

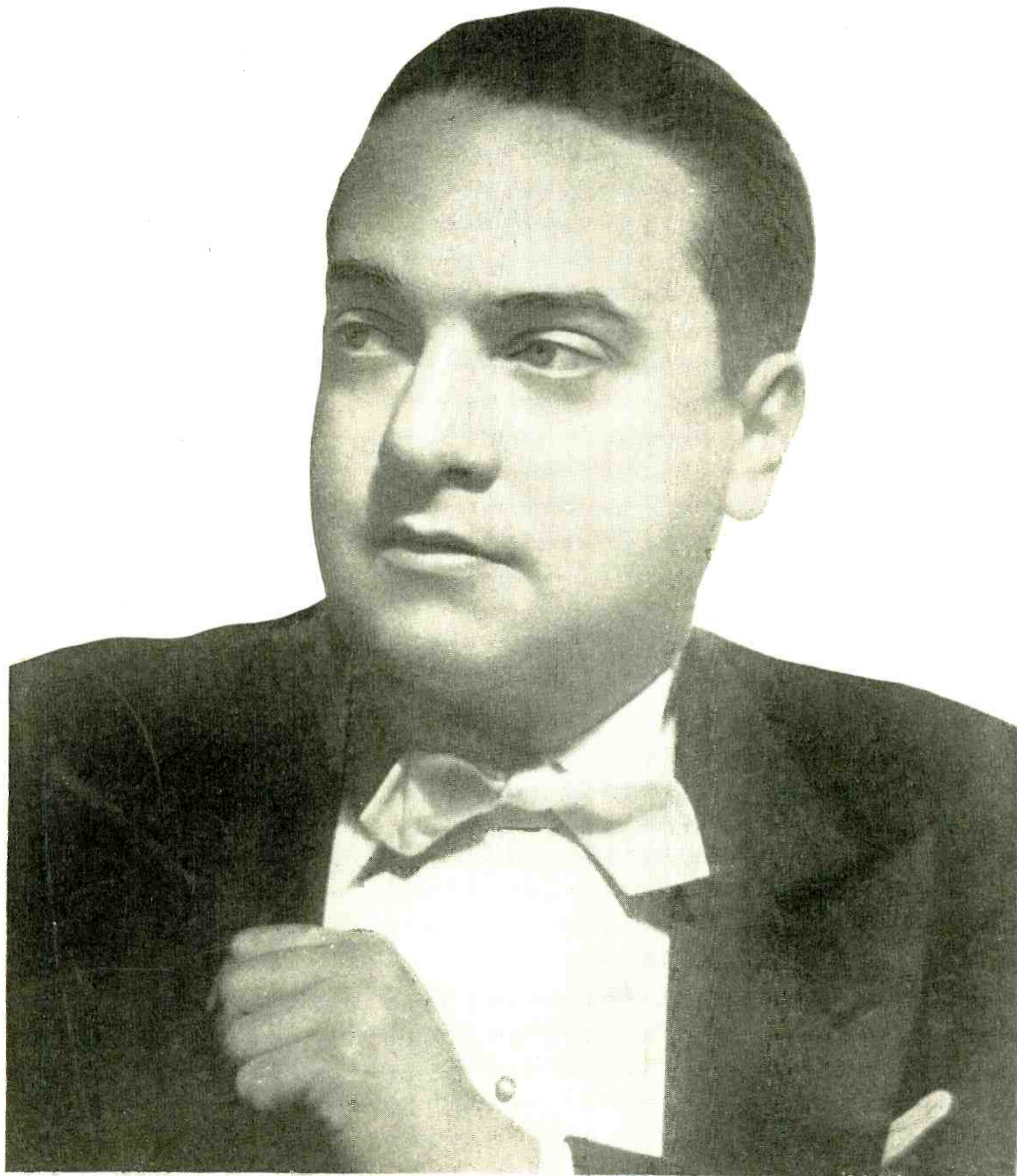
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MARCH 20, 1937

The Billboard

The World's Foremost Amusement Weekly



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The Billboard

Vol. XLIX
No. 12

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March 20,
1937

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COWHAND BOYCOTT THREAT

Show Business Was Biggest Contributor to Flood Relief

NEW YORK, March 13.—Contributions from organizations in the amusement world to the flood relief fund of January-February, 1937, as received by the New York Chapter of the Red Cross, comprising Manhattan and Bronx territory, have been compiled by Walter A. Sinclair, director of public information. Statistics below were sifted from some 50,000 contributions representing all industries.

Radio City Music Hall benefit, \$38,152.34; American Guild of Musical Artists benefit, \$24,000; Abe Lyman Enterprises, Inc., benefit, \$1,332; Broadway Flood Relief Committee, Forum Theater benefit, \$538; Irving Place Theater, \$330; *Eternal Road vs. White Horse Inn* basket-ball game, \$86; National Broadcasting System, \$375.61; Station WBNX, \$494; Station WHN, \$4,941.62; Station WNEW, Martin Block and Alan Courtney, \$5,653.16; WQXR, \$1,740.20; WMCA, \$14.50; WINS, \$3; Italian Radio Products, WBNX, \$205.67; Federal Theater Project, \$3,196.47; the Lambs, benefit and members, \$2,398.47; Roxy Theater collections and orchestra, \$13,700.63; *The Women*, benefit performance, \$1,972.75; *The Wingless Victory*, benefit performance, \$1,000; Philharmonic Symphony Orchestra personnel, \$111; French Theater of New York, \$329.88; Columbia Pictures Corporation, \$276; Warner's employees, \$566.14; United Artists Corporation and employees, \$260.50; *Show Is On* Company,

\$194.25; Hollywood Restaurant, \$1,250; International Variety and Theatrical Agency, \$100; Robbins Music Corporation and employees, \$135; Leo Feist, Inc., (See *SHOW BUSINESS* on page 10)

Exhibit Space Costs Set by World's Fair

NEW YORK, March 13.—Scale of prices for exhibit building lots and interior space was announced yesterday by the New York World's Fair. Base cost will be 20 cents per square foot for building sites and \$14 per square foot for booths located in buildings erected by the corporation.

The announcement constituted in effect an invitation to business and industry and the arts and sciences to start preparing their own "World of Tomorrow" for 1939. Negotiations began immediately with firms which have inquired about participating in the fair. Fair will erect 25 exhibit buildings on about 75 acres of the Flushing Meadows site, and about 90 plots between Horace Harding boulevard and the Long Island Railroad have been set aside for buildings of private exhibitors.

Scale of prices released yesterday applies only to exhibitors of a commercial and merchandising nature and does not affect amusement enterprises or other forms of concessions.

Professional Contestants Might Be Barred From Rodeo at Tucson

Dispute between Cowboys' Turtle Association and committee arises when demand is made for increased purses —RAA looks upon Turtle groups' move as unwise

TUCSON, Ariz., March 15.—As the result of a controversy between the Cowboys' Turtle Association and the Tucson Rodeo Committee, professional cowboys might be barred from future shows here, it has been revealed. The boycott has been threatened by Director J. C. Kinney, of the Tucson rodeo, who points out that the professional cowboys' strike of 10 years ago did little damage to the local rodeo. The dispute started recently when the Cowboys' Turtle Association wired the Tucson committee from Phoenix asking for increased purses in calf roping, team roping, bulldogging and bronk riding to \$750 each from \$500 for calf roping; \$400 for team tying, \$500 for bulldogging and \$500 for bronk riding.

The wire also asked for an increase to \$375 each, with entry fees added, for bareback riding and steer riding. These purses in the recent show were \$150 each, with day money awarded and entry fees added.

The wire was relayed to Maxwell McNutt, president of the Rodeo Association of America, who wired Hugh Bennett, president of the Cowboys' Turtle Association, as follows:

"Tucson officials notify me you have served notice demanding increase of their prize list. You agreed at Reno (convention) that if shows would file prize list and guarantee contestants would not go to shows not offering fair money in contestants' opinion. This I understand Tucson has done. As agreed at Reno, it is none of either contestants' or RAA business as to amounts offered by a show but only your business and our business to protect contestants from going long distances under wrong impression as to amounts offered and then assurance that winnings will be paid. For your information Tucson was one of the very largest rodeos in United States in money paid contestants last year. Such action as yours will unquestionably make many shows change to non-professional, as there is already a demand by local cattlemen that local boys be given a chance to win money offered and not just a few top professionals. You know from spectators' standpoint a local contestant being bucked off brings a bigger gate than seeing the world's champion ride the worst bucking bronk and that many shows are being urged by spectators to eliminate the roping altogether. As records show, many top cowhands make from \$5,000 to \$10,000 per year, while local contestants who help build the shows

Nebraska Ballroom Managers Organize

OMAHA, March 15.—Twenty-five ballroom managers met here last Wednesday to organize the Amusement Protective Association of Nebraska. Avowed purpose of the State-wide organization is to fight discriminatory bills in the State Legislature.

First skirmish will be Wednesday, when the association plans to be represented at a committee hearing in Lincoln on a bill aimed against the authors' and composers' assessments. The ballroom men are actively lobbying for the bill.

President of the new group is Joseph Malek, Peony Park, and secretary-treasurer is H. A. Marble, Music Box, both of Omaha.

Directors are William Barkley, Plattsmouth; George Sharpnech, Lincoln; Roy F. Gordon, Bennington; Bert Glove, Grand Island; Matt Kobalter, Lincoln; H. H. King, Norfolk, and Joe Smith, Hastings.

and pay the entry fees seldom win anything. The RAA has taken the side of the professional cowboy. Many times we have saved your winnings for you by publishing amounts paid by shows and have caused increases in prize money. Your co-operation as promised at Reno will help the professional cowboy, otherwise not."

The Tucson committee notified the Turtle association that it could not change prizes, as list had been published in compliance with RAA rulings.

A comparison showed that the Tucson show paid more prize money than any of four other shows in Arizona during a 30-day period. Shows included in the comparison were at Casa Grande, Florence, Phoenix and Wickenburg.

When notified that many of the professional cowboys planned "revenge" next year, Director Kinney expressed determination not to let professional cowboys tell him how to run the show. He said: "They had a strike 10 years ago and we put on just as good a show without the professionals as we did with them. We can do it again."

Equity WPA Policy Stated

NEW YORK, March 13.—Current issue of *Equity Magazine* reminds members of council's formulation of policy with regard to the WPA Federal Theater. Holds that Federal Theater is for the relief of needy and that those no longer in need or who never needed relief can be removed from the lists in favor of those who do. Any other policy, according to Equity, is illogical and will continue to obstruct the main purpose the association has in mind, namely, continuance of the project.

CIO Not Interested in Show Business Now, But Maybe Later

Disclaims connection with new industrial union formed in New York—Lewis' group too busy with heavy industries now—may recognize theatrical setup later

WASHINGTON, March 13.—United Theatrical and Motion Picture Workers of America, a new union organized in New York, is no child of Committee for Industrial Organization. Out of town on a conference tour, CIO head John L. Lewis was unavailable for comment, but his office declared unequivocally that new union and Bernard Deckhoff, its president, have no standing there. Deckhoff will be permitted to go his way without drawing comment from CIO, being kept in mind for possible future reference, altho it was emphasized that no interest exists at present. With hands full attempting to line up heavy industries, John L. Lewis could avail himself little by dabbling in show biz at this time. Auto deal still has long way to go, with steel getting attention and due for more. After these, there are numerous key industries to be enlisted under Lewis banner. While extent of theater biz is appreciated, it is not considered one of the more fruitful fields for early activity.

With Lewis' ambitions for industrial unionism going all the way, CIO leaders are quite willing to admit possibility of efforts in amusement field later on. Hint is that, should any one make progress in banding theater workers together in interim, his organization might be taken under the CIO wing at that distant date when the industry is gotten around to.

Songwriters Meet March 23

NEW YORK, March 13.—Songwriters' Protective Association will hold its annual meeting March 23 at the Hotel Astor here. Activities of the year will be considered.

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Showbiz Active on Security, Unemployment Risk Laws

Musicians' delegation slated for confab with Social Security Board this week—Equity advances amendments on unemployment insurance, clarifies "taxable wages"

NEW YORK, March 13.—Problems inherent in the social security and State unemployment insurance laws are being clarified by Actors' Equity and Local 802, musicians, the latter working together with its parent national body, American Federation of Musicians. This week a delegation from 802, headed by William Feinberg, secretary, together with a representative from AFM, will meet the social security board in Washington to attempt to gain a revision of the "independent contractor" ruling so as to shift responsibility for the tax from band leaders to "real" employers. Equity, since the enactment of the New York State unemployment insurance law on April 25, 1935, has worked for two amendments which have already been approved by the law's advisory committee and will be presented by said committee to the State legislature. As given in current issue of *Equity Magazine*, these amendments are (1) That the distinction between manual and non-manual laborers be eliminated and that all employees shall come within the act to the extent of including annual earnings up to \$3,000 a year and without reference to weekly earnings, and (2) That it shall not be necessary for an employer to be engaged for at least 13 weeks in business before he is subject to the tax, but that the Industrial Commissioner shall have the right to determine the number of weeks necessary to establish liability for each particular industry or profession, or that number of weeks shall be generally reduced from 13 to a lesser number.

Latter amendment Equity felt necessary because each play is usually produced by a different corporation, and inasmuch as some plays close within four weeks the casts of such shows would not be eligible for benefits. Point is that these players need it most.

Number one amendment was deemed necessary because actors' annual incomes are not large, even though weekly salaries average more than \$50. Equity judges, therefore, that annual, not weekly, salaries should be basis for deciding whether or not actors come within purview of the Act.

