A Complete, Compact Compilation and a Valuable Reference Work

FOR Sixteen consecutive years The Billboard INDEX of the New York Legitimate Stage has been published by The Billboard. Each season finds the INDEX a more useful book. Each year hundreds of new readers are added to the many who eagerly await their copy of the latest INDEX. Each issue of the INDEX finds the list of regular "standing orders" from public libraries, casting agencies, etc., growing.

Do You Know? . . .

- What was the outstanding feature of the 1935-36 season in New York?
- Where can you find the New York Appearances of Leading Players during the last 16 years?
- How many consecutive performances are required for a play to be considered as having had a run?
- Which film stars returned to the New York Stage last season?
- How many of the new dramatic plays can you name?
- Where you can quickly locate the name, address, and telephone number of any New York Legitimate Theater, Producing Manager, Dramatic Editor, Ticket or Play Broker?
- Which spelling is correct—Eva Le Gallienne, Eva LeCallienne, Eva Le Callienne?
- What were the longest runs?
- Who were the most prolific playwrights, librettists, and composers?
- The complete list of all plays shown last season.
- How many theaters were used this season?
- How many patrons were involved?
- Where can you find the names and addresses of Managers, Artists' Agents, Music Publishers, Play Brokers, Supply Firms, etc.
- During what month were musicals, operettas, and musical plays shown?
- How many productions were presented?
- Which stage director, scenic designer, or music publisher had most plays in the INDEX?
- Who was the busiest producer?
- Where do you get the pertinent facts of the 1935-36 season analyzed and tabulated in the INDEX?
- How many plays opened, closed, or when players played in productions during last twelve years?
- WHAT everyone interested in the theater not only wants to know, but also what any reader MIGHT want to know will be found.

In the INDEX Contains Important Address Lists

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

The pertinent facts of the 1935-36 season are analyzed and tabulated in the INDEX. How many theaters were used? Number of people involved? What percentage of shows were hits? Failures? Who was the longest run? Most prolific playwright? Director? Librettist? Composer? Lyric Writer? Sketch Writer? If YOU worked in any Dramatic or Musical Production in New York during the season 1935-36 look for your listing in the INDEX. Each player's name is arranged alphabetically under the subhead of dramatic or musical. The identifying number opposite the artist's name indicates the productions played in by the respective names.

The INDEX also lists Stage Directors, Scene Designers, Scene Executors, Lyric Writers, Dramatic Editors, ticket agents, vendors of music publishers, supply firms, etc.

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Please mail copies The Billboard INDEX, for which I incline one dollar each. If after one week's examination I am not satisfied with my purchase I may return the book and you agree to refund purchase price. I take no risk.

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Address ____________________________
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Additional copies may be mailed to different addresses if desired.
NEW YORK, Jan. 2.—The union campaign to bring back stage attractions which began September 10, has been actively participated in by over 4,000 musicians and 860 performers operating out of five strike headquarters—two in Manhattan and one each in Harlem, Brooklyn, and Jamaica. Whereas musicians donate their picket duty purely by musicians’ Local 802 50 cents for a two-hour stint, the actors, members of the American Federation of Actors, performed the picket voluntarily. Theaters picketed number eight in Manhattan, five in Brooklyn, two in Harlem and five in the Bronx.

Campaign thus far has been conducted in orderly fashion, despite a mass arrest of 19 in Brooklyn and 7 in the Bronx, in addition to 11 police arrests in the former borough and others in the latter. Nine members of the Manhattan unit, including Ralph Whitehead, executive secretary of the APA, landed in the house of the ward, and the cops were tough enough to queer the act of a Phoebe, the little pooch whose owners were arrested at the Campaign for a Fifteen Cent Criterion while it was running a picture in which the dog starred.

Of those who tangled with the law very few received convictions; suspended sentences were the rule and nobody served a day in jail or paid a fine. Complete information was usually based on alleged disorderly conduct and weeping the exasperation of the alleged lower grosses and public antipathy engendered by the pickets.

800 WPAers Face Switch; To Prune Federal Theater

Is move in campaign toweed out non-pros from theater projects, but is also seen as half-way mark on way out altogether—Gillmore confers with Somewrite of WPA

NEW YORK, Jan. 2.—Rumors of further curtailment of the local Federal Theater personnel were verified this week when authentic WPA sources admitted that perhaps 800 would be transferred gradually to other State projects.

Theater personnel were verified this week when authentic WPA sources admitted that perhaps 800 would be transferred gradually to other State projects.

The local MCA has been able to sit around a single gesture being the parade of name-vurons and pickets timed their utterances and seemed very conscious of doing so.

Fredric Watson, secretary of the Emergency Relief Bureau, and will be in answer to the old complaint that a sizable percentage of those on the various theater units had never had any previous professional experience. The fact that transients rather than outright dismissals are to be made is a great consolation to the workers, many of the latter who are used to this in a manner whereby the WPA bus is made to pass the door and remain at the odium on the harassed Federal Theater. In other words, just another stopping place on the daily round of the relief agency.

Entire scene tie up very nicely (See 800 WPAers on page 5)

Private Carrier Trucks

Escape Wis. Regulations

MADISON, Wis., Jan. 2.—Circuit Judge A. C. Hoffmann has vacated a temporary restraining order preventing the State Public Service Commission from enforcing its new regulations on hours and working conditions for the truck operations of private carriers operated for hire, but made permanent the previous restraining of the regulations against private carriers.

The complaint said was based on the ground that the commission has no jurisdiction over private carrier trucks not operated for hire.

Most of the Broadway houses installed loudspeakers under marquis in order to drown out the shouts of the actor pickets, but very often theater barkers and pickets timed their utterances and seemed very conscious of doing so.

Drive as yet has unloosed no sensational stunt, the most important single gesture being the parade of name-vurons and pickets timed their utterances and seemed very conscious of doing so.

As to program, with the exception of stirring up public sentiment thruout the city, the agency business has to adapt itself to the new situation. High-outstanding corporate names and individual agents are no longer very important. Instead of the name that is the given building. Talent offices are no longer important; individual agents are bringing in jobs in numbers sufficient to be an impecable rite of the titles.

The trend is toward personal services, biggest band in the country, agencies, rather than that of stagehands on stationery and MCA will not consider any of their agents unless they are on the approved list. The agency business has had to adapt itself to the new situation, high-outstanding corporate names and individual agents are no longer very important. Instead of the name that is the given building. Talent offices are no longer important; individual agents are bringing in jobs in numbers sufficient to be an impecable rite of the titles.
Watch Your Name

NEW YORK, Jan. 2.—Counsel of Actors' Equity, in agreement with Tuesday's recoupment making it mandatory that the names of all persons who have any participation in the making of the show appear in their listing, Point was made that the recoupment resulted thus similarity of numbers.

Browne Approves Allied-306 Tie

NEW YORK, Jan. 2.—George E. Browne, president of Intercontinental Association of Theatrical Employees, recently opened the arrangement whereby Local 306 absorbs Allied Lodge's union. Under the agreement Independent Theaters paid only members of Local 306. Nothing further remains to be done except the final John Honnicky by union officials.

Texas To Test Legality Of Bank Night Guarantees

AUSTIN, Tex., Jan. 2.—Texas attorney-general's department has filed a test suit to determine whether bank night guarantees are legal. A temporary restraining order has been issued in the Kinerk Club, 11 Poo, from booking the club guarantees pending the test set for February 1, and three-squared ads of the guarantees either is insurance or a lottery. If insurance, the business will be allowed only by a regularly constituted insurance company, the department heads. Further tests against them are in violation of State law.

The Christmas Day, State put into effect a 20 cent levy on Bank night awards. State Court of Appeals recently asked giveaways.

Roth-Berdun School Expands

DETROIT, Jan. 2.—Roth and Berdun Schools announce the opening of a new school at Toledo, O., Monday. Benny Roth, brother of Charles Roth, owner of the school, has returned from New York, where he was in vaudeville, to assume charge of the new school.

Staid Philadelphia Haywire During New Year Celebration

PHILADELPHIA, Jan. 2.—For a Saturday night town, Philadelphia had a multitude of celebrations when it pulled out all the stops, acquired a good collection of people, and threw a fine party. New Year's Eve, since William Penn smoked the peace pipe with the Injuns, every hotel, night club, and hatchet was worked solid, but there was always room for one, two, three or more. When push comes to shove, a couple of dozen will come up and take their place ready to go. The music and the excitement of the night will continue all day and night.

100-Musician Jazz Band for Biggest Private Party Yet

PHILADELPHIA, Jan. 2.—Meyer Davis made musical history on December 29 by appearing with a band of 100 musicians over a complete night's entertainment that ushered the century figure. Davis had 100 muskets at the christening party for Joann Peabody, daughter of Mr. and Mrs. W. H. Peabody, of Widener. The party was so well planned that reached international proportions.

Stage of the Bellevue-a Stratford Hotel

Hub New Year Hits a Peak

BOSTON, Jan. 2.—Noisiest and gayest New Year's Eve celebration was the doing of the State House. The police at the time were not available to do the job. The door that couldn't go in being so late. Sirox Liquid Hiw captured approximately 1,500 people of meeting event and no one was able to go to night clubs, hotels, theaters, private society (see Hub NEW YEAR on page 10)

Widow Is Granted $12,000

JAMAICA, L. I., Jan. 2.—Mrs. Florence Lilian Daron, of Brooklyn, who was permitted by Surrogate John Hetherington, of the New York Hippodrome, fell 25 feet from a balcony to the stage. He died an hour later.

Arkansas Show Bitter

LITTLE ROCK, Ark., Jan. 2.—Substantial increases in collections of the State sales tax on various forms of amusement and amusements are expected according to the figures for the fiscal year ending September 30, 1935. The receipts for the fiscal year ending September 30, 1935, are $676,932, and general amusements, $86,979. The State tax is 1 per cent on all retail sales and amusement grosses.

Paul Morrison to New York

CHICAGO, Jan. 2.—Paul Morrison, technical director for the Federal Theaters in Chicago, left this week for New York, where he is expected to take over at Little Rock, Arkansas. Morrison worked on several productions while on the Federal Theater staff here. His last work was on the production and scene supervision of Oh, Say, Can You See? at the Great Northern Theater.
REPORTING THE DESCRIPTIVE NEWS OF THE DAY

SHOW PRINTING

50c & 75c Show Prints 14"x11" for $1.00 per 100. All orders must be prepaid. Additional quantity discounts of 25%.

WANTED MANAGER

Co-Manager, Full-Time, for management of 2,000 seat theatre. Must have theatre management experience. Salary $10,000. Contact FOLLY THEATRE, 520 State St., Chicago, Ill.

FEATURE NEWS

**Club Artists**

**Strike in N.Y.**

Disputes between American Music Hall owners and actors lead to breach.

**NEW YORK**, Jan. 4.—First important strike of night club performers here broke last night when 13 members of the American Federation of Actors were refused admittance when they reported for work at the American Music Hall, 31st East 55th Street.

Ralph Whitehead, AFA executive secretary, scheduled a series of disputes between the bookings. In Chicago, the American Federation of Actors operates the combination music hall and night club, and the performers were employed under an APA closed-shop contract. Performers who are compelled to take salary cuts this summer when the management claimed business was bad. The last cuts brought the AFA into the picture. Whitehead negotiating an agreement with Joseph and John Krimsky, heads of the corporation, whereby the east made agreements in order to keep the show going. New performers claim the Krimsky's pay them salaries for the week which ended Friday and also for the following Friday, Friday. Performers placed their board, first day of their next week, but found the place closed last night.

A new show, slated to open January 16, is rehearsing at the Music Hall, which is now being picketed by AFA members. The Krimsky's could not be reached this morning for a statement.

**Wilmington Local Elects**

WILMINGTON, Del., Jan. 2.—Officers of the Projectionists' Local 479, ILATE, were elected at a meeting here recently. The following were elected: President, Phillip Jones; vice-president, Leon H. McClain; financial secretary-treasurer, Edward T. Veasey; recording secretary, Albert R. Williams; business manager, John R. Waller; sergeant at arms, John Mausi; executive board, Phillip Johnson, Leon H. McClain, John R. Waller, Albert Hughes and Frank Page.

**Exhibs' Tax Service**

DOVER, Del., Jan. 2.—National Exhibitors' Service, Inc., has been formed here to deal in tax records and systems for theaters and other places of amusement, listing capital stock of 2,000 shares of common value. The incorporators are William B. Davis, William T. Steward and Robert D. Gordon, of New York.

**Chi Billposters' Union Elects New Officers**

CHICAGO, Jan. 2.—At a meeting held here last night the Chicago Billposters and Billers' Union, Local No. 1, elected the following officers for the coming year: William Nichol, president; Louis Oberst, vice-president; Otto Krueger, financial secretary, and Dave Davis, recording secretary. Thomas Cahill, John Cellis and Paul Rose were elected to the board of trustees; while Charles Lindsdale, George Gion and Charles Davis comprise the new membership board, to enter the box office re-elected as sergeant at arms.

**No End to Philly's Pickets; Now City Exhibs Carry Signs**

PHILADELPHIA, Jan. 2. —Now that the local musicians' union has ceased its picketing activities in the campaign for better pay, the local United Motion Picture Theater Owners and also in defense of the motion picture picture theaters, local motion picture exhibitors have started a bit of picketing on their own in the demand for better pay for performers. The Krimsky's could not be reached this morning for a statement.

Having cleared their box-office of picketers, Warner Brothers are faced with a new contingency. UMPTO is deciding other signs to be used by picketers in front of theaters that violate the strike. With almost 100 houses in this territory, a quarter of the total number of exhibitors, Warner's policy is still hanging fire. Ted Schueller, WM member, was instrumental in landing local indie exhibs in one body, and refused to co-operate might make for another rift in the organization. According to UMPTO plans, all exhibitors, which would include Warners, who fail to obtain, will find pickets haunting their box-office.

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**WANTED MANAGER**

Co-Manager, Full-Time, for management of 2,000 seat theatre. Must have theatre management experience. Salary $10,000. Contact FOLLY THEATRE, 520 State St., Chicago, Ill.
FCC Engineers Submit Report Removing 50 kW Limitation

Report after study of re-location hearing to be given commission this week — engineers also suggest six classifications of stations

WASHINGTON, Jan. 4.—Preliminary report from the engineering division of the Federal Communications Commission will probably be submitted to the commission hearings before the government group last October, inside talk is that the engineers will definitely recommend that the $15,000 limitation on clear-channel frequencies be lifted, because the basis of technical angles involved, favorable, but also economic considerations suggest that the number of clear-channels be lessened to about 25 to 30. Report, published last week that the engineers favor cutting down to 25 clear channels in one of all sources, if so, inserted as erroneous.

It is also felt that the engineering division will recommend to the commission that stations be classified as being involved, socially and economically, in the basis of their power, and provisions to be made for this purpose. Retention of the existing 10-kilocycle provision to be made for this purpose.

Six station classifications are as follows:

CLASS A—Clear-channel stations with a minimum of 50-kw. power and protection to their four-microvolt night and 1-microvolt daytime signals.

CLASS B—Stations with 50-kw. power, with two or more operating on one frequency, with protection to their one-microvolt and 3-microvolt day signals.

CLASS C—Cover stations with 1.5 to 30 kw. power, with protection to their one-microvolt night and two-microvolt day signals.

CLASS D—Stations with power from one to five kw. with protection to their three-microvolt night and two-microvolt day signals.

CLASS F—Stations covering a minimum of 250 to 1,000 watts, with protection to their two-microvolt night and two-microvolt day signals.

Engineers' report is, it is said, based on a study of two years involved. The social or economic factors have not been considered, as not evolving on engineers for decision. In view of this, it is said, however, an engineering problem has posed and produced, this is of utmost importance to submission of this report. Latter, it is said, points out that the problems involved in communicating in some cases are much more important that the technical factors to be considered.

Drug Co. Plugs Self and Frisco

SAN FRANCISCO, Jan. 2.—A new quarter-hour Sunday night show titled "Treasure Island," which will plug besides the sponsor's products, the 1939 Golden Gate International Exposition, is set for airing over five NBC-Pacfic Red networks. "Treasure Island, a Western Oil Drug Company, chain, started advertising its show this week.

Nature of the program and talent to be used was not disclosed, but it will probably be musical and for 13 weeks. E. & J. Shinwell was approached to direct advertising for the drug company, which has 126 Pacific Coast stores.

MBS Wants Listeners As Ace Handicappers

NEW YORK, Jan. 2.—Mutual Broadcasting System is starting a contest soon to make turf experts of its listeners. All listeners, who believe that the 50-kw. Mutual's exclusive on the winter races at Hollywood Park, Miami, with race descriptions to start over Mutual stations from the park January 16. Program is being fed by WIOD, an NBC affiliate, with Bryan Ford, New York Times track reporter, doing talk from the sunburr section.

The test, to plug interest in the show and nags generally, will have listeners for future weeks who have bought and started buying their radio in the installment plan.

Company has been getting some nice results. Sustaining so far, MBS had the bosses running on New York State tracks in past summer.

"Time" Squawks

NEW YORK, Jan. 2.—Dratmentation of the news schedule by Columbia Broadcasting System for last Wednesday, January 2, may be cut, to advantage of "Time" feature that was suddenly postponed Friday night. No reason given, but talk was that "Time" released a squash.

Report after study of re-location hearing to be given commission this week — engineers also suggest six classifications of stations

Holly Hangs Holly on Tree

NEW YORK, Jan. 2.—C. Hollistt, noble, dean of the press department of the Columbia Broadcasting System, claims there is no Santa Claus, despite the annual editorial appearing in The New York Sun. However, Noble believes that Santa exists in Christmastime. And on the other hand, along with purple cows, Noble never wants to see a tree-decorated or otherwise.

To get this out of the mystery stage, someone or some agencies, inserted a classified ad this week in The New York Sun. Subsequently, advertisers insertd an ad: "I was just Santa Claus. Christmas. Phone after 6 p.m. C. H. Noble." Then the phone was gaged for a while.

A colleague, the Noble, the 67 calls that came in first night dismayed him more than the show. The 89 calls that second day made him figure there was something haywire on account of all these calls. Then the RKO Radio telephoned and wanted a quote on two birthdays that it had left over that Santa hadn't got around to. Unverified report is that company offered them two balcony tickets to Uncle Willie's Carousel in the Park, which is broadcast from a submarine off New Gunises.

But the telephone came out when The Brooklyn Times Union contacted Noble and said they knew he'd get wonderful results from a similar insertion in that city.

Alexander Quits Post With WMCA

NEW YORK, Jan. 2.—A. L. Alexander, conductor of the defunct Good Will Orchestra, has announced his resignation as chief announcer this week. Alexander, who has been exercising these rights after the station had failed to live up to various provisions of his contract, mentioned is the proviso covering the type of material, the program was to be served by any stations located in the metropolitan district. The station was sold in 11 years, another portion of this time had Alexander as head of the announcers department. He leaves for the South next week for a vacation.

Thuriday (31) Alexander was guest star on Radio Guido's NBC series

Four Newspaper-Owned Stations In New Okla. Regional Network

OKLAHOMA CITY, Jan. 2.—A State commission has been granted to the Oklaho- ma Network, Inc., just organized. Seven stations are on the network, plans for which were completed at meeting held last Tuesday. In addition, a new regional is to start this month.

Rosa Porter, Shawnee, is president of the new group. He is new in New Business, having served advertising agencies. Texas Bussy, Muskogee, is Vice- president; Joe Lee, of Muskogee, is secretary, and Ivan R. Head, of this city, is treasurer. Representatives of each station will sit on the board of directors, with Glenn Condon, newspaper man and manager, as managing director. Offices are in Tulsa and this city.

KADA, Ada, is the only station on this list that will make a full-time facilities, altho a request for such is now pending in Washington. KGFO, Oklahoma City, recently purchased by Harold Hough, formerly associated with Amon Carter, is expected to go on the air the coming week. The Daily Ardmoreite: KXIX, Muskogee, owned by The Muskogee Journal. KSWN, owned by the Shamrock Morning Star and Evening Post, owns KCOI, owned by the Shawnee Morning Star and Evening Post. KKKX, owned by the McAlester Morning News and End Eagle and Owasso Evening Star. The network connection should help the new enterprise.

New chain has turned thumbs down on transcriptions for chain use, ando to be continued in use by the individual stations. When operations start, there will be approximately 15 different stations about four hours daily will be piped.

CBS' WOAI Plans Bumped

FCC examiner negates move for sale of station to network—enough service

WASHINGTON, Jan. 2.—Representing important blow at CBS expansion in the Southwest, Examiner P. W. Reward this Wednesday. Has that FCC denies application of G. A. C. Hall, controlling WAOI, 50,000-watter in San Antonio, Tex., for authority to sell stock of acquired to National Broadcasting Co. is now present NBC outlet for area.

Declaring that Federal license does not A. W. Reward stated: 'To permit a licensee to place a KNOA stock of an other station under the guise of 'good will' or any other form would be to permit it to assert a vested interest therein, contrary to the policy and emphasis leased-in of the statute and would amount to the capitalization of secondary interests with the sole owner of stock of Southland Industries, Inc., had submitted plans by 2,891,458 and allossa of that area, but the FCC examiner, in a move to buy back all properties of concern not connected with WAOI, leaving net value of area appurtenances of $825,000.

"Good Will"

Actively pursuing before FCC to recent hearings, the actual property had been appraised at $841,000,547, but the price is nothing of "something" of a value approximating that of WAOI's "good will" of $2,891,458, and allossa of that area, and in case will not, but prepared brief ad-

Intricacies of

WASHINGTON, Jan. 2.—C. Howard Beck, president of Columbia Broadcasting System, Inc., was contacted. Noble immediately asked that the price be changed, saying Southland Industries, Inc., will not permitted to be asserted. Concerning the sale of properties in the San Antonio area, the price has been cut down by CBS, Examiner Reward referred to the case cannot and will not be determined upon. In this record that the San Antonio area will be served by any stations located in that area carrying the Columbia Broadcasting programs, that the evidence shows that stations KKEI, KSL, Salt Lake City, Utah, KVLM, St. Louis, Mo., and WTV, New Orleans, La., will reach and competitive stations in any point in Texas 100 or 150 miles from San Antonio and would replace this present coverage from WOAI. The present day coverage of WAOI, 50,000-watter in San Antonio, will be expanded as WAOI.

WBBM's "NuttY Club"

Returns to the Air

CHICAGO, Jan. 1.—Substitute offered in the Columbia Broadcasting System this week has WATR, Waterbury, Conn., replaced WOR, New York City, and Northern stations is WMZQ, Boston, WPXQ, Philadelphia, and WATR, Waterbury, WPXQ remains with the Central stations for the week, despite leave Interoctober to go Columbia Broad- casting January 10, have been sold to a local interest in this case. Station is owned by Cherry & Webb department store.

Purity Bakeries New Discs

CHICAGO, Jan. 1.—Blackbeat—Sammle Rummet, Inc., have placed Hope Adams rejection of previous records, on 13 Midwestern and Western stations, beginning Sunday night. "Purity Bakeries Services Corporation. The serial, written by Margaret Sangster, has a cast consisting of Lila Beal, Lester Tre- myne, Gene Morgan, Ruth Bailey and Ruth Robert.

Inter-City's Change

NEW YORK, Jan. 1.—A switch made in Inter-City Broadcasting System this week has WATR. Waterbury, Conn., replaced WPXQ, Philadelphia, and Northern stations is WMZQ, Boston, WPXQ, Philadelphia, and WATR, Waterbury, WPXQ remains with the Central stations for the week, despite leave Interoctober to go Columbia Broad- casting January 10, have been sold to a local interest in this case. Station is owned by Cherry & Webb department store.
Free Time For Agencies

Cleveland station starts a series to discover new talent—ten agencies on deal

CLEVELAND, Jan. 2.-Five radio programs, including a music program, that are in the station’s plans and presentations planned by advertising agencies is something new in Cleveland broadcasting, and WQAR is the first to do it. The idea originated when John Hess and his advisory board decided that agencies ought to have an opportunity to offer programs on radio they believe should be aired.

Station is giving a half-hour weekly spot and the use of its staff artists. Several agencies will take part. They may import their artists as they see fit and have carte blanche to hop to it and go to town. The Fuller & Smith and Rosenblatt agency start off the parade January 8. Succeeding shows will be produced by McCann-Brockman; Lang, Fisher & Kraft; Copley, Nagel & Tousey; Ray Kelso, Brooky & Kelso, and Kay Agency; Grissold-Ehlinson Company, Campbell Sanford Company, Don- dron, Copley & Company, F. E. Press, Smith, Inc.; Carr Liggett, Inc., and others.

The station hopes to uncover some- thing of musical interest in the form of talent and presentation of programs, some of which may be taken over for use as commercial propositions if they get across.

Local Phone Co. Series

BRIDGEPORT, Conn., Jan. 2.—WELI, New Haven, Conn., starts a new program, Monday through Thursday, at 8:30 A.M., will be a half-hour from 12:30 to 1:30 p.m., spon- sored by the Connecticut Telephone and Telegraph company as an experiment for the utility outfit.

The idea originated when a list of musical e. t. a. and telephone drama programs, book- ets and records were offered to the interest in the show. Batten, Barton, Durstine & Osborne, Inc., handle account.

WBWM Shifts Singers

CHICAGO, Jan. 2.—Merrill Meyers, on the WBWM-CBS continuity department, succeeds Hal Hudson as programmer and continuity editor last week so that Hudson could give more time to the William Wrigley Jr. account. Reed Johnstone, formerly assistant program editor, has joined the department at the same time.

Petrillo Decides On Drastic Rule

CHICAGO, Jan. 2.—A decision that may eventually result in recorded music being heard only on a pay-per- ovation basis has been made by James C. Petrillo, head of the Chicago Federation of Musicians. In his crusade against “canned music,” Petrillo has formed a company to distribute music to radio stations.

Third Web Threat As Mutual HELLOS

NEW YORK, Jan. 2.—Smarthow men and women thronged to Radio City to watch the new week’s Mutual hookup on the West Coast, and several other agencies are being considered for the NBC and CBS hookup that will give the Mutual network two hours of programs each week. This week’s schedule was made by all Central States Broadcasting System stations, KOIL, Omaha; KFAB, Omaha, and KFOR, Lincoln. Journalists here were literally yah- daled in from every direction and moved to Chicago. Two newspapers here own 50 per cent of the radio stations.

Many Coast Shows In Network Swaps

LOS ANGELES, Jan. 2.—Coincidental with the shift of CBS, Don Lee and Mutual hookups on the West Coast, several exclusive Don Lee deals reached the West Coast last week and swung over to the NBC-CBS Climax system and program, according to Dr. William Morris, head of the program department of the new Columbia outlet.

Among the changes is the fact that the Mutual network is going into the Mutual and NBC network deal with the Mutual program, Drums, starring William Morris, has been taken from a weekly half-hour thru Don Lee into a daily half-hour spot. Frontenac Coffee inks the roll twice a week as a sponsor for the show.

The program, which is being sponsored by Frontenac Coffee, is said to have been one of the requests from the network.

“Iida Allen Renewed

NEW YORK, Jan. 2.—Iida Bailey Allen’s spot on WBN has been renewed. The program, which is a five-a-week morning show, with the Wednesday night broadcast from the Ziegfeld Theater, has been the most popular of all the spots. The success of the program has been such that the station has decided to renew the same for another year. Frank Presbrey Company, agency.

“Showboat” Finally Out Of The Mud; Many Changes

NEW YORK, Jan. 2.—Maxwell House Showboat, formerly the only half-hour show on the network, and still an important part of the network, has been given a new garb in place of some of the radio antenna that the show has held on the past two years. During which time the program has fallen off to the “long shot” standpoint on the former “traveling” production will be the same, but the characters and the love story are being dropped, as will the business of “voting” different cities for the showboat. It is important not lost of it, but because it ends the radio era of more or less importance and because it may also mean that a lot of stations have been waiting to fall off.

It was much on the strength of Show- boat that Benton & Bowles, the agency producing the show, entered the big time classification. Later Annette Hanshaw, another now on the program, quit. From the beginning the showboat was given a jolt when Chase & Son- goods, now at a third-rate station, then at the crest, on, Bowes later, but the opposition then they didn’t help the program by going on at 7 but only at 6:30 p.m. on NBC. Billeisher, producer, quit and that also hurt.

