

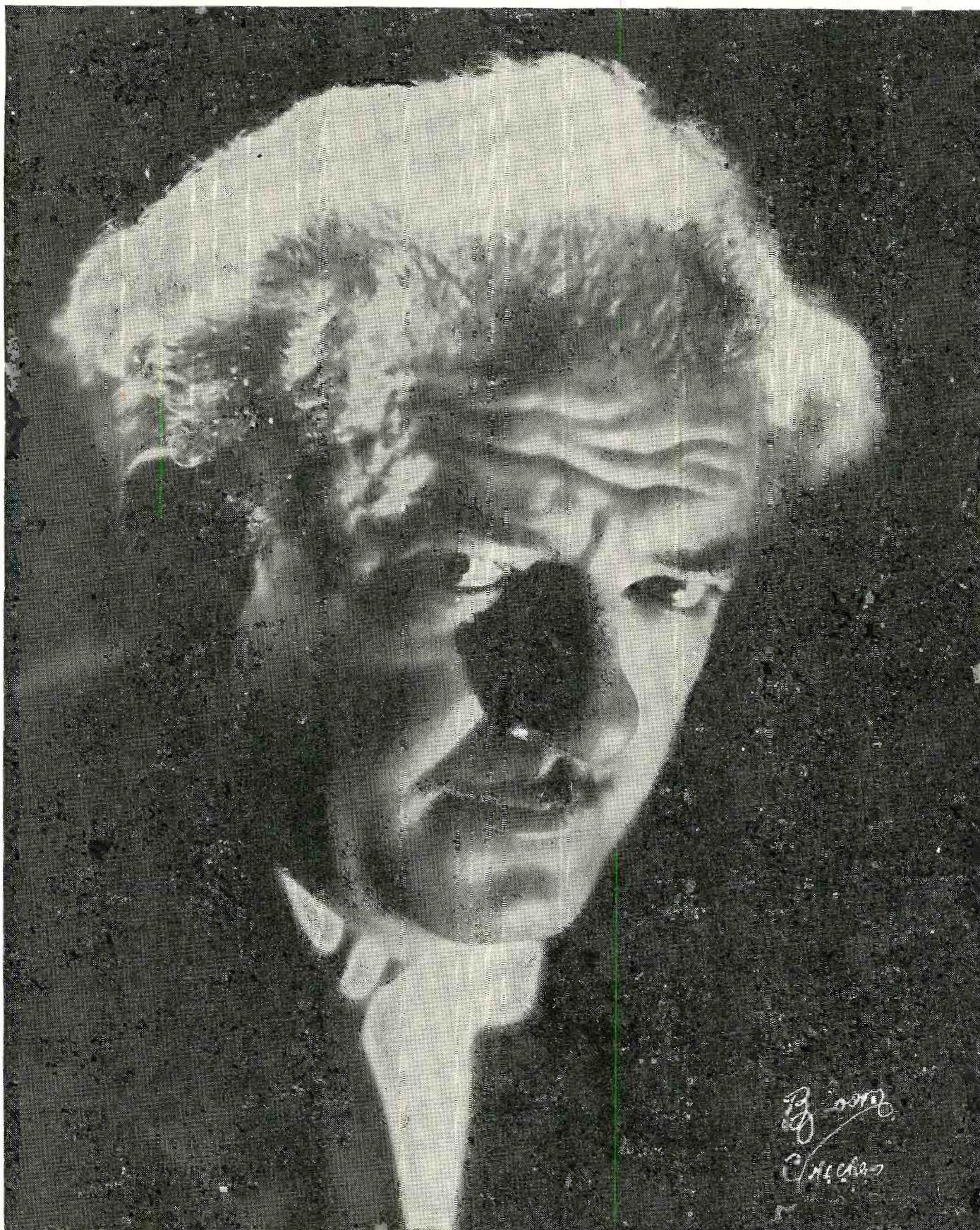
*

15 Cents

JANUARY 2, 1937

The Billboard

The World's Foremost Amusement Weekly



BLACKSTONE

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.



You Will Find

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

In the INDEX

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



Contains Important Address Lists

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

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

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

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

MAIL THIS COUPON NOW

The Billboard Publishing Co., 1-2
25 Opera Place, Cincinnati, O.

Please mail _____ copies The Billboard INDEX, for which I inclose 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.

Name

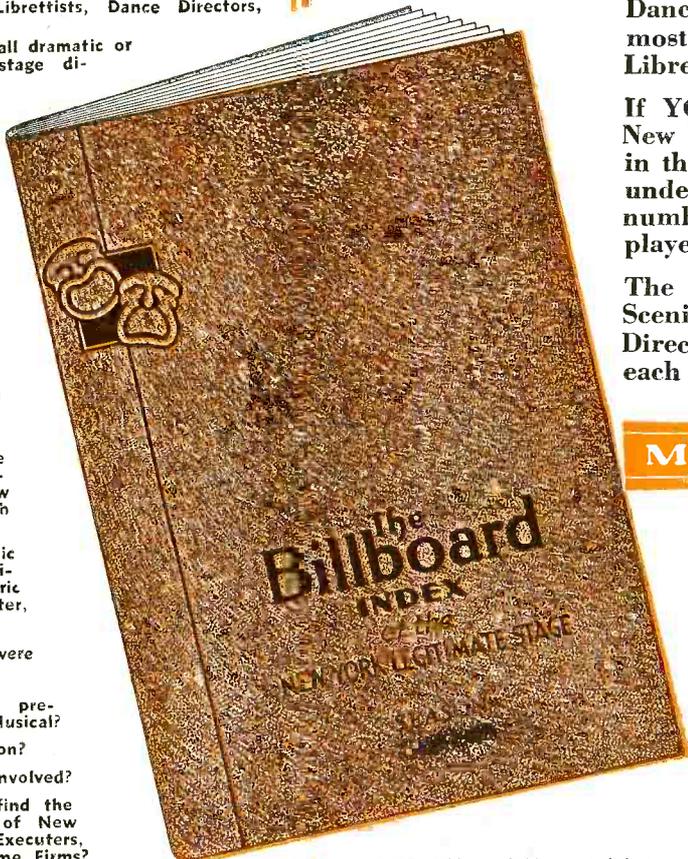
Address

City.....State

Additional copies may be mailed to different addresses if desired.

Do You Know? . . .

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



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

Loew's State, New York

(Reviewed Friday Evening, December 25)

N. T. G. and a bevy of beautiful girls, the latter dressed in furs from I. J. Fox costing some \$200,000, headline the Christmas show here. Gals, of course, are pretty enough and include such noted artists' models and Broadway beauties as Christine Maple, Collette Francis, Vera Haal, Iris Adrian, Hazel Grace, Mardee Hoff and Marion Martin. Couple of 'em sing and dance, hold hands with N. T. G. and click okeh. One lass unleashed a solid acro dance.

Douglas and Magma, mixed midget team, beg off after a session of singing and dancing. Vocalized in *Sing, Baby, Sing*, and went off truckin'. Sure-fire stuff here.

Frank Gaby, ventriloquist-comedian extraordinary, provides the outstanding act of the evening. Routine is terrific, the cross-patter coming from Kay Stuart and Jerry Hauser. Latter is planted in a box and, after a session of heckling, comes on stage to sing a song. But the vocalist is really Gaby, and the turn is one of the cleverest ever seen. Gaby's chatter with the dummy is also tops. Stopped the show.

Wally and Vernon Stapleton, ballroom tap team from the Savoy, London, should have no trouble clicking anywhere. Routines are really unusual and a delight to audiences tired of more common ballroom styles. Offered two numbers, both beautifully executed. Went off well, but deserved an even greater hand.

Earl, Jack and Betty, skaters, sent the audience home in a laughing mood by twirling a hefty lady around and setting her down. Always good for a laugh. Regular routine is very expert, Earl swinging each of his partners sensationally.

Pix is *Love on the Run* and house doing very well at third show.

PAUL ACKERMAN.

Stratford, Chicago

(Reviewed Friday Afternoon, Dec. 25)

For over 11 years this Warner Bros. theater, located in the busiest section outside of the Loop, has presented vaudeville bills. For the last few years it has been a week-end date only, but no week has passed, even in the summer months, when the house has not had a stage show. The popularity of the policy is attested by the fact that it is almost impossible to get a seat on the days vaudeville is showing. John P. Field recently became manager of this house, succeeding Herb Wheeler, who is now a district manager for Warners. House is booked by Charlie Hogan, out of the local William Morris office.

Ames and Arno, in the next-to-closing niche, were the hits of this bill with their fast-moving session of nonsense, comedy dancing and unusually clever falls and drew heavy applause.

Waiman's Saxonettes, six women attired in white silk sailor costumes working before a seascape backdrop, were an ideal closer. Among the numbers rendered by the saxophone sextet were *Chinatown*, *Did I Remember?* and *Sing, Sing*, besides a comedy number led by a lass in Tom Brown pants. Harry Waiman is directing from the pit now and his violin solos are no longer a part of the act.

Foran Sisters and Tom, in the middle of the bill, is an act that's been around and has remembered what they saw. Routine from beginning to end is a succession of familiar jokes (the talking in the act is its weakest part) and old pieces of business and their drill tap finish is almost an exact duplicate of a routine done by a better known dance act. Fair hand.

Winnie and Dolly opened the show nicely with a neat array of iron jaw, ring and trapeze work, and Roy Rogers took a big hand with excellent comedy falls, back-bends, a couple of magic tricks and a swell eccentric dance with acrobatics.

F. LANGDON MORGAN.

Earle, Washington, D. C.

(Reviewed Friday Afternoon, Dec. 25)

Earle is going to town this week, backing up flicker, *Gold Diggers of 1937*, with stage bill that has pep and pleasing variety. House packed this last Christmas Day show, with four flesh acts getting generous response. As usual, straight intro for each by Audrey Sieber, regular unbilled emcee, with Lee Sims and Homay Bailey garnering hand on entrance, but everyone going off to enough hand-hammering for encore, tho none taken.

Customers warm quickly as Royal Swedish Bell Ringers taken opening spot. Four, with flash layout of bells on table. After *Bells of St. Mary's* and *Silent Night* two of quartet take fling at lineup of tuned goblets. Okeh but ringing work goes better, and return to latter chore brings *Little Gypsy Sweetheart*, after which boys cut loose on Southern medley, house getting big kick out of feverish arm manipulation on *Dixie*. Turn is sock novelty, taking care of starter position in superb fashion.

Best juggler to show locally in long spell is Bob Ripa; control work couldn't be better. Lad has fast-moving routine, concentrating on batons and ball balancing, with occasional touch of plate work. Makes rubber sphere appear magnetized, rolling it over neck, face and head, bouncing, catching on wand held in teeth. Best balance bit has seven balls, four batons perched on various parts of anatomy. Tops, however, is tosses into audience, both up and down, with Ripa catching on wand clutched by molars no matter how high or low the bounces after customers' throws—hurlers obviously not plants.

Sims and Bailey take well with singing of gal done in liquid soprano, effective without too many frills. Warbles *I'll Sing You a Thousand Love Songs*, *There's a Small Hotel* and *It's Delightful*. Hokes on forgotten title angle that fails somewhat because she does not either finally "remember" number or give *What's the Name of That Song?* straight thru. Sims takes spot to bear down on keyboard, loud and fast stuff scoring well.

Finish has York and King doing gags in sleigh before snow scene drop and selling stuff in capable manner, with Miss King using whistle to excellent advantage. Usual bits of slapstick go over well. Support is afforded by Jones Preble, also tenoring *Lullaby of the Leaves* with too much voice to need mike, and Gertrude McKinley. Go off on four singing *Lovely Lindy Lou*, announced as new number by team.

CHRIS MATHISEN.

RKO Keith, Boston

(Reviewed Thursday Afternoon, Dec. 24)

Hollywood Hotel Revue runs 55 minutes, and with an extra 20-minute Jimmy Savo session the RKO Keith offers good Christmas fare to the local flesh fans. Savo clicked mightily and had to beg off after expert pantomimic business which set the house aroar.

Sybil Bowman returns to the Hub with her repertoire of impersonations: Beatrice Lillie as an American torch warbler, a gal hooper with a Gloria Swanson complex, Mrs. Franklin D. Roosevelt at a Girl Scout shindig and the *Forgotten Woman of Hollywood*. Miss Bowman is a finished artist.

House ork opens with *Hollywood Hotel* tunes, followed by *Hollywood News*, a flicker showing a TWA airplane taking off with a cargo of cinema stars. Plane heads straight for the audience, with the screen emitting masked movie stars.

Well-drilled and shapely line adds versatility to its four production numbers of *Hot Spell*, a barometric set where-in the torrid hoofing of the gals shoots the mercury to bursting heights. Wilma Horner, comely lass, warbles during the feverish line workout. *The Stairs of Silver* is the deuce production, with Richard Stutz vocaling *A Pretty Girl Is Like a Melody* as six showgirls parade in a symphony of abbreviated costumes that are catchy, attended by fem pages.

Clark and Eaton adagio their way into the hearts of the customers in no small measure, their work, particularly the gal's, being distinctively different and maneuvered with finesse to the nth degree. The line works a *Dresden Doll* routine for the trey spot and does okeh in manipulating the inanimates. Stutz intros *The Living Curtain* production, during which the line works behind the scrim interpreting his *Blue Illusion* vocals. Stutz warbles *Chasing Shadows* as the line creates nice effect on the background. *The Fountains of Youth*, with gals as statues in a black marble statue tableau, winds up this production be-

fore a fountain of water and a ballet routine. Finale production is *The Penthouse*, at which Rosie (Herbert Ertel) clicks nicely with a Bing Crosby *When the Blue*, etc., tune and other numbers that got the encores. Miss Bowan offered a Garbo bit, and Pat Stanley did a swell acro-drunk routine—a pip.

The Stanley Brothers (2), acromedians, do a fast session of acro work, with just enough comic injection in it to make this type of work different. Al Norman and the Two Normans, stooges, fall flat in comedy dialog that every comedian uses and which is old stuff. However, the rubber legwork this trio offers is far better than anything they do. With fresh material it is possible that Norman could present a session of suitable comedy.

Show's catchy melodies are given novel arranging and good direction by Mack Davis, company leader, who wields the stick over the local pit boys.

Our *Relations* (MGM) is the flicker fare. Biz good. SID PAINE.

125th Street Apollo, N. Y.

(Reviewed Friday Evening, December 25)

A very ordinary bill is the Christmas offering at this popular Harlem house, but support by packed houses attested to the magnanimity of the patrons and the business acumen of the management. Headlining, and the only "name" act, is Claude Hopkins and his band.

Tootie and Al, colored youngsters, possess a distinct style and cute mannerisms that go a long way toward putting over their tapwork. They garnished straight work with bits of eccentric very effectively. Worked singly and together and drew a generous hand.

The Three Girton Girls, peppy tomboys, scored heavily with their sensational acrobatics and trick bike work. The unquenchable zip to their zany antics, rough knockabout and difficult acro balancing on the two-wheeler won for them the solidest hand of the evening.

Princess Wee-Wee, colored midget, depended entirely on her Lilliputian appeal for the mild interest shown in her efforts. Did a couple of songs in a squeaky, baby voice and was fairly amusing in hot steps and cooch dancing. Prince Arthur, her partner, spotted for several songs, did them creditably in a baritone of the crooner type. Registered with good mike technique, excellent delivery and appearance.

The Whitman Sisters work separately, Mae doing singing only and Alice combining singing and dancing. First named introduced several production numbers and worked with the line. Her *Rhythm Parade* was warmly greeted. More prominently spotted was Alice, who, besides singing a couple of songs in a rather small voice, does excellent footwork, accentuating her steps with effective squeals and mannerisms. She sold her stuff well and got a good hand.

Claude Hopkins and his men did pit work besides their own act. A bit loggy and listless, they nevertheless displayed enough of their form to satisfy. Jazzbo Smith, liveliest one of the bunch, did his own composition, *Jazzbo Solution*, to a crisp. Beverly White, vocalist, did two numbers, *When Did You Leave Heaven?* and *You Turned the Tables on*

Princess and Baby
YVONNE
"PSYCHIC WONDERS"
"A NEW BOX OFFICE SENSATION" White DOC. M. IRVING-4313 Roosevelt Blvd., Phila. Pa.

PAUL ROBINSON
The Ultra Modern Harmonicist
Addr. C. B. MADDOCK, 551 5th Ave., N. Y.

Eleanor Wood
FEATURE DANCER,
Night Clubs, Theaters, Hotels.
ADDRESS ALL COMMUNICATIONS TO 1564 BROADWAY, NEW YORK, N. Y.

dick clyde
CONWAY and PARKS
Extend Their Season's Greetings to Those In and Out of the Profession.
MILLS ARTISTS, N. Y.

WALTER "dare"
WAHL
America's Outstanding
Comedy Act
HELD OVER
VICTORIA PALACE
London, England

BLACKSTONE
1937
SENSATION
Fully Protected.
Everything NEW.
SCENERY, ILLUSIONS,
COSTUMES
Direction:
William Morris Agency

SEASON'S GREETINGS
CHESTER FREDERICKS
Record Return Engagement Within One Week
ROXY THEATER, New York—Now!
Direction—HARRY WARD
Note—Opening with Russell Patterson's Unit at St. Louis, Mo., January 7.

R K O THEATRES
1270 Sixth Ave. Radio City, New York

IF YOU PLAY FLESH—PLAY SAFE—PLAY CUSHMAN!!
THE WILBUR CUSHMAN CIRCUIT
AMERICA'S LARGEST CIRCUIT OF STAGE UNITS
GENERAL OFFICES: MELBA THEATRE BLDG. DALLAS TEXAS

★ "A Tempestuous Maze of Rhythm and Color"
CIRO RUMBALAND RIMAC'S MUCHACHOS
Week Dec. 24—EARLE THEATRE, Phila.
Week Jan. 1—SHEA'S THEATRE, Toronto.
Week Jan. 8—LOEW'S, Montreal.
Direction: HARRY ROMM.

Me. She has a soft voice of great feeling and her phrasing is noteworthy. She also worked effectively in a piano duet with Hopkins, working up comedy asides in great style.

Local favorite and a fixture at this house, Pigmeat, abetted by Monty Hawlie and Evelyn Harris, supplied reliable comedy touches.

Pix showing was *Charlie Chan at the Opera*.
GEORGE COLSON.

Orpheum, Lincoln, Neb.

(Reviewed Friday Evening, December 25)

Thanks to the forces of fate which drove Sarah Berner, first-class mimic, into this Major Bowes amateur all-girl show, Lloyd Marx, of the New York office, and Harry Young, company manager, have shaken up a pretty strong potion for those box offices which respond to Bowes units.

Sarah, who does everything she offers well, is the first impersonator to touch here with a different approach and using almost entirely new characters. The Mae West one she should be encouraged to drop.

Jill Dennett acts as mistress of ceremonies, overworking a bit on the personality stuff. A few of the old saws she uses, to kill time between acts could be dropped. Her contribution of a song involving some knowledge of languages and in good comedy vein is okeh. First to take the floor are the Van Zandt Sisters, Lucille and Dorothy, accordionists. Two numbers and they quit, altho nicely handled.

Frances White, tap dancer, is strong for the fast stuff, but it's slightly ragged. Lillian Turner, who would feel belittled if classed as a 200-pounder, is a strong singer, with every pound counting. After her comes Helen Diller, a hillbillyette. Two cowbarn tunes are sufficient for her.

Ann Palmer, doubling piano and vocals, does *It Ain't Necessarily So* and *Until the Real Thing Comes Along*. Sells her material in good shape. Sarah Berner at this late time ties up the show. The Star-Lite Dixie Trio—Mae Meyers, Billie Wright and June Payne—high yellows, are hurt by poor song selection. Come nearest clicking on their final *Lulu's Back*. Girl at the piano is very fine.

Tri-City Trio—Jane Boyd, Sylvia Stein and Pearl Kordae—are acro and tap dancers. Sylvia is fancy on butterflies, flips and other muscle stuff. They're an ideal closing turn and run the finale on while taking bows and catching breath. At the second piano is Mabel Stapleton.

Unit is heading for the Coast and this is the opening date. Picture, *Career Woman* (20th-Fox). Business good.
B. OWE.

Paramount, New York

(Reviewed Wednesday Evening, Dec. 23)

Marking its first anniversary in a pit-band policy, Paramount has done the fitting thing in bringing back Glen Gray and his Casa Loma Band, the outfit that started the house from a weak sister of the stem to a consistent profit shower. Not only a repeater in the band attraction, but also in the featured act, Sylvia Froos. Picture is *College Holiday*, with a host of "names," and it should be happy hunting for the Paramount b. o. Not that the picture is any great shakes, but the names in the cast will draw the folks in. Of course, so will the Casa Loma crew.

After the newsreel, Don Baker and the community sing, and a Popeye short, Gray and his 15 colleagues get the show started with their melodious theme song which brought a heavy hand. Noticeable right away is the new stage flooring here, an excellent improvement, even tho it took a year to do it. Gray's band does not go in for the novelties which many of the bands here have done, but it is impressive nevertheless. Impressive for the charm and co-operative spirit shown, and what's more for the outstanding musical skill of the outfit.

Lifting the band out of the straight musical category is the very able Pee Wee Hunt, a grand personality. Just that, but he has a pleasant singing voice to go with it in amusing novelty songs. Then there's Kenny Sargent, a different sort of singer—different in that he's a quiet showman and not stagey. Band's music is seldom blatant, but it can switch to it when doing a corny satire such as when the two trombonists duel. A great outfit and the audience attested to it with heavy applause.

Sylvia Froos came in for deafening applause with her showmanly song selling. She did three numbers and she's tops

in her third, *You Do the Darndest Things*. Also does *Swing for Sale* and *I've Got You Under My Skin*. She's an expert seller of songs, this cute blond miss, and she's quite wise in her selection of songs.

Miriam Verne, another cute lassie, also is a big applause getter. She's a tap dancer and a good one, offering two numbers, the first being her sock item and the second a short getaway turn. Beats out clean and clever taps and gets in a lot of spins for added value. Katherine Conklin and Edward Coleman are a revelation—youth in all its glory. Winners of the recent intercollegiate dance contest held at the Commodore Hotel, they do a bit of collegiate ballrooming that's cute all the way, a cross between the *Susy-Q* and *Truckin'* or somethin'.
SIDNEY HARRIS.

Chicago, Chicago

(Reviewed Saturday Afternoon, Dec. 26)

A holiday fantasy called *Christmas Around the World*, produced by Merriel Abbott and using 24 of her talented child proteges, occupies most of the stage time this week. The youngsters, ranging from little tots to around 12 years of age, have been carefully trained and go thru their routines expertly. Native dances from different countries are presented with the aid of a revolving stage, each scene having its own scenic effect. There is an accordion player, a troupe of acrobatic marvels and an ensemble of 10 children singing Christmas carols. After establishing a beautiful Christmas spirit the effect of the whole thing was spoiled with a finale that had the youngsters swinging their hips to the *Wabash Blues* and singing sophisticated songs. Otherwise the thing was swell.

Show opened with the Lester Cole Singers (eight) doing *Lady of the Evening* and other tunes as the Evans Girls, working in beautiful cerise gowns before a midnight blue background, did a neat routine. Just how much singers nowadays depend on the public-address system was clearly demonstrated at this show when the system went haywire and spoiled the effectiveness of eight otherwise fine voices.

The Three Wiles, in the deuce spot, opened with their excellent sand dance and then did a great eccentric dance with makeups like Chaplin, Durante and one of the Marx Brothers. Their closing number, the *Parade of the Wooden Soldiers*, showed fine teamwork, which was rewarded with healthy applause.

Rufe Davis, in the next spot, had the attentive ears of everyone in the audience with his great line of imitations that included whistles, a baby cry, yodeling, sax and clarinet, airplane motor, Jew's harp and many others. Left the stage to a resounding hand.
F. LANGDON MORGAN.

Folly, Brooklyn, N. Y.

(Reviewed Wednesday Evening, Dec. 23)

Five acts on this neighborhood house stage, with the opener, Gangler's Circus, an ideal one for the juve trade. Show caught ran about 50 minutes. House was very slim, with more than half of audience being youngsters. Weak flicker fodder, *Hearts in Bondage*, didn't help a none-too-strong bill. Bob Carney emceed.

Gangler's Circus, with many trained dogs, a bear, goat, baby leopard, pony, monkey and a pig, paced by two clowns and the house ork, did okeh in the hello frame. An educated pony and a high jump by a pup were outstanding of the act, which pulled fair applause.

Charlie Higgins, doing rube character dialog and fiddling, resurrected some material of ancient vintage and got himself only a weak hand. With fresher gags the act would probably get a nicer mitting.

Four Robeys did an entertaining juggling turn which was nicely received. Act consists of three men and one woman. Act's forte is, of course, its juggling, tho some acrobatics are done. A man, seated on a chair and skipping rope, and another juggling scene employing rhinestoned wheels were quite effective.

Bob Carney and Company, consisting of Carney, Joe Cowan, a comedian, and a woman supplied the comedy on the bill. Carney and his partner were good workers, but the woman's delivery could stand improvement. Gags got a bit too sexy considering the kid audience. Carney and Cowan with newer material would hold most audiences.

The Six Balabanows, accordion act, closed. A nicely done turn, consisting of two men and four women. In addition to straight accordion pushing act includes a weak vocal number and some

good, graceful acrobatic dancing and trick legging and playing of the accordion at the same time. Act worked in full stage with a garden background.
BENN HALL.

Paris Bills

(Week of December 13)

Alhambra program decidedly weak. Noel-Noel, star, is a talented artist who dishes out a brand of humor that removes him from the ordinary run of French comedians. Unfortunately, delivery is not suited to Alhambra, as even with mike it is difficult to catch his witty patter. Darlene Walters, American acro dancer, is an outstanding hit. Her acro work is excellent; she's easy to look at and her acro work blends nicely with clever dance steps. Mathea Merryfield in her spider dance is no treat for Paris. Nudity is a drug on the market here, and aside from the novel stage setting her act excites little interest. Two Scandinavian dancers, Guta and Svea, also fail to click, girls being badly costumed and offering mild routine of dance steps.

Holding down the closing spot, Two Albertinis click solidly with a good routine of whirlwind tumbling and a sensational bit of perch work. A small but unusually novel act is the shadow-graph bit of Tom Jersey. Roberto de Vasconcellos presents his huge white Fercheron in high-school routine. Horse has the pulchritude of a Beef Trust chorine and the grace of a ballet dancer. The Two HARRISES offer neat hand-to-hand balancing, which is okeh. Two unbilled sneezes by the understander, at show caught, provided unexpected comedy. Rolet and Semsey okeh in peppy apache type of acro dance. Thompson and his well-trained police dog, Bill de la Bergenne, click solidly. Rene Paul offers good line of witty patter and Morelly and Pelot please with small-time repertoire of songs. Nello and Partner offer their bike number, which seems to be a necessary evil on local vaude bills. Bike tricks okeh, but Nello's patter smacks of pre-war vintage. George Tracy and Inge Anderson are billed as "Grand American Comic Comedians." The Alhambra Girls are still trying to dance. They are optimistic.

Charlotte Arren and Johnny Broderick, American comedy duo, head the bill at ABC. Other good numbers are the Ghezzi Brothers, equilibrists; Suzy Solidor, warbler; Jovers, acro-musical clowns, and Martonn, quick-change artist.

Good bill at Bobino, with Maisy and Brach, clever cyclists; Captain Tiebor's seals; Isolais, illusionists; Jean Sablon, crooner, and Tay and Tys, comedy acrobats. *Percy Atho's Follies*, English dance flash, and Cook and Brown, American hoofers, are at Paramount. Wes Adams and Lisa, dance duo; Ariels, perch, and the Five Colorados, Western novelty, are at the Gaumont Palace. Four Mongadors, jugglers; Realtor, roller skater, and George Bastia, comedian, are at Rex.

Earle, Philadelphia

(Reviewed Thursday Afternoon, Dec. 24)

Altho there was still one day left for shopping, downtown theatergoers had a date of greater import. Picket lines made way for payees and a goodly mob was on deck to welcome the return of vaudeville at this house. Warner Brothers' execs, who had doubts during the past three months of the impasse, know better now. The unmistakable expression of pleasure from the cash givers was a sermon in itself. That the marquee lacked name magnets mattered none; sufficient that live entertainment was back.

Initial vaude offering here is *Ciro* (See VAUDEVILLE REVIEWS page 22)

Detour Unit for Australia

LOS ANGELES, Dec. 26.—Due to the maritime strike here, next vaude show booked for Tivoli Circuit, Australia, by Sam Kramer will be routed from Vancouver, B. C., sailing December 30 on the Aorangi. Show comprises Jed Dooley and Company, Raynor Lehr Company, Rube Demarest, Del Ohrel, Healy and Mack and Don Smith and the Raynor Twins.

Tomlin Unit's Three Weeks

LOS ANGELES, Dec. 26.—Three-week vaude tour has been set for Pinky Tomlin unit, beginning January 6 in San Francisco. Then moves to Washington and Oregon. Titled *With Love and Kisses*, unit is booked by the M. D. Howe office.

JUST OUT!

McNALLY'S BULLETIN No. 20

PRICE ONE DOLLAR

NEW, BRIGHT, ORIGINAL COMEDY
For Vaudeville, Musical Comedy, Burlesque, Minstrel, Night Club Reviews, Radio and Dance Band Entertainers. Contains:

15 Screaming Monologues.
7 Roaring Acts for Two Males.
7 Original Acts for Male and Female.
13 Sure-Fire Parodies.
Great Ventriloquist Act.
A Roof-Lifting Female Act.
Trio, Quartet and Dance Specialty.
Musical Comedy, Tab and Burlesque.
16 Corking Minstrel First-Parts.
McNally Minstrel Overtures.
A Grand Minstrel Finale.
48 Monobits.
Blackouts, Review Scenes, Dance Band Stunts, Hundreds of Jokes and Gags.
Remember, McNALLY'S BULLETIN No. 20 is only one dollar; or will send you Bulletins Nos. 10, 11, 12, 15, 16, 17, 19 and 20 for \$4.50, with money-back Guarantee.

WM. McNALLY

81 East 125th Street, New York

PHOTO REPRODUCTIONS

From your own Photos and finished on any grade paper desired—any finish.

Prices quoted are for one subject per lot.

100-5x7—\$7.00	50-5x7—\$5.00
100-8x10 \$10.00	100-11x14 \$20.00
50-8x10 6.00	50-11x14 12.00
25-8x10 4.00	25-11x14 8.00

Remit 50% deposit with order

EMPIRE PHOTOGRAPHERS

1550 Broadway, Cor. 46th St., N. Y. City

TAP DANCING BY MAIL
Beg. or Adv. Tap, \$1.
Sample Tap Lesson for Beg., including Standard Time-Step and Break, 25c.
Beg. Waltz and Fox-Trot, \$1.
Hal Leroy studied here. Send for List "B".
KINSELLA ACADEMY, 2526 May St., Cin'ti, O.

ED GARDINER WANTS

FOR WILBUR CUSHMAN UNITS,
Single and Double Comedy Novelty Acts immediately. Other useful Unit People wanted.
Care Crest Hotel, Kansas City, Mo.

WIGS BEARDS MAKE-UP
FREE CATALOG

F. W. NACK 209 N. State St., CHICAGO, ILL.

SCENERY

Dye Drops, Flat Sets, Cycloramas, Draw Curtains, Operating Equipment.

SCHELL SCENIC STUDIO, Columbus, O.

PHOTOGRAPHIC BLOW UPS

Enlarging for Acts, Orchestras, Stage Shows, Side Show People. Everything Theatrical, from 8x10 to life size: 11x14, \$1.00. Quick work, lowest prices. Send Kodak Film or Photograph.
SELLERS THEATRICAL ENLARGING STUDIO
130 Holly St., New Bedford, Mass.

10 SURE FIRE PARODIES \$1

With surprise Knockout Punch Lines on "The Way You Look Tonight," "When Did You Leave Heaven?" "Did I Remember?" "Sing, Baby, Sing," "Bye Bye Baby," and other late hits. You will get encores with these parodies. Put a dollar in an envelope and send for them NOW! Money-back guarantee.
HARRY PYLE, 804 W. 180th St., N. Y. City.

Clark Opening Ninth Unit

CHICAGO, Dec. 28.—Harry Clark's ninth unit of the season, now in rehearsal, opens at the Tivoli Theater, Richmond, Ind., Thursday, plays a few weeks of Gus Sun time and then swings south for several months of solid bookings. New show has the Four Warners, Kim Kee, Bailey and Marr, Lempi Perdue and Jimmy Wilkens' Orchestra. Unit is called the *Rancho Grande Revue*.

New House in Brussels

BRUSSELS, Belgium, Dec. 21.—The Empire, big-time vaude house, opened Friday night. A big bill features the pop French singer Lucienne Boyer, comedian George Dorlis and crooners Gilles and Julien.

New Acts - Bands Reviews

Jeno Bartal and Orchestra

Reviewed at the Hotel Lexington, New York. Style—Dance band.

Orchestration: Jeno Bartal, lead and cello; Paul Lovenkron, Sidney Zwilling and Mack Tauffield, violins; Bill Straub, piano; Sam Weis, drums; Harry Jobert, sax; Charles Rogoven, trombone; Walter Hartman, bass, and Dick Delten, guitar and vocalist.

Making his debut as a dance band leader here, Bartal carries with him into this field the influence of his 17 years' experience as a gypsy orchestra conductor. With the setup he now employs, he achieves the definite rhythm and syncopation necessary to a dance band, but at the same time he injects successfully and distinctively the lyric lilt and sweet strains of Hungarian musical background. Using only stock arrangements, he very adroitly plays up his violin section for gypsy abandon or else he himself provides with his cello magic the heady quality to what otherwise would be just another dance unit. In his lone horn and slide he has two men who very capably balance the instrumentation or even dominate when so desired. Guitarist Delten handles the vocals creditably. Bartal and his outfit impress as very nearly deserving the self-imposed stylism of "singing strings."

Besides the post as a dance band leader, which he occupies only on Saturday cocktail sessions, Bartal and a smaller unit, the nucleus of his dance band, provide luncheon music from the same place three times a week. Is on the air twice weekly over WHN.

G. C.

Tamara

Reviewed at the Versailles night club, New York. Style—Singing and guitar accompaniment. Time—Eleven minutes.

Tamara, who has appeared in several Broadway revues, the last one being *Roberta*, is making one of her rare night-club appearances here. A distinct personality on the stage and on the radio, she is just as effective on the night-club floor.

An exotic—but not bizarre—brunet beauty, Tamara holds her audience from the very moment she steps into full view. Hers is a velvety, caressing contralto voice—perfect for haunting gypsy melodies and the more tender of American popular tunes. Without straining herself and with apparent effortless ease, she sings her ditties, giving each rendition its full quota of expression. Not only is her singing enormously effective, but her choice of songs is excellent. She intersperses the American ditties with lingering Russian songs and the gayer gypsy tunes.

Offered *The Way You Look Tonight* and *And So Do I* in addition to the Russ and gypsy tunes, adding her own guitar accompaniment to the last couple of numbers.

To sum it up, she is a spellbinder, and the audience enjoyed being spellbound.

P. D.

Emil Codolban and Music

Reviewed at La Maisonette Russe, St. Regis Hotel, New York. Style—Dance and atmospheric music.

A unique band policy of interchanging units is employed here, to which method there must be considerable merit, altho the advantage of such tactics was not revealed to us. Three types of bands and musical backgrounds, of entirely different personnel each time, are used; evidently all under the banner of Codolban, altho he actually leads but one unit. The units, each varying in size, are selected for their adaptability to the type of entertainment offered.

One group, consisting of two saxes, bass, accordion, drums and piano (who doubles as vocalist), handles the dance music without the leadership of Codolban. They provide capable dance rhythms regardless.

Another unit, led by the maestro and dominated by his violin playing, devotes itself entirely to Russian and gypsy airs. Codolban's playing is really a treat, and his table-to-table lingering adds personal appeal to technique.

The third set of musicians is a trio of guitar, cello and piano, who accom-

pany the floor show. At such times as he thinks necessary Codolban lends his expert playing for an added touch of effective background.

G. C.

Bobby Lane

Reviewed at the Roxy Theater, New York. Style—Acro dancing. Setting—Special. Time—Three minutes.

Bobby Lane, subbing for Jean Goodner, is allotted a scant three minutes, but appears very advantageously as a dexterous and fast acro hooper. Stepping is soft-shoe work, the acro end of it devoted to somersaults and tumbling. Some of the latter turns are sensationally accomplished from a head-stand position, no hands being used.

P. A.

Mickey and Barbara

Reviewed at the Bronx Theater, New York. Style—Dancing. Setting—In two. Time—Eight minutes.

Mixed tap duo opens with both doing a slow rhythm routine. Boy goes into lengthy solo, starting in waltz time and winding up tapping to overture from *Orpheus*. What good steps there are in his specialty are nullified by amateurish

swinging and posing of arms for effect. They close with another double number, with spots for short solo turns by both. Girl does not possess the ability of the boy, but looks okeh in pretty costumes. Act registered all right when caught and has possibilities for better things.

G. C.

Neer Wong

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

Young Chinese who opens singing a scarcely understandable *Melody From the Sky* and at the conclusion attempts to extract the same thing from a musical saw.

He next does *Two Tickets to Georgia*, accompanying himself on the uke. In the middle of this offering he ceases his song long enough for an impression of a speeding locomotive, for which there is a flurry of applause. A hotcha closing to *Yes, Sir, That's My Baby*, with Chinese lyrics and done in shouting style, took him off to a mild hand. It was very evident that he'll have to do better in diction, material and delivery.

G. C.

Kastler and Norma Ballard, pianists, entertain between dance numbers.

F. Langdon Morgan.

Versailles, New York

Displaying an excellent sense of booking values, this spot has followed the successful engagement of Mitzel Green with the booking of Tamara. The Messrs. Pronis and Arnold know their entertainment angles, presenting a steady run of strong name personalities ever since the spot opened.

Tamara, well remembered for her hit in *Roberta* a couple of years ago, is still an enormously enchanting singer. She didn't sing *When Smoke Gets in Your Eyes*, but her choice of numbers was perfect and her voice and delivery were even more so, if such were possible. An attractive and strikingly gowned brunet, Tamara held her audience spellbound with her velvety, caressing contralto. Offering popular ditties and Russian and gypsy songs, she had to do several encores, adding her own guitar accompaniment for the last two numbers. Numbers included *The Way You Look Tonight* and *And So Do I*.

Preceding Tamara were Duval and Lydia and Joresco. Duval is a glib sleight-of-hander. Spicing up his card, silks and egg tricks with a running line of light chatter, he used the surefire device of pretending to explain confidentially how to do a trick and then, naturally, spoofing the audience with a new finish. His intimate and gay style was liked immensely by the sophisticates here.

Lydia and Joresco, a well-matched team, made a solid impression with their ballrooming. Their opening waltz is a pleasant affair involving gentle posturing and just enough spins, while their fox trot, set to *Stardust*, is a lively attention-winning number. The girl, a brunet, was especially attractive in a sparkling white gown.

The Meadowbrook Boys played the dance music just as capably as always, with a Latin combo doing the relief and a bit of vocalizing, too.

Business was excellent when caught.

Paul Denis.

ORCHESTRA NOTES

(Continued from page 14)

good and closes at the Anchorage Inn, Philadelphia, bringing an end to the promising band leader career planned for him by the MCA. Will enter a local business house.

VAUGHN MONROE, baritone, featured with Larry Funk and ork at Claridge Hotel, Memphis.

T. H. CRONE and band playing Three Mile Inn near Monroe, La.

JACK DENNY and his ork now playing at the Hotel Peabody, Memphis. Band features Judy Lane, vocalist.

BOB GRAYSON and band opened December 24 at Lakeworth Casino, Fort Worth.

Additional Night Club Reviews

Hollywood Restaurant, N. Y.

After several weeks in the dumps without big names to attract trade Joe Moss is taking a short cut to land-office business by booking Belle Baker for a debut at his large-capacity spot. Reviewer caught early-show premiere (December 23) of the international singing star. No fanfare, no introducing of celebs and no special fuss even by the perennial emcee here, Jack Waldron. It was far better that way for Miss Baker. Her sensational ovation and sustained applause following each number stood out in bold relief as a tribute to a tremendously popular personality. One of the most touching premiere incidents in the memory of this reviewer took place here. Following one of her numbers the applause for Miss Baker was sustained for about five minutes. She pleaded for it to stop. There was a lull for a fleeting moment. During this lull a man way back at one of the tables yelled with unmistakable emotion, "You're a great artist!" This started the applause off at a rate and intensity not equaled even by the ovation at the entrance.

Miss Baker has never been in better voice. Her personality, it seems, has never been as magnetic. In short, she is today even better than Baker. Which means there is nobody to compete with her as a singing artist and character singing comedienne. If the Hollywood doesn't do business with Miss Baker as the ballyhoo and blowoff Joe Moss had better go into the trucking business and this reviewer will go back to his knitting.

Piece de resistance of La Baker is her medley of choruses of tunes either introduced or whipped into the hit class by her since *Alabama Bound*. This incidentally is the number that evoked the tribute from the gent in the rear of the house. Swell arrangements help considerably here, with Lennie Hayton's Orchestra, also debuting with Miss Baker, going to town with colors flying.

Miss Baker's highlights—aside from the *Musical Memories* medley—are *I've Got You Under My Skin* and *Glory of Love*. She does the latter so well that they ought to give it to her to take home and cherish as her very own. Despite a brief vocal lineup, so much time was consumed by the ovation and applause sessions en route that it was necessary to eliminate the floor-show finale.

Comparatively few changes in the regular show lineup. Production numbers are practically identical to show last reviewed here. Outstanding new item is the roller-skate hockey by teams of pretty pretties wearing jerseys of Rangers and Americans. Interlude produces plenty of excitement without

obvious staging effort and is sandwiched between clever patterns of rah-rah stuff, entailing use of entire line and showgirls. This show was staged by Bill Powers, who has retained several of Danny Dare's numbers. Comedy bits were written by Waldron, who mellows with the age of his engagement (now close to 100 weeks), and taking part in them are Waldron; Jerry Franks, stage manager, and Iris Adrian, very clever singing and talking gal.

Others in specialty lineup are Dolores, control dancer; Ruth Brent, well-equipped blues singer; Cesar and Maclovio, Latin dance team; Jeanne Landis, novelty dancer; Eleanor Knight, who does a clever tap version to Latin tempo, and Dimitri, Carroll and Andre, hard-working and effective trio of burlesque adagioists. The Hayton Ork does a mup-up job of playing for the show.

Sugar.

Trocadero Casino, Chicago

Steve Otis brought a really distinctive dining club to Chicago when he opened this spot two days before Christmas. Room is beautifully appointed with colorful lighting and decorative effects. A color scheme of terra cotta, yellow and blue serves as an appropriate background for cherry leather seated ivory furniture. It is located a short distance from the Loop and has a capacity of around 300. Shows are booked thru Sligh & Tyrrell.

Pat Chandler, a personable chap, is the emcee and keeps the show moving at a nice pace. Needs material most of all and on the opening night was inclined to let himself get too much off color. Besides stories and a monolog, he did an impression of George Givot and two songs.

Four McNallie Sisters opened and closed the show. The quartet of lovely misses have plenty of personality and their routines came in for some of the heaviest applause of the evening. Girls combine harmony singing with two dance routines, first a musical comedy number with high kicks and acrobatics and then a tap rhythm number with acrobatics that proved a fitting climax to the show.

Franco and Maria, Spanish dance team, clicked with an interesting and well-done Carrioca, the audience insisting on an encore, and Wanda Winsum, vocalist of the orchestra, contributed a special arrangement of *I'll See You Again*. Violet Love, swing songstress, delivered *Zing Went the Strings of My Heart*, *The Captain and His Crew* and *Sing Me a Swing Song* and drew very good applause.

Don Fernando's Orchestra played the show and furnished the dance tunes, with Ramon Arias' five-piece rumba combination alternating. The Tripoli Trio, singing instrumentalists, and Avis

A SMASH HIT!
at the
AMERICAN BAR AND RESTAURANT

• Our theatrical friends tell us that our 4 star bill is due for a "long run". Here's the cast—Good food—Smooth drinks—Moderate prices—Convivial atmosphere

Luncheon—50c
Dinner from 65c
Cocktails from 25c

HOTEL TIMES SQUARE
43d St.
West of Broadway
1000 Rooms with Bath From \$2

Railroads Nix Plea

Trunk Lines turn down request of legit interests for concessions—cite reasons

NEW YORK, Dec. 26.—Refusal of Trunk Lines, Inc., to grant concessions to traveling theatrical companies may lead to adoption of bus transportation for short hauls. Frank Gillmore, president of Actors' Equity, said he would be inclined to recommend this as a means of overcoming some of the high expenditures inherent in road production. He also pointed out that travel by bus would have certain advantages, and would make unnecessary a connection between railroad terminals and depots, an inconvenience which railroad travelers must face. Idea thus far is to leave the problem of bus transportation in the hands of an organization owned by theatrical interests.

Specific requests, denied by Trunk Lines, were (1) That theatrical companies be allowed the use of sleepers gratis, thru purchase of coach tickets. (2) That a free baggage car be furnished on presentation of 20 coach tickets. (3) That a free baggage car be presented on presentation of 20 tickets of any class, namely, excursion tickets, week-end tickets, etc.

Altho Trunk Lines expressed sympathy with the proposals, a consensus of the membership's opinions, as expressed at a meeting December 2, held that such arrangements could not be reasonably limited to theatrical interests. Another factor mentioned as influencing the adverse decision was the recent fare reduction made effective on Eastern roads June 1 last, whereby the roads were forced to cut the daily passenger toll by about 25 per cent, amounting to \$.01 per mile for sleepers and \$.016 per mile for coaches. First class reductions were also pared, amounting, in a party of 20 traveling with one baggage car, to a cut of \$.12 per mile.

O'Shea Signed for Pix

CHICAGO, Dec. 26.—Oscar O'Shea, veteran character actor and former dramatic stock manager, who has been a member of the Federal Theater company at the Blackstone Theater here, left for Hollywood last week to join M-G-M. O'Shea's role in *It Can't Happen Here* has been taken by Victor Sutherland.

BROADWAY RUNS

Performances to December 26, inclusive.

Dramatic	Opened	Perf.
Aged 26 (Lyceum)	Dec.	21... 8
All Editions (Longacre)	Dec.	22... 7
Black Light (Mansfield)	Nov.	9... 56
Boy Meets Girl (Cort)	Nov.	27... 458
Brother Rat (Biltmore)	Dec.	16... 11
Country Wife, The (Miller)	Dec.	1... 31
Dead End (Belasco)	Oct.	28... 490
Hamlet (Gielgud) (St. James)	Oct.	8... 92
Holmes of Baker Street, The (Masque)	Dec.	9... 22
Idiot's Delight (2d engage.) (Shubert)	Aug.	31... 136
Johnny Johnson (44th St.)	Nov.	19... 44
Matrimony, Pfd. (Playhouse)	Nov.	12... 52
Prelude to Exile (Guild)	Nov.	30... 32
Reflected Glory (Morosco)	Sept.	21... 107
Stage Door (Music Box)	Oct.	22... 77
Swing Your Lady! (46th St.)	Oct.	18... 80
Three Men on a Horse (Fulton)	Jan.	30... 796
Tobacco Road (Forrest)	Dec.	4... 1314
Tonight at 8:30 (National)	Nov.	24... 39
Tovarich (Plymouth)	Oct.	15... 85
You Can't Take It With You (Booth)	Dec.	14... 17
Victoria Regina (2d engage.) (Broadhurst)	Aug.	31... 136
Wingless Victory, The (Empire)	Dec.	23... 5
Women, The (Barrimore)	Dec.	26... 1
Musical Comedy		
Black Rhythm (Comedy)	Dec.	10... 9
D'Oyly Carte Opera Co. (Beck)	Aug.	20... 148
Iolanthe	Sept.	21... 16
Mikado, The	Aug.	20... 24
Pirates of Penzance and Trial by Jury	Aug.	31... 16
Gondoliers, The	Sept.	7... 20
Pinafone and Cox and Box	Sept.	23... 20
Princess Ida	Oct.	12... 12
Yeomen of the Guard	Sept.	14... 20
Patience	Oct.	5... 12
Ruddigore	Oct.	22... 8
On Your Toes (Majestic)	Apr.	11... 293
Red, Hot and Blue (Alvin)	Oct.	29... 68
Show Is On, The (Winter Garden)	Dec.	25... 3
White Horse Inn (Center)	Oct.	1... 100

From Out Front

By EUGENE BURR

It's somewhat late to revive discussions of Broadway's rival Hamlets. Mr. Howard has departed from the scene, and Mr. Gielgud will shortly follow him. Much vain shouting assaulted the heavens with details of their contrasting merits and demerits, and any more shouting would assuredly be altogether useless. But before both Hamlets have followed so many of their predecessors into the aromatic groves of memory, I'd like to give space to an interesting and intelligent comment evoked by my review of the Gielgud version. As those with long memories for minutiae may recall, I thought that Mr. Gielgud's interpretation fell something short of ultimate perfection.

Rising to indignant rebuttal was Dorothy Rousos, of Rochester. Since her comments were not addressed to me there was some doubt as to the politeness of using them; but Miss Rousos has given her permission, and the comments are worthy of the somewhat parlous dignity of type. I shall try to refrain from indulging in the habit of having a last word—so attractive and easy for anyone who has a column at his disposal—but I am certain that, before the column is finished, I'll succumb.

Miss Rousos, then:

"His whole criticism is based on the wrong assumption: the assumption that one criticizes a play by Shakespeare as one would a contemporary drama. . . .

"I can't stand by and watch a brilliant performance like Gielgud's coldly belittled. It was a fine performance—even if the critics did like it. The frenzy on Gielgud's part, which so annoyed your critic, is in line with the Shakespeare acting tradition. I admit that some of his shriller notes were irritating. But I can't find much justification for comparing him to the fawn. . . .

"If you stop to consider that the man who plays the role of Hamlet has to personify not a normal young man weighed down by melancholy, but an abnormal young man, a neurotic, prancing about and swearing to avenge a father's death, you must admit that Gielgud does splendidly with a difficult role. . . . Hamlet is an egoist of the first order; he is the type of person to rave and stamp in order to show he feels; the startling thing is the number of times Hamlet expresses his despair at being unable to show his feeling.

"Because stage conventions in Shakespeare's time made it necessary for Hamlet to soliloquize so that the audience might know what was going on in his mind, the critics have hailed him as the great introvert. The thinker—who cannot act. Hamlet may have been a thinker and unable to act—but that does not make him a man who flashed only mentally. . . .

"Gielgud knows his stagecraft.

"As for the question of insanity—I believe there is no controversy among those who read *Hamlet* carefully. The dramatist took great pains to show Hamlet played the madman. To read anything else into it is to distort the writer's meaning."

I succumb—and like an ungallant coward (which, incidentally, isn't as tautological as the heroes of 47th street might suppose) I take the last word. Miss Rousos and I see eye to eye regarding the madness. But none the less, despite our agreement, there is a controversy—or else all the long, dull hours I spent in reading impassionedly dreary commentators were simply delusions born of my own disordered mind. I sometimes wished that they might be.

But when Miss Rousos sets out to describe Hamlet I'm afraid our paths part. She claims that he was an abnormal young man. Was he? Figure any sensitive young fellow given to introversion, suddenly confronted by the death of an idealized father, a mother's hasty marriage to a despised uncle, a revelation that the father had been murdered and a supernatural geas urgently demanding vengeance. Hamlet's reactions seem no more abnormal than would be those of any rather sensitive lad, schooled in thought and unschooled (thru his sheltered life as heir) in action. What basis is there for saying that the boy was a neurotic, rather than simply an introvert? Why, conceivably, should he rage and stamp, at the very moment that he bemoans his own inability to express himself adequately in action? Why should he be made a petty, fuming, pampered and psychopathic little princeling, rather than the thoughtful man's image of himself, beset by dread emotion and hounded by the necessity for action?

Hamlet was no neurotic. The wisdom of his actions, when he did, occasionally, decide to act, shows that clearly. No neurotic would have had the patience or the power to set the mousetrap. No neurotic would have turned the tables so neatly upon Rosencrantz and Guildenstern; he would simply have screamed out curses. Hamlet, on the other hand, took those inseparable schoolmate scourges quietly and with great wisdom. Also, his thoughts went deep, far into the recesses of the soul, until they lost themselves. They lost themselves, it is true; but they were hardly the profitless, twisted thoughts of the raving and stamping neurotic into which both Miss Rousos and Mr. Gielgud would turn the unfortunate prince.

If Miss Rousos has seen no other Hamlet than Mr. Gielgud's, however, it is easy to see how and why she made her mistake.

Hamlet's very insistence upon his inability to express himself, which she mentions, proves him a sensitive introvert rather than the neurotic madman Gielgud made him.

Miss Rousos' point as to the soliloquies is interesting, but it is by no means the reason that Hamlet has been termed an introvert. Has Othello been termed an introvert—or Macbeth or Falstaff or Brutus? They all soliloquize.

At the start Miss Rousos makes the point that Shakespearean tradition stamps and raves thru the part, and that I am judging the current production as tho it were a contemporary drama. Why not? A play (any play; even a play by Eugene O'Neill or Lillian Hellman or other super-Shakespeareans) must be believable in order to be effective—and it must be believable according to the standards of the audiences that see it. Modern audiences have their own standards of belief. Why not judge according to them? If a play is to live it must live in the changing minds of those who see it thru the years.

The accusation of breaking with tradition falls strangely on my ears; generally I instinctively hold with tradition—and I thought that I had done so here. Miss Rousos, hearing of ranting and raving, must not confuse such antics with the modern-psychology antics that are presently approved and even praised by advanced thinkers in the theater. If the Gielgud Hamlet is traditional I'm afraid its tradition stems only from the John Barrymore Hamlet of some years ago. And (just as the Howard Hamlet played simultaneously with the Gielgud) at the very time that Barrymore was perpetrating his asinine, wildly acclaimed performance, there was another Hamlet on the boards, a thoughtful, intelligent and intellectually (rather than nervously) stimulating Hamlet. It was that of Walter Hampden—and it, too, was in the Hamlet tradition.

Finally, with Miss Rousos' statement that Gielgud knows his stagecraft I have no quarrel. He does assuredly know it. He knows it far better than (and at the expense of) his Hamlet.

All of which may seem like a great deal of pother over nothing in particular—a great deal of space and time wasted over what is, after all, nothing more than a figure in a play, at the very time when European war impends, countless Americans are starving and the Shuberts have announced a new musical. But it is to be noted that Hamlet still lives, a vital personage among us; whereas the bloody battles of the English Civil War have become time-frayed tales, their colors faint beneath the dust of centuries, their brave details lost among the fusty minutiae of only-half-remembered schoolbooks.

(See FROM OUT FRONT opposite page)

New Plays on Broadway

Reviewed by EUGENE BURR

EMPIRE

Beginning Wednesday Evening, Dec. 23, 1936

THE WINGLESS VICTORY

A play by Maxwell Anderson. Staged by Guthrie McClintic. Settings and costumes designed by Jo Mielziner. Costumes executed by Helene Pons Studio. Settings built by T. B. MacDonald Construction Company and painted by Triangle Studio. Presented by Katharine Cornell.

A Girl Mary Michael
Reverend Phineas McQueston Kent Smith
Jared Mungo, Elder of the Church
Arthur Chafferton
Winston Urquhart, Elder of the Church
John Winthrop

Mrs. McQueston Effie Shannon
Ruel McQueston Myron McCormick
Venture, Wife of Phineas Lois Jameson
Faith Ingalls Ruth Matteson
Happy Penny, a Young Seaman Barry Kelly
Letty, a Maid Theodora Pleadwell
Nathaniel McQueston Walter Abel
Oparre Katharine Cornell
Toala, a Malay Nurse Helen Zelinskaya
Durian Claire Howard
Harry, a Bailiff John Winthrop
Van Zandt Victor Colton
Longshoreman Franklin Davis

ACT I—The Living Room of a House in Salem, Mass., Early in the Winter of 1800. Evening. ACT II—The Scene is the Same as in the First Act, on an Afternoon in Early Summer, Six Months Later. ACT III—Scene 1: A Cabin in the Wingless Victory, That Evening. Scene 2: The Same, Later That Evening.

The beauty of dramatic poetry returned to the stage Wednesday night when Katharine Cornell presented Maxwell Anderson's *The Wingless Victory* at the Empire Theater. Mr. Anderson, whose last season's *Winterset* was a marvel of magnificent dramatic verse despite the fact that it received the accolade of the Critics' Circle, has again forged lines that are filled with iron strength, that ring with the clarity and the sweeping fundamental truth of poetry, that shine brightly with the soft glow of beauty. There is magnificent writing in *The Wingless Victory*—some of the finest dramatic writing that it has ever been my good fortune to hear.

The concept and sweep of the play are not on a par with the concept and sweep of *Winterset*; but that, of course, is no criticism leveled against it. In its own accepted field it travels far and furrows deep, attacking the beefy smugness of the white race when confronted with older, wiser and more cultured civilizations, flashing out hotly at the provincialism of the entire Western world, brooding sadly over the inevitable clashing of race against race, singing magnificently of the beauties and the sacrifices, the sorrows and the splendors, the mystic heights and earth-bound levels of love. Love, a much-maligned subject in both poetry and the drama, has seldom given rise to writing of greater depth or power.

The Wingless Victory, in plot, is practically a retelling of Joseph Hergesheimer's *Java Head*—except that in *The Wingless Victory* the bride brought home by a New England sailing captain is a Malay rather than Chinese. But the argument and the emotions and thoughts arising therefrom are much the same. Back to the hidebound and penurious McQueston family of 1800 Salem comes Nathaniel, who has been long at sea, bringing home a Malay wife and a valuable cargo. The wife creates havoc among the McQuestons, but since upon her acceptance depends acceptance of the proceeds of the cargo, she is taken in, unwillingly enough. Having been a princess in her own land, she brings along a dark-skinned nurse for the two children she has had by Nathaniel.

Nathaniel is determined to settle down. He pours his money into a Salem business and turns to face the inevitable onslaughts of his fellow townsmen. They are not long in coming, and Nathaniel, with bitter bewilderment, finds his love turning almost to hate as his wife becomes the cause of ostracism that is both quiet and vicious. Finally it is discovered that the ship he brought home had been formerly known as the *Wingless Victory*, and the manner in which he came by it is open to question. It is possible that he could be convicted upon charges of piracy, and with this as a basis the sleazy elders of Salem insist that he send wife back home—to the home from which she forever exiled herself when she condescended to go with him. He agrees.

In the last act the Malay princess kills herself and her children, and Nathaniel,

deciding too late to sail away with them, finds only the dying body of his love.

There is more—much more—to it than that, but a brief synopsis would, of necessity, wry it in the retelling far more than I am willing to wry Mr. Anderson's magnificent writing. The lines go deep, striking at the heart of universal emotion; they cut and scar the smug face of the world; they soar to the lonely, star-spangled heights of beauty. There is no way of conveying their essence in a synopsis.

In many instances there seems to be no way of fully conveying their essence on the stage of the Empire Theater. It is with sincere regret that I am forced once more to report that Miss Cornell's acting leaves me cold. As the Malay princess she brings thought and intelligence, charm and personality to the early lines. But when she is called upon to rise to the heights, in the magnificent second-act finale and throught the short third act, she fails, it seems to me, rather woefully. The lines of that second-act finale are among the finest written for the stage in our generation; there should be dignity and variety and heartbroken splendor, pathos and tragedy and grandeur in their delivery. Miss Cornell delivers them simply by rising to a long-sustained fortissimo; all their essential sublimity becomes almost the staccato shrilling of a fishwife. Much the same fault is to be found with most of the playing of the third act.

Walter Abel, once he realizes that a seaman need not necessarily bully his lines, does good, substantial work as Nathaniel. Myron McCormick contributes the best playing of his career as a sympathetic brother; Effie Shannon is, as always, excellent as the mother of the McQuestons; Ruth Matteson is painfully cute and ineffective as a girl in love with Nathaniel; Kent Smith seems ill at ease beneath the heavy platitudes of the Reverend Phineas McQuestion, who leads the forces of Salem righteousness, and an excellent bit is contributed by Barry Kelly as a friendly sailor.

It may be, as suggested before, that *The Wingless Victory* lacks the power and sweep of Mr. Anderson's *Winterset*. But it possesses a splendor in its writing that places it high among the plays, not of this season alone, but of all relentless and critical time.

LYCEUM

Beginning Monday Evening, Dec. 21, 1936

AGED 26

A play by Anne Crawford Flexner. Staged by Harry Wagstaff Cribble. Settings and costumes designed by Stewart Chaney. Costumes executed by Helene Pons Studio. Settings built by Vail Construction Company and painted by the Studio Alliance, Inc. Presented by Richard Aldrich.

Charles Armitage Brown...Kenneth MacKenna
John Taylor...Matthew Boulton
Mrs. Brawne...Leona Powers
William Gifford...Fred Leslie
John Lockhart...Lloyd Gough
Lord Byron...Charles Trexler
Shelley...Anthony Kemble Cooper
John Keats...Robert Harris
Joseph Severn...William Whitehead
Mr. Hart...H. Cooper Cliffe
Fanny Brawne...Linda Watkins
Dr. Sawrey...A. G. Andrews
Hannah...Sally Fitzpatrick

ACT I—Scene 1: Reading Room of Taylor and Hesse, Fleet Street. Autumn, 1818.
Scene 2: Keats' Study, Wentworth Place, Hampstead. The Following Spring. ACT II—Scene 1: Same as Act I, Scene 2. The Following Autumn. Scene 2: Deck of the "Maria Crowther" the Following Afternoon.

On Monday evening Robert Harris, an entirely commendable English importation, performed the amazing and memorable task of presenting a genius on the stage in such a way as to make him seem almost like a human being. The event (and it was an event almost without parallel in the annals of the theater) took place at the Lyceum Theater.

FRENCH'S

1937 Catalogue of Plays

Our Brand-New 1937 Complete Catalogue Is Now Ready for Distribution.

Please send **SAMUEL FRENCH** for your **25 West 45th Street, New York** copy today. **811 West 7th Street, Los Angeles**

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

and the occasion was the presentation by Richard Aldrich of Anne Crawford Flexner's *Aged 26*, a play about Keats.

Mr. Harris may have been helped in achieving his unique feat by the fact that Keats himself was that refreshing anomaly, a genius who didn't insist that he was one. He may also have been aided by the quiet, literate quality of the Flexner play, a drama that consistently fails to get excited over the fact that it describes greatness. But no matter how he was aided the honor remains his; he enacted a genius on the stage and he made him seem almost like a human being. I haven't yet recovered from the shock.

All of which would indicate that an evening at the Lyceum is a pleasurable one. It is—but with reservations. The author, in commendably failing to get excited over her subject, also forgot to excite the customers; her drama follows a charming but quiet course, never condescending to any intimate commerce with action, never doing anything much except present Keats during his last days in England. The only hint of movement in the piece is provided by the poet's love for Fanny Brawne. The play tells how, just before he left on the fatal trip to Italy, he possessed her in a manner that left no doubt as to the fact that she was really his. For the rest it simply describes conditions and characters.

It does, however, describe them charmingly. As a matter of fact so charming and refreshing and honest and ingratiating is the writing that the sad little affair with Fanny seems like a brash and annoying interloper when it intrudes with its hint of action at the beginning of the second act.

Not only Keats and his love are presented, of course. We also see those two stanch friends, John Taylor and Charles Brown. We see the ebullient Severn elated at winning his medal from the Royal Society. We see, but briefly, both Byron and Shelley, who appear as rather mannered minor annoyances. We see Gifford, of the *Quarterly*, and Lockhart, of *Blackwood's*, those two fashionable critics whose vicious attacks upon Keats prompted Byron to write some time later the bit of doggerel that begins, "Who killed John Keats?"

We see them all clearly and from a viewpoint that is literary but also urbane, sympathetic and charming. The result is a play that stagnates throught the evening in the brilliant pool of its characterization; but one that manages to afford a good measure of quiet enjoyment none the less.

And in this it is greatly aided by the cast that Mr. Aldrich has assembled. The unique splendor of Mr. Harris' feat has already been touched upon; enough to say in addition that his is a soaring, honest portrayal, sensitive and touching and yet at the same time never yielding to the theatrical, a beautiful performance—and as a matter of fact a truly great one. And Mr. Harris is ably aided by Kenneth MacKenna, who does his best work in years as Brown, and by Matthew Boulton, who makes a sympathetic and effective Taylor. Leona Powers scores tidily once more, this time as Mrs. Braun, the Linda Watkins is somewhat less successful as Fanny. It is, however, a characterization that is forced to serve simply as a foil for Keats.

Among the supporting players who stand out—and all are excellent—are H. Cooper Cliffe (who does a splendid bit as Mr. Hart), A. G. Andrews (who does a splendid bit as Dr. Sawrey), Fred Leslie, Lloyd Gough and William Whitehead.

Mr. Aldrich's production is above reproach, with the Stewart Chaney sets and costumes lending dignity and effect.

It may be that, with its lack of action and its insistence on biographical detail, *Aged 26* is more a lesson than a play. But it is also quietly charming and it contains some of the finest acting now to be seen on Broadway. Many successful plays have less than that.

COMEDY

Beginning Saturday Evening, Dec. 19, 1936

BLACK RHYTHM

A "sepia swing musical comedy" by Donald Heywood. Directed by Earl Dancer and Lionel Heywood. Presented by Earl Dancer and J. H. Levey.

Jenny...Jeni LeGon
Laura...Maude Russell
Mr. Heydon...William Walker
Cornbread...Alex Lovejoy
Babe...Babe Matthews
David Songbird...Walter Richardson
Rhythm...Avon Long

Mr. Feinstein...Franklin Klien
Dusty...Joe Byrd
Bodily...Speedy Wilson
Eva...Geneva Washington
Slim...Eddie Baer
Eugene...John Foss
Toby...Sammy Gardner
Swing...Sinclair Brooks
Chichi...Walter Davis
Money...Clarence Albright
Joe Michaels...Eddie Matthews
Wardrobe Sal...Ina Duncan
Van Bugg...Woodrow Wilson
Sonny...Barrington Guy
Wen Talbert's Choir, Savoy Lindy Hoppers, Cotton Club Boys, Rhythmettes, Black Rhythm Swingsters.

LADIES OF THE ENSEMBLE: Edith Sykes, Mary Lou Murph, Connie Jackson, Marion Dow, Mildred Hubert, Ruby Richard, Jackie Lewis, Dede Rogers, Lillian Hitchinson, Neauchanter Nerhune, Thelma Prince, Peggy Sheppard, Bertye Baker, Ronny Hutchinson, Nita Berry, Sonia Whitfield, Constance Thompson, Vivian Garnette.

Show was divided into two acts of five episodes each.

The cast of *Black Rhythm*, a Negro musical at the Comedy, tried hard but waged a losing fight with a stink bomb last Saturday night. Disgruntled patrons and maybe George Jean Nathan might have attributed the odor to the production, but your reporter, who is of the constructive type, avers it was a stink bomb.

Labeled a "sepia swing musical," the opus was presented desultorily by Earl Dancer and J. H. Levey. The plot, written by a villain named Donald Heywood, detailed goings-on in a rehearsal room, where *Come Along, Mandy* or something to that effect was being readied for a premiere. This, in a shoestring production such as *Black Rhythm*, is perhaps very apropos, but the analogy was convincingly brutal.

Musically and scenically *Black Rhythm* is very poor. Its comedy sequences are nothing short of deadly, and the only time it attains any entertainment value at all is when the cast simply goes haywire and dances. Most attractive personality in the show is a young lady named Jeni LeGon, a very personable hooper, who can also sing provided she has the material. For the rest there are Maude Russell, Babe Matthews, Walter Richardson, Wen Talbert's Choir, the Savoy Lindy Hoppers and the Black Rhythm Swingsters, all of whom appeared with two strikes already on them and would probably fare better in a more musical musical with real production.

PAUL ACKERMAN.

LONGACRE

Beginning Tuesday Evening, Dec. 22, 1936

ALL EDITIONS

A comedy by Charles Washburn and Clyde North. Directed by Clyde North. Setting by Cirkor and Robbins. Presented by Juliana Morgan.

Miss Colson...Gladis Griswold
Mortimer Caldwell...Clyde Franklin
Rollo Heppleworth...Franklyn Dae
Page...Eric Udo
Clarence Class...Walter N. Greeza
Drake...John Zoller
Bernie Head...Jerry Sloane
Carloffa...Ruth Holden
Dot Melrose...Nancy Evans
The Rhinoceros...John Ravold
Radio Actress...Claire Nolte
Radio Actor...Carrington Lewis
Spike Hennessy...Joseph Vitale
Nicky Hanton...Frederick Howard
Danny Dowd...Albert Bergh

ACT I—Private Office of Clarence Class, Counsel on Public Relations, 10 A.M. ACT II—Scene 1: The Class Office, a Few Minutes Later. Scene 2: Front Page Stuff, 4:30 P.M. Scene 3: The Class Office, Immediately Following. ACT III—Scene 1: The Class Office, 5:15 That Afternoon. Scene 2: The Same, 5:30 P.M. TIME—An Early Fall Day, 1936. PLACE—New York City.

Juliana Morgan's production of Charles Washburn and Clyde North's comedy, *All Editions*, directed by Clyde North, has a few laughable situations but fails to jell properly thru a lack of consistently brilliant dialog. Farce, to get by, should be very good, for as soon as the zany complications do not bring forth spontaneous giggles the entire structure, insofar as it is unsupported by anything solid, collapses.

Washburn and North have garnered their characters from a seemingly fertile field. Clarence Class, an amazingly successful public relations counsel, finds his present racket easier than his for-

mer one, that of a spieler in a carnival. Ruth Holden, once a cooch dancer working under canvas, now blossoms, under the tutelage of Class, into a demon evangelist known as Queen of Glory. Dot Melrose, long-lost sweetheart of Class, who has known her as a snake-charmer, returns to have her lover build her into a stage principal. And the Rhinoceros, a side-show freak who wants to die so that he can be made beautiful in death, as per Class' idea to make the nation "casket-conscious," rounds out group of phoneyes.

They all become involved with gangsters thru Class' efforts to have the girls crash the dailies. The femmes are successful, but become temporarily enmeshed with police thru participation in the rescue of a kidnaped baby. And so it goes, with the brains of the outfit constantly thinking up snappy and ridiculous slogans for radio advertisers, railroad magnates, morticians, etc. The satire occasionally hits a sufficiently screwy note, as when a radio script plugging vitamin foods is entwined with an intense love spiel by a pair of air-wave Thespians.

Denouement cracks down with thoroely unsuspected and good laugh. Love-sick and disappointed over the weakness of his sweetheart for her theatrical producer, Class suddenly announces he is going to have dinner with his wife.

Walter N. Greeza handles the male lead deftly and is equal to a better script. Jerry Sloane, Class' right-hand man; Ruth Holden, the reformed cooch dancer; Nancy Evans, the cheating sweetheart, and Gladis Griswold, the secretary, all perform ably.

PAUL ACKERMAN.

Martin Jones Posts Bond

NEW YORK, Dec. 26.—Producer Martin Jones has arranged a bond with Actors' Equity for *Walk Up*, to be produced some time after New Year's. Jones is now in Chicago.

FROM OUT FRONT

(Continued from opposite page)

Hamlet is, in the long view, as important as wars in Spain—or even the uneasy love-affairs of kings.

Yet discussions of him can profit little. For each man or woman takes into the theater a personal notion of the unhappy and much-maligned prince—and the performance within the theater is good or bad only insofar as it projects or fails to project that preconceived notion. There can, after all, be no real quarreling with conceptions; we either agree with them or we don't.

I did, however, want to get Miss Rousos' interesting comments into print. I'm sorry that I succumbed to the temptation to have the last word (and an infernally long last word, too). For that I beg her forgiveness—and I invoke Hamlet's for her, in view of her conception of him.

GYPSY ROSE LEE
★ LEE ★
now appearing
ZIEGFELD FOLLIES
WINTER GARDEN, NEW YORK
Per. Mgt. IRVING SHERMAN,
Curtis & Allen Office, RKO Bldg., N. Y.

Alviene SCHOOL OF THE Theatre
(Stock Theatre Appearances While Learning.)
Graduates: Lee Tracy, Fred Astaire, Peggy Shannon, Una Merkel, Zita Johann, Etc.
DRAMA, SPEECH, MUSICAL COMEDY, VOCAL AND DANCE.
Real professional training—the only School in the United States presenting its students a week in each play, plus Talking Pictures and Technical Training in Voice, Diction, Make-up, Pantomime, Dialects, Dancing, Acrobatics, Characterization, Fencing and twenty allied study subjects. Special Courses for Teaching, Directing and General Culture.
EMINENT FACULTY.
Write for Bulletin to SECRETARY BELL,
66 West 85th St., New York.

AMERICAN ACADEMY of DRAMATIC ARTS
FOUNDED IN 1884 BY FRANKLIN H. SARGENT
THE foremost institution for Dramatic and Expressional Training in America. The courses of the Academy furnish the essential preparation for Teaching and Directing as well as for Acting.
WINTER TERM BEGINS JANUARY 15
For Catalog address the Secretary, Room 145, Carnegie Hall, N. Y.

"Stowaway"

(20TH CENTURY-FOX)

TIME—87 minutes.
RELEASE DATE—December 25.

PLOT—Shirley Temple, orphaned daughter of a Chinese missionary, lives in Shanghai, eats her food with chopsticks, converses in Chinese and finally meets up with Robert Young, cast as a playboy. Falling asleep in the rumble seat of his roadster, she is an unintentional stowaway when the car is hoisted aboard a cruise ship. Surrounding Temple are some fair actors and actresses, in addition to Young, including Alice Faye, Arthur Treacher and Eugene Pallette. The latter are not entirely put in the shade by the little star, the result being a film less asinine than the usual Temple opus. Ending has Temple uniting Young and his estranged wife.

CAST—Shirley Temple, Robert Young, Alice Faye, Eugene Pallette, Helen Westley, Arthur Treacher, J. Edward Bromberg and others.

DIRECTOR—William A. Seiter. Good, particularly for keeping the Temple sequences within proper limits.

AUTHORS—Story by Sam Engel. Screen play by William Conselman, Arthur Sheekman and Nat Perrin.

COMMENT—Pleasant entertainment.

APPEAL—Temple fans.

EXPLOITATION—Shirley as a Chinese gal.

"Rainbow on the River"

(RKO RADIO)

TIME—88 minutes.
RELEASE DATE—December 25.

PLOT—A colored mammy has taken into her heart and keeping a boy, orphan of her deceased master and mistress. She's dead-set against Yankees and tries to hide the fact that the boy has kin-folks up North. A priest unearths the information and makes her realize that it's for the boy's best that he be turned over to his relatives. This is done, his grandmother at first opposed to him and his cousins seeking to get rid of him so that they'd have a clear field for grandma's dough. Grandma, tho, takes to the boy and awakens to the trickiness of her other relatives. She returns to the South with the boy in time to save the colored mammy from dying of a broken heart.

CAST—Bobby Breen, May Robson, Charles Butterworth, Louise Beavers, Alan Mowbray, Benita Hume, Henry O'Neill, Marilyn Knowlden, Lillian Yarbo, Stymie Beard and Hall Johnson Choir. Breen excellent, but exaggerates acting. Grand singing voice. Outstanding are Butterworth, Robson and Beavers. Also

Knowlden kid. Choir does splendid singing job.

DIRECTOR—Kurt Neumann. Treated brilliantly for best interests, that of playing up to the family trade. Heart-throb action, mistreated orphan, his broken-hearted colored mammy, etc. Moves at good pace and holds interest.

AUTHORS—Adapted by Earle Snell and William Hurlbut from Mrs. C. V. Jamison's novel, *Toinette's Philip*. Additional dialog by Clarence Marks. Fine writing, touching and interesting entertainment on the cleaner side.

COMMENT—The few faults, such as Breen's overacting, are discounted in the final summing up that this is a pix built for box office, a type of film that will bring the family trade out and provide them with a good hour and a half's amusement.

APPEAL—Wide, the neighborhood houses bound to pack 'em in.

EXPLOITATION—Play up the Breen kid aplenty, his Eddie Cantor air build-ups valuable. Reach mothers and churches also.

"Reunion"

(20TH CENTURY-FOX)

TIME—81 minutes.
RELEASE DATE—November 20.

PLOT—Dr. Luke, who brought the quintuplets into the world, is to be honored by the Moosetown Chamber of Commerce, which is to throw a reunion of all the babies Dr. Luke has brought into the world to celebrate his 5,000th, and with the quins, of course, as guests of honor. Among those who assemble are his nephew, who is in love with his nurse; the wife of a famous doctor, who is in love with the nephew; her husband, who is going to pieces because of it; a washed-up film star, a pickpocket and plenty of others. The good doctor, feeling responsible for his children, undertakes to straighten out all the difficulties and, of course, succeeds. The climactic scene is the big party at which the quins are guests of honor.

CAST—The Dionne quintuplets, Jean Hersholt, Rochelle Hudson, Helen Vinson, Slim Summerville, Robert Kent, Dorothy Peterson, John Qualen, Alan Dinehart, J. Edward Bromberg, Sara Haden, Montagu Love, Tom Moore, George Ernest, Katherine Alexander, Esther Ralston, Julius Tannen and others. The quins have grown, but they're still just five little girls to this reporter. Other performances vary from Hersholt's quietly glowing portrayal of the doctor all the way down the line to Hudson's and Vinson's ridiculous attempts.

DIRECTOR—Norman Taurog. As good as could be expected.

AUTHOR—Based on a story by Bruce Gould.

COMMENT—Do you have to see the quins?

APPEAL—Family trade.

EXPLOITATION—What was the name of that family that had five kids at once?

"Lady From Nowhere"

(COLUMBIA)

TIME—68 minutes.
RELEASE DATE—November 21.

PLOT—Mary Astor plays the role of a manicurist in this one and innocently gets involved in a gang murder. Running away in order to escape testifying against a bad man, she meets up with Earl, a small-town reporter who finds a job for her. Earl, quite naturally, falls

in love with the maiden in distress, who dopes him with the idea that she is running away from an obnoxious marriage. Villains, however, are on Mary's trail, and she, in order to keep them from hurting Earl, agrees to accompany them for some sinister purpose. Earl's grandpappy, tho, has a brain in his head and convinces the bandits that Mary is not the lady in question. She is whisked away anyway, which makes it nice for a rescue effected by police and firemen. Winds up with love leaking over the footlights.

CAST—Mary Astor, Charles Quigley, Thurston Hall, Victor Killian, Spencer Charters, Norman Willis, Gene Mangan, Rita LaRoy, Claudia Coleman and others. Routine.

DIRECTOR—Gordon Wiles. Pattern. AUTHORS—Story by Ben G. Kohn. Screen play by Fred Niblo Jr. By no means a brainstorm.

COMMENT—Tailored for the duals.

APPEAL—General.

EXPLOITATION—Astor publicity.

"The Plot Thickens"

(RADIO)

TIME—65 minutes.
RELEASE DATE—December 10.

PLOT—Oscar Piper, one of Hollywood's various gum-shoe demons, again tracks down a killer. James Gleason plays Oscar, as usual, and is capably aided by no less than Zasu Pitts, who as a jittery schoolmarm, Hildegard Withers, unearths the threads that lead to ultimate capture. Gal's first clew leads her to an art museum, where, in the course of events of this kind, she picks up a little information enabling Oscar to ultimately get his hooks on the right party.

CAST—James Gleason, Zasu Pitts, Owen Davis Jr., Louise Latimer, Arthur Aylesworth, Paul Fix, Richard Tucker, Barbara Barondess, James Donlan, Agnes Anderson and Oscar Apfel. Gleason oke, Pitts fair, others mediocre.

DIRECTOR—Ben Holmes. Sufficient pace and suspense.

AUTHORS—Story by Stuart Palmer. Screen play by Clarence Upson Young.

COMMENT—Slightly better than average mystery, but still remains in the dual class.

APPEAL—The well-worn channels.

EXPLOITATION—Routine.

"Easy To Take"

(PARAMOUNT)

TIME—67 minutes.
RELEASE DATE—November 6.

PLOT—Yarn lightly deals with Uncle Roddy, who broadcasts adventure stories to adolescent radio listeners, and the impetuous sister of one of his fans. Meeting of the sexes comes about thru a provision of Aunt Sara's will, which names Roddy to be guardian over Sara's nephew because the program stressed the value of oatmeal to kiddies. Roddy scorns the job because he hates kids generally, but one look at the beautiful sister and he is done for. Gal vetoes him at first on the ground that his interest is purely mercenary, but after much hocus-pocus Roddy has his way.

CAST—John Howard, Marsha Hunt, Eugene Pallette, Richard Carle, Douglas Scott, Jan Duggan, Marilyn Knowlden and Robert Greig. Stock performance all around.

DIRECTOR—Glenn Tryon. Fits the script.

AUTHORS—Story by Wayne Kilbourne. Screen play by Virginia Van Upp.

COMMENT—Harmless and insignificant dualer.

APPEAL—Limited to nabe spots.

EXPLOITATION—Radio tieups.

"The White Legion"

(GRAND NATIONAL)

TIME—81 minutes.
RELEASE DATE—October 25.

PLOT—Another plug for noble scientists, who, God wot, scarcely need it via second-rate movies. This gem of detailed human suffering considers the efforts of the medical men to find the cause and cure of yellow fever. Love gets mixed up with the bacteria, causing what is known among laymen as a triangle. Dr. Murray, played by Ian Keith, is the man with the sex appeal, and Gloria Blank, daughter of a senator, is the fly in the ointment. Murray finally casts her aside to go to Ecuador, not without female consolation, to help stamp out another epidemic.

CAST—Ian Keith, Tala Birell, Ferdinand Gottschalk, Rollo Lloyd, Lionel Pape, Teru Shimada, Suzanne Kaaren, Ferdinand Munier and Nigel de Brulier.

DIRECTOR—Karl Brown. Script is handled rather carelessly and might possibly have been worked up into a good

imitation of Pasteur, Arrowsmith and other similar productions.

AUTHOR—Karl Brown. Old stuff.

COMMENT—Just medium fare.

APPEAL—Non-class audiences.

EXPLOITATION—Pasteur, Arrowsmith and other tieups.

VAUDEVILLE REVIEWS—

(Continued from page 18)

Rimac's *Cuban Nights Revue*. Unit has proved its worth here on previous occasions, but any attempt to evaluate its present performance would be both unkind and unjust. Impasse with the musicians' union, that kept the house dark, was not ironed out until late Tuesday night (22), and Rimac made a hurried jump from Winnipeg to make the date. Opening show found them here without costumes and scenery, held up in the holiday rush. But true to tradition the show went on, doing credit to both their profession and a sympathetic audience.

Forte on the rumba stuff, and just as much on the showmanship angle, show promises to shape up fetchingly as the week progresses. The dancing of Carito (Mrs. Rimac) is both authentic and tops for the South American variety of temps. And when Cirio doesn't do the pairing Charley Boy drops the shakers and hoofs. In addition to the Cuban band of 10, unit carries a line of a dozen eye-fillers. Gals make three appearances. Gloria Belmonte and Juanita Flor step out of the line for a Spanish floor dance, nicely executed. Another gal, unbilled, steps out for a castanet whirl of her own. Tito Coral completes the Cuban atmosphere by lending his rich bary pipes for a tango and a pash pop.

To make it run for the hour Don Zelaya and Joe Arena and Company are added. Latter company includes a tall blonde and a dog. Arena knows how to get a laugh out of a pratt fall, always coming up with an unbroken flask of psuedo-whisky, a trick in itself. Fem goes in for tumbling, while the dog adds a twist here and there. Nicely received.

Zelaya is quite a stranger in these parts, it's been three years since he played this Earle. But he hasn't forgotten how to panic an Earle gang with his serio-comic piano-playing antics. In fact, his spiel proved the best argument musicians have in their campaign for live entertainment. A solid click here in spite of his overstaying, consuming almost 20 minutes of genuine fun and laughter. ORO.

London Bills

(Week of December 14)

Four splendid American attractions grab the applause honors at Holborn Empire. Buck and Bubbles, colored comedians and dancers, who haven't been seen at this house since 1930, hit solidly; Larry Adler, harmonica wizard, wows them again, his 10th date here this year; Stanley, Toni and Mae Four have a show-stopping aerial revue that holds a routine of breath-taking feats, and the Whirlwinds, sensational roller skaters with a corking comedy finale, are an instantaneous success. Best two acts outside the American contingent are Max Miller, swell comedian and monologist, and the Denvers, with a daring knife-throwing display.

Laughter Over London has been tightened up a bit at Victoria Palace and now looks good for at least three months' run. Solid hits come from the American turns, Lou Holtz, best of emsees seen here; Diamond Brothers, whose zany and high-speed nonsense has the onfronters in the aisles; Walter (Dare) Wahl, whose funny afro-humor strikes a new and happy note; Clyde Hager, with a comical spiel as a pitchman that holds an ocean of belly laughs; Dave Burns, great as a stooge to Holtz and a dandy performer on his own; Carolyn Marsh, corking blues singer, with a style all her own, and Holland and Hart, with rhythmic and graceful dancing.

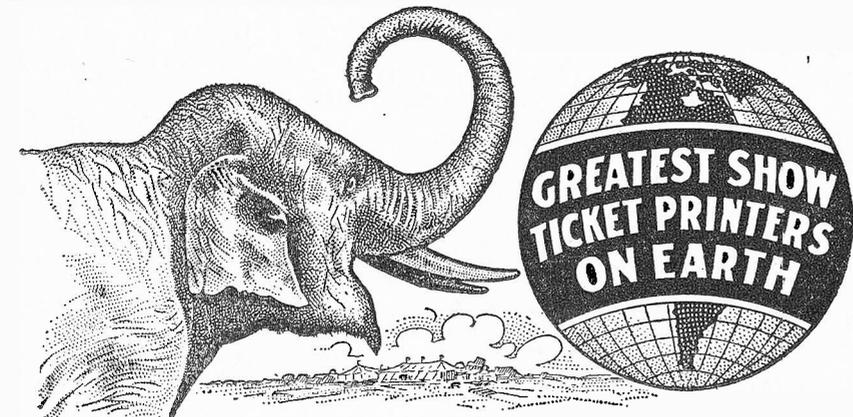
Forsythe, Seamon and Farrell headline at both the Finsbury Park and Stratford Empires. Their versatile act, devoid of a dull moment and chock-full of talent and laughs, hits solidly at both spots.

Fred Sanborn headlines and show-stops to the accompaniment of laughs at the Shakespeare, Liverpool.

Wilson, Keppel and Betty, original and funny comedy dancers, and Peg Leg Bates, monopodic dancer, are highly successful headliners at Shepherd's Bush Empire, while Arnaud, Peggy and Ready have a great comedy dance novelty that brings the house down at the Paramount, Glasgow.

THEATRE EQUIPMENT NEW & USED
MOVING PICTURE MACHINES, SOUND EQUIPMENT, SCREENS, BOOTHS, OPERA CHAIRS, SPOTLIGHTS, STEREO OPTICONS, FILM CAMERAS, PORTABLE PROJECTORS, K. W. CAMERAS, GENERATOR SETS, REFLECTING ARC LAMPS, REWINDS, VENTILATING FANS, CARBONS, FILM CEMENT, TICKETS, Mazda LAMPS and SUPPLIES.
Everything for the Theatre
WRITE FOR FREE CATALOG "B"
MOVIE SUPPLY COMPANY
844 S. WABASH AVE. CHICAGO, ILL.

THE FILM WEEKLY AUSTRALIA
Covering the Motion Picture and Entertainment Field Generally.
Conducted by MARTIN C. BRENNAN,
188 City Tattersalls Building, Pitt Street, Sydney,
Australian Office of THE BILLBOARD.



WELDON, WILLIAMS & LICK
"The Big Show" OF TICKET PRINTERS
FORT SMITH, ARK.

Thru Sugar's Domino



THE dilettantes and crepe hangers—each from their bum seats in the gallery—look on the vaudeville scene and express the firm conviction that vaudeville must be dead because it is still, stiff and blue. The professional optimists and the boys whose wish thoughts take them back to happier days insist that vaudeville or the pop-priced stage is merely taking a beauty sleep and will shortly arise stronger and more pleasing to the eye than ever. The facts—if they must be told—are that the three-and-more-a-day is neither completely obliterated nor revitalized. Spot-booked vaudeville, as we used to know it in the days when a booker was the next thing to God, is quite removed from a discernible place in the procession of amusements. What is left of this form of theatricals is a lop-sided mart with units as the commodity and with the demand spread rather unevenly among the so-called major circuits and a handful of independents. On these units and on this formless mass of playing time rests the immediate future of what was not very long ago the fountain head of the popular stage.

If Uncle Sam's WPA-subsidized census takers were to canvas the unit producing field they would perhaps find that there are anywhere from 10 to 15 individuals with enough faith in stage shows to devote practically all of their time and available funds to putting out productions for the majors and the gradually growing list of independents that must play stage shows to keep going against the opposition of houses with better breaks in film bookings. These producers are the last outpost of a species of adventurer, betting all or most of their meager winnings on the whim of bookers surviving from an era that nobody can honestly predict will return ever again to American show business. With real money passing hands and with time and effort involved of men who have been strong enough to survive the leanest years of our generation, it becomes apparent how thin and fragile is the thread on which they hang when cold figures are presented for consideration. These producers can obtain 16 weeks of non-consecutive playing time at the most from the majors. From the scattered independents the maximum amount of playing time available is eight weeks. There are some who can possibly prove their point that the 16-week figure for available major playing time is exaggerated because of opposition situations. Thus the major playing time—for practical purposes moves down to 12 weeks.

To the producer whose average investment on what is classed as a good unit is \$14,000 the prospect is a maximum of 20 weeks of playing time—the maximum, mind you. Mr. Producer's unit must play at least 16 weeks without unusual lay-offs to make good his investment and earn a fair profit. The situation at best is somewhat discouraging. One need not be an expert on booking and production accounting to conclude that the men who produce with earnestness today are either fools playing maypole games with money or daring adventurers with unbounded faith in the ability of the popular stage to win its way back to an important place in the show business of today.

In general, the major circuits—RKO, Paramount, Warner and Loew—have been most co-operative in their attitude toward unit producers and encouraging in ways that would have been considered sensational even in the days when there was more playing time available than acts. RKO particularly has shown its good faith by laying out time in the nucleus of its stage circuit for deserving units and also opening a limited number of houses to play attractions that promise a fair return at the box office for the additional investment. This is important in an era when a three-week booking creates as much attention as did a 60-week route in the days when vaudeville actors covered every important city in the country in the course of a season's bookings and hardly considered that something to rave about.

But the playing time available on the major circuits is not enough in the aggregate—as has already been brought out here—to make unit production a going business. The balance wheel of unit producing activity today is the group of independent houses that serve to start units off or fill in gaps on the spotty play-date schedules of the majors. The independent represents to the average producer (at least the one who digs down deep in his jeans for kale to launch a unit) the difference between a fair profit and a total loss.

The independent is vitally important and at last the unit producers have come to recognize this. With the result that thru the subterranean channels of the Big Stem talk is going around about the formation very shortly of an organization of unit producers. If true and if the men behind this movement are really serious in their desire to band together for their common good this should represent—if it eventuates—a most constructive step in the direction of putting the flesh business on a firm, businesslike basis. We are certain that if the producers tackle their problems as real business men, if they tie up their desire for self-betterment with a constructive view of the business as a whole they will receive the fullest co-operation of the majors. Not, of course, the picture-minded moguls in the front office (who would rather eat rat poison than take a single step in the direction of encouraging flesh in their houses), but the booking men who see better jobs for themselves and possibly better business in their circuits' theater if flesh were to undergo a revival.

If unit producers were to band together in a real organization they could accomplish many things that are now out of the question. Standardization of chorus girls' salaries—with or without the help of the Four A's—would save money for producers now fighting tooth and nail for good line people. The girls would get a better break in the end, too. Agreements could be made to keep down expenses that are now essential because of the absence of any form of gentlemen's agreements among producers as to salaries for units and performers. Inconceivable as it may seem, co-operative buying of production essentials such as settings and costumes would bring about a lowering of the quotient of risk attendant upon producing a unit that has under present conditions as uncertain a fate as the manuscript of a play fresh from the hands of a playwright with a batting average of naughts.

Producers banded together could successfully give flight to the independent theaters that now insist upon such terms as getting \$2,000 of the first money and 50 per cent of what comes after—if and when. The theaters in the independent category need the units as much as the units need them. But unregulated competition among unit producers makes it possible for the independents under present hectic conditions to strike hard bargains. If it isn't one producer who accepts their terms it is another. Simply because practically every producer needs the playing time provided by these independents to turn his investment into a profit. Were producers to lay their cards on the table, let their back hair down and call a spade a spade there would be no trouble at all in connection with making a united front toward independents who insist now upon terms that are murderous to a producer who expects a fair profit, who has already invested in elaborate settings and costumes and who is faced with meeting a staggering pay roll.

We don't blame the independents. As Abe used to say to Mawruss, "Business is business." But the independents are not farsighted. They are probably trying to get what they can while the getting is good; but as men with some sort of code and as business men who see beyond the immediate present they ought to conjure up

(See SUGAR'S DOMINO on page 28)

The Broadway Beat

By GEORGE SPELVIN

LIONEL STANDER (who, when he was on Broadway, once suggested a vaude act to go to Russia, billed as "15 minutes of mujikal madness," and who used to make *The Billboard* office hideous with his dialectical enormities) blew into town last week for a brief vacation, after a busy season and a rapid rise on the Coast. . . . Item: He's kept his intelligence—which, in view of what Hollywood usually does to people, is news. . . . Music Corporation of America gave out combination money clips and watches as Christmas presents. . . . They're swell items for newspaper efficiency experts who work over reporters' expense accounts, enabling them to demand the exact second when a buck was spent. . . . Kenneth Wilkins and LeRoy James, at the Yacht Club, are scheduled to go into *Babes in Arms*, which, after being relinquished by Alex Yokel, is now on the agenda of Dwight Wiman. . . . Tops in novelty: the stripping aerialist seen last week at the Gayety, New York; she provides one time when the boys in boxes don't have to fall out of their seats in order to get a good look. . . . Johnny Dowd, RKO publicity head, was given a bachelor dinner Monday night (28) at the Edison Hotel; he's marrying Muriel Gerson, daughter of the 47th street restaurateur, January 7. . . . The Palace has gone steamlined with its new box office, which has facilities for heat in the winter and cooling breezes in the summer, a break for Red Sullivan and the other pretty youngsters who sell the tickets. . . . *Get Along, Little Dogie*, legit show that began its tryout last week at the Shubert, Newark, has a flock of radio names connected with it: Ted Hammerstein, co-producer, has been doing a radio program for more than a year now; Tex Fletcher is the Lonely Cowboy on WOR; Frank Parker is a leading air tenor, and Louis Sorin does plenty of mike acting.

Childs' new chow foundry at 49th street and Seventh avenue has a front that is done modernistically—but modernistically. . . . A guy walking in there after a night will probably take one look and land permanently on the wagon. . . . Halle Selassie and his American representative are reported splitting. . . . And now don't ever say that Mr. Spelvin doesn't get around. . . . Dick Mayers, press agent for the Swedish film, *Slalom*, used the boy-meets-girl-on-skis angle as a twist to grab space. . . . Dick Hale, whose scheduled concert at Town Hall on the 19th was sold out, all but 11 seats, four days ahead (a remarkable record), was forced to cancel because of a sudden attack of laryngitis—a rotten break for a grand guy. . . . The play that the Siftons have written for the striking seamen is scheduled to go on at a benefit performance next month. . . . And their play based on the carnival antics of American murder trials (a grand satirical subject for Mr. Spelvin's money) will be put on by a Brooklyn theater group, probably early in February. . . . One of Mr. Spelvin's stooges, who lives artistically up an alley in an otherwise respectable street, received a Christmas gift with a map of the street drawn on the label for the guidance of the driver, and the proper house marked with an X. . . . Bill Hardy, proprietor of the Gay Nineties, claims that his spot has been copied by 16 other places, even tho the title has been copyrighted. . . . Also, that a fair on the Coast is going to use a replica of the club. . . . Mr. Spelvin wants to take this opportunity to thank his admirers (both of them) for their Christmas cards, and to extend to them his best wishes for a Merry Christmas and a happy and prosperous New Year.