Inquiries by Equity regarding workings of the social security law have been answered by the Internal Revenue Department at Washington, these facts being elicited: (1) Regarding summer theater engagements, the value of board and room constitutes taxable wages. (2) Expenses for transportation do not constitute taxable wages. (3) Compensation received by actors for posing for artists and photogs constitutes taxable wages.

TA Okehs Benefits

NEW YORK, March 13.—Benefits approved by Theater Authority for remainder of March are the Jewish Home Relief of Denver, tomorrow at Hotel Astor; Hebrew Home for Chronic Invalids, tomorrow at the Majestic; Children's Shelter, Waldorf-Astoria, March 19, and Israel Orphan Asylum, March 20, Madison Square Garden.

Plan Emergency Benefit Board

NEW YORK, March 13.—Suggestion that a board comprising various interests in show business be set up to take over the raising and distribution of funds during times of national calamity such as the recent flood is being acted upon by Alan Corelli, secretary of Theater Authority. Plan of Corelli is to form a body of six, to be nonactive except when emergencies arise. Group would normally hold an annual meeting.

Letters requesting participation on such a board have been sent to James Brennan, president Local 1, International Alliance of Theatrical Stage Em- (See *PLAN EMERGENCY* on page 25)

Dance School in Trailer

NEW YORK, March 13.—John Stone, dance instructor, is having a trailer built, with which he will carry his dancing school to all points of the East. Interior arrangement will include a regulation miniature dance floor, full-length mirrors, limbering bars, miniature piano, two small dressing rooms and other paraphernalia. Stone plans to be on the move seven days a week.

Permanent WPA Looms

Gov't asks Congress for dough—present FTP would be basis—Equity angle

NEW YORK, March 13.—Possibility of the national government creating a permanent subsidized theater seems nearer realization now than at any other time, owing to WPA administrator Harry Hopkins' proposal Thursday that the entire WPA be permanently organized on a basis calling for an expenditure of \$2,500,000,000 yearly. Subject is particularly apropos in view of suggestion made in current issue of *Equity Magazine* that the actors' organization take the lead in an inquiry into the aims of the federal theater with reference to its being established on a national, subsidized basis.

According to close observers of the FTP, the trend of its policy has increasingly added weight to the assumption that it might eventually end up as a bona fide national theater. Organized primarily as a sop for non-employment, officials jacked up the quota of non-releasers in order to make possible good productions. This aim has been attained, so much so that the commercial theater now regards its WPA colleague as competition. Another angle is that the FTP has developed something of the aspect of a Frankenstein, making cuts and discontinuance of its activities very difficult owing to pressure from the unions.

Breakdown of Hopkins figure of \$2,500,000,000 for the entire WPA would mean a pay roll of \$700 for each WPA worker per year.

Local development of the week was a meeting Thursday during which the producers on various projects of the FTP advocated decentralization of the publicity department, so that separate press agents could be maintained by the Living Newspaper, Variety project, etc. Ted Mauntz, current publicity chief, won out, however, and all copy will continue to clear thru his desk.

BRIDGEPORT, Conn., March 13.—Park Theater here enters its second year as a WPA playhouse this week with *In Defense of Husbands*, a new comedy by Stanley Young. Engagement will be for two weeks. In rehearsal is the revival of Molner's *Liliom*, with other items on the spring schedule being *Personal Appearance*, *Dracula* and *A Touch of Brimstone*.

VINCENT LOPEZ

(This Week's Cover Subject)

GIVING up studying for the priesthood when he was 16, Vincent Lopez decided on a career in music. Before he entered a monastery he had taken piano lessons, starting when he was six. After leaving the monastery he landed two jobs. The daytime chore was with a milk company; night found him pounding the keys in a cafe. Deciding he could not handle both, he quit the bovine job and that night was fired from the cafe for falling asleep. Then his father upbraided him and he left home.

Soon after Lopez landed another piano job in a Sheepshead Bay restaurant. He was 19 then, and three months later was given an opportunity to take over the orchestra. Coincidentally, the Original Dixieland Band hit New York and thereafter Lopez was a member of the popular dance music school. From Sheepshead he went into vaude with Rooney and Bent and from there into the Hotel Pennsylvania, New York. He was at this spot three years, introducing lighting, other new steps for bands and one of the air's best known tag lines, "Lopez speaking."

When he opened his own club Old Man Trouble followed right along, fire destroying the club. In April, 1928, he opened the Woodmansten Inn in New York. In 1930 when the St. Regis Hotel management called him he was given his renowned "million-dollar contract." Then came vaudeville and radio and more of the same. He toured theaters after leaving the St. Regis until recently, when he started a commercial for Nash Motors and opened at his current stand, the Hotel Astor, New York.

Helen Howe Scores In Solo Presentation

NEW YORK, March 13.—Helen Howe, monologist who appeared here for a series of solo performances in 1934 and 1935 in addition to making a couple of appearances in last year's *Sunday Nights at Nine* at the Barbizon, kept a tony crowd at the Little Theater amused thruout the length of her bill last Sunday. Program is divided into five parts, entitled *Little Theater, Off at Back Bay, A Garden Club Meeting, The Lesser Breed* and *Manana*, the range providing ample material for a variety of characterizations.

The monodramas, as Miss Howe prefers to call them, are cleverly put together and written by herself. In their makeup they resemble the literary form known as the dramatic monolog in that the one person speaking must convey impressions of his or her company, setting and a definite situation. The technique required is difficult both in the writing and acting, and Miss Howe succeeds in both. Her satirical portrayals, in particular, are devastating.

Granting Miss Howe's evident artistry, the material presented last Sunday is distinctly class stuff. The top-hatted crowd seemed to enjoy it. P. A.

Friars' Frolic Easter Night

NEW YORK, March 13.—Annual Frolic of the Friars' Club will be held at the Alvin Theater on Easter night, March 28. Festivities are scheduled to begin at 8:30 and will be in charge of Jay C. Flippen, Abbot and Frolicker.

List of notables and acts who have already pledged their appearance and participation for the gala affair include George M. Cohan, Lou Holtz, Rudy Vallee, Jimmy Durante, Bert Lahr, James Barton, Bob Hope, Buster West, Reginald Gardiner, Three Swifts, Harry Hershfield, Mills, Kirk and Howard; Vincent Lopez, Ken Kling, Benny Fields, Eddie Davis, Sid Gary, Ham Fisher, Don Albert, Jan Peerce, Paul Draper; Lane, Trees and Edwards; Cross and Dunn, and Smith and Dale.

Petrillo Bears Down On Lax Correspondents

CHICAGO, March 13.—James C. Petrillo, president of the Chicago Federation of Musicians, last night bore down on several hotel and cafe owners who did not answer a general letter sent by him February 7 in which Petrillo notified them that they would be expected to pay the employer's part of the Social Security dues.

When the agreements failed to come in fast enough to suit him Petrillo notified the band leaders Wednesday that they were to strike last night if their employer had not agreed by then. As a result the King's Jesters were pulled at the LaSalle Hotel, and the Edgewater Beach Hotel missed an early radio broadcast. All other spots, in all classes, agreed.

Bone of contention was a difference in opinion between the owners and Petrillo in interpreting the law. The owners classed an orchestra leader or contractor as an employer, while Petrillo classed them as a department head, therefore being an employee. The musicians will not have to pay the tax.

Sunday Show Policy Stays

NEW YORK, March 13.—Sunday show policy will remain in force as it is now, according to *Equity Magazine*. States that, altho the current policy was adopted in 1935 with the proviso that a referendum might be held at the end of the year, it has worked so well that further tinkering would be inadvisable as well as entailing added expense. Sunday performances, too, have been very few.

Actresses Go In for Bowling

NEW YORK, March 13.—With the bowling congress dominating the local sports world, showgirls have caught the fever, too.

Mary Mason, of the *Brother Rat* cast, has organized a Theatrical Women's Bowling League. Wynn Cahoon and Kathleen, also of *Brother Rat*, are sister organizers. Claiming bowling "reduces the waistlines, perfects body lines and eases the nerves," the girls meet regularly at the Capital Health Centre here for their bowling exercises.

American Academy Students Present Bernard Shaw Play

NEW YORK, March 13.—George Bernard Shaw's trite, stale and obvious *You Never Can Tell* was presented yesterday afternoon at the Empire Theater by the senior students of the American Academy of Dramatic Arts as their tenth matinee performance of the season. Making due allowances for the difficulties of keeping the aged script interesting, they did a generally good job—the at times Shaw's cheap and self-conscious smart-aleckery grew too much for them.

Among the afternoon's best performances was that of Martha Gaylord, as Mrs. Clandon. Miss Gaylord has excellent stage presence, knows how to deliver her lines, and in general shows great promise. Also scoring emphatically were Monte Meacham, who did outstanding character work as Crampton, and Kate Ivins, who offered a charming performance as Dolly.

Walter Kastor did stylized tho very effective work as the butler, Clyde Robinson was adequate as Finch McComas, Gloria Hatrick made a lovely Gloria Clandon, Jack Daly tried very hard to be funny as Dr. Valentine, Charles Cable was a bit overgiven to prancing as the youthful Philip, Henry Lascoe overacted Bohun, and Katharine Sewall played a bit as the maid.

There was no curtain-raiser.

M. E. A.

Fight for Thespian Hall

NEW YORK, March 13.—D. Walker Wear, of the New York State Athletic Commission and 40-odd years ago manager of Thespian Hall, Booneville, Mo., is trying to preserve the edifice, reputed to be the oldest theater west of the Alleghenies, if not in the United States. *Life* has already agreed to donate two pages for propaganda in the event Wear can locate actors who played there 40, 50 or more years ago, so as to obtain some photos.

Edwin Booth Postage Stamp?

NEW YORK, March 13.—Movement to issue a postage stamp with the image of Edwin Booth, great American Shakespearean actor, has been started by Cyrus Wilder. In a letter to Postmaster-General James A. Farley, Wilder calls attention to the fact that the government has issued stamps in honor of various other great Americans, and remarks one in honor of Booth would be an incentive for those possessing talent.

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Press Agents Join Ad Guild Under Local Autonomy Status

NEW YORK, March 13.—Problem of whether to join the American Advertising Guild as an organized unit or as individuals was thrashed out at a secret meeting Thursday attended by some 65 motion picture publicity men and a sprinkling of legit press agents. Enthusiasm marked the discussion, those present deciding to enter as individuals in order to make the AAG as unified as possible, prevailing sentiment being that friction would result from drawing hard and fast lines. Conclusion was reached that theatrical p. a.'s would still have local autonomy under such a setup, even tho the AAG exec board would have no formal grouping of reps from the various classes in AAG.

Decision on this point is regarded as highly satisfactory from another viewpoint also, in that the theatrical p. a.'s ultimately hope to obtain an AFL affiliation. Possibility of this would have been slim had they decided to join as a legally constituted unit, owing to the fact that an AFL org for p. a.'s already exists. This, the Association of Theatrical Agents and Managers, has been to all intents and purposes dead a long time, but now shows signs of breaking into a rash. Conservative non-AFL group, the New York Theatrical Press Agents, was formed since the growth of theatrical unit of AAG.

AAG, feeling that all publicity jobs are similar, has set up an employment bureau facilitating exchange of men to

other fields in order to help members who lose jobs.

One week from next Tuesday another meeting will be held for adoption of non-controversial elements of the constitution and further discussion of mooted points.

Texas Broadcasters Approve Craney Bill

LONGVIEW, Tex., March 15.—Approval of Ed Craney's bill eliminating the \$250 minimum infringement charge presently in force on copyright infringements and used by ASCAP was voted by the Texas Broadcasters' Association at a recent meeting.

The bill requires also that ASCAP be compelled to provide station licenses with a full list of songs covered by ASCAP. Craney's bill demands copyright owners to prove damage extent before filing for recovery damages.

Texas broadcasters also discussed signing with SESAC, European society of composers and writers. SESAC now has a representative, N. M. Silberman, contacting Texas stations on the license angle. Texas stations are asking NAB for more information before taking any actual steps regarding SESAC.

Full support of Craney bill was not voiced by the Texas association, sentiment of meeting being that bill as it now stands did not cover the problem completely. Meeting also named a legislative committee, consisting of Martin Campbell, Hall Huff, O. L. Taylor, Kern Tips and Henry Lee Taylor.

Attending the meeting were I. Frank Smith, KXYZ; Ralph Bishop, KFJZ; Earl Yates, KGKL; Dick Niles, KRGV; O. L. Taylor, KGNC, and Tips, of KPRC. James R. Curtis is secretary and treasurer of the association.

Legit Back to Canton; Socks Across Heavily

CANTON, March 13.—The road came back to Canton this week after an absence of eight years with the presentation of *Tobacco Road*, with Taylor Holmes, at the old Grand Opera House here. Booked in as a "feeler," the attraction proved an overwhelming success, the three scheduled performances in two days all being sellouts.

To take care of the demand for seats, the company remained over Sunday and gave a performance Sunday night which, despite the short time given for exploitation and the Lenten season, attracted a near-capacity audience.

Dennis R. Smith, theater critic of *The Canton Repository*, gave the show more than a column review, using a two-column head stressing the merits of the company and the return of stage attractions here after many years.

Bob Burch, lessee of the Grand, said he was highly elated over the reception accorded the initial stage show and that he was already negotiating for other road shows to play the house in the near future.

PHILADELPHIA, March 13.—Streets of Paris has the distinction of being the first nitery locally to blossom forth with a strip-tease act. Honors go to Cleo Valenteen.

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Federal Theater Project Offers Early One-Actors

NEW YORK, March 13.—Delving deep into the theatrical past, the Federal Theater Project presented a program of three one-act plays at Daly's 63d Street Theater Tuesday. Dredging the playlets up from the ranks of curtain raisers and afterpieces, the unit had a good time for itself, giving a presentation on the order of the past-kidders at the American Music Hall. It also had a good time for the customers—the three plays, all kidded in the same manner, may be a bit too much of a good thing.

