infested canals which flank each side of the road, because it refrained from diving into the water and swimming to safety from man and his infernal machines. We wonder what became of this beautiful animal and if it finally escaped the lurking dangers which are ever eager to overtake one of God's more helpless creatures. What a phenomenal sight it is to see a wild doe, with nostrils distended, fleeing for its life in what seems to us a common, every day civilized world."

IF monuments were erected to the living there would be fewer heartaches and less discontent.

J. GEORGE LOOS letters from Wichita, Kan.: "Was mighty pleased to have met again at the Chicago meeting many old-timers whom I had not seen in years: Guy Weadick, A. H. Barkley, W. C. Fleming, K. G. Barkoot, Sam Solomon, Floyd E. Gooding, J. Eddie Brown, Lew Dufour, Charles Goss, Nat Rodgers, Patty Conklin, William Judkins Hewitt and many others. Attended the fair meeting of Kansas and am on my way back to Laredo, Tex. Spent a few days here with our mutual friend W. F. (Bill) Floto. He is managing the booking of road shows for the Forum and is on top of the world."

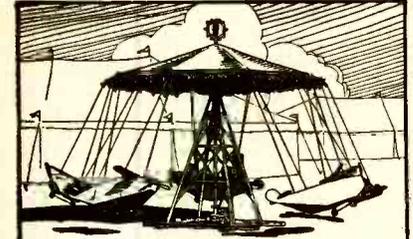
Digressing, J. George says: "I remember the time a general agent wired back to the show: 'Send me 50 cents for a clean collar—can close contract.' Also the time a carnival manager was asked for \$2 and he replied: 'If I had that much money I would start a No. 2 show.' Walking home one night with the late Clarence A. Wortham from the Cotton Palace, Waco, Tex., to his hotel we passed a hamburger stand. Clarence remarked: 'I hope I will never have to eat those again.' When I replied that I did not think he would, he said: 'I don't know. There never was a bird that flew so high that it did not have to come down again.' Great words from a big man."

WONDER what carnival will really have an all-women brass band?

FRANK D. SHEAN is a thoughtful young man. He phoned the Cincinnati office of *The Billboard* from his Cleveland headquarters and asked for A. C. Hartmann. Hartmann was out to lunch so the Union was given the call. Frank D. wanted to know what was needed by *The Billboard* staff in the flood emergency. He

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Attention Carnival Owners and Park Managers



Plan on adding one of these rides to your present equipment. Sales doubled last season, proving the popularity of the Swing. Seating capacity, 15 children. Weight about 2,000 lbs. Airplanes are actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.
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MRS. AND MR. MAX H. BERNARD AND JOE KRUG, associate owners of Golden Gate Shows, recently photographed in California. Their Merry-Go-Round and other rides are in the background.

I started in the business about 35 years ago with Doc Blue Mountain Joe, doing balloon and parachute and then broke into a blackface act. Doc advised me that it did not take a comedian to make an audience laugh with smut and I found out he was smart in that point. Last season was my third with J. P. Boit."

AIN'T you string-show managers going to have anything else in your 10-in-1 Show besides Mexican jumping beans?

JACK H. NATION letters from Dayton, O.: "Been playing vaudeville in Ohio and Pennsylvania. Title of show is Peggy Nation's Fun Makers. Looks like show business is going to get a real break. If what is written as happening in winter quarters is true, looks like they will all be dressed up. Some, however, call one man a crew."

WALTER A. WHITE, general manager Johnny J. Jones Exposition, letters from Augusta, Ga.: "Back on the job and getting started for the season's grind. Seventeen men are working and we will have a full crew soon. Will add several steel flat cars to train."

ANDY GUMP, who says he is the original, cards from New Orleans: "Working in a night club here. Signed with Ray Daley for his Cavalcade of Wonders on the L. J. Heth Shows."

D. G. COUDEN letters from Alameda, Calif.: "With apologies to the late Will Rogers, all I know is what I read in *The Billboard*. Believe it or not, the first thing I read is Midway Confab. Last

brother was 'banged' up in a railroad wreck but is now working occasionally. Will go from here to Memphis." Walter B. reports that Danny Klein, well-known concessioner, was in an accident at McComb, Miss. He had his front teeth knocked out, sustained face cuts, leg broken in three places, broken arm and fractured shoulder. It is said that Klein ran into a potato truck. Two other boys were with him. They were hurt worse than he. The car was junked. Danny and Mary Klein are very well-known concessioners, for past two years with the Al C. Hansen Shows. Mrs. Klein is visiting her mother at Williamsport, Pa., but expects to go to McComb to visit Danny.

IF there was a beef, mutton and ale cook-house on some carnivals there would be less complaint from ride help to the effect that they lacked strength for the setup or tear-down.

JIMMIE BOYD letters from Largo, Fla.: "Speaking of something new, visited friends on Royal American Shows at the Pinellas County Fair. Their newest addition is the Old North, a log-rolling show, full of thrills and daring feats. It gives promise of being a real treat for the patrons of the Royal American, which is tops in the show world in any language, truly sensational and educational as well. Have visited many shows and am glad to say that I find all of them getting everything in shape for the greatest year of them all. Had the pleasure of meeting Mr. and Mrs. Eric B. Hyde, of the Lucky Strike Shows, after about 10 years. We tramped together on the Ralph

Second Hand Show Property For Sale

\$1.65 Pair Chicago Ball-Bearing rink skates, all sizes.
\$25.00 Genuine Eight Legged Mounted Pig, Glass Case.
\$50.00 Two Headed Wax Baby, fine specimen, 15c EACH Pennant Flags on Streamers. Send list.
\$25.00 Mounted Moose Head, with antlers.
We buy No. 5 Eli's Wheels, Kiddie Rides, skates, all makes. Well's Curiosity Shop, 20 S. 2nd St., Philadelphia, Pa.

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A Penny Postal Card to us will bring you our 16 page descriptive Booklet Price List of Popcorn Supplies.

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16 S. FIRST STREET, ST. LOUIS, MO.
"Over Sixty Years Distributing Popcorn."

MENTALISTS -- PALMISTS

ALL PRIVATE READERS
Get set for the greatest clean-up you have ever known. Write me at once for information on the greatest secret ever devised for this purpose. For a 3c stamp you can investigate. Be the first in your territory, or be sorry. My letter outlining what you can do with it will amaze you.
Do Not Delay -- Write Me Today!
MAURICE P. KITCHEN
1502 McGraw Hill Building
330 West 42nd Street, New York City.

meant it in all sincerity in true showman style. The Onion was in a good mood and replied "What is needed in Cincinnati is water," meaning drinking water, but he failed to be specific. Shean laughed, but said "I will take care of this matter at once."

PLAN your work and work your plan is wisdom from the past.

McCLELLAN SHOWS' letterhead reads: "Honest Concessions." Concessions should be considered honest without such a declaration.

EDDIE A. JACKS' letters from Grand Rapids, Mich.: "Emil Paul is at Pollie Shows' quarters. Mechanics are building a pannel front for Leslie De Sheene's girl revue."

J. H. and HARVEY DREW card from Vero Beach, Fla.: "Just a couple of Georgia boys doing a little fishing around here."

K. W. FRANKLIN cards from Melbourne, Fla.: "Barfield Cosmopolitan Shows opened with six rides and 15 concessions at Titusville, Fla. Everyone did some business. Ted Townsen's high dive is the free act. Staff: C. E. Barfield, manager; Frank Starky, agent and tanners; S. McGlauchlin, electrician. Writer is in the office."

THE OHIO RIVER has brought Cincinnati down to date. Everything of importance that happens there in the future can be dated from the days of the record flood of 1937. Moral: A city should never try to crowd a river out of its natural banks.

W. H. DAVIS writes from Savannah, Ga., that after nine weeks at Hot Springs, Ark., he is in shape again.

W. H. BROWNELL cards from Miami: "Everything going nicely. Town full of show people. Glad Charlie Blue is recovering."

E. S. COREY letters from Johnstown, Pa.: "R. S. Rakestraw is master of transportation for Corey Shows. He is spending the winter fishing in Florida. He also has concessions. World War Veteran and a fine fellow."

ART THOMAS announces the staff of his carnival of two units: Mr. and Mrs. Art Thomas, owners and managers; Gilbert Tuve, general agent and Oliver Larson, secretary. Gary Thomas is the name of the Thomas' son.

PROGRESS is going to bury a lot of dead ones this season.

CHAS. F. DONNELBERG letters from Philadelphia: "Have always operated merchandise wheels, in fact for the past 30 years. Booked with K. F. Smith on Great Atlantic Shows."

CLARENCE E. ALLEN letters from Binghamton, N. Y.: "Will manage the snake show on the Al. G. Hodge Shows."

BILL SNYDER of West Bros.' Amusement Company, was a visitor in St. Louis last week.

SEND HIM A WIRE seems to be the favorite expression of some general agents.

DO YOU REMEMBERS by Leon M. Hewitt: When K. G. Barkoot Shows played Thanksgiving week in 1906 at Newberry, S. C.? . . . When Frank Mack had a Gypsy Camp with Layton's Carnival and Fireworks Company in 1903? . . . The Columbus Carnival Company was organized at the Mecklenburg Fair, Charlotte, N. C., in the fall of 1903 and played its first date at Gastonia, N. C., on the streets? Bert Hoss and David Gross were the managers. C. Smith had the Merry-Go-Round and Ferris Wheel and Mrs. C. Smith, Chris M. and Ed. K. Smith were with it.

CARNIVAL OWNERS and managers: When you state the number of free acts and band you will carry kindly give the names. That you will carry a certain number of free acts and band is hardly news as all seem to be "going to have them." Also if you play inclosures and if you are a railroad, gilly or motorized carnival. Thank you a lot for this data.

NO LAW will ever make men real men or women real women.

JACK DADSWELL is the "hot-wire" carnival press agent. If it is important Jack puts in on the wire.

IT IS not at all improbable that many carnival owners and managers have often

wondered why exhibitions and fairs do not distribute their premium books and programs before the event starts. Not at the gate or grand stand when the event is on and especially if they have advertised their midway attractions in them. Now this is really something to think over. Fair catalogs should not be "tap" sheets.

OF COURSE you have faith in the future. What other mental attitude is a sane business man supposed to assume?

DO YOU RECALL how many long years *The Billboard* advocated the return of the inclosed midway? Finally some one woke up in the carnival business and put them in operation. They proved successful and then the remainder, with few exceptions followed.

FRANK S. REED, secretary, Rubin & Cherry Exposition, letters from Atlanta, Ga.: "We will miss the Godino Twins as great plans had been made to build an unusual show around them. The high water at Cincinnati reminds the writer that 53 years ago, when the Ohio river was up to Pearl and Walnut streets, he stood there and sold tickets all day Sunday in the rain for a line of boats that were carrying people to the end of the Suspension bridge."

DR. EDW. JAS. IRVINE letters from Washington, D. C.: "Am wintering here." He does a mental act.

JOS. F. McLAUGHLIN cards from Wilmington, Del.: "Adding three more dogs, two monkeys and a goat to my act. Lost a dog while with the R. H. Work Shows in S. C."

DEEP STUFF: Winter always gives most carnival people a rest, except their feet. They seem to be more restful in season.—Henry Heyn.

Rivers of Georgia were speakers at the banquet."

BESSIE TRAYLOR cards from Savannah, Ga.: "Dick Traylor and myself are with Carl J. Lauther's museum. Will have side and snake shows with Kaus' United Shows, making the fourth season with them."

CARL MACK cards from Tifton, Ga.: "Model Exposition Shows, formerly Bruce Shows, with W. R. Harris, general manager and E. B. Braden business manager, will go out on 15 cars."

W. K. REESE, of the Amazon Attractions, letters from Hallandale, Fla.: "Louise Wroughton will have her concessions with this show. Jack Orr and Bill Reese, associate owners, caught 32 fish in two hours at Hallandale Beach. They are thinking of booking the Atlantic Ocean for a fish pond. Executive staff: Jack Orr, manager; W. K. Reese, superintendent and Bert Watling, general agent."

EXECUTIVE STAFF McClellan Shows: Roy Goldstone, lessee and general manager; Mrs. J. T. McClellan, secretary-treasurer and F. Maurice Wood, general agent. Letterhead states that the shows are 30 years old.

FOR stadium shows and the like burlesque bull fights are a good drawing card. There are some clowns who do this act to perfection.

BEVERLY WHITE and Jack F. Murray are a couple of good press agents that should be with carnivals.

DYERS Greater Shows report as being motorized.

J. A. PEARL letters from Rochester, N. Y.: "Been in bed the last three weeks



ONE OF TWO tractor-trailers purchased last week by LaMotte Dodson, owner of Dodson's Hollywood Monkey Stars, booked for 1937 with Sol's Liberty Shows. The vehicles were specially built for Dodson by Charles T. Goss of the Standard Chevrolet Company.

TOMMIE DAVENPORT cards from Iverness, Fla.: "Booked my Athletic show with Blue Ribbon Shows, which makes the third season."

MR. AND MRS. E. C. RUTLEDGE card from Troy, Ala.: "Will again be with Blue Ribbon Shows."

MR. AND MRS. BILL HUGHES card from Vero Beach, Fla.: "Operating three concessions with Royal Palm Shows. Business is good."

BOUNDING JOHNSON cards from Atapulgus, Ga.: "With Georgia Amusements doing my bounding wire and hoop-rolling acts as a free attraction. Doing well with Penny Pitch. Show has three free acts, Big Eli wheel, five shows, sound truck, light plant, 15 concessions, Penny Arcade and photo gallery."

MARLO AND LeFORS card from Los Angeles: "Visited C. F. Zelger Shows quarters in Arizona, also Mr. and Mrs. H. A. Lucas."

JAS. G. WATSON letters from Atlanta: "During the fair meeting held here recently the following were seen in a hotel lobby talking things over: Harry L. Small, Dick Harris, George Kitzinger, C. A. Hartzberg, William C. Murray, J. J. Page, L. E. Roth, Percy Martin, Chris M. Smith, Mort L. Bixler and Rubin Gruber. At the banquet mention was made of the sad passing of Bennie Krause and reference to his square dealings was a subject of frequent comment. Senator Ellis, of Milledgeville, Ga., and Governor

with an infected foot and could not sit up. It looked for a while that I would lose the foot. However, all danger is past now. Have tended bar here for the past four winters and will go back to work soon. A lot of showfolk in town. Ed. Karen and wife are promoting an indoor circus here. Frankle Graves and wife are working a night club. He is emcee. Gwin Dawson is hostess. Flo Kay is in town also. When the band plays I will be back with the Johnny J. Jones Exposition. I like the carnival department of *The Billboard*."

MR. AND MRS. ARTHUR ALEXANDER letter from Madison, Ill.: "Spent holidays with father and mother, Mr. and Mrs. Glenn Alexander, in this city. Last year was all right on the Blue Ribbon Shows, so we are returning to winter quarters and will have our concessions with it."

W. L. COLLINS cards from San Antonio: "Doc Murphy and myself were with Beckmann & Gerety last season. Now producing night-club floor shows in and around this city. Recently opened the Playhouse Club in the downtown section."

WOODROW ARNOLD cards from Union City, Tenn.: "Bob Sickle is booking for John R. Ward Shows. He went to Illinois."

IT'S TOO BAD that so many of those questionable concession operators seem to be trying to take Florida off the carnival map.

JOSEPH HANCOCK letters from Lynn, Mass.: "Andrew Mavros did not open his museum in Dover, N. H., as planned. Mystic Oddi visited. Some of the attractions booked are Kanga, man-monkey; Nocturn, human ostrich; Burning Woman Alive, illusion; Girl in Gold Fish Bowl, illusion; Jackson, magician, and Pearl, neon tube artist. Annex will have James-Jeanette and dancing girls, Oddi is due to join with mental act. Chick Evans will handle the inside and S. Reid will sell ticket."

OVER TAXATION does not seem to stop floods.

WM. P. LYNCH—Why not some news of the doings around Halifax, N. S.? Regards to Morris Levy.

VIOLA FAIRLY started to tell the Onion something about the Fairly-Martone Shows in Chicago, but she never finished the story. She said she would write the remainder. Up to now the letter has not been delivered.

BECAUSE a man has the gift of gab it is no sign that he is a showman or

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MONEY MAKERS
Rely on Evans 44 Years' Experience for the Best Amusement Equipment.

SHOOTING GALLERIES
IMMEDIATE DELIVERY.
Complete line of Shooting Galleries, Supplies for All Makes.

EVANS DICE WHEEL
One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, handsomely plated and polished. Write for Prices.

PADDLE WHEELS \$7.50 up
of All Kinds

FREE CATALOG

Evans' latest **PARK and CARNIVAL** Catalog contains a Complete Line of Amusement Equipment for Parks, Beaches, Fairs, Carnivals, Picnics, Homecomings, etc. All kinds of Wheels, Shooting Galleries, Sets, Creepers, Grind Stores, P. C.s and Cases, Parts and Supplies—in fact, everything for the Midway. This 80-page, fully illustrated Catalog is yours for the asking.

Write for It Today!

H. C. EVANS & CO.
1522-28 W. Adams St., Chicago, Ill.

ever will be one. The party that signed himself "Gift O' Gab" to an enclosure postmarked San Jacinto, Calif., January 21, can remain incognito as far as the carnival department of *The Billboard* is concerned.

EVERYTHING at times goes along all right until some guy with a funny haircut comes along and insists the work in hand is not being done right.

WONDER WHAT became of all those efficiency experts that infested so many businesses before the late depression.

CHARLES E. LARKIN cards from Tampa: "Twelve years with Johnny J. Jones Exposition. Eight years on the first and original Ridee-o. Will have charge of the new 18-car one when season opens."

DR. R. GARFIELD letters from Long Beach, Calif.: "Enjoying stay here. Will go east sometime in February to join Glick Shows, making third season."

IF SOME in show business are not business men they should at least try and imitate them in the direction of the usual business courtesies real business men extend to other business men.

THERE ARE people who make good when given the opportunity—and there are people who do not make good when given the opportunity.—Wadley Tif.

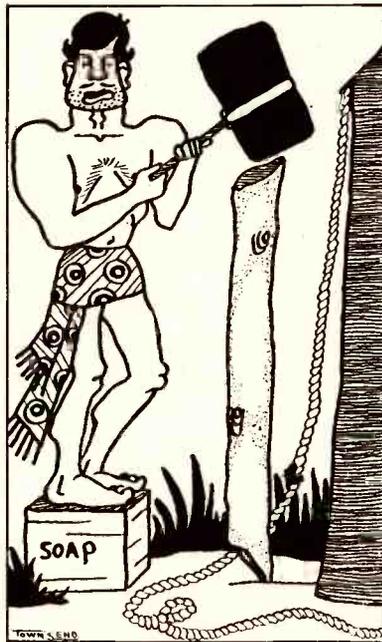
A MOVEMENT is planned that will take that elusive fly out of that pot of ointment. Concessioners take heed.

BOB BURNS said his father was a great reader and that it took him only four days to read the label on a tomato can.

FOR SOME it is going to be a scramble coming out of Florida along about March something.

CARNIVALS can get too big and sometimes do for certain towns.

SMITH GREATER SHOWS bought a growing potato patch in Bucyrus, O.,



Soapy Glue Says:

"That strange-looking guy over there has been piping me off ever since I started to put up this top. He just told the boss that I would make a swell 'Geek.' The truth of the matter is, I may suffer from mopey but no one will ever catch me dallying with these strange creeping monster varments. To prove that I am intelligent, despite my looks, I just told the fair secretary that I realized that we are here to entertain the fair visitors, but that we were also here on business as well."

years ago to get space enough to locate, but when it comes to cutting down a forest, that is different.

ONE TIME a certain carnival letter-head stated: "Organized and managed

by American business men with brains, energy and hustle."

LOUIS H. AMASON letters from Washington, Ga.: "Frank S. Meeker, band leader, is wintering in his home town. His wife Florence Meeker, is on her way to Tokyo, Japan, with Al Merriott's Loa Aeros Act, aboard the S.S. Katsuraji Maru, to play 11 weeks at the exposition. Master James Meeker is with his father, going to school."

KENT HOSMER writes from San Antonio: "Mr. and Mrs. Barney S. Gerety have been quite ill for 10 days suffering from colds. Gerety made a recent trip to quarters and reported that they are both improving nicely. Mrs. Fred Beckmann, president Heart of America Showmen's Club Ladies Auxillary and her membership chairman, Mrs. Maude Jameson, are going after members with a vim. It looks like these two popular showwomen will boost the membership list considerably during 1937 for the Kansas City organization."

MOTHER! What is a Pleasure Trail? Just tell the child that it is only a carnival midway.

H. D. (DOC) HARTWICK letters from Tampa, Fla.: "After closing with Beckmann & Gerety Shows, I entered a hospital here for a major operation, but am feeling very good now. Will put on a new show. Onion—you have some very good ideas for shows. How about giving me an idea for a new one? Lafayette Hotel lobby looks like a cookhouse men's convention. Eddie Madigan, Cash Wiltse, George Reinhardt, Sid Merriam, Tommy Riggin and I. Firesides are here."

LOOKS LIKE a few of the big carnivals really got the season booked up before some others got their opening stands. There are business men in the carnival business despite impressions some have to the contrary.

WONDER what Oscar C. Buck, one of the Long Island, N. Y., carnival magnates, has in mind? Silence might be golden, but not for showmen.

THERE was a carnival that went out of a town in Texas in 10 cars and closed a few weeks later in Louisiana, with only one sugar cane hopper. You dig 'em up.

IRV J. POLACK—World at Home was a great title.

IF ONE man does not succeed it is no criterion that others cannot.

IT'S A GREAT business. Keep its moral tone up and all will be well.

ALL EYES are on Tampa, the first real big fair of 1937.

BOB McCAUSLIN cards from Rock Island, Ill.: "Honest Bert, of Honest Bert Shows, came to winter quarters in his new advance car painted all white and (See CONFAB on page 58)



Tilly Few Clothes Says:

"I heard a feller on the motion picture screen at the Happy Moments Theater the other night say that if a man wanted to enjoy his work he should not do too much of it. He must have had Soapy Glue in mind. Soapy has been telling it around the lot that there would some day be a law to regulate even the use of lead pencils. Well! Ah me! I finally got this Candy Floss store open."

1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 1,350 different cards, per 100, \$1.25, without markers. Set of markers, 50c.

Automatic Bingo Shaker, real class, \$12.50
Bingo Blackboard, cloth, size 24x36 (Rolls up) 2.00
Bingo Record Sheets, 24x36, 20 for \$1.00

Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO.

19 W. Jackson Blvd., Chicago

B. & V. ENTERPRISES OPENING APRIL 29

WANT: Concessions, Stock wheels. Grind stores all open except Custard, Pop Corn, and Bingo.

WANT: Shows with or without own outfits.

Free Acts Wanted—Circus to Feature Will book or lease flat rides and kiddie rides. Auspices and Fair secretaries in New York and New England states desiring a clean midway write, 5 Westminster Pl., Garfield, N. J.

LORDS PRAYER
SAMPLE PENNY FREE
GO IN BUSINESS FOR YOURSELF BE YOUR OWN BOSS MAKE \$2 TO \$5 AN HOUR OPERATING THE MOST BEAUTIFUL ENGRAVING MACHINES
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CAN PLACE Shows, Rides and Concessions which do not conflict. We will play the best locations in the busy automobile centers of Michigan. Our route will also include a long Circuit of Fairs and Celebrations in Michigan, Ohio and Indiana. Season opens May 1. Address

W. G. WADE,
289 Elmhurst Ave., Detroit, Mich.
Phone: Longfellow 1506.

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BUFFALO, N.Y.
POSTERS-CARDS

WINDOW CARDS
IN FLASHY COLORS
FOR VALENTINE AND WASHINGTON'S BIRTHDAY
Printed on 8-Ply Cardboard, size 14x22, 50-\$3.50, 100-\$4.50 (imprinted)
BOWER SHOW PRINT 12 ADE STREET FOWLER-IND.

WANTED FOR SOLLIE CHILDS ODDITIES OF 1937 UNIT

Musicians, line of girls that do specialties, teams, novelty acts. Show has long route South, not West. Contact HARRY SHANNON, JR., MANAGER, 964 Madison Ave., COLUMBUS, OHIO.

WANT

GENERAL AGENT and PROMOTOR who can attend strictly to their own business. We do not want a manager.

MODERNISTIC SHOWS, INC.
R. C. McCARTER, Vice President & General Manager.
A. B. MOTCH, President.
c/o MOTCH MOTOR CO. MIDDLESBORO, KY.

THE GREAT OHIO-MISSISSIPPI FLOOD

Walk-Thru Show, now Ready for store-rooms, carnivals, etc. "REMEMBER THE JOHNSTOWN FLOOD!" Well, the present disaster tops them all, America's worst. Radio and newspaper publicity has paved the way. Here is the opportunity of a life time for you to make money. All America awaits this show.

Our men have covered all points. Show consists of 20 viewing boxes with tragic scenes, lifelike, on colored glass, also 20 striking picture panels, three beautiful banners, one 6 by 10 feet in colors, instructions for framing, etc., show complete as above

ONLY \$100.00

Wire or mail \$25.00 deposit and show will go out same day, remainder collect. Or write for information.

Our newest CRIME show, GREAT MAN HUNTS, featuring Chas. Mattson kidnaping and AMERICA'S UNDERWORLD, \$100.00, going great in store-rooms.

Managers of any kind of CRIME shows, also managers of UN-BORN shows write for our free list of great enlargements to FLASH your shows. Wake up. Order this great FLOOD SHOW quick. Grab a store room. Get going. We include a plan of working this flood show that will make you rich in a few weeks.

CHAS. T. BUELL & CO., Box 306, Newark, Ohio.

DIXIE EXPOSITION SHOWS

WANT—For Twentieth season, starting Feb. 1, through Mardi Gras to Feb. 14, 2 Saturdays and Sundays, St. Josephs St., leading into Bienville Square in the heart of town. Biggest Mardi Gras Mobile has ever had.

WANT any ride except Ferris Wheel, Merry-Go-Round, Mixup, Loop-O-Plane or Kiddie Auto. Special inducement to Tilt-A-Whirl, Caterpillar or Pony Ride. Good opening for Ten-In-One with own outfit. Will furnish outfits with new panel fronts for Grind Shows, Tuba and Alto for Minstrel Show, Stock Concessions that throw stock and work for a dime. Positively no graft. Show routes Alabama, Tennessee, Kentucky, Virginia, West Virginia and Ohio. 16 Fairs. Address—

C. D. SCOTT — 307 N. Royal — MOBILE, ALA.

TODAY'S HEADLINES TODAY

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LIFE SIZE FIGURES OF WORLD'S GREATEST LOVERS!!
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Setting Attendance Records Wherever Shown!

Exact Reproduction WRITE OR WIRE Immediate Delivery

ALLIED AMUSEMENT COMPANY

908 Wurlitzer Bldg., Detroit, Michigan.

PEERLESS EXPOSITION

WANTED Opens at Athens, Ohio, April 24 WANTED
RIDES—Loop-O-Plane—Ridee-O—Motordrome.
SHOWS of merit. Nothing too big. Will finance any money making proposition.

CONCESSIONS open. Cookhouse and corn game sold. Tex Thorpe, have proposition for you. Jack Beal wants experienced cook-house manager. Larky Lane answer. Wanted freaks and illusions for World of Wonders. Write to Jack "Red" Moran. All others to JOE CRAMER, Carr Hotel, Pittsburgh, Pa.

Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Jan. 30. — Regular meetings of the Pacific Coast Showmen's Association Monday nights still draw capacity houses. At this week's session 197 members were present when President Will Wright rapped for order. Others of the execs present were Ralph E. Smith, 1st vice-president; Charles J. Walpert, 2d vice-president; Ross R. Davis, treasurer, and John Backman, secretary.

S. T. Jessup, of U. S. Tent & Awning Company, Chicago, and a member of the SIA, made a short talk and got a big hand. Abner Kline, at the club for the first time in months, also made a talk and in the usual Abner Kline manner.

Noticeably absent from the meeting were several of the old guard who have done the greatest share in building this organization to its present status. And right here is a spot to give due credit to those by whose efforts we have gone forward and whose counsel is just as important now as at any time in the history of PCSA. By their wise counsel, with practical knowledge, obtained by experience, they can do a big job as the "balance wheel" of our organization. In line with this thought mention is due Past P. S. L. Cronin, manager of Al G. Barnes Circus. His talk was a forceful, sensible setting out of the fundamentals of the handling of business. Specially did he stress the all important undeniable fact that committees appointed by the president should have the support of the membership as a whole. Many matters of great importance are handled by the several committees, and on these committees are men, in most cases, of fitness and these committees can not, when working out matters of importance, have the time or, perhaps, inclination to try to explain to individuals the plans that are being worked out. In closing Mr. Cronin said: "Any organization that does not stand flat-footed with those who are intrusted with assigned functions do the organization much harm," pointing out that it would be impossible to run his show if he did not back up his department heads. This was a timely talk, being right in line with the efforts of our new president Will Wright. This is a business organization; its affairs must be taken care of by those who by reason of their competency are assigned the job, and Pres. Wright is trying to do just that and at the same time work out the plans that are in the opinion of thinking persons the way to work for the interest of all showfolk. The various discussions that came up Monday night took time that made impossible the diversion period. After adjournment lunch and refreshments were served.

There will be a big effort made this year to sell to eligibles the matter of the real worth to the individual of the several showmen's organizations. There is every indication of a greater era of prosperity for showfolk in 1937, and with this there should come to any who are not members of organizations the thought of the duty they owe themselves and brother showmen in uniting forces that will work advantageously to all. PCSA wants you. We hang out the welcome sign and ask you to learn just what being a member of this organization would mean to you.

Ladies' Auxiliary

LOS ANGELES, Jan. 30.—The meeting of January 25 was attended by 50 members and was presided over by President Peggy Forestall. All other officers were present. The coming card party led the majority discussions on the floor. It will be held in the men's clubrooms.

Virginia Kline arrived from Kansas City and was welcomed to the meeting as a long lost sister. It has been two years since Virginia visited the Coast and everyone gave her the glad hand. She was called upon for a speech and was very generous in praise of the work the auxiliary has accomplished in the last two years. As to the co-operation shown by the Coast contingent towards the HAS Auxiliary, she commented strongly on the good work of Relley Castle, who signed up many members here.

A vote was passed and approved to send \$100 to the Red Cross to be used for flood sufferers in the East. Several new members were taken in at this meeting. A check was sent by Grace Metz to be placed in the funds of the auxiliary. All membership dues for 1937 are paid up. Dues were changed to run from September to January 1 of each year in the future. Election dates were also moved up a month. Copies of the by-laws will be mailed to every member.

Miami

MIAMI, Jan. 30.—Rubin Gruberg is visiting his brother Max at Miami Beach. Will return to winter quarters in Atlanta in a few days. . . . Nate Eagle here for short stay. . . . Hort Campbell of Campbell United Shows blew in, blew out. Grabbed off some rides to augment his show, which is now in Umatilla, Fla. . . . Bench Bentum's diving venues are playing a return engagement at Funland. . . . The Ridee-o has left Funland to play Florida fairs. . . . Charlie Gerard's Whip has been added to fill the Ridee-o space. . . . Friday, Saturdays and Sundays are the big days at the Funland Park. . . . Plenty of wailing and weeping—too many hotels, too many night clubs, too many apartment houses, etc., but not too many people.

Ford Exposition drawing big crowds. This attraction is a fine ballyhoo for the Ripley Show. . . . 'Tis said since the Ford opening that the Ripley attraction is averaging \$200 per hour, at night. Admission 40 cents. . . . One concession in the Ford Show—a drink stand. . . . Don't know how Maury Goldberg missed this one. . . . Mrs. John Sheesley has left to join Capt. John in Richmond, Va. . . . Hilton Hodges upstaked to join Krause Show at Sanford. . . . Mrs. Gertrude Davies Lintz, owner of the Great Apes at the North Miami Zoo, has returned to town from New York. . . . Mike Special's *Folies de Nuit* playing to good business. The picture biggies have not put the bee on him since they lost the first action. Mike says "let them come; I'm ready for them." . . . Minsky's is not

setting the town on fire. Too much opposition.

Jack Dempsey and J. Frank Hatch dined together the other night. . . . Frank Miller commutes between Miami and Sarasota. Will be leaving for New York with his family in the next few days. . . . The "Roadside Rest," branch of the Roadside Rest near Long Beach, N. Y., has opened a bon ton branch on the Venetian Causeway. This is the only frankfurter joint with a cover charge—\$1 per person at night. Quite some hollering the first night and slump in business the second. . . . David Christ of Springville, N. Y., ride operator, here for a short visit. . . . Edyth Seigrist Company one of the current attractions at Funland. . . . Alexander Ott of Miami Biltmore pools puts on a great show every Sunday afternoon and packs them in, too.

The Endy boys and Tucker are looking longingly toward Havana. They say they may send a number two show over there for about six weeks during the fiestas. . . . Harry Bentum has kept Funland on the map. His publicity work has pleased the Endy boys and Tucker immensely. . . . The writer was a guest passenger with a speed demon to Sarasota the other day. At times over 90 miles an hour. Pleasant contemplation on a two-lane road with a canal on both sides. Next day a 36-passenger bus slithered into the canal drowning 17 passengers. Moral: If you drive the Tamiami, take it easy. . . . Visited with Eph Gettman the other day. Looking fine, business fine, feeling fine, so says Eph. . . . Trailer camps springing up like mushrooms. It seems as fast as they open up, they fill up. None in Miami beach. They are taboo there.

CARNIVAL TIME

(An editorial from The Broward Times, Fort Lauderdale, Fla.)

In the winter time Florida, especially Southeastern Florida, gives itself over to assail on a grand scale. Its cities and towns in the mass are metropolitan prototypes of the small villages that used to be invaded by the traveling carnival. The merchants in those days used to kick a little about the carnival taking money out of the town and every once in a while the town marshal would pinch a three-shell man. But on the whole, the old-time carnival furnished a lot of good wholesome entertainment for the customers who flocked to its gilded streets. There were shooting galleries and wheels of fortune and ring-the-knife games for the old folks; there were Ferris Wheels and Merry-Go-Rounds and Figure-eights for the youngsters. By and large, everybody had a good time and the town council charged a stiff fee for allowing the carnival folks more or less free play.

All this hullabaloo over gambling in South Broward County is a little more than faintly reminiscent of the pre-war carnival. Stated plainly, there are a lot of people who get a kick out of gambling in one form or another but there are a great many more people who come to Florida to spend the winter with never a thought of gambling. These people from trailer or cottage take their kids down to the ocean and let them play in the sun; they go fishing; they play golf or shuffleboard; they take long drives into the fastnesses of the Everglades. In short, they ride the Ferris Wheels and Merry-Go-Rounds and never go near the three-shell games. But if the others get a kick out of the three-shell game and figure they've got a system to beat them, why not allow them to try? So long as the harmless sports of Florida's winter carnival overbalance the possibly invidious ones, so long as there are more Ferris Wheels and shooting galleries than there are shell games, nobody is going to be hurt—much. Of course, when the shell-games outnumber the Ferris Wheels, then the merchants have got to look out. And pretty soon, they may have to call the town marshal.

Royal American Shows Score Record At Florida Orange Show

TAMPA, Jan. 30.—Florida sunshine of midsummer warmth prevailed thruout the Florida Orange Festival at Winter Haven, and Royal American Shows closed the week there with a record nearly 50 per cent ahead of that made by any other carnival in the history of this event. Showers for an hour Saturday only slightly interrupted operation. Elmer Velare, business manager, reported.

Raynell's girl show and Claxton's colored revue ran a neck-and-neck race thruout the engagement. Dick Best's freak attraction went far ahead of last year and considerably better than the first week's midwinter engagement of the winter season. The Kemp Motor-drome, Murray's Log Rollers, Pontico's Fat Show and Wilson's Snake attraction established records for Winter Haven. Riding devices received exceptionally fine patronage. Two of Eyerly's new Octopus rides operated to capacity on several nights. Carl Sedlmayr Jr. and a score of his classmates at Florida Military Academy, Haines City, visited Friday.

Raynell and her entertainers were featured in the annual press breakfast Friday night. The affair was in charge of Russell Kay, secretary of the Florida

Press Association and secretary of the Florida Fair at Tampa. Many reservations for the all-night party had to be rejected because of lack of space.

Royal American Shows came to Tampa from Winter Haven.

Service

Colorado Springs, Colo.,
January 9, 1937.

Mr. William J. Hewitt, Carnival Editor,
The Billboard,
Billboard Building,
Cincinnati, O.

Subject: Clyde R. Brundage

Dear Sir: Yesterday we received a letter from Mr. B. B. Brundage, whose address is care of Dodson's World's Fair Shows, Savannah, Ga. He inclosed a remittance on this insurance and thanked us for letting him know about it as he had just overlooked it.

We surely appreciate your co-operation in this case, as we would never have located Mr. Brundage without the help of The Billboard. Thank you again.

Yours truly,
C. W. TOLES, Mgr.,
Colorado Springs District,
Metropolitan Life Insurance Co.

GAS-COOKING CONVENIENCE

Wherever You Are
—with
Coleman
APPLIANCES

INSTANT GAS FROM GASOLINE

COLEMAN Instant-Gas Stoves give you real gas cooking service no matter where you travel or how varied your cooking requirements may be! Just the stoves for trailers, summer cottages, lunchrooms, sandwich shops, carnival concessions. Make their own gas from ordinary lead-free gasoline. Light instantly, just like city gas!



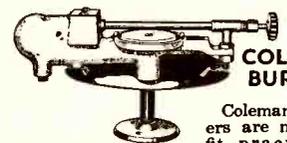
COLEMAN TRAILER STOVES

Up-to-the-minute stoves for trailers; also fine for cottages, lunchstands and concessions where a compact, convenient, dependable source of instant-gas heat is needed. Hi-Power Burners light instantly. Attractively finished in porcelain and baked enamels. Everdur Metal Fuel Tanks removable for safe, easy filling. Several models at prices to suit everyone!



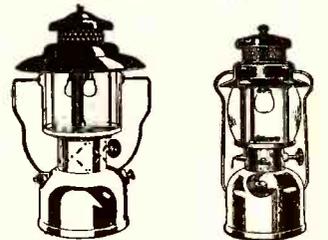
COLEMAN CABIN AND UTILITY STOVES

Cooking jobs are handled easily and economically by these sturdy stoves. They are especially fine for use in hamburger and "hot dog" stands; for the larger summer cottage, mountain cabin or permanent camp; as a short order stove in restaurants and lunchrooms; for the home laundry. Powerful Band-A-Blu Burners. Made in two- and three-burner models. Everdur Metal Fuel Tanks; baked enamel finishes.



COLEMAN BURNERS

Coleman Burners are made to fit practically every heating need—for use under hot plates, coffee urns, boilers, steam tables; in pop corn and lunch stands—wherever quick, clean heat is needed. Carnival, concession and traveling show people favor them particularly because they furnish dependable gas heating service day after day. Stand hard use. Operate from Coleman Fuel Supply Tank.



COLEMAN LANTERNS

"Lights of a Thousand Uses"

Coleman Lanterns are the best lights a carnival, circus or traveling show can carry. Provide powerful, steady light in any sort of weather. They're economical—one filling of fuel will burn for hours. They're safe! Sturdily built of brass and steel. Genuine Pyrex glass globes protect mantles from wind, rain, insects. Kerosene and gasoline models.

FREE Send for illustrated literature describing in detail these Coleman Stoves, Burners and Lanterns. See how Coleman Appliances save you time and money. In the meantime, see them at one of the 30,000 Coleman Dealers in every part of the United States. Send a post card today.

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Dept. BB17 Wichita, Kans.; Chicago, Ill.;
Los Angeles, Calif.; Toronto, Canada.
(717)

Winter-Quarters News and Gossip

(Reported by Show Representatives)

Model Exposition Shows

TIFTON, Ga., Jan. 30.—W. R. Harris, owner and manager, and Mrs. W. R. Harris paid a visit to quarters on their way to Atlanta from their home in St. Petersburg, Fla. Harris said that E. B. Braden would be business manager. Work will start about February 8. Reported by Carl Mack.

Greenland Expo Shows

ROCKY MOUNT, N. C., Jan. 30.—Work has begun in quarters; all rides are being painted and repaired and all other paraphernalia will be put in shape. Contracts have been let for a new office trailer and an entirely new athletic show that will be operated by Sam Hyson. The midway will be three times the size of last season. Manager Dickerson and Mr. and Mrs. A. S. Dickerson arrived from a week's trip. They purchased a Merry-Go-Round. On route back to Rocky Mount they stopped over at John Gardner's for a short visit and were informed that Gardner had purchased another

ride, making two. Reported by Frank E. Dickerson.

Yellowstone Shows

ALBUQUERQUE, N. M., Jan. 30.—W. S. Neal, owner and manager, returned from El Paso, Tex., where he had several rides at the Sun Carnival with Verne Newcombe. Quite a number of show people are wintering here. May and Dan Starr moved into their new housecar. Dan gave a party for all the boys; he served spaghetti and wine, mostly wine. Don Brashear and Harry Hunter are in Gallup, N. M., where they are putting on an indoor show. A new Tilt-a-Whirl was delivered at El Paso. An Octopus and twin Big Eli will be added. Everything has been overhauled and painted. Reported by Bill Farrar.

Gray's Canadian Shows

LONDON, Ont., Can., Jan. 30.—Con Gray, owner, is a busy man between booking and visiting his shooting galleries. Two notable successes have been scored by the galleries in Owen Sound and Hamilton, the former being in charge of his son, Clifford Gray.

Gray reports that prospects for this season are very bright, better than for years. Alf Darby will be in advance and handle banners. He was for four years on the Conklin Shows with Will Wright's Gullotine. Shows will carry about 11 attractions and 20 concessions. Repairing and painting equipment will get under way soon. Reported by Alf Darby.

Great Sutton Shows

OSCEOLA, Ark., Jan. 30.—Show is getting ready for its 30th season. An order has been placed for all new canvas and show will add 300 feet of panel fronts, which will make 700 feet in all, each the same height. All lights will be the same height from the ground and the same distance apart and should enable the show to present a pleasing horseshoe effect in a lineup of shows. Two new rides are to be delivered for the opening. Ten rides and 12 shows will be carried.

There will be quite a change in the personnel for the first time in many years. Some of the rides and nearly all

the shows will be under new management. The writer is now searching the country for something new to offer patrons. The front entrance will be different from any carried by a gilly show. Reported by Jimmie Boyd.

Silver State Shows

CLOVIS, N.M., Jan. 30.—Activity has begun since the return of Manager Paul Towe and Mrs. Towe, who have been vacationing on the West Coast. Manager Towe and Special Agent Freeman have returned from a booking tour of the Northwest. Show will open with 10 rides, including twin Big Eli wheels, and 12 shows. Show has all new canvas, and a new idea in panel fronts will be arranged that will illuminate and designed to close all dark spots on the midway. Pay gate will again be the policy of the show, in consideration of a feature free attraction and a concert band. Several new faces will be on the midway because new attractions have been booked and some changes have been made in the staff, which includes J. H. Miller, business manager. The show was entirely redecorated and touched up just before closing last fall, so work at quarters will not be in full swing until about February 8. Reported by J. H. Miller.

Greater Exposition Shows

EAST ST. LOUIS, Ill., Jan. 30.—The semi-trailers loaded with the new three-abreast Merry-Go-Round arrived. Now that all the partying is over the boys are getting down to business and work is being started.

Two 20 by 40 green tops have been ordered and will be used on the midway as portable women's and men's rest-rooms. Portable sanitary equipment will be used in both, and the women's room will be in charge of a colored maid and the men's will be in charge of a colored porter. Using a paid gate, it has been found to be a vital necessity and the management will have modern steel furniture placed in each restroom.

A special kiddie midway will be carried, consisting of miniature Ferris Wheel, Auto ride, Kiddie Merry-Go-Round, Aeroplane, Mixup, Whip and Kiddie Swan ride.

No girl shows will be carried. Special attention is being paid to booking attractions that cater to the entire family. Four free acts will be displayed and special paper will be used in all billing.

Emile Shoenberg is busy getting the frames for the new concession tops ready. J. Crawford Francis due to arrive from Florida soon. Ten new trucks have been ordered from Charles T. Goss.

Walter Japp gathering new attractions for his Outlaw Show. Art Martin a visitor at quarters. He is promoting wrestling matches around Decatur, Ill.

Dick O'Brien and John Francis returned from the Wisconsin fair meeting and spent a couple of days around town and left on a booking trip.

W. H. Smith is in charge of winter quarters. Mark Bryan will handle the publicity.

Sam Benjamin is in Kansas City working with George Howk. Reported by Mark Bryan.

Hilderbrand's Shows

LOS ANGELES, Jan. 30.—Work is nearing completion under General Manager E. W. Coe.

Deepest sympathy was expressed by show members at the sudden death of E. C. Mooney at Hood River, Ore. Mooney was the father of Mrs. O. H. Hilderbrand. She departed by airplane to attend the funeral.

O. H. Hilderbrand is in Portland and will attend meeting of Rocky Mountain Association of Fairs, Helena, Mont. General Agent E. Pickard departed on advance work. Claude Barrie has contracted to place a musical revue on the show. Kid McCann signed to manage athletic arena. Jack Schaller has been busy rehearsing his free act, carrying six performers. C. W. Wheeler has contracted for miniature train. A. B. Miller will place a Dodgem on the show. Mrs. Virgie Miller is on a visit to El Paso, Tex. Clarence Alton's Tilt-a-Whirl has received a finishing coat of varnish. Mr. and Mrs. Ralph Balcom are building a new photo gallery.

Mr. and Mrs. Harry Sucker are painting Auto Ride. The Suckers have taken over management of Miller's Mixup and will operate a string of concessions. Lyman Gresham and Dan Barnett arrived. Gresham will be foreman of twin Big Eli Wheels and Barnett will be his assistant. Mr. and Mrs. Charles Walpert and Frank Redmond visited. The Wal-

perts took possession of the housecar purchased from O. H. Hilderbrand. Al Fisher was the host to a party of show-folk at a dinner at Biltmore Hotel recently. George Morgan arrived to become assistant secretary of the show. Chet Saunders' artistic ability in designing banners and titles on trucks has received much comment. Hazel Fisher and Verna Seeborg will arrive soon. Danny Callahan is constructing several new concessions. Mr. and Mrs. Johnnie Gibson, of Four Jacks, gave a dinner party to several showfolk. Charles Soderberg is recovering from his recent accident. Fred Stewart, master electrician, has been suffering from influenza.

Mr. and Mrs. Glenn Perry visited the writer. Mrs. E. W. Coe has been busy taking care of little Betty Joan during her mother's absence. H. H. Wachtman was in for a visit and returned to San Francisco. Charles Marshall is breaking in a new act. Reported by Walton de Pellaton.

Byers' Greater Shows

CORPUS CHRISTI, Tex., Jan. 30.—Mr. and Mrs. J. W. Byers, accompanied by Mr. and Mrs. T. A. Fuzzell, are spending a few weeks here. Manager Byers reported that he will return to quarters in North Little Rock, Ark., soon, where work of repainting and painting rides is now in progress. The show will build several new fronts and an electric-lighted entrance arch. Reported by Harry Failor.

Big State Shows

HOUSTON, Tex., Jan. 30.—There were many visitors the first week, quarters was open to the public. B. K. Bond is directing construction of Secretary-treasurer Louis Bright's new office wagon. Bond is also repairing Ed. Strich's kiddie rides. Hart, lion trainer, is in a hospital with a heart attack. E. R. Scott is in a hospital also and not expected to live. Seventy-five free acts replied to show's wanted advertisement in *The Billboard*.

Mrs. Bess Gray is reported the champion fish catcher. Martin and Mildred Rosel recently entertained many women folk of the show. John Francis, Eick O'Brien and Hennies brothers visited. Manager Jesse Wrigley is game hunting in West Texas. Mrs. Wrigley arrived with a new house trailer. Edward James Irvine, mentalist, called. William Lord, of side show fame, writes at sight with both hands upside down and with lightning-like rapidity adds columns of many figures. McQuiston and wife, Frances, are operating a restaurant in Indianapolis. Reported by Doc Waddell.

Kaus' United Shows

NEW BERN, N. C., Jan. 30.—Summer weather here, and workmen are taking advantage of it. The warehouse is occupied by mechanics who are repairing and repainting. Several rides are ready, and improvements have been made on all of them. W. C. and A. J. Kaus have been attending fair meetings. Manager Kaus made a business trip to New York. Plans are being drawn for some new fronts, and the new marquee which will grace the front entrance is being made by the Fulton Bag & Cotton Mills. Mr. and Mrs. J. J. Burns have returned from a trip. Mrs. Burns has resumed her work as the show's correspondent. Mr. and Mrs. Ray McWethy, who have Bingo booked, are in Florida. Mr. and Mrs. O. F. Mack will have a string of concessions and the Monkey Show. They, too, are in Florida. Reported by T. E. Kaus.

Crowley's United Shows

RICHMOND, Mo., Jan. 30.—Plans are to start activities in repainting and repainting early in February. V. McLemore returned with contracts for some fairs and for the spring route. An order has been placed for some new banners, several new show tops and a novel style marquee. Show will have gate and will present free acts. Dolly Lee, aerialist, and Hugo have been contracted. Same number of rides as last year will be carried, but show end will be enlarged and some new panel fronts will be built. Three new trucks and trailers have been purchased. Milo Anthony has booked side show; Joe Riggers, minstrel; D. Myers, athletic; Count Zaino, a show; Norman, illusions.

Mr. and Mrs. Crowley and daughter, accompanied by R. E. Barnett, visited in Indiana. Mr. and Mrs. James Sullivan, Gilbert Cox and H. R. Hopkins will be on the show. E. R. Richardson has booked cookhouse, and Dinty Moore will have a Digger concession. A transformer truck is being built for the new lighting system. Reported by G. C. Crowley.

P. J. SPERONI SHOWS

Booking shows, concessions, and concession agents, Ride help.

Winter-quarters open.

ROCK FALLS, ILL.

POLLIE SHOWS

Now Booking for Season 1937
Can place Loop-o-plane, Octopus ride, pit show, other shows of merit. Exclusives open for cook-house, frozen custard, long range gallery, American Palmistry, candy floss and diggers. Want grind stores. HENRY J. POLLIE, 26 S. Division, Grand Rapids, Mich.

CARNIVAL WANTED

To appear at Mohawk Mills Park, Amsterdam, N. Y., week of June 7th to June 12th under auspices of Mohawk Mills Association. Good clean carnivals get in touch with ICHILUS ELMENDORF, Chairman, Mohawk Mills Association, Amsterdam, N. Y.

GREATER UNITED SHOWS

CAN PLACE SHOWS AND CONCESSIONS

Have opening for High Class Girl Show, Single Pit Shows, Crime and Outlaw, Mechanical and Fun Shows, Unborn and Illusions, (with or without outfits). Doc Palmer Wire. Cookhouse Open, also all Wheels. Bingo, Peanuts and Popcorn, Candy Floss, Bottles are Sold Exclusive. All Others Open. Want Ride Help for Swing and Loop-O-Planes.

OPENING DATE—LAREDO, TEXAS, FEBRUARY 13 TO 27

Annual Washington Birthday Celebration.

WRITE OR WIRE: J. GEO. LOOS, LAREDO, TEXAS

WANTED—CONCESSIONS
For Palm Beach County Fair and Exposition
WEST PALM BEACH, FLA. — FEB. 8-13

First Fair in 8 years—A real bonafide chartered fair. Special Events scheduled every day and night. Clean—Legitimate Merchandise Concessions of All Kinds—No Grift Tolerated.

ROYAL PALM SHOWS

Furnishing All Attractions

Mail and Wires to

BERNEY SMUCKLER

Palms Hotel, West Palm Beach, Fla.

SPENCER & CLARK EXPOSITION SHOWS

We are opening the middle of April at an excellent spot fifteen miles from Pittsburgh, and will remain in this territory most of summer. One-fourth of sea on area y booked under strong auspices. We own our major rides. Will furnish complete, new outfits to Half & Half, Hill Billy, Wild West, and Plant Shows. WANTED: Motor Drome, Mechanical City, grind stores of all types, Lead Gallery, or Shoot the "B," Photo Gallery, Penny Arcade, wheels that will grind—and we mean just that—diggers, Free Acts, rides that don't conflict, ride help, elec rician, also cook-house—it must be good. Corn Game, Apples, Popcorn, and Girl Race area y sold. Would like to hear from C. Moberg, Heavy Teeters, Duke Kinsey, Mr. Mispelt, Mr. Dacker, Spot Proudiey, Homer Simons, Mr. Matthews. Would also like to hear from committees within 100 miles of Pittsburgh. C. D. (JACK) CLARK, GEN. MGR., SAM E. SPENCER, TRCAS., 20 S. Main St., Brock Hill, Pa.