Chicago Chat

By NAT GREEN

"LET US be gay" will be the password at Chicago entertainment spots New Year's Eve. . . . The lid not only will be off—from all indications they have thrown it away! . . . The town never was more "wide open" even in the old levee days, and with money more plentiful than it has been in a decade the public is making merry in a terrific way. . . . Reservations are reported to be of capacity proportions in every night spot of any consequence and indications are that every night club, ballroom, tavern and theater will do turnaway business on New Year's Eve. . . . Several new gay spots will be in evidence. . . . The Trocadero got under way last week; the Casino Parisienne opens Tuesday night of this week, and several lesser spots have just entered the lists. . . . Two dance orchestras will provide music for the colorful party at the Edgewater Beach Hotel. . . . George Olsen and Earl Hoffman alternating from 10 p.m. until dawn. . . . Elaborate floor shows from a traveling stage will be an innovation this year. . . . The party will be strictly formal—tuxedo or full dress—and the \$10 cover charge will include a nine-course dinner, souvenir gifts for the women, paper hats, noisemakers and unique favors. . . . At the Continental Room of the Stevens the party, at \$10 per, also will be formal, and Frankie Masters' Orchestra will furnish music for two large floor shows starring Maurine and Norva. . . . In the Stevens' Grand Ballroom there will be a fast-stepping floor show to the music of Ralph Foote's Orchestra and the price will be \$6. . . . The eve at the Hotel Sherman will, as usual, be a gala event. . . . Chief festivities will center in the College Inn, where a smart show will be presented. . . . Bal Tabarin and Grand Ballroom also will have special doin's. . . . Casino Parisienne will be among the gayest of the gay, with a show that is touted as the last word in entertainment. . . . At the Walnut Room of the Bismarck Hotel, the Empire Room of the Palmer House, the Congress Casino and Glass Hat, and other swanky Loop hostleries unusually elaborate shows and parties will be staged.

Pete Schaefer in Chi on his way to the West Coast, where Aaron Jones is wintering. . . . Adolph Linick makes his home on the Coast, and this will be the first time in many years that all the members of the firm of Jones, Linick & Schaefer have been together. . . . Lovable Eddie Guest held a holiday party last week for the members of the *Welcome Valley* cast and a few friends. . . . Eddie probably got a bigger kick out of it than anyone else. . . . He has the genuine spirit of fellowship and likes nothing better than to be doing something for someone. . . . Members of the cast love him, and as an expression of their feelings they presented him with a magnificent dressing gown. . . . Al Fuller, advertising and publicity manager of the Palmer House, in Henrotin Hospital suffering from bronchial pneumonia. . . . Sam Ward, of the A. B. Marcus show, back in town. . . . Bunny Bryan's *Esquire* article on the raising of the Lusitania is to be reprinted in the *January Readers' Digest*. . . . Charlotte Greenwood gave a party for the *Leaning On Letty* cast Christmas Eve at the Congress Hotel. . . . Night club reporters had four openings to re-view Wednesday night—the Trocadero Casino, new Gold Coast spot; Veloz and Yolanda at the Palmer House; the Cotton Club show, and the Yacht Club holiday program.

Canton Exits in Hirst-BAA Battle

NEW YORK, Dec. 26.—Grand, Canton, O., drops off the Independent Circuit tomorrow night, following a controversy between Issy Hirst and the Burlesque Artists' Association. Hirst claims the organization was unfair in making demands regarding this house, while the actor organization contends that it was completely justified in its actions. House was a three-day stand, opening Fridays.

Hirst claims that in the jump from St. Louis to Canton it was impossible to get there for the Friday matinee. For a while a midnight show on Friday was substituted for the matinee, but when the BAA demanded midnight pay the show was switched to Saturday and paid. However, when Hirst paid off pro rata for one show Friday, the BAA squawked and said the cast must be paid for a full day.

BAA reports that in a checkup with Equity its stand was approved, that the missing of the Friday matinee was not thru an act of God and therefore the performers were not to be docked. Hirst, on the other hand, reveals that Akron missed Friday all day and never had any trouble, and furthermore, that the BAA executive board was supposed to have passed a ruling that any two or three-day stands could be booked on the circuit to avoid lay offs and that performers could be paid pro rata for the days.

Phillips Plans Extensive Trip

NEW YORK, Dec. 26.—Tom Phillips, head of the Burlesque Artists' Association, is scheduled to leave here for a

tour of the country's burlesque houses the week after New Year's. In inspecting conditions in the various territories and holding meetings with companies, Phillips will take in the New England territory, Buffalo, Toronto, Cleveland, Chicago, Detroit, St. Louis and Minneapolis.

Spring Performers From Coast Prison

NEW YORK, Dec. 26.—Word was received here early this week by the Burlesque Artists' Association that the jailed performers of the Burbank Theater, Los Angeles, were released on parole. This followed the action of the BAA and Actors' Equity in communicating with the Coast to take steps to help the performers.

It is understood that I. B. Kornblum, Equity attorney on the Coast, and the

Burbank's lawyer worked together in contacting the parole board, which ordered the release of the performers. The judge who sentenced the cast squawked, but had to observe the decision of the board.

The men were released last Friday and the girls on Saturday. Sentenced to 60 days each were Jack Greenman, Ray Parsons, Don Trent and "Slats" Taylor, while Mimie Reed and Ermanie Taylor got 30 days each.

FRANK BELMONT, agent, spotted Davy White, comic, formerly with Benny Rubin, later with Lewis and Moore, for the Weinstock Miami show. Also in receipt of an offer for Rose LaRose for Paris, which she may accept when New York contracts run out. Also negotiating for London appearance of Gladys Clark, which was penciled in for June of last year, but which Belmont was forced to cancel on short notice due to a split with Jimmie Dugan.

Burlesque Reviews

Gaiety, New York

(Reviewed Monday Evening, Dec. 21)

Week before Christmas and business still good at the Minsky-Herk house at this catching. Business, yes, but the show so-so. It was overboard on time, running an hour and 40 minutes, and 10 extra minutes can seem terribly long. Chorines, while their routines showed care, didn't help matters any with slipshod execution. Comics were funny, tho resorting to the blue. Strippers were

the attraction, but overdone in displaying seven of them, including the disrobing aerialist. Costumes and settings attractive and plentiful.

Funny men comprise Tommy Raft, Herbie Faye and Bert Marks. Straights are Leon De Voe and Joe Lyons, with Georgie Kaye doubling from his singing duties. Four of the strippers double at talk also, with Betty Duval getting most of the assignments. Raft is a very amusing chap, the misfit variety and a natural worker. Faye's ability is tried and true, but he's only in two scenes. Marks is a hard worker and gets laughs. De Voe and Lyons are capable feeders and the rest of the people in talking assignments do their chores well also.

Lineup of strippers, in order of appearance, are Diane Ray, Lea Perrins, Betty Duval, Ceil Von Dell, Joan Carroll and Roxanne. As flashy a crew as could be housed in one theater—all there on looks

(See Burlesque Review on page 28)

Burly Briefs

GEORGIA SOTHERN and Connie Fanslow held over to share headline position in the new Allen Gilbert production at Shubert, Philadelphia. . . . Ruth Kaye, former member of the Bijou Choir, Philadelphia, forsakes burlesque to warble in the niteries. . . . Reopening of the Bijou, Philadelphia, Christmas Day has most of the original stock company back, cast including Eddie Lloyd, Harry Stratton, Sammy Smith, Stanley Simmons, Olga Brace, Carmen and Mario, Morne and Latham, and Harry Dobkins in the pit. . . . Jean Lee back in Philadelphia again, heading the Indie show at the Trocadero.

CHARLES ROBINSON replaced George Broadhurst on the Independent Circuit at the Roxy, Cleveland, December 25. . . . George Pronath is spending the holidays with his folks in Chicago. . . . Schultz and Collette closed their Independent Circuit tour December 26 at the Casino, Toronto. . . . Anna Mei Lee, Chinese dancer, is opening at the Roxy, Cleveland, December 31, booked by Milton Schuster. . . . Mary Ainslee will join the Jack Diamond show when it plays the Rialto, Chicago. . . . Dottie Wahl's mother is very ill. Dottie is playing the Colony Club, Chicago, at present and is under Schuster's personal direction. . . . Sam Micals opens at the Grand, Canton, O., December 31. . . . Kaye Andre is at her home in Denver for the holidays. . . . Bea Baxter opened for the Metropolitan Circuit at the Palace, Buffalo, December 24. . . . Johnny Cook is closing on the Independent Circuit in Baltimore. . . . Maxine Breazelle, sister of Joyce, featured dancer in same show, moved up from line to stripping spot when Scan-Tees, Indie show, played Gayety, Washington last week.

HAZEL MILLER (Mrs. Charles R. Burch), stricken suddenly ill two days after her recent opening at the Star, Brooklyn, has returned to her home in Canton, O., where she is under a doctor's care. . . . Jack Kane's Empress Theater, Cincinnati, which has been on a two-day policy since opening in September,

(See BURLY BRIEFS opposite page)

U-Notes

By UNO

MRS. MAX RUDNICK (Billie Shaw) gave a party at her home in New York December 22. It was a double celebration for her sister, Mollie Zuckerman, cashier at Rudnick's Eltinge, New York, a birthday and an engagement to Billy Edwards, nonpro. Tommy Peluso and Harmonists furnished the entertainment.

CARRIE FINNELL back to the Shubert, Philly, which she left a few weeks ago to attend the burial of her stepfather in Covington, Ky.

DONA DAVIS, former burlesque ace, back to the booking game with the International Artist Bureau, Bond Building, New York.

EDDIE HARRIS and his Seven Harmonica Wizards—an entire new crew of musicians and comics—opened December 25 for Max Rudnick on a two-week engagement at the Eltinge, New York, and Casino, Brooklyn.

MARJORIE LEE celebrated a birthday December 21 at her mother's (Marian Baum) home in New York by changing her first name to Marcia. Shifted from (See U-NOTES on opposite page)

★ NADJA ★

Thanks for Eastern Offers. Expect to Return East Soon.
Permanent Address,
KNICKERBOCKER HOTEL, N. Y.

The Essence of Tease-Tap Dancing, **MADGE CARMYLE**
Ultra Nudes Modernistic
At STAR, Brooklyn, Indefinitely.

PROFESSIONAL CARDS

NEW TO BURLESK
Julian & Corinne Hall
In Dances As They Should Not Be Done.
With Red Rhythm.
Indie Circuit, Indefinitely.

CONCHITA
The Mexican Split-Fire In Character Dances.
BILLY FERBER
Singing—Juvenile—Straight—and Specialties
Reps.: PHIL ROSENBERG, East, and MILT SCHUSTER, West.

NADINE MARSHALL
THE SWEETHEART OF BURLESK

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

CHET ATLAND
TENOR-JUVENILE
IN STOCK WITH THE WEINSTOCKS.

AGNES MURRAY
THE LATEST WOW OF A STRIP-TEASE.

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

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

JIMMY CALVO
BARITONE—JUVENILE.

JOANN MARLO
IN BURLESK WITH A REAL NEW WOW—
AN ACROBATIC-STRIP ROUTINE.

BOO LAVON
Dancer—Singer—Talker—Stripper.
"Dizzie Dames," Indie Circuit. En Route.

MIKE **SACHS & KENNEDY** ALICE
Enjoying Izzy Hirst's Circuit.

Season's Greetings
Opened at the ORIENTAL, New York

MARGIE



HART

Best Wishes to H. K. and Morton Minsky for a Long and Prosperous "Oriental" Life.

PHIL SILVERS

Very Happy To Be Chosen As One of the Cast for
H. K. & MORTON MINSKY'S NEW ORIENTAL THEATRE, BROADWAY,
NEW YORK CITY.

SEASON'S GREETINGS

BEST WISHES FOR 1937

PEGGY REYNOLDS

With the WILNER STOCKS—APOLLO, W. 42d St., N. Y. C., and
SHUBERT, Philly, Indefinitely.

Tab Tattles

TABDOM and vaudeville lost a capable comedian and grand personage in the passing December 15 in Sunshine Sanitarium, Grand Rapids, Mich., of Elmer Coudy, who for 14 years, until he was stricken ill a year ago, was a feature of the A. B. Marcus show. Coudy was known to tabloiders from Coast to Coast and he has a host of friends in the business who will mourn his passing. His widow, Eula, and daughter, Dorothy, are still with the Marcus revue. . . . Drane Walters, comedian and emcee, is now featured in that capacity at the Sundown Club, Corpus Christi, Tex. . . . Two colored units are currently touring Western Pennsylvania. One is *Harlem Express*; the other, *Connie's Hot Chocolates*, opened an engagement at the Roosevelt, Pittsburgh, last week. . . . Billy and Mildred Wyse, who formerly had their own tabs over the Spiegelberg and Sun circuits, are now residing in San Bernardino, Calif. . . . Ervil Hart, back in the club field after working the South the past summer with various reps, returned to Chicago Christmas Day. She expects to hit the road again right after the first of the year. . . . Eddie and Babe (Rosie) Mason spent Christmas with Mr. and Mrs. M. B. Howard at the latter's home in Ocean View, Va. Mason is trying to book his country store attraction in that territory. . . . Chappie Chapman and Margaret Lillie closed with the Weaver Brothers and Elviry act in Phoenix, Ariz., December 23 and returned to their home at Rockaway Beach, Mo., for the holidays. . . . Sally Walker, well-known tab and burly chorine, has closed with the Jack Kane opry at the Empress, Cincinnati, and is now resting up at her home in Cincy. She is angling for a job outside the profession. . . . Geneva (Phillips) Grim joined the A. B. Marcus show in Chicago recently and expects to make the trip to the Orient with the show next March. Marcus revue opens at the Shubert, Cincinnati, this Friday (1).

JOHAN FINLEY, assistant manager at the Harris-Alvin, Pittsburgh, has moved to Wheeling, W. Va., to manage the Capitol Theater, which reopened Christmas Day. House is planning to use tabs frequently. . . . Bob Russell's *Garden of Girls* is currently in the Pennsylvania area. Unit opened an engagement at Sam Fleishman's Roxian Theater, McKees Rocks, Christmas Day. . . . Helen Ducey, well-known tab and burly chorine, recently became Mrs. W. H. Evenburg and is now residing in Springfield, O. Says she is thru with show biz. . . . Thanks a lot, you tabloiders, for all those beautiful greeting cards. Many of them brought back fond memories of those good old days. . . . Charley (Joy) Gramlich is working Kokomo Inn, near Dothan, Ala. . . . Carl Savage is strolling with his stomach Steinway in the Gasparilla Tavern of the Hillsboro Hotel, Tampa.

ART GLEASON, whose *Town Scandals* is at present moving along in good style in the Sun houses thru Ohio and Indiana, will launch his new unit, *Follies of the Day*, with a three-day stand in Jacksonville, Fla., opening December 31. Company will continue in Sparks houses in Florida until January 10, after which it jumps to Atlanta to begin a three-month tour of the Wilbur-Kinsey Circuit. Cast of *Follies of the Day* includes the Original Town Criers, Wells and Gilmore, Valentine, and Bell and Perell. Stewart and Allen and Romer and Folle are still with *Town Scandals*. . . . Moore and Shy, comedy team, well known in vaude and tabs, left the Jack Van show recently to join the Olsen and Johnson unit in Chicago. They were with the latter show several times in the past. . . . Jack G. Van is reported to be preparing two new units to open in the South early in January. Both shows, he states, are booked for 16½ weeks. His No. 1 unit is now traveling in the Pittsburgh area.

Two New Shows Open On Independent Time

NEW YORK, Dec. 26.—*Billy Watson's Beef Trust*, indie unit, opened yesterday at the Lyric, Bridgeport, Conn., for two days only, moving into the Hudson, Union City, tomorrow. Cast, besides Watson, includes Claude Mathis, Charlie Kane, Sammy Smith, Charlie Simons, Lola Pierce, Nadine Marsh, Mazie White,

Marie Oliver, Billy Finan and Billy Spencer. Another new indie show, *Teases and Wheezes*, opens tomorrow at the Century, Brooklyn. Cast comprises Billy Fields, Chick Hunter, Herbie Barris, Eddie Yudel, Mac Dennison, Walter (Bozo) St. Claire, Inez Graham, June Rhodes, Kay Lopez and Zorita.

Hal Bronson Case Postponed; Des Moines Reopens Dec. 31

DES MOINES, Dec. 26.—A contention that Hal Bronson, former manager of the President, burlesque house here, couldn't be guilty of giving an obscene performance unless he participated in the "stripping" caused postponement of his case in Municipal Court until January 21. Bronson's attorney held Bronson couldn't be guilty as an "accessory" unless he helped in the alleged disrobing of Louise Stewart, 23-year-old dancer, who pleaded guilty and was fined \$25 and costs after her arrest December 4. It is reported Bronson is now in New York following relinquishing of the house to Abe Frankle, this city. Formal opening of the theater under new management of Frankle will be the day before New Year's. House was to have reopened Christmas Day, but remodeling caused the delay.

Independent Burlesque Circuit shows will play the President, according to Frankle.

BURLY BRIEFS

(Continued from opposite page)

last week switched over to a grind with four-a-day, with pictures filling the interim. . . . Ray Kolp, after two weeks at the Empress, Cincinnati, is returning to Canton, O., to join Bob Burch's new stock burly at the Grand Theater there. . . . Fred Hurley, who recently folded his stock troupe at the Gayety, Louisville, is dickering with several stands for stock and expects to make an announcement soon.

ABE MINSKY flew to Miami last Wednesday morning and returned the same way to New York on Monday. He made the trip to visit his wife. . . . I. H. Herk, Minsky's co-partner at the Gayety, New York, has recovered sufficiently from his heart illness to go back on the job. . . . Sally Van is working under the name of Vanya at the Rumba Club in Havana, Cuba. . . . Collins and Peterson, from vaude, worked the Lyric, Bridgeport, Conn., for two days to give

the house a big opening. . . . Lee Laurel is still ailing, bedridden in her New York hotel. . . . Nat Mortan is hopped up over Diane Ray's contract for the Palladium, London, she being one of his discoveries. He's also proud of the Gypsy Rose Lee autographed picture he received last week. . . . Max Rudnick, of the Eltinge, New York, still has the bug to run a double shift of performers at his theater, starting from about 9:30 in the morning.

MINSKY'S ORIENTAL, New York, had to shelve its *Red, Hot and Nude* billing on order of Supreme Court when the producer of the legit show *Red, Hot and Blue* squawked. . . . Three Jolly Tars, vaude act, join the Indie Circuit with the show going into the Century, Brooklyn, January 4. . . . Dyna Dell will open January 3 at Minsky's Gotham, New York. . . . Yvette, muff dancer, opened at the Century, Brooklyn, December 27, booked by Milt Schuster. . . . June Rhodes, Jacque LaMarr and Valda went into the Star, Brooklyn, December 18 as Marjorie Lee, Rose LaRose and Millie Convey exited. LaRose and Lee went up to Minsky's Gotham, New York, and Convey went into the Eltinge, New York. Winnie and Frank Smith went into the Republic, New York, December 27 after being on the Metropolitan Circuit. . . . Elinore Cook is new producer at the Oxford, Brooklyn, until Leo Stevens' recovery. . . . Ken Rogers is back producing at Eltinge, New York, and Casino, Brooklyn, until George Pronath returns from his vacation.

LESTER MONTGOMERY, producer, moved from Palace, Buffalo, where he was succeeded by Scotty Humbert, to the Roxy, Toronto. . . . Frances Parks, producer, moves into Roxy, Cleveland, when the George Young house reverts to its stock policy.

NADJA, after being on the Coast for some time, will open January 8 at the Irving Place, New York, for four weeks and options, placed by Dave Cohn. Later also set Roxanne, now at Irving Place for two weeks and into Shubert, Philly, January 8 for two weeks; Ann Hattie, now at Irving and January 4 into Howard, Boston; Jack Greenman, with the Wilners when he arrives from the Coast; Lea Perrin, as added attraction this week at Casino, Toronto; Dolores Weeks, current at Irving; Virginia Woods and Carl and Margie Ritchie, current at Star, Brooklyn; Page, Dodge and Page and Rhythm Brown, current at Century, Brooklyn; Dorothy Dee, current at

Gaiety, New York; Freddie Walker current at Gotham, New York; Janet Maj, current at Shubert, Philly, as are Little Bits and Yo-Yo; Bobby Faye and Pat Lee, current at Oxford, Brooklyn; Ralph Brown, Minsky's Oriental, New York, January 1; Jackie LaMarr and Dorothy Dabney, current at Star, Brooklyn, and Roxanne, added attraction at Howard, Boston, starting February 1.

U-NOTES

(Continued from opposite page)

Star, Brooklyn, to Minsky's Gotham, New York, December 18 via a Dave Cohn booking.

JEAN CARTER, principal at the Star, Brooklyn, picked by the Raymonds to introduce and produce one new comedy scene every week during her stay, a task usually assigned to the male comics.

BILLY EDWARDS, candy concessioner, ill in a sanitarium, to be tendered a benefit performance, a midnighter, January 15 at the Eltinge, New York, under the auspices of Theatrical Concession Managers' Association.

ROXANNE moved from the Gayety, New York, to the Irving downtown. Also doubling into Floradora Club in the Fifties. From the Irving, after a fortnight's stay, Roxanne goes back to the Wilners.

PEARL SHUTTA and Ann Bergin, Weinstock chorines, promoted to strip principals at the Republic, New York, Christmas week. Frankie (Red) Moore new talking principal in same cast.

ROSE LaROSE an affable hostess to a gathering of friends at a house-warming party last week in her new apartment in Greenwich Village, New York.

GEORGE KINNEAR, straight man with *Ballyhoo* on the Indie wheel, was stricken ill in Baltimore last week and is now confined at Sinai Hospital there. He would appreciate a line from friends.

BETTY MACK, of the acro Mack Sisters, who left an indie show to join the Rudnick stocks in New York and Brooklyn recently, disclosed her marriage on November 21 in Buffalo to Harold

(See U-NOTES on page 55)

CRIDER AND NELSON WANT

A-1 Trumpet and Piano that can cut stage show, other musicians write. Also Novelty Acts and Chorus Girls that Double Specialties. Don't misrepresent. Show working steady, we pay off. Wire or write CRIDER AND NELSON, State Theatre, Pontiac, Mich., Dec. 31 to Jan. 3.

H. M. Pollack Poster Print
BUFFALO, N. Y.
POSTERS-CARDS

Endurance Shows

Communications to 25 Opera Place, Cincinnati, O.

Brady Derby Show Enjoying Good Biz

ROME, Ga., Dec. 26.—Derby Show here under the direction of King Brady continues to do good biz after passing the 300-hour mark.

Walkie is being emceed by King Brady and Wally Adams. Joe Garry has charge of the kitchen and concessions. J. Parker is assistant manager and Ken Brown officiates for him evenings. Bill Harris is in charge of publicity. Ken Henson's Band supplies the music.

Painter Derby Show Opens in Vancouver

VANCOUVER, Wash., Dec. 26.—Al Painter opened his latest Transcontinental Derby Show in the new Vancouver Sport Palace here December 22 under the auspices of the American Legion 40 and 8, Voiture No. 99.

Bill Darby's Continentals are furnishing the music and Mickey Thayer is handling the broadcasting over KWJJ.

Chicago Walkathon Opens

CHICAGO, Dec. 26.—Sid Cohen's Walkathon opened at the Coliseum here yesterday with Eddie and Chic Snyder, Henry Polk, Gordon Whitney, Joe Palooka and Dick Buckley acting as alternate emsees. Many oldtimers already entered include J. Wilson, Marshall Roberts, Tom, Murphy, Michael Jouvas; Anzie Oger and Edna Gowake, Joe Piccenelli and Truett Turner are acting as floor judges. According to Cohen, this is the first walkathon in Chicago in

two years and the opening indicates a successful run.

EDDIE (SHADOW) DAVIS infos that he and his Rhythm Girls orchestra have been successfully playing night spots (See *ENDURANCE SHOWS* on page 55)

WANTED!!!
WISE MANAGERS APPLY
GUS SCHILLING, Comic
60 — CONSECUTIVE WEEKS — 60
STAR THEATRE BROOKLYN, N. Y.
Best Wishes for 1937 to My Many Friends

WANTED
Burlesque People in all lines. Principals and Chorus Girls. Also Novelty and Specialty Dancers—"Stock Engagement".
Show Girls, Mediums and Dancing Girls. Salary \$22.00 weekly, with one day off. Extra for girls doing Specialties and Numbers.
Stock season opens Friday, January 15. Rehearsal short, starting January 8.
Wire or write
GEORGE YOUNG, ROXY THEATRE, Cleveland, Ohio

Cables Launching New One; Telly Show To Make Mexico

SAN ANTONIO, Dec. 26.—John and Herschell Cauble, of Cauble's tent theater companies, were in San Antonio early this week making arrangements, purchasing equipment and signing people for their newest opy, which is slated to get under way shortly after January 1.

Word comes from Mexico City that arrangements have been practically completed for the tour of Mexican cities with a television show planned by Albert Cauble. The exhibit was seen at the recent Texas Centennial in Dallas. Mr. and Mrs. Cauble are now in Mexico looking over territory to be toured by their attraction.

Cannon Shots

WARWICK, Ga., Dec. 26.—Now in our 35th week of what has been the most successful season in years and Cannon's Comedians are still rolling along.

Old Man Cold Weather caught up with us in North Georgia recently, so, without any questioning at all, we packed up in the middle of the week and wild-catted to South Georgia. Opened here to rain first two nights, with only fair biz. Clear weather now holds promise of big things.

Ran into Dee Cook's Comedians recently and enjoyed a three-day visit on their lot in Unadilla, Ga., Judy Canova's mythical home town. Cook is carrying a friendly bunch and the most beautiful outfit these eyes have seen this year. He reports that business has been swell.

Uncle Willy Boughton and the missus, Amy St. Cyr, stopped off in Macon, Ga., to visit their daughter, Mrs. Bob White.

Old Lady Luck's brother, Hard, paid us a visit again last month. Our home and all our personal belongings in Greensboro, Pa., were destroyed by fire. Frank Cannon's brother, my Uncle Russell J. West, is recuperating in Veterans' Hospital, Pittsburgh, of severe burns of face and hands. Unknowingly the insurance had lapsed, causing a total loss estimated at \$9,000.

Frank Cannon experienced a strange accident last Monday in Tignall, Ga. Since the loss of his eye a year ago, he has been wearing an artificial eye. It broke in the socket, due to suction caused by the vacuum holding it in the socket. There was plenty of misery and worry until a doctor removed the fragments.

BUDDY CANNON.

Billroy Show Briefs

ROBSTOWN, Tex., Dec. 26.—My, oh, my—how folks DO get about! This time last year we were basking in sunshine on Florida's shores, enjoying a 10-day layoff.

The Wehle children, Winona and Billy Jr., are on to spend the holidays with mother and dad. After the first of the year they will return to their respective schools.

Quite a few visitors of late. In Brownsville Manuel King (acclaimed as the world's youngest wild-animal trainer), his mother and father and "Tiger" Bill were our guests for the evening. Mr. and Mrs. Jack Pearson, daughter Ginger and baby dropped in on us in Kingsville Monday past, en route to the Coast. Ginger is well known in vaudeville and production circles and has appeared in several musical shorts. Bill McQuage, known to many rep and tab folks, also paid us a recent visit.

Flash: Raymond (Ha-Ha!) King, the Columbus Kid, divulges a deep-dyed secret that he's been carrying locked in his heart until now. If things materialize—as he hints they might and hopes for—somebody will have a chance to be the best man.

JOHN D. FINCH.

Brownie's Comedians Resume After New Year

EAGLE MOUNTAIN, Va., Dec. 26.—Brownie's Comedians concluded a 30-week season here last Saturday night to permit members of the company to journey home for the holidays. Show switched from tent to houses November 1 and will resume its house tour right after the first of the year.

According to Paul Brown, manager, business on the season has been satisfactory. Only change in the cast occurred when his daughter resumed her school work. She was replaced by the Musical DeVines, who will be back when the company reopens. Mr. and Mrs. Brown went to their home in Newark, O., for the holidays.

Rep Ripples

CARTER'S ORCHESTRA is a feature with the Carter-Mack Dramatic Company, touring Northern Michigan. In addition to its stage work, ork has been getting in a number of dance dates in the towns played, according to James E. Carter.

AMONG THE SHOWFOLK who spent Christmas at the various tourists camps in Tifton, Ga., were Tony Martini, Leon Delan, Blackie Harris, Glenn Lay Olen, Smokie Strickland, John Busse, Dea Cook, Sarah Cook, Cecil Christopher, Marie Christopher, Jim O'Brien and wife, Carl Replogle, Margie Replogle, E. Conway, Anthony J. Romeo and wife, Lee Reaves and wife, Ian Smith, Ralph Sweet, Frank Cannon, Ed Swain, John Simmons, Jim Pace and wife, Fred Wallis and wife, Mr. and Mrs. Krummell, Ray Ewing and wife, Carl Sutton and wife, John Gore and wife, Si Stephens and wife, Paul Cramer, John H. Andrews and wife (Princess Abdi Hamid), F. H. Barker and wife, Frank X. LeVell, B. D. Wiginton, Al K. Green and family, Don Redding, S. A. Seals, J. T. Humphrey, D. D. Cole and wife, R. C. (Red) Cole and Jack Bean.

LEON BOSTICK, long a familiar figure in the repertoire world, is handing the office for a used-car exchange in San Antonio. Ill health prevents him from re-entering the rep field.

RAY AND LEOLA EWERT closed with the Green Players in Arkansas and joined Joe Applegate and band at the Red Dragon, St. Louis night spot. Band is in its seventh week and is carded to remain there until March.

CLYDE MCWHIRTER and Gladys Aikins, after winding up their fourth season with Bisbee's Comedians thru Kentucky and Tennessee, have begun their third winter with Rube Brasfield's circle in Alabama. Gladys' brother, Leonard, is also in this third season with the Brasfield opy. He also spent three seasons with Bisbee. "Summer was very profitable and indications point to the same this winter," Clyde and Gladys postal.

JOHN G. RAE, formerly for many years in rep and stock and until recently on the dramatic staff at Station WLW, Cincinnati, is now working over WEED, Rocky Mount, N. C.

Lone Star Gleanings

HOUSTON, Dec. 26.—Happy Henry Fulbright's tent show, playing this territory, is in spick-and-span shape and in the money to a satisfactory degree. Show is motorized, performances are given in a well-framed tent theater and the program is made up of vaudeville, pictures and short-cast scripts.

W. I. Swain Company, one of the oldest repertoire shows on the road, continues its tour of Texas cities and "the going is not so bad," according to management. Colonel and Mrs. Swain have had many old friends as their guests the last few weeks.

Mabel Fletcher, well known in stock and rep circles, has become a member of Federal Theater unit in San Antonio.

Ray and Mary Schmitt and their children are spending the holidays with Mrs. Schmitt's father, C. C. Rector, of the Monroe Hopkins Players here.

Sam C. Major, whose career dates "way back," continues to get plenty of newspaper publicity in this State. Major is playing the role of Scrooge in *Christmas Carols*, current production of Federal Theater here.

Love Behind a Throne is the Christmas week presentation at the Monroe Hopkins tent theater here, following *The Man on the Flying Trapeze*.

Pitts Players To Do "Tom"

COLUMBUS, O., Dec. 26.—Pittsburgh Players, repertoire troupe, are in their third week at the Music Hall in Hotel Virginia here, still doing the opening bill, *Murder in the Old Red Barn*. It is planned to usher in the new year with *Uncle Tom's Cabin*.

Kansas City Jottings

KANSAS CITY, Mo., Dec. 26.—Monte Montrose, who recently closed a long season with the Morgan-Helvey Show, has joined Eddie Wilson's circle in Northern Iowa.

Mercedes Ray was spotted on the main stem here this week after the closing of Henry L. Brunk's Comedians.

Abe Rosewall and Cleve Terhune, managers of Biehle Sisters' Stock Company, are here after closing their season in Oklahoma. Rosewall says the season was satisfactory. Tent and equipment were stored at Stillwater, Okla.

Cleo Masden has joined Walter (Pappy) Pruitt's circle in Southern Kansas.

Skeet Cross recently closed his circle in Minnesota.

Big Ole Show is opening a No. 3 unit to play Minnesota, with Fergus as headquarters. The roster: Carl Johnson, Phil Markel, Bussy Brown, Georgis Hoffman and Joe Hoffman, manager.

Bob and Gladys Feagin, who have been with Eddie Wilson's circle in Iowa for many months, closed this week and will spend the winter here.

Perce Hall and Nellie Kempton left here this week-end to join the Pruitt circle in Southern Kansas.

Maxine Martens recently joined Eddie Wilson's circle in Northern Iowa.

Mac and Maree McDonald sojourned briefly in the city this week, en route to Arkansas to spend the holidays with the homefolks.

Billy and Mildred Baucum, who have been with the Ted North show for many months, are spending the holidays with the folks at Brunswick, Mo.

Hazel Williams, formerly with Jimmie Murphy's Comedians in Montana, is a recent arrival here.

Toby Nevius, after closing with Porter's Comedians in California, is visiting friends and relatives in Los Angeles.

Margie Baker, after the closing of the Morgan-Helvey Show, is visiting friends in Texas.

Glenn and Donna McCord have joined the Billy Scott show circling in Nebraska. Ray Slicker, formerly with Milt Tolbert in Alabama, has joined the Jack Irwin circle in the South.

Billy and Helen Vansandt, formerly with the Shelton Comedy Company, are joining Billy Young's Comedians.

Dorothy Ray recently closed a long season with the Beck-Dawson Players and is now visiting friends and relatives in Grand Island, Neb.

Mr. and Mrs. Harvey Twyman recently closed with the Dickson Players in North Dakota.

Lodema Corey is in the village to spend the holidays with relatives.

Verge and Alyce Lester are spending the holidays with the folks in Ft. Worth. Eddie and Tillie Paoli have joined the Boob Brassfield stock at Huntsville, Ala.

Harry Clarke's circle, which has been in operation in Central Missouri for the last three months, reports business as satisfactory.

Jack Collier's Comedians, who have been circling in Northern Kansas for many weeks, are laying off during the holidays.

Toby Riebel is said to be making arrangements to launch a circle in Iowa. Crago Players are in their 12th week of rotary stock in Wisconsin.

Chicago Players, management B. L. Dickson, will take a short layoff for the holidays.

Jimmie O'Hearn has closed his Nebraska circle and joined the Jimmy Murphy circle in Sioux Falls, S. D.

Dan and Erstyn Benton are here to spend the holidays with friends and relatives.

Eddie Lane, formerly with Skippy Lamore, is playing the better class night spots in and around Kansas City.

Art and Ducky Vernon recently joined the J. B. Rotnour Players in Illinois.

Ned Wright, recently released from Leeds Sanitarium, has accepted a position in commercial lines here for the winter.

Travers Family recently joined the Murphy circle in South Dakota.

Mr. and Mrs. Eddie Gardner, formerly with Porter's Comedians, have gone to Long Beach, Calif., for the holidays.

Jack Gould, formerly with Warren's Comedians, is producing home-talent shows in Northern Louisiana.

Harry Pamplin has closed his Alabama circle. He will reopen under canvas in the spring.

Mr. and Mrs. Billy Fortner sojourned briefly in the city this week en route to Southern Missouri.

Billy (Toby) Young's Comedians, after

Gypsy Trailers in Search of Audience

By CAROL BALDWIN

A visit to the recent automobile show made several of us actors come away with thoughtful faces. It was the trailer exhibit that had set us to thinking.

In the days when every member of the profession is clamoring with some new plan for the rejuvenation of the legitimate theater there is a possibility that the trailers might play a major part in such an attempt. While Equity, the League of New York Theaters and others have approached transportation officials as to lowered rates for actors on tour, nothing definite has been announced in that connection.

Why wouldn't the trailers solve that problem? A colorful gypsy caravan, and inside all the comforts of home. Many of these trailers have accommodations for at least four people to sleep in perfect comfort. They are supplied with kitchens, with lights, with every absolute necessity for living. Three trailers, carrying 12 people in all; possibly three others to ride up front in the cars which are doing the work—that would make 15 people. Many a good stock company has toured the road with less than 15 people and made money year in and year out.

Why can't groups of actors get together, make their plans, get up in a repertoire of dramas, then advance with fire in their eye and determination in their attitude and sell the idea to managers—AFTER they have made all the plans? Then it is not merely a nebulous idea. They have done something about it. They have procured their plays. They have investigated and decided upon their routing. Now all they need is the transportation.

Trailers! Not only are actors free from the expense of railroads, but also of hotel bills. And they are not sitting up day after day in busses on a schedule. They are comfortable, in a house on wheels. They take their turn at driving the lead cars.

Imagine the excitement that would sweep thru the smaller cities and towns as a gypsy caravan slithered its way along the streets and came to a halt—and then the inhabitants found out it was not occupied by gypsies—why, what do you think, it's that company that's going to be at the Opera House this week!

Many a manager ought to see the good business in this. His investment is small. He has a full company on the road for the price of the trailers. It seems to us that the turnover on an investment of this nominal amount would be tremendous!

Or, why couldn't any actor group form and go in co-operatively for such a proposition? The trailers can be bought on deferred payments. They could manage their own show and buy the trailers while they were touring in them. Wardrobe would cease to be a problem. After all, you have your clothes closets constantly with you. You don't have to pack and unpack in every town. You're living in your own home, and taking it with you for the performance in the next town.

We are convinced that with a good publicity man out ahead of any one such unit the Trailer Theater could become one of the most profitable and interesting branches of the profession.

—*Equity Magazine* for December, 1936.

Billy Terrell Resting; Making Plans for 1937

GREEN RIDGE, Mo., Dec. 26.—Billy Terrell since the closing of his show in November has been taking a much-needed rest and vacation here. He has just finished a three-week hunting trip and reported fair luck. He spent Christmas in Omaha while Mrs. Terrell went to Sioux City, Ia., to visit her sister, whom she has not seen in 15 years. From Omaha Terrell will motor to Chicago to make final arrangements for his 1937 season.

Terrell is optimistic over the coming season and believes it will be one of the biggest for the outdoor showmen in years. However, he says tent showmen must bring out something new.

closing the tent season in Arkansas, are playing houses in Louisiana.

Joseph Haggerty, formerly with Rosewall-Terhune Show, is visiting friends in Blackwell, Okla.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

JOHN BOOTH opened Christmas Day at the Brown Hotel, Louisville, having jumped there from the Chez Maurice, Montreal.

THE GREAT NICOLA'S Christmas card was a photo of his new little magic theater in his home town—Monmouth, Ill.

WHAT REMAINS after you've paid your Christmas bills is known as a headache.

KING MARCUS has returned to New York from California. Says he is busy building a new show and intends to hit the road soon.

ADE AND TRUE DUVAL are in their fifth week at the Versailles, one of New York's ritzier night spots. They close there shortly after New Year's.

AL DeLAGE, now in his fourth week at the Savarin Cafe, Buffalo, will shortly hit out for Chicago. He now has with him the Heaton Sisters, assistants and dancers.

THOMAS ELMORE LUCY, radio and protean artist and well known to many magicians, is touring Texas, Louisiana, Mississippi and Arkansas under management of Austin A. Davis, who is currently piloting six attractions.

OTIS MANNING, the "magician moderne," has just concluded a four-week stay at the Mayfair, Washington. Originally booked in there for a week, he stayed for four. After a fortnight's rest at his home Manning will jump into New York.

RITA DEL GARDI is featured this season with Anton Scibilla's *Follies Caprice*, currently working Paramount houses in Florida. She is one of the very few women on the professional stage today doing a complete magic routine.

THE MAGIC LADS working the better spots have proved that you don't have to carry a load of equipment to be a success.

KMAR, mentalist, at the William Penn Hotel, Pittsburgh, for nearly a year, has signed to open at the Hollander Hotel, Cleveland, January 1, where he will remain indefinitely.

JOHNNY PLATT is back in Chicago after 17 consecutive weeks of night club bookings. He is set for two hotels in Aurora, Ill., New Year's Eve, and January 4 opens his 1937 season in Gary, Ind. Johnny recently visited with Eddy McLaughlin in Burlington, Ia., and the latter reports that his old sidekick, Tommy Downs, is recovering from his illness and is back in pretty fair shape again.

HENRY HAVILAND, paper-tearing magish of Washington, scribbles from Newark, O.: "Still tearing up newspapers. Ran into Galvandi playing the Boston store in Columbus, O. Has a nice opening trick I wouldn't mind owning. Since leaving Palace Cafe, Mansfield, O., have played American Legion Night Club, Columbus; Mayfair, Athens, O., and Orchard Grove, Newark. From here I return to Columbus for a repeat engagement at Beechwood Tavern."

MAGICIANS PLAYING the Wisconsin territory have been spanked on the financial side recently by the Madison, Wis., magus who sells his services to a well-known fraternal organization, which, in turn, presents free shows to the public in the various towns in the largest available auditorium. Carrying an entertaining attraction and with plenty of billing, it is needless to say that the magician in question has been pulling capacity crowds, at the same time working a havoc on other magi working the same area at a fair admission price. While the Madison conjurer is undoubtedly reaping a fair salary for himself, he is dealing out decidedly unfair competition that even a Thurston or a Blackstone couldn't successfully buck. While he may be clipping 'em off in fair style now, it is possible that his practice may bring a repercussion at a later date. Audiences hesitate about paying to see an attraction which some time in the past they have seen for nothing.

SILENT MORA, well-known Boston magician, writes in to comment on an item which appeared in this column in

the issue dated December 19. He says: "In the December 19 issue of *The Billboard* there appears an item which I think must have been a mistake of your printer. This item refers to Ralston the Magician and states that he is doing the Chinese water trick. This MUST be a mistake of your printer, for Ralston is not doing that trick. This particular series of water tricks is being presented by the Great George and wife. George is playing around Boston, presenting the biggest magic show that has ever come into Boston territory. He is assisted by his wife, Anita. Act is one of the best things that we have seen in this city and while he came in here rather late for the holiday season he is lining up engagements at the best schools and colleges in New England. I trust that you will make this correction in the near future." Ed. Note: There was no error made in the note Mora has reference to, at least not on this end.

IT TAKES MORE THAN a tux, years of self-denial and an ordinary deck of playing cards to make a magician. It takes brains, a certain amount of ability, appearance and a lot of that stuff we all know as guts.

BILL BAIRD, St. Louis manipulator, having finished a two-week engagement at the Bismarck Hotel, Chicago, is now playing the Pere Marquette Hotel, Peoria, Ill.

WIZARDS' CLUB, Chicago, will give a party for its members at Matt Schullen's Cafe, Chicago, January 6.

CHICAGO MAGICIANS are kept busy playing the numerous night spots in and around the city.

MCDONALD BIRCH and the missus, after a four-month tour of the Middle West, are vacationing briefly in Chicago.

BILLY THORNTON is in Chicago after a 13-week tour with his act, *Magical Moments*. Thornton is reputed to be one of the very few magicians working a complete clock and watch act.

MYSTIC CRAIG is traveling west thru New York State to fill a few engagements in Rochester, Pittsburgh and other spots.

THERE ARE A FEW professionals and semipro in the field who take great delight in verbally walloping the poor amateurs at every opportunity. If something goes wrong with their everyday life or if they merely suffer with indignation they manage to find some way of blaming it on the amateur. They forget that they once were amateurs and they forget, too, that the greatest damage to magic, as a business, has been inflicted by the professionals and part-time pros and not by the much-maligned tyros.

ATWELL, Chicago magician, who had been confined in a Decatur, Ill., hospital since he was struck by an auto early in October, has returned to the Windy City.

AMEDEO sailed for the West Indies December 24. He will perform on the boat and return to New York January 3, remain three days and then embark for South and Central America on the Empress of Australia, on which ship he is also booked for engagements. At the end of April he goes to Rio de Janeiro, Brazil, for eight weeks.

DETROIT Society of Magicians held its annual election of officers recently at the Polish Century Club there. New officers are Charles H. Lewis, president; Dr. George F. McVoy, vice-president; Albert F. Redfield, treasurer; Walter H. Domzalski, secretary. Latter was the only officer re-elected. Next meeting will be held January 21 at the Temple of Karnak in Domzalski's home.

KEN SPENCER, ventriloquist, closed a fortnight's engagement at Curley's Bar, Minneapolis, December 24 and opened Christmas night at the Paradise Club in the same city for a two-week stand.

DR. FREDERICK KARR, mentalist, who has been on the airlines over Station WMMN, Fairmont, W. Va., since early in the fall, is winding up his stay there to head southward. He is set to open on a Florida broadcasting works January 15 for an indefinite stay. He will

EDITORIAL DEPT.



GLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru *The Billboard's* coverage of every branch of the show business.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For LEGIT MUSICAL

DIANE DENISE—tall and attractive songstress seen last week at Loew's State, New York. Gives the appearance of ultra-smartness and has a splendid voice, a voice that possesses both charm and quality. Handles popular tunes and makes much of them thru top-notch delivery. Also handles lines, revealing a cute French accent in both singing and talk.

shorts. Only drawback might be the commercial angle, since the air series is a plug for a commercial outfit selling a speech and grammar course.

For VAUDE

BURTON PIERCE—young tap dancer with the Horace Heidt unit at the Biltmore Hotel, New York. Only about 18, he is an amazingly agile and graceful tap artist. Dances with leaping abandon, in the Astaire tradition, and impresses with his poise and technic. Looks like an up-and-coming dance star, with vaude or reviews next in line for him.

For FILMS

NORMAN CORDON—young American baritone who makes his debut this season with the Metropolitan Opera Company in New York. A fine voice, of course. In addition, he has nice appearance, and should click handily in films. Has already made a few shorts.

YOUR ENGLISH—radio program on NBC several seasons and dealing with correct grammar, etc. Air program is done in dramatic form, as might film

For NIGHT SPOTS

RASCH AND WARREN—male vaude team, caught at the Bronx Theater, New York, who do comedy singing and burlesqued renditions of straight numbers. Have pleasing voice combination and catchy comedy style and delivery. Will improve greatly with specially written stuff. A good bet for intimate spots.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

BOBBY GOSSANS, veteran minstrel performer and for many years manager of the Knickerbocker Theater, Columbus, O., is now confined at Grant Hospital, Columbus, with lobar pneumonia. Friends are urged to drop him a line. His condition was grave for a time, but he is reported to be on the road to recovery.

EDDIE AND JEAN LEAHY, in Cincinnati last week for an engagement at the Wonder Bar, were visitors at the home office of *The Billboard* on Tuesday. They are doing a comedy singing act and during their engagement in Cincy were billed as Jane and Zeke. Eddie and Jean report that they enjoyed a bang-up season in clubs thru the East and New England States the past summer and early fall. In recent weeks they have been working for Ernie Creech, of the Gus Sun Columbus, O., office.

L. A. MANNION, endman and dancer, was born in Birmingham, England, October 5, 1885. First engagement was with Louis J. Kobbfield's Minstrels at Valdosta, Ga., November 18, 1905. Stage name, Al H. Davenport; now located in Danbury, Conn., conducting a dancing school.

"AM NOW PERMANENTLY located in Nashville," letters "Skeets" Mayo, "having moved my costume shop from Texas. Am now in my third year here. For

work a string of dates en route south. In addition to his radio work, Dr. Karr has been working theater dates in and around Fairmont to good results.

WE ENTER THE NEW YEAR still retaining the distinction of being the only writer on magic and magicians who doesn't do a single magic trick; at least not well enough to fool even our five-year-old son.

MEL-ROY closed his tour in California to spend the holidays with his wife and new daughter in Honey Grove, Tex. He will return to Los Angeles with his family after New Year's to spend the remainder of the winter. Mel-Roy says he may not go on the road next season on account of the daughter. He feels she's too young for one-nighters.

the last few weeks minstrelsy has been in full swing in Tennessee. I produced the Police Minstrels in Nashville November 17, then the Elks' Minstrels December 15, besides furnishing costumes for five different minstrels in one week, including the one produced by Charles Cooke in Chattanooga and Rossville, Ga. At present we have enough minstrel performers here to start one of those "Gentlemen, be seated" oprys, including Verne Phelps, Ned Haverly, Bob Conn, Turk McBee and Billy Doss."

AL BURT'S band of wandering minstrels is now playing Ojus, a suburb of Miami.

CLAYTON HUBBARD, harmonicist and tenor, is playing night spots in the area around Albany and Schenectady. Says he will make Binghamton, N. Y., in January.

PROF. WALTER BROWN LEONARD infos from St. Petersburg that he has recently had letters from Sam Griffin on the West Coast and Harry Palmer, owner of Lincoln's Sunny South Minstrels, in winter quarters at Dothan, Ala. Professor sends in another of his capsule biogs of old-time minstrel men and urges that the boys keep him supplied with data.

Denison's Plays
60 Years of Hits
Songs, Minstrels, Musical Comedies, Operettas, Vaudeville Acts, Blackface Skits

We supply all entertainment needs for lodges, dramatic clubs, schools, etc., and for every occasion. Catalog Free.

T. S. DENISON & CO.
623 S Wabash Ave., Dept. 16, Chicago, Ill.

MINSTRELS MAKE MONEY

COSTUMES, SCENIC and LIGHTING EFFECTS

SEND 10c IN STAMPS FOR NEW ILLUSTRATED CATALOG

HOOKER-HOWE, BOX 391, HAVERHILL, MASS.

The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Los Angeles.

WPA theatrical projects seem to be in such condition that the needy do not get help. This is due to the amount of red tape a performer must go thru before he is placed with a show. This condition appears to exist from Coast to Coast. One of the principal drawbacks is that the projects lack experienced men in charge. For example, I find there is not a man in charge of a vaudeville project who knows anything about it as a performer would know it. It takes a man with experience to know acts and to put a vaude bill together. Another drawback is that favoritism is shown in many cases. The result is that many nonprofessionals are members of shows and many professionals who really need aid cannot get it because they are not on relief rolls. The solution would be for the government to put out vaudeville road shows consisting of 10-act bills, with 8 or 10-piece orchestras and stagehands. This system would give many acts, musicians and stagehands work and would bring back vaudeville and give the public the entertainment they want.

Want To See Traveling WPA Vaude Shows

Water town, N. Y.

I would consider myself at fault and showing inexcusable laxity did I not let you know of the genuine thrill I received in reading *The Voice of the Winds*, by the grand old man of the show world, Doc Waddell, in *The Billboard* of November 28. Most of us have the capacity of "hindsight," but this man's voice is the voice of prophecy. May his philosophy and inspirational articles long enhance the value of *Billyboy!*

WILLIAM W. LORD.

Prophecy Seen In Writings of Doc Waddell

Providence.

I have just returned home from England in time for Christmas and was pleased to read the letter from Lora Valadon in the Forum of December 12. I have known both Dan and Lora Valadon more than 25 years; they have always been real troupers and the loyalty they have shown in openly fighting for the return of vaudeville is wonderful. While playing in England I met Sophie Tucker, one of Lora Valadon's long-time friends, and while Miss Tucker has been in England she has been in close touch with Lora. I wish there were a few more good performers like Rudy Vallee, Kate Smith, Belle Baker, Sophie Tucker and Lora Valadon to help flesh come back and, believe it or not, it is coming back. Even night-club audiences are demanding something besides tap-dancing chorus girls. The Dead March is being played for the amateurs and the acts that have to use a mike. So, real troupers, don't be discouraged. Flesh is coming back by public demand and performers like Lora Valadon have been and are, doing their share to help. Let's do our share and boost.

ED LE RUE.

Praise for Leaders in Flesh Return

Atlantic City.

References in the Forum to old-time circuses are always very interesting to me. Here are some of the shows, both railroad and wagon, that I can remember: Mollie Bailey, Trevinos Mexican Circus, M. L. Clark, Hobson, Jack Shield, John F. Stowe, Campbell Bros., Campbell, Bailey & Hutchinson; Tribby Family Shows, Miles Orton, Orton Bros., McGinley, Dick, Richard's Three Big Shows, Washburn-Arlington, Leon Washburn, Frank A. Robbins, Rose Killian, William Todd, Keystone Shows, F. J. Taylor, E. O. Rogers, Pullman-Mack, Col. (Pop) Hall, Downie-Gallagher, Sig Sautelle, Lee French, French Monroe, Miller-Freeman, King-Franklin, King-Burke

Former Rail, Wagon Shows Are Recalled

Company, Scribner-Smith, Jim Travis, Charles Bartine, Fred Locke, Dan Rice, W. B. Reynolds, Mat Wixom, Whitney Family, Gillette Family, Albert Weaver, Terrill Bros., Hulbert-Hunting, Bob Hunting, Dave Markowitz, La Pearl, Forepaugh-Samuels, Gentry Bros., Phil Dieffenbahl, Hall, Frank A. Gardner, Hall-Bingley, Burr Robbins, Professor Williams, Skerbeck Family, Latenas, Van Amburg-Stone-Frost, Norris-Rowe, Gollmar Bros., Pomeroy Wild West, Pawnee Bill, John O'Brien, John B. Doris, Batchelor-Doris, Doris-Colvine, Sun Bros., McMahon, Howe-Cushing, Coup-Lent, Hugo Bros., Barrett-Zimmerman, Sands-Astley, Welsh-Sands, Welsh Bros., Wallace-Anderson, Golden Bros., Sells-Renthrow, Sells-Gray, Sells-Andress, Sam McFlynn, S. H. Barrett, Sells Bros., John Robinson, Hefron, J. A. Jones, W. W. Cole, Martine-Lowande, Al F. Wheeler, Patterson-Gentry, Holland-Bowman-McLaughlin, Teets Bros., Yankee Robinson, Shipp-Feltus, Cathers-Shalgross, Adam Forepaugh Jr., W. C. Coup, Harris Nickel Plate, Lemen Bros., Barrett-Bailey, Silvan-Drew and Hargraves.

FRANK B. HUBIN.

Greenville, Mich.

I am still subscribing to *The Billboard*, although I am getting almost too old to enjoy reading about show business of today, as it has changed so much since the World War. All this generation knows is canned music and moving pictures. I was born in show business and have been in it all my life.

Performer in All Lines Made Debut in 1865

My father, Dick Silver, was one of the first minstrel men, coming out of Boston. He put me on the stage in 1865 as a singer and dancer and since then I have been in nearly all lines, circus, minstrels and vaudeville and as a performer, musician and manager. Altho 76 years old on December 9, I am still working 12 to 14 hours a day. I remember the first issue of *The Billboard*. It has been the showmen's friend these many years.

BERT C. E. SILVER.

Dayton, O.

I greatly enjoy reading the letters in the Forum and especially appreciated that of Bert Dearo in *The Billboard* of December 19 pertaining to the old M. L. Clark & Son show. I feel, too, that that correspondents writing on circus subjects have not given this one the attention to which it is entitled. There no doubt are many who could write some very interesting things about this deserving show. I have owned this title more than six years, altho the show has not been on the road in five years. I still have old Mena, the elephant. Most of the old equipment has been sold. I trust there are many other readers of the Forum who have not forgotten the old M. L. Clark & Son show.

Holds Title Of Old M. L. Clark Show

Asheville, N. C.

In the last 20 years as attorney I have represented more than 150 different carnivals and 15 or 20 circuses. During this time I have been a constant reader of *The Billboard*. After the foregoing experiences and observations with reference to operation of carnivals, as a professional man and one who has high regard for carnival operators and attaches, I regard the article in the November 28 issue by Doc Waddell, titled *The Voice of the Winds*, as the voice of a seer and a prophet. The article shows his wealth of experience and adaptability in converting observation into constructive thought. The story is most delightfully written, the ne plus ultra of the wisdom grown out of a world of experience. I read a great many magazines and publications. Of all of them *The Billboard* comes nearer to pursuing the course for which it has been chartered than any of them. If I were the

Lesson Seen In Consistency Of "Billyboy"

Reading, Pa.

Replying to the letter of C. C. Bitner in the Forum of December 5, regarding data on the former Robson Circus, this show opened in Reading, Pa., season of 1911, and was on the road four seasons, closing in 1914. It had about 20 wagons with about 50 head of stock. The big top was an 80, with two 40-foot middles, and performance was put on in two rings. The show was managed by Bright Jones and was financed by George Flatt and Johnny Dorwin, all of whom are still living in Reading. During the season of 1912 the show featured an Indian band that was organized by Bright Jones.

MERVYN F. DAMM.

president of a theological seminary I would require the students as a parallel reading course to read *The Billboard*, for if they could learn the lesson early in life, before beginning their ministry, to stick to the subject assigned as nearly as *The Billboard* does it would be valuable training.

GEORGE PENNELL.

Chillicothe, O.

I stand corrected by a letter from Bert Chipman in *The Forum* recently, in which he took me to task for not mentioning one of the best known of the old-time circus fixers. I'll say beloved

Sees Error in Passing of Old- Time Adjusters

George Hines was some legal adjuster! He handled on an average four towns a week. There may be others in the old school of fixers living besides John Talbot and George Hines. Who knows? Outside of the realm of the big tops there were legal adjusters. Greatest of these that I personally knew lovingly and well was the late Tom Brewer, of Springfield, Ill. How he could patch and mend! He'd speak and legislative bodies did his bidding. What a mistake when James A. Bailey passed away that those taking the throne of ascendancy in showdom did away with that mighty line of greatness and wonder—the old school of legal adjusters—Dan Dale, Charles Andress, George Steele, Horace Stevens, Capt. Dave Deidrick, John Talbot, William Kellogg, George Hines, Charles Thompson, Tom Ford, Basil McHenry, Doc Minturn, "X. Y. Z.", Henessey, J. C. Kelley, Colonel Weldon, Lou Epstein and others. When they worked we were not bothered with the license laws we now encounter. Who was the very first adjuster with the circus? Of the school following the oldtimers I give first place to splendid Frank Cook. His long-range unbeatable record speaks for itself.

DOC WADDELL.

Four Seasons On the Road by Robson Circus

Portland, Me.

The Elks here staged a big circus recently and it did tremendous business, even at holiday time. This proves that this city, so full of movies, is hungry for real flesh. There were many old-time circus acts, showing that there are still real performers. It was put on in excellent style by the director and proved a relief from the hoofing acts that we do see when we are lucky enough to have any vaudeville here. Many of these circus acts would be just as effective in a theater if they would give them to us and help bring vaudeville back to Portland.

EDWIN H. BROWN.

Circus Acts Show Yen for Flesh Return

Saranac Lake

Doris Gascoigne left Saranac Lake to spend the holidays with her parents in New York. Mrs. Charles Foster, of Racine, Wis., is visiting her husband here. Mrs. Foster is pleased with her husband's progress, but wishes his cribbage game was a little better.

Saranac Lake

By JOHN C. LOUDEN

Harold Rodner, NVA executive, and Mr. Fessler, consulting engineer for Warner Bros., made a tour of inspection of the Lodge last week. New floors will be laid and other repairs and alterations made in the near future.

James Pinto, of Greenpoint, Brooklyn, is here visiting his friend Sal Ragone. Tommy Vicks, ex-NVAer, has left Sara-

43d YEAR
**The
Billboard**
Founded by W. H. DONALDSON
The Largest Circulation of Any Amusement
Weekly in the World

Member Audit Bureau of Circulation
Published Every Week
By The Billboard Publishing Company
R. S. LITTLEFORD, President and General
Manager.

E. W. EVANS, Secretary-Treasurer.
A. C. HARTMANN, Editor
Outdoor Depts., 25 Opera Place, Cincinnati, O.
E. E. SUGARMAN, Editor
Indoor Depts., 1564 Broadway, New York, N. Y.
Main Office and Printing Works, The Billboard
Building, 25-27 Opera Place, Cincinnati, O.
Phone, Main 5306. Cable Address, "Billyboy,"
Cincinnati, O.

BRANCH OFFICES: NEW YORK—6th Floor
Palace Theater Bldg., 1564 Broadway. Phones,
MEdialion 3-1616, 3-1617, 3-1618. CHICAGO—
6th Floor Woods Bldg., Randolph and Dearborn
Streets. Phone, Central 8480. ST. LOUIS—390
Arcade Bldg., 8th and Olive Streets. Phone, Chest-
nut 0443. PHILADELPHIA—B. H. Patrick,
7222 Lampart Road, Upper Darby, Pa. Phone,
Madison 6895. LONDON—Bert Ross, care "The
Performer," 18 Charing Cross Road, London, W. C.,
2. SYDNEY, AUSTRALIA—Martin C. Brennan,
City Tattersall's Bldg., 198 Pitt Street. PARIS—
Theodore Wolfram, Hotel Stevens, Rue Alfred-
Stevens.

SUBSCRIPTION RATES, PAYABLE IN AD-
VANCE—One Year, \$5; Two Years, \$8. These
rates apply in the United States, U. S. Possessions,
Canada and Countries in Pan-American Postal
Union. Rates in other foreign countries upon re-
quest. Subscribers when requesting change of ad-
dress should give former as well as present address.

DISPLAY ADVERTISING—Fifty Cents per
Square Line, Whole Page, \$350; Half Page, \$175;
Quarter Page, \$87.50. No display advertisement
measuring less than 10 lines accepted. Last ad-
vertising form goes to press noon Monday.
No telegraphed advertisement accepted unless re-
mittance is telegraphed or mailed so as to reach pub-
lication office before noon Monday.
The Billboard reserves the right to edit all adver-
tising copy.



Vol. XLIX. JANUARY 2, 1937. No. 1

mac Lake for a few weeks' vacation in Boston.

Sal Ragone and Armand Monte have been seriously ill as a result of eating tainted food sent to them from New York. The makers and packers of the food have been traced, and no blame is attached to their well-meaning friends. Armand Monte requests *The Billboard* thru this column to thank his friends of the theater for their Christmas cards and presents as he has been unable to send out his customary Christmas cards or to answer mail due to his illness. Both boys are now on the mend.

Jack Edwards left the Lodge to spend the holidays with his wife in New York. While there Jack will celebrate his 15th wedding anniversary December 28.

Frank Marcellino, of Brooklyn, is here visiting his nephew, Armand Monte.

Write to those you know at Saranac Lake.

SUGAR'S DOMINO

(Continued from page 23)

some kind of a picture of the day when producers will join hands against a common enemy—the chiseling theater operator. Maybe when the day comes the theater men who played the game according to Hoyle when the rules were free-for-all will find that bread cast on the waters sometimes returns generously buttered.

The producers have an opportunity to make money for themselves and to build the foundation of a revitalized industry that will long endure. We hope they will take advantage of it.

BURLESQUE REVIEW

(Continued from page 24)

and all tops on wardrobe. Perrins shows a peach of a wardrobe and Carroll tops her with a mink cape and hat. Plenty of fur used in wardrobe, which is a swell flash. Girls are all swell droobers, right from the cute Diane to sexy Roxanne.

Stripping aerialist is La Belle Rica, a most amazing novelty. Built up as a French importation, this nice-looker goes up to a trapeze and does some mild acrobatic capers and finishes with iron-jaw spins. Novelty in that she peels off her clothes a la the usual teaser.

The 15 girls had better go in for some vitamin-building food so that they can get more energy. Effortless performance without any regard for precision. Hurts the show, considering that they have so many numbers to do. One of the kids, Marion Bell, steps out with a cleverly done dance specialty, the nudity variety. Kaye sings the show well, using a mike most of the time. Ola mike is overworked, the strippers keeping him busy.

SIDNEY HARRIS.

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place.

Parcel Post

- Botter, Harry J. 11c
Lavan, Pauline, 6c
Long, Harry K., 15c
Mack, Johnnie, 6c
Mathews, Harry, 20c
Moran, Victor, 6c
Murphy, Ruth, 10c
Rosenberger, Bert, 15c
Sager, Frank, 15c
Schmidt, Walwyn, 36c
Smith, Bettie Lou, 15c
Vail, Frank, 15c
Vardell, Frank, 10c
Webster, Geo. H., 4c
Webster, Mrs. La Verne, 20c
Zenoz, L., 15c

Ladies' List

- Abbott, Mildred
Adams, Bettie
Adams, Fay
Alcazar, Chiquita
Ainsworth, Gertrude
Allen, Mary Nell
Allen, Miss Bobbie
Allen, Mrs. Jack
Allen, Mrs. Kate
Allen, Prairie Lilly
Alexander, Mrs. Arthur
Allen, Maud
Allison, Betty
Allman, Mrs. Bertha
Almany, Mrs. Jessie
Altonia, Madam
Amelia, Madam
Anderson, Martha
Aneni, Jeanette
Anthony, Harriet
Anthony, Ramona
Armstrong, Frances
Archer, Marie
Arenz, Mrs. Lucy
Atkinson, Mrs. Thomas
Ackerby, Annie
Backenstoe, Caroline
Bailey, Mildred
Bailey, Mrs. Gloria
Baker, Mrs. Addie
Baker, Mrs. Laura
Baldwin, Mrs. Florence
Barbara, Lady
Barfield, Mrs. Pearl
Barlow, Mrs. Erma
Barker, Mrs. Stella
Barnett, Dale
Barnett, Mrs. Lyle H.
Barrow, Bobby
Bartells, Mrs. Mabelle
Bartholomew, Mrs. A.
Barton, Mrs. Mildred
Bayne, Eleanor
Beasley, Mrs. Chas.
Beatty, Mrs. O. J.
Bell, Crystal
Bell, Marian
Ben, Mrs. Mabel
Bender, Virginia
Bendig, Marie
Bennett, Mrs. Cleo
Berkshire, Mrs. Dorothy
Berry, Mrs. Jessie
Bertha, Big
Bessett, Mrs. Pauline
Bill, Pauline
Billings, Mildred
Birkshire, Dorothy
Blair, Mrs. Rivelly
Blake, Mrs. Pearl
Blanche & Elliott
Blevins, Billy
Blue, Mrs. Archie
Boardman, Josephine
Boatwright, Lula
Bolt, Mrs. J. P.
Bonner, Mrs. Arthur A.
Book, Marie
Bookman, Edith
Borring, Elvira
Boston, Helen
Bouten, Mrs. Myrtle
Bowen, Mary
Bowser, Florence
Bowman, Mary E.
Boyer, Billie
Bray, Mrs. Geo.
Brizandine, Elsie
Brooks, Elizabeth
Brown, Mrs. D. E.
Brown, Nina Utrop
Brown, Mrs. R. B.
Bryant, Marguerite
Bryant, Mrs. Cord
Bryer, Mrs. Carrie
Buchanan, Mrs. Babe
Buchanan, Lonnie
Buck, Mrs. Charles E.
Bunch, Violet
Bunker, Esther A.
Burgerkin, Mrs. Germain
Burke, Fern
Burke, Mrs. Mary
Burns, Alice
Burns, Mrs. Georgia
Butters, Mrs. Mayme
Cadona, Mrs. Clara
Callan, Irene
Campbell, Mrs. J.
Campbell, Mrs. Pat
Campione, Josephine
Carson, Mrs. Etta

- Earl, June
Ecker, Mrs. Peggie
Edgar, Mrs. H. O.
Edna & George
Edwards, Mrs. Jyanita
Edwards, Mrs. Jack
Elmer, Mrs. Gus
Ellison Sisters
Ernest, Mrs. Jack
Espey, Colleen
Espola, Madame
Essex, Nellie
Estelle & LeRoy
Evauceline, Lady
Evans, Clare & Babbette
Evans, Mary
Evans, Mrs. Dan
Farell, Ethel
Farson, Marie
Fay, Mrs. Virginia
Ferris, Mrs. Billy
Fields, Mrs. Alma
Fife, Mrs. Sam O.
Fisher, Patty
Fisk, Vivian
Flaharty, Margaret
Flannigan, Mrs. Mildred
Fleming, Helen
Fleming, Miss Jerry
Floto, Mrs. Mazie
Floyd, Mrs. Mary
Ford, Mrs. Sarah
Ford, Mrs. Al
Ford, Mrs. Marie
Forest, Mrs. Bettie
Forth, Kitty
Frame, Mrs. Satis
Francill, Mrs. M. J.
Franklin, Marylyn J.
Freidman, Mrs. Ethel
Frook, Mary
Fuller, Mrs. Bessie
Gable, Sylvia
Gale, Gloria
Gall, Mrs. Louis
Gambin, Amey
Gardner, Mrs. Fern
Gaspard, Grace
Gates, Delorice
Gatlin, Mrs. Joe
Gemmeno, Mrs. Elizabeth
Gentry, Lillian
Giagianto, Betty
Gilbert, Mrs. Geo.
Gilmore, Mayme
Gland, Florence
Gloth, Mrs. Jennie
Goldfen, Mrs. David
Golden, Pauline
Golden, Mrs. Richard Kay
Goldstone, Mrs. Norla
Goodwin, Mrs. Jack
Goodwin, Velma
Gordon, Marie
Gordon, Mrs. Chas.
Gorman, Mrs. Billie
Gorman, Mrs. Geo.
Gorman, Rosa
Gormand, Mrs. Harry
Grant, Babe Renee
Grasnik, Mrs. Alex
Graves, Marion
Green, Miti
Gregg, Lena M.
Gresham, Lillian
Grey, Mrs. Clois
Griff, Beatrice
Grimes, Eve
Grindle, Mrs. Lulu
Hageman, Mrs. Marie
Hale, Mrs. Ruth
Haley, Mrs. Jerry
Hall, Mrs. Hazel
Hall, Mrs. V. R.
Hall, Vivian
Hamilton, Anna L.
Hamf, Jeanette
Hanna, Mrs. Harriet
Hanson, Peggy
Hardeman, Verne
Hardin, Mrs. Davo
Harrell, Mrs. L. H.
Harris, Mrs. A. B.
Harris, Bubbles
Harris, Rose Kress
Harris, Mrs. Mae
Harrison, Mary
Harrison, Ruth
Hart, Ervil
Hart, Mrs. B. C.
Hartel, Irene
Hartman, Veron
Hartwell, Daisy
Haven, Mrs. Richard
Harvey, Mrs. Pearl
Hastings, Cleo
Hausner, Mrs. Clara
Hawkins, Myrtle
Hawkins, Ruby
Hays, Mrs. W. M.
Heftner, Olga
Helston, Mrs. Jean
Helwig, Mrs. Marie
Henderson, Mrs. Magaline J.
Henderson, Mrs. W. F.
Henry, Marion
Herbert, Dorothy
Hill, Mrs. Genevieve
Hillis, Mrs. H. R.
Hilton, Daisy
Holt, Violet
Hoagland, Mrs. Geo.
Hobson Jr., Mrs. Homer D.
Hodge, Clara
Hoffman, Lena Lee
Holt, Jean
Hooper, Mrs. Grace M.
Hornett, Mrs. Beverly
Houser, Mrs. Clara
Howerton, Mrs. Mae

Letter List

NOTE-The mail held at the various offices of The Billboard is classified under their respective heads, i. e., mail at the Cincinnati Office will be found under the heading of the CINCINNATI OFFICE and mail at the New York Office will be found under the heading of NEW YORK OFFICE, etc.

- Howard, Mrs. May
Hull, Mrs. Bett
Hull, Mrs. H.
Hull, Norma
Hummel, Ruth
Hummell, Bettie
Humphries, Bert
Hunter, Babe
Hyghland, Betty Ann
Ingleston, Mrs. Ceola
Iola
Jackson, Mrs. Beryl Warner
Jackson, Ervin
Jackson, Mildred
James, Mrs. Everett
Jane & Zeke
Jefferies, Mrs. Catherine
Jefferies, Mrs. Mirvia
Jenkins, Polly
Jennings, Harold
Jewel, Fern
Jewell, Mrs. Clifford
John, Lula
Johnson, Mrs. Colleen
Johnson, Mrs. Ernestine
Johnson, Judith
Jones, Mrs. Sam
Kams, Mrs. Gertrude
Kaslin, Mrs. Jean
Kaus, Mrs. Dimples
Kaus, Mrs. Julia A.
Kay, Kitty
Kearns, Mrs. Jerry
Keeler, Irene
Keenan, Marie
Keller, Adele
Keller, Louise
Kelley, Mrs. Mabel
Kelley, Mrs. Pat
Kelley, Mrs. Dorothy Baxter
Kelly, Mrs. Edith
Kelly, Mrs. Mabel
Kelly, Mrs. Mae
KeLone, Tonia
Kennedy, Mrs. Ma
Kennedy Sisters
Kerns, Mrs. Sticks
Kilmer, Mrs. Bee
Killingier, Mrs. Lula
Kimball, Mrs. Blanch L.
Kimmel, Miss V. C.
King, Alma Helena
King, Hazel
King, Helena
King, Mickey
King, Tony
Kinley, Mickey M.
Kirk, Lottie
Klein, Mrs. Mary
Kline, Mrs. Bertha
Kling, Mrs. Marie
Kline, Mrs. Mary
Knecht, Clara
Knight, Ina K.
Koehler, Mrs. Harry
Kortas, Mrs. Marie
Kovshusia, Marsha
Krisler, Sue
Krug, Mrs. Ruby
Kuhn, Shirley
LaCade, Mrs. Lou
LaGrove, Vernie
LaStrand Sisters
Laing, Mrs. Norma
Lambert, Mrs. Lottie
Lamont, Mrs. Geo.
Lane, Betty
Lane, Mary
Lane, Mrs. J. D.
Lang, Mrs. Helen F.
Langford, Olive
Langford, Mrs. P. D.
Larson, Betty
Laugston, Mrs. Alma
Laurie, Nellie
Lawrence, Peggy
Layman, Mrs. Anna
Layne, Mary
Leavitt, Mrs. Larry
Lee, Baby
Lee, Chang
Lee, Jackie
Lee, Myrtle
Lee, Noma
Lee, Rosa
Morley, Margaret
Morris, June
Morris, Lillian
Morris, Mrs. Chip
Morrisey, Helen
Morrow, Nellie
Mortenson, Clara
Moss, Esther
Moss, Eva
Muller, Ruth
Murphy, Beulah
Murphy, Mrs. Rosa
Mylic, Pearl E.

- Van Allean, Mrs. Bertha
Van Lidth, Evelyn
Van, Marie
Vaughn, Charlotte
Vaughn, Mrs. Evelyn
Voils, Margaret
Vulang, Beatrice
Wade, Mrs. Myrtle
Wagner, Mrs. Betty
Wagner, Mrs. Marie
Wagner, Mrs. Sara
Wall, Mrs. Opal
Wallace, Mrs. Ester
Wallace, Mrs. G.
Walters, Janie
Walz, Adela
Ward, Leota
Warner, Barbara
Warner, Barbara
Weaver, Little
Weaver, Patty Jane
Weaver Jr., Mrs. E. W.
Weber, Mrs. Alm
Wehrle, Annabelle
Weiseman, Mrs. C. N.
Welch, Mrs. C. Z.
West, Joan Paula
Weston, K. & Gloria
White, Gonzell
White, Mrs. Geo. D.
White, Mrs. Harry B.
White, Mrs. Mary
Wiggins, Bertie
Williams, Dora
Williams, Mrs. C. J.
Williams, Mrs. Clyde
Williams, Greta
Williams, Mrs. G.
Williams, Mrs. Irene
Williams, Mrs. Julia D.
Williams, Mrs. Lottie
Williams, Mrs. Lavine
Williams, Mrs. Orville
Williams, Mrs. Polly
Willhams, Mrs. Myrtle
Willis, Wilma
Wilson, Dianne
Wilson, Esma
Wilson, Marie
Wilson, Mary Lou
Wilson, Mrs. R. O.
Wilson, Mrs. Lois
Wilson, Midge
Wilson, Pat
Winters, Mrs. Fitz
Winton, Lyona
Wise, Mrs. D.
Wisniski, Jennie
Withers, Mrs. Howard
Withers, Mrs. H. M.
Wolfe, Janice
Wolfe, Mrs. C. E.
Wolfe, Effie
Woodall, Mrs. Babe
Worl, Mrs. Geraldine
Worman, Mrs. N.
Wright, Juanita
Wright, Mrs. Thelma C.
Young, Mrs. Helen
Zira, Madam

Gentlemen's List

- Abbott, Geo.
Abbott, Robert E.
Abend, Ben
Aces, Three Flying
Achilles, Jack
Ackerson, Davie
Acre, Walter
Adams, Frank
Adams, Frank
Adams, G. N.
Adams, Herald
Adams, Herbert
Adams, Joe
Adams, John
Adams, Max
Adams, Ned
Adams, Roy
Adams, Touy
Adams, W. E.
Aderholt, Bill
Ademick, Eddie
Adkins, Minnie F.
Adkins, Tommie
Adkison, Gordon
Adler, Felix B.
Agce, John R.
Agnew, Prof.
Aiton, Thos.
Akers, Taylor
Alberts, Leo
Albright, Austin
Alexander, S. C.
Alexander, Stanley S.
Alexander, Wm.
Alfredo, Al
Alies, Charles
Allen, Charles
Allen, C. Parker
Allen, C. Harry
Allen, Chauncey M.
Allen, Chickie
Allen, J. J.
Allen, J. J. Chicky
Allen, King
Allen, Mort H.
Allen, O. D.
Allen, Punch
Allen, Robert E.
Allen, Tex
Alman, A. J.
Almany, Fred
Alpert, Morris
Alred, Paul H.
Alvis, Ray G.
Alzona, Karl
Ambler, Duke
Ambler, Walter
American Concert Co.
Amerson, C. B.
Ames, Geo. L.
Amison, Chas.
Anderson, Bob
Anderson, Doc A.
Anderson Jr., L.
Anderson, H. E.
Anderson Jr., L.
Anderson, Jimmie
Anderson, John F.
Anderson, R. W.
Anderson, Stanley
Andrews, Clift
Andrews, Clift (Shoes)
Andrews, James
Andrews, John H.
Angel & Fuller
Ansher, Sam
Anstett, Frank A.
Antel, Sidney
Anthony, Buddy
Anthony, Bumpy
Anthony, Walter
Applegate, Jack
Applegate, Sammy
Arbogon, Geo. C.
Arbuckle, Rex
Archer, Vernon
Archer, Willard
Arcuteer, A. F.
Arenz, Shaunn
Arenz, Sam
Arenz, Thomas
Argus, the Magician
Arleys, The Four
Arley, Danny
Armbruster, A. H.
Armstrong, Willard
Arnest, Arthur
Arnold, Chas. R.
Arnold, Woodrow
Arnte, Billy
Arran, Jack
Arthur, Bruce
Arthur, Dudge
Arthur & Ewelene
Aruehin, Edward
Ash, Earnest
Ashley, Owens
Ashworth, Arthur L.
Astero, Manito
Atkins, R. J.
Atterbury, A. D.
Atwoods, The
Augustard, Arnt
Augustino, Louis
Aussicher, Bob & May
Austin, Hot Shot
Austin, Joe
Austin, Jose
Autstin, Jack & Ruth
Ayers, Bob
Ayers, Doc H. B.
Ayres, Homer
Babcock, Phil
Baber, Earl
Bachell, Wm.
Badget-foot, Chief
Baer, Arthur O.
Bagwell, James
Bahnsen, Bill
Bailey, D. M.
Bailey, Hal C.
Bailey, Wm.
Baillie, John
Baite, Eugene
Baker, Bernie G.
Baker, Jack & Joe
Baker, Joe
Baker, L. C.
Baker, R. G.
Balden, Luther
Baldy, Joe Soares
Ball, Emery
Ball, Red
Ballers, Clarence
Balmor, Jack
Bammel, Clifford
Banks, Claude
Banks, Wolly
Banly, R. R.
Barbay, Stanley
Barclay, Robert L.
Bard, Clark
Bard, J. G.
Bard, Jack
Barnes, Milton
Barfield, Eugene
Barlow, Billy
Barnard, Bob
Barne, Wm. D.
Barnes, Clint
Barnes, E. Markley
Barnes, Dr. W. B.
Barnes, Levi
Barnett, Chester & Viola
Barnett, H.
Barnett & Schultz
Barnette, Eddie
Barnett, T. C.
Barcoff, Sam
Barr, Harley
Barr, Jack
Barrow, Rex
Barrows, Thomas
Barry, L. M.
Barth, Julius
Barth-Maier
Bartlett, R.
Barton, Geo.
Barton, J.
Barton, Jack
Barton, Walter
Barton, Wm.
Basham, Lloyd
Bassinger, O. L.
Bates, Carl
Bath, Hubby
Baughman, B. J.
Bayles, Spot
Bays, R. C.
Bazinot, D. J.
Beach, Harry
Beall, Robert
Beam, Billy & Mabel
Beard, Wade
Beard, W. H.
Beasel, Floyd
Beatty, O. J.
Beatty, Sam
Beatty, Walter
Beaumont, Frank
Beaver, Little
Bedoe, John
Begnato, Paul
Beggs, Geo.
Begley, Eddie
Behob, Raymond
Belano, J. J.
Belano, Paul
Belcher, Spearman
Beleno, Ray
Bell, Capt.
Bell, Charles
Bell, Charley
Bell, D. Harry
Bell, Harvey
Bell, Jack C.
Bell, John E.
Belmonte, Stanley
Benbow, Wm.
Benham, Richard
Benjamin, Al B.
Bennett, Owen
Bennett, Russ
Bennington, R. L.
Bentley, S. D.
Bergen, Ben
Berger, Harry
Bernege, E. J.
Berrett, Sam
Bernam, Al
Berman, Sam
Bernett, E. L.
Bernstein, Lew
Berry, Bert H.
Berry, O. O.
Berry, Jack
Bertrand, Joe
Berwald, Eugene
Best, Sam
Bevely, John
Bever, Lester
Bey, Ben
Bickford, Edw. K.
Biddle, Bill
Biddle, Fred W.
Bierley, Eddie
Bideres, Michael
Big Chief Comedy Co.
Bigby, Tex
Bikes, O. L.
Billie, Jack
Binbo, Sam
Binard, Barney
Birchman, Bill
Bisbee, J. C.
Biscow, Isador
Bish, Donald
Bistany, Leo M.
Bizzell, Frank
Black, Charles L.
Black, Morris
Black Bear, Specks
Blackford, Howard
Blackie, Jack Ward
Blackburn, Guy
Blackstone, Doc
Blackwood, Wm.
Bladde, Heavy
Blair, Bill
Blair, Doc
Blair, H. L.
Blair, Larry
Blanch, Geo. & Rosie
Bliss, Carl & Jimmie
Blitz, Pinkey
Blondell, Mysterious
Blondon, L. E.
Blood, Geo.
Blood, Oscar
Bloomsburg, Bill
Blue, Jack
Blystone, E. L.
(Bly)
Blythe, Billy
Boardman, O. W.
Bobby & King
Bochman, Ted
Bogart, Jack
Bogie, Danny
Bolis, Fred
Boman, F. A.
Bonar, F. A.
Bond, Joe
Boone, Bill (Mad Dog)
Booth, Clinton M.
Booth, Glenn
Borden, Leon
Borders, Jack
Borham, Bill
Boso, Guy R.
Boswell, Ben
Boswell, Frank
Boswell Jr., Syl
Boswell, W. S.
Boswick, Leon
Jim
Bottorf, A. S.
Boutroy, Valentine
Bouge, Danny L.
Bouillon, Frenchy
Bowen Jr., Bud
Bowen, Wm. (Billy)
Bowers, Shortie
Bowman, Charles
Bowman, Dotake
Ed
Boyd, H. W.
Boyton, Joe
Bozzell, Billy
Bradén, Buddy
Bradén, E. B.
Bradén, Francis
Bradén, Frank
Bradén, Jim
Bradford, T. R.
Bradshaw, Fred
Bradshaw, H. O.
Bradshaw, James
Brady, Chic
Brady, Frank C.
Branan, Hobart
Brancroft, Fred
Branholtz, Jake
Braswell, Dub
Bray, Harry
Breeze, Billy
Brevot, Ed
Brewer, Allen
Brewer, Bud
Brewer, Chas.
Brewer, Don
Brewer, W. S.
Brickett, Spooks
(Trombone)
Briggs, Thomas L.
Bright, Joe
Bright, Lewis

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

The Final Curtain

Marriages

ABBOTT—Edward S., 22, suddenly in New York December 21. He studied drama at Yale in Professor George Pierce Baker's class and was employed in the WPA production *Jiggins of Jigginstown*.

BARNARD—C. Norman, 87, judge of harness racing on the State Fair Circuit, December 17 at Friends' Boarding Home, Kennett Square, Pa. He had bred horses and once conducted a race track near Avondale, Pa.

BARRYMORE—Irene Fenwick, 43, wife of Lionel Barrymore, film actor, at her home in Beverly Hills, Calif., December 24 of a pulmonary condition after an illness of three months. Mrs. Barrymore was formerly Irene Frizzel, of Chicago, and made her first appearance on the stage in 1904 in *Peggy From Paris* and later played leads in several Broadway shows. She married Barrymore in 1923. Mrs. Barrymore was the former wife of Felix Isman and J. O'Brien, New York financiers.

BOIVIN—Alfred J., 61, baritone, following a year's illness, in Freeport, Me. Was a former circus sousaphonist.

BRADY—William J., veteran actor, at his home in New York December 26. He was well known for the portrayal of the Irish father in *Abie's Irish Rose* and his most recent appearance was with Joe Cook in *Hold Your Horses*. Other shows he appeared in were *The Gentleman From Mississippi*, *It Pays To Advertise* and *Abraham Lincoln*.

BROUSSARD—Euclid F., 46, stage and film studio technician, in Louisiana recently. Was for many years property man at the Mason Opera House, Los Angeles, and a member of the IATSE Local 33.

BUCK—Mrs. C. D., radio vocalist and instrumentalist, at Richibucto, N. B., recently after an illness of three months. She had been heard on programs broadcast from Station CJCB, Sydney, N. S., and appeared on the Cotter's Saturday Night program originating at CJCB. Survived by her husband, five daughters, two brothers and four sisters.

BURT—Addie, 75, in her younger years well known as an entertainer, writer and artist, December 18 at Battle Creek.

CARSTENS—E. M., 78, retired exhibitor, at his home in Manitowoc, Wis., recently. Survived by two daughters and two brothers.

CLARKE—Edwin G., 72, cornetist in Sousa's Band for 20 years, of heart disease December 21 in Reading, Mass. Clarke managed the Sousa Band during a world tour.

COUDY—Elmer, 50, for 14 years comedian with the A. B. Marcus company, at Sunshine Sanitarium, Grand Rapids, Mich., December 15, where he had been confined for over a year. He was well and favorably known in tabloid and vaudeville circles from Coast to Coast. Survived by his widow, Eula, musical director of the show; his daughter, Dotty, principal and dancer in the cast; a sister, Mrs. C. Hulburd, of St. Louis, and a brother, Norman, of Detroit. Interment in St. Louis.

CUMMINGS—Julie, former actress and recently a New York modiste, in Las Crescenta, Calif., December 17. Was an aunt of Clara Kimball Young, screen actress.

CURTISS—George W., 71, who took the first motion pictures in Kansas City, Mo., in 1897, at Kansas City December 20. Was the inventor of several types of motion picture cameras and was widely known for his experimentation with still photographs.

DUNNE—Mrs. Adelaide Henry, mother of Irene Dunne, film actress, at her daughter's home in Holmby Hills, Calif., after a cerebral hemorrhage. She was an accomplished pianist and urged her daughter on to her musical and acting career.

FARRINGTON—Adela, 68, actress and former wife of Hobart Bosworth, of the films, at her home in Los Angeles December 19 after a two-month illness. Some credited her with introducing into this country the song *On a Bicycle Built for Two*. She appeared in comic opera, in stock and vaudeville, and at one time appeared with the late Marie Dressler.

GARDNER—Thaisa, of heart attack December 18. Survived by parents, two sisters and two brothers. Burial in Woodlawn Cemetery, Dallas.

GOSSETT—Joseph A., 62, manager of the State Theater, Canton, O., a unit of the Young & Rinehart chain there, December 22 in Mercy Hospital, Canton, after an illness of five months. His widow, a daughter and a son survive. Funeral services and burial at Canton.

HOLLOWAY—J. J., 83, father of Boyd Holloway, of Milt Tolbert Show, at Carrollton, Ga., November 19. He traveled with his son on the show.

KORK—Walter, father of Bobby Kork,

who presents his Sex Family with Miller Bros.' Shows, of a heart attack December 13 in Trenton, N. J. Other children who survive are Marion Kork, toe dancer; Betty and Anna Kork, dancers in vaudeville. Services in SS. Peter and Paul's Catholic Church, Trenton, with burial in St. Mary's Cemetery, that city.

LALLY—Myrtle Adams, 56, wife of Hugh Lally, executive of Television Productions, Inc., December 17 in Los Angeles.

LAUSCHER—Albert A., in Bridgeport, Conn., recently from gas poisoning. Was former vaudeville actor as a member of the Laubscher family. Survived by a daughter, Muriel Lane, night club singer in New York.

LINDHOLM—Charles, actor, at St. Joseph's Hospital, St. Paul, December 13 after nine days' illness. He was the husband of Flora Lindholm, father of Charles Lindholm Jr.; cousin of Dorothy Fay, musician and entertainer, of Los Gatos, Calif., and father of the late A. Alfred Lindholm. He wrote many sketches and also a play, *The White Nail in the Cross*. Lindholm toured the United States and Canada for many years in vaudeville with his sketch, *The Man From Minnesota*.

LURVEY—Hiram, veteran musician of Sydney, N. S., recently at Lynn, Mass. He had been leader and violinist in Sydney theaters for 30 years and had also been a member of dance and concert orchestras.

MAYNARD—Thomas H., 46, vaudeville actor and chorus man, in Knickerbocker Hospital, New York, December 18.

MERRELL—James E., former manager of Club Richman, New York, in a hospital at Reno December 18 following an operation. He was manager of the Reno Country Club until it was destroyed by fire May 15. At one time he also managed Club Madrid and the King's Terrace in Manhattan.

MILLS—Frank (Al Wonder), 41, in St. Joseph Sanatorium, El Paso, Tex., December 20. He was concessioner with Western States Shows last season and had been with numerous other shows during his career. A sister, Mrs. Gladys Harvey, Florence, Kan., survives.

MOORE—Charles J., 74, Coney Island, N. Y., political leader noted for his aid to the local amusement situation, at his original home in Wrightsville, Pa., recently. He was credited with being responsible for conversion of Dreamland Park, Coney Island, into a public park and sponsored erection of municipal bathhouses on the island. Survived by a daughter, Marion, and four sons, Morton, John, Scott and Stanley, and a brother, William H., Philadelphia.

MYERS—George W., 57, vaudeville veteran, at his home in Germantown, Philadelphia, December 17. Starting his career at 17 as a member of three Dutch comedians, he later appeared on the Wilmer & Vincent Circuit with Jacob Willard as Carson and Willard, and for the next 25 years appeared on the Keith and Orpheum circuits. He retired from the stage five years ago. Survived by his widow, Emma, and two sons, George Jr. and Karl. Interment in Greenmount Cemetery, Philadelphia.

MYERS—Sol, in New York December 24. Myers was a former manager of burlesque wheel shows but had been in retirement for the last few years. He was a member of the Jewish Theatrical Guild and the Burlesque Club and is survived by a son, Jesse, now managing an Independent Burlesque Circuit road show.

POTTS—Col. I. S., for several years in advance of the Sells Bros.' Circus, general agent for John W. Vogel's *Darkest America*, Vogel's Big City Minstrels and Al G. Field's Minstrels, at his home in Detroit December 18. His last road engagement was with Kibble's *Uncle Tom's Cabin*, after which he retired from show business and entered the wholesale candy business in Detroit. Survived by his widow. The Loyal Order of Moose had charge of the funeral. Burial in Detroit.

ROONEY—Charles, 50, of Chicago, December 24 of heart attack. Deceased was a member of the original Riding Rooneys, for many years featured with the Ringling shows. He retired from circus life about two years ago and lately had been connected with the *Circus De Paree*, a vaudeville unit. He is survived by his widow, Betty Lavenia, member of the LaVenia Sisters,

trapeze act. Burial at Baraboo, Wis.

ROSSMORE—Dorothy, actress, in New York December 21 of pneumonia. Miss Rossmore was a native of San Francisco and had played with Nance O'Neil and McKee Rankin. Her greatest success was as Milwaukee Sadie in *The Master Mind* with Edmund Breese. Survived by a brother, Henry Kalinbach, and a sister, Mary Axtell.

ROVESCALLI—Antonio, 72, stage decorator, at Milan, Italy. He had worked for 25 years at La Scala in Milan and did settings for the Metropolitan Opera, New York; the old New Orleans Opera and European and South American productions.

SKINNER—Mrs. Otis, wife of the actor and his former leading woman, at her home in New York December 25 of a heart attack. She was born at Moberly, Mo., in the early '60s and married Skinner in 1890. Mrs. Skinner retired from the theater when her daughter was born in 1902. She wrote several plays which were produced in New York and Philadelphia. Survived by her husband and daughter, Cornelia Otis Skinner.

SWAN—Mrs. Fannie Byxhie, in Bridgeport, Conn., December 20 after a long illness. Was a well-known soprano and radio artist.

SWEET—W. Harry, 69, manager of Windsor (N. S.) Victoria Rink 42 years, in Windsor recently. He had been on Victoria Rink staff half a century and was one of the oldest rink managers in point of service in the business. He went with F. A. Roach, Windsor, when the latter acquired the rink 40 years ago.

TALBOT—Edith, actress, wife of John P. Wilson, writer. Buried in the Actors' Fund plot, Kensico Cemetery, December 16.

TIERNAN—John H., 68, formerly with George Primrose's Minstrels, at his home at Albany, N. Y., December 21 after a brief illness. He was born in Brooklyn. Survived by his widow, four daughters and one son.

TUMANSKAYA—Madame Valentina, 46, Russian dramatic lyric soprano, who sang before the Czar and Russian Royal Court as a star of the Russian Imperial Grand Opera in pre-Soviet days, at John Gaston Hospital, Memphis, December 17. Known in private life as Mrs. Joseph Komesoshevski, she had been despondent over poor health for many months. Born in Kiev and a graduate of the Royal Conservatory at Warsaw, she was one of many singers forced to flee Russia during the revolution. In 1924 she went to Memphis to join her brother, Misha Feibish, editor of *The Southern Musical Journal*, after he had learned thru a Russian chorus appearing there that she was singing in Shanghai. She appeared in concerts in Memphis 10 or 12 years ago, but had not sung actively for some years. She leaves five sisters, Mrs. Sheila Johnson, St. Louis; Mrs. Dave Feinberg, Memphis; Mrs. Fannie Felix, Mrs. Arthur Hoffman and Mrs. M. Feibish, New York, and another brother, Boris Feibish, New York.

VAN HEWSON—Charles T., 91, in Bridgeport, Conn., December 20 after a long illness. Was the father of Edward Renton, former general representative for the Poli Circuit, now with Commercial Publix Theaters, Scranton, Pa.

WALKER—George W., 70, who formerly operated a motion picture theater in Hot Springs, Ark., December 18 at a hospital in Memphis.

WATSON—William, 48, former pony track employee with Rubin & Cherry Exposition and lately employed as mechanic at Funland Park, Miami, at Miami December 21, the result of a fractured skull sustained when struck by an automobile December 20. A fund will be raised in Funland Park for interment if relatives are not located.

WEGMAN—Walter, one of the organizers of the Rochester, N. Y., Rodeo Association, December 17 in a Rochester hospital from a complication of diseases. Wegman, with his brother, John, had long been prominent in fostering and promoting outdoor sports.

WOLFF—William, 78, opera basso, in Los Angeles recently. He began his operatic career in 1879, touring the United States, Europe and South America in Gilbert and Sullivan comic operas. Retiring in 1914, he organized a costume and theatrical supply company in Boston. Survived by his widow, Anne. Interment in Boston.

BACON-COUGHLINE—Lloyd Bacon, screen director, and Nadine Coughlin, actress, in Los Angeles December 24.

BARNUM-BAILEY—Earl Barnum, non-professional and grandson of a nephew of Phineas T. Barnum, and Inez Bailey, granddaughter of a nephew of James A. Bailey, at Moore, Okla., December 24.

BENSON-DORSEY—John Darby Benson, studio technician, and Diane Dorsey, screen actress, at Yuma, Ariz., December 16.

BIBEN-GROFF—Jacob Biben, theatrical booker with the Harry Biben firm, Philadelphia, and Mitzel Groff, vaudeville entertainer, December 20 in Philadelphia.

BURNSIDE-CAREWE—Mortimer B. Burnside, banker, and Marion Carewe, former *Vanities* showgirl, December 13 in New York.

CURLEY-PHILLIPS—Paul G. Curley, non-professional, and Marie Phillips, night club dancer, known professionally as Lillian Duval, at New York December 24.

DONLEVY-LANE—Brian Donlevy, film actor, and Marjorie Lane, Hollywood singer, at Ensenada, Mex., December 22.

DUNCAN-LINDEN—Lee Duncan, trainer of dogs for films and owner of Rin-Tin-Tin, and Eva Linden, non-professional, at Yosemite, Calif., December 20.

FEFINO-WILLIAMS—Frank J. Fefino, Brooklyn, and Jane Williams, of Minneapolis December 17. Both are entertaining midgets, having appeared together at the Chicago Century of Progress.

FOYE-LIDSEY—Mendon Foye, saxophonist with Emerson Gill's Orchestra at William Penn Hotel, Pittsburgh, and Emily Jane Lidsey, dancer, of Clarendon, Va., in New Cumberland, W. Va., December 22.

GEORGE-WEBER—Robert George, film agent, and Mary G. Weber, non-professional, in Las Vegas, Nev., December 17.

HARRINGTON-SHEASGREEN—Mark Harrington, tenor, to Alma Sheasgreen, of the piano team of Johnson and Sheasgreen at Station KFRC, in San Francisco December 28.

HASTINGS-KEANE—Patrick Hastings and Ronda Keane, actress, in London December 18.

HAVILL-SPINNER—Gordon Havill, of the Butterfield Circuit, to Arline Spinner, owner of the Alhambra Theater, Hillsdale, Mich., at Pontiac, Mich., December 28.

LLOYD-WEST—Myron B. Lloyd Jr., manager of the Oasis night club, Detroit, to Blance Evonne West, known professionally as Zorine, night club dancer, December 19 at Angola, Ind.