The chief piece, and also the first on the bill, is John Howard Payne's *Love in Humble Life*, a sentimental extravaganza. In center spot is Colin C. Hazelwood's *The Clock on the Stairs*, a creaky old meller which was kidded in due form, but which still managed to display some of its moments—bringing up again the thought that out-and-out theater isn't out of place in a playhouse so long as it doesn't pretend to be anything else. The final item is John Madison Morton's popular farce, *A Regular Fix*, which is as dreary as that even more popular Morton piece, *Box and Cox*. The old plays, in the cold light of the modern day, were a lot funnier when they didn't try to be.

The project offers explanatory notes along with the programs, and so does its bit to educate the Great American Public in matters theatrical. The notes are informative enough, tho woefully sketchy—and just why the plays are billed as early American one-acters is a bit beyond this reporter. Morton, at any rate, was an Englishman.

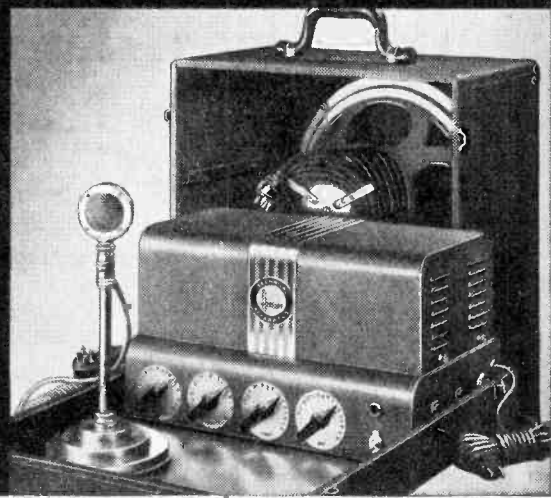
The casts perform, for the most part, excellently, with the best work coming thru in *The Clock on the Stairs*, in which practically everybody rates mention. Foremost, tho, are Mr. Bert Young, star of the bill, and Miss Dale. F. M. Verdi does nice work in *A Regular Fix*.

There are also a couple of tasty entr'actes, the first a mellifluous duet offered by Miss Deane, the American nightingale, and Mr. Culloo, the Irish thrush, and the second a delightful dog turn that stars April, a straight-haired fox terrier that has charm as well as intelligence. April gets support from a soldier's chorus.

You won't be too bored by a visit to Daly's—and in any case it's a nice way of tasting the theatrical fare of our grandfathers. E. B.

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—ALL SOLD ON MONTHLY PAYMENTS

Wards amplifiers range in power from 5 to 100 watts . . . in price from \$12.95 up. Models powered by 110-volt AC, 6-volt storage battery or combination of both. Shown above is the 20-watt port-

able outfit, designed primarily for side shows, concessions, pitchmen and travelling bands. Uses 2 mikes. Has phonograph attachment. Read full description on page 5 of Wards 1937 Radio Catalog.

MONTGOMERY WARD

Largest Distributors of Sound Systems in the U. S.

- CHICAGO
- BALTIMORE • ALBANY
- KANSAS CITY • ST. PAUL
- DENVER • PORTLAND
- OAKLAND • FT. WORTH
- JACKSONVILLE

Mail coupon Now to nearest Ward House for your Free copy of Wards 1937 Radio Catalog.

MONTGOMERY WARD Dept. BM-10

Name

Street

City..... State

ONE CENT A DAY PAYS UP TO \$100 A MONTH

The Postal Life & Casualty Insurance Co., 80 Postal Life Bldg., Kansas City, Mo., is offering a new accident policy that pays up to \$100 a month for 24 months for total disability and up to \$1,000 for deaths—costs less than 1c a day—\$3.50 a year. More than 200,000 have already bought this policy. Men, women and children eligible. Send no money. Simply send name, address, age, beneficiary's name and relationship and they will send this policy on 10 days' FREE inspection. No medical examination is required. No agent will call. This offer is limited, so write the company today.

CUSTOM MADE WIGS AND TOUPEES AT LOW PRICES
Finest goods in the world, strictly guaranteed. Bambina Toupee Plaster, 50c box, p. p. Illustrated Catalogue Free Write or Call **Lombard & Bambina 13 Munroe St., Lynn, Mass.**

YOUR FACE REJUVENATED

Facial Lines Made to Disappear.
YUTH TOAN The Marvelous Face Lifter, tightens, holds and strengthens Sagging Facial Muscles. Effect Immediate. **GUARANTEED HARMLESS.** Price, \$1.00, plus 15c postage. **YUTH TOAN LABORATORIES, 201 West 91st, New York, N. Y.**

WANTED — MUSICIANS

FOR JIMMIE HULL PLAYERS,
Alto Sax. Read, Fake, Transpose. Take Off. Wife double Chorus. Bass, Wife double Chorus. **JIMMIE HULL, Orange, Tex.**

STOCK TICKETS

Rolls of 2,000.
1 Roll \$.50
5 Rolls 2.00
10 Rolls 3.50
50 Rolls 15.00
Double Coupons, Double Price.
No. C. O. D. Orders.

TICKETS: for

ASK US FOR OUR PRICES THE TOLEDO TICKET COMPANY, Toledo, Ohio

CIRCUS
CARNIVALS
MOVIES
PARKS AND
ALL KINDS OF
AMUSEMENTS.

The Best **Minstrel Make-Up**
On the Market Today Is **STEIN'S BLACK FACE**
A Soft, Jet Black texture easily applied and readily removed with soap and water. Will not dry out or harden. It is also obtainable in a Creole Shade—light and dark.
Ask your Druggist, Costumer or Department Store about **STEIN'S MAKE-UP**. Purity Unquestioned for Half a Century. A new 28-page booklet on Modern Make-up, beautifully illustrated—for any type of Straight and Character role may be obtained from your dealer or direct from us at a nominal cost of 25c.
The M. Stein Cosmetic Co.
430 BROOME ST., NEW YORK

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

RADIO'S GIVEAWAY BOOM

House, Trailer, European Trips Now Being Used as Sales Bait

Winners can get portable bungalows, college education, modern house and lot—P. & G. leading contest firm—Mere \$250 now regarded as chickenfeed

NEW YORK, March 13.—Some leading national advertisers seem to have adopted the slogan "Listen to the radio and see the world," with contest prizes hitting the largest items, both financially or by way of an actual commodity, in a long time, if not in the history of advertisers. Listeners to commercial programs who now win contests can travel in trailers they might win, visit Hollywood on a cuffed trip, take a trip to Europe and the Coronation on a similar basis, go to college or win a house and lot. Applying spurs to sales efforts has resulted in this mammoth giveaway practice. Smaller items usually given away in contests of various nature continue, but a \$250 prize, weekly, as awarded by one advertiser is now getting to be small pickin's.

Procter & Gamble are one of the leaders in the contest field, as they have been. Currently, by way of their Camay series, listeners can grab a trailer a week by winning a contest. On a newspaper-radio Ivory soap contest, a total of \$100,000 worth of prizes is to be given away by the same company.

There's a house and lot, the house completely equipped, to be given away by Kelvinator on its *Professor Quiz* CBS program. House is called the Kelvin house, with Kelvin electric appliances used thruout, such as refrigerator, air-conditioning, etc.

Pebeco, Lehn & Fink product, awards a trailer a week also on its Gumps series, another CBS program. But the P. & G. show for Camay on NBC not only takes in a trailer but an automobile to pull the portable bungalow, plus a supply of gasoline. Another CBS account, Swift & Company, is giving away three weekly trips to Hollywood for a youngster and the kid's ma, both cuffed, in connection with its children's program. Another high-powered contest award is the Fisher Body model craftsmen's award, using both radio and newspaper, former on Columbia. Kleenex recently gave away \$5,000 baby bonds, and Phillips, Jones, on NBC, trailers.

Coffee distributors, on a co-operative program on Mutual, are awarding prizes of trips to Europe and the crowning of the king.

CBS Shows Net of \$3,755,000 for '36

NEW YORK, March 13.—Annual financial report of the Columbia Broadcasting System for the fiscal year ending January 2, 1937, a period of 53 business weeks, shows a net profit on approximately \$27,800,000 gross sales of \$3,755,522.99. This is the equivalent of \$4.41 per share on the 852,335 shares outstanding. Dividends totaled \$3.30 per share, largest melon ever cut by the system and amounting to 75 per cent of the net profits for '36. Year of 1935 (52 weeks), developed a net of \$2,810,078. CBS directors decided to set aside 25 per cent of the past year's net to surplus to be used in various projects planned for the coming year.

Balance sheet shows assets and liabilities of \$12,135,850.17. Conservative policy of the company is indicated in its reserve for depreciation and amortization amounting to nearly \$2,000,000.

CBS has 474,298 Class A and 474,337 shares Class B outstanding, authorized issue being 750,000 of each.

CBS Signs Team Of Material Writers

NEW YORK, March 13.—Columbia Artists, Inc., have signed Edwin Gilbert and Alex Fogarty, musical show writers, to a long-term contract. Albert Schneider negotiated. Gilbert and Fogarty did music and lyrics for *New Faces*. Gilbert has written for magazines and Fogarty wrote an American ballet suite which Rudy Vallee premiered on the air last year.

Inking of the team by CBS is in keeping with new policy to enlarge the source of talent material for pictures, legit as well as radio.

Talent Awaits CBC Line Costs Action

OTTAWA, March 13.—Canada's Board of Radio Governors, meeting all this week behind closed doors, plan negotiations with the telephone and telegraph companies whereby line charges will be materially reduced. Broadcasters here feel that much of the future of Canada's radio program setup depends on whether the negotiations are successful, since the high rate of line charges is advanced as materially hampering radio development.

Line charge problem is part of the major consideration before the governors, who, meeting in camera, are going over the entire CBS financial problem. Canada's coast-to-coast network presents problems of a peculiar nature. Governors want to get the best Canadian performers they can, but are confronted with the fact that license revenues cannot provide for adequate payment to the talent. This leaves the burden of income on advertisers with such income to be used to go toward the line maintenance. Advertisers, however, balk because of the line fees, and there are few national advertisers in Canada willing to shoulder the expense of first-class programs.

Talent is keyed up waiting for definite action from the meeting.

New Thompson Offices

HOLLYWOOD, March 13.—Hollywood offices of J. Walter Thompson agency radio department will move March 15 from the building on NBC property which has been housing the agency and the network's musical department. New agency space has been taken in the Guarantee Building. Request to move was made by chain officials due to increase of NBC activities and need for greater space.

Ciggie War Sees Luckies Using Ed Hill in Big Daytime Splash

NEW YORK, March 13.—Cigaret war has developed another Big Bertha, with Lucky Strike signing Edwin C. Hill on a 52-week 15-minute CBS across-the-board contract. Stanza, from 12:15-12:30 p.m., will use International News Service (Hearst) and starts April 5 on all but mountain and Pacific outlets. These are to be added April 30.

Program will run concurrently with present *Hit Parade* and is the latest boom in the cutthroat cigaret war. Since Old Gold's cartoon contest commenced biggies in the biz have been scratching their collective heads to determine suitable means and media to hang on to their parishioners and garner in new ones.

Hill will probably stress spot news, with the "human side" included but not played up. Use of news as an addition or change from musical or dramatic presentations is gaining, with *Liberty* mag a recent UP client with its CBS broadcasts.

News services were battling for the ciggie account, but Hearst's INS had an edge because George Washington Hill,

A. S. Prall Continues

WASHINGTON, March 13.—Anning S. Prall succeeded himself as chairman of the Federal Communications Commission for a one-year period, President Roosevelt announced this week.

Jan. Biz Tops '36; Wax Off by 22.7%

WASHINGTON, March 13.—January's total for broadcasting advertising showed a jump of 29.1 per cent over January, 1936, altho there was the usual seasonal decline, with January, 1937, showing a drop of 6.7 per cent from December, 1936. Regional networks failed to reveal an up and dropped 3.3 per cent. National non-networks showed the greatest boost, gaining 42.2 per cent over January, 1936. Radio advertising lost less than other media during the January down trend. National magazines declined 26.1 per cent, farm papers 14.2 per cent, newspapers 25.3 per cent against radio's 6.7 per cent.

Advertising drop was noticeable in all parts of the country, according to the National Association of Broadcasters, but the Pacific and Mountain territory showed smaller decreases. New England-Middle Atlantic sections with regional station advertising made the greatest increases over January, 1936.

All forms of entertainment dropped below the December figure, but transcriptions took the biggest fall. E. t.'s declined 22.7 per cent while announcements dropped 17.2 per cent, records 11.4 per cent and live talent 5.6 per cent.

New Okla. Net's Initial Rate Card

TULSA, Okla., March 13.—Oklahoma Network, Inc., has issued its first rate card, effective this month. Day rate for 13 quarter-hour periods is \$77, while the evening charge is \$154.

Stations included are: WBBZ, Ponca City; KCRC, Enid; KGFG, Oklahoma City; KBIX, Muskogee; KASA, Elk City; KGFF, Shawnee; KADA, Ada, and KVSO, Ardmore. R. U. Porter, of Shawnee, is president, and Glenn Condon, of Tulsa, is managing director.

WSB's 15 Candles

ATLANTA, March 15.—WSB, *Atlanta Journal* station, celebrates its 15th birthday today. Informal "birthday party" will be held with something of the station's history described. Lambdin Kay, general manager since the station was founded, will officiate.