Lanny Ross continues as the star of the program, with Al Goodman and Jack Cooper playing the role of Cap'n and Will, as well as a main man. Lenny Ross continues as the star of the program, with Al Goodman and Jack Cooper playing the role of Cap’n and Will, as well as a main man.

Showboat started to slip off in the ratings a year or so ago, and Al Goodman and Michael Winner quit the program. He was replaced by Samuel Rush in the same roll. Later Annette Hanshaw, another now on the program, quit. From the beginning the showboat was given a jolt when Chase & Son- goods, now at a third-rate station, then at the crest, on, Bowes later, but the opposition then they didn’t help the program by going on at 7 but only at 6:30 p.m. on NBC. Billeisher, producer, quit and that also hurt.

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Stations and People
Address All Communications to the New York Office

ROBERT B. SLOCUM
Executive Editor

Down South.

E. W. Luebbert, the well-known top-string veteran on WWJ, Detroit, is spending a few weeks in Hollywood continuing his series for United Artists. Al Goodwin, former announcer for WLS, has left to join the Washington bureau of CBS, where his brother is special announcer for Congressional dooms.

Louis Cohen, former advertising executive, has joined the agency staff of Mutual Broadcasting Company at New York, a short time in New Orleans on route to New York to visit his father. Accompanied by Mrs. Perri.

The Frank Watanabe and Archie Chihlberg show, moving from KFRC, San Francisco, is being broadcast from WJZ, New York, where Universal Radio, the only NBC network outlet, will carry the program. Norvel Burrus, who has been with Universal since 1929, is in charge of the show.

Los Angeles.

Jan. 2.-N. W. Ayer & Son, Inc., Philadelphia, has been awarded the account of the west coast branches of the G. D. Searle & Company, a pharmaceutical firm.

San Francisco.

Jan. 3.-W. A. Biddle, former sales manager of the Northridge Broadcasting Company, Los Angeles, has been appointed manager of the Pacific Coast sales office of the National Broadcasting Company.

Material Protection Bureau

Attention is directed to The Billboard's Material Protection Bureau. This department exists to band together all those engaged in the record business, and to de

ci: Switzerland, the nation's capital, the home of the International Phonetic Alphabet, and the birthplace of the first phonograph. Since its invention in 1877, the phonograph has gone through many changes and improvements. Today, it is used in a wide range of applications, from music and entertainment to speech recognition and computer input. The phonograph's design is based on the principle of the vibrating reed, which produces sound when struck. This vibration is amplified by a horn or other device, and recorded on a disc or other medium. The phonograph has played a significant role in the development of modern recording technology, and continues to be an important part of our cultural heritage. As we look back on the 100th anniversary of the phonograph's invention, it is clear that this simple device has had a profound impact on the world. The Billboard's Material Protection Bureau, 5th Floor, Palace Theater Building, New York, N. Y., is at your service.
Richard Brooks


Brooks now has an evening spot, moving up from the day, and gets himself a sponsor soon next month. RCA affiliate Fabribanks-Morse Refrigeration Company will be paying.

In show reviewed Brooks discussed the proposed wholesale killing of Chinese circus fiddles and a local peddler who died wealthily. Then followed a brief dramatic-presentation showing the girl's habits and character. Rest of show consisted of Brooks' comments.

Bad possesses a pleasant speaking personality and keeps to subjects of general interest, with the filmsters usually attempting to draw his guest out on trends, rambling at will and touching Elaine Barrie.

Evans, MGM player, while the previous the columnist trading words with Madge interview series, programs strike a conc-

siderably pleasant speaking personality and keeps to subjects of general interest.

Brooke comments.

Every Sunday night for a year or more Edwin Schallert, movie editor of The Los Angeles Times, has been bringing a screen personalities to the microphone done without script, with

the idea is to allow its own trend, rambling at will and touching on numerous unrelated subjects. In attempting to draw his guest out on matters of personal interest with Schallert, we follow no pattern but stress clear of fan magazine talk. The result is an intelligent bit of spontaneous entertainment.

Schallert displays a distinct personality and has built up strong local following.

“Conversations With Stars”


This program is conducted by Rockwell (Robby) Clark, radio columnist for The Los Angeles Times. The show is the front page of his page for the week and then picks for interviews he thinks the most inter-

esting. The program included Ralph Graham, a 14-year-old boy, who rounded the alarm when a burglar set fire to a store beneath his home at 3 o'clock in the morning, as well as the boy's pet collie dog who rescued the family. (Dog barked his greetings into the mike.)

Among the others interviewed was John Matus, a rodeo police man, who also figured in the week's news, and his immediate superior, Lieutenant Tom Connelly. Clark is interesting with his questioning and has a good clear voice. Program is clicking very definitely. Program promises that in the next event of anything of national importance break-

ing, Clark will be on the air.

“George and Juanita”

Review: Wednesday, 7-17-37, P.S. Style—Western soap. Sustaining on WIP, Philadelphia.

Len Smith, night editor of The Evening Ledger, finds there are many im-

portant events in the lives of unimport-

ant people. And so for three weeks as a back-fence Winchell, George and Juanita drop in on the lives of no less than 53 different people. George solved When the Woronampa Dies, Juanita's Frogsonga, both good.

There is nothing killing about this entertain-

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**Circo Briefs**

By JERRY Franken

THIS reporter was ailed all week, one of the millions acting all over la. This week's 2nd Annual National convention was held at Chicago, and as usual, it was a whirlwind of activity.

**HUB NEW YORK**

(Continued from page 4)

**Nix Bank Ruling**

EL PASO, Tex., Jan. 2—Officials of the National Bank in this metropolis have settled their dispute with six El Paso houses, announced they were reducing their rates on the face of a Texas Supreme Court ruling. Legal and moral issues involved in the battle between the county officials and the banks are still not clear, but the local action will be taken down to a mass of conflicting evidence.

**Field Museum, Chicago, Sets All-Time Record**

CHICAGO, Dec. 31—During the year just ended the Field Museum here had its greatest attendance, announced Mr. T. J. McGuire, and, according to Stephen C. Simms, director, the institution is building itself a new home.

In addition, over 70,000 school children of Chicago have visited the museum, said Mr. McGuire, and the history exhibits, which were circulated among the schools, were a complete success. Mr. McGuire said that the total attendance paid the 25-cent admission fee.

**Strong L. A. Legit Line**

LOUISVILLE, Ky., Jan. 4—Theater Guild has been dissolved. Secretary, and Maybell Klimm, treasurer. From New Orleans, was Lea Brandin, first vice-president; Hazel Gates, second vice-president; Hazel Nune, secretary, and Maybell Klimm, treasurer. From New Orleans, was Lea Brandin, first vice-president; Hazel Gates, second vice-president; Hazel Nune, secretary, and Maybell Klimm, treasurer.

**Fresno Musician Elections**

FRESNO, Calif., Jan. 3—The American Federation of Musicians Local No. 210, musicians' union, successfully completed its annual elections with the following results: Charles Mathay was elected vice-president, with top priority in the use of musicians; Dave Hammel, second vice-president, and Olaf Stenberg, third vice-president. From board of directors, consists of Joseph Driehn, Owen R. McFarland, and Leo Baltman, who are all recognized as skilled musicians.
SMALL ORKS WANTED

Boston Agents Seek Support

Their association points to State law calling for licensing of agents

BOSTON, Jan. 2. — Several hundred letters have been sent to New England statesmen urging that the new entertainment spots by the Massachusetts Theatrical Agents' Protective Association, Inc., with the enforcement of State law calling for licensing of agents by the state legislature. It is necessary for all persons engaged in the business of booking entertainment of any description to be licensed and bonded.

The letter urges when engaging entertainment or music we respectfully ask that you deal only with the members of our association.

The letter is signed by Leslie M. Kreidberg, corporate counsel.

New Night Spots In New Orleans

NEW ORLEANS, Jan. 2. — So successful were the new Christmas night spots running in the French Quarter that the city authorities have decided to go ahead with the new subway service. A permanent club, Aggie's, has been added to the list of night spots, and a new, permanent club, Terrace, has been added to the list of night spots.

Opening of Jung Roof Christmas night spots was the talk of the city and the entertainment industry.

New Film Song Company

NEW YORK, Jan. 2. — The New Film Song Company, a new company in the music publishing business in the Fox Theater Building, will open on January 15.

Bettie Bryden Producing For Detroit Night Clubs

DETROIT, Jan. 2. — Bettie Bryden, agent, is establishing a new dance studio for the new night spots in Detroit. She has been producing and booking night clubs for several years, and has a good reputation in the entertainment industry.

Nugol Paying: License Pends

NEW YORK, Jan. 2. — Eddie and Sam Gold, of Nugol Productions, made the first four payments on their settlement plan with the American Federation of Musicians. The agent is paying off a claim of the St. Clair Trio, APA in the amount of $26,000. The last payment was a fee of $750 as a result of a vote taken by the licensing authority.

Bally's, a new night club in the basement of the St. Francis Hotel, has been opened. The club is run by the Aurora Club, a local club in the city. The club is open from 11 p.m. to 3 a.m.

New L. A. Club; Other Coast News

LOS ANGELES, Jan. 2. — New night spot locally is the Pompano Gardens in North Hollywood, which opened Christmas night. Two bands are featured, the Tenth Avenue and Coast Crewe, with Betty Heyer and the Original Memphis Six, colored combo. Joe Steinberg, former manager of the Trocadero, becomes general manager of the Pompano Gardens.

Musician in Auto Crash

WASHINGTON, Jan. 2. — Jack Talk, who doubles in song out of the Maxwell Sound of the famous Robert Maxwell Orchestra, was killed in an auto crash this week. Banjo-ette Eddie Peabody, currently emerging, added Talk's band close to his own work.

Low Pay From 1-Night Spots

New Year's Eve brings demand for cheap bands, especially from 1-nighters

NEW YORK, Jan. 2. — Despite the New Year's Eve rush, the bands are still in the band-booking field a discounting note, in fact, a headache to the books. There has been the general demand for small bands, inordinately small, and the comparatively low salaries offered.

This is explainable to a degree in view of the fact that so many of the places in search of musical entertainment for New Year's Eve are not going to be open on this one night, and it is the latter that will be looking for the bigger bands, the bigger charge, and the comparatively high salaries offered.

San Francisco, 20—Regardless of the maritime strike, this town is loaded with entertainment. In the new year, with addition of spots and men and more expensive outfits. Their production was amplified by the new year 1939, as shown by the financial figures, and the latter two-thirds of the immortal trilobyte franchise.

To forbid the playing of music or entertainment in a particular room is, obviously, a reasonable regulation of these pleasure resorts." said the opinion. "The purpose is to discourage the waste of time and money there, and to avoid the hirableness and disturbance which the combination—wine, women and song—is apt to cause.

Now night club ops are perceiving how the ruling will affect them.

The letter calls attention to the fact that the latter two-thirds of the immortal trilobyte franchise is up in the air about the legality of the new law.

To comply with the ruling of Chief Justice Charles O'Neill ruled that the action in discharging the provision that all men working with the AFA, says he will not recommend to the M. T. A. A., the nation's wine-thirstiest town, was reported business as far in excess of $60,000,000 last year, and that the latter two-thirds of the immortal trilobyte franchise, the latter two-thirds of the immortal trilobyte franchise, the latter two-thirds of the immortal trilobyte franchise, the latter two-thirds of the immortal trilobyte franchise.

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The Pelican, Houston

The Pelican considered a leading night spot in this vicinity, is located almost downtown Houston and offers free parking facilities.

Red Ford has long been master of the situation at the Pelican, and his ability to take with the customers when they come, and put them at ease, has always stopped the show. She is a blues singer and comedian, and with her act without the competition of three featured dancers, the other acts, the straight acts can vie with "bubble" and others.

The show included Ginger Russell, Kirk and Koller, Beth Basara, Patey McCoy, and Rudy Silver, with Mrs. John S. McDade.


corporation, and the Mayfair should do much to live down the reputation it established for high prices and tourist-friendly clientele.

Harlence B. Hoyt.

Coronado, Cleveland

Club Coronado here has been the mecca of hundreds of amusement seekers, especially during the holiday period. Spot is located at 2600 Telephone Road, in easy driving distance of the downtown area and the surrounding territory.

Fronted on a well-balanced program were the current week's hits with a cover of the Haynes, held over. Others on the bill included Tarry and Layton, Bray Bros., Helen Smiling and Bob Gold's Orch.

B. C. McDonald.

The Dragon, Santa Monica

The Dragon, downtown night spot here, continues to feature its 15-piece orchestra, under the management of Bruce Crockett, presenting a varied program.

The Dragon in the floor show are Thompson Sisters, Sam King, Merle Goble and Jack Cagney. Harvey Z. Hackett and his West Coast Swing orchestra, under the management of the same Mr. Zerby, is on the job also, handling the ex-actaXs.

Max E. Stowers is manager.

The Gleam, San Antonio

The Gleam, billed as "San Antonio's Most Beautiful Night Club," is living up to the press agent's description. Particularly during the holiday season this spot has been "all dressed up" for the festivities and no expense has been spared by Owners Quentin and Harriet Fitch for the production numbers. Various shows also feature burlesque and drag acts.

Featured in the floor show is Julia Plana, now billing herself as "Sisul Bro's Circus. Others include Orson Welles and his Mercury Players, and the Gleam Gloom Chasers Orch of the spot. The Gleam features a well-kept dance floor and offers three to five sessions a night.

Management owns practically the entire block housing the club.

Harlem Uptown House, N. Y.

Another attempt to bring Harlem to Broadway was rather unfortunately started at this spot at Broadway and 86th street. Jay Pargus, fronting the all-Black revue, got into the act and did a spot which was not too successful.

The opening night, a spectacular affair, featured a new orchestra with a name of Jo Spedez, has words and music by Fred Pugmire, with a brand new revue, "Night Club." (See NIGHT CLUB on page 15)

Additional Night Club Reviews

Appear on Page 19
New York City:

TANIA and KIRSHOFF opened at the Sherry-Netherland Hotel Saturday night. Booked by Herman Cohen of the Music Sales Corporation, TANIA and RENEE DE MARCO, currently at the Plaza, have been engaged for the Grover House, London, for a period which will also incorporate Coronation week. BELLE ROGAS, singer with the Phil Traveller revival of "The Mark of Zorro," and Clark Young are at the Paramount Hotel... THE ALBERTA BACH BALLET, which just closed at the Apollo, St. Louis, has been engaged by Sir Henry Sherek for Coronation engagements in London, EDDIE BALDWIN, besides managing Joe's Cabaret, is also operating other Long Island clubs for talent for him, and the schedule for the next four weeks includes new acts to the West. The CARIBBEAN BAND and Lee Brandon opened at Coosaw's Downtown Club, Petersburg, Va., and Tracey Ford, Murray Love and Eileen George have been held over.

Not many of them do, but some night clubs will go to all sorts of trouble to put on a good show. On New Year's Day we saw some Spanish themes, had a hollow floor laid over the old one to act as a sounding board for the small featured in their all-Flamenco band, the con-cas, now banned by Turkey, has been booked by a Miami night spot, proving that con-choppers management can neither be altered or destroyed.

Chicago:

DOLLY KAY is in her 28th week at the Adelphi, Des Moines. She is leaving for the Lake Theater, Chicago, now are playing at the old Lillian. LAVINER BOWS, who recently closed at the St. Clair, is now at Columbus, O. is in Chicago... JANET and Catherine Golds opened at the Royal Royale January 1. JERRY AND TURK, who recently opened at the Central, Des Moines, for two weeks, developed tuberculosis in the lungs, and have left for Philadelphia to fill the Knickerbocker, Philadelphia, following the cooked over the Top Hat, N. J., by LESAR and PIGGIO, dancers, are in their third week at the Penthouse, Baltimore. BILLIE BRANCON opened at the Verlins Cafe, Philadelphia, last week, for an indefinite run. Current show at the Gold Nugget Club, Union City, Calif., is Gray and band, Baldwin and Bros. and the Bumpers.

VERA FERN opened last week at the Alicea Club, Philadelphia. ELTON and OILONE booked into the Club Belvedere, Des Moines, for two weeks, opening December 28. HULSON, TAMARA AND DEE, booked to sail to Europe, are taking Zen Bros. and Iris Ercson, dancers, with them. PLC, FLYERS, and the Brass Rail, Union City, N. J., with Eli Friedman, manager, opened at the 100-MUSICIAN JAZZ at the Bum's, Philly, for four weeks. PRINCESS AHI has been booked into Colorado Springs, Colo., with Benny Atkinson, the Boylinds and Will E. Riddle opening December 23. A. RUDY ABBOTT, Lillian Bernard, Shirley Williams, William Williams and M. YAFFEE are now at the Peony Club.

MISS ORRIN Stevenson and Stefano and Sereno and Dick Cole have been added to Irving's Longwood Cafe. BEATRICE DUNK, the Boylinds and Catherine Golds opened at the Powwow Gardens December 29. CHLOE and ROYCE and Louise Seymour opened at the Caruso Club December 29... CECELIA, Noma Bear, Myrtha and Murry and Amos, and Bobbie Carter are at the Silver Cloud Cafe... NOVELLO and FLORA, Helen Racket...

Bert Lynn

Comedy Singer, Dance Arranger, Stage Manager, Booking Agent, Manager in Chicago. Noted for his skill in the art of the stage, the only Elektra entertainment booking agent in Chicago, Ill. Also a great booking agent in Chicago, Ill. Years ago he appeared for Cantor Furst.

Cafe Veneza, New York.
MIDWEST WANTS N. Y. Strollers

NEW YORK, Jan. 2.—Local bands and people have been purchasing tickets for an increase in demand for New York-styling combinations from the Midwest section of the country, reputedly the favorite stamping grounds for such units.

It is the belief of some that ifa New York combination were to face the re-established section in Chicago, it would be the Midwest for the type of entertainment it must have.
Music News in New York City

Irving Berlin is on his way to Cali- fornia to put the finishing touches on his new musical, "Nothing but the Best." Once there, he has contributed book, lyrics and score to the show, and now, with the final touches being applied, he is preparing to depart, bearing the title of the show himself.

Word has been received by Herbert Marcus, president of the well-known music publishing company, Maurice Company, of Chicago, that his firm has acquired the catalog of the Great American Song Company, which is affiliated with the Irving Berlin organization. Among the songs acquired is "Fixin' to Cry." The entire catalog of songs is estimated to be worth more than $1 million. The acquisition of the catalog is expected to bring about a new era of prosperity for the company.

Fred and Ginger, mixed tap team, who are making a haphazardly sequenced performance tour, are expected to arrive in New York at any time. The team is scheduled to perform at the Palace Theatre in New York City.

Ken and Jay will be the theme song for the New Year's Eve party at the Waldorf-Astoria Hotel. The song, "The Vicar of Wakefield," was written by the famous English composer, Henry Purcell.

As a general rule, songs on the road to success have a pretty miss, who charms with song, dance and pulchritude, as the case may be. In the case of the "Vicar of Wakefield," the pretty miss was Virginia Woolf, who charmed in both song and dance at the Waldorf-Astoria.

During the past year, the music industry has seen a steady increase in sales of sheet music. The trend is expected to continue in the coming year, as more and more people are turning to music as a form of recreation.

Savannah Imposes

(Continued from page 3)

Today no provisions are made to ex- clude charity-sponsored affairs. Many a downtown hostess has been at a loss over the, New Year week-end entertained at the fir- m's branch book, publishers' attitude.

The carnivals and circuses in Savannah are held at the fairgrounds, outside the city limits. A tax will not be imposed by the tax. The county commissioners have no information as yet to follow the lead of the city in taxing amuse- ment facilities.

Theater interests have already arched to their back and warned Mayor Gamble to reconsider the legality of the tax in the courts.

One-Man Agencies

(Continued from page 5)

The one-man agency is steadily in one field (as in vaudeville, years ago), agencies today must have a big staff and connections out of town in order to keep hands and acts working steadily and in many fields. This trend is expected to continue, as an agency must have contacts in all fields and thrush the country. With the advent of mail and long-distance phone, a well-establishied agency name is more important than any single agent.

Producers, in the old days an agent ingratiated himself personally with the vaudeville booking agencies with his expensive furnished offices in big buildings and aura of high-pressure hog business. Undoubtedly contant with advertising agencies in the radio field has influenced many theatrical agencies into changing approach and front.

A good indication of the trend has been the increasing number of agencies using in their titles such words as Syndicate, International, Consolidated, National, Central and World.
Film Studios Active in Combing Vaude for Talent

Prompted by success of acts such as Ritz Brothers, Martha Raye and Bob Burns—Berle set with RKO Radio—and acts jump to Trocadero on Coast for one-day showing

NEW YORK, Jan. 4.—With the Ritz Brothers, Martha Raye and Bob Burns as concrete examples of what the vaude field can provide the film industry in the way of new talent, studio scouts are active in that direction, but much of the vaude subnet still consists of acts ready to break in direct dealing. Recently several of the major studio producers and agents have been combing the talent hunts and much of their time was spent in looking over vaude acts. RKO Radio is giving much attention to the scouting of talent, as was the recent visit of Joe Bentley, who, while here, openly stated that the vaude field can provide a lot of worth-while picture talent. Arthur Will, former vaude booker, is local talent scout and reveals that he has some vaude acts lined up for picture contracts, but is not ready to announce them yet. Milton Berle, until this season in vaude and now on the air, has been signed by RKO Radio and is expected to leave for the Coast next month to work in a Berle picture.

NEW YORK, Jan. 1.—Phil Bloom leaves for London to attend a Admiralty hearing. The showman was also appearing at the New College in London as a witness. Bloom was also appearing at the New College in London as a witness.

Phil Bloom Leaves Simon To Join MCA

NEW YORK, Jan. 4.—If Bloom will join the Music Corporation of America at a later date, deal arranged last week by J. C. Stein. Bloom will divide his time for the next month between New York and the Coast. Reviving by boat for the Coast soon to report the Bloom decision. Bloom leaves the Simon Agency after being there seven months. His former partner, Paul Dempsey, has filed a 

Harry Puck With RKO-Radio

NEW YORK, Jan. 2.—Harry Puck, agent for much of vaude talent, is gone over to RKO in an RKO-Radio Pictures contract. He will stage numbers for the film company's musicals.

Golde Turns Agent With Morris Office

NEW YORK, Jan. 4.—Lawrence Golde, veteran of the vaudeville field, assuming office in New York already is penciling shows either the week of February 5 or 12. Golde is being done direct with the Metropolitan, Boston, agented by Morris. Golde has been a booker of long standing, dating back to the days of the Keith Circuit. During more recent years he has been doing his booking from quarters in the Morris office.

Philly Opening-Day Jinx

PHILADELPHIA, Jan. 2.—For second week in a row Earle Theater had opening-day difficulties, both involving Harry Hoppman units. Last week Cabenets was the first to suffer, then bookings were made in two quick openings. Fairy-tale settings and costumes were not atray in the last. The Ziegfeld Follies got into a first-day jam when the girls had left him and started with a six-month renewal option, but difficulties, but the show went on.

Shows Going Back In Balto for Loew

BALTIMORE, Jan. 2.—Loew's Century here is scheduled to resume with stage shows in the week of February 11 or 12. Deal with Roxy Enterprises to complete and the circuit's booking office is barely able to handle coming in for shows for the month. The unions have been in a deadlock for many months, leaving the India Hippodrome without any of its usual entertainment.

Beef Trust Girls Restrained

DETROIT, Jan. 2.—Harry Russell, president of the Beef Trust and a member of the Beef Trust, figured in the course again this week when Russell sought and secured an injunction to prevent two members of the trust, including Russell himself, and Eileen Berry, from obtaining any bookings in the state of Michigan. The injunction was granted, but the girls had left him and started their own Beef Trust revue under the name of the Beef Trust, and the injunction against the trust was lifted.

Detroit Theaters Usher In New Year With Flesh

DETROIT, Jan. 2.—Local theaters celebrated the New Year with flesh vaud shows. United Detroit Theaters, with their policy of being always in line with the times, opened 15 vaud shows in all the houses and at the Fisher, Ramsay, Birmingham and Annex theaters, led the parade.

Vaudville Notes

ARREN AND BRODIECK, in their fourth season with the Victoria, opened December 28 at the Royal, Dublin, Ireland.

EDDIE CONRAD will leave for England the middle of this month for a string of dates, including the Palladium, London. Last time over there Conrad's original three-week booking was stretched to six months. Dora Dinsmore and Robert Cowan, booked with Milton Berle's Loew's State, New York, week of January 15. Bert Neff will be on the bill also. Burs and Allen return to the Coast Thursday after a pleasure journey to England. James Mellon, recovered from a severe cold, goes into the Imperial here. Joseph Lyman, of the Thursday's scandal, current at Puy's, Philadelphia, is scheduled to follow with Baltimore, Detroit, Toronto and Montreal. 


Wendie Silver饰品, was changed Thursday by the Vip's AmusementCorporation, RKO Pathe Distributing Corporation, Radio-Keith-Orpheum Corporation, RKO Pathe Distributing Corporation, Film Studios Active in Combining Vaude for Talent
Loew's State, New York
(Reviewed Friday Afternoon, January 1)

Having flown calls for five shows and a resultant trimming of the five-set layout, which at this third-show catching ran 46 minutes. Not right for a house that's making a darn good living from a comedy policy. Aperçu as to the vaude were something to skip over, and yet out of the acts selected to that way too, probably resuming being cut. The makings of an ordinarily good show, but as it was, the only real sock was landed by Salick's Puppets, repeat-
ing within five weeks. Picture is born To Dance, and business very heavy.

Three St. John Brothers rushed thru their novelty routine in five minutes. A nice blend of tricks given added value by clean-cut and different execution. Hand-to-hand and balancing stuff, the boys packing much hidden muscle. Pared oath.

Steve Evans did another rush job, giving but four imitations, his last providing the sock. It's the Polack celebrating pay day, and he does it in great style. Other bits are Bob Burns, John D. Rockefeler Sr. at golf and Mussolini. Irene Besley did mildly in three numbers. A different style both in delivery and warbling, but it doesn't register from theregon. Offered Swing, Baby, Swing; Pennies From Heaven and Mr. Christopher Columbus. Latter's too tough a song to sing.

Herman Timberg, with Jr. and Audrey Parker, found sufficient laugh success with their ever-familiar antics. Same eccentric dancing, stooping of Jr. and bits between the cute and capable Miss Parker and Sr., whose eccentric fiddling is a way to lead to this reviewer and audience alike. Salick's Puppets can't even be hurt by time-trimming. Cut to 13 minutes, which is thought to fall 24 last time here. A great act is this Italian importation, and when the lanterns are revealed manipu-
ulating the strings audience actually was startled in trying to lift the roof off with the loudness of its applause. A rare treat for young and old alike—per-
fecion in puppetry.

SYDNEY HARRIS.

State-Lake, Chicago
(Reviewed Thursday Afternoon, Dec. 31)

Congo de Paree is the label given the current show, promising a vaudeville acts with extra production numbers known as a fast-moving revue by Stage Director Charles Nigemeyer. Regular house line of 12 has been sig-
cing down to 6 and adding what excellent results in teamwork have been obtained by Dorothy Butler, dance pro-
ducer. With only a week's rehearsals with the regular girls, the extra ones work with them as tho they had been together for four months.

A novel effect was obtained in the opening number by the dancing girls. As they dashed off stage on one side, the first one off came back on the other side in different costumes, until the entire line had returned, giv-
ing the effect of two different lines of 32 girls each. During this number Ted and Mary Taft made their first appearance with a swing high-kick routine. Another outstanding routine by the chorus was the drill number. Beautifully costumed, the girls did a military tap and drill that was the tops, also fully costumed, the girls did a military chorus was the drill number. Another outstanding routine by the chorus was the drill number. The girls were something to skip over, and yet out of the acts selected to that way too, probably resuming being cut. The makings of an ordinarily good show, but as it was, the only real sock was landed by Salick's Puppets, repeating within five weeks. Picture is born To Dance, and business very heavy.

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fecion in puppetry.

SYDNEY HARRIS.

Radio City Music Hall, N. Y.
(Reviewed Thursday Evening, Dec. 31)

End of '36 sees the Music Hall in good shape, but as it was, the only real sock was landed by Salick's Puppets, repeating within five weeks. Picture is born To Dance, and business very heavy.