MCEVOY-SANTRY—J. P. McEvoy, screen and magazine writer, to Margaret Santry, newspaper and radio writer, in Las Vegas, Nev., December 19.

MUELLER-VAN LOAN—George Mueller, non-professional, and Gertrude Van Loan, daughter of the screen writer H. H. Van Loan, in California recently.

OLIVER-CHURCHILL—Vic Oliver, vaudeville comedian, and Sarah Churchill, daughter of Winston Churchill, British statesman, at City Hall, New York, December 24. Phil Offin, Oliver's agent, was witness.

ROBERTS-FITZPATRICK—Al Roberts, Warner Bros. photographer, and Helen Fitzpatrick, screen chorus dancer, at Las Vegas, Nev., December 21.

SEGUROLA-BIDLAKE—Count Andres de Seguro, actor and former Metropolitan Opera singer, to Maria Gutierrez Bidlake in Los Angeles December 20.

SLOAN-FINE—Billy Sloan, night club and theater emcee now working Pittsburgh territory, and Esther Fine, secretary to Larry Kenneith, theatrical booker in that city, in Pittsburgh December 27.

SPENCER-MOORE—Edwin E. Spencer, Hollywood, non-professional, and Myra Eugenia Moore, film actress, in Los Angeles December 18.

WAYNE-KNIGHT—Albert Seessell Wayne, non-professional, and Louise Knight, radio singer, November 28.

Coming Marriages

Tom Shirley, information desk attendant at Paramount Studios, to Evelyn Mackenzie, film agency secretary, in Los Angeles soon.

Raoul Kraushaar, assistant music director at Republic Pictures, to Corinne Harwick, Chicago actress, in Los Angeles soon.

Fred Thomas, non-professional, and Lorraine Crawford, formerly of Des Moines, (See *COMING MARRIAGES* on page 69)

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

A

ABC Trio (El Chico) NYC, nc.
 Accosta, Olga (El Gaucho) NYC, nc.
 Ace, Red (Red Horse Tavern) Follansbee, W. Va., nc.
 Adams, Crawford & Paulette (Park Central) NYC, h.
 Adalet (French Casino) NYC, nc.
 Adelina & Theodori (Original Maisonette Russe) NYC, nc.
 Adrian, Iris (Hollywood) NYC, re.
 Afrique (Ritz) NYC, h.
 Ah San Lu (Mahoney's Palace Cafe) Hartford, Conn.
 Abassi, Countess (Village Casino) NYC, nc.
 Albee Sisters, Four (Congress) Chi, h.
 Allen, Jean (Swanee Club) NYC, nc.
 Allen, William (Place Elegante) NYC, nc.
 Alpert, Mickey (Philadelphia) Phila, h.
 Anderson & Allen (Casino Parisien) Chi, nc.
 Andree & Samuels (Gaiety) Brussels, cb.
 Andre, Janice (Paradise) NYC, re.
 Andre, Pierre (Congress) Chi, h.
 Andrews, Avis (Cotton Club) NYC, cb.
 Andrews Sisters (Yacht Club) Chi, nc.
 Archer, Gene (Chesapeake House) NYC, re.
 Arden, Anita (Paradise) NYC, re.
 Arden, Dell (Park Central) NYC, h.
 Arden, Donn (Chez Ami) Buffalo, nc.
 Arden & Renard (Walton) Phila, h.
 Arnold, Jack (Bali) NYC, nc.
 Arlynne & Borden (Gloria) Columbus, nc.
 Armida (Merry-Go-Round) Brooklyn, nc.
 Armstrong, Maxie (Black Cat) NYC, nc.
 Arnaut Bros. (Savoy) London, h.
 Ashburns, The (Levaggi's) Boston, re.
 Avner, Bill (Place Elegante) NYC, nc.

B

Baccini, Maria (Place Elegante) NYC, nc.
 Bacon, Virginia (Adelphia) Phila, h.
 Bahama Dancers (Cotton Club) NYC, h.
 Baines, Pearl (Kit Kat Club) NYC, nc.
 Baker, Belle (Hollywood) NYC, re.
 Ballard & Rae (Washington Youree) Shreveport, La., h.
 Bankoff & Gannon (Colosimo's) Chi, nc.
 Barbery, Lea (Gay '90s) NYC, nc.
 Barlow, Dorothy (Palmetto) Detroit, nc.
 Barr, Dave (Leon & Eddie's) NYC, nc.
 Barr & Estes (Lyric) Indianapolis, t.
 Barrett, Sheila (Drake) Chi, h.
 Barrett, Virginia (Nixon) Pittsburgh, c.
 Barrie, Eve (Wivel's) NYC, re.
 Barry, Carl, Harmonica Band (Adelphia) Phila, h.
 Bartell & Hurst (Shoreham) Washington, D. C., h.
 Barton, Mary (Jimmy Kelly's) NYC, nc.
 Basino, Mario (Place Elegante) NYC, nc.
 Baughman's Traveltrousers: Kissimmee, Fla., 1; Pierce 4-5; Brewster 6-7.
 Beaurdeaux, Melba (Colony) Phila, nc.
 Beck, Melton & Beck (Savarin) Buffalo, c.
 Behm, Arthur (Gay Nineties) NYC, nc.
 Bell, Bobbie (Ballyhoo) Columbus, O., nc.
 Bell & Grey (Hollywood Club) Louisville, Ky.
 Bell, Harvey (Blossom Heath) Shreveport, La., nc.
 Bell, Jimmy & Nora (Paradise) NYC, re.
 Bell's Hawaiian Follies (Castle) Newcastle, Ind.; 2; (Pal.) Ft. Wayne, Ind., 3-6, t.
 Belmore, Barbara (Royal Frolies) Chi, nc.
 Bemis, Bill & Beverly (Chez Parée) Chi, nc.
 Benga, Feral (French Casino) NYC, nc.
 Bennett, Eddie (Place Elegante) NYC, nc.
 Bennett, Ethel (Old Roumanian) NYC, re.
 Beno, Ben (Fair) Eustis, Fla., 5-9.
 Bentum, Bench (Funland Park) Miami, Fla.
 Benson, Mildred (Weber's Hof Brau) Camden, N. J., re.
 Berg, Alphonse (College Inn) Chi, re.
 Bergen, Edgar (Radio City Rainbow Room) NYC, nc.
 Berman, Bobby Burns (Lookout House) Covington, Ky., nc.
 Bernard, Rose (Wheel) NYC, nc.
 Berry, Bob (Edison) NYC, h.
 Bert & Jay (Colonial Village) Peoria, Ill., nc.
 Beyer, Ted (Village Casino) NYC, nc.
 Billie & Millie (Clover) NYC, nc.
 Blaine, Rose (New Yorker) NYC, h.
 Blair, Francis (Jungle Inn) Youngstown, O., nc.
 Blake, Barbara (St. Moritz) NYC, h.
 Blakely, Bidda (Astor) NYC, h.
 Blanchard, Addie (Club Elegante) NYC, nc.
 Blanchard, Jerry (18 Club) NYC, nc.
 Blanche & Elliott (Club El Retiro) Mexico City, Mex.
 Blenders, Four (Embassy Club) San Francisco, nc.
 Bohn & Van (Leon & Eddie's) NYC, nc.
 Booth, John (Mon Paris) NYC, nc.
 Borg, Inga (Jimmy Kelly's) NYC, nc.
 Bowers, Cookie (Riverside) Milwaukee, t.
 Bowne, Jerry (Biltmore) NYC, h.
 Braatz, Mickey (Zelli's) NYC, nc.
 Bradley, Vic (Yacht Club) Chi, nc.
 Bragdon, Mildred (Walton) Phila, h.
 Brandt & Fowler (21) Phila, nc.
 Brannon, Billy (Riviera Inn) Stowe, Pa., nc.
 Brent, Lillian (Casa Grande) Washington, D. C., nc.
 Briefer, Gertrude (Commodore) NYC, h.
 Brito, Phil (Mount Royal) Montreal, h.
 Brooks Twins (Club Vogue) NYC, nc.
 Broomfield & Greeley (Ubangi) NYC, nc.
 Browe, Harold (San Diego) Detroit, nc.
 Brown, Evans & Mary (Murray's Buffet) Richmond, Ind., nc.
 Brown, Ralph (Ubangi) NYC, nc.
 Browning, Fitzgerald & Collins (Leon & Eddie's) NYC, nc.
 Bruce, Betty (French Casino) NYC, nc.
 Bryan & Winsome (Zelli's) NYC, nc.
 Bryant, Betty (Larue's) NYC, h.
 Bryson, Clay (Montclair) NYC, h.
 Burns, Moriarity & Dell (Tower) Kansas City, t.
 Bynton, Dorothy, Girls (Riverside) Milwaukee, t.

C

Caceres, Emilio (Chez Ami) Buffalo, nc.
 Cail & Stuart (Brass Rail) Lawrence, Mass., re.
 Caldos & Baline (Commodore) NYC, h.
 Calgary Bros. (College Inn) Chi, re.
 Caperton & Columbus (Pierre) NYC, h.
 Carlay, Rachel (Zelli's) NYC, nc.
 Carlos & Marchan (Commodore) NYC, h.

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.
 NYC—New York City; Phila—Philadelphia; Chi—Chicago.

Carlyle, Betty & Sue (Le Mirage) NYC, nc.
 Carr, Harriet (Esquire) Toronto, nc.
 Carroll Sisters (Clover) NYC, nc.
 Carroll's Mardi Gras (Pal.) Cleveland 28-31, t.
 Carson, Laura & Marie (Piccadilly) London, h.
 Carter, Johnny (5th Ave.) NYC, h.
 Carter & Schaub (Jimmy Kelly's) NYC, nc.
 Carver, Zeb (Village Barn) NYC, nc.
 Casino, Del (Hollywood) NYC, re.
 Cassali, Jean (Riviera Inn) Stowe, Pa., nc.
 Castillo, Carmen (Stevens) Chi, h.
 Castle, Boots (Gillis) Kansas City, nc.
 Chandler, Evelyn (Hershey Ice Arena) Hershey, Pa.
 Chandler, Pat (Troadero) Chi, nc.
 Chuck & Chucks (Roxy) NYC 28-31, t.
 Chumbeccos, Florence (French Casino) NYC, nc.
 Clark, Marie & Ann (Astor) Reading, Pa., 28-31, t.
 Claudet, Marguerite (Jermyn) Scranton, Pa., h.
 Clauson, Charles (Cafe Bali) NYC, nc.
 Clayton, Pat (Barrel of Fun) NYC, nc.
 Cleve, Elmer & Co. (Lyric) Indianapolis, t.
 Clifford & Wayne (Anchorage) Phila, nc.
 Cole, Lester, Singers (Chicago) Chi 28-31, t.
 Coleman, Arline (Holland Tavern) NYC, nc.
 Coley, Curtis (Club Diamond) Wheeling, W. Va., nc.
 Collette & Galle (Showboat Club) Niagara Falls, N. Y., 3.
 Collins, Larry (Palmer House) Chi, h.
 Comique Continental (Pal.) Chi, 28-31, t.
 Conrad, Henry & Starr (Florodora) NYC, nc.
 Conti, Mickey (Savoy-Plaza) NYC, h.
 Cook, Leonard (Continental) Phila, nc.
 Cook, Ted (Tower) Kansas City, t.
 Cooley, Marion (Sapphire Room) NYC, nc.
 Cooper, Una (Colosimo's) Chi, nc.
 Coral Islanders (Montclair) NYC, h.
 Corkins, Shirley (Queen's Terrace) NYC, nc.
 Corlies & Palmer (Saddle & Cycle) Palm Springs, Calif., nc.
 Corwey, Ferry (Roxy) NYC 28-31, t.
 Cosmopolitans, The (Savoy-Plaza) NYC, h.

Diplomats, Four (Dickie Wells) NYC, cb.
 Divorcees, Seven (Bali) NYC, nc.
 Dixon, Dixie (Paddock Club) Louisville, Ky., cb.
 Dixon, Ethel (Drake) Chi, h.
 D'Orsay, Fifi (Tower) Kansas City, t.
 Dolan, Patsy (Leon & Eddie's) NYC, nc.
 Dolan, Peggy (Shelton) NYC, h.
 Dolores & Antonio (Yumuri) NYC, nc.
 Dolores & Candido (El Chico) NYC, nc.
 Donahue, Ralph (Gloria) Columbus, O., nc.
 Donn, Berta (Valhalla) NYC, re.
 Dorie, Mme. (Nini's) NYC, nc.
 Doris, Miss (Versailles) NYC, nc.
 Dorne, Dorothea (Book Cadillac) Detroit, h.
 Dorothy & King (College Inn) Chi, re.
 Dorsi, Chiquita (Town Club) Wheeling, W. Va., nc.
 Dot & Dash (Frolies) Toledo, O., nc.
 Dover, Joan (Philadelphia) Phila, h.
 Downey, Mary Jane (Barrel of Fun) NYC, nc.
 Downey, Morton (Chez Parée) Chi, nc.
 Drake, Connie (Deauville) New York, nc.
 Drayson, Danny (Leon & Eddie's) NYC, nc.
 Duke, Eddie (Stein Club) Wallace, Ida., nc.
 Duke, Ethel (Wm. Penn) Pittsburgh, h.
 Duke, Paul (St. Regis) NYC, h.
 Dukes, Three (Chez Ray Ventura) Paris, nc.
 Duncan, Jackie (Martin's Tavern) Lima, O.
 Duran, Adeline (El Chico) NYC, nc.
 Duval (Versailles) NYC, re.

E

Ebony Rascals, Four (Club Caliente) NYC, nc.
 Elder, Hal (Bat Gormly) Lake Charles, La., nc.
 Elliott, Leonard (Park Central) NYC, h.
 Elton & Gilrone (Club Belvedere) Des Moines.
 Enricha & Novello (Book-Cadillac) Detroit, nc.
 Eriasson, Iris (Club Belvedere) Des Moines.
 Errico, Edna (Yacht Club) Chi, nc.
 Esmond, Miricle (Zimmerman's) NYC, re.
 Espes Trio (Orph.) Memphis, t.
 Estelle, Ana (El Gaucho) NYC, nc.
 Estelle & Leroy (Rainbow Room) NYC, nc.
 Evans, Bobby (Brass Rail) Union City, N. J.
 Evert, Ray & Leola (Red Wagon) St. Louis, nc.

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

Cotton, Larry (Biltmore) NYC, h.
 Coudriet & O'Dea (Seventh Ave.) Pittsburgh, Pa., h.
 Courtney, Ann (Montclair) NYC, h.
 Craft, George (Tillie's) NYC, re.
 Craven, Fran (Bertolotti) NYC, re.
 Crider & Nelson (State) Pontiac, Mich., 31-Jan. 3, t.
 Crocker, Dorothy (Astor) Reading, Pa., 28-31, t.
 Crocker, Mil (Torch Club) Cleveland, nc.
 Crone, Roberta (Backstage Club) Cleveland.
 Cross & Dunn (Benny the Bum's) Phila, nc.
 Crusaders, The (Congress) Chi, h.
 Cugat, Xavier, & Band (Met.) Boston 28-31, t.
 Cummings Sisters (Peacock Alley) Detroit, nc.
 Cunningham, Fairy (Cocoanut Grove) Minneapolis, nc.
 Curtis, Billy (Piccadilly) NYC, h.

D

Dade, Elmer, Girls (Montgomery Royal) Brooklyn, N. Y., re.
 Daies, Jack (El Dorado) Detroit, nc.
 Dale, Helen (Howdy Club) NYC, nc.
 Dale, Stephanie (Hollywood) NYC, re.
 Damur, Hene (Brass Rail) NYC, re.
 Dandies, Four (Larue's) NYC, re.
 Daniels, Billy (Black Cat) NYC, nc.
 Daniels, Doris (Commodore) NYC, h.
 Dario & Diane (Grosvenor House) London, h.
 Darrow, Chick (La Casina) Jamaica, L. I.
 Darvo, Blanche (Oetzen's) Brooklyn, nc.
 Datsko, Yasha (Russian Art) NYC, re.
 Davis, Dorothy (Caliente) NYC, nc.
 Davis, Eddie (Leon & Eddie's) New York, nc.
 Davis, Lew (Lang's) Albany, N. Y., h.
 Davis, Lois (Eldorado) Detroit, nc.
 Davis, Rufe (College Inn) Chi, re.
 Dawn, Dolly (Taff) NYC, h.
 Dawn & Darrow (Town Casino) Miami, nc.
 Day, Helen (Oetzen's) Brooklyn, nc.
 Dean, Carol (Hollywood) Galveston, Tex., nc.
 De Bold Twins (Embassy) Phila, nc.
 Dec, Dottie (Clover Club) Portland, Ore., nc.
 Dec, Gloria (Town Club) Wheeling, W. Va., nc.
 Deering, Delyce (Bossert) NYC, h.
 Defrees, Lois (Dizzy Club) NYC, nc.
 DeFlores, Felipe (El Chico) NYC, nc.
 Del Viso, Dolores (San Souci) Havana, nc.
 Del Rio, Jose (Club Parée) Hartford, Conn.
 Dellina, Vera (El Chico) NYC, nc.
 Dell, Bobbie (Riviera Inn) Stowe, Pa., nc.
 De Mar & D'Andre (Adelphia) Phila, h.
 De Marlo & La Marlette (Club Parée) Hartford, Conn., nc.
 Denning, Ruth (Village Barn) NYC, nc.
 Deslys, Leo (Bali) NYC, c.
 Detroit Red (Small's Paradise) NYC, cb.
 Dick, Don & Dinah (Stanley) Pittsburgh 28-31, t.
 Dimitri (Hollywood) NYC, re.
 Dimitri & Virgil (Gaucho) NYC, nc.
 Dion & Sparkettes (Avalon Club) Cleveland, nc.

Evert, Roy & Leola (Red Dragon) St. Louis, nc.

F

Farmer, Chic (Bali) NYC, c.
 Farrar, Jane (1523) Phila, nc.
 Farrell, Bill (Place Elegante) NYC, nc.
 Farries & Goodelle (Vanderbilt) NYC, h.
 Fay, Lucille (18 Club) NYC, nc.
 Faye, Frances (Yacht) NYC, nc.
 Faye, Gladys (Jimmy Kelly's) NYC, nc.
 Fears, Peggy (Radio City Rainbow Room) NYC, nc.
 Felicia & DelRay (Plaza) Pittsburgh, c.
 Ferguson, Bobby (Ballyhoo) Columbus, O., nc.
 Ferrerri, Ed (Town Club) Wheeling, W. Va., nc.
 Ferrier & Mona (Park Lane) NYC, h.
 Fervar, Mitty (21) Phila, nc.
 Felder, Ralph (Village Grove Nut) NYC, nc.
 Fields, Benny (Place Elegante) NYC, nc.
 Fields, Shirley (Oetjens) Brooklyn, N. Y., re.
 Fiozenzas (Astor) NYC, h.
 Fisher, Nick (Montclair) NYC, h.
 Fitze, Emily (Bali Ball) Chi, nc.
 Fitzgerald, Patricia (Variety) NYC, nc.
 Flash, Serge (St. Regis) NYC, h.
 Fleurette (Piccadilly) NYC, h.
 Florenz, Paul, Girls (Drake) Chi, h.
 Florentz, Consuelo (Le Mirage) NYC, nc.
 Follies Revue (Washington Club) East Liverpool, O., nc.
 Fonda & St. Clair (Chez Ami) Buffalo, nc.
 Fontaine, Evan Burrows (Adelphia) Phila, h.
 Fonzals, Threl (State-Lake) Chi, t.
 Fowler, LaMae (Dixon's Cafe) Omaha, c.
 Frances, Beverly (Palmetto) Detroit, nc.
 Frances & Carroll (Hills Grove) Providence, cc.
 Franks, Jerry (Hollywood) NYC, re.
 Franz & Fuller (Front Street Gardens) Toledo, nc.
 Fredcz & Laurenza (Oaks Club) Winona, Minn., nc.
 Froeba, Frank (Onyx Club) NYC, nc.
 Frohman, Bert (Paradise) NYC, re.
 Froos, Sylvia (Paramount) NYC 28-31, t.
 Fry, Bob & Virginia (Man About Town) New York, nc.

G

Gae, Donna (Stevens) Chi, h.
 Gaines, Leila (18) NYC, nc.
 Gainsworth, Marjorie (St. Moritz) NYC, h.
 Galante & Leinarda (Cassanova) Los Angeles, nc.
 Gales Sextet (Blue Moon) Milwaukee, c.
 Garay, Joaquin (Roxy) NYC 28-31, t.
 Gardella, Tess (New Yorker) NYC, h.
 Gavitte, Rex (Place Elegante) NYC, nc.
 Gay Nineties Quartet (Gay Nineties) NYC, nc.
 Gaynor, Marilyn (Bertolotti) NYC, re.
 Gelford, Jackie (Oriental) Chi 28-31, t.
 George, Eileen (Colosimo's) Chi, nc.
 Gerrity, Julia (1214) Phila, nc.
 Gibbs, Arthur (Queen Mary) NYC, re.
 Gilbert, Ethel (Gay '90s) NYC, nc.

Gibney, Marian (Bijou) Battle Creek, Mich., 1-2, t; (McFarlen) Hoopston, Ill., 3, t.
 Gilbert, Bob & Fleurette (Philadelphia) Phila, h.
 Gilford, Jackie (Oriental) Chi, t.
 Gill, Evelyn (Colonial) Jackson, Miss., nc.
 Gillette & Richards (Yacht Club) Chi, nc.
 Gina & Giano (Gloria Palast) NYC, cb.
 Giovanni, John (Murray's) Tuckahoe, N. Y., ro.
 Girard, Adele (Lincoln) NYC, h.
 Givens & Karol (Westminster) Boston, h.
 Glover & Lamae (Esquire) Toronto, nc.
 Glynns Sisters (Times Square Club) Rochester, nc.
 Gleason, Art (Pal.) Jacksonville, Fla., 1-3, t; (Athens) De Land, Fla., 4, t; (Pal.) Orlando, Fla., 5, t.
 Goll, Wanda (Vogue) NYC, nc.
 Gomez & Winona (Congress) Chi, h.
 Gonyea, Leonard (Oaks) Winona, Minn., 2, nc.
 Gonzales, Jose (College Inn) Chi, re.
 Gonzales & Rangel (McAlpin) NYC, h.
 Goodman, Charles (Biltmore) NYC, h.
 Goodner, Jean (Roxy) NYC 28-31, t.
 Gould Sisters (Royal Frolies) Chi, nc.
 Gower & Jeanne (Drake) Chi, h.
 Gorman, Chat (2 o'Clock Club) Baltimore.
 Grace & Nica (Ritz Carlton) NYC, nc.
 Graham, Inez (Colony Club) Chi, nc.
 Granoff, Bert (Bismarck) Chi, h.
 Grasi, Rudi (Casino Parisien) Chi, nc.
 Gray, Glen, & Orch. (Paramount) NYC 28-31, t.
 Green, Al (Pioneer Nut Club) NYC, nc.
 Green, Mizel (Congress) Chi, h.
 Gregory, Jack & Co. (Colonial) Dayton, O. t.
 Gregory & Norman (Leon & Eddie's) NYC, nc.
 Griffith & Wells (Talk of the Town) Peoria, Ill., nc.
 Grower, Bernie (Gay '90s) NYC, nc.
 Gypsy Albert Trio (Beverly Bar) NYC, nc.

H

Hacker, Monty (Pal.) Jacksonville, Fla., t.
 Hackett, Janette (Esquire) Toronto, nc.
 Hall, Jimmy (Waterfront) Boston, nc.
 Halliday & Clark (Stanley) Pittsburgh 28-31, t.
 Hamid's Revelations (Gray Wolf Tavern) Sharon, Pa.
 Hardie & Mills (Gloria) Columbus, nc.
 Hanson, Lloyd (Midway Inn) Klamath Falls, Ore., nc.
 Hardy, Moore (Gabriel's) NYC, nc.
 Harper, Ruth (Mount Royal) Montreal, Que., h.
 Harriet Smith Girls, Eight (Adelphia) Phila. h.
 Harriman, Swan & Lucille (State-Lake) Chi, t.
 Harrington, Pat (18) NYC, nc.
 Harris, Betty (Swanee) NYC, nc.
 Harris & Shore (Congress) Chi, h.
 Harrison, Jean (Oriental) Chi, t.
 Harrison Sisters (Hollywood) NYC, re.
 Hartmans, The (St. Regis) NYC, h.
 Hawkins, Sid (Bali) NYC, nc.
 Hayes, Georgie (Gaiety Cabaret) Brussels, cb.
 Henri, Harri (Mahoney's Palace Cafe) Hartford, Conn.
 Herman, Irving (Man About Town Club) NYC, nc.
 Harrison, Spike (Gay '90s) NYC, nc.
 Heller, Jackie (Grosvenor House) London, h.
 Hildegarde (Waldorf-Astoria) NYC, h.
 Hill, Jack (DuPierrot) NYC, nc.
 Hirsch, Jack (Old Roumanian) NYC, re.
 Hoffman, Gertrude, Ballet (College Inn) Chi, re.
 Hoffman, Charles (Arcadia) Phila, re.
 Houghton, Dorothy (Colony) Chi, nc.
 Holden, Virginia (Town Club) Wheeling, W. Va., nc.
 Holey, Marshall (Kit Kat) NYC, nc.
 Holiday, Billy (Onyx) NYC, nc.
 Holland & Hart (Dorchester) London, h.
 Hollis & Joy (Bob White's Grill) Buffalo, nc.
 Hollis, Marie (Paradise) NYC, re.
 Holly, Edna Mae (Ubangi Club) New York, nc.
 Hollywood Hotel Revue (Boston) Boston 28-31, t.
 Holmes, Harry, & Co. (State-Lake) Chi, t.
 Holtz, Lou (Grosvenor House) London, h.
 Hooker, Dynamite (Cotton Club) NYC, cb.
 Howard, Gus (Bali) NYC, nc.
 Hugard, Johnny (Ubangi) Phila, nc.
 Huff, Tiny (Holland Tavern) NYC, cb.
 Hughes, Lysbeth (Biltmore) NYC, h.
 Hurok, Jemma (Club Minuet) Chi, nc.
 Hutton, Ina Ray (Oriental) Chi, t.

I

Indefatigable Charlies (St. Regis) NYC, h.
 International Trio (18 Club) NYC, nc.
 Jackson, Irving & Reeve (Clover) NYC, nc.
 Jackson, Lawrence (President) New York, h.
 Jacobs, Peggy (Torge) Jamestown, N. Y., h.
 Jai-Leta (Leon & Eddie's) NYC, nc.
 Janet, Mme. (Nini's) NYC, nc.
 Janis, Edna (Ritz-Carlton) NYC, h.
 Jans, Leonard (Torch Club) Canton, O., nc.
 Jardon, Ed (Times Square Club) Rochester, N. Y., nc.
 Jerry & Turk (State-Lake) Chi, t.
 John, Bon, Girls (Astor) Reading, Pa., 28-31, t.
 Jenner, Julie (Paradise) NYC, re.
 Johnson, Mae (Black Cat) NYC, nc.
 Johnny & George (Yacht Club) NYC, nc.
 Jones, Bobby (So-Ho Club) Springfield, Ill.
 Jones, Broadway (Cotton Club) NYC, cb.
 Jones, Dot & Dick (Jimmy Kelly's) NYC, nc.
 Jones, Jonah (Onyx Club) NYC, nc.
 Jordans, Six (Maryland) Cumberland, Md., t.
 Joyce, Betty (Dizzy Club) NYC, nc.
 Julio & Benevieve (Versailles) NYC, re.

K

Kalama, Willie (Castle Farm) Lima, O., nc.
 Kaiser & McKenna (Frolies) Niagara Falls, N. Y., c.
 Kaloah (Cotton Club) NYC, nc.
 Kalmus, Bea (Clover) NYC, nc.
 Kane, Katherine (Ritz-Carlton) NYC, h.
 Kann, Alex (Versailles) NYC, nc.
 Kar, Li (Ballyhoo) Columbus, O., nc.
 Karele & Andre (Hollywood) NYC, re.
 Karson & Fay (Jermyn) Scranton, Pa., h.
 Kauff, Ben (Beverly) NYC, h.
 Kay, Beatrice (Tony's) NYC, nc.
 Kay, Dolly (Royale Frolies) Chi, nc.
 Kay, Katza & Kay (Savoy) London, h.
 Kaye, Johnny (Torch Club) Canton, O., nc.
 Kelly, Juanita (Bali) NYC, c.
 Keloa, Princess (Town Club) Wheeling, W. Va., nc.
 Kelsey, Billy (Anselmo) NYC, re.
 Kenedy, Billie (Howdy Club) New York, nc.
 Kennedy, Buddy (Murray's) Tuckahoe, N. Y., nc.

Kennedy, Pat (State-Lake) Chi, t.
 Kenny, Phyllis (Park Central) NYC, h.
 Kent, Carl (Caliente) NYC, nc.
 Kermit & Demris (Riverside Club) Ft. Worth, Tex., nc.
 Khan, Hachem (Original Maisonette Russe) NYC, nc.
 Kilean, Madelyn (Stanley) Pittsburgh 28-31, t.
 King, Alyce (Biltmore) NYC, h.
 King, Jack (Silver Lake Inn) Clementon, N. J., ro.
 King, Jean (Victoria) NYC, h.
 King, Kenn (Torch Club) Canton, O., nc.
 King Sisters, Four (Biltmore) NYC, h.
 Knight, Eleanor (Hollywood) NYC, re.
 Kope, Florence (Stevens) Chi, h.
 Kraddock, Four (Ritz-Carlton) NYC, h.
 Kramer, Dolly (Alamac) Miami Beach, Fla., h.
 Kramer, Ida (Swanee) NYC, nc.
 Kraemer, Will (Blue Lantern) Detroit, nc.
 Kruger, Jerry (Ernie's) NYC, nc.

L

Lahiri, Surat (La Salle du Bois) NYC, nc.
 Lambert, Don (Onyx) NYC, nc.
 Landis, Jean (Hollywood) NYC, re.
 Lane & Dixon (Yacht Club) NYC, nc.
 Lane, Mary (Jimmy Kelly's) NYC, nc.
 Lane, Toni (Florodora) NYC, nc.
 Lane, Tree & Edwards (Yacht Club) Chi, nc.
 Langdon, Virginia (Cafe Bali) NYC, cb.
 La Dolores (Gaucho) NYC, nc.
 La Milonguita (Yumuri) NYC nc.
 Lamont, Laddie (Nebur's Hof Brau) Camden, N. J., nc.
 La Mont, Jene (Frontenac) Detroit, nc.
 La Page, Paul (K-9) Baltimore, nc.
 LaRochelle, Cecile (Port Arthur) Providence, R. I., re.
 La Rue, Bobby (Ballyhoo) Columbus, O., nc.
 Lasky, Andre, French Revue (Orph.) Memphis, t.
 La Tora (Cogan's Grill) Erie, Pa.
 Laurie, Jack (Variety) NYC, nc.
 Laval, Arthur (Levaggi's) Boston, re.
 La Vallita (Valhalla) NYC, re.
 La Vola, Don (Center) Denver, t.
 La Von, Betty (Clover) NYC, nc.
 Law, Jackie (Owl in the Pines) Pomona, N. J., nc.
 Lawlor, Terry (Adelphia) Phila, h.
 Lawn & Darrow (Hollywood) NYC, h.
 Lawrence, Lucille (Swanee) NYC, nc.
 Lawson, Iowen (Lido Club) Long Beach, N. Y., h.
 Lazier, Freda (Club Diamond) Wheeling, W. Va., nc.
 Lea, Sharon (Petroleum) Hobbs, N. M., nc.
 Lee, Gail (Clover) NYC, nc.
 Lee, Jerrie (Jungle Inn) Youngstown, O., nc.
 Lee, Joe & Betty (Roney Plaza) Miami, Fla., h.
 Lee & Rouse (Saks) Detroit, nc.
 Lee Sisters (Oetzin's) Brooklyn, nc.
 Lemerier, Zavier (French Casino) NYC, nc.
 Lenora's Debutantes (Philadelphia) Phila, h.
 Lenti, Steve (Place Elegante) New York, nc.
 Leon, Gary & Macia (Arcadia) Phila, re.
 Leonard, Harold (Biltmore) NYC, h.
 Leslie Sisters (Hofbrau) Lawrence, Mass., nc.
 Le Maire & Reynolds (Winter Garden Ice Arena) St. Louis.
 Le Roy, Del (Frontenac) Detroit, nc.
 Lester, Jerry (Chez Paree) Chi, nc.
 Lewis, Ann (Cotton Club) NYC, nc.
 Lewis, Jane (McVan's) Buffalo, N. Y., nc.
 Lewis Sisters (Commodore) Detroit, nc.
 Libuse, Frank (Hi-Hat) Chi, nc.
 Liebling, Tod (St. Paul) St. Paul 3-9, h.
 Lightning Flashes (Michigan) Detroit 21-24, t.
 Lineback, Lucien (Colonial Club) Jackson, Miss.
 Liptova, Schura (St. Regis) NYC, h.
 Lisbl, Connie (Anselmo) NYC, re.
 Lita, Mona (Variety) NYC, nc.
 Little Sachs, Three (Barrel of Fun) NYC, cb.
 Little Words, Three (Small's) NYC, cb.
 Lloyd, Shirley (Lexington) NYC, h.
 Lopez & Anita (Brill's) Newark, N. Y., nc.
 Lopez, Carlos (Village Casino) NYC, nc.
 Lorna & Carr (Capri) Lawrence, Mass., re.
 Love, Muriel (Colosimo's) Chi, re.
 Love, Violet (Trocahero) Chi, nc.
 Lowe, Verne (Ballyhoo) Columbus, O., nc.
 Lucas, Clyde, & Band (Michigan) Detroit 28-31, t.
 Lucky Boys (Tower) Kansas City, t.
 Lucky Sisters (Small's Paradise) NYC, cb.
 Lurya, Dee (Vanderbilt) NYC, h.
 Lydia, Joresco (Versailles) NYC, re.
 Lyman, Tommy (Chesapeake House) NYC, re.
 Lyons, Geo. (Drake Hotel) Chi, h.

M

Mack Bros. & Rita (Shubert) Cincinnati 1-7, t.
 Mack, Lyle (Oasis) Detroit, nc.
 MacLean, Ross (Adelphia) Phila, h.
 Madison, Rudy (Gay '90s) NYC, nc.
 Maddux, Frances (La Rue's) NYC, re.
 Mae, Edna (Paradise) NYC, re.
 Mahoney, Billy (Crystal Gardens) Paterson, N. J., nc.
 Malina, Luba (Powatan) Detroit, nc.
 Malcolm, Helen (Ambassador) Washington, D. C., h.
 Mallen, Dave (Le Mirage) NYC, nc.
 Mangini Bros. (College Inn) Chi, re.
 Manners, Gene, & Bernice Lee (Paradise) NYC, re.
 Manya & Drigo (Netherland Plaza) Cincinnati, Vanda (Original Maisonette Russe) NYC, nc.
 Marianne (St. Moritz) NYC, h.
 Mario & Floria (Waldorf-Astoria) NYC, nc.
 Marita (El Gaucho) NYC, nc.
 Markoff, Mischa (Russian Yar) Milton-on-Hudson, N. Y.
 Marlowe, Marilyn (Royale Frolics) Chi, nc.
 Marlowe, Selma (Chicago) Chi 28-31, t.
 Marsh, Howard (Mayfair Club) West Orange, N. J., nc.
 Marta, Joan (Club Diamond) Wheeling, W. Va., nc.
 Martin, Marian (Hollywood) NYC, re.
 Marva & Rosita (Leon & Eddie's) NYC, nc.
 Marvel & Fried (Colonial) Jackson, Miss., nc.
 Marvillas, The (French Casino) NYC, nc.
 Maryland Singers (Chesapeake House) NYC, re.
 Mathews, Babe (Ubangi Club) NYC, nc.
 Mathews, Art (Wilson's) Phila, nc.
 Maurice & Kallie (Melody Gardens) Elmira, N. Y., nc.
 Maurice & Norva (Stevens) Chi, h.
 Mauseth, Irene (Philadelphia) Phila, h.
 Maxwell, John (McVan's) Buffalo, N. Y., nc.
 Maye, Jackie (Torch Club) Cleveland, nc.
 Mayo, Sheila (El Bolero) NYC, nc.
 McCoy, Bob (Biltmore) NYC, h.
 McCoy, Elena (Jimmy Kelly's) NYC, nc.

McCoy, Frances (Michigan) Detroit 28-31, t.
 McCullough, Gene (Paddock Club) Cleveland.
 McDonald, Grace & Ray (Met.) Boston 28-31, t.
 McDonald & Ross (Harry's New York Cabaret) Chi, nc.
 McKenna, Katherine (Merry-Go-Round) Brooklyn, nc.
 McKin, May (Book-Cadillac) Detroit, h.
 McMahon, Larry (Village Barn) NYC, nc.
 McNallies, Four (Trocahero) Chi, nc.
 Mel & Melma (Gaiety) Brussels, cb.
 Meller, Joan (Old Roumanian) NYC, re.
 Meller, Raquel (Cafe de Paris) London, c.
 Melton, James (Stanley) Pittsburgh 28-31, t.
 Mercedes (Gillis) Kansas City, nc.
 Mercer, Maryann (Caliente) NYC, nc.
 Merwin, Bill (Peru) Peru, Ill., cc.
 Michel (Du Pierrot) NYC, nc.
 Michon, Joe & Pete (Lyric) Indianapolis, t.
 Miller, Beth (1523) Phila, nc.
 Miller, Glary & Adams (Du Pierrot) NYC, nc.
 Miller, Myster (Turf Club) Pittsburgh, nc.
 Mills, Tommy (Beverly) NYC, h.
 Minor & Root (Ambassador) NYC, h.
 Mitchell, Charlie (Man About Town Club) NYC, nc.
 Mitchell, Vivano (Cocoanut Palms) East Detroit, nc.
 Montgomery, Anne (Brill's) Newark, N. Y., nc.
 Monte, Hal (Peacock Alley) Detroit, nc.
 Montes, Nena (El Torador) NYC, nc.
 Moody, Gertrude (Variety) NYC, nc.
 Moore, Bobby (Moon Glow) Syracuse, N. Y., re.
 Moore, Peggy (Colosimo's) Chi, re.
 Moore & Revel (Michigan) Detroit 28-31, t.
 Moran, Patricia (Levaggi's) Boston, re.
 Moreno, Conchita (Chesapeake House) NYC, re.
 Morgan Dancers, Ten (Lyric) Indianapolis, t.
 Morgan, Grace (Mon Paris) NYC, nc.
 Morgan, Stuart, Dancers (Roxy) NYC 28-31, t.
 Morris, Dwight (Gabriel's) NYC, nc.
 Morris, Will, & Bobby (Shrine Circus) Toronto.
 Morrison, Jack (Leon & Eddie's) NYC, nc.
 Morrisset, Tex (Bismarck Hotel) Chi, h.
 Mortenson, Mort (Dyer's) NYC, nc.
 Morton, Alvira (Club Minuet) Chi, nc.
 Morton, Eddie (Ballyhoo) Columbus, O., nc.
 Mosley, Lois (Versailles) NYC, re.
 Mossman & Godda (Gillis) Kansas City, nc.
 Mundin, Herbert (Stanley) Pittsburgh 28-31, t.
 Mundin, Nona (Bali) NYC, c.
 Muriel, Mimi (Meurice) NYC, re.
 Murray, Edith (Bali Bali) Chi, nc.
 Murray & King (Hollywood) NYC, cb.
 Music Hall Boys (Ritz) London, h.
 Myers, Timmie (Martin) Gowanda, N. Y., h.
 Myra (Tillie's Chicken Grill) New York, nc.
 Mystics, Two (Leon and Eddie's) NYC, nc.

THE NONCHALANTS

APOLLO THEATRE, DUSSELDORF, GER.
 Personal Direction
 MUSIC CORPORATION OF AMERICA.

Nord, Caroline (McAlpin) NYC, h.
 Novak & Payne (Met.) Boston 28-31, t.
 Novak, Wilma (Village Casino) NYC, nc.
 N. T. G. (State) NYC 28-31, t.

O'Connor Sisters (Green Gables) Hazleton, Pa., nc.
 Octaves, Three (Richman) NYC, nc.
 O'Doherty, Molly (Chesapeake House) NYC, re.
 O'Neill, Peggy (Barrel of Fun) NYC, nc.
 Ogden, Patsy (Yacht Club) NYC, nc.
 O'Malley, Pat (Drake) Chi, h.
 Olive, Dorothy (Leon & Eddie's) NYC, nc.
 Olmstead, "Minto" (Number One Bar) NYC, nc.
 Olsen & Johnson (Shubert) Cincinnati 28-31, t.
 Orlik & Lolik (Russian Trojka) Washington, D. C., nc.
 Orins, Toddy (Nut Club) NYC, nc.
 Ortega, Eva (El Gaucho) NYC, nc.
 Ortega, Rosita (Yumuri) NYC, nc.
 Oshins & Lessy (Caliente) NYC, nc.
 Osterman, Jack (Walton) Phila, h.
 Owen Sisters (Colonial) Jackson, Miss., nc.

Page, Ann (Village Grove Nut) NYC, cb.
 Page, Marion (Hollywood) NYC, re.
 Pallenberg's Pinschers (Roxy) NYC 28-31, t.
 Palm, Margie (Oriental) Chi 28-31, t.
 Palmer & Doreen (Uptown) Detroit, t.
 Pancho & Dolores (Valhalla) NYC, re.
 Pansy the Horse (Grosvenor House) London, h.
 Pape & Conchita (Orph.) Spokane, Wash., Jan. 1, t; (Hamricks) Seattle, Wash., 4-11, mh.
 Parisian Four (Regal Grill) Cleveland, nc.
 Parker, Cecile (Steuben) Boston, re.
 Parks, Barbara (Gibson) Cincinnati, h.
 Paul, Charles (Montclair) NYC, h.
 Peacock, Melvin (Linger Bar) Sheboygan, Wis., nc.
 Pecoraro, Dick (Monte Rosa) NYC, re.
 Pedulla, Hugo (LaRue's) NYC, re.
 Pegue, Paul (Gloria Palast) NYC, nc.
 Pepper, Evelyn (Stanley Grill) Montreal, Can., nc.
 Pepper, Mack (Cocoanut Grove) Phila, nc.
 Perkins, Johnny (Stanley) Pittsburgh 28-31, t.
 Perona, Anthony (Gabriel's) NYC, re.
 Perry, Katherine, & Her Girls (Cotton Club) NYC, nc.
 Picard, Rollo (Walton) Phila, h.
 Pickford, Murry (Torch Club) Canton, O., nc.

Pierce, Burton (Biltmore) NYC, h.
 Pierce & Harris (Savoy-Plaza) NYC, nc.
 Pine Ridge Cornet Band (Colonial) Dayton, O., t.
 Plaut, Jerry (Dizzy Club) NYC, nc.
 Plaza, Trini (Chateau Moderne) NYC, nc.
 Pomeroy-Earle Girls (Zelli's) NYC, nc.
 Pope, Glen (Ritz-Carlton) NYC, h.
 Pope & Thompson (American Music Hall) NYC, mh.
 Proctor, Ferne (Romance Inn) Angola, N. Y., nc.

Radigan, Aileen (Village Casino) NYC, nc.
 Rand, Kathryn (Philadelphia) Phila, h.
 Randolph, Amanda (Black Cat) NYC, nc.
 Ransom, Blanda (18) NYC, nc.
 Raoul & Naida (Peacock Alley) Detroit, nc.
 Raul & Renee (Ye Olde Tavern) Ft. Wayne, Ind.
 Ray, Joie (Variety) NYC, nc.
 Ray, Linda (1523) Phila, nc.
 Ray, Thelma (Bali-Bali) Chi, nc.
 Ray, Vivian (Leon & Eddie's) NYC, nc.
 Raydine, Raymon (Melody Gardens) Elmira, N. Y., nc.
 Raye, Buddy (Variety) NYC, nc.
 Raey, Mary & Naldri (Casino Parisien) Chi, nc.
 Raye, Prince & Clark (Esquire) Toronto, nc.
 Readinger Twins (Hollywood) NYC, cb.
 Reardon, Caspar (Hickory House) NYC, re.
 Reat, Petti & Lester (Melody Gardens) Elmira, N. Y., nc.
 Reed & Blane (Wellington) NYC, h.
 Reed, Billy (Leon & Eddie's) NYC, nc.
 Reed & Gesner (Lake Ave. Grill) Rochester, N. Y., re.
 Rees & Moran (Maria's) NYC, nc.
 Regine & Shanley (Chez Ray Ventura) Paris, nc.
 Rekkofs, The (French Casino) NYC, nc.
 Remos, Paul, & Co. (Hollywood) NYC, re.
 Renault, Francis (Palm Beach) Detroit, nc.
 Rene & Gale (Chateau Moderne) NYC, nc.
 Renee, Jean (Riviera Inn) Stowe, Pa., nc.
 Rey, Alvino (Biltmore) NYC, h.
 Reynolds, Babe (Leon & Eddie's) NYC, nc.
 Rhodes, Dorothy (Kit Kat) NYC, nc.
 Rhonard Troupe (French Casino) NYC, nc.
 Rhoul & Annette (Glenn Rendezvous) Newport, Ky., nc.
 Rhythm Boys (Weylin Hotel) NYC, h.
 Rhythm Debs (Clover) NYC, nc.
 Ricardo, Edward (Hollywood) NYC, re.
 Richards, Billie (Jungle Inn) Youngstown, O., nc.
 Richards, Jimmy (Paradise) NYC, re.
 Riera, Virgen (Small's Paradise) NYC, nc.
 Rios, Rosita (El Chico) NYC, nc.
 Ripa, Bob (Earle) Washington, D. C., 28-31, t.
 Riser, Pancho (Yumuri) NYC, nc.
 Rishka, Irma (Venezia) NYC, c.
 Robbins, A. (Casino Parisien) Chi, nc.
 Robbins Family (Congress) Chi, h.
 Roberts, Dave & June (Rendezvous) Springfield, Mo., nc.
 Roberts, Whitey (Lyric) Indianapolis, t.
 Robin Sisters (Park Central) NYC, h.
 Robinson, Bob & Florence (Bismarck) Chi, h.
 Robinson, Carson (Berkeley) London, h.
 Robinson, Evelyn (Ubangi) NYC, nc.
 Robinson, Paul (Club Rio) Allentown, Pa., nc.
 Robinson, Paul (Met.) Boston 28-31, t.
 Roccos, Three (Kit Kat) NYC, nc.
 Rockets, The (Show Boat) Pittsburgh, nc.
 Rollet & Dorothea (Colonial) Jackson, Miss., nc.
 Rollins & Masters (Esquire) Toronto, nc.
 Rolph, Wynne (Wivel's) NYC, re.
 Romanova, Natacha (Nini's) NYC, nc.
 Rook, Isabel (Palmer House) NYC, nc.
 Rosini, Paul (Richman) NYC, h.
 Ross & Duval (Philadelphia) Phila, h.
 Ross, Dr. Sydney (Radio City Rainbow Room) NYC, nc.
 Ross, Martin (Beverly) NYC, h.
 Ross, Nestor (Variety) NYC, nc.
 Rossi, Pat (Cafe Loyale) NYC, re.
 Roth & Shay (Orph.) Memphis, t.
 Rowe, Dorothy (Bossert) Brooklyn, h.
 Roxanne (Florodora) NYC, nc.
 Royal Swedish Bell Ringers (Earle) Washington, D. C., 28-31, t.
 Royce, Thelma (Melody Grill) Los Angeles.
 Rowla, Zena (Club Belvedere) Des Moines.
 Rulson, Tamara & Dee (Club Belvedere) Des Moines.
 Roselle, Mildred (Queen's Terrace) Woodside, L. I., N. Y., nc.
 Russell & Christine Co. Petroleum) Hobbs, N. M., nc.
 Russell, Frank (Gay Nineties) NYC, nc.
 Russell, Paul (Ballyhoo) Columbus, O., nc.
 Ruthania & Malcolm (Park Central) NYC, h.
 Ryans, Three (El Coronado) Houston, Tex., nc.

Sabile, Mickey (Man About Town) NYC, nc.
 Sae, Letty (Leonard's Toyland) Boston, nc.
 Salters, Dorothy (Kit Kat) NYC, nc.
 Salvo & Gloria (Jermyn) Scranton, Pa., h.
 Sanchi & Buckley (St. Francis) San Francisco, h.
 Sandino & Fairchild (Chez Ami) Buffalo, nc.
 Sanford, Teddy, & Jack Twain (Villepique's) Sheepshead Bay, Brooklyn, re.
 Santelli, George (St. Regis) NYC, h.
 Santoro & Loraine (Lookout House) Covington, Ky., nc.
 Santos & Elvira (Jimmy Kelly's) NYC, nc.
 Sargent, Jean (Sapphire Room) NYC, nc.
 Sauer Family (Lyric) Indianapolis, t.
 Saunders, Sylvia (Oakland Charleau) Oakland, N. J., c.
 Savage, Jean (Southern) Baltimore, h.
 Savo, Jimmy (Boston) Boston 28-31, t.
 Sawyer, Bobby (Gabriel's) NYC, nc.
 Sawyer, Rose & Buddy (Midnight Sun) Buffalo, N. Y., nc.
 Sayles & Lewis (Golden Grill) Rochester, N. Y., nc.
 Schley, Frances & Helen (College Inn) Chi, re.
 Schneider, Barbara (Venezia) NYC, c.
 Schuyler, Sonny (New Yorker) NYC, h.
 Scott, Blondie (Black Cat) NYC, nc.
 Sedley, Roy (1214) Phila, nc.
 Seiler, Jay & Lou (Colonial) Dayton, O., t.
 Seldon, Harry (Pioneer Nut Club) NYC, nc.
 Shafer, Eddy (2 o'Clock Club) Baltimore, nc.
 Sharpe, Robert (Le Mirage) NYC, nc.
 Shaw & Havel (Queen's Terrace) NYC, nc.
 Shaw, Helen (Florodora) NYC, nc.
 Shaw & Mead (Gloria) Columbus, nc.
 Shaw, Ralph (Ald) Washington, Pa., h.
 Shaw, Soni (Clover) NYC, nc.
 Shawn, Jack (Club Royal) McAllen, Tex., nc.
 Shelby, Bubbles (1523) Phila, nc.
 Shelton, James (Club Normande) NYC, nc.

Sheridan, Eleanor (Stork Club) NYC, nc.
 Sherman, Muriel (McAlpin) NYC, h.
 Sherman, Shavo (Chateau) Cleveland, O., nc.
 Shore, Willie (Hi-Hat) Chi, nc.
 Sigman & Fields (Paradise) NYC, re.
 Simmons, Lee (Ubangi) NYC, nc.
 Simpson, Carl & Faith (William Penn) Pittsburgh, h.
 Sims & Bailey (Earle) Washington, D. C., 28-31, t.
 Smith, Alma (Ubangi) NYC, nc.
 Smith, Billy (Nixon) Pittsburgh, c.
 Smith, Chubby (Swanee Club) NYC, nc.
 Smith, Lillian & Dorothy (College Inn) Chi, re.
 Smith & Sully (Dizzy Club) NYC, nc.
 Sokolska (French Casino) NYC, nc.
 Solts, Aerial (Shrine Circus) Toronto.
 Southland Rhythm Girls (Leon & Eddie's) NYC, nc.
 Spanish Aristocrats (Trocahero) Chi, nc.
 Spencer, Florence (French Casino) NYC, nc.
 Speeds, Three (Savoy-Plaza) NYC, h.
 Spenser, Amy, & Roger Sinclair (Black Cat) NYC, nc.
 Spurr, Horton (Casanova Club) Hollywood.
 Stanley, Eileen (Park Lane) NYC, h.
 Standish, Helene (18) NYC, nc.
 Stearn, Roger (St. Moritz) NYC, h.
 Steele, Bill (Merry-Go-Round) Brooklyn, nc.
 Steele, Don (Club Deauville) San Francisco, nc.
 Stepsons, Three (Ubangi) NYC, nc.
 Stone, Chas. & Helen (Riverside) Milwaukee, t.
 Stone, Dick (Essex House) NYC, h.
 Stone, Mary (Harry's New York Cabaret) Chi, nc.
 Strickland, Peggy (Le Mirage) NYC, nc.
 Stroud Twins (Colonial) Dayton, O., t.
 Stuart, Anne (Chateau Moderne) NYC, nc.
 Sullivan, Bobby (Swanee Club) New York, nc.
 Summerfield, Wesley (Fifth Ave.) NYC, h.
 Sutton, Ginger (Wivel's) NYC, re.
 Swann, Russell (Berkeley) London, h.
 Sweeney, Bud (Chalfonte) Pinehurst, N. C., nc.
 Swifts, Three (French Casino) NYC, nc.
 Sydel, Paul (Paradise) NYC, cb.
 Sykes, Harry (Bijou) Knoxville, Tenn., 1-2, t; (Rialto) Danville, Ga., 3-6, t.
 Sykes, Harry (Auditorium) Newark, O., 1-2, t; (Memorial) Mt. Vernon, O., 3-7, t.

Taft, Ted & Mary (Webster Hall) Detroit, nc.
 Tamara (Versailles) NYC, re.
 Tanya (Jimmy Kelly's) NYC, nc.
 Tappen, Maxine (Essex) NYC, h.
 Taylor, Dorothy (Airport Tavern) Cleveland, O.
 Tennial, Frank (New Yorker) NYC, h.
 Tennis, Eleanor (Congress) Chi, h.
 Theodore & Denesha (Murray's) Tuckahoe, N. Y., re.
 Thomas, Buddy (Peru) Peru, Ill., cc.
 Thomas, Eddie (College Inn) Phila, nc.
 Thomas, Jimmy (Bartlett) Rochester, N. Y., nc.
 Thompson, Kay (St. Regis) NYC, h.
 Thompson Twins (Torch Club) Canton, O., nc.
 Thorsen, Art (Biltmore) NYC, h.
 Thury, Ilona de (Tokay) NYC, re.
 Titi & Mengol (Gaucho) NYC, nc.
 Titus, Betty (Peru) Peru, Ill., cc.
 Titan Trio (Orph.) Memphis, t.
 Tolle, Mildred (Hi-Hat) Chi, nc.
 Tomack, Sid, & the Reiss Bros. (Royal Frolics) Chi, nc.
 Tomasso, Oria (Place Elegante) NYC, nc.
 Tonya (Harry's New York Cabaret) Chi, nc.
 Torrence, Joe & Edna (St. Francis) San Francisco, h.
 Tracy, Gale & Leonard (Colosimo's) Chi, re.
 Tracy, Loren (Petroleum) Hobbs, N. M., nc.
 Trade Twins (Oriental) Chi 28-31, t.
 Tranger, Don (Villa Valencia) Springfield, Ill., nc.
 Tucker, Dan (Pioneer Nut Club) NYC, nc.
 Tuscher, Sid (LaRue's) NYC, re.
 Tyner, Evelyn (Radio City Rainbow Room) NYC, nc.

Val Dez & Peggy (Jermyn) Scranton, Pa., h.
 Valdez, Vern (Ballyhoo) Columbus, O., nc.
 Vallee, Rudy, & Orch. (Capitol) Washington, D. C., 28-31, t.
 Vallee, Sunshine (Anselmo) NYC, re.
 Valley & Lee (Vienna Grill) Montreal 1-14, cb.
 Valley, Virginia (Bali) NYC, nc.
 Vance, Carol (Bertolotti) NYC, re.
 Van Deusen, Bert (Gillis) Kansas City, nc.
 Van, Gus (Yacht Club) Chi, nc.
 Variety Boys (Florodora) NYC, nc.
 Variety Gambols (Riverside) Milwaukee, t.
 Variety Eight (College Inn) Chi, re.
 Velas, Ester (Roosevelt) NYC, h.
 Verne, Miriam (Paramount) NYC 28-31, t.
 Veloz & Yolonda (Palmer House) Chi, h.
 Verrill, Virginia (Paradise) NYC, re.
 Vigil, Victoria (Ubangi) NYC, nc.
 Villani, Mario (Anchorage) Phila, nc.
 Vinton, Doris (Seventh Ave.) Pittsburgh, h.
 Vincent, James, & Norbert Ludwig (Empire State Tower) NYC, nc.
 Vincent, Romo (Blackhawk) Chi, c.
 Vine, Billy (Embassy) Phila, nc.
 Von Loesen, Emily (Chez Paree) Chi, nc.

Wacker, Bob (Lexington) NYC, h.
 Wages, Johnnie (The Heidelberg) Akron, nc.
 Waldron, Jack (Hollywood) NYC, re.
 Walker, Buddy (Harry's New York Cabaret) Chi, nc.
 Walker, George (Caricola) Montreal, Can., nc.
 Walker, Ted & Ethel (Lotus) Washington, D. C., c.
 Wallace Sisters (Number One Bar) NYC, re.
 Walsh, Mary Jane (Fieldstone) Scranton, Pa., h.
 Walsh, Sammy (Lookout House) Covington, Ky., nc.
 Walton & Joanne (Philadelphia) Phila, h.
 Wamby, Donna (The Heidelberg) Akron, nc.
 Ward, Will (Gay '90s) NYC, nc.
 Ware, Dix (Commodore) Detroit, nc.
 Warren, Roni (Club Paree) Hartford, Conn., nc.
 Warren, Sally (Embassy) Phila, nc.
 Warwick, Millie (Embassy) Phila, nc.
 Watson, Betty (Caliente) NYC, nc.
 Wayne, Vivian (Martin) Gowanda, N. Y., Jan. 3, h.
 Weidner, Helena (Maple Diner) Hartford, Conn., re.
 Weiner, Michael (Old Roumanian) NYC, re.
 Weiser, Leo (Michenia Tavern) Niles, Mich.
 Weldon & Honey (Fieldstone) Scranton, Pa., h.
 Wellington, Marcelle (Queen's Terrace) NYC, nc.
 Wences, The (Ritz-Carlton) NYC, h.

Wessells, Henri (Cotton Club) NYC, nc.
West, Jack (Gay '90s) NYC, nc.
Weston, Sammy (Green Derby) Cleveland, O., nc.
Weylin Knightcaps (Weylin) New York, h.
Whalen, Jackie (Barkley's) Brooklyn, nc.
White, Ann (Village Casino) NYC, nc.
White, Danny (Chez Maurice) Montreal, nc.
White, Eddie (Palumbo's) Phila, cb.
White, Jack (18 Club) NYC, nc.
White, Lawrence (Mon Paris) NYC, nc.
White, Olive (Mayfair Casino) Cleveland, nc.
White, Teddy (Normandie) New York, nc.
White, William (Queen Mary) NYC, re.
White's Maniacs (Cotton Club) NYC, nc.
Whitey & Ed Ford (Riverside) Milwaukee, t.
Whiting & Daniels (Northwood Inn) Detroit, Mich.
Whitney, Jayne (Rainbow Grill) NYC, nc.
Wicke, Gus (Gay Nineties) NYC, nc.
Wiener Bros. (Dorchester) London, h.
Wiles, Dale (Chicago) Chi 28-31, t.
Wiles, Three (Chicago) Chi, t.
Williams, Chic (Palm Gardens) Columbus, O., nc.
Williams, Cookie (Small's Paradise) NYC, cb.
Williams, Corky (Caliente) NYC, nc.
Williams, Grace (Peru) Peru, Ill., cc.
Williams, Rubberlegs (Kit Kat) NYC, nc.
Wilson, Beth (Astor) NYC, h.
Winthrop, Dale (Michigan) Detroit 28-31, t.
Wolfe, Tiny (New Yorker) NYC, h.
Wolman, Harold (Port Arthur) Providence, R. I., re.
Wood, Elenore (Teatro Encanto & Rumba) Havana, nc.
Woods & Bray (Royale Frolic) Chi, c.
Woods, Lloyd (Riviera Inn) Stowe, Pa., nc.
Woolsey & Wanda (Flor D'Italia) Modesto, Calif., ro.
Wright, Cobina (Pierre) NYC, h.
Wynn, Natalie (Club Deauville) NYC, nc.

Covato, Etzi: (Frolics) Miami, nc.
Crandall, Clair: (Wagner) Bath, N. Y., h.
Crickett, Elaine: (Unique Grill) Delawareanna, N. J., re.
Crocker, Mel: (Torch) Cleveland, O., nc.
Cromwell, Chauncey: (French Casino) NYC, nc.
Crone, T. H.: (Three-Mile Inn) Monroe, La., nc.
Crosby, Bob: (Roosevelt) New Orleans, h.
Cugat, Xavier: (Met.) Boston, t.
D
Danny & His Boys: (Aelli's) NYC, re.
Dantzig, Eli: (St. George) Brooklyn, h.
Dare, Ronald: (Hilton) El Paso, Tex., h.
Darrell, Pat: (Wonder Bar) Zanesville, O., nc.
Davis, Billy: (Anscar) NYC, nc.
Davis, Joe: (Chickasaw Gardens) Albany, Ga., nc.
Davy, Arthur: (Cotton Club) NYC, cb.
Davis, Eddie: (LaRue) NYC, re.
Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.
DeDroit, Johnny: (Crystal) Natchez, Miss., nc.
De George, Nicky: (Walber's) Essington, Pa., ro.
De La Plante, Peggy: (Jimmy Kelly's) NYC, nc.
De Salvo, Emile: (L'Aiglon) Chi, c.
Dee, Don: (Moonglow) Syracuse, N. Y., re.
Delmar, Jack: (La Casa) Phila, b.
Dibert, Sammy: (Webster Hall) Detroit, h.
Diggen, Carl: (Casino) Memphis, nc.
Dinsmore, Frank: (Artie's) Brooklyn, nc.
Dixon, Dick: (Gloria Palast) NYC, nc.
Donahue, Al: (Bermudiana) Bermuda, h.
Donalson Boys: (Lawrence) Erie, Pa., h.
Drew, Charlie: (Lombardy) NYC, h.
Duchin, Eddy: (Plaza) NYC, h.
Duerr, Dolph: (Green Derby) Cleveland, nc.
Dugoll, Ben: (Medinah Club) Chi, re.

Jones' Rhythm Masters: (Mill Basin Hofbrau) Brooklyn, re.
Juele, Frank: (Bellevue-Stratford) Phila., h.
K
Kassel, Art: (Cosmopolitan) Denver, h.
Katz, Mickey: (Roosevelt) Pittsburgh, h.
Keener, Lee: (Madison) Jefferson City, Mo., h.
Keller, Leonard: (Lowry Hotel) Minneapolis, h.
Kendis, Sully: (Stork) NYC, nc.
Kerr, Charlie: (Continental) Phila, nc.
King, Al: (Shaker Ridge Club) Albany, N. Y.
King, Don: (Alamo Club) Green Bay, Wis., nc.
King, Henry: (Casa Del Mar) Santa Monica, Calif., nc.
King, Tempo: (Mammy's Chicken Koop) NYC, re.
King's Jesters: (Bismarck) Chi, h.
Kirkham, Don: (Blakeland Inn) Denver, nc.
Klaiss, Viola: (Rathskeller) Phila, nc.
Klein, Jules: (Stalder) Detroit, h.
Knight, Harold: (Adelphi) Phila, h.
Koretzky, Boris: (Original Maisonette Russe) NYC, nc.
Kramer, Charles: (Esquire) Toronto, nc.
Kress, Andya: (Avon Inn) Asbury Park, N. J.
Krug, George: (Corso) NYC, nc.
Krumin, Costya: (Russian Bear) New York, re.
Kuenzler, Robert: (Martin's Rathskeller) NYC, nc.

Papalla, Russ: (Club Crystal) Natchez, Miss., nc.
Parriss, Eddie: (1214 Club) Phila, nc.
Patone, Mike: (Ambassador) Albany, N. Y., nc.
Pearl, Ray: (Trianon) Cleveland, b.
Pecoraro, Dick: (Monte Rosa) NYC, re.
Pendavis, Paul: (St. Paul) St. Paul, Minn., h.
Ferry, Ron: (Lord Baltimore) Baltimore, h.
Peterson, Dee: (Villa D) Detroit, nc.
Peterson, Eric: (Woodlands) Ardsley, N. Y., nc.
Petti, Emil: (Savoy Plaza) NYC, h.
Pettis, Jack: (LaSalle) Los Angeles, nc.
Phalen, Jimmy: (Romance Inn) Angola, N. Y., nc.
Ricardel, Joe: (Florodora) NYC, nc.
Pineda, Juan: (Monte Cristo) Chi, c.
Pitman, Jack: (Port Arthur) Providence, R. I., re.
Platt, Earl: (Broad Street Grill) Harrisburg, Pa., re.
Prima, Louis: (Famous Door) Hollywood, nc.
Provost, Eddie: (Fenthouse) Baltimore, nc.

Yacht Club Boys (Met.) Boston 28-31, t.
York & King (Earle) Washington, D. C., 28-31, t.
Yorke & Tracy (Lyric) Indianapolis, t.
Young, Irwin (Valhalla) NYC, nc.
Youngman, Henry (Yacht Club) NYC, nc.
Yuen, Lily (Kit Kat Club) NYC, nc.

Eckel, Charley: (Childs-59th St.) NYC, re.
Edmund, George: (Loyale) NYC, c.
Ellington, Duke: (Cotton Club) Culver City, Calif., nc.
Engel, Freddy: (University Grill) Albany, N. Y., c.
Essex Troubadours: (Essex) NYC, h.
Evans, Nate: (Silver Slipper) Memphis, nc.

L
L'Ambassadeur Band: (Wine Cellar) NYC, nc.
La Salle, Frank: (Wivel) New York, nc.
Lagman, Bill: (Club Trianon) Mobile, Ala., nc.
Lande, Jules: (St. Regis) NYC, h.
Lang, Lou: (Bossert) Brooklyn, N. Y., h.
Lavigne, Bryce: (Saranac) Saranac Lake, N. Y., h.
LeBrun, Duke: (LaSalle) South Bend, Ind., h.
Leali, Lee: (Grey Wolf Tavern) Sharon, Pa., nc.
Leba, Bert: (Green Lantern) Covington, Tenn., nc.
Lazaro, Leo: (Place Elegante) NYC, nc.
Leonard, Irwin: (Samson House) Phila, re.
Leonard, Pete: (Variety) NYC, nc.
Leroy, Howard: (Jermyn) Scranton, Pa., h.
Lewis, Van: (Ritz-Carlton) Phila, h.
Light, Enoch: (McAlpin) New York, h.
Lindeman, Udo: (Gloria Palast) New York, cb.
Lison, Henri: (Royale Frolics) Chi, nc.
Lombardo, Ralph: (Dinty's Garden) Albany-Saratoga road, nc.
Lopez, Vincent: (Astor) NYC, h.
Luszez, Billy: (Stork) Providence, nc.
Lucas, Clyde: (Michigan) Detroit, t.
Lyman, Abe: (New Yorker) NYC, h.
Lynn, Al: (Villegue's) NYC, nc.

R
Rainbow Ramblers: (Club Moose) Haverhill, Mass., nc.
Ramos, Ramon: (Ambassador) NYC, h.
Ransdall, Slatz: (Silver Slipper) Memphis, nc.
Raphael Jr.: (Park Lane) NYC, h.
Ravel, Arthur: (New Yorker) NYC, h.
Read, Kemp: (Danny Dugan's) Worcester, Mass., 3, nc; (Spartan Club) New Bedford, Mass., 4-10, nc.
Reader, Charles: (Fort Montague) Nassau, B. W. I., h.
Regal, Tommy: (Syracuse) Syracuse, N. Y., h.
Reichman, Joe: (Baker) Dallas, h.
Reisman, Leo: (Waldorf-Astoria) NYC, h.
Reser, Harry: (Biltmore) Providence, h.
Resh, Benny: (Orlando) Decatur, Ill., h.
Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.
Rice, Johnny: (Brinkley's) Washington, D. C., nc.
Richardson, Florence: (Zit's Little Casino) NYC, nc.
Rinaldo, Nino: (Yacht Club) Chi, nc.
Rio, Rita: (Governor Clinton) NYC, h.
Rizzo, Vincent: (Adelphia) Phila, h.
Roberts, Keith: (Grand Terrace) Wichita, Kan., b.
Rodrigo, Nano: (Rainbow Room) Rockefeller Center, N. Y., h.
Rodriguez, Chago: (Hildebrecht) Trenton, h.
Rodriguez, Jose: (Montparnasse) NYC, nc.
Rogers, Buddy: (State) NYC, t.
Romano, Phil: (Jack Dempsey's) NYC, re.
Rosen, Tommy: (Wisteria Garden) Atlanta, Ga., c.
Royal Hawaiians: (Dizzy Club) NYC, nc.
Rutin, Yury: (Russian Bear) NYC, nc.

BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.)

A
Adams, Jackie: (Piccadilly Club) Baltimore, nc.
Adams, Johnnie: (Dutch Gardens) Dayton, O., nc.
Adcock, Jack: (College Inn) Phila, nc.
Akin, Bill: (Backstage) Cleveland, nc.
Aldin, Jimmy: (Gino's Cedar Gardens) NYC, c.
Albin, Jack: (Bossert) Brooklyn, N. Y., h.
Alfonso, Don: (Savoy-Plaza) NYC, h.
Allen, Dick: (Crystal) Cumberland, Md., nc.
Allen, Roger: (Village Casino) NYC, nc.
Altmiller, Jess: (Palumbo's) Phila, cb.
Angelo, Mac: (Chesapeake House) NYC, re.
Applegate, Joe: (Red Dragon) St. Louis, nc.
Arden, Harold: (Rustic Cabin) Englewood Cliffs, N. J.
Aristocrats of Rhythm: (Palmer House) Chi, h.
Arnheim, Gus: (Congress Casino) Chi, nc.
Atkins, Horace: (Rainbow Inn) Monroe, La., nc.

F
Fair, Allan: (High Hat) Pittsburgh, Pa., nc.
Fairfax, Frankie: (Ubangi) Phila, nc.
Familtant, Mickey: (Silver Lake Inn) Clementon, N. J., ro.
Fenton, Ray: (Hitchin' Post) Union, N. Y., nc.
Fernando, Don: (Trocaadero) Chi, nc.
Fiddler, Max: (10-40) Detroit, nc.
Fields, Shep: (Arcadia) Phila, re.
Finch, George: (Shore Road Barn) Brooklyn, nc.
Fischer, Art: (Casino) Chi, nc.
Fisher, Jack: (Steuben) Boston, h.
Fitzpatrick, Edaie: (St. Francis) San Francisco, b.
Flindt, Emil: (Park Casino) Chi, b.
Fodor, Jerry: (Talk of the Town) Toledo, O., nc.
Fomeen, Basil: (Ritz-Carlton) NYC, h.
Foster, Bob: (Eola) Natchez, Miss., h.
Fox, Earl: (Princess) Bermuda, h.
Frasetto, Joe: (Philadelphia) Phila, h.
Freeman, Jerry: (Paradise) NYC, cb.

M
McCarn, Grace: (Chinese T Gardens) Detroit, re.
McCune, Will: (Plaza) NYC, h.
McDermott, Tom: (Gillis) Kansas City, nc.
McFarlane, Frank: (Chateau Moderne) NYC, nc.
McGill, Billie: (Logier's Cozy Grove) Detroit, nc.
McGrew, Robert Fletcher: (LaSalle) Chi, h.
McHale, Jimmy: (Brown Derby) Boston, nc.
McKenna, Red: (Rendezvous) Battle Creek, Mich., nc.
McKenzie, Red: (Red McKenzie's) NYC, nc.
McLean, Connie: (Kit Kat) NYC, nc.
Mack, Austin: (Harry's New York Bar) Chi, nc.
Mack, Eddie: (Martin's) Lima, O., nc.
Madden, William: (Traymore) Atlantic City, h.
Maddie, Larry: (Place Elegante) NYC, nc.
Malengo Bros.: (Village Casino) NYC, nc.
Mamman, Steve: (Riviera Club) Averhill Park, NYC, nc.
Manning, Sam: (Seneca Terrace) Rochester, N. Y., nc.
Manuti, Al: (Man About Town) New York, re.
Maples, Nelson: (Byerly Crest) Pittsburgh, nc.
Mareno, Frank: (Sweeney) Baltimore, c.
Martel, Gus: (Stork Club) NYC, h.
Martell, Paul: (Arcadia) New York, b.
Martin, Freddy: (Aragon) Chi, b.
Martin, Ted: (Childs' Paramount) NYC, re.
Martone, Johnny: (Semler) Akron, O., h.
Martucci, Tony: (Maria's) NYC, nc.
Masters, Frankie: (Stevens) Chi, h.
Matthews, Steve: (Longview Farms) Pittsburgh, ro.
Mayehoff, Eddie: (Wellington) NYC, h.
Mayhew, Nye: (Stalder) Boston, h.
Mayno, Artie: (Belmont Grill) Bridgeport, Conn., re.
Maynard, Jack: (Palm Gardens) Syracuse, N. Y., nc.
Meadowbrook Boys: (Versailles) NYC, re.
Meroff, Benny: (Netherland Plaza) Cincinnati, h.
Merten, Marat: (Jaeger's) NYC, re.
Meyers, Jack: (Club New Yorker) New York, nc.
Middleman, Herman: (Nixon) Pittsburgh, c.
Miller, Walter: (Breakers) Palm Beach, h.
Mills, Dick: (Heidelberg) Baton Rouge, La., h.
Mills, Floyd: (Du Pont) Wilmington, Del., h.
Morgan, Russ: (French Casino) NYC, cb.
Monroe, Jerry: (Green Tavern) Bronx, N. Y.
Montmartre Boys, Four: (Jimmy Kelly's) NYC, nc.
Moore, Carl: (New Blossom Heath) Tonawanda, N. Y.
Moore, Eddie: (Eagles) Ithaca, N. Y., b.
Morell, Larry: (Merry Gardens) Lynchburg, Va.

S
Salinger, Al: (Benny the Bum's) Phila, nc.
Schooler, Dave: (Piccadilly) NYC, h.
Scoggin, Chic: (Tulsa Club) Tulsa, Okla., 1, nc; (Jefferson) St. Louis Jan. 9, h.
Sears, Walt: (Indian Roof) Indianapolis, b.
Septeto, Canto: (San Souci) Havana, nc.
Shapiro, Zeke: (Rose) Mishawaka, Ind., h.
Shaw, Ira: (Anselmo's) NYC, re.
Sillman, Phil: (Commodore) Detroit, nc.
Simmons, Lonnie: (Black Cat) NYC, nc.
Smith, Joseph C.: (Montparnasse) NYC, nc.
Smith, Little Jack: (Sky Club) Wilkes-Barre, Pa., nc.
Smith, Stuff: (Onyx) NYC, nc.
Snyder, Dick: (Colonial) Jackson, Miss., nc.
Snyder, Floyd: (Schneider's Garden Cafe) Detroit, re.
Soccarres, The: (Small's Paradise) NYC, cb.
Stabile, Dick: (Lincoln) New York, h.
Stanley, Stan: (Jung) New Orleans, h.
Slater, Hap: (Motor Square Garden) Pittsburgh, a.
Steck, Gus: (Chanticleer) Milburn, N. J., nc.
Steele, Leo: (Chateau) Phila, nc.
Stelt, Marvel: (Utah) Salt Lake City, h.
Stern, Harold: (Merry-Go-Round) Brooklyn, nc.
Stevens, Bernie: (Bagdad) Providence, nc.
Strollers, The: (Chateau Moderne) NYC, nc.
Subel, Allan: (Bedford Springs) Bedford Springs, Pa., h.

B
Bannen, Al: (Henry) Pittsburgh, h.
Barnett, Art: (Detroit Athletic Club) Detroit, nc.
Barrett, Hughie: (Robert Treat) Newark, N. J., h.
Barry, Al: (Venezia) NYC, c.
Bartel, Jean: (Lexington) NYC, h.
Barton, Mary: (Jimmy Kelly's) NYC, nc.
Bassie, Count: (Grand Terrace) Chi, nc.
Bass, Paul: (Gabriel's) NYC, re.
Belasco, Leon: (Book-Cadillac) Detroit, h.
Bender, Val: (Blue Moon) Tulsa, Ariz., b.
Bennett, Dixie: (The Oaks) Winona, Minn., nc.
Berkley, Duke: (Honkey-Dory) Stamford, Conn., nc.
Betancourt, Louis: (Brass Rail) NYC, re.
Black, Bob: (Pere Marquette) Peoria, Ill., h.
Black, Hal: (Sarasota Terrace) Sarasota, Fla., h.
Blaine, Jerry: (Park Central) NYC, h.
Blum, Ben: (Montclair) NYC, h.
Bonnetti, Dan: (Barkley's) Brooklyn, nc.
Blake, Ted: (Ritz) Pittsburgh, h.
Boroff, Mischa: (Morocco) Mountaineide, N. J., nc.
Boulanger, Charles: (Coffee Dan's) NYC, nc.
Bradshaw, Tiny: (Kit Kat) Phila, nc.
Braggiotti, Mario: (Pierre) NYC, h.
Brandwynne, Nat: (Essex House) NYC, h.
Breinholt, Verdi: (White City) Ogden, Utah, b.
Brook, George: (Gotham) NYC, h.
Brooks, Alan: (Savarin) Buffalo, N. Y., c.
Brunesco, Jan: (Dempsey's) NYC, re.
Bruno, Al: (Butler's) NYC, nc.
Bulowski, Count Josef: (Blossom Heath) Shreveport, La., nc.
Bundy, Rudy: (Flamingo Room of Lavaggi's) Boston, nc.
Burnside, Dave: (Savarin) Buffalo, re.
Bury, Gene: (Peacock Alley) Detroit, nc.
Busse, Henry: (Chez Paree) Chicago, nc.

G
Gardner, Richard: (Casa Madrid) Louisville, nc.
Gentry, Tom: (Adolphus) Dallas, h.
Gilbert, Irwin: (Cog Rouge) NYC, nc.
Gilberto, Don: (Foreador) New York, nc.
Gill, Emerson: (William Penn) Pittsburgh, h.
Giroux, Lew: (Wagner's) Phila, b.
Goetz, Lou: (Golden Grill) Rochester, N. Y.
Golly, Cecile: (Chez Maurice) Dallas, Tex., nc.
Gordon, Gray: (Claridge) Memphis, h.
Gordon, Roger: (Villa Royale) Pittsburgh, nc.
Gray, Glen: (Paramount) NYC, t.
Grayson, Bob: (Lakewood Casino) Ft. Worth, nc.
Griffin, Jack: (Little Rathskeller) Phila, nc.

N
Nagel, Joe: (Moon Glow) Syracuse, N. Y., re.
Namaro, Jimmie: (Esquire) Toronto, nc.
Navara, Leon: (Roosevelt) New Orleans, h.
Navarro, Al: (Belvedere) Baltimore, h.
Nelson, Chet: (Bradford) Boston, h.
Newlin, Ted: (Fort Pitt) Pittsburgh, h.
Nickles, Billie: (Midway) Los Angeles, nc.
Noury, Walt: (Roma) Haverhill, Mass., re.
O'Hare, Husk: (Bali Bali) NYC, nc.
Ohman, Phil: (Trocaadero) Hollywood.
Olson, George: (Edgewater Beach) Chi, h.
Olson, Walter: (New Julius) Gardenville, N. Y., re.
Owens, Bob: (Minikahda) Minneapolis, Minn., cc.

T
Texas Co-Eds: (La Fontaine) Huntington, Ind., h.
Three Ts: (Hickory House) NYC, re.
Thurn, Otto: (Alpine Village Hofbrau) Cleveland, re.
Tomson, Ellis: (Zelli's) NYC, nc.
Toimey, Bob: (Cesa Loma) South Bend, Ind., nc.
Towne, Loren: (400 Club) Wichita, Kan., nc.
Trace, Al: (Sherman) Chi, h.
Tramp Band: (Powatan) Detroit, nc.
Travers, Vincent: (French Casino) NYC, cb.
Tyldesley, Bobbie: (Irvin Cobb) Paducah, Ky., h.
Tucker, George: (New Albany) Albany, Ga., h.
Tucker, Orrin: (Lookout House) Covington, Ky., nc.
Tuttle, Elisha: (Le Mirage) NYC, nc.

C
Calloway, Cab: (Cotton Club) NYC, nc.
Campus Jesters: (Cypress Arms) West Hartford, Conn., nc.
Carlton, Duke: (Goetsch's) Merrill, Wis., nc.
Carroll, Frank: (Maher's) Bronx, NYC, cb.
Carter, Miles: (Showboat) St. Louis, b.
Casey, Ken: (Oetjen's) Brooklyn, N. Y., re.
Chaikin, Louis: (Hofbrau) Camden, N. J., re.
Chandler, Chan: (Colonial Club) Evansville, Ind.
Cleff, Pat: (Brightview) Rochester, N. Y., nc.
Codeban, Cornelius: (St. Regis) New York, h.
Colmer, Ted: (Rittenhouse) Phila, h.
Comfort, Roy: (Winnoy Park) St. Petersburg, Fla., h.
Coogan, Mal: (Clover) NYC, nc.
Cornelius, Paul: (Club Royle) Little Rock, Ark., nc.
Corsi, George: (Riverside Club) Iron Mountain, Mich.
Costello, Jimmie: (Jimmy Kelly's) NYC, nc.

H
Hail, Ewen: (Plaza) San Antonio, h.
Hal, Munro: (Ivanhoe Gardens) Chi, nc.
Hall, George: (Taft) New York, h.
Hallet, Mal: (Commodore) NYC, h.
Hamilton, George: (Waldorf-Astoria) NYC, h.
Handelman, Phil: (Fifth Avenue) NYC, h.
Hauck, Carlton: (Sak's) Detroit, nc.
Hauser, Johnny: (Brass Rail) NYC, re.
Hardie, Dick: (Club Frolics) Albany, N. Y., nc.
Harold, Lou: (Republic) NYC, re.
Harris, Claude: (Joe's Stables) Detroit, nc.
Harris, Ted: (Royal Grove) Lincoln, Neb., nc.
Hart, Ruth: (Spanish Villa) Detroit, nc.
Harnett: (Detroit Athletic Club) Detroit, nc.
Hawaiian Serenaders: (Versailles) NYC, re.
Hayden, Ernie: (Gayosa) Memphis, Tenn., h.
Haymes, Joe: (Laurel in the Pines) Lakewood, N. J., h.
Hayton, Lennie: (Hollywood) NYC, cb.
Hays, Billy: (Studio) Phila, b.
Headrick, Pearl: (The Pines) Somerset, Pa., nc.
Heidt, Horace: (Biltmore) NYC, h.
Helene & Her Boys: (Palmetto) Detroit, nc.
Hendrick, Warren: (Bali) NYC, c.
Hermanos, Le Betard: (San Sonce) Havana, Cuba, nc.
Herren, Ken: (Chalfonte) Pinehurst, N. C., nc.
Hi Mar: (Bungalow Inn) Norristown, Pa.
Hill, Harry: (Inglaterra) Peoria, Ill., b.
Hill, Teddy: (Ubangi) New York, nc.
Hoagland, Claude: (Biltmore) Dayton, O., h.
Hoffner, Mildred: (Show Bar) Forest Hills, Long Island, N. Y., cb.
Holmes, Herbie: (Plaza) San Antonio, h.
Holst, Ernie: (El Morocco) NYC, nc.
Hope, Hal: (Montclair) NYC, h.
Humphries, Charlie: (Oasis) NYC, nc.
Huntley, Lloyd: (Mount Royal) Montreal, h.
Hutton, Ina Ray: (Oriental) Chi, t.

P
Pablo, Don: (Rendezvous) Battle Creek, Mich., Jan. 9, nc; (Merry-Go-Round) Dayton, O., 11, nc.
Padula, Vincent: (18 Club) NYC, nc.
Paige, Pauleene: (Little Ritz) Center Square, Pa., c.
Palmer, Freddy: (Colonial Inn) Singac, N. J., re.
Palmer, Kay: (Murray's) Tuckahoe, N. Y., nc.

V
Vallee, Rudy: (Capitol) Washington, D. C., t.
Van Olman: (Congress) Chi, h.
VanWinkle, Joe: (Melody Grill) Kokomo, Ind.
Varone, Joe: (Seneca Terrace) Rochester, N. Y., nc.
Varsity Club Ork.: (Albuquerque) Albuquerque, N. M., cc.
Venezia, Chiquita: (Jimmy Kelly's) NYC, nc.
Venuti, Joe: (Morrison) Chi, h.
Vouzens, Nick: (Sapphire Room) NYC, nc.
Wagner, Bill: (Jimmy Kelly's) Brooklyn, nc.
Wald, Jean: (Broadhead) Beaver Fall, Pa., h.
Warmac, Captain: (Vendome) Buffalo, N. Y., h.
Warner, Billy: (Twilight Inn) East Paterson, N. J., re.
Warren, Arthur: (Hollywood) NYC, cb.
Warren, Frank: (Cocoanut Grove) Phila, nc.
Watts, Kenny: (Dicky Wells) Harlem, New York, nc.
Webb, Chic: (Savoy) NYC, b.
Webb, Joe: (Queen Mary) NYC, re.
Webb, Howdy: (Villa Rosa) Johnstown, Pa., nc.
Weber, Curt: (Weismantel's) Brooklyn, nc.
Webster, Ralph: (Rainbow Gardens) Denver, b.
Weeks, Anson: (Gibson) Cincinnati, h.
Weeks, Ranny: (Cocoanut Grove) Boston, re.
Weems, Ted: (Trianon) Chi, b.
Weiser, Leo: (Michigan Tavern) Niles, Mich., nc.
Whalen, Jimmy: (Bertolotti) NYC, cb.
(See ROUTES on page 68)

Santos-Artigas Show Is Drawing

Two performances on Saturdays, three Sundays—additions to program

HAVANA, Dec. 26.—The Santos & Artigas Circus is playing to exceptionally good business here. Two performances are given on Saturdays and three on Sundays.

On December 15 members of the circus and Fu Manchu, who is playing at the National Theater, were guests of the Asociacion Cubana de Artistas Teatrales, and the following day Rafael Valiente, general representative of the Bacardi Company in Havana, invited all members of the circus to a cocktail party in the beautiful Edificio Bacardi.

On December 21 Miss Silvia's dogs and Watkins' famous chimp, Mickey, joined the show, and the Wallenda Troupe was augmented by Henrietta Wallenda and Arthur Trostl.

Polack Bros.' Laying Off at El Paso, Tex.

EL PASO, Tex., Dec. 26.—Polack Bros.' Circus troupe arrived here this week for a six-day showing under auspices of El Maida Shrine January 16-21.

Most members scattered for Christmas holidays but will return after the new year. Louis Stern, director, left for New York, but Mr. and Mrs. Irv J. Polack remained here. Sam Polack, secretary and treasurer, also stayed here, as did G. O. Dupuis, handling promotion here. Herman Q. Smith is now acting as contracting agent.

Performers gone for vacations are Belle Wheeler, Corcoran, Calif.; Donald Hammond and Robert Owen, of the Olympia Troupe, Long Beach; Frank and Bernard Black, Los Angeles; Donald Lavola, working a Shrine circus in Denver.

Still in El Paso are Rallan Johnson, of the Olympia Troupe; Everett Conway, Felix Morales and company, Frank De Rizkie and Mickey Blue, who is handling advance for the show in El Paso before leaving for California dates.

Show will play Phoenix, Ariz., before jumping to West Coast.

Jerry D. Martin at Home

ROCHELLE PARK, N. J., Dec. 26.—Jerry D. Martin was discharged from McKinley Hospital at Trenton December 17 and is now home at 18 Bella Vista avenue, this city. He fell from high trapeze while playing the State Fair at Trenton October 3, fracturing pelvis bone, eight ribs and left wrist. His back is getting in good shape and wrist is healing nicely. Martin hopes to be in shape to work by Easter Week.

"Live Alligators" Too Much for Fire Chief

WICHITA, Kan., Dec. 26.—George J. Browne, of Ringling-Barnum advance department, made a newspaper story here last week when his "special" Christmas present to Fire Chief H. H. McCall was received.

Chief McCall, whose usual bravery disappears when around reptiles, and two other firemen received cigar boxes from Sarasota, Fla.

The fire chief read "Live Alligators" on his box and tossed it at an assistant. "How did he know I don't like snakes and Gila monsters?" McCall complained. Browne is quite a favorite with the fire department (or was).

Morrissey Joins Baker-Lockwood

CHICAGO, Dec. 26.—Jimmy Morrissey, for the last 18 years with the United States Tent & Awning Company and widely known among outdoor showfolks, has left the firm and is now with the Baker-Lockwood Company, Kansas City.

Morrissey is one of the best known tent men in the country and has hundreds of friends in the industry. He assumes a very responsible job with Baker-Lockwood. Since taking over his new job Jimmy has been the recipient of many messages wishing him success.

Blankenship, Miller Visit Russell Quarters

SPRINGFIELD, Mo., Dec. 26.—Ray Blankenship, general agent of Russell Bros.' Circus, and Art Miller, general agent of Seils-Sterling Circus, were guests of Mr. and Mrs. C. W. Webb in Rolla, Mo., where the Russell show has fine permanent winter quarters. Justus Edwards, press agent of Russell show, who spent a few days with the Webbs, left for Oquawka, Ill., to spend the holidays.

Miller spent a few days in Macon with friends, Seils-Sterling having wintered there in 1935. Blankenship drove to his home near Dallas to spend the holidays with his folks. Miller accompanied him as far as Springfield, stopping there for a few days before going to Walnut Ridge, Ark., for the holidays.

Lamon Breaks Leg

MOBILE, Ala., Dec. 26.—Harry W. Lamon, legal adjuster of Dan Rice Circus, recently broke an ankle. He is now undergoing treatment here and will be incapacitated for at least five weeks.

Adkins Buys Yacht

ST. PETERSBURG, Fla., Dec. 26.—Sale of the 55-foot yacht Commandress to Jess Adkins was announced recently. Boat was formerly owned by F. T. McComber, local laundry operator.

Letter of Appreciation Received by Cole From Graf

ROCHESTER, Ind., Dec. 26.—A letter of appreciation, signed by J. E. Graf, associate director, Smithsonian Institution, Washington, and acknowledging receipt of the remains of Jumbo II, African elephant which died Thanksgiving Day at winter quarters here, has been received by Adkins and Terrell under date of December 18. The text follows:

"The formal recording of the African elephant material, which reached us in splendid condition, has now been completed and the papers come to my attention for acknowledgment.

"The specimen has been entered on the museum records as a gift from the Cole Bros.-Clyde Beatty Circus and I would assure you that we are very grateful for your thoughtful and generous interest in turning the specimen over to the national collections.

"While you were not in Rochester while our men were preparing the specimen for shipment, every possible arrangement had been made to facilitate their work and they received the most cordial and valuable help from the members of your organization.

"Please be assured that the museum very sincerely appreciates your generous attitude toward the national collections and your helpful co-operation."

Framework of the 300x60-foot wagon storage, located about 100 yards north of the main barns, is now complete and a force of 50 carpenters under Charlie Luckey is busy on roof and siding. Completion of the unit is expected by January 15.

Mr. and Mrs. Ernie Sylvester have returned from a vacation in Florida. Plans are ready to start the paint shops in full operation by January 1.

Mr. and Mrs. Jess Adkins have returned from a yachting trip in Florida waters, guests of Dr. and Mrs. Partello. Mr. and Mrs. Zack Terrell are spending the holidays with Mr. Terrell's mother in Owensboro, Ky.

Arrival recently of several beautiful Kentucky jumpers and multigaited horses has added greatly to the menage division, according to Capt. John Smith, who is now putting on the high-school touches.

IABP&B Local No. 3 Elects

PITTSBURGH, Dec. 26.—The Billposters' Union, Local No. 3, held its annual election of officers at Fort Pitt Hotel here recently.

The following were re-elected: C. A. Mitchell, president; James Wright, vice-president; William R. Nicholson, secretary-treasurer; Leo Abernathy, business agent, and Thomas F. Rodgers, assistant business agent. The executive board includes George Jermeyer and Al Marks, with the new trustee board listing Al Finkle, Raymond Shields and Clyde Cubbison. Herman Rohrkaste was elected sergeant at arms.

Hathaway Arrives At Sarasota, Fla.

SARASOTA, Fla., Dec. 26.—Carl T. Hathaway, general superintendent of Ringling-Barnum Circus, returned here last week from the Piedmont Sanitarium in Atlanta, Ga., where he had been confined for more than a month. He was removed from the show to a hospital in Cordele, Ga., when he was stricken with internal hemorrhages as the circus was passing thru Georgia on the home stretch. His condition was serious at that time. As soon as he was able to stand the trip he was transferred to the Atlanta hospital for treatment.

A delegation of circus officials greeted Mr. Hathaway when he stepped off the train here. He appeared in excellent spirits. He will remain at his winter home in this city until his convalescence is complete before returning to his duties with the show.

Gardners on Visiting Trip

CINCINNATI, Dec. 26.—Bessie Gardner writes that she and Cheerful are spending the holidays with Mr. and Mrs. Bill Emery, Evansville, Ind. Emery is superintendent of the Mesker Zoo.

The Gardners spent a month with Cheerful's mother in Janesville, Wis., who observed her 79th birthday anniversary this month. While there they met Al Hilt, formerly with Burr Robbins Circus. He and his brother, Darby, are in the tavern business. Also visited with Mrs. Rose Collier. Dick McNeal, formerly with the Wallace show, has a tourist camp in Janesville.

In Peru, Ind., the Gardners visited Mrs. Ralph Miller, George Davis, the Tinkams and Ralph Clawson. They dropped in at Williams and Snyder, meeting place for circus folk, and saw Mr. and Mrs. Pat Cramer, Fred Ledgett and Harold Nicholson. Visited circus quarters and saw Lou Clayton, John Riley, Posquillo, Hurley Woodward, in charge of elephants; Red Finn and wife (Finn has the Ringling baggage stock).

In Rochester they saw Eddie Allan, in charge of elephants; John Smith, who is breaking new Kentucky horses; Charles Young, Charles Luckey and Al Dean.

WPA Show Has Good Run at Jamaica, N. Y.

NEW YORK, Dec. 26.—The WPA Circus closed a successful run at the Jamaica Arena, Jamaica, N. Y., and opened at the 106th Infantry Armory, Brooklyn, today under auspices of the combined Veterans' organizations. Major Jay L. Hawthorne is general chairman and has for his chief aids Captain Edward F. Dunne, of the Veterans of Foreign Wars, and Edward Horsely, of the American Legion. Avonne Gardener, Spanish web artist, was recently tendered a surprise birthday party by her parents.

A large number of Circus Fans were on hand for the opening show. Other visitors noticed were Lew Lehr, Fox Movietone News comic, and the Barrie Sisters, of stock fame.

Lew Ward, clown on the Ben Wallace Show in 1910, has bought a new dog and is breaking it for a walk-around. The Russell Brothers, aerialists, received a nice feature story in a Brooklyn paper last week. The 12 Desert Whirlwinds, who close show with their fast ground tumbling, hand-to-hand balancing, etc., draw big hands, reports Wendell Goodwin, general press representative.

Gainesville Unit Returns

GAINESVILLE, Tex., Dec. 26.—The Gainesville Community Circus Santa Claus parade unit recently completed its tour and equipment is back in storage. Unit played nine North and East Texas cities and towns. Gideon Bell piloted the 11-people show the first week, and Portis Sims was in charge the second week. There was rain only at Denton and it was possible to postpone the parade there.

Mr. and Mrs. Al Conners went to Houston to spend Christmas and returned following day to begin training local amateurs for the community show.

Plans are now in the making for a series of indoor circuses during January, February and March. The regular season of the Community Circus is expected to open here the last of April or early in May.



BANQUET tendered Helen Wallenda on her 25th birthday anniversary by members of the Santos & Artigas Circus at Uncle Sam's Restaurant in Havana. Seated at table, left to right: Zefka Loyal, Mrs. Bradna, Mrs. Maschino, Jennie Rooney, Helen Wallenda, Germaine Loyal, Mrs. Josef Wallenda, Albertine Loyal. Standing, left to right: Lucien Loyal, Eddy Rooney, Fred Bradna, Pablo Santos Jr., Josef Maschino, Karl Wallenda, George Rojas, Herman Wallenda, Claudia Loyal, Dr. Manuel Pico, Josef Wallenda, Jimmie Savas.



With the Circus Fans

By THE RINGMASTER

CFA, Secretary, FRANK H. HARTLESS, W. M. BUCKINGHAM, 2930 West Lake Street, Chicago, Ill. Thames Bank, Norwich, Conn. (Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Dec. 28.—The Lion's Club of Madison, Wis., of which Sverre O. Braathen, CFA, was recently elected program chairman, staged a Christmas party on December 22. All members gave each other presents of toys, which were afterward given to the poor children of the city. Roy Barrett, clown, who was working in the department store there, was Santa Claus in an appropriate makeup. All members of the Wallenda Tent were guests of this affair, which included Robert K. Henry, State treasurer; J. I. McFarland, Lodi; William B. Antes, Evansville (press agent of Russell Bros.' Circus last season); Dr. Tom Torney, William L. Jackman, Dr. Waldo B. Dimond, William R. Hommel, Ralph O. Hoge and W. L. Doudna.