Bidding Slow For Fight Go

NEW YORK, March 13.—Bidding for the James J. Braddock-Joe Louis heavyweight fight next June in Chicago is reported setting a new low for money for a proposed championship fight. Highest figure quoted so far is the NBC offer of \$2,000, strictly a dwarf figure compared to prices paid for other fights, including non-title matches.

Altho the Braddock-Louis fight is enmeshed in legal snarls arising out of Braddock's contract with Madison Square Garden, New York, this is not the reason given as explaining the lack of radio interest. Broadcasters, turning fight experts pro tem, advance the theory that the fight will be a short-lived affair and heavy sugar isn't included.

NBC's \$2,000 bid topped the previous high bid of \$1,500 made by a Midwestern shoe firm which proposed to have a sidekick of Braddock do the blow-by-blow and Norman Brokenshire the color spels.

Dolph Assists Thornburgh In CBS Coast Operations

HOLLYWOOD, March 13.—John M. Dolph, Pacific Coast sales manager for CBS, with headquarters in San Francisco, today was appointed assistant to Donald W. Thornburgh, chain vice-president in charge of Coast operations. The move which brings Dolph to Hollywood also eliminates the post of Pacific Coast sales manager, replacing it with a Northern and Southern division headed by Henry Jackson and Harry Witt, respectively.

Appointment of Dolph is due to heavily increased production by the network here and does not affect Paul Rickenbacher, who has been functioning as Thornburgh's aid. He will continue in that capacity handling the agency, contact and supervision of new shows.

Same Show—Two Sponsors

CINCINNATI, March 13.—*Freshest Thing in Town*, e. t. script show, is sponsored by the Schwebel Bakery Company on WKBM, Youngstown. Same disc program is sponsored by Grocers' Wholesale, Inc., on KSO and WMT, Des Moines and Cedar Rapids, to sell coffee. Frederic W. Ziv agency placed programs.

Don Bernard Quits KHJ

LOS ANGELES, March 13.—Don Bernard, for the last six months production manager at KHJ, Don Lee key station, has turned in his resignation. Successor has not been appointed. Bernard was formerly with the Lord & Thomas agency and will probably return to agency production.

RADIO AND THE FLOOD

NEW YORK, March 13.—Figures below show the sums collected thru and by New York radio stations during the recent flood catastrophe. These figures, supplied by the New York chapter of the Red Cross, are part of the general contributions from the show business, a story concerning which appears in the feature section of this issue. Contribution, which led all others, not listed below, came from the Red Cross Radio City Music Hall benefit, totalling \$38,152.34, of which \$25,000 was paid by William Wrigley Jr. Company for the broadcast rights on the three major networks.

Columbia Broadcasting System	\$2,500.00
National Broadcasting Company	375.61
Orchestra Relief Fund, NBC	100.00
WBX	494.00
WHN	4,941.62
WNEW, Martin Block, Alan Courtney	5,652.16
WOXR	1,740.20
WMCA	14.50
WINS	3.00
Italian Radio Products (WBX)	205.67

PHILADELPHIA, March 13.—International News Service is going overboard on a promotional campaign to sell its news service to radio, preparing a series of brochures, each telling how a station using INS is handling the news shots. Selected specimens include KLZ, Denver; WFIL, Philadelphia; WLW, Cincinnati; WOAI, San Antonio; WFPM, Indianapolis; WCOL, Columbia; WBBM, Chicago; WSM, Nashville, Tenn.; WIND, Gary, Ind., and the Yankee network. Stories go out to every radio station in the country, all newspapers and ad agencies.

ACCOUNT PLANS

BLACKSTONE CIGARS (Waitt & Bond) are plugged by participations in the Yankee Network news service, three times weekly, starting March 15. Batten, Barton, Durstine & Osborn, Inc., New York, placed the account on WNAC, Boston; WTIC, Hartford; WEAN, Providence; WICC, Bridgeport-New Haven; WCSH, Portland, Me.; WLBZ, Bangor, Me.; WFEA, Manchester, N. H.; WSAR, Fall River; WNBH, New Bedford; WLIH, Lowell; WLNH, Laconia, N. H., and WRDO, Augusta, Me.

GRUEN WATCH Company using 91 time signals daily from March 15 on WNAC, Boston, thru McCann-Erickson, Inc., New York.

CENTRAL SHOE Company, St. Louis, thru Kelly & Stuhlman, Inc., St. Louis, placed 26 twice-weekly 15-minute transcriptions on WAAB, Boston.

KANE FURNITURE Company has 78 15-minute programs, *Kane's Furniture Man*, daily except Sundays, starting March 8 on WAAB, Boston. Salinger & Publicover, agency.

RECENT SERIES of programs by First National Stores (chain store grocers) has been of such value that the outfit has spotted time on WNAC, Boston; WTIC, Hartford; WEAN, Providence; WICC, Bridgeport-New Haven; WFEA, Manchester, N. H.; WSAR, Fall River; WNBH, New Bedford; WLIH, Lowell; WLNH, Laconia, N. H., and WRDO, Augusta, Me. Agency is Badger & Brown-Ing, Inc., Boston.

BREYER'S ICE Cream Company, thru McKee, Albright & Ivey, comes back on WCAU, Philadelphia, March 15 for its seasonal buy. Contract calls for daily news flashes at 7 p.m.; daily weather reports at 10:30 p.m., and 312 spot announcements.

OENIDA, LTD., silver-ware, started March 11 on WCAU, Philadelphia, for 13 weeks of *Peggy Tudor* platters. Placed by B. B. D. & O.

NEVINS DRUG COMPANY using *The Family Doctor* platter series, over WFIL, Philadelphia. Runs thrice weekly for 26 weeks. Placed by Philip Klein Agency, Philadelphia.

EASTERN Nu-Enamel Company has renewed its announcements over WHN for a 25-week period. Neff-Rogow, Inc., is the agency. *Junket's Voice of Jerusalem* is another to renew on WMCA for another 13-week period. Placed by Advertisers' Broadcasting Company.

Well, Frisco Still Likes Its Am Shows

SAN FRANCISCO, March 13.—The amateur program is by no means dead as far as San Francisco is concerned. Backed by the Homestead Baking Company and placed thru the Leon Livingston Agency, *The Homestead Amateur Hour* premiered on KGO Wednesday of this week.

Benny Walker, identified with San Francisco radio for a dozen years, is the new show's m. c. Talent is pretty much run-of-the-mill material and is drawn from the bay area and neighboring towns and counties. Show runs from 7 to 8 p.m. each Wednesday.

This gives San Francisco two full-hour, single-station amateur shows, other being "Budda's" Marin Dell amateur hour, sponsored by the Marin Dell Milk Company on KFRC each Saturday. It has been running for two years and most surveys during that period have shown it to have far and away the vast majority of ears between 8 and 9 each Saturday. Prizes for the winners are professional engagements at the Golden Gate Theater.

300 Station Campaign Delayed by Auto Strike

NEW YORK, March 13.—Dodge auto transcriptions, to be placed locally by dealers, is being held up till strike difficulties clear. Number of stations on which the discs will go, will be determined by meetings of dealers after the labor unrest is settled. Talk has been that about 300 stations would get the e. t.'s, which would be approaching the almost 400 stations with the Chevrolet show. Latter discs were put back on recently after the General Motors strike was settled.

Ruthrauff & Ryan is the Dodge agency.

Haunted Announcer

DETROIT, March 13.—Angus Pfaff, WJBK's hoodoo announcer, climaxed his streak of luck last week with an automobile accident in which his car turned over three times, despite which he suffered only minor bruises. Recently he suffered a fracture in a fall from a horse; had a lion start out of a cage after him and did a 60-foot high-wire act (no net) in his broadcasting routine.

Publishers Ponder Television Charge

NEW YORK, March 13.—Music Publishers' Protective Association will not attempt to work out a licensing system for the use of copyrighted songs on television broadcasts until the nature of these broadcasts is more definitely known, according to John G. Paine, MPPA chairman.

Type of fee system will depend upon whether broadcasts are made with living talent or film, former classification calling for performing rights and the latter for recording rights. Another question lies in possibility that music will serve for background as well as other uses. Current viewpoint is that tunes will be put to every conceivable use.

Bike Firm Sets Acts for NBC Show

NEW YORK, March 13.—News weekly series, sponsored by Cycle Trades of America over WJZ from 7:15 to 7:30, debuts April 1 with Ray Sinatra's Orchestra. Program will feature a guest artist each week, Frank Parker taking the spot on the first show.

Guest lineup for the six following weeks is Ruth Etting, April 8; Fibber McGee and Molly, April 15; Hildegard, April 22; Jean Ellington and The Revelers, April 29; Mary Small and the 10 Tune Twisters, May 6; Honey Boy and Sassafras with the Landt Trio, May 13.

James Stinton, of NBC Artists Service, set the talent. Agency is Southmayde. Believed the first time a company of this nature has used radio.

If Legits Play Boston WHDH Will Do Interviews

BOSTON, March 13.—WHDH, Boston, has signed an exclusive contract with Shubert theaters for backstage remote interviews, sponsored by Nan Cabot candy stores, Wednesday and Saturday afternoons.

Jack Knell, WHDH production manager, handles the show, tagged *Backstage Reporter*. Theaters affected, when productions are on the boards, are the Shubert and Plymouth.

Rumor WLW Coast Network Plan Behind Studio Deal With WMCA

NEW YORK, March 13.—New York radio circles maintain that behind the WLW-WMCA deal, whereby WMCA will provide studios for broadcasts emanating from this city, is a plan whereby the 500,000-watt Cincinnati broadcaster will eventually be the pivotal point in a new national network, apart from WLW's activities with the Mutual and NBC chains. Rather than merely acting as a studio source for WLW, it is claimed that WMCA will transmit these same programs, commercially sponsored, at the same time. One theory is that until this network is an actuality WLW will stay with MBS and NBC. If and when its own chain becomes an actuality, these affiliations might end. In this connection Transamerican and Broadcasting and Television, the Warner film firm subsidiary, is actively mentioned as having and continuing to solicit stations for its oft-mentioned and oft-denied network. Transamerican denied a Warner affiliation when organized.

Meanwhile definite assurances of continuing with MBS have been made both to MBS and *The Billboard*. William Hedges, of WLW, said the report that "WLW is withdrawing from Mutual is absolutely untrue and Mutual will continue picking up WLW programs and vice versa."

WLW is installing a Class A telephone line in its deal with WMCA. Proponents

Stations Start Own Weekly To Counteract Daily's Chill

Green Bay outlets' publication sells advertising at \$50 per page independent of time contracts—costs an average of \$342 per week—20,000 circulation

GREEN BAY, Wis., March 13.—WHBY and WTAQ, St. Norbert College stations, have started a weekly publication, *The Radio Beacon*, in an effort to combat omissions of listings in local dailies. Newspapers hereabouts are cold to radio and stations felt that their own listings over the air were not hitting the bull's-eye. *Beacon* is a 16-page, four-column job, columns 11¾ inches deep. Editorial matter consists of news of local and network programs and a good deal of art matter is used. Each day's schedule is on a separate page, with editorial copy in one column.

KSFO Night-Time Plan Drops Several Bands

SAN FRANCISCO, March 13.—Simultaneously with the CBS decision to inaugurate late evening production and have less dance music, KSFO, local CBS outlet, began making plans to produce several night shows. Program Director J. C. Morgan has added two musical groups to the staff, the Chili Peppers and Al White's Serenaders.

The two musical outfits will be heard in regular programs from the much-maligned KSFO studios atop the Russ Building. It was because of the inadequacy of these studio facilities that CBS decided to move the bulk of its San Francisco production to KNX in Los Angeles.

Show most greatly affected by the decision was *Western Home Hour*, which had its final San Francisco origination last week. Earl Towner's Orchestra was let out and Tom Breneman, the show's key man and emcee, went to Los Angeles, whence the daily hour now emanates for Columbia Pacific network release.

Dick Wells Is Injured

CHICAGO, March 13.—Dick Wells, free-lance announcer, is in the Michael Reese Hospital following injuries sustained when a careless auto driver forced his machine off the road, making him crash into a concrete post. Wells is suffering from concussion of the brain, a broken collar bone, a severed finger and other cuts and bruises and will be laid up for another two weeks. Wells, who has been handling the *Bowman Fireside Theater* and the *Northerners* programs for the J. Walter Thompson agency, among others, is being replaced temporarily by Tom Shirley, former *Myrt and Marge* announcer.

Circulation has 20,000 issues distributed free by messengers in Green Bay, Appleton, Kaukauna, De Pere, Shawano, New London, Clintonville, Sturgeon Bay, Oconto, Marinette, Wis., and Menominee, Mich. Radio weekly is now going after paid subscriptions, charging \$1.25 for 52 issues and offering premiums.

Advertising is accepted and sold independently of air time. *Beacon* buys an hour of WTAQ time each Sunday afternoon, called *Beacon Lights*, used to salute advertisers. Advertisers are mentioned in spot announcements throughout the stanza.

Ad rate is \$50 a page and station expects to have *Beacon* paying its own fare soon. Staff consists of Editor Alfred W. Michel plus an ad solicitor. Weekly cost of the publication is \$342, with the usual office, lights, etc., expenses paid by the station.

There is one local daily in this city, same condition in most of the cities here. Attitude of the dailies seems to be that to publicize the stations might cost them considerable advertising and accordingly they do not publish program listings. In some cases radio advertisers have specifically stated they want space in *The Beacon* in addition to their radio time.

KRE Joins Frisco Improvement Fight

BERKELEY, Calif., March 13.—KRE is to have a new transmitter and antenna as well as new studios. Ground has been broken for the construction of a Spanish-type studio building and a 180-foot vertical radiation tower.