Hennies Bros.' Shows

SHREVEPORT, La., Jan. 30.—Hennies Bros. are really building a brand new show. The only repairing being done on the old United Shows of America is on the 80-odd wagons. Five more new wagons are being constructed by Master Builder L. B. McFarlane and Frank Kranck. Blacksmith work is being done by Joe Black. The major rides to be retained are being reconditioned under the supervision of Fred Baker, with all seats being reupholstered by James Dorety. Painting and art work is under the supervision of artist Waltz. Dinty Moore has diggers booked, and has two new sets with trailer transportation and new booths and canvas.

John Costello was called home to Pennsylvania because of sickness in his family. Cleo Davis, who was foreman of the double Loop-O-Plane ride last season arrived from his home, Wichita, Kans. Miles Riley, lion trainer, is in Fort Lauderdale, Fla. Johnny Nelson, chef of winterquarters' cookhouse, is confined in Tri-State Hospital with an attack of influenza. During his absence, Mrs. Joe Black and Mrs. Jackie Nichols have been handling the job. Thomas Sharkey, who has been building new concession stands, has finished the job. Johnny Lavin was a visitor direct from Miami, where he assists William Bartlett with one of his many Florida enterprises. Jack Rhodes, master mechanic, for many years on Morris & Castle Shows and United Shows of America, is a daily visitor. His hand and arm that were injured toward the end of last season are well. Reported by Joe S. Scholibo.

Tinsley Shows

GREENVILLE, S. C., Jan. 30.—Bennie Wells, scenic artist, arrived and got going in the paint department, his first job being the 120-foot front for the Shapiro-Garneau side show and temple of mystery. Wells is assisted by Harold Danielson and Harvey Moore. All paraphernalia down to ticket boxes will be redecorated. Andy Walker, athletic show manager, will arrive from Buffalo with talent. Plans are being drawn for a large reptile exhibit, which will be housed in a 100-foot top with eight separate pits. In addition glass cases with various specimens will be shown. A center pit will display pythons and boa constrictors.

J. B. Redmond, of Cramer Shows, visited. Russell Wilson came up from Florida. Beatrice Forester, sister of Mrs. Tinsley, is visiting. Joe Kinlaw is in Georgia. Benny Wolfe, corn game and bowling alley concessioner, is now operating a tourist camp on the Anderson-Atlanta highway. Sailor Regan and wife are spending the winter here. Clarence Sorcee, corn game and sound truck operator, is a frequent visitor. Shapiro is assembling material to complete the mystery section of the side show and is building a number of illusions. C. C. Schoen, electrical contractor, was here figuring with Manager Tinsley on decorative and flood-light equipment. George Bennett, chief electrician, is overhauling equipment. Reported by R. F. McLendon.

Al. G. Hodge Shows

CHICAGO, Jan. 30.—Show has booked the three Lamy Brothers, aerialists. O. C. Cunningham will have the cookhouse. Mr. and Mrs. J. Robert Ward will have corn game and show Kiki and Bobo, monkey children, man and woman. This show is framed on a truck. Special paper will be used by the show. Ella Grabb, high diver, is also contracted. She was in Japan last year. Reported by W. M. Tucker.

Majestic Exposition Shows

TUSCALOOSA, Ala., Jan. 30.—Work is going full blast. All equipment will be overhauled and repainted. At present 16 are employed. The show will open with 12 shows, owned by the management, seven rides, three free acts, 30 concessions and a 10-piece colored band. Jack

Allen has charge of the painting and is turning out banners for the minstrel and girl shows. George Coons has charge of carpentry and repairing. Pop Erbie has charge of the cooking department with Jack Mansfield as a second man. The writer and wife, a daughter of P. G. McHendrix, returned from a visit with home people in Chattanooga, Tenn. Reported by Herbert Lee Pass.

Rubin & Cherry Exposition

ATLANTA, Jan. 30.—Work is now in full blast with Superintendent P. J. McLane in full charge. As has been the custom for 22 years, the entire outfit from ticket boxes to train will be repainted. Rubin Gruberg has not yet decided on the color scheme. Mr. and Mrs. Gruberg and Nate Eagle and wife are in Miami Beach, Fla. Joe and Hank Redding are occupying their new home in West Palm Beach. The lineup for the midway this year will include a number of new attractions never before presented with a carnival. James E. Strates, of Strate's Shows, was here last week and shipped his Merry-Go-Round and Fun-house, purchased from Rubin Gruberg, to his quarters at Norfolk, Va. Richard, The Great, and company of nine people are here building illusions. Walter D. Nealand is in advance of a museum. Reported by F. S. Reed.

Sheesley Midway

CHARLOTTE, N. C., Jan. 30.—John M. Sheesley and his agents were busy at the Virginia and Pennsylvania fair meetings. W. A. Schafer, talker on the Minstrel Show and other fronts, is looking for the same position. Steve Kutney, front man for Hell's Dungeon, is at quarters. Tommy Vigilante is in Morristown, N. J. Frankie Tezzane, formerly talker on the Hawaiian Show for L. and K. Weiss, was in on a visit from Atlanta. Following the death of her father, Charles H. Fleck, at Ronceverte, W. Va., Anna Fleck, of the Weiss Girl Show, is visiting Al Renton and family at Newark, N. J. Fleck, who was an old-time trouper with a number of circuses and of late years a news agent on a short line out of Ronceverte, left three daughters, Anna, Leona and Kitty, all in show business. Nick De Rose, top man on the Girl Show, and Dick St. John, of the train crew, are batching together. John D. Sheesley is busy looking up his agents on concession row, at Miami. Reported by Ward Dunbar.

Marks Shows

RICHMOND, Va., Jan. 30.—Work has begun with 10 men overhauling old equipment and building new. Eight fronts are in process of construction under supervision of John H. Marks. New canvas will grace Pleasure Trail. Baker-Lockwood has been given orders for this and a marquee. Personnel of the ride department will remain practically unchanged. Ben Holliday will have charge of twin Big Eli wheels; James Anderson, Merry-Go-Round; H. W. Carver, Caterpillar; James Zebrieskie, Lindy Loop; Texas Leatherman, Ride-o; James Hall, Scooter; Harrison Church, double Loop-O-Plane; Walter House, Loop-the-Loop; Harry Newman, Chair-O-Plane; Barney Heath, Hey-Dey. Texas Leatherman is in quarters. Bert Britt, chief electrician, will again have charge of this equipment. He is building a transformer wagon. Mrs. Britt has already assumed her season's work. Altho Marks is personally overseeing the building of the fronts, actual work is in charge of Art Eldridge and Britt. Only San Quentin will remain a canvas front. The feature show will be trained wild animals. This attraction will have special billing and will be featured by the publicity department, which will be in charge of the writer. Art Eldridge will be manager. The billposting will be in the hands of Frank Laferty, and the office will be under James Raftery. Head Chef Rosslyn Robinson, Mrs. Carrie Raftery, Willie Lewis, Joe Corey, J. C. Corbitt, Bill Martin, Jack and Jannette Martin and Louis Valentino are around frequently. Doc Anderson's Harlem Dandies are scoring on a tour of school houses and theaters. George Sholtz will have the concert band. The front gate will be in charge of Percy Johnson, who is assisting Marks in quarters. Reported by Carleton Collins.

West Coast Shows

SEATTLE, Jan. 30.—W. C. Huggins, owner and manager, has returned from Los Angeles. A crew of 10 men has started work of rebuilding, repainting and whatever other work that is necessary to put all equipment in shape. Six new semi-trailer trucks have been purchased. The rolling equipment will consist of 46 trucks. Eddie Flynn is getting

KEYSTONE SHOWS

Spring Opening April 29th Southern Pennsylvania

Ten up-to-date modern riding devices, eight high class shows, thirty clean concessions, no racket allowed.

WANT two high class sensational free acts, season's contract. Rides: Will buy or book Tilt-A-Whirl, or Caterpillar, will give good proposition to party with No. 5 Eli Wheel to handle shows, wheel along with their own wheel.

SHOWS: Will furnish outfits for five or ten-in-one show, minstrel, monkey circus, girl review, Blue Eyes, or any show not conflicting. Will buy portable fun house, Monkey race track, or any good show outfits. Bobbie Cook and Leo Leolo write.

CONCESSIONS: Wheels, Frozen Custard, Four for a dime, and all concessions open except Cook House, Bingo, Pop Corn.

Can place foreman and ride help for several rides. Have 15 K.W. and 7½ K.W. Light plants for sale, good condition, stored in Pennsylvania.

All address—C. A. HARTZBERG, Mgr., Punta Gorda, Florida

JOHNNY J. JONES EXPOSITION

Ride Help — Mechanic's — Working Men

WINTER-QUARTERS NOW OPEN

WILL BOOK—High Class MONKEY CIRCUS, something extraordinary —New and Novel Platform and small Grind Shows—To a real New Feature attraction will furnish finest WAGON FRONT and complete outfit on the road today.

POSITIVELY HAVE 12 PROMINENT FAIRS NOW BOOKED
Names furnished to interested Showmen

WILL BUY STEEL FLAT CARS—CAN RPLACE WAGON BLACKSMITH
Address—WALTER A. WHITE, Gen. Mgr., Augusta, Ga.

CALL CALL CALL

HILDERBRAND'S UNITED SHOWS

Grand Opening—February 20th to 28th Inclusive

9 BIG DAYS AND 9 BIG NIGHTS

INGLEWOOD, CALIFORNIA

Mardi Gras — Downtown Location — Everybody Boosting

WANT—SHOWS, Platform and other shows that do not conflict. Want good athletic showman. Would like to contact man who has ideas and knows how to frame a show out of the ordinary. To the right party we will finance same.

WANT—RIDES, Will book Whip, Caterpillar, Rideo or any other flat ride that does not conflict with what we have.

WANT—Have opening for legitimate concessions.

WANT—Two more real free acts.

This show will play forty weeks. Playing a long string of the best fairs and celebrations in the Northwest. Everybody wire or write—

HILDERBRAND'S UNITED SHOWS

Box 1032 or 1717 N. Main Street, Los Angeles, Calif.

BLUE RIBBON SHOWS

OPENING early in March Columbus, Ga. with good route of still dates to follow. Fairs start in Indiana in July and closing in Alabama Thanksgiving week and possibly all winter's work in Florida fairs. Good opening for illusion, fat, crime, life or unborn shows, fun house, glass house, mechanical city. Will furnish tops, fronts and finance any money getting shows. Have complete outfit for monkey show. Will book or buy trained monkeys. Determination Hoyt write. Want first class pictorial artist. Robert Land and One Legged Clay write or wire. A few concessions still open. Ride help for ten major rides without cars and that can drive truck and semi-trailers. All people contracted or wanting to return for coming season answer this call. For sale, a 16 ft. ball game, three sets of bottles, 8 side show banners, 5 girl show banners. All in good condition.

BOX 178, PHENIX CITY, ALABAMA

KAUS UNITED SHOWS, INC.

NOW BOOKING FOR THE 1937 SEASON

RIDES: Octopus, U-drive autos, Double Loop-o-plane, Kiddle Merry-go-round and Ferris wheel.

SHOWS: Hill Billy, Minstrel, Sex, Titusion, Small Wild West, Athletic, Fun-house and any feature pit shows.

Want reliable manager for Motor-drome.

CONCESSIONS: Cookhouse, photos, candy apples and legitimate concessions of all kinds. Will sell exclusive to clean American Palmist.

Can place foremen and help in all departments.

Show will open early in April. Want to hear from any high pole free act.

ALL ADDRESS: 12 NATIONAL AVE., NEW BERN, N. C.

JOHN R. WARD SHOWS

Opening Baton Rouge, La., March 5, 1937

12 Shows Free Acts Uniformed Band 9 Rides

Want shows, manager and people for High Class Girl Revue. Bubba Mack wants performers, girls and musicians for minstrel. Bob Norris wants lady and men drome riders. Bill Wilson wants high class acts for 10-in-1. Want athletic people. Manager for monkey circus and illusion shows. Also geek show. Will furnish complete outfits for capable show people. Want 10-piece Uniformed Band.

Will place all legitimate concessions—No Racket. Want sober and reliable ride help and foreman for new Tilt-A-Whirl and Merry-Go-Round. Want capable lot man. Banner and publicity man. JIMMIE BOYD WRITE. Can use good scenic artist and sign painter now winter quarters. WILL BUY FOR CASH NO. 5 ELI WHEEL AND LATE MODEL DUAL OR SINGLE LOOP-O-PLANE. ALSO TANGLEY CALIOPHONE.

Address JOHN R. WARD, Mgr., Box 148, Baton Rouge, La.

his cookhouse in order. The show will have six major rides, eight shows, 25 concessions, sound car and a callope. The writer is general agent. Reported by Harry L. Gordon.

R. H. Work Shows

CHARLESTON, S. C., Jan. 30.—Things are going forward rapidly. Painting and repairing of rides is finished. Shows are

next. They will be repaired and painted and fronts of the platform shows will be extended 20 feet. Al Gordon, who has charge of carpenter work, has started on the shows. Thad Work has finished overhauling and painting the office. He and a crew are also putting all motors in shape. J. E. Burt has painted the Merry-Go-Round. R. H. Work returned after a trip to fair meetings. Reported by J. E. Burt.

WILL SELL—

One Six-Car Traver Bug Ride.
One 24-passenger Circle Swing Traver Make.
6 Iron Claw Diggers Mounted on Covered Trailer.
One Complete All New TEN CAR PORTABLE SKOOTER RIDE.

WILL BUY—

Two No. 5 Eli Ferris Wheels.
One Little Beauty Merry-Go-Round.
100 Penny Arcade Machines.
R. E. HANEY AND COMPANY
2608 East 73rd Street, Kansas City, Mo.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Jan. 30.—President J. C. McCaffery in the chair at a very interesting meeting Thursday night. With him at the table were Secretary J. L. Strelbich, also Past Presidents Edward A. Hock and Sam J. Levy.

Membership committee hitting on all four and presented the applications of Walter D. Davis and Robert A. Miller, credited to Brother Frank D. Shean; also that of John Mulder, credited to Past President Sam J. Levy. To date the committee is holding well along with the same period of the record year of 1936. They promise to give plenty of real action as the season gets in full swing.

Relief Committee reports Brother Col. Owens still confined to his home, also Brother Nat Hirsch on the sick list.

Brother Dave Picard is still in town but says he may depart for the South at an early date. Brother Lew Marcuse busy getting lined up for the season. Brother Dave Tennyson off on a business trip. Past President Patty Conklin in for a short time and departed for points east. Brothers Carl J. Sedlmayr and John R. Castle stepped over for a short visit upon their return from Dakota fair meeting. Brothers Rudolph Singer and Leo Berrington back from California and are again regulars at the League rooms. Welcome letters received from Brothers Frank D. Shean, Lincoln G. Dickey and Will Wright. Upon recommendation of the body, the board of governors has taken action to donate the sum of \$750 to aid the flood sufferers to the south. Check will be presented to Mayor Kelly's Red Cross Fund Drive by President J. C. McCaffery. Members of the League are

GREAT SUTTON SHOWS

America's Cleanest Carnival

Want to sell exclusive on Cook House and Custard.

Want to hear from Jonnie and Billy Reeceer. Want to hear from 8 Piece Family Band, Pages Band please write.

Want colored musicians and performers for best framed minstrel show on road. This show moves by rail. Will open at Osceola, Ark., April 10.

F. M. SUTTON

OSCEOLA, ARKANSAS

WANTED—To Buy or Lease

Eli Wheel, other rides
A. ANDERSON
Hillman Hotel, Birmingham, Ala.

THERE ARE "SCORES" of REASONS
Why YOU SHOULD
BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

On nearly every outdoor show in America one may find many members and there is a logical, sensible reason for that. . . . Ask Yourself.

planning further relief along other lines. Brothers Russell, Walter F. Driver, President McCaffery and Ray S. Oakes were among the prime movers in this action.

Brother Frank D. Shean writes that we may expect more applications from him at an early date. Guess Frank is out for one of those Gold Life Membership cards!

Perhaps you have neglected to pay your dues. If so, why not give it your attention at once? Remember, this is an important duty that you owe both the League and yourself.

Brother Neil Webb advises that he may take time to run down from Hamilton, Ont., for the Spring Benefit. Brother Walter F. Driver is assisting Chairman Ernie A. Young in arrangements for the affair and they promise to put it over in a big way. Remember, the date is April 5 in the College Inn, Hotel Sherman. Better keep this date open and be sure to attend.

As we go to press Brother Carl J. Seydlmayr is busy arranging for his first Cemetery Fund Benefit Show. This will be held at Tampa February 1. A number of the boys now visiting in Florida have promised to lend him their full support. Report of this will be given later.

LADIES' AUXILIARY

January 28 was the date of the regular bi-weekly social. Cora Yeldham was hostess; attendance was gratifying and a pleasant evening was spent at bunco and cards.

President Mrs. Lew Keller is recuperating nicely after her recent operation and the ladies are in hopes she will soon be back at the regular meetings. Mrs. Harry Mamasch is still confined but showing improvement. Mrs. R. A. Oakes is in the American Hospital under care of Dr. Max Thorek.

Treasurer Edith Strelbich is planning a trip to Milwaukee for a visit with her mother.

Notices of dues have been mailed. Did you receive yours? Better give it your immediate attention. Just send it in to Cora Yeldham, secretary, 50 W. Huron street, Chicago, and it will be given the proper attention.



Heart of America Showmen's Club

Coates House Hotel

KANSAS CITY, Mo., Jan. 30.—One of the largest crowds of the winter months was at the last meeting of the Heart of America Showmen's Club. The club rooms were filled and extra chairs had to be brought in to accommodate the overflow.

There was considerable discussion in regard to the monument for the showmen's plot, and the committee in charge asked for an extension of time to get additional bids and drawings. Art Brainerd, chairman of the committee, has done a great deal of hard work.

The membership drive for 1937 is well under way and it looks like it will produce more new members for this year than last year. Benny Hyman is in first place with Dave Stevens and Harry Altshuler runners-up.

President Jack Ruback was not at the meeting but sent a letter explaining that he was detained at San Antonio. He promised to be at the next meeting and has some important news for the members.

Dr. Henry Hakan, a member of the club and optician, gave J. C. Pennington, a member of the house committee, a free treatment of his eyes and furnished him with new glasses.

LADIES' AUXILIARY

The Ladies' Auxiliary held its weekly meeting with Myrtle Duncan acting as president. Several members absent were reported sick. Mrs. C. W. Parker of Leavenworth, Kan., is confined to her home.

The secretary read a letter from President Beckmann of the appointment of the various committees. The ladies then adjourned to the men's club rooms where they assisted in serving lunch and refreshments. Over 150 were present.

Washington

WASHINGTON, D. C., Jan. 30.—Many show boys were disappointed Inauguration Day when it rained. Those who bought stock suffered temporary losses.

Manny Kline and Natie Miller have opened a novelty store and are doing good business.

Pete Arnella is now stage carpenter with the National Symphony Orchestra, a company of 85 men. When last heard from he was in Richmond.

Danny Taylor, S. Pensonal and Company are playing clubs in and out of the District of Columbia. Stub Mosser is back working as clerk at Playland Arcade. George Willard has a hot dog stand on E street N. W. Johnny Donlea, manager of Playland, is on the job and has many local friends.

Bob Steel and Dave Sellers, concessioners, are in town. They will be on the World of Mirth Shows. Bennie Herman, who had a concession on the West World Wonder Shows, stopped on his way to West Palm Beach, Fla. Honny Simmons will handle the mail and *The Billboard* with the World of Pleasure Shows.

Lawrence Leader and Pat will have the bingo game on the Peerless Exposition Shows. Pete Thumcheck will have candy, apples and popcorn on the World of Mirth Shows.

Percy Morencey, general agent of Max Gruberg Shows, stopped en route to Richmond, Va.

Jack Anderson left for Tampa to play Florida fairs. The West Shows have many men at work in winterquarters at Norfolk, Va.

L. Harvey Cann, general agent of World of Mirth Shows, stopped here en route to Florida. Reported by Frank LaBarr.

El Jobean, Fla.

EL JOBEAN, Fla., Jan. 30.—A surprise party was given recently in honor of C. A. Parkins' birthday. The colony of showfolks now spending the winter here were all there and an enjoyable time was had. Hostess Mrs. Red Wing Parkins, assisted by Mrs. Myrtle Flynn, did herself proud in preparing refreshments and entertainment.

Kangaroo court was held and Parkins was charged and convicted of catching a blind fish by the tail but escaped before punishment could be dealt out to him. Zell Moss, in the role of judge, did a very capable job.

Entertainment by little Lois Brandt and the fishermen's quartet were the high spots of the evening and closed the program by singing *Sweet Adeline*.

Those present: C. A. Parkins, Red Wing Parkins, Mr. and Mrs. Pat Flynn, Mr. and Mrs. George Yamanaka, Mr. and Mrs. Harry White, Mr. and Mrs. Blakie St. Clair, Mr. and Mrs. Charles Harbaugh; Mrs. Elsie Brandt and daughter, Lois; Frankie Self, Happy Bowlinghouse, H. E. Hebson, Charles Appleby, Roy Durfee and the four horsemen, Zell, Frank, Tom and Emmett Moss. Reported by W. T. Dugan.

Los Angeles

LOS ANGELES, Jan. 30.—Cannot brag much on the business of the outdoor shows for the past week. Weather very much against. Cold spell registered the lowest temperature since 1913. However, there is a lot of activity around the several carnival winter quarters.

Joe Krug and Harry Bernard have a crew of 20 men in winter quarters of the Golden Gate Shows. The new office wagon and transformer wagon combined is very attractive. All rides were set out on the lot next to quarters for finishing touches. Opening will be around February 15. Show will load in baggage cars and there will be a number of trucks carried. Recent visitors at quarters: Mr. and Mrs. Ted Metz, Glen Artz, Jack Pollitt, Harry Wooding, Johnny Branson, Irene Saunders, Thomas J. Hughes, Frank Downie, Ben Dobbert and O. H. Hilderbrand.

At Hilderbrand quarters work is going on full force. Of special mention is the fine pictorial work on the trucks. Work at Clark's Greater Shows' quarters is going on. Archie and Mrs. Clark

15 Years Ago

(From The Billboard Dated February 4, 1922)

Preparations for the organization of a club to be known as the Pacific Coast Showmen's Association had just begun in Los Angeles. More than 65 enthusiasts attended the preliminary meeting at the Sherman Hotel there. . . . Work was way ahead of schedule in all the camps of the various Clarence A. Wortham interests. . . . Winter quarters of the Inter-Ocean Shows at Brookline, Ind., was under the direction of Ed Dillon, who with his assistants, was getting things in order. . . . Smith Greater Shows were rapidly completing plans for the "coming" season. . . . T. A. Wolfe, general manager of T. A. Wolfe Shows, had just closed negotiations with Magical Irving, well-known magician, illusionist and exponent of second sight, for the season.

Floyd R. Warner, general agent for K. G. Barkoot Shows, was spending the winter in Chicago. . . . Struble & Holliday Shows found business good in Gonzales, Tex. . . . The Con T. Kennedy organization had just added a troupe of six perfectly formed lilliputians to its list of feature attractions for the season. The troupe consisted of three men and three women with the tallest being 26 inches in height. . . . Ladies' Auxiliary of Showmen's League of America was making preparations for its annual election of officers. . . . A. L. (Len) Crouch, secretary-treasurer of S. W. Brundage Shows, tendered his resignation to that caravan and immediately accepted a position as auditor with a large mercantile firm in Oklahoma City. He had been with Brundage for 10 years in various capacities.

Johnny J. Jones Exposition had just concluded its engagement at the Pinellas County Fair, Largo, Fla. Organization reported a most satisfactory business. . . . George W. Mathis and J. I. Thompson announced the combining of their interests for 1922 season. Caravan consisted of four shows, two rides and 20 concessions. . . . Ladies' Auxiliary of Showmen's League of America celebrated its fourth anniversary in the ballroom of the League's new clubhouse. . . . Tom Haynes of James A. Benson Shows was making his home on the Benson Show train at Buffalo, N. Y. . . . Lester Strong, formerly with Joe Krenzer's cookhouse on T. A. Wolfe Shows, was wintering at his home in Canton, O., and patiently awaiting the call of the griddle and coffee urn.

Rawling and Webb had just booked their cookhouse with Mighty Doris & Ferari Shows. . . . Among showfolks hibernating in Bay City, Mich., were Allie Sisco, William Fulsher and son, Robert; Harry Coleman, Frank Beers and James Boyle. . . . Siegrist & Silbon Shows announced the appointment of M. W. McQuigg as pilot of that organization.

are with the winter colony of showfolks at Gilman Hot Springs, but will be back soon.

Mr. and Mrs. J. Doug Morgan are out after a severe siege of the "flu". Leo J. Haggerty is a "flu" victim at his home. Charles Tobin is improving at General Hospital. Bert Clawson, down from Oakland for a visit, will handle the Joe Zodder rides with West Coast Amusement Company.

The Traditions of the Old West Company, Ltd., an organization of local showfolks, Harry Fink and Andy Jauregi being the principal promoters, has obtained a permit from Department of City Planning to present a show April 3-4 within the city limits of L. A., one-half mile west of San Fernando. Aside from the pageants that will be featured, there will be a rodeo with Andy Jauregi supplying the stock. This company plans week-end shows in southern California cities.

Billie Lear came in for a short stay. Goes to San Francisco and points north. Doc Hall and Mickey Wilson will stage the Indio Stampede at Indio, Calif., as the first of several like events in southern California. Capt. Proske, somewhat of a newcomer in these parts, got a lot of fine notices on his five-tiger act presented at a down-town theater. Jack Lyons is out walking without the aid of his cane. Frank G. Clark, well known to old troupers, is in the hat manufacturing business in Glendale and doing nicely. Big carnival picture, it was stated, goes into production March 1. Ralph Murphy will be director. Also heard that big animal film goes into production at New California Zoo.

TENTS

Featuring Electric Gray

Write now for samples and prices. Place your order before March 1st at low winter prices.

SIGMUND BROS. - Est. 1900 - Keokuk, Ia.
TENTS FLIES BALLIES COVERS

WANTED INTERNATIONAL BOAT RACES

New Smyrna, Fla., Feb. 8th to 14th

Cook house, custard, scales, studio, novelties and all legitimate concessions. No racket. "Water front location." Write me.

SAM LAWRENCE SHOWS

Lake Worth this week; then the big one—all in Florida.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Jan. 30.—We had intended going to Richmond to attend the Virginia fair meeting, and also immediately thereafter the Pennsylvania fair meeting, but found that our membership response to an inquiry with reference to the trip did not indicate any necessity for leaving our post here, and matters were left in the hands of the officers of the association at both of these meetings with apparent good results.

The discussion of the Federal Social Security Act which we have been presenting in serial form appears to be meeting with interest on the part of our members and nonmembers alike, and this week we continue the item of

"4. Constitutionality—continued
"The validity of the Massachusetts unemployment compensation law was recently argued before the Supreme Judicial Court of that commonwealth. Here again, the Federal Act was brought into issue, by virtue of a single section in the Massachusetts act. The State Law was to become effective upon its approval by the Social Security Board; and it was to become inoperative if the Federal Act became inoperative by reason of unconstitutionality. Counsel argued that the Social Security Board ('so-called') had no legal existence and that the Federal Act had already 'become inoperative' because it was unconstitutional and it had always been inoperative. The Assistant Attorney General of the Commonwealth on the other hand, argued that the legislature was obviously thinking in terms of, first, a de facto agency doing a certain act, and second, a future event, namely, a decision by the United States Supreme Court in a direct attack upon the Social Security Act making the Massachusetts act inoperative thereafter. The State also urged the inappropriateness of having the State Court, in a matter directly affecting the enforcement of a State law, pass upon the validity of a Federal Statute. The case originally contained points under the 14th Amendment, but petitioner's brief closed with a statement to the effect that they were not questioning the validity of the Massachusetts act per se, but were challenging its effectiveness because of the alleged unconstitutionality of Title IX of the Social Security Act.

"While these indirect attacks on Title IX were reaching the State courts, cases have arisen directly challenging that Title in Federal courts. The first of these to be set for argument (November 30) is the case of Davis v. Boston & Maine Railroad, brought in the United States District Court of Massachusetts.

"Without, at this time, going into detail as to the probable arguments for and against the validity of Title IX, it may be worth while to mention the legal precedents which were, specifically, considered by the Congressional committees. Chief among these was the case of Florida v. Mellon, 273 U. S. 12. There, a Federal taxing statute (the Estate Tax Law of 1926) permitted an 80 per cent credit for inheritance and succession taxes paid under State laws. The State of Florida, feeling that this credit allowance was in part directed at it, alleged that the act was passed in order to deprive it of the supposed advantage it had over other States, in that it did not levy any inheritance taxes. The court not only held that there was no justifiable wrong to the State of Florida, but Mr. Justice Sutherland's opinion stated flatly that the act in question was constitutional.

"That one of the purposes of Title IX was to foster State legislation by removing a primary obstacle thereto, has been clear from the first, but arguments concerning the validity of Title IX often go far afield from this point, and confusion results from an incorrect description of the law itself. Some have seen, in Title IX, a Federal regulation of business; others have misread the Act and have felt that somehow the Federal government was raising and spending money under Title IX for unemployment benefits. Actually, Title IX was framed for the purpose not only of raising revenue, but of making possible State action. The entire administration of unemployment compensation laws is in the hands of the States.

Late Bennie Krause Is Remembered

Mebane, N. C.
Jan. 18, 1937.

The Billboard,
Cincinnati, O.
Gentlemen:

At the annual meeting of the North Carolina Association of Agricultural Fairs, held in the Sir Walter Hotel, Raleigh, N. C., January 11 and 12, the following resolutions were adopted, a copy to be sent *The Billboard* and a copy to the family of Bennie Krause, deceased:

"Be it resolved that the members of the North Carolina Association of Agricultural Fairs go on record as regretting the untimely death of our friend and comrade, Bennie Krause, and this association, thru its secretary, transmits its regrets to the family of the deceased and requests that a copy of same be submitted to *The Billboard*."

I am addressing a letter to Mrs. Krause, care of *The Billboard*.

Thanking you, I am

Sincerely,

C. S. PARNELL,
Secretary-Treasurer.

"The existence of the Unemployment Trust Fund must, I suppose, serve to qualify the last statement slightly, and certainly has given rise to a great deal of misunderstanding. To obtain approval for credit purposes, a State law must provide that money which is collected under it be paid promptly to the Unemployment Trust Fund. What does this amount to? The simplest analogy would seem to be that of an ordinary checking account at a bank, or possibly a transaction with an investment trust. The State which 'deposits' its money in the Unemployment Trust Fund (or, thru the Unemployment Trust Fund, 'invests' in United States securities) has not thereby lost all right to its money. It can requisition any amount standing to its credit, at any time."

Griffiths—Notice!

Mrs. Louise King, P. O. Box 284, Atlanta, Ga., has asked *The Billboard* to assist her in locating you as soon as possible. It is important you contact her at the above address as soon as possible.

B. & V. Amusement Announces Staff

CARFIELD, N. J., Jan. 30.—The B. & V. Amusement Enterprises, scheduled to tour in this section with shows, rides,

free acts and concessions, reports progress toward getting organized. Among the shows booked is Henley's Motor-drome featuring a youthful male rider on a special-built motorcycle. Lou Riley has booked custard and popcorn concessions.

Following is the staff: Mike Buck, general manager; J. Van Vliet, general agent; Mrs. Queenie Van Vliet, secretary-treasurer and Elizabeth Buck, special agent. Vince Russo, Chairplane foreman, and Joe Polack, Big Eli wheel foreman, who have been on the show for several seasons, have signed up. According to the management a new marquee and tents will appear on the midway and special paper has been contracted for.

Fitzie Brown in New York

NEW YORK, Jan. 30.—Fitzie Brown, of the West World Wonder Shows, spent a few days in this city this week for the purpose of buying digger machines and other amusement devices. Brown, who has been spending the winter in Miami, will return to that city after he has visited his home in Springfield, Mass., for a few days. It's his first trip home in 10 years.

Lockett to Join Johnny Jones Staff

PETERSBURG, VA., Jan. 30.—It was stated here this week that Ralph G. Lockett has been engaged to take the post of assistant secretary-treasurer of the Johnny J. Jones Exposition, under Arthur Atherton, who is chief of the Jones office staff.

Lockett was formerly associated with the John Robinson Circus and the John H. Marks Carnival in secretarial capacities. For the past four years he has confined his activities to the newspaper field, serving as classified advertising manager of *The Newport News* (Va.) *Daily Press* and was recently on the advertising staff of *The Washington* (D. C.) *Times-Herald*. He will assume his new duties at Augusta, Ga., prior to the opening of the carnival season.

Dyer's Greater Shows

Crawford, Miss. Week ended January 9. Location, uptown. Weather, fair. Business, good.

This spot all right. Opened every afternoon and evening. The show went Ballyhoo Bros. one better by giving away a car to the carnivalites to create interest in the stand before opening. Elsworth McAtee was declared the winner, it being decided by popular vote. McAtee was also top money on the week. Had another semi-trailer delivered here. Roster: William R. Dyer, general manager; George Dyer, assistant manager; Newt Knudson, treasurer, and J. D. Burke, general agent.

Museums

Address Communications to Cincinnati Office

Preparing Series of New Wax-Works Shows

DETROIT, Jan. 30.—A series of a new type of wax-works shows, to be billed as *Headlines of Today*, will be put on the road this season by the Allied Amusement Company. The company is owned by H. Ben Oliver of the American Circus and Laurence McLaughlin, formerly with United Artists' publicity bureau in Hollywood and also with the press car of Al G. Barnes Circus.

First show units will be devoted exclusively to life-like reproductions of former King Edward and Wally Simpson. Other timely subjects will be added later. Each show will have a stage with drops and a lecture given before the curtain rather than the usual walk-thru type of wax-works show.

Twelve King Edward-Simpson shows are in preparation here, and will be placed on the road with carnivals as well as in museums. Shows will be both operated direct and leased by Allied Amusement Company.

Miller's World's Fair

OKLAHOMA CITY, Okla., Jan. 30.—After a battle with winter weather, old sol stuck his head thru the clouds, and the gate receipts staged a comeback Saturday and Sunday. Sickiness in this spot overtook nearly everyone except Tom Crum, Prince Le Roy and Alfred Green. Doc Ward, Lady Vivian, Manager

Conklin Bros in New York

Making Nation-wide Tour —Art Lewis Signed for Two Canadian Fairs

NEW YORK, Jan. 30.—J. W. (Patty) and Frank R. Conklin, of Conklin's All-Canadian Shows, arrived here this week from California on a nation-wide business mission in behalf of the carnival as well as the new Playland of the Canadian National Exhibition, Toronto, of which the former is director.

Patty announced that he is looking over the local amusement situation but had no statements to make in regard to deals transacted in New York. He plans to remain in the vicinity for several days, being joined early next week by Elwood A. Hughes, general manager of the Toronto exhibition. Conklin plans to make a hurried trip to Philadelphia today to visit Lusse Brothers Manufacturing Company and the Philadelphia Toboggan Company.

Frank R. Conklin announced, before he left town late this week, that he consummated a deal with Art Lewis whereby the Lewis show will supply midway attractions for the 1937 Sherbrooke (Que.) Fair and Centennial, and the Provincial Exposition of Quebec, Quebec City.

Lewis, who returned to the city this week from a several weeks' sojourn in Miami, stated that he plans to supply the two fairs with an array of new shows and rides.

Latest date to be sealed by the Conklin show is Peterboro, Ont. This year's engagement marks the fourth time that the Conklin show has played the Class-A event.

Pittsburgh

PITTSBURGH, Jan. 30.—Joe Cramer's advance agent returned from a business trip thru southern territory and reports a number of bookings for the Peerless Exposition which opens in Athens, O., April 24.

Morris Rosen is getting the carnival fever again and is expected to be associated with a show before long.

Issy Cervone's band left for Tampa for a fair engagement. It will return around the middle of February.

R. J. Ferguson, president of the Butler Fair Association, has gone to Tampa for a vacation.

Philadelphia

PHILADELPHIA, Jan. 30.—South Street Museum, with good business, has the following this week: Johnny Williams' Hot Chocolate Revue; Gertir, Astec pin head; Original Bluey Bluey; Harry Bulson, spider boy; Capt. Sig, tattooed man and Mme. Camille, mentalist. Dancing girls in the annex.

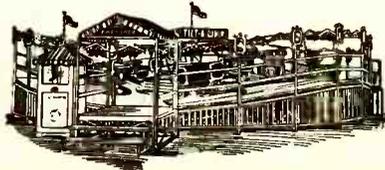
Eighth Street Museum has this week Bob Martin, human pin cushion; Billy King, magician; Carlson, one-man band. Spidora and Mysteria, illusions and Princess Zelda, mentalist. Dancing girls and Mary Morris are in the annex.

Sam Tassell is busy with indoor circus and bingo promotions for various organizations.

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MERCHANDISE SECTION
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LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Islam Shrine Sets Up a Huge Program

SAN FRANCISCO, Jan. 30.—Plans to turn this city's Civic Auditorium into a regular three-ring "big top" for Islam Shrine Indoor Circus in the spring are under way. Business Manager J. Ben Austin is said to be lining up a strong show. Side-show acts will be featured around the building and a "Joy Zone," covering two blocks, will be erected.

Feature acts will be brought from the East and combined with best available acts on the Coast in an effort to give the city one of the biggest affairs of its kind. Ticket sale is on and setup calls for about \$40,000 to be spent for acts and entertainment.

Talent Array Featured At Grand Rapids Event

GRAND RAPIDS, MICH., Jan. 30.—Annual Shrine Circus opened here on January 25 for a week in Civic Auditorium with two performances daily. Arrangements for the popular indoor feature, held each winter, were in charge of Clayton H. Hoffman. Among features are Loyal Repenski Troupe of riders, 10 people and eight horses. The Wallendas are back and thrilling crowds with their high-wire act.

Naitto Troupe, Chinese tight-wire performers, received top billing, while the Antaleks have been getting big hands with their high-perch act. New this year are Helen Reynolds and Her Eight Roller Skating Champions and the Billy Waite Duo, Australian whip crackers. Other acts include Rudy and Mme. Rudynoff and their trained horses; Flying Concellos, Pallenberg's Bears, Torello and his dog, pony and monkey, and five elephants.

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Can use elephant act, lion and riding acts, seal act, and high class aerial and ground acts that double. Also, small circus band and circus clowns. State lowest salary and full description of what you do first letter. Address CHAS. SCHAFER, CHAS. JR., O. U. A. M. CIRCUS, Brunswick Hotel, Mansfield, Ohio.

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Shrine Circus

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Masonic Temple Bldg., Omaha, Nebr.

WANTED

A Good Clean Carnival

I can use plenty shows, rides, and concessions, but no gambling, for a big Italian Celebration for 9 big days inclusive, 2 Saturdays and 2 Sundays, beginning June 12 to the 20th. Plenty spacing for the set-up and plenty money to spend.

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Wanted for Manufacturers

and Merchants Exposition Outstanding attraction using limited space. April 20th to 24th. Write CAPT. NIELS I. POULSEN, P.O. Box 468, Ansonia, Conn.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS

(Communications to 25-27 Opera Place, Cincinnati, O.)



SAM DRESHER, who has been named potentate of Tangier Shrine Temple, Omaha, is head of the committee arranging for the Eighth Annual Shrine Circus in Ak-Sar-Ben Coliseum there. The big indoor event will again be under personal direction of Rink Wright, veteran showman.

Walter's Circus to Play Houston Event

HOUSTON, Jan. 30.—Frank J. Walter's circus, said to be the nation's only show maintained for charity performances, will be brought here to Benbow's Olympiad under Gulf Coast Firemen's Association sponsorship. The troupe carries 12 professional acts, including a number of flying trapeze performers, acrobats and clowns.

In one of the featured spots will be Walter's quadruped quintuplets, handled by Mrs. Walter. Other acts include five horses, Don Juan, Frisco, Floto, Wallace and Whirlwind, who go thru all latest dance steps; six Shetland ponies in a military drill and the famous Wild Horse, holder of a world's record for walking on his hind legs.

Eighteen towns belonging to the association are competing for a \$50 first prize and a \$25 second prize for ticket sales. Directors of the event are F. M. Johnson, fire department chaplain; Captain H. McLean, E. D. Daugherty, T. F. Sullivan and Frank Jacobs.

Collingswood to Celebrate

COLLINGSWOOD, N. J., Jan. 30.—Groundwork for celebration of Collingswood's 50th anniversary as a borough is being laid by borough commissioners, who soon plan to name a committee to map a program. The borough, incorporated in 1888, will be 50 years old next year. Mayor Arthur E. Armitage and Commissioner Robert J. Mattern, who are preparing to appoint the committee, indicate that a full week of celebrating and festivity will be held.

Wirth Gets Five-Year Contract For Jamaica's Hospital Circus

NEW YORK, Jan. 30.—According to *The New York Daily News* of January 21, signed contracts covering a five-year period give Frank Wirth, sponsored by the Jamaica Hospital, an annual indoor circus date. Event, which will be held in the spring, will mark opening of the new \$2,000,000 State Armory at 168th street and Jamaica avenue, less than one mile from the World's Fair site, and will have a population of more than 3,000,000 from which to draw.

Circus will be staged in three rings and on two platforms with program comprising many new acts which, it is said, will be presented for the first time in this country. Plans for a seating capacity of 12,000 have been okehed. An extensive sniping and lithographing campaign is planned while billboard space already

contracted calls for 200 twenty-four sheets.

Twelve co-operating organizations will work with Jamaica Hospital committee, headed by Boro President George U. Harvey; Mortimer Gold, general chairman, and Judge Nicholas M. Pette, treasurer. Chairman Gold has opened offices in Jamaica while Frank Wirth is directing activities from New York. A school children's matinee committee calls for the distribution of 500,000 tickets in public schools.

Ft. Wayne Charity Circus To Present a 15-Act Show

FORT WAYNE, Ind., Jan. 30.—A 15-act show has been contracted by Loyal Order of Moose, No. 200, for its Charity Circus in Moose auditorium here, for benefit of the Children's Welfare Fund and as an aid in financing the 1937 Indiana Moose State convention to be held in Fort Wayne.

Lineup given includes Great LaCroix, novelty balancing on swinging trapeze; Eakins' Educated Pony and Dog Drill; Wells Brothers Trio, bar act and clown numbers; Kanerva and Lee, The Lerches, Bobby Bumps and a circus band composed of troupers residing in this city.

Santa Fe To Have 22 Acts For Mammoth Indoor Circus

SANTA FE, N. M., Jan. 30.—Twenty-two circus acts and Fantoche, a local Spanish show, will be among featured attractions at an indoor circus to be held in the high school gymnasium under auspices of Alianza Hispano-Americana No. 43. A popularity contest to select Miss Santa Fe for 1937 will be held in conjunction. More than 20 senoritas have announced their intention to try for the coveted honor.

J. J. Morgan, well-known western showman, is campaign manager of the event, which will be of a week's duration.

Shorts

TAYLOR TROUT has been awarded a contract to produce the Miami (Fla.) Beach Babies on Parade in Flamingo Park and plans are to make it an annual event.

FOR MACON (Ga.) Food Show in the Auditorium under auspices of Food Dealers' Association and produced by Fred Wilcox, plans call for a stage show with vaudeville specialties, line of girls and band.

BINGO Parties, under sponsorship of Joseph N. Neel, Jr., Post American Legion, got under way to a good start in Macon (Ga.) Auditorium, events scheduled for two nights weekly for four weeks. Attendance at opening night was announced as 1,200, a public wedding being featured with vaudeville. Sam Glickman is promoter with William J. Klingler, Jr., director, and several assistants.

MEMBERS OF the executive committee for Fourth Annual West Tennessee Strawberry Festival, Humboldt, Tenn., are Carey S. Hill, James D. Senter, Jr., Dan S. Tuttle, A. H. Williams, F. W. Jacobs, Dr. T. O. Lashlee, Dan J. Scott, M. I. Baum and Paul T. Howe.

VETERANS OF Foreign Wars Post, Gallup, N. M., who have just concluded two successful events under direction of Don M. Brashear, were so well pleased that they have contracted Mr. Brashear to direct a celebration next summer. William Frey, post commander, said that all bills were paid promptly and that the contract was filed to the letter.

NEW WATERFORD, O.—Volunteer Fire department elected C. A. Klein, well-known eastern Ohio promoter, president and announced it will again sponsor a street fair next fall. Mr. Klein will head the committee in charge.

CONFAB

(Continued from page 52)

trimmed in orange. He had a big hunk of birthday cake for the boys who are building, rebuilding and painting." Now ain't that something!

LOUIS J. BERGER letters from Detroit: "Vic Horwitz is on the board of directors of the Michigan Showmen's Association. J. C. Goss is not an officer."

LOUIS BRIGHT of Big State Shows letters from Clearwater, Fla.: "After five weeks in North Carolina rain, I decided to come here. Sincerely hope Chas. C. Blue is back at his desk again."

MRS. L. E. ROTH letters from Phoenix City, Ala.: "Something should be done about those gross exaggerations that some show managers make."

B. E. ONSGARD letters from Duluth, Minn.: "Arrowhead Amusement Company was organized in 1936. At that time two Merry-Go-Rounds and a Tilt-A-Whirl were purchased. Since have added a Big Eli Wheel and a kiddie ride. Have own transportation."

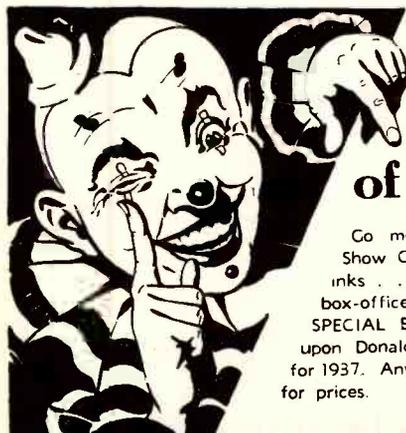
LUCILE KING has the reputation of being the champion woman banner solicitor. It may be only for the Pacific Coast, but she cares not.

BARNUM was right: Any carnival that boasts of 15 shows in the winter time in Florida, outside of the real big city dates, is riding for a fall. The carnival in April is the one that counts.

IRVING UDOWITZ letters from Miami: "Gave a fish dinner to Mike and Mollie Sheppard, Joe V. and Margie Palmer, Mr. and Mrs. Tom Fallon. Mrs. Dolly Udowitz prepared the monster which was caught at Key Largo."

SALT LAKE CITY—Dean Daynes was made a member of the Salt Lake City zoo board filling a vacancy caused by the death of Dr. Charles G. Plummer. The zoo is going along nicely under direction of E. M. Shider.

MIAMI, Fla., Jan. 30.—Taylor Trout, Bingo game operator, collected \$113 at Ollie Trout's trailer park Tuesday and turned the money over to the local Red Cross for flood relief.



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morton, N. J. x

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FAN**, Caransebes, Roumania. x

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Individuals or with crew. America's best Poultry Journal wants agent east of Mississippi River. Write for proposition. **C. L. ROYSTER**, 538 So. Clark St., Chicago, Ill. x

CARTOON BOOKLETS, PHOTOS.—HOTTEST stuff. Generous samples, 25c; de luxe ac-
countment, \$1.00. List 10c. None free. **NOV-
ELTY SALES CO.**, Guntersville, Ala. x

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Permanent income. As little as \$4.50 gives good start. **LORRAC PRODUCTS CO.**, Albany, N. Y. x

DISTRIBUTOR—DIXIE DANCE WAX, CLEANS as it waxes. Own your business; highly profitable. Thousands of prospects, anywhere there is dancing. Salesmen and coin machine operators investigate. **DIXIE WAX CO.**, Evansville, Ind. fe6x

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ples. **MODERNISTIC SIGN**, C-3004 Lincoln Ave., Chicago. x

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LENE CHEMICAL CO.**, 1906 W. Broad, Rich-
mond, Va. tfnx

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30-5c DU GRENIER SELECTIVE CANDY BAR vendors, \$7.00 each; lot \$150.00; 12-1c stick gum vendors, \$2.50 each; lot \$25.00; Wurlitzer P-10, \$100.00; May West Dice, like new, \$7.00. Will trade for or buy Peanut vendors, Phonographs or small scales. Send one-third deposit. **E. T. DAVIS**, 900 Oakhill, Atlanta, Ga.

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VINE**, 115 Seymour St., Jackson, Mich.

WANTED—AGENT FOR TEXAS CENTENNIAL Cowboy Stage Show. Must know business and have car. Write **MACK LUNSFORD'S TEXAS STOMPERS**, Oshkosh, Wis.

MAGIC! APPARATUS

A CATALOGUE OF MINDREADING, MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1937 Forecasts. Graphology Sheets, Books, Crystals, Lucky Pieces. Most complete line in world. New 140 illustrated page catalogue, 30c. Leaders since 1921. **NELSON ENTERPRISES**, 198 South Third, Columbus, O. fe13

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VANISHING WAND—75c; JAPANESE STICKS, \$1.50; New Wand and Tube, 25c. All Com-
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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. fe13

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**ROADSHOWMEN CAN RENT TALKING PIC-
ture machines and complete change of pro-
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THIS WEEK ONLY! ALL SIZE LENSES, \$2.95. 35MM Silent Professional Projectors, \$15.00. Sound and Silent Film and Equipment. **ZENITH**, 308 W. 44th, New York. fe6

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Chairs, Sound Equipment, Moving Picture
Machines, Screens, Spotlights, Stereopticons,
etc. Projection Machines repaired. Catalogue
\$ free. **MOVIE SUPPLY CO., LTD.**, 844 S. Wa-
bash, Chicago. fe20

WANTED—CLEAN SOUND FEATURES AND
shorts for family audiences, no junk. Also
Powers B. Sound equipment. **ORRILL O'REIL-**
LY, Park Free Movies, Houston, Texas.

SALESMEN 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 South-
ern Boulevard, N. Y. fe20x

U. S. LAW SAYS—EVERY EMPLOYER MUST
have record of Social Security. We have
three-in-one book, employer's record, employ-
ee's receipt, yearly summary. Retail for \$1.00,
price to you 25 sets, 40c each; 100 sets, 30c
each. 50% deposit, balance C. O. D., samples
and full particulars 60c, order from this ad.
EVERREADY DIST. CO., Streator, Ill.

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. fe13

FOR A BANNER SEASON ORDER CIRCUS, SIDE
Show and Carnival Banners from **NIEMAN**
STUDIOS, INC., 1236 S. Halsted St., Chicago.
Feb.13

TENTS—SECOND-HAND

BARGAINS IN USED TENTS, ALL SIZES.
side-walls, Baily cloths, etc. **J. W. HURST &**
SONS, 900 Camp Ave., Norfolk, Va. Fe21x

THEATRICAL PRINTING

250 LETTERHEADS AND 250 ENVELOPES,
\$3.95; 500 Business Cards, \$1.95. Cash
Postage Paid U. S. **ROBERT FELTON**, 19 Frem-
ont, San Francisco. Fe13

FLASHY 125 2-COLOR LETTERHEADS—100
Envelopes, \$1.89; 250 both, \$3.19 (embossed
\$2.39-\$4.29) Cash. Delivered. **SOLLIDAY'S**,
since 1897 Knox, Indiana.