Steve Evans did another rush job, giving but four imitations, his last providing the sock. It's the Polack celebrating pay day, and he does it in great style. Other bits are Bob Burns, John D. Rockefeler Sr. at golf and Mussolini. Irene Besley did mildly in three numbers. A different style both in delivery and warbling, but it doesn't register from theregon. Offered Swing, Baby, Swing; Pennies From Heaven and Mr. Christopher Columbus. Latter's too tough a song to sing.

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SYDNEY HARRIS.

The Billboard
VAUDEVILLE REVIEWS
January 9, 1937

WALTER "dare" TAFT
America's Outstanding Comedy Act

NOW VICTORIA PALACE

London, England

Adobe InDesign

Folly, Brooklyn, N. Y.
(Reviewed Wednesday Evening, Dec. 30)

Folly's show this week falls below the usual standard set by Hal Haynes, black-face emcee, and his orchestra, which works all the time on a higher plane. The Hungarian Rhapsody and later plays a few pop songs. Arrangements need touching up, otherwise outfit is fair. Tom and Harris, mixed dance team, are spotted twice. First appear in a soft-shoe turn, hooked up in the fashion of the Dec. 25, with appropriate costumes, and later come on for a waltz satire. Last turn gets some laughs at the expense of the Miss Swayze and Potts.

Belvue Calvert, blonde, clicked very well in a series of "song-portraits," melancholy comic bits, and reciting. Offered a piece about a dance ball hostess, From Nine Until Four; and a song on the theme of "Always a Bridesmaid But Never a Bride," and a third, After You've Gone, a la Sophie Tucker. Winds up with a bit of attempted hope with Colonel Maybohm's orchestra.

Judson Cole, magician, goes thru his usual bit, and does a good job of it in that line of his work. Does the waterfall shuffle and shows his skill in changing his suits. Youngsters on stage to watch him do the egg-in-the-bag trick. Turle Cole's gentle droney act is a success, and the audience is interested and interested in the first act. Went off nicely.

The bill and are a nice act. Boys are colored stories and songs, with good music, comedy and song, Strongest (See VAUDEVILLE REVIEWS page 22)
Princess Wee-Wee and Prince well
standard tune a
Arrangements by Tieffenthal.
Novelty vocals by Smith and Higgins.
Beatty and Don Tieffenthal, son and Cub Higgins, trombones; Bate
standard pattern in steps and style of
fiddle, he gagged a bit and scratched
wrong with vaude.
in 10 minutes.
did a song in a small squeaky voice and
is no thing of beauty in tights.
size and appeal to register, altho she
any kind but depends entirely on her
has a fair baritone, striking in its depth
of To I Want for Christmas.
bers of the cast, and he did That's What
regular act.
A cute novelty tap turn is supplied by
Dance, only occasionally funny, and
accent and mannerisms.
Charlotte Higgins
Lyn, N. Y.
Member impress as sufficiently
leadership, is not only a novelty, for the lad can
of eccentric for added punch.
cess lies in their personality and cute
performers, half their appeal and suc-
the Century Theater, N. Y. brings with them a
Colored vocalist with the Claude Hop-
the usual dignified
motion. Miss Lawton knows how to use
Fair -feathered
should be as a padding in
Charges in the Moonlight. Such gags as "I'm a
good ear, but I'm learning."
might have been funny in The Dark Ages.

Tottie and Al
Reviewed at the 125th Street Apollo
Theater, New York, Style—Singing and
dancing, Setting—In three. Time—Five
minutes.
Mixed colored midget duo. Each did a single number, billed and presented
as a regular act. She sang Bye, Baby, sa-
ced into a soft voice, lots of expression enhanced
by good phrasing and employing a
d Montana tadpole, her voice is of good
numbers. When Did You Leave Heaven? And
You Turned the Tables on Me.
in addition. Miss White was in a piano
duet with the leader Hinopka, and be-
sides her playing and singing handled
punchy comedy skit very capably.

Colonel Mayholm's Band
Reviewed at the Folly Theater, Brook-
lyn, N. Y., Style—Musical, Setting—Full
stage, Time—Indefinite.
Outfit comprises 12 pieces, including
the Colonel himself, who leads and talks
to the audience with an accent. He
embraces both jazzy versions of classical
and popular songs. A good, top type, outstanding of which was Lisit's
Lyrical Gavotte. Regimental brass was also
said the better. The Colonel has taken the
smallest stage of the desperate variety
Band furnishes music for the stage
thruout, doing no more than a fair
job. Rhythm Brown, the Colonel's bosun,
interpreted a French can-
dance, only occasionally funny, and
presents himself as a genuine comic
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Georgian Room, Piccadilly
Hotel, New York
Backed by his many years' experience
in the production of stage shows, Dr. Schoeller has brought to this hotel a
40-piece six-throwouth-five-number show that is as varied as it is talented.
Schoeller leads his own band and orchestra, no substitutes, no vulgare
choire, suplitate bits of necessary com-
edy, and displays a degree of
mastery that compels attention not
with the vigor and vitality of a pink-cheeked
dancer.

The Six Delovelys, a group of most
unusual looking and unusual working
young dancers, combine every type of
step, from the jazziest to the slowest, from
all directions, and creates a
mood, too, and emphasizing sensitivity, broad
and deep voice, is a real com-
edy. They did three numbers: a mod-
erately pleasant and amusing
comic and a wild, grotesque Harlemanical
routine. They also work with Schoeller
in a bit with miniature pianos.
Jeanne McClurcy, pretty and pert lit-
tle, impresses with her effortless
tapwork. She can get a million taps with a minimum of legwork and
look devastatingly pretty all at once. Her imitations of Draper, Astaire and
Robinson were good. She has a gorgeous
voice and sometimes it is heard.

Judith, Lawton has her low also voice
a good advantage in the all-night
Wally and Vernon Stapleton, from the
Savoy Hotel, London, bring with them a
different style of ballroom tap. Ap-
peared in two numbers here, the second
bearing the impression given by the
rict, namely, that the band has some
usual routines to offer. Couple are
good looking, the girl a little slow.

Polish comedy number done in Gay
spirit. Just Fair, is a second number, a ballroom satter.
Let-
ter, beginning in the usual dignified
manner, quickly descends into hoke pos-
turing and typical satirical nonsense.

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Tom and Harris
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Tom and Harris, dance duo, spotted
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A fair band here. - P. A.

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Hotel Adelphia's Cafe Mar-
geury, Philadelphia
Jack Lynch's touch at this spot proved
a drinker with a problems. He
as been in the business a few years,
bynewing the pseudo-robustness of scene of the other so-called class princes
is the psychological whereofre of this
spot, and no matter where Lynch might
hang his shingle he is sure to remain
ace boniface.

Does a grind from the noon hour on.

New Acts - Bands - Reviews

Jimmy Joy and Orchestra
Reviewed at the Terrace Room, Rice
Hotel, Chicago, Style—Singing and
dancing, Setting—In one. Time—Six
minutes.
Instrumentsiation: Jimmy Joy, lead-
Singer; Tim Righter, trumpet; Clarice
and Jimmy Walle, saxes; Byron Nichol-
son and Cub Higgins, trombones: Bate
Brass: Edward Bechein, drums; Fred
goller, pianist; Senator Birkaal, base
sax; Jeanette, clarinet; Joe Schwartz,
baritone; Helen Hesht, vocalist.
Now in its fourth week, the Jimmy
Orchestra is making fast on its way.
Arrangements by Tieffenthal.
鉴赏者, leader, originator and stylist of the two "clart-
eter" idea, with which he plays many a master stroke of style and
doing over. The band plays softly, yet is remarkably adaptable in the
accommodation of the immense room. Worthy of men-
tion in the personnel is: Billie
teen, cornet; Joe Schwartz, drums; Tim
Chote, sax; Clarice Walle, trombone;

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Chote, sax; Clarice Walle, trombone;
OUT-OF-TOWN OPENINGS

"Frederika"

(Boston)

By Prunella Scales


The Shuberts have splurged generously for an old-fashioned, meticulous Viennese operaetta whose plot concerns the further adventures of the German poet Goethe for the daughter of the archduke of Austria. Miss Scales can still go for this sort of thing if it is sung in German, played by Viennese, and for the comedy show the has no less than Ernst Truex. Laster's material, however, is no better than that provided in similar vehicles.

This typical operetta stuff and presents the age of Weimar in some of its more pleasurable aspects. The best songs are those of salon, court, etc. Denouement is rather contrived, but love scenes and going their separate ways, the incident being the ultimate proof of Frederika's rational thriller.

Miss Glessone, late of the Metropolitan Opera, sings with her usual finesse and distinction. Her best number is "The Love Diet of the Lady," a rendering of "I Ask My Heart, Robert, For Something That's True." Dennis King, returning to operaetta after a period of straight dramatic work, is a combination of George Trebert in Rising Star and Walter Rutledge in the triumphal score. Truex, in the role of Lenz, Goethe's oldest admirer of Frederika, does some singing. With Mrs. Scales and Gilbert Dow this is the first concert and production so far as I am aware. The revue was presented with Balaban & Katz's Orchestra.

The second act is not a beautiful one, but the production, by Alice Chappell, with routines cunningly contrived by Mrs. Scales, is effective.

If there still are audiences for Viennese operaetta this is their season. Pain.

"The Two Mrs. Carroll"

(Washington)


A melodrama, the author has achieved a combination of the old-fashioned repertory and a hybrid, snacking more of fare than rational thriller. After an audience is kept waiting, the actors seem to be waiting for the author to come up with a more engaging plot.

Mr. Clarke's name is rapidly repeating with stupid lineages, the author has achieved a combination of the old-fashioned repertory and a hybrid, snacking more of fare than rational thriller. After an audience is kept waiting, the actors seem to be waiting for the author to come up with a more engaging plot.

The second act is not a beautiful one, but the production, by Alice Chappell, with routines cunningly contrived by Mrs. Scales, is effective.

If there still are audiences for Viennese operaetta this is their season. Pain.

OUT-OF-TOWN OPENINGS

"Frederika"

(Boston)

By Prunella Scales


The Shuberts have splurged generously for an old-fashioned, meticulous Viennese operaetta whose plot concerns the further adventures of the German poet Goethe for the daughter of the archduke of Austria. Miss Scales can still go for this sort of thing if it is sung in German, played by Viennese, and for the comedy show the has no less than Ernst Truex. Laster's material, however, is no better than that provided in similar vehicles.

This typical operetta stuff and presents the age of Weimar in some of its more pleasurable aspects. The best songs are those of salon, court, etc. Denouement is rather contrived, but love scenes and going their separate ways, the incident being the ultimate proof of Frederika's rational thriller.

Miss Glessone, late of the Metropolitan Opera, sings with her usual finesse and distinction. Her best number is "The Love Diet of the Lady," a rendering of "I Ask My Heart, Robert, For Something That's True." Dennis King, returning to operaetta after a period of straight dramatic work, is a combination of George Trebert in Rising Star and Walter Rutledge in the triumphal score. Truex, in the role of Lenz, Goethe's oldest admirer of Frederika, does some singing. With Mrs. Scales and Gilbert Dow this is the first concert and production so far as I am aware. The revue was presented with Balaban & Katz's Orchestra.

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THE SHOW IS ON

BROADWAY RUNS

Performances to January 2, Inclusive.

Dramatic

Opened Peri.

April 26 (Lyceum) Dec. 21...14

The All True Calculus of Love (Theatre) Nov. 29...11

The Blue Angel (Lyceum) Dec. 31...6

Bette Maryland Girl (Dodge) Oct. 6...4

Dr. Watson (Connecticut) Oct. 29...4

Dead End (New Dramatic) Oct. 23...8

The Statesman (Pabst) Oct. 3...2

Jan 31...10

Theatre Bazaar, Dec. 10...10

The Blue Gate (Hart} Oct. 13...10

The Talisman (Pabst) Oct. 17...14

The Bar Dish (Pabst) Oct. 18...12

March Men in a Boat Oct. 18...8

Robertson's Point (Pabst) Oct. 12...14

Doroth vly (Vine) Oct. 19...14

Three Men in a Boat Oct. 14...8

The Shad (Floradora) Oct. 13...12

The Blue Angel (Saratoga) Oct. 18...2

In the Best Interest of England Oct. 16...1

Vicitrice (Hart) Oct. 25...6

Winning Victory, The (Elko) Oct. 14...14

Musical Comedy

Dydey Court Opera Co Sept. 21...159

Trolley (Floradora) Sept. 15...91

The Boy (New hottest on 19...62

Fastival and Green and Bleck Sept. 8...49

Pond (Treat) Oct. 3...91

On Your Tutus (Niederl) Oct. 2...91

Gay Queen Oct. 1...151

White Lady Oct. 21...11

Showboat (Plaza) Oct. 15...15

The Show Is On-A large, lavish and also entertaining—music came to the Allison Theatre last night as a present from the Messrs. Shubert. It is hard to imagine a reviewer that has ever seen on Broadway, but on the other hand, there is no doubt that it is the worst. It is, as a matter of fact, above-average musical entertainment, with little more than a musical revue. The show is here and there to rise above others of the genre. It is lacking in excitement, with tunes that are catchy tunes and some nice dancing. People are definitely carried away with the hilarious lampooning of a baritone, a viciously-appropriate splitting place in both concentration and action, and there remains, an outstanding, his magnificent scenes in the show. High spot of the show.

The show is presented by the department to be cared for by Miss Mollie May. She results in a Lieutc and perfect foil, coming thru with notwithstanding.

Most of the singing falls into the hands of the voice of Miss Olivia May. In the voice of her work is used advisedly. Miss Barrie, a perfectly delightful spirit and as the name-dropping effect with pert and playful a nice dance of does—achieve maximum effect with pert and playful a nice dance of does—achieve maximum effect with pert and playful a nice dance of does—achieve maximum effect with pert and playful a nice dance of does—achieve maximum effect with pert and playful a nice dance of does—achieve maximum effect with pert and playful a nice dance of does—achieve maximum effect with pert and playful a nice dance of does—achieve maximum effect with pert and playful a nice dance of does—achieve maximum effect with pert and playful a nice dance of does—achieve maximum effect with pert and playful a nice dance of does—achieve maximum effect with pert and playful a nice dance of does—achieve maximum effect with pert and playful a nice dance of does—achieve maximum effect with pert and playful a nice dance of does—achieve maximum effect with pert and playful a nice dance of does—achieve maximum effect 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BURLESQUE MANAGER—A species of so-called showman lacking in hindsight and foresight; a gent with his mind in the gutter; a man who is seemingly satisfied with a shack across the railroad tracks and a few pennies in his jeans while he turns his back to opportunities that would mean fortune and a place in respectable society.

The definition appearing above was written by one very close to this commentator who was prevented for various reasons from seeing a burlesque show in a year and, assailed suddenly by viewer reaction to the burlesque scene's five-day vacation finds it out as much of the tease element in stripping as emotion in a Shantytown procession of amusements towards a greater prosperity and stability to their senses and to lead burlesque to an enviable place in the world.

The definition-writing reviewer didn't have a very high opinion of the burlesques a year ago. But when he returned to the burlesque scene last week the little respect he had was completely demolished. There used to be a faintly discernible restraint involved in stripping. There used to be such things in burlesque as a strip tease. Today our reviewer sees the burlesque scene as a procession of amusements towards a greater prosperity and stability to their senses and to lead burlesque to an enviable place in the world.

A union of actors should and must consider the future, concern itself with the present working and salary conditions. A union of actors should and must do its best to improve the conditions under which night club performers have to work.

A union in the real sense of the word is not merely a banding together of individuals to get higher wages and shorter hours. A union of burlesque Actors' Association restricts their efforts to the bettering of routines meant.

It has certain box-office elements that vaude could never use. It is a package production. A single burlesque number is never a success in vaude. The confidence of a man who is seemingly satisfied with a shack across the railroad tracks and a few pennies in his jeans while he turns his back to opportunities that would mean fortune and a place in respectable society.

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Pit Men Beat Union in Court

Higher court agrees on damages and injunction—Involves Cockey, N. Y.

NEW YORK, Jan. 2.—Supreme Court's decision reversing appellant of the Supreme Court of Cohen versus Canavan, which started when the band members of the Musicians' Local 602 from firing three members from the Okeley Theater pit, has been reversed by the Supreme Court of New York on Thursday by the Appellate Division. Decision, unaccompanied by appeals, for granting of damages amounting to $124.02 for costs, have been awarded to the plaintiffs and an injunction restraining the local from firing the men or interfering with their reinstatement in its jobs,

Suit, started in February, 1936, concerns Irving Cohen, John Zerstit and William Weis, defendants, and the Local 602, as plaintiff, and the jury returned a verdict for the plaintiff, but the court refused to enter judgment, and the defendants, represented by their attorney, the Hon. Harry C. Diehl, company manager, Joe Fox and Charlie Cohn billed a show like a circus, and backstage boys insisted by Charlie Kane, fared well in a breach of contract suit for a contract with Josephine Helmert, R. T. J. Jr., who lost positions on the local. Mr. Dora Lopez and brunette Zorita were most effective, the former showing to good advantage, and the latter displaying her talents.

Lopez's and brunet Zorita were most effective, the former showing to good advantage, and the latter displaying her talents.

Result

Lyric, Bridgeport, Conn. (Reviewed Friday Afternoon, Dec. 21)

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BURLINGTON-TABLED

January 9, 1937

Tab Tattles

Bob Hicks Page, manager of Bell's House of Follies, has again proved Point A: If you don't take something the public wants they'll buy it—it still holds true by keeping the unit well fed. Another platitude that holds true near a year ago and by recently learning to live it high: The notch stands thus; the Middle West, Hillbillies, the community in the States stand at the RRO Colonial, Dayton, O., and the RKO Colonial, Fort Wayne, Ind., with the ROO Orpheum, Champaign, Ill., in charge of the theaters. The bill at the Colonial, Fort Wayne, Ind., is a prize pick of all the, Oriental, Chicago and Green members. Some of the numbers are: Myrtle Slivers Johnson, clown numbers; Myrtle Martin, rhythm dancers; the Two and a Half Christmas Week. Playing the Roxian, McKees Rocks, Pa., with a New Year's Eve landing it some lucrative dates in top houses. The Hawaiian Follies, has again proved itself at the Eltinge, New York. Another platitude that holds true is: Bob Levy and wife, Vi Shaffer, joined John S. Van Arnam's company, Ferguson and Dome Williams have retired from show business to take over a private detective agency in Middletown, N. J. Red Dulin did his duty in the RKO Orpheum, Champaign, Ill., and closed the same night. He's in the city with a neat, tasteful and where it is all the rage.
Dothan Is Rough

BILLY BRYANT, showboat impresario, spent the weekend with relatives in Dothan, Ala., and was happy to report that his company, which was on the road to Shreveport, La., was enjoying the sunny South.

CARL I. WILLIAMS, of the Williams show, reports that he is spending the holidays with his daughter, Jane, in West Memphis, Ark. He left for home in England this winter. She had just moved into her new house in London last month.

HUTCHISON, conductionist for the Star Time show, has returned from New York and is stationed on the U. S. S. Chicago.

The Madge Kinsey Players had jumped 1,100 miles from their territory in Ohio but it wasn't too bad. They were placed in the hotel and spent a few pleasant days in Chicago.

BILLY BRYANT, showboat impresario, is now in Chicago, Ill., and is on his way back to his old home in England this winter. He was in London last month and the Star-Time show is in New York at this time. The show is opening early in May.

OTIS L. OLIVER, is at the Blue Bonnet Hotel, San Antonio, taking a rest cure on orders of his physician.

CARL ADAMS, is still located in Chicago, where he is presently doing a bit at the Studebaker Theater.

RED HARRIS, after closing as producer with the Virginia Players in South Georgia, went to his home in Black Creek, Fla., for the holidays and will remain there for some time. Harris was in Houston with the Benito show in Gastonia, N. C., on his way up.

RUBY LATHAM, formerly of the Latham Duo, is playing night clubs in Chicago now, as is her brother, Tom, and they are having an enjoyable time with their concert act. She will again play fairs and circuses next season.

M. E. PERST and Clyde McPall, producers of Snatched From the Noose, now a member of the show, went with the last big show of the season on their Benito and Ossory, Chip's, Albuquerque, N. M., to start the Benito show in Corozal, El Salvador, this week.

REX and PATSY MCCONN pulled their mail just as the holidays began, and the company is now operating in Casa Manana, Port Worth, and will be seen again in the Sugar Land area, Houston, during the spring.

DOROTHY M. WATSON, formerly of the Texas troupe, is now in Hong Kong with her mother and relatives in California.

FRED EWIN and the comics, after spending the holidays in and around Youngwood, Ark., are sojourning in Houston.

CODY THOMAS, veteran Texas rep director, spent the holidays with his mother and relatives in California.

INDICATIONS are that the Power Players will again take the road this spring. The company is well known in the Texas, Arkansas, Louisiana and Oklahoma territory, and will be seen in Houston and in the nearby areas.

JON GAVIN, former Benito star, is now in the Benito and Ossory, Chip's, show, and he will be seen in the area next spring.

THE new silver is a little more than a month old. The new show is now on the road and the players are enjoying a little more than a month of it. They have been running for nearly a year, and are having a good time, according to their reports.

ILLEGAL STATION: The station of WDRK, Muncie, Ind., is the scene of a dispute relative to dismissal at the expiration of the radio contract.

The list will be run alphabetically, and if you do not see this list until your name has been dropped, call at the office and ask if we have mail for you, and if you are a member in good standing, the request of the member. If you cannot call at the office, send a self-addressed stamped envelope, and we will send it to you.

For many years it has been a rule of Chorus Equity that all members must sign in the rehearsal book kept at Chorus Equity headquarters on the day of their last day in rehearsal. This rule it is being enforced in order to get a big Saturday night reunion of rehearsal in case of any dispute relative to dismissal at the expiration of the radio contract. This is a most important rule, and all members wishing to continue in the membership, it is important in order to make it a rule. It is a beginning of rehearsal in case of any dispute relative to dismissal at the expiration of the radio contract. If all members agree to this rule, there will be no dispute as to when rehearsal pay starts, any dispute as to when rehearsal pay starts, and it will be for the betterment of the company and the members.

Our Corpus Christi edition saw many professional people at hand to welcome home George Reno and Joe Mullens, currently holding forth at the Airdrome Club, here. "Doc" Mayhew, manager of the Paradise, Alma Loraine, Nevada, and many others, all members of the membership, were present in Houston and in the nearby areas.

Nero Leaving for Miami

ROMES, N. Y., Jan. 2.—Joe Nero, head of the Nero show, and his family, are leaving for Miami, where they will vacation and prepare for the 1937 season, which will be the company's silver anniversary.

Look for the "Show Family Album" in the Classified Advertising Section.

Fire Destroys Cauble Top

SAN ANTONIO, Jan. 2.—Big fire, one of the Cauble tent units, was destroyed by fire of unknown origin Christmas Eve. Seats and other property had been destroyed by the fire, which was spotted by the firemen. The Big Top will be immediately replaced, according to Mr. C. E. Cauble, who is now here next week after a visit to Mexico in connection with his proposed tour of that country with his television show.

III Health Dogs Boyes; Wife Is Managing Circle

LINCOLN, Neb., Jan. 4.—Chick Boyes, recovering from a severe illness and poor health, which has dogged him for nearly a year, is having his wife, Florence Gallatin, manage his circle stock troupe on the road.

Boyes, who last week for a treatment, said he planned definitely to open his tent here in May on the West Lincoln lot and make another of it. He was here to mark financial success for the seasons of 1934 and 1935.

Boyos, who was told by his doctor not to continue away from the show business, repaired to a farm he owns and has a rest cure all over the Nebraska country to keep him in shape. He thinks by spring he'll be in good shape.

Lonnie Star Comedians Get Going in Texas

BRANSON, Tex., Jan. 2.—Lonnie Star, Texas' newest tent theater troupe, opened here for the three-night engagement which the company plans to spend the balance of the Texas season. It plays the three-day stand.

Other people following: Mr. and Mrs. Tex Nixon, characters; Joe (Toby) Purcell, comedian; Beryl Kamell, ingenue; Sam Burress, pianist; Ed (Smu) Williams, comedian; Buck Worley, piano and singer; Eugene Jackson, juke lead; Mrs. Robert Jackson, guitar and songs, and Dixie Gypsy, the "dogs with the human mind.

CHORUS EQUITY (Continued from page 31)

Nancy Hoopes, with the Hill-Berty troupe, is in Cocoa and Miami.

BRANSON, Tex., Jan. 2.—Lonnie Star, Texas' newest tent theater troupe, opened here for the three-night engagement which the company plans to spend the balance of the Texas season. It plays the three-day stand.

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Our Corpus Christi edition saw many professional people at hand to welcome home George Reno and Joe Mullens, currently holding forth at the Airdrome Club, here. "Doc" Mayhew, manager of the Paradise, Alma Loraine, Nevada, and many others, all members of the membership, were present in Houston and in the nearby areas. They were very enjoyable Christmas. Raphael Molat, owner of the Airdrome Theater, attended the festivities, as they left the hotel. The Airdrome Theater is closed for the holidays; they will be seen in their old hometowns in May, then resume their tour. The following evening they set foot on their trip to other parts of the world.

As acceptable fact to prove it is true.

Billy: "Two hundred's the pound-

Oh, yeah! If he got it, this writer

Hasn't seen it or found anything that

As acceptable fact to prove it is true.

SURPRISE笼罩 the "snowbirds" and they at their best?

Cal West: "I'm no pliker—the big for the fish didn't hear—and still re-

Five bucks a man they paid for the of gabbling and dunking the shrimp at their leisure.

The following evening they set foot on

With alike many, but few fish at hand, the boat, they paid for the

Gypsy, the "dogs with the human mind.

Unfortunately this rule is more hon-

in the breach than in the observ-

We now have a member who

wishes to file a claim for rehearsal pay. She did not sign in the rehearsal book

our representative did not see her at

sign in the studio director of a

All members who have not as yet

filled out the social security blank (old

age pension) should do so immediately

both those working and those who

are not. If you are working, call at

ask for the blank; if you are working and

have not received the blank, call at

Chorus Equity's office immediately.

By the way, all three shows here to

January 9, 1937

DOUG BRAHAN

January 9, 1937

DOUG BRAHAN
January 9, 1937

Magic and Magicians

By BILL SACHS
(Cincinnati Office)

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, books, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every bit of news hampering "possibilities" may address them in CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For NIGHTSPOTS

WALLY AND VERNON STAPLES-Ton-ballroom team caught recently in New Orleans, N.Y., will be at the Savoy theatre, London. Suitemates are empty-handed and strikingly un-amused. Both look well, the gal looking every inch the dame. Bill staples, with plenty of sex appeal. Clicked heavily with two numbers when caught.

JIMI LEON-caught recently at The Black Rhythm, short-lived Negro musical. A personable dark-skinned song-and-dance girl who should click nicely in the aforesaid, fancy tailcoat, and talented and impressed excellence despite poor surroundings in the recent musical.

BEVVERLY WEXLE-colored vocalist with the Claude Hopkins band caught at the Apollo, N.Y. Has a velvety voice distinguished by reserved salesmanship and unique phrasing. Does mostly ballads but is also kept on handling other types.

For RADIO

LIA BARBEE-smart and pretty soprano heard on the Gay Nineties, New York night spot. Formerly on La Scala Opera of Milan, she impressed as having a fine operatic voice. Calls herself one of the top specialists in operatic and Italian folk songs, but does well in English, too.

For FILMS

RUDY MADISON—tall blond good-looking chap, was heard at the Gay Nineties, New York. Voice of Irish fame is now used for the screen, having both looks and talent. Has worked on some nice spots on the air.

Wheeling, W. Va., which will be presented at the Virginia Theatre, January 23rd and 24th. This year's offering will see a revival of the old-time minstrel show with a cleverly chosen script and several vaudevue acts will make up the second program. Production will go to the Elks' Kiddies Milk Fund.

"JUST ARRIVED in Dallas from New Orleans," after three weeks in Pete Herman's Plantation and two at the Imperial, said some creditors, "I'm Swor and I had a nice engagement in Dallas. I've cut a couple of records, do the principal ends at the amphitheater. I'm a little low on cash but there is much kindness at the passing of the baton with the Swor band. I was the身心健康 at the Swor home."