In what seems almost a fanatic race by bay-area independent stations to improve, expand and build, Art Westlund, KRE's general manager, does not intend that his plant should lag behind. Westlund was recently elected chairman of the Northern California Broadcasters' Association.

Work is still going on at the KLS "radio village" being set up at the new plant of the small Oakland station, and it is expected that the new quarters will be ready by the end of the month.

The only independent station in the bay district at which there has been no change in policy, programs, equipment or quarters for several years is *The Oakland Tribune's* KXL.

NBC, WOR, Issue New Promotional Studies

NEW YORK, March 13.—Two major sales promotional studies were issued this week, one by NBC, the other by WOR. Latter's is a complete station market data production, giving figures as to radio homes, covered areas guaranteed, mail areas, per capita income, telephone ownership and so forth. Called *Of These We Sing*.

NBC's piece, *Money at the Crossroads*, is a study of radio's influence on the farm market and the place radio holds in the farm and rural territories. Prepared by Charles Morrow Wilson, book is expected to be of aid in supplying research on the farm listeners, a group scarcely touched by radio research.

Radio Mayor

HUTCHINSON, Kan., March 13.—W. B. Greenwald, owner of the Nation's Center Broadcasting Company, which controls KWBG here, is a candidate for mayor of Hutchinson. He is using billboards, newspapers as well as radio for publicizing his campaign.

of the WLW chain theory raise the question as to why this step should be taken if expansion steps were not planned and that the one definite account set to use would not support such a line. Further advanced in the WLW chain angle is the present deal whereby WLW feeds programs to a number of southern stations.

It was stated in New York this week that Transamerican had also broached a network and representation proposition to John Shepard II, of the Colonial network. Shepard's answer was, "We have not considered representation by Transamerican inasmuch as we have a long-term contract with Petry. . . . Have not been approached by Transamerican to join any proposed network and am not familiar with its plans. Colonial as a member of Mutual would not consider joining a competing network at this time." Shepard also stated that WHN, New York, fed Colonial several commercial programs and that if WHN fed this to other stations it did not effect this working agreement. It was also explained by the network exec that he did not consider a special tieup with two or three stations a "network in the full sense of the word."

WHN, thru Louis K. Sidney, said the station had no network plans. Loew's, Inc., owns the outlet.

Martin Gets CIO Itch; Seeks Director Group

NEW YORK, March 13.—Radio directors will have a chance soon to decide if they want to form an organization to compare notes and to iron out rehearsal hour conflicts and other problems. Charlie Martin, of the Blow agency, is sounding out agency and station men and will probably arrange a meeting within the next two weeks.

Idea is to set up an organization, to be called, it is hoped, the American Association of Radio Directors, to give producers an opportunity to discuss problems pertaining to broadcasting. Various methods, techniques, sound effect tricks and other phrases of directors' work would be discussed at the meeting and an attempt would be made to co-ordinate or stagger rehearsal periods. Nice publicity, too.

United Charity Names

PHILADELPHIA, March 13.—The United Campaign, launching a drive next month for the support of 141 humanitarian agencies, has drafted leading lights in local entertainment and advertising circles to serve as high-powered publicists. Group lists Ben Gimbel, WIP prez; Ted Schlanger, WB zone manager; H. A. Batten, prez of Ayer agency; Charles R. Bird, General Outdoor Advertising exec; Charles H. Eyles, prez of the Richard A. Foley agency; Al Paul Lefton, proxy of the local agency bearing his name, and Edmund H. Rogers, partner in the agency of Jerome B. Gray & Company.

Mary Marlin Change

DETROIT, March 13.—Joan Blaine, popular radio figure thru her role of Mary Marlin over the NBC Red network, will not have this program after March 26, it was learned in Detroit this week. She goes east, future plans are uncertain. Program will continue for Procter & Gamble, but another actress will be booked to fill the role.

Supplying "Gas" Stars

PHILADELPHIA, March 13.—Philadelphia Gas Company, airing a quarter-hour weekly series over WDAS to English, Polish, Jewish and Italian audiences, is going out of its way to drum up good will, offering everything but a desire to come down and do the dinner dishes. Period centers around the "recipe for the week," copy of recipe mailed for the asking. Company will also mail a whole volume of recipes. Not only that, but is also willing to bring you down to a cooking class and teach you the right way; will send a service man around to the house if you can't make the cooking class; offers to send an employee of the company down to help arrange things for your party.

Ed Fitzgerald at \$500 For Department Store

NEW YORK, March 13.—Contract signing Ed Fitzgerald, comic and emcee, to a daily broadcast series on WOR for the Bamberger department store, is supposed to be paying the actor \$500 weekly. Fitzgerald, who hails from the Don Lee stations on the West Coast, has been on WOR for a little more than a year, unsponsored. Quoted figure is said to be net.

Both Bambergers and WOR are subsidiaries of R. H. Macy & Company, department store.

Camden Radio Column

PHILADELPHIA, March 13.—Camden Courier is the newest daily sheet to break out in a radio chatter column rash. Stint by-lined by Isabel Bendinger, paper's radio ed, and will run weekly, on Tuesdays, for the starter. Sheet carried a daily column some years back by Martin Gosch, present radio publicist for Warner Bros. *Bulletin* remains the only paper in the Philadelphia area still turning a deaf ear to the pleadings of station press agents.

WPA Radio Project, a Year Old, Has Six Shows on Air, More Due

NEW YORK, March 15.—WPA radio division celebrates its first year this week with a shindig tonight. Government radio programs are supplied by two sources, the radio division of the Federal theater project and the educational radio project of the office of education of the Department of Interior. Former group is supported directly by WPA funds, while the radio workers of the Department of the Interior staff are

salaried by the WPA.

Theater project group is the larger and lists 225 people on its payroll while the educational radio project has 90. Of the 225 in the radio division, 130 are actors and the remainder are script writers, directors, publicity men and assistants. Scale for both divisions is \$23.86 for a 24-hour week.

Altho both are national projects, the theater division programs are mainly confined to New York. *Professional Parade* is on NBC blue. Department of the Interior productions are broadcast by both NBC and CBS.

Majority of programs are of an educational or cultural type, as the general objective is to develop instructive productions. Theater project currently has nine programs on the air, with a half dozen more being readied. Productions include:

- Art and Artists*.....WEVD
- Serenade at Eight*.....WMCA
- Radio Almanac*.....WHN
- First Frontiers*.....WHN
- Tragedy of Man*.....WQXR
- Portraits in Oil*.....WHN
- Pioneers of Science*.....WHN
- History in Action*.....WHN
- Professional Parade*.....NBC—blue

Department of Interior programs include:

- Let Freedom Ring*.....CBS
- World Is Yours*.....NBC—blue
- Education in the News*.....NBC—red
- Treasures Next Door*.....CBS
- Have You Heard?*.....NBC—blue

All productions are cuffo, both ways. Programs rate as sustainers and neither Federal theater project nor Department of Interior buys time. Unique offer is made to potential sponsors of theater project shows. Production and scripts are offered as giveaways to any sponsor who will pay talent.

Evan Roberts heads the theater radio division and Philip Cohen is in charge of education productions.

WTAM's New Studios, Offices, at \$300,000

CLEVELAND, March 13.—National Broadcasting Company, operating WTAM, will move into the first three floors of the Guarantee Title and Trust Building before the end of the year. Quarters formerly were employed for banking purposes. There is 30,000 square feet of floor space to be rented under a 10-year lease, terms not announced. Remodeling will cost about \$300,000. William A. Clark, NBC architect, has visited city several times conferring with architects representing the building interests. Seven new studios, offices, broadcasting rooms and lounges are being considered.

WTAM now occupies top floor of the Auditorium Garage Building. New quarters will more than quadruple its space.

Wax in Africa

NEW YORK, March 13.—World Broadcasting System e. t.'s will be used by four Union of South Africa stations, starting April 1. Stations are located in Grahamstown, Johannesburg, Capetown and Durban, and are operated by the South African Broadcasting Corporation.

BENNY GOODMAN
and his
FAMOUS ORCHESTRA
featuring
GENE KRUPA
TEDDY WILSON
LIONEL HAMPTON

Breaking All
ATTENDANCE RECORDS
3RD WEEK

PARAMOUNT THEATRE
New York

CAMEL PROGRAM
every Tuesday night at 9:30
E.S.T. WABC-CBS

★ appearing nightly
HOTEL PENNSYLVANIA
New York

management
MUSIC CORPORATION OF AMERICA

Promotion Shorts

IN ORDER that their dealers and service engineers might make the most of spot-announcement buys, RCA-Victor has electrically transcribed a record containing 13 different announcements expertly dramatized. Professionally prepared script takes 50 seconds, leaving 10 seconds for a local announcer to insert the dealer's name and address. Each spot dramatizes a common trouble encountered by dialers and offers as the best solution a call on the dealer. Platters are sold thru RCA Radiotron wholesale distributors.

WDAS, Philadelphia, Jewish language programs planning to garner heaps of good will among that element of the population. Mass "Bar Mitzvah" ceremonies will be conducted from the studio for orphan-home boys attaining the age of 13. Customary for boys of that age to take the oath of manhood and WDAS will act as foster-parent in carrying out the mores for the parentless lads.

A definite tieup with classroom work is a new feature of an illustrated radio lecture series aired to Philadelphia public schools by WIP under the auspices of the Pennsylvania Arts and Sciences Society. Students assemble in their school auditoriums equipped with a set of lantern slides identical with a set used by the lecturer in the WIP studio. Radio receiver carries the talk and the slides are synchronized with the lecturer's voice, a chime used to denote change of slide. Lessons are weekly affairs and schools are informed ahead of time so they know exactly what classes and group of their students will wish to tune in. Talks are educational and copies are available to teachers for reference or for supplementary teaching material. Approximately 14 schools are now using this service and society hopes to extend it to all schools in the Philadelphia area.

Mount Holyoke College presents a dramatic sketch weekly over WSPR, Springfield, Mass. Development of teaching and knowledge during the past century is the theme of the program which is built around the coming Mount Holyoke centenary.

Guy Lombardo's sponsor, General Baking Company, has simplified the method for listeners to nominate their pet melodies each week. More than 150,000 local dealers will distribute voting cards, with space provided for the desired title to be filled in.

Central Stores, midtown department store in Philadelphia, makes the most of its radio time over WDAS. Friday and Saturday noon-day shots are remotes from the store, airing a dance band. Commercial copy supplied impromptu by customers, buyees interviewed to tell listeners what they think about the merchandise they just bought, especially the bargain counter items.

WHO, Des Moines, receives program listing on 282,000 handbills distributed weekly by 554 Jack Spratt food stores. Local daily has refused to handle WHO news and schedules, and this giveaway plan plus the co-operation of other Iowa newspapers is being used to combat the omission.

GRACE & SCOTTY
WEAF Red RADIO CITY WJZ Blue
Coast to Coast
Dir. SAM L. ROSS,
N. B. C. Artists' Service.

TITO GUIZAR
Appearing Nightly
MAISONNETTE RUSSE,
New York.

ROY GOBEY
★★★★
Dramatic Baritone
Now Appearing
CLUB VARIETY,
47th St. and Broadway, N. Y.

Air Briefs

New York

JOHAN BATES, of WOR, reported a groom by mistake, is still a bachelor. . . . Martin Rackin, former George D. Lottman publicity getter, now Al Simon's assistant at WHN . . . and that station celebrates its 15th birthday on the 18th. . . . Charlie Stark now does WMCA's *Early Riser's Club*. . . . *We, the People* renewed. . . . "Lucille" replaces Marion Joyce at WNEW, with Marion doing hotel and club engagements.

Edgeworth has yanked its *Moments You Never Forget* off some of the Western stations—sales none too hot. . . . Lambert Pharmaceutical Company may use four spot announcements daily, seven days, evening spots preferred, if it can get the right stations. . . . United Press now supplying news for Columbia Broadcasting Company's Atlanta programs. . . . If agencies manage to wipe off spot announcements placed between sponsored shows it may mean a hefty reduction to the station reps. But the boys figure that uses of such spots will have to swing over to regular spots, e. t.'s or live shows.

Ken Roberts, of CBS, goes legit actor again as juvenile lead in *Hitch Your Wagon*, opening in Washington March 29 for a tryout before New York. . . . Ben Gross, of *The News*, with his arm in a sling, back at the desk. . . . Buddy Cantor, WMCA film gossip, also with an arm in a sling, result of an accident to his shoulder. . . . Louis K. Sidney, of WHN, authoring a book, *Smart Bridge*, with Fred E. Ahlert. . . . Talk that Jack R. Howard, scion of the Howard of Scripps-Howard, will head newspaper group's radio department before long. . . . Newest radio tome in the bookstalls is *Listen In*, authored by NBC's Chicago production director, Maurice Lowell. Book should be helpful to radio's hopefuls and give them an inside track on radio's slang as well as technique. Grace and Scotty, NBC sustainers, switch from a morning to a late afternoon spot. . . . WMCA rides—Bob Carter, chief announcer, has a new auto. . . . James Melton's Warner Bros. contract has been canceled, but amicably. . . . Cecil Hackett, brother of Monte and Harold, seriously ill. . . . Phil Spitalny's Ork swings to an evening spot on NBC Red, beginning April 26.