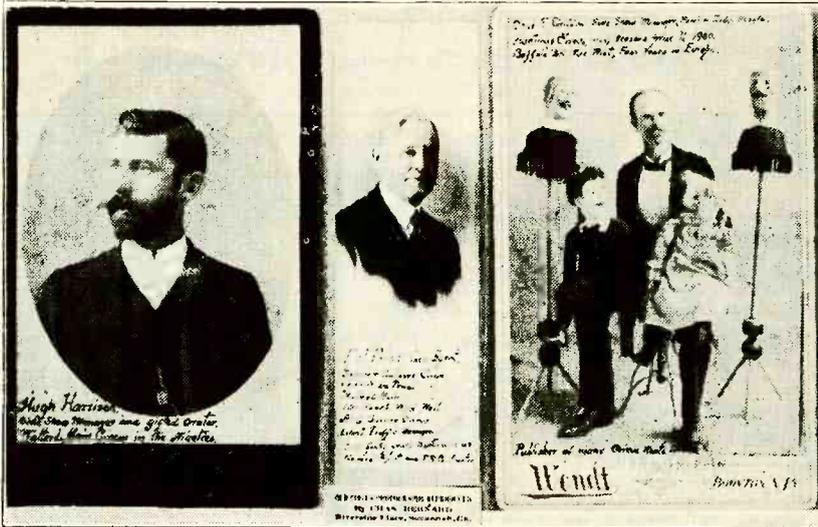
200 14x42 OR 21x28 HALF SHEETS, \$8; DATE
Changes, 25c each. 25% deposit with order.
DOC ANGEL, Ex-Trouper, Leavittsburg, Ohio.

WANTED TO BUY, LEASE OR RENT

WANTED TO BUY—PENNY ARCADE MA-
chines, concession games and Fun-House
devices. **E. CLANCY**, St. Regis Hotel, Calgary,
Alberta, Canada.

WANTED TO BUY—TWO USED FROZEN CUS-
tard machines; preferably Millard or Eze
Freezers; Good condition. State price. **SIDNEY**
WITZER, 2927 West 16th St., Brooklyn, N. Y.

Show Family Album



HUGH HARRISON AND CHARLES E. GRIFFIN were well-known
and popular managers of side shows with leading circuses 30 to 50 years
ago. Mr. Harrison is shown on the left and Mr. Griffin on the right.

Mr. Harrison was side show manager and a gifted orator with the
Walter L. Main Circus in the '90s. Mr. Griffin was side show manager and
did Punch and Judy and magic with Hunting's Circus for many seasons prior
to 1900. For four years he was with Buffalo Bill's Wild West in Europe.
He was also publisher of many circus route books.

Grouped with these men is **F. J. Frink**, who is still living and active as a
general agent and railroad contractor after more than two score years of
service representing prominent circus organizations. Many of his years
of trouping were spent with Downie & Gallagher Circus, Downie's La Tena
Circus, Walter L. Main Circus, 101 Ranch, Wild West and Al G. Barnes
Circus.

*The Billboard aims to have the "Show Family Album" appear as a
weekly feature and invites its readers to submit old-time photos for
inclusion therein. It is specially requested that pictures be CLEAR
and that they be accompanied with complete descriptive data. Group
photos are preferred, but pictures of individuals as they appeared in the
old days who are STILL LIVING will be welcomed. Remember, photos
must be clear enough for reproduction purposes. They will be returned
if so desired. Address them to Show Family Album Editor, The Billboard,
25-27 Opera place, Cincinnati, O.*

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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
ACROBATS**

BAR PERFORMER—Aerial and Ground Bars, Straight
or Comedy. **LOUIS OCZVIRK**, 917 N. 10th St.,
Milwaukee, Wis. fb13

**AT LIBERTY
AGENTS AND MANAGERS**

ADVANCE AGENT—15 years' experience. Can route
and book any attraction anywhere in the United
States and Canada. Close contractor; salary only; re-
liable. **BOX 300**, Billboard, Chicago.

**AT LIBERTY
BANDS AND ORCHESTRAS**

FAST ENTERTAINING ORCHESTRA—Six pieces,
featuring two pianos, also girl vocalist. Dis-
tinctive music guaranteed to please, for Hotel,
Nite Club. **LEADER**, 1421 Water St., Corpus
Christi, Tex.

NINE-PIECE BAND—Available for Ballroom,
Resort, Hotel, etc. Will augment. Feature
Special Arrangements, Vocalists. Sober and re-
liable. Would troupe. **THE MELODIANS**, La-
Belle, Mo. fe20

AT LIBERTY—6-piece dance band for Hotel, Nite
Club or Resort for Spring and Summer engagements.
Experienced in Radio and Floor shows. Band is well
organized. Write or wire **ORCHESTRA**, 1103 Jenny
Lind St., McKeesport, Pa.

**AT LIBERTY
CIRCUS AND CARNIVAL**

SOUND ENGINEER—with very powerful sound
truck and public address equipment for cov-
ering very large crowds wants connection with
Circus, Carnival, Park or any organization need-
ing the services of an experienced sound engi-
neer who can give you perfect sound reproduc-
tion and dependable service at all times. Or
would consider maintenance work on coin pho-
nographs or other amplifying equipment. Years
of experience in manufacture, installation, oper-
ation of amplifying equipment. Can service all
makes, do electrical work and can announce
capably having had considerable advertising
experience. Write me now if you will have
steady work now or later. **DON KENNEDY**,
Shelbyville, Ind. fe13

THE ORIGINAL GERALDENE-GERALD FOR
coming season, A-1 half and half, wardrobe
and ability, reliable managers answer only, best
references. 4 Montcalm St., Glens Falls, N. Y.

FRED AND MARIE GUTHRIE—4 Separate Acts,
Double Trapeze, Single Iron Jaw, Double Tight
Wire and Single Trapeze. 1151 Bank St., Cincin-
nati, O. fe20

**AT LIBERTY
COLORED PEOPLE**

EXPERIENCED HEAD PORTER AND WIFE—
HAROLD DOZIER, 4318 St. Lawrence Ave.,
Chicago, Atlantic 5282. fe6

**AT LIBERTY
MAGICIANS**

AT LIBERTY—MOELLER & CO., Magician and
Illusionist. Two men and one lady for im-
mediate engagement with Units, Reviews, Clubs,
Theatres or Museums. Have a Dramatic tent
Baker-Lockwood make, 45x90, in A-1 condi-
tion. No booze or agitation. Will consider any
worthwhile proposition. Willing to go any-
where if reliable. Will manage and work illu-
sion show, salary or percentage. Have own
transportation. Address all communications to
H. R. MOELLER, Rockwell City, Ia.

FEATURE MENTAL ACT—Crystal, Mindreading,
Magic. Oriental presentation. Business builder for
theater, club, hotel attraction. Private readings. Any
reasonable proposition considered. **PRINCE YOSE**,
care Billboard, Cincinnati, O.

HARRIE, THE MAGICIAN—Entirely different, excep-
tional, prefer Club, Stag and Floor Work. 35 N.
Munn Ave., Newark, N. J. Phone ESSEX 2-7034.

**AT LIBERTY
MISCELLANEOUS**

ELECTRICIAN AND AMPLIFIER MAN—Own
sound trailer and amplifiers. Large enough for
any show, sober, references. **J. H. MORTON**,
215 Lincoln, Edwardsville, Ill.

CALVERT'S SOCIETY PUPPETS (Punch &
Judy)—Available for Special Advertising, The-
atres, Expositions, etc. New Original Business.
Can be performed silently if desired. **CALVERT**,
226 West 50th St., New York. fe6

**AT LIBERTY
MUSICIANS**

AT LIBERTY—SIX-STRING RHYTHM GUITAR
Player. Appearance, union and modern.
MUSICIAN, 144 W. 85th St., New York City.
fe6

DRUMMER—Play ride drums, read and can cut
shows. Have complete outfit and wardrobe,
including tuxedo. Experienced, union, married,
age 20, references, and pictures furnished upon
request. **BRAMMER LEACOX**, Red Oak, Ia.

EXPERIENCED MODERN RHYTHM DRUMMER
—Pearl equipment, bells. Read, union,
young, dependable, wardrobe. Go anywhere
BOX C-176, Billboard, Cincinnati.

FLUTIST, experienced, all lines. Will use music
as sideline if necessary. Desire location, write
Box C-175, The Billboard, Cincinnati, O.

GIRL SAX TRIO—Doubling Clarinets, Baritone.
Young, union. Desire location. Write to
MUSICIANS, BOX C-177, c/o The Billboard,
Cincinnati, O.

MODERN DRUMMER—Available June 1st. Read
or fake. No weed or booze, go anywhere.
Write **GEORGE RABINSON**, 104 Spence Place,
Knoxville, Tenn.

REAL GOOD, STRONG BARITONE SOLOIST—
Big Circus Concert Band. **DECARLO**, 319
Walnut St., Macon, Ga. fe13

STRING BASS—Union, sober. Dance, stage.
Don't misrepresent. **BASS MAN**, 37 N. Divi-
sion St., Auburn, N. Y.

TEACHER—VIOLIN, BANJO, STEEL GUITAR.
Saxophone, desires position in East. **JAMES**
FARRINGTON, Canton, Me. fe13

AT LIBERTY—Alto, Tenor, Baritone Clarinet. Read
good tone and go. Young, sober and reliable. Will
go anywhere immediately on dependable job. Wire or
write **ALFRED RICCI**, 402 W. 8th St., Mishawaka,
Indiana.

AT LIBERTY—String Bass and Trumpet. Sweet or
take-off Trumpet. Both sing, read, fake, union, sober,
reliable and will work hard. Will separate. Have ork
and combo experience. Ages, 20-21. Hams and panics
—seram. Write **DEAN BROWN**, Gen. Del., Rapid
City, S. D., or communicate **JUG BROWN**, c/o Ran-
dolph Hotel, Des Moines, Ia.

DRUMMER—Union, modern or Dixie riding, can
read, steady tempos that rock, not a saddle rider.
Job must pay off. **BUDDY STEVENS**, General
Delivery, Greenwood, Miss. fe6

MODERN DRUMMER—Experienced, young, neat, sober,
reliable. Prefer reliable dance band or show. At
liberty January 31. State all in first letter. Write
ELMER ERICKSON, 218 West Chestnut St., Hoopes-
ton, Ill.

MODERN TENOR SAX—Doubling Clarinet, Union,
young, single, stage, recording, name band experi-
ence. Satisfaction guaranteed. Accept A-1 proposition
anywhere immediately. If too far, need ticket. **MIL-**
LENS, 320 Maryland, Peoria, Ill.

MUSICIAN, young, 27, college graduate, Christian,
desires to learn show business, will invest if nec-
essary, salary no object, reliable, managers write full
details, available at once. Free to travel, Box 759,
The Billboard, 1564 Broadway, New York, N. Y.

PIANIST, ARRANGER, Orchestra Director.
Teacher, Composer, wishes to locate. No affili-
ations. Independent. Responsible parties only
answer. Experienced in all branches. Address
PIANIST, care Billboard, 390 Arcade Bldg., St.
Louis, Mo. fe6

SAX—Alto and Tenor doubling Cello and voice. Read
and fake, modern, take-off, 33 and neat appearing.
JIMMY STRAUSS, Court Place Hotel, Denver, Colo.

SWING DRUMMER—Experienced all lines. Read,
fake, steady tempo. Age 42. Salary reasonable.
C. L. WARD, 5053 Lake Park Ave., Chicago, Ill.

TROMBONE—Instructor, Director, A-1 Arranger. 22
years' experience. Sober, reliable, references. Prefer
location in the South. Would troupe. **ROBERT VAN**
SICKLE, La Belle, Mo.

TROMBONIST, prefer swing band, can also recommend
trumpet player, must be sure salary, will consider
small Jam Band, plenty experience and my card is
paid up. Trombonist, 219 So. Grand Ave., Apt. D,
Lansing, Mich.

TRUMPET—Capable A-1 dance musician. Arrange,
have some good swing arrangements on hand. Will
consider any substantial offer. Guarantee satisfaction
reading, take-off and sweet stuff. Plenty of experience
and good reputation. Finish here January 31. Send
offers to **LARK MERRYMAN**, 321 W. 1st St., Hutch-
inson, Kan.

**AT LIBERTY
PARKS AND FAIRS**

ARMSTRONG'S FAMOUS COMEDY FORD ACT
—Well known. Literature. **ROSCOE ARM-**
STRONG, Montezuma, Ind. ap24

CHAMPIONSHIP MOTORCYCLE RACES AND
HELL DIVERS—18 men with sound truck,
Castongnay, Dow, Hill, James, others. Readville
(Boston), Topsfield, Mass. Fair, fourth con-
secutive year. Now contracting Fairs, still dates,
Tracks, Expositions, **CHAS. KYLE**, Gen. Del.,
Baltimore, Md., or 104 Judson Ave., New Haven,
Conn.

CHARLES LA CROIX—Original outstanding Trapeze
Act. Booking indoor events, flashy equipment. Spe-
cial advertising posters. Real acts. Price reasonable.
Address 1304 South Anthony Boulevard, Ft. Wayne, Ind.

YORK'S FOUR-ACT Combination—Now booking
1937 Parks, Fairs and Celebrations. The Death
Walk, Four Large Escape Tricks, Tricks with Live
Stock. A big drawing card and a real flashy act.
Price reasonable. For particulars of act write,
wire. **GALE YORK**, 212 West Superior Street,
Fort Wayne, Ind. fe6

**AT LIBERTY
PIANO PLAYERS**

PIANIST—Good reader. Union. Location. LAR-
RY SCHEBEN, c/o Oliver Hotel, Atlanta, Ga.,
Feb. 4-5.

PIANO MAN—FEB. 1st. RHYTHM, TAKEOFF,
Read, Jam. Age 28. Congenial, sober. Have
car. Location only. **ALBERT A. RUCKER,** 319
W. 1st, Hutchinson, Kan. Phone 2210-W. fe6

PLENTY RHYTHM—Modern take-off, good accompan-
ist. Young. Consider all. Can join immediately.
Please be explicit. Pianist, 303 E. Fifth Ave., Rome,
Georgia.

AT LIBERTY
VAUDEVILLE ARTISTS

AT LIBERTY—Female Impersonator, Queen of
Burlesque, Singer and Dancer. Beautiful cos-
tumes. Can send pictures. Open for Night
Clubs or Theatres. **WESLEY DAVID,** 9 W. Har-
rison St., Chicago.

NELLIE KING'S beautiful Musical Act. George
Orant King's Ventriloquist Act and Punch and
Judy Show. For indoor circus, bazaars, museums,
celebrations, department stores, schools, lodges,
aspices, etc. Address 1009 Wayne Ave., Indiana,
Pa. fe13

TEAM—Man, Comic, Black, Toby and Tramp.
Both dance and play guitar. Woman, acrobat.
Both young, up in all acts. For med or unit.
State full particulars. Write 431 E. Buena Vista,
Chester, Ill. fe13

AT LIBERTY—Female Impersonator, singer and dancer,
nice wardrobe, for Club and Stage, good M. C.,
years experience. **BILLY SMITH,** R. D. No. 2,
Capley, O.

Hartmann's
Broadcast

THE Empire Exposition, staged to
celebrate the 50th anniversary of
Johannesburg, South Africa, has
not been running as strong on attend-
ance as was anticipated, in fact it has
been averaging only about one half of
the expected gate. This information
comes from William McK. Bausman who
is with the Nellie Dutton troupe right
on the scene. On December 16, a big
holiday, a record crowd up to that time
turned out, but it was only 40,178 at
that.

"Consider the poor amusement peo-
ple," writes Bausman. "Of them and
their condition the least said the better
—unless a comparison might make those
back in the States realize how fortunate
they are, even if they do play a bloomer
now and then. These fellows have played
nothing else for three months.

"Charles Stanton, director of amuse-
ments, owner of all rides and lessee of
most of the space, holds a unique posi-
tion wherein he may be able to break
even, but if he does it will only be thru
his ability to hold the position of di-
rector of amusements for the exhibition
at a very nice salary. Stanton has been
connected with carnival and show busi-
ness here and in the Far East for years.

"Americans on the grounds are few,
but those who are there are well pro-
tected either by contracted salary or as
representatives of some business firms
in the U. S. A. I found a side show
(10-in-1 style) poorly handled by a
South African, Cecil Thorne, in which
were two Americans, Barbetta, half and
half, and Ernie Henderson, swords. In
the same show were a mentalist, a fire
eater and a dancer. Seating capacity
about 75.

"U. S. A. is well represented on the
midway, however, in merchandise —
games and pin machines. All rides but
three out of 12 are American (Lusse
Scooters, Eli Wheel, Whip and others),
the exceptions being Scoota Boats, which
is topping the amusement zone, Merry-
Go-Round and a high ride, all English.
No permanent or semi-permanent rides
at all. Have heard or read of no
gambling complaints to date, altho I fear
some of the games would not pass the
eagle eye of some U. S. A. officials. The
best flash on the grounds is a pin-game
layout with 20 machines, part American
and part English make. Seems to get
its share of what business there is to
be had.

"The amusement zone is all but lost
in the grounds. One might spend a day
there and never find it. It was laid out
very nicely, altho without regard to
the road entrance but directly in front
of the railway stop. Unfortunately,
however, only about five per cent of the
attendance comes by train, so that means
little to the workers and owners. The
zone was originally one-third larger than
at present—as a result of the packing
up and leaving of many operators. The
vacant stalls are still standing—an eye-
sore to all who visit the place—a re-
minder of failure. A depressing sight
that could easily be overcome with a
little effort in covering up or cutting
off an entire wing of the zone.

"The grounds could accommodate
100,000 easily, but 40,000 is the record
so far. Still this place is only 50 years
old, remember, and the population of
Johannesburg is, officially, 258,009
whites, 219,808 natives, 22,590 colored
and 10,138 Asiatics; total 510,630.

"With Pagel's Circus things are going
quite well. The engagement here has so
far been up to expectations with the
show exhibiting in what is claimed to be
the largest tent ever erected in Johan-
nesburg for a show. Attendance of 3,685
Saturday, December 12, was claimed as
a record for a circus in South Africa.
Prices range from 50 cents to \$1.25
(mostly 75 cents and \$1).

"We on the show have enjoyed royal
treatment from the management, but
have not been enjoying the best of
health and good fortune otherwise.
Nellie Dutton has lost one horse thru
disease and has another that has been
recovering from the same for two
months. She herself has suffered from
some unknown complaint or disease that
affects one like the old-fashioned
whooping cough. I have been on the
sick list with something almost the same
and have lost 18 pounds. Others have
had touches of disintery, influenza and
colds till we have been a rather dis-
couraged crowd for the past few weeks.
It seems to be caused by the atmosphere,
the explanation being that we are not
acclimated to the altitude (5,600 feet),
and it may be true, too. The Four Or-
tons, Senator Murphy, Bobbie Henshaw
and other Americans playing vaudeville
here all complain too, and today I found
Norman Orton confined to his bed with
the same complaint I have had—short
of breath, dizzy feeling after work and
loss of appetite. They say it all passes
away soon, so we live in hopes—and in
the mean time enjoy fine treatment
from the management. I am acting as
equestrian director and announcer,
something never heard of on Pagel's
Circus before. I guess no one ever spoke
good enough English before. Most acts
imported heretofore have been German.

"All our acts are being well received
and exploited, Nellie getting nice stories
and working hard to try to add the
American touch to the show. Our only
objection to it all is the amount of show
that Pagel insists on producing—25 acts,
running three hours. But it is an old
African custom and it's his show. We
have been approached already in regard
to a renewal of contract but have given
no answer. We first want to see what
our health is going to be in the next
month. The present contract doesn't
expire till May, but Pagel wants to plan
a tour to the north and wants to be sure
of people till November, 1937.

"Nellie has replaced the horse that
died and work on that animal has kept
me occupied all day for weeks. Have
a nice horse (imported for a brewery)
that misbehaved in harness but is run-
ning nice in the ring and will be okeh
in another week."

W HENEVER Harry F. (Ah! Ha!) Gil-
liam writes he always has some-
thing interesting to say. This time
he says it in the form of a dream. Here
'tis:

"Whether they like it or not, the car-
nival concession business will never
again live in the realm of the 'teens,
'20s or early '30s. G wheels, tieups, roll-
downs, blocks, swinging balls, creeping
skills and all the other controlled de-
vices are no longer SMART. The pendu-
lum is now swinging back to a more
wholesome attitude toward the carnival
patron—that's why you are now being
sought for. All this is good, and a clean,
carnival spirit will prevail. All sane
operators and concessioners are now
ready to believe that the 'gutter' is not
so attractive as the flowering meadow.
Concessions will be cleaner and operated
by saner people than we have had for
the last two decades. Oh! It's just my
dream."

Shows in Sweden, Denmark

STOCKHOLM, Jan. 25.—The Circus
Mijares Schreiber is playing a six weeks'
stand at Gothenberg. On bill are horse
numbers presented by Baptista Schreiber
and C. J. Mijares; Manuel Mijares, wire
walker; Taki, antipodist; Alicia Mijares,
acro dancer; Three Chenlos, flying
trapeze; Three Solos, steeplechase; Paul
Batty's bears; Five Fidetty, springboard
tumbler; Five Raffinitas, acrobats; Two
Eric's, paradists, and Two Macs, tap
dancers.

National Scala in Copenhagen has
Olvido Perez, wire walker; Three Kiewn-
ings, aerial; Concha and Concha, equili-
brists, and Elimar, juggling on wire
while the Valencia has the 14 Arab
tumbler of Ben Abderrahman and the
contortionists, Dida and Albert.

Notes From the
Crossroads

By NAT GREEN

SHOW PEOPLE have responded nobly
to appeals for relief in flood-stricken
areas in the Ohio and Mississippi
valleys. This was no more than we ex-
pected, for show folks as a class are the
biggest hearted and most generous peo-
ple in the world. Possibly these qual-
ities are born of the fact that at one
time or another most showfolks have
themselves suffered privation and so
can appreciate, more than anyone else,
what misfortune means. The very na-
ture of their work broadens them im-
measurably, gives them a more than or-
dinary understanding of life and its
problems. And when a disaster such as
the present one descends upon the
country they are not slow in going to
the rescue with every resource at their
command. We know personally of many
generous individual donations to the
Red Cross fund for relief of flood suf-
ferers, some of them more generous than
the donor really could afford. As this is
being written we learn that Cole Bros'.
Circus has sent sleeping cars from their
winter quarters to the vicinity of Louis-
ville and Evansville for the purpose of
housing flood refugees and doubtless
other shows are doing likewise. This is
a splendid commentary upon the chari-
table spirit of showfolks!

What effect will the unprecedented
floods with the millions of dollars dam-
age have upon show business during the
coming season? Naturally this question
is in the minds of all showmen, as it is
in the minds of all business men. Gen-
eral opinion, based upon past experi-
ence, seems to be that, barring unfore-
seen circumstances, business in general
will go on as usual thruout the country
as a whole and intelligent routing of
shows will assure a satisfactory season.
Flood areas will require perhaps three
months to get back to anything like
normal. During that time hundreds of
thousands of men will be employed in
rehabilitating the affected territory.
Other hundreds of thousands in other
parts of the country will be at work
turning out supplies of every sort for
the flooded districts. No matter how
great the stress, men and women de-
mand entertainment in some form, and
by the time the outdoor season is under
way the workers will be looking for
something to divert their minds from
the every-day grind. There will, of
course, be localities where showing
would be out of the question. But a
country as large and diversified as ours
will provide hundreds of spots that will
be fertile fields for shows and it's up to
the agents to find these spots and route
their outfits accordingly.

Ray Foley, of the Dallas Exposition, in
town after a trip to New York and plan-
ning to fly back to Dallas to avoid trav-
eling thru the flooded areas. Mr.
Foley is quite optimistic over prospects
for Dallas in '37. . . An interesting new

feature, he says, will be a large Mexican
exhibit with its colorful Latin settings.
. . . He also expects several South Ameri-
can countries to come in. . . H. William
Pollack, of Pollack Poster Print, Buffalo,
in on biz. . . That was Milt Hinkle under
the big white hat on the rialto. . . Sam
Solomon writes from Caruthersville, Mo.,
that all his boys are doing good work
under the local flood relief committee
and the national Red Cross unit there;
helping bring in refugees—men, women,
children and live stock, and answering
calls day and night. . . Nat Rodgers,
who used to be a flyer himself, back in
1911, doesn't like to ride in the modern
airliners. . . Billy Cronin dropped in to
say hello to the boys. . . That tribute
of Frank Braden to the late Frank Cook
was beautiful—and we know it was sin-
cere! . . . J. C. McCaffery, SLA prez, has
things moving for the big Showmen's
League spring show, to be held in the
College Inn of the Hotel Sherman April
5, and he may be depended upon to put
it over in a big way.

Notes From Natchez, Miss.

NATCHEZ, Miss., Jan. 30.—Hartman
Moritz, circus fan, and the writer,
Hugh Hart, had a get-together party
evening of January 13 to form a circus
club. Moritz has the stock exchange
here, correspondent of Fenner and
Beone. He entertained in his newly
decorated Circus Room; he has a won-
derful collection of circus photos and
souvenirs. Sixteen fans were present.
Moritz told of his days when he tramped
with the Al G. Barnes Circus in the late
'20s. Shorty Eldt made a recitation of
Stanley Dawson's *Where Do We Go From
Here?* The surprise of the evening was
Moritz's giving his impression of Em-
mett Kelly's PWA clown number on Cole
Bros' Circus last season.

The writer made a list of 10 questions
to find out who were real trouperers. The
questions were: What is a kid show?
Who are kinkers? What is a walkaround?
What is a razorback? Where is the
connection? Define main guy. What
is a bloomer? Describe Bible-Stringer-
Jack. What is a rigger? Were you ever
in a padroom?

Much fun was realized in the reading
of the answers. Question No. 6 stuck
most. A main guy to them was the
manager. Nearly everyone thought a
razorback was nothing more than a
piney faced Mississippi hog. Instructor
Hugh Hart promised to have another
list of question ready for the next
meeting. Prizes were awarded for the
best answers. The first award of 10
tickets to the next Tex Sherman Rodeo
to be held in Natchez went to Mary
Ethlyn Bowie; second prize, a whip, cane
and doll, to Book Roberts; third prize, a
bag of pop corn, to Thelma Breithaupt.
Pink lemonade and hot dogs were served.

The Beechnut, "smallest show on
earth," was here recently. It was a fea-
ture attraction at the San Diego, Dallas
and Cleveland expositions. Complete
from clowns to callopie, it was a unique
combination of artistry and mechanical
ingenuity.

Ralph Wagner has recovered from a re-
cent serious illness and has returned to
his home in Massillon, O.

A storeroom show, "Congo, Lion
Slayer," is playing to good business. Has
a downtown location.

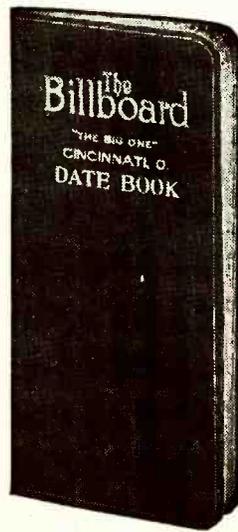
NEW DATE BOOKS

FOR 1937

NOW ON SALE

Arranged Especially for Your Needs

Dated From January 1, 1937, to
January 1, 1938.



The most convenient memorandum book for
Managers, Agents and Performers in all
branches of the show world. Actual size
2 3/4 x 5 1/2 inches—just fits the vest pocket.
Contains complete calendars for years 1937-
1938, U. S. and World Maps, 110 pages for
daily memorandums, space for recording
receipts and disbursements of money, census
figures, and much other valuable information.

PLENTY OF SPACE FOR BOOKINGS,
ROUTES AND SPECIAL NOTATIONS

For sale at all offices of The Billboard. Mailed
to any part of the world for 25c each.

Cash With Order

ALL MAIL ORDERS SHOULD BE SENT TO
CINCINNATI OFFICE

The Billboard Publishing Co.

25 Opera Place, Cincinnati, O.

Name in gold letters
on covers, 15c extra
for each line.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

Salesboards Believed Headed For A Record-Breaking Year

Several important factors are expected to boost the salesboard business in 1937 to its highest plane in history. While the sales and trade board plan is not new and has been in existence long before many of the spectacular and hazardous plans of merchandise distribution, this business, so far this year, is definitely on the increase, with a strong probability that it will smash all previous records for volume of goods dispersed.

Largely responsible for this wider public acceptance of the boards is the trend toward community indorsement of the salesboard plan, whereby quality merchandise is awarded, as against money-boards and cash awards. The public is more and more strongly manifesting its approval of the boards, as is evidenced by the fact that they are being sold out more rapidly than ever before. The idea of receiving something tangible for money spent appeals to them.

Leading merchandise firms are also aiding in stimulating this trade by featuring merchandise particularly well adapted for the various types of boards manufactured. Taking note of the high favor in which the boards are held, more and more manufacturers are offering unique display cards, along with free

boards displaying many types of goods. Smokers' accessories, lighters, flashlights, pocket knives, midget radios, lamps, watches and clocks, pen and pencil sets and combinations are among the fastest-moving items at the present time. A growing margin of profit for operators and a greater flow of merchandise on which to make a profit are other indices of returning prosperity in the salesboard field.

Mail Order Sales Best in History

Sales of Sears-Roebuck & Company for the four-week period, ended December 31, were the largest for any period in the history of the company.

The nearest approaches to it were in the period ended October 8 last year, and the period ended December 31, 1929, in each of which sales exceeded \$50,000,000. But in December, the company disposed of more than \$60,000,000 worth of merchandise.

Sales for the full year of 1936 also exceed those of any previous year in the company's history.

Cosmetics Mfgs. Grossed \$117,398,000 in 1935

WASHINGTON, Jan. 30.—The 554 establishments engaged in the production of perfumes, cosmetics and toilet preparations in the United States did a total volume of business in 1935 of \$117,398,000, the Department of Commerce reports. Sales direct to retailers accounted for 38.9 per cent of the total, while 37.6 per cent of the volume went to wholesalers and jobbers.

As compared with distribution methods employed in 1929, there was some decrease in the proportion of sales made directly to retailers, 43.1 per cent in 1929 and 41.8 per cent in 1935. And a larger decrease thru wholesalers and jobbers was shown, 44.9 per cent in 1929 and 40.3 per cent in 1935. These decreases have been accompanied by an increase in the proportion of sales made thru manufacturers' own wholesale branches, which accounted for 2.6 per cent distribution sales in 1929 and 8.6 per cent in 1935.

Sales direct to consumers accounted for 5 per cent of the total. The balance of the total was divided as follows: 8 per cent to company's own wholesale branches; 1.6 per cent direct to industrial and other large users; 1.6 per cent to own retail stores; 4.3 per cent to other plants in own organization, and 2.5 per cent to sales not distributed thru usual channels.

Bootleg Wholesaler Is Termed a Menace

PHILADELPHIA, Jan. 30.—The "bootleg wholesaler" is a menace to every consumer of merchandise in America. Such was the summation of Ira A. Hirschmann, New York merchant, as he disclosed what he termed one of the "greatest hoaxes in merchandising" before the annual dinner of 700 members of the Philadelphia Merchants' Association at the Penn Athletic Club here. Concerns, which attract buyers with claims of selling at wholesale prices, were denounced as the "wholesale bootleggers." "What are we," he said, "as merchants, going to do about the great percentage of the American public which is being unconsciously gypped by so-called wholesale buying?"

Bargain-hunting mania, he said, has lured many prospective retail customers into lofts of wholesale manufacturers in a vain effort to "get something for nothing." That, he declares, is impossible, and merchandise purchased there is generally of inferior value. Were it not so, he said, retailers would have bought it long ago.

"As in all successful industries," he said, "there is bound to appear at some stage the bootlegger; the fellow who connives to find a left-handed way of cashing in on the good-will of a going business. We know what happened during the prohibition years. Sadly enough, the same can be said to be true with regard to "wholesale bootlegging." The victim is, as always, the public.

"While people are exposed to all kinds of hoaxes these days, one of the worst, I believe, is the wholesale hoax, and it is about time the hoax is exposed to the public instead of the public to the hoax. The native instinct of bargain hunting is as old as the hills and decidedly good. But we must be sure to make a distinction between a legitimate bargain in a legitimate store and an alleged bargain in a manufacturer's speakeasy wholesale house."

Since playing the bootlegging game is a dangerous merchandising trade, Hirschmann advised buying and comparing advertised merchandise in legitimate outlets where there is a guarantee of quality, assurance of merchandise perfection and a comeback for faulty merchandise.

Wide Range of Mds. Used for Advertising Novelties

The rapidly growing popularity of advertising novelties in recent years has tremendously widened this important branch of the merchandise industry to a point where it is now a well-established medium.

While advertising novelties and specialties in the form of some small article of usefulness are not new by any means, it is only lately that the full potentialities of this field are being realized. Intelligently designed and properly selected novelties and items are being counted upon more and more as good-will builders and sales stimulators, either by themselves or as an adjunct to other forms of advertising. In this capacity, the range of articles and novelties being used today is almost unlimited.

Whereas this type of novelty used to be limited to a few simple items, like pencils, rulers, fans, pins and the like, many of the successful advertisers in America are using such serviceable and appealing merchandise as pocket knives, ash trays, key cases, novelty flashlights, letter openers, bridge-score pads, ever-sharp pencils, clocks, nail files and hundreds of similar items.

Many of the present day novelties are cleverly designed to provide maximum space for advertising imprints on the items, thus cementing friendships and building good-will for the firms or products they represent.

Retail Business Widens in Week

Diversity of demand, occasioned by the vagaries of weather in various sections of the country, enabled retail trade to make a better showing the past week, Dun & Bradstreet report in their weekly review of business. Wide sweeps of temperature spread needs throught the entire range of offerings, the agency said, with special promotions bolstering volume in areas where mild weather prevailed.

"Reorders to freshen current inventories and preparations for early spring merchandising events extended the expansion of buying in wholesale markets," the review said.

Retail sales for the country as a whole were estimated at from 2 to 5 per cent ahead of the preceding week and 10 to 18 per cent ahead of the same week in 1936.

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

MY recent remarks about the possible extension of the fair business into the winter months by way of winter sport carnivals and similar enterprises have brought inquiries from various sources, which makes me think that the trade would like to hear more about the subject. I believe that pitchmen and concessioners are overlooking a good bet by not catering sufficiently to the crowd in the mountain and lake resorts. While the seaside is amply supplied with all kinds of entertainment, very little is done for the good-sized mountain resorts, where substantial crowds collect and where comparatively little entertainment can be had, with the exception of the usual Saturday night dances and, possibly, a few road houses. These places offer an exceptionally active market for game promotions, the sale of souvenirs and similar enterprises, but nobody seems to have taken a hand in developing this business. Concessioners say that the right kind of merchandise is missing and that the souvenir trade is falling behind its European equivalent. There a large industry has been built up around the resort trade. I understand that several concessioners will give the thing a trial this summer in a Northern resort, with a possible chance of repeating the experiment in the South during the following spring, securing, thereby, practically nine months of uninterrupted operation.

Such a plan, if feasible, certainly would help much to stabilize profits. It would provide for a better investment of time and money. That it can be worked out successfully is shown by the experience of many hotel keepers, who have houses in the South and North, closing one with the end of the season and opening the other somewhere else. Its main advantage to the premium business would be that a number of large operators would be kept busy for a much longer period than now. This, of course, will mean a correspondingly larger sale of premium and souvenir merchandise. It would exclude for many large operators the present need of opening winter pitches in the large towns, which is costly and, as we all know, not always profitable.

According to all reports, there has been plenty of activity in the New York market recently. Here are the latest news flashes: The jewelry demand is 20 per cent higher than during the corresponding period last year. Prices are up and the demand is for better grade merchandise. . . . Many operators are in the market for Easter openings. . . . Complaints are occasionally heard about higher prices. These, however, are just a matter of routine and no real sales resistance is experienced. . . . China is up about 10 per cent and glass ware, generally, runs about 15 per cent ahead of 1936 fall quotations. Do your buying early. . . . The automobile strike causes some worry. Pitchmen, however, believe that conditions will be normal by the beginning of the spring season. . . . There is a distinct shortage of cut-price goods. Business has been good and stores, generally, have sold out. . . . Goods in jobbers' hands are lower than usual around this time. If you are in the habit of buying this type of goods, you better get in the market as soon as possible. Not much will be left soon. . . . Rumors are that imported merchandise is becoming increasingly scarce. Some European manufacturers are asking for delay in delivery dates. The American manufacturers are making efforts to meet the situation by larger production. . . . Winter resorts in the North report good business for sporting goods, the warm weather and little snow notwithstanding. . . . Concessioners working the Southern route are doing well and are sending in rush orders. . . . Lamps are 10 to 15 per cent higher. This was expected and, therefore, will not cause any surprise. . . . There is a demand for electric lamps with sockets to take 100-watt bulbs. . . . Jobbers have a demand for small handbags to sell at around \$1 for premium promotions.

And here is another week of warm weather for New York and vicinity. True, there has been some rain, but pitches have kept active, which is rather surprising for this time of the year. It looks as if the fall season will run clear into spring. This has not happened for several years.

Variety Store Sales Show Sharp Upswing in Dec.

December sales of 5c and 10c to \$1 variety stores in the United States established several important records, chain organizations in this field reporting the largest sales for any one month in their history, according to announcement by *Syndicate Store Merchandiser*. Average sales per store were the best for that month since 1929 and were only 6% below the final month of that year.

During the first declining phase of the business depression, variety sales in every December, the report says, have been less than what may be regarded as a normal seasonal expansion over November. In the last few years gains of little more than the seasonal average have been experienced.

Average daily sales for December, 1936, however, exceeded November by considerably more than the usual amount. This is reflected by a gain in the publication's seasonally adjusted sales index of from 91.7% to 93.4% of the 1923-25 average. In the month December, 1935, this index stood at 84.7%.

PITTSBURGH, Jan. 30.—Prospects for further increased business during the spring and summer seasons in the steel are very good, with a new \$11,000,000 mill opened in Homestead last week and \$64,000,000 now being invested in two other gigantic steel mills under construction in Braddock and Clairton. These three projects will give steady employment to several thousand men.

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.

Records of Pope's Broadcast

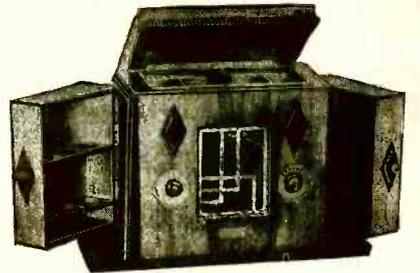
The Majestic Recording Corporation, which took the broadcast of the former King Edward off the air and offered it to the commercial market on a first-quality high-fidelity phonograph record, announced this week another scoop in the record field. During the holiday season Pope Pius XI broadcast a half-hour Christmas message from Vatican City. Millions of devout Catholics all over the world listened to this broadcast. The Majestic Recording Corporation took the broadcast off the air and re-produced it on high-fidelity phonograph records. The broadcast uses both sides of three 12-inch records and is set up by Majestic in a rich-looking record album. The English translation of the broadcast is printed on the inside front cover of the album. It is expected that there will be a great demand for this album and the records of the broadcast among Catholics throughout the country, and any agent, demonstrator, canvasser or operator working Catholic locations will probably be able to move a great number of them.

Automatic Economy Lubricator

An appliance said to have a tremendously large potential market in the automotive field has just been made available to the direct-selling trade by Automatic Lubricator Company. It is an automatic lubricator designed for automobiles, trucks and tractors. Its makers assert it will save any user 90 per cent of his present lubrication costs, giving 10,000 miles of perfect lubrication on one filling at a cost of less than 1 cent. It is made to pump a steady flow of lubricant to the bearing while the vehicle is in motion, and is furnished with an adaptor which permits of any possible installation. It is also provided with an adjustable metering screw, which permits a wide range of adjustment, metering the lubricant from the high-pressure chamber at the rate of from one to five drops every 100 miles, as desired. Installation can be accomplished in less than five minutes. Attractive packaging and low price make it appear like a good money-maker for agents.

The Smallest Bar Radio Made

EXACT SIZE 6x14 1/4 x 9 3/4
WITH A DYNAMIC SPEAKER
Weight 12 Lbs.



- FIVE TUBES (1 METAL)
 - DYNAMIC SPEAKER
 - ILLUMINATED DIALS
 - HOLDS 2 DECKS CARDS
 - ROOM FOR CHIPS
 - SIX GLASS WHISKY RACK
 - ROOM FOR 2 SMALL BOTTLES
 - HAND RUBBED CABINET
 - MODERNISTIC CHROME GRILLE
 - UNBELIEVABLE SIZE
 - IDEAL FOR PUNCH BOARDS AND PRIZES
 - SETS AND TUBES GUARANTEED
 - WORKS ON A. C. OR D. C.
 - 110-120 VOLTS ANY CYCLE
 - QUANTITY LIMITED
 - OTHER SETS FROM \$5.35 UP
- Send for Catalogue

\$10⁴⁵ each **\$12⁹⁵** each

in lots of six samples
F. O. B. N. Y. 25% deposit

PLAYLAND SUPPLY CO.

118 East 28th St., New York City

LADIES' WEEK-END CASE

BRAND NEW — YOU CAN'T BEAT IT!



CONSISTS OF

- 1 2-oz. Btl. Bouquet Perfume
 - 1 2-oz. Btl. Gardenia Perfume
 - 1 Box Jasmine Face Powder
 - 1 String of Indestructible Pearls
 - 2 Velour 2" Powder Puffs
 - 1 Porcelain Powder Jar
 - 1 Gold-Plated Cigarette Case
 - 1 Gold-Plated Cig'ette Lighter
 - 1 Overnight Week-end Case
- Complete Set, 10 Pieces

75¢
PER SET

Imperial's New Flash for Pitchmen, Bingo Operators, Premium Workers, Jammers and Carnival Men

Send Now \$1.00 for Sample Case Set Prepaid

IMPERIAL MERCHANDISE CO., Inc.

The House of Hot Numbers

893 BROADWAY

NEW YORK CITY

Close Out! Low Prices!

- TEN STRIKE RAZOR BLADES, Double Edge, Packed 4s, 20 Packages to Card, Manufactured by Makers of Segal Blade, Per Card..... **77c**
- ESQUIRE STYPTIC POWDER, in Metal Cans, Dozen..... **25c**
- DIXON PENCILS—No. 2, Gross..... **\$1.30**
- PROBAK BLADES—40 Blades to Display Card, Each Card..... **40c**
- SINGLE EDGE RAZOR BLADES—5 to Package, Per 100..... **45c**

25% Deposit, Balance C. O. D.

BENGOR PRODUCTS CO.

878 BROADWAY, NEW YORK, N. Y.

BIG MONEY

Applying Gold Initials On Automobiles Easiest Thing Today!

Also SIDELINE SALESMEN for Name Plates and Tire Cover Transfers. Attractive proposition. Your own initial 10c. **SAMPLES FREE** RALCO DECALCO, BB-1084 Washington St., Boston.

NEW

Different — Irresistible — Appeal everywhere. Copy-it is selling on sight at 10c and 25c. Costs you 3c and 7 1/2c each. Samples on request.

BEACON SALES CO., 412 So. Peoria, Chicago

YOUR PHOTO ENLARGED

and Beautifully FRAMED

SIZE 8 X 10 INCHES

ONLY \$1.00

What a value! A special short time offer. Regular value \$3.50 in this expensive looking frame. Mail the negative of your favorite photo or snapshot; we will make a beautiful enlargement 8 inches wide, 10 inches deep. We then frame it in rich, gold-embossed leatherette frame, complete with easel stand and wall hanger, non-breakable and mail to you C. O. D. for only \$1.00 and postage. Price \$1.00 if you send negative, \$1.50 if you send only a print. Send No Money! Just send negative or print of your picture. Send no money. Just pay postman when your picture is delivered. Act NOW while this liberal offer is open. **WOODROW STUDIOS**, 1037 Woodrow St. Dept. 271-B Cincinnati, O.



NRA Membership Drive

Recalling to sheetwriters and papermen the great membership drive put on by the American Legion in signing petitions and underwriting a bonus appeal, a new organization incorporated under the laws of New York State has put under way a drive to legalize the principles endorsed by the NRA.

Sponsoring such principles as the regulation of hours and wages, the elimination of unfair trade practices, abolishment of child labor and federal loans to business for expansion purposes, the organization, which is called the National Association to Legalize the Principles of NRA, has started a concerted drive for memberships throughout the country.

Sheetwriters and papermen are finding that thousands of citizens who voted for Roosevelt in the last election and thereby endorsed the principles of the New Deal are heartily in accord with the purposes of the NALNRP. The association has arranged an interesting proposition for sheetwriters and papermen and inquiries from genuinely interested parties are invited.

New Glass Panel Radios

The Cord-Melane Company is offering a new and distinctive radio which they are confining exclusively to the concession and salesboard field. They will not sell to retail stores.

The beautiful lustrous finished cabinet has a brilliant mirror plate glass front. When the radio is turned on lights automatically light up the entire front of the radio. This glass front comes in several different colors and of course the wood is finished to match the glass.

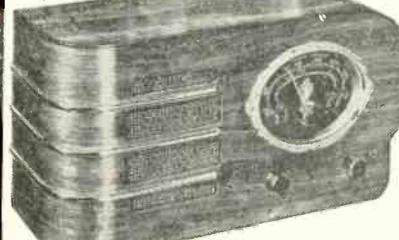
The chassis is RCA licensed with a five inch airplane dial. An exclusive feature is the speaker built in the top of the radio. This gives a surprisingly better distribution of sound.

Add-A-Tube for Radios

Add-A-Tube is the name of a new kind of radio tube, said to bring distant stations, has just been perfected and placed on the market by R. E. Engineers. The makers claim that added to any old radio, the tube actually brings old radios up-to-date, giving them the same mellow tone, sharp selectivity and static-free reception as the latest and most expensive radio sets.

That it solves forever the problem of strong local stations coming all over the dial, throwing open to radio listeners the opportunity to hear the out-of-town stations and programs, is another of its achievements. On top of that, it uses no additional current, but is claimed to save money by preventing overloading of the tubes. Its installation is very simple and can be done by anyone in a minute or two. It operates on both long and short wave, and on inside and outside aeri-als.

Swift Play Salesboard Deal



With THIS BRILLIANT CHROME-TRIMMED LICENSED 5-TUBE RCA-DC

WITH RCA LICENSED TUBES ALL NEW 1937 FEATURES

2 Wave Bands, including short wave for police calls, aviation and amateurs; illuminated 4-colored aeroplane dial; full 5-inch dynamic speaker; self contained aerial; size 15"x7 1/2"x5 1/2". Sold under positive RMA guarantee.

\$10.55 LOTS SINGLE SAMPLE, \$10.95 RUSH \$2.00 DEPOSIT OF 2 BALANCE C.O.D.

J. M. BREGSTONE & CO.
540 S. Clark St. Chicago, Ill.

ATTRACTS SUPERSWIFT SALESBOARD PLAY
Special 1200-hole Radio Salesboard with double jackpot takes in \$60.00 and brings profit of \$2.58 (after deducting cost of radio and board and cigarette payouts). Price of special Radio Salesboard \$2.37 additional. Sales Cards (120 hole), 10 for \$1.00. SEND FOR FREE CATALOG

PROFIT MAKERS FOR PITCHMEN AND STREET WORKERS

THAT ARE SURE TO GET THE MONEY

- FLOROSCOPE**
B1384 — Florescope. Tube made of nickel-plated metal, brightly polished. Possesses high magnifying power. An excellent item for demonstrators. Complete with steel pick that can be used for handling small insects. Per Dozen, \$ 2.10 Per Gross, 24.00
- MINIATURE CHARMS**
B2319 — Donkey Charms with Silk Cord. Per Gro., 75c
B2320 — Elephant Charms with Silk Cord. Per Gro., 85c
- B1767 — Czech 3-Blade Toothpick Knives. Gross.....\$1.35
- B1769 — Czech 5-Blade Toothpick Knives. Gross.....\$1.60
- B3466 — Keen-Edge Knife and Scissors Sharpener. Gross \$11.00
- B2459 — Movable Hand Wrist Watch, individually bxd. Gr...\$3.50

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

PITCHMEN! — DEMONSTRATORS!

Reach Everyone! MAKE MORE MONEY!

with the **ACA AMPLIFYING SYSTEM**

"FLOATING AUDIO POWER,"

Using a newly developed anti-microphonic device incorporated exclusively in all ACA High-Fidelity Public Address Systems.

Prices for Complete Units Range From **\$11.95 Up**

20% Deposit on Order, Balance C. O. D. **AMPLIFIER CO. of AMERICA**
37-39 West 20th St. NEW YORK CITY

SPURS

WHOLESALE CATALOG

4000 ITEMS FREE

Hot off the press. Shows 4,000 world-wide Bargains. 256 pages of East Sellers of Every Description and 15 Money-Making Plans. This Catalog is FREE. Send for it today.

SPURS CO.,
2-37 Erie St.,
Le Center, Minn.

BIGGER, BETTER VALUES



Just Look—only \$1.50 each
B1W78

INGERSOLL MITE WRIST WATCH, at the market's lowest price. Former wholesale price was \$3.33. Chromium plated case with open link metal band. Silvered dial with gilt figures. Unbreakable crystal. Each in original box with \$5.00 price mark.



COMBINATION GLASS CUTTER KNIFE—Two Blades, Clip and Pen, Glass Cutter and Cork-screw. 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, nickle-plated. Complete with Bulb and Battery. 2 Dozen assorted colors in carton.

B4C12. PER GROSS **9.75**

N. SHURE CO.
Adams and Wells Sts.,
CHICAGO, ILL.

NOTES from SUPPLY HOUSES

Altman's, one of New York's leading department stores featured the famous Revere "tapster" at 95c last week. The store is reported to have purchased 2000 of the 8000 total production. The item was a brilliantly finished chromium pitcher for holding a can of beer. When the can was placed in the pitcher and the top of the pitcher closed the can was automatically opened. It was originally introduced last summer to retail at \$2.50. Whether or not Altman's closeout should be taken as indicative of other closeouts remained questionable in the trade. There is no doubt the item did not pan out as big as it was cracked up to be, nevertheless it will pay operators to watch the department store advertising in all parts of the country. If the closeouts spread, they should be able to pick up these "tapsters" at a nice price. The fact that they did not go over so good with retailers should not cut any ice as far as the salesboard and general prize field is concerned. The "tapsters" are just one of those things which every body wants but don't feel they need—at least they don't need them to the extent of \$2.50 a piece or \$10.00 a set.

The American Novelty Company is gathering together a new line and should be ready to make some important announcements real soon. This company bears watching.

Advance Distributing Company of New York has recently added a number of outstanding premiums to their merchandise line which are proving extremely popular with Bingo and Salesboard operators and premium users generally. The company also makes a specialty of offering salesboard deals among which are a Movie-matic Camera Projector and Wahl Eversharp Pencil Combination and a genuine Silex Glass Coffee Maker and Wahl Eversharp Pencil Combination.

Advance Distributors is gradually expanding its business and gives every indication of becoming an important factor in the amusement merchandise field.

Dave Marcus has been successfully marketing some clever coppers with either the Lord's prayer or the Ten Commandments engraved thereon. These are turned out in very attractive style and mounted on neat little souvenir cards. Should be good pitch items as well as souvenirs.

In addition to its regular line of novelty automatic lighters, the Strikalite Corporation, New York, is now manufacturing statuary animals, book-ends and ash trays. To facilitate production, they have taken 15,000 square feet of factory space at 338 Berry street, Brooklyn. Jack Avedon, of the company, is looking forward to a big season.

The Emeloid Company, Inc., manufacturers of celluloid and metal specialties, has just issued its latest and most attractive catalog of 16 pages, illustrating more than 125 different articles. The items shown in the catalog, because of their utility, beauty and wide variety, offer a selection that is practically "made-to-order" for building good-will and for stimulating sales. The line ranges all the way from celluloid rulers, key tags and letter openers, to vanity cases, thermometers, lipstick lighters

\$10⁵⁴ LOTS OF 6 Sample \$10⁹⁴

Silver Tona-coustic 2-Band RCA LICENSED RADIO

ORDER NOW ON MONEY-BACK GUARANTEE!

TODAY'S BEST BUY!
New 1937 Model. 5 Tubes including 1 metal tube. AC-DC., 60 cyc., 110 volts. Over-size dynamic speaker. ONE YEAR GUARANTEE. Long and short wave—gets police calls, amateurs, etc. Hand-rubbed two-tone walnut cabinet, 3-color dial. Complete with aerial.

Sold exclusively by SILVER MFG. CO.
612 No. MICHIGAN AVENUE, Dept. BB, CHICAGO, ILL.

Rush \$2.00 deposit with order, balance C. O. D. Purchase price refunded within 5 days if not 100% satisfied.

Size: 15"x8 1/2"x8 1/2".

FREE — New 1937 Catalog just Off Press. 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.

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.

JUST ANNOUNCED A SURE FIRE HIT

HUNDREDS OF OPERATORS ARE MAKING REAL MONEY WITH OUR BRILLIANT LINE

GET OUR PROTECTION

REPRESENTATIVES WANTED WITH JOBBER FOLLOWING

GENUINE RCA LICENSED 4 TUBE PORTABLE; AC-DC; BUILT IN AERIAL; AVAILABLE IN 5 COLORS.