MINSTRELSY

By BOB BMET
(Cincinnati Office)

Jack W. HENDRICK, of Kansas City, is working on the minstrel production to be given late in January as a testimonial to the Livingston family, former operators of the Palace, Fort Worth, Texas, and pianist who celebrated his 85th birthday last October.

JAMES W. WINIFRED, musician, was born in Memphis, Tennessee, and is now playing club and school dates in Southern Ohio.

AL BERNARD, "Gentleman from the South," who recently returned to New York after short sustainer on WWL, New Orleans, is now on the Warden Lewis program on NBC without the familiar blackface. He recently placed another song, "Pick That Bait."

JOHN M. HALL, director of the John B. Rogers Producing Company, Fostoria, Ohio, who has opened an indefinite engagement at the Colorado in Kansas City, will be attending the annual minstrel revue of the Elks' Lodge No. 28, St. Louis. He is working on the minstrel show at the Kansas City Opera House, and is to be in St. Louis in early February.

The Billboard
This is an image of a page from a document that contains text discussing various topics, such as entertainment, opportunities for performers, and the dynamics of booking shows. The text is not clearly legible due to the quality of the image, but it appears to be a mixture of paragraphs and lists discussing concepts like booking offices, association memberships, and the need for improved shows.

The text seems to be from a periodical, likely related to the entertainment industry, given the references to booking offices, association memberships, and the need for improved shows. The content suggests discussions about the challenges faced by performers and the efforts made to improve the industry.

The document appears to be a mix of paragraphs and lists, with some sections discussing the need for better shows, the importance of booking offices, and the role of associations in supporting performers.

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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.
January 9, 1937

LETTER LIST

The Billboard

[имена персон, связанных с музыкальной индустрией]
BACISSU—Willie, 66, for 25 years pop-
corn concessioner at Port Huron, Mich.,
as he was and had been until his death
December 24.
BACA—Alfred, 74, husband of M. H. Baca,
wife of King Baggott, pioneer movie actor, at
her home there December 24.
BACON—Clarence Eugene, 75, husband of
Mrs. Beatrice Bacon, car driver for the
Holley bus lines, died November 29 after
90 hours of brutal poisoning. Survived by
her, brother, and two sisters.
BASET—Mrs. Edward, 56, actress, who
had a leading role in Lighthouse, which
played at the Metropolitan Theatre in
Pittsburgh December 20 of pneumonia.
She was active in the theatrical arts in
France in her early life. She was a state
senator from New York City for three
years, one time a champion figure skater
and her father was a circus clown.
BARNES—Mr. and Mrs., 65, formerly
acted in Lurline, Los Angeles, Calif.,
and was active in that organization's
affairs.
BARKMAN—Rudolph, 79, former mem-
ber of the orchestra in the Family
Rentfrow's Manhattan Stock Company,
Daniel Boone Company, Western Thea-
Tre in Los Angeles, Calif., at the
time he developed the Florentine Room
into one of Detroit's most popular night
clubs. Survived by his wife, Clara,
omer of the Chicago Symphony
orchesra.
BARRETT—Edna Beatrice M., 59, wife
of Captain Dan Cherry, high diver, in an
circus near Los Angeles. She had been
with various circuses, carnivals and
dancing shows, Gooding Rides and
downed with the Amusement Company, at
Hebron, Conn., she started her first career
in 1932.
BARTLETT—Martin, 73, played in
Logansport, Ind., she started her first career
20 years ago in partnership with his
cousin, Captain Dan Cherry.
BARTLETT—Nancy, 86, in the United
BARTLETT—Samuel, 79, in San Francisco
December 31 in St. Mary's Hospital.
BASSETT—Mrs. Edward, 56, formerly a
leader of the orchestra in the Family
Rentfrow's Manhattan Stock Company,
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Routine Department

Following each listing in the ACTS-UNITES-ATTENDANCE and BANDS AND ORCHESTRA section of the Routine Department appears a symbol in the designation corresponding to the symbol when addressing organisations or individuals listed.

EXPLANATION OF SYMBOLS

-auditorium; b-balroom; c-cafe; club-club; c-country club; h-hotel; m-night club; p-restaurant; r-road house; s-showboat; t-theater

New York City; Phila-Philadelphia; Chi-Chicago

ACTS, UNITS AND ATTENDANCE

[LIST OF ACTS AND ORCHESTRAS]

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

[LIST OF NIGHT CLUBS AND ORCHESTRAS]
THE NONCHALANTS

"STILL WORKING IN EUROPE"

PERSONAL DIVISION

MUSIC CORPORATION OF AMERICA.
January 9, 1937

BANDS AND ORCHESTRAS

Routes are for current week when not otherwise

A

Adams, Jack (Stalls): (Palace) Baltimore, Md.
Adams, John: (Defender) Dayton, Ohio, c.
Adams, John: (Sons of the Pioneers) Scranton, Pa.
Adams, John: (Old Dixie) Clarksdale, Miss.
Adams, John: (Yarn Nickels) Alton, Ill.
Adams, John: (Midnight Serenade) St. Louis, Mo.
Adams, John: (So-Ho Club) Springfield, Ill.
Adams, John: (Archie's) Galveston, Tex.
Adams, Jack: (Regal) St. Louis, Mo, c.
Adams, Jack: (Sidewalk Club) New York City, c.
Adams, Jack: (Gold Dust) Boston, Mass.
Adams, Jack: (Cassino) New York City, c.
Adams, Jack: (Chesapeake) Galveston, Tex.
Adams, Jack: (Buddy's) Galveston, Tex.
Adams, Jack: (Ritz Carlton) New York City, c.
Adams, John: (So-Ho Club) Springfield, Ill.
Adams, Jack: (Bud's) Galveston, Tex.
Adams, Jack: (Casino) Galveston, Tex.
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NEW NAME FOR BARNES SHOW
Sells-Floto Title Combined With Al G. Barnes for 1937

Circus to be considerably enlarged—European novelties among additions—two feature cat acts—"Old Mexico" is speed—Thornton again equestrian director

LOS ANGELES, Jan. 2.—Current rumor of "big news" with regard to Al G. Barnes Circus for 1937 has been confirmed by S. L. Rogers, the manager, who stated that the show will go out considerably enlarged. Pat Valdo, just returning from a European tour in search of unusual feature acts, has several novel European acts, first time in U. S., to be featured with the newly titled show. Bob Thornton, who has been equestrian director of the Barnes show for seven years, has been re-engaged and is at winter quarters breaking a new zebra act.

Bert Nelson is also at winter quarters breaking in new animals. He is to have the largest menagerie herd that has ever been seen with any circus, it was stated.

Recently engaged is Bill Fox, noted animal trainer, formerly of the California, where he broke and worked with cat acts, also was trainer at the Gaya Lion Farm. He will break a new act. This act was first presented within the confines of the show.

The Lions Troupe will be with the show coming season. They recently returned from Hawaii, where they were engaged with the American Circus.

A brand-new spec will be offered. It will be titled Old Mexico, Mr. Cronin informed. Case of Mexico's most noted ballet masters has been engaged and there would be all new wardrobe made by persons who will come from the French ballet to put it on. Pat Valdo will supervise the new acts, and featured will be large singing and dancing ensembles.

The show will be in full speed January 1 and an unusual paint job will be applied on all equipment. The train, it is stated, will have much eye appeal.

Barney Show Back
In Quarters at York

YORK, O. C., Jan. 2.—Repair work has started at Barney Bros. Circus here.

The show, which closed a long season in fashionable quarters, has started here with equipment in good shape. Soon the show will be off to the south where it is to remain till after the holidays. Bert Nelson ordered a complete overhauling of all equipment.

All the circus employees was on hand for the Christmas feast.

Mr. and Mrs. Charles Denison are here on a half year's vacation among relatives. Mr. Denison is the division manager for Barney Bros. Circus, and the visit was expected to last about three months. The Denisons had been in the show for many years.

The season was declared to have been satisfactory and the late Florida tour was fair.

Webb Connects
With Barney Show

KANSAS CITY, Mo., Jan. 2.—Joe B. Webb, who has the Joe B. Webb Circus on the road with the Barney Bros. Circus, which was with Real Bros. "Circus, is to be with the Barney Bros. Circus this year. Will be assistant manager and legal adjuster. Works will stop when the Barney Bros. elephant arrives here, then will soon leave for Glendale, Ariz., winter quarters of show.

Amor Show Reopens in Paris

PARIS, Dec. 21.—The Nouveau Cirque, which has been closed since the season ended, is to reopen on January 9 under the management of the Almar Brothers, which has been shifted to a new winter home in the rue Vitteaux, Versailles, reopened on Saturday with a big circus program. Police refused to enter the building with the elephants, as the original Japanese quarter of the city, but present shows appear especially well located in the neighborhood where transportation facilities are ample.

Los Angeles, Jan. 2.—Current rumor of "big news" with regard to Al G. Barnes Circus for 1937 has been confirmed by S. L. Rogers, the manager, who stated that the show will go out considerably enlarged. Pat Valdo, just returning from a European tour in search of unusual feature acts, has several novel European acts, first time in U. S., to be featured with the newly titled show. Bob Thornton, who has been equestrian director of the Barnes show for seven years, has been re-engaged and is at winter quarters breaking a new zebra act.

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Look for the "Show Family Album" in the Classified Advertising Section.

CIRCUSES Conducted by CHARLES W. WINTERMANN—Communications to Opera Plaza, Cincinnati, O.

January 9, 1937

Barney Adds Trucks, Animals

Manager John D. Foss in Los Angeles—Ted Fluxey in charge of billers

GLENDALE, Ariz., Jan. 2.—There is much activity and there have been many visitors at John D. Foss' Barney Show. He is to have a new tank and company spent a day with Mr. Foss. Some new trucks which are now in the area and a new building are working on new designs in heralds. The billing department will be in charge of Ted Fluxey, with Mr. Foss. A new bill truck was purchased for the Flamingo. Significant news were given in preliminary reports travel ahead.

Mr. Foss left here after the holidays for Los Angeles, where he closed a deal for more animals, including two elephants.

Pittsville are at present in quarters and they enjoyed a fine Christmas dinner.

Biz Good for WPA
Show at Brooklyn

NEW YORK, Jan. 2.—The circus unit of the WPA Federal Theater Project closed its first season with the approval of the Armory, Brooklyn. Business very good. Show was well received and it is expected the administration will continue with the combined veterans' organizations of both branches. The theater space and Manhattan papers also carried stories. Wednesday afternoon the show was given, and there was a large matinee. Friday night was the biggest day of the run. No new acts were presented, but the veterans putting on a special pageant of the World War is expected.


Daniels Show to Rockford, Ill.

ROCKFORD, Ill., Jan. 2.—Lee N. Daniels, who heads the Lee N. Daniels Bros. Circus, which closed its season in Texas, has completed his arrangements to move to Rockford, Ill., for the winter. The show will move to Rockford, Ill., after playing in Pittsville, Wis., when the band will go on to Sioux Falls, S. D., where the circus will close for the winter.

The move is made with the Quinns' combine circus, which will take its place.

The show will be in Rockford, Ill., for the semi-annual meeting of the Illinois State Association of Circuses, which is held in Rockford, Ill., every year.

New canvas will be ordered for Side Show due to the fact that the canvas used this season was in a bad condition. There will be a new pit show. Side Show truck is being redecorated and transformed into flashy parade truck. Truck is used to haul circus equipment from one town to another. Ed and Josie Simpson, implement act, toured the show. The George Washington Hotel, a new hotel, has been built in Rockford, Ill. A new hotel is being erected in Rockford, Ill.

De Veres in California

PASADENA, Calif., Jan. 2.—Curt and Orville De Veres, who own the side show when Barney-Barnes Circuses ended season in late November in Los Angeles, Ga., Circus is in quarters in Augusta and repainting and rebuilding new building.

Circus is in quarters in Pittsville, Wis., and they will travel ahead.

Barney Bows Books

SARASOTA, Fla., Jan. 2.—Pat Valdo left Europe December 29 and will arrive in Sarasota, Fla., the home of George Washington Hotel on Monday. He has booked acts for the Washington Coliseum and Al G. Barnes circuses.

IABP&B Local No. 94 Elects

DETROIT, Jan. 2.—At last regular meeting of the IABP&B, Local No. 94, following officers were elected: John Carano, president; Pete Lesky, vice-president; William Henry, secretary-treasurer; Charles Mitchell, business agent; Turner Perry, Frank Peubles and E. E. Solomon, trustees board.
With the Circus Fans
By the Ringmaster

CFA
President
FRANK \ H. HARTFORD, W. M. HUNT,
202 West Washington Ave.,
Chicago, Ill.

[Concluded by WALTER HODENAD, of the White Printing Co., Rockford, Ill.]

ROCHELLE, Ill., Jan. 2.—Members of the Dan Roseuck store at Elgin, Ill., entertained a group of performers from the Elks' in.
domestic tour. They played at the Eastland Hotel, Portland, Me.,
evening of December 28. The guests included Mr. and Mrs. George Hannaford, Kay Francis Honnaford, Mr. and Mrs. Ernest Clarke, Lawrence Hickey, Mr. and Mrs. Lewis E. Reed, of Adle Nelson's elephants, and Pete Boenke, of the Union Tramps flying act.

The following Pans and their wives were present: Frank O. Penderson, Frank S. Allen, Allen Quality, Philip Milhken and Bill Chairman Lawrence G. Brown. One of the members, James Tomlinson, is spending the winter in Warm Springs, Ga., therefore was unable to be present. After the dinner they all attended the evening performance and enjoyed a fine program. Lawrence Brown, during the week attended the six night performances and four of the matinées. Three shows were given on Saturday, the clos-
ing day. After the closing Saturday night the Elks' circus committee tendered the performers a buffet supper.

DAN RICE CIRCUS

PARIS, Dec. 28.—The Cireuc Municipal at Amiens is presenting circus tail with the Six Polovinikov's, teeterboard leag-
ers, Nono and Leo, comedy bear; Miss Dora, contortionist, and Two Brockways, bikers.

The Lambert "Jingle" menagerie and Timsen's sea lions are at the street fair in Savannah, Tenn. Miss Lina and Penso's Men-
gerie are at the Christmas in Richmond.

The Five Blumenfeldes, scrobilto, chimpantes; Felix, contortionist, and Willy Woldt, juggler, are at the Castro Municipal in Causes, Rambeaud animal circus and the Littlejohns, jugg-
liers, are at the Castro Municipal in Aix, Provence. Friedel Josen, trape-
ese and Veto, contortionists, are in Paris, France.

The three Zegnanos, flying trapeze, Adelina and Charlot, bouding trapeze line, and "Pompon," clever dog, are at the Empire in Brussels. The Dehantay's wire walkers, and Two Horvits, clowns, are at the Royal in Liege. Missy and Beach, bike act, are at the Corso in Zurich.

The Bangsou manager at the Cirque d'Hiver suffered another loss of valuable animals, with the mysterious death of a full-grown rhinoceros and a young tiger recently. Not long ago a valuable lion named Tabals eluded an un-
explained cause while the Bouguigne Circus, was on tour. Poisoning is sus-
ppected.

Model at Paris Theatre

PARIS, Dec. 28.—The Amar Bros. are exhibiting an elaborate model of their big cage circus at the Empire Music Hall. It was built by George Berger and required eight years' work. Includes the top, horse and menagerie tents, wagons and other equipment. Artists, musicians and animals are animated by a motor and music is provided by con-
celled motor.

Hershey Playing Shows

CINCINNATI, Jan. 2.—Lew Hershey concluded an engagement for Sears, Roebuck store, Alton, Ill., December 24, where he demonstrated toys. He was in-
down makeup. He had been there since December 15.

Hershey will resume his bookings under management of I. Aronson, starting January 5, when he will present his program in high-school auditoriums thru Kansas, Missouri and Arkansas until the end of school term. He does not expect to be with us, making his second year away from the big top.

Christy Unit Returning

HOUStON, Jan. 2.—George W. Christy, who has been at Christy's circus with the E. K. Fernandez Circus, resigned his position as band leader on the Al A. Barnes Circus Side Show, and will be his season's band leader for Drunkenbrook.

MiamI

MIAMI, Fla., Jan. 2.—Bill Ketrow, owner of Kay Bros. Circus, has established a show in this quarter. As Bill builds his own trailers, there is plenty of activity in quarter.

Arthur Campbell, representative of a large tent maker, will arrive here shortly to take dimension for the new Ketrow outfit.

The Mayville Smith ellipites which Ketrow sold to Charles Sparks are to be re-rented to another tent maker, as soon as negotiations are concluded. The Smith elephants outgrew their trailers, had to be sold.

The Ketrow boys, Frank and Robert, are working in Hot Springs, Ark. They will soon be back on the job.

Bryan Woods in a feature act for the Kay Bros.' quarters. Bryan and Bill are in bizness. Woods will again have his show at Newborn, Georgia, where he made a hit last year. His show is now giving daily performances in North Miami, Fla.

Barnes, of the concession department of the Big show, is in town. Harry Holton, from Barsoke, is seen rambling around.

Harry Brennan, of Ringling-Barnum Circus, is a daily visitor to E. O. Christy's.

Mr. Joseph Hefferan is connected with the Bryan Woods miniature circus. He has purchased, chief of eight with Ringling-Barnum show, accompanied his wife, mother and child, and arrived from New York. Frank will drive to Sarasota for a conference with General Manager Sam W. Gimperths.

Cuban Circus Closes

FLORESCLE, Tex., Jan. 2.—The Cuban Circus closed season here December 25 and moved into quarters at 3103 So. 17th and Central, Kansas City,

The guest features were Carlos and Berta Polanis, Alberto Socans, Joe Newman, "Mambo," Milken Brothers, and the concert feature, Cuban Folies.

Show will open early in February on the usual San Antonio lots played by last season.

Drilling for Oil
At Christy Estate

HOUStON, Tex., Jan. 2.—Activity around Christy Bros.' estate here has been less extensive as a result of the recent activities of area cireus activities," Harold Christy stated, "This is not from the usual idea of a circus, but rather from the word of mouth, and has always found when drilling for liquid gold.

The oil right arrangement as published by the Billboard last year is now in full swing.

Brown Again With Drunkenbrook

NASHVILLE, Tenn., Jan. 2.—M. A. Brown has again signed contracts with Duke Drunkenbrook to be his band leader on the Al A. Barnes Circus Side Show. It will be his ninth season as band leader for Drunkenbrook.

GIRL WANTED

AL G. BARNES AND SELLS-FLOTO

Outdoor Page, Billboard, Chicago, Ill.

CLEAN! "MIRROR" FINISH REPRODUCTIONS OF YOUR PHOTOGRAPHIC OR PAINTING S. J. ROSS, 303-3118 E. 91st Street, Chicago, III.

AL G. BARNES AND SELLS-FLOTO

WANTED FOR SEASON 1937.

DAN RICE CIRCUS

WANTS TO HIRE FROM
JOE HEWORTH OR
KOKOMO ANDREWS

DAN RICE CIRCUS

WANTS TO HIRE FROM
JOE HEWORTH OR
KOKOMO ANDREWS

CIRCUSES

The Billboard

January 9, 1937

CIRCUSES

WE ARE PLEASED TO ANNOUNCE TO OUR SHOWMEN FRIENDS THAT

J. A. (Jimmy) MORRISSEY

is now associated with us, and will be glad to hear from his old friends.

Write—Wire—Phone

BAKER-LOCKWOOD

17th and Central, KANSAS CITY, MO.
America's Big Tent House
EASTERN REPRESENTATIVE—A. B. CAMFIELD
152 W. 42nd St., New York City

CIRCUS CARNIVAL CONCESSION

TO AVOID DISAPPOINTMENT
MUST INSIST ON "USTENT" STYLE AND QUALITY.

THE STANDARD OF COMPARISON FOR OVER 56 YEARS.
S. T. JESSOP, PRES.
UNIVERSAL SHOWS, LTD.
200 N. Michigan Ave., Chicago, Ill.

WANTED PERFORMERS

USING live or mute acts.
Ability with any act.
May be under management in which the act will appear.
Must have experience.
FLATSE High Flier, Picklehead rens. Mail submit resume. Those that come right, write.

BARNEY BROS. CIRCUS

Route D
Glendale, Ariz.

AL G. BARNES AND SELLS-FLOTO

COMBINED CIRCUS

WANTED FOR SEASON 1939.

Outstanding Side-Show Features of all description. All-Girl Scotch Band, Hawaiian Mu-
sicians and Dancers, Girl Novelty Acts, Unusual Freaks. Write

DUKE DRUNKENBROOK

925 Fifth Street, N. W.
CANTON, O.
By CIRCUS SOLLY

ONE SHOULD respect hissuperiors.

S. W. BAILEY, clown cap, will be with Selig-Stirling Circus this year.

WYATT DAVIES, who spent the holidays in Bagdadia, La., is working nights-

JOE SHORT\'s card that Joe Casino, for years with the Ringling show, is in A-

O. K. ZABEL, who is wintering in Sacesota, Fla., will again have the stands with

SOLLY still feels that the Hagenbuck-

CIRCUSES

Under the Marquee

January 9, 1937

The Billboard

15 Years Ago

FROM THE Billboard (Dated January 7, 1922)

CHARLES RINGLING in a letter to The Billboard last week informed us that he

confirmed the report that the Ringlings had made an arrangement to present

performing animals in Cuba. Mr. Ringling

has said that preparations have been made

advertisements in the local newspapers to encourage a larger attendance. This,

Canadian show for the 1922 season. Among

powerful units, including a full

BINGHAMTON, N. Y., Jan. 7.-Word was received from the Binghamton-

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CARLISLE, Pa., Jan. 7.-Word was received from Carlisle, Pa., that the

CHEROKEE, Ok., Jan. 7.-Word was received from Cherokee, Ok., that the

CHRISTIANA, Del., Jan. 7.-Word was received from Christiana, Del., that the

CLARKSTOWN, N. Y., Jan. 7.-Word was received from Clarkstown, N. Y., that the

COLUMBUS, Ind., Jan. 7.-Word was received from Columbus, Ind., that the

CXapidly gained the confidence of the man to whom he was assigned. He closed

DARWIN, Ill., Jan. 7.-Word was received from Darwin, Ill., that the

DAVENPORT, Ia., Jan. 7.-Word was received from Davenport, Ia., that the

DULUTH, Minn., Jan. 7.-Word was received from Duluth, Minn., that the

EASTON, Pa., Jan. 7.-Word was received from Easton, Pa., that the

EDGERTON, Wis., Jan. 7.-Word was received from Edgerton, Wis., that the

Edgar D. Wood, one of the country's

Eighty-Joker, has announced that he

EXETER, N. H., Jan. 7.-Word was received from Exeter, N. H., that the

FAIRFIELD, Conn., Jan. 7.-Word was received from Fairfield, Conn., that the

FARMINGTON, Conn., Jan. 7.-Word was received from Farmington, Conn., that the

FAYETTEVILLE, Ark., Jan. 7.-Word was received from Fayetteville, Ark., that the

FREDERICKSBURG, Va., Jan. 7.-Word was received from Fredericksburg, Va., that the

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GARDINER, Me., Jan. 7.-Word was received from Gardiner, Me., that the

GREENEVILLE, Tenn., Jan. 7.-Word was received from Greeneville, Tenn., that the

GREENSBORO, N. C., Jan. 7.-Word was received from Greensboro, N. C., that the

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Cincinnati, Jan. 2.—Reports reaching Cincinnati from the different contestants, the cream of cowboy talent, numbering well over 200, have formed the basis for the invitation of the United Cowboys’ Association to protect their riders.

Drafting of a constitution and constitution amendments are now under way. Object of the organization, it is said, is to eliminate from the ranks those who have been lost by stage riders, those recognized as real hands. A clear statement, it is said, will be presented to those who produce rodeos and enter under the Association.

Drastic penalties will be imposed on any member who disregards the rules.

Included Mrs. Noble, Orto Troupe and others, pursed West Texas on route through the Middle West.

Three 90-foot middle pieces; four 50-foot center poles, 55 feet high; menagerie, with three 50-foot middle pieces; four 90-foot round top, 30-foot middle pieces. One hundred and sixty-six safety ladders are added to the ring stock, filled the stands on the lot and made an imposing display in the street parade. The year 1932 is remembered by riders as a season of profiteers; all other riders being amateurs. By the end of the year, the riders were 90-100 feet high and a rigid enforcement of the law is necessary to keep the crying of the bull, and stages must be left unoccupied at the end of the season. There are no restrictions on the size of the rodeos.

The Billboard readers who can recall the Chicago World’s Fair, 1893, are familiar with the requirements of the Association.

By FRED PITZER
Gold Star Park To Be Laid Out

Owner expects to open 7-acre tract early in year—rides and games planned

SAVANNAH, Ga., Jan. 2—Plans for an amusement park are about to be announced by Mr. T. Carlyle. The park is expected to be open in April.

Mr. Carlyle said that the amusement center will be known as Gold Star Amusement Park and he hopes to make it one of the finest in the Southeast. Development of the park will be put to work, and Mr. Carlyle is to construct an aerial lake of considerable size for water ski shows.

The owner of the park expects to include such equipment as Ferris Wheels, Merry-Go-Round and other rides, along with a number of games. He is to be the owner of wholesale grocery business and operates a farm adjoining the site for the new park.

Improvements in Eastwood To Be Complete for Season

DETROIT, Jan. 3—Extensive improvements in Eastwood Amusement Park here were referred to by President Henry W. Wagner on Monday. Mr. Wagner for Southern California to spend the winter.

Mr. Wagner is not the only new outdoor dancing court, built to accommodate 10,000. Arrangements have been made to have Wagner for southern California to spend the winter.

North Miami Zoo, which had been in the hands of the present management of the city, has now been taken over by Mr. Sirman, who has been engaged in the wholesale grocery business for many years. Mr. Sirman is to take over the management of the zoo and has already begun to make changes that he believes will improve the facilities of the park.

Merry-Go-Round has been built at a cost of $30,000, and will be ready for opening in April.

Asbury Park Lease Sought

ASBURY PARK, N. J., Jan. 1—A plan whereby he would take over entire management of present municipally operated Asbury Park, New Jersey, has been offered to city council by Walter D. Young, director of North Miami Zoo, reported the city's executive committee at the Chamber of Commerce meeting Monday.

The fire, which apparently was in-coming, was completely wrecked when a building had been set on fire. The fire, which was located in the center of the downtown area, was completely wrecked when the building had been set on fire.

A SYMPOSIUM

(Continued from last week)

No Name Bands Here

It is not possible to operate on the general admission or social plan, since our pavilion stands in the center of activity entirely open on all sides, so entry and exit except for the dance floor proper, which, of course, is enclosed by a railing or fence.

Now our experience in the past few years, D. B. Bond.

First: While we recognize name bands offer a stimulus to the dance, the ever-increasing price for music does not do more to raise the name bands for the following reasons:

Second: It has been our experience that very few name bands are trained for park plan work. Their musical arrange-ments are far too long. Here is an ex-

Third: Since this is a stimulus there is no problem, we have seen experiences of this kind where bands have been using name bands, but has not been so success-

Trenton loose from her mooring and lights, so we drove out into the country to the garage of an old fellow and lights, so we drove out into the country to the garage of an old fellow.

For Silver Springs, Ocala or immediate

To Silver Springs, Ocala or immediate

For Silver Springs, Ocala or immediate

For Silver Springs, Ocala or immediate

New Trailer City Will Be Adjunct To Florida's Silver Springs Court

Silver Springs Court already has an immediate trailer. The new trailer court is being constructed at the shoreside, the Court capable of taking care of half a dozen trailers and furnishing them with electricity and all necessary con-

General Manager, O'Brien will be on

in the ground here soon and much work

in the ground here soon and much work

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Do Outstanding Bands Pay?

A SYMPOSIUM

(Continued from last week)

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Trenton loose from her mooring and

Get
American Recreational Equipment Association
By R. S. UZELL
KANSAS CITY, Mo.—This city on the edge of the plains is a land of extremes, from the sweltering heat on hot dry weather, it was hot not.
E U R O P E A N  A C T S  L I N E D  U P

Some Are Signed, Others Noted
As Prospects by Hamid on Trip

Tour with Gravitt and Elliott divulges scarcity of new and unique talent—scouting jaunt permits oneweek of notices.