Chicago

NILES TRAMMELL, vice-president of NBC here, played host to the boys of the press this week at a dinner at the Tavern Club, after which a general discussion on radio and its problems was held. . . . Boys voted it an evening well spent. . . . Joan Blaine, who plays *Mary Marlin* for the last time March 26, is said to have signed a contract to star in a new network show originating in New York, beginning May 1. . . . Lloyd Hockin, formerly an assistant engineer of the late ABC chain, is now connected with the American Airlines in Buffalo. . . . Phil Friedlander, known as "The Voice of the Air," has signed a three-year contract with the William Morris Agency for all bookings except on Station WCFL here. . . . Dick Wells, who is in the Michael Reese Hospital following an auto mishap, would like to hear from his friends. . . . Don Hancock, WBBM announcer, is wrestling with the flu. . . . A reliable report has it that the *Grand Hotel* show will soon leave the air. . . . William T. Crago, formerly with WXYZ, Detroit, and several Cleveland stations, has been added to the NBC Chicago announcing staff. . . . Glenn Snyder, manager of WLS, is mourning the loss of his mother, Mrs. Agnes Snyder, who died March 1 at St. Joseph, Mo. . . . Norman Goldman, formerly with WLS and now with *Broadcasting* magazine in New York, visited old haunts here last week. . . . Tony Koelker, of the NBC press department, and Anne Courtney, formerly with NBC, will middle-aisle it shortly before Easter. . . . The Fibber McGee broadcasts will be heard one hour later, starting April

12. . . . Lulu Belle and Scotty, of WLS and National Barn Dance fame, have edited a book of mountain songs which will go on the news stands about April 1. . . . Howard Neumiller, WBBM staff pianist, has left for California and a nine-day vacation. . . . John Harrington, WBBM announcer, is nursing a dislocated shoulder.

EDDIE DEAN, of the *Modern Cinderella* cast, is yearning for the old home-stead in Posey, Tex., and plans to drive there in a few weeks providing he can arrange his busy schedule. . . . Lowell Blanchard, KYW announcer before the station was moved east, is now program director of WNOX, Knoxville. . . . A. J. Forbach has succeeded Leroy Moffett, who has been transferred to New York in the NBC engineering department. . . . Another change in the NBC engineering division is the addition of Frank E. Golder, who replaces Wilmer E. Ragsdale, resigned. . . . George Germanich, father of WLS soprano Sophia Germanich, passed away here March 2. . . . Al Williamson, Chicago NBC press chief, is spending a week in New York discussing press problems with Wayne Randall and Vance Babb. . . . David Gothard, of the *Helen Trent* show, is back in the cast after a session in the hospital. . . . H. Leslie Atlans, vice-president of CBS and manager of the Chicago offices, and Ralph Atlans, president of Stations WJJD and WIND, are making a transcontinental and trans-pacific air dash to Honolulu, where their mother is seriously ill.

From All Around

BEVO MIDDLETON has taken over the sales reins of WFAS, White Plains, N. Y. . . . WSPR, Springfield, Mass., had to move its Saturday children's program from the studio to a theater, such was the demand to see the show. . . . Gene and Glenn celebrated their first year of broadcasting over the Corn Belt Wireless from WHO, Des Moines, last week. . . . Donald Thompson, WHO production manager, is a new member of the Iowa Authors' Club. . . . Dale Morgan Day was celebrated at Des Moines' Globe department store last week. The KSO's announcer's picture was displayed prominently thruout the store. His daily inquiring microphone headquarters are at the store.

Carolina chatter. . . . Eddie Robbins received warm compliments from James A. Farley, Democrat number two, on his WBIG, Greensboro, N. C., broadcasts. . . . Kingham Scott once again at WPTF's Raleigh, N. C., organ. . . . Les Brown and his Blue Devil Ork, Durham, N. C., favorites, return to a CBS and WDNC,

Durham, N. C., series. . . . Joe Dunleavy has returned to WKRC, Cincinnati. Dan was formerly a partner of "Singin' Sam" (Henry Frankel) in vaude.

Ken Houseman, ex-WXYZ, Detroit, announcer, is handling continuity and special advertising for WJIM, Lansing, starting this week. . . . Bob Stanton, formerly of WMCA and WNEW, New York, and KSD, St. Louis, joined WWJ, Detroit, announcing staff this week. . . . Arnold Tiemann, Ernest in *Frank and Ernest* on WWJ, has been forced to retire because of illness, but Frank (Franklin Greenwood) carries on with assistance from Morgan Gareau.

West Coast Item—Thor Benedikz, native Icelander, is new KFVB news editor. . . . Lum and Abner, currently in Hollywood, have signed for picture work with George Frank Agency. . . . Don Hastings has been appointed top exec at Don Lee's KDB, Santa Barbara, succeeding Frank McBride. . . . Loyal Underwood, KNX announcer-producer, has resigned to

Admen's Shorts

By DAVID A. MUNRO

CERTAIN admen hope to get an FCC clean bill of health for a bank night of the air which will require sending in tickets from decks of ciggies and \$1,000 or so weekly to the winner. The reported method of beating the lottery stipulations is for no money to be sent thru the mails and for announcements of winners to be made over the air, rather than thru the post.

Overheard: Lee Bristol, head of Bristol-Myers, denying again that he intended to start his own agency. . . . Someone saying that George W. Thornley, who battled unsuccessfully for control of N. W. Ayer & Son, would start the George W. Thornley agency some day soon and go after the Ford account.

Roy W. Peet, who is one of the family and who took Ken Dyke's spot at Colgate-Palmolive Peet, is thought to be behind the latest move, in which the account may move from Benton & Bowles to N. W. Ayer.

For two weeks now Ruthrauff & Ryan have been keeping still on their new radioman. Supposition is that it's Bill Bacher and that R & R have anteed something over 50 Gs to get him. Myron Kirk, R & R radio chief, is in Hollywood. Also reported it's Tiny Ruffner.

A new New York advertising agency might be getting off to a good start on an European ski run. George Bijur went to Austria, on leave of absence from Fletcher & Ellis, to ski and to think things over. Meanwhile Adman Ken Dyke is coming around from the other direction. He went away from it all on an Oriental cruise. Any day now he is supposed to get around to the ski run mentioned, where plans may be perfected for a Bijur-Dyke agency. Already Bijur, due back in March, has postponed his return.

When the agencies get down to man-to-man competition it seems like Arthur Kudner, Inc., comes out on top, which ought to prove something. Test conducted during a Manhattan agency basketball contest quietly going on for weeks.

Chief threat to the Kudners has been the McCann-Erickson outfit, headed by Gus Fiedler, secretary of the league. Other members of the latter crew are: George Barrett, Francis Brady, Joe Foley, Horace Nicholsburgh, Joe Policastro, D. Jones, Bradley Seabrook, Elmer Streussing, Vic Simonson, Bill Teubner and Bill Zifchak. On the Kudner outfit, accused by the McCann-Ericksons of being so collegiate they're practically ring-ers, are: Kenneth Griffiths, Klieh Topping, Jim Nutt, Bob Byrnes, Frank Nolan, John Schneider, Ralph Lewis, Harry Turner, Barney Satz, Dick Lockwood, Paul Weller and Frank Hudgins, coach.

All went well in the-13 net squabbles staged so far except that McCann-Erickson said it lost to both William Esty and J. Stirling Getchell by somebody tossing a basket after the whistle blew. Ericksons plead that their players came from high school, not college, anyway. Kudners suspect Ericksons have kept the whole thing quiet because they weren't winning.

More Radio Gas

NEW YORK, March 13.—Sobol Bros.' service stations commence a 52-week series of news and recorded music on WHN March 15. Nine 15-minute and six 5-minute periods will be aired weekly. Socony owns Sobol Bros.

free-lance. . . . Mel Williamson, former announcer at KHJ, has signed on at KMPC as writer-producer. . . . Ernie Underwood steps from the chief technical spot at KHJ to a similar post at KFRC, San Francisco. . . . Dolores Ehlers has been upped to production manager at KMTR, succeeding Hal Sims, resigned.

Dixie Doings—Eight southern stations were added to Procter & Gamble's *Vic and Sade* stanza. . . . Harry S. McLeod, resigned as head ad man of WBNO to go back to pictures. . . . KTRH, CBS' Houston link, has leased the Palace Theater as a radio studio, seats 1,200. . . . George Godwin heads a new Jackson, Miss., advertising firm, the Mississippi Advertising Company.

Program Reviews

EST Unless Otherwise Indicated

REPORTS from various sections of the country show that the picture business' headache, Bank Night, is steadily getting a foothold in radio. In New York two major theater circuits have just dropped the come-on, coincidental with radio's adoption of the idea, from the sponsor, not station or network, end. Following review is of a Boston firm's version of the idea, believed to be the first, or one of the first, advertisers to use the gag on radio.

Ce-Lect's "Bredo" Game

Reviewed Wednesday, 6:30-7 p.m. Style—Game contest, vocal and instrumental talent. Sponsor—Ce-Lect Baking Company. Station—WNAC (Boston).

Smart creation and production of this radio game of beano, beano itself of late being knocked cold by metropolitan Boston cities and towns, is a new angle for the faddists to jump at trying their luck at this new game tagged Bredo. It requires a trip to a grocer for a special Bredo card. Tuning in the station on any Wednesday, the mikeman explains the game and for the winners guessing the correct song titles to be written aside each letter of Bredo the sponsors give a total of \$100 weekly. Another contest phase is at the bottom of the card, contestants are requested to write in 10 words "Why I Like Ce-Lect Bread."

Unannounced ditties with hints, not only by announcer but in lyrics themselves, are contraltoed in good stead by Alice O'Leary, one of the town's top-notch fem vocalers. Francis J. Cronin, studio organist, accompanies and does a solo on each stint. Frank Dunne is a pleasant baritone and Alex Levine specializes on the muted fiddle. Zara's Marimba Novelty Instrumental group (complete billing) dishes out some Latin tunes that are catchy for effect. Guest artists are spotted frequently.

Program looks like a mail puller. Capably handled on the production and promotional end, this show ought to make the sponsors and agency (Harry M. Frost Company, Inc.) happy on the results. This type of radio Bank Night hasn't been as yet attacked by the politicians or Simon-pures. In the meantime the sponsors should reap a harvest. Production naturally is wholly intermittent with Bredo and bread pluggings. But since it's a game this usually boresome trend can be discounted. Program is decent radio fare and should last, providing the bluenoses keep their beagles out of apparent legit radio presentation. S. J. P.

Billy Glason Revue

Reviewed Sunday, 6-6:30 p.m. Style—Variety show. Sustaining on WMCA, New York (Intercity network).

Billy Glason's program would benefit greatly if fresher material was included. Stronger and newer lines geared for radio would enable Glason to put himself over with greater sock. Beside Glason working in several skits, show includes Carl Feinton Ork and vocalists.

Production sticks too closely to the vaudeville-type delivery—that is delivery of too many well-used vaude gags. Because of this the half hour seemed to drag at times. But with good material Glason can and does deliver. An example of this was furnished in the contrast of two skits. A cafe scene, in particular, was burdened with old jokes. In sharp contrast was a punchier, faster husband and wife gag, which went over quite neatly. More of the latter would help.

Hard work is evidenced and the injection of better gags would put the show over to better advantage. B. H.

"Palmolive Beauty Box"

Reviewed Wednesday, 9:30-10 p.m. Style—Operetta. Sponsor—Colgate-Palmolive-Peet, Inc. Station—WABC (CBS network).

New policy of the Beauty Box series calls for occasional original operettas as well as tried-and-true older favorites. Frank Lehar's *Land of Smiles*, with Jessica Dragonette and William Haine, with Al Goodman's Orchestra, is one of the older productions that can well stand rehearsing, but the presentation

would have been enriched had greater opportunity been furnished for musical rather than dramatic material. Often-used *East Is East, West Is West* theme is an extremely slight thread to weave the enchanting music together. A large proportion of listeners would probably have preferred to have heard more music and to have had the sketch minimized.

Miss Dragonette's voice and Mr. Haine's polished and sure baritone probably left more than one listener wishing that encores had been in order. *Yours Is My Heart Alone*, *List's Love Song* and *Love Has Come to Me at Last* were included.

Opening and closing sales appeals were handled neatly, but the dramatized plug in the center was questionable showmanship. Dramatization was already on the long side, and the addition of a talkish sketch merely poured more talk on what should be essentially a musical program.

Benton & Bowles agency. B. H.

The Musical Weatherman

Reviewed Saturday, 4:30-4:35 p.m. Style—Weather reports. Sustaining on WHDH (Boston).

Musical weather prognostications done cleverly and for a novelty effect, prepared by Thomas Eaton, of Transradio News, Boston, with the United States Weather Bureau. With organ background Knell follows the formula of dishing out weather reports on Boston and vicinity and general forecasts. Prior to each territorial report, organ fanfares and then plays several bars of appropriate tunes, like *Boston Tea Party* for Boston, *Anchors Aweigh* for the Atlantic Coast, *Stein Song* for Maine, etc.

Should be okeh for sponsorship. Does away with the straight dull-weather stuff heard so often and stereotyped on the air. S. J. P.

"Train Time"

Reviewed Thursday, 1-1:15 p.m. CST. Style—Vox Pop show. Sponsor—Nelson Bros.' Storage and Furniture Co. Station—WBEM (Chicago).

A new version of the many man-on-

the-street programs, this one is done from the waiting room and concourse of the Chicago & Northwestern Railroad station in Chicago. Foolish questions and gag answers, an abused habit with most of the curbstone programs, are missing and the interviews are conducted in a dignified manner by John Harrington. Program is on six times weekly and packs a lot of human interest. Style of this broadcast is said to have originated at WJZ, Tuscola, Ill., and later picked up by KMBC, Kansas City, and KFAB, Omaha. WBEM is the first to use the railroad station locale in Chicago. F. L. M.

Milton Douglas and Priscilla

Reviewed Thursday evening, 8-9 p.m. Style—Comedy team. Sponsor—Standard Brands, Inc. Station—WEAF (NBC network).