CLIMAX RADIO & TELEVISION CO. INC.
513 S. SANGAMON CHICAGO, ILL.

CLOSE-OUT

We have just purchased and are closing out the ENTIRE STOCK of the wholesale jewelry firm

BEAUX ARTS IMPORTING COMPANY

8857 Pcs. Jewelry
Including Compacts, Clips, Watch Bands, Crystals, Rings, Pendants, Bracelets, Cigarette Cases, Brooches, etc. Guaranteed Values, 10c to 50c. **\$4.50** Per gross. Sample Ass'tment 25 Pcs. \$1.00. \$3.00 to \$12 Doz. Values. **\$1.50** Per Dozen. Thousands of other equally big values.

ELGIN & WALTHAM WATCHES
Thoroughly rebuilt in our own shops—
16 Size, 17 J. **\$2.90**
18 Size, 17, 15, and 17 J. **2.25**

Come or write—but take advantage of these exceptional values.

Tucker-Lowenthal, Inc.
Wholesale Jewelers
5 So. Wabash Ave. Chicago

PRICE LEADERS OF AMERICA

DOUBLE EDGE BLADES, 5's, Extra First Quality, Per 100	\$0.29	PERFUME & FLOWER Combination, In Transp. Box, Dozen Sets	\$0.84
MILLS BLADES, Double Edge, in Display Carton, 100 Blades	.40	PERFUME with SILK HANDKERCHIEF Comb. Doz. Sets	.80
SINGLE EDGE BLADES, 5's, First Quality, Per 100	.48	SHOE LACES, 27", Black and Brown, Imported, Gross	.29
DEAL, SHAVING CREAM, 10 Blades, Stp., A Home, No. 1 Deal	.10 1/2	SEWING THREAD in 5 Dozen Cabinets, Dozen	.11
RAZOR BLADE HONES, Curved, Special Value, Dozen	.23	POCKET COMBS with Case, First Quality, Dozen	.33
ADHESIVE TAPE, 1 in. by 1 Yd. Click Spool, Gr.	3.00	MEN'S HANKERCHIEFS, Regular Size, Dozen	.22
GAUZE, BANDAGE, Boxed, 1 in. Size, Dozen	.20	MEN'S HOSE, Fancy Patterns, Dozen	.72
ALKALINE EFFERVESCENT TABLETS, 20 on Display Card	.16	DENTAL CREAMS, Ass't'd Brands, Large Size, Dozen	.40
SOAP, FRENCH MILLED, Regular Size Cakes, Gross	1.40	DEAL, 8 Oz. VANILLA and 1 Lb. COFFEE, in Vacuum Tin, Deal	.24

24c DEPOSIT WITH ORDER, BALANCE C. O. D.

LISTED Are a Few Of Our 3,000 Big Value Items. Write for New 1937 Catalog—its FREE

MILLS SALES CO. of CHICAGO
27 So. Wells St. Chicago, Ill.

BOSTON, MASS., DISTRIBUTOR
76 Washington St., Boston, Mass.

EXCEPTIONAL VALUE! \$3.50 per 1000

ROYAL KNIGHT

BLUE BLADES D. E., 20-5's, Cellophaned, in Display Box.

UNIFORM QUALITY!!

25% Deposit on C. O. D.'s, Incl. Postage

CHAMPION SPECIALTY CO.

- Fulllest Line at Lowest Prices for House-to-House Canvasers, Wagon Salesmen, Agents, Pitchmen.
- SIDELINE MERCHANDISE, Extra Special, Gross **75c**
- SINGLE EDGE BLADES, Cello. **65c**
- DOUBLE EDGE BLADES, Cello. **40c**
- 20 Pks. 3 in. Per display card
- 20 Pks. 5 in. Per display card
- 1937 CATALOG FREE — WRITE.

614-Y Central St., Kansas City, Mo.

GENERAL WIRELESS LABORATORIES, Inc.
240 W. 23rd St. (Dept. 4-G), New York, N.Y.

FREE 5 DAY TRIAL

5 TUBE GENUINE GENERAL RADIO

SATISFACTION GUARANTEED
Try this GENUINE GENERAL RADIO for 5 days AT OUR RISK. You'll find it the best buy on the market—or your money refunded. No questions asked. (Less freight charges.)

FAST SALES! BIG PROFITS!
Modern Walnut Cabinet, Powerful dynamic Speaker, Superb tone. **NEW 3-COLOR DIAL.** R. C. A. Licensed Tubes—one Metal. No aerial or ground needed. A. C. D. C. Packed in air cushioned cartons. **GREAT FOR SALESBOARDS.**

\$6.95 LOTS OF SIX \$7.45 SAMPLE SET

25% with order, balance C. O. D. Remember—Satisfaction or Money Refunded.

Free—New 1937 Catalog.

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. Photos and big Catalog sent free.

World's Products Co.
Dept. 288, Spencer, Indiana

Have a BIG-PAY STORE ROUTE

Sell VALENTINES

Share in the Profits.

Comics are in BIG demand

X3495 — Comic Valentines, 144 Designs, Size 7x10 inches, printed 4 colors on newsprint, 1 complete assortment to the printed envelope, packed 1 Gross in Package. 10-Gross Lots, Gross (Post-age Extra) **40c**

PER GROSS (Postpaid), 55c.
Complete Price List Upon Request.
Deposit Is Required on All C. O. D. Orders.

LEVIN BROTHERS
TERRE HAUTE, INDIANA

and automatic pencils. Company also maintains a creative staff capable of fulfilling the most difficult requirements in Pyralin novelties.

M. N. Leibowitz, of the Telemotor Corp., advises that his company will soon have an interesting announcement to make in reference to several new Serv-A-Lite models. Serv-A-Lite delivers a lighted cigarette automatically when a button is pressed. It can be attached to any car in five minutes and has proven very popular in the last few months.

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 3/4 x 2 3/8 in. May be used for snap or time pictures. Makes pictures size 1 1/4 x 1 1/2 in. One of the LATEST MODELS—very successful as a seller. Produces very excellent pictures that may be enlarged.

Ten for \$6.50
SEND FOR CATALOG.

ROHDE-SPENCER CO.
(Wholesale House)
223-25 W. Madison St. Chicago

BINGO OPERATORS
Send for New Special Bingo Circular Just Off the Press.

Prize Merchandise
Particularly suited for Bingo and Priced to Meet and Beat all Competition

We Carry All Equipment. Beginners, see us for information on Bingo Operation.

GOLDFARB NOVELTY COMPANY
The House of Service
20 West 23rd St., NEW YORK CITY

ELGIN OF 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.

RED HOT



Spicy Valentine Cards, 4x5" embossed 3 bright colors with Vellum Stock, \$2.00 per 100 with Envelopes, No. 2 Postcard Size 1 color, 25 to assist, \$1.00 per 100.

FOR PITCHMEN Gross
Slide Box Wood... \$3.00
Temis Racket P... 3.50
Hindu Vanisher... 1.50
Billfold (Magie)... .60
Tumbler Bins... .30
Aeroplane Trick... 4.00
Coin & Ring Trick 1.50
4 Paddles... 1.00
Card Under Glass... .95

These make clever Valentines. \$2.00 per 100 Valentine Folders with Hot & Clever Poetry \$2.00 per 100 asst. subjects. **RUSH ORDERS** at 50c for generous lot of Samples of each.

NEW! NEW! — Magno's Specials — NEW! NEW!

DIRTY MATCHES... \$9.50
AIDS for Mads... 1.20
No. 1000 No's... 1.20
Derby Race Game... .50
Spring Puzzle... .35
Sawing Time... .90
Jack Ass Puzzle... .65
GIFTS for Bride... 1.35
Gifs for Groom... 1.35
Wind Matches... .30

Squirt Cigarettes—our own—American Make, Guaranteed Perfect. NOT JAP. SLUM \$6.50 Gross. Toilet Traffic Tickets (4 to Env.). Dozen 60c. Order from above, or \$2.00 for 50 Samples.

MAGNOTRIX NOV. CORP., 136 Park Row, New York

Radio Continues To Lead Field

Growing in importance thruout the wholesale merchandise industry with almost every leading firm is radio and today it has become the leading sales item. Due to the demand created by the wholesale merchandise industry many smaller radio manufacturers have found their business booming.

Special sets have been manufactured for wholesale merchandisers everywhere. One wholesaler reports selling more than 5,000 of one make of midget radios during 1936. He was progressive enough at the beginning of this past year to foresee the terrific demand which was being created for the smaller midget sets and arranged with a cabinet factory to build special cabinets for him while he obtained the chassis from one of the leading manufacturers.

His contract, which was originally for 1,000 of these sets, was rapidly exceeded and the final check of his books showed that he had passed the 5,000 mark in sales of this special set.

Even the larger console sets have taken strong hold in the industry. Where formerly the wholesaler feared to feature the nationally known set, because of its high price, it is today his leading seller in radio.

With radio certain to be the top item again for 1937 the leading members of the wholesale merchandise industry are preparing for a tremendous revival of amusement park business this coming spring and summer and radios will be the leading sales feature. It is hoped that price fluctuations will not be as great as they were during 1936. Amusement parks are expected to use more radios this coming year than at any time in their history.

Coin machine operators, carnivals and the concessioners, will no doubt use their quota. They did during 1936.

The retail market for radio has opened up tremendously. The great improvements in the new sets are junking hundreds of thousands of old sets. Consoles are sure to be the big feature again. Plans are already being worked out by many wholesalers whereby the larger and better sets will be the feature and it is believed that with the better cooperation now being received from the radio manufacturers the sales during 1937 will easily outshine those of 1936—a record year.

ROUTES
(Continued from page 37)

Krause Greater: DeLand, Fla.; Fort Myers, S. I.
Lawrence, Sam: Lake Worth, Fla.; New Smyrna, S. I.
Reid Greater: Jacksonville Beach, Fla.

SUNSET AMUSEMENT COMPANY

Have the following Exclusive Concessions open:
Pinny Pitch, Cork Gallery, Bowling Alley, Pitch Win, Lead Gallery, Diggers, Palmyra, Custard, Fish Pond and Photos. Only legitimate concessions. Have outfits for Side Show Athletic, Hawaiian and Girl Shows open. P. O. BOX 253, Oak Park, Ill.

OUR PRICES REMAIN LOW! ALTHO MDSE. IS GOING UP



WHILE THEY LAST! MEN'S WRIST WATCHES — Assorted Shapes; 10 1/2" Ligne, 10K Rolled Gold Plate Case.
6 Jewels, Each... \$3.50
15 Jewels, Each... 4.50
DUEBER HAMPDEN WRIST WATCHES—7-J., \$3.00; 15-J., \$3.75.

LADIES' GENUINE DIAMOND RINGS—10 Karat Solid Gold, \$3.50 and Up; 14 Karat, \$4.50 and Up.

ELGIN & WALTHAM—18 Size, Railroad Model
Case, 7-Jewel, Hunting Movement, Each \$2.00
15-Jewel, \$2.50; 17-Jewel, \$2.75.

SPECIAL PRICES FOR QUANTITY USERS
Sample 50c Extra.
25% Deposit, Balance C. O. D. Send for Catalog.

N. SEIDMAN
173 Canal Street, NEW YORK, N. Y.

St. Louis

ST. LOUIS, Jan. 30.—R. B. MacKenzie, executive head of Donald McGregor Shows, returned yesterday from an extensive trip thru Iowa and Minnesota, and advised that he had secured some very nice contracts for the coming season. Work has started in winter quarters on overhauling the various rides and show fronts. Mrs. MacKenzie and Mrs. Harry Knox, both residing in East St. Louis for the winter, after being abed with the "flu" are able to be up and around again, much to the joy of MacKenzie, who claims he must have his "oat meal porridge."

James C. Simpson, general agent of Johnny J. Jones Exposition, Inc., departed from here Monday night after being marooned for several days on account of flood conditions thru Missouri and Tennessee. He went to Birmingham to spend several weeks there with Mrs. Simpson.

Mr. and Mrs. Barney Stone of Greater Exposition Shows were among other visitors at *The Billboard* Tuesday when they passed thru en route to Chicago from Memphis. Just outside of Memphis they had an automobile accident in which their car was badly damaged. Luckily the Stones escaped with only minor injuries and they were able to continue their journey home by train.

Henry Heyn, ride owner, arrived here Monday, fleeing from Cairo, Ill., his winter quarters. During a visit to *The Billboard* office he advised that up until the time of his leaving his rides and paraphernalia were still safe but it was impossible to tell whether the flood waters would submerge the building in which he has them housed.

Tex Stuart, sign painter, who has been living here all winter, moved his headquarters to East St. Louis, where he will be at work on new show fronts for Greater Exposition Shows.

Gregg Wellinghof, until recently with *The Billboard*, was a visitor at *The Billboard* Tuesday when he was en route from Cincinnati, his home, to Kansas City, Mo., where he assumes his new position this week.

Dee Lang and Elmer Brown, owner and general agent, respectively, of Dee Lang's Famous Shows, returned yesterday after attending various fair meetings and making a tour of the Northwest.

The Missouri Show Women's Club held its regular weekly meeting Thursday evening, January 28, as usual. Inclement weather and considerable sickness among the membership kept down the attendance. Plans for the Valentine Dance February 13 were discussed, following which the ladies partook of their usual luncheon.

Kansas City

KANSAS CITY, Mo., Jan. 30.—Mr. and Mrs. Manny Gunn left this week for Phoenix, Ariz., in their new Silver Dome Deluxe house trailer, bought here from the Handy's Trailer Coaches thru Salesman Charles J. Germaine. This will be the fourth consecutive year the Gunns have been with C. F. Zeiger United Shows.

J. B. Riffe, of Texahoma, Texas, also bought a new Silver Dome as did George Mason of Omaha, Germaine making the sales.

R. E. Haney has just returned from a sales trip thru the Middle West, and reports he has closed several sales for

Every \$1.00 Gets you \$5.00

Yes, sir, real profit. Goodrich Hone Workers always have dough, and when you tell prospects Hones are made by the Goodrich Co., Est. 1864, they buy with confidence. Pitchmen, Window Workers, Distrs. write for low gro. prices. Best season ahead. Sample 10c.

GOODRICH
1500 West Madison, Dept. BG-2 Chicago

Skooter rides with Johnny J. Jones Shows, Dee Lang Shows, Dodson Shows, Sheesley Shows and Sam Solomon Shows. He also advised he will have a new ride to put on the market about February 1.

Mrs. Charles Mahan is confined in a local hospital for a major operation.

Dot and Collin Espey passed thru K. C. on their way south.

Mr. and Mrs. Earl Shroude are here on business. Shroude will be bandmaster on the Fairly-Martone Shows the coming season.

Dan MacGuggin is much improved and is able to be up and around. He has been confined to his room at the Coates House for the past several months.

ADVANCE SPECIALS
For BINGO, SALESBOARDS and GENERAL PREMIUM USE

WHISKEY TILTER SET

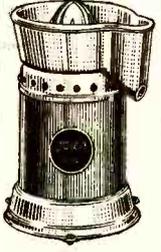


New is the word for it. Triple Chromium Plated Tilt container to fill glasses. Set includes container with removable 1 quart glass bottle insert. 6 assorted colored glasses on rack, as illustrated, colored catalin handles (White, Red, Black) and stand.

Height 16 1/2". **\$3.45**

Lots of 6 or more **\$4.00** SAMPLE

JUICIT ELECTRIC FRUIT JUICE EXTRACTOR



Extremely powerful. Impossible to stop reamer while extracting fruit juices. Hand-somely finished in Jade Green Crackle and Polished Nickel with jade green glass bowl and porcelain reamer. 9 1/2" high overall, sturdy construction with special strainer fitting into glass bowl. Convenient finger control switch. Includes cord and plug.

\$3.45 **\$4.00** SAMPLE

Lots of 6 or more

GENUINE SILEX GLASS COFFEE MAKER



Constructed of genuine Pyrex Glass, guaranteed against heat breakage. Includes quick-cooling electric stove, electric cord and hot plate tray. **FREE SERVING TRAY** also included.

1/2 Dep. with Orders. Bat. C.O.D. F.O.B. N.Y.

\$3.00 Lots of 6 or more **SAMPLE \$3.50**

SALESBOARD DEALS

Here is a deal that will give you fast action. **MOVEMATRIC 3 in 1 CAMERA, PROJECTOR, and WALL EVERSHARD PENCIL COMBINATION**, 2 of each. Merchandise Retail Value \$17.00. **YOUR PRICE \$8.00**. Takes in \$11.00.

Tested and Proven **MONEY MAKER**

Send 10c for Sample Salescard and Complete Information. You can use your own salescards. **MOVEMATRIC 3 in 1 CAMERAS and PROJECTORS CAN BE BOUGHT SEPARATELY.**

ADVANCE DISTRIBUTORS, INC.
395 BROADWAY (DEPT. B-1) N. Y. C.

FREE and BIG PROFITS

SELL MADE-TO-MEASURE CLOTHES

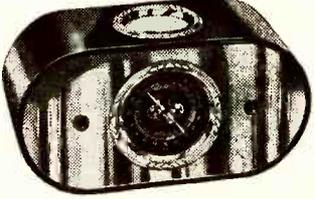


Do you know a dozen or two men to whom you can sell fine, All-Wool Made-to-Measure Suits? If you show them **BIG SAVINGS!** If you send for my Tailoring Line. Make some easy money for yourself and get your own clothes FREE. No experience required. Work spare time. Once you get started I'm confident you can sell not only to friends—but dozens, even hundreds, of suits to other men in your locality. Every garment made-to-measure with fine custom workmanship. Positively guaranteed to fit and satisfy. Beautiful outfit with 100 Big Samples and 200 Style Plates sent FREE. Write Today!

JIM FOSTER, Inc., 2251-F S. Spaulding Ave., Chicago

\$14.95 UP

We Stole the SHOW



Everyone at the Chicago show wanted one of these distinctive, new, beautifully streamlined radios. An attractive cabinet with a highly lustrous lacquer finish, and the front panel is a mirror made of the highest quality plate glass and finished in various colors.

These radios are designed and built exclusively for salesboard and coin machine operators and concessioners. We do not sell to retail stores. Write for details and prices.

CORD-MELANE COMPANY
1616 West Ogden Ave. Chicago, Ill.

NEW FLASH EASTER NOVELTIES

Featuring a Clever Line of Comic Costumed Fur Rabbits and Easter Novelties

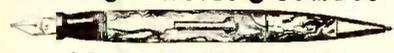
for PREMIUMS — SPECIALS — SALESBOARDS.

Get Started Now—For that Easter Rush. Catalog Free—State Business When Writing.

WISCONSIN DELUXE CORP
1902 NORTH THIRD ST., MILWAUKEE, WIS.



REMINGTON
PENS • PENCILS • COMBOS



JOHN F. SULLIVAN
458 Broadway, NEW YORK CITY.

REX HONES
Now Less Than 3c Each
\$4.25 a Gross



Send \$1.00. Bal. C. O. D., Plus Postage.
Each Hone in flashy silver box, priced 50c. A real fast cutting abrasive stone of good quality. Wonderful demonstrator for Ortelman. Home men are cleaning up. ACT QUICK. REX-HONE MFRS., 1500 West Madison, BR-1, Chicago, Ill.

WHITESTONE RINGS
Of Unusual Appeal and Beauty. Introducing the NEW POPULAR LARAY GEMS!! Ladies' and Men's in Rhodium and Gold Finish. Send \$2.00 for 20 Samples. We also carry a full line of CRYSTAL Jewelry and other items for DEMONSTRATORS and ENGRAVERS. Free Catalog. OLYMPIC BEAD NOVELTY CO., 307 5th Ave., New York City.



AGENTS INCREASE YOUR PROFITS 300%
Send your Full Name, Address, and a self-addressed, stamped envelope for the details of this simple plan which will increase your profits as much as 300%, and more in some cases! This is no exaggeration but BARE FACTS. LET US PROVE OUR STATEMENT AT NO COST TO YOU.
R. GLASS BUSINESS BUREAU, DEPT. B
Ellwood City, Pennsylvania.

SPECIAL NOTICE
to our FRIENDS AND CUSTOMERS
Our factory is entirely out of the flood area and we can make prompt shipments as usual.
CEL-TON-SA MEDICINE CO.,
1016 Central Ave., Cincinnati, O.
M. F. Guyer, Sales Mgr.

PEN WORKERS!
CREAM OF THEM ALL!
Sensational New Cork Plunger Pen



DRAWN THE CROWDS
Sample 25c Write for price list
BENSON PEN CO., 348-2 PLYMOUTH BLDG., MINNEAPOLIS, MINN.

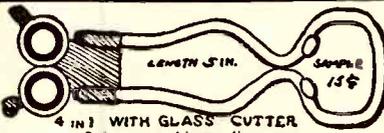
Spring Starts New Season
Each spring thousands of men look for new specialties, and our map charts are constantly changing, and becoming ever more popular. Keep pace with the leaders. Follow the flags. Write promptly.
GEOGRAPHICAL PUBLISHING COMPANY
621 Plymouth Court Chicago, Ill.

PENNY SANDWICHES
Sell 'em by the million on the streets, to stores, wholesale and retail. Everybody buys. Profits immense. Newspapers advertise you free. Get in now. Formula, some tools and several samples, postpaid, only \$2.00. You can start with 25c capital. Hurry and get in this new and timely money-getter.
A. T. DIETZ CO.
Money Making Specialties, 2144 Madison, Toledo, O.

UNDERWOOD
IF IT'S COMBOS.—SEE GRODIN
The Grodin line is "Tops." Don't buy anything in Pens or Pencils till you get our high quality, low price list of bargains. Write today.
GRODIN PEN CO., 398 B'dway, New York, N. Y.



E. P. FITZPATRICK
4 IN. WITH GLASS CUTTER
Going over bigger than ever
501 N. Van Buren St. Wilmington, Del.



IMITATION DIAMONDS
A CLOSE-OUT SALE! The finest quality extra-brilliant grade, perfectly facet cut, real sparkers, size about one carat (some larger). Sell on sight under various trade names at \$1 upwards EACH. While they last, sample, 25c; doz., \$1.50; gross, \$10. Cash only, no C.O.D. Order at once. Sale list FREE.
MEXICAN GEM IMPORTING CO., Monterey, Cal.

VETERANS' BIG SELLERS!
Our sales are increasing. Get your share. New! Great Flash Cover, Printer of Constitution. Everybody must have one. Will Rogers' Latest Jokes, 3c. Flashy Armistice Day Closing Cards, 5c. Veterans' Magazine, Holiday Flashies, 5c. Veterans' Joke Books, 2c. 3c. Patriotic Calendar 'Hot Season, 5c. Samples, 10c. VETERANS' SERVICE MAGAZINE, 157 Leonard Street, New York.

PITCHMEN
by BILL BAKER

(Cincinnati Office)

WHENEVER A PITCHMAN finds the weather too hot or too cold to work, put him down as a sunshine hustler or lobby-gow. A genuine pitchman will find a way, whether it be store rooms, horse-back or indoor shows.

BOB POSEY . . . lines from Greenville, Miss.: "Am crossing Ole Mississippi again. Tobacco markets treated me fair, when one considers it was a short season. Paper men were there in great numbers. I met Young Gibson and Harry Hemingway in Tupelo, Miss. Tommy O'Connor is getting his share, despite the many rains, but there are few of the tripes and keister brigade visible on corners at this writing. Would like to read pipes from Al and Anna Decker, Jim Osborn and Edward Louray. Will jump into Eastern Oklahoma soon and then make the cream days in Minnesota."

"HAVE BEEN WORKING . . . Milwaukee with the curlers," letters Joan Littel from the Cream City. "This town certainly is a red one. It's the first time in years I ever worked a spot where money is plentiful in January. Knebel and Goldberg are here and getting their share, while Kenny and the missus are knocking 'em dead with corn remedy."

TAKE INVENTORY of your selling ability. If you find the supply short, bear down on the intestinal fortitude and "I will."

HARRY MAIERS . . . "Mayor of Park Row," blasts from Frostburg, Md., that he has been in 17 states since Christmas and that, due to bad weather, it has been tough all over. He infers that Frostburg is open at \$1 per day and that the chief is okeh and "for it." He also infers that Cumberland is open at the court house to a \$3 reader. Harry says that during his travels he stopped off in Nashville long enough to visit the grave of his old friend, Tom Rogers. He records the following prevalent conditions in Missouri: "Towns are wide open for horse racing, with a peddler's reader costing 85 cents a month. Pitchmen in one spot must get what is known as a merchant's license. This is priced at \$8 per month." Harry says he will soon be in New York.

INCLUDED AMONG . . . the pitch fraternity who made the Western Stock Show, Denver, according to H. Tam, were Red and Carl Powell, George and O. Peck, H. Roberts, F. Ellis, F. Callahan, F. Gates and S. Phillip.

FRANK HAITHCOX . . . scribes that he is now in Orlando and set financially and politically. He writes that he put over two successful minstrels in that city recently under Elks sponsorship.

THE PITCHMAN who serenades a confab with what "I" used to do—probably never did.

BOBBY DALE . . . according to a late report, is still getting the long green in the Carolinas.

TOMMY HOY . . . is getting a big kick out of his house-car. He seems to be at peace with the world and is enjoying life. The wolf is being held at bay, as far as Tommy is concerned, by an entanglement of barbed wire.

"OPENED HERE . . . Monday in a chain store to terrible business," letters Dr. George M. Reed from Anderson, Ind., under date of January 22. "There are 12,000 people on strike here with no sign of them going back to work for at least two weeks. John Kennedy and the missus closed their tie-form demonstrations in Indianapolis recently and left for Springfield, O. Walter Reed, of corn-punk fame, and Joe Barkou, the "inhalator wizard," are telling it to the natives in Indianapolis. Just had a letter from Art Cox, which states that he can leave the sanitarium any time he desires. He also says that the missus is getting along fine after her recent operation. Wonder if Hubert Hull and his missus are still in Mississippi. What seems to be the trouble, Bert? Why don't you pipe in and give us the

dope as to how you find the South? Will leave for Chicago soon, where I expect to stay for three or four weeks."

DOC HARRY CODY . . . is reported to be clicking with his med package in the Hoosier State.

HERE ARE SOME GOOD . . . spots for the boys who are planning to make the territory in and near St. Louis. General and Emerson Electric Companies, Independent Packing, Chesterfield plant, French Market, Soulard Market, Biddle Market and the block on Sixth street, between Delmar and Franklin streets, all in St. Louis. East St. Louis: the corner at Division and Collinsville streets is open, but proceed cautiously; the aluminum plant, stock yards and Hunter Packing Company. A number of plants can be worked at Madison and Venice, across the river from the Mound City, while at Granite City a corner can be worked with the steel mills and the enamelware works making good gate spots. The tannery at Harford and the refineries at Woodriver are also swell gate spots. A few miles up the line and you are in East Alton. The cartridge works there is a red one as a gate spot. At Alton, the boxboard, paper mill, lead works, steel mill and glass works, along with the big government project on the river, are real red spots for a hustler. And don't overlook Dupo, where the big railroad shops are located. In addition there are numerous coal mines, with a pay-day every two weeks, waiting for some good gelt-garnerer to give it the once over.

TWO BOYS . . . who are reported to be getting their share of the long-green, working market and factory spots in St. Louis, are Oliver and Gerard Fitzmaurice, sons of Calculator Williams.

OCCASIONALLY a half-smart boy, who usually over-indulges in the pastime of exhorting "I," satirically wise-cracks that the boys will be rewarded for working on the square. Well, the history of Pitchdom has proved that the boys who do work square are not moochers and are listed among the survival of the fittest.

JOE CLARK . . . of garter fame, fogs thru that he recently made Hopkinsville, Ky., with corn punk to good business.

ONE OF THE BOYS . . . in the field reports that the reader at Cadiz, Ky., is \$3 per day and cannot be reduced.

GEORGE MICHAELS . . . of Indianapolis, infos that business for the last six months has been up to par and that the novelty hustlers are surprising him with the size of their orders.

GUY WARNER . . . fresh air exponent of Pitchdom, is working out of Nashville to a swell business. He says that he would like to read pipes from Jimmy Lockwood and Harry Williams.

BILLY AND MABEL BEAM . . . have been going great guns with their gensen package, working the hot spots in the Lone Star State.

IT'S BETTER to eliminate one of your own faults than 100 in a fellow pitchman.

ERNEST AHTERTON . . . Indianapolis pen ace, reports a swell business with the ink sticks.

DOORWAYS IN . . . Indianapolis are reported open. A fellow must be armed with a permit from the building owner, however. Otherwise, it's just too bad.

SOAPY WILLIAMS . . . has been getting the gelt with his Chinese health package, while the missus has been covering the spots worked by Soapy for repeats.

JACK LAMORE . . . has been getting some real touches with his rad packages, working to a conglamorous tip attracted by his clever magic ball.

JOE WALL . . . of gensen note, continues to do a good business in the Motor City.

NEW POPULAR STYLES



Yellow and Rhodium line of Rings—includes Men's & Ladies' LaRhoda GEM S. Three NEW Birthstone Numbers and Cameo Rings. Sample Line available—18 Rings, \$2.00. Sold only to Dealers.

Write for 32-Page Jewelry Catalog containing Best Selling Items.
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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.
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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 case. Sample 10c.
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EASTER, BIRTHDAY AND CONVALESCENT GREETING CARDS, In Boxed Assortments. Very liberal commissions. Write for particulars.
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SELL ON SIGHT
Send for Copy of Our 1937 CATALOG
VICTORY COMB and NOVELTY COMPANY,
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Solid Gold Mounting
Send for Catalog. Biggest Bargains in Used Watches and Diamonds in the Country.
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A Two-Inch Strop, Holder and Dressing, with Carbons. This is real merchandise. No splits. Retail for 35c. Make more profit. Shipped C. O. D. \$15.00 PER GROSS. Also 1 1/2" Sets at \$12.00 Per Gross. Both Samples, 35c.
STEWART MFG. CO.
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Join Embroidery Guild. No membership fee. Sell stamped art needlework for embroidery. Ready sales among housewives, friends, clubs—providing opportunity for big income, enjoyable new contacts in free time. You buy stamped materials direct. WHOLESALERS: easy retailing at big mark-up. Stunning patterns, materials, to make into lovely articles for home and personal use; universal appeal to women. Write for FREE illustrated catalog—start earning right away.
EMBROIDERY GUILD,
30 W. 15th St., Dept. 158 New York City

THE GOLDSTANS . . . of Terre Haute, Ind., have been going well with their jewelry layouts in the stores, working Illinois, Indiana, Ohio and Michigan.

JACK CROWLEY . . . shoots from Denver that he has just concluded working his soap and med package in a storeroom in the Colorado metropolis and that business was far better than he had anticipated. He states further that he will remain in that neck of the woods until spring, when he will invade Detroit and neighboring spots.

TOBY JOHNSON . . . inks from Tulsa, Okla., that conditions are a shade rough there at present and that plenty of snow has fallen. Some of the boys there according to Toby are The Little Beavers, Harry Delaney, Doc Black and Doc Anderson. Toby says that they are all getting by, too.

"THIS TOWN . . . certainly is hot and there is plenty of long green in evidence," blasts D. J. Jacoby from Milwaukee. "Caught the Kennys working a corn demonstration in a local store here and they were getting top money. Jack Kneble, with the corn punk, is also going to town. This is the best spot I've ever seen for a foot demonstration. Have been enjoying a swell business outdoors with static eliminators."

STARTING OUT with the thought in mind that you are going to click, is a sure-fire sign that you will succeed.

JOHNNY McLANE . . . pencils from Pittsburgh: "Alert Pittsburgh pitchmen are cashing in on the floods. Rising waters are attracting big tips and the pitchmen are here on the bridges among the vast crowds. They can thank the disaster for the perfect ballyhoo or their business acumen, which? Have been here two weeks. Talked with Jack Potter recently and he told me who is in town. There's a list of them as long as your arm. I want to thank the boys who panned me for giving the correct dope on Detroit. If they want to play that way, it's okeh with me."

RICTON . . . "Barnum of the Sticks," inks that he is holding forth in Graham, Ga., to good business. He adds that there are many other shows in that territory and all seem to be getting their share of the gelt.

SHORTY WALKER . . . after a long silence, shoots from Long Beach, Calif.: "This is supposed to be the land of sunshine, but, as far as the sun is concerned, I believe we've had an eclipse for the last month. California is tough and getting tougher. The reader in Los Angeles is \$15 for six months, with very few spots available. The boys are subject to a snatch any time the cops are in the mood. There are a number of workers here, however, including Jerry Russell, Bennie Stone, Johnnie Hicks and Sam Jones, all jam men. Soap workers

Roy Clayton and Mrs. Charlie Kittridge are also here. Would like to read some pipes from Harry Kramer and Herb Johnson. What is the matter with you old-timers? Do you all have a kink in your arm? Worked a pitch here last Sunday and saw Mary Ragan working to fair biz."

STRANGE AS it may seem, "a high-powered" baby is always a has-been or will be one, while an every-day business man is just that.

HARRY (DOC) AUSTIN . . . who has been working with Chick and Helen Varnell for the last two years without a layoff, cracks from Columbus, O., after a long silence: "Have been playing lots in the summer and halls in the winter to some good business. Laid off during the holidays at my daughter's home here. Have been working night clubs, doing my pocket magic and ventriloquism, and have already booked some return dates. Will open soon with The Varnells."

AL BURDICK . . . roving sign painter, infos from Houston that he has been doing a swell business in the Tri-City. Recent visitors to Al's office were Chief White Cloud and the missus. They all enjoyed a huge fish dinner. Al adds that the latch-string is ever out to all the boys traveling his way.

UNDERLYING the pomp and glitter and the odor of sawdust and naphtha is a system of government and management whose scale and scope are stupendous and staggering.

LOUIE WHITEMAN . . . who has been working chain stores with the gummy package, has been clicking to some huge takes. When we say he is an extraordinary worker, we don't mean maybe.

GEORGE SHIELDS . . . with his sex and health book talks, is working Atlanta with his house-car platform pitch and loading the natives with information on how to stay happy and healthy.

A LIAR should have a good memory. Did you ever have one tell you about a whale of a passout he made, then turn right around a few minutes later and ask to make a loan?

"I CAN SEE . . . nothing but prosperity for the future," tells N. F. Tate, of the Tate-Lax med company, from Waco, Tex., where he is wintering. He bases his prediction on the fact that Texas has had lots of rain and cold weather this year, which means that there will be more business for the showmen later on. "Have just completed building a free museum, containing relics from many parts of the world." Tate adds.

VIRGINIA PEARCE . . . working astrology, reports that she is at Knoxville, making the markets and will be in Atlanta shortly.

TOMMY BURNS JR. . . . is working rug cleaner in chain stores and, from reports, is giving a mighty good account of himself.

MEMORIES: When Jim Ferdon, "The Great Pizarro," in his heyday toured the country with a 20-man minstrel and Pitchdom sat up and took notice of the business he was doing. Afterwards Jim purchased acres of real estate in California. Those were the good old days. Ask Jim.

WHEN A confab is held after a go-in at a nopen gate and one of the boys is beeping about a sore eye, he doesn't mean an aching optic, he means some one got more on a passout than he did and the green-eyed monster made him a sore "I."

EDDIE NICHOLSON . . . sheetwriter for *The Southern Agriculturist*, stopped off at the pipes desk last week en route to Lebanon, O., to attend the funeral services of his father, J. F. Nicholson, well known to the sheet-writing fraternity. The elder Nicholson, whose death resulted from an automobile accident near Nashville, was also a sheetwriter for *The Southern Agriculturist*. Eddie infoed that he plans to head south after the services.

JAMES A. TAYLOR . . . who has been wintering with his folks in Rochelle, Ga., blasts from that city that he has been working bachelor buttons, sharpeners, rad and flukem in that neck of the woods and that he plans to begin working can openers in a few days. He also infos that Doc Trueblood and Bert Russell were in Rochelle last week.

"THIS IS MY . . . first pipe in 15 years," shoots Harry (Doc) Murray from Pittsburgh. "The

past season was a good one for me, working thru Pennsylvania with herbs and corn punk. Also worked drug stores to gratifying results. I started in chain stores in October, worked Washington for five weeks; New Orleans, three weeks, and then spent the holiday season in New York, making a few pitches on 14th street with corn punk to some good takes. Will close here tomorrow after two weeks of only fair business. Will go to New York for a week or so and then head for the South. Would like to see some pipes from Joe Clark and some of the boys who used to make Terre Haute in the good old days."

AMATEUR COOKS in the commissary department frequently drive valuable people away from an organization. Moral: Why can't the manager eat in the cookhouse himself.

ETHEL M. HART . . . scribes from Birmingham: "Have made various towns in North and South Carolina since leaving the Queen City several months ago. There's plenty of money in those sections, but due to the fact that the weather was very cold I didn't work much. Joined the LeRoy organization at Winston-Salem and worked with them in Augusta, Ga., during the holidays. They returned to Tennessee and I came here. The Magic City is well represented by the tripes and kelster fraternity. They include Griffin, oil; Billy Whitecloud, herbs; Miller, med; Jack Peavey, oil and corn med; Perry, gummy; Crumpton, Barnard and yours

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Demonstrators — Pitchmen

Clean up in next 2 months with See-Rite—250% profit. Demonstrators averaging \$50.00 day. Each See-Rite tube attached to flashy 3-color 4x6 counter card as illustrated. See-Rite eliminates steam and frost from eyeglasses, windshields, etc. Act quickly. Send 25c for sample, quantity prices and full selling plan.

A. INSKO 5 N. WABASH AV. CHICAGO

truly, rad. Pipe in, Kathryn Keating and Peggy and Mack, of haunted paddle fame."

PROFESSOR J. B. KING . . . after being confined in St. Luke's Hospital, Jacksonville, Fla., for the last six weeks, recuperating from injuries sustained when a garage door fell on him, is now in Chicago with his sister. He says he will be in a plaster cast until April and is anxious to read pipes from Nick Delo, Sailor Frank and other friends.

MONEY SPOTS: Indiana: Courthouse corner at Huntingdon is open. Very good Saturday spot. Court house corner, Anderson; fair on week days, good Saturday. Plants at Muncie are also going well, with about two full weeks work for any live-wire. International Harvester Company, Ft. Wayne, is plenty good. Go after it and then count the shekles.

4 BIG VALUES MONEY MAKERS

Aspirin, Breath Pellets, etc. 25 Card Lots Asst. Each Card 6c

United Blades D.E., 5 to Attractive Cellophane Pkg., 1000 Blades \$3.50

Shaving and Dental Cream. Flashy Large Size Tubes. Gross Assorted 4.20

Army and Navy Needle Books. Each in 25c Envelope. Gross 1.10

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CARTOON BOOKS \$1.25 per 100. Sand Cards \$2.00. Shimmie Dancers \$1.75. **FOLDERS**—Age, Movie Girl, Back Seat, Nasty Man, Inheritance, etc. \$1.00 per 100. Die Cut Spec. Folders—Dirty Dog, Pig, etc. \$2.00 per 100. Send \$1.00 for 25 Samples and my Catalogues listing 2,000 items. Or Catalogue and 5 samples for 25c. No Free.

T. R. PAYNE—25 Cardinal Place—New York

INCLUDED AMONG . . . the contingent of sheetwriters at the Ogden (Utah) Stock Show, according to Eddie Holmes, were Whitey Ellis, Joe Barrel, Spike Cross, Fat Johnson, Blackey Foster, Collar-Box Kelley, Parrot Browning, Sunny Austin, Ross Elijah; Pete, Buck, Mike, Ike and Herman Nissen; Lee Gates, P. G. Murphy, Al Meyers, Carl Wendt, Dan Evans, Pocatello Shorty, Curly Gates, George Peck, Legs Beadle, Steve Lasher, Earl White and the missus; Mrs. Bill Murray, Kenneth Drake, Shorty Wrightman, Frank Duggan, Sheriff Dolan, Charles Bonner and China Bob and the missus.

FOUR MINERS . . . singing quartet, comprising Tommy Breen, Tom Morgans, Tom Weaver and Ernie Schoen, with Joe Wetter "crying the blues," are now playing Scranton, Pa. Boys are well known in Pitchdom.

IT REQUIRES technique and brains to out-wit intelligence. Anyone can beat ignorance, innocence or an unsuspecting "chump or monkey." Why brag?

THE MOVEMENT . . . of business men to have South street, Philadelphia, converted into a Fifth avenue is meeting a stiff fight by pitchmen and spliers, who find winter employment at the business establishments concentrated along that row. The question of democracy and free speech is being brought up by the latter, who have the support of medicine men and museum houses along the street. An anti-barker ordinance is already on the city statute books as of the year 1864, but in 1917 the Court of Common Pleas denied an injunction curbing spliers and said to hush 'em up and yank 'em away would be an infringement of their duly constituted democratic rights.

PITCHMAN'S SAYINGS: "If I could only drive a car."—Si Ullman.

GIVE CREDIT where it is due.

HUSTLER'S TIP: The Social Security Act ledger advertised in The Billboard would make a wonderful item as a giveaway with anything sold by house-to-house canvassers. The housewife will be interested in keeping an account of the expenditures on the act and for this reason every home should be a 100 per cent prospect when the little book is given with any item of merit. Astrological hustlers could increase their business no little by giving the book with each forecast.

A BUSY mind is a happy mind.

DOC A. M. JOHANSEN . . . blasts from Omaha that he has just celebrated his 50th birthday anniversary and is still going strong in that neck of the woods. He adds that he is grieved to learn of the death of Benny Krause, to whom he pays the following tribute: "A good friend and a real trouper has left us."

"PLENTY OF PITCHMEN . . .

will be disappointed next spring if they intend to work the same spots they had the past summer," cracks I. W. Hightower from Detroit. "New stores are filling in the lots where Doc Young and company had their Radiumac flash. New buildings are going up on several downtown spots and factories are n. g., due to noon-hour stands. Lots which can be worked are getting \$5 per day, but the necktie and socks are killing that. Flint is closed downtown, while the factories are n. g. Pontiac is closed. Battle Creek is open, but there are no good spots. That's the real dope, boys."

JAMES H. McCASKEY . . . migratory man of the leaf, who claims the distinction of having sold a publication in each and every State of the Union and Alaska, has returned to Reynolds-ville, Pa., from a tour of the Sunny South to pay the State of Pennsylvania the overhead on his cows, pigs and chickens from the proceeds of his labor. Writing from that city, he offers the fraternity what he terms "better business tactics." They are: Courtesy to patrons. Use your own tactics, but don't promise what you can't send. Explain thoroly. Use reason and good judgment. Natural ability and general appeal will inspire likability, which will in turn inspire good fellowship and bring the gelt.

DON'T PUT A CURSE on a town simply because you do not do a day's business. Maybe you did not properly sell your attraction. Selling takes a lot of shrewd showmanship.

PAUL HAUCK . . . is reported to be preparing to open a winter pitch store on one of the principal streets of Detroit.

You boys and girls who have been or are in the flood area, shoot a pipe if for no other reason than to let your dear ones and close friends know that you are okeh and in the land of the living. Inquiries have been made regarding the safety of some of you thru The Billboard. Write immediately and relieve the anxiety of those who are worried about you.

INCLUDED AMONG . . . the knights of the tripod fraternity in St. Louis are Charles Lorenzen, Mr. and Mrs. Mack Botsford, Dr. White and Dr. Chester.

TOMMY ATKINS . . . has been working still most of the winter with his mineral waters and is reported to be in the monee.

JACK HUNT . . . working the pin-on tails at the indoor and outdoor skating rinks, is getting a good play with the item, despite being pounded the past year.

TRIPOD OPININGS: The know-it-all guy doesn't need the information furnished by the Pipes Department or anyone else. That's the reason his shoes are worn out and he's on his feet again.

THE INDOOR circuses held this winter have been drawing good crowds. A number of them will be staged this month and next.

WORD COMES . . . fog-horning thru that Herbert Casper, Chicago ace, enjoyed a swell holiday and post-holiday business.

A FEATURE STORY . . . titled "Present Day Pitchman Uses Smoother and More Effective Chatter," which appeared recently in The San Antonio Sunday Light, hangs a lot of favorable paper for Pitchdom in general. The article makes prominent mention of Doc William Lancaster and Doc Edward Johnson. Piece, which was written by Ed Nerl, staff writer for the paper, was accompanied by four two-column pictures depicting pitchman at work.

THE WRITER . . . has authoritative evidence that Dr. Dee Colby is not dead. As a matter of fact, he is very much alive and is exclaiming himself as the health evangelist and gentleman from Arkansas. Colby was seen just two weeks ago in Corbin, Ky.

J. M. LARABEE . . . inks from Springfield, Mo., that he has been in that city since October, where he is managing a crew of six people, selling house-to-house with the lingerie to swell business.

IT IS NOW definitely settled that Hagenbeck-Wallace Circus will again be on the road after a season's absence. It will be taken out by Edward Arlington and J. Frank Hatch, both having much experience in show business.

SAM KEELER . . . ink-stick worker, writes from Aurora, Ill., that he is putting on as many as four coupon pen deals in as many different towns in a single week and is going just as good as he did before the holiday season. Sam is headed for Missouri and Oklahoma and intends to spend a few weeks in his home town, Bartlesville, Okla.

MRS. FRANCIS DEMILLS . . . has left Lexington, Ky., to join her husband in the South.

THOSE CONTEMPLATING . . . working the annual Mardi Gras celebration at New Orleans had better order their stock for the spot. Those receiving their merchandise from far Northern points will find themselves short of items and disappointed if they wait until the last minute to shoot their orders. Lots of the boys will make the event as many of the constituents of Pitchdom have combined their vacations along with a little biz to cut down on the burr and have been spending most the winter in the Gulf Metropolis. Remember, boys, right after the New Orleans doings comes the Ft. Worth stock show.

TOM SIGOURNEY . . . clever veteran of the pitch, sex book and show fame, postcards from Pittsburgh that he is doing some advance and promotion work for Nudell and that as soon as he finishes in the Smoky City he will head for the big metropolis on Lake Michigan. Tom is negotiating with a party to put his sex show in stores and under canvas in the spring.

HARRY CORRY . . . a celebrity of the high-pressure pitch, has forsaken the art for the winter and has obtained a license from the boxing commissions of five or six States to

referee wrestling and boxing matches. His services have been in demand in St. Louis, Kansas City, Mo., Indianapolis, Decatur and Evansville, Ill., Minneapolis, Terre Haute, Ind., and Des Moines. However, when the Hennies Bros.' Shows take to the road in the spring, it's a safe bet that Harry will be operating his jam store on that caravan.

MRS. HARRY HOWARD . . . shoots from Fayetteville, Tenn., that the Howard aggregation has had a successful play in Western Tennessee, but since the cold weather has set in barns and warehouses are hard to rent. She infos, however, that they are managing to stay in the money by putting out the tonic.

DR. MARTIN BLACK . . . Tulsa, Okla., flash, wig-wags from that metropolis that he is now on the road to recovery after a very serious illness and would like to hear from Joe O'Brien, who used to make Tulsa in the old days when there was plenty of money to be made in that neck of the woods. He adds that if a fellow doesn't want to work out of the money in Tulsa, he had better stay away as the town has been closed in the more important spots. He says, however, that there are still a few spots which will get a boy coffee money.

REPORTS COMING IN . . . indicate that Floyd B. Johnstone and Margy have been clicking and are contemplating buying a car and trailer outfit with a working compartment attached to rear from which Doc will make his lectures.

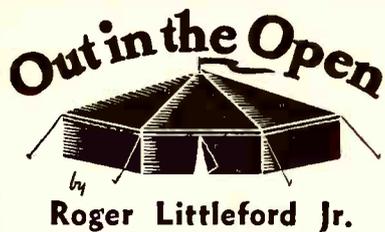
CECIL LINNABARRY . . . is reported to be getting a good trade with his wire and jewelry layout.

CURLEY BURNETT . . . working county seat towns, is clicking with his automobile intensifiers.

LUTHER FRY . . . who has been working the tonic and limiment out of St. Louis, is preparing to (See PIPES on page 69)

Pitchdom Five Years Ago

Jay G. Shore began operation of his third pitch store on West 125th street, New York, where he was demonstrating a razor stropper of his own make. . . . Napie the Newsie reported that Joe Clark, of pen fame, was doing a crystal-gazing stunt in Miami, and that Morris Sobel, another big pen man, was wintering in Oklahoma City. . . . Bernie Smith returned to pitching humanitones in Atlanta. He hadn't worked the spot since 1912. . . . Chickasha, Okla., turned out to be a bloomer for Andy Stenson. . . . Joe O'Neill was hibernating by the sad sea waves of Atlantic City. . . . Jack Reed was finding cash scarce and difficult to get in the Carolinas. . . . Chief Running Elk had just been released from the Veterans Hospital, Marion, O., where he had been confined for seven weeks. . . . In the absence of Sergeant Poulos, sojourning in Atlantic City, Frank Urban was doing a demonstration pitch in front of New York's City Hall every day. . . . D. F. McFarland returned to Augusta, Me., after looking over Portland, Ore., which was none too favorable. . . . Dr. Victor Edison Perry had a chain of thriving pitch stores in New York. . . . Despite difficult going, Happy Jack Raymond and his Clifton Comedy Company were sticking to South Dakota and Minnesota. . . . A. R. Murray, the "Man from 10th Avenue," who swore by the boots of Big-Foot Wallace a year previous that he was out of the pitch game forever, returned to pitching in Philadelphia to rehabilitate his bankroll. . . . Indian George was finding plenty of competition in Dallas. . . . Denver Stock Show was a total bloomer for Don Lysinger. . . . And now, some notes from the fring line in the 125th street sector of New York: Rajah King was clicking handily with the able assistance of Tommy Campbell. . . . Chick Quinlan and his half-pint helper were making huge passouts with oil. Chick was drawing pictures to hold the tip. . . . Sergeant Tom Shaw and his boss were holding an ace spot on the platform with herbs. . . . Petrovics returned to the same store he worked in 1921 with most of the same crew. . . . Magnetic Madaline and her daughter had just arrived from Detroit and way stations. . . . That's all.



Coney Crises

J. W. SHILLAN, managing director of the British Motor Boat Manufacturing Company, and well known as an amusement device supplier on both sides of the Atlantic, writes from London, to wit:

"I was certainly interested in your discussion of Coney Island in the January 2 issue. . . . It was in 1919 that I first visited Coney Island, and considering the reputation it has justly earned throughout the world, it would be a calamity to the show world if it should be allowed to lapse and eventually find itself in the hands of real estate builders.

"Coney Island is so well suited as an amusement center considering the number of people in New York, that I do believe if all the people who rely on amusement as a livelihood were to work together, they should be able to take whatever steps necessary to bring Coney out of the 'slough of despond'.

"We all know what the midway of the Chicago World's Fair did to the Windy City's Riverview Park, and I have no doubt that the New York World's Fair will have a similar effect on Coney Island, unless adequate steps are taken to offset the severe competition."

The Week in New York

HARRY WITT, who used to operate a very successful ride manufacturing firm with his brother Mark, is back in the swing of things around New York, after spending the last several years with his Coney Island Shows in South America. The show is still active in the Southern Hemisphere, being operated this winter by brother Mark, but Harry has been feeling out American park and carnival men regarding the possibilities of a novel portable ride idea that he has in his pocket. From what we hear, and from what Witt leads us to believe, we will probably see the brothers Witt active in their old line once again. More power to them; new and practical riding devices can certainly be used in this country of ours.

Fitzie Brown, who spends his summers on the road with Frank West's World Wonder Shows, in Manhattan for a few days on a "digger" buying mission. Fitzie will not tarry long, leaving probably before this appears in print for his home in Springfield, Mass., before returning to Miami for the balance of the winter. It's his first trip home in almost 10 years.

Pressing business deals cut short Art Lewis' annual sun-absorbing sojourn on the sands of Miami Beach, and this week saw him back on the bustling streets of Times Square. Has been in a huddle with Patty and Frank Conklin, who are in town from the West Coast. Patty, bubbling over with enthusiastic ideas for the new style midway at Toronto's Canadian National Exhibition, of which he is director, will remain in Manhattan for another week. He meets his boss, Elwood Hughes, here next Tuesday. Frank, however, left Saturday for the Dominion to settle pending contracts for the Conklin All-Canadian Shows.

MOTORIZE

Write for Show Folks Plan of Financing.

CHARLIE T. GOSS

Twenty-Two Years in Outdoor Show Business.