NEW YORK, Jan. 2.—George A. Hamid, head of the booking office bearing his name, from P. Z. Garibaldi's Alhambra City Steel Pier, and Frank Elliott, Mr. Garibaldi's aid and director, returned to this country on December 25 after a European scout by Mr. Hamid. It was the Hagenbeck Zoo in Hamburg, which he considers one of the greatest dull period preceding the new year, he reported. While in Berlin he ran into Pat Valdo, the Folies Bergere and Casino de Paris. Mr. Hamid also found time to attend the annual meeting of the German National Agricultural Hall, and other institutions, including hearing visits to the Hippodrome, the Alhambra and Hamid's Palladium and unique talent scouting jaunt permits. Mr. Hamid arranged to bring over the Hagenbeck Show, in London's Agricultural Society, at the Folies Bergere, and the Scala, "where the shows were of the Reich, he visited the Winter Garden and the Scala, "where the shows were

Cutler Hurt in California

SAN FRANCISCO, Jan. 2.—Leeland W. Cutler, president of Golden Gate Inter-
est Ltd., has been the Woodside home with a broken foot. He has been looking for places to use when the animal was injured during a custer, Mr. Cutler had been riding with his daughter, Mary, 12, near his home. When the horse fell during a five-day run, several small bones in the rider's foot were broken.

Best Profit in Wapakoneta

WAPAKONETA, O., Jan. 2.—Auglaize County Fair here in 1936 made profits of $2,600, it was shown in the financial report by Mr. J. A. Janes, superintendent of the fair. Mr. Janes explained that the fair is a non-profit business.

Record Prospect for Penny Farm
Show Denotes Agriculture Is Back

HARRISBURG, Pa., Jan. 2.—J. Hansel French, state secretary of agriculture, has predicted a record-breaking attendance for the 1937 Pennsylvania Farm Show, which opens on January 15 for a five-day run. He said that bad weather is the only possible deterrent in the outlook for an all-time record.

This forecast is based on the fact that Pennsylvania agriculture is definitely out of the depression and that in 1934, when the present attendance record of 207,000 was established, farm income of the Keystone State had only begun to recover.

Twenty-one years ago 5,000 persons attended the first Pennsylvania Farm Products Show in a rented building in Harrisburg. Ten years later attendance had increased tenfold. First show in the present Farm Show building attracted 22,000 visitors. More than 11,000 exhibits will be entered in the 1937 show, with a competition for 7,500 cash awards, totaling $38,213, and for many of the most coveted trophies in American agriculture.

During Farm week about 40 agricultural associations will meet in annual convention in Harrisburg, Most of the convention sessions will be held in the Farm Show building. Quality will be the keynote of the 1937 show. The best that Pennsylvania farms produce will be exhibited in the largest indoor farm products show in the United States. Annually 350 commercial exhibitors buy space on the main floor of the exhibition, and hundreds of others are turned away for lack of space.

MILLEDGEVILLE, Ga.—C. B. McCullar, attorney active in Georgia fair cir-
cles and American Legion activities, is editor of a new legal magazine. The Southern Lawyer, which has been chartered and will be published here. It is sponsored by practicing lawyers for elevation of the profession and will operate on a non-profit basis.

WATERTOWN, N. Y. — Jefferson County Agricultural Society of the city of Watertown that it will sell the fairgrounds here to the city for $30,000, the amount of the debt owed the society. After a decision is made on the offer, officials of the society said, they stand ready to hold another fair in 1937.

"Why Mine Is Best"

COLUMBUS, O., Jan. 2.—A "Blue Ribbon Fair" contest will feature the program of the annual meeting of Department of Agriculture of Ohio and Ohio Fair Manage-

Best representatives in public notice for '37 Cleveland expo.

CLEVELAND, Jan. 2.—First efforts at national publicizing of Great Lakes Ex-

Girl representatives entered in start of publicity for '37 Cleveland expo.

G. L. Herals Boost by Air

Reorganized and made the exclusive aim of the new holding company, the J and M Co, to make next year's celebration an all-time record. Suggestions will be considered before the proposed sesquicentennial.

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At Ohio Meet

Tary Ed S. Wilson, Stark County Fair, Adams, Hillsdale, Mich.

J. C. W. Coppess, Greenville, Ohio.; Andy H. M. Parshall, Urbana, Ohio.; Grand Cir-Win open speed conference will have among the Deshler-Wallick Hotel here on Janu- and Ohio Fair Managers' Association in of Department of Agriculture of Ohio Fairs, H. C. Logsdon, L. E. Apple, Joseph and Dead?, A. H. Sutton, Guy L. Cutter, H. D. Williams, Keith Low, Frank and State Auditor; T. Ferguson, Mrs. Don A. Detrick, Belle- faine, is executive secretary of the association, and W. B. Richmond, Elroy, is treasurer.

“No Foolin?”

AN EDITORIAL.

From the Sidney (Mont.) Herald

In 1936 saw the most successful Richland County Fair ever held here. This may seem a strange statement to make, because much has gone before. But in the first two months the Fair has been a huge success. It is a great pleasure to note the manner in which the various committees have worked together, and to see the way in which the people of the county have responded to the appeal for support.

Business to the Core

And behind it all is this little lesson: Those who made this fair work at it in a business-like manner will find that it is not only a matter of time and effort, but a matter of planning and preparation. The time and effort will be more than repaid, for the results will be great.

Notables for Banquet

At Wednesday night's banquet President Holderman will present Mr. Cooper as toastmaster, and speakers will include Governor Davey; Master L. J. Richmond; Rev. Earl H. Muns- field, director of agriculture; Governor George W. Rightmire, Ohio State University; John W. Bricker, attorney-general; Herbert B. Duffy, attorney-general-elect; W. W. E llenwood, State fast, and Master Walter Kirk, State Grange.

Director Hanford will preside at a joint session with the state board of agriculture on the morning of January 13, and among speakers, besides the governor, will be Mrs. William J. Pontius, Prof. Harvey C. Rice, Prof. A. W. Elliott, Prof. H. Clifton, L. L. Rummell, M. Ellenwood, Fred Terry, David Bishop, Charles J. Gray, H. L. Norton, Ira H. Satter, H. D. Williams, Keith Low, Frank and State Auditor; T. Ferguson, Mrs. Don A. Detrick, Belle- faine, is executive secretary of the association, and W. B. Richmond, Elroy, is treasurer.

Bill in for Mass. Exhibits at W. F.

New York participation in '39 provided in measure would create commission

BOSTON, Jan. 7. Thomas J. Lann, representative from Lawrence, has led a bill for appointment of a special commission to report relative values of exhibits in the interests of Massachusetts Agricultural Fairs Association in New York. For the purpose of exhibiting arts, industries, institutions, resources, products and general development of the Commonwealth at (th)ose fair the guar- dem, with advice and consent of the council, shall appoint a special unpaid commission, tag Massachusetts Commission for the New York World's Fair, to consist of five members, it is provided.

This group will have charge of inter- ests of the State and its citizens in preparation and exhibition at the fair, and the nature of national products of the State and of objects illustrating its history, progress, medical and martial welfare and plants for the future development of all other matters relating to the fair. For this the commission is to ex- tend, after an appropriation has been made, sums not exceeding $25,000 after it has been approved by the governor and the council, and the bill, according to a private, was signed.

WAPAKONETA, Ohio

AUDLAIZE COUNTY FAIR

AMERICA'S LARGEST FAIR, ESTABLISHED 1849

BIG AUGLAIZE COUNTY FAIR

WAPAKONETA, OHIO

AUG. 29-30-31 — SEPT. 1-2-3

What have you? Grand Stand Shows for Night Fair, Midway Shows and Concessions.

Look for us at Ohio Fair Managers' Convention, Columbus, Jan. 12-13-14.

HARRY KAHN, Secy.
Launched New
Kansas Board at Banquet

DALLAS, Jan. 3.—Efforts to begin work in earnest on the 1937 Dallas Exposition have been announced. A new Greater Texas and Pan-American Exposition Corporation, Inc., has been organized.

Frank McNeny, named director general by the Texas and Pan-American Exposition Corporation, Inc., in the new position, will be assisted by John W. Goodwin, secretary, and V. H. Bailey, treasurer.

McNeny, born in Trumbull County, Ohio, has been associated with the Great Lakes Exposition Corporation, Cleveland, for the past 15 years.

Nudy Ruled Out
At Expo in Dallas

DALLAS, Jan. 2.—Nude dancers, "offensive entertainment and all forms of profanity" were voted down at meetings of the Texas and Pan-American Exposition here by the Texas and Pan-American Exposition Company in the Dallas exposition, it was announced today.

DALLAS, Jan. 3.—The director, general, stated the rule and regulations for the fair are to be kept on the fairgrounds.

Looking for the "Show Family Album" in the Classified Advertising Section.

Shaffer Looks Over Fla. Trailer Camps

MIA, Fla., Jan. 2.—Almon R. Shaffer, president of the Atlanta Exhibit Company, is touring Florida on a prospecting trip, taking in all the trailer camps, amusement parks and other amusement centers he can find. Mr. Shaffer said that Great Lakes Exposition Corporation will build a trailer camp for trailers either on the grounds or in close proximity to the fair. Mr. Shaffer spent considerable time with Ollie Trout looking over various communities around the state.

SHAFFER LOOKS OVER FLA. TRAILER CAMPS

January 9, 1937
Rinks and Skaters

By CLAUDE R. ELLIS

(Cincinnati Office)

A CLIPPING from The Portland (Me.) Press Herald sent in by Robert H. Chicago Roller Skate Company, tells of a new rink opened in Portland, Maine, by James W. Greely, an old-time rink operator with 40 years' experience. It appears that Portland had not had a rink operator with 40 years' experience until Greely came along.

Rinks sell's Garden ol Girls unit, which played conduct from patrons.

staff coached to insist upon the best

ing system, sound system and efficient

rink, modern in every detail, with one

It appears that Portland had not had a

rink operator with 40 years' experience.

all evening sessions.

batic roller skaters, are

rical artists in Paleis des Sports Rink in

English fancy skaters: Vivianne Hulten,

3312-3318 Ravenswood Avenue, Chicago,

(Continued from opposite page)

In Innovations for Betterment

By E. M. MOORE

The 1935-36 season saw many innovations for betterment of roller skating.

the season's roller skating afloat, we believe, will go on from strength to strength. Much money and money were expended in doing so, which is well for the sport.

Rink exhibition work was revived and several oddtimers succeeded in putting two in prize events in the Olympics seem to be headed for success.

Box-office receipts will be increased

and their achievements have brought

innovative tendencies to the sport.

There will be those skaters who will

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innovative tendencies to the sport.

There will be those skaters who will

For Health's sake Roller Skating

With Roller

Physicians recommend roller skating as the most healthful and the most enjoyable form of exercise. It is an all-around form of exercise that works all the major muscles of the body.

DIAMOND DUO, roller-skating act, ad

with them they have around Syracuse, N. Y., for 18 weeks, over 200 performances, and made a

the season, and we believe, will go on from strength to strength. Money and money were expended in doing so, which is well for the sport.

Box-office receipts will be increased

and their achievements have brought

innovative tendencies to the sport.

There will be those skaters who will

physically, mentally and emotionally.

For Health’s sake Roller Skating

Chicago Roller Skate Co.

4427 W. Lake St.

CHICAGO, ILLINOIS

No. 854

THE Billboard

January 9, 1937

The 1935-36 season saw many innovations for betterment of roller skating. The season’s roller skating afloat, we believe, will go on from strength to strength. Much money and money were expended in doing so, which is well for the sport. Rink exhibition work was revived and several oddtimers succeeded in putting two in prize events in the Olympics seem to be headed for success. The effort has a solid organization behind it and a solid roller skating organization. They can to the realization of it are doing their part and they should be congratulated for the work they have done.

Rus Goldien, Alcon, again in charge of the spacious Land O’ Dance Rink, is making plans to modernize his forms that business has been so far successful. He has plans for conducting the rink all evening sessions, with matinees Saturday and Sunday, and an annual party of Stark County Associated Churches, when more than 700 tickets were sold in advance. Private parties are held on slow nights.

BILLY MORELL and wife entertaining E. M. Moore, Philadelphia, Christmas Party, at the Palace Rink, and the Three Venoms, Chicago, roller skaters, are at the Royal Court, Chicago, where they are in residence until Jan. 11.

BOY HARRAH, one of the old-time rink exhibitionists, was seen in New York recently and it is rumoured that he is looking for skating gigs with the idea of view of staging a comeback.

WALTER LAIDLAW, the 83-year-old roller skater, is still in the act, working out daily on his 6 by 6 skating mat in Washington, D. C.

The new downtown rink in Philadel-

phia will have Benny Rubin as one 

of its sponsors. The rink was opened by 

red skaters of Philadelphia, having 

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CARNIVALS

Week of Social and Fraternal Activities Ends in Grand Style

More than 400 attend banquet and over 1,200 the ball.

MEMORIAL SERVICES

World of Mirth

To Have New Fronts

Worlds of Mirth

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To Have New Fronts

Worlds of Mirth

Week of Social and Fraternal Activities Ends in Grand Style

More than 400 attend banquet and over 1,200 the ball.
Add another Feather to Club's Cap and Joy to Hearts of Many

Tipton-Forstall and assistants share honors on 14th annual feast day when members, families, trouperx, troopers came—two settings of festive board necessary.

LOS ANGELES, Jan. 2.—Pacific Coast Showmen's Association's 14th annual Christmas dinner held in the clubrooms of the Metropolitan Club here December 30, added another niche to the list of achievements. Tables were so arranged that 214 persons could be served at once and the dining room was cleared of its tables twice by an efficient crew under the direction of George Tipton, caterer. Retiring members and officers and nominees for 1937 were introduced.

Mrs. Ben Mottie entertained a large number of showmen and friends at a lovely Christmas tree. After the handing out of gifts the evening was spent in dancing and playing games. A generous roast beef was served and the sun was shining when the guests departed.

This year Mr. and Mrs. Howard Kimble and family, Mr. and Mrs. Curly Lewis and family, members of Griffith Bros. Company, and Mr. and Mrs. Russ Sells, Mr. and Mrs. Otis Sterner, Mr. and Mrs. Jimmy Thomsen and daughter, Mr. and Mrs. Jack Winslow and Mrs. Eddie Laidley, Fearless Fratini, the Dancers, the Two Aces, Laura Shooter, W. L. Tilly and Frank Frederick were members of the William Banting and Sons Show.

The dinner was most delectable with more than 350 pounds of turkey being served, with chestnuts, dressing, spiced cranberries, sweet relish, celery hearts, radishes, ripe olives, barbacious, sweet pickles and more than 350 pounds of turkey being served. The officers and nominees for 1937 were introduced.

A Great Feast

Murray Gets Out Sickbed To Buy Mrs. Krause

NEW YORK, Jan. 2.—Max Linderman, operator of the World of Mirah Shows, announced here this week that fair contracts are being lined up at a fast clip and that the show already has two new fair dates on its books. Orangeburg and Freehold, N. J., are the two new dates, and Linderman advised that he is planning to postpone his annual Spring sojourn until after the fair meetings.

PITTSBURGH, Jan. 2.—Joe Cramer, general agent of the Minnie Krause Shows, has been sick for the past week with stomach flu.

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A Great Feast

Murray left a sickbed to arrange the funeral of Mrs. Krause, who was killed in an accident the day after Christmas. Mrs. Krause was the only woman operating her own show in the world. Numerous floral tributes, including an impressive one from the Bell Bridge Company, were sent to her grave.

Pittsburgh

Noel General Agent Zeiger Shows

DETROIT, Jan. 2.—Cameron Murray, executive head of C. F. Zeiger United Shows, announced here this week that he will move to the road when the guests departed.

Noel reports that his novelty business during the holidays pumped seven times over a similar period last year. Frank Cervone, George A. Hindlem's general agent, is going to New York next week for business conference.

Mrs. Howard L. Hiraed, of Everett, Pa., appeared here this week.

Mr. and Mrs. Henry Wolford, general agents of Panic Exposition, are wintering in Tampa, Fla.

George Broos, of Peerless Exposition, is spending the winter in Clarksburg, W. Va.

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EL PASO, Tex., Jan. 2.—More than 300 showmen and wives were in attendance here December 30. They were entertained at a mammoth dinner, and the evening was filled with interesting and amusing programs.

The ride that assures big and easy profits, Rides that don't conflict, Gas Engine Power.

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FLAX, Oat, Wheat, & Hay
WHEELS
Park Special
1.50-
1.00-
BINGO GAME
THREE HOURS - $1.00
MONDAY, TUESDAY, WEDNESDAY
SUNDAY, TUESDAY

$12.00

CANES
BLA BISC. 25C, 11, 50C. 25c, 5C. 10c. 5c.

ASTRO FORECASTS

CARNIVALS

Midway Confab

By: THE MIXER

CAPT: DAN YOUNG, hot net diver, calls Texas its home State.
R. F. MCELDET will probably be with the Midway of Matches Magnification.

EVERY press agent should keep a scrapbook.

JOHN D. KILMOS—Where is the announcement promised?

MILTON M. MORRIS—What about the ciger celebration for Tampa, Flia?

WELL, what becomes of them after they play Tentien?

NATE MILLER can certainly ballyho a Shooter ride. He is so serious about it.

GEORGE T. McCARTHY—It is time for some news of your future activities.

DESPITE the progress in education there are still people who still say: "I and the wife."

PHIL ISSEH, what about the Capitol Indoor Shows? Are you putting them out?

JOE ETTY, of cockhouse fame, trains his help. He does not let his help train him like some do.

WALTERBRO, B. C., that he is touring in that State with his snake show.

MODERNISTIC SHOWS report they purchased a Caterpillar ride from L. E. Roth, of the Blue Ribbon Shows.

J. GEORGE LOEG has the first big event in Texas this year.

HARRY HELLET: What became of Heller's Auto Shows? Heard you joined H. W. Campbell—and then?

J. POPP HUDGINS cards from Fort, Ind., "Booted digger concession with Blue Ribbon Shows."

A LOT of carnivals are going to be even better than their picture books.

CHAR, BERKEL, has been heard from. He was formerly with James T. Clyde's World at Home. Is now supervisor at Keith's Theater, Indianapolis.

HARRY (BALTO SHORTY) FORREST carded from Terpen Springs, Fla. "Booted to do my clown advertising on the streets here at the Great Fair."

CARNIVAL managers invite the public to their lots. Why should they insult and try to gyp the dear public?

SIMPSONS & CO.
19 West Jackson Blvd., CHICAGO
Instant Delivery. Send for Wholesale Prices.

OCTOPUS

"World's Newest Ride Sensation"
Ride Can Be Seen in Operation at Fastland Parks, 7th Ave. and 24th St., Miami, Fla.
We are now accepting orders for their delivery.
No Agents—No Jobbers.
Address all communications to
EVERLY AIRCRAFT CORPORATION
Salem, Oregon.
A. N. K. F. Factory Representative.

DONT HIBERNATE

On Prices—ON PRICES

ON NEW KIDDIE AIRPLANE SWING

SHOWFOLK IN CITY OF MEXICO ON A DAY'S OUTING: Shown in the interior of this pleasure boat are Mr. and Mrs. Roy Gray, Mr. and Mrs. Morton Russell, of Big State Shows, center and rear. Others in the party are Aurelio Soto, rated as the biggest showman in that section and operator of Soto, Attractions, park and carnivals. A manager, interpreter and chauffeur. On return to States Gray reported that Soto and associates left work undone to make their visit to the city of Mexico one long to be remembered.

LOOK HOW the general agents are scat-
tering.

CHRIS M. SMITH can lay out a mid-
way along with those who are rated as the best in the business.

BOBBY REDDING has two prize English setter dogs. Prince Bourbon and Ad-

E. LAWRENCE PHILLIPS advises that he is going to be most active this sea- son. Walter A. White seems to have booked a few outstanding shows so far.

TOMMY TOMBS and Tommy Allen make a great team when they come to laying out the lot in advance for the Johnny J. Jones Exposition. They are with it.

THOSE CLUBS like good fellows, squawkers and so on are good things to have on carni-
vals to get employees properly acquainted.

LAWRENCE CLIFTON KELLY is a general agent of distinction. He is a busi-
ness man, therefore he can do business with business men when in ad-

JACK V. LYLES in Columbus, 0.

Erle Co., N. Y. "Success was good and I enjoyed it. Am now in a museum here as Billy the Kid Writer."

RESPECT the rights of every human and animal and you will fare very nicely during life.

OTTO STUPRIN reports that the past season he carried Merry-Go-Round, Big El Wheel, Glider, three shows and ten.

CARNIVALS

January 9, 1937
concessions and that business was fair. The circus was known as the American Shows and is wintering in Missouri.

CARNIVALS slated to open in March and April haven't a great deal of time at that to get things in proper shape. It should be no last-minute rush and messy job.

THOMAS J. MOONEY letters from Welch, Va.: "After a successful season, all is not quite at rest. I am back at my old profession with The Welch Daily. It is going midway with Wheller Brown and wife."

WONDER WHAT has come over the business. Several carnivals announce that they will open in March and April. Many of them gave up Athletic Shows long ago.

WALLY RESSER cards from Rock Springs, Wyo.: "Let the West Coast Shows on my way to the Liberty Theater, Davenport, Ia., but got snowbound here. Wally is a talker and does straight.

CARNIVALS do not have so many of those old "Just about" women as once appeared in the crowd as Organizers and gawkers go nowhere. They knew everybody's business but their own.

L. G. SKIDN and John Gable card from Tulsa, Okla., that they are wintering in Shawnee, Okla., and will be in contact with their Athletic Show on the Greater America Shows and that they will be with them again.

SOME general agents report to their bosses that they have been looking over the matter when asked how the advance is. The fact of the matter is that they have been overlooking them.

LOUIE-LOUIE LOGSDON cards from Baton Rouge, I.a.: "Got a portable typewriter as a present from my manager, Bob Bobbitt. We are still out with John R. Ward Shows and business is satisfactory."

IT IS now time for all press agents to go to the front for the good of their respective shows. There is a little work to do or get the show in proper shape. The press agent will in most cases lay claim to whatever it might be.

JAMES P. SULLIVAN is reported to be planning some additions to the Walls Bros. Shows of Canada. James P. is generally the best dressed man around wherever he happens to be. He is not dandish, however. It's a gift.

IT is hard to understand why men with ordinary business sense want to burn fences. A business for the moment is meaningless titles as they give to some carnivals they put out.

FRED WEBSTER, agent, Laughlin Hollywood Museum, cards from Hope, Ark.: "Down in Arkansas for the winter. Business satisfactory. Not many shows down here, only museums, a few pitchmen. Our museum carries 15 people. May jump east."

SOMETIMES a piece of publicity will break naturally. Some general agents do not know absolutely nothing about business. But the press agent will in most cases lay claim to whatever it might be.

HERBERT M. CORNELL letters from Florence, Ore.: "E. R. Walker, who was an athlete on the Big Butts' American Shows, is now training in this city. He is beginning to look for a little match for the world welterweight belt. He hopes to grab some time this month."

WITHIN the next few weeks, the fall of Carnivals will come. Many are in the barns with a great many still left. But several big fair and exhibition meetings to be opened in this area. The carnival business is now training in this area. There are yet some big surprises to come.

PROXY EWEIL letters from Augusta, Ga.: "It is a veritable "rainbow" day for the winter carnival business. Carnivals are doing a grand business and rabbit and all goes with a feast of this kind. Send this to Mrs. Brown Smith with a Blue and a Silver Dome trailer."

THE BILLBOARD MAIL FORWARDING SERVICE covers the exodus of nearly all who make use of R. MAIL, IS HEAVY. Send in your permanent or forwarding addresses so that there will be no delay in FORWARDING MAIL.

January 9, 1937

CARL J. SEDLMAYR

ELMER C. VELARE

CURTIS J. VELARE

Adolph Herman's glass house on the old Finger兄 Mountain, Millard Grass Carnival and that Johnny Jones Exposition was the one to present a cannon act as a midway free act.

THERE IS NO DOUBT that the members of the American Carnivals Association have the utmost confidence in the ability and honesty of Max Cohen, its general counsel. Max is thought to be the general public's association to do much good for the carnival industry. He is evidence that the progress after three years of uphill plugging.

FRANK R. MORRISON said in Hot Springs, Ark., recently that Roy Goldstone planned to enlarge the McClellan Shows to 8 rides, addition of Midways, Concessions. Shows will be completely motorized and all equipment forwarded in time for opening. Staff will be announced in a few weeks.

CARNIVAL "Main Entrances" are going to be of varied and sundry style, more brilliantly illuminated and impressive than ever before. The days of the dinky little arch covered with pocket handkerchief vase baskets are over with. The concession manager could do would be to have an attractive entrance with uniformed ticket sellers and takes and with someone, always on duty to see that the public gets the right and proper consideration.

EDDIE LOPEZ, last season with the Cettin & Wilson Shows, is now training in The Billboard was right when the matter is that he is making progress after three years of uphill plugging.

CHARLES F. HARRIS cards from E. C. "Mr. and Mrs. Charles F. Harris Amusement Company, closed season and will be in Missouri for the winter quarters, Tampa, Fla., but got snowbound in Shawnee, Okla., after a season in Eastern States. Best seasons in four years. Had 18-pound turkey Christmas. Will start getting equipment resent and painted in few weeks."

JOE GALBREATH letters from Cleveland: "Just about enjoyed my Christmas along with Mrs. Galbreath. We found Father and mother in the best of holiday spirits. Every moment was a supreme joy." Mrs. Galbreath is a two big turkeys. The reunion was a regular family affair. Will start looking for winter quarters about middle of January. All that work in winter quarters will start. Will try to make our carnival a credit to the business.

E. CLAY MAY has been on a scouting trip in Eastern territory in the interest of the East Coast Shows and is now in Milwaukee. He will be back in Miami, Fla., where he and Mrs. May have a home. This season in the winter carnival show capital of the East finds May's father and mother in time for opening. Staff will be in Florida for the first time in 1937.

IT WAS a moment of great satisfaction and proper consideration.

CHARLES P. ELLIS, superintendent of Administrator, letters from Fort Pierce, Fla.: "J. C. Turner informs us he will join with two concessions and a midway at the American Shows. Carl is lining up acts for the Cettin Shows. Work is going on at Cettin's shows. Midwinter quarters in the Koahon. Cettin is removed to Orlando with clothes on pins and Japanese and Chinese will be doing their finest."


SOME of the members of the Squatches' Club of 1935 Royal Palm Shows follow: Walter who are now in. Sue B. Hyde, vice-president; Thomas Garfield, Mary Ann Alexander, Arthur Allen Thrash, John Deakos, Roy Cooper, Roy Cooper, Roy Cooper, Bill Beal, Faye Bentley, Gladys Haynes, Joe Pearl and Harvey D. Groves, Joe Newell, John Deakos, Bill Beal, Faye Bentley, Gladys Haynes, Joe Pearl and Harvey D. Groves.
Carnivals

January 9, 1937

After closing their season at the Cot- ton Palace and International Exposition, Washington, D.C., Shreve Shows shipped to their winter quarters at Paola, Kan. Arthur T. Bratnah, who has been general manager for several years as assistant manager, was named general manager, while Thad Rodecker was retained as general traffic manager, making his second season under the former's management. Ray- mond E. Pullen reported that he had sold his interest in the Washington Ex- position Shows to Bert S. Repas & Com- pany.

Executive offices of the T. A. Wolfe Superior Shows for the remainder of the winter season had been established in Rochester, N. Y. . . . A. F. Sheahan announced his retirement from the Al- lustra Mercantile Supply Company to join the Arthur Davis Amusement Company, indoor circus and other event promoters.

Mr. and Mrs. Rubin Gruberg, of Ruby's and Cherry Shows, played host to more than 100 members of the organiza- tion at a monster Christmas dinner at winter quarters in Buffalo, N.Y. . . . Moonlight Shows announced retention of Jimmie Moore as general repre- sentative.

Surveys around the winter quarters of Shuey Shows had resolved into a fixed routine. Repairs to the flake, baggage stock were under direc- tion of Gene Woodruff and Nick De Rosen, while all operations were still being furnished with the horses, trains and wagons. The three shows were presented under the direction of Gene Woodruff and Nick De Rosen.