The editor of *White Tops* and his associates extend thanks to all those who sent Christmas cards to this office and also wish to acknowledge with thanks the many letters expressing approval of the holiday number of *White Tops*.

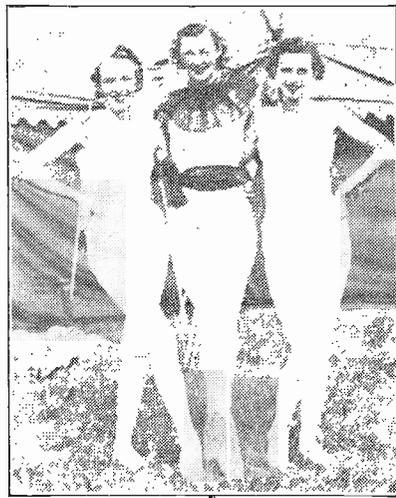
Karl Kae Knecht's mother and sister, Klara, who have been visiting at their home in Evansville, Ind., will return to Chicago December 30.

Val Vino, Side Show orator, and Teddy Webb, son of Ollie Webb, were guests at a recent meeting of the Alfredo Codona Tent held at the Argyle Hotel in San Antonio. Val Vino related his circus experience from the time he started in South America with the R. H. Dockrill Circus. Before this Val was in vaudeville juggling. Teddy Webb told some interesting circus stories and all fans were glad to learn that Mr. and Mrs. Webb are now next-door neighbors to Circus Fan Walter Loughridge in San Antonio. Ad Topperwein, who has been shooting all season at the Dallas Exposition, was also present and contributed a number of new stories. Topperwein said he met people in his profession at the fair this summer he had not seen for years. Among them were two members of the Dr. W. Carver troupe of the '80s.

CIRCUS CARNIVAL CONCESSION TENTS
TO AVOID DISAPPOINTMENT INSIST ON "USTENT" STYLE AND QUALITY.
 THE STANDARD OF COMPARISON FOR OVER 46 YEARS.
 S. T. JESSOP, PRES.
UNITED STATES TENT & AWNING CO.
 701 North Sangamon St., Chicago, Ill.

CIRCUS LITHOS
 1,000,000 Sheets in Stock.
 FINEST FOUR-COLOR WORK.
 Also CARNIVAL, RODEO, WILD WEST, DOG AND PONY, INDOOR CIRCUS, FAIR, MINSTREL, WATER CIRCUS, Etc. Write for List, Free Date Book and Price List.
Central Show Printing Co.
 "Coast to Coast Printers,"
 MASON CITY, IA.

WANT
 Circus Acts, Musicians, feature for concert, Combination Billers, Car Manager. Will buy Elephant Act, one or 2 elephants; prefer small one; Menage Horses, Camel, Bear Act, Small Dog Act. Show will not open in Florida. For sale: 50x80 Tent, used one season; Tangley Calliope on Dodge 1/2-Ton Truck, A-1 shape. **KAY BROS.' CIRCUS**, station 5, Box 791, Miami, Fla.
TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS



THREE ATTRACTIVE performers of the Gainesville, Tex., Community Circus. Jerry Murrell, left, does tight wire, aerial and bareback numbers; Evelyn Welborn, center, cloud swing, double trapeze and acrobatic turns; Jane Sims, tight wire and aerial numbers.

Smith Show Has Fine Biz in New England

CINCINNATI, Dec. 26.—The John P. Smith Indoor Circus played to excellent business in Manchester, N. H., and Portland, Me., according to communication to *The Billboard* from Charles Carlos, program director with the show.

Included in program, the Billetti Troupe, Adele Nelson's elephants, George Hanneford and family, Carlos Society Circus, Flying Unicors, Captain De Baine, St. Onge Trio, Felix Patty with "Tarzan," Helen Bach Trio, the Arontys, Miami Whippets, Helen Boland's Slide-for-Life, Leland Troupe, Joe Kreb's wire act, Ernestine Clarkonian and 15 clowns, headed by Dippy Diers and Dizzy. Music supplied by Val Jean's 20-piece circus band.

Lewis Signs With R-B Show

PERU, Ind., Dec. 26.—Joe Lewis, clown cop, has signed contracts for coming season with the Ringling-Barnum Circus. He has just returned here from Florida after a month of vacationing, boating and fishing. Visited friends in Orlando, Tampa, Sarasota and Miami. Lewis will be here until after the holidays and probably play a few indoor dates before returning to Sarasota.

Marlow's Shows in South

CINCINNATI, Dec. 26.—According to a recent communication from Reuben Ray, Marlow's Mighty Show is doing satisfactory business in the Southern territory. Show is now in Georgia after making a series of stands in Tennessee.

Pat Reeves is handling the advance, replacing Fred Lemly, who has been out ahead since the death of M. C. Cookston. Charles Fraser enjoyed a good season with his novelty stand and plans to be in Florida for the holiday season. Fred Lemly is now handling tickets. Ted Farro is lot superintendent, and his wife, Ruth, is managing the cookhouse. Lotty Lee is attracting considerable notice with her novel "human hoop" act.

Circus Fan Meeley, from Humboldt, Tenn., was a recent visitor.

Shreveport Sign Ordinance

SHREVEPORT, La., Dec. 26.—Strict enforcement of recently enacted city ordinance against placing of signboards on residential area sites is set for January 1 here. J. O. McFadin, of B. & B. Sign Company, says company is preparing to remove a large number of its boards which might conflict with ruling. Billboard companies have been congratulated by city fathers for fine cooperation in the matter.

BERT LEO, clown, was in the toy department of the Bolton Drabkin store, Youngstown, O., for his third season. Lew Kish and dogs worked the Sears-Roebuck store also for the third season. Leo, who has been doing street advertising, infos that he has purchased a pony buggy and will drive a pony next spring.

Activity at Quarters Of Barney Bros.' Show

SAN ANTONIO, Dec. 26.—Activities at Barney Bros.' Circus quarters in Glendale, Ariz., are in full blast, according to information furnished *The Billboard* representative here.

Following the parting of Tom Atkinson and John D. Foss, Foss retained the title, big top, half the seats, light plant and trailer, stock truck and trailer, pole truck and trailer, calliope, midway lighting equipment, lion cage and two lions, four-wheel trailer and monks, bear and cage, three ponies and a colt, and among other things, all printed matter. All motor vehicle tags for '37 have been purchased. There are eight tons of hay in the barn.

Kelvin Hall Show Opens

LONDON, Dec. 15.—First of the many British Christmas circuses opened successfully yesterday at Kelvin Hall, Glasgow, where the season runs from December 14 to January 23. Entire program runs for nearly three hours and contains acts from all nationalities, booked by Stanley W. Wathon, who has had the exclusive bookings of this spot for the last seven years.

Program: Jack Lindsley and his orchestra; Les Edmonds, juggling on horseback; the Starlights, rope spinners and whip crackers; Nico and Alex, Danish clowns; Four Rastellis, comedy trampolinists; Albert Schumann and his Liberty and high-school horses; the Spyras, comedy eccentrics; Thaler-Thalero and his dogs; Harald Ryle and Company, sensational roller skaters; Albert and Cecile Schumann, high-school riders; "Speedy," comedy wire act; Sandor-Karly troupe of riders of Hungarian jockeys; Lou Lenny and her unriddable mules; Six Briers, Hungarian springboard acrobats; Chocolat and Company, black and white musical clowns and eccentrics; Albert Schumann's 12 Black Russian stallions; Mische-Kolzer's wonder elephants, presented by Franz Kramel; clown ensembles.

Business is excellent, with seats being booked well in advance.

Business Very Good For Dan Rice Show

SHREVEPORT, La., Dec. 26.—The Dan Rice Circus, which is playing thru this section, has been doing some very good winter business. Charley Goss was a recent visitor. William (Bill) Durante took over the advance at Houma.

It is reported that the show will remain out all winter with the exception of the time needed to switch back to a larger show for the 1937 season. Equipment and paraphernalia in good condition.

CINCINNATI, Dec. 26.—Frank McGuyre reports business okeh and weather fine for the Dan Rice Circus. Had Christmas dinner on lot at Franklin, La., a fine roast goose with all the trimmings. McGuyre joined Rice show after closing his sixth season with Charles Sparks.

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. E. CAMPFIELD, 152 W. 42d St., New York City

MONKEY CIRCUS
 The World's Greatest Trained Monkeys. Show runs 30 minutes. At Liberty for Circus, Carnivals or Parks.
I. E. CHAMBERS
 General Delivery, Shreveport, La.

Photo Post CARDS 8x10
 REPRODUCTIONS OF YOUR PHOTOS

POST CARDS	"MIRROR" FINISH	8x10
100 - 1.95	— Guaranteed —	12 - 2.25
250 - 4.00	ONE SUBJECT PER LOT	25 - 4.25
500 - 6.75	Specially Designed Groupings	50 - 6.75
1000 - 11.75	To Order	100 - 9.75

 ORCAJO PHOTO ART SERVICE
 301 Keowee St., DAYTON, O.

"DRIVER - TENTS - BANNERS"
 40x20 CARNIVAL MARQUEE, practically good as new. Canvasman's Repair Kits.
 CHARLIE DRIVER, Manager,
O. HENRY TENT & AWNING CO.
 4611-13 N. Clark St., Chicago, Ill.

Show TENTS WRITE FOR PRICES
Fulton Bag & Cotton Mills
 Manufacturers Since 1870
 ATLANTA ST. LOUIS DALLAS
 MINNAPOLIS BROOKLYN NEW ORLEANS KANSAS CITY, KAN.

THANKS, SHOWFOLKS AND SEASON'S GREETINGS
CHARLIE T. GOSS

WINDOW CARDS IN FLASHY COLORS
 FOR PRESIDENT'S BALL SATURDAY, JANUARY 30, 1937
 Printed on 8-Ply Cardboard, size 14x22, 50-\$3.50, 100-\$4.50 (imprinted)
BOWER SHOW PRINT 12 ADE STREET FOWLER-IND.

ISLAM SHRINE CIRCUS
 Civic Auditorium **9** DAYS MARCH 13-21, Inc.
 SAN FRANCISCO, CAL.
WANTED OUTSTANDING AND NOVELTY ACTS OF ALL KINDS—TRAINED ANIMAL DISPLAYS CLOWNS—FREAKS—AND ANY ATTRACTIONS SUITABLE
 For The Largest Indoor Circus Ever Presented On The Pacific Coast
SHRINE CIRCUS COMMITTEE, J. B. AUSTIN, BUS. MGR.
 Care BLANCHARD PRESS, 222 Golden Gate Ave., SAN FRANCISCO, CALIF.

BOB MORTON
 WISHES EVERYONE A HAPPY NEW YEAR
 and invites The Show World and All Committees to the 1937 World's Premier Showing of **HAMID-MORTON CIRCUS**
 MIAMI, FLA., SHRINE OUTDOOR CIRCUS, WEEK OF FEB. 8th, 1937
 Advertising solicitors report quick to Paul F. Clark; also Side Shows, Pit Shows, Novelties, Soft Drinks; may consider large carnival also.

TOM MIX CIRCUS

NOW CONTRACTING ALL ACTS FOR 1937

WANT NOVELTIES, FEATURE AND OTHER
SUITABLE CIRCUS ACTS. RIDING ACT,
CLOWNS, GIRLS FOR MENAGE
AND LADDERS.

Address D. E. TURNEY, Manager, Anniston, Ala.

WANT FOR THE SIDE SHOW — UNUSUAL
FREAKS, NOVELTY ACTS, BAG PIPER.

Address

TED METZ, 1332 S. Hope St., Los Angeles, Calif.

Under the Marquee

By CIRCUS SOLLY

AGNES SHAW will again be with Ringling-Barnum Circus. She is lead-off girl in opening spec.

L. (CRAZY RAY) CHOISSER, calliope player, has been re-engaged with Cole-Beatty Circus.

L. L. (DOC) LEON, manager of Gor-man Bros.' winter quarters at Campgaw, N. J., will troupe the coming season.

LEO LORANGER is with Nellie Dut-ton's Circus unit with Pagel's Circus in South Africa.

STICK TO your last. We know a high-class circus agent who couldn't get a job outside of the business paying as much as \$15 a week.

HARVEY A. MAYER, of New York, who is on a business trip, was in Cincinnati last week and called at *The Billboard*.

HARRY VILLEPONTEAUX did balloon ascensions and parachute jumps with Purcell's Stage Circus the past season.

J. E. HENRY and wife, of Henry Bros.' Circus, took a trip to Los Angeles for the holidays.

S. W. (BILL) BAILEY, clown cop, did street advertising for the Elks' Carnival, also worked street for Warner's Theater in Memphis, Tenn., during holidays.

CHIEF HERBE GOERKE, for last several seasons on advance of the Ringling show, is located in a large department store in Chicago for the winter.

CAPT. JACK KUHN, formerly with circuses and carnivals, doing tattooing, magic, vent and Punch, has been working in New York last seven years.

COY HERNDON, hoop roller and juggler, who is at U. S. Veterans' Hospital No. 91, Tuskegee, Ala., would like to have a route book of Howe's Great London Circus season of 1920.

THE CHIMP in the Ringling-Barnum menagerie, which was born while the show was playing St. Louis last fall, was named after Dizzy Dean. No contract or trade problems have arisen to date.

GOOD AGENTS are hard to find. Conscientious men who execute their duties just as they would if they owned the show are the fellows who go forward.

JACK SCOTT, advertising agent of the Ringling show, is in Pittsburgh holding business conferences with Leo Abernathy, international president of the billposters' union.

FLYING VALENTINOS, George Valentino, manager, visited in Houston, Tex., during the holidays. Will spend winter in San Antonio, practicing all-girl flyers act.

GLADYS ELLIS, General Delivery, Lexington, Mo., is anxious to have the address of Chief Twohouse, stating that a friend of his is seriously ill and asking for him.

BILL BUTLER joined the Six Sensational Jordans at Ironton, O., presenting his triple somersault from teeter-board to chair. The Jordans are with the unit *Rhapsody in Blue*, booked solid until April.

THE CHRISTMAS NUMBER of *The White Tops* is a dandy. It has 40 pages and among contents are several interesting articles and a number of illustrations. Front cover, which is in colors, was done by Walter Krawiec, CFA, of Chicago.

A REAL engraved letterhead with several colors looks the part. They expect it with a circus, not a letterhead like a doctor or dentist uses.

THE ROSARDS, with their comedy trick house and aerial acts, closed a suc-

cessful outdoor season November 10 at Pascagoula, Miss. They motored to Los Angeles and will play a few indoor dates on the Coast. Will open early in May in Oregon.

WILLARD S. ISLEY, bandmaster, and wife are again in Los Angeles for the winter. They were visited by Mr. and Mrs. Buck Reger before they went to Omaha for the holidays. Isley was musical director with the Joe B. Webb Circus past season and states he again will be with a circus coming season.

PRINCESS LOLA LEVINA closed a four weeks' engagement at the Famous Big Department Store in Springfield, Ill., giving readings to customers. Walter Levina gave club shows and did Santa Claus. Will join a museum in Hot Springs, Ark. They were with Seils-Sterling Side Show past season.

FRANK GILLEY, after closing a successful season at Texas Centennial Exposition, Dallas, working on tickets for Fox and Patterson, left for Mineral Wells, Tex., where he remained for three weeks. Is heading north. Gilley expects to return to the exposition this year.

NEWS TRAVELS fast in the circus business. If the kid show manager closes with some circus other shows seem to know about it in a few days.

COL. C. G. STURTEVANT, retired army officer, ardent circus fan and writer of circus history, is a frequent visitor to quarters of Beckmann & Gerety Shows in San Antonio. The Colonel is well up on circus lore, probably being as well informed as anyone today on the circus and its people of yesteryear.

BUCK REYNOLDS, for many years with the Buffalo Bill, Barnum & Bailey and other shows, is connected with the gee gees at Miami, but still likes to meet the boys and talk circus. . . . Al J. Massey, band leader, who will be guest conductor at the Morton Shrine Circus to be held at Miami, arrived from New Britain, Conn. . . . Charles H. (Chick) Bell left for Sarasota.

PRINCE ELMER has arrived in Los Angeles after playing engagements in Nevada, Arizona and California. Will do his own booking and play dates around Southern California. Had a pleasant engagement with H. A. Phillips, of Robinson Bros.' Circus. Elmer will have a troupe, known as the Fiesta company of entertainers, with a midget clown, dancer and acrobat.

ONLY WAY to get people when you need them is to advertise for them. Everyone in the circus business reads *The Billboard*. Advertise your wants. A small ad will get rid of surplus equipment. Anything you don't need is surplus.

FRANK STEES, for 40 years a long line driver, suffered a paralytic stroke November 2 while working on a WPA project in Driftwood, Pa. Members of the Eagles of the Burlington, Ia., Aerie No. 150, drove to Driftwood for Stees and brought him back to Burlington, where he is now comfortably situated in a private hospital. He would appreciate hearing from friends and can be reached at 504 South Ninth street.

ELWOOD EMERY, trainer of "Baby Mine" (Iowa children's elephant), will not be connected with Darnley's Wild Animal Farm at Boone, Ia., the coming season, but has contracted to present "Baby Mine" and his trained pony, "Dandy," for 20 weeks on the Jay Gould's Million-Dollar Spectacle out of Glencoe, Minn. Show will open around middle of May. Emery's act will be transported on a semi-trailer now under construction. Act will leave Gould show temporarily to play the Iowa State Fair. Emery last trouped with Schell Bros.' Circus.

SOME HIGH SPOTS of current business—Cotton mills operating at full capacity; December motor output highest on record; employment back to 1930 level; December steel activity highest since 1928; dividend increases heaviest on record; December business best since 1928. All of which, of course, is of great benefit to the amusement field.

HIGGINS' CIRCUS REVUE has been playing an engagement at the Beverly Garden Night Club in Grand Rapids, Mich. Planned to hit the road with the revue for a series of one-night stands after first of year, J. C. Admire, general agent. Margo Wackerman, a mem-

15 Years Ago

(From The Billboard Dated
December 31, 1921)

Palmer Bros.' Wild Animal Circus was transferred to M. E. Golden and M. B. Runkle. New management said they would revamp the entire personnel and increase the show from 10 to 15 cars for the 1922 season. . . . R. L. Russell announced that tho his show was off the road in '21, he would have a circus under the new title of Russell's Virginia Show out in '22. . . . Roy Barrett reported that the Mighty Haag Show was doing good business in Florida, with a turnaway at Ft. Pierce. . . . The Great Keystone Show went into quarters at Whaleyville, Va., after a season in which it traveled 2,045 miles.

Reported that the old circus lot had been sold for a real estate development in Aurora, Ill., and shows would have to arrange for a new location. . . . Andrew Downie signed to supply the animal acts from his show for a big indoor circus in Philadelphia. . . . Leo Francis and Harry Robettas visited *The Billboard* in Cincy. . . . Joe D. McCullum, who sold tickets with the Sells-Floto Circus season of 1921, was confined to the Santa Rosa Hospital in San Antonio, Tex. . . . Jack Pfeiffenberger, boss canvassman on the Howe Show, visited the Cincinnati office of *The Billboard*.

The Famous Damm Bros. obtained bookings on Keith Time after closing with John Robinson Circus. . . . Bobby Fay wrote that after an absence of several years from the white top he had been signed to clown with the Walter L. Main Circus for 1922. . . . Albert Sigsbee signed as general agent with Lindeman Bros.' motor circus for '22. . . . Billy Exton, who was injured while stepping off a train in Texas with the Sells-Floto Circus, reported that he had undergone a minor operation in Cleveland and that he would shortly be up and about.

May Wirth was signed to play fairs for the 1922 season by the United Fairs' Booking Association. Salary was not named to the press, but it was said to be "extraordinarily" large, and upon signing Miss Wirth received a bonus. Phil and the rest of the family were signed with her. . . . Wesley LaPearl closed the '21 season with Veal Bros.' (carnival) Shows, and then joined Rhoda Royal Circus in New Orleans. . . . Owen Lewis, after closing with Cole Bros.' Show, went to Hot Springs, Ark., for the waters. . . . Fred C. Gollmar announced in the Chicago office of *The Billboard* that Gollmar Bros.' Circus would be a 25-car show for the 1922 season.

San Antonio

SAN ANTONIO, Dec. 26. — Orton Troupe, now playing theaters in West Texas, is slated to go with an ace vaudeville revue unit out of here after first of year.

"Doc" Forman is in Skidmore, Tex., where his winter "hobby" is dealing in autos and auto parts.

Jack E. Smith, formerly with circuses, is connected with the Hearst newspapers, with headquarters in Houston.

Rex Taylor is dividing his time between Austin and San Antonio for the winter. Is engaged in some special work for Gulf Refining Company.

Bert Denham was here last week and stopped over long enough to call on *The Billboard* representative and other friends. Was en route to El Paso.

Rumor persists that C. L. Alderfer will be the head of a motorized circus coming season. Is playing West Texas spots with his stage show.

Mary Atterbury left for Dakota City, Neb., after a visit here.

"Slats" Beeson, proprietor of "Circus Cafe," has an atmosphere of sawdust and spangles around the place.

ber of company, fell from top of a swinging ladder, but was not injured seriously and is continuing with her number. "Pee Wee" Jones, formerly with Ringling-Barnum Circus, is with the troupe. Zeek LaMont, of original LaMont Troupe, has charge of clown alley. Junior Higgins, contortionist, played a special Christmas show at B. F. Keith Theater in Grand Rapids.

The Corral

By ROWDY WADDY

ALL RIGHT, FOLKS, let's all get ready for the 1937 season.

ABE LEFTON, rodeo announcer, is now in California on rodeo business for next year.

RED CARMICHAEL and Cameron Nixon are already booking their contract rodeo at Southern fairs for next fall.

TROUPERS now in Tulsa, Okla., are making Scout Younger's Cow Man's Bar their headquarters.

EARL THODE, four times World's Champion Cowboy, has been named arena director for the Casa Grande, Ariz., second annual rodeo.

DESPITE the death of Walter Wegman, the Rochester Rodeo Association will carry on under the direction of his brother, John, with a 10-day purse event early in the summer.

BILLY WALKER, nine-year-old lariat performer of Danbury, Conn., is at present working on two new rope tricks which he plans to present at exhibitions in the summer.

JACK BARNS cards that Harry (Shorty) Butcher, who appeared with the X-Bar-X Ranch Rodeo last summer, is in St. Francis Hospital, Columbus, O. Butcher would like to hear from friends.

TEXAS MORIARITY is corralled for the winter in U. S. Veterans' Hospital, Rutland, Mass., where he is undergoing treatment. Tex infos that he met many of his old rodeo pals at Boston when Colonel Johnson's Rodeo played there. He would like to hear from friends.

A SERIES of feature articles titled "This Way to the Big Show" and featuring Gordon W. Lillie (Pawnee Bill) are currently appearing in *The Boston Globe*. The articles have been written by Dexter W. Fellows and Andrew A. Freeman.

"BUCK" MAUGHIMAN, Canton, O., outdoor showman, infos that he is looking after Milt Hinkle's Texas Rangers Rodeo interests in Eastern Ohio. Maughiman says he will likely contract for the presentation of the show at the Canton city auditorium under auspices after first of year.

ROY VINCENT, deaf rope spinner and Indian headdress manufacturer, after closing with Mark Williams' cowboy band, which was aired over NBC, has been booked into several night spots in Newark, N. J.; Paterson, N. J., and Philadelphia. Vincent appeared with the Gorman Show last summer.

CAPACITY CROWDS were in attendance at each performance of the annual three-day Great Western Rodeo, held at Los Angeles stockyards recently, in conjunction with the 14th annual Stock Show. Event was under direction of Paul Hill, who also furnished the stock. Other officials were Abe Lefton, announcer; Clay Carr and Oscar Schnaubert, judges; Juan Puentes and Ed Lloyd, timers. All events were hotly contested and provided many thrills. Frank Schneider lost a \$500 wager to Paul Hill when he failed to ride the Idaho Flash, a horse named Mussolini. Included among contestants were: Jack Selby, Ned Ferraro, Bob Wildman, Ellsworth Wood, Bill Truan, Bob Lee, Jake Young, Mel Stonehouse, Smoky Snyder, Fritz Truan, Buck Dowell, Jimmie Hazen, Leonard Ward, John Elfic, Endre Barr, Blondy Bunzell, Bill McMann, Frank Schneider, Frank Lypscomb, Eddie Duarte, John Beach, Oral Zumwalt, R. R. Ingersoll, Fox O'Callahan, Andy Jauregui, Gordon Davis, Chick Hannan, Hugh Strickland, Al Allen, Bill McFarlane, R. M. Cornette, Earvin Collins, Canada Kid, Jess Hill, Cherokee Alcorn, Joe Edwards, Dolores Steelman, Joe Burrell, Ted Yochem, Howard Brown, Lloyd Saunders, Turk Greenough, Bob Folkerson, Doff Aber, Jerry Littrell, Rusty Cecil, Ray Bartram, Harry Logue, Bob Whiting, Bill Kane, Clay Carr, Louis Cohelo, A. Ordway, Kenneth Windsor, Joe H. Wade, Holloway Grace, Noah Henry, Tommy Thompson, A. E. Gardner, Boyd Fury, John Mendes, Joe Mendes, Harold Muller and Bud An-

thony. Final winners: Saddle Bronk Riding—Frank Schneider, Turk Greenough, Ray Bartram. Calif Roping—Andy Jauregui, Fox O'Callahan and Oral Zumwalt split second; Clay Carr. Steer Roping—Jess Hill, Ray Bartram, Lloyd Saunders. Steer Riding—Frank Schneider and Smoky Snyder split first and second; Leonard Ward. Bareback Bronk Riding—Smoky Snyder, Leonard Ward, Frank Schneider. Steer Wrestling—Jo Mendez, Canada Kid, Oral Zumwalt. Frank Schneider was declared all-round champion.

Here and There

WASHINGTON, Dec. 26.—Jack Van Buren and wife are spending the holidays at the home of Mrs. Van Buren's parents, Dr. T. L. Griffith, Athens, Tenn. Van Buren unit closed in Canonsburg, Pa., week before Christmas after a 14-week tour of McCrory, Murphy, Sears and other chain stores in Maryland, Pennsylvania, West Virginia and Ohio.

Dr. William M. Mann, director of the National Zoological Park, is getting ready for a trip which will take him around the world in search of rare animals and birds for the zoo. Will leave Washington middle of next month for the Far East. His wife and several keepers, including Roy Jennier, assistant head keeper, will go with him. Jennier is a brother of Walter Jennier, of trained sea lion fame, and was formerly a circus performer.

C. W. Finney is busy at his home in Aurora, Ill., working on plans for coming season.

Tom Dees, now a merchant in Bessemer City, N. C., who trouped for years with trained animal acts, has broken a new dog act.

Irish Horan, of the Downie show, who

was here in the interest of Frank Buck's attractions, left for Miami.

Vance Kinter, former solo clarinetist on the Hunt Circus and last season in lithographing section of the Downie show, spending the winter in Harrisburg, Pa.

Benny Wolfman, one-time side-show ticket seller on the Downie show and of late years a concession operator on various carnivals, is spending the winter in Washington.

Chief Deerfoot, formerly of the M. L. Clark Circus and Jack Rinehart's Wild West, is at a big department store in Washington with an Indian display and trading post.

J. T. Hager is busy with his orange ranch in Florida and taking care of the mail of Colonel Linard Jones at the Harry-Anna Home.

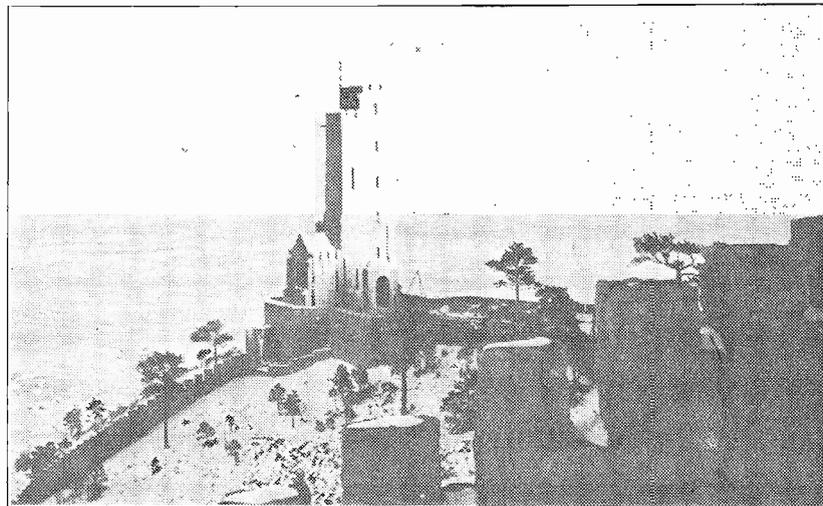
Seen daily in the Circus Fans' office in the Evans Building, M. D. Hildreth, Jerome T. Harriman, Harry A. Allen, Colonel Jack Beck and Bill Macy, now with a local chain restaurant; Bob Denmead, on staff of M. D. Hildreth at the Adams Building, and Charles Mander, secretary to Mr. Hildreth.

The writer, Rex M. Ingham, is back at his winter job in the office of Dr. Mann at the National Zoo.

Beeson Loses Arm

LOS ANGELES, Dec. 26.—Willard Beeson, Venice showman, who was severely bitten several times by a large ape, recently had his left arm amputated. Marie Loter was a visitor last Saturday. Beeson would like to hear from friends. He may be addressed care Los Angeles County Hospital, Ward 3-200, Los Angeles.

Will Rogers Shrine and Builder



PUEBLO, Colo., Dec. 26.—High above Colorado Springs and Broadmoor, on a promontory on Cheyenne Mountain, the Will Rogers Shrine in the Sun is near completion. Dedication will be set for some time in the early summer.

Spencer Penrose, multi-millionaire empire builder, is constructing the Shrine in honor of the late cowboy-humorist, who was often his guest at Broadmoor.

The feudal castle is 2,000 feet above the base of the mountain and more than 10,000 feet above sea level. It faces the East where the spectator has an unbroken view of the plains area. To the West it is surrounded by massive mountains. Cheyenne Mountain is the first barrier of the continental divide in the Pikes Peak region.

The Shrine has been in construction more than a year. Engineering difficulties were overcome in its construction. It is made from native granite quarried from the mountain on which it stands. The massive iron doors were designed especially for the Shrine. There is not a splinter of wood in its entire construction.

The Shrine will be brilliantly lighted at night and a sodium vapor light, visible for 125 miles, will burn from its beam.

Randall Davey, internationally known artist, is painting the inside murals which will tell the picture story of the West. Joseph Davidson, American sculptor, who is living in Paris, has been commissioned by Penrose to make an oversize bust of Will Rogers which will



occupy the position of honor in the Shrine.

The Shrine will be furnished with mementos of Will Rogers.

It will be one of the outstanding attractions in the Pikes Peak area and another of the many accomplishments of Penrose. He built the automobile and cog-railroad routes to the top of Pikes Peak, the famous zoo on Cheyenne Mountain, the palatial Broadmoor Hotel with its sparkling lakes, golf course and polo fields at the foot of the range, and many others.

Dexter Fellows (CSCCA) Tent Tattles

By FRED PITZER

NEW YORK, Dec. 26.—Baraboo Bill Kasiska comes across with another interesting epistle: "John Ringling, the Circus King, the last of the famous brothers, has answered the Final Whistle of the Great Equestrian Director. Altho born in McGregor, Ia., in 1866, John spent many of his boyhood days and began his career here, so that we consider him one of us. A few of his schoolmates still living here played circus with him and remember his saying often that they would see him crowned Circus King some day. And this really came to pass. The oldtimers say John was forever playing circus and acting like a born showman. He was usually the best dressed young man around and was known as the "dude" of the family. After 1900 he was seldom seen in these parts unless there was some matter to be settled or policy to be framed by the brothers. Al was the homebody. And Charles also spent some time here. Now that John has gone a great name is still left behind."

What interests us most is a newspaper clipping inclosed with this letter, cut from *The Baraboo (Wis.) News-Republic*, dated December 2, 1936, which contains a picture of the Ringling family, showing Mr. and Mrs. August Ringling, the father and mother, seated with their seven sons and one daughter. This was taken when all were living and I would strongly advise those interested in circus history to write to *The News-Republic* for a copy of this issue. It's a great family picture.

Ernie (Darndest Things) Wessen comes thru with another good one: "When I was visiting in a dinky little town in Ohio one summer . . . being as I am an attic snooper . . . I met an old friend of mine by the name of Jim B—, who used to be the India Rubber Man in circus side shows. When I asked him how things were going, he answered not so good. He said he was suing his wife, who weighed 100 pounds more than he did, for divorce. When I inquired on what grounds, he said whenever she wrote a letter to her mother and made a mistake she grabbed him and used him to erase her errors. He showed me several black and blue marks on his body to substantiate his story."

At a meeting the executive committee held December 16 great plans were completed for the luncheon on December 30. There will be a surprise Fall Guy, and in addition there is planned an entertainment that will surpass everything heretofore presented, including Ames, world-renowned imitator, an ace ventriloquist and a fire eater who really eats fire.

The Boose-Arts Ball was a sure-fire success, thanks to F. Darius Benham and Tony Sarg . . . as a luncheon accountant Ray Schindler is a sure-fire failure . . . Bim Pond can tell you to a penny why the Circumnavigators' Club dinner costs \$4 per person . . . did you ever see Bill Van Atten get ruffled? He is suave and gentle but effective. Oh, yes, another one like that is our own Prexy Kilborn.

In *The Independent Chronicle*, Boston, of April 22, 1802, we find the following bit of zoologic advertising: "TO THE CURIOUS. A young leopard, lately imported from Bengal, is exhibited by Othello Pollard near the Columbian Museum. This leopard is supposed to be the first ever seen in the United States; his skin is beautifully variegated and, altho extremely powerful and ferocious, may be viewed with entire safety, being so safely secured in an iron cage as to quiet the apprehension of the most timid. Admittance nine pence. Children one-half price."
Happy New Year.

IABP&B Committee Named

PITTSBURGH, Dec. 26.—A committee in charge of the 23d convention of the International Billposters and Billers of the United States and Canada was named by the Billposters' Union, Local No. 3. It includes Al Finkle, Ray Shields, Clyde Cubbison, William Nicholson, James Wright and Charles Mitchell. The convention will be held in July at the Port Pitt Hotel and will be the first to be staged here since 1904. A banquet will wind up the four-day affair.

CAPITOL REBUILDING

Work Follows Lincoln Damage

Wind and fire wallop of \$75,000 brings on much construction for Beach

LINCOLN, Neb., Dec. 26. — Capitol Beach here is in the throes of rebuilding, heaviest of the work to begin shortly after first of the year. Doing about \$75,000 in damage last summer, wind and fire almost completely demolished the concession and ride structures of the park in two different onslaughts of the elements.

Last week Wonderland, oldest fun-house and which has been more or less in disuse for several years, was moved away from its location at the west end of the midway. The shooting gallery went with it, and the Roller Coaster, torn down by the wind, has been taken out. On this end of the park a huge new dance hall is to be constructed. On the north side of the park the old dance place will be made into a roller-skating rink.

On the south side, scene of the fire devastation, a new Skooter ride, possibly a miniature train or Pretzel ride, and a new string of concessions will be built.

Pisara Active at Spa Beach

ST. PETERSBURG, Fla., Dec. 26.—Spa Beach Amusement Park here is being attractively decorated by Manager J. A. Pisara, who was granted permission by city council to use the beach at entrance to the municipal pier. Adjoining the beach are a swimming pool and solarium being visited by thousands daily. Manager Pisara intends to add more rides and shows and plans to present added free attractions.

MIAMI, Fla.—Attractions in Lost Lake and Caverns, an unusual natural spot near Tropical Park race track, are the lake, novel duck show, 200 species of fruit trees, Alpine Gardens and coral caves. Admission has been set at 40 cents by Manager F. J. Rimaldi.

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

Ultra Modern

MIAMI, Dec. 26.—"Roy E. Richwine Jr., son of R. E. Richwine, president and manager of Williams Grove, Mechanicsburg, Pa., sprang a new one on me," writes Walter K. Sibley. "He bought an auto-trailer, sent for the girl and the preacher, got himself well married, received the blessing of his illustrious dad, stepped on the gas and started on his honeymoon—destination, Miami."

Cabin Trailer Will Boost Wis. Resorts

RHINELANDER, Wis., Dec. 26.—Early in February a log cabin on wheels will start a four-month tour of six neighboring States to promote Northern Wisconsin as a vacation land.

The cabin, authentic to such last details as a stubby fireplace chimney at one end, is being built for Heart o' the Lakes Association under direction of Joseph Mercedes, president. Mercedes is the former stage telepathist and magician who doffed his tuxedos for flannel shirts a few years ago and settled at Minocqua.

The association, a non-profit group of resort owners and civic organizations, considered this year's heavy upturn in resort business gratifying, but is convinced that 1937 will be much greater if prospective vacationers can be reached.

The cabin trailer, as large as road limits permit, will have glass panels in the sides showing mounted fish and game and Wisconsin views. An outline map with a Heart o' the Lakes emblem will be prominent. The inside will contain more exhibits and between towns will carry moving picture equipment and movable exhibits.

Billings Party in Miami

MIAMI, Fla., Dec. 26.—Rex D. Billings, general manager of Belmont Park, Montreal, accompanied by his son, Rex Jr., and Alex Dayton, visited Harry Bentum, promotion manager of Funland Amusement Park here. In the Montreal spot Mr. Dayton operates restaurant and vending concessions under the firm name of Dayton & Mulvie. Manager Billings declared more than \$100,000 was spent in improving Belmont Park in 1936 and that much more will be put out in 1937. He may buy an additional ride before returning to Canada.

Whitney Bros. Buy Cliff House

Frisco landmark is taken over by Playland operators—to build free museum

SAN FRANCISCO, Dec. 26.—The famous Cliff House, which became, as it were, the terminus of the pioneer's westward march as he founded his empire, on December 14 was bought by Whitney Brothers, George K. and Leo C., operators of Playland at the beach.

The San Francisco landmark was sold for the Charles W. Sutro estate by the administrator, Wells Fargo-Union Trust Company, for \$200,000, sale being approved by Judge Frank H. Dunne. Deal also included the property between the Cliff House and Sutro Baths.

"Because of the tradition which attaches to the Cliff House," said George K. Whitney, "we are formulating our plans very carefully and will make them serve the greatest number of people instead of the select few as was done in the past. One of the things we will do will be to open a first-class restaurant at moderate prices and a beautiful cocktail lounge. We will also erect a free museum of early day San Francisco."

"Work, which will include expenditure of \$75,000, will begin at once. The buildings to the north of the Cliff House will be torn down and rebuilt. The Cliff House will be remodeled, and we hope in the not distant future to rebuild it. While we are not indifferent to a return on our money, we are at the same time glad of the opportunity to risk the venture for the love and tradition of our city."

According to present estimates the Cliff House will be opened the latter part of February or first of March.

O'Brien Books for Revere

NEW YORK, Dec. 26.—W. J. (Bill) O'Brien, owner-manager of European Museum at Revere Beach, Massachusetts, announced this week that he has contracted Rus Syl and Harry King for the mental act spot at his establishment next summer. Arrangements were completed in Paterson, N. J., where Syl is working in a night club. Syl will also have two 15-minute air periods out of Boston radio stations in 1937.

Lucky Strollers

LEWES, Del., Dec. 26.—Tales of pirate gold are being retold around the firesides at Rehoboth Beach, summer resort town near here, following finding last week of six British coins, 155 years old, near Indian River Inlet. The coins, three in a remarkably fine state of preservation, were discovered by beach strollers. Money is believed to be part of a reputed treasure lost on the British sloop of war De Braak, which sank near Cape Henlopen in May, 1798.

Do Outstanding Bands Pay?

—A SYMPOSIUM—

Address by Paul H. Huedepohl, Jantzen Beach, Portland, Ore., before the annual convention of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago, on December 3.

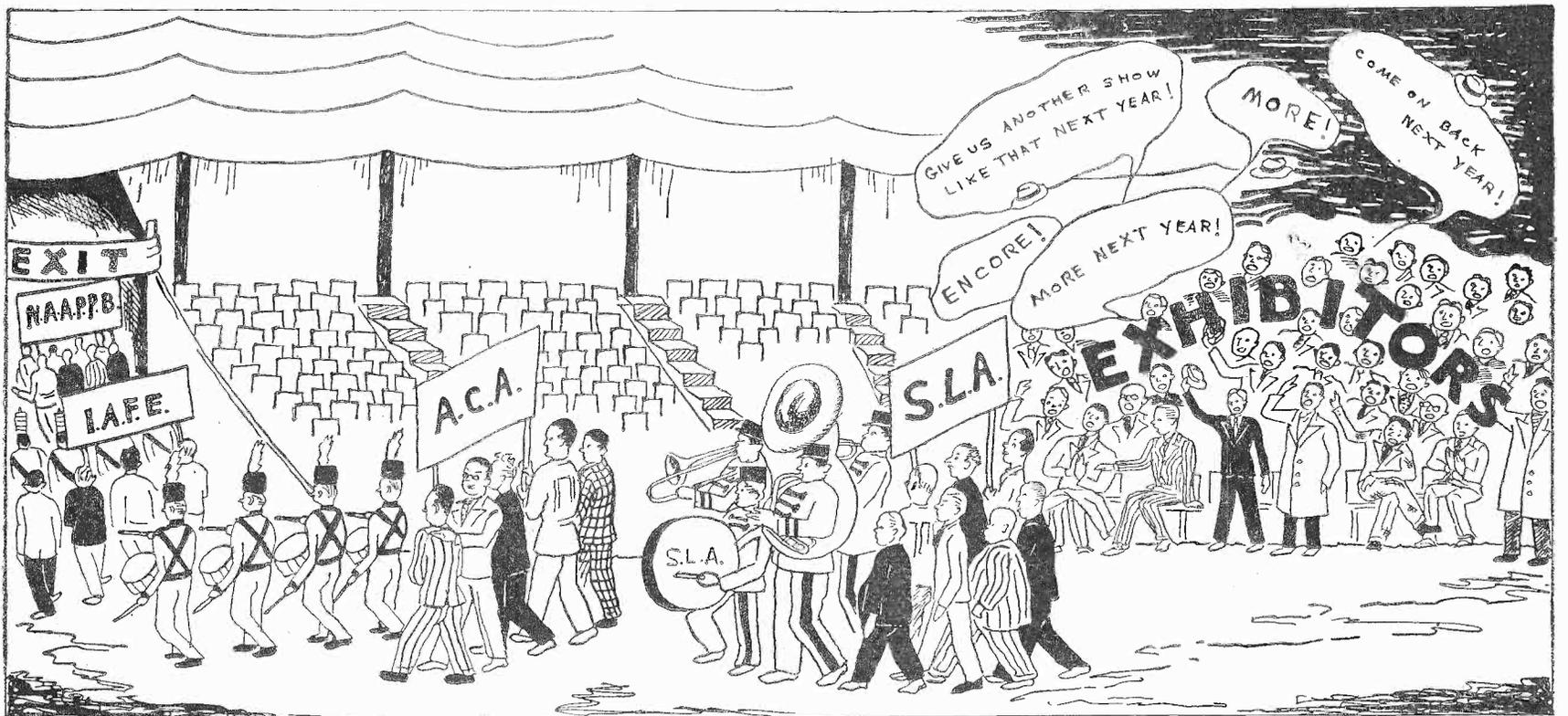
It may be amusing to some of you park men to hear a paper on a subject relating to bands and orchestras from one who has interested himself primarily to swimming-pool operation. I have, however, been able to gather some information that, as far as our park is concerned, will give you our reaction as to whether or not it pays to contract name bands.

Jantzen Beach Park was formally opened in May, 1928, preceded by the (See DO OUTSTANDING on page 44)

Ohio Club Razed by Fire

CANTON, O., Dec. 26.—Club Lakeside, on north shore of Meyers Lake, near here, under lease by Meyers Lake Park Amusement Company, was destroyed by fire early on December 17, with damages estimated at \$30,000 by Carl Sinclair, manager of the park. Origin of the blaze is undetermined. The club until three years ago had been operated as Lakeside Shrine Club. When the Shrine group relinquished the spot it was re-leased to William Klemp and wife, who had been operating it as Club Lakeside, with night-club policy. Ohio Edison Company, Akron, owner of the building, reported loss partly covered by insurance.

OCEAN CITY, N. J.—City commissioners adopted a mercantile license ordinance on its first reading. A number of businesses not previously licensed must have permits. Small rooming houses and beach and rolling chairs are to be included. Board approved a grant of \$10,000 to advertise summer-resort facilities, to be financed for the first time by mercantile tax funds.



AFTER THE OUTDOOR MEETINGS in Chicago, or what "all under one roof" in one and the same week means to exhibitors.

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of Cincinnati Office, The Billboard)

Happy News Year

With the advent of the new year this column is in receipt of two choice news items concerning the swim-pool fraternity which should make the early hours of 1937 happier for all of us. The first should be of interest to pool owners and operators everywhere, especially those who attended the recent national confabs in Chi, because it reports the glad tidings that the all-important swimming pool sessions scheduled for next year's convention have been moved up to the Thursday afternoon of the meetings instead of being held at the finale as this and past years.

The writer has long preached the necessity of staging pool discussions earlier in the week each year because it has been the contention of most of us that it was unfair to the many pool men who attended the meetings and who had to miss part of their discussions to rush to catch trains and planes home. Mention was made of this a number of times here and I feel proud that the column played a small part in helping alleviate the situation and at the same time I am greatly indebted to Al Hodge, secretary of the National Association of Amusement Parks, Pools and Beaches, and other committeemen for adopting the suggestion offered here as well as similar pleas made by the pool men themselves.

As a matter of fact the men guiding destinies of the aquatic industry are open and above board and invite other offers for an even better convention next year. Mr. Hodge wrote from Chicago last week: "If you have any further suggestions to offer from time to time I would be glad to hear from you, as I am trying to at least do the groundwork on the next program while the weak spots are still fresh in my mind."

The letter was addressed to me, but I presume Mr. Hodge would like to hear from as many pool men who attended the confabs as possible and learn their likes and dislikes with reference to the conduct and contents of the papers read.

The second bit of news should interest the high-diving clientele, for arrangements are being started to stage the second annual world's high-diving championships in Palsades (N. J.) amusement park next summer. Plans are still under way to get a winter edition conducted in Miami, but frankly they look slim, so we're going ahead to formulate facilities for next summer's tourney.

To all who competed or who attended (See POOL WHIRL on page 44)

Asbury Park, N. J.

Looking forward to a big season with more than 100 conventions booked at Convention Hall on the boardwalk. There is more winter activity than for the past few years. Many leading amusement proprietors who usually go south are sticking around as they expected things to happen. Gus Williams has purchased 10 new additional boats for his Water Skooter and has a crew working on his Palace Amusements under supervision of Al Nichols, who has spent the past few years in the wild animal industry, but back in amusement production business and is constructing something new in the Funhouse line.

Nichols built the colossal fun emporiums, Gulliver's Travels, at Revere Beach; "Miss Rockaway" at Rockaway Beach and the House Upside-Down, Bluebeard's Castle, Katzenjammer Castle, Bug-houses, etc. This is his first venture at a Jersey shore resort, he having spent the most of his life at New England and New York beaches. His work was prominent at Playland, Rye, N. Y. He will replace Mr. Williams' Pretzel ghost ride with a new Antarctic Grotto ride. Crover Studios are working on Spanish Inquisition and war tortures and "atrocities of the past and present." Berkeley-Carteret, resort hotel, is having a good winter season. Asbury Park boasts one of the largest resort department stores, which employs about 300 employees for the Christmas shopping period. Three beautiful resort theaters, operated by Walter Reade, the Mayfair, Paramount and St. James, seat from 2,000 to 3,000 patrons and are open all year round.

A. C. Head Gets American Recreational Ideas in Miami Equipment Association

By R. S. UZZELL

Horse racing, parkometers and more amusements are on schedule of White

ATLANTIC CITY, Dec. 26.—Horse racing, parkometers, beautification and bigger and better amusements. Returning from a vacation trip to Miami, Fla., Mayor C. D. White urged these to help this resort in 1937. Race tracks, he said, would be a boon to the resort and more amusements would reap their share of increase in general business. He added that he saw no harm done in Miami from the tracks, adding that after a visit he returned home 70 cents richer.

While he will find some support here, parkometers, regardless of success that might be found elsewhere, are not a popular subject with Boardwalk shop interests, avenue merchants and amusement men. The mayor urged property owners toward beautification as it is done in Miami as a means of keeping values up. More amusements have been under discussion some time.

It is rumored that quite a sum has been put up by a syndicate for rebuilding of one of the old piers, besides which Central Pier, scene of various national exhibits, has been receiving some tempting offers toward building further out over the ocean for installation of amusements.

Mayor White revealed that he has asked a beach expert whom he met in Miami to come to Atlantic City and study the situation as to building inlet beaches. Tides have eaten them away to a great extent and it is understood the mayor wants long, wide beaches in this section, comparing with those further down the strand, in the interest of his idea of establishing an excursion center and carnival grounds.

DENVER—The spirit of the 1936 Chicago convention is as evident here as at any city adjacent to the City by the Lake. Some men not actively engaged in the amusement park business caught that enthusiasm for a forward movement of better days for our business. Among the park men the Convention Number of *The Billboard* has never been read with greater zest to get the trend of present activities but to find some way of selecting some device or attraction to help carry out a new progressive policy for 1937.

Men who have been out of the business for four or five years and who thought the amusement parks were done are returning to the fold, only to find that times have changed. Old fronts, lighting and color schemes do not meet present-day demands for beauty, harmony and change.

Heritage of Krasner

Ben Krasner took the helm at Lakeside Park here with many handicaps of a run-down plant, allowed to deteriorate under neglect thru bondholder proceedings and foreclosure. Add to this the general depression and prolonged drought will give some notion of what handicaps he has had to overcome. He has been working 22 men since the close of the park season on repairs and rebuilding. This is his tangible demonstration of confidence in the park business and Lakeside in particular. This is a parallel to the merchant who rebuilds after a fire. His conduct of the place is rebuilding a good will for this resort, which is sure to repay him well.

Denver has caught the spirit of winter sports and has ample and natural spaces on which to stage the show. Natural ice skating has already opened to eager enthusiasts who come out in throngs, garbed in the latest creations of snow (See RECREATIONAL on page 44)

"Selling Your Amusement Park"

Prize-winning address by Harry J. Batt, general manager of Pontchartrain Beach, New Orleans, before the annual convention of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago, on December 3.

We of the deep South were a bit surprised when called upon to treat the topic of selling your amusement park to your community, we being so far from the beaten paths of major amusement territories and are one of the smaller parks and among the most youthful. However, it is possible we may have a point or two to offer in spite of our youth and position. It is said that pearls of wisdom frequently fall from the mouths of the most youthful. Therefore we hope to be generous and offer a pearl or two from our experiences to be accepted by even many of the great among you.

Our park is at New Orleans on the shores of Lake Pontchartrain, a large inland lake of brackish water. We are fortunate in having made a decided success during our three years of operations, where the previous management had failed badly during their six years. Practices and applications we have made during our regime should be applicable elsewhere and may prove interesting.

Improve Each Season

An amusement park is as much an attraction as a circus, theater or any other amusement enterprise and is competitive to the entire amusement field. Primarily an attraction needs to be attractive. An amusement park should be a thing of beauty, carefully planned, landscaped, painted and lighted for maximum appeal. Colors should be bright but not gaudy. We have found white the best basic color, with dashes of rich reds, blues and yellows. White also implies cleanliness. The public will be quick to note the existence or lack of this factor and will be equally quick to approve or condemn. Whichever they do creates the perfect type of advertising, person to person, and if your early-season patrons boost you are off to a good start; if they knock you have serious handicaps to overcome.

We have made it a practice to make several definite improvements prior to each opening and have received marvelous response, getting off on this right

foot each season to break the records of the preceding year. If new devices cannot be added change the style of architecture of some central building, which can be easily and economically accomplished with false fronts and composition materials. Change the lighting in some major spot for additional attractiveness. Every major object you improve and beautify before the season opens will pay dividends in selling your amusement park to your public.

Safety Is Featured

We have only nine rides in our park. Some of them were installed when the park opened in 1928, while others are replacements. Incidentally, we were the principal ride owners before taking over the entire park. Each ride is thoroughly overhauled before each season and is never permitted to look old or worn. We attempt to keep our concessions to public taste and our foods of quality attractively priced and dispensed.

Swimming and bathing are major factors in our park. We place as much importance on it as the remainder of the amusement devices. We maintain a staff of the finest life guards obtainable and have a remarkable record for safety. There have been no drownings at Pontchartrain Beach since 1929. This safety record is something we really crow about. It gives us a marvelous opportunity for publicity, and "Swim With Safety" is the major watchword. We urge that parents bring their loved ones to swim with safety under the watchful eyes of our guards and know that the youngsters will coax the elders onto the boardwalk after the dip.

Picnics are a prime factor in many of the great amusement parks. We realize that we have little more than scratched the surface in this field ourselves but recognize their importance. (See "SELLING YOUR on page 45)

Pa. May Bid for Tourists

WILKES-BARRE, Pa., Dec. 26.—A resolution urging the 1937 Legislature to appropriate \$500,000 to attract tourists and traveling public to Pennsylvania was adopted here last week at a regional meeting sponsored by Pennsylvania Scenic and Historic Commission, attended by representatives of civic groups and newspapers of Northeastern Pennsylvania. Improvement in business conditions and a subsequent financial benefit were advanced as chief reasons for the appropriation. Orson N. Ritzman is State secretary of the commission.

Around Miami

New shows and rides coming into Funland Amusement Park, latest being Loop-o-Plane and Monkey Circus. Current free act is Zacchini, shot from cannon over two Ferris Wheels. C. Peters arrived from Dallas, where he had concessions at the exposition and bought space in Funland. Hilton Hodges is operating a string game in Funland. Four Seminole Indians, three being squaws, nightly visitors to Funland, are good spenders.

South Beach, southerly end of Miami Beach, is thronged with show people nightly, especially concessioners. Eddie Rosenbaum is there. Boulette, new game at South Beach, beautifully framed and well located, was given a big play as soon as it opened. Clarence O'Neill, who has held the post more than four years, is Capt. Walters' assistant at the Aquarium Ship. Claude Bell, sand sculptor in Atlantic City many years, gives daily exhibitions in front of the Aquarium Ship. Lou Finkel came in fresh from a vacation in the Catskills, saying he will get into condition for his 1937 vacation in the Catskills.

Russell Bradshaw, international concessioner, is in Funland with human-tones. Sol Solomon, champ high diver, will start his sixth season at Miami-Biltmore pools, his wife, Bobby Dunn, working with him. Monkey Jungle in the Redlands, 22 miles south of Miami, operated by Joseph Dumond, Lyme, Conn., is a new idea in presenting monkeys. As a kids' attraction a group of black cub bears have been added at the Aquarium Ship, spotted on the after part of the top deck.

Miami municipal stadium will now be built with local and federal money, recent vote of taxpayers having been overwhelmingly in favor. D. F. Saxon and three sons have more than 1,000 coin-operated amusement machines in the Miami district.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, Dec. 26.—That this resort will stage its greatest New Year's celebration since 1929 becomes apparent with announcement from beach-front hotels of reservations ranging from 900 up, with side avenue places also getting their share. One of the highlights of the Christmas season was opening of the new Colonial Theater, which, while not starting in with flesh, has an elaborate stage and all the fixings to install several ideas along this line. Plenty of flesh is being booked for New Year's celebrations by piers and hotels.

The city will have good reason to celebrate, as 1936 was a record one and a survey of biz showed it 10 per cent better than 1935 and has increased steadily from low points of 1932-'33. It is estimated that about 15,000,000 visitors came here the past 12 months. Floor shows will be at a premium New (See ATLANTIC CITY on page 44)

LARGEST MANUFACTURERS OF MECHANICAL
SHOOTING GALLERIES
 PARKS-RESORTS SPORTLANDS-CARNIVALS
 CATALOGUE FREE
W. F. MANGELS CO. CONEY ISLAND, N.Y.

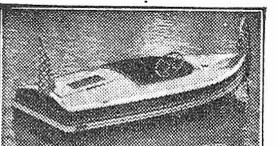


Auto - SKOOTER - Water

SHOWMEN

GET THE RIDES THAT PAY YOU
BIG DIVIDENDS EVERY YEAR.

LUSSE BROS. INC., 2809 North Fairhill
 Street, Philadelphia, Pa., U. S. A.
 LUSSE BROS. LTD., Central House, 45 Kingsway, London W. C. 2, England.



OHIO MUTUELS SOAR

Daily Exhibit Giveaway;
Fresh Start Every Morn

State's Revenue Goes to \$111,499

Increases \$5,188 over '35 and runs total for four seasons to \$444,469

COLUMBUS, O., Dec. 26.—Ohio's gross revenue from pari-mutuel racing during 1936 soared to \$111,499 or \$5,188 more than in 1935, Secretary Thomas J. Ryan, State racing commission, announced this week. The boost in revenue came despite a drop of 57 days in supervised racing and a slash of \$209,727 in the amount wagered. The year's revenue hiked the total for the last four seasons to \$444,469.

No figures were available on this year's "breakage," the odd pennies up to a dime on each bet, retained by the track. If the average for the last three years was maintained, the operators received about \$100,000 in that manner in addition to their State-sanctioned cut on the betting.

During the year the State commission supervised eight meetings of runners, four harness meets, a State Fair and more than a score of county fairs, it was announced.

Ft. Worth Favors Big Show Annually

FT. WORTH, Tex., Dec. 26.—All speakers at an appreciation dinner given by local business men to officials of Fort Worth Frontier Centennial expressed themselves as being not only in favor of a Frontier celebration in 1937 but also in favor of a big-time show every year. About 450 persons, honored members of Frontier Centennial board of control, members of city council, city manager, Centennial staff and bondholders, were at the dinner, opening gun for the 1937 show.

Speakers representing every phase of business declared they were well pleased with the show from standpoint of business increases for them. Bondholders, mostly local firms, who got nothing from their bonds on the first season, have made no complaints, it is said, as they are looking forward to getting something from the '37 show. One of the speakers declared the statement that Billy Rose was paid \$100,000 for 100 days' work was only a "catch phrase," as Rose spent nearly seven months here.

Texas Officials Renamed; Olmsted's Work Is Praised

DALLAS, Dec. 26.—Otto Herold, president, and all other officers of the State Fair of Texas here were re-elected last week at the annual directors' meeting.

Official staff for 1937 includes Mr. Herold; T. M. Cullum and Hugo Schoellkopf, vice-presidents; Fred Florence, treasurer, and Roy Rupard, secretary.

Directors adopted a resolution commending Harry A. Olmsted for the manner in which he served Texas Centennial Exposition as director general since last August.

Brown To Retire in Ohio

NAPOLÉON, O., Dec. 26.—D. C. Brown, widely known in fair circles and former postmaster here, will retire on January 1 as secretary of Henry County Fair after having been connected with the annual more than 40 years. Many improvements to grounds and buildings have been made during his tenure. Despite rain on Friday, which cut attendance and program, the 1936 fair was one of the best ever held, gates setting a new mark. Officials report the fair in excellent financial condition.

DALLAS.—George (Mechano) and Mrs. Stevens and Captain and Mrs. Jack Cramer are rehearsing a combination here that will produce a four-hour show of novelty numbers and will play small towns all winter and in the North next summer.

Balanced

The well-managed fair balances its program so that the entertainment features will attract to, rather than overshadow, those of an educational and cultural nature. Basically, from their earliest beginnings and down thru the centuries fairs have been educational. Fairs have survived not solely because they have presented a theater of entertainment, neither have they endured entirely because their curriculum has included exhibits and demonstrations of practical value. Fairs today bask in the sunlight of public favor because they have specialized in both fields—presenting a program of diverting, wholesome amusement and a strong, message-bearing educational background designed to promote the well-being and to better the standards of living of the people.—RAYMOND A. LEE, secretary of Minnesota State Fair, in address as retiring president of IAFE.

Cleveland Is New Head in Louisville

LOUISVILLE, Dec. 26.—Abolishing the office of director and general manager of Kentucky State Fair, the board of agriculture has appointed H. L. Cleveland, Franklinton, secretary of the fair at a salary of \$300 a month.

Mr. Cleveland was named acting director and general manager of the fair August 14 to serve in the place of James L. Isenberg, Harrodsburg, who was granted a leave of absence because of illness. Mr. Isenberg has not yet been able to assume his duties on the board. Mr. Cleveland, who began duties as secretary December 15, succeeds L. B. Shropshire, who recently resigned to devote his time to his own business.

Explaining that the office of director and general manager was discarded because of an overlapping of functions, Mr. Cleveland said the board believed management of the fair will be facilitated if all responsibility is vested in one title.

Ruback for Colorado State

CHICAGO, Dec. 26.—Jack Ruback, general manager of Western States Shows, advises the show has signed a contract with Frank Means, secretary of Colorado State Fair, Pueblo, to furnish the carnival attractions for the 1937 fair. Mr. Means and directors of the fair are working on plans for a much more extensive program than in the past. He expects 1937 to surpass last season's fair, which was the best to date.

AFTER closing a long season of fairs in the South, Erma and Larry Flowers are to spend the winter in Florida.



OFFICERS WERE RE-ELECTED BY STATE FAIR OF TEXAS directors in annual meeting in Dallas. Left to right: Otto Herold, president, and Roy Rupard, secretary. The State Fair plant will be used again this year for an exposition, Greater Texas and Pan-American Exposition, successor to Texas Centennial Exposition of 1936. There is talk that, beginning in 1938, the State Fair should be turned into a Southwestern Fair, running for 30 days annually.

Bad Breaks Put Winnipeg in Red

Expenditures, early harvest and no grants cause exhibition operating loss

WINNIPEG, Dec. 26.—A net loss of \$18,691.96 was incurred by Winnipeg Industrial and Agricultural Exhibition on August 3-10 and, with all wages paid, outstanding liabilities amount to \$16,077.04, according to a statement released by J. H. Roe, managing secretary of Exhibition Promoters, Ltd.

Total income for the week was \$68,353.75, while expenditures amounted to \$86,845.59. All prize money to exhibitors has been paid in full. There is still \$500 owing on an attendance prize. Attendance was 91,791 general admissions and 39,283 in the grand stand.

Mr. Roe said most of the outstanding liabilities are owing local business houses for supplies. If directors are successful in getting certain rebates and grants they are working on, the outstanding creditors will be paid at about 50 cents on the dollar, he said. Commenting upon the deficit, Mr. Roe declared the exhibition had many almost insurmountable difficulties. An early harvest prevented a large country attendance and closing of Portage avenue subway during fair week kept city attendance down.

If attendance had been up to that of 1934 they would have ended on the right side of the ledger, he asserted. The exhibition, he continued, received no grants from city or province, and was forced to make extraordinarily heavy capital expenditures on grounds. This, he contended, was something no other fair had to contend with, as they got grounds and buildings free. Rent for Polo Park, paid in full, amounted to \$11,000. Mr. Roe said that directors hoped to obtain a refund of part of this sum.

Badgers Want Pari-Mutuels

OCONOMOWOC, Wis., Dec. 26.—Legalization of pari-mutuel betting on horse races will be sought in the 1937 Legislature, said Dr. M. R. Wilkinson, Oconomowoc, president of the new Wisconsin Turf Association. Dr. J. P. West, superintendent of speed at the State fair, is vice-president, and C. E. Mohs, Madison, secretary.

DON CLARKE, of the Kings of the Air, who spent all last summer in Ontario and Quebec, is back at his home in Hamilton, Ont., and recently was re-elected to his post of alderman in that city.



MIAMI, Fla., Dec. 26.—One of the gestures of the American Legion management of Dade County Fair held annually here is free distribution nightly of all fruit and vegetables on display during the day. Fresh exhibits are installed each morning.

The 1937 fair will again be under direction of Sam Burgdorf, who also will direct Florida fairs in Sanford, De Land, Fort Myers, Sarasota, Fort Lauderdale, Key West and Pahokee, all having contracted Krause Greater Shows for the midways.

Dade County Fair, hit hard by weather last year, is expected to more than make up for 1936 losses, as conditions here are considered comparable to near-boom days.

Grounds in Fergus Falls Will Serve for Community

FERGUS FALLS, Minn., Dec. 26.—An enlarged program of activities for the plant of Otter Tail County Agricultural Society here is reported by Secretary Charles R. Wright.

Race track has been regraded and a grand stand seating 6,500 has been built. City sewers and water mains have been extended to the grounds, 3,000 feet of drainage ditches built in the infield and a football and baseball field and cinder path for foot races constructed. Dance hall has been enlarged to form a recreation building, 70 by 130 feet, and shower baths and locker and dressing rooms will be installed. The basement connects with race track and athletic field by tunnel.

It is planned to operate the grounds as an athletic and recreational center for at least eight months each year. A committee has been appointed to serve in an advisory and co-operating capacity in planning and carrying out the enlarged program. Including the original investment in grounds and present improvements by local and government funds, the present fair plant represents an investment of considerably over \$100,000.

Beauty May Be Relegated For FFA Boys in Memphis

MEMPHIS, Dec. 26.—Beauty contest which has been opening Mid-South Fair here will be abandoned in 1937 and a program for Future Farmers of America from four States substituted if plans outlined at an association conference are approved, said Secretary Frank D. Fuller.

"At the suggestion of President Skinner," Mr. Fuller said, "we are trying to attract attention to the fair's opening events rather than to closing attractions. We believe the FFA program is more significant."

Tentative plans call for a parade on opening day before the FFA boys go to the grounds to be honor guests for two days. Premium awards totaling \$2,000 will be made on Tuesday of fair week, with more than 5,000 boys from Arkansas, Mississippi, Tennessee and Missouri due to compete.

Suckstorff Is Reappointed

SIDNEY, Mont., Dec. 26.—Jack M. Suckstorff was reappointed secretary-manager at annual meeting of Richland County Fair commissioners here. It was declared that under his management the past two years the fair has staged a great comeback after suspension for three years, the 1936 fair having broken records in attendance and receipts.

Dirt Track Racers To Meet

DAYTON, O., Dec. 26.—Norman Witte, executive secretary of Central States Auto Racing Association, said the second annual convention will be held here on February 26. About 500 delegates are expected. Red Campbell, Indianapolis; Everett Saylor, Dayton; Gail Lower, Fort Wayne; Howdy Cox, Dallas, and Duke Dinsmore, dirt-track stars, will be honored, as will be Gus Schrader and Emery Collins, Davenport, Ia., and Buddy Callaway, Miami, of the IMCA.

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

Stock Show, Rodeo Make Marks in Los

LOS ANGELES, Dec. 26.—Records in attendance and entries were made at Great Western Live-Stock Show and Rodeo on December 17-20, large tents being erected to give additional space for the largest display of stock in history of the event. Downie Brothers provided the show tops and canvas and seats for the rodeo.

The 11th annual Great Western Rodeo was under direction of Paul Hill, Saugus, Calif., who furnished rodeo stock. Abe Lefton was announcer; Clay Carr, Oscar Schnaubert, judges, and Juan Fuentes, Ed Lloyd, timers. Homer Holcomb and Jess Kell clowned the show.

Rodeo sold its 4,000 capacity daily at 75 cents to \$2.10 top. Director Hill declared it a big success, giving much credit to his secretary, Miss A. M. Schrepfler.

Group Planning To Revive Ohio Annual Dead 10 Years

KENTON, O., Dec. 26.—Hardin County Agricultural Society, chartered in 1847, will be reorganized, directors and officers elected and a definite program agreed upon at a meeting soon. No county fair has been held in 10 years.

Decision to organize for a fair was reached after a group of citizens heard a report from Roy Warren Roof, chairman of a committee, which indicated Hardin County residents are interested in revival of an annual, that WPA labor could be used to rehabilitate grounds, erect and improve buildings and that county and State would aid materially in providing premiums.

It is said the group will seek a 20-year lease on the fair plant here.

Fair Elections

ELKHORN, Wis.—Harold Potter was elected president of Walworth County Fair; George Pope, vice-president; F. M. Porter, secretary; J. C. Woodford, treasurer; Ray Lauderdale, marshal.

HASTINGS, Mich.—Burton Perry was elected president of Barry County Agricultural Society; Maurice Foreman, secretary; Orville Sayles, treasurer. Directors appointed include Fred Mayo, Harold J. Postel and Clare Williams. Society made net profit of \$2,004.60 on the 1936 fair, staged at cost of \$15,439.99.

HILBERT, Wis.—Calumet County Fair Association elected Carl Peik, president; Oscar Moehrke, vice-president; T. Henry Weeks, secretary; Herbert Harder, treasurer.

PLATTEVILLE, Wis.—W. F. Knebel was elected president of Badger Fair Association; George V. Merrifield, vice-president; George S. Whitcher, treasurer; Clarence H. Gribble, secretary; Wilbur Pitts, assistant.

PORTAGE, Wis.—John Klaila was elected president of Columbia County Fair Association, succeeding E. R. Staudenmayer; H. J. Kroncke, vice-president; W. Horace Johnston, secretary; E. E. Dalton, treasurer.

ST. CLAIRSVILLE, O.—D. A. Bond was re-elected president of Belmont County Agricultural Society and Carter Thornburg, secretary.

NEW CASTLE, Pa.—New Castle Agricultural Association directors re-elected J. L. Burton, president; C. M. McCormick, vice-president; A. C. Shoaff, secretary; T. A. Gilkey, treasurer.

EUNICE, La.—Tri-Parish Fair Association directors elected Ferd Quirk president. J. Claude Keller was renamed secretary-manager, M. M. Milbourn was re-elected treasurer and E. A. Plauche named vice-president.

BATH, N. Y.—J. Victor Faucett, clerk at fair races here some years, has been appointed secretary of Steuben County Agricultural Society, which conducts the fair, to succeed John M. Farr, secretary many years, who died recently.

FERGUS FALLS, Minn.—Charles R. Wright, who was secretary of the fair for the first six years after its organization in 1909, was elected secretary at annual meeting of Otter Tail County Agricultural Society here, A. W. Tomhave, secre-

Fair Meetings

Wisconsin Association of Fairs, January 4-6, Hotel Plankinton, Milwaukee. J. F. Malone, secretary, Beaver Dam.

Indiana Association of County and District Fairs, January 5, Claypool Hotel, Indianapolis. Frank J. Claypool, secretary, Muncie.

South Carolina Association of Fairs, January 8, Hotel Columbia, Columbia. J. A. Mitchell, secretary, Anderson.

North Carolina Association of Agricultural Fairs, January 11 and 12, Sir Walter Hotel, Raleigh. C. S. Parnell, secretary, Mebane.

State Association of Kansas Fairs, January 12 and 13, Jayhawk Hotel, Topeka. George Harman, secretary, Valley Falls.

Ohio Fair Managers' Association, January 12-14, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, executive secretary, Bellefontaine.

Minnesota Federation of County Fairs, January 13-15, Nicollet Hotel, Minneapolis. L. O. Jacob, secretary, Anoka.

Association of Agricultural Fairs of the Southeast, January 14 and 15, Henry Grady Hotel, Atlanta, Ga. E. Ross Jordan, secretary, Macon, Ga.

Western Canada Association of Exhibitions, January 18 and 19, Fort Garry Hotel, Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask.

Nebraska Association of Fair Managers, January 18-20, Lincoln Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Western Canada Fairs Association, January 18-20, Fort Garry Hotel, Winnipeg, Man. Kieth Stewart, secretary, Portage La Prairie, Man.

Massachusetts Agricultural Fairs Association, January 21 and 22, Hotel Brunswick, Boston. A. W. Lombard, secretary, 136 State House, Boston.

North Dakota Association of Fairs, January 21 and 22, Waldorf Hotel, Fargo. H. L. Finke, secretary, Minot.

Michigan Association of Fairs, January 21 and 22, Fort Shelby Hotel, Detroit. Chester M. Howell, secretary, Chesaning.

Rocky Mountain Association of Fairs, January 25 and 26, Placer Hotel, Helena, Mont. Harold F. DePue, secretary, Great Falls, Mont.

Virginia Association of Fairs, January 25 and 26, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Pennsylvania State Association of County Fairs, January 27 and 28, Penn-Harris Hotel, Harrisburg. Charles W. Swoyer, secretary, Reading.

Tennessee Association of Fairs, February 2, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

Illinois Association of Agricultural Fairs, February 4 and 5, St. Nicholas Hotel, Springfield. S. S. Vick, secretary, Marion.

Texas Association of Fairs, February 5 and 6, Baker Hotel, Dallas. R. W. Knight, secretary, Crockett.

Ontario Association of Agricultural Societies, February 10-12, King Edward Hotel, Toronto. J. A. Carroll, secretary, Toronto.

Louisiana State Association of Fairs, February 12 and 13, Virginia Hotel, Monroe. R. S. Vickers, secretary, Donaldsonville.

New York State Association of County Agricultural Societies, February 16, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine avenue, Albany.

Association of Connecticut Fairs, February 16, Hartford (meeting place to be selected). Hallie G. Root, acting secretary, Box 1505, Hartford.

AS INQUIRIES are being made, secretaries of associations should send in their dates.

Secretary six years, declining re-election but going on the board of directors. Harry T. Bura, an exhibitor at the first fair and head of the county farm bureau, was elected president.

SIDNEY, Mont.—Richland County Fair board re-elected R. P. Blair, president; F. George Johnson, H. L. Rounce, vice-presidents; F. B. Lauster, treasurer; Jack M. Suckstorff, secretary-manager.

SPARTANBURG, S. C.—Samuel J. Nichols, several years vice-president of Spartanburg County Fair Association, was elected president to succeed the late Baylis T. Earle. Howard McCravy was named vice-president to succeed Mr.

Nichols. John P. Fielder, secretary, and Major D. C. Todd, treasurer, were re-elected. Sam Snoddy and Gordon Floyd were added to board of directors, which includes Mr. Nichols, Mr. Fielder, Mr. Todd, A. M. Law, John W. Wingo, Mr. McCravy and Paul V. Moore.

Fair Grounds

ELKTON, Md.—Harford County Fair grounds, Bel Air, Md., will be sold at a mortgage sale in January. Since the fair has the privilege of pari-mutuel betting on horse races, it is believed likely the grounds will be purchased by a racing syndicate.

GREENVILLE, O.—With 15 world records credited to member speedways in Central States Racing Association the past season out of a total of 1,215 miles of auto racing in 36 events and scores of application requests received from fair boards, Foster Schultz, of this city, president of the association, said that many fairs this year would include auto racing under Central States racing supervision.

SYRACUSE.—William P. Lynch, district WPA administrator, announced that an additional \$127,000 has been allocated for the development program being carried out on New York State Fair grounds here, money to be used for moving five structures to make way for new horticultural buildings to be erected early this year. Additional allocation brings the total spent on the WPA project on the grounds to \$375,000.

CHIPPEWA FALLS, Wis.—In a new ruling, reversing its previous opinion, the State attorney-general's office held exempt from taxation Northern Wisconsin District Fair grounds here. Original ruling was reversed when the attorney-general's attention was called to a State Supreme Court decision in a Green Bay case. Only 1935 and 1936 taxes were involved, as the fair corporation is to take title to the property and give a mortgage.

DETROIT—Board of supervisors has been appealed to for an appropriation of \$1,000 to balance books of Armada Agricultural Fair, 69 years old and one of the oldest in the State, which has suffered from competition of counter-attractions.

MARSHALL, Tex.—At annual meeting of Central East Texas Fair Association stockholders plans will be drawn up for a new building for the 1937 fair. Knox Lee, president, called the meeting and named O. H. Clark chairman of a nominating committee.

JACKSON, Miss.—Work on Jackson's WPA project for erection of several buildings on Mississippi State Fairgrounds was halted because of "lack of progress after eight weeks." About \$2,000 of \$50,000 allotted has been spent. Stoppage is reported only temporary, pending bettering of conditions on the project.

Plans Are On To Finance Expo's California Building

SAN FRANCISCO, Dec. 26.—California will have a building of its own at the 1939 Golden Gate International Exposition if funds can be found to finance the structure, Governor Merriam indicated in Sacramento last week after a conference with Leland W. Cutler, exposition president.

State furnished \$75,000 out of its share of pari-mutuel returns to furnish an exhibition building for San Diego Exposition, but San Francisco wants a more elaborate layout, it was said.

In the meantime Frank Belcher and Howard Freeman, exposition officials, are on a good-will mission in behalf of the

STRATOSPHERE MAN
WORLD'S HIGHEST TRAPEZE AND SWAYING POLE ACT.
 Finishing With 500 Ft. Slide for Life. Available for Fairs, Parks and Celebrations. Address Care The Billboard, Cincinnati, O.

GREAT CLAY COUNTY FAIR
Spencer, Ia.
 Wants Independent SHOWS OF MERIT
SEPT. 13 to 18, 1937
 Address L. C. DAILEY, Secy.

THE ERNIE YOUNG AGENCY
 DEPT. A
 162 N. STATE ST. CHICAGO
 Can furnish any type of Entertainment for
FAIRS, INDOOR SHOWS and CELEBRATIONS
 Write us when your attractions committee is going to meet.

ACTS WANTED
 Our 1937 Catalogue going to press middle of January. All type of Acts and Attractions wanted for Celebrations, Parks, Fairs, Indoor Circuses, Etc. for Spring, Summer and Fall Season. Send photos or descriptive literature and mats for reproduction on pages 9"x12". State lowest salary and all particulars. Give permanent address. Let us hear from you immediately.
CANADIAN VAUDEVILLE EXCHANGE
 95 King St., East, Toronto, Ont., Canada.

A. M. Pollack Poster Print
BUFFALO, N.Y.
POSTERS-CARDS

World's Fair, visiting all Latin American countries that have received formal invitations from President Roosevelt to participate.

CINCINNATI—Almon R. Shaffer, associate director of Great Lakes Exposition, Cleveland, in charge of amusements and concessions, was a caller at offices of *The Billboard* on December 21, leaving here by plane for the South and expecting to spend two weeks in De Land, Fla., and other spots before returning to his Cleveland offices.

You will be Welcome at the
Annual Meeting WISCONSIN ASSOCIATION OF FAIRS
 January 4-5-6, 1937, Plankinton House, Milwaukee
TAYLOR G. BROWN, Pres. **J. F. MALONE, Secy.**

Start Financing Of Great Lakes

Staff busy with plans for 1937 expo—'Trailer City' will be new feature

CLEVELAND, Dec. 26.—Great Lakes Exposition for 1937 is going to town. On Tuesday 200 prospective underwriters, to raise necessary funds, were mailed letters. Dudley Blossom, expo board chairman, has asked each participant in last year's underwriting to accept 50 per cent of his figure for 1936. The money is assured, since Mr. Blossom, who can readily do so, had guaranteed the amount. It is now only a matter of releasing guarantors of their obligations.

Meantime work of the new expo is progressing full blast. There is more activity in headquarters at the Terminal Building than in many a day. Elwood T. Bailey, who directed special events at the San Diego Expo, has been brought on to handle this feature next season.

Shean Is in East

Frank D. Shean went to New York this week to sign up a number of new contracts. Mrs. Shean spent Christmas with relatives in Chicago. Norman Kestner, in charge of small concessions, spent Christmas in Chicago, going there with Mrs. Kestner to complete various contracts in the making. John H. Gourley, in charge of Streets of the World, reports that he has contacted all of the consuls of foreign countries, and that he has signed contracts for an unusually excellent exhibition when the expo opens.

Peg Willin Humphrey, associate director, returned from New York this week, where she went on a sales campaign. Lincoln Dickey, general director, spent Christmas in Cleveland. Almon R. Shaffer, associate director, went to Orange City, Fla., where Mrs. Shaffer is at their winter home. The purpose of his visit, however, was to line up the trailer groups thruout Florida for the Trailer City, which is to be one of the features of the new expo. It is planned to set apart a portion of the grounds for trailer visitors.

William Powell, concessioner for Max Goodman Company, a visitor at expo offices this week, left to make his 16th crossing to Europe. He will go to San Francisco, China, Vladivostock, Moscow, Berlin and Sweden.

Fed Boats Add Color

Mrs. Helen Blanton, private secretary to Mr. Shaffer, is back from a hospital, where she underwent a major operation.

Down at the Ninth Street Pier there is a flurry of the expo of last season. Show Boat, Admiral Byrd's ship and the submarine all are anchored off the pier with government boats to add color.

Sammy Brinn, director of admissions, has been put in charge of expo grounds for the winter. The spot is excellently policed and, to the present, no trouble has been encountered.

Stanley Friedman, who helped handle publicity on the grounds last summer, is now established at the expo headquarters.

"Doc" Shean, having been appointed to a position of trust in gathering in new members for the Showmen's League of America, reports that both Almon R. Shaffer and Lincoln G. Dickey have been signed.

DO OUTSTANDING

(Continued from page 40)

usual ballyhoo, publicity and a vast amount of diversified advertising. At that time our park was one of only three amusement parks on the Pacific Coast north of San Francisco, two of them in Portland and the third in Vancouver, B. C.

On Percentage Basis

The possibility of contracting traveling bands at that time was out of the question; in fact, there were none to be obtained in that locality. We therefore had only one choice—and that was to hire local talent. We continued this policy for three years and then came to the realization that the profits from the ballroom were not as great as we thought they should be.

We then leased the ballroom on a percentage basis to a popular band leader who had made quite a name for himself and his collegiate jazz band at a neighboring university city. In

leasing the ballroom outright to him we felt that he would exert himself to a greater degree in an effort to draw business his way, which would also help the park in general. For two seasons he held sway, but again we found that our end of the gate was not much to boast about.

We then leased the ballroom to a man who had made quite a success thruout the Pacific Northwest as a dance-hall manager. Business increased slightly for the first two months, but the dancing public soon tired of seeing the same musicians and hearing practically the same entertainment week in and week out for the entire season.

A Case of Jitters

In 1935 plans were completed by a nationally known orchestra - booking agency to place well-known bands on a circuit thru the Pacific Northwest, playing at hotels in the larger cities and Jantzen Beach. Our park decided to give it a whirl. The season opened with one of America's outstanding bands as the opening attraction. This being a new venture, the management developed a case of jitters, worrying about the outcome of this new policy and whether the public would patronize the ballroom sufficiently to offset the additional costs and expenditures involved. That opening night the ballroom was filled to overflow capacity, continuing thruout the stand to draw larger crowds than the ballroom had ever experienced. Bands were changed every two or three weeks. Occasionally as an added attraction an outstanding band leader coming direct from Hollywood after completing a picture would stop off for a one or two-night stand. These nights produced still larger attendance. Results of the season showed a net increase in earnings of more than 100 per cent over the previous year.

Problem Is Solved

We again contracted outstanding bands during the season of 1936. Again we showed a substantial increase in ballroom business. Admission prices for the seasons 1935 and 1936 were practically the same as those charged in previous years except when such celebrities as Isham Jones, Eddie Duchin, Ben Bernie or George Olsen made a one or two-night stand. The prices were then raised to about double.

It is evident that Jantzen Beach Park will continue to follow the traveling and name-band policy. This feature has not only increased our ballroom business but it has increased our night business substantially thruout the entire park.

In adopting the name-band policy we have finally solved the problem of merchandising our ballroom. Ballroom operation is or can be just another headache for Mr. Park Operator if that ballroom is not properly merchandised. The cure for that headache is correct business merchandising. We found that our correct merchandising is a good ballroom, clean surroundings and environment and outstanding orchestras that are able to dish out good music, good entertainment, and not keeping the orchestras for too long an engagement, but changing them every two or three weeks.

Defining the Term

Address by Arch E. Clair, manager of Norumbega Park and Totem Pole Ballroom, Auburndale, Mass., before the annual convention of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago, on December 3.

Before answering this question in the affirmative or negative, it is necessary to define just what constitutes an outstanding band. There are hundreds of bands in the music field that might be considered outstanding, but there are only a few that are known to every person of danceable age, and these particular bands are always in demand and are really outstanding. They have gained their reputation thru their own individual style of playing. These bands will always pay dividends provided, of course, that you know the number of patrons your ballroom will accommodate, the price you should charge and the amount you can afford to pay for your orchestras. All these problems enter into the question of *Do Outstanding Bands Pay?*

It isn't the band alone that draws your patronage. Proper publicity and conduct of your establishment and pleasant environment go to make the successful ballroom.

Task of Scouting

I have answered your question. However, let me go a little further and say that whether a band is outstanding in

the sense of the word or not it will also pay to book a variety of bands. Probably a great many of these bands may not have the reputation that some of the better known bands have. There are many new bands that have come into evidence the past few years and they play excellent music and can be built up with your patrons and become great favorites. Then you are able to cash in on these bands, as they can usually be bought right. The booking of dance bands is more or less a scouting venture, like that of the baseball scout.

In scouting around you might discover a band that is unknown in your territory and may become an instant hit with your patrons. I think it is necessary that you have a knowledge of music to determine whether you are getting good music or not, as there are so many orchestras that may have beautiful wardrobe, be neat appearing and carry a lot of instruments but still cannot play them. My own personal experience in booking bands is to hear them before booking.

This subject could be discussed for hours. There are so many problems that depend entirely on your individual judgment that cannot be answered by any one person. Bands that might pay in your territory would be flops in ours.

(Continued, next week)

POOL WHIRL

(Continued from page 41)

the championships last summer may I say that on behalf of the sponsors of the meet I should like very much to hear your views on next year's contest. On the basis of what was done last year what type of competition or what specific rules would you like to be included in next summer's meet? The desire of each will be granted if it is at all possible, so let's get going to make the 1937 high-diving championships better and bigger than ever.

Hands Across the Sea

Paul Huedepohl, of Jantzen Swim Association, writes from Portland, Ore., to where he has just returned after hectic days at the Chicago meetings, followed by a hasty visit to New York and thence back home in time to make the Northwest Swimming and Life-Saving Institute meeting last week. And says that his association is fast becoming international in scope in that it recently added a number of foreign pools as members. Among tanks recently enrolled are West End Y pool, Toronto; San Fernando Club pool, Cali, Columbia, S. A.; Crystal plunge, Vancouver; Crystal Gardens tank, Victoria, B. C.; Municipal swim pool, Hamilton, Ont.; Thermal-strand Bad, Baden, Vienna; Shanghai civil government pool, Shanghai, and Army and Navy Y pool, also in Shanghai.

Convention Hash

Harry O'Hare, of the Chicago park board, had most of pool owners in the Windy City present at the meetings. O'Hare, who has charge of all the pools and beaches in that section of the country, is now making plans for the Swimmers' Clinic for next September, and I learn that the clinic's sessions will be held in Chi next fall instead of in Philly as previous years.

Ray Steck, of Lake Hellums, Enid, Okla., was prominent during pool sessions as usual, but it was regrettable that Roy Stanton, another popular Oklahoma pool man, had to leave before the pool discussions got under way. But, of course, all that will be changed next year.

R. N. Perkins, Omaha, gave some interesting highlights on modern pool operation and Julian Bamberger, Lagoon, Salt Lake City, deserves a big round of applause, even tho it be belated, for his fine preliminary work.

Concentrated effort on the part of pool operators in combating the "athlete's foot bogey" will soon educate the swimming public that some patent medicine manufacturers are capitalizing on it at the cost of pool and beach operators. All this according to Paul Huedepohl. General opinion at the confabs was that self-hygiene will do more to eradicate this menace than all of the medicines combined.

ATLANTIC CITY

(Continued from page 41)

Year's Eve, many doubling at two or more places. Bill Madden will play at

the Traymore, while Alex Bartha does things at Steel Pier.

At Steel Pier these are reunion days with President Frank P. Gravatt, Frank Elliott and Jules Falk returned from Europe to tell the boys what they missed by not going. Manager Dick Endicott, who was No. 1 man in Mr. Gravatt's absence, says it's no cinch keeping things going on this big amusement center.

Dan Stebbins, night-spot operator, and wife, Miss Babette, are Miami-ing it for a few weeks. Harry Hackney, owner of Inlet spot, it in a Miami hospital as result of a fall. Aldrich, director of Steel Pier Hawaiians, has gone to Jacksonville, Fla., for a few weeks. Three Slate Brothers returned for No. 2 billing on Steel Pier week-end bill but No. 1 honors. Dr. Charles Hoffman and his magic bar, in first appearance here, also scored.

Richard McAllister, chosen president of Atlantic City Horse Show Association, plans for the Auditorium attraction in May. All that activity around Steeplechase Pier may have something to do with a rumor that a big lump sum was offered for its rebuilding and operation.

RECREATIONAL

(Continued from page 41)

clothes. Like in New England, the merchants, railroads and winter sport equipment concerns are here alive to their opportunity and are making the best of it. The mighty Rockies afford ski runs that will satisfy the most adventurous, putting no limit on the length and steepness of the run. A film, showing here, of winter sports in old and quaint Quebec is popular and suggests a way of making the most of these abundant natural facilities for winter sports.

Flowery Elitch Gardens

Elitch Gardens, ever beautiful and always progressive, is preparing for 1937. The Philadelphia Toboggan Company has just completed a Coaster which will go into operation for spring opening. They have very greatly enlarged the stage of their summer theater so that now they can have three stage settings ready at one time. This will enable them to accommodate many plays which hitherto they could not handle on the old stage which has served the place so well and so long. They believe in an abundance of paint as well as in a profusion of flowers. Just at this time they have a heavy traffic in flowers, which are going into many States of the Union. Their large greenhouses not only supply the park with its lovely flowers but enjoy a sales volume that about equals the gross of the park itself. Their cool summer nights enable them to produce a carnation superior to anything grown in lower altitudes where warmer or hot nights prevail.

Arnold Gurtler has inherited the Elitch and Mulvahill love for these superb gardens. He finds it necessary to have an able assistant, which place is being most satisfactorily filled by Eli Gross, who once superintended all of the parks owned by the city of Denver. He has held a position under the State government and has a ripe executive experience. He seems to proceed on the wholesome theory that there is no substitute for work and keeps constantly on the job. His duties demand 12 months each year. Gurtler is never far away from the park, as his palatial home is within easy walking distance from the gardens.

Better Season Viewed

Often has your author wished that some of our lovers of flowers might see this park in its gorgeous gown of color. It surely would double their efforts in obtaining a larger appropriation for producing flowers. These Denver amusement parks are expecting a better 1937 season and doing things which make them deserving of an increased patronage. The writer's first contract with Elitch Gardens is dated September 25, 1903, and Philadelphia Toboggan Company's first contract is dated March 4, 1904. We both operated season of 1904.

**HAPPY
NEW—1937—YEAR**
Be up to date
"CHAMPION" SHOE SKATES
Maple—Aluminum and Fibre Wheels.
REWOODING with a new Wheel GUARANTEE!

ROLL-AWAY SKATE CO.

12435 Euclid Ave., Cleveland, O.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

WINNING team in Leo A. Seltzer's Transcontinental Roller Derby, opening in Music Hall, Cincinnati, on Thanksgiving Day and closing night of December 20, were Johnny Rosasco, Chicago, and Esther Runne, Boston, having skated 2,449 miles or equal to a road race from San Diego, Calif., to Cincinnati, covering six hours on week days and nine hours on Sundays. Closing day they skated 118 miles in 7 hours and 25 minutes. Close second was the team of Ivy King, Toronto, and Wes Aronson, Portland, Ore. Other teams finished in this order: Gene Vizona-Joe Nygra, Clara Scholl-Joe Kleats, Red Farmer-Puzzey Pierz, Honey Thomas-Bill Lyons, Libby Hoover - Schoolboy Creelmore, Speedy Hodges-Muscles Stampley; "Ma" Bogash-Bill Bogash, mother and son team, and Hazel Love-Jay Levy, who were 36 laps behind. Ten teams finished out of 17 starting. Close of the Derby drew about 3,000 spectators. Next Derby was scheduled to open in Coral Gables, Fla., on Christmas Day. Eddie Rager, Norwood Rink, Cincinnati, won the final one-mile in time trials for the inter-city amateur championship on the banked masonite Derby track in 3:04 1/5. Bus Gesser, Daytona Park (Ky.) Rink, was second, 3:13 1/5. Timers and checkers were George Chumard, Ohio AAU; Dr. E. L. Sawyer and George A. Murphy. This was claimed to be the most tricky and unusual Derby track yet laid. Rager, having won the half-mile time trials previously, skated in 1:29 4/5, received two 18-inch Dan Pohlar Trophy cups.

SILVER CYCLONES, Pittsburgh roller-skating trio, are touring with a unit in the South. Lexington Rink, Pittsburgh, is operating both afternoon and evening daily during school vacations. Spot has been popular with kids' matinees.

EVELYN CHANDLER, figure skater, who, with her husband, Bruce Mapes, recently completed a six-month engagement at Texas Centennial, has been engaged as professional at a new skating rink in Hershey, Pa.

AFTER a sojourn in and around Salt Lake City, Frank Vernon, widely known exhibition roller skater, who is playing rinks, writes of his departure for Phoenix, Ariz., from where, after a brief stay, he expects to go to Southern California for a fortnight or so, then working back eastward. He reports amusement conditions good in the West. C. L. Saunders, he said, is operating a rink in Richfield, Utah, with fine equipment and doing well. A new rink was opened in Eureka, Utah, on December 12 by Wallace Greeves, with entirely new equipment and to a large crowd on inaugural night.

A RECENT visitor to Chez Vous Rink, Philadelphia, was E. R. Whitcomb, vice-president of the Richardson Skate Company, Chicago, who reported excellent business at all the rinks he had visited on that trip. During Mr. Whitcomb's

visit he was entertained by Mr. and Mrs. Kelley and also spent some time with E. M. Mooar.

"TOO MUCH praise cannot be given management of Arena Gardens Rink, Detroit, for the artistic 1936 year book sent out," writes E. M. Mooar, Chez Vous Rink, Philadelphia. "It is not only a work of art, but its contents are meaty and well worth reading. The many large advertisements point to the fact the patrons of the place are worth going after, also that the management is worthy of unstinted support. While on the subject of rink literature, I am urged to wonder why large rinks and smaller ones do not give more attention to this angle of advertising. There is a great field open to calling attention to the many benefits and pleasure derived from roller skating. I claim to be one of the first managers to issue a house sheet and spent much time securing data pertaining to the health-giving advantages of the sport, both from books and by interviewing doctors. I was almost swamped with letters from all parts of the country by managers requesting copies and shortly after many similar house organs made their appearance and have continued in use. I do not think, however, my method of distribution was followed. Not only did I distribute several hundred copies at the rink each week but about 2,000 copies were reserved for house-to-house distribution. I recently received the house paper of an Eastern rink and not one line was devoted to benefits of the exercise. However, several pages were devoted to funny quips about different patrons and their lady friends. A good house organ can earn the expense of its printing by securing a limited number of good advertisements from reliable concerns who have the good will of the management and who desire the patronage of its patrons. I think that many rinks do not give enough attention to sales of skates and shoes. It is true that there is some risk and not much profit on sales. However, it must be considered that if patrons buy shoes and skates they intend to use them and become regular as well as satisfied patrons. This, I contend, is an asset worth the trouble. A nice display of shoes, skates, wheels and other accessories would, in my opinion, be worth while and incidentally show increased box-office results. Attractive skating shoes are worn more now than in the past. Individual ownership of skates gives sporting goods and department stores a nice profit. But in many cases clerks do not know how to fit or to talk advantages of different makes and few, if any, pay any attention to the further upkeep, and this is where rinks with experienced help could work to advantage."

IN OHIO, West Virginia and Western Pennsylvania Dexter Duo Whirlwinds are being featured currently with the *Town Criers*, stage unit.

Current Comments

By CYRIL BEASTALL

DERBY, Eng.—My notes in the November 21 issue of *The Billboard* would appear to have aroused some interest, if letters I have recently received are any indication.

I observe that Joe Laurey agrees with me regarding the mile record and everybody in the roller game knows that Joe is well informed on such matters.

He refers to Eglington's time of 2:24 and mentions that "Eggy" and Cioni were the fastest boys he ever met. While on the subject of fastest miles, I believe Roland Cioni did the distance in 2:17 in Madison Square Garden, New York City, in 1916, paced by motorcycle.

Benny Lee and H. Wilkinson are busy training in Brixton Skating Palace, London, in preparation for the Roller Derby, which is supposed to be coming off in the metropolis, time unknown. Nobody here seems to know what is coming off and when and I think Leo A. Seltzer might reply to a letter of inquiry I forwarded some time ago.

I have many written and verbal inquiries regarding this Roller Derby, but as matters stand I cannot do much to enlighten people.

It would seem that Mr. Seltzer could find time to bear with people who have been in the roller game, not one year or even two, but many years. We in England, and I say this from definite knowledge, look upon the Roller Derby with a very indifferent eye at present.