Now With

STANDARD CHEVROLET CO.,
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ANDERSON-SKADER SHOWS, INC.

Now Booking Shows and Concessions for 1937.
OPEN WICHITA, KAN., APRIL 20.
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SOL'S LIBERTY SHOWS, INC.

Now Booking for 1937 Season
Address, CARUTHERSVILLE, MO.

MINER'S MODEL SHOWS
Now Booking Shows, Rides and Concessions of All Kinds. Can Use Good 5-In-One or Ten-In-One and Oriental Shows.
Corn Cane and Cook House, Candy Apples and Pop Corn Open.
R. H. MINER, 161 Chambers St., Phillipsburg, N. J.

THAT WAS Frank P. Duffield, the pyrotechnic mogul, entering the World's Fair offices in the Empire State Building. With Mrs. Duffield, he has been combining business with pleasure in New York. . . . February 1 issue of *Life*, the new weekly photo mag, devotes a double spread to Lucky Teeter's exploits. Teeter, dare-devil auto manipulator, will thrill Eastern fair audiences again for the George Hamid office.

Ben Hamid's troupe of 16 Arab tumblers will feature a five-high pyramid on the Cole Bros.-Clyde Beatty Circus this year. . . . Jess Adkins, Clyde Beatty and Floyd King arrived in New York last week to get things rolling for the Cole-Beatty debut at the Hippodrome, March 18. Beatty and wife garnered plenty of space in the dailies, as usual.

One local showman, in discussing the effect the Ohio and Mississippi valley floods will have on circus and carnival routings this year, remarked that the inundated region should present ideal food-for-thought areas for Starr DeBelle and his Ballyhoo Bros.' Century of Profit Shows.

League Preparing For Spring Show

CHICAGO, Jan. 30.—Preliminary plans for the annual Showmen's League spring benefit show are well under way. Ernie Young has been appointed chairman, with Walter F. Driver assisting him, and with President J. C. McCaffery they are going at the job with a determination to make the affair the biggest and most successful yet held.

April 5 is the date set for the show and it is to be held in the College Inn of the Hotel Sherman. The shows held the past three years have established the event as one of the highlights of the spring season. It has grown each year, and last spring the Inn was crowded to capacity. Anticipating an even larger attendance this year, the Hotel Sherman

has given the League the privilege of also using the Old Town Room if it becomes necessary.

President McCaffery has appointed competent committees to handle the various details.

Wallen Chief Photographer

SAN FRANCISCO, Jan. 30.—Carl Wallen has been appointed chief photographer for the Golden Gate International Exposition and for the next three years will head a staff of photographers which will take thousands of pictures in connection with the event. Wallen, wartime photographer and inaugurator of the modern era of newsreel coverage, will be loaned to the exposition by Californians Incorporated, with whom he has been engaged. He covered the Panama Pacific International Exposition for a San Francisco paper.

WASHINGTON.—Amounting to an increase of 16.8 per cent over December, 1935, sales of confectionery during the past month totaled \$25,615,342, the Department of Commerce announced this week. In the manufacturer-wholesaler group, the gain was 14.5 per cent, with retailers reporting a 3 per cent increase. Manufacturers of chocolate items competitive with confectionery experienced a 7 per cent upping.

WASHINGTON.—Retail sales in the Gulf Southwest States last month made a gain of approximately 12 per cent over the corresponding month of 1935, according to figures made public this week by the Bureau of Foreign and Domestic Commerce. Preliminary report covered Texas, Oklahoma and New Mexico, with last named displaying largest increase in dollar volume, 22 per cent. Texas reported 18 per cent and Oklahoma 9 per cent.

This Bill Must Be Defeated

SHOWS under canvas are threatened in California and quick action on the part of owners and managers is needed.

On March 1, according to present plans, there is to be presented to the legislature a bill, known as House Bill 532, the purpose of which is to amend Section 3366 of the Political Code of the State of California by providing that any tented entertainment or entertainment not given in theaters or other permanent buildings pay a license fee of \$250 a day. Also, the bill says there would be no exemption for any entertainment sponsored by or in the aid of any charitable or benevolent organization.

It is needless to tell showmen what this bill, if passed, would mean. It is understood to be backed by motion picture people. There has been talk of such a measure for some months, but not until last week did data on the bill become known.

Something should be done—and done quickly—to defeat this bill. California is only one State, but once a foothold is obtained there, it's hard telling where such silly legislation will end. Don't forget the old axiom, "An ounce of prevention . . ."

Florida Fair Hanging Up New Records; Weather Fine

TAMPA, Jan. 30.—Close of first week of Florida Fair finds showfolk and public of one accord in proclaiming it the biggest and best ever staged here. Superior quality of exhibits and entertainment has already been fully demonstrated and officials are confident final attendance records and receipts will bear out this fact. Favorable weather practically every day of entire first week and every indication it will continue next week.

Auto races main first day attraction brought crowd of 18,248 to fair grounds, 861 more than last year's opening. Buddy Callaway, Miami driver, dominated the field defeating "Wild Bill" Morris and Larry Beckett in the feature race and breaking several records. Wednesday, Specialty Day, drew attendance of 20,651.

Live Stock Day, scheduled for Thursday, was postponed as many live stock entries were delayed, due to flood. On Children's Day, Friday, a crowd of 103,246 broke last year's all-time record of 20,023. Cloudy skies in early morning but sun broke thru before noon and saved the day for kiddies. School children and teachers again admitted free at gate and special grand-stand performances presented. Royal American Shows did splendid business.

Altho three new buildings have been erected since last year, the 23 exhibit halls are filled to overflowing. All available concession space filled and doing excellent business.

Ernie Young's revue again main grand-stand attraction under direction of Mrs.

Young with a cast of 50 in *Follies of 1937*. Modernistic scenery, special-colored spotlights and beautiful costumes enhance well-trained chorus and principals and show is decided success. Revue was delayed en route by flood and reached here on day of opening. Other grand-stand acts include Madame Marie's Educated Dogs and Ponies, Fritz's Trained Dog, Ross Lewis and Grimes Sisters, Uyeno Japs, Callie Mae Penn, acrobatic dancer; Walter Guice and Riders, Five American Eagles, aerialists; Cook and Wiswell's Clown Act, Buck Buchanan, sign artist, and Vittorio Zaccchini, human cannon ball. Fireworks by Thearle Duffield.

Royal American Shows has large and most colorful midway with 18 shows, 16 rides, powerful searchlights and brilliant neon signs. Elmer C. Velare, business manager, says: "We are counting on greater and better business this year and with any kind of break in weather I am sure this season will break all records." Biggest days to come next week. Gasparilla Day Monday expected to be best of season from standpoint of gate receipts and business on grand-stand and midway. William E. Drips, director of agriculture for NBC, will broadcast description of fair and Gasparilla carnival on Farm and Home Hour over NBC hookup of 57 stations thru WFLA, Tampa.

Eddie Euchin and orchestra playing coronation ball Tuesday night which will be broadcast on CBS chain thru WDAE, Tampa.

PIPES

(Continued from page 68)

make the farm sales thru Illinois and Indiana. Fry has made many friends among the auctioneers and farmers attending those events and is a permanent fixture in the barns.

DR. ED MAXEY

is in Florida preparing himself for the spring med campaign in which he has been wholly successful in past years.

JAY LEWIS

and the missus have been putting it over in a big way working the horoscopes with their mental act in stores and at the indoor doings.

BILL BARNARD

of peeler note, is working the food shows with his utensil emporium and anybody who has seen Bill tell the ladies how to prepare the New England dinner knows that he is getting the boodle in waddle.

SANDY SANDERS

who worked Svengali decks on lots in Phoenix, Ariz., until the town was closed January 1, is now in Flagstaff, Ariz., where he has opened a cafe. He reports plenty of sub-zero weather in that territory, but adds that the missus and the baby are hale and hearty. He says he would like to read some pipes from Bert Cramer, Eddie Gaillard, Jackie Morrell and all Svengali deck workers.

KID SMITH

of the Smith Entertainers, shoots that the organization is now in Philadelphia, where they are playing a two weeks' engagement at Manoa Inn. He says that he met many of his old friends while in New York recently.

CHIEF GRAY FOX

scribbles from Vergennes, Ill.: "This town is a real bloomer. The natives just won't come out. You fellows going around saying that you are from Mayo Brothers had better lay low. Roster of my show includes Bill Auton, Eve Auton, Jack Davis, Gaynelle Swan, Hilda Swan and Davey Swan.

FLOYD (JIMMY) TATE

is stuck in Staunton, Va., that he will be confined in the Western State Hospital there for four months. He is anxious to hear from Frank X. LaVelle and Earl and May Wilson thru these columns.

FRED SCHULTZ

is clicking and clanging with the spark gaps working corners and court days. Schultz is one of those boys who will cross a State to make a spot that he has listed as good.

TRAILWAY COACH

Completely Furnished Streamline Coach, also Other Styles.

PRICE, \$450.00 AND UP.

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Dealers Wanted.

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WANTED

FLORIDA FUN SHOWS

Three Rides, Clean Concessions, No Racket. Bingo open. Eddie Eger, General Agent. Inside locations, Winter's work.

Week Feb. 8, Punta Corda; with Arcadia to follow. This week, Palmetto, Fla.

The Red Cross Needs **MONEY**

An important statement
about the work and requirements of the
AMERICAN RED CROSS

In all its emergency operations, the Red Cross performs three definite functions. They are:

- 1. To Relieve the immediate suffering of those who are cold, hungry and homeless;**
- 2. To provide adequate medical and hospital care for those in immediate need of it and to maintain a medical service that will combat the spread of disease;**
- 3. To aid in the restoration to a normal life of those who have lost their homes.**

The urgent need for all three of these vital services is apparent to everyone in the areas affected, either directly or indirectly, by the flood. To provide them requires **MONEY** . . . a great deal of money.

Checks made payable to American Red Cross may be mailed to American Red Cross headquarters, Washington, D. C. or money may be left at American Red Cross headquarters in any city.

AMERICAN RED CROSS

HATCH

(Continued from page 3)

in the film agency game, as a semi-silent partner in a number of the largest amusement enterprises in America, J. Frank has kept his finger on the pulse of the showgoer. His skill as a manager and organizer is internationally known, so there is no question as to how the show on the lot will be handled.

Among Edward Arlington's best known triumphs was the conceiving and organizing of the 101 Ranch Wild West Show and Miller Bros. and Arlington's Oklahoma Ranch Wild West. For a number of years Eddie, who was the right-hand man of the late James A. Bailey, has been associated with the Ringling Bros., Frank A. Robbins, and a number of others. Of late years he has been a big hotel operator of Metropolitan New York, at one time operating 22 hostleries.

Questioning Mr. Arlington as to the policy of the show, he said: "Just REAL CIRCUS all the way thru. Everything will be of the very best; no money will be spared to secure innovations. None of the old canvas will be used. All new, stake to ball ring. A surprise opening spectacle is now being written by a famous writer. The costuming of this part of the circus will be nothing short of startling. In fact, we are going to make this Hagenbeck-Wallace Circus worthy of the great names associated with it in the past—Lee Williams, its founder, and Carl Hagenbeck and Ben Wallace—whose illustrious names title it."

SARASOTA, Fla., Jan. 30.—According to an announcement made on Wednesday by Roland Butler, general press representative of Ringling Bros. and Barnum & Bailey Combined Circus, Edward Arlington and J. Frank Hatch, Miami multi-millionaire, will positively take out the Hagenbeck-Wallace Circus this season. They also have leased the Forepaugh-Sells, Sparks and John Robinson circus titles.

Messrs. Arlington and Hatch will take charge of the Peru, Ind., quarters at once.

Negotiations with General Manager Sam W. Gumpertz were completed at noon Wednesday.

Preparations are said to be under way for the Hagenbeck show to tour on 40 cars. Show will be billed as "the second largest circus in the world."

HIGH RIDE

(Continued from page 3)

have been carried from their foundations. Tacoma Park, Dayton, Ky., across the river, also is covered and Frank Bacon's roller skating rink there was closed last week because of high water. Rinks and amusement parks along the Ohio have all been visited with the flood tide in varying degrees, all rinks being closed, and park and picnic spots have suffered heavy damage.

Beach in Rescue Work

Parker Beach, manager of Chippewa Lake Park, near Wooster, O., left there Sunday night for the flood area with two high-powered speed boats, 30 row-boats, 10 outboard motor boats and 10 experienced operators. He turned the equipment over to the State Highway Patrol and it was dispatched to Pomeroy, O., where Mr. Beach is in command of it.

Mr. and Mrs. Fred Guthrie, Cincinnati, free act team, were hard hit, water coming over the second story of their home. They were unable to salvage even their trucks and left their house with only the clothing which they wore, they reported to *The Billboard*.

Because of restrictions on electric current and water, some feared a shortage of food for animals in Cincinnati Zoo, and word was received on Wednesday that Detroit Zoo was sending 4,000 pounds of horse meat by truck. Zoo officials said this would be stored in tunnels of the new bear pits.

MEMPHIS, Jan. 30.—Swirling flood waters brought havoc to show business in large sections of Tennessee, Arkansas, Missouri and Kentucky. Theaters within the town kept operating on schedule, interspersing benefit shows with regular programs.

Radio stations WMC and WREC, however, suspended all programs from Sun-

day thru Thursday, devoting their time exclusively to cooperation with authorities in directing rescue work. CBS was without an outlet in this region for the better part of five days, but NBC programs were switched from WMC to WNBR, both stations being owned by *The Commercial Appeal*.

Gladys Swarthout's concert, scheduled for Thursday night, was forcibly postponed when officials commandeered the municipal Ellis Auditorium as quarters for refugees. Also deferred was a concert by Sigrid Onegin, contralto, set for next Tuesday night, and the annual President's Ball, as well as all other functions scheduled for the auditorium.

Hotel ballrooms continue to operate here, tho business is at low ebb. Jimmie Joy's orchestra was set to open at the Claridge last night, but flood waters delayed his arrival. He may open tonight.

The Mid-South Fair Grounds was the first Memphis site turned into a refugee concentration camp. By Thursday morning 10,000 refugees had been quartered there.

A complete picture of the situation in surrounding towns is impossible because of the lack of communications to many points, but theaters are known to have suspended activities entirely in the following places: Marked Tree, Monette, Miller, Lepanto, Leachville, Parkin, Earle, Clarendon, Cotton Plant and Holly Grove in Arkansas; Senath, Mo.; Tiptonville, Ripley and Ridgely, Tenn.; and Hickman and Paducah, Ky.

Schedules have been either interrupted or suspended in Owensboro, Henderson, Fulton and Princeton, Ky.; Covington, Obion, Halls, Dyersburg, Newbern and

double shifts, servicing towns which formerly transacted business with the Cincinnati offices. Exchanges reported that towns closed by flood waters since last Friday included Wheeling, W. Va.; New Martinsville, O.; New Cumberland, O.; Wellsburg, O., and Huntington, W. Va.

In the meantime, local showmen came to bat for the more severely stricken areas. Many made generous cash contributions to the Red Cross and others aided with their personal services. The managements of Kennywood and West View parks furnished boats to rescue flood victims in the neighboring Sharpshurg and McKees Rocks districts.

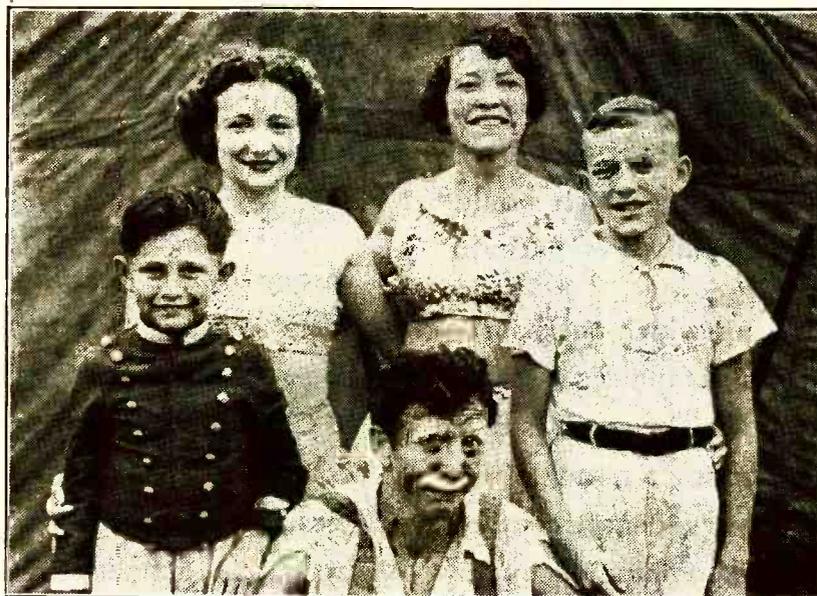
Among the night clubs, the Show Boat was the only spot to stay closed for several nights. Because of its dangerous location, the management did not even attempt to operate. Business fell below par in other night spots because of the general excitement.

Theatrical bookers report that some of the dates lost because of the flood will be re-booked later in the year. About 30 acts lost between two and five days of work because of flooded roads.

OPERA UNION

(Continued from page 3)

supervision over English language opera, a field which includes Gilbert and Sullivan musicals. According to Paul Dulzell, executive secretary of Equity and the Four A's, Equity will not relinquish its



JOE AND ETTA HODGINI and family, who scored with their riding on the Walter L. Main Circus.

Dyer, Tenn.; Wynne, Brinkley and West Memphis, Ark.; and Kennett, Mo. Brunt of the flood is just moving on the Memphis area as this is written.

DES MOINES, Jan. 30.—Pioneer Theater Corporation is the first to start flood shows in this territory. Iowa Theater at Jefferson had a midnight show, Wednesday, and the Earl Theater at Carroll will have one February 1. Plans are also under way for midnight shows in three other Pioneer theaters in Iowa towns.

The films, electricity, etc., are contributed, and churches furnish home-baked cakes to be auctioned off at the shows—all proceeds going to the Red Cross.

PITTSBURGH, Jan. 30.—While nowhere approaching the seriousness of last year's disaster, Old Man River's latest rampage in this area will cost the amusement industry nearly \$20,000, a check-up reveals. Most of the damage is due to interrupted playing time in a few theaters and crippled film delivery service to stricken towns in the tri-state area.

Stanley and Fulton, first-run houses, closed briefly during the week when overflowing cellars threatened the orchestra floors. They reopened as soon as added pumps improved this condition. Loew's Penn and the Barry, among other houses, closed early in the evening during the height of the threatening flood to play safe and not to endanger the lives of patrons.

Exchanges on Film Row worked with

jurisdiction in this field, which might very well be an entering wedge to opera, nor will it grant another charter to any new operatic group.

AGMA's only chance of an AFL affiliation thru the Four A's, therefore, lies in the possibility of Grand Opera Artists surrendering its jurisdiction. This is problematical, insofar as Grand Opera Artists, according to AGMA, had unofficially agreed to merge on condition that AGMA obtain a more comprehensive charter than that now held by the operatic union.

In the event that Equity holds fast to its present view of the matter, the GOAA will probably see no reason to go over to AGMA "en masse," as is now contemplated. Point of view has also been advanced that, in as much as Grand Opera Artists, admitting its limited jurisdiction, is already in the field, it should be in a position to ask AGMA to submerge itself instead of vice versa. This is particularly to the point, now that Equity has voiced its stand.

MUSICIANS' EYE

(Continued from page 4)

control the use of records on the air so that the men who make them are not injured by their use, as presently done by broadcasters. Waring, as well as Maurice J. Spelser, NAPA counsel, told of steps taken to secure legislative protection for performing artists of all kinds—singers, speakers, comedians, musi-

cians—explaining that a bill had been introduced into the Senate last year and would be reintroduced this session in revised form. Waring said that 400 of the 600 United States stations now live on records.

Waring also said that the AFM had contributed \$6,000 to NAPA last year, matching the amount raised by NAPA itself. Suits brought by Bing Crosby, Waring, Lily Pons, Lawrence Tibbett, who attended the meeting; Abe Lyman, Frank Crumit, Ray Noble and other NAPA members have been filed, said Waring, to help establish NAPA's legal claim. Some victories have already been won. NAPA contends a leader's arrangement of a number is as entitled to copyright and legal protection as the composition itself.

Waring attacked an alleged practice of the recording companies to lease records to coin machine operators. Waring said there were "400,000" such machines in the country. By leasing the records, the recorders are enabled to do away with paying artists royalties. Leasing a record was regarded as merely a subterfuge, on the claim that once returned to the manufacturer, it could not be resold. Waring said that if the recording companies realized it, NAPA was cut to boost the sale of records, not cut it.

Spelser spoke of the "intellectual property rights" accruing an artists for their especial handling of numbers. Then he told of various European and South American countries which have already passed laws to protect performers, and said he was hopeful that such legislation would be secured in the U. S. this year. He told of a new clause written in recording contracts permitting sale or lease of records, as well as establishing the right of manufacturers to collect fees for broadcast performances and split 75-25, with the artists on the short end.

Sound on film and dubbed-in film music scores were further headaches, it was brought out at the meeting. Together with other mechanization methods, they must be controlled. When Sam Tabak, board member of Local 802, said that it was time to stop quibbling and get to work putting a stop to making these records, he was given a healthy hand by the leaders present.

Later, the various leaders took the floor and added their support to what had been said. For a while some semblance of friction between some of the leaders there and the NAPA was evidenced, but Rosenberg squelched this by showing how closely the two have been working and must continue to work.

Ben Hamid to Cole-Beatty

NEW YORK, Jan. 30.—Ben Hamid, tumbler, announced here this week that he has closed a deal with Jess Adkins whereby he will supply the Cole Bros.-Clyde Beatty Circus with a group of 16

(Continued on page 82)

FLOOD

The Book—The Engraved Photos—The Story ILLUSTRATED—A million copies will be sold

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Send 25c for sample book and wholesale price list. Get busy now—Don't delay a minute.

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190 E. Fulton Street, Columbus, Ohio

Cunningham's Expo. Shows Wanted for Season 1937

Can place Loop-O-Plane, Doc Stanton and Sailor White write. SHOWS of all kinds except Girl Show, such as Fun House, Mickey Circus, Colored Minstrel and Grand Shows of all kinds. Good proposition for good Five or Ten-In-One. CONCESSIONS all open except Cookhouse, Corn Game, Popcorn, Candy Floss. Will book good Free Act. Will buy kiddie auto ride. Will buy two tops, 20 x 30. Shows will open in Ohio April 24, 1937.

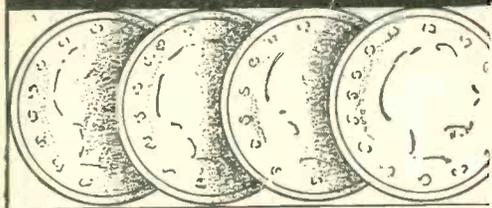
CUNNINGHAM'S EXPO. SHOWS

1406 East Caracas St., Tampa, Florida

McMAHON SHOWS

WANT Pit Show, Big Snake, Small Motordrome, Hawaiian Towns and Fun House, Count Zano write. CONCESSIONS all open except corn game. No racket. Ride for man for Eli Wheel and manager, and Tilt-A-Whirl. Gene Maste write. Shows open early in Marysville, Kansas. Present address **McMAHON SHOWS** 1619 So. Elena Ave., Redondo Beach, Calif.

COIN OPERATED • • • VENDING • • SERVICE • • MUSIC • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

Pinball the Great Equalizer

(Reprinted from The Philadelphia Record)

The demonstration by Dr. Clarence C. Clark, of New York University, that the popular pinball machines are games of chance and not of skill, fails to move us to indignation against the manufacturers. We are not disturbed even when Dr. Clark points out that his students increased their scores on the machines only from 2 to 9 per cent after making 97,000 plays—training which would have cost \$15,000 in any pinball emporium.

If there is anything on which the sports world has placed too much emphasis it seems to us it is the game of skill. The result is that we are in danger of becoming a nation of inferiority complexes. Every department of human recreation is now dominated by its own particular hero and to buy a tennis racket or a set of golf sticks, a box of chessmen or a deck of bridge cards is to become at once the lowest form of American life, the dub.

The pinball games alone held out. The unfortunate who skids on his ear when trying to lob, the poor wretch who spends his 18 holes studying the flora alongside the fairway, the bridge partner with scarred shins here found his release and his delight. Let the experts laugh at him when he tried to put the nine-ball in the side pocket, let

them wiggle when he attempted bowling—he could any fine evening wander down the street and ring up 3,600 on the Double Zeppelin Electric Light Patented Novelty pinball game. In the corner store's pingame huddle was a true company of peers, with no man more than 9 per cent better than his brother.

There have been numerous tests on the theory of probability in the past. In fact, as early as 1667 there appeared a little Dutch book of 12 pages on *The Reckoning in Games of Chance*. Professor Karl Pearson, of London, once spent a part of his vacation in tossing a coin 25,000 times, and even induced his pupils to make still more extended trials. Professor Pope R. Hill, of the University of Georgia, drew 100,000 pennies out of a box, and Wolfe the Swiss mathematician threw dice 280,000 times.

At a statistical exhibit at Columbia University, set up by Dr. Helen M. Walker, professor of education, in 1935, the tutor, in explaining her theory of probability, suggested that most people do not really want to know the exact likelihood of their winning, but only want an element of excitement in a life which has become uninteresting and drab.

The above selection is reprinted from The Philadelphia Record, June 29, 1936, as the best newspaper editorial during 1936 on the subject of amusement games. The reputed laboratory tests of New York University and other schools has been heralded far and wide as a knockout blow to amusement games. Here is a well-known newspaper giving a human and logical reply to such attacks, forming one of the best defenses of modern amusement games ever written—Editor.

Fitzgibbons Sees Big Games Year

NEW YORK, Jan. 30.—John A. Fitzgibbons, president of Fitzgibbons Distributors, Inc., reports record sales for the first month of the new year. "Sales of Bumper are going greater than ever since the Chicago show," he states. "We have been in constant contact with the Bally factory at Chicago and are bringing the Bumpers in by carload lots every day. We believe that Bumper, with the sales record which we have already established for the game, will outsell all pin games manufactured in the last four years."

"Our Newark offices report just as great a rush for the games. This leads us to believe that the operators who attended the show at Chicago agree with us that Bumper is still one of the best games ever to appear on the coin machine market. I feel certain, too, that Skipper will also be a record machine. Our sales directors, Lew Wolf and Herman Pollock, who have been on the road thruout New York and New England since returning from the show, have been wiring our offices for machines almost every hour."

"They report that operators are more confident this year than ever before and are confident that sales will reach great heights. They also tell me that operators are looking forward to the new Bally games that were shown in Chicago at the last minute. There is no doubt that the industry is in for its greatest and most productive year; a year that will surpass anything which we have ever yet enjoyed in the coin machine business."

Bell Machines Popular As New Models Appear

FAYETTEVILLE, N. C., Jan. 30.—Joe Calcutt, president of The Vending Machine Company here, reports increased activity from all sections on bell machines since the introduction of the new Cherry and Bonus bell machines manufactured by Mills Novelty Company.

"My prediction of some months ago is coming true," Calcutt states. "The industry is gradually coming back to Bell equipment more than ever before. The orders we are receiving for the two machines indicate that the machines are the necessary factors for increased profit. More and more operators are visiting our showrooms daily to see the new Mills products. Those operators who were present at Chicago and didn't have sufficient time to thoroughly examine the machines, are now doing so at their convenience in our showrooms."

"Both the Cherry Bell and the Bonus Bell are bringing the players back to the machines. The new type of bell is certain to open more territory, as it meets with the modern ideas of coin-operated equipment."

Calcutt concludes that he would not be surprised if both of the machines surpassed the tremendous sales records of the Mystery Blue Front made by Mills.

Blatt Plans Publicity Stunt for Red 'N' Blue

BROOKLYN, Jan. 30.—William (Little Napoleon) Blatt, of the Supreme Vending Company, is said to have introduced a clever publicity stunt for the new Daval game, Red 'N' Blue. He is introducing the game in three states as Red-



PART OF THE BOSTON DELEGATION that attended the 1937 convention in Chicago, taken before entraining at the South Station, Boston. Front row, left to right: Sid Paine, Jack Fisher, Ben D. Palastrant, Mr. and Mrs. Sam Landau and a friend. Rear, left to right: Leo Fox, Myron J. Lockwood and Bert Klapper.

Gisser Now in Cleveland

CLEVELAND, Jan. 30.—Getting out of Pittsburgh just in time to escape the flood. Morris Gisser, formerly of the Coin-O-Matic Sales Organization, Inc., Pittsburgh, is now acting as sales manager for Henry Epstein's American Novelty Company, this city. Many will remember the American Novelty Company, formerly of Washington.

Following a legal decision in Washington, Epstein removed his business to more fertile territory here. He reports that he is finding conditions perfect and that he expects one of the best years in the firm's history.

Morris Gisser was also formerly connected with Hercules Sales Organization, Inc., of Newark. He is well experienced in coin machine matters, from operating to distributing, and has some remarkable accomplishments in the industry to his credit.

Hot-'N'-Blue, after the musical comedy hit now playing on Broadway.

Blatt plans to have Ethel Merman and Jimmy Durante featured in his publicity. If his plans succeed, he says he will be able to give the game a sendoff that will establish a precedent.

Last month Blatt was able to put over a novel publicity stunt on the Totalizer game by donning a doctor's garb and announcing the slogan: "Here's the game the doctor ordered."

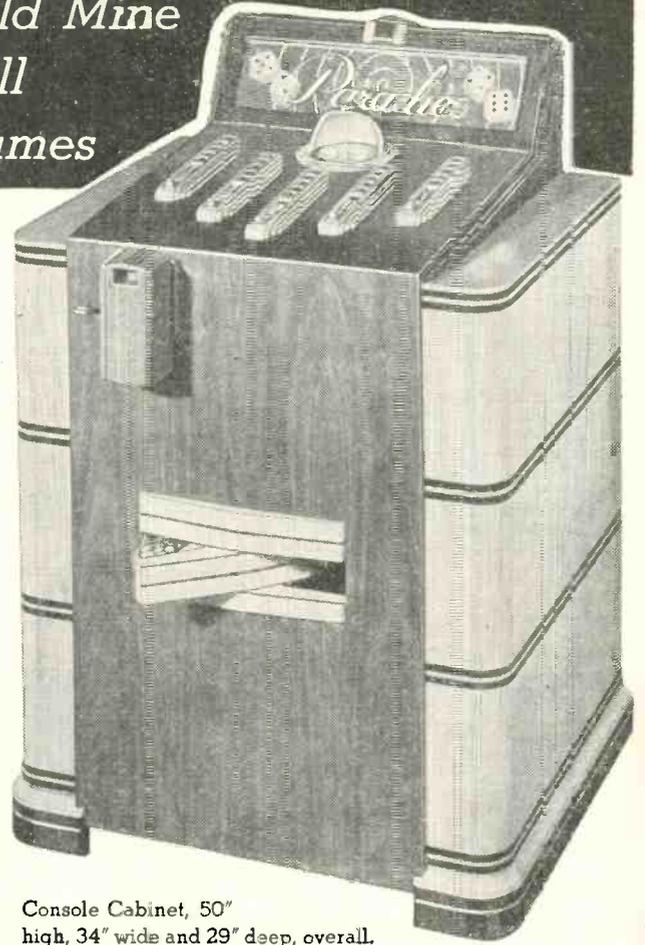
"Our idea for introducing the new game will be better than the previous one," Blatt says. "It will bring the game home to the industry as one of the greatest money-makers Daval has ever produced. The first carload of Red 'N' Blue games reached locations within 30 minutes after the car was unloaded. Many jobbers had their trucks waiting for their quota at the docks. We have arranged for carload shipments at regular intervals."

KEENEY'S
Paradice
The Gold Mine of all coin games

Takes up to \$1.25 on a single play

From One To Twenty Five Persons Can Participate Per Game.

Player (or players) has a choice of 5 different "Field" or "Point" bets on which he (or they) can play from 5c to 25c on each choice—or with all possible bets covered, taking up to \$1.25 on a single play. Payouts range from 10c to \$1.50 for every nickel played. Highest possible payout \$8.50. Sold on exclusive franchise basis where order justifies.



Console Cabinet, 50" high, 34" wide and 29" deep, overall.

TEN STRIKE

The Hit of the Show in payout tables

Employs miniature ten pins instead of holes

Payouts are made by two balls striking miniature ten pins with each such hit being registered on light-up backboard and as per odds indicated with each new play — payouts ranging from 5c to \$2.00, the latter when "Mystery Strike" is secured in hitting Head Pin at proper time.

TIME PAYMENT PLAN offered on TARGETTE RIFLE GAME
Write for particulars



- 2 Balls
- ★
- 51 in. x 24 in. Cabinet
- ★
- 12 Coin Escalator
- ★
- No Shuffle Board

IMMEDIATE SHIPMENTS GUARANTEED

Write, wire or phone for prices and particulars

Order Direct or Thru Your Keeney Distributor

NEW 1937 "HIT GAMES"

DEER HUNTER JUNIOR SIZE, ELECTRIC RAY, RIFLE GAME, 20 Shots. Lowest Priced Rifle Game in its Class.

KEENEY'S ELECTRIC RAY RIFLE GAME—Acknowledged the "best rifle game of all." TARGETTE

TEN STRIKE KEENEY'S 2-BALL NOVELTY PAYOUT PIN GAME with revolutionary play principle and features.

KEENEY'S COIN-OPERATED DICE GAME—Permitting play of 5c to \$1.25 on a single play. PARADICE

BABE KAUFMAN, Inc., (CIRCLE 6-1642) 250 W. 54th St., N. Y. C.

J. H. KEENEY & CO. "The House that Jack Built"

New Factory Address at 2001 CALUMET AVE., CHICAGO

MEN & MACHINES

To the Editor: "The beginning of a new year and the passing of the annual show is always a time for plans and predictions. We, here at the McCormick Vending Machine Company, on the eve of our 12th anniversary, are planning on the biggest year in our history and I am predicting that every alert manufacturer, distributor, jobber and operator will have a banner year also in 1937.

"The depression is a thing of the past in our industry. Operators are buying and people are playing, and the people as a whole have more money to spend on amusements than they have had in the past several years.

"At the big show in Chicago, I talked personally with a number of the larger distributors and operators from all parts of the world, and I found them in every instance most enthusiastic of the future.

"The manufacturers are building better machines, with more eye appeal than ever before. Here in the South, where the boys address their fiancée Honey Chile and the colored people call phonographs piccolos, we predict a most profit-

able year to you and to everyone connected with the coin machine industry."
L. B. McCORMICK,
Greenville, N. C.

Automatic Merchandisers Association of Iowa (R. W. Merriam, secretary, 3015-47th street, Des Moines) issued a special "messenger," January 28, to inform its membership of the adverse bill (Senate File 39) which is now pending. The organization is taking prompt steps to defeat the passage of the bill. Bill is an example of extreme wording, which might be construed to ban almost any type of amusement game.

Dallas operators are reported to be placing music machines and other types in their locations, since an adverse court decision was rendered against the use of machines accepting tokens. Many types of games were removed generally from locations January 1, pending an agreement on the State tax question.

AMERICAN SALES CORPORATION
CHICAGO, ILL.
936 WRIGHTWOOD AVE.,

High grade, profit-making games are the operator's chief consideration. Convenient financing also is important. OPERATORS IN FLOOD TERRITORIES, use our Extended Credit Plan immediately to put out new equipment. We want to help you! YOU CAN'T GO WRONG!

WRITE FOR CREDIT!
Lee D. Jones

P. S.—The oldest vet was once a "Johnnie-Come-Lately."

street, Mobile, Ala. Both have been associated with the coin machine business for the past five years. They are handling the products of Pacific Amusement Manufacturing Company and of D. Gottlieb & Company, Chicago manufacturers. Gentilich is well known to Louisiana operators and has his main office in New Orleans.

Mrs. Estelle Agid, formerly owner of the Reliable Amusement Machine Company, New York, left New York January 30. She says she plans to have a swell time and take a long trip. She will probably go to Los Angeles and San Francisco and then a tour thru the South. She may wind up in Europe, she says.

Deliveries Begin On Rover Machine

CHICAGO, Jan. 30.—As deliveries began on Rover, a one-shot, odds-changing payout game, Jim Buckley, general sales manager of Bally Manufacturing Company, revealed that location tests definitely proved the strong player appeal of the new "two-winners-guaranteed" feature, which is said to have attracted considerable attention at the 1937 Coin Machine Show.

"From two to seven possible winners flash on the Rover back-board when coin is deposited," Jim explained, "and each can receive first, second, third or fourth place awards, giving the player the possibility of 28 winners, with a 40 to 1 top. This 'two-winners-every-time' idea, plus the big winner flash on the odds-changer, has proved the greatest 'come-on' in years. It just looks so dog-gone good, no player can pass Rover without giving it a real work-out.

"Rover is built in the 54 inch by 26 inch size, made popular by Bally's Preakness, and the playfield, as well as the light box is brilliantly ornamented with well-known trans-Atlantic liners and all the romantic atmosphere of an ocean cruise."

Lichtman and Aronson Visit Pacent Factory

NEW YORK, Jan. 30.—Charley Lichtman and Charley Aronson made a recent trip to Utica, N. Y., where they visited the Pacent factory and to try to secure faster delivery of Pacent games to their New York offices. The new game is Rack 'Em Up.

Lichtman heads the New York Distributing & Sales Company, while Aronson heads the Brooklyn Amusement Machine Company. The firms have formed an alliance to handle Pacent games thruout this territory. Bolo was the first Pacent game distributed here.

"We expected to have two carloads by the time we returned from the Chicago show," Lichtman said. "Since sample games have been distributed to jobbers here, the demand for games has become greater and greater. We are also much interested in the new payout model of Bolo and our trip to the factory will be partly to see it. We believe Rack 'Em Up will be one of the best games ever offered the trade and we know it will make record sales."



OLD HEIDELBERG INN, one of Dave Marion's fine spots in Wichita, Kan., uses an Exhibit Shoot-A-Lite. On left of target is Operator Fred Clemons, and Dave Marion, distributor, is to the right. A customer is at the gun.

McCall Novelty Company, St. Louis, has recently added to its force two field men, one stenographer, one floor salesman and one mechanic. This is due to the fact that business has been extremely good, according to members of the firm. Orders are coming in from all parts of the globe, they state, and the outlook for business during the year is far above expectations.

A new automatic shaver salesboard designed by the Markepp Company, Cleveland, is reported to be meeting with success among operators in Ohio and the firm is planning to distribute it on a national scale. It is something to provide the operator with a quick turnover, Markepp officials state.

Independent Novelty Company, Springfield, Ill., has announced its latest creation, the Fairmont Derby board. Mr. Gingold, head of the firm, says it has proved such a success in Illinois that it will now be offered to the trade in the United States and Canada.

Sam Gentilich and Ed Kramer, the best dressed operator in the State of Louisiana, have opened up a new office and display room at 250½ St. Francis

Report Location Profits in 1936

NEW YORK, Jan. 30.—National Industrial Conference Board reported that total retail sales in 1936 amounted to \$37,300,000,000, an increase of 13.8 over 1935. This was the highest level attained since 1930, but was still about 24 per cent below 1929.

The physical volume of retail trade has not declined so drastically when compared with 1929 as has the dollar value, for the unit prices of goods entering into retail trade still remain substantially below the 1929 level. The conference board estimates, on the basis of its index of retail prices for 1936, that the physical volume of retail sales last year was roughly 5 per cent below the figure for 1929.

The greatest gains registered during 1936 occurred, according to preliminary estimates, in sales of furniture, hardware, liquor and automobiles. Every class of trade, however, registered some increase.

Of each dollar spent in retail establishments in 1936, a little less than one-third went for food and drink; about one-fifth was allotted to automobiles and automotive products, including fuel. The remainder was spent for clothing, house-furnishings and sundry items.



MEYER WOLF, Atlantic City and Philadelphia distrib, envisions market possibilities on Chuck-A-Lette.

SPECIAL SALE OF USED COUNTER GAMES
Guaranteed A-1 Condition.

BUCKLEY VENDER	\$6.00
CENT-A-PACK	6.00
DAVAL RACES	7.00
HIGH STAKES	9.00
HIGH TENSION	5.00
HOLD AND DRAW	7.50
PENNY PACK	9.00
REEL "21"	8.00
REEL DICE	10.00
PURITAN VENDER	5.00
REEL RACES	7.00
HORSES	7.50

One-Third Deposit, Balance C.O.D.
Write for our Price List No. 220

BESSER NOVELTY CO.
3020 OLIVE ST., ST. LOUIS, MO.

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

COUNT YOUR PENNIES

or nickels quickly and accurately, use JIFFY Coin Counters. Compact but rigidly constructed. Makes wrapping easy. 1c size counts \$5.00 in 15 seconds; 5c size counts \$12.00 in 12 seconds. Sent \$1.25 postpaid. Write for quantity prices.

STAR SALES CO. 3901 Wayne Ave., K. C., Mo.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES,
PREMIUMS AND SPECIALTIES

Star Attraction OF THE 1937 SHOW!



GALLOPING DOMINOS

At the show they crowded around the Evans booth—and they bought this fascinating dice game—new in action—totally different! On actual locations, Galloping Dominos has taken in eight times as much as "bell" machines! New in design! Absolutely class! Write at once for details and price.

Ask any operator who owns one.

BANG TAILS
De Luxe Horse Race
Game!
ROLLETTO JR.
Automatic Roulette!

H. C. EVANS & CO.,
1526 W. Adams St., CHICAGO, ILL.

Blatt Brothers Push Sales of Chuck-A-Lette

BOSTON, Jan. 30.—Atlas Coin Machine Company here, upon the return of Bernard and Louis Blatt from the annual convention in Chicago, announced that the firm will feature the Chuck-A-Lette machine, made by the Exhibit Supply Company, Chicago.

Possibility of seven simultaneous plays on this machine is proving an attraction to Atlas customers. According to the brothers Blatt, the compactness of the machine, coupled with the colorful lighting effects and the dice combinations, spinning reels and jackpots, plus seven coin placements, is enough to insure good business with the machine in many locations in this territory.

CLUB REVIEWS

(Continued from page 16)

with unbelievable facility and grace. Unusually strong also is her striking interpretation of an Italian gypsy dance.

Margaret King, contralto, specializes in semi-classical renditions and surprised the house with a cleverly manipulated voice in her best number, *The Italian Street Song*.

LeBau, another beginner, is more than ordinarily adept at hand balancing. A good-looking boy and a real crowd pleaser.

Bardo and Cunningham, old-time comedy team, do a couple of fast tap numbers. Their burlesque of a couple of dudes from the Wild West is fairly amusing.

Viola and Paul, adagio dancers, undoubtedly were impeded from giving their act the full steam because of the low ceiling. The spins were executed very gingerly.

Manners and Marcia, ballroom team, present medley and waltz dances. Not of the spectacular variety, yet do well by dining-room audiences.

Missing at this catching were Nina Taylor, swing-singing emcee, and Florenza, exotic dancer, who were on the sick list. Nina is a very moving torch and blues singer, while the fire dance and veil acrobatics are Florenza's best contributions.

Johnny Wager, altho publicized as a one-man band, is really just a good harmonica player. He manipulates a multiple-horn apparatus which looks more interesting than it sounds.

Frank Terry and his Chicago Night-hawks, an eight-piece band, supply the notes. With the outfit is Yo Yo Simpson, leader-impersonator, who does intermittent comedy acts.

Powatan Club, Detroit

(Reviewed Tuesday Evening, January 26.)

The Powatan has been redecorated and given a new atmosphere, combining intimacy with spaciousness. Walls of the main dining room are finished entirely in mirrors. A new cocktail bar has been installed at the rear for the drop-in trade. The ultra-moderne is the keynote of the decorative scheme. Manager Sam Sofferin has drawn a high-class clientele by a combination of a well-managed spot with a well-produced show, booked by

Abe Schiller, of the Delbridge & Gorrell offices.

Four Queens of Rhythm open the current show, doing a variety of dance numbers. Open with an attractive rust velvet costume, a classy bit of wardrobe. Girls, unusually petite for an act of their kind, also do a number that gives every impression of "going places." They are able to fill the floor with action and give the appearance of being an entire ballet in themselves.

Bob and Flurette Gilbert followed with a fast *Cucaracha*, with tango innovations, closing with a breath-taking whirl. Later, they return with a burlesque of scenes from *Rain*, with capable song and dialog, following up with a speed number that drew a well-deserved encore in the form of a surprise novelty dance. This brother-sister team has appeal for night club audiences.

Ann and Ray Raymond have a clever double-dummy number, even doing what appears to be a quartet with the aid of two dummies. Girl is a clever ventriloquist, too.

Beth Challis officiates as mistress of ceremonies and does more than her part in the entertainment. Songs and semi-ritative numbers—one novelty with the aid of interjected musical phrases—from the band, kept the house interested for several minutes. Miss Challis, with plenty of pep and personality, is well qualified to preside over an unusually speedy show. She knows her customers, and was able to induce James J. Jeffries, former heavyweight champion, to make a brief speech.

Art Mooney and orchestra furnish the music for both floor show and dancing, with several members doing specialties as well.

H. F. Reeves.

El Chicos, New York

Benito Collada's new show here is a good one. Even tho the women singers and dancers are not quite up to standard. This is more than balanced, however, by the presence of Carlos Montoya, Spanish guitarist making his American debut here.

Montoya, coming from Madrid and acclaimed a foremost Spanish guitarist, held his audience spellbound. Plays without a pick, displaying amazing finger work that is as awesome as the sweet Flamenco music itself. Ought to be a good bet for radio and concert.

Los Randeros, male Mexican trio, accompany their own voices on guitars. Young and handsome, they offer Mexican ditties in ingratiating style that can also please non-Spaniards dining here. Together with Rosita Rios, they form a small relief band when Don Alberto's Los Picadores are off the stand. Senorita Rios, a holdover from the last show, is an attractive brunette who sings prettily and accompanies herself on the maracas and also on the guitar. Senorita Chita, a young and cunning little dancer, offers Hoydenish light Spanish dances. Another holdover is Senorita Adelina Duran, who injects a touch of pouting satire in her Flamenco dances.

Team of Maclovio and Candido is new here. Candido recently having split with Senorita Dolores. They are spirited and handsome in typical Latin style and perform actionful Spanish dances with vivacity.

Don Alberto introduces the tunes, the show as a whole being surprisingly strong considering it comprises only nine performers. Alberto's orchestra plays the show excellently and supplies both Latin and pop dance music capably. Also broadcasts on NBC network Sunday evening.

PAUL DENIS.

Acme NOVELTY CO.

23-25 NORTH 12th. ST.
MINNEAPOLIS MINN.

RECONDITIONED USED PAYOUT TABLES READY TO OPERATE

Ballys Preakness LIKE NEW 82⁵⁰

Gottlieb's Derby Day
Gottlieb's College Football
Gottlieb's High Card 72⁵⁰
These Games Very Slightly Used

Exhibets Electric Eye JACKPOT 49⁵⁰
Pamco Saratoga MODEL 47⁵⁰
Pamco Bells 37⁵⁰

Stop-n-Go NEW UNIT 37⁵⁰

Gottlieb Races
Gottlieb Fence Buster MYST. 43⁵⁰
Bally Multiple

Multi-Play VERY CLEAN 29⁵⁰

Jennings Flicker 49⁵⁰
Bally All Stars 32⁵⁰
Bally Peerless 29⁵⁰
Sunshine Derby 24⁵⁰

Rock Dias Credit 21⁵⁰

Ballys Sky-High
5 BALL TICKET AND CASH 34⁵⁰
Ballys Peerless
1 BALL TICKET AND CASH

STAMPEDE
PUT-N-TAKE 9⁵⁰
DAILY DOUBLE
GOLD RUSH

Golden Harvest 10 BALL AUTO, PAY 17⁵⁰
Daily Limit (JENNINGS)

COUNTER GAMES TRI-O-PACK

The new 1c Cigarette Play Counter Game. The fastest money-making counter game ever built. Combines the money-making features of Penny Pack—the thrill of Reel "21"—PLUS a new 1st, 2d or 3d odds play.



\$24⁷⁵

ALL NEW COUNTER GAMES SOLD ON ACME NOVELTY'S 10-DAY GUARANTEE

NEW Another Daval Winner DOUBLE DECK Write For Price

REEL DICE 16.50
PENNY PACK 15.50
REEL "21" 15.50
DAVAL RACES 14.95

USED COUNTER GAMES
HOLD AND DRAW.....\$ 4.95
IDEAL GUM VENDOR..... 4.95
PURITAN GUM VENDOR..... 4.95
REEL "21"..... 9.95
TWENTY-ONE..... 15.50

PHONOGRAPHS
50 Used Wurlitzers
All Models
WRITE FOR PRICES

Weekly MUSIC Notes

New Rock-Ola Phono Models

CHICAGO, Jan. 30.—The value of that quality called "far-sightedness" is very much in evidence at the Rock-Ola factory just now. Because of it, the officials say, there are so many orders on hand for the various models of the Rock-Ola Multi-Selector and the 1937 World Series that since the coin machine show the factory has been on an uninterrupted three shifts a day schedule with every prospect of being on such schedule throught the year.

Since stepping into the music picture some two years ago with the Multi-Selector, the sound experts and mechanical engineers of the Rock-Ola company have worked constantly toward a goal of better and better phonographs. Watching the trend of events, all were in agreement that the coin machine show of 1937 would be the logical time to offer something even better than anything they had offered before. The new phonograph models were the result.

So enthusiastic is I. F. Webb, phonograph division manager, that he says: "Beautiful as the Rhythm King is, when one turns to the Rhythm King he realizes that the other was not, after all, the masterpiece. It would seem impossible to produce anything more dazzling, but here is the proof, a magnificent creation, the Imperial XX."

The Rhythm King has a cabinet with sides of oriental walnut; the pilasters and top ends of English hawood, and the beautiful inlaid rosewood panels are

offset by imported marquetry inlays and native American walnut trim. The Rhythm Master has a beautiful cabinet of imported woods in contrasting light, dark and medium shades. The Imperial XX is a de luxe job for the smartest spots, introducing an entirely new type of cabinet design in phonographs.

An innovation for the convenience of operators is the new Rock-Ola Hi-Boy phonograph stand. It is of light and dark walnut veneer, harmonizing with any of the Rock-Ola models, and enables the operator to gain greater attention for his machines and thus increase earnings.

Optimism Wins Car for Engel Pa., N.J., Org. After Members

PHILADELPHIA, Jan. 30.—Frank Engel, winner of the automobile offered at the Chicago convention and president of the Phonograph Operators of Eastern Pennsylvania and New Jersey, at the recent meeting of the association told how he won the machine.

"I felt sure that prospects for increased business during the coming year were promising and invested in new equipment," Engel said. "It so happened that I obtained the lucky ticket and I look upon the winning of the machine as a sign of what the future holds for the industry."

A campaign to obtain increased membership from the 12 counties surround-

ing Philadelphia was inaugurated by the association. Edward N. Polisher, counsel for the group, declared: "At this time, when new restrictive measures against our industry are being proposed and new taxes imposed, those who have the benefits of the business at heart must organize to protect themselves."

All music operators in the New Jersey and Eastern Pennsylvania area are urged to contact Polisher. This is urgent for the safeguarding of their business.

Mrs. Deaton Lands Whopper

FORT LAUDERDALE, Fla., Jan. 30.—Fishing off Fort Lauderdale recently, Mrs. Deaton, wife of W. R. Deaton, factory representative for the Rudolph Wurlitzer Company, hooked a 36-pound sailfish. A 35 minute fight ensued, during which it was necessary for H. E. Capehart, Wurlitzer vice-president, to assist Mrs. Deaton. Finally, however, the briny battler succumbed to their combined efforts. Mrs. Deaton's prize measured 84 inches in length. She came close to the two sailfish landed by H. E. Capehart's sons; Tommy Capehart getting a whopper in 1935 and Earl Capehart succeeding in landing a 50-pounder in 1936.

Darwin Predicts Big Phono Year

NEW YORK, Jan. 30.—J. A. Darwin, special factory representative for the Rudolph Wurlitzer Company, says that in his estimation 1937 will prove even a greater phonograph sales year than either 1935 or 1936. "Senator" Darwin, as he is called by the coinmen in this area, gave his views before embarking for Florida where he will spend some time with his family.