Other surveys were under the direction of Gene Woodruff and Nick De Rosen while all operations were still being furnished with the horses, trains and wagons.
GREEN'S UNITED SHOWS

HARRIERS, C. C., Jan. 2—It will be a long, long time before the Christmas celebration on Doc Green's show will be forgotten. Everything possible was done to make each member of the show feel that home was there. A home grew up in the show where home-grown enthusiasm was shown and a real home-relief in the home of celebration as could be imagined. At 3:30 p.m. Doc Green called the entire show together and gave a call for all members to repair to the minstrel tower, where from one end to the other reached a large table abundantly loaded with food. The members were given the op portunity to sit together and to enjoy a large Christmas tree, well illuminated and decorated with gold and silver gifts in gifts because on this date was his birthday. Everyone was expected to supply anyone with a gift who had not received one. All the ladies showed a fine spirit and helped in preparing the meal.

The show orchestra, under the leadership of Mrs. Dave Wharton with Silken Night, which was sung by the Wonders, and Mrs. Adelle Washington, Mrs. Hannah Thomas, and Vivian Green, James A. Thomas gave a talk and read the greetings of Miss Eliza Bennett of Richard, L. E. Morningstar. Those present were Mr. and Mrs. Martin Lottier, Louis T. Smith, Mr. and Mrs. Frank Whitman, Mr. and Mrs. Bob Washington, Charlie Mor- rison, Mr. and Mrs. H. G. Penn, Mr. and Mrs. Thaton Wharton, Marion Wharton, Miss Billie, Elizabeth Crenshaw, Orville Clempson, Mrs. Bula Wise, Mr. and Mrs. Freddie Dgain, Dan Maltz, and Mrs. Sam Tait, Harry May, Vivian Green, Ver Green, Mr. and Mrs. James A. Thomas, Mr. George Dunlap, Paul, Pat Dickerson, Carter T. Jackson, Red Anderson, Jack Grant, Bill Cobb, Mr. and Mrs. Leo Vaughans, Mr. and Mrs. Lowes and Mr. and Mrs. Henry Daniels. Reported by Doc Green.

R. H. WORK SHOWS

CHARLESTON, S. C., Jan. 2—Has a fleet of 25 concession trailers ready to roll at once. Trains out of the yard in readiness to start work next week. R. H. Work has been away in the interest of the show but is expected back soon. Thad Work, Cecil Westover, Alec Baur, Eddie Burt postcards that he and Mrs. Burt are spending the holidays in Florida. Reported by Al Gordon.

ZINNUR'S GREATER SHOWS

MEMPHIS, Jan. 2—Winter office was changeless on Friday morning with quarters Christmas Eve and was sponsored by the women of the Tennessee Amusement Association. There was a large Christmas tree loaded with presents. Beautiful trees were prepared by the women. After she had handed out all the pres- sure, she proceeded to the minstrel show. Following this carols were sung, with Bettie leading. With the serving of hot chocolate, the Christmas Day dinner was a fine one. Mrs. Zinnur and Mr. Zinnur gave a turkey dinner for all of the show. Edward Harrigan, chef, did the carving. Harry Zinnur, Jr., and Mrs. Zinnur Dickerson, opened the doors to the public for the first time, to buy the balance of a distinguished car- nival. There were one confectionery, one soda pop, one coffee house, one ice cream and toppings, one top coat, three truck loads of merchandise. Buddy Munn is building a new house trailer. Sister Helen is doing full work at quarters. Ed Nugent and Bill Dyer were busy at the ‘‘Spot’’ near the rear of the show. Jack Smith and Jack Wortisman were visitors. Frank Cooper is in charge of the ‘‘Big Time’’ in Jacksonville, Fls. C. S. Reed came in from the sanatorium. Reported by Charles Belp.

MIGHTY SHEESLEY MIDWAY

CHARLOTTESVILLE, N. C., Jan. 2—John E. Lamport, show’s billboard, after cloaking his name for a while, is back on the job for a five-week vacation. Fred Predrick- son, of Penny Arcade, is back from New York. Ed Myers, Wingate, N. C., and Ed Flie, Henry T. Durin and wife came in from Atlanta on their way north. Jack Smith and Jack Wortisman were visitors. Frank Cooper is in charge of the ‘‘Big Time’’ in Jacksonville, Fls. C. S. Reed came in from the sanatorium. Reported by Charles Belp.

BROADWAY SHOWS OF AMERICA

FOR SEASON 1937

WANT SHOWS—Monkey Circus, Motor Drome, Fun House and Grind Shows of all kinds, Mr. and Mrs. Smith—WILL BOOK a few Grind Stores and will furnish new outfits complete for Side Show, Girl Revue and Midstrel Show to capable showmen only.


Will book legitimate concessions of all kinds, no racket.]

SALVAGE—Lindy Loop and Carillon, in good running condition, or will trade for other rides. What have you? Bob St. Clair, write.

Address all mail and wire to BOX 22, Covington, Ky.

KRAUSE GREATER SHOWS

1937

Opening Sanford, Fla., January 25, followed by De Land, Fl., Myrtle, Sarasota, Ft. Lauderdale, Key West, Miami and Pahokee. All rides contracted for. Shows of merch, get in touch with us. Want organized shows, Stunt Shows, Specials, write or wire. All people contracted acknowledged this call to.

KRAUSE GREATER SHOWS, Sanford, Fla.

AL G. HODGE SHOWS, INC.

WANT HEAR from Shows, Rides, Concessions, Free Acts for Pay Gate. Long season, opening in March. Address ROY GRAY, 314 La Branch St., Houston, Texas.
Chicago, Jan. 2.—Holiday activities came to a close with a well-attended New Year's Eve party. Brother Henry F. Thode was in to add his bit to the merriment.

Brother Walter F. Driver left for Kansas City to attend the annual banquet of the Showmen's Plot and the Cemetery Fund Drive.

President Patty Conklin, on the West Coast, is showing fine but his legs are bothering him. He will go into the hospital for attention to his annual party, which preceded the opening of the Wisconsin fair meet.

Mr. and Mrs. John R. Castle, Max Linder, Mr. and Mrs. G. J. Lauther and Carl Jr. McCaffery is returning from a prospecting tour in the west.

President George Tipton was given a vote of confidence. It was the first time the State wishes to take advantage of the management of the Tampa Fair in Chattanooga, has just returned from a prospecting tour in the west.

KANSAS CITY. Jan. 2.—At a special meeting of the ladies after adjournment, the new committee was elected and the trouper in gaining many advantages. Certainly we want you, if eligible, to attend the New Coast Showmen's Association. Think it over and then get into the spirit of being interested in your business.

Brother Jack Bigelow, Will Z. Smith, W. D. Corbett and Earl Harvey after adjournment, the new committee was elected and the trouper in gaining many advantages. Certainly we want you, if eligible, to attend the New Coast Showmen's Association. Think it over and then get into the spirit of being interested in your business.

American Carnivals Association, Inc., By MAR COHEN

ROCHESTER, N. Y., Jan. 2.—Efforts of the management of the Tampa Fair were given partly to consideration of various topics. A number of speakers were of special interest to us at those meetings is concerned. Obviously it will be impossible to present all the large number of applications and the association will necessarily be unable to call in all the directors and membership committee to conduct the business of the association in person and in affiliation with the best interest of this association.

While personally attending partially the Richmond, Va., Reading, Pa., and Scranton, Pa., meetings, I greatly appreciate an expression of opinion from our members which will serve to make it essential that we attend either of any of them.

The recitation commenced several issues back, we deal this week with the subject Unemployment Compensation.

The field of unemployment compensation is an everlasthanger in the eyes of employers.
The changing of the times since the great depression of 1932-1939 has forced the State to take advantage of the credits under Title IX for its employment.

Some discussion has arisen as to two points in the existing law which some employers believe to be contradictory to the purpose and to the spirit of the law.

The first point is under the Title IX provisions the act lays down specific criteria which a State must use in determining eligibility. It is usually clear when a bill introduced in a State legislature becomes law, what criteria state legislatures sometimes act so rapidly, however, they cannot be sure that the State that wishes to take advantage of the employment compensation can obtain the credits under Title IX for its employment program.

Of course, an amendment of the act is being considered and passed in order to provide for the federal government all the programs (See American Carnivals on page 38)
Circus in Brockton Proves Heavy Draw

BROCKTON, Mass., Jan. 2—Brockton's first indoor circus, sponsored by Shelton Bros. and introduced by Frank Wirth, opened on December 28 in State Armory with a capacity audience of 3,000. A strong sale of more tickets at both afternoon and evening performances was the order of the day, and the thermometer failed to measure the real heat of the week was very heavy, with no attempt being made by department store after department to catch the excitement. The Akron Show Is Expanded

AKRON, Ohio, Jan. 2.—Plans are underway for a local circus this year, sponsored by the city's annual celebration and religious ceremonies known as Epiphany Day has been held in the city. The event will be on display at the theater. Other circus sponsors include Free Press and Liberty Birds. The show was staged twice daily, free-

Children's Show Closes Day Earlier; Acts Are Not Paid

CLEVELAND, Jan. 2.—Children's show in the public auditorium folded on December 28 with a gala performance. A total of 25 performers were to be paid off on New Year's Day. The show was presented on a more elaborate scale than last year.

Sun Carnival Biz Is Hit by Weather

EL PASO, Tex., Jan. 2.—Festival Trail, largest midway ever assembled in El Paso, was closed down for a week yesterday, with a checkered week. At midweek watchers were looking for a break in weather to give them a boost in week-end business. Opening day, December 28, was good but concessions were delayed by wiring trouble. In a week's show the weather had cooled off, and the sun broke out Wednesday. Under Verne Newcomb, concession manager, the midway was opened and was well attended. During the week Lundy Loop and a score of other rides started. Big blocks in the Octopus, which had standing room only, were added. Officials of the Sun Carnival, climax of a football game on New Year's Day, busied themselves last week in the Texas College of Mines, visited Pleasure Paso, is to close tomorrow night after a football game on New Year's Day.

Tarpon Springs Ceremony Renamed, Will Run a Week

TARPON SPRINGS, Fla., Jan. 2.—This year's Epiphany Day ceremony known as Epiphany Day has been held in the city. The event will be on display at the theater. The show was staged twice daily, free-

New Rings Are Expected at DeShire's Shrine Circus

DENVER, Colo., Jan. 2.—El Jebel Temple Shrine's fifth annual circus, opening on Tuesday (January 15) at the Victory, has exceeded all attendance and financial records, $100 will run it only six days. The show was supported by the hall.

Records Prove Heavy Draw

According to the box office, the ring was a $1,000 performance bond. Under federal protection, they had a means of increasing the hall's revenue. The ring was a $1,000 performance bond. Under federal protection, they had a means of increasing the hall's revenue.

BINGO party in Macon (Ga.) conducted by CLAUDE R. ELLIS and Ed Noel, with a profit of $1,000, and circus sponsored by Shriners here in Brockton. The ring had at least two sellouts.

CIRCUS OF CIRKELS

CANTON, O., Jan. 2.—After an intensive outdoor advertising and radio exploitation campaign, the Children's circus which had been billed as a show for the most part under firemen and circus personnel. However, one circus which had a number of children coming out of the red they had been in last fall.

Circus O'Circuses

CANTON, O., Jan. 2.—In an intensive outdoor advertising and radio exploitation campaign, the Children's circus which had been billed as a show for the most part under firemen and circus personnel. However, one circus which had a number of children coming out of the red they had been in last fall.

HELP This Department by Telling Committees About It.
Show Family Album

HERE YOU SEE Manager Harry R. Polack and members of the staff at the World House Shows as they appeared in September, 1918, when an influenza epidemic caused a layoff of two weeks at Greensboro, N. C. The World House was one of the leading 25-car carnivals in those days. Left to right: Harry Bentum, who it is believed, was then advance painter; Harry R. Polack; Larry Boyd, special agent; and Bob Chambers, who was manager of the minstrel show. Polack and Boyd are dead, and Chambers is believed to be dead.

Many will recall this "flu" epidemic throughout the United States, and especially in the South, causing many shows to come to a standstill. Polack Bros., 20 Big Shows, a 30-car carnival and "sister" of the World House, after making a three-way railroad move into Richmond, Va., were all set up on the Virginia State Fair grounds at 3:30 Tuesday when that fair was called off. The epidemic was one of the greatest blows outdoor show business ever experienced.

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 especially requested that pictures be complete with data 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. Group photos 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. Group photos 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. Group photos preferred, but pictures of individuals as they appeared in the old days who are STILL LIVING will be welcomed. 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1937 To See Continued Demand
For All Types Electrical Goods

Demand for all types of electrical goods, the responsible for new sales peaks for next year, was made by a credit organization. E. S. Whitney, president of Whitney Hospital, by the American Electric Brake, in December.

"Utilities have prepared expanded pro-
grams for next year," said the credit or-
ganization's statement. "Several major sys-
tem operators have plans to spend 30 to 50 per cent more in 1937 than they did this year, when a total output of $800,000,000 was recorded."

"Business in these items has been espe-
cially amazing to the industry, and un-
doubtedly Christmas shoppers thronged stores from Coast to Coast in 1936. Reports from leading trade centers show that buying was particularly heavy in the gift, luxury and semi-luxury, heavy goods and household goods lines. It was estimated that volume for the entire holi-
day season approached a gain of 10 to 25 per cent above the 1935 figures. Boosting the nation's purse for this tremendous rush in the toy industry is the steady flow of orders for every type that keep coming even after the Christmas season. With birthdays, annive-
saries, St. Valentine's Day, wed-
ings, graduations and many other call-
ing cards to be filled, there is no reason to believe that February will not be a banner year for the entire buying class."
New Items

Write to The Billboard, Buyers' Service Department, 35 Open Place, Cincinnati, O., for addresses of supplying the items.

Combo Salt-Pepper Shaker
Twin Shakers, Inc., manufacturer of glassware, dishes, etc., is now marketing a novelty on a twin pepper and salt shaker. The two shakers are combined with a partition between, the perforated openings to pour the salt or pepper or the other side of the shaker rather than on the top as is usual. This arrangement is for the prevention of mixing of the two products entering the shaker and for greater ease in pouring. The twin shaker is three inches in height and two and one half inches in diameter. It is manufactured in five or six attractive colors and comes in porcelain, tabac and glass. Full production will be started January 10.

200-Year Calendar
A useful new novelty item is being marketed by the Perpetual Calendar Company under the name of the Multi-Year Calendar. Because of its mechanical nature the calendar is a patented article. It is a flat calendar, about three by five inches, coming in a range of five colors - green, canary, cherry, blue and orange.

MIDGET VEST POCKET FLASHLIGHT - 3" COMBO - Salt-Pepper Shaker - 217 S. WESTERN AVENUE, CHICAGO, ILL.

New Faster Cleaner
A new all-purpose cleaner that not only does the cleaning quicker and better than any other on the market but makes cleaning convincing demonstrations by the agent easy has recently been introduced to the trade by a leading household specialty firm. A secret formula enables this cleaner to quickly clean windows, windshields, porcelain fixtures, furniture, silverware and other articles that become soiled and tarnished. Only enough water to wet the convenient pad is needed; then a few quick rubs and the cleaning is done. Initial acceptance is reported to be great by motorists and housewives, in addition to thousands of other users.

BINGO - EQUIPMENT

Send 25 Cents for Complete Details, Prices and Samples.

J. E. WALSH, 30 W. 22nd St., New York, N. Y.

THE SMALLEST MIDGET RADIO MADE

EXACT SIZE 7-7/16 x 4-1/2 x 5/4 INCHES

WITH A DYNAMIC SPEAKER

- Stripped Walnut Cabinet
- New Style Zeorly Dial
- Side Method Tuning
- Lit Wound Coil
- Exceptional Sensitivity
- Hair Line Selectivity
- Moving Coil Dynamic Speaker
- Filtered Signal Detector

Send for New Catalog

PLAYLAND SUPPLY CO.
118 East 58th St., New York City

The Smallest Radio in the world with a full sized 9" Dynamic Speaker

The Billboard
Profit Makers for Pitchmen and Street Workers

For Copy of Our General Catalog

Department 31-B, Chicago, Ill.

5.00 a Dozen, $2.10

Small Insects.

Send your name and address to the publisher.

The Billboard.

PITTSBURGH, Jan. 2.—The University of Pittsburgh’s Bureau of Business Research reports that the business in January was up from the same month of 1936 and 1935. Total sales of 93.2. Points of capacity, a gain

The heading for the General Wireless article in the January 2 issue of the Billboard should have read “New Federal Act Permits Dual-Purpose Radios” or “New Federal Act Permits Dual-Purpose Radios.”

The heading for the General Wireless article in the January 2 issue of the Billboard should have read “New Federal Act Permits Dual-Purpose Radios” or “New Federal Act Permits Dual-Purpose Radios.”
BILLY LAURAKHT of Lansford, Pa., writes that his stock was completely exhausted before the holiday season started and became so scarce in all probability isn't the only person who has experienced the same thing. In the last three issues the writer warned that there was a shortage of stock and advi
ded the boys and girls to keep pretty on hand.

PITCHMAN'S SAYINGS: "Let's play run.

ACCORDING TO REPORTS emanating from Detroit, Jimmy Miller and his partner got plenty of sugar during the yuletide rush.

NOVELTY AND SOUVENIR workers who are contemplating on working the crowds which will be in Washington for President Roosevelt's inauguration should get ready now and be there on time. The inauguration will take place January 20th instead of the customary March 4th date, you know.

AT THE REQUEST of President and Mrs. Roosevelt, White House police have refrained from mov

ING a peanut vendor from a corner near the residence. From the indications of husting privileges will be more easily obtained if they are arranged properly, and if they are reminded of the incident. Staff ed. Get cozy for the inaugura

tion.

1937 COMES IN throwing down the gauntlet. Are you capable of meeting the chal

enge?

SMIL SCHOENBERG, who spent last summer with a carnival, is hunting a location in St. Louis with the idea of opening a high-class novelty emporium.

LONA WHEELER is clicking at the cosmic counter of the Steiger store, Springfield, Mass. She is giving a proper make-up demonstra

tion.

MRS. LEROY CRANDALL has returned to her home town, Toledo, O., and is visiting with her son, who atten

ds college here, while Leroy, former ace jay man, is in winter quarters in Portland, Ore., arriving a schedule and getting his newly acquired circus in shape for an early dark next visit.

TODDY AND IRVINE GOLDSINE, erstwhile hum-a-tongs workers, are mak

ing the big indoor events. Toddie has a bag full of big hits at the three big fairs the past few years.

DR. HAROLD E. LATTEL crow-punk worker, has a system all his own for fitting to work a town. Dell starts in by calling on the mayor and the chief of police and fixes their atten

tion, as a general rule is in receipt of the key to the city. Dell has been doing big past the year.

HERES ONE to ask yourself, boys. Did 1936 leave you hanging on the ropes? 

ART NOVITZKY automotive necessary purveyor, reports a good take for the past season.

BURT GLAUNER, who was exclusive on the spots at the "boys' day out," is in con

nection with the Steiger store, Springfield, Mass. He is making about $2.00 a day.

INK STICKS: are selling out in newspapers, are among the top money getters of Pitchmen. Which all goes to prove that the pen is a lucrative..
NOVEMBER 30, 1936

FIRST ACT for 1937: Make up your mind to work as many days as possible during the coming year. Start the year off right without blaming the other fellow for your shortcomings.

CAREY WHITAKER is expected to be doing an okeh business during the week, as he is devoting his energy to work on new church house.

DEWIT LIVINGSTON and lots with two colored entertainers, names for a patent medicine was congratulated on his recent marriage.

HOOPESTON, Danville, Terre Haute, Indiana, should be good.

A NEWSPAPER clipping from Parkersburg, W. Va., reveals that the chief of police there has been successfully in operation and that he may see an end to the handling in the city. Either he made a mistake or the chief is not as efficient as he should be, but the matter is not settled.

SUNSHINE ROGERS is not doing too well after a long illness, and he and the chief of police there have been in operation. He is not in the best of health, but with proper care he will be all right soon.

BILLY (Jiggs) FISHER is still working the Southern States to good results. He counts that Alabama is one of the best states in the South.

BILLY THOMAS shot's from Atlanta: "Working out of a new disposition, was my office here with aspirin, razor blades, peelers and razors, but the traffic is not as good as it was before the war. Territory is okeh for clean workers. Pitch your customers in with one exposure direct on positive paper, automatically. The single scope takes one at a time. The unit is guaranteed.

JAMES PEDERSON letters from Galveston, Tex.: "Ope, last January in Phoenix, Ariz., I and my brother Joe got to Oklahoma and spent 20 weeks in Moline. We were forced to travel over 100 miles during that time. Longshoremen and sailors strikes are making it difficult for me. I met a lot of the oldtimers in Arkansas this fall and they told me I had been in the seed business for 50 years and seen many of the boys come and go. I started it way back in the forties and count the successful med-primarily on friendly, but with the time becoming more numerous than the hairs on your head, I believe that in a few months we have to have a supply of wisps and huggies in an effort to keep him from being a success.

The book on which we are working may be of some interest to your readers, as it contains the latest information on the territory. The book is open to those who know how to make the proper approach.

KID SMITH is getting ready to go to California, where he is going to go as a promoter. He claims that he is doing a good job in Los Angeles and that he will be here in the New Year. The territory is a large one and there are many opportunities for work.

HUSTLER'S TIP: The strip of territory stretching from Washington, D.C., to the eastern seaboard is okeh for clean workers. Pitch your customers in with one exposure direct on positive paper, automatically. The single scope takes one at a time. The unit is guaranteed.

S. N. ULLMAN is working in Indiana and Illinois, but a lots of a dozen from Houston under date of December 25, adding that he has been working in Illinois and has new prospects in the tobacco markets, and is working on the new church house.

DEWIT LIVINGSTON has handed down an edict that the new year is going to be a success for those who know how to make the proper approach.

A KNACKER who feels too distant to come up here finds that this is a small world after all.

WILLIAM PERRY, who is billed as "Game of Thrones," has just got a letter from the city: "The new year is going to be a success for those who know how to make the proper approach.

W. P. CLARK, who is known in the tobacco markets, and is working on the new church house.

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January 9, 1937

MERCHANDISE-PIPIES-GENERAL OUTDOOR
Classified Advertisements
(Continued from page 55)

mother's hash stew and dumplings. I still have my mother and she certainly is a good cook. Well, folks, the latches is ever out and the coffee pot handy here.

THE LOUDER the pipes and the bigger Jack-

pots! Don't mean maybe. Every man, woman and em-

purloin, the slender the passout when work-

ART NELSON --- who conducted a cleaning demonstration and did a marked business. Cinematograph the industry sessions. The films are not shown here last Sat-

today to some good business and it's beginning to pay. Thus for Mr. and Mrs. John Kennedy are working in a chain store hotel with the going sales. In the old days many men work teams, but Mrs. Ken-

beauty is a class by herself. She surely gets the folding dough. She works well and holds her lips and turns them and I don't mean maybe.

B. E. PATTEN --- gives me the vamps and tone purveyor, cracks from Alabama, that his health has been good for more than a year until he is now partly paralysed and unable to write. He says that he would enjoy receiving letters from his friends.

J. M. HIGHTOWER --- had a good thing. Shots from Mc-

Alster, Okla., that he has been off the road a year since. He is having a good time. Following prevalent conditions: "There's a good corner here on Saturdays for $1 a day, but no good Sunday spot. See the constant first. Right now the motor is not doing quite as well as work the main drag there.

would like to see some film playing. Mr. and Mrs. McCurley, Blacky

Boys and girls are permitted to work on paths.

health has been steadily failing for more

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Philadelphia, Jan. 9.—South Street Museum continues to do an excellent business. For this week has been the Bottom Colored Revue; Walter Bacon, the new act of the week, has been a big draw, including impersonation of Pope Pius XI. Walter is an armless performer; Captain Sat, tattooed man; Gene, the famous "General"--in short, all the girls in the annex.

Eighth Street Museum keeps up good business with fallow birds. Brunner, magician; Schlagel, escape artist; Longstreet, Japanese juggler and paper tearing; Whitney, Japanese juggler and rascal. There are many good models, mysteries, illusions. In the annex, dancing girls and Harry Morris.

New season.

Mike Zeigler, who is wintering here, has been given a large booking for the last season. Will again have his own unit of rings with Harry Eccles and wife were visitors during the holidays. They were with friends here.

Bobby Kerk spent a day in the city on his way to Manhattan, New York, to Miller attractions. Will be with Mrs. J. W. Sessions, accompanied by Bob Block, of the show.

Hank Hurst, a visitor during the week, was with the Marks show past show.

Sam Wagner spent a few days in the city on his way to Brooklyn. It seems he had a good season at Coney Island.

Larry Bremner passed through the city on his way to Manhattan, in the Philadelphia, and to the Pennsylvania show on his way to New York.
I am unable to read the natural text from the provided image.
Visiting operators will be guests of the exhibitors at the 1937 Coin Machine Exposition, which meets in Chicago January 11 to 14. There is no need to eulogize the operator, but rather to weigh those trends that affect his welfare and also the welfare of the industry.

The convention should provide a picture of the operator of 1937. There has been a lot of speculation during the last year as to what is happening in operating circles and even some talk of "the new operator." A transition has been apparent in operating circles since the novelty pinball game began to yield to larger and more stable types of machines and to its successor, the pay-out table game. The very fact that the changing tides of business also bring changes in the personnel that makes up an industry or trade will make the delegates at the 1937 convention doubly interesting.

Who will represent the operators at the 1937 convention and what will they be thinking? During the past year I have heard some very definite opinions expressed in the trade as to the types of operators that are now taking the lead in the operating profession, and it should be possible to locate these trends among the delegates at the convention.

The regulars will be there, that army which has attended every convention since there were conventions in the coin machine industry and has seen the rise and fall in popularity of many different types of machines. Many of these oldtimers entered the school of experience in operating bells, and there are those who say that the swing to pay-out tables brought these pioneers out into the front again and that their long experience will again be a dominant factor in the trade. Many of these pioneers have had the foresight to capitalize on whatever type of machine happened to be in popular favor, and they will probably continue to do so.

There are others who say that the present practice of selling high-grade machines on time is compelling manufacturers and distributors to more carefully select the men that make up the operating ranks. Theoretically selling on time calls for such selection of credit risks, and some say that it will bring into the operating profession more professional and business men, who will be a decided asset to the reputation of the industry. Some of the strongest promotions in the merchandising machine field for several years have involved some such idea in which the manufacturer or distributor has gone out to carefully select prospective operators and in many cases select professional or business men who were entirely new to the business of operating machines. The result is said to have produced a gradual and very stable rise in the merchandising machine business.

The music division of the industry can probably be given credit for the most careful selection of its operators to-day and certainly deserves credit for making definite endeavors to improve the business methods and policies of the men in its operating ranks. The operators of music machines will be at the 1937 convention, probably in greater numbers than at any previous coin machine convention. They should exert a wholesome influence.

There are some who say that the distributor and jobber will determine the future of the operating business. Many of them have already or will build up large operating organizations. They began the first steps in credit selling, began the process of selecting their operators and have advised and trained thousands of them during the past generation. They have largely assumed trade leadership in their respective territories. The swing to more expensive machines is adding to the prestige of the distributing section, and its influence upon the future of the operating business is likely to increase rather than diminish. If they do not do it themselves they will draw about them a group of customers who in effect constitute an operating organization.

The big operator and the small operator will be at the convention, and the tide of larger and more expensive machines is putting the stress on bigness. Some are asking what is to become of the small operator. Laws have even been passed in some States to squeeze out the small operator. The future of the small operator is largely in the hands of the distributor and jobber. In some cases the small operator will become an employee of the distributor's organization or ally himself in some way with the local distributor or jobber.

That the distributor and jobber will lean toward the small operator is indicated by what a prominent distributor recently said: "It is nice to sell a large order to the big operator, but I have carefully checked my business, and the small operators mean five times as much business for me as the large operators. So I have gone out of my way to help the small fellow, I have helped finance him, helped him get started in business and have done everything possible to see that he succeeds. They are the fellows that give me the bulk of my business."

So these are classifications and types of some of the operators that are coming to the 1937 convention as guests of the exhibitors. What can be done to promote their enjoyment and to add to the intelligent appreciation of their profession is the immediate question.