Summing It Up

By ALFRED F. FLATH
Manager Brooklyn (N. Y.) Roller Skating Rink

(Continued from last week)

In 1915 another 24-hour race, staged in old Madison Square Garden, was won by Roland Cioni and Arthur Eglington, a British skater. A few weeks later Cioni won the five-day championship event of the year in Washington, D. C. On the last day a 100-mile team race was featured, originated and promoted by Earle Reynolds, then chairman of the National Skating Association of America. This 100-mile derby, skated thru streets of Washington, started at the White House and was witnessed from the lawn by President and Mrs. Woodrow Wilson. Nellie Donegan, of the team of Reynolds and Donegan, outstanding skating performers of the theater, fired the starting gun. For public safety skaters were forced to go at slow speed to Convention Hall, a distance of three miles, where they were given five minutes to change from street skates to wooden-wheeled racing skates to really race the remaining 97 miles. This team race was won by Eglington and Cioni. Next championship meet of importance, in Dreamland Rink, Chicago, in 1916, resulted in a tie between Cioni and Eglington.

In 1923 in a championship in the Arena, Chicago, Harry Palmer won the one-quarter mile and Oliver Walters the one-half mile, but in points compiled in all the races Cioni again took the title. In a 15-mile team race and one over the full marathon distance, the former was won by Oliver Walters and Arthur Launey and the marathon by Cioni and Eddie Krahn.

Next championship meet was staged by Jesse Carey in Reading, Pa., in 1928, Midge Reiff, Reading, winning. In June, 1929, in a six-day three-man team race in Madison Square Garden winners were Jack Gillespie, Arthur Eglington and Artie Ryder. In August, 1929, Paddy Harmon again staged a championship race in Chicago Stadium in which Cioni regained his title. In June, 1931, Steve Donegan and Nick Colby won a 100-mile team race in Playdium (Dreamland) Chicago.

Probably the greatest endurance race was staged by Buddy Brown in Newark, N. J., in February, 1934. A 21-day continuous three-man team race was skated on the most scientific and best constructed banked track ever laid and was won by Robert Ringwald; Cloyd Cawthon, St. Louis, and Midge Reiff, Reading, Pa.

The two-mile pro championship for several years was held by Rodney Peters, St. Louis, he being probably the best two-miler to perform consistently at this distance and he specialized in promoting and competing in the event. Altho Rodney took part, he never failed to have his program supported with the best professional talent. The manner in which these races were staged was always creditable, and when skaters toed the mark the field always found Rodney in top form. It was always his ambition to win this event and to this end he was successful a great many times.

(To be continued)

"SELLING YOUR

(Continued from page 41)

We created a picnic park adjacent to our boardwalk last season, where picnickers may have the facilities of public parks and the diversion of the amusement park.

Wedding of the Waves

Our season is definitely planned before the opening gun. We know what we are going to do before we get going. Our season opens with a number of free attractions. We book a variety of thrillers and attempt to schedule the weaker ones first, gradually building up to the great thrillers. Careless booking may throw your strongest act first and cause succeeding acts to fall flat.

After July 4 we begin a series of pageants, which always draw enormous crowds. The Miss New Orleans Bathing Beauty Contest is the major special promotion each season. Due to a careful publicity buildup on our last contest we packed the park from end to end with one-sixth of the white population of the city of New Orleans present. The crowd was so great that it surpassed our imagination, and our special preparations were not sufficient to serve them. Only the Mardi Gras crowds on Canal street compare to that crowd at Pontchartrain Beach on the night of July 14 last.

The success of this annual contest caused us to institute a Miss New Orleans junior contest for budding beauties three years ago. This pageant draws greater crowds each year. A wedding of the waves was another major promotion this past season and drew an enormous crowd, gave us many pages of publicity in local newspapers and was carried in prominent picture space by about 25 per cent of the newspapers nationally. Several smaller promotions interspersed these major pageants.

As the season lagged near the end we began our annual bargain days, starting with a 5-cent day tieup with a brewery and following with a 10-ride-for-a-25-cent-day, sponsored by a radio station; a 2-cent day, sponsored by a newspaper; courtesy day, offering two for one, and a big 5-cent day on the closing day of the season. These days are real money makers that pack the park and pay big dividends even at reduced rates.

Publicity Is Doubled

Advertising and publicity are the lifeblood of an amusement park and each unit should hire a trained specialist in this line. We employ a thoroly trained and experienced advertising and publicity expert full time. Regardless of how great your plant is, keep it a secret and it is wasted. We publicize and advertise carefully, deliberately and extensively. Each year since our management at Pontchartrain Beach we have doubled advertising and publicity and have more than doubled attendance and gross take. I have brought our press book along and will gladly show it to anyone interested.

This brief outline touches the high spots in selling our amusement park to our community and we think can be applied in *Selling Your Amusement Park to Your Community*. However, I wish again to emphasize the importance of creating the opinion among your public of constantly giving them something new. Do this from the start of the season and keep at it. They all love novelty and don't forget to shout about your slightest innovation.



RICHARDSON BALL BEARING SKATE CO.
Established 1884.
3312-3318 Ravenswood Avenue, Chicago, Ill.
The Best Skate Today

REWOODING
Ruggedness of BALDWIN Maple Wheels
Cannot Be Excelled at Any Price.
FRANCIS J. BALDWIN
240 S. Diamond Street, Ravenna, O.

Happy New Year

We hope you will be Happy and Prosperous

We are sending a very attractive 1937 Calendar to our Rink Customers portraying

The WORLD'S Happiest Couple.

If you don't receive yours shortly drop us a line. To thoroughly enjoy skating buy your own "CHICAGO" Roller Skates and Shoes at the Rink.

(C) CRSCO. 1936.
CHICAGO ROLLER SKATE CO. 4427 W. LAKE ST., CHICAGO, ILL.

B. & G. Shows To Be Unique

Executives announce plans for best features ever under their banner

SAN ANTONIO, Tex., Dec. 26.—It is very quiet around quarters at this time, only a half dozen men doing odd jobs. Tony Ybanez, secretary and treasurer, is completing his financial reports for the past season. Edgar Neville, secretary of the concession department, has finished an inventory and yearly balance and left to spend some time with kinfolks in Paris, Tex. Fred Beckmann and Barney S. Gerety devote many hours each day in conference, making elaborate plans for the coming tour.

Work will start soon in earnest reconditioning the entire show. Two carloads of lumber have arrived, paint and wood-working shops are being made ready to handle the vast amount of labor to be done between early in January and opening day. Many new wagons are to be built from the ground up and several new show fronts will be constructed and entire outfit will be repainted.

With several of the latest rides purchased, new shows contracted, new and different illuminating innovations, the show will take the road in an entire new dress, which promises to be the most elaborate and unique assembly of carnival amusements ever presented under the Beckmann & Gerety banner.

The day after Christmas Mrs. Fred Beckmann, accompanied by Mrs. Maud Jameson and Sammy Fienberg, motored to Kansas City to take in the Heart of

(See B. & G. SHOWS on page 52)

Mich. Club May Become Reality

Jack Dickstein and Leo Lippa plan Michigan outdoor showmen's org

DETROIT, Dec. 26.—Michigan carnival men, booking agents, concessioners, park and dramatic people, medicine performers; in fact, everybody engaged in the outdoor show business will be called together during the Michigan fair meeting January 21-22 at Fort Shelby Hotel.

All showmen, booking agents and allied industries that cater to outdoor show people will be invited to participate in the organization meeting. Such men as Jack Dickstein, of Gus Sun Booking Office; Louis Burger, of Northwestern Shows; Louis Rosenthal, novelty man, and Leo Lippa, former president of Michigan Outdoor Showmen's Association, now newspaper editor, and many other show people are now taking an active part in the arrangements for the proposed organization.

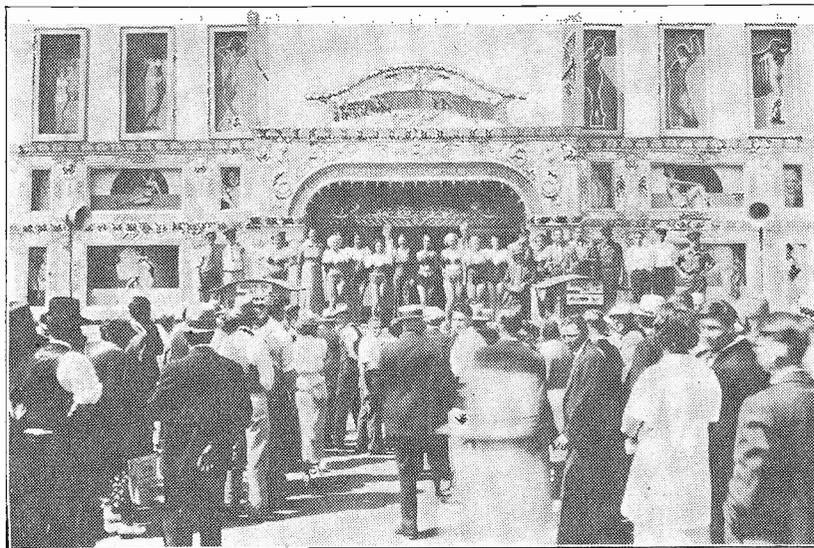
If present plans go thru headquarters to take care of all that become members will be established here. All showmen that expect to be around the meeting and those in the State of Michigan are invited to participate in this coming assembly, to be held for the perfection of a Michigan Outdoor Showmen's Club.

For further information about the forming of this club interested parties can get in touch with Jack Dickstein, of the Gus Sun office.

Gooding Books Two More Indiana Dates

COLUMBUS, O., Dec. 26.—F. E. Gooding, general manager Gooding Greater Shows, announced this week that the Warsaw Free Street Fair and Great Lakes County Fair, Crown Point, contracts for midway shows and rides were recently added to bookings in Indiana.

Soon after the new year has started the Gooding organization will make announcements of additions to the staff of the shows and the engagement of a prominent carnival press agent.



ONE OF THE MASSIVE CARVED WAGON FRONTS on the Rubin & Cherry midway at the Canadian National Exhibition, behind which was housed "Flaming Youth," a girlsque revue as presented by Cleo Hoffman. On the ballyhoo stage from left to right are Jack Belmar and Mark Wright, musicians; Helen Lowe, singer; Miss Hoffman; Jean Sandlin, bubble dancer; Tommie Foster, pianist; Vivian Davis and Margie Ward, dancers; Ellsworth and Coredero, dancing team; Maxine Powell, fan dancer; Yvonne Bowman, dancer; William Rictor, saxophonist; Jackie Atkinson and Mildred Wilson, dancers; Eddie Taylor, talker and announcer; Kenny Hall, drummer; Anne Sherwood, specialty artist; William Godby, trombonist; Melvin Frelick, trumpeter; William Price and Harvey Day, dancers; Jack Jackson and Johnny O'Connell, canvassmen. Note the unusual display of art panels on the front and atop of it and the large and attentive crowd gathered waiting for the outside entertainment to start.

Ladies' Auxiliary of HASC Elects Officers; Plans Future Activities

KANSAS CITY, Dec. 26.—The Ladies' Auxiliary of the Heart of America Showmen's Club held its 15th annual election of officers December 18. The secretary cast a unanimous vote for the following, as there was only one ticket put up: President, Marie Beckman; first vice-president, Myrtle Duncan; second vice-president, Hattie Howk; third vice-president, Rely Castle; secretary, re-elected, Etta Smith; treasurer, re-elected for fourth time, Helen Brainerd Smith.

The meeting was opened by President Juanita Strassburg after the ladies had come up from the lobby bazaar. They reported that the receipts would run to

three figures and that every one did her part to make it a success. Two new members were taken in, Coleen Miles and Georgia Shuping. The secretary then reported that 85 new members had been added to the club and Dorothy Hennies was in the lead, but as the drive does not end until December 28 there will not be a decision as to who won the prize until then.

It was voted to supply a basket to a family, and Ruth Martone was appointed to look after the matter.

More plans were made regarding the entertaining of the out-of-town members. (See LADIES' AUXILIARY page 52)

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Starving Rock, Me.

Week ended December 26, 1936.

Dear Charlie:

Cold! B-r-r-r-r!! Florida was never colder than this spot. Show made a 2,500-mile jump due north for Christmas. This due to the Ballyhoo Brothers promising the show children a real holiday with snow and all that went with it. General Agent Lem Trucklow said: "I will book them a snowstorm if I have to make the North Pole. There is nothing too good for our little ones."

The trains arrived here covered with ice, but no snow in sight. The natives were amazed to see our four-section Gold Leaf Special arrive. No one knew that the show was coming; this failure to apprise the natives was due to our billposters only wetting the poster boards and letting the paper freeze to them. A sudden thaw the following day wiped them clean.

All the Northern showmen were ready for the big doings. We being the only outdoor show playing in these parts at the present time brought out hundreds of show, ride and concession operators who took no chances on not getting placed by setting up their attractions a week ahead of the show's arrival. This enlarged the show 40 per cent and gave the visiting fair secretaries a treat. They refused to move off, claiming squatters' rights. With the yuletide spirit in the air but still no snow, the bosses decided to let them squat.

The show arrived Monday noon, but never got on the lot until late Tuesday night, being held up by the shortage of

wagon wheels. As fast as a wagon hit the lot it had to be jacked up and the wheels carried back to the train, where another was on jacks waiting for them. A close check showed 250 wagons and only 40 sets of wheels and 15 wagon poles. The management hasn't decided whether to sell some of the wagons or buy more wheels and poles.

Wednesday and still no snow. The office refused to let any of our attractions open up until our auspices, the Snowbirds' Sanctuary Fund, fulfilled its contract by having it snow. This was soon settled by our auspices promising them a blizzard by the end of the week. Luck was with them; it started on Thursday and almost blew the show away by Saturday. This more than put our auspices in good with the bosses and held General Agent Trucklow's job and also pleased the kiddies in the living tops and trailers.

What a Christmas! Pete Ballyhoo hooked up his reindeers and acted as Santa Claus. A brickyard behind the lot furnished the chimneys. Those that didn't have stockings to hang up were issued some. Again a Christmas tree and big dinner in the Minstrel Show top. Everybody was made happy. The spot was rebooked for next year, again containing a snow clause.

Wednesday the show will pull out, heading south. Management decided to remain over for two days to give the children time to enjoy their skates, sleds and tough candy before going to Florida for the balance of the "Out all winter." MAJOR PRIVILEGE.

Radio Unit Is Phillips' Idea

Jones Exposition will carry entertainers and emcee exclusively for broadcasts

AUGUSTA, Ga., Dec. 26.—E. Lawrence Phillips, general director of the New Johnny J. Jones Exposition, ever alert to demands and trends in the carnival field, announced here this week prior to his annual visit to Florida that he intends to advance many innovations for the coming season.

Among them will be a special unit of professional entertainers and an emcee who will appear exclusively on radio programs designed to broadcast the Jones features for the edification of prospective carnival patrons. This unit will appear at Chamber of Commerce, Rotary, Kiwanis, Civic and other club affairs; in fact, wherever it finds that an entertainment unit is required on behalf of the shows' publicity department. This broadcast unit will not be affiliated in any way with any of the midway shows. Between appearances it will be in rehearsal ever striving to enhance its entertainment value for the specific purpose for which it will be set apart. Phillips believes that in view of the popularity of radio there is no reason why there should not be a ready demand for the entertainment he intends to provide. In commenting on this innovation he said: "This unit is to do away with the drafting of performers from the various midway shows and to always have a really worth-while radio program to offer the various stations we contact during a season's tour. We will have all professional artists and an efficient announcer and commentator to handle this feature for the exploitation of the New Jones organization."

Joe Galler Plans New Idea Shows

On stopover he reveals several innovations to be adopted coming season

CINCINNATI, Dec. 26.—While en route to their home in Cleveland Mr. and Mrs. Joe Galler stopped off here this week and visited *The Billboard* office. After a profitable season the Buckeye State Shows were placed in quarters at Biloxi, Miss., but work of rebuilding the outfit will not start until late in January, Galler stated.

In disclosing his plans for the future this enterprising carnival manager voiced the opinion that the time has come for the revamping of the carnival as a whole and that he planned to meet the demand under the slogan "The Show With the Community Spirit."

This innovation calls for the submerging of the show's title in favor of the auspices to make it their show-fair. This calls for a vast inclosure with main entrance, from which on each side will be flanked with concessions and some shows of an educational nature, rather (See JOE GALLER on page 52)

De Luxe Shows Book Fair Dates for 1937

NEW YORK, Dec. 26.—S. E. Prell, general manager of the De Luxe Shows of America, announced this week that C. Nelson Winget, general agent of the show, has lined up 14 weeks of fairs for 1937 and that a crew of workers are readying the show at its winter quarters in Darlington, S. C., for opening date in April.

Prell, who is located at the home office in Newark, N. J., plans to leave for Darlington immediately after the first of the year to supervise work there. According to present plans, additional rides, shows and free acts will be with the De Luxe shows next season.

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

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Dec. 26.—We start another year cognizant of the fact that the association has been progressing in the right direction and that its purpose is beginning to be understood and approved.

We were very pleased to note in the last issue of *The Billboard* an advertisement of one of our member shows, namely Gold Medal Shows, and particularly to note in it the fine adaptation of the legend, "Member A. C. A.," approved for use by the membership at the last annual meeting.

We continue to receive requests for information relative to the Social Security laws and continue quotations from the article by the general counsel for the Federal Social Security Board, commenced last issue.

1. PUBLIC ASSISTANCE

"In dealing with States under the 'Public Assistance' titles the board has had to review State plans to see whether they comply with the conditions for federal approval set forth in the Social Security Act. In the main these conditions seem pretty clear, but they have involved a considerable change in many States in handling old-age assistance and 'mother's pensions' (aid to dependent children). A single State agency (and when the State controller's office passes on all vouchers or administrative costs for the State Welfare Board, is there a 'single' State agency?—common sense would seem to indicate so) must administer the plan or 'super-vice' local administration. When if ever is a privately run but State-aided agency a 'State agency' which will fulfill this condition? Can a public welfare board be said to have supervisory power over local administration when the latter is in the hands of the juvenile courts? Such a question necessitates examination into the nature of this particular function under the State Constitution.

"The federal requirement that a State plan must be State wide, and if administered by counties "be mandatory upon them," was of particular significance last winter when the public assistance plans of one State were rejected for failure to meet this condition. Careful examination of the workings of the State and county laws showed that, tho there was a legal duty upon the counties to furnish help to the needy, this help could (and doubtless would) be rendered in the shape of payments in kind—groceries, clothing and the like. The Social Security Act authorizes grants in aid only to States where plans call solely for 'money payments'—straight cash assistance—to the beneficiaries.

"Of the other 'standards' in the 'Public Assistance' titles, one particularly worth mentioning is the requirement that an applicant who appeals from a local board's decision must be afforded a 'fair hearing' by the State agency itself. Altho this condition has caused a change in administrative appellate procedure in many States, its

wisdom seems obvious. The only danger is that of trumped-up cases wherein the old people listen too willingly to an over-zealous attorney, but the amounts in—
(See *American Carnivals* on page 67)

Mo. Show Women Elect 1937 Officers

ST. LOUIS, Dec. 26.—Election of officers of the Missouri Show Women's Club was held at the clubrooms at the American Hotel here Thursday night, December 17. Inasmuch as there was only one ticket posted the election was by acclamation, with the following officers chosen for the coming year: President, Mrs. Norma Lang; first, second and third vice-presidents, respectively, Mrs. Irene Burke, Mrs. Daisy Davis and Mrs. Gertrude Lang; secretary, Mrs. Clella Jacobson; treasurer, Florence Parker. Board of directors: Mrs. Grace Goss, chairman; Kathleen Riebe, Catherine Oliver, Maryetta Vaughan, Mary Francis, Millicent Navaro, Viola Fairly, Judith Solomon, Nelle Allen, Jane Pearson, Helen Richter and Mabel Pierson.

Installation of officers will be effected January 19, when a special banquet will be served to club members. Meetings will be adjourned until the first regular business meeting scheduled for Thursday night, January 7.

Mrs. Grace Goss was chosen to represent the club at the annual banquet of the Heart of America Showmen's Club, Kansas City, December 30.

Traver To Operate Rides in Florida

NEW YORK, Dec. 26. — George W. Traver, owner-operator of the carnival bearing his name, left for Florida today to make arrangements to operate seven rides in that State for remainder of the winter. Traver, who again had the kiddie rides at Hearn's department store Christmas show here, will remain but two days in the South before returning to New York to supervise shipment of the rides.

After rides have departed Traver will return to Florida for balance of winter.

Marlo and LeFors Going to Japan

LOS ANGELES, Dec. 26.—Marlo and LeFors, who present a high pole act, have been spending some time here following closing of their outdoor season in the States. They left for St. Louis, then go to Kansas City, after which they will sail from a Pacific Coast port for Japan early in January. It is said that a long route has been booked for them in the land of the Nipponese.

Great Amazon Attractions Announced by Jack Orr

HALLANDALE, Fla., Dec. 26.—Jack Orr, well-known side-show owner and manager, stated here this week that the Great Amazon Attractions, under the slogan "The Show Built for Fun," will take the road as a new carnival at a date to be announced later.

Bert Watling has been engaged to be general agent and W. K. Reese will be superintendent. The shows will have rides and tented attractions but no girl shows, and the number of concessions will be limited, it is announced.

Loos Contracts Five More Fairs

LAREDO, Tex., Dec. 26.—J. George Loos, executive director of Greater United Shows, on his arrival here this week from an extended trip announced the booking of five more fairs: Columbus, Cherryvale, Parsons and Tri-State, Ottawa, a free fair, all in Kansas, and Holdenville, Okla.

Loos, as usual, will make frequent trips in and out of this city between now and his opening in February.

HOUSTON, Tex., Dec. 26.—Jess Shoat is enjoying his stay at home with Mrs. (Nora) Shoat and their son. Shoat will again be with Beckmann & Gerety and is holding his troupe together during the lay off.

LOS ANGELES, Dec. 26.—Jack Dalton was given a birthday party here, with his sister, Marie Loter, as honor guest. R. Knowles, localite, was the host and a long list of showfolk were in attendance.

YOUR Income depends on the Equipment YOU have

Get More Business

with the 1937

TILT-A-WHIRL

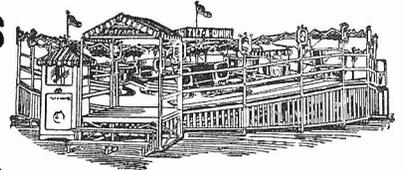
Lots of Flash for Your Midway—Thrills That Make It a Repeater—Economical Operation and Lasting Value—An Off-Heard Fact—

"TILT-A-WHIRL IS TOPS IN RIDES"

It Will Help You in Your Bookings for 1937.

SELLNER MFG. CO.

Faribault, Minnesota



WANTED—McCLELLAN SHOWS

CONCESSION PEOPLE: Capable agents for Wheels, Grind Stores, Fish Pond, Coupon Bowling Alley, Pitch-Till-Win, Roll Downs, Blower, Ball Games, etc. Will frame concessions to suit capable, reliable agents. Need real A-1 Corn Game help. Can use man and wife. Also sober, reliable Cookhouse help, Chef, Waiters, etc. Working Men, Truck Drivers, Canvas Man. Have opening for Frozen Custard, Penny Arcade. Those who have been with me answer. Agent capable of handling Longe-Range Shooting Gallery answer. SHOW PEOPLE—Can Place Minstrel Show, Athletic Show, Side Show, Crime, Mechanical or any real attraction. Can Place High-Class Girl Show, with or without equipment. Note: George Harris, Harlene, Fred Mortenson, Hippopotamus Girl answer. All attractions must be neat, worth-while. Ride Help, Capable Foreman and Working Men on rides. Will Book Loop-O-Plane. We have Eight Rides owned by management, Ten Shows, Thirty Concessions. Positively no pay gate—no racket. This is a bona fide attraction, playing the smoke stacks. Long season; North and South. Show opens near Memphis middle March. Watch for ads in *The Billboard*. REPLY to
ROY GOLDSTONE, GODDARD HOTEL, HOT SPRINGS, ARK.

Arenson Directing Frechette Tour

CINCINNATI, Dec. 26.—Under the booking supervision of H. G. Arenson, road showman and half owner of the Crime Show with Johnny J. Jones Exposition, Evelyn Frechette, the late John Dillingers' sweetheart, has been booked in theaters in West Virginia, Kentucky and Ohio. She is contracted to appear in houses in Charleston and Huntington, W. Va.; Ashland and Lexington, Ky.; Ironton and Portsmouth, O.

Business so far has exceeded expectations, according to Arenson, despite the annual theatrical slump before the holiday season. Frechette has worked constantly for four months for the Dent & Arenson organization without a single day layoff.

Arenson said that Frechette's tour will extend thru the leading cities of Ohio, Indiana and Illinois before the carnival season opens. She is now on a deal to buy a ride and put it out next spring on some show.

Mobile

MOBILE, Ala., Dec. 26.—Eureka Hotel is gathering place for all troupers now in town. A "Tall Story Club" has been organized, with H. B. Wheeler as chairman pro tem.

F. M. Hansen, father of Al C. Hansen, recently sailed for Copenhagen, Denmark, where he will remain for balance of the winter.

Daniel Klein and Robert Bloom recently joined the Phil Rocco Shows at Magnolia, Miss. Mary Klein is wintering with her mother at Williamsport, Pa.

Oscar Bloom, of Gold Medal Shows, was a recent visitor. He left for St. Louis. Joe Tilly, manager of the Tilly Shows, recently passed thru en route to Miami.

Frank J. Kingman and G. H. Spaulding are members of the local winter colony. George Atkinson, concessioner, has been in and out of town frequently.

Gladys Hansen came in from Frances Shimer Jr. College at Mount Carroll, Ill., to visit her parents.

Walter B. Fox left for Memphis, where he will visit with Mr. and Mrs. L. S. Miller and W. H. Owens until after New Year's.

Mr. and Mrs. M. F. Tillotson, of Wallace Bros. Shows, are wintering in Algiers, across the river from New Orleans. He is employed in the shipyards there.

James Hubbard, accompanied by Mrs. Hubbard and Governor Payne, left for Detroit to spend the holidays. Mr. and Mrs. Lloyd Coffey are still in town, as are Jack Thompson and wife. Both Mrs. Coffey and Mrs. Thompson are employed as entertainers in local night clubs.

"Doc" White recently opened a store-room show here. Several well-known side-show acts are employed.

Jack and Rose Holstein were seen on Canal street recently. They recently closed with Great Olympic Shows. Mr. and Mrs. Mel Harris were in town for the holidays. Mr. and Mrs. Al Wallace recently passed thru en route from Los Angeles to Ocala, Fla., where they are engaged in the trucking business this winter. Reported by Walter B. Fox.

ATTENTION OUTDOOR SHOWMEN

Anyone having made purchases from

W. J. Johnson

Zoological Supply Co.

American-Mexican Bird & Animal Co.

LAREDO, TEXAS

kindly communicate details to

BOX D-56, care *The Billboard*, Cincinnati, O.

RELIABLE, DEPENDABLE CARNIVAL OWNERS!

NOTICE!

H. "DOC" ALLEN

General Representative, desires connection with high-class Carnival Company for 1937. Book Your Show First In, Best Industrial Cities. Strongest Aspicines, Livest Committees. Your Territory or Mine, and "I Don't Give Your Show Away." Have car. Address
BOX D-54, *Billboard*, Cincinnati, O.

CHUCK SAUTER

Selling

CHEVROLETS

Special Plan for Showmen.

Now With

SOUTHLAND MOTORS, INC., Miami, Fla.

THANKS, SHOWFOLKS

AND

SEASON'S GREETINGS

CHARLIE T. GOSS

WANT TO BUY IMMEDIATELY FOR CASH

No. 5 Eli Wheel, Two-Abreast Swing, Chair-o-Plane, Tilt-a-Whirl and other Rides. Give best prices and details as to year equipment bought, Motor or Gas Engine Power.
UNITED TENT & AWNING CO.,
759 North Spring St., Los Angeles, Calif.

WANTED FOR 1937 SHOWS

With or without outfit. Will furnish Panels, Fronts and New Outfit to Shows of Merit not conflicting with what we have.

MODERNISTIC SHOWS, Inc.

Middlesboro, Ky.

CASH PAID FOR

Merry-Go-Round, Ferris Wheel, Chair-O-Plane, other rides. Must be good condition and cheap.
L. J. CURTIS

Box 675, LENOIR, N. C.

SECOND-HAND SHOW PROPERTY.

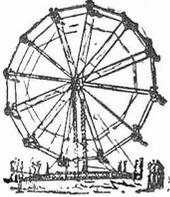
\$ 1.75 Men's New White Buckskin Skato Shoes, All Sizes.
\$25.00 Min. Organ, 3 1/2 Oct. Wonderful Tone.
\$35.00 Sound Mov. Pic. Screen, 9x12". Fine.
\$30.00 Small Mid. Camel, 3 1/2" High. Good Prop.
\$ 1.65 Pr. Richardson Ball-Bearing Rink Skates. All Sizes. We buy Skates, all makes; Guess-Your-Weight Scales, Laughing Mirrors. WEIL'S CURIOSITY SHOP, 20 S. 2nd St., Philadelphia, Pa.



BERNEY SMUCKLER, general manager Royal Palm Shows, which will again play the annual promotional fair at Eustis, Fla. This event will go on record as the first of its kind at which an organized carnival will exhibit for 1937 season.

Donald McGregor Says:

"Many times this season I could not have moved the Show had it not been for the No. 5 BIG ELLI Wheel."
When you invest your money in a Riding Device, why not put it in the time-tested, profit-paying No. 5 BIG ELLI Wheel? Always a sure-fire money-getter.



ELI BRIDGE COMPANY

Builders of Dependable Products,
800 Case Avenue, JACKSONVILLE, ILL.

WHEELS Park Special

30 in. in diameter. Beautifully painted. We carry in stock 12-16-20-24 and 30 numbers. Special Price.

\$12.00

BINGO GAME

75-Player, complete, \$5.25. Including Tax.

Send for our new 1936 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.

Send for Catalog No. 236. Heavy Convention Walking Canes.

Dark Mahogany Finish. Price Per Gross, \$21.00.

SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

Midway Confab

By THE MIXER

MRS. D. C. (GYP) McDANIEL was a visitor in Cincinnati last week.

WHERE for coming season—Eddie Madigan?

WONDER what carnival Clay M. Green will general agent coming season?

FRED A. ROE states on a card that he is in a hospital at Ann Arbor, Mich.

BEE KYLE, high diver, calls St. Louis home.

LETTER WRITER from Mt. Pleasant, Mich.—No signature. Cannot be used.

LEO CLAUDE—Send your address to this column.

EFFICIENCY is a very desirable attribute.

STARR DeBELLE wrote last week that he left Augusta, Ga., for Lynchburg, Va. Florida trip off for the present.

MR. AND MRS CLYDE GALLEN card from Columbus, Ind., that they are home for the winter.

"RED ONION" admits that no one can surpass him in his amount of ignorance on many subjects and problems.—Soapy Glue.

J. L. HUTCHINS letters from Knoxville, Tenn., that Elmer Greenlee was seriously ill along about December 10.

C. L. SPENCER cards from Mobile, Ala.: "World Amusement Company closed December 16, Mendenhall, Miss. It was very good. Shipped here."

REMEMBER that a title and letterhead is not all it takes to make a carnival.

MRS. JACK HALTON cards from New Orleans: "My husband, concessioner Cetlin & Wilson Shows, is ill in Tuberculosis Sanitarium here."

ASA E. STROUD cards from Elgin, Tex.: "Arthur M. (Shorty) Arney is in Legion Hospital. Underwent an operation."

MANY change the title of their carnivals but never think that if they changed their business tactics they would go further and fair better.

VIOLA DEVOE, of animal act note, letters from San Francisco that she will open a sedan stage route between the two largest California cities.

ROBERT L. SCOTT letters from Owings, Md.: "Was secretary past season for Jack Greenspoon concessions on World of Mirth Shows."

H. B. LIST, concessioner, called at *The Billboard* office last week and announced he had signed with Dennert & Knepp Shows.

stay here a couple of months before going to New York."

LEO LEOLA reports from Portsmouth, O., that after closing her sex show with Bruce Greater Shows she returned to her home in Portsmouth for the holidays.

ABE AND EDNA FRANK card from Miami, Fla.: "After closing with Al C. Hansen Shows came here to winter. Booked corn game on Wallace Bros. Shows for coming season."

MR. AND MRS. LOUIS AUGUSTINS card from Waterbury, Conn.: "Past season most successful with concessions. Spending the winter here with Augustins' children."

W. R. HARRIS, manager Bruce Greater Shows, letters from St. Petersburg, Fla.: "Bruce Shows closed season in Tifton, Ga., with 10 rides, 12 shows and 50 concessions."

KENNETH FRANKLIN cards from Miami: "Lots of showfolk here. Met George Curtis, Ernest Mahrol and Harry Vondurant. Mrs. Alexandra Franklin is out of the hospital and doing fine."

H. G. PAULI letters from Tampa: "F. W. and H. G. Pauli, electricians, have leased a big new service station and roadway cafe here but will be back with it in the spring."

IN SENDING in your routes in the future please state if railroad, motorized or both train and trucks as your method of transportation.

ROGERS' MIDGETS, carnival attraction during the summer, opened a series of vaudeville dates this week at the Bronx Opera House in New York. Unit has several weeks lined up.

PLENTY of carnivals are wintering in Florida with quite a few of them ready to open in that State during January and February. In Texas and California many carnivals will open in February.

TO REMEMBER: Stuart N. Roberts, Jack V. Lyles, Bertha Greenberg, Mr. and Mrs. Roy Van Sickle, Doc Holtkamp, George A. (Dolly) Lyons and Etta Louise Blake, Herman Blumenthal, Hugh A. Senneff and Eddie Brenner.

MERRY ROSE PERRY cards from Adel, Ga.: "Winter trouping until after the holidays, then New Orleans. Am on Cracker State Shows, eating lots of pecans and getting fatter. Manager Perry is still with it."

JOHN (HAPPY) STEWART letters from Jackson, Miss.: "Been with F. H. Bee Jr. for seven years and in show business for more than 20. Am down sick and doctor says I will have to remain in bed for several more weeks."

PAT BRADY cards from Augusta, Ga.: "With the wife am working night clubs and smokers here. Billie Brady, Opal Miller and Pearl Burke, dancers. Sailor Burke does straight and writer black-face. Business is okeh."

THE entire carnival world will be sorry to learn of Bennie Krause's recent accident. Not considered serious, however.

PETER CONNORS letters from Rochester, N. Y., that in the summer he is a professional weight guesser and in the winter he plays checkers. Smiling Peter, as he is known, says *The Billboard* is a splendid paper.

H. C. BOUCK letters from Schoharie, N. Y., that Clarence W. Payne wrote

Well, we are on the threshold of the preliminaries incident to season 1937. Prospects on all sides certainly look good and are indicative of a good year. As Walter F. Driver would say: "May you have short hauls and dry lots." It is the wish of all in the business that no droughts, fires, accidents, pestilence nor calamity of any kind beset the onward march of progress which was given such momentum during 1936. If your entertainment is good there need be no apprehension. Just remember that it is the public from which the showman gets his bread and butter. It is the carnivals' duty to guard well that obligation, and not to always try to place the public as offenders on the lots to be gypped, herded or insulted by some minor employee. Make sure that your workmen deserve to be in your employ for various and sundry reasons, Mr. Carnival Owner and Manager.

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1936-1937.

Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00
Analysis, 3-p., with Blue Cover. Each.03
Analysis, 8-p., with White Cover. Each.15
Forecast and Analysis, 9-p., Fancy Covers. Ea. .05
Samples of the 4 Readings, Four for 25c.
No. 1, 34-Page, Gold & Silver Covers. Each. 30
Wall Charts, Heavy Paper, Size 28x34. Each 1.00
Gazing Crystals, Oulja Boards, Planchettes, Etc.

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clipping and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION, 24-Page Booklet, Beautifully Bound. Samples, 25c.

FORTUNE TELLING WITH CARDS. Same Binding, 24 Pages. Samples, 25c.
HOW TO BECOME A MEDIUM. Same Binding, 30 Pages. Sample, 30c.
ZODIAC FORTUNE CARDS, Fine Set of 30 Cards, 35c.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

SIMMONS & CO.

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

OCTOPUS

"World's Newest Ride Sensation"

Ride Can Be Seen in Operation at Funland Park, 7th Ave. and 24th St., Miami, Fla.
We are now accepting orders for Spring Delivery.

No Agents—No Jobbers.

Address all communications to
EYERLY AIRCRAFT CORPORATION

Salem, Oregon.

ABNER K. KLINE, Factory Representative.

DON'T HIBERNATE

Lord's Prayer Engraved on Penny — BEST money-maker at year (Stores, Lobbies, Carnivals). If your outfit hasn't got one by now, you are missing plenty. For 10c we send sample and facts through U. S. Mails.

"BLUE DOT" STAMP COMPANY,
124 East Larned Street, Detroit, Mich. (Est. 1928.)

1937 ASTRO FORECASTS

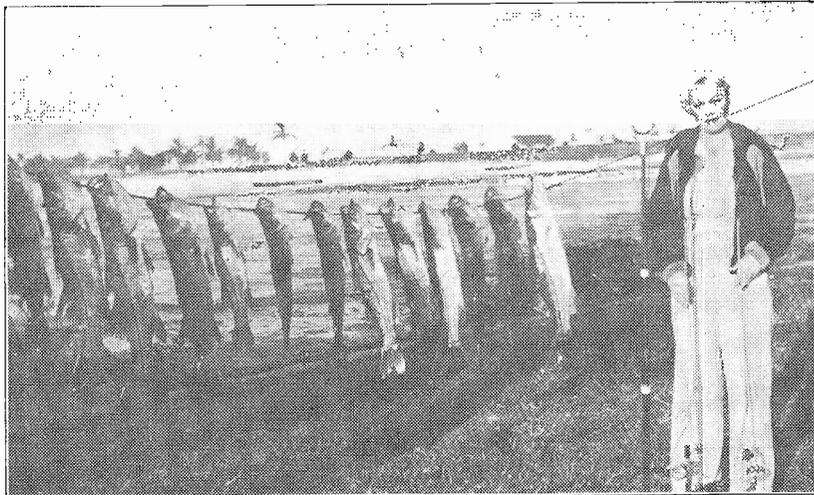
Hourly and Daily Guide.

Buddha Papers, 1-4-7 and 35-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.

NEW 124-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c. None free.

NELSON ENTERPRISES

198 S. Third Street, Columbus, O.



MARION PERRY, world-toured motordrome rider, now of Blue Ribbon Shows. She appears here as a disciple of Izaak Walton, following a day's catch of 14 large pike (snuke) at El Jobean, Fla., recently.

BARRY GRAY letters a very high indorsement of the big carnivals of the early days from Dallas, Tex.

JAMES T. McBRIDE letters from Healdton, Okla.: "Am building a new ride."

JERRY GREENLEE—write your mother. Your brother is reported to be in a very serious condition.

G. P. REED—address Mad Cody Fleming, care *The Billboard*, Cincinnati. Your card from Tampa, Fla.

LEW DUFOUR—whatever became of that exposition planned for the city of Mexico?

V. M. PARSONS letters from Redlands, Calif.: "Paul Barber, a friend, is with Tommy Riggins' cookhouse."

LET US HAVE a new-style auction store. One with entertainers like medicine shows.

LEO GRANDY cards from Corinth, N. Y.: "Will be with O. J. Bach Shows coming season, making my seventh on the road."

J. B. WRIGHT cards from Memphis: "Roy Goldstone has been appointed manager of concessions and lessee of McClellan Shows. To open in the spring."

CECIL WESTOVER cards from Alledale, S. C.: "Ended past season with R. H. Work Shows. Home for remainder of the winter in Pennsylvania."

WILLIAM LOFSTROM letters from Danville, Va., that business in North Carolina was very good for the monkey show.

SO, ERIC B. HYDE has his own carnival now. If he decides to stick watch him come to the front.

"DUKE" CHARLES BROWN letters from New Orleans: "Mr. and Mrs. Graham are playing some theaters around here, with Andy Calino (Chimp) booked by the writer."

J. EDDIE BROWN, assistant manager Texas Exposition, Dallas, cards: "Red Onion" did you get over the Chicago engagement okeh? Yes, J. Ed, both of us did; you read *The Billboard*.

MRS. S. YOYOS, Webster, Mass. Sorry, but I cannot give attention to your squib unless your name is attached. If you will release the item with your signature it will be printed.

DON LESLIE letters from Aransas Pass, Tex.: "Ira Burdick Jr. is having the time of his young life fishing here. He has his own moving picture camera and is shooting scenes of Nueces Bay."

A CARNIVAL reports an average of 35,000 weekly attendance to its inclosed midway last season. What is the answer? Free acts aplenty and good band music.

JOE FERN letters from Miami, Fla.: "Larry Bern is up after an attack of pneumonia and is feeling better. Will

a poem that Al Burt would appreciate. The boy is nicknamed Gagey and is a newsboy who sometimes goes on the road with Bouck's big-six cookhouse.

LOU SAUNDUS letters from North Hollywood, Calif.: "Am former carnivalite and was on Athletic Show with Coleman Bros.' Shows. Been out here two years. At present connected with scenic department of Republic Pictures."

MR. AND MRS. JOHN T. HUTCHENS have a new house trailer at Cassville, Mo. Staff roster of the museum: J. T. Hutchens, owner and manager; W. N. Montgomery, assistant manager, and Mrs. J. T. Hutchens, secretary-treasurer.

BEN KRAUSE and George F. Dorman—Let's have some news from Krause Shows and its people.

HARRY STEWART cards from Americus, Ga.: "After a couple of months in Florida will return to Cumberland Valley Shows as electrician. Have been with Ellis Winton the last three years. Spent holidays at winter quarters."

D. C. COUDEN letters from Alameda, Calif.: "Three Coudens, fire jugglers, are registering their method and apparatus with the Material Protection Bureau of *The Billboard*, New York office."

IT IS ON RECORD that F. E. Gooding directs the operation of more amusement rides than any other individual in his line. Reported as well over 40 in number and to be added to the coming season.

MRS. D. E. PENCE letters from Houston that following the close of Bill Hames Shows at Harlingen, Tex., she and others have enjoyed fishing along the Gulf Coast. Others in the party are Joe Print and Boyd Jones.

FRED H. GRIFFIN letters from Ehrhardt, S. C.: "Juanita Griffin has been sick in bed for past five weeks but is slowly recovering. Doctor says she will be out in about four more weeks. In spite of her illness she is still en route with Doc Green's Shows."

MOSE C. EBERSTEIN letters from Savannah, Ga.: "Been operating an Unborn and Streets of Paris Peep Show on Dodson's carnival for past three seasons and am now in winter quarters. Bert Miner suggested I write for information about reducing lens."

L. ORLAND letters from Boston: "Mrs. B. Orland, who for the past four years has been representing the Effanbee Dolls from Coast to Coast, joined her husband, Lee Orland of Norman Bel Geddes' *Dead End* Company at Philadelphia for the holidays."

IT IS TO BE REGRETTED that some so-called managers are so busy trying to gyp their workmen that they have no time to study their business. This will all change some day.

GOLD MEDAL SHOWS, Oscar Bloom, manager, were the first to apply Max Cohen's suggestion that their advertisements in *The Billboard* and poster paper carry the identification, "Member American Carnivals Association." Bloom's advertisement appeared in last week's Greetings Number of *The Billboard*.

KYLE RICHMOND, former bandmaster with Roy Gray and Dick O'Brien Shows, cards from Senath, Mo.: "Been in picture snow business past six years, but long for the open spaces. Often wonder what has become of all my old bandmen," as bands are in demand coming season—let's guess.

WARD (DAD) DUNBAR cards from Charlotte, N. C.: "E. Clay May, special representative Mighty Sheesley Midway, visited quarters and left for points north in the interest of the shows. Dinty Moore and five of his assistants are here to start work on new Scooter ride No. 8 slow yet."

COLONEL LEONARD cards from Eau Claire, Wis.: "Remember him as the Duke of the Midway. Now doing emceeing in the Middle West. A palace de luxe trailer is my pride and joy. Will

leave in a few weeks to give my friends on the Pacific Coast an eye and earful of real emceeing and travelog."

W. E. ALEXANDER, of flea circus fame, letters from New Orleans: "Had another successful season; in fact, it was the best I ever had. Here for a rest (some place to rest?). Will stay here about 8 or 10 weeks, then back on the road. Feel that coming year will be much better than the past one."

IDA GUTHRIE, retired aerialist of the former Guthrie Family, continues to make her home in Cincinnati. On a call at *The Billboard* office she reported that the children, Fred and Marie Guthrie, are doing a double trapeze and dancing tight-wire acts. They recently appeared in the Queen City of the West at the Palm Garden.

TOM AND ANA WILSON letter from Hot Springs, Ark.: "Closed past season with W. R. Snapp Shows and are comfortably settled in our Covered Wagon trailer. This is our fifth winter here and our fourth season with Snapp. Charles F. Calkins, familiarly known as "Judge," is in Veterans' Hospital, Pineville, La. He is a wonderful old man."

WITH all the above there are many fair and exhibition meetings to be held before some of the big carnivals open. All contracts have not as yet been let.

MAUDE M. SMITH, (Alice the Alligator Girl) closed with Dick Best Side Show and is resting at home in Gary, N. C., until after the holidays, when she and her manager, Dr. J. P. Flippo, return to the show for the Florida dates. Flippo is at present at his home in Roanoke, Va. Alice speaks in high terms of praise

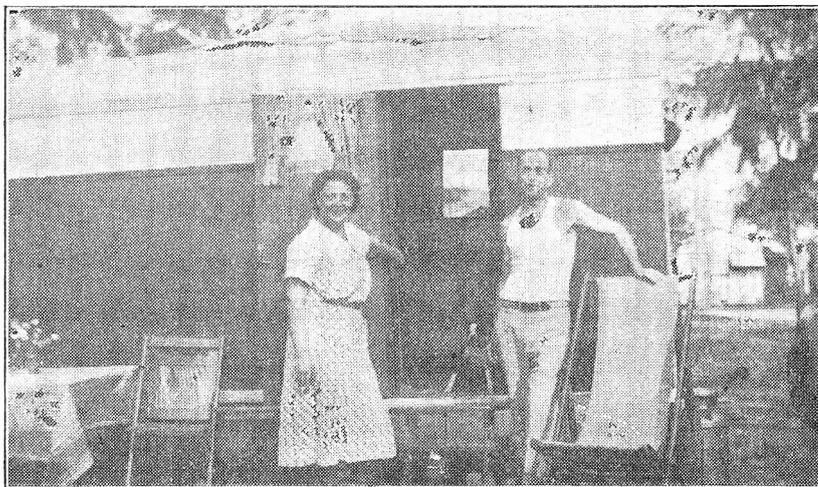
my business to the world from the cookhouse. 4—Tilly and I are not going to call Bingo a Corn Game and then use butter-beans to place on the numbers.

THE BILLBOARD does not conduct a "Lost Person's Bureau." Municipal authorities in all States are empowered to assume the obligation of finding those who have disappeared from usual homes and haunts. When seeking people in the show business address a communication care *The Billboard* Mail Forwarding Service, Cincinnati, O., and it will be advertised if forwarding address is not known.

CAPT. JACK KUHN letters from New York City: "Read the squib about the pig with human eyes. Was on the road 32 years but got off seven years ago to work in New York, tattooing of late years, also took up magic, vent and Punch and Judy. Was with many circuses and carnivals. Have read *The Billboard* since published. Look at it today, a showman's library; would not be without it."

J. W. COOK and family card from Noel, Mo.: "How nice it would have been during the holidays if we could have met all our friends in a house party and sit around a decorated tree near a wood fire and recall past associations. As this was not possible we sent greetings to let them know of our friendship and appreciation for having known them. May the new year be packed with success for all. We are all showfolk and regular readers of *The Billboard*."

W. H. (BILL) DAVIS, who is now resting at Hot Springs, Ark., can truthfully be called an "oldtimer," but the



MR. AND MRS. IRVING UDOWITZ and their new trailer in which they are living at Miami, Fla. Note Pee Wee, their dog mascot, in the doorway. Irving reports that for the first time in 25 years he is practically living outdoors.

for Dick Best and the Royal American Shows in general.

E. V. MCGARRY letters from Miami, Fla.: "Diamond Kitty and the writer have not yet paid a visit to Funland Park. Reason being that we paid a visit to Nassau, Bahamas. Trip was made aboard John Densten's yacht. On board were Agnes Bleau, Kittle's niece from Vermont, and Thomas Laswell. On return first show visitor was Jimmie West, bagpiper. Purchased a home here."

W. M. TUCKER, manager Al G. Hodge Shows, letters from Chicago: "Bought that 1937 de luxe model Blue Goose kiddie ride that the Allan Herschell Company had on exhibition at the convention. Moved it from the exhibit room in the Hotel Sherman to a big department store and operated it until December 24. It was the first Blue Goose ride sold and did good business in the store's Fairyland department."

JAMES E. HARDY letters from Toronto, Ont.: "Was known for 40 years all over the world as a high-wire performer until two years ago, when I had to give up the profession on account of stomach trouble. Presume that many have wondered what became of me. Regards to Frank P. Spellman." Hardy voices his appreciation of *The Billboard* and the service it renders the profession of entertainment.

SOAPY GLUE'S New Year's Resolutions: 1—Will not open the season until it is time. 2—I and the wife, Tilly Few Clothes, are not going on the road as tourists, but will try to make the entire tour one for business purposes only. 3—I am not going to broadcast

Mixer abhors the word as no one in outdoor show business ever gets old. W. H. has been in the business for 59 years. He started as a kid doing bareback riding and other things around circuses. Then he became an owner and manager and finally drifted into the carnival business with side shows, snake shows and other kind."

HELEN INSCHO letters from Johnstown, Pa.: "Thanks for writeup. Every trouper I have met said they saw it. Eleven of them said they remembered the Hoss & Lorman Shows. Two from Texas wrote me. Certainly do enjoy reading *The Billboard*. Have rebuilt concessions and cookhouse. Building a home on a truck. No more winters here after 24 years. It will be Florida and Cuba in the future. Been sewing and made 18 money and 32 cookhouse aprons, 18 chef caps, 168 towels and 32 dish cloths, all by hand."

THERE WON'T be as much strenuous opposition during 1937 as previously. On this score most carnivals seem to at last be on an even keel.

IRVING (UDIE) UDOWITZ letters from Miami, Fla.: "Udie, who has been ill for 10 weeks but now recovered, is fishing and resting. Been in show business 25 years. Was with Polack, World at Home, Gerard, Dufour, Con T. Kennedy, Keystone and other shows. Mrs. Udowitz is known as Madam Ada, mentalist. Had 10 concessions on Corey Greater Shows last season but ended it with Bunts Shows. Was good. Will build all new merchandise concessions. Read *The Billboard* each and every week and always enjoy it. Johnny Bunts is

EVANS

MONEY MAKERS
Rely on Evans 44 Years' Experience for the Best Amusement Equipment.

SHOOTING GALLERIES
IMMEDIATE DELIVERY.
Complete line of Shooting Galleries and Supplies for All Makes.

EVANS DICE WHEEL
One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, handsomely plated and polished. Write for Prices.

PADDLE WHEELS \$7.50 up
of All Kinds

FREE CATALOG

Evans' latest **PARK and CARNIVAL** Catalog contains a Complete Line of Amusement Equipment for Parks, Beaches, Fairs, Carnivals, Picnics, Homecomings, etc. All kinds of Wheels, Shooting Galleries, Sels, Creepers, Grind Stores, P. C.s and Cases, Parts and Supplies—in fact, everything for the Midway. This 80-page, fully illustrated Catalog is yours for the asking.

Write for It Today!

H. C. EVANS & CO.
1522-28 W. Adams St., Chicago, Ill.

AL. BAYSINGER SHOWS 1937

WANT Tilt-a-Whirl, Baby Auto and other Baby Rides, Fun House, Ten-in-One, Minstrel Show, Geek Show, Girl Show, Athletic Show, Mechanical or Working World. In fact, any Show (except Monkeys) that is clean, flashy and capable of paying somewhat more than their light bill in the office. Cook House open. Will give decent proposition to all Concessionaires with strictly Stock Joins that carry good Tops and Frames. We carry no nail-up stands or tables. Will open 1st of April, playing Illinois, Iowa and Missouri. Those with me last year, and others, write for further details.

A. S. BAYSINGER, Mgr., Poplar Bluff, Mo.
P. S.—Winter Quarters open for all at Fair Grounds.

WANTED FOR 1937 RIDES

Not Conflicting With What We Have.

MODERNISTIC SHOWS, Inc.
Middlesboro, Ky.

THE BILLBOARD MAIL FORWARDING SERVICE craves the co-operation of all who make use of it. **MAIL IS HEAVY.** Send in your permanent or forwarding address to *The Billboard* promptly so that there will be no delay in **FORWARDING MAIL.**

here visiting with Billie Schanan. They have been fishing and enjoying the sunshine."

DO YOU REMEMBERS from R. J. While, Harrisburg, Pa.: "When a carnival was put on barges and floated down the Ohio River? . . . Harry and T. Hunter? . . . Arena Amusement Company, Harry Dunkle, manager? . . . Governor (Yocum) Macy was going strong and Mother Moss' camp burned down? . . . Jim Rodgers Shows at St. Albans, W. Va.? . . . J. Eddie Brown was with C. A. Wortham Shows? . . . Veal Shows with W. C. Fleming as general agent? . . . When Sheesley, Rubin & Cherry and Veal Shows went on flat cars? . . . When John Alexander Pollitt managed the Al G. Barnes Circus? . . . Lew Backenstoe had the Mazeppa Shows named after his horse? . . . When Jimmy Hoy, Harry Billick, Dickerson, Bill McCloskey, Fred (Happy) Holmes, Lee Schaeffer, W. A. Sassman, Richard Fremont, Carl Hart, Rube Wadley, Baba Delgarian, Tom Hasson, K. G. Barkoot, Bob White, George A. (Dolly) Lyons and W. M. (Billy) Williams all had girl shows 25 to 30 years ago?"

MARION PERRY letters from El Jobean, Fla.: "Many showfolk and their families wintering here. At least eight outdoor outfits represented. Many will be playing Florida fairs. Included are Capt. Robert Perry and wife; Edward Clark, Bill Davis and mother, Blue Ribbon Shows; Mr. and Mrs. Earl Carney and Dad Carney, Krause Greater Shows; Mr. and Mrs. Frank Allen and Dad Lock, Happyland Shows; Mr. and Mrs. Charley Harbaugh, Frankie Self, Tom Moss, Zell Moss, Frank Moss and Emmet Moss, all of Gooding Greater Shows; James Armour, Johnny J. Jones Exposition; R. J. Durfee, of cookhouse note; L. J. Leroy, Dodson's Shows; Mr. and Mrs. A. C. Bartles, Mr. and Mrs. O. C. Bartles, Keystone Shows; Mr. and Mrs. George Yamanaka, Kaus United Shows; Mr. and Mrs. L. (Doc) Harvey Cann, of World of Mirth Shows, are expected soon. Captain Perry, Tom Moss, Earl Carney, Charley Harbaugh and R. J. Durfee have motor boats. Big holiday celebration by entire show colony."

JACK EDWARDS wrote from Corpus Christi and Aransas Pass, Tex., that Maple Williams and son, Joe, are leading in a fishing contest with a catch of 152 pounds of trout; H. F. Ellis and wife running a close second with a catch of 143 pounds. Show people wintering and vacationing there are H. F. Ellis and wife, of Daily Bros. Shows; Whitie Dixon and family, of Greater American Shows; Minnie and Cecile Sanders, Mr. and Mrs. Jimmie Boon, of Greater United Shows; Mr. and Mrs. Burdick, Burdick All-Texas Shows. Seen around Hubert Hall's cafe at Corpus Christi, the meeting place on North Beach for all show people, were Mr. and Mrs. Buckhanan, T. J. Tidwell Shows; Mr. and Mrs. C. E. Fulton, Bill H. Hames Shows; Ted Lewis, John Morgan, Waco Red and Frank Lewis; Mr. and Mrs. Howard Hill and Mr. and Mrs. Clyde Hill, State Fair Shows; Mr. and Mrs. Burke, Western State Shows; Mr. and Mrs. Maple Williams and son, Joe, and Mr. and Mrs. Cohen, Mr. and Mrs. McCollion and the Four Flying Millers; Mr. and Mrs. Leonard McLimore, of F. H. Bee Shows; Mr. and Mrs. Jim Alman, of Greater American Shows; Harry Hart and wife, of still-walking fame, and Jack Edwards and wife.

15 Years Ago

(From The Billboard Dated December 31, 1921)

Johnny J. Jones Exposition had just completed negotiations to dispose of its "cat family" to the Mugivan, Ballard and Bowers circus syndicate. The cats were immediately hustled to Orlando, Fla., where Howe's Great London Circus was wintering. . . . C. W. (Billy) Marcus, well-known general agent, left for the South to spend the holidays. . . . First of the new gold and silver and carved wagons had just arrived at Savannah, Ga., winter quarters of Rubin & Cherry Shows. . . . Vigorous activity was the watchword at all the winter quarters of the Clarence A. Wortham's enterprises.

Bill Evans, of Evans & Gordon, well-known exhibitors of freak animals, was exhibiting a double-headed live cow on Madison street in Chicago. . . . George Bryant, member of J. C. Price's cookhouse, with the Roy Gray Shows, was electrocuted at Baton Rouge, La., December 16 when he grabbed a charged electric wire. . . . Hustle and bustle was the prevalent attitude at Zeldman & Pollie Exposition Shows' winter quarters. Eight new large baggage wagons

at show's winter quarters have finished repainting and are now building some new wagon fronts.

Mrs. Johnny Gwin was a visitor en route from Los Angeles to San Antonio, where she will join her husband and return here.

Slim Wells, State Fair; Mitch Freeman, Silver State Shows, and Bob and Johnny Sandberg are handling advertising for Pleasure Trail, Verne Newcombe's fun zone of the Southwest Sun Carnival.

Paul Towe, of Silver State Shows, will have some concessions at this event.

Joan Avon, Carmelita Martin and Dale Moncrief, with the Sally Rand Nude Ranch at Fort Worth, are booked for an engagement at the carnival.

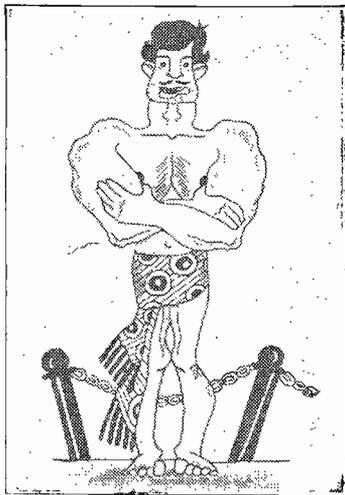
Yellowstone Shows, wintering in New Mexico, will take delivery on a new Tilt-a-Whirl from the Faribault, Minn., factory, where the ride will be set up at the carnival.

New arrivals in this winter colony: Abe Peppers and wife, from the Fort Worth Centennial; Bill Hearde and wife, also in from there; Mickey Ballenger and wife, C. F. Zieger Shows; Buddy Thornton and wife, in from San Antonio; Bob Harris and wife, Yellowstone Shows, and Red Winfield, from Dallas.

Los Angeles

LOS ANGELES, Dec. 26.—Bill Foix has returned from Dallas and is located at Gays' Lion Farm.

Doug Morgan and the missus are back



SOAPY GLUE was a former "Throw 'em all McCluskey" with an Athletic Show. **TILLY FEW CLOTHES** never won a beauty contest but was the champion buttermilk biscuit baker of Boo Boo, her native fork in the roads. Since wedlock came over them they plan to go in the concession line. **SOAPY** wants to put on candy apples, but **TILLY** said she cannot eat them. So to keep peace in the family she will have her way and the concession will be candy floss, it is softer.

had just reached completion. The work crew in winter quarters, comprising a force of more than 40 persons, including carpenters, blacksmiths, painters, car repairers, decorators and mechanics, was under the supervision of W. F. Ware, assisted by E. C. Hall and C. K. Allen.

M. P. Tate Amusement Company had just opened its fourth week of the winter season at Mullins, S. C. . . . Waterman & Marfoot Shows were playing Florida territory to fair business. . . . Winter quarter activities of the Greater Sheesley Shows, San Diego, Calif., were rapidly progressing in all departments.

C. R. Leggette No. 2 Shows were experiencing a profitable winter season in the sugar cane belt of Louisiana. . . . Plans for the big New Year's Eve party to be held in the clubrooms of the Showmen's League of America had just been completed. . . . Albert Leonard Crouch, custodian of the books and cash on the S. W. Brundage Shows, was putting in the closed season as traveling auditor for an Oklahoma corporation with headquarters in Oklahoma City.

William Van Horn, Harry Scott, Bobby Blum and Skiddo Powers were spending the winter at Greensboro, S. C. . . . Nick Stark, well-known bandmaster and trouper, and the missus were doing their wintering in Sedalia, Mo. Nick was "musicianing" at the Liberty Theater there.

for the winter with their son, J. D. Morgan Jr., and report a satisfactory season.

Harry Quillen, former trouper and now in the "snap shot" game, has offices downtown.

Harry and Morris, of Conklin's All-Canadian Shows, may locate near here. Pete McKenna dropped in from Detroit.

Rita Brachle has her sister, E. M. Gonzalez, of Lincoln, Neb., as guest.

Mr. and Mrs. Pete Despard in from an extended tour of fairs and special events.

Tillie Palmattier, stricken several years ago while with Crafts' Shows and who has since been under a surgeon's care, is around and walking with little aid.

Mr. and Mrs. C. F. (Doc) Zeiger, of C. F. Zeiger Shows, had their usual Christmas party with Mr. and Mrs. Tony Whitenack as guests.

O. H. Hilderbrand arranged his usual Christmas dinner for attaches, with Walton de Pellaton and George Coe handling arrangements.

R. E. Moyer is making spots in Southern California with a new unit.

Bill Llewellyn has just invented a new concession device.

Mike McAndrews is handling a dancing act of 12 girls and boys.

Dick Stiver, of the ocean-going boats, is finished for the winter.

Forrest (Butch) Van Vleck is now with Hollywood Food Company in charge of meat sales.

Joe DeMouchelle is handling a sideline during his spare time.

Leo J. Haggerty has returned from a checking tour of California Federal Theater projects.

Mr. and Mrs. Will Wright, Golden State Shows, are at Gilman Hot Springs,

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Dec. 26.—President J. C. McCaffery left for Florida and Vice-President Frank P. Duffield handled duties of the chair in a masterful manner.

Membership committee is on its way for 1937 and has 12 applications for a starter.

Finance committee read the report of the auditor, showing the League to be going ahead in fine style.

Cemetery committee is still dickering on the price for the proposed addition to Showmen's Rest. This will be settled in a short time.

Application of Ray Balzer was presented for ballot and he was duly elected to membership. Meetings for Christmas and New Year's were postponed and only meeting of board of governors called. League will go back in its usual stride first week January.

Brother Al R. Cohn donated to the lunch-box fund, as it is called by the boys. The fund is made up of donations by various members and takes care of lunch expenses.

Brother Walter F. Driver announces that he is off for Kansas City and the week of festivities.

Welcome letters were received from Elwood A. Hughes, Albert J. Horan, E. Lawrence Phillips, Nat Green, Dr. Max Thorek, Tommy Thomas, Mel H. Vaught, W. R. Hirsch, H. W. Hennies, Mrs. J. W. Conklin, William A. Garden, Ben Beno, Frank D. Shean, Frank W. Bering, Carl J. Lauther, Walter J. Shaw, A. C. Hartmann, Spillman Engineering Corporation, Vice-President Joe Rogers, Fred W. Sims and Jack Nelson.

Brothers A. R. Cohn, Lou Leonard and A. L. Rossman left for Florida. Vice-President Joe Rogers writes that he is disappointed in not being able to be back in Chicago ere the holidays.

A number of the boys advise that they have found a few days' work during the holidays. This is certainly good news and it helps carry them over the proverbial J. F. and M. Guess you know what that is. At least the carries do.

Committees have already been named and the new stationery will be ready for use in a short time.

The League again purchased its annual allotment of Christmas tuberculosis seals.

Calif., where the missus is recuperating from a recent illness.

Mr. and Mrs. J. L. Landes left for Kansas City.

Bob Winslow has opened a show on Main street and is doing well.

Mr. and Mrs. Archie Clark hopped in from Gilman Hot Springs for a week-end.

Al Fisher has been re-engaged by the Clark Greater Shows as general agent.

Siebrand Carnival and Piccadilly Circus are now in winter quarters in Southern California.

L. Lundquist is in from Detroit and mingling with the Coast showfolk.

R. E. Dumas was down from San Francisco recently.

Mr. and Mrs. Elmer Hanscom are vacationing around the Bay Cities.

Roy Draper is operating amusement games in city and county.

Floyd Rathbun is now with a prominent law firm.

THERE ARE "SCORES" OF REASONS WHY YOU SHOULD BE A MEMBER OF

Showmen's League of America

165 W. Madison St., Chicago

Never since The Showmen's League of America was organized has the body of a deceased member been permitted to go to the potter's field.

LORDS PRAYER

ENGRAVED ON YOUR PENNY

GO IN BUSINESS FOR YOURSELF. BE YOUR OWN BOSS. MAKE \$2 TO \$5 AN HOUR OPERATING THE MOST BEAUTIFUL ENGRAVING MACHINES ON EARTH

BRACELETS, LAVALLERES, 6 1/2 EA. BEADCHAIN 20c

WRITE FOR ILLUSTRATED LITERATURE

MIDWEST NOVELTY MFG CO., 4511 CLEVELAND AV., CLEVELAND, O.

NOW BOOKING

SHOWS, RIDES AND CONCESSIONS For 1937.

Will buy, lease or book any RIDES or SHOWS not conflicting with what we have.

MODERNISTIC SHOWS, Inc.

Middlesboro, Ky.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

El Paso

EL PASO, Tex., Dec. 26.—Mel Vaught, of State Fair Shows, went to Abilene, Tex., for a new office wagon. Workmen

Winter-Quarters News and Gossip

(As Reported by Representatives for the Shows)

Johnny J. Jones Exposition

AUGUSTA, Ga., Dec. 26.—Work is still stepping along with Jimmy McCleahy in charge. Management and office staff have departed to visit homefolks and places south.

The contracting of a troupe of Russian Midgets by Walter A. White, with Ana Stasia Parfenova, manager, has been announced. There are six in the company at present, three more to be added.

Jones' quarters were honored with a visit by Ernest Pund, president of the Augusta Exchange Club, and Robert L. Sumerau, secretary-manager of the club's fair. Sumerau continually keeps the welfare of the fall date in mind and has plans for enlarging and advancing the 1937 event. General Agent Jimmy Simpson announced signing of contracts to furnish the midway for the Shelby Fair, Shelby, N. C.

T. A. Welch, operator of Welch's riding ponies, was a visitor. He will again be with it.

Johnny J. Jones Jr. came up from Haines City, Fla., for a short visit. He is now a columnist for Florida Military School's weekly paper, *The General Order*. Little Joe Hoffman is the editor. Reported by Starr DeBelle.

Happy Days Shows

MONTGOMERY, Ala., Dec. 26.—Real work will begin soon, just a few minor preliminaries now. Lot Superintendent George Kelly left for New Orleans. General Agent and Business Manager Al H. Fine did some good work before fair meetings in the North. Announcer George Spaulding infos from New Orleans that he will arrive here soon and start work on his new Minstrel Show front with neon lights. Nick and Vivian Nickerson will come on with him. Ray Daley will again have the *Girls Revue* front.

Mr. and Mrs. Lee Creson are vacationing in Miami, as are L. E. and Mrs. Albert Heth. Prof. Walter Lankford's white band has signed up, as has Nick Petrin's cookhouse and grab stand; Jack Wish, Harry Berger some free attractions. The first week's supply of fireworks arrived. All rides and shows will be tip top for the opening. Henry Heth's truck with his concessions is in. Colonel and Mrs. Dedrick in and out contracting dates until the meetings, will then join A. H. Fine at Indianapolis, Ind. Reported by Floyd R. Heth.

Hilderbrand's Shows

LOS ANGELES, Dec. 26.—While members of the shows have been busily engaged in social activities the progress of rebuilding the show continues daily. With preliminary work of booking completed, the secretary, accompanied by Charles Marshall, departed on a vacation to San Diego as house guests of Mr. and Mrs. Glenn H. Perry. Mr. and Mrs. O. H. Hilderbrand, accompanied by little Betty Joan, departed on a vacation to Portland and Hood River, Ore. General Agent E. Pickard and family left on a vacation to Palm Springs, Calif. The Pickards will remain there until the time comes for his booking tour of the Northwest. General Manager and Mrs. E. W. Coe, following a trip to Palm Springs and San Diego, will return to the Bristol Hotel.

Special Agent Lucille King departed on trip to San Francisco. She had the misfortune of having her car stolen from an auto park recently, but it was recovered. Mr. and Mrs. Fred Stewart returned from trip to Arizona. Mr. and Mrs. Fred Webster left to visit their family home in Michigan. The Kennedy-Pickard winter show decided to call it a season and went to the barn. Mr. and Mrs. Frank Kennedy departed for their home in Preston, Ida. Mr. and Mrs. Earl Stolze were hosts at a dinner party to several showfolk. One of the most active couples socially are the Johnnie Gibsons. Among those seen at quarters and on the bride paths were June Pickard, Ruth Groff, Irene Gibson, Viola Pickard, Mrs. Virgie Miller, Mrs. Earl Stolze and Mrs. Gertrude Severson.

Mrs. Miller gave a dinner party at the home of her sister-in-law, Mrs. John Miller, to the following guests: Mr. and Mrs. O. H. Hilderbrand, Mr. and Mrs. E. W. Coe, Mr. and Mrs. E. Pickard, Mr.

and Mrs. Johnnie Gibson, Mr. and Mrs. King Provan, Lucille King, Charles Marshall and the writer.

Many novel innovations are being planned for the show and quarters will be a hubbub of activity starting January 4. Jack Schaller, whose "Four Jacks" was the feature free act in 1936, has been awarded the contract for two of his acts. Show will carry five free attractions. Billie Farmer gave a dinner-dance at a local cafe to several showfolk. Mr. and Mrs. Ralph Balcom have been spending the week-ends in Orange, Calif. Four new semi-trucks have been ordered, and the Hilderbrand-type body will be installed on each truck. New house car of O. H. Hilderbrand is nearing completion under direction of Red Growe, with nursery for Betty Joan. The new office wagon constructed on a semi-truck will be 26 feet in length and divided into compartments. An elaborate loud-addressing system and Hollywood kleig lighting system have been ordered. Show has also ordered all new banners. These banners will be something new and will conform to a set color scheme and lighting effects designed to get away from the present effect of midway settings. Reported by Walton de Pellaton.

Metropolitan Shows

AUBURNDALE, Fla., Dec. 26.—A party was given at the airport barbecue and night club here in celebration of the first anniversary of the show's new owners and managers, Mr. and Mrs. Sam Lawrence. The only member of show missing was Percy Martin, general agent.

Present were: Mr. and Mrs. Boliver Hyde, of Lakeland, Fla., managers of Sparks Theaters; Mr. and Mrs. Ben Chappell, of Sam E. Spencer Shows; Mr. and Mrs. Davidson; Mr. and Mrs. Bizell; Mr. and Mrs. Frank Pope; Mr. and Mrs. Litta; Mr. and Mrs. Doc Stantori; Bob Sweeney, who manages the pop-corn stand; L. L. Bistop; Carl Schraber; Bill Williams; W. Littlejohn; Peter Christ, cookhouse man; Mr. Korlm; Mr. and Mrs. Duncan; Roy Korn; E. P. Evans; Whitie Briscoe; Mr. and Mrs. Guey; Charles H. Yaeger, superintendent of concessions and partner of Mrs. Sam Lawrence; Louis Gueth and son, Mr. and Mrs. J. J. Schaffer and Albert Harris. Manager Lawrence will buy more rides and generally enlarge the show.

Roster: Sam Lawrence, manager and owner; Mrs. Sam Lawrence, secretary and treasurer; Percy Martin, general agent; Charles H. Yaeger, superintendent of concessions; Louis Gueth, transportation manager and superintendent of rides; Bob Sweeney, lot superintendent; Louis Gueth Jr., electrician and *The Billboard* agent, and Peter Christ, chef. Reported by Rita Chappell.

Greater Exposition Shows

MADISON, Ill., Dec. 26.—Work on the show is progressing slowly. The whole crew will not go on until early January. However, the canvas department under Sailor Morgan is busy. A. D. (Pat) Patterson is playing drums at a night club in Madison County. Brewster Thamas is conducting an orchestra in St. Louis. Lee Perkins made a trip to Chicago and will go later into Missouri in the interest of an iron company he is connected with. Sam Benjamin left to visit relatives in Clay Center, Kan. Dick O'Brien has returned from a visit in South.

J. Crawford Francis has been busy booking some fairs, but also found time to buy another ride and more fronts. The new marquee, bingo and all concession tops will be green and rose side walls, all purchased from M. H. Smith, of Fulton Bag and Cotton Mills. Reported by H. W. Smith.

L. J. Heth Shows

BIRMINGHAM, Ala., Dec. 26.—Mr. and Mrs. L. J. Heth visited the Texas Centennial just before it closed and were joined by Mr. and Mrs. T. J. Tidwell in Dallas, who are now their guests in Birmingham. Manager Heth purchased three semi-trailers from Hennies Brothers while in Chicago and they are now in quarters. Work will start about 15th of January and show will be greatly enlarged, with new fronts and many attractions. Will

feature the new Octopus ride. Jack Drake has been engaged as chief mechanic. Reported by Joe J. Fontana.

Dodson's Shows

SAVANNAH, Ga., Dec. 26.—Immediately after the show was put in quarters work was started on a new Scooter, and with the assistance of Spencer, a builder, it is now completed. Bert Miner, assistant manager, has under construction several modernistic fronts that will give the show a brilliant appearance, each front lighted with new and novel lighting effects that will be all indirect.

Melvin G. Dodson, general agent, and wife are in Fort Myers, Fla. Mr. and Mrs. C. Guy Dodson and their daughter, Ruby, and Joe Pollock, midget, are settled in their apartments here. It is the intention of Manager Dodson to join his brother in Florida early in January.

Ray Balzer, official host of the show, has built a new trailer. Clarence Sherman and wife have had concessions on the show for the last 10 years. Jack Baillie and wife, who have bingo and several shows on the midway, have more work to do and then they will go to Florida. Paul Osborn, Lucille Osborn and Little Docky are enjoying themselves at quarters. Charles Clark, show band leader, is staying at quarters and is keeping busy playing at dances. His wife is singing with the orchestra. Many of the show boys spend their time at Dakota Max's roadhouse. George Roy is building a new Funhouse, entirely different.

Dick Collins, shows' European representative, reports he has several new shows and free acts lined up that have never been in this country before. Mr. and Mrs. Joe Miller, Mr. and Mrs. Abie Stork and Mr. and Mrs. Fat McCauly are at Dakota Max's camp. Danny LaRouche, a cookhouse under construction. Zachinni, human cannon ball, is booked. Reported by an executive of the show.

Kaus United Shows

NEW BERN, N. C., Dec. 26.—Mr. and Mrs. J. J. Burns left quarters here December 16 for New York and other points north on a belated honeymoon. They were married here last April on the day the show left the barn. Burns is a concessioner on the show and Mrs. Burns was Tilly Kaus, who has an interest with her brothers and is the show's secretary. J. E. Kaus has returned from his trip to New York on business for the organization. Reported by Edgar (Dad) Seeley.

Royal Palm Shows

DE LAND, Fla., Dec. 26.—There is much activity, with a force of mechanics getting equipment in shape for opening of winter tour in Florida. Fifty men are employed and much has been accomplished in the three weeks the shows have been off the road.

Jack Hoxie, with his entourage of cowboys and cowgirls, will arrive just prior to opening date and will be officially welcomed by a committee of De Land business men. The writer is working up the stunt to have school children in Volusia County at the train to meet the movie hero and welcome "West to South."

Mabel Mack's trained mules are scheduled to augment the Hoxie attraction.

Manager Berney Smuckler will have 15 shows on his midway for the tour. Four new fronts have been built for Hoxie, Minstrels, Girl Show and Jungland attraction. Cash Miller will have the Side Show.

Branda Brothers have built a new cookhouse to seat 60 people. Jack L. Murray and his agents have arrived and are busy overhauling their concessions. Eddie Brenner and his Bingo crew are on the fairgrounds getting set for the opening stand. Davis will arrive soon with his Motordrome. Reported by Blair Hall.



Heart of America Showmen's Club

Coates House Hotel

KANSAS CITY, Dec. 26.—The next regular meeting of the club will be held the first week in January.

A special meeting will be held tonight for the election of new officers.

The Tackey party and dance will be held December 30 and will be followed by the banquet and ball at the President Hotel December 31.

Winners in the membership drive, which comes to a close December 31, will be announced at the banquet. Prizes will also be awarded. The membership drive at this writing seems to be at a standstill, as all are apparently waiting for the final night, December 31.

Word has been received from President Castle that he will be here in time for the festivities. He and the missus have been visiting in Los Angeles, Calif.

George Kogman visited the club. He had just returned from the hospital at Leavenworth, Kan.

Ellis White, who underwent a major operation at a local hospital, is now confined to his room at the Coates House.

Souvenir program, which will be off the press soon, is said to be one of the largest, most beautiful programs the club has had in many years. George Hawk and G. C. McGinnis have been working on this program for months.

The club is indebted to Cliff Adams for the Christmas decorations not only in the club but the hotel lobby.

The members are all proud of Tommy Martin for his actions at the last club meeting and are glad to see Tommy taking an active part in the interest of the club.

Kansas City

KANSAS CITY, Dec. 26.—Tony Martone and Noble C. Fairly made a hurried business trip out of the city for several days in interest of their show, Fairly-Martone Shows.

Eddie Strassburg has returned from a trip to Minneapolis.

Sam Benjamin, general agent of the Greater Exposition Shows, arrived here.

Gene Berni and his wife arrived to remain a while.

1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 1,350 different cards, per 100, \$1.25, without markers. Set of markers, 50c. Automatic Bingo Shaker, real class, \$12.50. Bingo Blackboard, cloth, size 24x36 (Rolls up), 2.00. Bingo Record Sheets, 24x36, 20 for, 1.00. Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO. 19 W. Jackson Blvd., Chicago

L. J. HETH SHOWS, Inc.

WANTED FOR SEASON 1937

Organized Side Show, will furnish complete outfit. Will finance reliable party for building Motordrome or any other Grind Shows. Book organized Musical Revue, a Sit-Down Show. Billposter with Sound Car, Free Acts, Fire Act preferred. Reliable Foremen and Help on all Rides. Concessions—Photo Gallery, Popcorn and Peanuts, Candy Floss and any other legitimate Concessions. No joints. George Harris and Charlie Wrenn, write. Show opens early in March in Birmingham. Winter Quarters—North Birmingham, Ala.

Texas Stars Help Benefits

Performers from Dallas and Ft. Worth appear in original roles in 2 shows

FORT WORTH, Tex., Dec. 26.—Performers from Fort Worth Frontier Centennial and Dallas Centennial Exposition were featured in the Goodfellows' Frolic at the Worth Theater here on December 21 and Santa Pals Dance in Lake Worth Casino on December 18, in their first local appearance since the shows closed.

Paris Peggy, from Streets of Paris, Dallas, was featured at the Santa Pals Dance with her takeoff on Nude Ranch of the Frontier show. Four thousand attended this affair, while about 2,000 attended the Goodfellows' Benefit, directed by Alexander Oumansky, who was dance director at Frontier Centennial. This frolic consisted of highlights and musical numbers from *Jumbo*, *The Last Frontier*, *Casa Manana* and *Pioneer Palace* shows here. Sally Rand, featured with the show here until she organized her unit show, presented a diamond ring to the winner of a popularity contest at the frolic. Miss Rand spent Christmas holidays in Fort Worth. Hyman Maurice, musical director for *Jumbo*, directed and arranged music for the frolic, while Bess Coughlin, featured singer for *The Last Frontier*, sang her songs.

Frontier dancers and showgirls in the Goodfellows' show were Mary Lou Bentley, who gave her "Little Egypt" number; Mary Dowell, Alice McWhirter, Dorothy Bigbee and Virginia Martinez, and the following from the centennial expo who presented a ballet number, directed and presented by Oumansky: Marcella and Anne Mae Bus, Hilda Cato, Elizabeth Ann Chizum, Betty Davison, Lucile Fielder, Bebe French, Sara Guitart, Betty Heatherwick, Bob Hunt, Pat Morgan, Rose McCoy, Phyllis O'Brien, Nancy Quarles, Clara Sansom, Eleanor Sansom, Barbara Smith, Betty Stanley, Dorothy Stanley, Jane Taylor, Laura Williams and Maurine La Neve.

Milwaukee Fete Expanded

MILWAUKEE, Dec. 26.—Milwaukee's 1937 Midsummer Festival in connection with the national encampment of the Spanish-American War Veterans will include a carnival, song competition between singing societies and choral groups, Harvest Festival of All Nations, Venetian Night, bicycle races, aerial show, nightly fireworks, pageant by WPA art projects and Indian Village. There will also be a Bavarian beer garden, and plans are to create several new features. Rudolf Hokanson is general chairman.

New Haven Knights To Have Morton-Hamid Indoor Circus

NEW HAVEN, Conn., Dec. 26.—Local Knights of Columbus will sponsor an indoor circus early in 1937, according to John Clyne, member of the committee. Success of the Knights' first venture here in the arena last May has prompted the re-signing of the Morton-Hamid Circus for the second year.

In its initial appearance under "Kaceys'" sponsorship the Morton-Hamid organization presented a show which attracted large crowds for the entire week's stand.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)



TUNIS (EDDIE) STINSON, many years manager of Detroit Shrine Circus, who has lined up a majority of the acts for the 1937 event, which will be the 31st annual. Special efforts are being made to increase revenue, as proceeds will be used to underwrite expenses of entertaining the national Imperial Shrine Council, meeting in Detroit next summer.

Austin Pilots Frisco Circus

SAN FRANCISCO, Dec. 26.—J. Ben Austin has been engaged as business manager in charge of all departments of Islam Shrine Circus to be staged in Civic Auditorium here. Sponsors plan to have the largest show of the kind ever presented on the Pacific Coast.

LOYAL ORANGE lodges, St. John, N. B., have started preparations for an indoor fair of two weeks as a fund-raising venture. An unoccupied mercantile building in center of the city, including large space on the street floor, will be used.

El Paso's Biggest Midway Set Up On Sun Carnival Pleasure Trail

EL PASO, Tex., Dec. 26.—Largest midway ever assembled in El Paso opened to usher in Pleasure Trail, fun zone of the Southwest Sun Carnival, showing to close on January 3. Highlight of the Sun Carnival will be a football game on January 1 in the Sun Bowl between Texas College of Mines and Hardin-Simmons University. Simmons' Cowboy Band, under Gib Sandefer, will be in town.

Other events include crowning of a Sun Queen by Governor Alfred and coronation ball. Governor Tingley, New Mexico, and Governor Talamantes, Chihuahua, Mex., are scheduled to appear.

Many Firsts

CUDAHY, Wis., Dec. 26.—Jake J. Disch, promoter, and George Bink, "King of the Slack Wire," have been quite busy making first showings during the latter portion of 1936 with the All-American and Banko circuses. Besides several theaters they have played the following events, all under auspices: Oconto (Wis.) Corn and Potato Show, Milwaukee County Midwinter Fair, South Milwaukee Eagles' Children's Christmas Party and Milwaukee Kiwanis Club's Circus. They also presented the first open-air circus in this city in 25 years.

Shorts

FIVE Milwaukee dance orchestras volunteered services for Heinie's Christmas party on December 12 in the Auditorium, with proceeds going to needy. Appearing thru courtesy of Milwaukee Musicians' Union, orchestras were those of Bill Carlsen, Lee Roth, Red Roberts, Stan Jacobsen and Phil Levant. Affair was a sellout, with 18,000 in attendance.

A COMMITTEE headed by Lyman P. Williams, business man of Boonville, N. Y., has been appointed to arrange a winter sports carnival in Boonville soon under Boonville Kiwanis Club auspices.

TUNIS (EDDIE) STINSON, veteran manager of Detroit Shrine Circus, has been installed as treasurer of Kilwinning Lodge, FAM.

INCLUDED AMONG featured acts at Cleveland's first annual Children's Show in Public Auditorium, under National Children's Exhibitions, Inc., sponsorship, are Patsy Kelly's Circus Unit, Henry Myers' Glass House; Ed Raymond, clown, and Nick Rini, novelty concession. Angelo Vitale's Orchestra furnished the music.

HELP This Department by Telling Committees About It.

of the midway. He plans to eliminate all the usual run of carnival shows from his lineup and depend upon concessions, rides and sale of exhibits to bring in revenue for his company and the local sponsors.

After an extended visit home the Gallers will return south to complete plans already started to change the usual setup of carnival midways for the 1937 season.

B & G. SHOWS

(Continued from page 46)

America Showmen's Club Banquet and other festivities incident to the advent of the new year.

Col. Sturtevant, retired army officer, ardent circus fan and writer of circus history, is a frequent visitor.

Elsie and Jake Brisendine arrived en route from the Pacific Coast to Kansas City. A. (Dutch) Wilson, who with his wife has been spending the time since the show closed roughing it on a ranch in Oklahoma, arrived to spend the winter. Mrs. Wilson will remain on the ranch for a few weeks longer. Henry Knight, for many years on the old C. A. Wortham Shows, now a successful Texas oil man, likes to sit around the office at quarters and talk over the time he was in the business. Reported by Kent Hosmer.

LADIES' AUXILIARY

(Continued from page 46)

Margaret Haney announced that the annual luncheon was to be held in the Francis Room at Hotel Baltimore at 1 p.m. December 30. That night the men and ladies were jointly giving the annual tacky party and many costumes are being planned for the affair.

It was reported that Gertrude Parker Allen, of Leavenworth, Kan., was ill, as was Cecil Martin, and a round robin card of sympathy was sent to them.

The installation of the new officers will take place on Tuesday, December 29, when Marie Backman will arrive from San Antonio and Rely Castle from Los Angeles. Open house will follow and Viola Fairly will be in charge of arrangements.

San Antonio

SAN ANTONIO, Tex., Dec. 26.—Mrs. Robert F. Harvey continues to carry on the business operated by her late husband. Mrs. Harvey for several years previous was right hand of a local wild animal farm.

J. G. Arnold, long chief electrician on John Francis' various shows, is at present connected with Uncle Sam's theatrical movement.

Frank Daley is now employed by a novelty concern.

Friends of Karl J. Walker, of Beckmann & Gerety, are loud in their praise of his *Gay New Yorkers* at a local night spot.

B. C. McDonald, whose interests are centered around *The Billboard*, is dividing his time between Houston and this city with frequent visits to other Texas cities.

One of the gayest parties attending the gala opening of San Antonio's newest night spot, Diamond Horseshoe, was that of Mr. and Mrs. Charley Jamison, of the Lamar Hotel. In the party were Mr. and Mrs. Fred Beckmann, Mr. and Mrs. Larry Mullin, Mr. and Mrs. Billy Metzler, Mrs. Jack Ruback and Mrs. Lou Thorn.

Earl L. Davis is handling the sales and promotional end of the trailer department of a local motor sales company.

Philadelphia

PHILADELPHIA, Dec. 26.—Eighth Street Museum: Takayama, Japanese juggler; Sheldon, escape and leg iron demonstration; Bartel, fire act; Princess Zelda, mentalist; Spidora and Mysteria illusions, Poses Plastique. Annex: Dancing girls and Mary Morris.

South Street Museum: Billy Banks' Colored Revue; Victor-Victoria, sex mystery; Spotted Twins; Captain Sig, tattooed man; Tiny, torch singer, and Bea Hasson, mentalist. Annex: Dancing girls.

Mrs. Izzy Cetlin and Mrs. Jack Wilson, of the Cetlin & Wilson Shows, spent a day here purchasing costumes and effects for the new girl show they will produce and operate with the shows. They also purchased some costumes in New York.

Danny Callahan came in during the week, on his way from Chicago.

Hazel Hasson entertained a number of showfolks at her home in honor of her son's birthday.

DO YOU NEED MONEY?

Does your organization need that last-minute pull for that welfare, sick, benefit or other fund total? Make it sure-fire by calling on us for your circus, variety show, revue, pageant or whatever you have in mind. Complete units and productions in every category, with aid on ticket sales, organizing, etc. If it's sensational, we have it.

GEORGE A. HAMID, Inc.

1560 B'WAY
NEW YORK,
N. Y.

JOE GALLER

(Continued from page 46)

of the exhibit kind. On each side and back from the concession row will be long canopy-topped exhibit booths, space to be sold to local merchants exclusively. In the center back will be a big free act, with all rides down the center

Classified Advertisements

COMMERCIAL
10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

5c WORD (First Line Large Black Type)
2c WORD (First Line and Name Black Type)
1c WORD (Small Type)
Figure Total of Words at One Rate Only
No Ad Less Than 25c.
CASH WITH COPY.

AGENTS AND DISTRIBUTORS WANTED

A MAN OR WOMAN CAN EARN \$2.00 AND a beautiful Waterless Cooker approved by Good Housekeeping in exchange for four hours' work. Write now. **UNITED CO-OP SALES CO.**, Dept. R, 118 W. Johnson St., Madison, Wis. ja2

ASTOUNDING NEW ELECTRIC WATER Heater. Works AC-DC light socket. Hot water immediately. Send \$2 for Pocket Size Sample, prepaid, also proposition. **INDUSTRIAL LABORATORIES**, Des Moines, Ia.

BIG PROFITS—WONDERFUL NECESSITY EYE-glasses. Cleans, polishes, prevents steaming. Easy sales, excellent demonstrator. Sample ten cents. **SHURBERG CHEMICAL**, Hartford, Conn. x

BIG SELLER—SILK, WOOL MUFFLERS, \$3.00 dozen. Sample 35c. 25% with order. **MANUFACTURERS SAMPLES**, 128 Dewey Place, Atlantic City, N. J.

CARTOON BOOKLETS, PHOTOS — HOTTEST stuff. Generous samples, 25c; de luxe assortment, \$1.00. List 10c. None free. **NOVELTY SALES CO.**, Guntersville, Ala. x

DEMONSTRATORS — NATIONAL ORGANIZA-tion operating successfully in leading department and chain stores will be open for applications from dependable, aggressive, first-class hair curler demonstrators early in the year. Salary, commission and transportation. **BOX C-155**, Billboard, Cincinnati, O. ja9x

DISTRIBUTOR—DIXIE DANCE WAX. CLEANS as it waxes. Own your business; highly profitable. Thousands of prospects, anywhere there is dancing. Salesmen and coin machine operators investigate. **DIXIE WAX CO.**, Evansville, Ind. ja9

EXPERIENCED SUBSCRIPTION MEN WANTED for rural work; attractive club national magazines; liberal proposition. **PUBLISHER**, 750 Shukert Bldg., Kansas City, Mo. ja30

LOCAL AGENTS WANTED TO WEAR AND demonstrate Free Suits to friends. No canvassing. Up to \$12 a day easy. Experience unnecessary. Valuable demonstrating equipment, actual samples free. **H. J. GRAVES**, President, 1300 Harrison, Dept. M-807, Chicago, Ill. x

MOTHERS—WILL YOU WEAR ACTUAL SAM-ple dresses and show to friends? Up to \$22 in week, easy! Not house to house. Give dress size, age. **HARFORD FROCKS**, Dept. L-166, Cincinnati, O. x

RARE PHOTOS, CARTOON BOOKS, NOVELTIES. Spicy Magazines. Hottest stuff, assorted samples, catalog, \$1 up; none free. **BOX 468-B**, New Haven, Conn. ja2x

STRANGE CHEMICAL SPONGE CLEANS WALL-paper like magic; banishes housecleaning drudgery. Women amazed; hustlers cleaning up; details free. **KRISTEE**, Dept. 267, Akron, O. x

WHERE TO BUY AT WHOLESALE 500,000 AR-ticles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. ja2x

500% PROFIT! GOLD REFLECTING LETTERS for store windows. Large sizes 1c; free samples. **MODERNISTIC SIGN**, C-3004 Lincoln Ave., Chicago. x

ANIMALS, BIRDS AND PETS

ALLIGATORS, SNAKES, TURTLES, CROCO-diles. Twelve small assorted Snakes, \$3.00; fourteen large Water Snakes, \$6.00; eight large, attractive, assorted Snakes, \$10.00. **ROSS ALLEN**, Silver Springs, Fla. Wire via Ocala. ja30x

COLLIES, SHEPHERDS, FOX TERRIERS, BULL Pups. **BOB TONN**, Dallas, Tex. ja2

PONIES FOR SALE — WELL BROKEN FOR children, also Show Ponies and Circus Ponies, any size or color you desire. Write **HEYL PONY FARM**, Washington, Ill.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

LEARN SPANISH — EVERY-DAY PHRASES easy with pronunciation English, Spanish. Copyrighted authoritative wonderbook, mail 25c. **PRISCHMANN**, Box 1792, El Paso, Tex.

YOU CAN ENTERTAIN WITH CHALK TALK Stunts. Laugh-Producing Program with instructions, \$1.00. Catalog Free. **BALDA ART SERVICE**, Oshkosh, Wis. ja2x

BUSINESS OPPORTUNITIES

SELL BY MAIL! BOOKS, NOVELTIES! BAR-gains! Christmas sellers! Display Signs! Big Profits! Particulars Free. **F. ELFCO**, 438 N. Wells, Chicago. tfnx

FOR SALE—AMUSEMENT PARK LOCATION. Thriving manufacturing town; no near competition; high river frontage. Bath house, electricity, city water, walks, drives, outside, terrazi finished dance floor, 80'x160'. One-fourth cash, balance terms. **AGENT**, 1100 Burlington Drive, Muncie, Ind. x

WE COLLECT ACCOUNTS, NOTES, CLAIMS everywhere United States. Established thirty years. No charges unless collected. **MAY'S COLLECTION AGENCY**, Somerset, Ky. ja16x

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers, may not be advertised as "used" in The Billboard.

AAA BARGAIN — 10 ROLL CHUTE MER-chantmen, refinished and in first-class condition, \$59.50. 1/3 cash. **CHICAGO VENDING CO.**, 231 E. 95th St., Chicago.

A-1 RECONDITIONED—10 ROWE ARISTO-crat with free book match, \$34.50; 25 Rowe De Luxe 6-column penny box match, \$17.50; 20 Rowe Special De Luxe 6-column penny box match, \$19.50; 20 Round U-Need-A-Pak 8-column, \$24.50; 10 6-column Stewart-McGuire, \$34.50, chrome front; Metal Stand, \$2.00. 1/3 deposit must accompany all orders. **X. L. COIN MACHINE**, 1351 Washington, Boston, Mass.

ALL TYPES DIGGER MACHINES FOR SALE, very cheap. Novelty Merchantmen, Electro-Hoists. **EXHIBIT NOVELTY CO.**, 1123 Broadway, New York. ja16

ALAMO, \$35.00; PALOOKAS, SR., \$47.50; McCoy, \$49.50; Hollywood, \$35.00; Ballot, \$45.00; Exhibit Play Balls, \$12.50; Exhibit Foot Ball, \$12.50; Bonus, \$45.00; Monopolee, \$35.00; Multiple, \$40.00; Big Richard, \$31.50; Pay Day, \$20.00; Daily Races, \$60.00; Snooker, \$27.50; Sunshine Derby, \$32.50; Hialeah, \$37.50. **NATIONAL AGENCY**, Columbus, Ga.

AUTO PUNCH, \$32.50; BALLY BONUS, \$47.50; Keeney Booster, \$32.50; Champion, \$9.00; Credit, \$47.50; Daily Races, \$47.50; De Luxe, \$22.50; Galloping Plugs, \$47.50; Giants, \$19.50; Grand Slam, \$42.50; Multiple, \$47.50; Palooka, \$42.50; Peerless, \$49.50; Repeater, \$27.50; Ten Grand, \$32.50. **AUTOMATIC AMUSEMENT CO.**, 101 N. Fulton Ave., Evansville, Ind.

BALLY BONUS, \$41.00; JUMBO, \$26.50; Daily Limit, \$33.00; Gold Rush, \$11.00. 1/3 deposit. **BRINK VENDING CO.**, 14901 Wood St., Harvey, Ill.

BETTER WIRE FOR THESE—JUMBOS, \$17.50; Pamcos Red Sails, Speedways, Parlays, Chase, Cottlieb's Sunshine Baseball and Monopolee, \$22.50; Bally All-Stars, Roundup or Challenger, \$29.50; Bally Derby or Multiple, \$36.50; Mystery Daily Races or Pamcos Saratoga, \$50.00; Velvet, \$42.50; Prospectors, \$15.00; Ballys Blue Bird, \$77.50. One-third deposit required. **WALKER SALES CO.**, 1723 Franklin, Waco, Tex.

CENT-A-SMOKE CIGARETTE VENDERS, \$4.50; Claws, Diggers cheap. Peanut, Pistachio, Spotted Ball Gum Venders, \$2.75 up; Columbus Peanut Venders, \$3.00. **NATIONAL**, 4242 Market, Philadelphia, Pa.

CIGARETTE MACHINES, STEWART-McGUIRE Six Column, Book Matches, \$25; Advance Four Column, \$10. **DENISON**, 105 East Main Street, Cobleskill, N. Y.