"The tremendous interest which was apparent in Chicago in music equipment has testified to the statements made some time ago," Darwin said. "The new equipment shown for the first time at Chicago by the Rudolph Wurlitzer Company has attracted a great many operators to the music machine business. There is no doubt that music machines will see one of the greatest years in 1937. They have been gaining the acclaim of all intelligent operators everywhere. The Eastern territory which I cover is only now beginning to feel the effects of the tremendous popularity for coin-operated music occasioned by the sales of the 1936 Wurlitzer-Simplex models here. Operators have found that more and more locations are demanding phonographs and more and more machines will have to be purchased to care for the demand."

"Operators of Wurlitzers in the East report profits zooming. Many are al-

Sheet-Music Leaders

(Week Ending January 30)

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

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

1. In the Chapel in the Moonlight (Shapiro) (1)
2. When My Dream Boat Comes Home (Witmark) (2)
3. Pennies From Heaven (Select) (3)
4. Goodnight, My Love (Robbins) (4)
5. With Plenty of Money and You (Harms) (5)
6. The Night Is Young (Words and Music) (6)
7. Trust in Me (Ager) (12)
8. It's De-Lovely (Chappell) (7)
9. Rainbow on the River (Faist) (9)
10. One, Two, Button Your Shoe (Select) (8)
11. I've Got You Under My Skin (Chappell) (10)
12. Serenade in the Night (Mills) (14)
13. There's Something in the Air (Robbins)
14. There's Frost on the Moon (Berlin)
15. Who's Afraid of Love? (Hollywood)

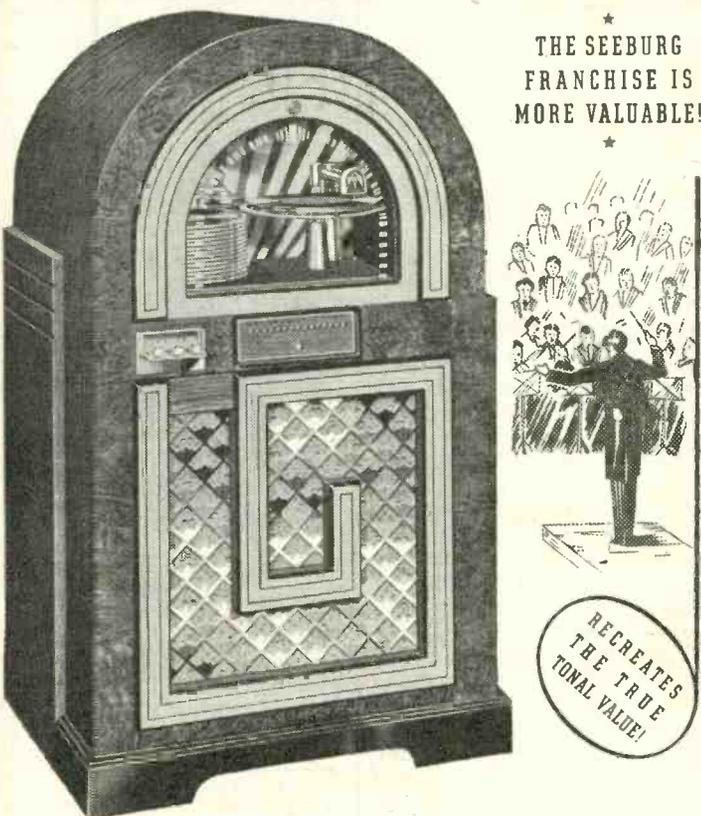
ready preparing for the resort and road-side season by placing their orders for the new models we presented in Chicago."

McCormick Reports Big Demand for New Covers

GREENVILLE, N. C., Jan. 30.—L. B. (Mac) McCormick reports that sales for the phonograph and cigaret machine covers made by his firm have been increasing steadily since the products were shown at the 1937 convention in Chicago.

"On my return from Chicago I found orders piling up here, while I was busy taking orders in Chicago," Mac says. "It shows that we have presented a real necessity for the trade. The phonograph cover attracts music operators, not only for its practical uses but also because of its low price."

"It was the cigaret machine operators in Chicago who started us on the way to making a cover for cigaret machines. We have already shipped samples to a number of cigaret operators, and the first order received in response was for 500 covers from one of the largest operators in the country. This assures us that we have developed something needed by the cigaret men. Our production has been speeded up to meet this growing demand."



★ THE SEEBURG FRANCHISE IS MORE VALUABLE! ★

RECREATES THE TRUE TONAL VALUE!

THE SEEBURG MULTI-SELECTOR • MODEL "Q"

MELODY KING

J. P. SEEBURG CORPORATION
1510 DAYTON STREET • CHICAGO

Radio Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, January 22, to Thursday, January 28, both dates inclusive.

With Plenty of Money and You (29)	36
Pennies From Heaven (22)	28
Please Keep Me in Your Dreams (19)	25
Good Night, My Love (26)	24
When My Dream Boat Comes Home (26)	24
Chapel in the Moonlight (24)	21
There's Something in the Air (29)	20
Gone (14)	19
May I Have the Next Romance With You? (22)	19
Summer Night (16)	18
I've Got You Under My Skin	17
On a Little Bamboo Bridge	17
This Year's Kisses (14)	15
One in a Million	14
There's Frost on the Moon (16)	14
You're Laughing at Me	14
You Do the Darndest Things	13
I'm Riding High	11
Love and Learn (20)	11
One, Two, Button Your Shoe (13)	13
Tea on the Terrace (16)	10
The Way You Look Tonight	8

YOUR MANUFACTURER TELLS YOU TO USE...

PERMO POINT

THE ONLY PHONO NEEDLE WITH THE EXCLUSIVE PATENTED ELLIPTICAL POINT!

- 2,000 Perfect Plays.
- Longer Record Life.
- High Fidelity Reproduction.
- Undistorted Volume Output

Standard Permo Needle for All Phonographs

New Double Ribbed Permo Needle for 1937 Phonographs

PERMO PRODUCTS Corp.
4311 RAVENSWOOD AVE. CHICAGO

Boston Company Orders 10 Carloads of Phonos

BOSTON, Jan. 30.—Supreme Amusement Company of New England, Inc., has placed an order with the Rudolph Wurlitzer Company for 10 carloads of the new-model phonographs. Each car will carry fifty machines.

The machines, according to Ben D. Palastrant, of Supreme Amusement, are fast gaining attention in this area since the Chicago convention, with an appreciable number of orders already placed. Because of country-wide demand for the phonographs, the New England allotment is slow in coming, but Palastrant feels that a steady flow of the machines will be forthcoming at press time.

First of the 10 carloads has already arrived in the Hub.

New York Assembly Bill

ALBANY, N. Y., Jan. 30.—To impose a tax on coin or token operated vending machines is provided for by a proposed new law introduced in the Legislature by Assemblyman Stephen J. Jarema, Democrat, of New York. Bill aims to tax the machines according to the value of the coin inserted. Measure was referred for consideration by the Assembly Committee on Taxation.

DAVID HOUSE

By a friend

Dave House is gone. And to the thousands who knew him, there'll be a vacancy difficult to fill. For this man from Dallas was of the old-school of operators who understood the meaning of loyalty to his fellow men, with the will to cooperate for the betterment of an industry he loved, and to which he devoted a lifetime of endeavor.

Dave House attended the last Coin Machine Convention at Chicago as a guest of Pacific Amusement Manufacturing Company, which company he has served most faithfully in the capacity of operator and jobber in the Texas area.



A CANDID-CAMERA SHOT of I. F. Webb, manager of the phonograph division of the Rock-Ola Manufacturing Corporation, and Messrs. Maurie Korengold and Jerry Kimmel, of Automatic Distributors, Inc., taken on a recent visit to the Rock-Ola plant.

Fred McClellan, president of Pacific Amusement Manufacturing Company, in paying tribute to Dave, as he was known to his great galaxy of friends, says: "I regret the passing of Dave House more than words can express. He was one of our most loyal constituents in the State of Texas. His success in life and the respect he commanded from a host of friends and business acquaintances was well-earned. I consider his passing a personal loss."

Harold Daily, South Coast Amusement Company, Houston and Dallas says: "Dave House will be sorely missed by many. I knew him intimately and valued his friendship, not only for his righteous and straightforward dealings, but, as a man who would do as he promised. Dave's death is a shock to me."

Many eulogies, too numerous to print, have been expressed with regard to Mr.

House. And, as the funeral cortege pauses to place Dave in his final resting place, a silent tribute from all corners of the country comes from the hearts of many far distant friends, as well as those present.

Ponser Organization Hails Roll Over Game

NEWARK, N. J., Jan. 30.—Both the Newark and New York offices of the George Ponser Company report that demand for the new bumper-type game, Roll Over, made by Genco, Inc., Chicago, indicates high sales records for the present season.

According to George Ponser, head of

the firm, Roll Over was shown for the first time at the show in Chicago and everyone who saw the game had nothing but favorable comments and praise for it.

"Roll Over is entirely different from any other game of this type," Ponser says, "inasmuch as it can be used for high score or payout. It can be operated with as many as one to 10 balls and its standout feature is a recording register which will give every operator a complete check on his games."

George Ponser, George Queen, Joe Becker and Bert Lane, of New York, and Irving X. Morris, of Newark, are preparing themselves for a volume business and are lining up everything so that when Roll Over is announced there will be no delays. The manufacturer is co-operating fully and promises immediate deliveries.

As Bert Lane puts it: "Roll Over is without a doubt the greatest and best novelty pin game I have ever seen. Judging from the reaction of those who saw the game at Chicago, I do not hesitate in saying that Roll Over will be classed as the star hit of 1937."

Springs on Hi-De-Ho Tabbed as Pacificoil

CHICAGO, Jan. 30.—"There is no need for keys to the doors of Pacific Amusement Manufacturing Company these days, unless it might be to stem the rush of eager operators trying to get immediate deliveries on Hi-De-Ho," says Paul Bennett, general sales manager of the company, commenting upon the wave of acceptance that has overwhelmed them with orders for the new bumper game.

"Built in the novelty model," he continues "Hi-De-Ho incorporates plenty of punchy, bumpy action. Two mystery light-up numbers appear at the left side of the two-way backboard each time a nickel goes into the chute. It's necessary that players match either of these to score on the left side, which is controlled by eight red bumpers in the lower field. There are ten numbers on the right side of the backboard which light up progressively from 100 to 1,000 each time a ball bumps and makes contact with the white bumpers above mid-field. These are good for values indicated by the number which remains illuminated after all balls are shot.

"The play is called particularly intriguing as ball after ball zig-zags down thru the white bumpers, first to move lights toward the right, and then to the left as they carom down toward the bottom. One would actually think these balls were controlled by an imagination and brain of their own. They actually seem to haul off and bang away at the same bumper as many as three or four times before they proceed to the next Pacificoil bumper spring."

For payout and ticket game territory, Bennett proclaims Hi-De-Ho to be a money-maker the like of which has not come along in years. He describes the payout and ticket game action quite similarly to the novelty game, with the exception, of course, that both these models employ only one ball in their play.

"The payout and ticket game models, like the novelty model, have their payout percentages properly determined, and represent as fine pieces of operating equipment as any company has ever produced in the history of coin machine production," is Bennett's final word on this new product of the Pacific company.

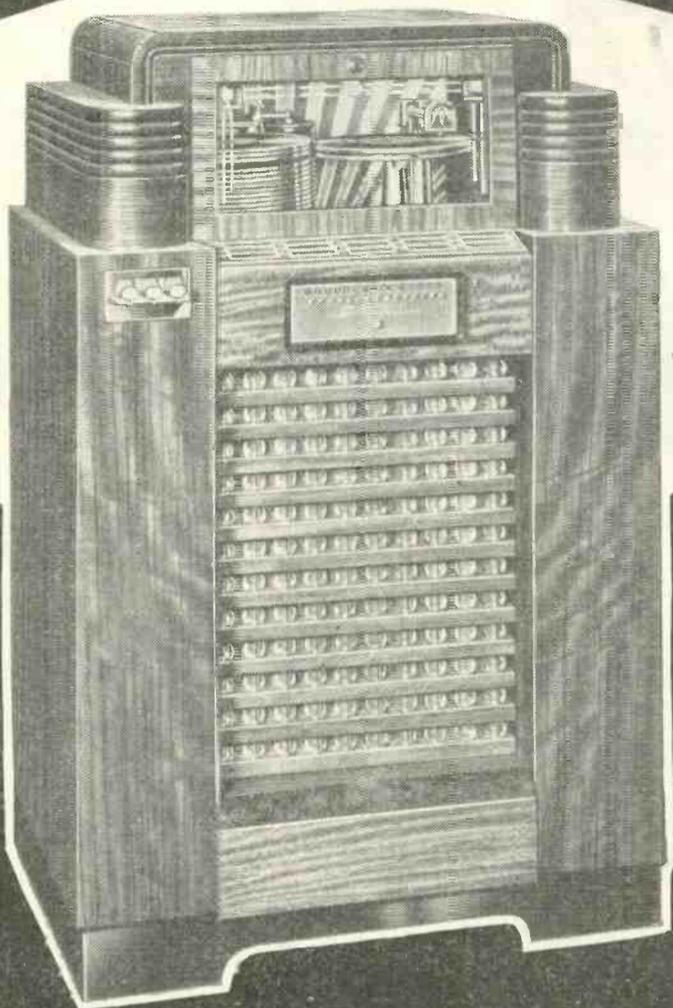
Ten Best Records for Week Ended Jan. 25

	BRUNSWICK	VOCALION	BLUEBIRD	VICTOR
1	7809—"How Was I to Know?" and "Am I Intruding?" Hudson-DeLange orchestra.	3402—"I Haven't Got a Pot to Cook In" and "Hurry, Johnny, Hurry." Sweet Violet Boys.	B6685—"Goodnight My Love" and "One Never Knows Does One?" Shep Fields and orchestra.	25498—"Please Keep Me in Your Dreams" and "Nero." Fats Waller and orchestra.
2	7807—"There's a Ranch in the Sky" and "Don't Give a Good Gosh Damn." Jan Garber and orchestra.	3408—"I Love You From Coast to Coast" and "Gone." Ray Pearl and orchestra.	B6640—"In the Chapel in the Moonlight" and "You're Everything Sweet." Shep Fields and orchestra.	25495—"Trust in Me" and "The Night Is Young." Wayne King and orchestra.
3	7808—"Please Keep Me in Your Dreams" and "Trust in Me." Music in Russ Morgan Manner.	3409—"That Foolish Feeling" and "Gee! But You're Swell." Putney Dandridge and orchestra.	B6757—"This Year's Kisses" and "The Girl on the Police Gazette." Shep Fields and orchestra.	25486—"Smoke Dreams" and "Gee! But You're Swell." Benny Goodman and orchestra.
4	7800—"The Night Is Young" and "Lookin' Around Corners for You." Jan Garber and orchestra.	3411—"The Sheik of Araby" and "You Don't Love Me." Don Alabert and orchestra.	B6758—"Slumming on Park Avenue" and "He Ain't Got Rhythm." Tempo King and orchestra.	25507—"I've Got My Love to Keep Me Warm" and "Slumming on Park Avenue." Ray Noble and orchestra.
5	7811—"A Rhyme for Love" and "I'm Right Back Where I Started." Vocal, Pinky Tomlin—orchestra under direction of Cy Feuer.	3419—"Where the Lazy River Goes By" and "You Can Tell She Comes From Dixie." Phil Harris and orchestra.	B6702—"The Night Is Young" and "I'm in a Dancing Mood." George Hall and orchestra.	25505—"This Year's Kisses" and "He Ain't Got Rhythm." Benny Goodman and orchestra.
6	7769—"All's Fair in Love and War" and "With Plenty of Money and You." Hal Kemp and orchestra.	3422—"Let's Put Our Heads Together" and "I Adore You." Henry (Red) Allen and orchestra.	B6746—"Mr. Ghost Goes to Town" and "The Goona Coo." Johnny Hamp and orchestra.	25506—"The Girl on the Police Gazette" and "You're Laughing at Me." Wayne King and orchestra.
7	7797—"Where the Lazy River Goes By" and "Right or Wrong." Teddy Wilson and orchestra.	3389—"Here's Love in Your Eye" and "When My Dream Boat Comes Home." Henry (Red) Allen and orchestra.	B6759—"Rippling Rhythm" and "Basin Street Blues." Shep Fields and orchestra.	25476—"I'm in a Dancing Mood" and "Tea on the Terrace." Tommy Dorsey and orchestra.
8	7804—"Serenade in the Night" and "Dear Diary." Jan Garber and orchestra.	3420—"Smoke Dreams" and "Timber." Ray Pearl and orchestra.	B6769—"I've Got My Love to Keep Me Warm" and "You're Laughing at Me." Shep Fields and orchestra.	25499—"Who's Afraid of Love" and "One in a Million." Fats Waller and orchestra.
9	7783—"Goodnight My Love" and "One Never Knows." Hal Kemp and orchestra.	3410—"Blowing Off Steam" and "Wash It Clean." Sharkey and his Sharks of Rhythm.	B6768—"There's a Ranch in the Sky" and "Moonlight on the Prairie Mary." Tempo King and orchestra.	25496—"Jamboree" and "Maple Leaf Rag." Tommy Dorsey and orchestra.
10	7745—"I've Got You Under My Skin" and "Easy to Love." Hal Kemp and orchestra.	3367—"For Sentimental Reasons" and "It's Love I'm After." Mildred Bailey and orchestra.	B6770—"My Last Affair" and "Gee! But You're Swell." Tempo King and orchestra.	25508—"If My Heart Could Only Talk" and "The Goona Coo." Tommy Dorsey and orchestra.



ART GARVEY, former football star (Notre Dame 1921), initiated into Tribe of O'Toole Indians as Chief Walking Mountain. He is a Bally Manufacturing Company field representative.

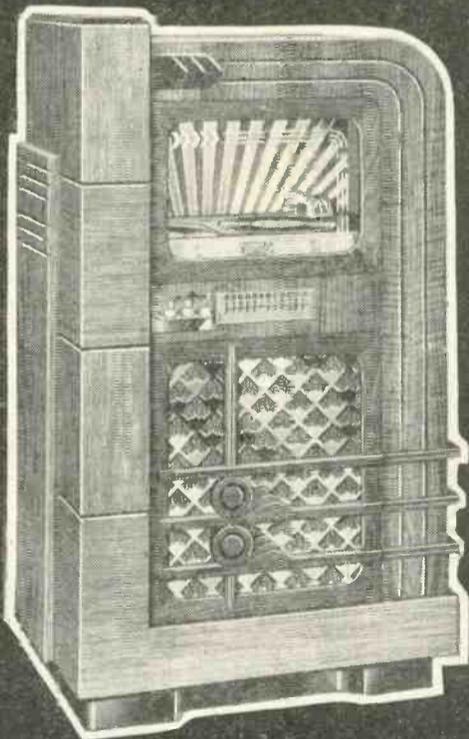
Distinguished



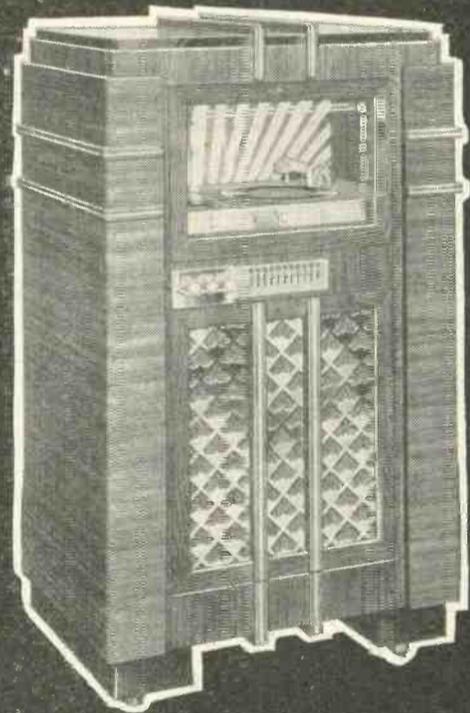
HIGH FIDELITY MELODY KING MODEL "K"
 HEIGHT, 54½"; WIDTH, 35"; DEPTH, 25¼". ILLUMINATED
 15 RECORD MULTI-SELECTOR. 8 TUBE FULL RANGE
 AMPLIFICATION. TWO SUPER DYNAMIC SPEAKERS.



HIGH FIDELITY MELODY KING MODEL "Q"
 HEIGHT, 54¾"; WIDTH, 31½"; DEPTH, 24". ILLUMINATED
 15 RECORD MULTI-SELECTOR. 7 TUBE FULL RANGE
 AMPLIFICATION. 15 INCH SUPER DYNAMIC SPEAKER.



HIGH FIDELITY SYMPHONOLA MODEL "J"
 HEIGHT, 55"; WIDTH, 31½"; DEPTH, 21½". ILLUMINATED
 12 RECORD MULTI-SELECTOR. 8 TUBE FULL RANGE
 AMPLIFICATION. TWIN DYNAMIC SPEAKERS.



HIGH FIDELITY SYMPHONOLA MODEL "EX"
 HEIGHT, 51"; WIDTH, 30¼"; DEPTH, 27¼". ILLUMI
 NATED 12 RECORD MULTISELECTOR. 5 TUBE FULL
 RANGE AMPLIFICATION. 12 INCH SUPER DYNAMIC
 SPEAKER.

The Seeburg Franchise Is More

above all

Others !

by

GLORIOUS TONAL
REPRODUCTION,
DISTINCTIVE CAB-
INET BEAUTY AND
PERFECTED PLAY-
ING MECHANISM . . .

the New 1937

HIGH FIDELITY

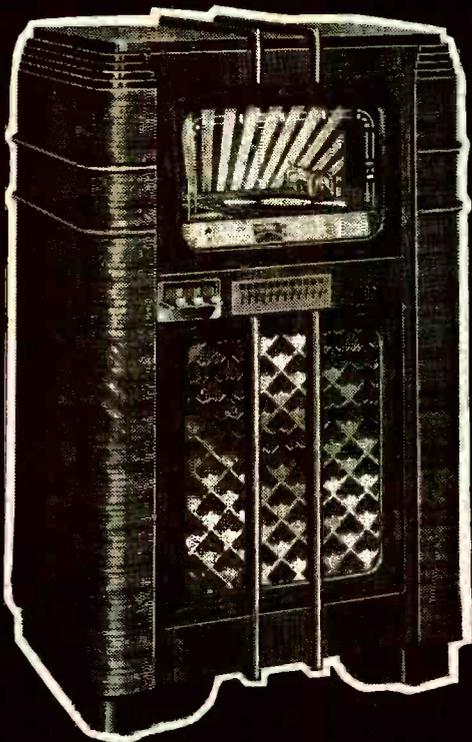
MELODY KING AND SYMPHONOLA

● Personally inspect the great 1937 Line of Seeburg automatic phonographs. Each model possesses exclusive revolutionary features that place it above any comparison in its particular price range. There is a Seeburg High Fidelity Phonograph adaptable to the exacting requirements of all types of locations.

J · P · SEEBURG CORP.
1510 DAYTON STREET · CHICAGO



HIGH FIDELITY SYMPHONOLA MODEL "XF"
HEIGHT, 56"; WIDTH, 40 1/4"; DEPTH, 23 3/4". ILLUMINATED
12 RECORD MULTISELECTOR. 9 TUBE FULL RANGE
AMPLIFICATION. THREE 12 INCH SUPER DYNAMIC
SPEAKERS



HIGH FIDELITY SYMPHONOLA MODEL "H"
HEIGHT, 51"; WIDTH, 30 1/2"; DEPTH, 22". ILLUMINATED
12 RECORD MULTISELECTOR. 7 TUBE FULL RANGE
AMPLIFICATION. 15 INCH SUPER DYNAMIC SPEAKER.

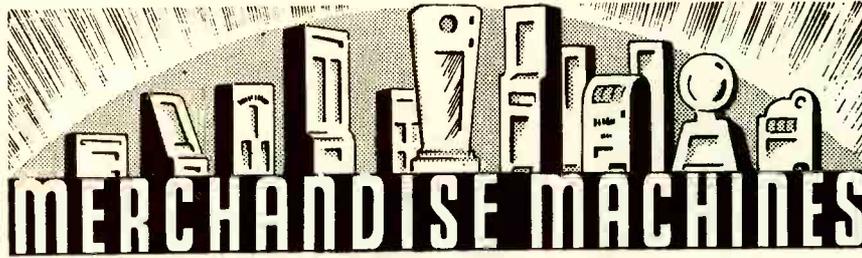
Valuable!

DUE TO THE UNPRECEDENTED DEMAND FOR A REVIVAL OF THE GREAT TWO-PLAYER GAME

HOCKEY

WE ANNOUNCE THE ACQUISITION OF THE EXCLUSIVE RIGHTS TO MANUFACTURE THIS GAME, FORMERLY MADE BY J. P. SEEBURG CO.

OPERATORS
JOBBER
DISTRIBUTORS
WRITE—WIRE—PHONE
IMMEDIATE DELIVERY
INTERNATIONAL
MUTOSCOPE REEL CO., Inc.
516 West 34th St.
New York City, N. Y.



Ed Johnson in Vending Setup

CHICAGO, Jan. 30.—Ed Johnson, formerly vice president and general sales manager of the J. P. Seeburg Corporation, has formed his own organization to be known as Ed Johnson, Inc. Johnson is known for his brilliant sales and executive achievements with the Seeburg firm. He is widely acquainted with the industry in general and has contributed his full share to the progressive strides taken by the industry in recent years.

Johnson will handle the national distribution of the new line of 3-in-1 merchandising machines made by A.B.T. Manufacturing Company of Chicago. Working with Johnson are 30 prominent distributors, forming one of the most unusual organizations of its kind. The

and is available in a walnut finish or assorted colors to conform with the individual location's interior decoration. Location placements are without limitation. Examples of specific locations that have proved practical and profitable are theater foyers, railroad stations, bus terminals, air ports, arcades, amusement parks, recreation parlors and taverns.

The A.B.T. Manufacturing Company, experienced in meeting the operators' problems, has incorporated into the vender a simple mechanism with few moving parts, thus eliminating the possibilities of breakdowns. Each part of the mechanism is made with the characteristic A.B.T. precision, assuring the operator of smooth operation for years to come.

The Vender is fully protected by the patented Commercial Coin Detector, which positively rejects slugs, spurious coins, chins and eliminates the use of metal probes. It is the last word in modernized vending machines. It has



DAVID C. ROCKOLA explaining to "Dizzy" Dean, famous pitcher, the multi-selector and other outstanding features of the new Rock-Ola phonograph.

A.B.T. 3-in-1 vender was one of the centers of attraction at the 1937 convention in Chicago, and Johnson says that the sensational innovation of the vender is the changeable merchandise feature. The machine vends packaged nuts, candy and cigarettes. Operators, who viewed the machine during the show were of the opinion that it presented the full value of three vending machines in one.

The A.B.T. 3-in-1 Vender holds 100 packages of the Billie Brownie confections and may easily be converted into a cigaret vender that holds 120 packages, Johnson explained. The cigaret merchandise conversion can be executed by simply adding a 10 cent coin detector and a 5 cent and 10 cent metal plate. The cabinet is modernistic in design

been designed with every consideration for the operator, not only in its mechanical details, but in its location adaptability. I sincerely believe that this changeable merchandise feature exclusively possessed by the A.B.T. 3-in-1

Vender is the biggest thing that has ever been introduced in the vending machine field.

Report Discusses Cigaret Prices

CHICAGO, Jan. 30.—Financial reports indicate that the advance in cigaret prices is likely to result in continued large earnings for the manufacturing firms. The Chicago Journal of Commerce, in reporting the all-time peak earnings of Liggett & Myers Tobacco Company in 1936, gives some facts on cigaret prices which may be of interest to operators of cigaret machines who are carefully watching the effects of the recent advance in wholesale prices.

Liggett & Myers net income for 1936, after all charges, amounted to \$24,207,632, equal to \$7.25 a share on the combined common and Class B common stocks, comparing with 1935 net of \$16,856,543, or \$4.91 a share.

Analysis of the company's financial statements indicates that a fortunate inventory position may have been a factor in aiding the 1936 showing. Rising prices for leaf tobacco in the last three years have implied a rise in manufacturing costs and a narrowing in profit margins.

Liggett & Myers expanded its inventory heavily in 1934, the total at the end of that year being \$100,362,961 at cost, as compared with \$78,115,179 at the close of the preceding year, so that it probably was well situated from the inventory standpoint during the two succeeding years of rising prices.

At the end of 1935 the company's inventories of leaf tobacco, manufactured stock and operating supplies had climbed to \$113,940,867, while at December 31, 1936, the figure had grown to \$121,200,716. In view of the fact that aggregate cigaret consumption for the entire country is estimated to have increased about 12 per cent in 1936, a considerable part of the increase in the Liggett & Myers inventory during the last year can be attributed to larger physical holdings of leaf tobacco in order to cover its share of the expanded volume of consumption.

The increase of wholesale prices for leading popular cigaret brands is expected to more than offset higher average raw material costs in 1937. Since the principal cigaret manufacturers hold about a three-year supply of leaf tobacco on hand, the increase in 1936 leaf prices, when averaged with the earlier-acquired stocks, is estimated to result in a boost of about 8 cents per thousand cigarettes in tobacco costs for 1937.

Wholesale prices have been advanced 15 cents a thousand to \$6.25, which, after the usual trade discounts of 10 (See REPORT on page 83)

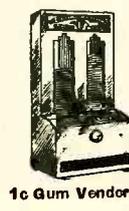
LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES



Empire Peanut Vender.



1c Gum Vender.

A REAL BARGAIN!
5 DE LUXE ROLL-A-BALL
14 Ft. Bowling Games, like new, \$140 ea.

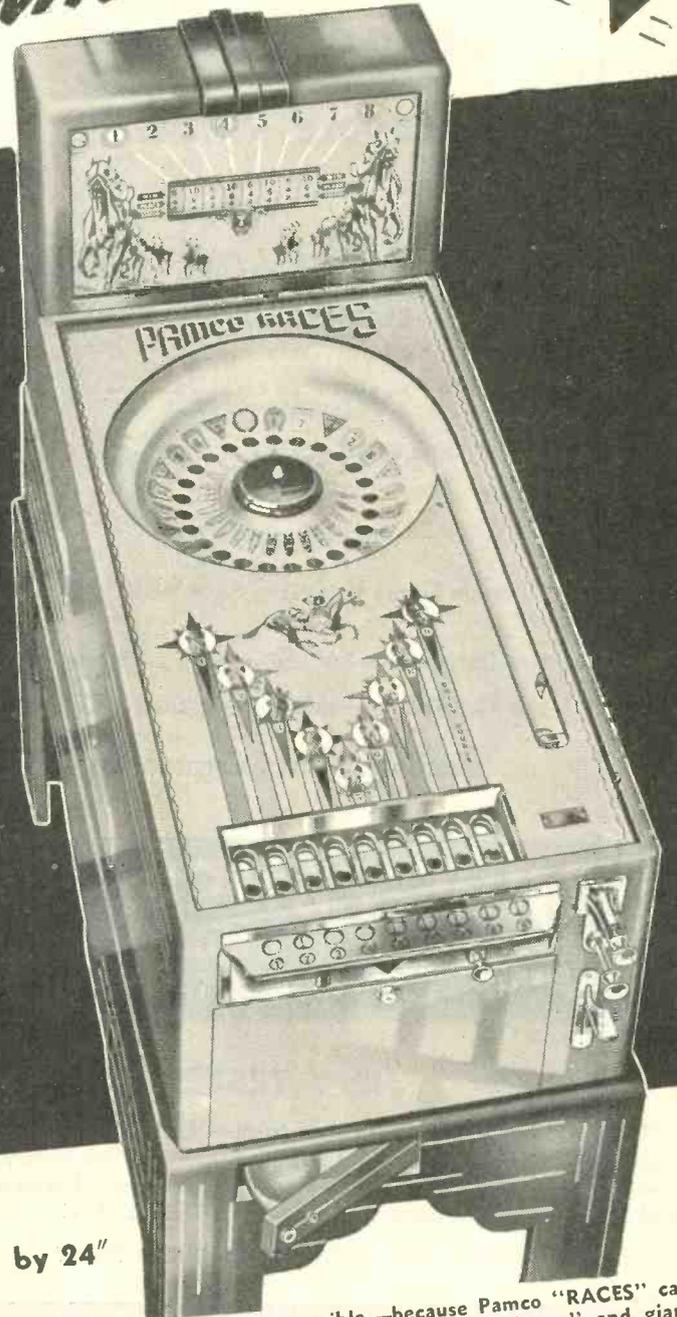
Operate Cigarette, Gum and Peanut Machines in addition to Games! Write for our Complete Catalog of New and Used Vending and Amusement Machines. Many Bargains Available!

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

Wherever You go
it's HI-DE-HO!
...and Pamco RACES!



the games
that Took
the Show



Sizes: 50" by 24"

"HI-DE-HO"—Pacific's brand new bumpety-bump game—a record money-maker wherever you place it! Bumping—blipping—bingbang A-C-T-I-O-N as balls lurch back and forth to lite up progressive scores. It's a winner!
NOVELTY \$64.50-PAYOUT \$139.50-TICKET \$149.50

Nine times the money of other games possible—because Pamco "RACES" can take up to nine nickels each play. The big bowl "score-drome" and giant "odds-commutator" make "RACES" your "best bet" for 1937! The race game supreme!
PAYOUT . . . \$189.50 - TICKET . . . \$199.50

It's a PACIFIC Year

Pacific Amusement Mfg. Co.
4223 W. LAKE STREET, CHICAGO, ILLINOIS
1320 S. HOPE STREET, LOS ANGELES, CALIFORNIA

Get Advance Deliveries from Your Nearest Distributor at Once!

MONEY TALKS!

Here are the machines that operators didn't just talk about—But put up hard cash on the line for immediate delivery! The machines that outsold all others at the show

GENCO'S GAMES

PADDLE WHEEL

The ONLY Original Game of the Show!

BANK ROLL

THE Great BOWLING GAME HIT for 1937!

SWING TIME

A New NON-PAYOUT Pin Game "Styled by Genco!"

ROLL-OVER

The Pin Game You Have Been Waiting for!

For Complete Details of These Great HITS — Write, Wire, Phone or Call Today — IMMEDIATE DELIVERY !!

EXCLUSIVE EASTERN DISTRIBUTORS

GEORGE PONSER CO., INC.

1140 BROADWAY, NEW YORK CITY
11-15 EAST RUNYON ST., NEWARK, N.J.

JIFFY TESTER

"The Complete Electrical Repair Department—IN A CARRYING CASE." Tells you at a glance which wire in the machine is broken—which battery is weak—which soldered connection is loose—which fuse is broken—and answers hundreds of other electrical questions. The really BIG HIT of the Show!

WRITE FOR DESCRIPTIVE CIRCULAR TODAY

GEORGE PONSER CO., INC.

1140 BROADWAY, NEW YORK CITY (A5hland 4-3915)
11-15 EAST RUNYON ST., NEWARK, N.J. (B1qelow 3-6272)

BE PATIENT... It's Coming Soon

Genco's ROLL OVER

A Bumper type game that is sensationally DIFFERENT. Can be used as a High Score Game or for Automatic Award. Equipped with Recording Register! Worth waiting for !!

EXCLUSIVE EASTERN DISTRIBUTORS

GEORGE PONSER CO., INC.

1140 BROADWAY, NEW YORK CITY (A5hland 4-3915)
11-15 EAST RUNYON ST., NEWARK, N.J. (B1qelow 3-6272)

Cigaret Operators Meet To Consider Price Rise

PITTSBURGH, Jan. 30.—Increased cost of cigarettes is prompting operators of cigaret machines in this area to protect themselves from any losing propositions.

Nearly 20 of the leading operators met at the American Cigaret Machine Company Sunday to discuss plans of lowering the location owner's margin of profit to enable the operator to conduct a fairly profitable business. The plans will be further developed at another meeting scheduled for tomorrow.

Local jobbers are fully co-operating with the operators and are urging them to work in unison for their common good.

BEN HAMID

(Continued from page 71)

tumblers for the 1937 season. Acts, to open March 18 in the New York Hippodrome, will be billed as the Behnee, Rubyatte and Ben Hamid Arabs.

Hamid, originally a member of the International Nine, standard vaude turn years ago, has worked with Adkins-managed circuses before, at one time appearing with Howe's Great London Shows and the Hagenbeck-Wallace Circus.

Russell Active At Rolla, Mo.

ROLLA, Mo., Jan. 30.—Activities are steadily increasing in winter quarters of Russell Bros.' Circus as time for opening draws near. Plans for the season, however, while virtually completed, are not yet ready to be announced, according to C. W. Webb, manager.

Mr. and Mrs. Robert O'Hara have returned from a two months' sojourn on the Pacific Coast and, after spending a week in quarters, have continued eastward on business. They will return to Rolla later.

Justus Edwards recently made a trip to Detroit and Chicago and on his way back visited circus quarters at Peru, Ind., and that of Cole Bros.' Circus at Rochester, Ind.

James H. Webb, secretary of the show, is back from a three weeks' visit in Washington, D. C. and New York.

C. W. Webb spent a day in Springfield, Mo., conferring with officials of the Springfield Wagon & Trailer Company on his needs in rolling stock.

Recent visitors to quarters have been President Mellor and Frank Capp of the Baker-Lockwood Company; Pete, Al and Bill Lindemann and the latter's son, Orval, of Sells-Sterling Circus, on their way from their homes in Sheboygan,

Wis., to their quarters at Springfield, Mo.; Norman Anderson and Loren Doyle of Seal Bros.' Circus, Emporia, Kan.; Smith and Graham of Kansas City, who are organizing a show under the title of Chase and Son Circus; Bill Moore, legal adjuster of Al G. Barnes Show last season; Elmer Myers, of same show; Bob Stevens of Ringling-Barnum concession department.

Francis Kitzman, brigade agent, and wife are spending the winter at Hollywood, Fla. Bobbie Warinner is at Sarasota. Ray Blankenship, general agent of Russell show, is filling vaudeville and night club bookings in Texas. E. E. Whetsel, legal adjuster last half of last season, has opened a sales barn at Kingsport, Tenn.

The Conner Trio, wintering at Gainesville, Tex., report an aerial bar act added to their routine.

Topsy, chimp mascot of the Russell Show, has fully recovered from a siege of "flu." E. K. Webb, superintendent of winter quarters, has recovered from injuries received in a runaway.

The St. Louis Post-Dispatch recently carried two feature stories on the circus, one about Mrs. C. W. Webb and her collection of animal-skin rugs, and the other on the career of Hazel King, assistant horse trainer, who is spending the winter at quarters. The Rolla Herald is now carrying a regular column about the activities on "Circus Hill" under the caption Topsy Says.

Woodcocks with Barnett

SAVANNAH, Ga., Jan. 30.—W. H. Woodcock and wife will be with Barnett Bros.' Circus. Woodcock will be on Side Show ticket box as talker and the missus will present her acts in big show. The Barnett show, it is said, will have six elephants.

Alderfer Has Show

EL PASO, Tex., Jan. 30.—C. L. Alderfer is making towns in Texas and Arizona with a Mexican show, featuring the Gonzalas Family of 10. Played five towns in and around Presidio, Tex., to good business. At Shafter, Tex., Roy Freddell had his tented movie show on Main street. On same lot is Riley's Trained Animal Show, camped for the winter. Freddell invited Alderfer to set up alongside of him, which he did. It was pay day for the miners and both shows did capacity biz.

SINON D. J. COLLINS, clown, who features a Groucho Marx impersonation, is en route to the West Coast playing theaters in advance of the Marx Brothers' latest picture, *A Day at the Races*. Begins a series of club and indoor circus dates shortly.

EXCEPTIONAL VALUE!

ROYAL KNIGHT \$3.50 per 1000

BLUE BLADES D. E.-20-5's.
Cellophaned. In Display Box.

UNIFORM QUALITY!!!

25% Deposit on C. O. D.'s, Incl. Postage.

CHAMPION SPECIALTY CO.

● Fullest Line at Lowest Prices for House-to-House Canvassers, Wagon Salesmen, Agents, Pitchmen.

● SIDELINE MERCHANDISE, 75c

Extra Special. Gross.

● SINGLE EDGE BLADES, Cello. 65c

20 Pks. 4 in. Per display card.

● DOUBLE-EDGE BLADES, Cello. 40c

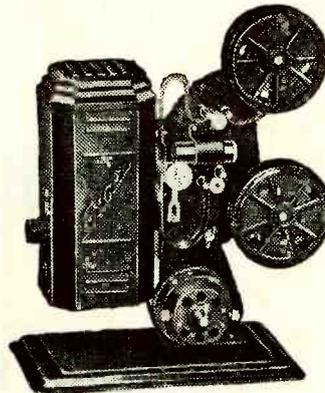
20 Pks. 5 in. Per display card.

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EXCEL MOVIE PROJECTORS

Attractive Premiums



Excel Model 84

A sure-fire sales stimulator—Line up with this popular low-priced movie projector, sold by leading department stores. Quality throughout, yet these machines are manufactured in a wide range of models, priced from 50c up. Use any 16mm films and produce brilliant pictures.

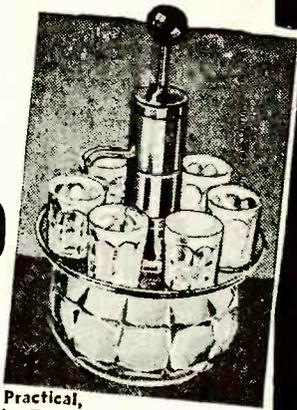
Write for Literature and Prices

EXCEL PROJECTOR CORP.

4234 Drummond Place, Chicago, Ill.

IF YOU WANT AN EXCLUSIVE PREMIUM—A SMASH HIT

HERE IT IS THE **MERRY-GO-ROUND** CRYSTAL CHROME REVOLVING BAR



The newest and most unique in drink accessories; flashy quality commands instant attention and interest. Practical, serves a jigger in a jiffy. Pump once—drink is measured. Tray revolves ready for next drink. Holds six glasses, capacity, one quart. Made of finest crystal glass, metal parts heavily chrome plated over brass, will not peel, easily cleaned, will not tarnish. Guaranteed for a lifetime. Everyone who sees this BEAUTIFUL REVOLVING BAR immediately wants several for home or office. Can be used for whiskey, gin, punch, brandy or wine.

2 EXCLUSIVE JAY ROSE TESTED DEALS COMPLETE—DOUBLE YOUR MONEY ON EVERY DEAL YOU PLACE

DEAL 1.
Special 600 hole, 24 Section Double Jackpot. Cigarette Board, 48 WINNERS. Designed to go to the end 90% of the time before the prize goes with last sale on the board. Takes In (600 Holes @ 5c) \$30.00 Pays Out (Average 59 Packs Cigarettes @ 15c) 8.85
Gross Profit (Average) Per Deal \$21.15
Beautiful board with Easels and Celluloid Jackpot Protectors.

• YOUR CHOICE •
\$6²⁵ EACH
6 OR MORE EACH \$6.00
MERRY-GO-ROUND WITHOUT BOARD
\$5⁰⁰ EACH
6 OR MORE \$4.75 EACH

DEAL 2.
Special 1,000 hole "Hit and Take" 40 Section Cigarette Board — No Jackpots. 60 WINNERS.
Takes in (1,000 Holes @ 5c) \$50.00 Pays Out (60 Packs Cigarettes @ 15c) 9.00
Gross Profit \$41.00 50% Average
Gross Profit \$20.50
This is no "labeled" plain board, but a beautiful creation in many colors, complete with Easels and wrapped in cellophane.

YOU CAN'T LOSE—YOU TAKE NO RISK WITH OUR SEVEN-DAY MONEY-BACK GUARANTEE—ORDER NOW—DON'T DELAY—1/3 DEPOSIT, BALANCE C. O. D.

J. ROSE & CO. 2316 LOCUST ST. ST. LOUIS, MO.

REPORT

(Continued from page 80)

and 2 per cent, and after deduction of the federal tax of \$3, will bring the net price realized by the manufacturer to slightly more than \$2.51 as compared with a net price of \$2.38 in effect since January 9, 1934. This means an increase of about 13 cents a thousand in net price against an estimated 8 cents a thousand rise in costs.

Following is a record of the revisions made in wholesale prices for leading cigaret brands since 1919:

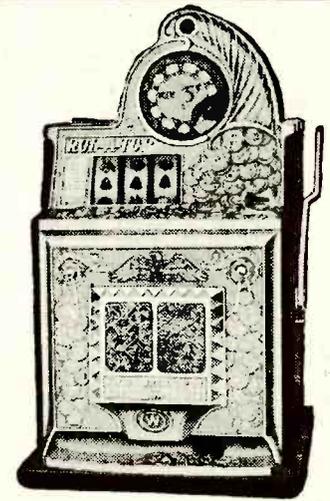
Despite higher leaf tobacco costs and larger physical inventories, Liggett & Myers maintained its strong cash position during 1936. Cash declined \$2,545,147, but the remaining balance was \$7,356,951. Holdings of United States government bonds were only slightly lower at \$17,389,538, against \$17,452,573 a year earlier, and preferred stock investments of \$3,158,310 were unchanged. Combined holdings of preferred stocks and United States government bonds had a market value on December 31, 1936, of \$23,229,954, as compared with \$22,109,509 at the end of 1935.

Earnings mounted rapidly during the 1920's, net income making steady gains each year to a peak of \$24,002,315 in 1930, or more than double the \$11,969,828 reported for 1924.

In 1931, there was an abrupt reversal of the upward earnings trend. Manufacturers of the leading brands of cigarets, notwithstanding the decline of public purchasing power and falling leaf tobacco prices, raised wholesale prices on June 24, 1931, to \$6.85 a thousand from the \$6.40 rate which had been in effect since October, 1929. The effect was immediate and adverse. Ten-cent brands sprang into prominence and smokers also turned to "rolling their own" in order to economize.

Earning of Liggett & Myers declined to \$23,121,382 for 1931, \$23,075,213 for 1932, and then reached a depression low of \$16,731,175 for 1933. Wholesale prices were cut sharply to \$6 a thousand at the beginning of the latter year, and then were cut drastically to \$5.50 a thousand of February 11, 1933, the lowest price since March, 1918.

Price cutting checked the inroads being made by the 10-cent brands, and the threat from that direction was further lessened with the sharp rise in leaf tobacco prices. Net income recovered to \$20,086,690 in 1934, but fell back to \$16,856,543 for 1935. Sales volume was larger in 1935 but net profit from operations dropped to \$20,824,156 from \$22,981,422 reported for 1934, reflecting higher costs for raw materials and the imposition of the processing tax. Other income was nearly \$1,500,000 lower due to the liquidation late in 1934 of about \$25,000.00 in U. S. government, state and municipal obligations in order to finance the expansion of inventories.



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models,

Bell, Front Vender and Gold Award Built for 1c-5c-10c-25c Play

Made Only By

WATLING MFG. CO.

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Est. 1889—Tel.: COLUMBUS 2770. Cable address "WATLINGITE" Chicago

Above Model and Other WATLING ROLATOP SLOTS in Stock at Our Offices READY FOR IMMEDIATE DELIVERY.

"TIME SAVED IS MONEY MADE."

ELECTRO-BALL CO., Inc.

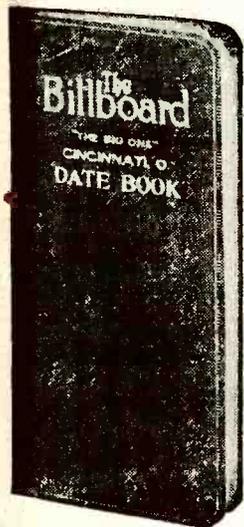
Dallas, Fort Worth, Waco, San Antonio, Houston, Wichita Falls, Oklahoma City, New Orleans, Memphis.

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The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2 3/4 x 5 1/2 inches—just fits the vest pocket. Contains complete calendars for years 1937-1938, U. S. and World Maps, 110 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information.

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127 CASH PRIZES TWO - \$5.00 JACK POTS

Also 9 \$2 to \$10 Prizes and 37 \$1.00 Prizes on the Jack Pot Card, and 114 JAR WINNERS from 25c to \$2.00 Each. This Great Array of Cash Prizes Sells the Deals Like Hot Cakes.

SAMPLE DEAL ONLY \$6.50

AVERAGE PROFIT \$28.00

Get Your Sample and Attractive Quantity Lot Distributor and Operator Prices. We Will Give You a Mighty Attractive Proposition. Write for Facts.

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NEW IMPROVED TICKETS!

LARGER MARKINGS ON POKER HANDS UNDERLAIN IN WHITE ENABLE QUICK READING WHEN TICKET IS OPENED.

NEW TICKETS and SEALS are TAMPER-PROOF

A GARDNER BOARD THAT'S GOING BIG!!

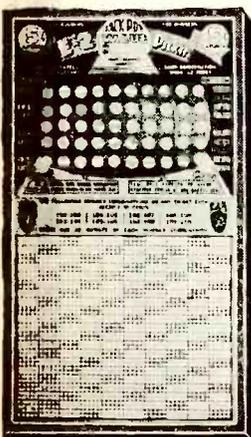
No. 2100EZ (EZ Pickin), Semi-Thick—9 3/4 x 17 in. 2100 Holes @ 5c...\$105.00 Pay Out 75.00	No. 2100EZF (EZ Pickin 10c) Semi-Thick—9 3/4 x 17 in. 2100 Holes @ 10c...\$210.00 Pay Out 150.00
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PROFIT\$30.00	PROFIT\$60.00
PRICE \$3.36, PLUS 10% U. S. TAX.	

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GERBER & GLASS
REBUILT
GAMES —

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- Auto Punch 35.00
- Jumbo Ticket 37.50
- Palooka Jr. 39.50
- Ballot 39.50
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- Credit 39.50
- Peerless Ticket 42.50
- Tycoon new front batt. 44.50
- Tycoon new front elec. 49.50
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- McCoy 49.50
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- Stop & Go—Guaranteed— Good as new..... 35.00
- Bally Rolls—Reconditioned. Good as new 129.50
- Keeney Bowlettes—Recond. Good as new 149.50
- Duck Soup—Per doz. 12.00
- 1937 Edition Penny Pack 17.50
- Daval's Races 17.50
- Reel Dice 18.75
- Reel 21 23.75
- Double Deck 22.50

And Also Daval's Outstanding Counter Game Hit—Trio Pack—the only Penny Cigarette Counter Game with the Mystery Award. **\$24⁷⁵**

1/3 deposit WITH ALL ORDERS

LET THE 2 "G MEN" (Gerber & Glass)

fill all your game needs. The coin machine "G Men" (Gerber & Glass) are experts at detecting real bargains for you.

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Unemployment Is Weighty Problem

NEW YORK, Jan. 30.—That the coin machine industry may have the opportunity to share for many years in relieving unemployment by providing operating jobs and factory employment, is indicated by facts contained in an article by William J. Enright in *The New York Times*.

"While continued business recovery at the 1936 rate may result in the addition of 2,000,000 workers to payrolls by the end of this year, the inability of general business to absorb the approximate 600,000 new eligible workers each year makes it seem likely that a permanent body of unemployed is the prospect for this country for some years according to opinions expressed here recently by economists," the article says.

"This opinion, of course, contains a certain number of assumptions caused by the gap in factual data concerning employment in this country. It is not held by business men in general, at least for public consumption, but at the same time none of them has advanced a solution of the pressing unemployment problem.

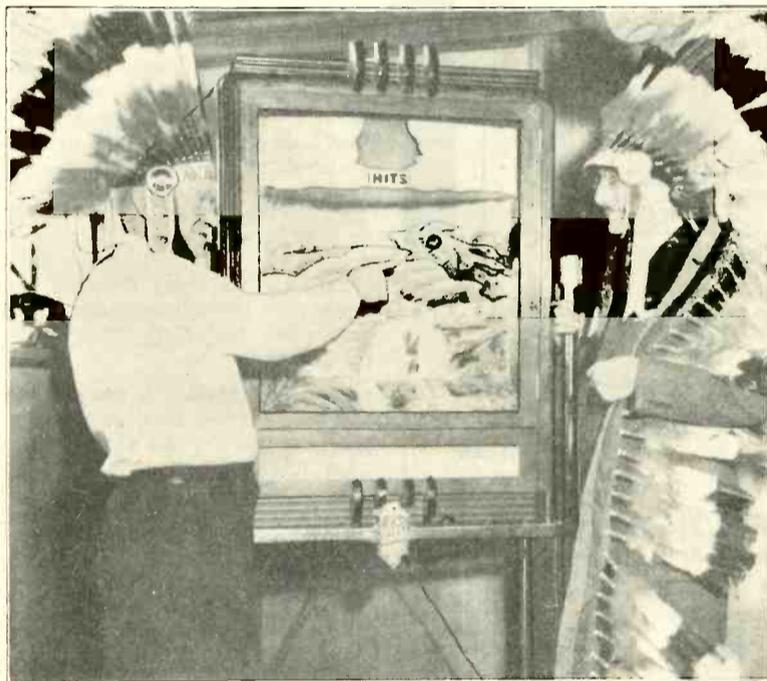
"What this permanent body of unemployed will be, say at the end of 1938, as longer range forecasts are impossible, cannot as yet be estimated without a number of assumptions. It might range from 3,000,000 to 6,000,000 and, if a seri-

today it is about 52,700,000, leaving current unemployment at close to 9,000,000. So not only must industry, agriculture and the service fields attempt to absorb the current unemployed but they must also try to care for the new eligible workers coming on the market yearly."