Expensive entertainment will be provided for these guests, but after winning and dining a man should also be encouraged to talk. The rank and file of operators have had little voice in trade affairs thru all these years. It would be good business to let them talk at the 1937 convention even if some of them do cuss the manufacturers.

It would be good business for the exhibitors at the 1937 convention to have a complete change of heart toward the operator and show sympathy for his side of the fence just as a matter of business courtesy. This change of heart in the makers and sellers of machines ought to go so far that they would even say to the trade papers:

"Gentlemen of the press, we want you to run your papers as much as you can for the operator throut 1937 and see how it works out. Don't let us as advertisers dictate what you should do or fill your pages with our own bunk. Write something to interest and help the operator and give him a voice in your papers."

The doors of the 1937 convention will open to operators from all parts of the world on January 11, and for four days they will be guests of the largest number of exhibitors ever brought together in an exposition of coin machines and allied industries. Prospects indicate that the largest variety in types of machines ever shown will also be on view at this convention. Every exhibitor is preparing a real welcome, and some records in hospitality and entertainment will probably be broken. You may come expecting to have the time of your life.
THE SEEBOURG FRANCHISE IS MORE VALUABLE!

HIGH FIDELITY MELODY KING MODEL "Q"
HEIGHT 54" WIDTH 31/2" DEPTH 24" ILLUMINATED 12 RECORD MULTI-SELECTOR, 7 TUBE FULL RANGE AMPLIFICATION, 15 INCH SUPER DYNAMIC SPEAKER.

HIGH FIDELITY MELODY KING MODEL "K"
HEIGHT 54" WIDTH 31/2" DEPTH 31/2" ILLUMINATED 12 RECORD MULTI-SELECTOR, 9 TUBE FULL RANGE AMPLIFICATION TWO SUPER DYNAMIC SPEAKERS.

HIGH FIDELITY SYMPHONOLA MODEL "T"
HEIGHT 55" WIDTH 32"
DEPTH 21/4" ILLUMINATED 12 RECORD MULTI-SELECTOR, 8 TUBE FULL RANGE AMPLIFICATION, TWIN DYNAMIC SPEAKERS.

FOR YOUR LOCATIONS!

The Finest Music this Side of Heaven!

THE NEW 1937 HIGH FIDELITY

MELODY KING and SYMPHONOLA

J. P. SEEBOURG CORPORATION 4510 DAYTON STREET • CHICAGO ILLINOIS

HIGH FIDELITY SYMPHONOLA MODEL "H"
HEIGHT 55" WIDTH 32"
DEPTH 21/4" ILLUMINATED 12 RECORD MULTI-SELECTOR, 7 TUBE FULL RANGE AMPLIFICATION, 15 INCH SUPER DYNAMIC SPEAKER.

HIGH FIDELITY SYMPHONOLA MODEL "I"
HEIGHT 55" WIDTH 32"
DEPTH 21/4" ILLUMINATED 12 RECORD MULTI-SELECTOR, 9 TUBE FULL RANGE AMPLIFICATION, 12 INCH SUPER DYNAMIC SPEAKERS.

HIGH FIDELITY SYMPHONOLA MODEL "BX"
HEIGHT 55" WIDTH 32"
DEPTH 21/4" ILLUMINATED 12 RECORD MULTI-SELECTOR, 9 TUBE FULL RANGE AMPLIFICATION, 12 INCH SUPER DYNAMIC SPEAKERS.

Immediate Delivery Positively Assured!
New York Train Reservations Up

NEW YORK, Jan. 2.—Advance reserva-tions already made for the special trains under the supervision of Attorney Benja-min H. Haskell, over the New York Central Railroad, and for a special plane being arranged by Bill Gersh, of Byrds, Richard & Pound, advertising agency, forecast the greatest Eastern delegation in the history of the industry for the 1937 show in Chicago. A magnum Vending Machine Operators' Association has already reported that a great number of its members have arranged to be here at this year's show. Greater New York Vending Machine Association has not as yet re-ported, but it can safely be conjectured that approximately the same number of members will leave from Brooklyn. Jobbers and distributors and many of the allied industries report large delega-tions for the show.

New Jersey's delegation will join that of New York aboard the Commodore Vanderbilt, which is also rumored here that there may be a special Wurlitzer car attached to one of the trains that will leave for the show. The train will stop at Buffalo to have the Allied Industries report a large dele-gation be present at the 1937 show in Chicago. The Machine Association has not as yet reported, but it can safely be conjectured that the year's show in Chicago is leaving as a body this area. This will be a record delega-tion from this territory.

Pittsburgh To Swarm Show

PITTSBURG, Jan. 2.—Largest Pitts-burgh coin-machine crowd ever to attend a show in Chicago is leaving as a body next week. Both jobbers and leading operators will be heavily represented.

Among jobbers headed for the show are Meyer Ahlson, of the American Cigarette Machine Company; J. D. and B. L. Lack, of the Lack Company; Phil Greenberg, of the Atlas Novelty Com-pany; and Frederick V. Almeter, of the local Victor Records office.

Included among the operators are Harry Rosenthal, Mr. and Mrs. Charles P. Greenberg, Sam Shapiro, Al Singer, F. M. McNamara, Louis Rubin, Gus George, Marcus Rosenthal, Frank Leon, Sam Chablin and many others.

New Reservations

CHICAGO, Jan. 2.—National Association of Coin-Operated Machine Manu-facturers, 120 South La Salle street, an-nounces the following firms have reserved exhibit space at the 1937 convention which opens at the Sherman Hotel Janu-ary 11. These firms are in addition to the list of exhibitors published in The Billboard issue of December 19:

American Pistacho Corporation, New York; Amusement Devices, Inc., Chicago; Baum Novelty Company, St. Louis; Cord-Melas Company, Chicago; Hartich Manufac-turing Company, Chicago; Lincoln Novelty Company, Chicago; Chicago Con-nection Company, Columbus, O.; Target Boll Distributors, Newark.

Huber Promises The Biggest Ever

CHICAGO, Jan. 2.—Joe Huber, con-vention manager, this week repeated his promise that the "1937 Coin Machine Convention would be the biggest and best ever." Huber has made this promis-e for the past five or six years, and for some reason it always seems to come true.

Huber says that of the 258 booths, the largest by far that had ever been ar-ranged, 250 had already been sold. That is an indication of the immense numbers of machines and devices on display.

Huber also says that the banquet will exceed all records. Last year the ban-quet occupied the Grand Ballroom and all other dining rooms in the first floor of the Sherman Hotel. This year the convention management has re-erved all this space and also the large Old Town Inn.

Huber says that the advance regis-tration this year indicates how many operators to expect. The registration already shows that thousands of opera-tors will be there. (He said either 8,000 or 40,000 but that may be a typo-graphical error).

So you have the assurance of Joe Huber, gentlemen, that it "will be the biggest and best coin machine conven-tion ever."

Detroit Votes Special to Chi

DETROIT, Jan. 2.—Annual meeting of the Skill Game Operators' Association was held last week at the Detroit-Leland Hotel. Meeting was unusually well attended and was devoted entirely to business.

Principal business of the evening was the annual election of officers. E. C. Kantro, of the E. C. Kantro Company, was re-elected president. Other officers, all re-elected, are: H. V. Bahr, Wolverine Vending Company, vice-president; W. N. Zorby, Preland Specialty Company, secretary and treasur-er.

Directors were re-elected as follows: Carlyle Gunn, Gunn Music Company; Frederick E. Turner, Detroit Vending Company, and L. V. Rohr, Rohr Sales. Association has reduced the number of operators to 25 of the city's.

Chicago, Jan. 2.—Sadie Morris agency which has booked the floor show talent for the annual coin machine ban-quet for the last five years, will supply the talent for the 1937 annual banquet, ac-cording to recent announcement. Miss Morris has become so thoroughly ac-qainted with the tastes of the coin ma-chine fraternity in supplying talent dur-ing all these years that her knowledge is taken as a guarantee that another good show is in store for guests at the banquet this year. She promises a varied and highly entertaining program—something to please all tastes.

program

1937 COIN MACHINE CONVENTION
Hotel Sherman, Chicago

sunday, january 10
10 a.m. to 5 p.m. registration desk open, hotel sherman lobby.
3 p.m. nacomm annual meeting—for members.
monday, january 11
12 noon to 2 p.m. exhibition halls open to distributors, jobbers, operators and others.
2 p.m. to 10 p.m. exhibition halls open to distributors, jobbers, operators and others.
tuesday, january 12
10 a.m. to 12 noon. louis xvi room—available for meetings of operators.
12 noon to 10 p.m. exhibition halls open.
wednesday, january 13
10 a.m. to 12 noon. louis xvi room—available for meetings of operators.
12 noon to 10 p.m. exhibition halls open.
thursday, january 14
7 p.m. banquet—grand ballroom and first floor hotel sherman.
"They'll Steal the Show!"...is the prediction of everyone permitted a preview of these
KEENEY 1937 "HIT" GAMES!

AND EACH GAME NOW IN PRODUCTION!

KEENEY'S Paradise
"The Finest Coin Game ever Built"

Takes up to $1.25 on a single play

Player has a choice of 5 different "Field" or "Point" bets and can play from 5c to 25c on each choice—or with all possible bets covered, taking up to $1.25 on a single play. Payouts range from 10c to $1.50 for every nickel played. Illuminated jewel lights indicate every bet made. When all bets are placed, the button is pushed, causing two rolling dice to be projected on the smoked glass reflector—spots on dice being distinguishable with every tumble, adding thrills while awaiting dice to come to full stop.

ADJUSTABLE FOR ANY HEIGHT or cabinet may be hung on wall to fit into any size or requirement of location.

With the two uprights or standards being 52" in height, there is sufficient clearance for and TARGETTE be hung on counter, side wall or to hang the cabinet on the wall if desired. Can operate at or shot a distance as 15 feet; there is practically no location too small to accommodate it.

DIMENSIONS

Height overall: 7' 10" or lower
Gallery Cabinet: 3' 8" wide 3' 5" high 1' 2" deep
Base: 1' 8" x 3' 2"
Gun Rack: 3' 4" high 1' 10" wide 1' deep

LIGHT RAY RIFLE GAME

Back-and-forth moving target travelling at higher and higher speeds as successive hits are made. Operates at range of 15 to 50 feet. "Ever-lasting" lamp cartridge and million-play trigger switch. Targette operates until all 10 shots have been fired. The only 100% trouble-proof rifle game on the market.

"TEN STRIKE"

2 Ball Novelty Payout, Pin Game of Revolutionary Play Principles and Features

Payouts are made by balls striking miniature ten pins with each such hit being registered on light-up backboard and as per odds indicated with each new play—payouts ranging from 5c to $2.00, the latter when "Mystery Strike" is secured in hitting Head Pin at proper time.

SEE THESE "HIT" GAMES at the COIN GAME SHOW Booths 147, 148, 149 and 150

Visit Our New Factory or Write
J.H. KEENEY & CO.
NEW FACTORY ADDRESS AT
2001 CALUMET AVE., CHICAGO
NEW YORK CITY OFFICE: 250 W. 54TH STREET
BABE KAUFMAN Mgr.

Consol Cabinet
40 in. High
Wurlitzer-Victor in Trade Tieup

NORTH TONAWANDA, N. Y., Jan. 2.—Homer E. Capehart, vice-president and general sales manager of the Rudolph Wurlitzer Company, announces that arrangements have been finalized for manufacture and distribution of Wurlitzer products by RCA-Victor Company, Ltd., Montreal. Agreement covers the manufacture of the numerous Wurlitzer-Symphonola Phonographs, Stock Band and other Wurlitzer products in Canada at a number of British possessions, including Australia, New Zealand, British West Indies and British possessions in Africa.

Wurlitzer products will be manufactured in the Montreal Victor plant. RCA-Victor Company, Ltd., has proven itself a capable manufacturer for Wurlitzer products. According to E. C. Grimley, president, the market for these products is so extensive that the company desired to make arrangements for both manufacture and sale in order to better serve the trade.

R. E. Johnson, sales manager of Victor's industrial division, will be in charge of selling Wurlitzer products. RCA maintains branches in Halifax, Toronto, Vancouver, Winnipeg and Cal-

Royal Point Introduces Jewel Needle for Phonos

WICHITA, Kan., Jan. 2.—Royal Point Needle Company here is presenting to the trade a jewel-point phonograph needle for all coin-operated and radio station transcriptions.

In contrast to any jewel-point needle is, of course, not new. It is something that inventors and manufacturers have experimented with for a great many years. They have recognized that a jewel-point would be much more permanent than a pressed-steel position needle that could be constructed. Diamond, and to a far greater extent, a prac
tically modernly priced jewel-point needle. According to the announcement from the Royal Point Needle Company, this needle has been designed for, and sold in the Royal Point Needle is hand-cut and mounted in a specially patented brass bushing.

Lengthy experiments have been run with the needle and it has been found that the Royal Point Needle will play 1,400,000 numbers without any slightest bit of distortion in the music and without servicing. The experiments showed, too, that with the jewel-point needle and low tones which ordinarily cannot be printed, the Royal Point Needle is unsurpassed for exceptionally high fidelity.

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R. E. Johnson, sales manager of Victor's industrial division, will be in charge of selling Wurlitzer products. RCA maintains branches in Halifax, Toronto, Vancouver, Winnipeg and Cal-

Royal Point Introduces Jewel Needle for Phonos

WICHITA, Kan., Jan. 2.—Royal Point Needle Company here is presenting to the trade a jewel-point phonograph needle for all coin-operated and radio station transcriptions.

In contrast to any jewel-point needle is, of course, not new. It is something that inventors and manufacturers have experimented with for a great many years. They have recognized that a jewel-point would be much more permanent than a pressed-steel position needle that could be constructed. Diamond, and to a far greater extent, a prac
tically modernly priced jewel-point needle. According to the announcement from the Royal Point Needle Company, this needle has been designed for, and sold in the Royal Point Needle is hand-cut and mounted in a specially patented brass bushing.

Lengthy experiments have been run with the needle and it has been found that the Royal Point Needle will play 1,400,000 numbers without any slightest bit of distortion in the music and without servicing. The experiments showed, too, that with the jewel-point needle and low tones which ordinarily cannot be printed, the Royal Point Needle is unsurpassed for exceptionally high fidelity.

According to company officials, the trade has grown the needle a welcome re-

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Wurlitzer-Victor in Trade Tieup

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Baum Novelty Promises Surprises at Chi Booth

ST. LOUIS, Jan. 2.—Dan Baum, of the Baum Novelty Company, this city, claims he will start the new year right for the operators with the latest creation in slot machine equipment.

McCall Novelty Pays Bonuses

ST. LOUIS, Jan. 2.—McCall Novelty Company here, one of the newest and most progressive distributors in the Middle West, surprised its employees with a substantial bonus as a token of appreciation for their co-operation in building what promises to be one of the country’s outstanding distributing firms. According to A. McCall and Ray James, owner and general manager, respectively, there are “no bosses or time clocks” and every employee is imbued with the spirit and has but one objective—“make the company second to none.”

A HAYES MOTOR HOME will be won by some operator at the 1937 Coin Machine Convention, Chicago, January 11 to 14.

Ten Best Records for Week Ended Jan. 4

<table>
<thead>
<tr>
<th>BLUEBIRD</th>
<th>BRUNSWICK</th>
<th>VICTOR</th>
<th>VOCALION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 B6640—“In the Chapel in the Moonlight” and “You’re Everything Sweet.” Shep Fields and orchestra.</td>
<td>7795—“Midnight at the Oases” and “If We Never Meet Again.” Hudson-Delange orchestra.</td>
<td>25431—“Pennees From Heaven” and “So Do I.” Eddie Duchin and orchestra.</td>
<td>3390—“Here’s Love In Your Life” and “When My Dreams Come Home.” Henry (Red) Allen and orchestra.</td>
</tr>
<tr>
<td>2 B6641—“Pennees From Heaven” and “Here.” Tempo King and orchestra.</td>
<td>7791—“That’s Life I Guess” and “Pennees From Heaven.” Teddy Wilson and orchestra.</td>
<td>25422—“Easy To Love” and “I’ve Got You Under My Skin.” Ray Noble and orchestra.</td>
<td>3385—“The Cona Hangs High” and “Me, Ghost Goes To Town.” Louis Prima and his New Orleans Gang.</td>
</tr>
<tr>
<td>3 B6647—“Hey! Hey! Hey! Hey!” and “Butterfly.” Things Look Rosy Now.” Tempo King and orchestra.</td>
<td>7792—“Little Old Lady” and “Now.” Leo Reisman and orchestra.</td>
<td>25412—“It’s De-Lovely” and “I’ve Got Something.” Eddie Duchin and orchestra.</td>
<td>3392—“You Are the One of My Dreams” and “Swingin’ Down.” Earl Hines and orchestra.</td>
</tr>
<tr>
<td>4 B6649—“It’s De-Lovely” and “Wistfulness Dreams.” Shep Fields and orchestra.</td>
<td>7794—“The Same Old Line” and “You Can Tell She Comes From Dixie.” Art Shaw and orchestra.</td>
<td>25416—“I’m In a Dancing Mood” and “I’m on the Terraces.” Tommy Dorsey and orchestra.</td>
<td>3390—“Alice Blue Gown” and “Washash Blues.” The Rhythm Wreckers.</td>
</tr>
<tr>
<td>5 B6652—“Key To Love” and “I’ve Cut You Under My Skin.” Shep Fields and orchestra.</td>
<td>7796—“Do I!” and “Pennees From Heaven.” Hal Kemp and orchestra.</td>
<td>25478—“Taint Good” and “Highlight.” Things Look Rosy Now. Fats Waller and orchestra.</td>
<td>3377—“Did You Meet Him?” and “In the Chapel in the Moonlight.” Henry (Red) Allen and orchestra.</td>
</tr>
<tr>
<td>6 B6664—“You Turned the Tables On Me” and “Keepin’ Out of Michael Now.” Tempo King and orchestra.</td>
<td>7793—“Cone” and “I Love You From Coast to Coast.” Ray Kyser and orchestra.</td>
<td>25461—“In the Chapel in the Moonlight” and “You’re Everything Sweet.” Richard Himber and orchestra.</td>
<td>3391—“Sweet Sue—Just You” and “My Sweetie Went Away.” Sid Phillips and orchestra.</td>
</tr>
<tr>
<td>7 B6646—“Goodnight, My Love” and “One Never Knows—Does One.” Shep Fields and orchestra.</td>
<td>7745—“I’ve Got You Under My Skin” and “Easy To Love.” Hal Kemp and orchestra.</td>
<td>25467—“Sweet Sue—Just You” and “My Madaminky Baby.” Benny Goodman and orchestra.</td>
<td>3376—“Pennees From Heaven” and “What Will Santa Claus Say.” Louis Prima and New Orleans Gang.</td>
</tr>
<tr>
<td>8 B6672—“A Thousand Dreams of You” and “Meaningful Melody.” Dick Stabile and orchestra.</td>
<td>7745—“I’ve Got You Under My Skin” and “Easy To Love.” Hal Kemp and orchestra.</td>
<td>25463—“Sweet Sue—Just You” and “My Madaminky Baby.” Benny Goodman and orchestra.</td>
<td>3378—“More Than You Know” and “Long About Midnight.” Mildred Bailey and orchestra.</td>
</tr>
<tr>
<td>9 B6669—“May I Have the Next Romance With You” and “Head Over Heels in Love.” Shep Fields and orchestra.</td>
<td>7753—“It’s De-Lovely” and “You’ve Got Something.” Leo Reisman and orchestra.</td>
<td>25406—“Love Me or Leave Me” and “I Spy.” Benny Goodman and orchestra.</td>
<td>3310—“When Did You Leave Heaven” and “Aligter Stomp.” Henry (Red) Allen and orchestra.</td>
</tr>
<tr>
<td>10 B6700—“There’s A Silver Moon On the Golden Gate” and “Heaven in My Heart.” George Hall and orchestra.</td>
<td>7777—“I’m In a Dancing Mood” and “Someone To Care For Me.” Music in the Bass Morgan Manor.</td>
<td>25487—“Sing A Call Rag.” Benny Goodman and orchestra.</td>
<td>3394—“Steel Guitar Rag” and “Swing Blows No. 1.” Bob Wells and his Texas Playboys.</td>
</tr>
</tbody>
</table>
Stoner Corporation Has Big Holiday Celebration

AUBORA, III., Jan. 2.—The new year started off in a big way at the Stoner Corporation, according to officials of the firm. A Liberal Christmas bonus checks to all employees, specially printed for the occasion with holiday color and a likeness of Santa Claus himself, helped to create the proper atmosphere.

A beautiful banquet at which all foremen and department heads were present. Ted Stoner delivered an inspir ing address, expressing appreciation to every employee in the Stoner plant and office for their splendid cooperation during the past year. Outlining the company’s plans for the future, Stoner envisioned an even greater success and prosperity for all in the coming year. C. J. Anderson, sales manager, spoke briefly upon matters concerning his department as related to sales in other branches of the industry.

With the opening of 1937 each of the 250 employees at the Stoner plant will receive a substantial salary increase. This method of profit-sharing has long been an established policy with the Stoner management. It is due in a large degree, the efficiency of operation and quality of workmanship that is so characteristic of all Stoner products.

**WANT**

Wants Advance Agent and capable Ban- 203 S. Main St., Tulsa, Okla., January 5 to 18. 1 house that can and must have car. Fred Myers wire. CAN USE RÜDE RÜDES AND RÜDES AND TAYLOR, IN CARE OF CARTER OF 35. 35-

**ENDY BROS. SHOWS, INC.**

Located in Union Park, Miami, Fla., Greatest Wonderfull Route. Fair Secretaries Notice. All Address

**Lucky Strike Shows**

AWARD ORLANDO ORANGE AVE., FESTIVAL, WEEK JANUARY 11. Positive only Shows to play Orange Avenue, Business District locatio, where thousands of people and cars pass every hour. WANT GRIND Stock Concessions, $12.00 up. Others reason- able. RGTS Brooks, L. and Mere. Show. Any 1st ride except Tilt. No exclusions on this location. New booking Shows. Rides and Concessions for Spring Opening, March 3. Address

TOM TERKELL OR ERIC B. WIYE, Roberts Hotel, Orlando, Fl. West Palm Beach follows

**CIRCUS AND WILD WEST**

Billy, Dan; Scott, L., 6; Youngville 7; General, Lake Arthur; W. P. A.; (Continued from page 35)
**AMUSEMENT MACHINES**

**January 9, 1937**

**New York**

**Galloping Dominos To Be Displayed by Evans**

CHICAGO, Jan. 2.—R. W. (Dick) Hooft, president of H. C. Evans & Company, has announced that Galloping Dominos will be displayed at the New York coin machine show next week. This game, on which Hooft has successfully placed a number of orders, has been placed alongside of other games and slots on actual locations where it has proved to be a winner.

**Discount Checks To Be Given on $100 Orders**

CHICAGO, Jan. 2.—Ten thousand discount checks of $5 denomination will be presented to the operators of America by the new World Series Coin Machine Company, Jimmy Johnson, president, this week. The amount to each operator will vary from 1-1 up to 30-1, according to odds indicated.

**MILLS’ NEW YORK**

**Always Guarantee That They Are NEVER Undersold**

**YOUNG AT HEART**

You can be assured of perfect operation with an Avon “reconditioned like new” machine!

**FREE CATALOGUES. OUR ONLY MAILING ADDRESS**

United D. E. Blaine, S. 518, Blaine & Davidson, Cincinnati, Ohio

B. E. Blaine, 19 E. 88th St., New York, N. Y.

B. E. Blaine, 123 W. Ohio St., Chicago, Ill.

B. E. Blaine, 3119 N. Alatorre Ave., Los Angeles, Cal.

B. E. Blaine, 1452 King’s Ave., Cincinnati, Ohio.

B. E. Blaine, 1407 S. 22nd St., St. Louis, Mo.

B. E. Blaine, 207 S. Broadway, Oklahoma City, Okla.

**You CAN’T BEAT AVON DAVIES!**

PAMCO PARLAY $37.50

CHALLENGER $99.50

BALLY BONUS $32.50

BOWLING BONER $25.00

**WANTED**

DROME RIDERS


**SMITH’S GREATEST ATLANTIC SHOWS**

**WANTS FOR 1937 SEASON**


**TMPG**

**Rol-A-Top Bell**

The above machine is the first and only Ball type machine on the market with a coin top showing the last 8 coins, the best protection against slugs. Built in Bell, Front Vender and Gold Award

**Bucking’s Indian Story**

CHICAGO, Jan. 2.—Jim Buckley’s latest Indian story doesn’t concern the Oskar Evans Products but has to do with a letter received from Karschi, India. Buckley is a dealer in India and has found his Indian customers have a very great interest in the latest machines. The letter is in question is from N. S. Morgan to Buckley with the message that the Mint of India has produced its own machine with a bankroll of 1000 coins. The letter states that the machines are made to the same specifications as the Oskar Evans Products but with a third coin. The letter states that Western is in the market for a machine which is as efficient profit for all concerned.

**BIRTHS**

(Continued from page 21)

Des Moines, Iowa. Father is a film actor.

**Dying**

The following items were received at press time. More details in the next issue.

**Seeking Smith Relatives**

CINCINNATI, Jan. 4.—Mark Smith, born in 1888, died at Royal Center, Ind., yesterday and the body is being brought to Cincinnati for burial. Smith was the semi-major general in command of the city, for disposition. Readers knowing the home or address of the deceased are asked to notify the funeral home.

**Sybas, Arguitas Biz Big**

CINCINNATI, Jan. 4.—Fred Bradna states that Santos & Artigas Circus is the top grossing traveling show in the States. This business was the biggest in 10 years. He was presented with a gold medal at last month’s Mardi Gras and was recently presented with a contract to book all acts for next season. Show will open tent season January 10 and will be on display at the Coin Machine Show next week.

**Ky., Opes To Meet Jan. 8**

LOUISVILLE, Jan. 2.—A special and interesting meeting of Kentucky drivers has been called for 2 p.m. Friday, Jan. 8, at the Watterson Hotel.

**Ballroom to be under the auspices of the Coin Machine Operators’ Association of Kentucky, all State meetings to be held in the State are urged to attend.**

**Sold 25 W. Walnut street, is secretary of the association.**

**R-O-A-TOP BELL**

The above machine is the first and only Ball type machine on the market with a coin top showing the last 8 coins, the best protection against slugs. Built in Bell, Front Vender and Gold Award

**WATLING MFG. CO.**

4640-4660 W. FULTON ST.

CHICAGO, ILL.

**FOR DIRECT IMPORT AND FACTORY PRICES PLEASE ADD THE FOLLOWING CODES TO ALL G. O. O. Orders. FREE CATALOGUE. OUR ONLY MAILING ADDRESS**

**WATLING MFG. CO.**

225 E. 31st St., New York, N. Y.

For Direct Import and Factory Prices Send Orders

To the Following Dealers


O’Toole Indians but has to do with a

**Nostalgia for 1937 Season**

the letter in question is from N. S.

**WANTED**

DROME RIDERS


**SMITH’S GREATEST ATLANTIC SHOWS**

**WANTS FOR 1937 SEASON**

WHO'S WHO IN THE
COIN MACHINE INDUSTRY?

For the Correct Answer Read the Advertisements
in the Next Issue of The Billboard

The Coin Machine Convention Special

LAST CALL

If YOU have not as yet sent your advertising copy
for this important issue, rush it by Wire or
Air Mail direct to Cincinnati

LAST FORM CLOSES IN CINCINNATI, SATURDAY, JANUARY 9

The Issue will be distributed in Chicago and mailed to all parts of the World Tuesday, Jan. 12

KENTUCKY OPERATORS

ATTENTION TO A MATTER OF THE GREATEST IMPORTANCE

YOU MUST BE PRESENT AT A MASS MEETING OF OPERATORS TO
BE HELD AT THE WATTERSON HOTEL, LOUISVILLE, KY., FRIDAY,
JANUARY 8, AT 2 O'CLOCK P.M. THIS MATTER VITALLY AFFECTS
THE FUTURE BUSINESS OF EVERY OPERATOR IN THE STATE OF KY.
DO NOT FAIL UNDER ANY CIRCUMSTANCES TO ATTEND THIS
MEETING AS YOUR BUSINESS IS AT STAKE.