If it wasn't known that this is the second week on this program for this pair and not the first it might be said they had muffed their chance on big time by corny, practically mirthless material. Out of approximately two dozen intended laugh getters only two were accorded audible reward. All the tricks of timing, phrasing and general delivery used, and used effectively, but even these spark plugs could not be expected to ignite watery material. Voices and style sounded okeh, altho dumb-dame ramblings of Priscilla could be slowed down a bit for more telling effect. Douglas and Priscilla can, tho, with proper and adequate fortifications, in-trench themselves pretty solidly on the air. G. C.

"House That Jacks Built"

Reviewed Friday, 7:45-8 p.m. Style—Songs and organ. Sponsor—Duff Norton Manufacturing Company. Station—WEAF (NBC network).

Here's an attempt, worthy of serious thought, to sell a highly specialized industrial product, lifting jacks, to a minority group of listeners. Such a product would ordinarily be advertised in trade journals and by direct mail. By employing radio, sponsor may have in mind developing a general audience knowledge of his jacks, but more probably seeks to reach his specialized market thru a general medium. There's also a give-away, a bottle-opening jack, to those in the engineering business who request it on their letterheads. Which means a mailing list.

Station managers would do well to

watch this program, for it may reveal possibilities for new sponsors, manufacturers of specialized commodities.

Actual entertainment is no world beater. Program is from the home of Thomas A. McGinley, president of the company, and consists of Lois Miller at the organ and Bernice Claire, guest star, singing several numbers.

Commercial chats were rather long, but the unusual product advertised probably held the fan's ear. B. H.

"Everything Stops for Tea"

Reviewed Wednesday, 2-3 p.m. Style—Music and comedy. Sustaining on KSO, Des Moines, Ia. (NBC Blue).

This matinee hour is being readied as a participating program, practically all of the studio artists taking part for a nice variation in music and comedy. With Fred Howard acting as master of ceremonies, the program is kept going at a good tempo and the musical numbers are good to excellent, such artists as the Happy Chappies (Fred Howard and Nat Vincent), Lansing Benet, Ileen Grennell, Ruth McAllister and Wilbur Chandler. Solos and duets of original songs by the Happy Chappies and pop numbers are interspersed with comedy teams using material far out of line with the musical production. Especially in effecting dialect is the comedy deficiency noticeable.

Probably the most outstanding work on the program were the two piano numbers by Orville Foster and Eddy Truman, billed as "20 nimble fingers," who have some excellent arrangements for two-piano work. Also Foster, who is featured as the *Day Dreamer* on another program, uses a serious poem set to organ music for an effective contrast to an otherwise light and entertaining program. Mae Floyd Sinex, as a monologist, using a comedy bit, *Camera Shot*, was splendid and should go far in this field.

Wayne Ackley is announcer. R. M.

"Blubber Bergman Revue"

Reviewed Tuesday, 8-8:15 p.m. Style—Variety show (transcription). Sponsor—Bigelow-Sanford Weavers and Schottenfeld's carpet store. Station—WNEW (New York).

This e. t. production, on its initial local program, had a personal appearance of Teddy Bergman interspersed with discs. Comparison of the live vs. the mechanical talents of the same entertainer left the records trailing. Future productions will, however, consist solely of records.

Bergman (in person and recorded) did several bits, including Joe Palooka and a Rubintoff takeoff, which talking part he played for some time. Nothing approaching the top rung in entertainment was included, but the program reached a so-so standard. A rather longish skit about a youngster trying to land a job in a garage, heavy with dumb cracks, was not much of a rib tickler. Hi Alexander writes the scripts and cast includes Arlen Francis, Ray Collins, Paul Stewart and Katherine Renwick. Stewart good.

Plugs started off neatly but got too heavy before the quarter hour ended. B. H.

SHOW BUSINESS

(Continued from page 3)

and employees, \$132; American Society of Composers, Authors and Publishers, \$60; Shep Fields and orchestra, \$50; *White Horse Inn* Company, \$119.45; *Frederika* Company, \$100; Metropolitan Opera Association orchestra, \$200; Ruth Weston and *Country Wife* Company, \$100; RKO 86th Street Theater employees, \$50.82; Beatrice Lillie and others, \$643.25; the Players, \$100; RKO Radio Pictures employees, \$50; *The Women* Company, \$66.30; Orchestra Relief Fund, NBC, \$100; Warner Pictures, Inc., \$500; Columbia Broadcasting System, \$2,500; Major Edward Bowes, \$500; Broadhurst Theater cast and staff, \$64; Katharine Cornell Foundation, Inc., \$1,000.

Figures do not include contributions made by individuals. Sum raised by show business is part of \$2,038,346.22 total collected by New York chapter of Red Cross.

General James G. Harbord, chapter chairman, thanks all artists who spread the appeal and contributed.

Current Program Comment

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

AN UNEXPECTED example of bad showmanship exhibited itself on a recent Ed Wynn show, a production which should know better. Addition of name stars certainly boosts the show's circulation and that boost includes folks who aren't dyed-in-the-wool Wynn addicts. Comic's meddling with the guests won't cause the new dialers to worship at his shrine. Such antics as Wynn displayed when Frederick Jagel was a guest recently lacked comedy in any form. Wynn's gagging when Jagel was singing and at it seriously probably caused more than one dialer to sympathize for Jagel and admire him for his good nature in the face of poor taste and anaemic showmanship.

WBIG, Greensboro, N. C., is now holding dealer "receptions." Studio entertains retailers by inviting them to attend "previews" of recorded programs and "opening nights" of other productions sponsored by firms whose products the dealers handle.

OKEHEH by Commissioner James G. Reardon, of the Massachusetts Department of Education; Gerard H. Slatery, general manager of WCOP, Boston, has allotted a six-month broadcast period to Leonard Feldman, junior at the Roxbury (Mass.) Memorial High School and editor of *The Great Boston High-School News Service* program. Objective of this weekly Saturday quarter-hour show is designed to stimulate interest in journalism, news gathering and accurate reporting; to cement a more friendly relationship between the pupils and their schools. Supervised, arranged and directed by the students them-

selves under the 16-year-old Feldman. Editor of each school publication becomes a member of the editorial board of the news service. Each week one school acts as host and supplies all program features, including musical and vocal talent or readers.

On his sustaining shows over Mutual from the Biltmore Hotel, New York, HORACE HEIDT is contributing one of the best stanzas on the air, including both commercial and station shows. Heidt, long a leader in bolstering sustaining orchestra periods, is now including a sort of *Let's Visit* idea as part of his shows, interviewing guests at the hotel spot between orchestra numbers. Heidt, who's learning now how tough it is to do this interview type of program, does a pretty good job at keeping the conversation going and in a fairly light vein, productive of some amusing laughs. As usual his band and vocalists do top-notch work. Heidt deserves plenty of credit for his work.

Guesting with the VINCENT LOPEZ Nash auto show a Saturday back, BELLE BAKER, top-notch songstress, showed that she knows how to use the mike and loudspeaker as effectively as she does in selling her songs in theaters. Broadcast gave conclusive evidence that the singer does and should rate a steady radio spot.

Montana Slim, CBS morning sustainer, does his Western singing in robust, lively fashion. Billed as a yodeling cowboy, he is better than the usual cow-punching warbler and doesn't lay on the sentimental gab as heavily as some of his contemporaries.

AFM HITS AGENCY BINDERS

American Acts Click Abroad

LONDON, March 8.—Savoy Hotel stages its usual good show of straight acts. All this week's entries are familiar to vaude and fit in nicely in a night spot. Hibbert Bird and La Rue, American dance travesty trio, are built for laughs and get plenty. Act is well dressed and expertly routined. Rebla's purposely erratic juggling is good fare and it goes well here. Bob Robinson and Virginia Martin are an American dance couple whose versatile and polished offering is voted excellent, while the Two Heltanos, German acrobats, are amazing for their speed and endurance.

Lucienne Boyer has new songs at the Cafe de Paris, where the popular French diseuse is a great favorite.

A novelty for London floor shows is the table tennis exposition by Ruth Aarons, American girl champ, and her partner, Michael French. They conclude the act with Miss Aarons accepting challenges from diners. Stakes are bottles of champagne and, altho there have been countless challengers, no wine has changed hands. Marie Hollis, sensational American acro-dancer, hits solidly at this spot.

Music Hall Boys, with their richly humorous vocal travesty, are a comedy sensation at the San Marco.

Cochran's *Round and Round* is in its final triumphant weeks at the Trocadero Grill Room. New show, titled *Eve in the Park* and featuring Patsy Wynn and Bobby, versatile and corking American juvenile act, comes in on April 9.

B. R.

Mills Records Set; A Hot Housewarming

NEW YORK, March 13.—Housewarming party tendered by Irving Mills at his offices Saturday proved a bang-up affair of entertainment and conviviality. Jam sessions that couldn't be bought elsewhere for love or money, made up of Ellington, Calloway, Chic Webb, Eddie DeLange and the Three Peppers, and the best in drinks and food as supplied by Dave, of *Dave's Blue Room*, were highlights of the affair.

Among those present were Duke Ellington, Cab Calloway, Jack Mills, Jerry Cooper, Pinky Tomlin, Jacob Rosenberg (prez of Local 802), Mike Riley, Carol Weyman, Chic Webb, Tommy Dorsey, Zinn Arthur, Hal Kemp, Leon Belasco, George Hall, Will Hudson, Eddie DeLange, Teddy Wilson, Lou Diamond, Dolly Dawn, Jack Diamond, Howard Sinnot, Connie Miles, Gerald Griffin, Nick Kenny, Richard Altschul (prez of American Records), Helen Charleston, Sam Buzzell, John Paine, Alan Roberts, Frank Curley, Ed Smalle, George Immerman, Jack Bregman, Rocco Vocco and Larry Spiers.

Books Band for Paris; Witteried Seeks Talent

NEW YORK, March 13.—James E. Witteried, American producer operating in France, sailed Wednesday, taking with him Sye Devereaux, six-man colored band, which he signed a year ago. Band opens March 20 at the Chez Florence, Paris, for three months and options.

This is the fourth American band Witteried has brought to the Continent. Is returning here this summer to pick up a girl troupe for the Paris World's Fair, opening in June, and will also look over outdoor talent.

Join Morris Office

CHICAGO, March 13.—Marion Russell, formerly a member of the Garvey Sisters in vaudeville and two years ago chorus manager for the local operetta season, has joined the staff of the William Morris Agency here. She will handle private entertainment and night club bookings. Mrs. Russell's husband, David E. Russell, was for 13 years general manager of the St. Louis Municipal Opera.

Go to College for Big-Time Publicity

DES MOINES, Ia., March 13.—Sex has confounded the local co-ed college campus here, what with a series of spicy *College Humor* photos of Heloise Martin, one of the students, prominently placed in the male dormitories. Miss Martin, formerly a dancer at New York's Hollywood Restaurant, but now training her mind under the guidance of the school's dean of women, Carrie Cubbage, admits she posed for the photos with the understanding that the one causing most discussion would show her from the shoulders up. Difficulty seems to be in ascertaining just where Miss Martin's shoulders begin.

Photos, portraying "a day in the life of a co-ed," show the gal in a shower, kissing a football player and at other interesting moments.

Detroit Wages Still Going Up

DETROIT, March 13.—Five Sophistocrats, all-girl line, were signed for 20 weeks by the Betty Bryden office this week, thru Al Norton, Rochester agent, for Eastern night spots. Office also added Corktown Tavern, here; Club Tally-Ho, Lansing, and a new spot at South Bend, Ind.

Trend to better wages locally was the report of this office with salaries averaging \$75 per week in contrast to a top pay of \$40, plus room and board, for out-of-town dates, few years back.

More favorable conditions for chorines, who do not come under the higher American Federation of Actors' scale, were also indicated. Average pay for the girls is \$22.50 per week, while the office furnishes complete wardrobes plus transportation. Girls get half pay when the show is laid off for a week.

New Cincy Club Opens

CINCINNATI, March 13.—Jimmy Brink's Town Club, in the heart of the business district, had its opening last night. Opening floor show is being emceed by Sammy Walsh and includes Gordon and Reed and Southland Rhythm Girls. Spot operates without admission or cover charge. This is Brink's second venture in this area. He also operates the Lookout House, Covington, Ky., just across the Ohio River from here. Jerry Sesline is Town Club manager.

Philly Hotel Resumes Show

PHILADELPHIA, March 13.—Zeisse's Hotel is taking another fling in the nitery field. Room opened last night with an all-femme floor offering. Morris Aaronbaum is hosting.

Acts Must Show AFA Cards To Musicians in Pittsburgh

PITTSBURGH, March 13.—Refusal to grant Ralph Whitehead, secretary of the American Federation of Actors, an audience before a meeting of the Entertainers' Association of Western Pennsylvania marked the beginning of a local tiff between the AFA and the EAWP. During a meeting of the EAWP Sunday President Billie Connelly revealed that the musicians' union here is instructing its men in local night spots to learn whether the act belongs to the AFA before furnishing it with any music.

Ork men at the Italian Gardens, among other union spots, have orders to ask floor talent for AFA cards. Acts not belonging to the AFA are given another opportunity to join.

Local association, composed mostly of non-traveling acts, claims it is not opposed to the AFA but feels it can secure

Rules Bands May Break Agency Contract After 6-Week Layoff

Hopes to smash "inequitable contracts"—follows AFA's recent attack on "one-sided contracts"—AFM also rules against contract assignments without contractor okeh

NEW YORK, March 13.—Aroused by the bamboozling a lot of agencies have been giving musicians, the American Federation of Musicians has moved to keep chiseling agents in line. Personal management contracts that promise everything and yet guarantee little, legally, are under attack, as is the practice of some agencies which assign band contracts to other agencies without the band's consent. The AFM's action, passed at the executive board's meeting last week in Miami, follows similar action by the American Federation of Actors, which has also un-

covered a raft of "inequitable contracts" recently and which has warned its members against signing such binders.