Launches Drive on New Machines After Show

EVANSVILLE, Ind., Jan. 30.—Charles Ewing, owner and manager of the Automatic Amusement Company, has been pushing several plans for expansion since returning from the 1937 coin machine convention in Chicago. He came back from the convention, he reports, with agreements for handling machines and products made with a number of large manufacturers. His firm will feature a full line of machines made by the Pace Manufacturing Company, Chicago.

Ewing said that his firm will also push the sales of Wurlitzer phonographs, since music machines are increasing in popularity all the time. New models of the phonographs are on display here and operators are calling every day to see them, he says. Firm maintains offices in Paducah, Owensville and Madisonville, Ky., Mt. Carmel, Ill., and Vincennes, Ind. Territory covered includes Southern Indiana, Southern Illinois and Western Kentucky.



"THROW AWAY YOUR TOMAHAWK and use a ray gun," says Jim Buckley, sales manager of Bally Manufacturing Company, to Meyer Marcus (right), of Markepp Company, Cleveland. The ray gun is Bally's Eagle Eye.

ous reaction in business developed, it would be much greater.

"The chief factors militating against a solution of the employment problem is the appearance on the labor market every year of approximately 600,000 new eligible workers, the steady growth in production per man-hour, and the lengthening of hours since the demise of the NRA, it was pointed out. The production per man-hour rise has again returned to its pre-depression level of approximately 2 1/2 per cent annually, after having shown a slightly higher rise during the depression.

"This trend is expected to continue, unless serious shortages develop in skilled labor and inexperienced help must be employed, thus cutting down efficiency. The complaints in this connection registered during 1936, however, did not appear to be reflected in any reduction of efficiency, according to industrial observers.

"A continuance of the present gains in business activity would indicate the absorption of 2,000,000 to 2,500,000 more workers this year, the same figure as last year. American Federation of Labor estimated a gain in employment of 2,000,000, while one important business estimate made it about 2,400,000, bringing the total of employed workers at the end of the year to approximately 44,000,000, as against a little more than 47,165,000 in 1929.

"The available labor force, however, in 1929 was only about 48,300,000 whereas

Pittsburgh

PITTSBURGH, Jan. 30.—Reports emanating from the flood-stricken West Virginia towns indicate that jobbers and operators have suffered serious losses in Huntington, Wheeling, Wellsburg and New Martinsville. Many machines have been totally ruined by the flood waters. Parking meter posts in Huntington, during the height of the flood, served as moving posts for flood relief boats. Several coin-machine leaders in this area will make a tour of the stricken towns just as soon as the flood waters recede and investigate conditions among victims in the industry. Several operators have already contributed generously towards relief, others are expected to lend their personal help in the rehabilitation of their business neighbors.

B. D. Lazar, prominent jobber, reports that merchandising machines have been continuing to do splendid business in this territory. He points out that manufacturers have done a good job in improving the appearance of the machines.

The pingame bill, which calls for an annual levy of \$5 on each machine, has been considered by the current session of the legislature in Harrisburg and referred to the committee on ways and means for further consideration before taking any action.

Hamburg Brothers, local distributors of Victor records, have been fortunate that the river's crest stopped at 34.5 feet. The firm is located only a block away from the Monongahela River and had its cellar flooded during the height of the threatening waters.

Buckley Gives Distributors Lesson in Horse Sense

CHICAGO, Jan. 30.—During the 1937 convention in Chicago, Jim Buckley, general sales manager of Bally Manufacturing Company, is reported to have excited a group of distributors by saying he had heard about a Preakness worth \$50,000.

Those who "bit" and asked for details were reminded that the 1937 Preakness Stakes to be run at Pimlico will carry a money value of \$50,000. "But," Jim added, "when you consider the earning power of the thousands of Bally Preakness games on location since October, 50 grand is just a drop in the bucket."

TOM THUMB JAR GAMES

4 Big Winners in Every Jar—135 Small Ones. 5c Sale. Profit \$16 to \$38. Price, express prepaid, \$3.50. Write for Details 39 Other Games. TOM THUMB, Dept. 77, Nauvoo, Ill.

BLOOD PRESSURE

COIN MACHINES, original, patented. The biggest hit of the year. Hundreds now on display throughout country. Ideal for Fairs, Resorts, Drug Stores, etc. Operated with or without an attendant. Exclusive territory arranged. Now at \$39.50. Send for illustrated circular. LAUF-MANOMETER CORP., 4532 Park Ave., New York City.

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HUBER COIN MACHINE SALES CO. 600-610 West Van Buren Street, Chicago, Ill.

"THE GREATEST SUCCESS"

Is assured only with the best machines. We endorse no others. Bells—Novelty Pin Tables—Automatic Tables—Bowling Alleys—Rifle and Counter Machines of every description.

BANNER SPECIALTY CO., 1530-32 PARRISH ST., PHILADELPHIA, PA. NATIONALLY KNOWN FOR HONEST DEALINGS IN EVERY RESPECT.

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SACRIFICE SALE OF USED GAMES AND AUTOMATIC PHONOGRAPHS

- Guaranteed first class condition, ready to operate.
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| Automatic | Automatic | Automatic |
| 1 Palooka Sr. \$40.00 | 2 Pamco Ballot \$30.00 | 2 Exhibit Standard Ticket 10.00 |
| 1 Palooka Jr. 30.00 | 2 Pamco Chase 30.00 | Skee Games |
| 2 Bally Derby 35.00 | 2 Pamco Speedway 25.00 | 2 Roll-A-Balls 90.00 |
| 3 Daily Races Mystery... 40.00 | 2 Pamco Parlay 25.00 | 1 Bowl-A-Ball 80.00 |
| 1 Fence Buster Mystery... 35.00 | 1 Pamco Pinch Hitter... 25.00 | 1 Pamco Sensation 75.00 |
| 2 Daily Races Mystery... 35.00 | 5 Exhibit Rodeo Automatic 10.00 | Phonographs |
| 1 Brokers Tip Mystery... 30.00 | 2 Exhibit Rodeo Ticket... 10.00 | 3 Mills Dancemaster 65.00 |
| 3 Pamco Plugs Mystery... 25.00 | 1 Exhibit Whirlpool Ticket 10.00 | 2 Simplex "P" 10 75.00 |
| 2 Leatherneck 25.00 | 1 Exhibit Sharpshooter " 10.00 | |
- Terms: 1/3 Certified deposit, Balance C. O. D., F. O. B. Beaumont.

DIXIE NOVELTY CO., 501 San Jacinto Bldg., Beaumont, Texas

Detroit

DETROIT, Jan. 30.—Turner Automatic Devices, Inc., national operators of the gasoline filling stations for cigaret lighters, is disposing of the bulk of its machines. All machines in the Detroit territory have been taken off location, but machines are still in active operation in Chicago, New York and California. Plans for retiring from the business to begin manufacturing of a new line of automatic devices are being made by H. C. Turner, company head.

Plans for a special showing of new model coin machines are being completed by the General Amusement Devices Company here, manager Donald A. Coney stated this week. Final date of the show will be announced in about a week, depending upon market conditions. Company known locally as GADCO, will be host to the entire trade and will stage a big party on the occasion.

A number of prominent coinmen in the Detroit territory spent the past week out of the city. Among them were J. W. S. Langley, sales manager of the Venitor Corporation, who spent a week in Chicago, and M. L. Joslin, general manager of the Pack-It Shops of America, who spent the past week upstate, contacting Michigan operators.

Sales of new machines have been growing rapidly in recent weeks, Joseph J. Schermack, president of Schermack Products, Inc., Detroit manufacturers, said this week. The company has been known for years for its widely distributed

Orleans Novelty Company. When in Chicago recently, Louis bought another string of sport coin machines and now has dire need of them. "All of my locations are uneasy over my delay in getting new Derby Days and College Football to them, but the floods in the Mid-South have held up my shipments," Boasberg says.

Melvin Mallory, Louisiana manager for Stelle & Horton, reports heavy demand for Rhythm King phonographs. Having disposed of a full car of the phonographs since the first of the year, Mallory is now anxiously awaiting another lot to meet backlog orders that are pouring in from sections of Louisiana and Mississippi. Local office has received its first new Rockola baseball game and expects to do a good business soon on this line, Mallory says.

A recent visitor to New Orleans was R. S. Montcalm, music operator of Monroe, La. Montcalm says that business is good thruout North Louisiana, altho many lumber and other mills have been forced to close down due to continued wet weather.

J. Adolph Meise, night manager of the B. & M. Sportland on Canal street, says that business is showing considerable improvement since many thousands of visitors have come to town for the carnival season.

Pete Nastisi, of the Automatic Coin Machine Company, is another local operator who has been a heavy buyer of new machines since returning from the con-



J. P. SEEBURG CORPORATION, Chicago, shows its line of Melody King and Symphonola phonographs. On the right is shown a demonstration of the Ray-o-Lite target range.

stamp vendors and other types of machines. A new type of machine, now being tested on locations, is being developed, Schermack said, and will be ready for announcement shortly.

Charles Flautt, operator of a Detroit westside restaurant, has entered the coin machine field, making his headquarters at 9597 American avenue. Flautt has bought a route of automatic phonographs and has found returns upon them so good that he is planning to buy a number of new machines shortly to expand his route.

New Orleans

NEW ORLEANS, Jan. 30.—Rain and more rain, and with it the ever-growing fear of the impending high water. Thus far, little danger has been seen in this immediate area of the valley, but already operators in the Mid-South have been forced to evacuate. Locally, ops are suffering from lack of deliveries out of Chi, rather than due to any local condition.

Business remains good thruout the city, with locations calling for additional equipment. The persistently rainy weather does not appear to be having any bad effect on play, with all ops reporting their places almost completely cleaned out of machines to meet growing demands of good locations.

One of the loudest complainers regarding delays in shipments of new machines, is Louis Boasberg, of the New

Orleans Novelty Company, is showing considerable improvement, following his recent sick spell which put him under the weather for many weeks. Gus complains that ever since the doctors took half of the stuffing out of his food basket, things have been topsy-turvy for him.

Gus Lamana, of the Crescent Novelty Company, is showing considerable improvement, following his recent sick spell which put him under the weather for many weeks. Gus complains that ever since the doctors took half of the stuffing out of his food basket, things have been topsy-turvy for him.

Dan Cohen, of Supreme Music Company, has on location at Poydras and Baronne streets, one of the largest Do Re Mis in the city. "And just like the big thing it is, it has been consuming a fine daily collection of shiny nickels," Dan says.

Julius Pace, life-long president of the New Orleans Coin Venders' Association, is recovering rapidly from a case of the flu, which he caught while trying to keep up with the younger crowd recently in the Windy City.

Receiving its third shipment of Jennings' Dixie Belle slots in as many weeks, officials of the Bell Distributing Company here say that all machines were sold several days before shipment arrived and that an SOS has gone out for more of the new console models.

"VEMCO"



MILLS' BRAND NEW HIT "CHERRY BELL" Capturing the Best Locations Everywhere! Rush Your Orders!

The one word that assures you of saving money on all the latest and best machines and hundreds of guaranteed reconditioned machine bargains! Write today for complete lists and prices to "the one firm that all coin machine leaders recommend"! Buy Mills' Cherry Bell!

FOR BIGGER, BETTER, STEADIER PROFITS YEAR IN AND YEAR OUT FOR YEARS TO COME NEW, 1937 MODEL POOL TABLE

5c SLOT-COIN OPERATED
WRITE TODAY FOR CIRCULAR AND FULL DETAILS!

THE VENDING MACHINE COMPANY FAYETTEVILLE, NORTH CAROLINA

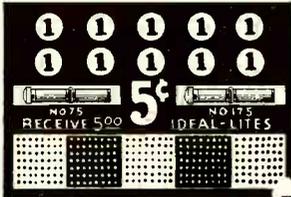
Again we are offering Machines with the following Guarantee:

All Games have been overhauled from top to bottom. The Cabinets are washed and polished. All batteries are tested for voltage. Playing fields are trim and clean. No dirt rings around runways. No bent pins. Legs are strong and firm. Coin chutes smooth.

PIN GAMES	Lights Out	\$25.00	Scotty	\$12.50	Daval Races	\$7.00
Champs	Man 'N Moon	3.50	Tackle	12.00	Daval Reel "21"	7.00
Dealer	Madcap (Plain)	17.50	Totalite	8.00	AUTOMATICS	
Frisky	Madcap (Elek- tropak)	20.00	Twister (Reg. Payout)	12.50	Ivory Golf	\$10.00
Excel	Neontact	3.50	William Tell	3.50	Jumbo (Ticket)	35.00
High Low	Par Golf	3.50	COUNTER GAMES		Sunshine Baseball	35.00
Hop Skotch	Score-A-Lite	3.50	High Stakes	\$ 8.00	Sure Shot	15.00
Kings	Spitfire	3.50	Half Mile	15.00		
Line-O						

TERMS: 1/3 Deposit, Balance C. O. D.

MILLER SALES CO., 4404 Manchester Ave., St. Louis, Mo.



FIRST and LAST OFFER

Only 250 of these boards available. Takes in \$25.00, and pays out 10 \$1.00 trade awards and two Ideal-Lites with \$5.00 price tag under them. Mail \$1.00 for sample, or send \$2.00 for sample of this number and two 1c cigarette boards.

ASSOCIATED SALES AGENCY,
108 No. 17th St., Birmingham, Ala.

Clean up with new SHOWER-PROOF PROCESSED GENUINE FURS
FUR COATS
All Furs Black Seal Skin, p.d., dyed Coney Latest Princess or Form-Fitting Styles..... \$12.50
Smart Styles Black Seal Skin, full skins Form-Fitting Style..... 27.50
All Sizes Princess or Swagger Styles..... 30.00
SILVERED FOX SCARFS Beautiful! Attractive! Sure Spring and Early Fall Winners. Made to stand up for two years' wear. \$6.00

Money Back Guarantee. Specify sizes you want in coats. If you are not 100% satisfied with the merchandise return it to us and your money (less freight charges) will be refunded. Stock up to Clean up Today! 25% deposit, balance C.O.D.—Send for Free Circular and Price List.
CHARLES BRAND, 208 W. 26th Street, NEW YORK, N. Y.

Bally Challenger	\$40.00	Derby Day	\$75.00	Pamco Palooka Jr.	\$32.50
Bally Multiple	37.50	College Football	77.50	Pamco Saratoga	47.50
Bally Roundup	32.50	High Card	77.50	Pamco Chase	30.00
Bally Allstar	37.00	Skill Roll	42.50	Ficker	62.50
Bally Derby	37.00	Sunshine Baseball	42.50	Top Em	70.00
Bally Jumbo	24.00	Western Races Myst.	37.50	Top Grand	78.00
Bally Prospector	18.00	Western Races Mult.	27.50	Grub Stake	40.00
Bally Ace	14.00	Policy	55.00	Credit Ticket	27.50
Bally Hi-leah	32.50	Center Smash	70.00	Credit	25.00
Multi-Play	27.50	Diamond Mine	35.00	Alamo	25.00
Daily Limits, late model	50.00	Top Row Large	22.50	Queen Mary	47.50
Daily Limits	27.50	Wheel of Fortune	30.00	Rapid Fire	11.00
One Better	80.00	Double Score	22.50	Deluxe 46	17.50
Turf Champs	65.00	Bally Belmont	60.00	Gold Rush	11.00
NOVELTY GAMES		NOVELTY GAMES		NOVELTY GAMES	
Short Sox	\$25.00	Excell	\$27.50	Twister	\$12.50
Mad Cap	18.50	Scotty	15.00	Draw Ball	22.50
Top Hat	15.00	50 Grand	13.00	Ditto	8.50
Totalite Register	11.00	Poly Poly	9.00	Double Nugget	15.00
Country Club	25.00	Handicap	22.50	Ball Fan	6.00
Reel 21, late model	\$10.00	Big Five Jr.	10.00	COUNTER GAMES	
Reel Races	10.00	Wagon Wheel, like new	\$ 8.00	Three Cadit	\$ 5.00
		Daval Races	10.00	Penny Pack	8.00
		PHONOGRAPHS			
		4 Mills High Boy	\$40.00; 1 Mills Trolldore	\$60.00—All for \$200.00.	
				Liberal trade in allowance for your old machine on all new machine.	
		VEECH SCALE CO.		DECATUR, ILL.	

TURF CHAMPS GUARANTEED LIKE NEW \$67.50

Send for List of Real Bargains in Pay Tables and Diggers.
1/3 Deposit—Bal. C. O. D. Straight money or checks.

KEMO NOVELTY CO.,
7833 W. GREENFIELD AVE., WEST ALLIS, WIS.

A PERFECT PROFIT TRIO!



LIVE WIRE

The 5 Ball Novelty Game With Bumper Springs and Multiple Odds—

A fast playing, dynamic appeal novelty game with 7 reward holes, making a \$2 award possible. 5 live wire bumper springs when contacted register on backboard. 7 holes on lower playing field indicates awards. **\$59⁵⁰**

RUGBY

Bumper type novelty that may be played with 2, 3, 4 or 5 balls. A proven profit-maker. **\$59⁵⁰**



ROLA SCORE

Brand new 1937 model of Chicago Coin's tremendously popular 9 foot bowling game. Thousands on location and all earning big money and giving no grief for their operators. Send today for complete information—Get started with Rola Scores right away!

\$179⁵⁰

All prices quoted F. O. B. factory Chicago Tax Paid

Immediate Deliveries on all Games

CHICAGO COIN CORP.

1725 DIVERSEY BLVD. CHICAGO ILL.

- KIRK ROTARY MERCHANDISERS—Like New.....\$175.00
- BALLY RAY'S TRACKS—Like New.....200.00
- MILLS RAILROADS—Like New.....50.00
- TURF CHAMPS—Like New.....50.00
- MILLS TROUBADOR PHONOGRAPHS 5-10-25.....50.00

We never sell junk—all equipment like new—we never advertise anything we don't have.

BILL FREY, INC.
"Anything with a Coin Slot"
MIAMI, FLA.

FREE FOR 10 DAYS TRIAL ON YOUR OWN TERMS TRI-O-PACK

1c CIGARETTE PLAY COUNTER GAME

Name Your Own Terms for 10 Days FREE TRIAL — We'll WORK WITH YOU! Send One-Third Cash. Balance C.O.D. **\$24⁷⁵** TAX PAID

ROYAL DISTRIBUTORS, INC.
54 ELIZABETH AVE., NEWARK, N. J.



SPECIAL:—USED ROLL O SCORES \$84.50

- Slot Machines, \$10.00 ea. Mills Double Jak, \$25.00 ea.
- Mills Escalators, \$38.50—over 300M. Pace 1c, \$27.50.
- Watling Double Jak, \$35.00. Caille late models, \$39.50.
- Jennings Double Jak, \$25.00. New Q. T.'s—New Watlings, single and double safes.
- Used Reel Races, Reel Dice, \$9.50 ea.
- Ticket Games, \$19.50.

BUMPER, TURF CHAMPS, RED & BLUE, DAILY RACES ticket, TRI O PACK, LIVE WIRE, etc. **LEHIGH SPEC. CO., 2nd & Green Sts., Phila., Pa.**

Cincinnati Op Rescues Game Afloat in Flood

CINCINNATI, Jan. 30.—Charles A. Trau, manager of the Cincinnati office of the Markepp Company, was able to notify the home office in Cleveland this week that all was safe and well since the branch office is on high ground and far enough from the river to be safe.

"We never appreciated water so much as we do now," Trau wrote in a letter. "Every bit of water that we drink has to be boiled first. Fortunately, we heat with coal at home, but those people who depend upon gas for fuel are suffering terribly from the cold following the long rain that swelled the Ohio River."

Extra parts and supplies have been received at the Markepp branch in Cincinnati and Trau invites all his friends in the Ohio Valley to call on him for help in reconditioning and replacing their equipment.

With all the tragedy that has been connected with the flood, a funny incident was reported by Trau also this week. He wrote that Bob Bruns, Cincinnati operator, saw a pingame floating down the river after it had been washed out of a cafe that was completely inundated by the flood.

Bruns hired a boat and rode to the rescue. On getting closer he discovered it was a Preakness and much to his surprise found that it was one of his own games.

"There shouldn't be any kick on the part of the authorities about amusement games," Bruns told Trau. "They're so pure, they float like Ivory Soap."

Ohio Delegation Returns Home to Try New Games

CLEVELAND, Jan. 30.—Now safely back at home and trying out new machines, the 55 operators and their wives who journeyed as a group to attend the 1937 convention in Chicago, are reporting on the many activities that take place during an annual convention to the envy of those who did not attend.

The group was arranged for by M. M. Marcus, general manager of the Markepp Company, local distributing firm. The delegation which left Cleveland was joined by another group at Toledo, arrangements being in charge of E. W. Defries, manager of the Markepp branch in Toledo.

Those who made the trip to Chicago were M. M. Marcus, E. M. Marley, Harry Sacks, John Bou Sliman, B. A. Pastor, John Havin, Joe Joseph, Mr. and Mrs. Jack Cohen, C. A. Ford, Matt Klos, Sam Zellas, L. Pearlman, H. E. Evershor, E. C. Smith, Leonard Resnick, C. E. Hainley, Jean Angelo, George Keil, Gene Allamon, H. W. Hintz, B. L. West, all of Cleveland; E. W. Defries, C. C. Jamison, Don Schultz, Rudy LaPoint, Mr. and Mrs. C. C. Cooper, Don Davis, Merle Fike, J. Bruch, of Toledo; Charles Trau, Cincinnati; H. R. Lemon, Al Clemons, Jake Pulscher, John Puffy, Pt. Clinton, O.; J. V. Metz, Norwalk, O.; Mr. and Mrs. Joseph Saker, Mr. and Mrs. George Konold, Warren, O.; William Shannon, Lee Shannon, Akron, O.; Melvin Schwartz, William Vogt, Fremont, O.; Phil White, Elyria, O.; Leslie G. Anderson, J. C. Gaffney, G. Schapiro, M. Boosilas, of Washington; J. R. Damon, Findlay, O.; J. E. Raffry, Miles, O.



A VIEW OF THE WIDE VARIETY OF COIN MACHINES made by Exhibit Supply Company, Chicago. Targets, diggers and floor cabinet games are to be seen.

Groetchen Puts Counter Device Thru Many Tests

CHICAGO, Jan. 30.—Since displaying the new 1937 Columbia Bell counter machine at the annual trade show in Chicago, the Groetchen Tool Company reports having done considerable development work and extensive field testing in cooperation with 63 operators in various parts of the country.

"These men subjected Columbia machines to thoro location tests, weekly reports were sent to our engineering department and the new development work was the direct outgrowth of these practical recommendations," Richard Groetchen stated.

"The new 1937 Columbia," Groetchen continued, "is a full-fledged rugged bell machine with a number of features which intrigued even hard-boiled old-timers and caused no end of favorable comments. Imagine a machine which pays out first the coins or tokens played last, returning to a player at the first payout opportunity the slugs with which he attempted to cheat. It seems to us that all Columbia lacks is a mechanical baseball bat to hit the cheater over the head.

"Much comment was caused by the four-coin feature of Columbia, each machine being changeable from nickel to quarter, dime or penny play. This enables the small operator with limited capital to have a variety of machines to offer, and larger operators are enabled to conduct their business with a much smaller stock of Columbias, since each

Gottlieb Meets Buyers Upon Return From South

CHICAGO, Jan. 30.—True to his promise, Dave Gottlieb, president of D. Gottlieb & Company, made good use of his recent Dallas trip for a much-needed bit of relaxation after the intense excitement of the 1937 convention. The occasion that took him to Dallas was the marriage of his sister, Sarah, to Jack Skibell, of Greenville, Tex.

"But I was greatly surprised upon my return to Chicago," Gottlieb said, "to be greeted by what might be called a junior convention of buyers, who greeted me there." Among them were Mr. Cohen, of Coin Operated Supply Company of London; Phil Sneffas, also of London; Sam Ferren, of Mayflower Novelty Company, St. Paul; Sam Gentilich, of Gentilich Distributing Company, New Orleans; Sam London, of Milwaukee Coin Machine Company, Milwaukee; and Hy Greenstein, of Hy-G Games Company, Minneapolis.

It didn't take Gottlieb long to get into the spirit of the occasion with his usual good nature. "But so far as resting up goes," he said, "not a chance in the world. Look at this batch of orders, but I'm not complaining a bit."

machine answers the call for nickel, dime, quarter or penny machines. Operators from closed territories watched with keen delight the operation of the gold award cigaret Columbia which was displayed at the convention for the first time."

Guaranteed Reconditioned Used Pay-Out Tables

Palooka Seniors or Juniors	\$41.00
Bally Multiples	40.50
Galloping Plug, D.C. or A.C.	44.50
Hialeahs	42.50
Bally Derbys	42.50
Tycoon Electric	27.50
Traffics (Automatic Pay-outs)	9.50
Exhibit's Ticket Games	15.00
Exhibit's Playballs or Footballs	17.50

Chicago Club House
Match-a-Pack
Selectems
Horse Shoes
I.O.U.
Official Sweepstakes
Mills Tickettes

\$5

SUPPLIES

Ball Gum, one-half case (50 Boxes)	\$ 5.50
Collection Books, per doz.	.90
Theatre Tickets, per roll	.60
One-Third Deposit with Order, Balance C.O.D. F.O.B. Washington, D. C.	

Domestic Novelty Co.

202 G St., N. W., Washington, D. C.

Evans Chute Will Be Sold to Trade

CHICAGO, Jan. 30.—R. W. (Dick) Hood, president of H. C. Evans & Company, revealed this week that patent papers had been received from the U. S. Patent Office granting patents on a new type of multiple slide coin chute. This chute, consisting of an arrangement of seven slots mounted on a single slide is covered by patent number 2,038,330.

"For many years," said Hood, "we have sought to secure or develop a sliding coin chute which would permit either one or seven different players to play a game on a single slot action. We wanted something that could be operated manually and did not require a motor. We are highly pleased to inform the trade that we have succeeded in developing the Evans multiple slide coin chute.

"The Evans multiple slide coin chute controls operation of a game by means of electrical contacts, which are made when the slot containing coins is advanced to the proper position. The slide extends into the cabinet to permit the last three coins played in any slot to be visible. All doubt as to any of the last three coins played in any slot is removed beyond question. The unit is adaptable for check separator.

"For the good of the industry," continued Hood, "we are going to make our new multiple slide coin chute available to all, but of course it will take us about 60 days before we can get into production. I know this new chute is going to solve a lot of problems for manufacturers, as it has for my company, and I am confident that a new era in coin-operated games is in the offing. It will make possible the development of many new ideas considered impossible before the advent of the Evans multiple slide coin chute."

West Virginia Op Asks Trade to Help Refugees

CLEVELAND, Jan. 30.—A phone call was received at the headquarters of the Markepp Company here from John D. Santo, prominent West Virginia operator, making a plea that all kinds of clothing be sent to victims of the flood in his section.

Santo said local agencies were able to take care of the refugees as far as food and lodging are concerned, but that thousands had to leave their homes in boats and were unable to take any clothing with them. "The need for clothing is very serious, and whatever anyone is able to give will be of great help," Santo pleaded.

"The spirit of the people despite the terrible losses they suffered is encouraging, and everyone is just waiting for the water to go down before they can clean out their homes and businesses and carry on," said Santo.

SANTONE SPECIALS

BELMONT	\$65.00
KEENEY GRAND SLAM	20.00
BIG SHOT	12.50
GOTTLIEB'S SUNSHINE BASEBALL	25.00
BALLY JUMBO	17.50
ROCKOLA DE LUXE "46"	7.50
ROCKOLA TROJAN	7.50
BALLY MULTIPLE	30.00
BALLY BONUS	15.00
BALLY PEERLESS	17.50
KEENEY DOUBLE SCORE	12.50
KEENEY REPEATER	7.50
RAYS TRACKS (Latest Model)	175.00
BALLY HIALEAH (Mystery Pay)	25.00

CONDITION GUARANTEED A-1

TERMS: 1/3 With Order; Bal. C. O. D.

SANTONE COIN MACHINE CO.

1524 Main Avenue San Antonio, Texas

Midwest's Most Reliable Distributors

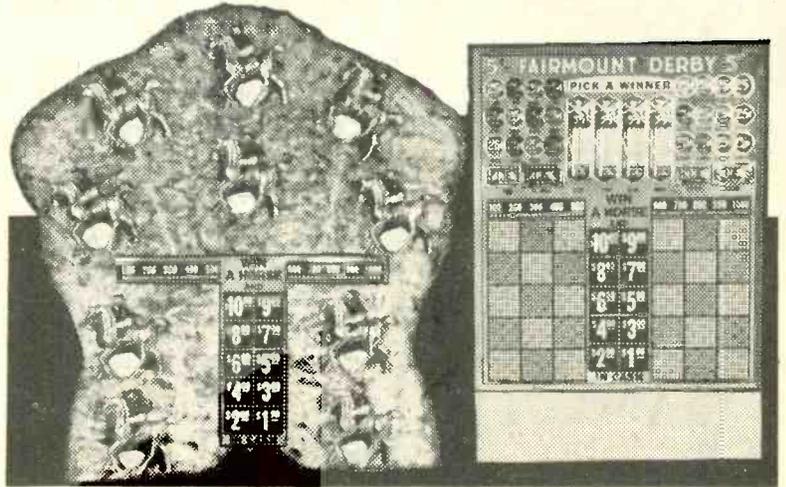
!! EXTRA !!
THIS COUPON IS WORTH MONEY TO YOU

Mail it at once with name and address. Not good after Feb. 10, 1937. See our other ad in this issue. We have them ALL—New and Used—Priced Right.

CALL NOVELTY CO.
2330 PINE ST. ST. LOUIS, MO.

FAIRMOUNT DERBY DEAL

A Sweepstake Winner!



Cash in on Race Horse Popularity!

This is Independent's "Deal of Deals." Be the first in your district to have this "Sure Fire Winner."

Deal Takes in	\$150.00
Pays Out	67.00

NET PROFIT \$ 83.00

Sample deal . . . \$9.85 . . . Send 1/4 Deposit. Money refunded if not entirely satisfactory after your inspection.

INDEPENDENT NOVELTY COMPANY

220 N. FIFTH ST.

SPRINGFIELD, ILLINOIS

Superior
"WORLD'S FASTEST GROWING SALESBOARD FACTORY"

THREE \$5 WINNERS
TRIANGLE One-third of the Punches are FREE.
1,500 Hole, 100 Section 5c Board. Last 5 holes in each 15-hole section are free.
Board Takes In (1,000 Sales @ 5c) . . . \$50.00
Pays Out 23.50
PROFIT \$26.50
Thin Board With Easels.



OPERATORS: Write for Superior's Scoops. The Operator's Own Paper.

SUPERIOR PRODUCTS, Inc. 14 N. PEORIA ST., Chicago Dept. B

FAST TRACK



SAM MAY, Southern division sales manager of the Western Equipment and Supply Company, exchanges mutual congratulations with "Western" Jimmy Johnson (right). The machine is Fast Track.

BIG CANDY LEADER

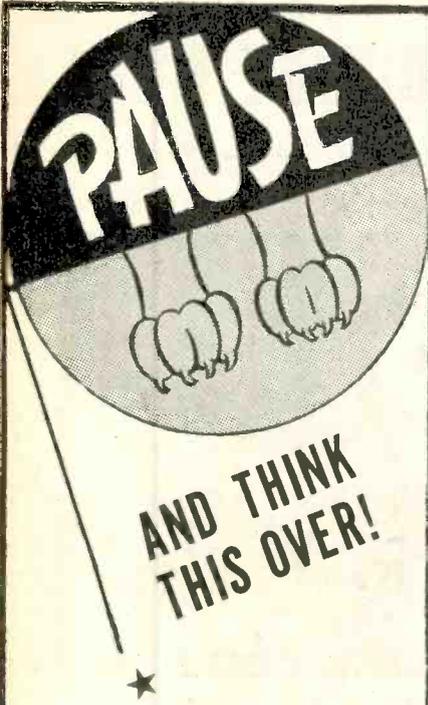
33 Large and Medium Size Boxes High Grade Chocolates

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.
LEE-MOORE & CO., 180-182 W. Adams St., Chicago

WURLITZER SKEE BALLS (Perfect Condition)	\$149.50
TELEVISION POKER	49.50
Par Golf	\$3.95
Kings	3.95
Tri-A-Lite	3.95
Rockola "21"	3.95
Dealer	3.95
Balance	3.95
Tit-For-Tat	\$3.95
Super "8"	3.95
50-50	3.95
Treasure Hunt	3.95
50 Grand	6.95
Hunter	7.95
Tie Up	\$7.95
Panama	9.95
Wall Street	9.95
Big 5 Jr.	12.95
Zenith	12.95
Bank Nite	13.95
Hurdle Hop	\$19.95
Bolo	19.95
Rnd. & Rnd.	19.95
Neck N Neck	22.95
Sky High	24.95
Excel	24.95

FULL CASH ALL ORDERS OF \$10 OR LESS—OTHERS 1/3 CASH—BALANCE C. O. D.
SUPREME VENDING COMPANY, Inc.
• 64 Erasmus St., Brooklyn, N. Y. • 922 8th Ave., N. Y. C. • 1121 St. Nicholas Ave., N. Y. C.



WESTERN'S GRAND PRIZE gives you all of the outstanding features of the regular 1 ball automatic payout table PLUS THE AUTOMATIC PAYOUT JACKPOT! This revolutionary idea is THE BIGGEST APPEAL EVER PRESENTED TO THE PLAYERS—It's proven by the HUGE \$25 DAILY COLLECTIONS that smart operators are reaping. Think it over—your logical purchase is

Western's GRAND PRIZE
 THE AUTOMATIC PAYOUT JACKPOT TABLE



\$159.50 **\$169.50**
 Power Pack or Batteries Optional Ticket Model

WESTERN EQUIPMENT & SUPPLY CO.

425 W. North Ave. Chicago, Ill.

Production on Zephyr Speeded

CHICAGO, Jan. 30.—Production on the new Zephyr cigaret reel machines has been speeded up considerably, according to Karl Klein, of the Groetchen Tool Company. "When we went home from the 1937 convention," Klein stated, "our only worry was how to ship the many hundreds of orders which we had taken for the new Zephyr. But the preparatory organization work which we had done during the holiday season showed its value immediately, enabling us to increase production in step with the large demand, and we are now in a position to ship orders for the new Zephyr within 48 hours.

"Groetchen has built many thousands of cigaret reel games during past years," Klein continued. "With the new Zephyr we introduced a smartly stream-lined cabinet, finished completely in colors. There are a number of color combinations available, and we take particular pride in a new color named Horizon Blue.

"The swing to colors is definitely a sign of better times. It is symbolic of a more cheerful outlook which people begin to have, and it certainly is reflected in the increased collections which our customers report from their Zephyrs.

"Groetchen engineers have done a fine job in the design of the new silent Zephyr mechanism, with its positive 1-2-3 stop action reels. For open territories, bell fruit reel strips are furnished, together with a new mystery award card, featuring a new 3-star award."

dous spurt of sales on Penny Pack and Reel Dice also.

"Penny Pack has of course been one of the most sensational counter money-makers we have ever produced. We rank this machine even above our sensational Reel "21," for which orders still continue to pour in every day. But, it seems to both Mr. Helfenbein and myself that from what our distributors tell us, Reel Dice was very slow to get started, but once it became firmly entrenched on any location, it brought unusually good results.

"Our production schedule has therefore been terribly upset in our counter game division. We are forced now to produce almost as many Reel Dice "21," Reel Dice and Penny Packs as we are producing Tri-O-Packs. Of course, the main preference is still for Tri-O-Pack. We expected this when we displayed the game at the show.

"Operators who already have Tri-O-Pack on location, report to us that the game is earning more money for them than Penny Pack and Reel "21" combined. They tell us that this is the best counter game we have ever produced. But, we know that this is just the reason why we produced this game, for we are always intent on giving the operator something better than has ever before appeared on the counter games market.

"Production of the two Daval pin game successes, Red 'N Blue and Totalizer is also going at top speed, but, this division of the Daval factory is entirely separate from that of the counter games division and therefore no production problems, except stepping it up, has been faced by the engineers here."



POPULAR PLAYLAND IN CLEVELAND features Exhibit's Shoot-a-Lite target. Triangle Music Company furnished this photo showing players in action.

Daval Reverses Production Plan

CHICAGO, Jan. 30.—Daval Manufacturing Company reports having reversed its complete production schedule, due to the fact that orders have piled up for counter devices which supposedly had reached their zenith of sales.

A. S. Douglass, president of the firm, in explaining the situation, says: "We believed we were all done with volume production of Penny Pack and Reel Dice when we offered the new Tri-O-Pack at the 1937 convention. But the surprising thing to us was that the big sales of the new device seemed to revive a tremendous

Mobile Distrib Expands

MOBILE, Ala., Jan. 30.—Constantly increasing business has necessitated the removal of the Mobile Amusement Company to new and greatly enlarged quarters at 250 1/2 St. Francis street, Mobile, where they have considerably expanded their lines of games. The firm is especially featuring the new popular models of Gottlieb machines, which are proving quite a sensation, they state.

Eddy Kramer, president of the Mobile Amusement Company, in commenting upon the move, expressed his great satisfaction over the improvement, and in particular referred to the satisfactory sales of Derby Day, which indicates brisk business ahead.



HARRY ROSENTHAL, popular Western Pennsylvania representative for J. H. Keeney & Company and associated with the General Novelty & Amusement Company, Pittsburgh.

Moseley Launches Big Sales Drive

RICHMOND, Va., Jan. 30.—Harry Moseley, president of the Moseley Vending Machine Exchange, launched one of the biggest sales drives in the history of the firm after returning from the 1937 coin machine convention. The firm of which he is president is known nationally and also has some important overseas customers on its list. It has had an important part in the development of the coin machine trade in this section of the country.

Moseley, when he returned from the convention, reported that he had placed orders for more than \$150,000 worth of new machines, ranging in lots of two to 10 carloads on each type of machine. The firm is located in a strategic position in Richmond, on the broadest street in town, and is so well known that no street address is used in its advertising.

"The firm had favorable conditions for a few years," Moseley says, "and developed an international business, then the crash. My health also failed for a time. After a year's rest, I started all over again and recent business proves how well we have succeeded in getting back to our old position of leadership. The only trouble we are having now is in getting prompt deliveries on new machines displayed at the 1937 convention. We lose about half of our possible orders on this account.

"We will not buy machines that we ourselves know are not worth the money, regardless of whose product it may be. We want to hold the confidence of our customers. In our 2,000 accounts we do not believe that we have as many as two dissatisfied customers."

Square Shooter Device Given Big Acceptance

ST. LOUIS, Jan. 30.—"Operators, you asked for it; here it is." That in substance was the message the Star Sales Company sent out with the new penny cigaret device, Square Shooter. According to an official of the firm, the response was immediate and favorable. From all sections the reports have been pouring in every day. We know now that we have a sensational counter game.

"The game is a new development of the old idea of roulette," he continued, "which brings a tremendous repeat business. It is compact, occupying just a little more space than a large cigar-box. This brings the price down to a new low for such a big money-maker. The player's interest is increased, after the beautiful seven-color disc stops spinning, by the suspense of the four magic balls stopping one at a time."

LADY LUCK

1200 Hole Form 4190

Takes In \$40.00
 Pays Out 19.00

SPECIAL BOARDS, CARDS AND HEADINGS FOR VALENTINE, EASTER AND MOTHER'S DAY

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

CHAS. A. BREWER & SONS
 Largest Board & Card House in the World
 6320-32 Harvard Ave., Chicago, U. S. A.



LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Art Nagel Reports Ohio Operators on the Upgrade

CLEVELAND, Jan. 30.—Art Nagel, head of the Avon Novelty Company, reports that post-convention business has exceeded his highest expectations.

Nagel in issuing a personal comment upon activity in the Ohio territory said: "I take personal pride in the widespread prosperity of Ohio operators. The profits that they are receiving from machines which I have personally recommended is highly gratifying to me. It is this individual service that is responsible for the tremendous business that my company is receiving."

"Avon Novelty Sales Company seeks to live up to its motto, 'Service that merits sales.' Active operators in the Ohio territory confirm this by their statements to the effect that every department in this organization lives up to the Avon motto."

Western Adds Electropak To All Automatic Games

CHICAGO, Jan. 30.—Adoption of Electropak on all automatic devices by the Western Equipment & Supply Company is simply in keeping with the firm's policy of giving the operator only the highest standards of equipment, Jimmy Johnson, head of the firm, stated. Electropak device is made by Electrical Products Company, Detroit.

"I am fully convinced that only by using the very best mechanical parts can a manufacturer maintain the good faith of his operators," Johnson said. After extensive research by Western engineers, we have found that the Electropak is the best unit adaptable to the needs of our productions. The characteristic Western machine employs so many sensational and animated playing devices, it is most necessary that they possess a reliable power unit. I have every confidence in the Electropak line, and with this confidence I know full well that it will comply with the strict manufacturing standards maintained by Western Equipment & Supply Company."

Mr. Chereton, in commenting upon the recent move of the Western Equipment & Supply Company, stated: "I am more than highly gratified that my firm can render this service to the Western Company. I feel sure that the combination of Western's brilliant automatic machines and Electropak power units offer superior operation."

North Carolina Firm In Aggressive Drive

CHARLOTTE, N. C., Jan. 30.—Kostakes Novelty Company is well under way with the most aggressive sales campaign in its history, according to George A. Kostakes, head of the firm. Other officials of the distributing firm are Mrs. Kostakes, office manager; Mary Bruton, bookkeeper; W. W. Richardson, music department; W. C. Knight, operating department; Carl Plummer, salesman; Frank Smith, mechanic; John Brown, service department.

"We have a fine showroom on one of the principle streets of the city," Kostakes states. "We handle complete lines of slot machines, payout tables, novelty games, cigaret machines, all kinds of counter machines, phonographs and all kinds of salesboards. We have made arrangements with most of the leading manufacturers to distribute their lines of machines and boards. We have them on display and also ample stocks to make deliveries to operators."

EXHIBIT'S
CHUCK -A- LETTE

A SENSATION before the show
a SENSATION at the show
and always a sensational money-getter

Exhibit's
Chuck-A-Lette and Jockey Club.

7 CAN PLAY 3 CAN WIN

Demand It From Your Jobber or Write
EXHIBIT SUPPLY CO.
4222 WEST LAKE ST., CHICAGO, ILL.

SQUARE SHOOTER \$12.50

Operators! Here it is! The New King of 1c Cigarette Games

7 Days FREE Trial

1/2 with Order Bal. C.O.D. "Watch the Magic Balls Perform"

Shoot for a new high in profits with the Square Shooter. Guaranteed to take away the play and keep it from any 3 reel cigarette game ever made. A proven money maker on 200 test locations.

Write for quantity prices Personal checks delay shipment

STAR SALES CO.
3901-09 Wayne Ave., K. C., Mo.

WE BUY AND SELL SLOTS

We carry a Complete Line of Mills and Jennings New Slots at Factory Prices for Immediate Delivery.

WILL TRADE THE FOLLOWING

- Mills Futurities (5c) Floor Samples
- Mills Diamond Front Mysteries (5c)
- Mills Front Vender (5c)
- Mills Skyscrapers Mystery Payout (5c)
- Jennings Centuries (Register and Mystery Payouts), Like New (5c)
- Jennings Duchess (5c)
- Bally Reliance (5c) Floor Samples
- Daval's Reel "21" (Late Models)
- Daval's Races (Late Models)
- Groetchen High Stakes
- Buckley Horses
- Harmony Bells (Western)

FOR ANY OF THE FOLLOWING

- Wurlitzer P-412
- Mills Late Model Q. Ts.
- Buckley Puritan Venders
- Bally Derbies
- Bally Preakness

BAUM NOVELTY CO.
Phone: GRand 7499
2012 ANN ST. ST. LOUIS, MO.
Get on our Mailing List and when in our City, pay us a visit.

SPEEDY PROFITS

GREYHOUND RACES
No. 1184 1000 Holes
Takes in \$50.00
Definite Payout 25.65
Gross Profit \$24.35

A HARLICH JUMBO BOARD
PRICE EACH **\$2.72** Plus 10% Tax. Price Includes Easels and Fraud-Proof Tickets.

Write for Our Latest Circular Describing 18 New Profit-Makers.

HARLICH MFG. CO. 1401-1417 W. Jackson Blvd. CHICAGO, ILL.

COLUMBIA

The only Bell Machine which can be changed from Nickel to Dime, Quarter or Penny Play.

Only Columbia is completely slugproof because it pays out first the Coins or Tokens which have been played last.

Standard or Mystery Play Bell or Mint Vender, also Cigarette Gold Award Bell.

Built for rugged play, completely silent in operation.

BE FIRST IN YOUR TERRITORY WITH

C O L U M B I A



Ask for Catalog No. F-26

ZEPHYR CIGARETTE VENDER



A Salute to 1937 is this smartly streamlined ZEPHYR Cigarette Ball Gum Vender, whose smoothly flowing lines reflect the Modern Style Trend.

Groetchen Engineers designed an entirely new Mechanism for it. As a result, reels spin much faster, completely without noise, and are brought to a positive stop from which they cannot be shaken to any different combinations.

Ball Gum Vender, with visible Display. Large Cigarette Symbols, several kinds of reward cards to fit various retail prices of cigarettes.

Takes only 8" x 8" counter-space. Weighs 13 lbs.

PRICE \$18.75

FREE

With Every ZEPHYR Cigarette Vender We Enclose One Set of Star Award Bell Fruit Strips, With Mystery Award Cards.

F.O.B. Chicago. Register and Double Doors, \$2.00 Additional.

GROETCHEN Tool COMPANY
124-130 N. UNION ST. CHICAGO, ILLINOIS

HERE IT IS! A LOW PRICED AUTOMATIC SHAVER

Five Vibro Shavers
Red Velvet Pad
Two thousand hole board
Two cent sale

Deal Complete \$2.15 Net. Incl. U. S. Tax
1/3 Deposit, Bal. C. O. D.



CRANE OPERATORS
A New Number
With a Punch.
Attractive—Useful
Without Boards
Net Price \$2.00 Per Dozen
1/3 Deposit, Bal. C. O. D.

THE MARKEPP CO., 3328 CARNEGIE AVE., CLEVELAND, OHIO

The Red Cross Needs **MONEY**

An important statement
about the work and requirements of the
AMERICAN RED CROSS

In all its emergency operations, the Red Cross performs three definite functions. They are:

1. **To Relieve the immediate suffering of those who are cold, hungry and homeless;**
2. **To provide adequate medical and hospital care for those in immediate need of it and to maintain a medical service that will combat the spread of disease;**
3. **To aid in the restoration to a normal life of those who have lost their homes.**

The urgent need for all three of these vital services is apparent to everyone in the areas affected, either directly or indirectly, by the flood. To provide them requires **MONEY** . . . a great deal of money.

Checks made payable to American Red Cross may be mailed to American Red Cross headquarters, Washington, D. C. or money may be left at American Red Cross headquarters in any city.

AMERICAN RED CROSS

Werts Employees Aid Flood Victims

CINCINNATI, Jan. 30.—Employees of Werts Novelty Company, Inc., Muncie, Ind., Monday of this week contributed to a fund to aid the flood sufferers in the Ohio Valley. Collection netted \$150.

Fred W. Werts, company president, inquired of *The Billboard* here for advice as to where to forward the money. He was instructed to forward the check to the local branch of the American Red Cross.

Werts, himself, donated \$100 to the cause.

Fishman Says Hi-De-Ho Piling Up Big Sales

NEW YORK, Jan. 31.—Joe Fishman, of Fishman-Schlesinger Distributing Company, says that his firm is swamped with orders for the new Pamco novelty game, Hi-De-Ho.

"I haven't had a minute's rest since the Chicago convention," Fishman says.

tributes his breakdown to the terrific business pressure brought on by the large number of orders his firm has taken for the new Jiffy Tester which was shown at the Chicago convention.

Dave Stern, of Royal Distributors, Inc., who fell sick while attending the Chicago show and spent three of the four days there under care of the Hotel Sherman physician, is now in bed at home, where he is still under a doctor's care. Dave also lost his sales manager to the flu bug. Harry Wichansky, after spending the first few days at the new Royal building in Newark, also succumbed and is now home in bed.

Al Schlesinger is still taking it easy. Al was also one of the unfortunate New Yorkers who was bitten by the flu bug at Chicago and spent four of the five days he was there in bed. Al is now reporting at the Square Amusement Company office a few hours every day and expects to be back in harness within a few more days.

Bill Gersh, of Byrde, Richard & Pound, spent the first few days of his return from Chicago in bed, but is back in harness and raring to go. Dave Rob-



A GROUP OF 65 OPERATORS who attended the 1937 convention in Chicago. Special delegation arranged by the Markepp Company, Cleveland. Photo taken at Union Station, Cleveland.

"Operators and jobbers have been phoning every day for immediate delivery of the game. We are promised 50 games per day from the factory beginning this week and will soon be able to meet the pentup demand. We are optimistic for the season ahead and Pacific Amusement Manufacturing Company has plans for new games which we feel will meet wide approval in this territory."

bins, of D. Robbins & Company, and Max Levine, of Scientific Machine Corporation, also spent a few days in bed.

Three Modern Execs Are Bathing in Florida Sun

NEW YORK, Jan. 30.—All three executive officers of Modern Vending Company are in Florida, where it is expected the warm sands of Miami Beach will keep them away for several days.

Harry Rosen boarded a Florida train about 24 hours before Nat Cohn did. Rosen took his family along. Cohn went by way of Norfolk, and from there drove the rest of the way with Mrs. Cohn and the two children.

Irving Sommer, who has been ill for some time, has been in Florida for the past month. Meyer Parkoff is in charge of the Modern offices in New York while the three officials are away.

Influenza Puts Several Eastern Coinmen in Bed

NEW YORK, Jan. 30.—With the coin machine trade in a definite upswing since the 1937 convention, it has been unfortunate that a number of local coinmen have been out with flu recently. George Ponser was home for a week following the Chicago show. Ponser at-

CLEARANCE SALE

Reconditioned PIN GAMES

It's Mid-Winter Clearance time at Electro-Ball, and here is our big stock of fine Super-Reconditioned Games offered at THE LOWEST PRICES OF THE YEAR! Remember these are America's finest reconditioned games. Buy them now at tremendous savings!

One-Ball-Automatic Pay

Alamo	\$19.50	Prekness	\$99.50
Bally Derby	32.50	Prospector	19.50
Big Shot	24.50	Put N Take, fut. dr.	7.50
Blue Bird	54.50	Rainbow	24.50
Challenger	44.50	Red Sails	20.50
Credit	24.50	Repeater	14.50
Daily Double Jr.	14.50	Stampede	12.50
Daily Limit	19.50	Sunshine Baseball	32.50
De Luxe "40"	14.50	Sunshine Derby	24.50
Fortune	19.50	Snappy	54.50
Galloping Plugs	32.50	Stop & Go	54.50
Grand Slam	19.50	Top Row, Jr., fl. smpl.	19.50
Hialeah	32.50	Top Row, Sr., fl. smpl.	24.50
Hollywood	19.50	Velvet	44.50
Jumbo	24.50	MISCELLANEOUS SPECIALS	
Leatherneck	29.50	Electric Eye, pistol practice	\$37.50
Multiple	39.50	Evans Bull-Ette	59.50
Monte Carlo	22.50	Rock-O-Ball Bowling Skill	
One Better, Fl. Sample	49.50	game, new type unit, fl. sample	189.50
Pamco Falooka Jr.	32.50	Ray's Track, used	250.00
Pamco Speedway	32.50	Daval's "Reel 21" sensational counter game, like new	7.95
Pamco Parlay Sr.	32.50		
Peerless	32.50		
Finch Hitter	32.50		

Prices, F.O.B. Dallas, 1/3 Cash (Bank Exchange or Money Order) must accompany order. Balance C.O.D.