Signed—COIN MACHINE OPERATORS' ASS'N OF KENTUCKY,
Secretary—CHAS. B. HOUSE, 226 West Walnut St., Louisville, Ky.

THREE $25 WINNERS!
137 WINNERS IN ALL!

A NEW THICK BOARD

ORDER No. 2160 KPT (KING PIN).
Size of Board, 11 1/2 x 16 1/2 in.
Takes In: 2160 Hole (u)
10c $216.00
Total Payout 150.00
Profit $66.00
Price $3.70, Plus 10% U. S. Tax.
WRITE FOR BROADSIDE AND PRICE LIST.

GARDNER & CO.
2309 Archer Ave. Chicago, Ill.

Blatt Dons White Robe
And Prescribes for Ops

BROOKLYN, Jan. 2.—William (Little Napoleon) Blatt, president of Supreme Vending Company, staged a good stunt recently by donning a medical's white cloak and receiving all operators as they entered the door of his offices. Then in true professional style he would prescribe the new Totalizer game as the cure for the operator's ills. He posed for the photographer in the white coat and rushed 1,000 of them to operators in this territory.

"Totalizer is a perfect prescription for the new year," Blatt stated. "It is a straight high-score pin game that operators have been needing to balance their operations. I feel that this is the game that will continue in sales for many months. DaVal has brought the best hits to this territory, and in Totalizer it brings to operators a game that is sure to produce steady profits for a long time to come."

New York Area Reports
Heavy Holiday Season

NEW YORK, Jan. 2.—Most joyous holiday season in the history of the trade was the unanimous report of coinmen here. Not only was there general agreement that the past year was one of the best that operators, jobbers and distributors have ever enjoyed, but it was also agreed that new games introduced lately have been grand surprises. Leading distributors here claim to have the best lineup of non-payout pin games seen here in many years.

Operators were in agreement that the type of games they have been receiving and the big collections they have been enjoying made this a momentous holiday season.
Depression Baby Grows Up

By HERB JONES
Advertising Manager Bally Manufacturing Company

A big party is scheduled for early in January, 1937. It's going to be held in Chicago and it's going to be a grand affair. Guess what will come from every part of America and from a dozen or so foreign countries. Officially the party will be known as the 1937 Coin Machine Convention and Exposition. Actually it will be the "coming-of-age" party of a youngster who has long been known as a Depression Baby and who in the past year has definitely demonstrated his right to wear long pants of full-grown prosperity.

In other years, as each Coin Machine Show blossomed out bigger and better than the previous one, it was the fashion for critics to say: "Oh, sure, that industry is doing well because there is a depression: it thrives on hard times when people measure their amusement budget in pennies and nickels." This year the Coin Machine Show cannot be proclaimed so easily. For, as we are all agreed, prosperity is here again—or at least bending this way at a terrific speed. People are spending money on a more generous scale. Pennies and nickels are no longer the sole currency of amusement. And yet this year's Coin Machine Show will be bigger on record.

The truth of the matter is that the American people, who so often seem so much comfort in coin-operated machines during the past few dismal years, have learned to love the amusement value of our industry so much that no amount of prosperity can wean them away from the pleasure released by pushing a coin chute. In fact, it is in the haunts of prosperity—the spots where the public is spending its easier flowing money—gay night clubs, jolly taverns, busy stores and restaurants—it is in these very places that coin-operated machines are today enjoying the heaviest play in history.

But, after years of believing that people play coin games because they're cheap, we find out the real reason: they enjoy the pleasure released by pushing a coin chute. So, after years of believing that they play coin games only—because it's so damn much fun to do so!

And the 1937 show will be a triumphant celebration of that discovery! Operators, jobbers, distributors everywhere should make a point of coming to Chicago during the week beginning January 11. They should come to see the tremendous array of new money-making machines—the biggest assortment ever presented. They should come to attend the business sessions, to discuss their problems with their fellow men in this field. But, above all, they should be there with bells on to celebrate the coin machine industry's "coming of age." Remember the date—January 11, 12, 13, 14, 1937. Remember the place—Hotel Sherman, Chicago. And remember to be there!

ON TO CHICAGO (Continued from page 66)

ops and as many from other sections of the State are ready to make the trip. They are enthusiastic to the man and this correspondent has been sadly misinformed if most of them do not come home with a lineup of new machines.

Two private cars have been chartered by Jules H. Peres, secretary of the coin machine operators' association of New Orleans and Louisiana. A large number of their cars and their families are driving up to help swell the delegation. Some of the operators are Sicilian, in appearance and others are Scotch. Some of the operators have their entire families with them. Everybody is taking the show seriously and expects to get wonderful ideas for the coming season.

Atlas Novelty Planning Welcome for Operators

CHICAGO, Jan. 2—Morrie and Eddie Ginsburg, Atlas Novelty Corporation, have their entire force busy at rebuilding and setting up 600 pay tables on their showroom floors in anticipation of an influx of thousands of operators from every part of the United States during the 1937 Coin Machine Convention. A large display of counter devices will also be featured.

This year the Atlas Novelty Company will feature at the convention a special spring kit, entirely new and containing springs the operator finds essential in doing his repair work. The Atlas booth at the convention exhibit will be No. 157. The firm also will have a display in the Sherman Hotel where all refreshments will be served during the entire convention.

Atlas announces that an ample force will be at the offices and week in week out to greet visitors and offer any accommodations or information. The firm will recommend only machines that have been thoroughly tested, using parts built in the United States. Assisting Morrie and Eddie will be Phil Greenberg, manager of the Pittsburgh branch office, and his assistant Art O'Melia. Irving Critics and Al Stern will be present as a part of the Chicago staff. Plenty of fun for all visitors is promised and all are warned to be on the alert for Art O'Melia's wondering voice.

P.S. PERSONAL SERVICE

P.S. SPECIAL DISPLAY IN OUR SUITE No. 1121
Advance Preview on ALL BIG HITS Coming Out AT THE SHOW SPECIAL DISPLAY
At Our Show Rooms of 500 Perfectly Reconditioned Games
REMEMBER! ATLAS Personal Service Will Save You Money

ATLAS NOVELTY CORPORATION
2200 N. Western Ave., Chicago. 1901 Fifth Ave., Pittsburgh.

THE DEAL OF DEALS "IT'S A NATURAL"

THE MARKET COMPANY
3328 Carnegie Ave. Cleveland, O.
Mechanical Chess Game
To Be Shown by Epcio

CHICAGO, Jan. 2.—The Epcio robot, a mechanical chess and checker champion, will be at the 1937 Coin Machine Convention as a part of the display by Electrical Products Company, maker of Electropak. It is an electrically operated robot, made by the makers, and engages in a game of chess or checkers, playing each move with a perfection that is mechanical. His victory record is unblanched and the Electrical Products Company feels quite safe in offering a free Electropak to anyone capable of beating Epcio.

The amazing device is electrically operated and is a true example of modern electrical genius. Epcio was on display at the World's Fair in Chicago and entertained millions of people. Since that time it has toured on a world tour. Officers of the Epcio Company claim it will be one of the biggest features of the 1937 convention. It will play an important part in the firm's exhibit. It will also boast its complete characteristic as the "power behind the amusement machine industry."

The Epcio display will feature the Electropak, the Adaptopak, the Photopak, the Epcio fuse eliminator and many other modern electrical developments.

Company invites all chess and checker champions to brush up on their game and take a crack at beating Epcio. You have nothing to lose and an Electropak to win.

"Magic Pins" Is New Game

CHICAGO, Jan. 2.—Announcement is just made of Rock-Ola's new game "Magic Pins," which is said to embrace an entirely new principle in pin games. Instead of the usual pins being "hashed" during the game play, as counters insofar as the more pins contacted at each ball the higher the score and better the odds. The pins are electrically charged and as each ball hits a pin a tingling effect is produced. Each hit increases the odds and the "jury" here intuigues a person to continue playing the game over and over.

"Magic Pins" is a mammoth size, with improved coin chute, positive supersensitive tilt, a very flashy light box, a Rock-Ola Universal payout unit, with a $2 top award, and a foolproof interior drawer mechanism and can be equipped with a Rock-O-Pac as part of the standard equipment of the machine.

The game will be shown for the first time at the Coin Machine Show, instead quite a few have been used on test locations to definitely prove its mechanical perfection.

Keeney Celebration for
Opening of New Factory

CHICAGO, Jan. 2—J. H. Keeney Company announces the forthcoming celebration of the opening of its new plant on the 1937 convention. The opening will also be one of the biggest features of the 1937 convention.

The acquisition of a new Keeney plant is considered a wise and highly efficient policy, as it brings together all the three Keeney factories under one roof. All members of the machine industry are cordially invited to attend the opening celebration, when an interesting tour of the plant will be given. It is estimated that the Keeney plant will be one of the biggest features of the 1937 convention.

Jennings To Entertain
Guests in Big Suite

CHICAGO, Jan. 2.—While manufacturers in general are announcing some of the things they plan to introduce at the 1937 show, officials of O. D. Jennings & Company, makers of then-O-Pac, have nothing to lose and an Electropak to win.

Late developments in machinery. Jennings To Entertain

January 9, 1937

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Late developments in machinery.
SPECIAL CLOSE-OUTS
SLIGHTLY USED MACHINES

Each.
16 TURF CHAMPS, Like New, $72.50
15 TURF CHAMPS, New, $70.00
12 DAILY LIMIT, $65.00
1 BALLY BONUS, $35.00
1 SUDS BEER REEL, $10.00
10 PAC-MAN CHERRIES, $8.00
10 SPORTLAND Counter Games, $3.00
10 CREST Counter Games, $2.00
10 SHOW DOWN VENDORS, $1.75
10 CHIEFS, $1.75
10 RODEROS, $1.75
10 JENNINGS BASEBALL, $2.50
10 PAMCO BELLS, $1.25
10 GREYHOUND, $1.25

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.
Gottlieb Force Bends Everything Toward Show

Chicago, Jan. 2—Gottlieb officials indicated this week that every executive at the D. Gottlieb & Company plant is connected with the 1937 Convention Show. Starting new ideas are being worked out for display officials and will be subject to large direct orders are keeping the wheels spinning overtime.

"From all indications," says Dave Gottlieb, "the show promises to be a show. From the numerous requests for information about latest Gottlieb pay-outs we are convinced attendance and sales at the Gottlieb booths, 8, 4 and 5, will bring in a considerable amount more business.

"Usually right before the show orders are placed and then orders drop off. This year the reverse is true. Operators and distributors all over the country continue to place orders for our machines to the same extent, and we believe orders are being placed for display officials and will be subject to large direct orders are keeping the wheels spinning overtime."

The D. Gottlieb Company refuses to comment on the stores or the equipment it has carefully guarded for the show. They say anyone who doesn't have some release in store for the trade and some ideas that ought to make them sit up and take notice.

Potash & Perlmutter To Ban All Sales Talks

Chicago, Jan. 2—"No sales talk, no demonstration," is the motto extended by Potash & Perlmutter, the two scholarly gentlemen, or as the distributing firm of Oehler & Class, in their guests during the CHET convention here.

"We believe," adds Perlmutter, "that the Airport Suite at the Sherman Hotel. While they are not painting any automobiles or busses or steamers to accent the fact, they also have announced that no effort will be made to even hint such a thing as demonstrations to any visitor who wants to visit their suite and enjoy himself."

"If it's good," says Babe. "We've told the bottle was sent by O'Connell, who just bought the company."

"I hope it's good," says Babe. "Because when we chase a good fit, we are chasing me all over the Sherman."

EXHIBIT PROMISES QUICK DELIVERY ON ALL GAMES

Chicago, Jan. 2—"After 40 years in the business, we've seen a lot of annual shows come and go, and now it means to operators, jobbers and distributors to be able to lay equipment at their doors."

"The excitement," adds Perlmutter, "will be last week as they announced their intention of featuring at the show certain games that are actually in production at the time and on which immediate deliveries are to be made.

"In addition to the many games, for coin operated sales for the amusement machine that could possibly be found. Babe tells us the offer was sent by Ray T. Johnson, president of Battalion Manufacturing Company."

"Babe says: "The O'Toole perfumes will now have a period to sell perfume to the trade and this year we'll be more than willing to meet everyone that comes through the shop's door."

"I hope it's good," says Babe. "Because we have some better stuff than we have before."

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"I hope it's good," says Babe. "Because we have ...
SMASH GO PRICES OF ALL PAY TABLES

1 ALADDIN $29.00 1 BALLY $26.00
1 SANTONE $26.00 1 D. Gottlieb $25.00
1 KEYSTONE $20.50 1 Bally $21.00
1 DELUXE BALLY $21.00 1 KEYSTONE $22.00
1 CAPTAIN KIDD $22.00 1 MAMMOTH $19.00
1 DAILY BARGAIN $17.50 1 SAMANTHA $17.00
1 FISHER $18.00 1 SUPERIOR $20.00
1 DOUBLE BUDGET $20.00 1 REPEATER $17.50
1 FRESHMAN $16.00 1 MULTIPLE $15.00
1 BALLY $22.50 1 IRON MAN $17.50
1 SANTONE $19.00 1 ROUND UP $16.00
1 U.S. $17.50 1 ALAMO $16.00
1 MAMMOTH $20.00 1 FOURTH DIMENSION $15.00
1 MAMMOTH $17.50 1 MUSICAL PINBALL $14.00
1 MUSICAL PINBALL $14.00 1 BALLY $22.00
1 MUSICAL PINBALL $22.00 1 BALLY $17.50
1 BALLY $22.00 1 BALLY $22.00

Davil Burglar Alarm
Is Cash Box Defender

CHICAGO, Jan. 2.—Al S. Douglas, president of Davil Manufacturing Company, announces that his firm has developed an alarm system for which operators have been clamoring since the introduction of table games. It is a burglar alarm system to be attached to the cash box of the machine. The alarm rings loudly the moment anyone attempts to open the door to the cash box, either with a pass key or by jimmying. The operator himself can instantly stop the ringing moment he opens the door, but a thief cannot.

The new device will appear on all future Davil pin games, beginning with the Totalizer, new high-score pin game now being introduced. It will be available to operators who wish to attach it to any other games they now own.

"The device was perfected due to the tremendous demand which has been getting from coinmen everywhere," Douglas says. The device is suitable to every type of equipment, using a coin slot. Leading distribs who have already seen the device in action say it is one of the greatest inventions in the industry for the benefit of the operator.

"The device will prevent the operators from losing thousands of dollars annually. It will be marketed under the name Davil Burglar Alarm for Pin Games."

ANNUAL OFFICIALS GIVE CHRISTMAS REMEMBRANCES

NEW YORK, Jan. 2.—Louis W. Goldberg, executive manager of the Amalgamated Vending Machine Operators' Association, and his assistant, Al Lifshay, started the members of the industry during the holidays by touring the city in their car loaded down with gifts. They carried cigars, tobacco, wines and liquors and at each stop dropped off a package with the compliments of the association.

This is the first time the association here has celebrated the yule spirt by touring the city and bringing gifts to prominent columnists. The act won a great deal of friendship for the organization.

It shows the new spirit which has invaded the Amalgamated with the joint co-operation of Louis Goldberg, Louis Lifshay, the officers and the board of directors.

Fishman Plans Surprise For Eastern Operators

NEW YORK, Jan. 2.—Joe Fishman, of Fishman-Schlesinger Distri,ing Company, plans some surprises for Eastern operators who attend the 1937 convention in Chicago.

A showing of a complete line of games made for eastern operators by the Pacific Amusement Manufacturing Company is in prospect. Fishman also announced that they have been designed to conform with the special needs of the New York area and the first showing will be made in Chicago.

Fishman contributed many ideas in adapting the games to local conditions and says he will be at the booth of the Pacific Amusement firm to show them to eastern operators.

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WE DON'T INFRINGE!

POSITIVELY FREE FROM ANY PATENT INFRINGEMENT—CONCEIVED AND CREATED BY WESTERN ENGINEERS! EVERY FEATURE AN ORIGINAL EXCLUSIVE WESTERN DEVELOPMENT!

WE DON'T INFRINGE!

WESTERN'S SHOOT-A-LINE

THE ONLY RIFLE RANGE WITH THE "DOUBLE-SKILL" APPEAL

LITE-UP CRISS-CROSS PANEL

Prizes may be awarded for the completion of a line of numbers.

PHOTO-ELECTRIC CELL BULL'S EYE

Player must complete a line on criss-cross light-up panel by hitting target as the required numbers go by!

Only $275.00

Bumper Game Production

Increased by Bally Co.

CHICAGO, Jan. 2.—Due to a record-breaking demand for the new Bumper novelty game, Bally Manufacturing Company has placed the machines on a 24-hour-a-day production basis, according to an announcement released last week by Ray Moloney, Bally's president.

"It may be 1937 to the rest of the world," Ray said, "but Jim Buckley and I see nothing but the hectic Ballyhoo days of 1929. Bumper is meeting with the same enthusiastic reception that greeted Ballyhoo, and there is the same frantic appeal for delivery. We just can't turn out the machines fast enough, although we now have about 20 times the productive capacity we had in Ballyhoo days. Jim told me today about one distributor who now have about 20 times the productive capacity we had in Ballyhoo days. Jim told me today about one distributor who finally amounted to 300 machines to be shipped within the next five days. The amazing thing about it is the fact that this distributor is in strong payout territory, where novelty games have been weak for years. According to his report, players are going wild over Bumper and in placing for faster delivery he told Jim about operators who are running in every hour or so trying to grab up a few more Bumpers.

"I wouldn't dare repeat some of the collection reports I've received. Nobody would believe me. But I will say that we have received a number of reports which make even payout games look like pikers for earning power, and when a non-payment machine can out-earn a payout it sure has what it takes."

"We are up against a terrific problem here with this record-breaking Bumper demand piled on top of Preakness and Bally's Eagle Eye, but we've reigned back heaven and earth to boost our production and by the end of the week we expect to be manufacturing close to 800 Bumpers daily. Meanwhile we ask the patience of our friends and express our sincere thanks for the wonderful response accorded this greatest hit since Ballyhoo.

"Bumper is described as the pinless pocketless pinball due to the unusual method of play. Metal balls bump against heavy coil springs as they roll down the board, and every bump is immediately registered on a new-type target which actually adds up the total. The action of the ball has a great fascination. The machine is adjustable for one, two, three, four or five-ball play, which to date the five-ball has been the most popular."

Western Equipment Has Developed Target Game

CHICAGO, Jan. 2.—Western Equipment & Supply Company has developed a new electric target game, called Shoot-a-Line, which is said to possess double skill appeal.

Jimmy Johnson, head of Western Equipment and Supply, says: "The machine is in no manner, shape or form infringes upon any other manufacturer's patent rights. In every detail it has been conceived and created by our own engineers. Consequently, the unusual features of the machine are original. Shoot-a-Line is a rifle-range game based upon an entirely different playing mechanism and, as such, opens a huge new field to profitable location placements! Also, an operator of Shoot-a-Line is not only assured of realizing a more than satisfactory return on his investment, but is secure against any future legal troubles involving operation."

"Our electric rifle range poses a feature which has been absolutely disregarded up to this time by manufacturers of this type of equipment. Western has successfully combined the basic skill appeal of marksmanship with an additional appeal of sharpshooting necessary to register a complete line on a criss-cross light-up scoring panel."

"A rotating numbered disc shows numbers, intermittently, from one to sixteen. These numbers are visible over the photo-electric cell bull's-eye. When the target is directly hit, the number appearing above registers automatically on the scoring panel. Prizes may be awarded when a player completes a line of four shots in any direction."

NEW YEAR BARGAINS

EXTRA SPECIAL

BOYLE AMUSEMENT CO.

522 N. W. 3rd St., Oklahoma City, Okl. 1407 E. First St., Tulsa, Okla.

Tell the advertiser in the Billboard where you got his address.
The one word that assures you of saving money on all the latest and best machines and hundreds of guaranteed reconditioned machine bargains! Write today for complete lists and prices to "the one firm that all coin machine leaders recommend!"

**THE VENDING MACHINE COMPANY**
**FAYETTEVILLE, NORTH CAROLINA**

**EXCEPTIONALLY LOW PRICES ON MACHINES IN PERFECT CONDITION**

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**IMPORTANT**
No machines will be shipped at these prices unless a 50% Deposit is sent with order.

**EARL E. REYNOLDS**
**SUITE 222**
**JEFFERSON HOTEL**
**DALLAS, TEXAS**

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**HARLICH SALESBOARDS**

**Note New Low Prices**

**90 WINNERS—High Speed Action**

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**No. 1127**

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**JUMBO**

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**PRICE $1.56 Each**

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**75 BIG WINNERS**

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**GOLD RUSH**

**INCREASED WINNERS**

**PRICE $15.00 Each**

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**SEND FOR OUR NEW CATALOG**

**AMUSEMENT MACHINES**

**January 9, 1937**

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**GOLD RUSH**

**INCREASED WINNERS**

**PRICE $15.00 Each**

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**FAST PLAY and BIG PAY**

**GOLD RUSH**

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**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**

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**BADGER NOVELTY COMPANY**

**2646 N. 30th STREETH**
**MILWAUKEE, WIS.**

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**Barrel of Fun**

**Trade Mark Reg. U. S. Pat. Off.**

**GAM SALES CO.**

**Write for New 1937 Barrel of Fun.**

**Catalogue Describing 19 Profit-Making Deals.**

**AMUSEMENT MACHINES**

**The Billboard**

**January 9, 1937**

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**Write Stating Your Line or Business to**

**HARLICH MFG. CO.**

**1417 W. JACKSON BLVD.**
**CHICAGO, ILLINOIS**
In accordance with greater undertakings on behalf of our Distributor Jobber and Operator clientele—and due to Pacific Amusement Mfg. Co's Expansion Program for 1937—We wish to announce the appointment of

IRVIN M. McCARTHY
Continues in his capacity as Director of Sales at

PACIFIC AMUSEMENT MFG. CO.
Fred C. McClellan, President

REEL DICE
The Greatest Dice ACTION Counter Game Ever Built.
Siber Mechanism. 4-Way Play. 5c, Sc, 10c, and 2Sc Through Same Slot. Unconditionally Guaranteed.

ALL TYPES OF MILLS BELLS & VENDERS
AT FACTORY PRICES
Write for Complete Catalog

RACES $17.50
SICKING MFG. CO., Inc.,

MORE FASCINATING than POKER
POK-er-BOK
The FASTEST MOVING JAR DEAL on the MARKET
127 Cash Prizes, including 2 $10.00 Jack Pots, $1.00 to $10.00 Winners, 26 50c Card Prizes, plus 114 Jar Prizes from 1Sc to $2.00 Each. Some Locations Sell 3 or 4 a Day, or Over Week Ends. Operators cleaning up.

Sample Deal $6.50. PROFIT $30.28
Operators average $30.28 PROFIT per Deal, and they sell out like wildfire. It's a natural, so get in on it now. Send only $6.50 for Sample Deal and attractive prices for 1 dozen and larger quantities. Write now.

WERTS NOVELTY CO., Inc.
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A Clean-Up
"Win $180.00"
1,500 HOLES
JUMBO TICKETS-THICK BOARD
AT 2Sc A PUNCH
TAKES IN $375.00—PAYS OUT $315.00
All High Winners Protected With Counterfeit-Proof Tickets.
 A REAL MONEY MAKER
PRICE $2.10 PLUS 10% TAX
GLOBE PRINTING CO.,
1023-27 Race St., PHILADELPHIA, PA.
SEND FOR OUR NEW CATALOG

SALESBOARD OPERATORS
"TWELVE JACKS"
A Sure-Fire Profit Maker. Over 100 Winners. 2,100-hole Board takes in $195.00, 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.

ANY GAME LISTED HERE in any Combination

$3.95 EACH

The Last "Word" in Your Letter to Advertisers, "Billboard"
Operators and Distributors Agree Gottlieb Payouts Lead Them All!

Keep Your Eyes On Gottlieb!

When you're at the Coin Machine Show be sure to visit Gottlieb at Booths 3-4-5. 'Nuff said!

Keep your eyes on Gottlieb! When you're at the Coin Machine Show be sure to visit Gottlieb at Booths 3-4-5. 'Nuff said!

All 5 Games Have These Super Features

- Mystery Single Coin Slot—Another Gottlieb Origination.
- In-A-Drawer Mechanism—All Parts Easily Accessible.
- Awards Adjustable—Invisible Mechanical Control.
- Escalator—Gottlieb Illuminated Belt Type.
- Motor Driven Payout Unit—Accurate, Jam-Proof.

1937 Daily Races With All Latest Features

More Popular
More Profitable than ever before!


1937 Daily Races With All Latest Features

Any of These Five Games

Gottlieb's Famed Payouts

Clock Equipped Plus Super-Features

Speed King
Throw the throttle wide open—clear the tracks for the seven streamline trains' record run to prosperity. 28 winning opportunities. Pay up to 40-1.

Derby Day
Original horse race game paying for FOURTH place, in addition to Win, Place and Show. Odds up to 40-1. The leading payout of the industry.

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Football atmosphere in all its pep and spirit. Pay out for Place Kick, Safety, Field Goal and Touchdown. Odds from 2-1 to 40-1.

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A payout for all card fans. 28 chances to win on Diamonds, Clubs, Hearts and Spades. Odds up to 40-1. Elaborately designed playing field.

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Seven baseball stars ready to go to bat. Pays for Single, Double, Triple "come-on." Plenty of irresistible "come-on."

Immediate Delivery On All Games

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If I prefer Gottlieb Payouts, says Pioneer Distributor Hy Greenstein. "Experience has proved to me that they sell faster. Experience has proved to operators that they get more play and are more profitable. When I started selling Gottlieb Payouts I started to make more money and so did my customers. That's what counts!"

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To make all five games even better, a handsome mantel style Hammond electric clock has been added as standard equipment. Clock only is accessible to locations, if necessary. And another improved feature—just like on Daily Races—at least two horses, two trains, two of whatever the game may be, show on the colorful light-up rack every time.

Buy Gottlieb games for maximum earnings like Hy Greenstein and thousands of other operators and distributors. You lose profits every day you wait—so order today!
GREATEST Novelty SENSATION IN YEARS!

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NO PINS! NO POCKETS!

FASTEST ACTION EVER KNOWN!

HERE'S the biggest gold mine in years! A novelty game that actually earns as much or more than some of the fastest payouts made! One BUMPER in New York took in $49.00 the first day. Philadelphia reports range from $25.00 to $40.00 daily. A Detroit BUMPER earned $66.00 from Saturday noon to Monday noon. These are actual reports, and we will gladly put you in touch with operators who will verify these amazing profits.

BUMPER means big money for you. But you've got to act quick to get delivery. Even with 24-hour production, orders are piling up fast. Make up your mind to make the profit killing of a lifetime—and order BUMPER today!

ORDER FROM YOUR JOBBER TODAY.

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Bally's greatest ODDS-CHANGING 1-SHOT hit! Now in its fourth month and going stronger than ever! Player gets from 1 to 7 "selections" and can collect on Win, Place, Show and 4th Place—58 possible winners—and 40-1 to-1 top! No wonder they keep feeding nickels to PREAKNESS by the hour! Get your share!

A COMPLETE LINE OF WINNERS

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America's Finest Race Game.

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The "Super-Charged" Novelty Pool Game.

BELMONT
One of the fastest 1-shots ever built.

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3 counter games for price of one.

RELIANCE
Payout Dice Counter Game

AT THE SHOW
BOOTHS
19, 20, 47, 48, 217, 242

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PHOTO-ELECTRIC RAY-RIFLE RANGE

Only ray-gun game with "TRIPLE-DUCK" Moving Target, insuring plenty of thrills for the amateur and a real skill test for the sharp-shooter...and long life on location. Simplest ONE PHOTO-CELL. Self-Adjusting mechanism, GUARANTEED TROUBLE-PROOF. Available in ADJUSTABLE stand, which can be operated anywhere...or handsome Console Model.

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Whenever demonstrated to location owners, the magnificent tone of the Wurlitzer-Simplex meets with instant approval—results in an immediate installation. Wherever installed, it assures permanent satisfaction—perpetual big income for operators and location owners alike. Experienced operators will tell you—to get and hold the best spots, operate the finest automatic phonograph on the market. That’s Wurlitzer-Simplex. Find out if there is room for another Wurlitzer-Simplex operator in your locality. Mail the coupon.

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