CIGARETTE MACHINES, \$3.50 EACH; MUSIC Machine Records, 25 for \$2.50; Ball Gum, 15c hundred. **O'BRIEN**, 89 Thames, Newport, R. I.

FOR SALE — MYSTERY EXTRAORDINARY Side Vender, Serial 356,000 and up, meter equipped, \$65.00; Reel 21, Daval, \$12.50; Reel Races, Daval, \$10.00. 1/3 deposit, certified check. **ENID MINT CO.**, Enid, Okla. ja2

FOR SALE—30 STRINGER HOT PEANUT, 2 Dayton Base Ball Machines. Make an offer. **P. H. MALOTT**, 119 1/2 S. Walnut, Muncie, Ind.

FOR SALE — 13 DAVAL REEL "21" 2 Groetchen's High Stakes, 1 Stampede, 1 Centennial, 1 Ace and 1 Bonanza, in A-1 condition; make me an offer. **ART BACKUS**, 915 Leonard St., Corpus Christi, Tex. x

FOR SALE—MILLS DANCEMASTER PHONO-graphs, recent model, good condition, \$75. **R. B. SHIPMAN**, 404 Boardman, Traverse City, Mich. x

MILLS MYSTERY GOLD AWARD 25c BELLS, guaranteed perfect condition, \$60. Third deposit. **UNITED AMUSEMENT CO.**, 908 McCullough, San Antonio, Tex.

MILLS SILENT SINGLE JACKPOT, \$25.00; Mills Small Scale, \$25.00; Watling Thum Tum Scale, \$35.00; Mills Q. T. 1c Double Jackpot, serial 5125, \$35.00; One Cent Little Duke Jackpot, \$20.00; Screamo Pin Game, \$12.00; Bally Baby Cigarette Machine, \$8.00; Five Jacks Counter Machine, \$7.50; Mills 25c Machine No Jackpot, \$7.50; Watling Blue Seal Pin Game, \$7.50; Sweepstakes 1c Horse Race Counter Machine, \$9.00. Send for list Pin Games. **O'BRIEN**, 89 Thames, Newport, R. I. x

NICKELODEON PIANOS — JUST THE THING for Sportlands, old-fashioned bars, etc. So old they are new again. Guaranteed to operate o. k. for only \$65 each. Half deposit. **UNITED AMUSEMENT**, 908 McCullough, San Antonio, Tex.

PRE-INVENTORY SALE OF AUTOMATIC Games—Sunshine Derby, \$22.50; Challenger, like new, \$40.00; Bally Round Up, like new, \$40.00; Bally All Star, \$40.00; Bally Bonus, \$35.00; Sky High (5 ball), like new, \$40.00; Peerless, \$35.00; Paces Races, \$200; Daily Limit, like new, \$25.00; Jumbo, \$25.00; Mammoth, \$12.50. 1/3 deposit, certified check. **ENID MINT CO.**, Enid, Okla. ja2

SPECIALS — EVANS ROLLETTE, \$140.00; Hialeah, \$45.00; Daily Races, Mystery, \$50.00; Tycoon Electropak, \$45.00; Credit, \$40.00; Peerless, \$45.00; Double Score, \$40.00; Target Counter, Red Arrow or Rapid Fire, \$7.00. 1/3 deposit. **INTERSTATE NOVELTY**, Minnesota City, Minn.

THOROBREDS, LIKE NEW, SHIPPED HERE last week for deal that never went through. Machines are now in storage. Never were unpacked. Will sacrifice for \$325.00. Also Mills Blue Fronts and Gold Awards. Address **A. B. PALMANTIER**, Meyers Lake, Canton, O. x

WANTED — WATLING AND PACE SCALES, lots of 5 or more. Describe accurately and quote lowest price. **E. O. LIKENS**, 924 5th, N. W., Washington, D. C.

WE ARE OVERSTOCKED WITH USED PIN Tables. Send stamp for our bargain list. **GOODBODY**, 1826 East Main St., Rochester, N. Y. ja9

WILL BUY OR SELL LITE-A-LINES OF ALL types. **AMUSEMENT NOVELTY SUPPLY CO.**, Elmira, N. Y. ja9x

2 25c PACE RACES, LIKE NEW, SHIPPED subject your inspection, \$235.00. Wire third deposit. **UNITED AMUSEMENT**, 908 McCullough, San Antonio, Tex.

9 GABEL JUNIOR PHONOGRAPHS, AUTO-matic 12 Record, guaranteed perfect condition, \$69.50. Third deposit. **UNITED AMUSEMENT**, 908 McCullough, San Antonio, Tex.

5 MILLS 801 VICTROLAS, \$35.00 EACH; 4 Dance Masters Victrolas, \$100.00 each; 2 Fields 5 Jacks, \$5.00 each; 3 Duck Soups, \$1.00 each; 1 Seeburg Selectophone, \$100.00; 3 Seeburg Selectophones, \$135.00 each. 25% deposit, balance C. O. D. **JIM McCORMACK**, Stanford, Ky. ja2

COSTUMES, UNIFORMS, WARDROBE

INDIAN RELICS, BEADWORK, CURIOS, WEAP-ons. Catalogue 5c. 5 Arrowheads, 20c; Eagle Feather Indian War Bonnet, \$9.00, fine. **INDIAN MUSEUM**, Northbranch, Kan. x

MUSICIANS MESS JACKETS, GRAY, BLUE, Black, \$2.00; Tuxedos, \$10.00; Beautiful Cyke with Legs, 20x40, bargain, \$25.00. **WALLACE**, 2416 N. Halsted, Chicago.

FORMULAS

EXPERT ANALYSIS; RESEARCH; INDUSTRIAL development; newest guaranteed formulas; biggest catalog free. Special prices, leads. **GIBSON LABORATORY**, Chemists, BH-1142 Sunnyside, Chicago. x

FORMULAS — LATEST MONEY MAKERS. Write for free literature describing newest formulas for fast sellers. **H. BELFORT**, 4042 N. Keeler, Chicago.

FOR SALE—SECOND-HAND GOODS

CORN POPPERS, GASOLINE, ALL-ELECTRICS, geared 12-quart kettles, crissette outfit, caramel corn equipment. **NORTHSIDE CO.**, 2117 Harding, Des Moines, Ia. fe20x

FINAL CLEARANCE — 1/2-HORSE, 110 VOLT induction, alternating Motors, \$8.50; 1,000-watt Generators, \$19.50; other bargains. **ELECTRICAL SURPLUS COMPANY**, 1885 Milwaukee, Chicago.

FOR SALE—THREE FULL SIZE SKEE-BALL Alleys. Good condition, cheap. **MASSA-CUM LAKE CASINO CO.**, Heniker, N. H. x

FOR SALE—SECOND-HAND SHOW PROPERTY

FOR SALE—NO. 5 ELI FERRIS WHEEL, IN first-class condition, including power unit. Priced right for quick sale. **WRIGHT AMUSEMENT COMPANY**, Missouri Valley, Ia.

NO. 12 ELI FERRIS WHEEL, SMITH & SMITH Chairplane; ready for road; reasonable for cash. **D. GILLIAN**, 1734 Market, Philadelphia, Pa.

HELP WANTED

GOOD MECHANIC, CAPABLE OF DESIGNING and building Fun House and Illusions. Must know his business and come well recommended. State full particulars. Address **ROOM 704**, Film Exchange Building, Cleveland, O.

WANTED QUICK — BLACKFACE OR TEAM playing own music. State lowest salary; it's sure. **TONEKA MED. SHOW**, General Delivery, Marion, Ill.

WANTED — GIRL ASSISTANT FOR MAGIC act. Weight about 115, for carnival work to join about March 15th. Answer by letter only with photo. Only trouper's answer. **NORMAN**, Box 144, Brookfield, Mo.

YOUNG PIANO MAN—JOIN ON WIRE; OTHER men write. Solid bookings, paying off. Victory Theatre, Charleston, S. C., through Sunday; Critteron Theatre, Anderson, S. C., through Wednesday. **HARRISON KIMBALL**, Manager, Frisco Follies.

MAGICAL APPARATUS

FUN WITH TRICK CARDS, 10c SET; 3 DIF-ferent for 25c. Marked Magic Deck, \$1. **K. GEORGE**, 103 Avenue F, Bayonne, N. J.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN**, 220 W. 42d St., New York City. ja23x

RED HOT BAR—HEAT IN ANY FLAME, THEN hold in hands or mouth. New illusion, \$5.00. **CUBBING SONS**, Campbell, Calif.

VENTRILQUIST, PUNCH FIGURES, ACTS. 28 reels good silent 35 mm. Pictures. **KENNETH SPENCER**, 1345 1st Ave., S., Minneapolis, Minn.

MISCELLANEOUS

ALL 4 FOR DIME PHOTO SUPPLIES AT CUT prices. Our new PhotoStrip Outfit, 1 1/2x2, or 2 1/2x3 1/2, complete \$140.00. **WABASH PHOTO SUPPLY**, Terre Haute, Ind. ja9

BALL GUM, FACTORY FRESH, 12c BOX; TAB, Stick, Midget Chicks, every type Machine Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. ja9x

ROLL DEVELOPED—TWO PRINTS EACH AND Two Free Enlargement Coupons, 25c. Reprints, 2c each, 100 or more, 1c. **SUMMERS' STUDIO**, Unionville, Mo. ja16x

4-FOR-DIME OPERATORS MAKE BIG SAVINGS by buying all supplies from one source. Write for a catalog and the lowest prices in the country on paper, rolls, mounts, mirrors, cameras, booths and everything else you need. **MARKS & FULLER, INC.**, Dept. P, 44 East Avenue, Rochester, N. Y.

4 FOR 10c PHOTO SUPPLIES—EASTMAN DI-rect Positive Paper (250'x1 1/2"), \$4.75 Roll. Glass Frames, Folders, Chemicals, other Supplies at cut-rate prices. Here at last! The most attractive line of Novelty Photo Jewelry. Write for Price List! **HANLEYS PHOTO COMPANY**, 205 E. 12th, Kansas City, Mo.

M. P. ACCESORIES & FILMS

ROAD-SHOW SOUND SPECIALS—WESTERNS, Actions, War and Passion Plays. Write **APOLLO EXCHANGE**, 117 So. 9th St., Newark, N. J. ja2x

TWO HOLMES PORTABLE EDUCATOR 35 MM. Projectors, complete Amplifier, 2 Speakers, Cables, Screen, Carrying Cases, Stands, Re-wind, first-class shape. Cost \$1,300.00 year ago; sacrifice \$450.00. **W. O. WISNASKY**, Effingham, Ill.

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue 5 free. **MOVIE SUPPLY CO., LTD.**, 844 S. Wabash, Chicago. ja23

WANTED—USED BABY STRONG, PORTABLE Reflector Arc Lamp and 15 amp. National Rectifier. **JOE KOCHER**, 849 N. 7th St., Allentown, Pa.

MUSICAL INSTRUMENTS, ACCESSORIES

WANTED—ORGAN OR ALUMINUM CHIMES, 20 notes or larger. Sale 3 1/2 Radio Xylophone, new. **XYLOPHONE SHOP,** 28 Brook, Hartford, Conn.

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Side Show Banner Painters. Devoting our time serving the showmen. **MANUEL'S STUDIO,** 3544 North Halsted, Chicago. ja16

THEATRICAL PRINTING

BETTER, FLASHIER, 3-COLOR WINDOW Cards, 8-ply, 14x22; hundred, \$3.00; two hundred, \$5.00. 50% deposit, balance C. O. D. **TRIBUNE PRESS,** Fowler, Ind.

CLASS! 125 2-COLOR LETTERHEADS, \$1.39 (with 100 1-color envelopes, \$1.89); cash delivered. Dodgers, Window Cards. **SOLLIDAYS,** since 1897, Knox, Ind.

CATO SHOW PRINT, CATO, N. Y., FOR ONE and Three-Sheets, Window Cards and Colored Dodgers. Quick service. Write for new low prices. Branch plant, **TRIBUNE PRESS,** Fowler, Ind. ja2x

WINDOW CARDS, 14x22, 100, \$2.50; 11x14, 100, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. **BELL PRESS,** Winton, Pa. x

100 CIRCULARS MAILED AND A BIG MAIL sent you all for a dime (coin). **WHITE MAILING SERVICE,** Flat River, Mo. ja9

200 (14x22) 6 PLY WINDOW CARDS, \$6; your copy, date changes, 25c each. **DOC ANGEL,** Ex-Trouper, Leavittsburg, O. x

1,000 6x9 CIRCULARS, \$1.50; 5,000, \$4.50; 1,000 Letterheads or Envelopes, \$2.00; post-paid zone 4. **LAWDALE PRESS,** Box 303, Franklin, N. H. ja2

WANTED TO BUY, LEASE OR RENT

FOUR-FOR-DIME PHOTO OUTFIT WANTED, good second-hand, must be cheap for cash. **S. E. WELLER,** General Delivery, Detroit, Mich.

WANTED TO BUY—USED FLYING TRAPEZE, Rigging and Net, Eleven-Foot Fly Bar. **LOREN E. HOWE,** 274 S. Schuyler, Kankakee, Ill.

WANTED TO BUY—PENNY ARCADE MACHINES of all kinds. Full details and lowest prices. **WILL HORWITZ,** Houston, Tex. ja9

WANTED — STAMPING MACHINE WITH Lord's Prayer, and Candy Floss Machine. Must be in good condition, cheap for cash. **W. PHILLIPS,** General Delivery, Ft. Lauderdale, Fla.

At Liberty Advertisements

5c WORD, CASH (First Line Large Black Type), 2c WORD, CASH (First Line and Name Black Type), 1c WORD, CASH (Small Type). (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

AT LIBERTY ACROBATS

THE MATEER BROTHERS — TUMBLING, Hand-Balancing Team. Vaudeville preferred. **JACK MATEER,** 1016 South Ave., Niagara Falls, N. Y. ja2

AT LIBERTY BANDS AND ORCHESTRAS

SIX-PIECE BAND DESIRES FLORIDA LOCATION—Three Saxes, Trumpet, Piano, Drums. Commercial style that clicks with the public. **ORCHESTRA LEADER,** Box 806, Blytheville, Ark. ja9

OLD-TIME ORCHESTRA—Violin, Guitar, Piano, Guitar player doubling Second Violin, Cornet. We play old-time fox-trots, waltzes, songs, schottisches, quadrilles. Radio experience. Prefer to play for middle age class as they will appreciate. 6 nights a week. Location in Ohio, West Virginia, Kentucky, Indiana. State all. **ORCHESTRA LEADER,** Box 44, Millfield, O. ja9

HIGH CLASS Uniformed Dance and Hotel Orchestra after December twentieth, South preferred. Singers, Public-Address System. Address **ORCHESTRA LEADER,** Box 757, Hollywood, Fla. ja16

MODERN TEN-PIECE ORCHESTRA and exceptional Girl Singer available January sixteenth. Smooth, sweet and swing. Organized three years. Young, neat, reliable, union. Vocals, Novelties, Doubles, Specialties, Trio. Well uniformed. Three modern arrangers, complete library, amplifiers, racks, excellent transportation. Desire location. Best of references. Go anywhere. Now working eight weeks' engagement Hotel Ben Lomond and a regular feature over KLO, Ogden, Utah. Reliable Agents, Ballroom, Hotel and Club Managers. wire, write or phone **BUS WIDMER,** Hotel Ben Lomond, Ogden, Utah. ja2

6-PIECE CONTINENTAL Orchestra, consisting of Violin, Piano, Saxophone, Accordion, String Bass and Drums. Specialize Concert, Rhumbas, Tangos and Dance. **BILLY HOWARD,** care Billboard, 1564 Broadway, New York. ja9

Show Family Album



THIS PICTURE was taken on the lot of the Barnum & Bailey Show at Aurora, Ill., June 29, 1907. Top row, left to right: George Conklin, superintendent of menagerie; H. C. Freese, a visitor from Chicago; Harvey Watkins, assistant manager; Louis E. Cooke, general agent; Frank Hyatt, general superintendent; E. Allen Frost, attorney for Outdoor Advertising Association with headquarters in Chicago; Walter K. Hill, press representative Buffalo Bill's Wild West. Bottom row: Ernest Cooke, manager; George H. Degnon, excursion agent; Charles W. (Pink) Hayes, contracting agent; R. C. Campbell, of Outdoor Advertising Association; J. P. Fagan, traffic manager; Charles R. Hutchinson, treasurer. Cooke and Degnon at the time filled the dual positions of general agent and excursion agent, respectively, of the Barnum & Bailey and Buffalo Bill shows. Seven advance advertising cars were under Cooke's control at the time, four with the big show and three with Colonel Cody's show. At the close of the 1907 season, which was not a good one financially for the show, the Barnum & Bailey property was sold to Ringling Bros. for \$410,000. In 1908 Cooke and Degnon continued their regular positions with the Buffalo Bill Show. With the exception of Degnon, Hill, Frost and Watkins, who now resides in England, all are believed to be dead.

The Billboard aims to have the "Show Family Album" appear as a weekly feature and invites its readers to submit old-time photos for inclusion therein. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals as they appeared in the old days who are STILL LIVING will be welcomed. Remember, photos must be clear enough for reproduction purposes. They will be returned if so desired. Address them to Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY—TATTOO LADY; NOW AND summer engagements; circus or park. **LOTTA PICTORIA,** care Billboard, 1564 Broadway, New York City.

AT LIBERTY COLORED PEOPLE

AT LIBERTY—Colored Trumpet Player. Tone, read, appearance. Age 24. Go anywhere. Small or large bands. Write **BILL HOLLIDAY,** 1025 Brentnell Ave., Columbus, O.

AT LIBERTY DRAMATIC ARTISTS

AT LIBERTY—VERSATILE YOUNG ACTOR. Leads, juveniles and as cast. Good appearance, wardrobe, study and singing specialties. Handle stage. **DARL HUBIT,** Burke, N. Y. After January 2, Ashland, O.

AT LIBERTY MAGICIANS

AT LIBERTY—MAGICIAN AND ESCAPE ACT complete. Escape from Barrel Full of Water. Circus experience, clean, sober, reliable, have car. **H. B. JOHNSON,** 510 Alaverado St., Pomona, Calif.

AT LIBERTY MUSICIANS

AT LIBERTY—GIRL BRASS TEAM, TRUMPET, Trombone. Young, union. Experienced in all lines. Teamed four years. At liberty first of year. Write **MUSICIANS,** 5318 Curley Ave., Dallas, Tex. ja2

DRUMMER—EXPERIENCED ALL LINES, plenty flash. Band and orchestra, minstrel, presentation, dance, circus. Troupe or locate. Real outfit. **JACK SWEETMAN,** Hotel Boggs, Circleville, O.

DRUMMER—EXPERIENCED SHOW, PLENTY ride rhythm. Young, union, arrange. Have car. Go anywhere. **DRUMMER,** 4 Union Ave., Danbury, Conn.

FRENCH HORN, PIANIST, DIRECTOR, AR- ranger—Experienced in circus, concert, symphony, dance. Also certified school band and orchestra teacher. Desires location where directing, playing and teaching can be combined, or will travel. Union. **WM. C. SHONK,** 4170 11th St., Chico, Calif. ja2

GUITARISTS — 6-STRING, HEAVY RHYTHM, feature chord style solo. Very good instrument. Cut or no notice. Double Electric Hawaiian Guitar. Union. Location preferred. Some vocal, low voice. Dance and radio experience. Immediately available. Write or wire. Reply guaranteed. State all. **RAY BANDFIELD,** 421 No. 17th St., SE, Cedar Rapids, Ia. ja2

MODERN SIX-STRING SWING GUITAR — Read, fake, cut. Young. Location only. **JACK MCBRIDE,** Hotel Sanford, Omaha, Neb.

TROMBONE — MODERN, EXPERIENCED, young, good tone and range, arrange some. **R. REVELL,** care Billboard, Cincinnati, O.

TROMBONIST—UNION. WRITE OR WIRE **BING HARRIS,** Mecca Grill, Dixie Highway, Albany, Ga.

ZIG AND ZAG, WISCONSIN'S MOST POPULAR Strolling Duet, consisting of Violin and Accordion, at liberty after January 1. Only reputable spots considered. Distance no object. For photos and further information, write **ZIG AND ZAG,** 1108 S. Division St., Stevens Point, Wis. ja2

AT LIBERTY—A-1 Trumpet man, modern, all essentials. **TRUMPET PLAYER,** 111 1/2 West Elm St., Lima, O.

BAND INSTRUCTOR, Director, Composer, 13 years experience teaching and directing High School Bands. Superintendents' names furnished for reference. **MUSIC MASTER,** 810 S. Broad St., Lansdale, Pa. ja2

HARPISIT AND SINGER—Connect with organized act or band. Fine harp, wardrobe, semi-classical music. **BOX 226,** Billboard, Chicago.

MODERN VIOLIN and Guitar Team—Experience on radio and stage. Can double and will go any place. **SIDNEY SAMMONS,** 329 10th St., Mt. Vernon, Ill.

SAX, ALTO AND TENOR doubling Cello and Voice. Modern, take off, 33 and neat appearing. South preferred. **JIMMY STRAUSS,** Court Place Hotel, Denver, Colo.

TENOR MAN—Featured vocalist, fake anything, read, jig tone and take off. Arrange some; union; young; dependable. Chicago preferred. 1411 Mehr-tens Ave., Sheboygan, Wis.

TENOR SAX-CLARINET—Nice tone, take off, phrasing, transpose. Experienced all lines. Young and neat. West Coast. Write **HAROLD HERSH,** General Delivery, Sioux Falls, S. D.

TRUMPET, age 35, experienced, will accept any reliable offer. **TOMMY OSBORNE,** 2119 N. 13th, Omaha, Neb. ja16

AT LIBERTY PARKS AND FAIRS

SAM-SAM — 70 PEOPLE AND PERFORMING Animals Circus Musical, The Passing Show of 1937. 50 people Revue Style Musical for grand stands, arenas, ball parks, indoor and outdoor events, fraternal, police, firemen, civic, church, hospital committees in need of fund-raising campaigns communicate **CHARLES KYLE,** Ace Amusements, home office, 104 Judson Ave., New Haven, Conn. Vaudeville, sock novelty acts, singles, teams, revues (black and white combos), bands, circus acts, floor shows address **AMUSEMENTS,** 174 Freeman St., Hartford, Conn. Talent for theatres, night clubs, parties, banquets and committees wishing to sponsor indoor and outdoor events, let's hear.

CHARLES LA CROIX—High-class Novelty Trapeze Gymnastic Act available for indoor circus engagements, bazaars, carnivals, etc. Flashy nickel-plated apparatus. Can work under any height ceilings, from ten feet and up. Large, attractive Special Posters free for advertising; also photos. A real act, big drawing card. Price of act reasonable. Reliable committees address **CHARLES LA CROIX,** 1304 So. Anthony Blvd., Port Wayne, Ind. ja2

CHARLES LA CROIX —Original outstanding Trapeze Act. Booking indoor events. Flashy equipment. Special advertising posters. Real act. Price reasonable. 1304 S. Anthony Blvd., Port Wayne, Ind.

THREE-ACT COMBINATION Swinging, Balancing Trapeze Act. Fast Comedy, Swinging Wire Act, Comedy Platform Act, Barrels, Chairs, Ladder. Each act plenty laughs and thrills. Work either high or low. **ROSE BROS.,** Claysburg, Pa. ja2

AT LIBERTY PIANO PLAYERS

PIANIST, SINGLE, PLENTY EXPERIENCED, read, fake, swing, good rhythm, modern take off. Union. Go anywhere. Please state all first letter. **ARVIL ERFERT,** 609 4th St., Bismarck, N. D.

RHYTHM DANCE PIANIST—READ, UNION, Wardrobe.. Can go anywhere. **PIANIST,** 223 Webb, Hammond, Ind. ja9

UNION PIANIST—READ, FAKE, ETC. RELI- able and experienced. **BOX C-124,** care Billboard, Cincinnati, O.

AT LIBERTY SINGERS

MAN IN THE SILVER MASK — VOCALIST— Tenor, works in mask, plenty of drawing interest. Lots of radio experience and personality. Salary only. State all first letter. **BOX C-156,** Billboard, Cincinnati, O.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY—Comedy Juggler and Magician, for indoor dates, etc., or Med Show. **GEO. CHANDLER,** 120 E. 23d St., Chester, Pa.

AT LIBERTY—New Professional Trick and Fancy Rope Spinning, novelty Western act, open for indoor circus, any good reliable vaudeville or anything in the Western line. Good wardrobe and good rep. and can deliver the goods. Ticket Yes. **JAMES B. HAWK,** care The Billboard, Cincinnati, O.

NELLIE KING'S beautiful Musical Act. George Oram King's Ventriloquial Act and Punch and Judy Show. For indoor circus, bazaars, museums, celebrations, department stores, schools, lodges, auspices, etc. Address 1009 Wayne Ave., Indiana, Pa. ja16

PUNCH AND JUDY—Strictly first class, excellent figures, de luxe set up, expert manipulation. For theatres, cabarets, parties, etc. A complete entertainment. **CALVERT,** Billboard, 1564 Broadway, New York. ja23

AMERICAN CARNIVALS—

(Continued from page 54)
volved are so small that this danger seems negligible.
"One curious event recently has focused attention in one Western State on the 'fair hearing' requirement. The State board on appeal from the county board raised the amount of the county board's award by several dollars and directed the county board to pay the aged applicant. The county board, however, appealed to the courts. The State contended that the only question before the court was whether the State board has acted arbitrarily and not in accordance with law, but the judge decided to review all the facts in the case and pass on the applicant's needs himself. He refused to allow in evidence a transcript of the record upon 'fair hearing' before the State agency. If this view is sustained, obviously the granting of a 'fair hearing' would lose all substantial value.
"Public assistance has progressed under the Social Security Act until the great majority of the States have at least one plan approved and in operation. Unemployment compensation has moved more slowly, but about one-third of the States now (November 15) have laws."

Hartmann's Broadcast

MY ATTENTION has been directed to an article entitled *Health and the Circus*, written by Dr. Hugh Grant Rowell, M.D., an assistant professor at Columbia University and well-known circus fan, that appeared in the August issue of the *Hygeia* magazine, published by the American Medical Association.

The article, dealing with the medical department of the Ringling-Barnum Circus, describes its workings, and in particular the traveling hospital car of the show, known as the Florence Nightingale. The car was designed and the building of it supervised by General Manager S. W. Gumpertz at Sarasota. The article is illustrated with four pictures of the department, showing exterior and interior views of the car, performers receiving treatment and a picture of the medical department on the lot.

Dr. Rowell describes in detail the interior of the car, which contains all conveniences for the sick and injured that are available in a modern city hospital. The medical department is under the direction of Dr. Joseph Bergin and Dr. Joseph McCarthy, assisted by head nurse Daisy Jones and Mrs. Edith Housen, who combines nursing and cooking as a career.

Mention is made of the first-aid service rendered patrons by the department for humanitarian as well as legal reasons, for, as Dr. Rowell points out, there are always some people looking for an opportunity to shake a show down on the slightest provocation.

Another point touched is the necessity, from a professional standpoint if for no other, for performers to live a clean-cut life. It also gives the Big Show a plug for the quality food served its people. According to Dr. Rowell, the diet would meet the approval of any nutritionist.

Dr. Rowell points out the advantages derived by not having to pay hospital, medical and expensive transportation bills to enable the performer to rejoin the show after discharge from a hospital. Only in cases of contagious diseases, says Dr. Rowell, is it necessary for a patient to be removed from the show.

"While the new medical service on the Big One has already made good in terms of performance," Dr. Rowell explains, "time will be needed for cost analyses, tho there is little doubt that it will give better service for less money than the previous systems."

ONE cannot help but admire Linard Jones, "The Little Colonel," who is confined in the Harry-Anna Home at Umatilla, Fla., not only for the courageous fight he has been waging against a disease from which he has been suffering for 10 or his 13 years of life, but for the sincerity he shows in his love for the circus and its people.

Thru articles published in *The Billboard* occasionally "The Little Colonel" has made scores and scores of friends in show business. Several of these have written him in the last few weeks, and so as not to convey the impression that he was a Christmas gift seeker, "The Little Colonel" decided to delay answering these letters until after the holidays. To let him tell it in his own words in a letter to me under date of December 16:

"Please accept my thanks for allowing Mr. Pitzer to use his entire column in your Christmas Special in my behalf. It was mighty fine of each of you and I'm truly grateful. I have made several new friends since that issue. I am always happy to make new ones, or course, but just at this time there is some cause for regret. That doesn't sound right to you, I know, so I'll try to explain.

"Folks who write me around this time of the year might feel that they should send me something for Christmas. For this reason letters that should have been answered months ago have been delayed. While 'Bojo' was in Eustis much of my correspondence could not be answered—and we didn't want letters going out to my friends (who had written but once) a few weeks before the holidays. I'd rather they'd believe me ungrateful (for a little while) than to think that I just

valued their friendship because of their gifts. Mr. George Sun would have felt that way, too, I am sure. So I truly hope that my new friends made thru *The Billboard* will not feel that they should remember me with gifts at this Christmas time, and I hope they will continue to write me nice long letters."

SAM CLAUSON thinks that an article in *The Oslo* (Norway) *Aftenposten* of December 5 might throw some light on the disappearance of the 15-foot boa constrictor in an Oslo theater as noted in this pillar in our issue of December 19. Sam made a translation of the item and sent me a copy. Headed "Koringa Has Fled—Her Impresario Cancels Further Appearances in Oslo," it reads:

"Yesterday we received the alarming notice from Chat Noir that Koringa also has fled. It is generally believed that Julius, the snake, is not entirely to blame for his disappearance, but Koringa's impresario might know something about this. At the very time that Julius disappeared he, the impresario, went to Hamburg. A week ago he came back to Oslo—but without Julius.

"And now Koringa has disappeared from Chat Noir. To be sure, she has not disappeared without a trace as Julius did. It is known where she is—she is still in Oslo, but refuses to appear again at Chat Noir or, to report it more correctly, her impresario refuses to let her appear. As is well known, Koringa has lately appeared twice every evening at Chat Noir. During her 19th performance Thursday evening her impresario notified the box office that Koringa would not show again and so her second appearance that evening had to be canceled. She has received up to date 10,000 crowns from Chat Noir, which amounts to 425 crowns an evening (about \$106).

"Last night Koringa was not on hand. Her engagement was to have lasted until the 13th of this month."

It will be recalled by those who read it that the AP item quoted in our December 19 issue said when police failed to find the snake they gave permission for performances to continue with the provision that the audiences be warned each evening of the risk they ran if the snake should turn up among the seats. And my comment then was: "One can well imagine how many people, especially women, girls and children, would sit thru a show after such a warning."

Miami

MIAMI, Fla., Dec. 26.—Jimmy Knight, for many years ride operator for Grant G. Gill, who had the rides with the late Herbert A. Kline Shows, is operating some kiddie rides at Funland.

Mrs. Marie K. Smucker, of the Royal Palm Shows, of which her husband is the proprietor, is a visitor. . . . Bryan Wood's ponies were featured at a school carnival and fiesta in Miami Beach. . . . Art Lovi, weight guesser, past season with Maury Goldberg at Fort Worth, is here with Louis Hersch. . . . Max Kimmerer has been re-engaged in an executive capacity at the Biscayne Fronton, where they play that Spanish game Jai Alai. . . . J. Frank Hatch visited with Fred Beckmann at Beckmann & Gerety quarters in San Antonio. . . . P. J. Mundy and the missus are due here shortly. . . . Eph Gettman and his popular hotel is filled, mostly horsemen and show people. . . . Lyman Truesdale, custard concessioner, is taking sun baths. . . . Sid Goldblatt, a New Yorker, is cutting it up with the boys. . . . Shorty Batts and the missus came in for a look around. . . . Harry Dutton, who managed Harry Hargreaves' War Show at Cleveland Great Lakes Exposition, has arrived. . . . Joe Redding, of Rubin & Cherry Exposition, dressed in a brand-new cane, made his appearance recently. . . . William R. Hicks, of Knoxville, Tenn., is here on business. . . . Ed Evans, of Art Lewis Shows, is a nightly visitor to Funland Park. . . . Joe Tilly, of Tilly Shows from out west, is seen daily making the rounds in prominent places. . . . Krause Greater Shows will open its season in Florida in January. . . . Captain John M. Sheesley presented Mrs. Sheesley with a Cord automobile for her Christmas gift.

J. B. Hendershot, general agent Sheesley Midway, arrived with the missus for a conference. . . . Jack L. Murray came in with the cold wave from the North. Mrs. Murray accompanied him. . . . Emil J. Zerbies and his wife drove in

from Bismarck, N. D. They are owners of the Fairway Shows. . . . Curtice Ireland, ex-purveyor of candies to the carnival world, is at Merritt's Island, off from Cocoa. Curtice is amusement Pooh-Bah of that place, operating everything that is there in the amusement line. . . . Sam Burgdorf is also a resident of Cocoa and runs what he calls a poultry haven there. . . . Art Lewis will be with Krause Shows with his rides when they open. An Octopus ride booked by Lee Cuddy. . . . J. C. McCaffery arrived to pay his annual winter visit. Mrs. McCaffery has been here for some time and will spend the rest of the winter. . . . Mrs. A. M. Tucker, mother of Bill, arrived to spend some time with her son. She came by train from Easton, Pa. . . . Al Burt and his opera have been located on 22d avenue. . . . Charles Gerard is playing for the colored people on 18th avenue. . . . Art Lewis was seen perambulating around South Beach. . . . Mrs. Thomas J. O'Gorman, of Buckeye State Shows, is visiting. . . . Barney Tassel is bringing his rides in. . . . Mrs. Hardenbrook, formerly of Ferrari-Dobyns Shows, has a hotel here. . . . Max Adams is also a hotel owner at Miami Beach. . . . Eddie Robinson, formerly one of the owners of the Lorman & Robinson Shows, is the owner and operator of an apartment building. . . . Fritz Winters, recently of Sheesley Midway, is a fisherman. . . . W. D. Hildreth, for many years connected with *The Billboard*, is in real estate business in Fort Lauderdale. He is frequently seen around with the carnival boys in Miami. . . . Mrs. Ben Krause was a visitor on business. She says that Benny was not seriously injured in his mishap in Tampa recently, altho he is confined to the hospital.

Flying Falcons have been held over at Funland, act being moved from rear of grounds to the Eli Wheel location. . . . Four Eagles, wire act, arrived to spend the winter.

ENDURANCE SHOWS

(Continued from page 25)

around Milwaukee, Kenosha and Racine, Wis., the last three months. At present making a short engagement in Chicago prior to leaving for the East. Davis would like to hear from Billy Mack and wife, Marie Robbins, Chic Snyder, Charlie Hayden, Zeke Youngblood and Mickey Thayer via the Letter List.

JOHNNIE KENEVON infos from Austin, Minn., that after closing with the Austin walkie Jack Kelly and Roy Myers are working a floor show at the Valencia night club, Rochester, Minn. After a two-week engagement there the boys will go to the Armory Bar, same city. Austin show closed with a 30-minute elimination sprint, in which no one was allowed to hit the center. It was won by Heinie Rink and Juanita Jarrett. Kenevon would like to hear from Allen Dubois and Rene Casper via the Letter List.

TONY BEE, formerly with the Hayden shows, is now at Mamie's Grotto, Milwaukee. He would like to hear from Frankie Rizzo, Charles Hayden and Billy Bailey via the Letter List.

LEAH BENTON and Madeline Silletti letter from Newburgh, N. Y., where they are working the Top Hat Inn, that they would like to hear from walkathon pals.

HAL J. ROSS cards from Los Angeles that he would like to hear from Red Long.

EARL (JACK) DAIN letters from New London, Wis., that he recently took first money in a derby show in the Northwest. Dain would appreciate a line from Ernie Young, Polly Beene and "Pop-Eye" the Sailor. Says he is shopping for a partner.

U-NOTES

(Continued from page 25)

Lummos, a marine. Will retire to a home in Texas when hubbie's service expires 18 months from now.

VIC PLANT, comic, tried out a new version of a comedy bit, a blending of the *Fireman Rookie* and *Buzzain' the Bee*, at the Republic, New York, Christmas week.

JACKIE LEE JACOBS, of the Eltinge, New York, birthday partied early December 15 by Andor Novak in the latter's Bohemian Studio in the Fifties, with Poppy Lawrence, Jane Smith and George Falk invited guests.

JOANN MARLO, recently a principal at Eltinge, New York, returned for the

Notes From the Crossroads

By NAT GREEN

A GAUZY haze envelops the Loop, a white half moon in an azure sky o'erhangs Lake Michigan, and from his office window the Crossroads mugg looks out over the twinkling lights of Randolph street to the crowds streaming in and out of Marshall Field's, some pausing to drop a coin in the pot guarded by a synthetic Santa, others hurrying feverishly to finish last-minute shopping. . . . It is late afternoon two days before Christmas and the holiday spirit is more in evidence than for many, many years. . . . Down the street from the Magic Carpet a bunch of the boys are gathered discussing holiday plans and checking up on addresses of friends to whom they want to send greetings. . . . "Who's got the address of J. C. McCaffery?" . . . "Oh, he's somewhere in Florida, but just address him care the Magic Carpet and he'll get your message." . . . "How can I reach Clyde Beatty?" . . . "No use trying; send the card to winter quarters and Clyde will get it when he returns from Europe." . . . "Where's Jimmy Simpson?" . . . "That was a clever card of Larry Hogan's—touch a cigaret to the candle and Larry's name is burned out on it." . . . "Real class to that Dufour & Rogers card!" . . . "Al Shaffer sure wished us a Merry Christmas in a big way—a one-sheet with holly border, Santa Claus and everything." . . . And so it goes—the inevitable final dash to get greetings on the wing before it's too late, the pleasant exchange of season's greetings and the general goodwill that makes Christmas worth while. . . . With Christmas in the air it's hard to concentrate on work. . . . Never mind; the brief spell of relaxation is good for the soul and when it's all over we'll settle back into the regular routine with a feeling of satisfaction that will spur us on, pep us up and put us in shape for the Battle of 1937. . . . It will give us a better perspective. . . . We'll see the year's possibilities more clearly and go into the battle with kindlier feelings, greater determination, and the conviction that after all it's a pretty good old world. . . . With these few random remarks the Crossroads mugg wishes all youse guys health, happiness and prosperity in 1937!

Frank Braden in from New York and will spend the holidays in Watseka, Ill., the old home town. . . . That Christmas issue of *The White Tops* is a darb, and Walter Hohenadel and Bert Wilson should take several bows for the good job they've done. . . . Wilson, by the way, is back from his long jaunt thru the Southwest and hobnobbing daily with the boys. . . . A holiday message we always look forward to is that from Prof. and Mrs. A. L. Morrell, from away across the Pacific—Honolulu. . . . These troupers have been in the game for 55 years and still going strong. . . . R. O. Scatterday, of Downie Bros., here visiting with homefolks. . . . Wonder what ever became of Johnny Littlefinger! . . . Lulu Davenport is in Grant Hospital, where she underwent an operation for a torn ligament. . . . Mike Wright, prominent publishers' representative of Kansas City and formerly with major Midwest shows, spent a week in Chi on business. . . . Cliff Thompson, giant with the Cole Bros.' Circus, was the cynosure (gosh! how that mugg can use the \$2 words) of all eyes at the Atwell Club luncheon the other day.

time being to showgirl ranks at Minsky's Oriental. Co-paraders are Sundra Barry, Ginger Mann, Dorothy Francis, Virginia Dare, Marguerite Adams and Helen Paxton, captain.

REYNARD AND STACIO, dance team, replaced Yvonne and St. Clair in *Ha-cha*, Indie show, in Boston December 20. Yvonne and St. Clair left in Union City to return to night clubs, this time for a try in New York.

MAC DENNISON, comic, who remained with Weinstock shows in New York and Brooklyn instead of going to Miami as originally planned, threw a party recently at the Astor Grill to announce his engagement to June Darling, chorine. Guests included Dot Darling and Herbie Barris.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

Optimism Prevails as Mdse. Trade Views Amusement Industry Gains

The last few days in 1936 found the wholesale houses speeding ahead with sales gains that were far in advance of increases shown by business in general. Retailing trade papers voiced the opinion that the accelerated tempo will last for some time.

As reported in *The Billboard* last week (December 26) show business in general upped and kayoed old man depression during 1936 as well as or in better fashion than any other particular classification of American business. Carnivals found 1936 better in every way over 1935. The amusement parks' season was the best in years—fairs, in spite of some tough breaks in the weather, showed a marked improvement over 1935. Last but not least the allied branches such as amusement machines and salesboards continued their "mushroom growth" and definitely established themselves as sound, profitable divisions of American business.

All of these trends in the industry have had their marked effects on the wholesale merchandise business. One of the greatest advancements was made by carnivals which for the first time actually took advantage of their migratory habits to be first in every town with scores of new items never before seen by the localities. Some midway virtually became traveling merchandise fairs and looked like the Marshall Field gift department to small-town patrons.

The amusement machine and salesboard fields probably lead the way in the trend to higher priced merchandise. Operators no longer looked to the lowest priced radios, glassware, chromium ware, electrical appliances, etc., available to them. Altho it would still be wrong to say that nationally advertised appliances hold the predominating position as prizes for salesboard and amusement-machine operators, the trend definitely points to such a situation within the next few years. Probably the main reason for the switch to higher grade stuff all along the line is the taste of the public and its ability to want and pay for higher priced merchandise on the retail market. However, this fact links up closely with the growing competition among the operators themselves. The days are no

longer here where the operator found so many virgin locations that he could put any article on the counter and if there was dissatisfaction move on to another. Definite routes have been established and the operator finds it necessary to not only please the location owner but the actual customers of that location owner. He realizes it is necessary to give intrinsic quality as well as exterior flash and beauty.

Carnivals, altho definitely using better merchandise, have not yet come close (See *Optimism Prevails on page 61*)

Increased Demand In Semi-Luxuries

The cyclical recovery of industrial activity and consumer buying ability has now reached a stage where the demand for semi-luxuries is large, says the Standard Statistics Company of New York. Once purchases of necessities have regained a fairly normal level and family incomes have risen above minimum requirements, outlays for products in the semi-luxury category tend to expand at a relatively rapid rate.

Evidence that this factor is now operating is plain in a study of this type of sales during the first three quarters of 1936, when a sales gain of 60 per cent was registered. Leaders in this sub-

High Spots Listed in Record Holiday Season

Intent upon completing their Christmas shopping, an ever-increasing army of buyers crowded aisles of the retail stores last week, with the result that volume for the period showed a gain of 12 to 13 per cent over figures for the corresponding week of last year. Buying was well spread and very heavy in all lines.

Roger W. Babson, in commenting upon the rich holiday buying, lists the following high spots of December business:

1. Holiday trade best since 1929.
2. Electric power output at record peak.
3. Cotton mills operating at full capacity.
4. December motor output highest record.
5. Employment back to 1930 levels.
6. December steel activity highest since 1928.
7. Locomotive orders best in 10 years.
8. Home building 500 per cent ahead of March, 1933.
9. Dividend increases heaviest on record.
10. December business best since 1928.

stantial gain were such semi-luxury household products as pieces of occasional furniture, beverage sets and drinking accessories, electric food mixers and the like.

Both manufacturers and wholesalers have benefited from the greater demand, as profit margins have been bolstered thru removal of the incentive for price-cutting competition and lowering of overhead.

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

MY ADVICE at this time is: Keep your eyes open for anything that concerns the mode in hair arrangement for milady. Changes in hair styles are under way and women are paying more than usual attention to their coiffures. Coiffure aids were big money makers in the days before the bob came into vogue, and now when it is going out again the business for all kinds of coiffure aids is coming back with a real bang. Most of the articles in question make good demonstration items and I have seen a number of them in street and window pitches. Curlers take top ranking. They sell at anything from 10 cents to 50 cents and up. As several of them are needed there is good money in the demonstration. Hair ornaments, such as bandeaux, rhinestone pins, barettes and even hair switches, should make good fair sellers and will be welcome as premiums and prizes. I know of one place where they do good business with silk caps and a comb cleaner. Electrical curling irons at about \$1 can be included safely into premium displays. Also there are many novelties. The line is comparatively new just now, but there must be a great many oldtimers who know how to handle it and who may want to give it a trial early next year.

King George VI has let it be known that his coronation will take place May 12, and manufacturers of coronation merchandise are breathing easily again. Business men in this country, nevertheless, believe that the switch in the principal actors in the ceremony will have a dampening effect upon coronation enthusiasm. The coronation argument will be good from April up to June, with the peak in May. For the rest of the year American fashion influences will dominate. The trend is for greater luxuriousness in personal attire and more color even than during 1936.

This trend to color is a highly important selling feature today and should not be overlooked in fair and carnival selling. Whether you show kitchen ware, dolls, toilet articles or jewelry, make sure your display has plenty of color. You will find that 9 out of 10 customers will want color.

I must mention once more the peculiar situation that has developed in New York Christmas pitch selling. Curb sellers have been almost nonexistent. On the other hand there were an unusually large number of permanent pitches established upon empty lots, in unrented stores and at other suitable locations. Some of these pitches specialized in a variety of merchandise, such as dolls, toy animals, articles of wearing apparel and a sprinkling only of mechanical toys. Most pitches pushed higher priced merchandise and practically all of them have done good business. Talking, to some of the bigger operators, I have been told that they have had no difficulty in finding good locations. The specialists appear to have done better than the pitches with a variety of articles for sale. I am inclined to think that pitchmen take a more serious view of the prospects of their business today than ever and that they are less inclined to gamble than in the past. Pitches were carefully selected and at least one of them switched from one article to another after carefully testing the local demand for one week early in the sales season. Most pitches worked late into the night. However, the sales seem to have been fairly evenly distributed between the day and evening hours. I am giving more space to this than usual, because I believe this year's experience will have an effect upon the plans of pitchmen for next Christmas.

Pre-Holiday Biz Gains in Philly

PHILADELPHIA, Dec. 26.—Philadelphia was one of a group of 32 busy American cities in which business improved 6 per cent or more in November over October, according to the monthly survey of 147 key trading areas of the United States, conducted by the research division of Brooke, Smith & French, Inc. Business in Philadelphia at the end of November stood at 15 per cent below normal, representing a gain of 8 per cent over October. At the end of November, 1935, the city's business was at 30 per cent below normal.

That this encouraging picture will be still brighter when December sales are accounted was indicated by James S. Walsh, secretary of the Philadelphia Merchants' Association, and Ellwood B. Chapman, president of the Chestnut Street Association. Never in the past decade has the number of shoppers been so great and it is agreed that Philadelphia is enjoying its biggest Christmas business in years.

Walsh attributes this increased business to three factors; many veterans have saved their bonus money and spent it now for gifts and necessities; many firms increased salaries and handed out Christmas bonuses to their employees, and finally that there is now a feeling of security among workers with the outcome of the national elections. "There has been a gradual increase each Christmas season since the post-depression years," he said. "Since the middle of November the increase has been more rapid. At present most of our members report they are running 10 per cent higher than in 1935. During the next year I expect this percentage to go still higher."

Walsh considers the jewelry trade a good business barometer. "I class most jewelry articles sold as luxuries," he said. "Naturally people buy such things only when they have spare money. Well, the jewelry trade is now almost back to normal. Watches, bracelets and rings are being sold at a rapid rate." Walsh's statements are based on reports from several hundred members in the association.

Chapman said encouraging reports were received at the last directors' meeting of his organization. "Business dropped way down in 1931," he said, "but now it is definitely increasing. I expect 1937 to be even a better business year." Harry S. Shimwell, executive secretary of the Chestnut Street Association, said the rush has forced more stores to keep open nights than ever before. He added there were more early-holiday shoppers than in previous years. Officials of the Federal Reserve Bank said they have not yet compiled statistics for this month, but last month's figures justify the expressed optimism.

Pitchmen Enjoyed Good Holiday Biz

Judging from the number of re-orders wholesalers were called upon to fill, street workers and curb pitches enjoyed their greatest measure of pre-Christmas success in several years with holiday merchandise. Best sellers, of course, were toys and balloon novelties, with dancing dolls, jumping dogs and mechanical toys of various kinds all going strong.

The importance of the street and pitch worker's place in the scheme of things was clearly demonstrated in the holiday buying season just concluded. Inability of many of the toy counters to take care of shoppers in an efficient manner swelled the business of the street workers and emphasized the value of their service to shoppers. Buyers, becoming (See *PITCHMEN ENJOYED page 61*)

Yuletide Buying Biggest Since 1929

PHILADELPHIA, Dec. 26.—Santa Claus staggered last week under the biggest burden he has borne in seven years as he delivered his annual distribution of Christmas presents to the nation. The burden was bigger for one reason. Yuletide buying topped anything known since the fall of 1929. In the department stores of the nation estimates place the total at \$5,000,000,000. Their reported sales for the first 10 days of December were 10 per cent above the same period a year ago. For November the increase in sales was 8 per cent. In Philadelphia alone these sales were up 33.3 per cent for the week ending December 12.

Young America is now playing with \$215,000,000 worth of toys. That's the amount that is estimated to have been spent this year on playthings alone. Luxury items have forged to the fore. Chain stores and mail-order houses will show appreciable increases. Christmas trade in hardware stores is proceeding at a lively pace and all agree that buying at retail is off to the best start since 1929, and for the entire country it is estimated that total retail buying during this year's holiday period will be about \$6,200,000,000.

The United States Mint in Philadelphia worked at top speed to meet the heaviest demand in history for silver coins for Christmas spending. Superintendent Ed- (See *YULETIDE BUYING on page 61*)

New Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Clean Number Plates

Various States have enacted laws requiring that automobile number plates be kept clean. Offenders are punished by fine. To meet this situation the Rayline Manufacturing Company has patented a new plate frame which is made of solid brass with double chromium plate. The glass front is protected on all sides and corners by specially constructed cushioned rubber. A special locking feature prevents frame from coming apart and a new arrange-

ment prevents rattles. These new plate frames are made for all States, all numbers and all cars.

Tricky Digger Item

Here's one that should catch the eye of every digger or rotary player. It is a modernistic imitation bronze dog, just the right weight and shape to give both the player and the operator a break. Before placing this item on the market W. J. Dennis has put it in numerous machines on location and recorded the results in his usual thoro and scientific manner. Dennis is also offering a small imitation gold Radio Bank which successfully underwent the same location tests as the dog.



offering a small imitation gold Radio Bank which successfully underwent the same location tests as the dog.

Social Security Card Sheaths

A process that is claimed to give perfect protection is being marketed for the protection of Social Security Cards by Seal, Inc. A tough everlasting film of Thermium which incases the card, making it almost indestructible, is approached by no other method for the purpose. Retailing at low cost, the opportunities for big profits appear to hold almost no limit to the agent, for just about now something like 30,000,000 jobholders are receiving their cards, which must be preserved permanently. A booth near a large factory, in some prominent store window or even on a busy street corner should result in exceptional earnings on this unique item.

Handy Tire Spreader

A simple, efficient device for spreading a tire in making repairs, removing nails, glass, etc., has just been introduced to the direct selling field by Metal Specialties Manufacturing Company. The item is just inserted into the tire, a twist and the casing is spread open, and by pulling the handle the device follows the bead of the tire, exposing the entire surface and bringing to light whatever faults there may be. It simplifies the patching of tires and eliminates the need of costly equipment. Priced easily within reach of the auto owner, who should quickly appreciate the value of this clever, useful and time-saving product.

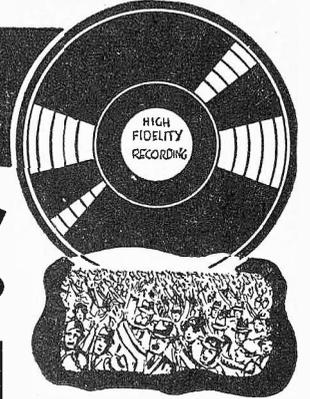
King's Farewell Message

One of the greatest naturals in years for salesmen, agents, canvassers and demonstrators is a high-fidelity phonograph record of the farewell message of King Edward VIII, recently placed on the market by the Majestic Recording Company. It is, of course, general information that the King Edward-Mrs. Simpson romance was front-paged in every newspaper in the world and that public interest in this story was as great as in any news event in the past 100 years. When the King took to the microphone to deliver his farewell message the entire world listened and was thrilled by his words. The Majestic Recording Company took the entire broadcast right off the air and reproduced it perfectly on a first-quality high-fidelity phonograph record which is absolutely free from static, scratching and all other surface noises. On the first couple of days the record was offered for sale orders for 600 flooded in. Majestic Recording Company is offering the record at a low price to salesmen, agents, canvassers and demonstrators, thus allowing a tremendous profit margin on this natural sales winner. Majestic Recording Company invites inquiries from any interested parties.

The MOST AMAZING EPISODE IN MODERN HISTORY

Brings you the greatest MONEY-MAKING OPPORTUNITY you've ever had!

Perfect, High-Fidelity PHONOGRAPH RECORD of the FAREWELL MESSAGE of KING EDWARD VIII



EVERY DRAMATIC WORD and SOUND, EVERY TENSE PAUSE and BREATH on the MOST SENSATIONAL RECORD ever made.

★ Millions of people followed the daily stories of the King Edward-Mrs. Simpson romance in the newspapers. Millions listened to the King's touching farewell message when he abdicated his throne. This history-making epoch in its entirety (chimes, British announcer's voice, King Edward's entire speech in his own voice) has been recorded on a high fidelity phonograph record without any static or scratching, without any surface noises whatsoever. Millions of people, whether they own phonographs or not, will buy this record for future generations. This amazing record is your big opportunity to make more money than you have ever made before. Wire, Phone or Mail your orders today for prompt delivery! Clean up NOW!

WALTER WINCHELL,

December 14, 1936—New York Mirror and 100's of other papers:—

"...Locals wisely thought of making recordings of the former King Edward's dramatic speech, which they are peddling at from \$5 to \$20 the platter."

75¢ EACH in Lots of 100

85¢ EACH in Lots of 12

\$1.00 Each Sample Record.

ORDER TODAY!

25% DEPOSIT—BALANCE C.O.D.

MAJESTIC RECORDING CORP.,

2 West 46th Street

ME dallyion 3-3860

New York, N.Y.

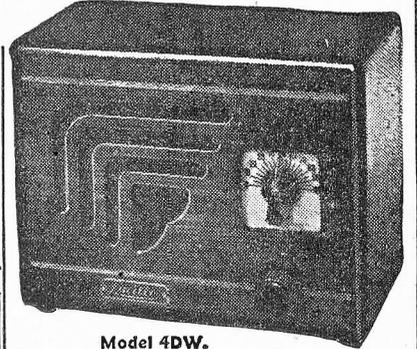
THE SMALLEST MIDGET RADIO MADE

EXACT SIZE 7-7/16x4 1/2x5 3/4 WITH A DYNAMIC SPEAKER

- Striped Walnut Cabinet
- New Style Zephyr Dial
- Side Method Tuning
- Litz Wound Coils
- Exceptional Sensitivity
- Hair Line Selectivity
- Moving Coil Dynamic Speaker
- Filtered Signal Detector
- Tremendous Volume
- 43 Pentode Output
- R. C. A. Licensed Tubes
- Exclusive Style
- Original Design
- Set and Tubes Guaranteed

You Don't Need Any Free Trials, Our Sets Really Work. Continuous repeat orders is our best proof.

Send for New Catalog



Model 4DW. \$6.10 each

\$6.75 each

in lots of six F. O. B. N. Y. 25% deposit samples

PLAYLAND SUPPLY CO.,

118 East 28th St. New York City

The Smallest Radio in the world with a full sized 5" Dynamic Speaker

Salesmen

★ Hustlers

★ Salesboard

★ Operators

All Styles and Sizes

★ BANKRUPT STOCK OF NEW

FUR COATS

Very low priced

★ Some as low as

\$10.00

SEND TODAY FOR PRICE LIST!

M. SEIDEL & SON, 243 W. 30th St., New York City

LOOK! JUST OFF THE PRESS. OUR 1937 GENERAL CATALOG. 164 Pages of Latest and Fastest Selling Items at the Lowest Possible Prices... Be sure and mention your Line of Business. MIDWEST MERCHANDISE CO. 1026-28 BROADWAY, KANSAS CITY, MISSOURI.

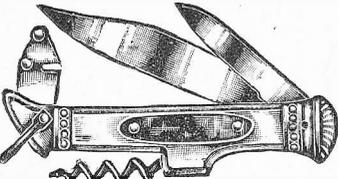
REMOVAL SPECIALS

NEW SQUIRTING CIGARETTE TRICK, Dozen 50c
HOT SEAT NOVELTY, Dozen 60c
POWDER & PERFUME COMBINATION—Cello. Wrap'd. Dozen 42c

PUSH CARDS — SALESBOARDS

10-HOLE CARDS 1c Each
25-HOLE CARDS 1 1/2c Each
50-HOLE CARDS 2c Each
100-HOLE CARDS 3c Each

SEND FOR SPECIAL CLOSE OUT CIRCULAR.
25% Deposit, Balance C. O. D.
BENGOR PRODUCTS CO.
878 Broadway, NEW YORK, N. Y.



COMBINATION GLASS CUTTER KNIFE — Two Blades, Clip and Pen, Glass Cutter and Cork-screw. Nickel Finish, Metal Handle. Center with Fancy Colored Celluloid Inlay, Equipped with Shackle for Chain. Size of Knife Closed, 3 1/2". One Dozen in Package. B10C178.

PER GROSS 12.00 PER DOZEN 1.05



MIDGET VEST POCKET FLASHLIGHT—3" overall. Metal Case, enameled in colors, nickel-plated ends. Complete with Bulb and Battery. 2 Dozen assorted colors in carton. B4C12.

PER GROSS 9.75

N. SHURE CO.

Adams and Wells Sts., CHICAGO, ILL.

LAST CALL For Christmas TOYS

COMIC XMAS CARDS (With Envelopes), 75c Per Hundred.
HURST GYROSCOPE TOPS, \$1.25 Per Dozen, \$14.50 Gross.
POP-POP BOATS, 55c Doz., \$6.00 Gross.
POP-POP BOATS, Smaller, 40c Doz., \$4.50 Gross.
SWIMMING DOLLS, 80c Doz., \$9.00 Gross.
HULA HULA DANCER DOLLS, \$1.00 Doz., \$11.50 Gross.
FUR JUMPING DOGS, 85c Doz., \$8.50 Gross.
CLOTH JUMPING DOGS, 40c Doz., \$4.50 Gross.
PECKING BIRDS, 80c Doz., \$9.00 Gross.
RUNNING MICE, 35c Doz., \$3.50 Gross.

A 25% Deposit Must Accompany All C. O. D. Orders.

LEVIN BROTHERS,

Terre Haute, Ind.

ELGIN or WALTHAM \$1.95 Ea.

7-Jewel, 18 Size Watches. In New White Cases. 7-Jewel, 16 Size Elgin and Waltham, \$2.75. Flash Carnival Watches that do not run, 50c each. Send for Price List.

Your Money Back If Not Satisfied. CRESCENT CITY SMELTING CO., Old Gold and Silver Buyers and Refiners, 118 N. Broadway, St. Louis, Mo.

Here Are The FASTEST MONEY MAKERS

100 HOLE SALES CARD with \$3 Prize, At 10c a Sale Deal Brings In \$10. Complete Outfit **\$1.45**

500 HOLE SALES BOARD with 10 Prizes, 50c to \$2 Retail Value. At 5c a Sale, Deal Brings In \$25. Complete Outfit **3.90**

1000 HOLE SALES BOARD with 20 Prizes, 50c to \$3 Retail Value. At 5c a Sale, Deal Brings In \$50. Complete Outfit **8.75**

2000 HOLE SALES BOARD with 30 Prizes, \$1 to \$3 Retail Value. At 5c a Sale, Deal Brings In \$100. Complete Outfit **16.50**

We carry any kind of Sales Board, Sales Card or Deal. Our Prices are the Lowest on Earth. Our Reputation of 20 Years' Value Giving is Your Guarantee of Satisfaction. Wholesalers since 1916. All C. O. D. Orders with 25% Deposit. For Direct Import and Factory Prices Send Orders to New York only. FREE 196 Page Catalog with All Orders.

OUR ONLY MAILING ADDRESS
MILLS SALES CO.
 901 Broadway New York, N. Y.

NOTES from SUPPLY HOUSES

The Industrial Art Supply Company placed on the market this year an original idea in a Christmas novelty which has already met with great success. It is a lamp made in the form of a Christmas tree with tinsel covering. A red bulb is placed inside which shines thru the tinsel.

Premium Sales Company announced its opening recently in San Francisco for the distribution of salesboards and merchandise assortments. Established in conveniently located offices at 118 First street, the firm is carrying a full ware-

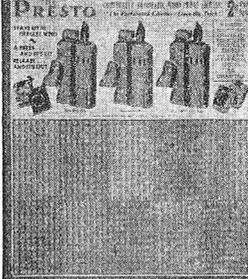
house stock of salesboard lines for the convenience of Western operators and is specializing in boards and premium goods. Firm is under the management of Mrs. Rowena A. Walter, who was associated with the Hamilton Manufacturing Company until the recent move of the salesboard manufacturers in closing their factory branches on the Coast.

Quality goods and quick service have been the formula which has built up Champion Specialties' business at such a rapid rate over the past year. House has long been a headquarters for pitchmen, canvassers and salesboard operators and its catalog offering a tremendous line of carded goods, novelties and salesboards should be in the hands of every wide-awake man in the field today.

Radio deals are going bigger now than ever before, according to J. M. Bregstone, who supplies probably the most extensive line of radios in the business today. Not many manufacturers could keep up with the demands of jobbers and wholesalers during the past few weeks, but Bregstone was able to make immediate shipments because of the large number of units already on hand. Luckily just before his supply ran out new shipments came thru.

A deal which is fast finding favor with the salesboard operators is the one placed on the market several weeks ago by the New Method Company. It

PRESTO



features six of the famous chrome plated Presto Windproof Lighters which have been pushed on cigar counters for some time. The fact that these lighters have an unexcelled reputation with the public, plus the uniqueness of the deal itself, has caused operators who have tried the 1,200-hole board to rush back to the New Method Company with repeat orders. Inasmuch as the supplier also manufactures the lighter, the operator, as well as the location, is given a handsome profit.

William C. Popper & Company, printers, report an enormous response from the first publicity releases on its Social Security Record Books. Julian J. Proskauer, president, directing sales for the Security Books, states his firm anticipates that the run of the book will go into millions. In fact, he has already printed 800,000. Proskauer, incidentally, is president of the Parent Assembly of the Society of American Magicians, a past national president and well known in magical circles throught the world.

A novel offer is being made by E. S. Lowe & Company, well-known manufacturers of Bingo supplies. A sample package of 500 Bingo midget cards for special games will be sent free by the (See SUPPLY HOUSES on page 62)

A novel offer is being made by E. S. Lowe & Company, well-known manufacturers of Bingo supplies. A sample package of 500 Bingo midget cards for special games will be sent free by the (See SUPPLY HOUSES on page 62)

AMERICAN-MADE LAPEL WATCH, 14 S.



Enamel bezel and back with Chrome center case. Assorted colors: Black, Ivory, Tan, Red, Green and Blue. Each with braided 6-inch cord attached to match color of enamel.

No. B100. Ea. \$.92 1/2
 TEN for..... 9.00
 Send for Catalog.

ROHDE - SPENCER CO. WHOLESALE HOUSE
 223-225 W. MADISON ST. CHICAGO

ATTENTION

Novelty and concession men, a new seller or give away for small premium. The Lord's Prayer or the Ten Commandments on a Copper. Retail at 5c, to you 1 1/2 c each. They set on a paper easel. Sample 10c.

DAVE MARKUS
 600 Blue Island Ave., Chicago, Ill.

Look a new miracle 1000 LIGHTS from ONE match!



EVERYONE WHO SEES SAYS IT'S AMAZING!

CAN-O-LITES. Amazing new breath-taking invention! Banishes Lighters and Matches forever—gives 1,000 lights with this one mysterious new kind of match. NEVER NEEDS TO BE REFILLED. Sure as a match, it strikes like a match and replaces the match. Yet there are no burnt-out matches strewn around. Instantly you have a big, giant flame that will light a pipe, cigar, cigarette, gas stove and serve the thousands of uses a match has.

RETAILS FOR ONLY 25c

CAN-O-LITES sells for the astounding low price of only 25c, complete. No sparks. No cin- ders. No danger of burnt clothes or fingers. Never fails. Absolutely safe. No wicks or gears or wheels. Nothing to get out of order. Men and women—write quick for amazing details.

CAN-O-LITES MFG. CO.
 Dept. D-11,
 Youngstown, O.

DEEP SEA TREASURE

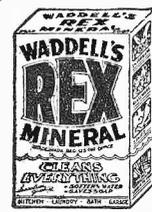


The Outstanding Novelty of the Hour is this Unique Item, a Canned Oyster which contains a Real Cultured Pearl, Value Not Less Than \$2.00 Retail, and Possibly \$50.00.

No. B11J12. Price, \$15.00 Doz. Sample Sent \$1.35 P'st'd.

JOSEPH HAGN COMPANY, DISTRIBUTORS
 217-225 W. MADISON ST., CHICAGO.

AGENTS — PITCHMEN



Make 1937 your banner year. Sell REX MINERAL. R. E. A. I. S. O. A. P. Taverns, Night Clubs need it; every Housewife, Shop, Garage or Factory should use it. REX not only cleans everything in the home, but it softens water, saves soap and is invigorating when used in the bath. Double your money. Sell a necessity. Write for latest Circular and Price List. Get your share of this business.

Send for Free, Full Size Package. Enclose 10c to cover postage and handling.

WADDELLS REX PRODUCT CO., Inc.
 444 West Grand Ave., Chicago

Exceptional Value \$3.50

ROYAL KNIGHT BLUE D. E. BLADES

Uniform Quality!!! Per 1000

Cellophaned—20 Packs, 5 in Display Box. 25% Deposit on C. O. D. Orders.

- Fullest Line at Lowest Prices for House-to-House Canvassers.
- Wagon Salesmen & Pitchmen.
- SIDE LINE MERCHANDISE..... 75c
- Extra Special. Gross..... 75c
- 1937 Catalogue Free—Write!

SINGLE EDGE BLADES — Cellophaned, 20 Pks., 4 in. Per Disp. Card **65c**

DOUBLE-EDGE BLADES — Cellophaned, 20 Pks., 5 in. Per Disp. Cd. **40c**

Include Postage, 25% Deposit on C. O. Ds.

CHAMPION SPECIALTY CO.
 814-T Central Street, Kansas City, Mo.

NO? NO! A 1000 TIMES NO!



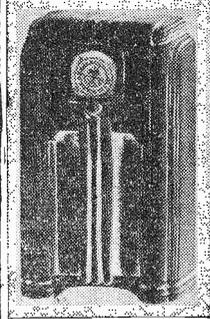
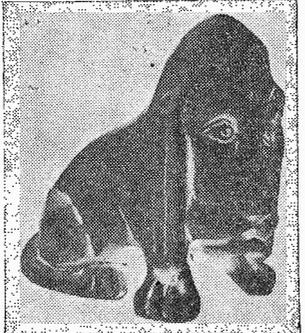
Is one of the fastest selling Joke Novelties we have ever brought out. The Boys buy it for the Girls, and the Girls buy it for the Boys. Storekeepers and Hustlers are cleaning up with it. WE CAN NOT make them fast enough to supply the demand. It retails for 25c and costs you 10c. Each Pair in a 5x8" Box with a label. Per Doz., \$1.20; Gross, \$13.50; Sample, Prepaid, 25c. Rush your order. This number will sweep the country. DO IT NOW. We manufacture and Import the Biggest Line of Tricks and Jokes in the U. S. A. Catalogue, 10c, or \$2.00 for 50 Samples of FAST SELLERS.

MAGNOTRIX NOV. CORP., 136 Park Row, N. Y.

End your correspondence to advertisers by mentioning The Billboard.

2 NEW ITEMS

Radio Bank and Modernistic Dog

Here are two new Digger and Rotary items which have been tested and approved on location in accordance with the W. J. Dennis policy. The Radio Bank is imitation gold; the Modernistic Dog, imitation bronze. Send 75c for two samples, one of each, post-paid.

PRICE, per dozen, \$3.60 — 1/3 Cash, Balance C. O. D.

SEND FOR NEW CATALOG

W. J. DENNIS
 1018 S. WABASH CHICAGO

FREE 5 DAY TRIAL

5 TUBE GENUINE GENERAL RADIO

SATISFACTION GUARANTEED

Try this GENUINE GENERAL RADIO for 5 days AT OUR RISK. You'll find it the best buy on the market—or your money refunded. No questions asked. (Less freight charges.)

FAST SALES! BIG PROFITS! Modern Walnut Cabinet. Powerful dynamic Speaker. Superb tone. **NEW 3-COLOR DIAL.** R. C. A. Licensed Tubes—one Metal. No aerial or ground needed. A. C. D. C. Packed in air cushioned cartons. **FREE! NEW 1937 CATALOG** Genuine Generals Build Business.

\$6.45 LOTS OF SIX

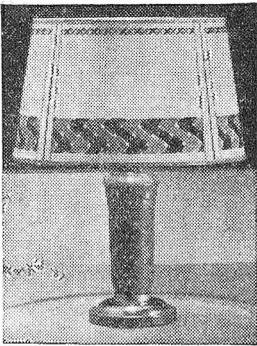
\$6.95 SAMPLE SET

25% with order, balance C. O. D. Remember—Satisfaction or Money Refunded.

GENERAL WIRELESS LABORATORIES, Inc.
 240 W. 23rd St. (Dept. 9-F) New York, N. Y.

OPERATORS — PREMIUM USERS — Here are 2 some REAL MONEY for the NEW YEAR.

TABLE LAMP ONLY 62 1/2c



12" Shade 16" high. Colors: Red, Black or White. Packed 2 Dozen to a Carton. 25% Deposit with Order, Balance C. O. D., F. O. B. Chicago.

M. B. WATERMAN & CO., 526 S. Dearborn St., Chicago, Ill.

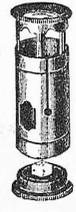
"SCOTTIE" Fountain Pen Desk Set

Base and "Scottie" elaborately carved, made of wood, felt backed. 14 Karat gold-plated Pen Point. Size: 9" Long, 4 1/2" Wide. Packed 1 Dozen to a Carton. **ONLY 1.00**

PROFIT MAKERS FOR PITCHMEN AND STREET WORKERS

SEND FOR COPY OF OUR GENERAL CATALOG

FLOROSCOPE B1384 Floroscope. Tube made of nickel-plated metal, brightly polished. Possesses high magnifying power. An excellent item for demonstrators. Complete with steel pick that can be used for handling small insects. Per Dozen, \$ 2.40 Per Gross, 24.00



MINIATURE CHARMS

B2319—Donkey Charms with Silk Cord. Per Gro., 75c

B2326—Elephant Charms with Silk Cord. Per Gro., 85c



B1767—Czecho 3-Blade Toothpick Knives. Gross, \$1.35

B1768—Czecho 5-Blade Toothpick Knives. Gross, \$1.60

B3466—Keen-Edge Knife and Scissors Sharpeners. Gross \$11.00

B2459—Movable Hand Wrist Watch, Individually bxd. Gr...\$3.50

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

IT SELLS PLUNGER FILLER VAC
ZIP! ONE PULL—IT'S FULL!



EVERYTHING IN FOUNTAIN PENS & SETS.
JOHN F. SULLIVAN
458 Broadway, NEW YORK CITY.
Fast Service "Sully."

GOLDFARB NOVELTY CO.

116 Park Row New York City
Wishes their Friends and Patrons from
Coast to Coast

**A Happy and Prosperous
New Year**

and Invites all to the Housewarming of
their New Home

20 West 23rd St. NEW YORK CITY

ON JANUARY 9th

See the House that Service Built

REX HONES 3c Each
Now Less Than 3c Each
\$4.25 a Gross
Send \$1.00, Bal. C. O. D.,
Plus Postage.
Each Hone in flashy silver
box, priced 50c. A real fast
cutting abrasive stone of good
quality. Wonderful demon-
strator for Pitchman. Hone men are cleaning up.
ACT QUICK. **REX-HONE MFRS., 1500 West
Madison, BR-1, Chicago, Ill.**

**HEADQUARTERS FOR
SPECTACLES and GOGGLES**
We carry a Complete Line of Goggles,
Field Glasses, Microscopes and Optical
Merchandise. Our prices are the lowest
anywhere.
NEW ERA OPTICAL CO. Write for
Catalog BF43.
Optical Specialties
17 N. Wabash Ave., Chicago, Ill.

E. Z. WAY
AUTOMATIC
STROPPER

W. M. MFG. COMPANY,
Sandwich, Ill. Sample, 35c.

CHRISTMAS CARD AGENTS
Large Profits easily earned selling new 21-
Folder Assortment. Sells on sight for \$1.00.
Write for particulars.
DOROTHEA ANTEL
226 West 72d Street, New York, N. Y.

Save 80%
Buy your Sundries, Specialties, Supplies,
Blades, etc., direct from manufacturer
through our Mail-Order Department. All
orders mailed postpaid by us. We have
everything. Send for FREE mail-order
catalog.
THE N-R MFG. CO.,
Dept. H-81, Box 353, Hamilton, Ontario.

MEDICINE HEADQUARTERS
A complete Medicine Show, private label, and Office
Special Line. **SUPERIOR SERVICE.** Wholesale
Catalog and Office Special Price List upon request.
GENERAL PRODUCTS LABORATORIES,
Mfg. Pharmacists,
137 E. Spring Street, Columbus, O.

GENUINE DIAMOND RING
Solid Gold Mounting
Send for Catalog. Biggest Bar-
gains in Used Watches and
Diamonds in the Country.
H. SPARBER & CO.,
106 North 7th Street, St. Louis, Mo.

2.95

PENNY SANDWICHES
Sell 'em by the million on the streets to stores,
wholesale and retail. Everybody buys. Profits im-
mense. Newspapers advertise you free. Get in now.
Formula, some tools and several samples, postpaid,
only \$1.00. You can start with 25c capital. Hurry
and get in this new and timely money-getter.
A. T. DIETZ CO.,
Money Making Specialties, 2144 Madison, Toledo, O.

**CALL THE ADVERTISER IN THE
BILLBOARD WHERE YOU GOT
HIS ADDRESS.**

PITCHMEN
for
PIPES
by **BILL BAKER**

(Cincinnati Office)

CHESTER HUGHES
pianist with a med opry last season,
cards that he is at his home in Savan-
nah, Tenn., for the holidays.

PROF. JACK E. SHARKEY
inks from Taunton, Mass., that he is
doing fine. He says that he is teaching
tap dancing, roller skating, drum
majoring and baton juggling but that
he still carries the keister.

JOSEPH WESTON
letters from Des Moines that he is
anxious to read pipes from his pitch
friends.

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

"WOULD LIKE TO READ PIPES
from Arizona Bill, Harry Malers, Sam
Jones, Billie Sherwick, Sam Seidler,
Harry Corry, Bernie Gross and Al Gold-
stein, blasts Morris Kahntroff from
Geneva, Ala.

"JUST A LITTLE PIPE
from the long-distance sheetwriter,"
wigwags J. H. McCaskey from Sanford,
N. C. "Have been making the courts
thru the hills of Virginia and upper
North Carolina to fair biz, despite the
fact that I've been encountering plenty
of snow and rain. Would like to see
some pipes from the boys. A fellow
doesn't get to see many in these parts.
All is okeh for those who try in this
territory."

"AM DOWN HERE
where the climate suits my front,"
scribbles Jeff Farmer from St. Peters-
burg, Fla. "Didn't make enough last
season to get a benny, so I came to
Florida. At any rate the fishing is
good, and that's enough for me."

A **PITCHMAN** who leaves a town hot be-
cause he didn't do any good not only makes
it hard for those who might follow, but he
himself may want to work the town again.
Just a case of burning your bridges behind
you.

FITZGERALD
has been working rad for a merchandise
store during the holiday season in a
hot spot in Chicago.

BEEMON YANCEY
shoots from Atlanta: "Was in New Or-
leans for a few days and didn't see any-
one but my friend Joe Morris. Was
pleased to learn that Morris Davidson
and Harry Webber were doing so well
with the tie forms in the Indiana stores.
It was not surprising, however, to hear
that all the boys did so well at the
Auto Show in Kansas City, as the town
is closed to working on the streets and
the show was held in the new audi-
torium, a much better location than
where the shows were formerly held.
Have not seen any pipes from Ray
Redding or Sam Spector for some time.
Joe Morris plans to join me in Florida
this season. I suppose the weather here
is keeping all the folks indoors. At this
time last year the town was full and
Harry Myers' jam store had so many
pitchmen as customers.

W. D. COOPER
cards from Canton, Miss.: "Many thanks
to my friends for the cards and letters
while I was in the hospital. And thanks
to those who wanted to know if I could
use some cash. No, boys, I had a swell
fall and hope to be okeh in about 90
days. I have enough to tide me over
until then, but it does make a fellow
feel good to know that past favors are
not forgotten and must say it's still a
grand old world with lots of good fellows
living in it."

WHEN YOU FIND a fellow who is a chronic
knocker take inventory of him and the one
he is knocking. You can usually figure out
the rest for yourself.

"WE AGREE WITH
Mr. Miller about Detroit," crack I. W.
Hightower and B. Baurlye from the
Motor City. They add the following:

"Christmas may come and Christmas
may go. Boys, we have our Christmas
dough. Now with Christmas over we
respire, because, boys, Msten, we can
retire."

REPORTS DRIFTING IN
indicate that there is a greater shortage
of help on the floors of the tobacco
barns of Lexington, Ky., than at any
time since 1929. Heretofore pay rolls
have run into hundreds of thousands of
dollars. But now that the weed is com-
manding the greatest price in its history
growers are crowding the markets with
the huge casks and baskets of tobacco.
Boys who have been working that neck
of the woods are rubbing elbows with
prosperous farmers and have been
smoking stogies with Santa Claus.

IN THE MOUNTAINS
of Kentucky lies a town called Hazard.
There seems to be a serious shortage of
coal cars to haul the city's chief produce
to the industrial sections of the coun-
try. Natives have been working at a
merry clip, but they must be contacted
on pay day, for at other times they
draw scrip.

INSULTING OR BERATING a tip is the
equivalent of building a stone wall with a
"Keep Out" sign at the entrance to a town.

ROBERT BENSON
is going over like a house afire with his
plunger fountain pen deal. Newspapers
over the country are carrying ads writ-
ten by this fountain-pen ace, and from
the amount of money it takes to keep
these magnets in the columns Benson
is cleaning up.

WORD COMES FOG-HORNING
thru that the Harry Howards and their
medicine opera are going along at a
winning gait in the barns of Tennessee.
Space in that section of the country is
difficult to rent, since tobacco has taken
such a sky ride. Any show or single-O
worker, however, who has the capability
of getting into some warehouse space
with an attraction of any kind could
be chloroformed and still click. Hence
the writer is of the opinion that the
Howards are getting a full share of the
filthy lucre, as Harry is an ace lecturer,
while as a fixer the missus runs second
to none.

SUCCESSFUL PITCHMEN are not only good
showmen and business men—they are gentle-
men.

TOWNS IN SOUTHERN INDIANA
where factories are running full time
making cabinets and other parts for the
radio industry are boasting of war-
time prosperity. Pitchmen not holding
heavy should make these spots.

COAL FIELDS
of Terre Haute, Clinton, Linton, Sulli-
van, Bicknell and Princeton, all in
Indiana, are running strong. Give these
spots the once over, boys.

A NUMBER OF KNIGHTS
have been enjoying a good noon-
day biz at the Harvester plant, Ft.
Wayne, Ind.

AUTO PLANTS
at Connorsville, Newcastle and Auburn,
Ind., recently went on a full-capacity
run. The boys making the gates in that
territory are clicking.

EDDIE ST. MATHEWS
who has had a good year, is in the
market for a new car and house trailer.
He infos that he has been putting his
auction store over in Oklahoma and
Arkansas during the last month.

SOME KNOCKERS talk about pitchmen to
feel out their listeners in regards their own
shortcomings.

S. N. ULMAN
who left Indianapolis about seven weeks
ago on a proposed trip around the coun-
try, is now in Galveston, Tex. He reports
a good biz thus far and advises that he
has made the following towns: Louis-

ville, Asheville. Winston-Salem, Durham,
Raleigh and Wilmington, N. C.; Charles-
ton, S. C.; Savannah, Ga.; Jacksonville,
Tampa, Ft. Myers, Key West and Miami,
Fla.; Havana; Mobile, Ala.; New Orleans,
Baton Rouge, La.; Beaumont, Port Ar-
thur and Galveston, Tex.

JAMES BURNELL
who is working tobacco markets and
community sales in and around Lexing-
ton, Ky., writes that business is better
this year than at any time since 1929.

SOME SPOTS THAT
should net plenty and are easily made,
as they are right in line for anyone con-
templating such a trip, are Springfield,
Carthage, Webb City and Joplin, Mo.
Then Galena, Kan., and Picher, Miami
and Tulsa, Okla.

DR. CHARLES PARNELL
and the missus are taking their med
opera into halls for the winter. Zeb
Austin continues to manufacture the
laughs for the outfit.

DOC BURT ROBERTS
reports a good year with his mineral
products.

RAY BOWERS
has had an exceedingly good fair season,
which made this his banner year with
the sheet since 1929.

L. & N. RAILROAD
is enlarging its shops and installing new
machinery in most of them. Boys work-
ing in or around Louisville, where the
work is programed, should enjoy some
good pitches during the next six months.

PITCHMAN'S SAYINGS: "Alagazam."—
Ned House.

SHOE AND CANNING FACTORIES
along with the railroad shops, are run-
ning at full capacity in Paducah, Ky.,
while at Mayfield, just 25 miles south,
the tobacco markets are running wide
open.

"LET THE TRUTH BE KNOWN
and shame the devil. It may do some
good," wails A. B. Hibler from Hatties-
burg, Miss. "Life is full of ups and
downs, with more downs than ups. If
you don't believe it take a satchel and
travel around the United States in pur-
suit of a living. Do you feel that you
would enjoy arriving in a hick town at
6 p.m. without a dime in your pocket
and then have to step out in pursuit of
a bed and a bite to eat, only to be ar-

FREE CATALOG
1937 EDITION JUST OFF THE PRESS—
136 PAGES—OVER 3,000 VALUES, THE
LIKES OF WHICH YOU'VE NEVER SEEN.

Sizzling Bargains in Cos-
metics, Razor Blades,
Drugs, Perfumes, Food
Products, Notions, Elec-
trical Goods, Stationery,
Sporting Goods, Gifts, Pre-
miums, Clocks, Watches,
Radios, Etc.

WRITE FOR FREE CATALOG AT ONCE.
4 Convenient Shipping Points

**UNIVERSAL
MERCHANDISE
COMPANY**

37 Union Square,
New York, N. Y.
512 Canal,
New Orleans, La.
676 Mission St.,
San Francisco, Cal.
30 South Wells St.
Chicago, Ill.

NEW POPULAR STYLES

Yellow and Rho-
dium line
of Rings
—includes
Men's &
Ladies'
LaRhoda
G E M S.
Thre
NEW
Birth-
stone
Numbers
and Cam-
eo Rings.
Sample
Line
avail-
able—18 Rings, \$2.00. Sold only to Dealers.

Write for 32-Page Jewelry Catalog
containing Best Selling Items.

HARRY PAKULA & CO., Chicago.
5 North Wabash Ave.,

rested for trying to take orders for future delivery without a permit? Or to be tossed into jail for 36 hours with nothing to eat or drink and then hauled to the outskirts of the town, where you are told to beat it and never come back? Would you, then, call this a free country? All of the foregoing has happened to me in the last 18 months in the State of Pennsylvania and no doubt is happening every day to someone like myself. Recently I hit the highway out of Meridian, Miss., and from my highway experience from Meridian to Hattiesburg I'm inclined to believe that there are some mighty fine people in the State of Mississippi. I have previously wondered why some of the boys preferred the State of Mississippi to all others for their business. Now I know. The people here are similar to those in Texas, poor but honest and kind. So you boys needn't hesitate about coming to Mississippi. It's democratic and you'll get an even break."

ACCORDING TO REPORTS . . . the boys working med in Oklahoma City are sporting new fronts, flashes and heavy bank rolls. Hard roads in all directions, with cotton and oil the chief crop and industry money is plentiful and freely spent.

CHIEF ROLLING CLOUD . . . has run his med opera and circus into the barn for the winter months and is placing his med in drug stores, where he is successfully working an advertising stunt.

START the new year off by "SELLEBRATING."

FRENCHY THIBAUT . . . pens from Sacramento, Calif.: "Found Pitchdom well represented in Portland, Ore. Docs J. Van Cleve and Ruscimich are operating a store in the heart of the money there. Doc Farley has been working his famous Kayaw 'erl' around plants to an okeh biz. Bob Nelson and the missus, better known as The Dagmars, are clearing up some business matters before returning east. I worked flukem to a fair biz at several plants there. Due to rain, however, I couldn't get enough work, so I left for this spot. Passed up a lot of good towns on the way here. George Smith, gummy, and Bob Clark, dots and dashes, are the only ones here. The town is open on p. p. for 50 cents, 25 cents on your o. m. or \$1 per day otherwise. No spots are available, however, so I plan to spend the holidays in Frisco. Would like to see pipes from Joe Morris, Frank Vail, Jimmy Miller, Alvie C. Rice, Fred Zizz Cummings, Robert J. Miller and Frank Lager."

DR. GEORGE M. REED . . . shoots from Indianapolis under date of December 18: "Made the packing house here at noon yesterday and thought I had gotten into a pitchmen's convention. There were 12 honest-to-goodness pitchmen there with pens, horn nuts, knife sharpeners, cement, flukem, coils and what have you, and about that many home guards with razor blades, shoestrings and what nots. Met my old friend Doc Nye, looking younger than ever. Doc says business has been good and he certainly looks prosperous. Had a nice letter from Art Cox and was glad to learn that he and the missus were feeling fine and that they expect to be telling the natives all about darners and needle threaders early next spring. J. G. Hobson, lettered me that ole Santa Claus was all set to visit the General Products Laboratories and that Fergie was going to visit the twins, his grandchildren, in Jamestown, N. Y. J. T. Maloney advises that he has been so dern busy sending other people presents that he forgot to write Santa Claus. Just read Mary Ragan's pipe and I noted that she says all medicine sold in California must be manufactured by a California pharmacist. Does this mean only the medicine sold by pitchmen or does it include the drug stores? If it does not include the drug stores it would be an easy task to knock the law out, for the courts have ruled in other cases that they cannot discriminate. It looks to me, therefore, that if medicine sold in California must be made in that State

Pitchmen I Have Met

By SID SIDENBERG

As a general rule when one sees a worker putting out the medicine single-o he usually finds that the worker is using some garb which psychologically is the key to his success. Some boys use organical charts to hold the attention of their tips and to impress their listeners that wealth is health.

In my score of years on the road I have met few men working medicine single-o who can put over a selling talk in civilian garb which really collects dough.

Among the few is one who not only holds his tips with his common sense deductions on how to get healthy and stay that way, but collects from the major part of his push when he goes in for the passout.

This fellow is none other than Cal C. Hicks, who has been working high, single-o, with tonic for 15 years and is rated among the top-notch med purveyors of pitchdom.

I notice that Cal does most of his work getting the confidence of his listeners after he has finished his lecture. He invites them to talk to him in his car when he is not occupied and when he gets thru with each individual he has not only made a buyer of him but a natural hard-plugging booster to boot.

Cal has tried Indian, Chinese and other makeups and claims that that method of working does not enhance his take, but rather keeps him from clicking.

Hicks is a natural as a lecturer. For years he worked the fronts of plantation shows on the Isler Greater, Guy Dodson, Alamo and other successful carnivals. This gave him the necessary confidence which all successful pitchmen must have to make the grade. Hicks contends that he is one of the few med men who have never done stage work before their entrance into pitchdom.

Hicks, who recently celebrated his 39th birthday anniversary, is married, a member of the Elks and a veteran of Foreign Wars. Kansas City, Mo., is his home. The missus does not take part in Cal's work.

drug stores also come under the law. Mary Ragan and James E. Miller's dope on Los Angeles and Detroit, respectively, is the kind of pipes we all like. What a difference there would be in Pitchdom if the boys and girls sent in the dope as it really is. I am in Mary Ragan's home town now and find it open to the boys and girls if they can find a doorway. One can also work on the corner of Missouri and Washington streets. Mary, give us some more dope on how you find the West Coast. Frank Libbey, for the love of Mike, pipe in. And say, where are Hook McFarland and that oldtimer, Hi Hightower; also Ned House and Jimmie Ried? Where are Wayne Garrison, Bill Skusher, George Lytell, old Bill Ellis, Arthur O'Day and Ray Pierce? Pipe in, all you oldtimers, and let us know where you are."

A PITCHMAN'S daily prayer: "O Lord, help me mind my own business and keep my nose out of other people's business."

where I plan to stay until spring," crackles Madaline E. Ragan from Port Arthur. "This town is closed, but the refineries, which we are working, are outside the city limits. Met Oldfield at the Gulf Refinery one noon, and let me tell you he can certainly handle the hones. He told me he would like to see a pipe from our old friend Frank Libby. Several of the boys are working this territory. One can live cheaply here. There's plenty of fishing and a lot of good towns. Listen, boys, don't pass up Marshall, Tex. You can work the courthouse lawn if you see the sheriff. He's a regular and one of the boys. Bill Millington and the missus are here for the winter. I found the best tip getters in the business in the persons of the political campaigners, but we will have to wait four more years to get them again. I even loaned them my platform and they turned the tip over to me. So the next time you spot one, stay with him, for you will be rewarded with plenty of long green. Ed St.

Mathews, Charley Hawley, Frank Libby and the others, do you remember Frisco four years ago? Have you gathered all the turkeys together as yet. Mr. Boupry? Dr. Victor Lund, Dick and Honey Jacobs, Curley Bartok and all of you in pitchdom drop in a pipe and give us the low-down."

B. F. (FIDO) KERR . . . after a long silence letters from Duluth, Minn.: "Just returned from the hills of West Virginia for the holidays. Will leave immediately after New Year's for a warmer climate. Have covered a lot of territory the last year, but cannot mark it down as a big one. Barnard's article on 'Pitchmen as Super Salesmen' was exceptionally good and there certainly are times when the pitchman must show real salesmanship, especially when the cut-price artist works near him. Some time ago I worked the North Carolina State Fair at Raleigh with peelers at \$1 per set and had as competition a 25-cent worker. Fortunately, as is the case with most price cutters, he didn't know what it was all about and did not survive the week. My first pitch was made in 1902 at the Boustul Registration in South Dakota, where I met Pete Ellsworth, Ginger Cohen, Irish Mike Reynolds, Scottie Faulkner, the Bohan Boys and Doc White, who schooled me in the art of dropping wipes—a pitch I haven't seen in many years."

TRIPOD OPENINGS: Beef is highest when the cow jumps over the moon. A reader is highest if you must leave before noon.

ROBERT M. SMITH . . . after working the North Carolina tobacco markets to a fair biz, jumped into Cordele, Ga. He says he met a full quota of med men and pitchmen at the markets.

GRANGER THORNBERRY . . . has been going great guns and getting the kale with the subs. Granger has been getting satisfying returns on the paper all year.

JAKE BRANHOLTZ . . . has been working the tobacco warehouse regions of the Carolinas, Tennessee and Kentucky with stroppers to good results.

LESTER KANE . . . of shampoo fame, is still working the chain stores to good results, as would be expected of this ace worker.

BILLY BEAM . . . is reported to be hitting on all six, putting over his Chinese health talk and gensen sale.

BILL BROOKS . . . is out plugging with his jam store, as he does every year after the circus season.

FRANK GALLO . . . St. Louis wholesaler of flowers, reports that he enjoyed a swell holiday trade.

YOU LOOKED back on '35. Now it's '36. What will you look back on in '37?

FRED ALMANY . . . ace sub taker, is working out of Lexington, Ky., to some good biz. He and the missus plan to proceed to Hot Springs, Ark., after the holidays to join Billy and Mabel Beam for a vacation.

CHIC DENTON . . . has been making spots in Minnesota with his jewelry sale to some successful business.

REPORTS EMANATING . . . from Dayton, O., indicate that National Cash Register, Frigidaire, Delco and Inland companies are running full time. Parking lots and doorways are also reported to be open.

LUTHER FRY . . . working out of St. Louis, has been going great with his med lecture, working farm sales and spots in Illinois and Indiana.

THE PEAVEYS . . . with corn punk and astrological forecasts, are working the Southern States this winter and report business at better than par thus far.

VIRGINIA PEARCE . . . astrology worker, writes from Denver that she is headed for Oklahoma, Arkansas and the East. She states further that biz has been okeh, but anticipates larger tips and passouts in the East.

BOBBY DALE . . . is drawing huge crowds and taking plenty of kale with his med lecture on the North Carolina lots.

Pitchdom Five Years Ago

Evangeline Day, the "little gal who made good in the big city," was busy horoscoping the multitude in New York. . . . Doc Jack Dorsey was spending the holidays in a Coney Island hospital preparatory to undergoing a surgical operation. . . . A new pitch store had just made its appearance in the spot on West 125th street vacated in the fall by Doc Perry. . . . "Girl Behind the Mask" joined Lady Dorothea, mentalist, in Detroit. They were seriously considering making a tour of the Middle West under the management of Chick Townsend. . . . Waco, Tex., turned out to be a blank for A. Dell, veteran sheeter. . . . According to W. R. Hillman, a large number of the keister fraternity were working Chicago. . . . R. T. Miller, with Crinkle Clown and other Christmas novelties, blew into Cincinnati, but after viewing the lineup of the busy boys on the job he began throwing out lines to other spots. . . . Reports drifting in indicated that most of the boys who worked the holiday trade in New York, Chicago, Detroit, Denver, Baltimore and Minneapolis did okeh. . . . Tom Sigourney had just struck his first real business for his book pitch at Fayetteville, N. C. . . . Dr. Tom Butler, medicine man and showman, together with Mr. and Mrs. Cooley, were among visitors to the Pipes desk. . . . Conditions in Kentucky, according to Hot-Shot Austin, were showing no improvement. . . . It was vacation time for Johnny Hicks and the missus. They were taking things easy and cavorting on the sifting sands at Long Beach, Calif. . . . Eddie Kennedy found things none too forte in Cincinnati. . . . After playing eight weeks of straight bloomers on the Death Trail in Northern Missouri Doc Earl V. Johnston closed his med show for the season. . . . Doc J. G. O'Malley had just closed a successful season with his O-Mo-Go Med Show in Arkansas, with the Doc reporting an accumulation of plenty kopecks and credits. . . . And now some notes on Greater New York: Dr. Victor Edison Perry closed all his pitch stores until after the holidays. . . . Except for an occasional pitch, Coney Island biz was about over. . . . More window demonstrations were being made in the city than at any other time. . . . Mac McCracken left town in favor of Pulson, N. Y., with high hopes of accumulating a bank roll. . . . That's all.

SOME OF THE BOYS . . . seen in Watertown, N. Y., last week were Jolly George Sands, home from a prosperous season with Flausburg Medicine Company; William Lord, chirograph king, home for the holidays from a six-month tour in the Middle West, and Bill Lidstone, whitestone worker.

HUSTLER'S TIP: Now that the holiday season is about over those who want a good item will find thru the ads of The Billboard the address of the firms supplying horoscopes. A house-to-house canvass would keep even a novice in spending money the remainder of the winter. With many spectacular changes the world over, wars, selections, loves and intrigues—on the front pages of the daily papers—one would not have to put forward much effort to accumulate a bank roll to be held intact by a half-inch rubber bend.

"I'M WORKING MICE . . . with Emil Seibold in a local department store here," cards Edward F. Turner from Philadelphia. "Big George Parrington and Bradley are also here working paddies. Business at this writing is just fair. We've seen quite a few pitchmen in town, but most of them are complaining of bad breaks instead of going out and making their own good breaks. The sooner they settle down to business and get that bank roll together the better, for we won't have to listen to tales of woe all winter. Let's see some pipes from Eddie Gaillard and Tom McCuskey."

"HERE WE ARE . . . piping from home atop the hill after picking 13 hot bloomers and two pink ones," card Mr. and Mrs. Doc Rogers from Corydon, Ind. Doc infos that he has taken the remainder of his bonus and purchased a lot in the Indiana city on which he will squat for life. The missus, however, is wondering what will happen when the blue birds being singing. Her guess is that Doc will again have the trucks and trailers all painted and ready to go. Show closed with the following lineup. Doc Rogers and the

PLUNGER FILLER VAC



For a Happy New Year—Buy Grodin.

The Grodin line is "Tops." Don't buy anything in Pens or Pencils till you get our high quality, low price list of bargains. Write today.

GRODIN PEN CO., 396 B'dway, New York, N. Y.