Hundreds of other games in stock. Write us your needs.

ELECTRO-BALL CO., Inc.
1200 CAMP DALLAS, TEXAS

Stampeding the Whole Industry! Price \$139⁵⁰



Mills Novelty Company

NEW ONE SHOT PAYOUT

Wire us at 4100 Fullerton Ave., Chicago

Attention!

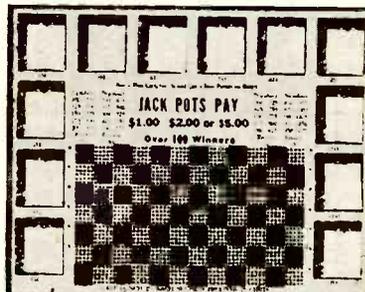
OPERATORS
JOBBER
DISTRIBUTORS
MANUFACTURERS

We are in immediate need of large quantity of coin operated equipment, and WILL BUY SURPLUS STOCKS OF NEW OR USED phonographs, slots, scales, counter games, vending machines, pin tables (novelty or payout), diggers, rotary merchandisers, cigarette machines, bowling games, ray-gun target games, etc.

LIBERAL ALLOWANCE ALLOWED ON EQUIPMENT EXCHANGED for games purchased from our present large stock of new and used coin machines of all makes and models, and SURPLUS STOCKS RECENTLY PURCHASED FROM MANUFACTURERS.

WRITE FULL PARTICULARS ON EQUIPMENT YOU WISH TO DISPOSE OF—AT ONCE!
Get our Confidential Price List on New Games—All Makes!

INTERNATIONAL COIN DEVICE COMPANY
333 N. MICHIGAN AVE. CHICAGO, ILL. U. S. A.



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.

EXHIBIT ROTARY MERCHANTMEN (LIKE NEW) FLOOR SAMPLES
7 ELECTRIC HOISTS \$175.00 each
10 14-FT. KEENEYS BOWLETTES, LIKE NEW 27.50 each
5 FLAP CHUTE MERCHANTMEN 110.00 each
WIRE J-3 deposit, balance C. O. D. 35.00 each
Write for our February bargain bulletin on used and new pay table, counter games, slots, and novelty games.
AMERICAN NOVELTY COMPANY
2540 Prospect Avenue Cleveland, Ohio

DOUBLE YOUR PROFITS IN SPADES WITH RED N BLUE THE 2 IN 1 PIN GAME WINNER!

Two games in One—in America's NEWEST, most SENSATIONAL, Non-Payout Pin Game TRIUMPH—in addition to all other super DAVAL features!

RED N BLUE is the FIRST Non-Payout Pin Game that brings the industry THRILLING, TRUE, POKER ACTION "strictly according to Hoyle" in the MOST SIMPLE-TO-UNDERSTAND manner EVER ORIGINATED! That's WHY—RED N BLUE is earning DOUBLE Pay Table PROFITS Everywhere! And for only \$1.50 Extra separate panel attachment changes RED N BLUE to High Score game! RED N BLUE is the game that WON THE GREATEST ACCLAIM at the 1937 Show!



REEL DICE

The greatest Dice ACTION Counter game EVER BUILT! Silent Mechanism! 4-Way Play! A Speedy, Thrilling, STEADY Money-Maker! ORDER NOW!

\$1875

TAX PAID F.O.B. CHICAGO



RED N BLUE features the sensational Daval "BURGLAR-ALARM" Cash Box—Daval's Precision Construction—Daval's super LIGHT UP blackboard—Daval's recognized BETTER cabinet and Daval's flashier, more attractive, colorful board—PLUS—many other Daval features! Don't Delay—RUSH YOUR ORDER NOW!!

ONLY \$59.50 TAX PAID F.O.B. CHICAGO

DAVAL MFG. CO. ★ 200 SO. PEORIA ST. ★ CHICAGO

Midwest's Most Reliable Distributors

SPECIAL TURF CHAMPS

(TICKET AND CASH COMBINATION WITH ELECTRO LOCK AND AMPERAGE BOOSTER ELEKTRO-PAK) (LIKE NEW) **\$65.00 EACH**

RUSH ORDERS—1/3 DEPOSIT, BALANCE C.O.D.
TURF CHAMP TICKETS 75c PER ROLL

All the "Hits" of the Show Get on Our Mailing List ????

CALL NOVELTY CO.
2230 PINE ST. ST. LOUIS, MO.

Blood Pressure Machine Is Hit

NEW YORK, Jan. 30.—Laufmanometer Corporation reports that its blood-pressure indicator is rapidly increasing in sales. Sales have been far above expectations and purchasers in far-off corners of the globe have been ordering the machine during the past months, Laufmanometer officials state.

"The Laufmanometer, altho it can be operated with or without an attendant, is not to be classed in the novelty field, as it serves a scientific purpose," they continue. "A person who believes his health is perfect, sometimes learns that his blood pressure is not as it should be and will then visit his family physician. The difficulty can soon be overcome thru expert advice and treatment."

The Laufmanometer blood-pressure machine is constructed of walnut veneer, weighs only 60 pounds and can be transported easily. The machine has been doing a profitable business during the past few years at various resorts and locations, including Coney Island, Atlantic City, Asbury Park and Miami Beach.

50 PENNIES THE ACCURATE COIN COUNTER COMPANY PATTON, PA.

Visible Slotted Coin Counter

The Operator's Friend

Transparent, with slot gauge giving absolute accuracy in count, shows up slugs, easily emptied into roll tubes. The best hand counter doing work of mechanical counter. Try a sample.

Wrapper Tubes
\$1.25 each, 75c per 1000 in 1c, 5c, 10c, or \$2.50 a set consisting of penny and nickel counter. The penny counter can also be used for tubing dimes.

25c, 50c Sizes. Write for Big Lot Prices.

ACCURATE COIN COUNTER COMPANY.
PATTON, PA.

Roll-O-Matic Buzzes With Activity On "Maiden-Roll"

NEWARK, N. J., Jan. 30.—Roll-O-Matic has recently enlarged its experimental rooms here almost fourfold. Several well-known coin machine engineers and designers of the Middle West have been added to the Roll-O-Matic staff. The buzzing activity at the plant these days is caused by the firm's newest creation, Maiden-Roll.

Howard Kass, Roll-O-Matic sales manager, in speaking of the new game, says: "Maiden-Roll" has been location tested and the game has a whirlwind take. It reminds me of the profits originally made in Roll-A-Ball two years ago. Game has been carefully designed to supplant stagnant bowling game locations. Orders from local distributors are beginning to pile up and I can see that we're going to have a tough time keeping up with the orders."

Protect Your Route Without Delay

1c Skill Game DUCK SOUP

It's Legal!

100,000 locations open for this money maker

Earn \$2.00 to \$10.00 daily

- CLEVER
- NOVEL
- ORIGINAL
- PROFITABLE

"Watch the DUCK Dive"

PRICES
Sample \$1.00
Lots of 6 1.40
Lots of 12 1.20
1/2 doz. with order, bal. C.O.D.

STAR SALES CO.
3901 09 Wayne Ave.
Kansas City, Mo.

No Personal Checks, Please

5c ONE-TWO-THREE 5c

JACKPOT NO. 1 JACKPOT NO. 2 JACKPOT NO. 3

50 1250 1037 40

200-225-230-240-250-260-270-280-290-300-310-320-330-340-350-360-370-380-390-400-410-420-430-440-450-460-470-480-490-500-510-520-530-540-550-560-570-580-590-600-610-620-630-640-650-660-670-680-690-700-710-720-730-740-750-760-770-780-790-800-810-820-830-840-850-860-870-880-890-900-910-920-930-940-950-960-970-980-990-1000

LAST PUNCH IN EACH SECTION RECEIVES \$100

THREE JACKPOTS!

WINNING NUMBERS HAVE CHOICE OF PUNCH IN 3 DIFFERENT JACKPOTS

A NEW GARDNER THICK BOARD

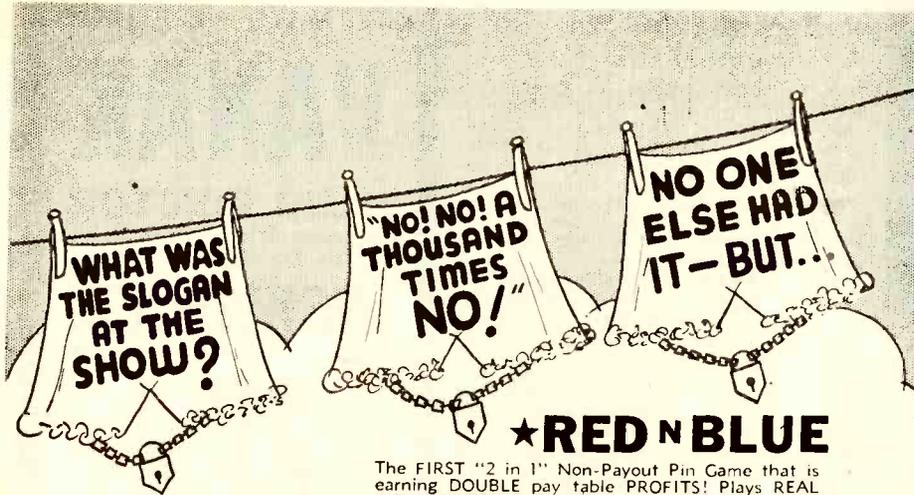
Order No. 600-ONT (One-Two-Three)
Size of Board 7 1/4 x 10 in.

Takes in: 600 Holes @ 5c..... 30.00
Total average payout..... 17.50
Profit 12.50

Price \$1.34 Plus 10% U. S. Tax

Write for Broadside and Price List

GARDNER & CO.
2309 Archer Ave. Chicago, Ill.



★RED N BLUE

The FIRST "2 in 1" Non-Payout Pin Game that is earning DOUBLE pay table PROFITS! Plays REAL poker "strictly according to Hoyle." For only \$1.50 extra—separate panel attachment makes RED N BLUE a sensationally different HIGH SCORE game!

\$59.50

TAX PAID
1/4 certified deposit, balance C.O.D., F.O.B. Chicago.
All Orders!



RUSH YOUR ORDER TODAY!

"You can't lose... with Gerber & Glass!"



TRI-O-PACK

The sensational 1c Cigarette Play Counter Game HIT! COMBINES all the money-making power of PENNY PACK, all the thrills of REEL "21"—PLUS. New 1st, 2nd or 3rd CHANGING ODDS!

7 DAYS FREE TRIAL \$24.75 TAX PAID

HAD WHAT?
Daval's
SENSATIONAL NEW
COUNTER GAME TRIUMPH
TRI-O-PACK
and
THE OUTSTANDING 2 IN 1
PIN GAME WINNER
RED N BLUE

READY FOR IMMEDIATE DELIVERY!
Penny Pack only \$17.50, TAX PAID, and REEL DICE only \$18.75, TAX PAID.
The world's 2 fastest money-making counter games!

"The World's Foremost Distributors of Winners for Operators!"
GERBER & GLASS, 914 DIVERSEY, CHICAGO

YOU CAN'T BEAT AVON

Values!

- HIALEAH \$36.50
- BALLY DERBY (Electropak) 41.50
- BALLY DERBY (Electropak) and Ticket Model 45.00
- PAMCO PINCH HITTER 22.50
- PAMCO SPEEDWAY 27.50
- PROSPECTOR 14.50
- BIG RICHARD -21.50
- ALL STARS (Electropak) 27.50
- GALLOPING PLUGS 27.50

COUNTER GAMES

(Only in use five days)

ARMY "21" GAME \$9.95

NEW GAMES

MATCH 'EM . . . \$17.50
DRAW "21" . . . \$19.50

AVON not only assures you perfect operation on all reconditioned games, but sincerely places at your disposal their complete service accommodations.

"SERVICE THAT MERITS SALES"
AVON NOVELTY SALES CO. 5807 EIGHTH AVE. CLEVELAND O.

TELL THE ADVERTISER YOU SAW IT IN THE BILLBOARD

Sales on Bumper Well On Way to New Record

CHICAGO, Jan. 30.—Making no effort to conceal his excitement and satisfaction over the success of the Bumper novelty game, Ray Moloney, president of Bally Manufacturing Company, revealed that sales of the pinless, pocketless pingame are well on the way to breaking the record of Ballyhoo, so popular at the beginning of the pingame era.

"The present rate of Bumper shipments," Ray states, "need continue only three weeks more to put us past the Ballyhoo peak, which has long been looked upon as one of the outstanding sales records in the industry. And, judging by the enthusiastic reports coming in, Bumper will be a top-seller for months to come. It is literally carrying the country, not only in novelty territory, but also in strong payout sections, where novelty games have played second fiddle for years. We can't begin to fill the demand, altho we have run double shifts ever since the show. From a sentimental viewpoint, I hate to see old Ballyhoo's record broken, but Bumper is going to do it, and I guess I'll just have to grin and bear it."

Sommers Celebrate 16th Anniversary

MIAMI BEACH, Jan. 30.—Mr. and Mrs. Irving Sommer, of New York, who are guests at the Hotel Evans here, celebrated their 16th wedding anniversary, January 22, with a dinner party in the main dining room of Hotel Evans.

Their son, Robert, began the celebration by cutting the anniversary cake, which was presented to the couple by Mr. and Mrs. Evans. The anniversary dinner was attended by the Evans family, Mr. and Mrs. Ben Berlinger, Mr. and Mrs. S. Guttenberg, Mr. and Mrs. Harry Rosen, all of New York, Mrs. Rose Friend, of Bell Harbor, and Mr. and Mrs. Sam Getlin, of Miami.

Sommer is well known to the coin machine trade as an executive of Modern Vending Company, New York distributing firm.

NEW NOVELTY SALESBOARD SENSATION!

Deep Sea Treasure Deal



The deal they're all talking about. Deep Sea Mystery Treasure contains valuable genuine Cultured Pearls worth up to \$50.00. Pearls just as produced by nature, unseen, untouched, eight years growing within the body and shell of the Oyster. Sealed in tins direct from the sea beds of the Orient. Each package guaranteed to contain a pearl. Five of these thrilling Sea Treasures and an attractive 600-hole board with counter card brings in \$30.00, pays out 32 packages of cigarettes. Gross profit \$25.20, your cost per deal \$6.95. 12 deals for \$81.00. Prices less 2% cash discount. 25% deposit required on C. O. D. shipments. Order by catalog No. B5. We Guarantee the sale of this deal or refund.

JOSEPH HAGN COMPANY
217-225 W. MADISON ST. CHICAGO, ILL.



BON VOYAGE

1,000 HOLES. THICK BOARD.
FAST PLAY. DEFINITE PAYOUT. BIC PAY.
Takes In \$50.00
Pays Out 24.90
Profit \$25.10
Colorful and Attractive.

PRICE \$1.80 PLUS 10% TAX
GLOBE PRINTING CO.
1023-27 Race St. PHILADELPHIA
SEND FOR OUR NEW CATALOG

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

- Bally Mfg. Co.
 - Pacific Am. Mfg.
 - Groetchen Mfg. Co.
 - D. Gottlieb Co.
 - A. B. T. Co.
 - Exhibit Supply Co.
 - Daval Mfg. Co.
 - Western Equip. Co.
- KEYSTONE NOV. & MFG. CO.** 26th and Huntingdon Sts. PHILADELPHIA, PA.

STEP RIGHT UP FOLKS AND GET INTO THE BIG MONEY

WITH *Genco's* ORIGINAL

PADDLE WHEEL



Styled by
GENCO

30 in. Wide, 71 in. High,
20 in. Deep

*Just Like the Famous Paddle Wheels You've
Always Seen at Circuses and Carnivals*

Designed in a beautiful walnut and maple cabinet—the most attractive, modern flash on the market!

Nothing Like It Has Ever Been Shown Before!

TAKES 10 NICKELS AT A TIME! As many as ten people can play at once . . . or one person can play up to ten nickels.

FULLY AUTOMATIC PAYOUT! Pays out in coins or slugs . . . the sums range from 20c to \$1.00.

JUST LIKE THE FAMOUS CARNIVAL GAME!

It does everything any attendant at a circus or carnival does . . . the player selects the number, puts in coin, presses the button, and the wheel spins . . . finally stops. The pointer at the top shows the winning number . . . the color indicates the payout odds.

WRITE OR
WIRE

**TESTED
AND
APPROVED**
Another Genco
Winner!

GENCO INC.
2621 N. ASHLAND AVE., CHICAGO

**Padlocked Panties
A Convention Hit**

NEW YORK, Jan. 30. — Convention echoes here indicate that Gerber & Glass, Chicago distributors, started something by distributing those novelty "padlocked panties" as souvenirs at the 1937 convention. Coinmen returning from the convention have them displayed on walls in many of the jobbing houses, and novelty firms are ready for a cleanup on the idea.

The panties, made of silk, were given away by Gerber & Glass during the convention as a souvenir. They had a chain and padlock attachment, which kept them from being opened until someone came along with the right combination. Tho not a new idea, the men here report that the novel manner in which they were presented captured the fancy of all, and the demand exceeded the supply.

Letters and telegrams asking for the whereabouts of the combination keys to the padlocks are going to Chicago regularly. The belief is that Paul Gerber has hidden the keys in some games and that the only way to get them will be to buy out his tremendous stock.

Operators here are making comical use of the panties and are presenting them as gifts to stenographers in local firms, where they create gales of laughter. Reports here say the panties were the outstanding novelty hit of the show.

**"Gold Dust Twins"
Become Ball Players**

BIRMINGHAM, Jan. 30.—"Gold Dust Twins", Max and Harry Hurvich, of Birmingham Vending Company, leading distributors, report that they have decided to become baseball players since the tremendous ovation they received upon their return to this city with the new Rockola 1937 World Series game.

Max and Harry claim that the game is a great one. The operators immediately took to the game, they report, and they feel that they will be one of the record-breakers in the sales of the baseball game.

They also state that they are going to ask David C. Rockola to send "Dizzy" Dean down to their city to show the boys how to play the game.

Conditions are fine thruout their territory, they say, for World Series. They feel that once they put on their baseball uniforms and start some real sales demonstrations of the game that they will double all sales records. Uniforms have already been ordered for all employees of the firm by the "Gold Dust Twins", including one for their true Southern beauty steno. They report that all the boys are waiting to see what she will look like in baseball pantaloons.

NOTICE!
VANAK

SLUG EJECTOR

ABSOLUTELY SLUG PROOF!
QUICKLY PAYS FOR ITSELF!

NEW PRICE

Effective February 15, 1937

\$20

F.O.B.
CHICAGO

A. DALKIN CO.

4311-13 Ravenswood Ave., Chicago

**SAVE UP TO 50%
ON FOLLOWING MACHINES**

DeLuxe 46	\$11.00
Western Races	22.50
Bally Juniors	19.50
Pacific Leathernecks	21.50
Sunshine Derbys	27.50
Sunshine Baseballs	29.50
Bally Hiaballs	29.50
Bally Peerless	29.50
Bally Bonus	29.50
Brokers Tip	29.50
Palooka Jr.	29.50
Bully All Stars	29.50
Keweenaw Velvets	29.50
Skill Rolls	32.50
Bally Challengers	34.50
Bally Multiples	37.50
Bally Roundups	7.50
Bally Bluebirds	29.50
Turf Champs	65.00
Gottlieb's Hit Parade, like new	74.50
Gottlieb's Derby Day, like new	74.50

Send one-third deposit, bal. C.O.D.
INDEPENDENT NOVELTY CO.
220 N. Fifth St. Springfield, Ill.

Midwest's Most Reliable Distributors
BARGAIN BOX

Alamo	\$25.00	Country Club	\$21.50
Daily Race	27.50	High Stakes	6.50
Peerless (ticket)	47.50	High Tension	4.50
Challenger (ticket)	47.50	Daval Reel 21	6.75
Bally Derby	42.50	Screamo	4.75

See our other Ad in this issue
MC CALL NOVELTY CO.
2330 PINE ST. ST. LOUIS, MO.

**THE BEST
BUY of the
Week...**

**ATLAS
PERSONAL SERVICE
ATLAS
NOVELTY CORP.**
2200 N. Western 1901 Fifth Ave.
CHICAGO, ILL. PITTSBURGH, PA.

ALL NEW IN ORIGINAL CRATES
Western Equipment's
REEL RACES
Regularly priced \$19.50

**J. H. Keeney's
STOP & GO**
Regularly priced \$139.50 (Ticket Model \$52.50)

DEAL WITH CARL—ALWAYS A SQUARE DEAL
LATEST HITS—HIGHLY RECOMMENDED

Eagle Eye	\$325.00	Grand Prize	150.00	Tri-O-Pack	\$24.75
Fair Grounds	64.50	Write Rays Track	400.00	Double Deck	23.75
Bumper	149.50	Paces Races	30 Pay	New Penny Pack	17.50
Preakness	149.50	Galloping Dominos	275.00	March Em	19.50
Rover	149.50	Bang Tails	275.00	Reel 21 (New)	17.00

LARGE STOCK ALL LATEST MILLS SLOTS AT ALL TIMES
LIBERAL TRADE ON USED SLOTS

Ace	\$12.50	Double Header	\$27.50	Pay Day	\$22.50
All Stars	47.50	Evans Roulette	105.00	Preakness	100.00
Bally Derby	41.50	Flying High—new	75.00	Prospectors	20.00
Belmont	62.50	Hiaballs	75.00	Railroad, orig. car.	75.00
Blue Bird	40.00	Jumbo	22.50	Red Man	49.00
Blue Bird, orig. car.	50.00	Monte Carlo, new	63.50	Round Up	39.50
Bonus	32.50	orig. car.	49.50	Saratoga	50.00
Challenger	50.00	Multiple	55.00	Turf Champ	65.00
Credit	30.00	Pamco Ballot—new	50.00	Tycoon	\$25.00 to 35.00
Daily Limit	35.00	Pamco Bells—new	50.00	Reliance Dice, rebuilt, like new	45.00
DeLuxe 46	25.00	Pamco Palooka, Sr.	47.50		

11 Pace Races, Refinish, New Motors, New Brakes—\$210 to \$250

ONE-THIRD DEPOSIT
UNITED AMUSEMENT COMPANY
3411-15 MAIN STREET
KANSAS CITY, MISSOURI

**Moseley's Special Closeouts
Of Used Machines**

Write, wire or phone us your order immediately on either used or new machines. We do not quote the lowest price but guarantee to meet any clean competitive prices, and make delivery as prompt as possible after machines are available for delivery by the respective manufacturers.

PACES RACES

1 brand new 1937 floor sample 30 to 1, Walnut cabinet, 5c cash payout, never on location	Each	\$340.00
1 brand new 1937 floor sample 30 to 1, check sep., Walnut cabinet, never on location	Each	375.00
2 brand new 5c check, sep. Black cabinet P.S., never on location, 30 to 1	Each	355.00
6 5c Paces Races, cash payout 20 to 1, repainted, striped, heavy-duty motor like new	Each	255.00
3118-2905-3013-2998		235.00
3491-3562		325.00
3 5c 30 to 1 check sep. 4162-4163-4171		325.00
2 5c 20 to 1 check sep. 4142-4149		325.00
7 5c 20 to 1 check sep. 2711-2711-2808-2805-2905		295.00
1 25c Paces Races cash payout, used 2 weeks, guaranteed new		245.00

4 Palooka Sr., like new	EACH	\$330.50
1 Palooka Jr.		35.00
11 Prospectors		15.00
2 Pamco Handicap		13.50
1 Pamco Bells, like new		40.00
4 Pamco Parleys		25.00
2 The Archer Ticket		5.50
1 Light House A.B.T.		5.50
1 Rapid Transit, like new		5.00
1 Chicago Express, like new		5.00
1 Giant		10.00
1 Sky High ca. payout		22.50
4 Jumbos, clean		19.50
1 Round Up cash payout		37.50
2 Big Five, 2 Ba. cash payout		10.00
2 Big Richard		22.50
1 Pamco Chase cash pay		27.50
4 Daily Race, clean		23.50
1 Screamo		5.50
1 Jennings Hunter		12.00
1 Airline cash payout		22.50
1 Hialeah cash payout		25.00
22 Reel 21		10.00
5 Penny Smokes		5.00

16-24 Record Gabel cut down. Speaker and amplifier reconditioned, refinished Sel.	35.00
2 Mills 12 record selective	25.00
3 Penny Packs	7.50
1 Arithmetic	10.00
3 Win A Pack	6.50
1 Buck A Day	5.00
1 Multiple, like new	37.50

All orders must be accompanied by 1/3 deposit in the form of post office, express, telegraph money order.

Write and ask us to put you on our mailing list.

MOSELEY VENDING MACHINE EX., Inc. 00 BROAD ST., Richmond, Va.
DAY PHONE: 3-4511, 3-4512. NIGHT AND SUNDAY, 5-5328.

**CENTER FOR
BARGAINS**

RECONDITIONED AUTOMATIC PAY-OUT TABLES	
Bally Roll	\$95.00
High Card (Mystery 1 or 2 Ball)	75.00
College Football (Mystery 1 or 2 Ball)	75.00
Derby Day (Mystery 1 or 2 Ball)	75.00
Speed King (Mystery 1 or 2 Ball)	75.00
Turf Champ	65.00
Pamco Bells	39.50
Leatherneck	35.00
McCoy	32.50
Peerless	29.50
Tycoon	27.50
Sunshine Derby	25.00
Aces	14.00
Baffle Ball	14.00
COUNTER GAMES	
Holy Smoke	6.00
Tit Tat Toe	6.00
Bally Baby	6.00
High Stakes	9.50
Twenty-One	9.50
Reel 21	9.50

1-3 Deposit. Balance C. O. D., F. O. B. Milwaukee, Wis.
NEW GAMES—Get Our Prices!
MILWAUKEE COIN MACHINE CO.
3725 W. Center St., Milwaukee, Wis.

READY TO OPERATE

Ten Strike	\$89.50
Sunshine Baseball	\$22.50
Mammoth	\$17.50
Double Score (with packs)	\$23.50
Stop and Go	\$29.50
Natural	\$34.50
Peerless	\$26.50

Lake Shore Sales Co.
2119 Kemper St. Manitowoc, Wis.

GUARANTEED!

Mailing lists of jobbers, operators and dealers. Coast to coast by states. Good returns depend on an accurate list. Get yours from a company that has achieved success from their direct by mail advertising. \$1.75 per thousand.
STAR SALES CO. 3901 Wayne Ave., Kansas City, Mo.

**Pittsburgh Men
Beat Flood Rise**

PITTSBURGH, Jan. 30.—Jobbers and operators of coin-operated machines in this area were fully prepared when Old Man River decided to swell 10 feet above flood level this week. Trained by the costly lesson of last year's disaster, operators removed all machines from locations in flood danger zones long before the weatherman predicted rising waters. In many cases machines were moved on upper floors as a precautionary measure. Fortunately, cold weather checked the flood before doing much damage.



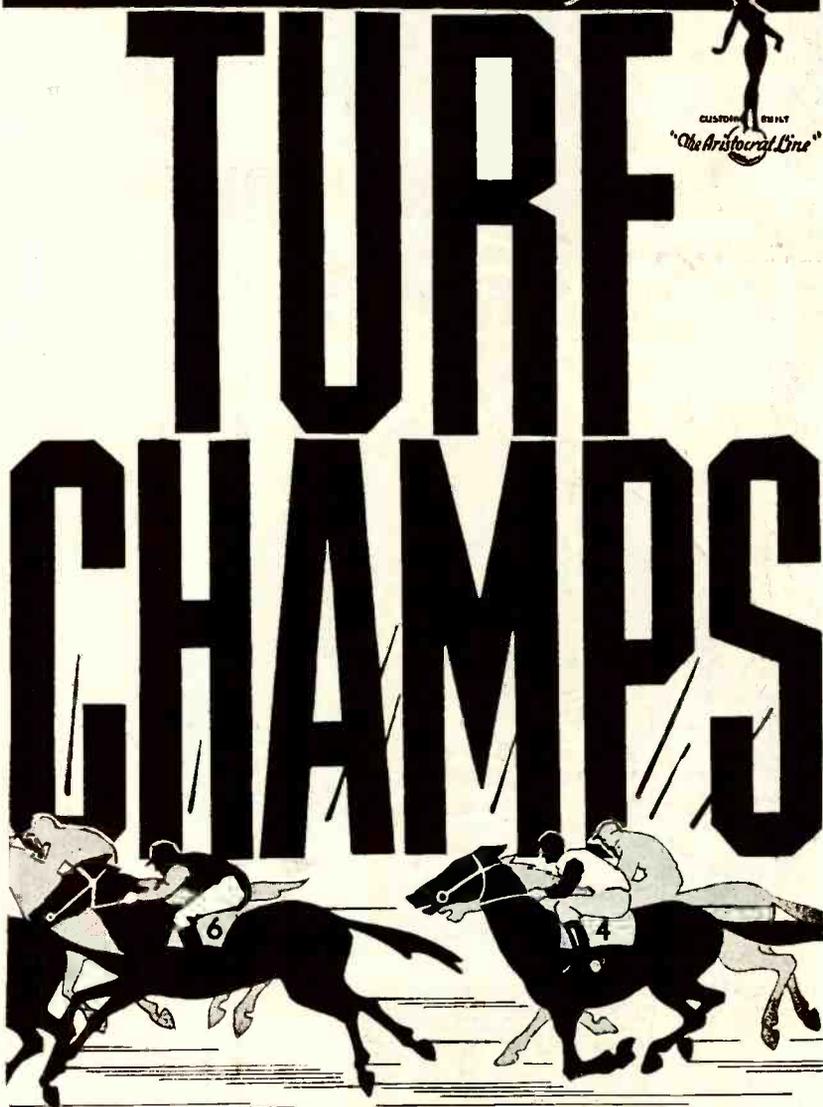
L.B. (Mac) McCormick, president of McCormick Machine Company, Greenville, N.C., reports nationwide response to his covers for phonograph and cigaret machines.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

1937 Best Payout



**STONER
CORPORATION**
Aurora, Illinois



BARGAINS IN RECONDITIONED MACHINES

PAYOUTS	Alamo	\$25.00	Cheer Leader	\$4.50 each
Rotary Merchandiser	19.50	Golden Harvest	19.50	Angle Lite
Turf Champs	73.00	Baffle Ball	14.50	Score-A-Lite
Daily Races (Mystery)	59.50	Big Shot	12.00	Screamo
Multiple	49.50	Stampede	12.00	Shooting Star
Challenger	49.50	Gold Rush	10.00	Domino
Vejet	49.50	Plus and Minus	10.00	Auto Count
McCoy	45.00	Caricac	9.00	Three-in-Line
Stop and Go	45.00	PIN GAMES		
Round Up	45.00	Mag Cap (with Electropak)	\$19.00	Big Game
Pamco Chase	45.00	Ball Fan	9.00	Rockalite
Pamco Bells	45.00	Neontact	8.00	Major League
Bambino (10 ball)	42.50	Auto Flash (ticket)	8.00	Drop Kick
Air Lanes	37.50	Action Sr.	8.00	Tri-A-Lite
Skill Roll	37.50	COUNTER GAMES		
Sunshine Baseball	35.00	Daval Races	\$11.00	Flying Franchise
Jumbo	29.50	Reel 21	9.00	Genco Baseball
Sky High	27.50	TERMS: 1/3 Deposit, Bal. C. O. D., F. O. B. Chicago.		
Sunshine Derby	25.00	NATIONAL COIN MACHINE EXCHANGE,		

1407 Diversey Blvd. CHICAGO, ILL.
First With the Latest New Games—Get Your Name on Our Mailing List.

WHY PAY MORE?

ALL STARS	\$27.50	HIALEAHS	\$27.50
BONUS	27.50	ROUNDUPS	34.50
BIG SHOTS	17.50	RAINBOWS	29.50

Write for Money Saving Prices on Preakness, Bumper, Fair Grounds, Rover, Ten Strike, Grand Prize and Parade

AUTOMATIC AMUSEMENT COMPANY

1304 THROCKMORTON ST., FT. WORTH, TEXAS

508 SEVENTH ST., SAN ANTONIO, TEXAS

PLEASE...



PLEASE... PLEASE

● Patience, you money-thirsty operators! To be sure, you want your HI-DE-HO novelty, payout and ticket game models immediately. To be sure, you want that rich HI-DE-HO money those cleverly contrived "Pacificoil" Bumpers bring in. Sure enough, the American Public has accepted HI-DE-HO as no other game ever before. But, wait! Three shifts of skilled workmen are busily engaged night and day—twenty-four hours hand-running—building your wonder-bumper HI-DE-HO games. You'll soon know the pleasure of HI-DE-HO profits—you'll soon get as many as you want. You'll slide the paper off your brand new HI-DE-HO's—place them out on location—and take hundreds of players over the bumps for the biggest money

they've ever paid. Remember—HI-DE-HO is well worth waiting for. The "Pacificoil" Bumper plus the new two-way matching score principle does it. Wire those repeat orders now. First come—first served!

PACIFIC
AMUSEMENT MANUFACTURING CO.

4223 WEST LAKE STREET, CHICAGO

Branch Office: 1320 S. Hope St., Los Angeles



IT'S A PACIFIC YEAR!

TRI-O-PACK

The new 1c Cigarette Play Counter Game. The fastest money-making counter game ever built. Combines the money-making features of Penny Pack—the thrill of Reel "21"—PLUS a new 1st, 2d or 3d odds play.



Order your Sample today. A few days on location will make you order more.

\$24.75

REEL DICE, \$18.75

SICKING MFG. CO., Inc., 1922 Freeman Ave. Cincinnati, Ohio

ALL TYPES OF MILLS BELLS & VENDERS AT FACTORY PRICES Write for Complete Catalog



MILLS BLUE FRONT MYSTERY Still the most popular Bell and Vender in the world. A marvel for consistent service. Never gets out of order. Made in 5c, 10c, 25c and 50c Play.

BALL GUM 15c a Box (100 Pieces). Case Lots (100 Boxes), \$12.00. 1/3 Deposit With Order.

LOW PRICED MACHINES IN EXCELLENT CONDITION

- | | | | |
|---------------------------------|---------|---------------------------------|---------|
| Red Sails | \$25.00 | Stop and Go | \$40.00 |
| HiaLeah | 25.00 | Rolla Score* | 120.00 |
| One Better Floor Assemble | 70.00 | Sweet "21" | 75.00 |
| Gottlieb's Derby Days | 69.50 | Put 'N Take | 35.00 |
| Pacific Saratoga | 62.50 | (Quarter machine) | |
| (Just like new) | | Preakness | 74.00 |
| Belmont | 67.50 | Bally Snappy* (multiples) | 100.00 |
| Trojan | 12.50 | Iron Claw Digger | 37.00 |
| Daily Limit | 15.00 | Rotary (just like new) | 175.00 |
| Gottlieb's Daily Races | 37.50 | Alamo | 15.00 |
| Stampede | 10.00 | | |
| Pinch Hitter | 25.00 | | |
- No machine will be shipped at these prices unless a 50 per cent deposit is sent with order.

*In crates.



369 University Ave.

St. Paul, Minn.

FLOOD SACRIFICE SPECIALS

Write for prices on Preakness, Ten Strike, Belmont, Stop & Go, Ray's Track, Targette, Eagle Eye, Paradise and many other new machines, which must be moved at once. Our inventory on used machines is being compiled and will be offered at equally low sacrifice prices. Terms \$10.00 deposit per machine. Balance C.O.D. Shipment by rail guaranteed same day your order is received.

ALL MACHINES BRAND NEW AND IN ORIGINAL CRATES

- | | | | |
|-------------------|-------|-----------------|-------|
| All Stars | 67.50 | Peerless | 57.50 |
| Challengers | 69.50 | Naturals | 79.50 |
| Hialeahs | 69.50 | Round Ups | 59.50 |

Memphis is high and dry but a large part of the surrounding territory is under water and machine operations will be delayed many months. We are overloaded on stock and must sacrifice this stock regardless of cost.

AUTOMATIC AMUSEMENT COMPANY

628 MADISON AVE.

MEMPHIS, TENN.

REMOVAL SALE—RUSH YOUR ORDER

- | | | | | | |
|-----------------|----------------|-------------|---------|-------------|--------|
| Auto Archer | Kings | Bank Nite | \$19.85 | Penny Pack | \$6.85 |
| All American | Match Dial | Big 5 Jr. | 6.85 | Rotation | 9.85 |
| Banker | Smack Em | Excel | 24.85 | Run-a-Rnd | 11.85 |
| Battle | Split Second | Flash Lite | 13.85 | Stock Exch. | 11.85 |
| Cent-a-Pak | Spot Lite | Gusher | 24.85 | Tackle | 6.85 |
| Ditto | Silver Moon | Hurdle Hop | 11.85 | Torpedo | 9.85 |
| Gold Medal | Shoot Chutes | Lights Out | 24.85 | Tie-Up | 11.85 |
| Hop Scotch | 3-in-Line | Neck N Neck | 21.85 | Zenith | 11.85 |
| Jimmy Valentine | Cannon Fire | Panama | 11.85 | | |
| Leap Frog | Auto Dart | Rnd N Rnd | 16.85 | | |
| Olympic | Genco Baseball | Scotty | 14.85 | | |
| Rapid Transit | Big Game | Short Sex | 19.85 | | |
| Signal | Cross Roads | Top Hat | 9.85 | | |
| Screeno | Double Header | Thriller | 14.85 | | |
| Serimnago | Finance | Whirlpool | 9.85 | | |
| T.N.T. | Hi Hand | Big Shot | 7.85 | | |
| Zoom | Home Run | Bolo | 21.85 | | |
| Auto Flash | Lucky Star | 50 Grand | 9.85 | | |
| Balance | Neighbors | Gateway | 9.85 | | |
| Big Ten | Quick Silver | New Hi-Lite | 14.85 | | |
| Bomber | Split Fire | Hold 'Em | 28.85 | | |
| Cyclone | Star Lite | Line-O | 6.85 | | |
| Frisky | 668 | Mad Cap | 14.85 | | |
| Ginger | Short Wave | | | | |
| Harvest Moon | Tri-a-Lite | | | | |

Only...
\$485
Each

Full Cash with all orders for less than \$10. Balance C.O.D.

SKEE ALLEYS

- | | |
|------------------------|---------|
| 14 Ft. Tar-get Roll | \$90.00 |
| 9 Ft. Tar-get Roll | 75.00 |
| 14 Ft. Na-tional | 50.00 |
| 1936 Merchantman Crane | 40.00 |

ACE VENDING COMPANY

One-Third Deposit With Orders—Balance C.O.D.—F.O.B. Newark, N. J.
Tel.: Bigelow 8-1793
444-446 Clinton Avenue
NEWARK, NEW JERSEY

GOTTLIEB GAMES FOR 1937

Acclaimed The Finest At The Show!

TWO NEW SUPER-PAYOUTS

With HAMMOND ELECTRIC CLOCK and MYSTERY SLOT

Provides at Least TWO SELECTIONS With Each Coin
28 Chances To Win
Odds High as 40 to 1

MISS AMERICA

A bevy of beauties selected from all sections of the country contesting for the crown of Queen. Pays odds high as 40-1 for Winner, 20-1 for Runner-up, 16-1 for 3rd Choice and 12-1 for 4th Choice.



CABINET
54" x 26"

- Mystery Single Coin Slot.
- In-A-Drawer Mechanism.
- Illuminated Belt Type Escalator.
- Awards Mechanically Adjustable.
- Motor Driven Payout.

DOUBLE FEATURE

Seven leading motion picture producers competing for film awards for their best pictures. Pays odds high as 40-1 for Four Star Award, 20-1 for Three Stars, 16-1 for Two Stars and 12-1 for One Star.



Any of these
7 Games

\$149.50

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. Adaptopak, \$5 Extra. Electropak Equipped.

THESE FAVORITE PAYOUTS
STILL GOING STRONG

DERBY DAY • SPEED KING • HIGH CARD
COLLEGE FOOTBALL • HIT PARADE

All These Games Have Gottlieb Super-Features!

IS YOUR BEST ASSURANCE OF A PROFITABLE YEAR!

STOPPED 'EM COLD AT THE SHOW!

TRADING POST

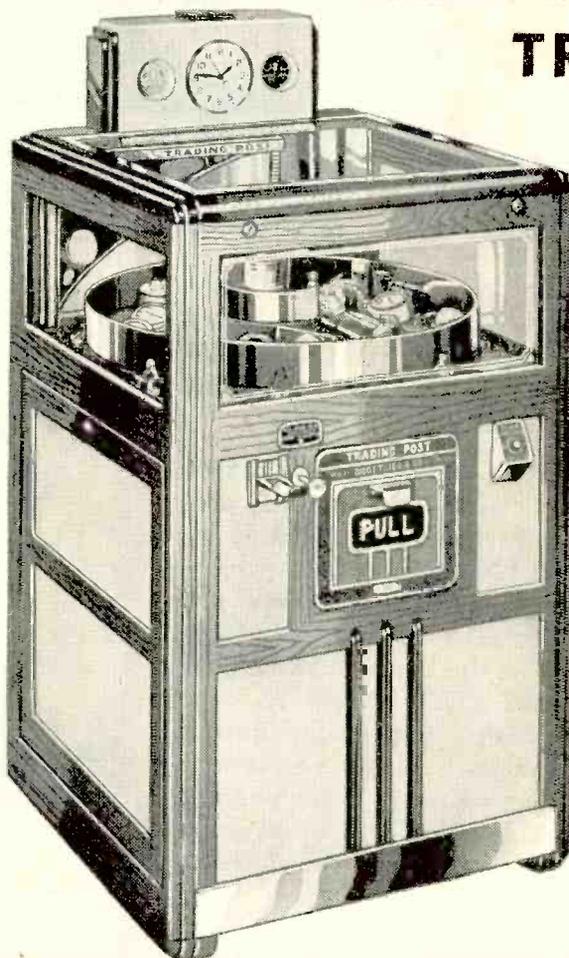
With

Sensational Play Getting MYSTERY FREE PLAY

And

HAMMOND ELECTRIC CLOCK

Here is a masterpiece of design and player appeal: A TURN TABLE TYPE DIGGER with Mystery Free Play allowing 1 or 2 free plays. As Free Play comes up a pleasant Cathedral chime is heard. Frequency of Free Play mechanically adjustable. Tilting is foiled by new-type Anti-Tilt. Has illuminated escalator and many new features. Quality-made of Bird's-Eye Maple and Walnut Trim.



\$275

SIZE
29" x 29" x 46"

SPORTS PARADE

Portrays every type of major sport. Pays out on Professional, Amateur and Novice. A perfect companion to Daily Races.

1937 DAILY RACES

More popular than ever — 12 months of steady production! Brings operators record-breaking incomes.

A.B.T. Illuminated Escalator.
New smooth action Plunger and Ball Lift.

Lowest Priced
Quality Payout
on the Market.



ONLY
\$125

Check Separator, No Charge. 2-Ball Play \$2.50 Extra. Ticket Game, \$10.00 Extra. Electropak Equipped (Batteries Optional) D. C. Adaptopak, \$5.00 Extra.

Immediate Delivery On All Games

D. GOTTLIEB & CO.

2736-42 N. Paulina St.,

CHICAGO



"I'M SITTING PRETTY ON BALLY'S"

BUMPER

THE NOVELTY HIT OF THE 20TH CENTURY!

THOUSANDS of operators are "sittin' pretty" on Bally's BUMPER . . . the smash hit of the age . . . the novelty game with payout earning power . . . the game that put novelty operators back in the big money!

Only BUMPER has the dynamic action due to specially tempered "naked" wire . . . carefully coiled to strict Bally specification to bring out maximum "bounciness" and projectile-like power! Only BUMPER has the "Magic Lantern" Totalizer, flashing a "blow by blow" score . . . as the big metal ball goes crashing into GIANT COIL SPRINGS . . . a score that climbs higher and higher during each game . . . and pulls player excitement up with it . . . up, up, up to the fever pitch of repeat play! Only BUMPER has forty-dollars-a-day earning power. Get your share by ordering BUMPER now!

NO PINS!
NO POCKETS!



\$ 64⁵⁰
F.O.B. CHICAGO

44 IN. BY 22 IN.

" . . . this particular location is running in the neighborhood of \$30.00 to \$40.00 PER DAY gross on the BUMPER, and it is the talk of the town. Not a day goes by but we receive several calls asking for tables like the one in this location."
—G. C., Rockford, Ill.



PAYOUT:
\$149.50
TICKET:
\$159.50
F.O.B.
CHICAGO

New ROVER

1 SHOT • CHANGING ODDS • PAYOUT

Guaranteed NEVER LESS
THAN 2 SELECTIONS PER GAME!
Up to 7 Selections Possible

First, second, third and fourth place awards, symbolized by various stages in a cruise from Europe to America, give play possibility of 28 winners . . . 40-to-1 top odds . . . and that TWO-WINNERS-GUARANTEED feature has proven the most magnetic come-on in years! Order ROVER today while you can still get quick delivery!

A BALLY GAME
For Every Location
FAIRGROUNDS
1-Shot Changing Odds Payout
with
MULTIPLE COIN CHUTE
(4 Nickels per Game)
RAY'S TRACK
Payout Race Game
RELIANCE
Payout Dice Game
BALLY BABY
3 Counter Games in One
PREAKNESS
1-Shot Changing Odds Payout



BALLY MANUFACTURING COMPANY
2640 BELMONT AVENUE
CHICAGO, ILLINOIS

John A. Fitzgibbons

Eastern Distributor

453 W. 47th St., New York, N. Y.



All types of operators can cash in on these

ROCK-OLA SUPER MONEY MAKERS

1-ROCK-O-BALL *Junior*

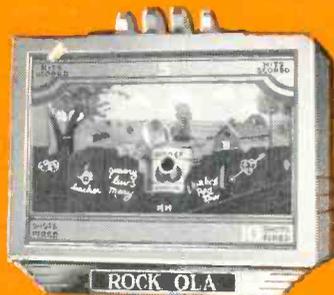
THE CORRECT ANSWER TO THE OPERATORS' DEMAND FOR A SMALL BUT MECHANICALLY PERFECT BOWLING ALLEY!

Only 9 feet 10 inches long, yet embracing all the exclusive and distinctive features of the ROCK-O-BALL SENIOR.

TRIPLE SCORE FEATURE! The brilliant light-up panel shows score of game being played, previous high score and number of balls played, AT ALL TIMES!

Operates both mechanically and electrically, making use of the best functions of each.

SEE YOUR DISTRIBUTOR TODAY!



2 Rock-Ola's 1937 WORLD SERIES

APPEARANCE! Cabinet in rich bird's-eye maple and walnut veneers. Ask your distributor for a descriptive circular.

MECHANICAL PROBLEMS! The most mechanically perfect device ever invented! No electrical gadgets; so how can it cause trouble?

APPEAL! Nothing ever created equals the continuous play inducement.

A BIG PROFIT PRODUCER FOR YEARS TO COME!

3-SCHOOL DAYS

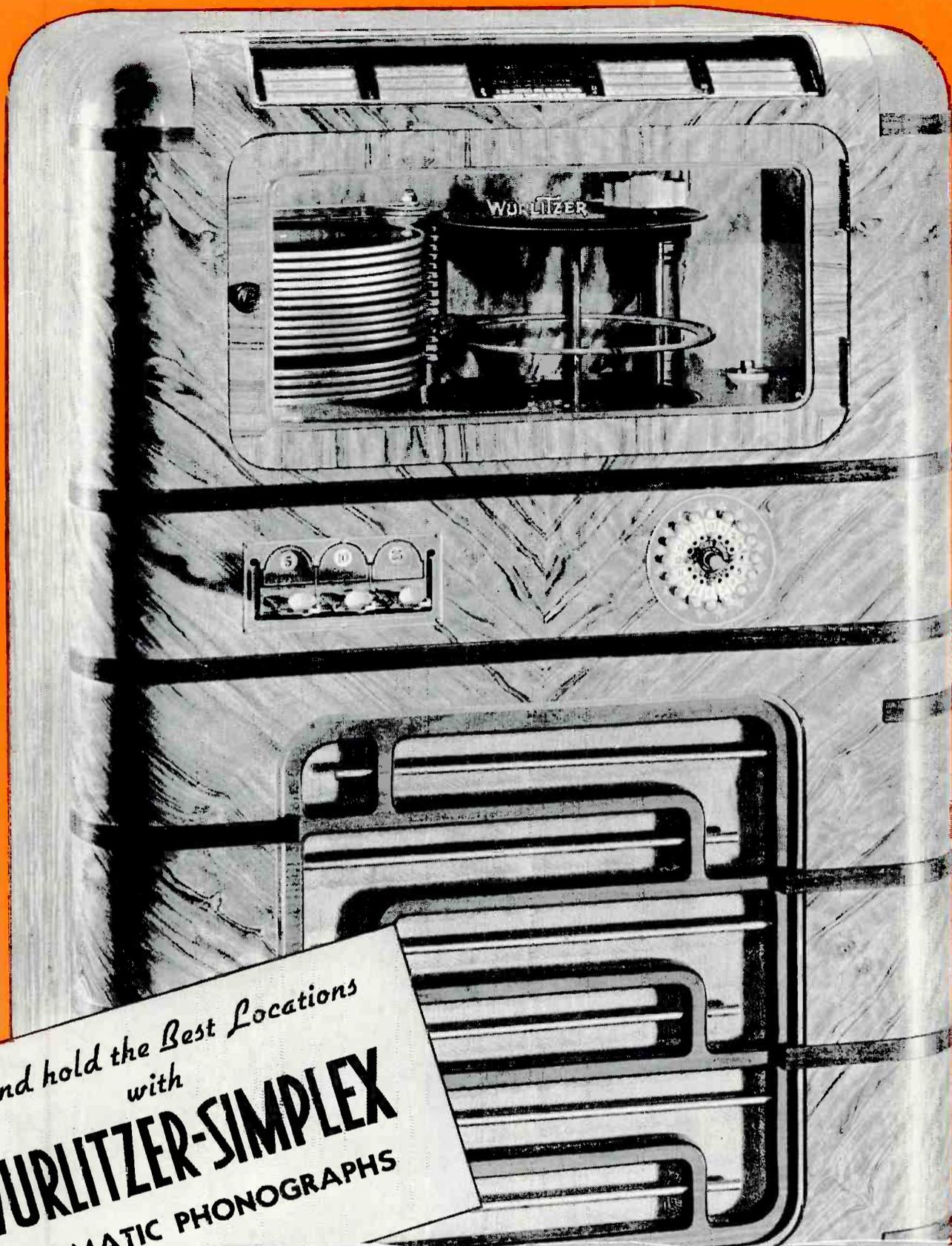
THE RADIO RIFLE WITH A REAL "KICK!"—A REAL "WINNER!" ADJUSTABLE HEIGHT! DELIGHTS EVERYONE—ESPECIALLY THE OPERATOR!



ROCK - O L A

300 NORTH KEDZIE AVENUE, CHICAGO, ILLINOIS, U. S. A.

ANOTHER WURLITZER VICTORY



**WURLITZER
SIMPLEX
AUTOMATIC
PHONOGRAPHS**

Make
CLEAN SWEEP
at COIN
MACHINE SHOW

Impressed by the beautiful designs, outstanding mechanical features and sensational dollar values, America's largest and most successful operators placed such sizeable orders for Wurlitzer-Simplex Automatic Phonographs that the total set a new high for business booked on any kind of coin operated devices at any National Coin Machine Show.

Nor is this hard to understand. Operators know that the Wurlitzer-Simplex will enable them to get and hold the best and most profitable locations—that it is the one phonograph locations demand—the one phonograph that replaces other automatic phonographs that do not measure up to Wurlitzer-Simplex performance.

Why not find out if there is room for another live music operator in your locality? Mail the coupon.

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK
Canadian Factory: RCA-VICTOR CO., LTD.
MONTREAL QUEBEC, CANADA

**SOLD ONLY TO
OPERATORS**

Get and hold the Best Locations
with
WURLITZER-SIMPLEX
AUTOMATIC PHONOGRAPHS



THE RUDOLPH WURLITZER COMPANY
North Tonawanda, New York

Please let me know if there is room for another Wurlitzer-Simplex Operator in my locality.

NAME _____

STREET _____

CITY _____ STATE _____

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