SOCIAL SECURITY RECORD BOOKS

HAVE BLOWN NEW LIFE INTO PITCHDOM

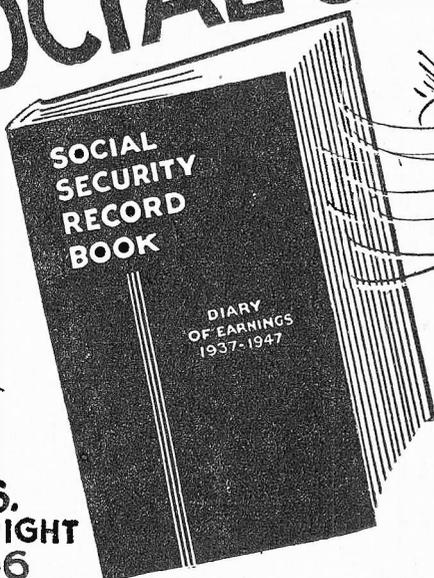
THE LAW

Article 412 (b) of the Regulations to the Social Security Act.

"While not mandatory, it is advisable for each **EMPLOYEE**, beginning January 1, 1937, to keep accurate records showing the name of each employer for whom he performs services as an employee, the dates of beginning and termination of such services, and the information with respect to himself which is required by subdivision (a) of this article to be kept by employers."

Subdivision (a): "such records shall show—

- 1—the name and address of the employee and the account number assigned to the employee under the Act.
- 2—the occupation of the Employee,
- 3—the total amount (including any sum withheld therefrom as tax or for any other reason) and the date of each remuneration payment and the period of services covered by such payment.
- 4—the amount of such remuneration which constitutes wages subject to tax . . ."



Just when the after Christmas Letdown was due, we broke with the hottest item of the year. Hundreds have even declared it to be the most Sensational Seller of the Century.

Many pitchmen have written us that Social Security Record Books are a genuine Pitch item. One man writes: "These Books have everything—they are compact for carrying, have talking points galore, fill a real necessity, and above all, a 10c seller has always been the ideal article for pitchmen."

We have received orders from all types—Store Demonstrators, Window Workers, House-to-House Agents and particularly Sheetwriters. Members of the latter fraternity are going for these books in a big way, one man stating that in his opinion it is the greatest Leaf premium of all time.

Everyone everywhere reports sensational Sales. To say that Social Security Books have clicked is putting it too mild. They have more than clicked—they are a riot.

Think of the market. 36,000,000 men, women, boys and girls are just waiting for an article of this kind. Radio and Newspapers from Coast to Coast are plugging Social Security from every angle.

Work the "Blow-Offs" of Mills, Factories, Department Stores or any spot where workers gather. The demand is so great at this time that you can't miss on any location.

U.S. COPYRIGHT 1936

THE BOOK

Records payments for ten years. Instructions tell the worker how to record his taxes. Six pages of Tables of Benefits. Size—3½x5½ inches. Contains 64 Pages full of Facts.

Other Social Security Data invaluable to every employee. Handsomely bound with a Muslin Binding over Sturdy Press Board—Finely Printed.

KEEP THIS FACT IN MIND

Every Worker Needs a Social Security RECORD BOOK . . . Read the Law.

One-Third Cash with Order, Balance C. O. D. Please send Detailed Shipping Instructions. No Shipments less than 100 Books. No Free Samples.

DONT DELAY! ORDER TODAY!

Be the first in your locality to cash in on this new sensational surprise!

PRICES

Lot	Each	Lot
100	7c each	(\$ 7.00)
250	6¾c each	(16.88)
500	6¼c each	(31.25)
1000	5½c each	(55.00)
2500	5¼c each	(131.25)
5000	5c each	(250.00)

Sample 25c

Wm. C. Popper & Co. • 148 Lafayette St., New York, N.Y.

missus; Doc Noonan, magician and black, assisted by the missus. Rogers adds that he hopes Charley Blue is on the way to recovery.

THE PERRYS . . .
are going great with their astrological readings, working department and chain stores in Washington and Baltimore.

JACK LEMORE . . .
working rad with a clever magic bally, has been clicking to a good take at factory gates.

AN APPROPRIATE New Year's resolution for pitchmen: "I will try to make the most of every day in the year."

HAROLD WATSON . . .
who has been working the Carolina tobacco markets with health books and astrology, reports a good biz.

ACCORDING TO REPORTS . . .
Slim Pixley, who is working out of Chicago with the ink sticks, is doing an okish biz.

DESPITE INCLEMENT WEATHER . . .
Maxwell Market, Chicago, is well represented by the tripod fraternity every Sunday. It has been agreed by all that Paddle Smith is the dean of the market veterans.

MAX GRODSKY . . .
reports a swell year with his razor blade sharpening device.

DR. FLOYD B. JOHNSTONE . . .
and the missus write that 1936 was one of the best years they have had since invading the pitch biz. The missus has been working an outfit separate from Doc's.

TED McFARLANE . . .
after a long silence, cracks from Steubenville, O.: "Have been working a chain store with pens and tie forms to good biz. Noted that Doc Tom Kennedy is in Morgantown and getting some of the long green with a leather goods and pen setup. Also noticed that Art Raber has gone from the midway to chain stores with a swell pen demonstration. He has been getting some good passouts. Met that good old trouper Madame Loraine recently and she certainly

knows how to cook those old-time dinners. Saw the great Rajah Vaber work his mental act the other night in one of Wheeling's largest night clubs. He works alone and has a swell act. Would like to see some pipes from Art Cox and Bill Westfall."

TOMMY HOY . . .
is elated over his new trailer. From all indications Tommy is going to keep the burr down to a minimum while working his med package on the road.

REPORTS ROLLING INTO . . .
the column are that Detroit, Pontiac, Flint, Saginaw and Lansing, all in Michigan, are prosperity towns.

GEORGE BROOKS . . .
novelty worker and old-time trouper, is spending the winter in Sulphur Springs, Fla.

ONE PITCHMAN to another: "You and I are friends to the end." "Lend me 10." "That's the end."

CECIL RICE . . .
who has been working single-o with the med package in the Western States, is obtaining results.

INCREASED ACTIVITY . . .
in buying has brought many orders to Grand Rapids, Mich., and the factories are running full blast. Those working the Wolverine State should acquire some of the filthy lucre at the Continental plant, Muskegon. Brunswick-Balke and Piston Rings works also look like swell spots.

TIMKEN PLANTS . . .
at Canton, O., are running full time, with Tuscarawas street open to doorways, is the report emanating from that city.

PITCHMEN ENJOYED—

(Continued from page 56)
annoyed at long waits for their holiday purchases, were glad of the opportunity to make what purchases they could in passing on the street.

While the good pre-Christmas business was by no means limited to toys, since Christmas decorations, wreaths, holiday neckties, rings, razor blades and pens

enjoyed brisk trade, there was room for a much wider variety of goods. Wholesalers catering to this branch of the industry are already planning the promotion of a broader range of lines for next year, since it is increasingly apparent that department and specialty stores are unable to meet the crushing demand for gift and novelty holiday merchandise in an entirely satisfactory manner.

OPTIMISM PREVAILS—

(Continued from page 56)
to achieving the pace set by the amusement machine and salesboard men.

Pitchmen continue to use the cheaper grades of stuff and it would be foolhardy for them to change. Nevertheless both demonstrators and pitchmen have had the good fortune to enjoy some real new items.

But wholesalers should not feel content to rest on their laurels over supplying these items, quite to the contrary they should be stimulated to put on the most extensive hunt in history to bring out further new items. Pitchmen have proved they are still one of the leading factors in the sale of merchandise once they are given the chance of pushing novelties, consequently the market is always there for the energetic wholesaler who will really make the effort to find and promote demonstrable gadgets.

The business statistics and forecasts on this page uphold the contention that 1937 points to be even greater than 1936. Every trend is going in the right direction. Good weather and international peace are the two things upon which the final result will depend, and there is nothing anyone can do about them.

YULETIDE BUYING—

(Continued from page 56)

win H. Dressel reported that the mint turned out \$28,926,787 in "hard" money up to December 1, exceeding the previous high record of \$13,849,610, the high mark made in 1919. Bank clearings in 22 major cities for the latest available week soared to \$6,008,196,000, 17.1 per cent over the \$5,131,732,000 for the same period in 1935. Industrial activity rose during the period to the highest level since 1929, upped 15 per cent from the same week in 1935.

And for the first time in some years

there was a shortage in some lines of Christmas goods. The Christmas shopping picture, so encouraging in Philadelphia, according to trade reports, was repeated over most of the United States.

Modernistic Shows

MIDDLESBORO, Ky., Dec. 26.—Plenty of activity in winter quarters. Manager McCarter has returned from a booking trip.

Show is building four 60-foot all-panel fronts, with an average of 90 lights to each. All fronts will be in a modernistic design, silver and black. Order for new canvas has been placed. A. B. Motch is buying two new rides personally. Show will purchase a Merry-Go-Round and one other ride. Sam Kravetz, who is in charge of the promotion work, is getting everything in readiness to begin work immediately after the first of the year.

Show is also building a sound car. Manager McCarter will leave January 5 for Southern fair meetings.

Motch is not a few man at outdoor amusements. Several years ago he was a ride owner and had a small show thru Kentucky, Tennessee and West Virginia. He anticipates a big season and that is why he is going back into the business. Contract has been signed with Jimmie Neeld, of Neeld's Concert Band, to furnish a 10-piece uniform band under his supervision. Reported by G. T. Clelland.

Pittsburgh

PITTSBURGH, Dec. 26. — Downtown streets resemble concession row on a carnival lot, outdoor boys selling novelties and toys.

A department store offered \$5 in cash to anyone who can make Waxo, mechanical man, laugh.

Little Samson, strongest small man, filled benefit engagements at the Syria Mosque and Warner Theater.

Bill Henry, former strong man, is now operating a sign-painting shop in Duquesne, Pa.

Local novelty stores are reported the best holiday business in several years. The demand for certain items is far greater than the supply.

LETTER LIST

(Continued from page 31)

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway.

Parcel Post

Davis, Whitey, 6c

Ladies' List

- Allen, Jessie
Anders, Lee
Bennett, Nora N.
Brenna, Virginia
Broughton, Peggy
Bugenos, Tula
...
Malloy, Ullaine
Mangan, Carrie

Gentlemen's List

- Alberta, Albert
Aldrich, Al
Ardell, Al
Arnold, Jack
Balcum, Tony
Barnes, Burt
Barton, Paul S.
Behee
Belmont, Jere A.
Bennis, Jack
Briggs, Lester T.
Broomfield, Leroy
Boudrot, Arthur
Brown, Alfred W.
Brown, Wm. Albert
Bullington, Alex
Callahan, Bob
Carroll, Martin O.
Chandler, Jack
Charles & Barbara
Cole, Harry
Coleman, Bob
Connelly, Thomas
Cooper, Hymie
Cruz, D.
Dacey, Martin
Decker, Ralph O.
Delmonte, Edw.
De Wolfe, Fred C.
D'Orio, Eldon
Dickens, Georgie
Diener, Albert
Dolan, Thos.
Donohue, J. L.
Doyal, Mike
Dugan, A. D.
Dunn, Eddie
Dupree, Geo.
Edwards, Harry
Elwood, Francis
Erdell, Russell
Erichs, John L.
Eskew, James
Eugene, Gene Nina
Ferguson, Thos. H.
Flemings, Elvyn
Fleming, Shorty
Fox, Walter B.
Gaik, Nick & Jerry
Galvin, Joseph
Garner, F. N.
Germain, H.
Gideon, W. W.
Golden, Sam
Goode, John
Gordon, George
Green, Lou
Gregory, Wm.
Grissold, M.
Gullopo, Jack
Hanlon, Fred
Hanlon, Jack
Hart, Ray
Heath, H.
Helwig, Al
Henderson, Fred C.
Hicks, Red
Hill, Billy (Song)
Hoy, H. Harry
Huffie
Jones, Harry
Kanazawa Jap.
Katz, Chas.
Kelso
King, Larry
Kline Jr., Chas. H.
Knight, Harlan E.
Knight, Paul
Koehler, Joe
Krooner, R. A.
Lathabee, Rubette

MAIL ON HAND AT CHICAGO OFFICE

600 Woods Bldg., 52 West Randolph St.

Ladies' List

- Adelle, Rose
Allen, Dorothy
Allen, Ruth
Arenz, Lucy
Baird, Cay
Barrow, Bobbie
Barton, Mrs. Mildred
Bhebe, Bruce & Betty
Burt, Al
Chedell, Mrs.
Cook, Emma Mae
Dixon, Elaine
Dixon, Jeanne E.
Downing, Mrs. Clifford O.

- Dunn, Bernice
Earle, Mrs. Billy
Ellet, Mrs. Doris
Evans, Mrs. W. B. & Daughter
Fields, Bobbie
Fitzgerald, Betty
Florence G.
Fowler, LaMae
Gordon, Eleanore
Hall, Evelyn
Harvey, Grace
Hayden, Evelyn
Hurd, Hazel
Jackie Espey
Johnson, Mrs.
Juhl, Ethel
Juhl, Gertrude
LaVenia, Betty
Lelua, Princess
Lopez, Mrs. Alfredo
Lorraine, Cecelye
Louette, Lou (care Buddie Davis)

Gentlemen's List

- Alexander, Alexis
Allen, Harry
Allen, Pony Boy
Aulinger, Mr. (Seattle Whaling Co.)
Arenz, Sam
Arger, Thomas
Arnand & Diana
Amour, Bill
Arnheim, Edward
Bachman, H. D.
Barnes, Clem, & Family
Barnett, Mr. & Mrs. Chester
Bartell, Buddy
Barth, Julius, & Family
Bañ, A. W.
Beart, Harry
Belletti, Mr. & Mrs. E.
Bemis, C. W.
Besser, Jack
Bisbee, Mr. & Mrs. J. O. & Johnny
Bonta, Benny
Brandt, Joe
Bresnahan, T. J.
Brown, Joe
Burhans, Mr. & Mrs. C. A.
Burke, Mr. and Mrs. Earl
Burnett, Sonnie
Buster, Ray
Butts, William G.
Cannon, Otis
Carlin, Richard F.
Carroll, Gerry E.
Carton, Eddie
Casper, Herbert
Christian, Mr. & Mrs. Lester
Clayton, Clarence
Conley, Robert
Connor, J. M., & Family
Coogan, Val
Crandall, Mr. & Mrs. Geo.
Croake, John J.
Daily, Don
Daley, Ray & LaCircle
Davidson, Papa
Decker, Mr. & Mrs. Al
Delano, Mr. & Mrs. Roy
DeVol, Max
Dias, Joao
Dixon, O. C.
Dobish, Joe
Dolan, Capt. & Mrs.
Downing, Cliff
Drigo, Emilio
Egoff, William
Eldon, (Wiley)
Elwood, Francis
Evans, John
Fly, Kid
Ferris, Al (comedian)
Fink, Harry
Flannigan, Mr. & Mrs. Paul
Fleming, Mr. & Mrs. Geo.
Foy, Dr. John E.
Foyer, The Utah Kid
Gibson, Arthur
Gleason, Art
Gretonas
Griffin, Jimmie
Gilmour, Lois
Gray, Mrs. Paul
Halstead, James
Hammond, Billy
Hamoka, Frank
Hennessey, Colonel
Harrington, Bill & Betty
Hinkle, Milt
Hoffman, James
Holly, H. H. (Tex)
Illions, Harry
International Travel Show
Jacobs, Jack
Jerome, Paul
Jones, Peg Leg (Zsar of Monopedic Hooper)
Johnson, Ray'd L.
Johnson, Rellen
Jordan, Johnny, Troupe
Judy, Mr. & Mrs. Russel
Kaai, Dave
Kalama, Tom
Kaplan, Louis
Kawuna, Joseph
Keenan, James
Kelley, Emmett
Kellogg, Wm.
King Jr., Wm.
Kirch, George
Krause, William
Labelle, Mr. & Mrs. Cecil, & Family
LaLonde, Lawrence
Lane, Robt. Wm.
Langdon, Mr. & Mrs. Al

- Malotte, Lorraine
Morton, Mrs. B.
Oppenheim, H.
Orton, Mrs. Ruby
Osborne, Babe
Papadios, Mrs. Betty
Parker, Hope
Patent, Mrs. Ada
Pearson, Betty
Princess
Rice, Bonnie
Rice, Maile
Reta, Princess
Samuels, Billie H.
Sancky, Luana
Sherman, Betty J.
Teeter, Jaque
Thomas, Gracie
Tierney, Viola (Tierney Troupe)
Tuttle, Florence
Wilson, Mrs. Lucille
Wright, Juanita
Zindra, Rose

Gentlemen's List

- LaPearl, Roy
LeBeau, Mr. & Mrs. Pee Wee
Lee, William (Pip)
Leiber, Fritz
Levine, Art
Lind, Art
Lloyd, Mr. & Mrs. M.
Long, Red
Lorenzo, Mr. & Mrs. Paul (Louie the Goose)
Lou, Charlie
Lyons, Mike
Lyons, Thomas
McCabe, Grover
McCain, B. G.
McCarthy, John
McCoey, I. B.
McKaenna, Tom
McKeenan, Roy
Mackey, George (Chick)
Marsh, Jess
Mathews, Henry
Minor, Frank
Miller, Ted
Milton, Dave
Mitel, Dan
Morrison, James
Moser, Malcolm M.
Murray, Earl B.
Nadig, Jack
Nicholes, Geo. H.
Nicholson, Harold
Noon, J. Gilbert
Norris, Nixon P.
Norton, Willard S.
O'Brien, Don
O'Connor, James
Oppenheit, H.
Ossal, Mr. & Mrs. A. N.
Orleck, Ray
Overby, Doc
Pablo, Don
Paige & Jewett

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg., Eighth and Olive Sts.

Parcel Post

Davidson, Mrs. LeBurno, Bob, 5c

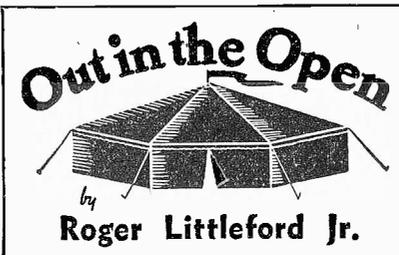
Geo. E. 12c

Ladies' List

- Anderson, Mrs. Myrtle
Baley, Mrs. Dolly
Barber, Lillian
Beasley, Doris
Blanchard, Mrs. Thos. A.
Byers, Mrs. Grace
Cazal, Edna
Carson, Mrs. Geo.
Caspard, Grace
Clark, Mrs. Laura
Clay, Madam Rose
Cook, Mrs. Myrtle
Cunningham, Miss Sissy
Dean, Miss Dolly
Daugherty, Mrs. Neilson, Nema
Devine, Pansy
Pearsley, Velma
Phillips, Virginia
Potts, Helen
Price, Mrs. Louise
Raye, Linda
Red, Mrs. Edith
Robinson, Mrs. W. F.
Schindler, Dorothy
Stewart, Mrs. Harry A.
Stewart, Mrs. Tex
Thomas, Mrs. R. D.
Valley, Helen
Wyatt, Miss Billie

Gentlemen's List

- Aldrich, Sam
Ambrose, Joe
Anderson, Cliff
Bacon, William
Baldwin, B. J.
Banta, Red. (Topeka)
Bartel, Bud
Baughman, B. J.
Beaumont, Jack K. (Smoky)
Benefiel, Benny
Berger, Clarence
Bergner, Wm.
Bernard, Glenn
Billick, Harry E.
Bishop, Lou R.
Blakely, B. H.
Bliss, Ralph
Bly, Bob & Kitty
Bordeaux, Jack
Borras, R. C.
Borst, Hank & Lula
Bowers, Floyd
Bowman, D. F.
Brashear, Don
Bresnahan, J. E.
Broadwell, D. M.
Brown, C. Edgar



On Coney Island

ALTHO it is conceded that Coney Island had more visitors last year than ever before in its history, the margin of profit for the average merchant, concessioner and showman was far from adequate. Obvious conclusion is that the public, with more money to spend, is particular about dispensing with it for amusement purposes. Millions of people visited the Island last summer but only a comparatively few found the entertainment setup to their liking. The majority spent their time on the beach and the only expenses involved centered at the most convenient hot-dog stand.

An enlightening study of Coney Island's predicament appeared in a recent edition of The New York Sun and from our point of view the author has hit the nail on the head in a most emphatic fashion. The Sun said: Modern adults and even the younger element of the city's population are less inclined to seek their sport on roller coasters, chutes, Virginia reels, in the Barrels of Love and the toss games than in the generations in the past. In these days of the hurtling airplanes, great airships, radio and swift motor cars the fast rides of Coney Island seem to hold less thrill for the populace. Hootch-kootchy dancers do their stuff on Surf avenue platforms before the discouraging influence of people who can see the pick of the nation's beauties at a 10-cent movie house.

"Coney Island saw its best days between 1903 and 1921. People flocked from all parts of the world to stare goggle-eyed at papier-mache reproductions of the Creation, at panoramas of the Johnstown flood, the sinking of the Titanic, the eruption of Mount Pelee. Today when they can see newsreels of great disasters within 24 hours of their happening, hand-made reproductions, done to scale, leave them cold.

"The World has moved and Coney Island has not kept pace!"

"New Yorkers, even the younger generation, are bored stiff by the childish amusements that made their parents happy and flushed. . . . An oldtimer, summing up the situation, said: 'In a few years—maybe five or 10—there'll be no rides, no games. Swanky apartment houses will arise in their place.'"

And that is just what will transpire at the "World's Playground" unless the entire community gets behind an intensive drive for reformation. Coney Island is behind the times and with the World's Fair coming in the near future Coney is obtaining its last chance to catch up, or should we say wake up.

About Aerialists

FROM Baltimore comes word that Bee Jung, that versatile trapeze artist who suffered serious injury at a

Shrine Circus in that city three summers ago, recently became the wife of Richard Carroll, Baltimore restaurateur. Bee, who has been confining her talent to the study of dancing, has received a diploma permitting her to teach that art and we understand she is contemplating opening a studio in the near future. . . . And from Dallas we learn that another artist of the air, Gertrude Bell, will in all probability never work again. Miss Bell, wife of Charles Bell, of the Ringling-Barnum Show, underwent a major operation a few weeks ago and from doctor's reports will henceforth be unable to withstand strenuous exertion. . . . In Trenton, N. J., Jerry Martin, of the Martin and Martin aerial turn, is slowly recovering from effects of a fall at the Trenton Fair last September. It's been a long and difficult pull for Jerry, and we marvel at the cheerful and optimistic viewpoint he has retained thruout the ordeal.

Stray Notes

R. B. DEAN, press representative of the Cole Bros.-Clyde Beatty Circus last year, will be with that show again this year and is already on the job making plans for the CB-CB debut in New York March 18. Dean is not in town yet but is expected shortly after the first of the year. Needless to say the Cole-Beatty press boys are in for a tough job in New York. Ringling has been here for a long, long time. . . . Wendell Goodwin is one of several handling publicity for the circus division of the New York Federal Theater project. . . . George W. Traver, head of the carnival bearing his name, reports that he grossed approximately \$6,000 with his kiddie rides at Hearn's Department Store during the Toyland Circus there. George leaves for Florida immediately after Christmas to line up dates for several rides. Will remain only two days before returning to New York to supervise shipment of the devices to the Sunny South. He will spend remainder of the winter there.

SUPPLY HOUSES

(Continued from page 58)

Lowe Company to all Bingo operators, premium buyers and organizations conducting Bingo games. The only requirement necessary is that the Lowe advertisement appearing in the December 26 issue of The Billboard be clipped and sent them, together with letterhead or card identifying the sender.

In addition to this Bingo offer the company will from time to time send out to all those who respond data and information on how to increase attendance at Bingo games. The special offer is limited to the United States and Canada only.

Parker Bros., one of the world's largest game manufacturers, whose product includes Monopoly, gave Christmas bonuses to more than 300 employees. The bonus checks varied in amount from \$15 to \$50, according to length of service in the plant. A fine gesture was exemplified by the game firm when workers who were on the pay rolls last summer but due to seasonal sluggishness were laid off pending an increase in business were called to the factory office three days before Christmas to receive their gifts.

- Davis, James
Davis, Johnnie
Dean, T. H.
Delmaire, Frank W.
Devine, Henry
Dodge, J. E.
Doolin, Richard
Dorsey, James
Doto, Bert
Dunn, Jimmie
Dunn, D. S. (Red)
Emanuel, Slat (Sax)
Espy, Chester
Evans, Bob
Evans, Harry
Finkle, William
Fowler, Jack A.
Fox, Robert
Fredericks, Freddie
Frenzel, Maurice E.
Fry, Luther
Gardiner, Edgar
Genious, Kenneth M.
Gilbert, Archie
Glasscock, D.
Glasscock, H. G.
Goad, Dude
Goad, Travis D.
Grant, McCune
Griskey, Franzella
Groves, Johnnie
Hailey, C. F.
Hall, Edward L.
Hall, Jack
Hamilton, Fred
Hamoka, Frank
Hanasaki, Frank
Hancock, Bob
Harris, Albert
Hansen, Al C.
Hartwick, Doc
Heath, Bill
Heller, Geo. (Red)
Hellman, Sam
Henderson, T. M.
Hendricks, Joe
Hicks, Col.
Hildebrand, O. H.
Hill, Clyde
Hill, Eddie
Hilbrenner, Victor
Hinkle, Milt
Holoboff, Peter P.
Hopwood, Duke
Hove, Rex
Hoyt, Charles W.
Hubell, Arthur
Hudson, William
Hugo, Capt.
Hull, James
Hume, Prof. L. F.
Humes, W. H.
Hynes, Harold
Ilions, Harry
Johnson, Glen
Jones, Owen
Kartman, Bill
Kelley, Robert E.
Kenlo, Johnnie
Kerwin, H. P.
Kitterman, Tony
Knowles, Jack
Kolb, John
Krauser, Danny
Krus, C. H.
Kuehnel, Julius
Lafferty, Walter J.
Lamont, James
Lamont, Robert
Lance, K. C.
Lane, Jimmie
Langley, Everett C.
Latzler, Jack P.
Lawson, Edward
Lee, Daryl J.
Lennon, R. J.
Lerch, Billy
Linsey, Jack
Little, Dave
Little, Jack & Jackie
Little, Phil
Litts, G. F.
Lousdon, Walter
Lundquist, Leonard
McClaskey, Jack
McCoy, Jack
McCrary, E. D.
McGregor, Harold G.
McSparrow, Mr. & Mrs.
Martin, Art
Marvin, Frank
Mason, Ray
Mays, Will
Miles, Frank B.
Miller, Bertram
Miller, Floyd E.
Miller, Fred
Miller, Marvin M.
Minser, C.
Moore, Virgel
Moser, W. W.
Mortson, Fred
Moser, W. W. (Terrible Dane)
Motherwell, T. R.
Mozar, M. A.
Murphy, Neal
Neal, W. S.
Nelson, H. L.
Nolte, Irwin E.
O'Hare, Bob
O'Keefe, James
Olsen, Albert
O'Neal, Jim
O'Wensley, Ray
Orton, Tex
Oswald, B. W.
Paige, Jack
Palmer, W. F.
Palmer, C. W.
Pelton, Dick
Phipps, Cecil
Pink, Bill
Pinkston, J. W.
Rackie, Art
Rackie, Art
Pippins, Charlie
Polk, J. E.
Potter, Jimmy
Price, D. M.
Pumroy, H. L.
Radtke, Art
Reed, Ted
Reeves, Chas. B.
Reid, Clayton
Reynolds, Harry
Rhoades, Jesse
Roma, Rajah
Rubin, Harry
Rumsley, E.
Saunders, O. B.
Scatterday, R. O.
Sellers, Geo. E.
Shaw, Tallie
Shelby, Hank
Sidenberg, Sid
Siebrand, E. W.
Simmons, Dutch
Smith, J. J.
Smith, Tommy
St. John, Tex
Stanley, Clipper
Stanley, P. L.
Starr, W. B.
Stevens, Geo. & Dolly
Sterling, John
Stevens, Geo. M.
Stevens, Mechano
Stone, Hal
Sturges, Ben
Swanner, Ray
Sweet, George
Talbert, Harley
Taylor, Rex
Thompson, Tommy A.
Tilton, M. R.
Tipton, Clarence
Trucks, Joe
Ular, J. J.
Twohouse, Chief
Valentine, George
Wadsworth, Billie
Waldon, Frank
Wallace, Jerry
Wallace, Wm.
Wallace, Wm.
Ward, John R.
Ward, Bill
Webb, Joe B.
Webster, Fred
West, Linden L.
West, Preacher
White, William S.
Williams, Morris C.
Williams, Orval
Williams, Richard
Williams, S. B.
Wilson, A. B.
Wolfe, Trinis
Womack, D.
Wood, Jimmie
Wood Flying Family
Wood, Joe
Wortham, Jackie
Wray, Whitey
Yates, Kirby
Zern, Larry
Zo-Gi, Prince



Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

Ladies' Auxiliary

The December 21 meeting, tabbed Christmas Night, was well attended. President Ethel Krug presided, and all other officers were present. Evening's highlight was the annual exchange of Christmas presents by the members.

Florence Webber portrayed the role of Santa and distributed some beautiful presents, together with many comedy packages, which made the evening a hilarious one. Meeting was also the occasion for the presentation of gifts to Nell Ziv and Clara Zeiger, past presidents of 1931 and 1933, respectively, who left the chair without this memorandum. Since their reign it has been approved to present outgoing president with a token of remembrance.

The piano, presented to the club in honor of President Ethel Krug's reign, was delivered and presented at the meeting. Many good selections were rendered by Pearl Runkle and Marie Bailey. A gold plate presented by Rely Castle, with a beautiful inscription, in honor of our 1936 president, was placed on the piano. It was voted to make the dedication of something to the club in honor of outgoing presidents a yearly event.

Clara Zeiger, who was confined to bed with a cold, was not present but sent a telegram, which was read and tremendously applauded. Peggy Landis, who left for Kansas City, was missed by the many friends she has made during her short stay here. Sis Dyer and Marlo Le Flor left this week for the Kansas City HASC Ball and will return in January. Extreme regret was felt when it was learned that Coast defender Rely Castle was compelled to bid us adieu last Sunday. Rely has made a world of friends, who join me in wishing her

early return. Lyman's just doesn't seem the same.

Our new president-elect, Peggy Forstall, was really into the spirit of the party. Especially so when Pooche Forstall became the recipient of a beautiful Christmas card. Peggy presented the doughnuts for the lunch, which was served by Rosemary Whitnack and Ethel Krug. Mother Fisher was the recipient of many beautiful gifts and cards. This is the fourth year that she has been mother of the club and in that time she didn't miss a meeting. A wonderful record.

A letter was mailed to the PCSA telling of our intention to change our auxiliary to an association. The selection of a new name is looked forward to with great interest. This change was voted on by all members and sent to the board of directors December 14. This body approved and passed the amendment. Hence the letter to the PCSA advising them of the decision of all the members and asking their sanction.

The clubrooms were beautifully decorated for the holidays. Votes of thanks were given to several members for their co-operation in making this Christmas party go down in history as the best ever. A design from Madge Buckley was placed in the center of the club, and Dan Stover received a vote of thanks for the flowers he sent the auxiliary.

Martha Levine, ex-president, presented Nell Ziv, ex-president, with her gift and made a wonderful speech. President Ethel King personally delivered Clara Zeiger's gift to her in her hotel room. Secretary Vera Downie resigned from the ticket of first vice-president in favor of Inez Walsh, saying: "I've looked at you girls for two years from the highchair and now I want to be on the floor and join in the discussions."

After lunch the girls were busy on the club's pride, the piano. They visited and sang thruout the evening. Event was a gala night, such as only comes once a year. **LUCILLE KING.**

PHILADELPHIA—Population of Philadelphia Zoo was increased last week when a calf was born to Bess, pedigreed Guernsey cow in the modern dairy operated by the zoo and established as a demonstration for school pupils. Many

WANTED WANTED

Greater Exposition Shows

The Largest and Most Beautiful Truck Show in America

42 TRUCKS SEMI-TRAILERS 42

Can place any meritorious Shows. NO GIRL SHOWS. Will finance any new Attraction. Will furnish new green tops and beautiful gold leaf fronts for same. Want Builder and Manager for Illusion Show. Manager for Glass House (Crystal Maze). Manager for Fun Show. Talkers and Grinders. Motordrome Riders. Man to handle Big Snake Show. Man to handle front of Wild Animal Show.

Ride Foremen and Help for { Scooter Octopus Whip Double Loop-o-Planes Dangler Hey-Dey Merry-Go-Round Ridee-o Twin Ferris Wheels Four Kiddie Rides

Bob McPherson, write.

Want Concession Agents who can work for stock. Will book Stock Concessions. Want Billposter with own outfit. Fair Secretaries and Committees for Celebrations in Illinois, Iowa, Minnesota, Michigan and Wisconsin, get in touch with us. Small Fairs and Celebrations, we are in position to supply you Rides with or without shows.

Will book Three Sensational Free Acts. Season's contract.

Address GREATER EXPOSITION SHOWS, Box 84, Madison, Ill.

Now Booking **WANTED** Now Booking

HUMAN ODDITIES AND CURIOSITIES FOR RIPLEY'S "BELIEVE IT OR NOT" ODDITORIUM

AT MIAMI, FLA., WINTER SEASON
Write Full Particulars—Send Photographs Address

FRANK ZAMBRENO

Biscayne Blvd. and S. E. First St., Miami, Fla.

TO GET THE TRAILER YOU WANT

BUILD IT YOURSELF PLANS \$1.00

JIM DANDY CABIN CRUISER.
The Trailer That Has Everything. Easy to build. This beautiful trailer coach with my plans! Complete instructions for every detail of body, chassis, top, beds, cabinets, refrigerator, electric light and water systems and where to buy parts. Can be built in any size for 2 to 4 people. Send \$1.00 today! Mail Dollar Bill to

JIM DANDY,
Box 125-H, Wausau, Wis.

HARRIS TRAILERS

DISTRIBUTOR
NEW AND USED TRAILERS
COVERED WAGON TRAILERS

Factory—623 S. Clay St.
Residence—166 E. Water St.
DEPT. B-17, TROY, O.

Petrified Stone Man \$20.00

Whale, 6' long, \$25.00; 10', \$45.00; Siamese Twins, grown-together girls; King Tut Mummies, Devil Child, and others, for Tent or Museums, ready to ship. List Free. Cut Prices.

NELSON SUPPLY CO.,
514 E. 4th St., So. Boston, Mass.

WANTED CIRCUS ACTS, PROMOTERS

For Moose Charity Circus, February 15-20, 1937. 100% Perfect Baby Clinic and Contest Promoter, Telephone Solicitors, Booth and Ticket Salesmen. Will sell Ex Legitimate Stock Wheels, Bingo, Photos, etc. **FAMILY BAND.** Low winter salary Acts and Band. Wells Bros. Trio write. Address replies **MANAGER MOOSE CHARITY CIRCUS,** 820 Webster St., Ft. Wayne, Ind.

FOREST FREELAND

Wire me your address immediately.
MANUEL KING,
Brownsville, Tex.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Museums

Address Communications to Cincinnati Office

Ripley's Odditorium Ready To Open

MIAMI, Dec. 26.—The Robert Ripley Believe It or Not Odditorium is ready for its premiere. The show is beautifully housed in a specially constructed building, built under the supervision of Myer Lantz, ex-producer of burlesque in Cincinnati.

Lantz is the sponsor for the Ripley attraction, which will work with him on a percentage basis. The building is of re-enforced concrete, one story high, about 100 feet square and is perfectly suitable for this kind of a show. There are 10 stages, each one decorated in keeping with the feature that is to be presented on it.

Frank Zambrino is in charge of the Ripley end of the business.

Miller's World's Fair

LITTLE ROCK, Ark., Dec. 26.—At request of auspices museum remained here for its third successive week. Dad Silver painted and redecorated advertising truck. Julius Kuehnel, lecturer, who was abed for few days with la grippe, is now up and about. Manager F. W. Miller is away for few days rearranging bookings due to the shift in dates.

Several new acts were added here and the performance, which now runs one hour and 50 minutes, is presented in a showmanlike manner, which has resulted in much comeback business. Auspices are co-operating nicely with the show and are well pleased with business arrangements. Bert Morey, with his clown bally, assisted by Little Kiki, one of the monkey children, is creating much interest.

Many carnival, circus and tab show-folk wintering here were visitors. Second week here saw Old Sol peering thru the clouds and ideal business Saturday and Sunday. Christmas spirit

school children saw their first cow in this dairy. In addition to Bess there are three other cows.

permeated the air. Personnel spent its spare time buying Christmas presents, and cards and letters were beginning to arrive. Sid Crane and Dave La Mont have severed their connections with the organization, while Eddie Von Schoen left in favor of a business proposition here. Business Manager Bill Sylvan left due to illness. Bill was well liked and his absence is felt by entire personnel.

Eddie Harrison is now doing the lecturing and handling the job in masterful fashion. Doctor Mayfield's fire act has created much favorable comment among the natives. Lady Vivian also has been receiving salvos of applause with her flashy neon layout. New blue and white signs are being painted for advertising truck. **J. C. MCGOWAN.**

Lauther's, Traveling

WILMINGTON, N. C., Dec. 26.—Patronage for first week here has bordered on the sensational. Show is under Empty Stocking Club and the Salvation Army Christmas Fund auspices. This is the first store show ever to exhibit here and reams of publicity in local papers, as well as several broadcasts over WFB, have brought the natives flocking thru the doors. The new idea in museum decorations with neon lighting and circular stages has caused much comment from the numerous showfolk visitors. These half-circular stages allow more room for patrons and give the interior a distinctive appearance.

Ticket sellers and takers are dressed in new uniforms, with front talkers and lecturers in tuxedos. A new curtain, completely covered with rhinestones, has been secured for the front lobby, with a huge 12-foot neon sign greeting the patron as he enters the portals of the exhibition.

Among the visitors here were Charles Hollenbush, Harry Logan; Frank La Mont, of the local news sheets; Frank Myers and family, C. A. Grey, Louis Fisher, Mayor Walter Blair and James Wade, director of public parks. **ROY B. JONES.**

At Liberty HARRY RAMISH

Can fill any position on executive staff. 20 years' experience. Formerly assistant manager or general agent on Barfield's Metropolitan Shows, J. F. Murphy Shows, Billy Clark Broadway Shows, Marks Shows, Bruce Shows, Max Cruberg Famous Shows, and DeLuxe Shows of America. Address

HARRY RAMISH,
1035 West Grace St., RICHMOND, VA.
Phone 57357.

BARTON AND BAILEY INDOOR CIRCUS OWENSBORO, KY., AUSPICES B. P. O. E., WANTS

Promoters, Banner Man (Buch Regger wife). Concessions and Demonstrators for this date. Acts. Comedy Bar Act and Acrobatic Act that can work in 18'. Musicians. Address **VERNE PERRY,** Bartoni Troupe can use Lady and Gent Bareback Riders. FOR SALE—Bareback Horse, 6 years old, bay and white, small, but good type. Price, \$125.00; one 4-year-old bay and white Educated Horse, "Teddy"; "Buddy," Collie Dog; does good act. Price, \$25.00; Horse Van, hauls 7 horses, with stalls, Mack make; 1 Horse 2-wheeled Trailer. Mr. Agent or Promoter, if you have a good date, will do business with you, as this show has all its own animals and equipment, including Elephant, Lions, Ponies, Horses, Dogs, etc. Address **BARTON & BAILEY CIRCUS, B. P. O. E., Club, Owensboro, Ky., or P. O. Box 277, Poplar Bluff, Mo.**

TARPON SPRINGS, FLA., GREEK EPIPHANY FAIR AND CELEBRATION (34 Years Old), WEEK JANUARY 4-9. WANTED—Clean Shows and Concessions—no racket. Will sell Ex. on Novelty and Bingo. Rides and Acts all booked. Demonstrators for Exhibit Halls. Sponge Market here greatest in history, 100,000 expected. WANTED—Acts for 15 North and South Carolina Fairs. Wire-Write **SECRETARY, Greek Epiphany Fair, Tarpon Springs, Fla.**

RESPONSIBLE PROMOTERS WANTED

Will finance any Special Event Promotions with new, tested, sure-fire plan applicable to indoor or outdoor affairs held within 500 miles of Chicago. Must have good auspices with 2,000 or more paid membership. Only proven, reliable, experienced, self-propelling Promoters need answer. Give full details and references to insure reply.

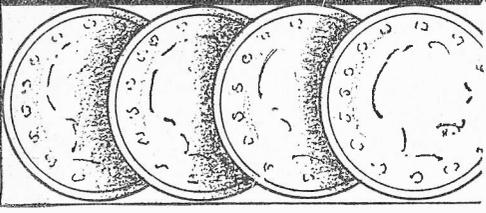
BOX 700,
Care Billboard, Woods Bldg., Chicago, Ill.

UNIVERSAL MYSTERY SHOW WANTS

Mind Reader, Mechanical Man and any Side Show Acts suitable for a first-class Museum. Year around work. State all you do and salary expected in first letter. **Anderson, S. C.**

Start the new year right by keeping informed on what's going on in your own game. Subscribe for The Billboard.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

THE YEAR 1936

A good approach to the prospects of 1937 is to review the highlights of the year that is now history. The past year has been noteworthy for higher priced machines, credit sales, stability in the manufacturing and distribution divisions, consequences of payout games and generally a very successful year in the manufacture and sales of machines.

The year 1936 in coin machine history is chiefly characterized by the rise of the major games and devices and the accompanying trends that precede and follow such devices. The major group includes bowling games, target machines, phonographs, diggers, cranes and similar devices. Of these the bowling games and targets were comparatively newcomers in 1936, while all of them shared favorably in the general trend toward higher prices and larger and more stable types of machines during the year.

The annual convention in January, 1936, clearly indicated that an era of higher priced machines was already here. It was clearly seen in the large number of payout table games that had taken the place of novelty pinball games. The payout tables became dominant, partly due to economic pressure upon manufacturers and partly due to the big increase in games of chance during Presidential election years. Manufacturers were compelled to choose between a production of 5,000 payout tables sold at a good profit margin and a production of 25,000 novelty games sold at fiercely competitive prices and a very small margin. Under such economic pressure manufacturers found many advantages in turning to payout tables. There was also a definite demand from the field for payout tables, which had a number of underlying causes.

The swing to payout tables definitely paved the way for higher prices on machines and converted the majority of operators from the habit of bargaining on price alone. The uncertainties attending the operation of payout tables in many territories made it feasible for manufacturers to look for other and more certain types of machines, hence the bowling games, targets, etc. The paving of the way for higher prices also created the necessity for credit selling and converted the coin machine industry in one year from a cash business into one of selling on time.

The payout tables practically displaced the novelty pinball games in many sections so that by the end of 1936 the announcement of a new novelty game was really news in the trade. The novelty pinball game had been for three years the subject of an increasingly vigorous campaign to legalize and license such machines, but the national movement was cut short during 1936 due to the spread of the payout type. The novelty games, however, had paved the way for some important legislation in such States as Florida, Oklahoma, Tennessee, Virginia, New York, Texas and Arkansas. In some of these States the

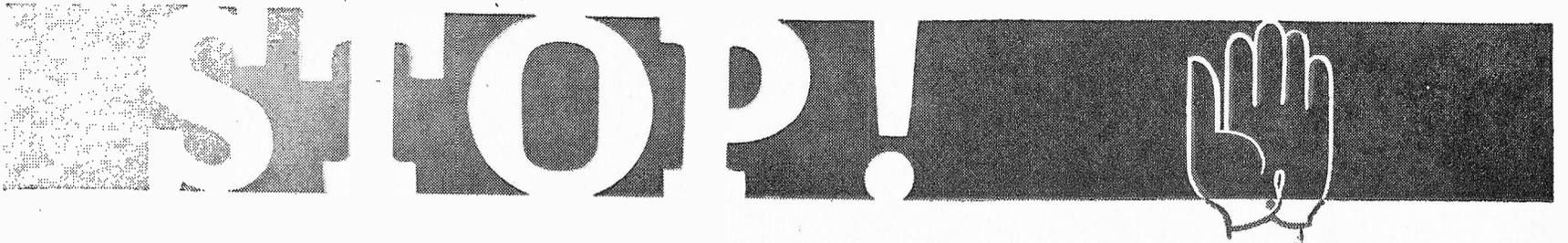
popularity of pinball paved the way for a complete licensing system, even including the bell-type machine. Other States attempted to license pinball to the exclusion of bell machines and in some cases payout tables. The campaign for legalizing pinball dwindled thru the year and legal efforts turned more toward defensive work against high tax rates affecting amusement games, phonographs and vending machines.

Selling machines on credit became the greatest single factor in the trade during the year and its full effects have not yet been fully realized. Credit sales are said to be even changing the very type of men in the operating business. Theoretically, it compels the manufacturer and distributor to select the type of operator rather than sell to anybody who wishes to buy. High-priced machines and credit sales go together and these factors have increased the importance of the distributor, compel the selection of customers, decrease the volume of machines, make trade-ins a more definite business and many other effects not yet fully visible. If sellers use reasonable care in selecting prospects the effects may be said to be generally very favorable. The importance of the distributor became more apparent during the year, both in the credit field and in handling the trade-in problem. The trade-in problem would have completely swamped the manufacturer but for the distributor. The spread in variety of machines greatly helped the entire sales front of the industry, opening up new fields and appealing to newer types of operators as well as the man of long experience.

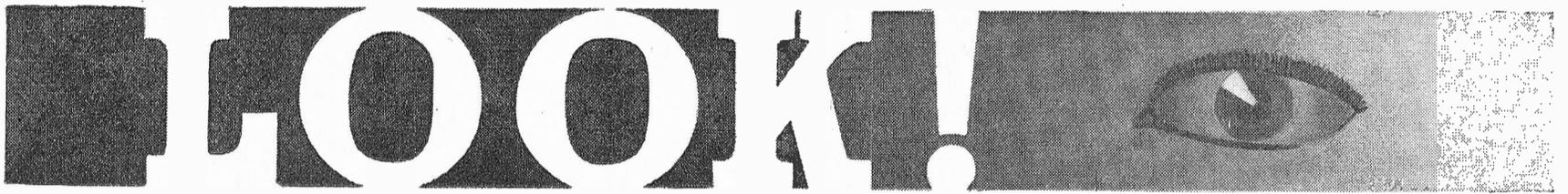
It is not easy to specify the progress in organization during the year. The most conspicuous work among operators' organizations was evident in Florida, Texas, California, Minnesota, Michigan and New York. The nucleus of a national organization of operators existed thru the year but apparently lost its momentum. A program of points was agreed upon between the operators' National Council and the national manufacturers' association which apparently promoted greater harmony between operators and manufacturers during the year. Some good publicity and public relations work was done in Florida, New York City; Akron, O., and Minneapolis. One manufacturer placed valuable good-will advertising in a local newspaper. The manufacturers' association contributed valuable defensive work against unfair legislation and taxes, but did not come thru with a national publicity program as had been anticipated. In general all plans for a constructive program of public relations seemed to meet defeat due to the inherent wish for "secrecy" that seems to be a hangover from the past history of the industry.

The most progressive factor during the year is clearly the importance attained by the larger and more expensive machines. These machines so vastly increased the commercial importance of the coin machine industry that it can now make a much stronger bid for recognition among the established industries of the country. These machines are expected to improve the legal status of the industry and also to bring larger numbers of business men into the operating field.

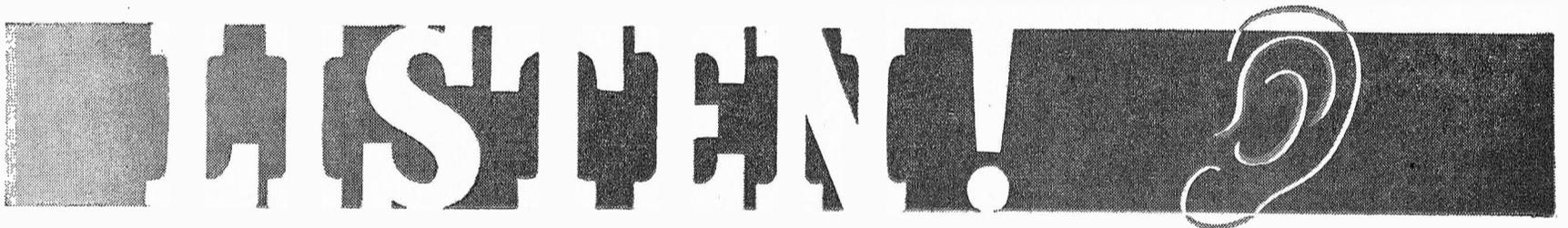
The year came to a close with general quiet thruout the trade, a slight foreboding of tax worries during the early part of 1937, and a general expectancy of the greatest variety in types of coin-operated machines at the 1937 annual convention that the trade has yet seen.



● . . . and consider these facts, if you are contemplating the purchase of an electric rifle range. Certain unethical manufacturers have produced inferior imitations of the SEEBURG RAY-O-LITE RIFLE RANGE. THESE MACHINES HAVE INFRINGED ON THE ORIGINAL PATENTS RIGHTS AND ARE LIABLE TO ACTIONS IN THE FEDERAL COURTS.



● . . . at the disastrous consequences. AS AN OPERATOR OF ONE OF THESE INFRINGING MACHINES YOU ARE NOT ONLY SUBJECT TO A LAWSUIT FOR YOUR ENTIRE PROFITS BUT FOR TRIPLED DAMAGES, WHICHEVER IS THE GREATER. ALSO, YOU ARE IN DANGER OF AN INJUNCTION WHICH WILL STOP ANY FURTHER OPERATING. UNDER THE PATENT LAWS OF THE UNITED STATES THE MANUFACTURER, THE SELLER AND USER ARE ALL LIABLE IN A MATTER OF THIS KIND!



● . . . to the wailing and woe of those unfortunate operators who have invested in these machines. THEY HAVE PLACED THEMSELVES ON A SPOT INVOLVING FEDERAL PATENT TROUBLE AND HAVE ALREADY UNDERGONE OPERATING TROUBLE. These machines were produced "over-night" in a frantic attempt to capitalize unfairly on an entirely new market. Naturally they are not reliable and constant breakdowns are occurring. We "URGE" YOU TO STEER CLEAR OF THESE "WILDCATS"!

The Seeburg **RAY-O-LITE**
 THE ORIGINAL RIFLE RANGE

J·P·SEEBURG
Corporation
 1510 DAYTON STREET
 CHICAGO, ILLINOIS

● THE J. P. SEEBURG RAY-O-LITE RIFLE RANGE is fully protected by patents 2,007,082 and 2,007,083 and other patents pending. This corporation has the exclusive manufacturing license rights and they have NOT been granted to others. ALL INFRINGEMENTS WILL BE PROSECUTED TO THE FULLEST EXTENT OF THE LAW.

AMERICAN SALES CORPORATION
CHICAGO, ILL.
936 WRIGHTWOOD AVE.,

Start the New Year right by using our original Credit Plan to profitably extend your operations . . . It's convenient and you pay no additional charge—no mark-up. No increase in price.
YOU CAN'T GO WRONG!

WRITE FOR CREDIT!
Lee D. Jones

P. S.—Alibi No. 3 for leaving your wife at home during convention. The men drink too much. (Only the men?)

Munves Reviews 25-Year Record

NEW YORK, Dec. 26.—Mike Munves, one of the real oldtimers in the coin-machine business and probably the oldest distributor in the East, was reminiscing down in his headquarters at 145 Park row the other day while rummaging among old records and archives. While so doing Mike came across the first advertisement he ran in *The Billboard*. It was 17 years ago. A classified ad that cost him about \$1, Mike recalls, that brought him over 200 replies and more than \$100 in cash. Mike claims that in those days an ad for \$1 or so would flood his offices with orders.

He recalls selling coin games to Adolph Zukor for his Penny Arcade and for some of the other movie moguls of today who were also running arcades before they branched into the nickelodeon business and from there to moving pictures.

He also recalls President Roosevelt on the board of directors for Camco-Consolidated Automatic Merchandising Corporation when it was first formed. Franklin D. Roosevelt was then a promising young politician and was getting along at a rapid rate in this State.

Mike is some day going to dig thru all the archives in his offices, he says, to search for old catalogs, ads and circulars that appeared 25 years ago in the industry, which will give some idea of how the business has grown.

Used Machine Sales Up

FAYETTEVILLE, N. C., Dec. 26.—Joe Calcutt, president of the Vending Machine Company, reports that used machine sales have piled up to unprecedented records and are still pouring in. The firm features a sale of used games at the end of each year and this year initiated an unusual sales drive. That it has been very successful is to put it mildly, according to Calcutt.

"Orders from foreign countries have even increased," he said, "and these are getting to be a sizable business. We have planned many special lists and grouping of machines so that any operator can easily make selections for his own purposes. We will also have new features in games very soon and complete announcements will be made. I think we can offer the most complete list of machines of any firm in the country and our service is well known to every operator."

few weeks ago. The slogan appears on the sales literature of the firm; also on each coupon and article of merchandise.

Salesmen, who include Jack Devlin, Bill McDonald, Phil Coogan, Tommy and Gene Callahan, are using the slogan to good advantage and they report that it is proving an attraction to get over the idea to customers. Signs and placards in the New York and Newark offices are also being placed to thoroly popularize the idea to all visitors.

Record Crowds

By W. R. GREINER

Northwestern Corporation, Morris, Ill.

Final preparations are being rushed to complete what is expected to be the biggest and finest coin-machine show ever attempted. That's saying a lot, too, because some of the past shows have seemed unbeatable.

According to Joe Huber, convention manager, and the convention committee of the National Association of Coin Operated Machine Manufacturers, never has there been such a demand for exhibit space. Every booth is sold, even after enlarging the usual space by some 57 booths.

All of the leading Loop hotels are receiving unusual reservations. Special trains are being chartered by operators in many different sections of the country. It seems as tho practically every operator you talk with, regardless of what part of the country he is from, is very emphatic in stating: "You bet I'm going to the show." And why not?

Every industry has its convention, but very few offer the many advantages to profit from attendance as does the Coin Machine Show. The truth is, no one interested in coin-operated machines can afford to miss such a spectacle. Of course there is entertainment galore, everyone has a good time, plenty to eat and drink, and lots of good amusement. Besides, a good many operators will be favored by lady luck, as numerous awards are to be made by drawings similar to last year, the main prize being a house trailer or small car.

But the serious side is what really counts. Here you have all the opportunity in the world to gather valuable information which will help you immensely in making more money from your machines. You have the advantage of not only seeing and testing the latest equipment but you can go from booth to booth comparing the different machines point for point.

There is always plenty of good fellowship, operator's meetings, general discussions, swapping of experiences, and all you have to be is a good listener to acquire tips and suggestions that may prove priceless to you.

Whatever you do, don't miss the show. Make arrangements to attend now—send your registration to the National Association of Coin Operated Machine Manufacturers, 120 South LaSalle street, Chicago, for your free season badge (if you don't there will be an admission charge at the door). This registration must be in the hands of the committee before January 2, 1937, to be honored.

If you plan to stay at a Loop hotel it will be also advisable to reserve your accommodations without delay.

Ponser Says Industry Needs Credit Exchange

NEW YORK, Dec. 26.—George Ponser, president of the George Ponser Company, Inc., which has been making a high-water mark in the distribution of the Genco Bank Roll bowling game, believes that the time is ripe for the industry to arrange an efficient credit bureau.

"More and more the manufacturers are building major equipment," Ponser says. "This sort of equipment requires credit arrangements. The present credit system as used by the industry is very weak and inefficient, and many times salesmen will actually embarrass an operator when the op is recognized everywhere as a good credit risk. The industry should catalog all operators by the manufacturers and distribs getting together in collecting the names of those ops whose credit has been definitely proved and pass the word along to members of the bureau.

"In this fashion the industry would have a credit clearing house and would be able to work with greater efficiency. It is also my belief that operators want this sort of a credit bureau, for it would allow them to receive a certain specified amount of credit which would generally help them in business.

"The credit bureau idea came to me when salesmen who are covering the country reported that the operators who are already receiving credit from his firm have to re-establish credit relations with other distributors and manufacturers. They feel that this is entirely inefficient and that some system should be arranged which would recognize the operators' credit rating."

'We Recommend
EXHIBIT'S
CHUCK-A-LETTE

"The Classic 'money Getter' of all time"

Write for Literature and Prices. Immediate Delivery!

NATIONAL PREMIUM COMPANY
Western Distributors 1312 FARNAM ST. OMAHA, NEB.

1937—1937—1937—1937—1937—1937—1937—1937—1937

BEST NEW YEAR WISHES
from
BILL RABKIN
INTERNATIONAL MUTOSCOPE REEL CO., INC.
516 West 34th Street, New York City

MANUFACTURERS OF
ELECTRIC TRAV-ELING CRANE | RED TOP CRANE PHOTOMATIC | BOWL-A-GAME HURDLE HOP | POKERING NUMBERING

1937—1937—1937—1937—1937—1937—1937—1937—1937

PRE-INVENTORY SALE
SPECIAL THIS WEEK ONLY
MILLS PEARL HARBOR
All guaranteed A-1 condition. Ready to put on Locations.
1/3 Deposit, Balance C. O. D.
Write for Our Complete Pre-Inventory Price List.

BESSER NOVELTY CO.
3020 OLIVE ST., ST. LOUIS, MO.

CENTER FOR BARGAINS
RECONDITIONED AUTOMATIC PAYOUT TABLES

DAILY RACES (Mystery 1 or 2 Ball)	\$59.00
FENCE BUSTER (Mystery 1 or 2 Ball)	59.00
CHALLENGER	45.00
SKILL ROLL	42.00
SUNSHINE BASEBALL	42.00
McCOY	40.00
MULTI PLAY	40.00
CREDIT	39.00
PEERLESS	39.00
TROJANS (1 or 5 Ball)	15.00

New and Used ROTARY TABLES
Write for Prices

1/3 Deposit, Balance C. O. D., F. O. B. Milwaukee, Wis.

NEW GAMES—GET OUR PRICES.

MILWAUKEE COIN MACHINE CO.
3725 W Center St., Milwaukee, Wis.

Fitzgibbons Has Slogan
NEW YORK, Dec. 26.—John A. Fitzgibbons, of Fitzgibbons Distributors, Inc., reports a new slogan for the firm which is to be represented by the letters "F-F-F." The slogan is "Free From Fitz" and is intended to represent the free gifts offered to operators thru the profit-sharing sales plan introduced a



TWO PROMINENT DISTRIBUTORS IN CONFERENCE—Joe Calcutt (left), of the Vending Machine Company, Fayetteville, N. C., and Paul (Potash) Gerber, of Gerber & Glass, Chicago. The scene is Calcutt's office in Fayetteville.

The Billboard

The Only Weekly Coin Machine Publication

Leads in

POPULARITY *with manufacturers, distributors, jobbers and operators.*

NEWS SERVICE; *reporting all events, changes, association activities and legal aspects of the business when these things are of current interest.*

CIRCULATION; *more copies of each issue going to coin machine buyers than all other trade papers combined.*

ADVERTISING RESULTS. *Manufacturers, distributors and jobbers all get better and more returns when they advertise in The Billboard*

Advertising Forms for the Big Annual

COIN MACHINE CONVENTION SPECIAL

Go to Press Week of Jan. 4

MANUFACTURERS --- DISTRIBUTORS --- JOBBERS

Join Company With the Leaders

Establish Recognition --- Create Prestige

Advertise in THE Convention Special

COMPLETE National Coverage of Entire Industry

MAIL YOUR ADVERTISING COPY EARLY

PUBLICATION OFFICE, CINCINNATI, OHIO.
BRANCHES—NEW YORK, CHICAGO, ST. LOUIS, PHILADELPHIA, LOS ANGELES.

Way To Profit On Old Games

BLOOMINGTON, Ill., Dec. 26.—A sure way to get an extra profit from games which have outlived their usefulness on location has been discovered by W. C. Fitzgerald, of Central Vending Company here. The profit, to be sure, is intangible and cannot be banked, but, as Fitzgerald puts it, "neither can it be taken from me—it's a satisfaction which is worth more than dollars and cents."

Fitzgerald has for some time been in the habit of sending old machines to various institutions, where the games are operated without coin chutes for the entertainment of inmates. Fitzgerald is particularly proud of a letter recently received from an officer of the Illinois Soldiers' and Sailors' Children's School at Normal, Ill. "Your thoughtfulness," the officer writes, "in sending the pinball games to our children is deeply appreciated. These games afford the boys and girls many hours of delightful pastime. We wish to thank you for your generosity and kindness in remembering us again."

Operators generally should adopt this custom. Besides getting used games off the market, it creates a tremendous fund of good will.

ROUTES

(Continued from page 35)

Whidden, Jay: (Washington-Youree) Shreveport, La., h.
 Widmer, Bus: (Ben Lomo) Ogden, Utah, h.
 White, Dave: (Oasis Grill) New York City, re.
 Whitney, Palmer: (Baker) St. Charles, Ill., h.
 Wiener, Michael: (Old Roumanian) NYC, re.

Wiley, Hod: (Braznell) Miami Beach, Fla., h.
 Wilkins & Walters: (New Yorker) NYC, h.
 Williams, Emerson: (Lido Club) Youngstown, O., nc.
 Williams, Joe: (Mark Twain) Hannibal, Mo., h.
 Wilson, Ray: (Conneaut Recreation) Conneaut, O., c.
 Wintz, Julie: (Top Hat) Union City, N. J., nc.

Yanyego: (Bali) NYC, nc.
 Yates, Billy: (Show Boat) Pittsburgh, nc.
 Young, Ben: (400) Wichita, Kan., nc.
 Young, Bob: (Utah) Salt Lake City, h.

Zarin, Michael: (Waldorf-Astoria) New York.
 Zeeman, Barney: (20th Century) Phila, nc.
 Zeiman, Rubin: (Caravan) NYC, nc.

INDEPENDENT BURLESK

Babes of Broadway: (Garrick) St. Louis 28-Jan. 2; (Grand) Canton, O., 4-9.
 Ballyhoo: (Gayety) Washington, D. C., 28-Jan. 2; (Empire) Newark, N. J., 4-9.
 Beauty Parade: (Capitol) Toledo, O., 28-Jan. 2; (Roxly) Cleveland 4-9.
 Beef Trust: (Lyric) Bridgeport, Conn., 28-Jan. 2; (Trocaadero) Phila 4-9.
 Dizzy Dames: (Casino) Toronto, Can., 28-Jan. 2.
 Garden of Girls: (Trocaadero) Phila 28-Jan. 2; Allentown 4-5; Harrisburg 6; Reading 7-8; Williamsport 9.
 Gayety Girls: (President) Des Moines, Ia., 28-Jan. 2; (Garrick) St. Louis 4-9.
 Ha-Cha: (Jacques) Waterbury, Conn., 28-Jan. 2; (Lyric) Bridgeport 4-9.
 Hi-Flyers: (Casino) Pittsburgh 28-Jan. 2; (Gayety) Baltimore 4-9.
 Hindu Belles: (Roxly) Cleveland 28-Jan. 2; (Casino) Pittsburgh 4-9.
 Lid Lifters: (Gayety) Baltimore 28-Jan. 2; (Gayety) Washington, D. C., 4-9.
 Modes and Models: (Hudson) Union City, N. J., 4-9.
 Paris by Night: (Rialto) Chi 4-9.
 Red Rhythm: (Gayety) Detroit 28-Jan. 2; (Capitol) Toledo, O., 4-9.
 Scan-Tees: (Empire) Newark, N. J., 28-Jan. 2; (Century) Brooklyn 4-9.
 Scan-Dolls: Harrisburg, Pa., 30; Reading 31-Jan. 1; Williamsport 2; (Casino) Toronto, Can., 4-9.
 Snyder's, Bozo, Show: (Grand) Canton, O., 28-Jan. 2; (Gayety) Detroit 4-9.
 Speed and Sparkle: (Rialto) Chi 28-Jan. 2; (Gayety) Minneapolis 4-9.
 Steppin' Stars: (Howard) Boston 28-Jan. 2; (Jacques) Waterbury, Conn., 4-9.
 Too-Hot for Paris: (Gayety) Minneapolis 28-Jan. 2; (President) Des Moines, Ia., 4-9.
 Teases & Weezes: (Howard) Boston 4-9.

DRAMATIC AND MUSICAL

Ballet Russe: (Municipal Aud.) St. Louis 1-3.
 Blossom Time: (Boston O. H.) Boston.
 Boy Meets Girl: (Geary) San Francisco 28-Jan. 2.
 Boy Meets Girl: (Plymouth) Boston 28-Jan. 2.
 Carte, D'Oyly, Opera Co.: (Forrest) Phila 4-16.
 Children's Hour: (Erlanger) Buffalo 28-Jan. 2.
 Cohan, George M.: (Shubert) New Haven, Conn., 1-2.
 Dead End: (Erlanger) Phila.
 End of Summer: (Chestnut St.) Phila 28-Jan. 9.
 Frederika: (Shubert) Boston.
 First Lady: (Harris) Chi.
 Great Waltz: (Philharmonic Aud.) Los Angeles 28-Jan. 2.
 High Tor: (Hanna) Cleveland 30-Jan. 2.
 Howard, Leslie: (Grand) Chi 28-Jan. 2; (Cass) Detroit 4-9.
 Huston, Walter: (Forrest) Phila 28-Jan. 2.
 Jane Eyre: (Colonial) Boston 28-Jan. 9.
 Leaning on Letty: (Selwyn) Chi.
 Mulatto: (Studebaker) Chi.
 Nazimova: (Erlanger) Chi 28-Jan. 9.

Pride and Prejudice: (American) St. Louis 28-Jan. 2.
 Two Mrs. Carrolls: (National) Washington, D. C., 28-Jan. 2.
 White's, George, Scandals: (Cass) Detroit 28-Jan. 2.
 Ziegfeld Follies: (Nixon) Pittsburgh 28-Jan. 2; (Grand) Chi 4-9.

MISCELLANEOUS

Black's, L. E., Bears: Salem, Ill., 28-Jan. 2.
 DeCleo, Magician: Tionesta, Pa., 28-Jan. 2.
 Dressen's Circus Capers: New Orleans, La., 28-Jan. 2.
 Mel-Roy, Magician: Los Angeles 28-Jan. 4.
 Nickolas, Francis A., Magician: Rockford, Ill., 28-Jan. 2.
 Original Floating Theater: (Isle of Hope Resort) Savannah, Ga., 28-Jan. 2.
 Ricton's Show: Byromville, Ga., 28-30; Lilly 31-Jan. 2.
 Sugarfoot Sam From Alabam': Fitzgerald, Ga., 28-31; Douglas Jan. 2-7.
 Walsh & Zell's Museum: Cleveland, O., 28-Jan. 2.
 Miller's, F. W., Museum: Ft. Smith, Ark., 29-Jan. 2.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alabama Am. Co.: Mobile, Ala.
 Alamo: Fitzgerald, Ga.
 Baldwin Expo.: Hardeeville, S. C.
 Florida Expo.: Spa Beach Park, St. Petersburg, Fla.
 Lucky Strike: Orlando, Fla.
 Metropolitan: Winter Haven, Fla.
 Pool & Brewer: Houston, Tex.
 Royal Palm: (Fair) Eustis, Fla., 4-9.
 State Fair: El Paso, Tex.
 Yellowstone: El Paso, Tex.

CIRCUS AND WILD WEST

W. P. A.: (106th Inf. Armory) Brooklyn 28-Jan. 2.

REPERTOIRE

Billroy's Comedians, Billy Wehle, mgr.: Kenedy, Tex., 29; Cuero 30; Yoakum 31; Victoria Jan. 1; Wharton 2; Galveston 3-4; Goose Creek 5.
 Blythe Players: Highspire, Pa., 28-Jan. 2.
 Carter-Mack Dramatic Co.: Coleman, Mich., 28-Jan. 2.
 Harvey Players: Dyersburg, Tenn., 28-Jan. 2.

Additional Routes

(Received too late for classification)

Bell Tent Show: Gresston, Ga., 28-Jan. 2.
 Boone, Marvin: (Showboat Cafe) South Bend, Ind., 28-Jan. 5.
 Cannon Show: Enigma, Ga., 28-Jan. 2.
 Gilbert Comedians: Ocala, Ga., 28-Jan. 2.
 Hayworth, Seabee, Revue: (Carolina) Hickory, N. C., 30-Jan. 2; (Temple) High Point 4-6.
 Kaiama, Willie, & Princess Lei Lehua: (Black Cat) Kenton, O., 28-Jan. 2.
 Long, Leon, Magician: Albany, Ga., 1-9.
 Lucy, Thos., Elmire: Wheaton, Kan., 2; (KCMO) Kansas City, Mo., 3-10.
 McNally Variety Show: Sharpstown, Md., 28-Jan. 2.
 Marcus, A. B., Revue Continental: (Mosque) Newark, N. J., 28-31; (Shubert) Cincinnati Jan. 1-7.
 Morales Bros. & Little Daisy: (Paradise Palms) Detroit 28-Jan. 3.
 Paige & Jewett Paradise Scandals: (Capitol) Raleigh, N. C., 31-Jan. 2.
 Pedro & Luis: (Variety) Cleveland 31-Jan. 3.
 Raye, Gilbert & Vicky: (Castle Farm) Cincinnati 28-Jan. 2.
 Sikes Show: Soperton, Ga., 28-Jan. 3.
 Taft & Boone: (Showboat Cafe) South Bend, Ind., 28-Jan. 5.
 Zudella & Co.: (Palace) Gary, Ind., 27-Jan. 2.

Mrs. Herman a Visitor

CINCINNATI, Dec. 28.—Mrs. Maxie Herman, of Conklin's All-Canadian Shows, visited *The Billboard* this morning, accompanied by her friend Mrs. Sam Prager. Mrs. Herman is spending the holidays with her folks here. She plans to return to Chicago Wednesday.

To Hazel King

The Girl Who "Rides" Poetry

She's the gal who rides with Miller, That oldtimer in the ring; And I hope to see them riding When they open in the spring.

For they'll surely be with Russell, Or the show'd not be complete, So I'll trek on down to Rolla, That happy bunch to meet.

Now you see I am a youngster, Just threescore years and more, But I know I can be slipping Past the man who's on the door.

So if God will only spare me Till the show starts on its way, I know that I'll be with them On their busy opening day.

—Carey C. Emrie.

Kortes' Museum

OGDEN, Utah, Dec. 26.—After a long trip from San Antonio, Kortes' Museum began its winter season at a large local store on Washington avenue to fair business. Roster: Barney Nelson, armless artist; Happy, frog boy; Paul Harold, giant; Shadow Harry, skeleton man; Ripley's back-smoking man; Atelia, monkey girl; Vistler, fat man; Haurello, revolving head; Billy and Sammy, trained chimps; Nelson, imitator of birds; Raymond King, tattoo; Haurello, juggler; Feliz, Indian sculptor; Peterson, sword swallower; Frisco, acrobatic dog; Seafrice, snakes; Al Greenstreet, rice writer; the Waldrons, glassblowers; Mona Prevaux, dancing; Foney Harris, alligator boy; Dr. Pardo (Great Horenzo), mental act. Jockey E. Day, advance man; Joe Prevexaux, Duffy and Petersen, tickets; Larry Turr and Billy Ellis, talkers; Mahoney, electrician; Mrs. Turm, cook. Reported by Dr. Pardo.

Browns Back to Road

DETROIT, Dec. 26.—Edwin E. and Sadie Brown, veteran tattoo artists, have closed their tattoo store on Michigan avenue which they operated for about two years. They expect to go on the road with a carnival next spring for first time in six years, being encouraged by the business done by tattoo men who played with established carnivals in 1936.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: With "Mr. 1937" with us, it is our intention this week to outline some of the things that we'd like to see again around Long Island, preferably during the new year. Not that we have a "oh, for the old days" fixation, but we feel that if some of the things were to return it would make for a better Long Island.

We would like to see, for instance: The orchestras of Guy Lombardo or Rudy Vallee back again at Pavilion Royal, where they set record marks for roadhouse trade.

Some well-known heavyweight training at a local beach and boosting it as much as Primo Carnera did Atlantic Beach.

Will Rogers promenading the streets (See LONG ISLAND on page 72)

THE GREATEST, NEW AUTOMATIC PAYOUT MACHINES IN THE BUSINESS

WRITE FOR DESCRIPTIVE LITERATURE

WESTERN EQUIPMENT & SUPPLY CO.

925 W. NORTH AVE. ★ CHICAGO, ILL.

FOR SALE -- FLORIDA LAKE VILLA GARDENS

Alligator Farm—Beautiful Lake. Main Highway No. 19, South of Clearwater. Space for Concessions to rent. Permanent Carnival Company, BOX 67, Largo, Fla.

WE ARE NOT UNMINDFUL--

of the fine loyalty and co-operation by our host of friends and customers who have contributed so much in making this a most successful season. **OUR PLEDGE for 1937—To exert our every effort to make your next season more pleasant and profitable. The entire staff wishes you our heartiest best wishes for 365 days of health, wealth and happiness.**

WISCONSIN DELUXE CORPORATION

1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

ANNOUNCING A NEW SHOW CALIFORNIA GOLDEN GATE SHOWS

Positively have booked 10 Celebrations in the prosperous BAY DISTRICT. Can place Shows with own outfits or will furnish new tops and banners at reasonable P. C. ALSO Rides that do not conflict. Want few more legitimate Concessions; no exclusive except EATS AND BINGO. Write or wire. J. R. KRUG or HARRY BERNARD, 1751 Golden Gate Avenue, Los Angeles, Calif.

Where Are You Wintering?

Kindly give the information on this blank and mail to *The Billboard*, Cincinnati, O., for our records of circuses, carnivals and tent shows in winter quarters:

Title of Show

Owner or Manager

Winter Quarters Address

.....

Office Address

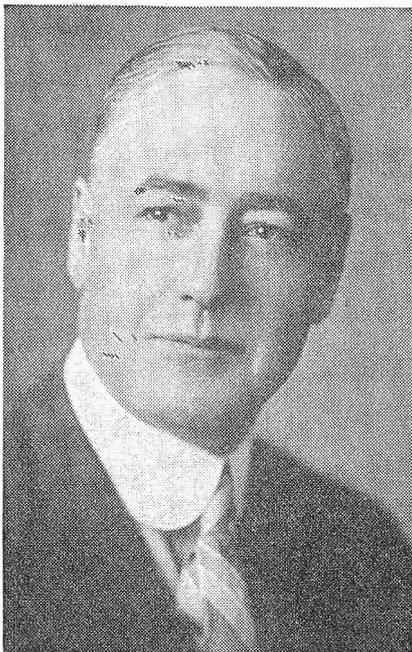
.....

Bally Makes Survey on Earnings of Eagle Eye

CHICAGO, Dec. 26.—As a result of a nation-wide study of earnings on Bally's Eagle Eye target range, production on the machine will be increased at least 50 per cent over the original plans, according to a statement just released by Ray Moloney, president of Bally Manufacturing Company.

"Our earnings survey on Bally's Eagle Eye," Ray stated, "is probably the most comprehensive research of its kind ever attempted in this field. It is based on a complete cross-section of the location setup, both geographically and as to type of locations. Samples were shipped to key distributors in all parts of the country, together with complete instructions for conducting careful two weeks' location test. We received wonderful co-operation, which resulted in increased sales, as testing distributors were quick to analyze their reports as meaning an even greater demand for the machine than they anticipated. As more and more machines get on location and operators find out what Bally's Eagle Eye will do, the already heavy demand will be swollen to a point where our present production will be inadequate. Therefore, the first thing on the program the day after Christmas will be to provide at least a 50 per cent increase in our daily output.

"It is evident from our tests that operators can figure on a gross play up to \$45 daily, depending, of course, on the type of location, hours of business and other variable factors. This is particularly satisfactory, inasmuch as nothing is deducted for awards."



ONE OF THE BEST KNOWN distributors of the West Coast, Theodore M. Newman, owner of the Newman Novelty Company, San Francisco. Newman has been a distributor and jobber of coin-operated phonographs and vending machines for many years and is favorably known to operators thruout the Sunshine State.

COMING MARRIAGES

(Continued from page 32)

now dancing in Hollywood and New York, soon.

Al Scott, nonprofessional and former husband of Colleen Moore, to Marion Marsh, film actress, soon.

Barney Rapp, orchestra leader, and Ruby Wright, vocalist with his band, January 15.

Budd Wilson - Schulberg, scenario writer and son of B. P. Schulberg, film producer, to Virginia Lee Ray, screen actress, soon.

Births

To Mr. and Mrs. Lew Marin an eight-pound son in Los Angeles. Father is in the exploitation department of United Artists studio.

An eight-pound son to Mr. and Mrs. William Aslanis December 22 in Henrotin Hospital, Chicago. Father is assistant manager of the Aragon Ballroom, Chicago.

A 10-pound son, Jackie Jay Jarmes, to Mr. and Mrs. Jo Glenn Jarmes, of Monona, Ia., December 16.

A girl, Patricia Mae, to Mr. and Mrs. Glen Henry at Portland, Ore., November 19. Father is a brother of the Henry Brothers, who operate the circus of that title.

Divorces

Nell B. Carney, nonprofessional, from Kenneth B. Carney, NBC program director, at San Francisco December 16.

Judith H. Love, former ballet dancer, from Ralph Cook, emcee and comedian, now working Chicago night clubs, in that city December 23.

Andre H. K. Kristopher, formerly of Stamford, Conn., and now a radio singer in New York, from Margaret Roman Kristopher in Bridgeport, Conn., recently.

Rubey Bacon from Lloyd Bacon, screen director, December 21 in Los Angeles.

Marie Dempsey, screen actress known as Baby Rose Marie in films years ago, from Frank J. Dempsey in Los Angeles December 21.

Mrs. Virginia Ruth Laurel from Stan Laurel, film comedian, in Los Angeles December 24.

Mrs. Nadeyda Z. Sokoloff, concert singer, from Captain Serge G. Sokoloff, leader of the disbanded Kuban Cossack Choir, in Chicago December 17.

OLD CIRCUS

(Continue from page 3)

posed of the show and title to the American Circus Corporation eight years ago.

CINCINNATI, Dec. 26.—The deal between S. W. Gumpertz, representing the Ringling interests, and Charles Sparks for the Sparks and Robinson titles was made at Sarasota this week, as witness the following telegram from Mr. Gumpertz to *The Billboard* December 23:

"Have just consummated deal with Charles Sparks. He will take out Sparks Brothers and John Robinson Combined Circuses. Sparks leaving for Peru."

NEW NEBRASKA

(Continue from page 3)

This is of minor importance, having been downed every session for the last seven, and even if passing wouldn't affect many houses. Another is a circus measure (carnival, too), which may be fostered by the Nebraska State Fair, asking that a limit of 30 days be placed on the entire State. During this 30 days ahead of the fair no traveling amusement enterprises shall be allowed, according to the plan. Fair has become especially irked by the Ringling show's persistence in showing up in Nebraska just a few days before or during the fair. One legislator is going to ban out-State bands playing the annual military ball, he says.

With the State needing money from new tax sources to fulfill demands for social security and old age benefits, the theaters look for a sales tax which will include box-office receipts, or a tax on chain theaters. Altho it isn't sure, hope is that the session will only last 60 days now that the size has been lessened. There used to be 133 voices to disagree on measures, but now it's only 43.

Old-Time Showmen

By CHARLES BERNARD

Our "Old-Time Showmen" series brings some interesting comments and suggestions from readers of *The Billboard's* circus department. A recent letter urgently asks for some descriptive data on the Forepaugh & Sells Bros.' Show.

Will therefore take the 1910 season for a brief review of its program and business operations. The season opened April 23 at Springfield, O. Newspaper comment by a Springfield reporter called special attention to the clever comedy of a clown in female costume, who was very active in escorting men to their seats preceding the Grand Entree, which was the No. 1 Display. William Hayes' troupe of pachyderms, George Denman's elephants and dogs, and Richard Smith's trained animals filled the

rings for the second event. Aerial Fosters, Elliot Trio; Kimball Sisters, Three Alvos and Two Franks comprised the No. 3 Display. Next number introduced three equestriennes from famous families of riders; Mamie Lowande, Marie Meers and Carrie Rooney presented their acts to a pleased audience. Fifth display put Capt. Webb's trained seals; Dan Curtis and his horse, "Orlando"; Richard Welton's equine act; Charlie Rooney's horse, "Modoc," on the stage and in rings.

Perch acts by Japs; Hines Duo, on ladders; Wahlund and Tekla Trio, acrobats, and Five Alpines were presented in the sixth number. Display Seven was by the Dan Curtis troupe of trained horses as a featured act. Athletes, acrobats and contortion feats included the acts of Avallon Family, Five Ortaneys, Two Franks, Merry Andrews, Fred Lasire and Ukichi as entertainers made up event No. 8. No. 9 introduced menage and high-school riding by Miss A. Johnson, Lola Jameson and Miss A. Walsh and a rolling globe act by Mme. Hines. Featured in the 10th display were three popular bareback riders, John Rooney, William Melrose and Oscar Lowande. Next number was a string of high-wire acts in which Ty Bell Sisters, Ortaney Sisters, Alpine Family, Richards Sisters and Four Avallons competed for attention; Miss Johnson was on the swinging wire. Display 12 was a mixed event, presenting equilibrists, acrobats, muscular wonders and athletes; Hanley and company did the muscular feats. Display 13 was aerial specialties by Fred Lasere, Miss Johnson, the Alvarez, Joe Laferty and James R. Wallace. In the 14th event William Melrose and Marie Meers were featured in a double jockey act at one end ring, the Rooneys' cart riding act in center and Lowandes riding in other ring. To complete the ring and stage numbers, Richards Sisters did mid-air feats; the Ty Bells on high wire, and Flying Minerva Sisters, suspension iron jaw act. The Hippodrome Races, including a thrill finish of chariots, concluded the opening-day offerings.

Itinerary of Show

Up to May 10 the itinerary of Forepaugh-Sells Bros. was Ohio, West Virginia and into Pennsylvania, with McKeesport for that date. June 13 to 18, Manhattan Field, 155th street and Eighth avenue, New York City, with the big tents spread and a parade in the uptown district on Monday, was ample evidence that Manager Al Ringling had faith in the drawing power of the Adam Forepaugh name, coupled with that of Sells Bros., as a metropolitan attraction. The big-show band of 30 pieces, directed by John J. Richards, was a feature of the performance that drew much favorable comment. Following the New York engagement the show went to Yonkers, Poughkeepsie and into Massachusetts. By middle of August the itinerary had reached into Vermont and turned westward thru New York, exhibiting on the 10th at Syracuse. Two months later Forepaugh-Sells Bros. Combined Shows were the attraction at Dublin, Tex., on October 19 and finished the week in Cisco, Weatherford and Cleburne. Some additional stands in Texas moved the show into its final month of the season. The closing date was November 23d at Sardis, Miss. Shortly after going into winter quarters, announcement was made by several members of the 1910 big-show performers that they were re-engaged to tour with Forepaugh-Sells Bros. show for the 1911 season.

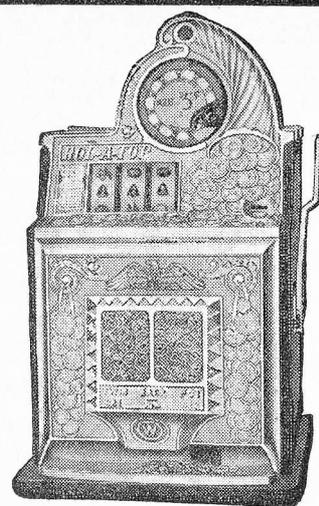
Other prominent tent-show organizations transported by rail during the 1910 season continued into late October and November for their closing dates. The Buffalo Bill-Pawnee Bill Wild West closed at Little Rock, Ark., November 20; Barnum & Bailey was in New Orleans October 29 and 30; Hagenbeck-Wallace completed season at Trenton, Tenn., October 24.

Ripley Opening Dec. 30

MIAMI, Dec. 28.—The Robert Ripley Believe It or Not Odditorium here is set to open Wednesday.

PITTSBURGH—New bear dens costing \$155,000, being completed in Highland Park Zoo, were built by WPA workers, with the city paying \$33,000 for materials and supplies.

Start the new year right by keeping informed on what's going on in your own game. Subscribe for *The Billboard*.



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models,

Bell, Front Vender and Gold Award Built for 1c-5c-10c-25c Play

Made Only By

WATLING MFG. CO.

4640-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1889—Tel.: COLumbus 2770. Cable address "WATLINGITE" Chicago

Above Model and Other WATLING ROLATOP SLOTS in Stock at Our Offices READY FOR IMMEDIATE DELIVERY.

"TIME SAVED IS MONEY MADE."

ELECTRO-BALL CO., Inc.

Dallas, Fort Worth, Waco, San Antonio, Houston, Wichita Falls, Oklahoma City, New Orleans, Memphis.

4 ROTARYS (Like New) \$179.00

LATEST MODEL

F. O. B. Chicago. 1/3 Deposit, Balance C. O. D.

JAMES NOVELTY COMPANY 1313 Randolph Street, CHICAGO.

FOR SALE
6 Keeney Bowlettes

All in perfect mechanical condition, \$150.00

Each. 25% deposit required.

PLAYLAND AMUSEMENT CO.,

610 9th Street, N. W., Washington, D. C.

WANTED

AMERICAN LEGION BEAN FESTIVAL, BELLEGLADES, FLA., TWO WEEKS, JANUARY 4 TO 16.

All legitimate Concessions write METROPOLITAN SHOWS, This Week, Winter Haven, Fla.

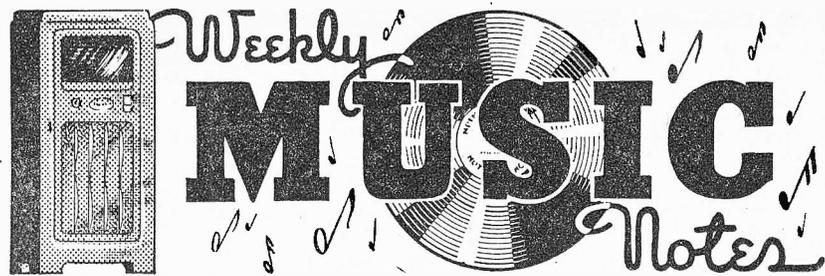
ELANE'S EXPO. SHOWS

Wishing Everyone a Happy New Year. Put all winter. CAN PLACE Shows, Rides and Concessions of all kinds. Also booking for next season. CAN PLACE Plant. Show. Address JOHN GECOMA, Yemassee, S. C., This Week.

EARFIELD'S COSMOPOLITAN SHOWS

Will open a Unit of Rides and Concessions at Titusville, Fla., January 9, working two Saturdays there. Other good dates, including Orange Festival at Cocoa, Fla., follow. Room for a few more Grand Stock Concessions. Address Jacksonville, Fla., until January 6. Now booking meritorious Attractions for the #37 Season.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES



Training School For Phono Ops

BOSTON, Dec. 26.—New England J. P. Seeburg music machine operators have gone back to school for post-graduate work. It isn't the three Rs to which they have returned. It's a series of classes to be held at the 1209 Washington street showrooms of the Atlas Coin Machine Company, with Bernard Blatt the head master.

More than 20 operators attended the first class, with instruction by Herbert Cohen. Most of an afternoon is allotted the operators, who come at the invitation of the A.C.M.C. to gain expert instruction on how to properly service their machines.

No charge is solicited. It is merely a co-operative gesture on the part of the A.C.M.C., New England distributor of Seeburg products. Oftentimes an operator loses money because a slight mechanical hitch automatically shuts off the machine's income for many hours, particularly during rush business. A telephone call to the operator by a location owner and the machine is in operation in a jiffy. No waiting for a repair man to come. The operator by being his own mechanic not only saves repair money but cuts short the loss of play time, satisfies the location owner and all is okeh in a jiffy.

From time to time, as conditions warrant, the Blatt brothers, Bernard and Louis, will hold these classes. All operators are cordially invited to attend these mechanical instruction classes, centrally located in the heart of the Washington street coin-machine row.

Ops Use Edward's Speech

PHILADELPHIA, Dec. 26.—Local music machine operators who took advantage of King Edward's farewell address are reaping an extra bonus on their machines. Since the radio stations were banned in rebroadcasting his speech, local recording laboratories making transcriptions found an open market among the music operators. Dance disks were forgotten for the nonce and there was a brisk demand for this particular recording. A distinct novelty, its value will be enhanced with music and department stores featuring the record as a novel Christmas gift.

Start the new year right by keeping informed on what's going on in your own game. Subscribe for The Billboard.

PHONOGRAPHS

Terms, one-fourth down, balance in six months on following 1935 models: Seeburg Selectophones, \$125.00; Symphonolas, \$155.00; Rock-Ola, \$135.00; Wurlitzer P-12, \$160.00. 1936 models: Seeburg Selectophone, \$160.00; Symphonolas Model A, \$195.00; Model B, \$200.00; Model D, \$220.00; Wurlitzers Models 412 and 312, \$210.00.

Will allow ten per cent discount for cash.
G. & S. AMUSEMENT COMPANY,
121 4th Avenue, South, NASHVILLE, TENN.

Demand
**PERMO-POINT
PHONO NEEDLES**
FOR
YOUR AUTOMATICS!
2000 PERFECT PLAYS

Good Times Help Music

DETROIT, Dec. 26.—"We are still 100 per cent music," Harry Graham, manager of Marquette Music Company, reported this week. "We have bought 500 new machines for our own operation this past year.

"People are talking about better times and we know they are here. Business has been better in every way and we are expanding as a result. Locations remain about the same, with just about every type of location being active at present.

"Automobile manufacturers are more active than they have been in years and this makes better business conditions for everyone in the Detroit area."

New Orleans

NEW ORLEANS, La., Dec. 26.—A marked increase in coin machine and phonograph business is noted with the passing of the pre-Christmas gift-buying period and there is a sudden rush for new equipment as locations pick up in all directions. Almost to the man ops say they are glad the Christmas holidays are over, because they brought a lull in business that was surprisingly noticeable.

Louis Boasberg, head of the New Orleans Novelty Company, left Monday to spend a week with relatives in Memphis.

United Music Operators of New Orleans enjoyed a splendid meeting last Thursday when 35 members attended to take part in numerous discussions and hear encouraging reports on the success of its plans to keep competition clean and percentage schedules maintained. The association now enjoys the dis-

tingtion of having enrolled 100 per cent of the active phonograph operators of the city. Jules H. Peres, president, directed the meeting. Buster Clesi, secretary, read numerous letters of congratulations to the officers for the fine work done.

E. M. Oertle, Brunswick territory sales manager here, is an expert with the rod, while Buster Clesi is hardly better than a tenderfoot. They went hunting together last Sunday and Oertle unthinkingly suggested that they put up \$5 each, the best shooter to get the pot. How surprised he was when Clesi took him up "because I thought the trip would be worth \$5 when Oertle started shooting and I got half of the kill." Result, Clesi went home with \$10 in his pocket and had to hand over several of his 10-limit shooting to Oertle by agreement. "It's a miracle," admits Clesi.

One of the finest decorating jobs seen in the city is the show window of the Great Southern Amusement Company at 810 Carondelet street. Streamers of holiday coloring for daytime effect, with dozens of colored lights by night, with two new Wurlitzer Simplexes, are stopping everybody passing the place for a gaze. Ed Kramer spent plenty of time going up the window, and when nearing the end of the hard task set out to decorate himself by falling over the ledge and giving himself a black eye, a badly cut nose and plenty of scratches here and there. It's a hard job to figure out which he decorated best, the window or himself. "It was worth it," Ed smilingly says today.

Melvin Mallory, New Orleans branch manager for Stelle & Horton, has left for a week's stay at his home in Alexander City, Ala. Melvin says he will be glad to see the ole town again, as well as his mother and father, and will not forget to stop around and see if that old schoolmate is still single.

Another operator who has stepped out of the city to visit his parents for the holidays is Hank Friedburg, of the Crescent Novelty Company. He, Mrs. Friedburg and the children left Monday for an automobile trip to Houston, where Hank's mother is having a family reunion.

Plans for 1937 Show Promise Big Entertainment for All Who Come

CHICAGO, Dec. 26.—Holiday spirit, scarcely made a lull in the momentum that has been gathering for the 1937 annual coin machine convention. Just as Joe Huber, convention manager, predicted, the prospects for the 1937 show indicate that it will by far surpass any previous one.

In addition to last year's space, the show committee had to take over the Grand Ballroom of the Sherman Hotel for additional space. The 1937 exhibits will be held in the main exhibition hall, entire mezzanine floor and the Grand Ballroom.

According to Huber, out of a total of 258 booths which were made available for exhibits, there are only a few left unsold. These few will be sold long before show time. Every manufacturer of coin-operated machines, equipment, supplies, etc., will be represented at this year's show. It will be the greatest gathering of coin machine exhibitors in the history of the coin machine industry. The list of exhibitors is very impressive.

"This year's show is for the coin machine trade only," Convention Manager Huber says. "The general public will not be admitted. Admission will be by special ticket only. To secure these tickets operators should get in touch with their jobber, distributor, manufacturer or with the National Association of Coin-Operated Machine Manufacturers, 120 South LaSalle street, Chicago. Application should be made before coming to Chicago.

"A beautiful brand-new Studebaker de luxe sedan or a Hayes Motor Home Trailer will be given away as first prize. In addition to these, other valuable prizes will be given away free.

"Every operator will get a crack at these valuable prizes. Why not come and take some of them home with you? "This year's banquet and entertainment will by far surpass any which we have ever held. Two thousand dollars

(\$2,000) has been appropriated for the floor show alone. The best talent available has been procured for this night of nights.

"Visualize such a large gathering of coin machine men, their wives and sweethearts, wonderful eats, a stupendous, sensational floor show, and dancing till the wee hours of the morning—a night you will never forget—that's what is in store for you."

The convention committee for the 1937 show is as follows: Chairman N. Marshall Seeburg, J. P. Seeburg Corporation; A. G. Bradt, G. M. Laboratories; A. E. Gebert, Advance Machine Company; Homer E. Capehart, Rudolph Wurlitzer Company; L. W. Gensburg, Genco, Inc.; J. H. McMahon, H. C. Evans & Company; Ted Stoner, Stoner Manufacturing Company; O. D. Jennings & Company; Leo J. Kelly, Exhibit Supply Company; D. W. Donahue, Mills Novelty Company; D. C. Rockola, Rock-Ola Manufacturing Corporation; W. A. Tratsch, A. B. T. Manufacturing Company; Joe Huber, Huber Coin Machine Sales Company.

Chairman of the entertainment committee is A. E. Gebert, assisted by Leo Kelly and Lou Gensberg.

Marshall Seeburg and his committee have done a splendid job in helping Huber put over his stupendous affair, one that will go down in the annals of coin machine history as one of the greatest if not the best ever held.

The annual election of officers will be held by National Association of Coin-Operated Machine Manufacturers during the convention.

Don't forget the dates—January 11, 12, 13 and 14, 1937. Place: Hotel Sherman, Chicago, Ill.

The latest announcement is that the Sadie Morris agency will provide the floor show for the 1937 banquet. This agency has furnished the talent for the banquet for five years and always has something new and original.

Canada

ST. JOHN, N. B., Dec. 26.—Mintz Brothers, coin-machine distributors in St. John and Moncton, N. B., and Halifax, N. S., have reopened the Oxford Theater in Halifax. Isaac Mintz, formerly of Toronto and London, Ont., is assisted by his brothers, Sydney and Jake, in the operation of the Maritime Sales Company, with headquarters in St. John. Oxford is the first of a chain of theaters to be established or acquired by the Mintz brothers in the Eastern Canadian provinces. Coin machine distribution business is being continued.

An arcade has been proposed for a strategic location in the heart of the St. John shopping and amusement district. Included would be nickel and penny plays in games, venders, peeps and gym apparatus. About 40 machines will be installed.

Joseph Furfuro, of Calais, Me., is establishing an arcade, roller-skating rink, dance hall and an automobile service station in one building on the U. S. shore of the St. Croix River. An international bridge connects Calais with St. Stephens, N. B.

Sheet-Music Leaders

(Week Ending December 26)

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

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

1. In the Chapel in the Moonlight (1)
2. Pennies From Heaven (3)
3. It's De-Lovely (2)
4. I've Got You Under My Skin (5)
5. I'll Sing You a Thousand Love Songs (4)
6. South Sea Island Magic (7)
7. The Way You Look Tonight (6)
8. When My Dream Boat Comes In (9)
9. Organ Grinder's Swing (8)
10. One, Two, Button My Shoe (12)
11. I'm in a Dancing Mood (15)
12. When Did You Leave Heaven? (14)
13. You Turned the Tables on Me (11)
14. Santa Claus Is Coming to Town (10)
15. The Night Is Young

Radio Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, December 18, to Thursday, December 24, both dates inclusive.

- | | |
|---|----|
| It's De-Lovely (25)..... | 27 |
| There's Something in the Air (19)..... | 23 |
| Chapel in the Moonlight (28)..... | 22 |
| I'm in a Dancing Mood (22)..... | 22 |
| Pennies From Heaven (25)..... | 21 |
| With Plenty of Money and You (18)..... | 19 |
| You Do the Darnedest Things, Baby (19)..... | 17 |
| I'll Sing You a Thousand Love Songs (17)..... | 16 |
| Someone To Care for Me..... | 16 |
| Sweetheart, Let's Grow Old Together..... | 13 |
| The Way You Look Tonight..... | 13 |
| Love and Learn..... | 11 |
| That's What I Want for Christmas..... | 10 |

NEW!

"THE ROYAL POINT NEEDLE"

Revolutionizing PHONOGRAPH Operating Costs

Definitely Improves Tone Quality!

Compare—and See for Yourself!

Less surface noise — maximum volume output — doubles record life — need never be turned — REPRODUCES TRUE HIGH FIDELITY.

ROYAL POINTS Double the Life of Your Records.

Order a Sample and Be Convinced.

"Buy Phonographs for Your Needles Instead of Needles for Your Phonographs"

ROYAL POINT NEEDLE CO. 707 Schweiter Bldg., Wichita, Kan.

"IT'S A JEWEL POINT" NEEDLE

With proper care will play at least sixteen thousand records or approximately two years on the average automatic phonograph location.

A few large and reliable distributors wanted.

Retail Price\$7.50

Operator's Prices

Sample\$4.50

Lots of 10\$4.00

Lots of 250Prices on Application

Customary Deposit Not Required on Single Lot Sample Orders.

All Prices F. O. B. Wichita, Kan.

Ten Best Records for Week Ended Dec. 28

	BLUEBIRD	BRUNSWICK	VICTOR	VOCALION
1	B6640—"In the Chapel in the Moonlight" and "You're Ev'rything Sweet." Shep Fields and orchestra.	7789—"That's Life, I Guess" and "Pennies From Heaven." Teddy Wilson and orchestra.	25483—"A Thousand Dreams of You" and "Swingin' Them Jingle Bells." Fats Waller and orchestra.	3378—"More Than You Know" and "Long About Midnight." Mildred Bailey and orchestra.
2	B6687—"Hey! Hey! Hey! Hey!" and "Hallelujah! Things Look Rosy Now." Tempo King and orchestra.	7745—"I've Got You Under My Skin" and "Easy To Love." Hal Kemp and orchestra.	25482—"Keepin' Out of Mischief Now" and "There's Frost on the Moon." Tommy Dorsey and orchestra.	3377—"Did You Mean It?" and "In the Chapel in the Moonlight." Henry (Red) Allen and orchestra.
3	B6639—"It's De-Lovely" and "Wintertime Dreams." Shep Fields and orchestra.	7787—"Love and Learn" and "Moon Face." Art Shaw and orchestra.	25478—"Tain't Good (Like a Nickel Made of Wood)" and "Hallelujah! Things Look Rosy Now." Fats Waller and orchestra.	3367—"For Sentimental Reasons" and "It's Love I'm After." Mildred Bailey and orchestra.
4	B6684—"You Turned the Tables on Me" and "Keepin' Out of Mischief Now." Tempo King and orchestra.	7781—"I Can't Give You Anything But Love" and "Sailin'." Teddy Wilson and orchestra.	25467—"Bugle Call Rag" and "After You've Gone." Benny Goodman and orchestra.	3376—"Pennies From Heaven" and "What Will Santa Claus Say?" Louis Prima and New Orleans Gang.
5	B6683—"There's Something in the Air" and "Where the Lazy River Goes By." Shep Fields and orchestra.	7788—"May I Have the Next Romance With You?" and "Head Over Heels in Love." Lud Cluskin and orchestra.	25441—"In the Chapel in the Moonlight" and "You're Ev'rything Sweet." Richard Himber and orchestra.	3302—"When Did You Leave Heaven?" and "Algiers Stomp." Henry (Red) Allen and orchestra.
6	B6683—"Good Night, My Love" and "One Never Knows—Does One?" Shep Fields and orchestra.	7749—"So Do I" and "Pennies From Heaven." Hal Kemp and orchestra.	25475—"Gone" and "I Love You From Coast to Coast." Guy Lombardo and orchestra.	3368—"What a Dummy Love Has Made of Me" and "Riffin' at the Ritz." Dick Stabile and orchestra.
7	B6702—"The Night Is Young and You're So Beautiful" and "I'm in a Dancing Mood." George Hall and orchestra.	7790—"Let's Put Our Heads Together" and "I Adore You." Jimmie Grier and orchestra.	25431—"Pennies From Heaven" and "So Do I." Eddie Duchin and orchestra.	3351—"Easy To Love" and "You Do the Darnedest Things, Baby." Putney Dandridge and orchestra.
8	B6689—"May I Have the Next Romance With You?" and "Head Over Heels in Love With You." Shep Fields and orchestra.	7717—"The Way You Look Tonight" and "Pick Yourself Up." Fred Astaire, Johnny Green and orchestra.	25393—"South Sea Island Magic" and "I'll Sing You a Thousand Love Songs." Eddie Duchin and orchestra.	3358—"I Was Saying to the Moon" and "Tea on the Terrace." Dick Stabile and orchestra.
9	B6592—"Easy To Love" and "I've Got You Under My Skin." Shep Fields and orchestra.	7716—"A Fine Romance." Fred Astaire, Johnny Green and orchestra, and "The Waltz in Swing Time." Johnny Green and orchestra.	25442—"Organ Grinder's Swing" and "Peter Piper." Benny Goodman and orchestra.	3306—"I'll Sing You a Thousand Love Songs" and "Picture Me Without You." Henry (Red) Allen and orchestra.
10	B6700—"There's a Silver Moon on the Golden Gate" and "Heaven in My Heart." George Hall and orchestra.	7777—"I'm in a Dancing Mood" and "Someone To Care for Me." Music in Russ Morgan Manner.	25484—"Timber" and "The Goose Hangs High." Guy Lombardo and orchestra.	3110—"Sweet Violets" and "Put on Your Old Grey Bonnet." The Sweet Violet Boys.



"Why the big grin, Ed?"

"Just got a load of ideas for making dough at the Victor and Blue Bird Record Booth. Don't miss it!"

Be sure to stop in at the Victor and Blue Bird Record Booth at the National Coin Machine Exhibit, Booth No. 98, Hotel Sherman. It's full of sure fire ideas for making money!



VICTOR and BLUE BIRD RECORDS
 RCA Manufacturing Co., Inc., Camden, N. J.
 A Service of Radio Corporation of America

SWAMPED
WITH ORDERS FOR
SHOOT-A-LITE
CHUCK-A-LETTE
 and
JOCKEY CLUB

Operators everywhere have swamped us with orders for these great winners . . . Please be patient . . . we are working night and day in an effort to give prompt delivery. Rush orders NOW for delivery in 2 weeks.

EXHIBIT SUPPLY CO.
 4222 W. Lake St., Chicago, Ill.

"We certainly expect to have a good time," admits the congenial Art, "and as for the show, we are given to understand that the manufacturers promise it will be the biggest and best ever, with the newest and most outstanding games that have ever been exhibited."

Display of Awards Big Feature in Payouts

CHICAGO, Dec. 26.—Proper display of awards is one of the most important factors in the success of payout machines, according to Jim Buckley, general sales manager of Bally Manufacturing Company.

"When we first placed Ray's Track on the market," Jim pointed out, "the 50-to-1 daily double was explained merely in the instructions. These read that 'first half' alone represented 16-to-1, while 'first half' and 'second half' appearing together meant 50-to-1. The fascination of this great race-horse game is

so great that even with this arrangement earnings far surpassed the expectations of operators; and it was not believed possible to boost these earnings any higher. However, by taking an operator's suggestion, we have actually boosted play on Ray's Track all the way from 35 to 75 per cent.

"All we did was to print the actual numbers 16 and 50 on the Daily Double wheel instead of the words 'second half' as formerly used. Now as the wheel spins players can see the 16s interspersed with 50s, and the possibility of collecting a 50-to-1 award, instead of the usual 20-to-1 top, is brought strongly to the player's attention. The result in every case has been greater player appeal and increased play."

LONG ISLAND

(Continued from page 68)
 of Long Beach in shirt sleeves and jibing the citizens there with gags for which the late great humorist could have got a lot of money.

A beach-building project such as the

Slash
OPERATING COSTS
\$60 TO \$90 PER YEAR
FOR EACH PIN GAME!
ELECTROPAK
 Ends Expensive
 and Undependable
 Battery Replacements
Insist on the Genuine Electropak
ELECTRICAL PRODUCTS CO.
 6527 Russell Avenue Detroit, Michigan

La Beau Novelty Special To Carry Ops to Show

ST. PAUL, Dec. 26.—Operators of the Twin Cities and the Northwest will journey to the Chicago Coin Machine Show on the La Beau Novelty Special, which is being sponsored by Art La Beau, of the La Beau Novelty Sales Company, St. Paul, and which is to be a section of the new Burlington Twin Zephyr.

"Just how many will be in the party we don't know yet," said La Beau, "as not all the reservations have been received, but we sent out invitations to nearly 1,000 operators, jobbers and distributors."

Plans have been made for the party to meet in a body at the La Beau Novelty Sales Company's offices here on the afternoon of January 10, from which it will proceed to the depot, leaving St. Paul 4:30 p.m. and arriving in Chicago 10:59 p.m.

Some Coinmen I Know

By Phil C. Muth

The European Market

By Edward Graves

Prospects for 1937—A Symposium

These are some of the special features being prepared for the Coin Machine Special Number of The Billboard dated January 16, 1937.

Progress in Music Field

By H. F. Reves

The Swing To Major Games

By Bill Gersh

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

ming greats did their stuff in the Jones Beach pool, one of the greatest natatoriums in the country for competitive aquatics.

The monkey escape at Frank Buck's, when 100 of them escaped and ran amuck.

OUT-OF-TOWN OPENINGS

(Continued from page 5)

The crooner is discovered by a New York theatrical agent at a dude ranch. Build-up follows, with Parker knocking 'em over as Wyoming Steve Gibson, the singing sensation of the West.

Steve's rival in love, however, informs all and sundry that the crooner is a phony. Latter, however, is able to prove otherwise when a psychologist dissipates his fear of horses, thus paving the way for Steve to win a rodeo contest at Madison Square Garden.

Show here had the audience in stitches with many screwy situations, and perhaps will be even better as soon as the kinks in the performances of some of the players are removed. Outstanding characterization is that turned in by Louis Sorin as the theatrical agent.

Kern.

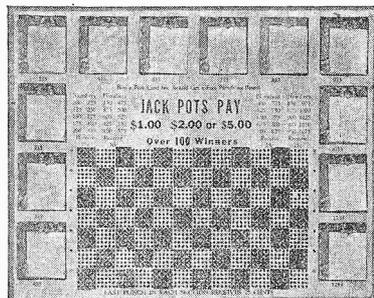
Nixon-Grand "Name" Splurge

PHILADELPHIA, Dec. 26.—Nixon-Grand continues to line up sepias and white "names." Mary Small and a radio revue are current, with Fats Waller coming in New Year's Eve. Others set are Cab Calloway, Duke Ellington, Four Mills Brothers, Mal Hallett and Hal Kemp. Starting January 8, Sam Stiefel, operator, adds a Lindy Hop, Susie-Q and Truckin' contest to augment Friday shows. Stunt will be initiated same date at his houses in Baltimore and Washington. Cash prizes for winners, with the inter-city windup staged here.

Morris Suing Gypsy Rose Lee

NEW YORK, Dec. 28.—Morris Agency has instituted suit against Gypsy Rose Lee for \$1,000, alleging breach of contract. Controversy involves a picture contract. The agency is seeking its commission.

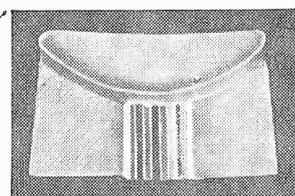
CALLING ALL SALESBOARD OPERATORS TO BOOTH No. 247 **THE DEAL OF DEALS** "Here's a Natural for You" CALLING ALL SALESBOARD OPERATORS TO BOOTH No. 247
ARE YOU GOING TO THE COIN MACHINE SHOW, JANUARY 11 TO 14? IF SO, DON'T PASS UP OUR BOOTH! REMEMBER THE NUMBER, "247."
LET US SHOW YOU THE MOST SENSATIONAL SALESBOARD DEAL EVER OFFERED. WHAT? YOU DON'T BELIEVE IT! COME IN AND CONVINCe YOURSELF AT BOOTH No. 247.



SALESBOARD OPERATORS "TWELVE JACKS"

A Sure-Fire Profit Maker. Over 100 Winners. 2,100-hole Board takes in \$105.00, and pays out a total of \$54.50, including jack pot payout, open numbers and sectional payout. Sample, \$2.40; Lots of 5, \$2.00; Lots of 10, \$1.75.

H. G. PAYNE CO.
 312-314 BROADWAY, Nashville, Tenn.



SMALL ALUMINUM INSERT

To close top jack pot. Reduces service calls and improves the appearance of your machine 100%. \$1.00 each, equipped for installing in a few minutes.

W. C. FAIRBANKS CO.
 117 So. Minn. Ave., SIOUX FALLS, S. D.

NEW PRICE LIST

Jennings Flicker . \$59.50	Pamco Parlay Sr. . \$29.50	Mills McCoy . . . \$45.00
Bally Round Up . . 34.50	Turf Champs . . . 64.50	Golden Harvest . . 19.50
Challenger 49.50	Bally All Star . . . 39.50	Ten Grand 29.50
Bally Bonus 32.50	Jennings Daily . . .	Evans Rollette . . 89.50
Sky High 34.50	Limit 34.50	Fence Buster . . . 39.50

TERMS: ONE-THIRD CERTIFIED DEPOSIT WITH ORDER.
 Ready for Immediate Delivery.

2546 N. 30th STREET MILWAUKEE WIS

BADGER NOVELTY COMPANY

Request for Biographical Data

NEW YEAR'S is an opportune occasion to call the attention of amusement folks to the need of The Billboard having biographical data, relative to themselves, in its files. Many times each year The Billboard receives sparsely worded reports (often telegraphed in a few words) of showfolks having passed on. In numerous instances at near-to-press time. Likewise in cases of critical injuries or illness. Some reports have merely stated: "_____ died here today." This publication has biographical data on thousands of show people. It needs such important matter concerning all of them. In cases of sudden death, providing addresses of relatives is an important item. Such needed information regarding many "well known" (in the common way of classification) showfolks is not at hand.

The principal points needed are: Name. Home address. Address of a near relative or relatives (to notify in emergency cases, especially). Age. What show or shows connected with and in what capacities. When entered the profession. What other particulars individuals care to provide. Each collection of data should bear date of writing.

MEN & MACHINES

The holiday season has taken a goodly number of the coinmen away from the Chicago factories for vacations, ranging from several days to several weeks. Some will be absent until a day or two before the coin show, beginning January 11.

Carl Trippe, of the Ideal Novelty Company, St. Louis, was a visitor in Chicago this week.

Mort Duff, advertising manager of Exhibit Supply Company, Chicago, left early last week for his home in Iowa, where he will remain thruout the holiday season.

Ted Bush, of the Acme Novelty Company, Minneapolis, and Sam London, of the Milwaukee Coin Machine Company, were seen around the Pacific Amusement Manufacturing Company offices during the past week.

The big party last week at the Chez Paree, Chicago, was attended by I. M. McCarthy, Ken C. Willis, Bon MacDougall and Ralph Hawkins, all of the Pacific Company; S. H. Tarran, of the Mayflower Novelty Company, St. Paul, and William Oliver, of the Blue Moon Marksman Gun Company, Cincinnati, and his associate, Mr. Davis.

H. J. Kelly was also a visitor in Chicago last week. While in the Windy City he spent considerable time around the Bally plant, where he toured the factory, inspecting new products and learning the art of machine manufacturing.

Joe Calcutt, president of the Vending Machine Company, Fayetteville, had a sketch made of himself by one of the modern-day painters. After a glance at the caricature Calcutt definitely decided that an old-fashioned photo is far better than the distinctive style of modern caricatures.

John A. Fitzgibbons, president of the Fitzgibbons Distributors, Inc., New York, distributor for Bally products in the New York district, was in Chicago during the past week, arranging for early deliveries on Bally's new straight play non-payout pin games. Fitzgibbons claims that the demand for these games from Bally has grown to real proportions since the firm's introduction of Lights Out. Pockets and Bumper, Bally's late releases, are being rushed to the Fitzgibbons plant as fast as they come off the production line.

Reports from Johannesburg, South Africa, indicate a huge increase in population in South Africa. Something like

an 8,000,000 increase in five years. Which, after all, is a thought for coin operators.

Joe Calcutt, of the Vending Machine Company, Fayetteville, reports that he has constructed special offices for F. H. Grimm, public relations counsel for the firm, also for H. W. (Perk) Perkins Jr., main floor sales manager. The new offices are especially constructed so private conferences with operators can be arranged. A complete Ediphone system has also been installed for the stenographic force of the company so that the work can be handled more efficiently.

Electric Eye Rifles Rejuvenate Business

CHICAGO, Dec. 26.—Introduction of radio rifles in the coin-machine field has been a rejuvenation of the business in a great many instances. The advancement from pin games and other coin-operated equipment to the new radio rifles has been an interesting change not only to the manufacturers but to jobbers, distributors and location owners, as well as the operator.

At first it was quite difficult for operators to understand why it should be necessary for them to fortify themselves with a complete knowledge of this newer coin-machine equipment. The operator as a general run is pretty smart, however, and it did not take him long to learn the contrast. Today operators are in a position to handle almost any kind of coin-operated equipment and have no trouble doing so.

Radio rifles are said to have proved to be one of the best business stimulants location owners have ever had. In many cases it has been found out thru actual test that customers come for miles to a location merely because they have a radio rifle for entertainment. Naturally the equipment meets a heavy play, and the combination of the two, a business stimulator and a revenue producer, is met with great favor by location owners. Rock-Ola officials state that the popularity of the name Tom Mix on their radio rifle has been a great help to operators and location owners. And thru this addition as a help to operators they have been able to earn more money.

McClellan Sees Skill Features in Comeback

CHICAGO, Dec. 26.—In discussing the types of machines that offer great promise to the operator, Fred C. McClellan, president of the Pacific Amusement Manufacturing Company, advances some ideas that indicate what may be regarded as a guide in the development of new machines.

"First," says McClellan, "there's a definite trend toward coin-operated devices which constitute more of a test of skill as compared to the games of semi-skill and chance which have been favored in the past. Then, too, the type of equipment operators want today must conform with the particular desires of the operators' ultimate customer, which in the final analysis is the man or woman who snaps the plunger on a payout or novelty game or who squeezes the trigger on a gun-light-ray shooting device.

"After all," says McClellan, "regardless of territorial restrictions, a payout table, novelty game or gun-light unit must hold the interest of the public. We feel and our beliefs are backed by thousands of written testimonials to the effect that our gun-light units, Pamco Marksman and Flying Duck, have sounded a keynote which places ray-gun equipment much farther to the fore in the business of operating. We have noted a definite increase being made in location earnings by the very fact that men who now operate phonographs,

Pre-Convention

The issue of The Billboard dated January 9 will be one of the three big convention issues and will in many respects be very important for the coin machine industry. It will contain announcements, programs and general information relating to the convention that every member of the trade will need.

The issue of January 16 will be the Big Show Number and will be filled with features and announcements of new machines that every operator will want to keep.

The full news report of the 1937 convention will appear in the issue of The Billboard dated January 23. Meanwhile, don't miss the Pre-Convention issue dated January 9.

merchandise machines, bell venders and the like are embarking more and more into the gun-light field of operation. By virtue of their judgment and action in favor of gun-light units, which are generally acknowledged to be legal in every territory, we have noticed a definitely large increase in our orders for both Pamco Marksman and Flying Duck. As these two units stand today they present as fine a team of operating equipment as human contrivance can build. Even tho some of our earlier models were not entirely bug free, they are now being taken on by old-time music operators and others who have stood on the sidelines watching which way the thermometer was going to read.

"Seeing that ray-gun equipment was definitely out of the 'high heat' reading area, as evinced by licenses issued in practically every large metropolitan area, the rush has been to get gun-light units into early operation. It is an accepted fact that people in every part of the nation are inclined by instinct and habit to take up arms, examine them and give in to that irresistible urge to shoot. There are, without relying upon statistics to accurately approximate the number, at least several million men in the country who bore arms in the last war. Every one of these ex-service men is a potential patron of the ray-gun operator. In addition, figures show that many millions of dollars are spent on hunting licenses annually to further verify the fact that people are essentially gun-minded. As a result of direct indications received that a much greater demand actually exists for ray-gun equipment than has been satisfied to date, we at Pacific are pointing to a much greater scope of manufacturing activity on this type of equipment during the coming year. The output so far has only been an introductory offering on our part for the vast number of operators in every line who will order and operate shooting equipment as time progresses."

Trippe Gives Employees Bonus

ST. LOUIS, Dec. 26.—Carl F. Trippe, owner and manager of the Ideal Novelty Company, again played Santa Claus to his employees when he remembered each one of them with a Christmas gift of two weeks' salary. Presentation was made by the genial Carl just before his

MILLS BLUE FRONT

*Mystery Bells & Venders

MILLS NOVELTY COMPANY
4100 FULLERTON AVENUE, CHICAGO

YOU CAN'T BEAT AVON

Values!

BALLY'S CHALLENGER	\$39.50
BALLY BONUS	32.50
BALLY PROSPECTOR	18.50
PAMCO CHASE	29.50
KEENEY'S VELVET	29.95
SUNSHINE DERBY	29.95

ALL RECONDITIONED!
JUST LIKE NEW!

Every AVON Machine has been subjected to complete overhauling and tests. You can be certain of big profits and trouble-free operation with each one!

"SERVICE THAT MERITS SALES"
AVON NOVELTY SALES CO. 5907 EUCLID AVE. CLEVELAND, O.

PACE'S RACES 2117 SERIAL \$225

Mills Nickel Blue Front Mystery Bells and Venders, Serials 392,000, used three weeks, \$65.00; Columbia 1-5-10-25 Mystery Bells, Floor Samples, \$42.50; Mills Silent Escalator Front Venders, \$35.00; Single Safes, \$10.00; Steel Stands, \$1.50; Exhibit Ticket Play Ball, Prospector, Daily Double, Sr., \$20.00; Electric Tycoon, \$30.00. BERMAN, 29 W. Daniels, Cincinnati, O.

corps of office employees, mechanics, salesmen and route men left the office Thursday.

Besser in Annual Cleanup

ST. LOUIS, Dec. 26.—Besser Novelty Company is at present taking inventory and, according to Herb Besser, owner and manager, all old games now in stock will be sold within the next two weeks to make room for many new numbers. Besser does this annually and practically "dumps" his entire lot of old equipment during the early part of January.



HE LOVES PEACE! Ed Gaylord (Chief Much Music), Gaylord Coin Machine Company, Chicago, smokes peace pipe to celebrate induction into Bally's Tribe of O'Toole Indians.

NEW DATE BOOKS

FOR 1937

NOW ON SALE

Arranged Especially for Your Needs
Dated From January 1, 1937, to
January 1, 1938.

The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2 3/4 x 5 1/2 inches—just fits the vest pocket. Contains complete calendars for years 1937-1938, U. S. and World Maps, 110 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information.

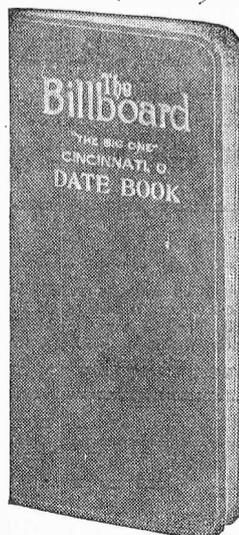
PLENTY OF SPACE FOR BOOKINGS, ROUTES AND SPECIAL NOTATIONS

For sale at all offices of The Billboard. Mailed to any part of the world for 25c each.

Cash With Order

ALL MAIL ORDERS SHOULD BE SENT TO CINCINNATI OFFICE

The Billboard Publishing Co.
25 Opera Place, Cincinnati, O.



Name in gold letters on covers, 15c extra for each line.

★ **WARNING TO ALL COIN MEN!** ★

DON'T COME TO CHICAGO

before show time expecting to see **ROCK-OLA'S** New 1937 Sensation, because this new device will not be shown until the Coin Machine Show opens at Hotel Sherman in Chicago on January 11th.

NOTE: There have been so many out of town coin machine men visiting our plant in the past week and we have received so many long distance telephone calls that we consider it only fair to make this announcement.

Avon in New Quarters

CLEVELAND, Dec. 26.—Avon Novelty Sales Company recently took over larger quarters to enable the handling of the increased activity. One of the first considerations in planning their space allotments was the addition of a complete parts department possessing full service facilities.

"The Avon Novelty Sales Company," says its president, "thoroly backs up its motto of 'Service that Merits Sales.' Our plant is staffed by expert mechanics and the majority of the aggressive Ohio operators recognize and take advantage of this exceptional co-operation.

"We invite members of the industry to inspect our new plant. You will find increased dividends in buying from this house where promises are backed by performance."

The Avon concern was host to a number of active men in their territory. Mr. Azar, of Akron, O., inspected the Avon line and placed an order for an assortment of payout tables. L. E. Evans, Geneva, O., placed a substantial order for a wide variety of games. With the marvelous rise in business the Avon Company has been forced to increase its sales staff to properly handle their innumerable contacts.

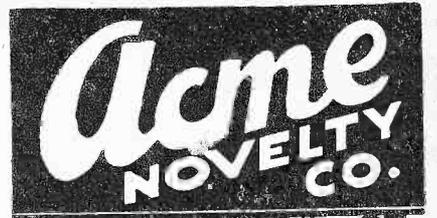
Coin-Operated Bowling Alleys Prove Popular

CHICAGO, Dec. 26.—Coin-operated bowling alleys have proved not only good profit makers in themselves but also great business stimulators. Reports from many operators and location owners reveal the surprising fact that the installation of a bowling game has often increased bar or other location business from 25 per cent to 60 per cent.

Every merchant is interested in increasing his profits—and the age-old "best way" is to get more people into his place of business. Rock-Ola officials state that their Rock-o-Ball gets the crowds and the profits. This bowling game, they state, knocks down into easily moved sections and requires very little time and effort to set it up ready to operate without disorganizing the location owner's place of business. Operators appreciate the portability of a machine, which enables them to use their own light service truck, with a considerable saving over the cost of employing expensive truck service.

An important feature which has met with popular acceptance is Rock-o-Ball's triple-score recorder, showing simultaneously number of balls played, score of game being played and high-game score. All score figures are projected black on a white ground and are visible to the location owner at all times. Since players can keep score without using pencil and paper, the high-game score feature stimulates competitive play and cuts down the number of noisy "friendly" arguments.

Many wide-awake operators have been unusually successful in promoting tournament play on Rock-o-Ball, it is claimed, often with the result that vari-



23-25 NORTH 12th ST. MINNEAPOLIS MINN.

Pre-Inventory Bargains!

Wire Your Order—Supply Limited.

PUT AND TAKE, Front Door Model	\$ 7.50
AUTO FLASH, Ticket Model, 10 Ball	17.50
BAFFLE BALL	9.95
STAMPEDE REPEATER PROSPECTOR MAMMOTH DAILY DOUBLE TOP ROW (Floor Sample)	\$17.50
10 BALL AUTOMATIC PAYOUTS BALLY'S AIRWAY, Ticket and Cash KEENEY'S BOOSTER BALLY'S Golden Harvest ROCK-OLA'S CREDIT	\$29.50
DAILY LIMIT PAMCO PARLAY DOUBLE HEADER BALLY'S PEERLESS WHEEL-O-FORTUNE PINCH HITTER	\$34.50
BALLY ALL STARS	\$37.50
SUNSHINE DERBY	\$32.50
BALLY'S JUMBO	35.00
PAMCO RED SAILS	36.50
BALLY'S PEERLESS MULTIPLE	\$59.50
BALLY'S BLUEBIRD PAMCO BALLOT SUNSHINE BASEBALL MULTI-PLAY GOTTLIEB RACES, Multiple MILLS TYCOON, New Front Electro Pak JENNYINGS FLICKER	\$44.50
PAMCO BELLS HIALEAH, Multiple PAMCO SARATOGA CHALLENGER, Multiple BROKER'S TIP, Mystery GOTTLIEB RACES, Msty. GOTTLIEB'S Fence Buster Mystery	\$59.50
SUNSHINE BASEBALL, Cash and Ticket BALLY'S Challenger, New EXHIBIT'S ELECTRIC EYE, Equipped with Jackpot	\$69.50

READY FOR DELIVERY

BUMPER

BALLY'S BIG HIT NON-PAYOUT PIN GAME!

Write, Wire, Phone or Call Today!

FITZGIBBONS DISTRIBUTORS, INC.

362 MULBERRY ST. | 453 West 47th ST.
NEWARK, N. J. | NEW YORK CITY
Tel: Mitchell 2-0819 | Tel: Lackwana 4-9472

Keeney's

Targette

ELECTRIC RAY RIFLE GAME

ON DISPLAY AT OUR SHOW ROOM

BOWLETTE- 10 FOOT 14 FOOT

BABE KAUFMAN, Inc., (CIRCLE 6-1642) 250 W. 54th St., N. Y. C.

GOOD WORKING SLOT MACHINES, \$10.00 Ea.

(Mills, Jennings, Paces, Watlings). Twin Jacks, \$25.00 Each; Mills Escalators, \$35.00 Each; Penny Dukes, \$17.50 Each; Penny Paces, \$25.00; Brand New Paces, Watlings, Q. T.S. Reel Dice, \$18.75; Reel Races, \$17.50; Cent-A-Smokes, \$13.50; Turf Champs, \$137.50; Skee-Ball Games, new and used. Used Flickers, Round Up, Bally Multiple, \$49.50 Each.

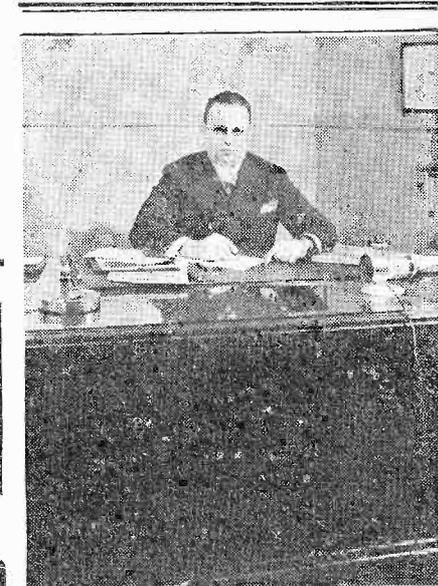
LEHIGH SPECIALTY CO., N. W. Cor. 2nd & Green, Philadelphia, Pa.

YOU WILL IN TIME "BUY"

Slot Machines—Pin Ball Games—Merchandise Machines—Supplies—Mints—Ball Gum, Etc., From Us—Why Put It Off?

ALL THE LATEST MACHINES AT BARGAIN PRICES

HUBER COIN MACHINE SALES CO.
600-610 W. VAN BUREN ST., CHICAGO, ILL.



A. B. CHERTON, president of the Electrical Products Company, Detroit, makers of Electropak, Photopak, Adaptopak, Electrolok, Epco fuse eliminator and other devices used in coin machines.

NEW COUNTER GAMES

DAVAL'S REEL "21"	\$19.75
DAVAL'S PENNY PACK	15.50
DAVAL'S RACES	14.95
DAVAL'S CENT-A-SMOKE	11.95
BALLY'S BABY	15.50

USED COUNTER GAMES

REEL "21"	\$10.95
SPARK PLUG	9.95
CENT-A-PACK	7.50
PUNCHETTE	4.95
RELIANCE JACKPOT, Like New	59.50

WRITE FOR SPECIAL PRICES ON WURLITZER PHONOGRAPHS—All Models.

NOW READY!!!

Our Latest Circular. It will pay you to be on our Mailing List. Write Now.

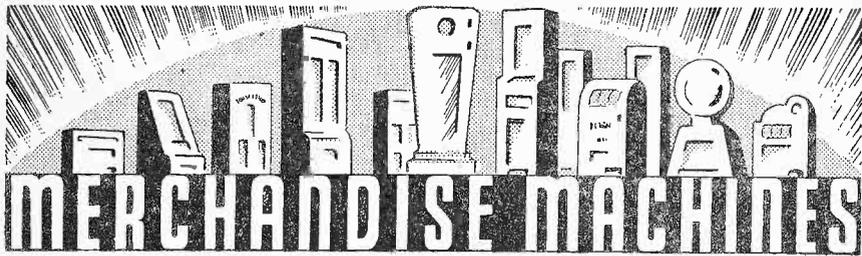
4000 ITEMS FREE WHOLESALE CATALOG

Hot off the press. Shows 4,000 world-wide Bargains. 196 pages of Fast Sellers of Every Description and 15 Money-Making Plans. This Catalog is FREE. Send for it today.

SPORS CO.,
1-37 Erie St., Le Center, Minn.

ous tournament teams have kept one machine so busy for hours at a time that another game has had to be installed to give the transient customers a break!

Rock-o-Ball is said to be practically noiseless in operation, so that two or more machines may be operated without annoyance to bar parties or store customers. After all a location owner may be interested in the profit to be had from a bowling game, but he does not want to offset this benefit by having any noticeable interference with his regular business.



Cigaret Venders Get Injunction

CHICAGO, Dec. 26.—A temporary restraining order forbidding the city to enforce a new ordinance against cigaret vending machines was issued this week by Federal Judge William H. Holly on petition of Charles P. Schwartz, counsel for the Illinois Cigaret Service Company, of 1675 West Ogden boulevard. Martin H. Foss, assistant corporation counsel, objected to the order, and December 30 was set as a hearing date.

The ordinance, passed December 2, provides for the confiscation of cigaret vending machines because they enable minors to make purchases. It was to have become effective this week.

Schwartz argued that the city council had exceeded its authority in the measure. He claimed that it constituted confiscation of property without due process of law. He said his firm had more than 500 of the machines in the city and did an annual business of \$650,000.

Cigaret and Chocolate Sales Show Big Gains

WASHINGTON, Dec. 26.—Production of cigarets in November totaled 11,557,116,290, an increase of 12 per cent above the 10,801,258,890 in November, 1935, and 7 per cent below October output of 13,203,851,027, figures of the bureau of internal revenue disclosed recently. Domestic large cigar sales totaled 404,549,595 in November, compared with 380,386,790 in November, 1935. Small cigars amounted to 14,926,600 against 13,324,880.

Chocolate sales by manufacturers of confectionery and competitive chocolate products during November totaled \$27,014,180, an increase of 12.2 per cent over November, 1935, the Department of Commerce reported on the basis of data from 294 identical firms.

Hershey Chocolate Company, maker of chocolate candy bars used widely in penny and nickel vending machines, was listed among a number of firms that voted wage increases to employees recently. The increase to Hershey employees will begin January 1 and will amount to a 5 per cent increase to all employees receiving less than \$2,500 per year. Workers receiving more than this sum will be dealt with on a merit basis. About 6,000 employees are to benefit by the raise.

PENNY CIGARETTE VENDOR

SILVER COMET is built to last indefinitely. Size, 6x6x8. Equipped with Latest Type Slug Ejector. Approved by Internal Revenue Department.

SILVER COMET has opened a new and prosperous field of endeavor. It is "The Modern Method" of distributing the most universally consumed and most widely advertised product on the American market. The sale of cigarettes one at a time through **SILVER COMET** allows an attractive profit, with a minimum of overhead. **Jobbers and Operators Write for Particulars.**

REDCO PRODUCTS CORP.
LA CROSSE, WIS.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

Vending Business Better

DETROIT, Dec. 26.—"There has been a substantial improvement in the vending machine field in recent weeks," Keith V. Dressel, of the De Hart Automatic Sales, said this week. "Industrial employment has been going up and this makes the play on this type of machine better. Vending machines of the general merchandising type find their best locations as a rule in the factories or industrial areas and are closely dependent upon employment as a result—perhaps even more so than amusement or other machines. The present situation is very encouraging." De Hart Company is now engaged in developing a new type of stand designed for any type of coin machine. It is to be marketed shortly.

T. M. Howitt, general manager of the Mechanical Merchandisers, Inc., manufacturing company, is temporarily managing a plant at Ferndale, Detroit suburb, for a friend. He is expected to return to his own business within a few weeks.

James Jeffrey, Detroit manager of the Peerless Weighing Machine Company, who has succeeded Robert Halliday, was away this week on vacation. He was expected back some time next week.

The National Dispensing Corporation, manufacturer of a new type of soap-dispensing machine for use in industrial locations, has closed its downtown offices on State street.

Pittsburgh

PITTSBURGH, Dec. 26.—Local night clubs are boosting the coin-operated shooting range. One of the first to install it here was John Maganotti, operator of the Plaza Cafe, leading downtown spot. It is attracting heavy patronage.

American Cigaret Machine Company is thanking its customers this week with Christmas presents. The boys were given pen and pencil sets, pencil lighters and brushes. The women received candy and handkerchiefs. Other firms have been distributing presents also, all in appreciation of the improved business conditions.

A meeting between a committee of the local phonograph operators' association with one of the Philadelphia organization is scheduled to be held in Harrisburg.

Automatic Cigaret Sales Company is represented with cigaret machines in Donahoe's, one of Pittsburgh's largest food markets.

Allegheny Cigaret Service Company made a generous contribution to the KDKA-Variety Club-Press Milk Fund.

A boost for cigaret machines is included in a scene of Lawrence Tibbett's new motion picture, *Under Your Spell*, which played the Fulton Theater here this week and which is being shown generally throught the country at this time.

Approximately 100 parkometers will be installed in the downtown State street in Sharon for an experimental period. Bids were opened by city council this week.

Phonograph Operators' Association of Western Pennsylvania is planning a social and fund-raising party to be held here during February.

According to information given to Charles Feldman, secretary-treasurer of the local phonograph operators' association, the Washington phonograph operators are planning to organize early in the year. Mr. Feldman is supplying the Capitol boys with technical details.

A GOOD NEW YEAR'S RESOLUTION:

BUY THE GAME THAT HAS STOOD THE TEST OF TIME MECHANICALLY AND IN EARNING POWER **BANK ROLL**

Genco's **BANK ROLL** is the **ONLY** Bowling Game that has **PROVED** itself mechanically perfect and a steady **BIG MONEY MAKER!**

NEW YEAR'S GREETINGS
From **GEORGE PONSER CO., INC.** and **GENCO, INC.**

GEORGE PONSER CO., Inc.
N. J. OFFICE
11-15 East Runyon St.
Newark, N. J.
N. Y. OFFICE
1140 Broadway, New York City

"MAKE DAVAL'S REEL DICE YOUR FIRST REAL BUY OF THE NEW YEAR"

says **Joe Calcutt**

ON VEMCO'S 10-DAY FREE TRIAL GUARANTEE - YOU CAN'T LOSE!

Only **\$18.75** TAX PAID

REEL DICE is the fastest money-making counter game **DAVAL** ever produced! It's the **ONE** game **YOU KNOW** will help you **START THE NEW YEAR RIGHT!** Enclose 1/3 Deposit, We Ship Balance C. O. D., f. o. b. Fayetteville, N. C.

RUSH YOUR ORDER TO JOE CALCUTT TODAY!!

THE VENDING MACHINE COMPANY
FAYETTEVILLE, NORTH CAROLINA

CASH INCOME with TOM THUMB

Many have started with one Tom Thumb Vendor, owned chain in a year, earned more than ever before. We show you how. Think of the people who eat Nuts, Gum, Candy. All of them your prospects. The 1936 Tom Thumb is the finest miniature vendor you have ever seen—15 exclusive features, including "Magic Coin Selector." Neatness and beauty opens many stores, waiting rooms, beer taverns, restaurants to Tom Thumb where unsightly machines are barred. Don't confuse Tom Thumb with any ordinary cheaply built vendor. We are first to meet the operators' requirements in a small merchandiser. Operators write at once for bulletin and price list. Tom Thumb is available in the popular 1 1/2 lb. and 3 lb. sizes.

FIELDING MANUFACTURING CO.
Dept. 53, JACKSON, MICH.

LITTLE NUT VENDOR CO.
Lansing, Michigan

FREE REEL DICE

FOR 7 DAYS' TRIAL
Daval's

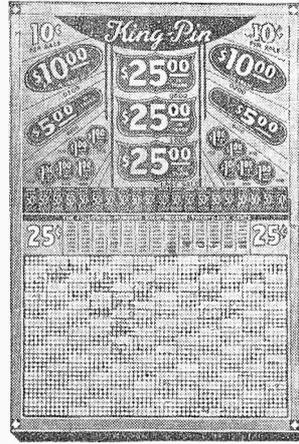


ONLY
\$18.75

To ENJOY the HAPPIEST and MOST PROSPEROUS New Year in your life RUSH YOUR ORDER NOW for the BEST and FASTEST MONEY-MAKING COUNTER GAME EVER PRODUCED—Daval's REEL DICE!!!

TAX PAID
4-WAY PLAY
1/3 deposit with order, balance C. O. D., f. o. b. Chicago.

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.



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 @ 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.

42d Street .. \$2.95	Esquire .. \$3.95	Short Wave .. \$4.95	Screamo ... \$ 5.95
Streamline .. 2.95	Cross Road .. 3.95	Chicago Ex-press .. 4.95	Tie Score ... 6.95
Pennant .. 2.95	Ball Fan .. 3.95	Flying Trapeze .. 4.95	Neighbors .. 6.95
Bottoms Up .. 2.95	Zoom .. 3.95	Hilo .. 4.95	Marble Jar .. 7.95
Sensation .. 2.95	C. O. D. .. 3.95	Rapid Transit .. 4.95	Times Square .. 7.95
World Series .. 2.95	Turntable .. 3.95	Beamite .. 4.95	Traffic Ticket .. 8.95
Jig Saw .. 2.95	Fire Chief .. 3.95	Ditto .. 4.95	50 Grand .. 9.95
50-50 .. 3.95	Big Ben .. 3.95	Big Game .. 4.95	Tie Up .. 9.95
Treasure Hunt .. 3.95	Kings of Turf .. 3.95	Genco's Baseball .. 5.95	Wall Street .. 9.95
Far Golf .. 3.95	Balance .. 3.95	Banker .. 5.95	ABT Auto .. 9.95
S. O. S. .. 3.95	Ginger .. 3.95	Presto .. 5.95	Dart .. 9.95
Triolite .. 3.95	Tit-for-Tat .. 3.95	Battle .. 5.95	ABT Auto .. 9.95
Criss Cross .. 3.95	T. N. T. .. 3.95	Home Run .. 5.95	Bank .. 9.95
Star Lite .. 3.95	21,000 .. 3.95	Leap Frog .. 5.95	ABT Auto .. 9.95
Dealer .. 3.95	Army & Navy .. 3.95	Double Header .. 5.95	Flash .. 9.95
Radio .. 3.95	Lucky Stars .. 4.95	Over and Under .. 5.95	Run Around .. 12.95
I. O. U. .. 3.95	Kings .. 4.95	Cyclone .. 5.95	Panama .. 12.95
Manhattan .. 3.95	Spitfire .. 4.95	Hop Scotch .. 5.95	Hunter .. 12.95
Castle Lite .. 3.95	Score-A-Lite .. 4.95	Finance .. 5.95	System .. 12.95
5 and 10 .. 3.95	666 .. 4.95	Topit .. 5.95	Zenith .. 15.95
Super 8 .. 3.95	Jimmy Valen-tine .. 4.95	Bomber .. 5.95	Big Bank Nite .. 22.95
Cavalcade .. 3.95		Transatlantic .. 5.95	Bolo .. 24.95
Beacon .. 3.95			

TERMS: 1/3 Certified Deposit With Order, Balance C. O. D., F. O. B. New York. Full Cash With Orders of \$10 or Less.

SUPREME VENDING COMPANY, Inc.
64 Erasmus St., BROOKLYN, N. Y. 922 8th Ave., NEW YORK CITY 1121 St. Nicholas Ave., NEW YORK, N. Y.

Blatt Says Totalizer Best in Line of Six

BROOKLYN, Dec. 26.—William (Little Napoleon) Blatt, president of Supreme Vending Company, reports that the new Totalizer, high-score game, has proved to be the sixth hit game in a row for his firm. They are all games made by Daval Manufacturing Company and he names them in their order as Stock Exchange, Panama, Neck 'n' Neck, Excel, Sequence and the Totalizer.

Blatt says that one of the greatest ideas in the pin-game field has been attached to Totalizer for the first time. This is the new burglar-alarm cash box. Any attempt to rifle the cash box causes the ringing of a bell that calls the store-keeper's attention to the thieves.

"Another important feature in the Totalizer," Blatt says, "is the fact that it is a straight-play high-score pin-game to meet the operator's demand. Operators have been asking for such a game for some time and I feel that sales will reach record proportions. We are still rushing as many Sequence games out to operators as when the game first arrived."

The Totalizer play board is somewhat like Stock Exchange. It has no holes, but uses roll-over contact switches instead which step up the score in 100 units on a large register on the back-

board. In addition there is a smaller register controlled by the two top roll-over contacts that permit the player to try for single, double or triple payoff. When the player has a score giving him 10 free plays he can also make triple show in this small compartment and is awarded three times the number of free plays. Double would be twice the amount. Single remains as is.

The usual Daval cabinet with side-mount legs and very flashy screened board is offered. Game is attractive and well built and praised by ops and jobbers who have already seen it. It meets the demand for a game where competitive play is featured. Can be used in all territories here because it is ruled by high score action entirely and keeps away from payoff combinations.

Gottlieb Takes Holiday

CHICAGO, Dec. 26.—Dave Gottlieb, of D. Gottlieb & Company, made off this week to spend the holidays with relatives. He planned to see the sights in the Lone Star State and to pay a few visits to the boys in the trade here and there. He says the outlook for 1937 is very good and that he expects to have a corking good time while he's away.

If we know Dave he'll have plenty of good stories to tell when he gets back—maybe there'll even be a few on him.

PRICED FOR QUICK SALE

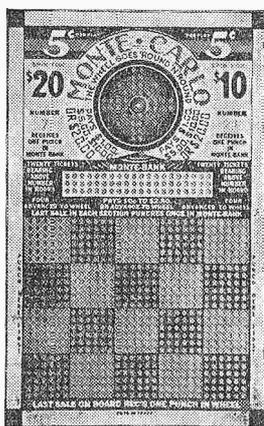
AUTOMATIC PAYOUTS	DIGGERS
TURF CHAMPS .. \$72.50	10 Electric Hoist \$49.50
BALLY'S PARI MUTUELS .. \$44.50	Buckley Diggers 65.00
MULTIPLES ..	
HIALEAHS ..	
SKY HIGHS ..	
QUEEN MARYS ..	

Rush Your Order With 1/3 Deposit. Orders Filled in Rotation.

AUTOMATIC SALES CO. 191 Second Avenue, North NASHVILLE, TENN.



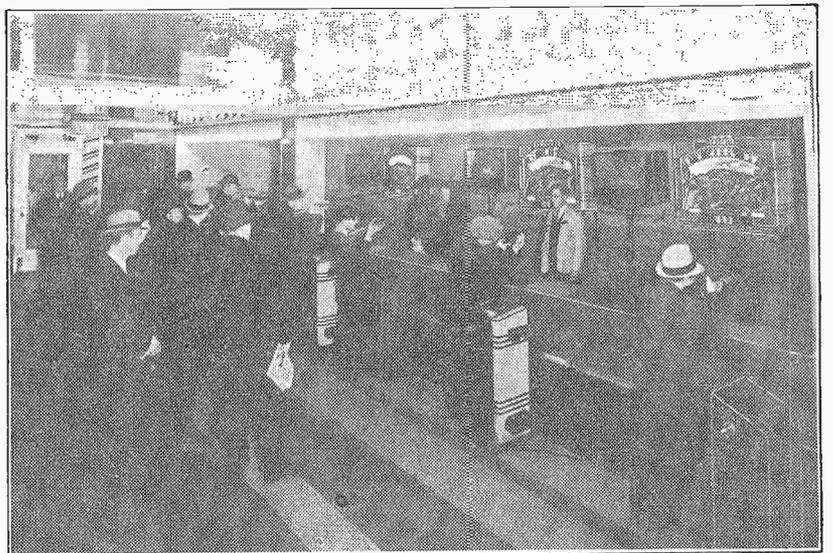
We Sell To Operators Only



MONTE CARLO The Wheel of Fortune Spins 'Round.
\$20 CAPITAL AWARD
720 HOLE 20 SECTION 5c BOARD.
Takes In, 720 Holes @ 5c.....\$36.00
Pays Out (Average) 17.70
PROFIT (Average)\$18.30
Thick Board with Easels and Celluloid Jackpot Protector.
SUPERIOR PRODUCTS, INC.
14 N. Peoria St., Dept. B, CHICAGO.



12 High-Grade FISH KNIVES and a 1000 Hole 2c CIGARETTE BOARD.
30 PACK PAYOUT
Takes In \$20.00. Sample Deal \$4.50.
Lots of 5 or More \$3.95.
Terms 50% With Order, Balance C. O. D.
THE MARKEPP COMPANY
3328 Carnegie Ave. Cleveland, O.



TARGETTES OPERATED BY THE GARFIELD NEWS COMPANY in the Rialto Theater, 42d and Broadway, New York. The machines, made by Keeney, Chicago, are distributed in New York by Babe Kaufman, Inc.

GADCO'S TEN-PAY-PLAN-READY



Operators can now have NEW GAMES while they ARE NEW—as many as needed—as quickly as wanted! Every game tested and guaranteed by GADCO.

Write for Information.
GENERAL AMUSEMENT DEVICES CO.
3136 Cass Avenue, Detroit, Mich.

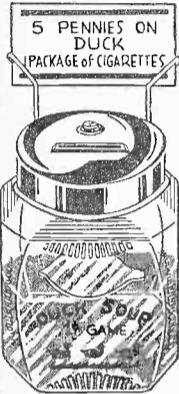
Fishman Says Broadway Game Leads Procession

NEW YORK, Dec. 26.—Joe Fishman, of Fishman-Schlesinger Distributing Company, reports that the new game, Broadway, is clicking in great fashion in this territory. The game is made by the Pacific Amusement Manufacturing Company.

Fishman says that the reaction to the first samples prove the game to be one of the best the operators have ever had. "It will lead sales here for some time to come," Fishman announced, "and we are arranging for carload lots to arrive at definite intervals to accommodate the trade. Orders are also pouring in for the game from Connecticut, New Jersey and upper New York State."

Fishman intends to get on the road within a few days and cover the entire territory himself. He says that the Pamco factory has arranged a complete schedule which will bring games here at specified intervals. The firm will offer the new games here which will be seen at the show for the first time.

DUCK SOUP 1c Skill Game



IT'S LEGAL
100,000 LOCATIONS
Open for this MONEY MAKER

Earns \$2.00 to \$10.00 Every Day

CLEVER NOVEL ORIGINAL PROFITABLE

Watch the DUCK Dive!

PRICES Sample . . . \$1.90
1/2 Deposit Lots of 6 . . . 1.40
Bal. C.O.D. Lots of 12 . . . 1.20

No Personal Checks, Please.
Protect Your Route Without Delay
STAR SALES CO.
3901-09 Wayne, Kansas City, Mo.

Drive on Premium Goods

NEWARK, N. J., Dec. 26.—Sam Broudy, president of Jersey Trading Company, premium wholesaler, reports that his firm is ready to launch an intensive sales drive. A special premium catalog for operators has been planned. It lists retail prices so that the operator can show it to his locations, while the bona fide operator has a confidential price list.

Broudy reports that many new items are now carried by the firm and many of these bought with the idea of the major games and devices in mind. The prevalence of high-grade machines, he says, makes necessary the use of premium items of higher quality.

"We have been selling more high-priced radio sets recently than in all our past history. I attribute this to the weekly tournaments now being run by many operators with the bowling games. This idea is spreading and is worth considering by every operator," Broudy stated.

Texas Notes

CORPUS CHRISTI, Tex., Dec. 26.—Motorists who paid their nickels to park on downtown Corpus Christi streets during the period from November 15 to December 15 have contributed nearly \$4,000 to the Community Chest, according to information received by *The Billboard* by the city secretary's office.

Taxes ranging from \$1.25 to \$15 have been paid on coin machines in San Antonio. Collections, which began late last week, have passed the 800 mark in machines. Data is being gathered on the exact number of machines in the city "in order that we might definitely know what to expect from this source of revenue," officials stated.

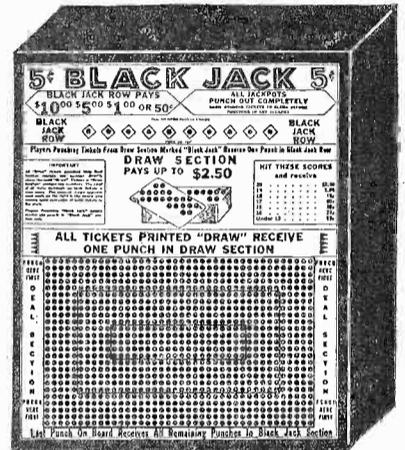
They will offer used games to operators in good condition. They claim a repair system which covers every point for perfectly reconditioning machines.

HARLICH SALESBOARDS

Note New Low Prices



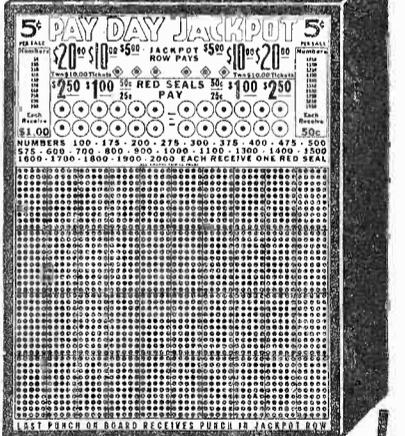
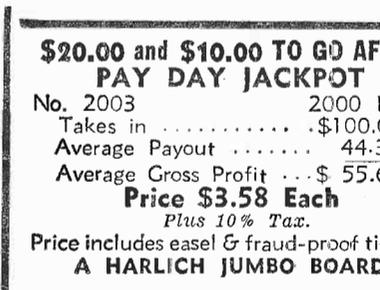
90 WINNERS—High Speed Action SLOW OR SNAPPY
No. 1224 1200 Holes
Takes in . . . \$60.00
Average Payout . . . 24.33
Average Gross Profit . . . \$35.67
Price \$2.90 Each
Plus 10% Tax.
Price includes easels and fraud-proof tickets.
A HARLICH JUMBO BOARD



\$10.00 Definite Winner, Black Jack
No. 1127 1000 Holes
Played just like the popular card game of the same name.
Takes in . . . \$50.00
Average Payout . . . 22.88
Average Gross Profit . . . \$27.12
Price \$2.42 Each
Plus 10% Tax.
Price includes easels and fraud-proof tickets for big winners.
A HARLICH JUMBO BOARD



FAST PLAY and BIG PAY GOLD RUSH
No. 449 400 Holes
Takes in . . . \$22.00
Average Payout . . . 9.38
Average Gross Profit . . . \$12.62
Price \$1.56 Each
Plus 10% Tax.
Price includes easels and fraud-proof tickets for the Gold Dust and \$5 Tickets.
A HARLICH JUMBO BOARD



\$20.00 and \$10.00 TO GO AFTER PAY DAY JACKPOT
No. 2003 2000 Holes
Takes in . . . \$100.00
Average Payout . . . 44.34
Average Gross Profit . . . \$ 55.66
Price \$3.58 Each
Plus 10% Tax.
Price includes easel & fraud-proof tickets
A HARLICH JUMBO BOARD

75 BIG WINNERS POT SHOTS
No. 3075 3000 Holes
Takes in . . . \$150.00
Definite Payout . . . 75.00
Gross Profit . . . \$ 75.00
Price \$4.06 Each
Plus 10% Tax.
Price includes easels and fraud-proof tickets for big winners.

SEND FOR OUR NEW CATALOG OF PROFIT MAKERS

Write, Stating Your Line or Business to
HARLICH MFG. CO. 1417 W. JACKSON BLVD. CHICAGO, ILLINOIS

WIN GAME AND SALESBOARD OPERATORS
DOUBLE YOUR WEEKLY INCOME
From Your Locations With Our
SALESBOARD NOVELTY DEALS
Plenty of Profit—Small Investment
CHARRIS SPECIALTY CO
946 DIVERSEY PARKWAY CHICAGO, ILL.
100% Wholesale—Free Catalog

Ace Vending Will Job

NEWARK, Dec. 26.—Harry Perle and Jack Kay, of the Ace Vending Company, Inc., operating firm, are reported to be making plans for expansion into the jobbing field. First steps will be to offer for resale their own used machines and then take on the jobbing of new games.

Perle and Kay organized their firm only a short time ago and have been constantly progressing. They feel that the business which they are doing at present is but the beginning of the plans they have outlined for themselves.



ROCK-OLA'S TOM MIX RADIO RIFLE is finding its way into the recreation quarters of many churches. Photo shows the rifle entertaining the Girl Scouts' Circus at St. Simons Episcopal Church, Chicago.

Modern Vending Plans Bombshell Announcement

NEW YORK, Dec. 26.—Modern Vending Company, according to Nat Cohn and Irving Sommers, will make an announcement soon that will be a real surprise to the industry. According to Cohn, plans have been under way for some time and his trips to and from Chicago and to other points of the country have been made to bring the new plan to a head. "Right after the 1937 coin machine show in Chicago we will be ready with our first announcement," Cohn says, "which will give the industry its greatest surprise."

Cohn hints that there may be a merger arranged which will cover a tremendous area. "It will be something," he adds, "which has never been attempted before. We are preparing the groundwork for the plan now, with various leaders being called in to help with its arrangement. Some of the men who have been called in for consultation are leaders in general business and well known to the public. They have offered their help in completing the plan."

What other firms are involved has not been made known. No further information has been divulged by any parties concerned. They feel that the "bombshell surprise," as they call it, will be worth waiting for.

New York Times On Circulation

NEW YORK, Dec. 26.—The conservative *New York Times* treats editorially the recent Treasury report anent the amount of money in circulation in its issue of December 14. It says that some of the reasons for increased circulation of money are still unexplained. Operators of coin machines were happy to note that in the coinage turned out by the U. S. mints nickels showed the largest increase. *The Times'* editorial is as follows:

"The Treasury's monthly statement of the amount and kinds of money in this country has its interest as showing that the total sum in actual circulation, outside of holdings by the Treasury and the Federal Reserve, is the largest ever reached under normal conditions. The \$6,465,726,000 reported as of November 30 compares with \$5,846,463,000 a year ago and with \$4,929,421,000 at the same date in 1929, the highest of that period. In the Treasury's announcement the exceptionally large increase of the twelvemonth past is ascribed to demand for circulating medium to provide for the needs of increasingly active business, of sales tax payments, and of dividend and bonus distributions. In a period of mounting pay rolls, of greatly enlarged retail purchases and of advancing prices for goods money in circulation in this country has always increased rapidly. The single factors of the citizen's pocket-money and the tradesman's till-money would, at such a time and in a country of such population, account for much.

"For the 31 per cent increase in money circulation as compared with the maximum of 1929, the explanation is not so easy; the difference would hardly be accounted for by aggregate pay rolls, spending by the public, or the range of retail prices. But the striking fact is that all of the increase since 1929 is accounted for by Federal Reserve notes, which, by their machinery of issue, usually rise or fall in proportion to actual popular habits or industrial needs. It is true that as a result of the government's 'silver purchase' experiment, something over \$600,000,000 in silver certificates has been added since the middle of 1934 to money circulation; but against this stands the virtual disappearance of gold certificates from general circulation. They made up \$888,000,000 of it at the time in 1929.

PRICES—LOWEST—PRICES WE WILL NOT BE UNDERSOLD

17 BALLY JUMBOS	\$17.50
3 DAILY LIMITS	
2 DE LUXE 46s	
5 BIG SHOTS	
3 SUNSHINE DERBIES	
4 BONUS	\$22.50
16 BALLY DERBIES	\$35.
11 CHALLENGERS	
2 GRAND SLAMS	
3 TYCOONS	
5 GALLOPING PLUGS	
12 MULTIPLES	
4 PALOOKA SRS. (6 Slot)	\$45.00
5 DAILY RACES (Mystery)	\$59.50
6 DERBY DAYS	\$97.50
3 JENNINGS FLICKERS	
31 REEL 21's	8.50
RITHMATICS, TIT-TAT-TOES, 21's	\$6.00
JENNINGS TRIPLE JACKS, 5c	\$35.00; 25c
MILLS GOLD AWARD MYSTERY, 25c	\$60.00
9 PACES RACES	\$189.50
CLEAN, RECONDITIONED LIKE NEW, SHIPPED BY EXPRESS SUBJECT TO YOUR INSPECTION.	
RAVS TRACKS (8 Latest)	\$249.00
GALLOPING DOMINOES	IN STOCK
CHUCKALETTS	WIRE
JOCKEY CLUBS	OR
ROTARY MERCHANTISERS	PHONE
BETTER WIRE ONE-THIRD DEPOSIT NOW!	
United Amusement Co.	908 McCullough, San Antonio, Tex.

SANTONE SPECIALS

JUMBO	\$20.00
MULTIPLE	30.00
TROJAN	10.00
REPEATER	10.00
MAMMOTH	10.00
DOUBLE SCORE	17.50
BONUS	17.50
KEENEY BOWLETTE	90.00
PEERLESS	22.50
PACES RACES (Black Cabinet)	195.00
RAVS TRACKS	225.00
SUNSHINE DERBY	19.50
DE LUXE "48"	10.00
Guaranteed A-1 or Purchase Price Refunded. One-Third With Order, Balance C. O. D.	
SANTONE COIN MACHINE CO.	
1524 MAIN AVE., SAN ANTONIO, TEX.	

Announcement

TO BE SHOWN FOR THE FIRST TIME AT THE 1937 AMUSEMENT MACHINE CONVENTION

"Swing Time"

STYLED BY **GENCO**

A New—Original—Irresistible Coin game—Entirely different from any other ever presented before by anyone.

BE SURE TO SEE IT AT THE 1937 Coin Machine Show DON'T MISS IT!

LADY LUCK

1200 Hole Form 4190
Takes In \$40.00
Pays Out 19.00

SPECIAL BOARDS, CARDS AND HEADINGS FOR VALENTINE, EASTER AND MOTHER'S DAY

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

CHAS. A. BREWER & SONS
Largest Board & Card House in the World
6320-32 Harvard Ave., Chicago, U. S. A.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co.	D. Gottlieb Co.	Daval Mfg. Co.
Pacific Am. Mfg.	A. B. T. Co.	Western Equip. Co.
Groetchen Mfg. Co.	Exhibit Supply Co.	

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

SALES BOARD OPERATORS

SEND FOR OUR NEW LARGE CATALOGUE FULL OF NEW 1-2-5c SALES BOARD ASSORTMENTS SEE THE LATEST AT THE LOWEST PRICES

LEE MOORE & CO. 180-182 West Adams Street Chicago, Illinois

BALLY'S PACIFIC'S

BUMPER BROADWAY

CHICAGO COIN'S

RUGBY

IN STOCK—COME AND GET THEM

LOUDON & CO., 140 ASTOR ST., NEWARK, N. J. PHONE BIG 2-9726



RADIO STARS JOIN O'TOOLE INDIANS, coinmen's fraternity sponsored by Bally Manufacturing Company. Two-thirds of three Morin Sisters, NBC singers, snapped at Bally plant—left to right: Evelyn (honorary Princess Song-Goes-Round-World), Paul Morin (honorary Chief Music-Boss), and Pauline (honorary Princess Music-Fills-Sky).

PRICE LIST No. 1225

Effective Dec. 27, 1936

LOOK! Operators, grab these Bargains!

12 PACES RACES, Cash Payout, Slightly Used, Guaranteed Like New. Serial Nos 3655-3148-3562-3708-3653-3309-3654-3651-3012 @ \$260.00. Serials Nos. 2769-2998-2905 @ \$250.00 Each. These are 20-to-1 Payout. If 30-to-1 is desired, add \$10.00. 1 25c Play, Cash Payout, Used 2 Weeks, Like New, Serial 3661 @ \$260.00. 2 Brand New, 5c Play, Check Separator, F. S., Never on Location, \$350.00. 2 Brand New, Cash Payout, 5c Play, F. S., 30-to-1, Never Used, \$375.00. OPERATORS AND JOBBERS WRITE US BEFORE BUYING ELSEWHERE.

WE LIST BELOW THE SLIGHTLY USED AND FLOOR SAMPLE MACHINES.

1 25c MILLS JGAV, 331484...	70.00	1 25c MILLS MBF, JGAV, New...	90.00
1 25c MILLS JGAV, 366889	75.00	1 FLYING COLORS	7.50
1 25c MILLS JGAV, 321592	70.00	1 FRISKY	7.50
2 25c YELLOW REG, JGAV, 304010	52.50	2 MILLS PHONO, Selective	25.00
1 5c YELLOW REG, JGAV, 308225	40.00	3 PALOOKA SENIORS	52.50
1 5c GOOSENECK JPV, 321058	30.00	1 PAIR BUTTEL	50.00
10 1c WATLING TWIN, JPV, 51000 and Up	25.00	1 ROUND UP, Floor Sample	50.00
3 5c MILLS FUTURITY, JPV	70.00	1 SCREAMO, Floor Sample	10.00
1 1c DUKE TRIPLE, JPV	15.00	1 GENCO CHAMPS, New	7.50
2 1c DUCHESS, Double JPV	15.00	3 PAMCO PARLAYS	30.00
1 50c MILLS BLUE FRONT BELL, New, 387570	100.00	4 DAILY RACES	35.00
2 25c MYSTERY BLUE FRONT, JPV, 383710 & 354897	75.00	1 KEENEY'S BIG FIVE	15.00
10 1c MYSTERY JGAV, 332000-381000	42.50	2 A. B. T.s, ARCHER, Like New	15.00
2 25c MILLS REG. JP BELLS, Like New, 306463-300740	50.00	1 PAMCO BELLS, New	55.00
10 5c MILLS DIAMOND FRONT JPV, 368000 and Up	42.50	1 PAMCO HANDICAP, New	18.00
1 5c MILLS YELLOW SILENT JPV, 276716, Like New	45.00	10 TURF CHAMPS, Like New	75.00
1 25c MILLS SILENT JPFV, 290646	30.00	10 PROSPECTORS	21.50
5c JENNINGS SILENT RJP	7.50	2 GOLDEN HARVEST	20.00
1 5c GOOSENECK JPE, 301728	25.00	1 RAPID TRANSIT	6.00
1 5c GOOSENECK JPSV	30.00	1 BONUS, Cash Payout	35.00
1 5c COLUMBIA TWIN JFFS	50.00	2 DAILY LIMITS	20.00
1 10c WATLING TWIN JPFV	30.00	1 PALOOKA SENIOR, Never Unpacked, New	70.00
1 25c CAILLE JP BELL	25.00	2 BIG RICHARDS, Like New	32.50
2 25c MILLS EAGLE HEAD B	30.00	4 TICKETTE MACHINES	3.00
1 25c MILLS FUTURITY JGAV, New	70.00	5 DAVAL BALL GUM, CIG. REEL	5.00
1 25c MILLS RED F. Comp. Skill JGAV	95.00	4 TAVERN, Ball Gum, Beer, Reels	4.00
8 1c DUKES Triple JP, New, 14000 to 16000	15.00	15 SUPERIOR, Conf., Ball Gum, Cig. Reels	4.00
16 1c DUKE, Single JP, 4300 to 8000	11.50	15 REEL 21	11.50
8 1c PACE 2 JP, 14400-16500	15.00	2 RITHMETICS	7.50

All Orders Must Be Accompanied By 1/3 Deposit in the Form of P. O., Express or Telegraph Money Order. All Machines Are Offered Subject to Prior Sale.

MOSELEY VENDING MACHINE EX., Inc., 00 BROAD ST., Richmond, Va.
DAY PHONE, 3-4511. NIGHT AND SUNDAY, 5-5328.

Gottlieb Force Gets Big Bonus

CHICAGO, Dec. 26.—Good news to all employees of D. Gottlieb & Company was the announcement of a bonus for everyone due to a highly successful year and the fact that this is the 10th anniversary of the company.

Computed according to length of service, some employees will receive as much as two weeks' salary.

"We're going to give our employees a nice bonus," said Dave Gottlieb, president of the company, "and we hope they'll get as much pleasure in receiving it as we are in giving it. Ten years ago when the trade was still in its infancy D. Gottlieb & Company commenced business. We started with only a few employees. Today we are probably the largest exclusive manufacturers of payouts and our machines are sold the world over.

"To produce better machines," said Dave, "we made it a cardinal policy 10 years ago to hire only the best craftsmen that could be found and then to keep them with us by offering attractive working conditions and regular compensation for meritorious service. I am glad to say we've been successful. The popularity and steadily increasing sales of Gottlieb machines reflect the results of a satisfied, alert personnel."



JOHN A. FITZGIBBONS, president of Fitzgibbons Distributors, Inc., New York, Eastern representative of Bally Manufacturing Company.

Unusual Radio Set for Salesboard Operators

CHICAGO, Dec. 26.—Globe Trotter Radio Corporation is offering the Globe Trotter radio set, said to be one of the most unusual radios ever offered as a premium item exclusively. It is especially recommended for salesboard operators and the novelty of a radio chassis built inside a cabinet in the form of a globe of the world is sure to attract attention wherever displayed.

Robert Himmel, president of the corporation, tells an interesting story about the origin of the idea. "A professor from Columbia University was lecturing in Chicago and I attended the lecture," Himmel says. "He made a statement which I jotted down, something that every persons who aspired to be intelligent must have in his home or office two things—a good dictionary and a globe of the world. I happened to think of this some time later when I was looking for a new radio design. Of course, I couldn't very well build a radio set into a dictionary, so I tried the globe.

"It required a lot of experimenting to get a radio chassis inside a cabinet of globe design. Competent engineers were consulted to mount the speaker so that the music would come out the bottom and the natural shape of the globe would take care of the acoustics. Then the idea of revolving the entire globe to tune in one's favorite station was perfected. For example, the farm programs may be had when the meridian is right over Kansas; rumba music may come by turning it over Cuba, while swing music may be had over the African jungles. That's just the rough idea. There is a dial calibrated in meters and kilocycles at the north pole.

"When the job of designing the novel cabinet was completed I was certainly thrilled with it and hastened to secure patents and copyrights so that I could make the only radio IN the world. To make it blend with modern surroundings a prominent designer was secured who helped to make it a thing of beauty. The oceans were dyed jet black and the meridian given chrome plate and the base changed into a streamline chromium affair to house the rheostat controlling the volume.

"So the Globe Trotter radio is now completed and is offered as something unusual for premium use. It meets all the requirements for premiums in any field, and a salesboard operator who has not tried it is letting a wonderful opportunity pass him by."



Custom Built
The Aristocrat Line

SEASON'S GREETINGS
and Best Wishes for your
SUCCESS
IN 1937

STONER CORPORATION
Aurora, Illinois

STONER'S BIGGEST MONEY MAKERS!
HOLD 'EM • TURF CHAMPS
\$54.50 \$137.50

Operate Cigarette, Gum and Peanut Machines in addition to Games! Write for our Complete Catalog of New and Used Vending and Amusement Machines. Many Bargains Available!

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

A Clean-Up "Win \$180.00"
1,500 HOLES
JUMBO TICKETS—THICK BOARD
AT 25c A PUNCH
TAKES IN \$375.00—PAYS OUT \$185.00
All High Winners Protected With Counterfeit-Proof Tickets.
A REAL MONEY MAKER
PRICE \$2.10 PLUS 10% TAX
GLOBE PRINTING CO.
1023-27 Race St. PHILADELPHIA, PA.
SEND FOR OUR NEW CATALOG

***SALESBOARD OPERATORS—New, Outstanding Low Priced FURS SURE WINNERS FOR BAZAARS**

FUR COATS All Sizes, Styles, Designs, Smart, Finely Made. Beautiful Most Popular Furs Clean Up! \$10 to \$27.50
MUFFS Black Seal Skin (Dyed Coney); Talon Zipper. Retailers Everywhere \$7.00 and up. Order Now! \$3.00
SCARFS White Fox, Silvered Fox, Cross Fox, Smart, Beautiful. Tremendous Value and Flash. "EVERYTHING IN FURS." \$6.00

WRITE FOR ILLUSTRATED CATALOG. FAST DELIVERIES!

CHARLES BRAND, 208 W. 26th Street, New York, N. Y.

"THE GREATEST SUCCESS"
Is assured only with the best machines. We endorse no others.
Bells—Novelty Pin Tables—Automatic Tables—Bowling Alleys—Rifle and Counter Machines of every description.
BANNER SPECIALTY CO., 1530-32 PARRISH ST., PHILADELPHIA, PA.
NATIONALLY KNOWN FOR HONEST DEALINGS IN EVERY RESPECT.

Here's Your 1937 Opportunity!

RAY-GUN OPERATORS
 MUSIC OPERATORS
 PAYOUT OPERATORS
 VENDING MACHINE OPERATORS

PAMCO MARKSMAN

Place it beside any coin-operated phonograph or other piece of location equipment. Compare the proceeds. Place Pamco MARKSMAN in Taverns—Stores—Billiard Rooms—Clubs—countless other locations. Operate it in any territory because it's STRICTLY LEGAL and gives BIG RETURNS on the safest kind of an operating investment! Priced on **\$298.50** Terms at

PAMCO FLYING DUCK

Shoot to bag BIG MONEY with Pamco FLYING DUCK! You can do it. Even men without any operating experience are getting RICH REVENUES which should be YOURS. No matter what you're operating now—be SURE to start the New Year right with Pamco FLYING DUCK! **\$196.50** Priced on Terms at

DIGGER OPERATORS

NOVELTY GAME OPERATORS

PEANUT MACHINE OPERATORS

WEIGHING SCALE OPERATORS

Cast off the Old



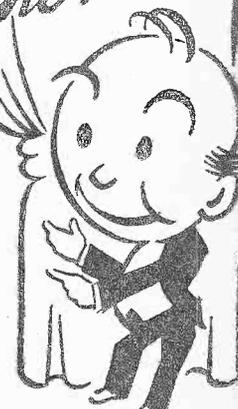
PAMCO TOUT

Watch those horses jockey for position with a riot of lite-up animation. See that big commutator turn out 2 to 8 "money-horses" for the player to shoot at. Odds of 10 to 150 points and Pamco TOUT'S new surprise DAILY DOUBLE make it the favorite payout table of to-**\$129** day! Price

PAMCO BROADWAY

A ball-advancing lite-up novelty game with all the car-marks of pay-table earnings. Pamco BROADWAY is beyond doubt—the smartest novelty game ever built. Your territory will soon see MANY! **\$54** Price

Take on the New



PAMCO OPERATORS WILL CONTINUE TO PROSPER IN 1937!

PACIFIC AMUSEMENT MANUFACTURING CO.

4223 WEST LAKE STREET • CHICAGO

1320 SOUTH HOPE STREET • LOS ANGELES

REEL DICE

The Greatest Dice ACTION Counter Game Ever Built. Silent Mechanism. 4-Way Play—1c, 5c, 10c and 25c Through Same Slot. Unconditionally Guaranteed.



Order your Sample today. A few days on location will make you order more.

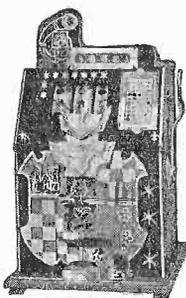
\$18.75

RACES **\$17.50**

SICKING MFG. CO., Inc., 1922 Freeman Ave., Cincinnati, Ohio

ALL TYPES OF MILLS BELLS & VENDERS AT FACTORY PRICES

Write for Complete Catalog



MILLS BLUE FRONT MYSTERY Still the most popular Bell and Vender in the world. A marvel for consistent service. Never gets out of order. Made in 5c, 10c, 25c and 50c Play.

BALL GUM 15c a Box (100 Pieces). Case Lots (100 Boxes), \$12.00. 1/3 Deposit With Order.

1936 CLEARANCE SALE

TRIPPE'S XMAS BARGAINS TO OPERATORS

CASH—NO TRADE AT THESE PRICES

AUTOMATIC PAYOUTS—ALL GUARANTEED—READY TO OPERATE

ACE (1 Ball)	\$17.50	JUMBO (Ticket, 1 Ball)	\$45.00
AUTO PUNCH (Counter)	15.00	HOLLYWOOD	15.00
ALAMO	32.50	HIT OR MISS	7.50
ALL-STARS	45.00	MONOPOLY	25.00
BALLY DERBY	52.50	MULTIPLE	50.00
BIG SHOT (1 Ball)	25.00	MYSTERIOUS EYE (Counter 5c)	15.00
BLUE BIRD	50.00	MATCH PLAY	15.00
BONUS	39.50	NATURAL	39.50
BROKERS TIP	32.50	NEW YORKER	7.50
CHALLENGER	45.00	PACES RACES	200.00
CHAMPION (10 Ball)	7.50	PARIMUTUAL	52.50
CLUB VENDER (Counter 1c Cig.)	17.50	PALOOKA, SR.	50.00
COCKTAIL HOUR (10 Ball)	25.00	PEERLESS	39.50
COCOANUTS	25.00	PROSPECTOR	22.50
DAILY LIMIT	27.50	PUNCH-A-LITE (Counter)	15.00
DE LUXE "46"	17.50	PUT 'N TAKE	10.00
DOUBLE SCORE	25.00	RELIANCE (Dice)	49.50
FORTUNE	15.00	ROCKET (New Model)	7.50
FLICKER	62.50	SUNSHINE DERBY	25.00
GALLOPING PLUGS	32.50	ROULETTE (Evans)	111.50
GRAND NATIONAL (Oak Cabinet)	15.00	SPORTSMAN	7.50
GRAND SLAM	29.50	TYCOON	35.00
HIALEAH	32.50	WESTERN RACES (Multiple)	32.50
JUMBO (1 Ball)	32.50	WESTERN SWEEPSTAKES	12.50

TERMS: One-Third Deposit, Balance C. O. D.

IDEAL NOVELTY CO. 1516-18 MARKET STREET ST. LOUIS, MO.

GUARANTEED USED MACHINES

READY TO PUT ON LOCATION.

1 RAY'S TRACK	\$200.00	5 CHALLENGERS, E. P. Each	\$ 40.00
1 GOTTLIEB FOOTBALL	95.00	1 ROUND UP	38.00
2 BALLY BONUS, Each	37.00	2 BALLY DERBY, Each	38.00
2 BALLY ALL STARS, Each	38.00	1 HIALEAH	35.00
3 MULTIPLES, E. P. Each	45.00	8 MAD CAPS, E. P. Each	22.00

One-Third Certified Deposit With Order.

SNYDER AMUSEMENTS, 108 S. 7th St., Allentown, Pa. WE WILL BUY GOOD USED BOWLING GAMES IF PRICED RIGHT.

ALMOST BRAND NEW DAVAL'S REEL 21's **\$11.95** ORDER YOURS TODAY

COMPLETE STOCK OF NEW AND USED MACHINES. Each, F. O. B. Birmingham.

BIRMINGHAM VENDING COMPANY 2117-3rd AVENUE NORTH - BIRMINGHAM, ALABAMA - PHONE - 3-2327

A SQUARE DEAL TO ALL

Bally Challenger	\$47.50	Credit	\$31.50	Derby Day	\$22.50
Bally Multiple	46.00	Alamo	31.50	Queen Mary	70.00
Bally Bonus	37.50	Daily Races	30.00	Pamco Saratoga	55.00
Bally Hialeah	42.50	Brokers Tip	27.50	Pamco Bells	45.00
Bally All Star	40.00	Grub Stake	47.50	Pamco Chase	32.50
Bally Derby	40.00	Ten Grand	31.00	Pamco Ballots	40.00
Bally Jumbo	28.50	Velvet	40.00	Pamco Leatherneck	35.00
Bally Roundup	39.00	Paragon	25.00	Pamco Fascination	60.00
Bally Prospector	20.00	Gold Award	15.00	Sunshine Baseball	47.50
Bally Ace	15.00	Monte Carlo	37.50	Skill Roll	55.00
Multi-Play	37.50	Diamond Mine	40.00	Western Races, Multiple	35.00
Top Row, Large	25.00	Policy	60.00	Wheel of Fortune	37.00
Palooka, Jr.	40.00	Repeater	17.50	Mystery 3	13.00
Carlioca	10.00	Put & Take	8.50		

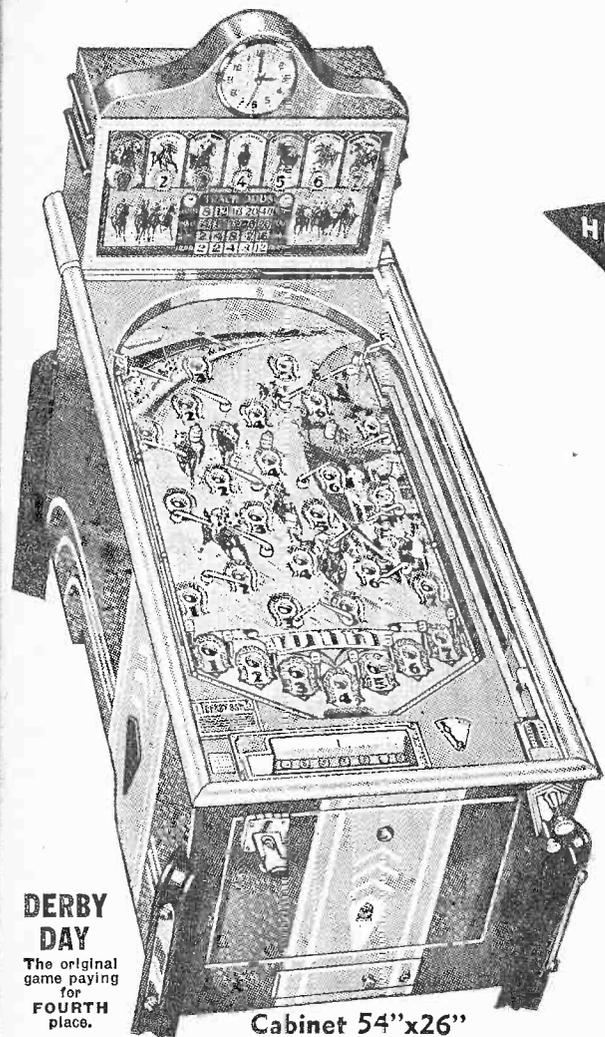
NOVELTY AND COUNTER GAMES

Reel 21	\$11.00	Short Sox	\$29.00	Bank Nite	\$20.00
Reel Races	10.00	Mad Cap	21.00	Totalo Register	42.50
Daval Races	10.00	Tackle	15.00	Twister	17.50
Horses	9.00	Ball Fan	9.00	Rambler, Ticket & Cash	25.00
Wagon Wheel, Like New	10.00	Draw Ball	25.00	Double Nugget	21.50
Sportland	7.50	50 Grand	15.00	Scotty	20.00
Three Cadet	5.00	Roly Poly	12.00	Match the Dial	8.00
Exhibit I. O. U.	4.50	Top It	22.50	Baby Bally	8.00

Liberal trade-in allowance for your old machines on all new machines. VEECH SCALE CO. Phone 9828 DECATUR, ILL.

**OPERATORS AND DISTRIBUTORS
AGREE GOTTLIEB PAYOUTS
LEAD THEM ALL!**

HERE'S PROOF!



DERBY DAY
The original game paying for **FOURTH** place.

Cabinet 54"x26"



"Gottlieb Payouts win by a mile," says Shrewd Distributor Joe Schwartz. "Final sales figures always tell the story—and that's where Gottlieb Payouts are a sure bet. Operators prefer them because they can get better locations and make more money. I prefer them because Gottlieb machines are my best sellers."



Joe Schwartz, President National Coin Machine Co., Chicago, and a Big Gun in the Distributing field for years, prefers Gottlieb Payouts for sales results.

You're not guessing—it's a sure thing! No wonder operators and distributors prefer Gottlieb payouts. They have more "come on." They get more play—more nickels in the cash box. They are the acme of mechanical perfection.

ALL 5 GAMES HAVE THESE SUPER FEATURES

- ★ **HAMMOND ELECTRIC CLOCK**—Sensation of the Industry.
- ★ **MYSTERY SINGLE COIN SLOT**—Another Gottlieb Origination.
- ★ **IN-A-DRAWER MECHANISM**—All Parts Easily Accessible.
- ★ **AWARDS ADJUSTABLE** — Invisible Mechanical Control.
- ★ **ESCALATOR**—Gottlieb Illuminated Belt Type.
- ★ **MOTOR DRIVEN PAYOUT UNIT** — Accurate, Jam-Proof.

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 Mr. Schwartz and thousands of other operators and distributors. You lose profits every day you wait—so order today!



1937 DAILY RACES WITH ALL LATEST FEATURES

More Popular
More Profitable
than ever before!

A. B. T. Illuminated Escalator. New Smooth Action Plunger and Ball Lift. Beautifully Redesigned Cabinet.

ORDER NOW!

Same Low Price
\$125.00

Check Separator, No Charge. 2-Ball Play, \$2.50 Extra. Ticket Game, \$10.00 Extra. Electropak Equipped (Batteries Optional). D. C. Adaptopak, \$5.00 Extra.

Any of These Five Games
\$149.50

Mystery Single or Multiple Coin Slot Optional. Equipped with New A.B.T. No. 400 Slot. Ticket Game, \$10 Extra. Check Separator, No Charge. D. C. Adaptopak, \$5 Extra. Electropak Equipped.

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. Pays 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.

COLLEGE FOOTBALL Football atmosphere in all its pep and spirit. Pays out for Place Kick, Safety, Field Goal and Touchdown. Odds from 2-1 to 40-1.

HIGH CARD A payout for all card fans. 28 chances to win on Diamonds, Clubs, Hearts and Spades. Odds up to 40-1. Elaborately designed playing field.

HIT PARADE Seven baseball stars ready to go to bat. Pays for Single, Double, Triple and Home Run. Odds up to 40-1. Plenty of irresistible "come-on."

IMMEDIATE DELIVERY ON ALL GAMES

D. GOTTLIEB & CO.

2736-42 N. Paulina St., Chicago, Ill.



EVERY DAY IS *Merry Xmas*
WHEN YOU OPERATE THESE BALLY WINNERS

PREAKNESS

Bally's biggest ODDS CHANGING 1-SHOT hit! Now in its third month and going stronger than ever



PAYOUT \$149.50
TICKET: \$159.50
ELECTRO-PAN EQUIPPED
NO EXTRA CHARGE FOR CHECK SEPARATOR
F. O. B. Chicago

BALLY'S EAGLE-EYE

Only RAY-GUN game with "TRIPLE-DUCK" Moving Target, insuring thrills for the amateur and a real skill test for the sharp-shooter! Simplest ONE-PHOTOCCELL mechanism GUARANTEED TROUBLE-PROOF! Available with ADJUSTABLE stand or in Console Model.



WRITE TODAY FOR PRICES

BUMPER

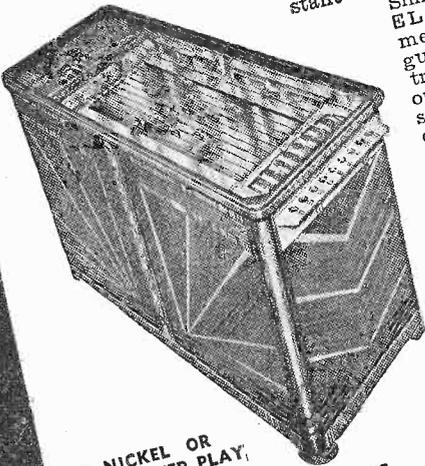
NO PINS! NO POCKETS! But, oh, what action! Quickly interchangeable for 1, 2, 3, 4 or 5 balls play! Novelty (NON-PAYOUT)

Only \$64.50
F. O. B. Chicago.



RAY'S TRACK

Only race game with 50-TO-1 DAILY DOUBLE feature, insuring constant repeat play. Simple ALL-ELECTRIC mechanism guarantees trouble-proof operation. No sequences, no cheating, positively cheat-proof. Rich nut cabinet wins welcome in highest grade spots. Get going now with America's biggest money-maker — RAY'S TRACK!



NICKEL OR QUARTER PLAY
WRITE FOR PRICES

BELMONT

EVERY POCKET A WINNER! That's why BELMONT is an outstanding favorite in the 1-SHOT. ODDS-CHANGING class! A sure thing money-maker!



PAYOUT \$123.50
TICKET: \$133.50
BATTERY EQUIPPED
NO EXTRA CHARGE FOR CHECK SEPARATOR
F. O. B. Chicago

POCKETS

Played like pool on a FLAT BOARD WITHOUT PINS — but regulation "pin-game" plunger gives game amazing action and suspense. Strictly LEGAL and a fast money maker.



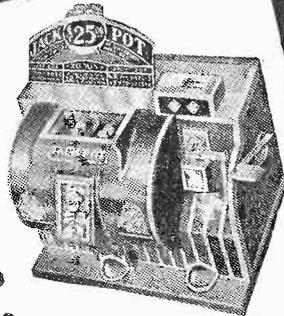
\$57.50
F. O. B. CHICAGO

RELIANCE

PAYOUT DICE GAME

Played with real dice, duplicating every play known to regulation "7-11" game. JACKPOT displays ACTUAL CASH! Biggest money maker in counter class!

NICKEL MODEL \$92.50
QUARTER MODEL \$95.50
F. O. B. CHICAGO



BALLY BABY

3 GAMES for PRICE of ONE

Needs only 5 in. by 6 in. counter space to earn big money month after month.

Only \$17.50

COMPLETE with reels, etc., for 3 DIFFERENT GAMES!



BALLY MANUFACTURING COMPANY
2640 BELMONT AVENUE
CHICAGO, ILLINOIS

John A. Fitzgibbons

Eastern Distributor

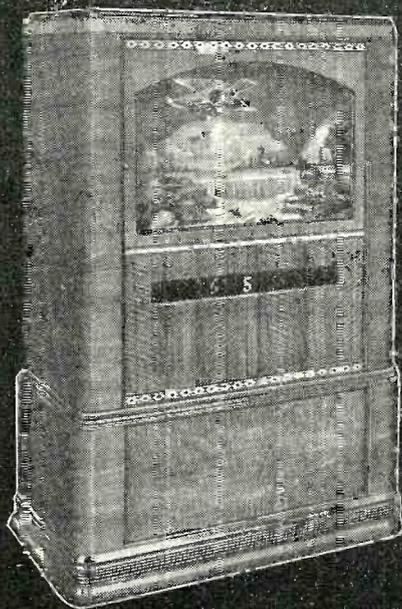
453 W. 47th St. New York, N. Y.



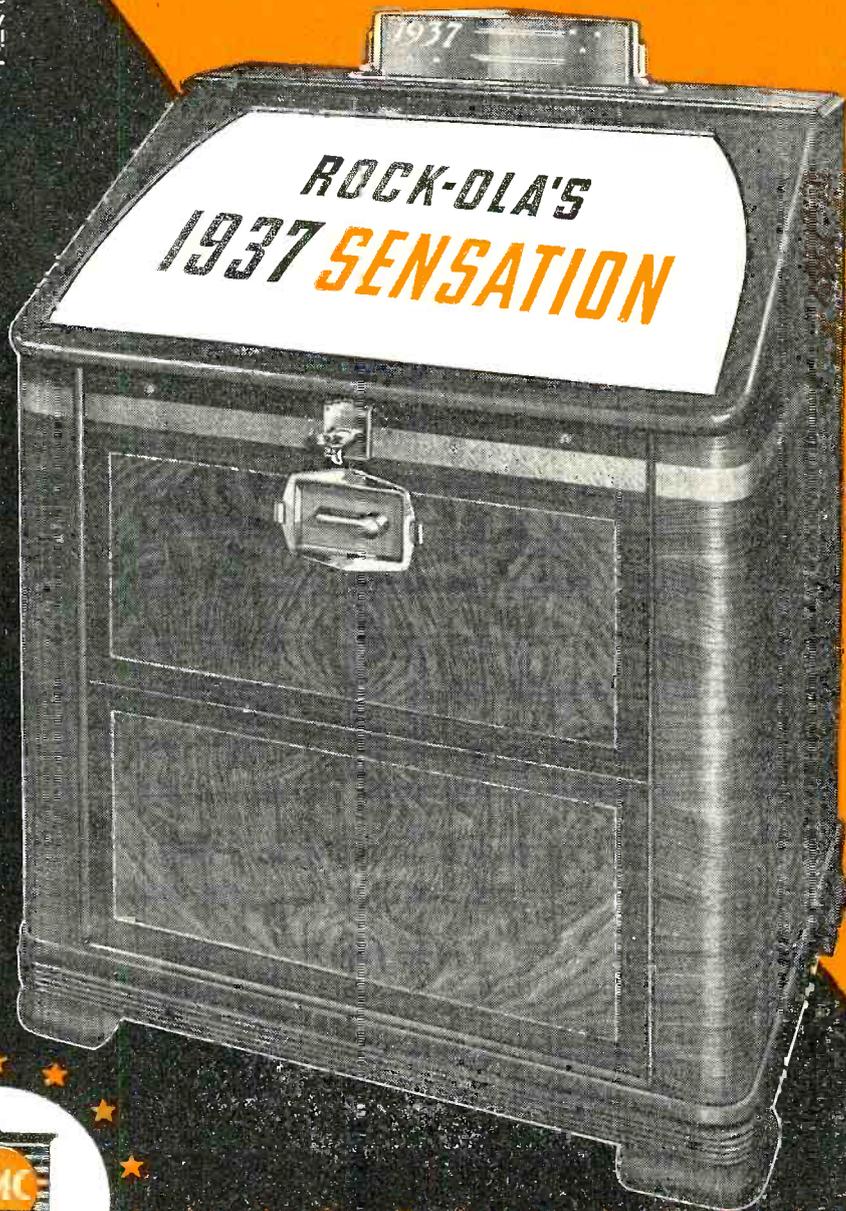
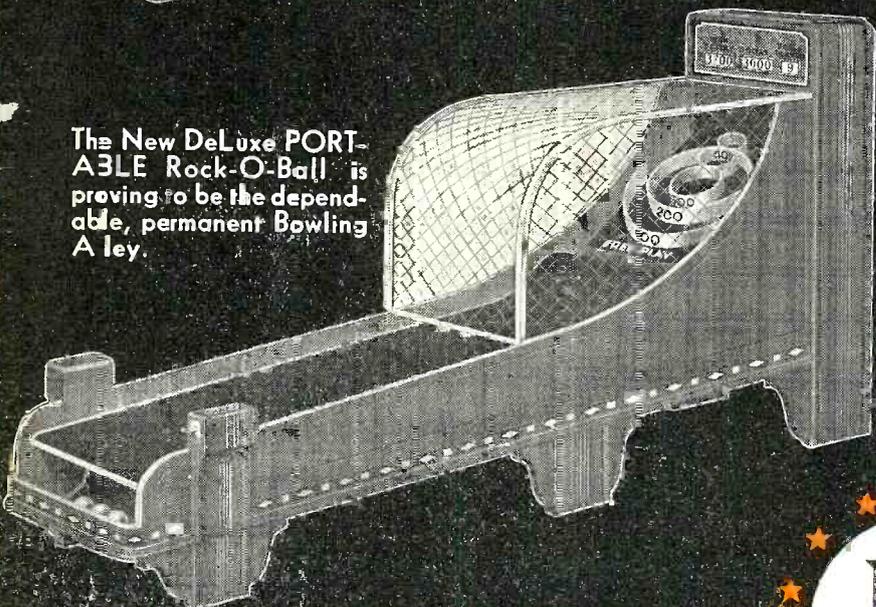
LOOK TO ROCK-OLA FOR LEADERSHIP
IN 1937 MORE THAN EVER BEFORE!

★
ROCK-OLA'S NEW 1937 SENSATION! Nothing like any other
amusement device ever before created! . . . DON'T TAKE OUR
WORD FOR IT—JUST SEE IT AT THE SHOW! It will sell itself to
you in sixty seconds! You don't have to be told it will earn more money
for you—your own eyes will tell you so! SEE IT and be convinced
that it is "THE NEW 1937 SENSATION!"

Rock-Ola's Tom Mix Radio Rifle with the
"Name" That name, "Tom Mix," simply
means MORE MONEY for OPERATORS!
You are entitled to the BEST—why be satis-
fied with LESS?



The New DeLuxe PORT-
ABLE Rock-O-Ball is
proving to be the depend-
able, permanent Bowling
A ley.



ROCK-OLA MFG.
800 North Kedzie Avenue

C O R P O R A T I O N
Chicago, Illinois, U. S. A.



Get the **BUSY PROFITABLE LOCATIONS** *with the*
WURLITZER-SIMPLEX
AUTOMATIC PHONOGRAPH

Smart operators know that anything less than the best in automatic music can't get and hold the best locations. That's why you will find more Wurlitzer-Simplex Automatic Phonographs on location than any other make. Wherever installed, the magnifi-

cent tone of the Wurlitzer-Simplex pulls the crowds like a magnet—nets operators and location owners alike a permanent and substantial income. Find out if there is room for another Wurlitzer-Simplex operator in your locality. Mail the coupon.

THE RUDOLPH WURLITZER CO., N. TONAWANDA, N. Y.
 Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada

THE RUDOLPH WURLITZER COMPANY
 North Tonawanda, New York
 Gentlemen:
 Please let me know if there is room for another Wurlitzer-Simplex Operator in my locality.

Name

Street

City State

Present Business

SOLD ONLY TO OPERATORS