Both unions are alarmed over the increasing pressure by agencies that an act or a band sign a personal management contract before giving it good dates. It's not the personal management idea that the unions are attacking but rather the fact that most contracts don't guarantee an income and leave the band or the act entirely at the mercy of the agency. The act or the band cannot seek outside work, or, if it does, it has to pay a commission to the management agency anyway. It's strictly a one-sided affair, according to the unions.

To alleviate this condition the AFM has ruled: "That in any case where the agency fails to secure any engagements for a period of six weeks during the term of the contract, the member shall have the right to terminate the contract. However, a member cannot, after such six weeks, continue under the same contract and thereafter attempt to terminate same."

The AFM board also decided that "contracts cannot be assigned without consent of the contractor," and also that agencies be notified that "any clause in their management contract in contravention to the laws of the Federation is not held binding by the Federation upon its members."

Unofficially, the AFM is opposed to members signing long-term management contracts, pointing out that a new name band, tied to a long-term contract which it signed while it was still working for scale, might find its career seriously impeded.

Boston Coppers Enforce Curfew

BOSTON, March 13.—Obscure section of the law giving the Hub Licensing Board authority to prosecute and fine night club violators for ignoring closing hours, gives the Boston Police Department the right of immediate entrance into night clubs, an authority which they have lacked since prohibition days.

Recent clean-up campaign of all-night liquor-selling violators has finally been settled after a two-week tiff between these agencies.

Major Black Hunts Talent

NEW YORK, March 13.—Major Black, managing director of the Grosvenor House, London, is in town looking over talent. Sails for England March 24.

Threaten a "Sit-Down"

HOLLYWOOD, March 13.—Latest milestone in the path of civilization is the threat made by an irate citizens' committee to pull a "sit-down strike" on the swank Clover Club, nitery and gambling spot for film people. Spot was raided several weeks ago, only to reopen two hours later after payment of petty gambling fines. Citizens' committee petitioned the county sheriff to close the club or else—

Humor of the incident is that committee is composed of the so-called working class, who couldn't get into the joint to gamble if they wanted to.

Orleans Grosses Continue in Black

NEW ORLEANS, March 13.—Mild late winter weather, plus continuation of exceptionally good floor shows, find local niteries entering an exceptionally active spring season.

Carl Ravelle and ork at the Blue Room of the Roosevelt has been a worthy successor to Will Osborne, and the club has been a honey every night of the week. Looks like an extended engagement.

Kansas Still Dry; Clubs Are Careful

HUTCHINSON, Kan., March 13.—Night club business here has been dull this winter, but is opening up with the coming of spring.

Happy Hollow uses floor shows passing thru town. The Brown Wheel tried fan dancers last fall, but the town didn't like 'em.

Country Club Terrace is featuring Sunday night dancers, bringing name bands from the 400 Club at Wichita, which does not operate on the Sabbath.

New niteries are promised if beer is legalized in Kansas.

Bertell Sets Bookings

NEW YORK, March 13.—Jack Bertell, booker, has set Val Ernie to open at the Detroit Athletic Club April 1 for eight weeks. Gomez and Winona went into the Colony Club, Miami, March 3, and Miriam Grahame's engagement there has been extended two more weeks. Stanley Twins were booked into the Drake Hotel March 5.

New Club in Natchez

NATCHEZ, Miss., March 13.—A new night spot opened Monday under management of Mrs. Sam Davidson. It has been tagged the Golden Anchor and is located about four miles out of the city on Highway 61. It is more than likely that when the summer season opens a band will be put in.

faster results from bookers and night club managers thru a strictly local organization.

Initial efforts to remedy unethical operations practiced by both performers and bookers in this area will be made during a series of meetings between committees elected by both EAWP and the Entertainment Managers' Association of Western Pennsylvania. Performers' committee includes all officers and the following members: Bobby Fife, chairman; Marie Burke, Dave Jeffrey, Joe Allen, Freddie Meyers, Lois Donn, Louis Goodman, Arthur Durante and Virginia Durant.

First meeting will be held this week in the Amen Corner Club, and among problems to be discussed is the failure of performers to fill engagements and the club owners' cancellations of acts.

Night Club Reviews

Olive White

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**COLLETTE
and
BARRY**

7th Week
Mayfair
Room,
BLACKSTONE
HOTEL
Chicago.

Musical Comedy Dancers

Hollywood Restaurant, N. Y.

The big event, of course, is Benny Field's return Wednesday, recalling his sensational comeback a year ago. Following a run by Josephine Huston, Fields comes back after a winter at Miami and gives the Broadway boys a load of that good old singing sentiment they love so much.

Aided by a good Florida tan, a jaunty poise and a well-manipulated smooth baritone, Fields lets loose a raft of carefully handled ditties, mostly about dat old debbil Broadway. Escaping the limbo of forgotten vaudevillians, Fields is now a confident singer, radiating a terrific personality and slinging out current pop tunes with an engaging artistry. Offered *Love Begins*, *Love in Your Eyes*, *De Lovely*, *Lullaby of Broadway* and a comedy novelty based on the *Music Goes Round*.

Backed by his own pianist, an excellent one, too, Fields had Lennie Hayton's excellent 16-piece orchestra behind him. The smart arrangements which permit Fields to indulge in ingratiating mannerisms were handled by Hayton first rate, incidentally. Fields is in here for two weeks, with options on two more. He will be followed by N. T. G., who replaces Jack Waldron, who, in turn, will hit the road with a Hollywood Restaurant vaude unit.

Basically, the show is the same as when reviewed recently. Brunet Ruth Brent is a much improved rhythm singer; Marion and Irma, acrobat-contortionists, are a sock specialty; Mitzi Haynes is an attractive comedienne, Del Casino is still warbling romantic ditties, Lettie Kemple does bits nicely enough and Waldron is still a swell emcee.

Joe and Betty Lee are the new dance team. They're both under 20, making them the youngest ballroom team around. Offer thoroly pleasing dances that are aided so much by their refreshing youthfulness. And then, of course, the troupe of lovely, alluring showgirls and the younger chorus girls do much to give the show that Broadway touch of nudity and naughtiness which the out-of-town trade wants and gets.

There's a vocal male trio with the Hayton Band and the Stephen Richardson unit does relief dance work.

Business since Fields' opening has been very good. *Paul Denis.*

Village Barn, New York

The next time you're asked "Where is vaudeville?" you may answer truthfully that some of it at least has gone into the Village Barn. For this large Village night club gives the customers a regular vaudeville layout.

There are variety acts and a band background and there's no typical night club nudity or dirt. Strictly family appeal stuff. Current show comprises Mickey MacDougal, a young fellow who entertains with card manipulations and small table tricks; Maurice and Margo, exotic-type ballroom team that has its outstanding qualities, even tho it is not first rate; Ruth Craven, pretty singer, who held her audience easily but who should be able to do even better with a shrewder selection of personality songs; Jean Kirk, blond acrobatic dancer, who is certainly better than average; Mike Balero, whose impersonations of movie stars are very good and who should be climbing high to success; Iva Kitchell, a thoroly ingratiating and impish satirist of the ballet, and Larry McMahon, whose emceeing is simple and direct and whose singing is just right for a noisy and informal night club.

Then there's Texas Jim Lewis and Lone Star Cowboys, five of them, who let loose with them there prairie tunes about marching up the golden stairs and riding an old mule. The bass fiddler doubles as a vocalist and trick instrumentalist and is presumably Lewis himself. The outfit, generally, provides excellent entertainment. Holding a lone spot in the bill, as against the other acts doing numbers in each half, are the Flying Whirls, two girls and a boy on roller skates. They spin around on the mat in usual breathless fashion, closing their turn by inviting customers to take a spin.

Milt Mann is still leading the band and doing a good job. Meyer Horowitz, proprietor, is usually around to greet

friends and see that everybody is made happy. And, as is traditional here, the between-shows sessions are filled with old country games which give the patrons a chance to frisk around and become thirsty enough for more drinks.

A favorite haunt of talent agents, this spot continues to offer good variety entertainment in addition to good food and liquor. *Paul Denis.*

New Garden Center Ballroom, Detroit

Old-time dancing in a modern style is carrying on the tradition of ballroom dancing at Whitfield F. Jackson's New Garden Center. In a friendly atmosphere, Manager Harry Olson has built up a steady patronage based on many styles of dancing in addition to the American revivals fostered by Henry Ford. He draws particularly upon various national traditions so that he can point a half dozen or more varieties of the same dance going on at once, each variation representing different national cultures, but all danceable to the same music.

Heavy demands are made on the orchestra in this style of playing, and a small band, five pieces in this case, is almost essential to carry out the proper style, usually performed by small bands in various European countries.

Rome (Roman Ernst) and his Rangers furnish the music, with a clarinet or saxophone, played by Stubby Horton, dominating every minute with a purely melodic line. Horton blends successfully a mixture of modern styles. Occasionally he offers a few vocal measures in a subdued hi-de-ho style. The orchestra is strictly rhythmic, with percussion effects capably handled by Bob Norton. Piano, violin and bass fiddle complete the orchestration. This ensemble is unusual in its reliance almost entirely on the woodwind rather than the horns or strings for predominant characteristics.

Arranging is done by Rome himself. This is largely old music adapted somewhat for modern usage. Some modern tunes are used, even fox trots, but they are arranged to allow no music faster than a two-step in two-quarter time.

Typical program includes waltzes, two-steps, quadrilles, schottisches, rye waltzes, varsouviennes, hop waltzes, polkas and gavottes. *H. F. Reves.*

New Onyx Club, New York

Joe Helbock, doing a turnaway at his original Onyx Club, fave 52d street spot, has taken a site a few doors east that will allow him to get up to an additional 100 people into the place. Especially important, as a musicians' oasis, is a larger bar accommodating many more. Incidentally, the new bar is a simple but good-looking affair.

As for the new club, it presents not only the advantage of more size but also better acoustics, an important factor with the swing and jam sessions of Stuff Smith and his orchestra and the Six Spirits of Rhythm. Its decor varies from the black motif of the old spot to a dark blue and is simple but attractive. New place also has a dance floor for cocktail sessions. Intimacy of the original spot, which Helbock plans to operate as a bar and grill, is retained.

Smith and the Spirits, latter in relief work, are as hot and excellent as ever. The new Onyx should top its predecessor as a source of divertissement. *Jerry Franken.*

Joe Du Pierrot's, New York

When 52d street between Fifth and Sixth avenues became too swingy Joe Du Pierrot wisely moved his restaurant last October to the other side of Fifth avenue and now enjoys peace of mind and gratifying patronage by the type of people he so meticulously seeks and serves.

His present establishment, a pleasantly lighted, appropriately muraled rectangular salon, with a step-up back section, totaling a seating capacity of 150, is a pot of gold to discriminating palates with a leaning toward the French cuisine, supervised by the former chef to the Renault family, of Paris. Under the surveillance of Maitre de Gustave,

Fan Dancers Get Mad

PITTSBURGH, March 13.—Fan dancers in this area are planning to organize their own association and demand improved conditions from the Entertainment Managers' Association of Western Pennsylvania while strutting their stuff. Jean Carr, platinum blond fan and bubble strutter, heads a delegation which will attend the next meeting of the bookers' association to air their troubles.

service is fast and expert, and his mastery in the preparation of bons bouches is something to see and marvel at.

Divertissement is light but choice. Joe Fejer, that grand time-tested showman, and his violin lead the gypsy ensemble of double violins, piano and cymbal in music that is as complementary to a meal and as potent as the choicest wines. From the saucy *Valentine* to *Gloomy Sunday* Fejer runs the gauntlet of gay and exultant airs thru classically beautiful chamber music and to moody lamentations.

Tommy and Charlie, one singing and the other accompanying at the piano, provide relief to Fejer's music. An averagely accomplished team, but their product is quite in keeping and easy on the ears. The girl singer billed to appear for some reason did not perform. Jane Stanley, we were informed, had already been signed to replace her. With very little encouragement Gustave can be induced to comply with several ditties. His Chevalierlike offerings range from frothy nothings of the boulevardier to spirited martial reminiscings.

No cover or minimum at any time. A \$2 dinner is served till 10 o'clock and a la carte thereafter. *George Colson.*

Chez Maurice, Montreal

After a high-pressure newspaper and radio campaign, Chez Maurice Cabaret reopened Monday with Boots McKenna's *Parade of 1937*.

In addition to the new red, white and blue decoration scheme, it has the Club Deauville as an added attraction.

Starred is Deane Parish, who comes here from the French Casino in New York. Bill Steele is emcee and plugs a few songs. There is also a dance team, Don Loper and Beth Hayes; a juggler, Max Hoffman, and a comely lithe-limbed chorus.

Two orchestras—Alex Jajoi's Band and Charlie Kramer's—provide the dance rhythms. This is the only cabaret with two orks. *Ted McCormick.*

Dorchester Hotel, London

Henry Sherek's new floor show at the Dorchester Hotel opened to swell business. Tagged *Just for Fun*, the show should even do better than his *Midnight Laughter*, which closed recently after a six-month run.

Americans figure largely in *Just for Fun*, with Jane Moore and Billy Revel, dance satirists, who haven't been seen here since 1931, topping in applause and laughter honors. Their great act is enhanced by Miss Moore's original comicallities and superb personality.

Grace Worth, also from the States, hits solidly with an appealing show in which her dancing is the tops. Paul Meeres and Barbara Meede, with exotic Cuban rumba rhythms, fare well, and the Albertina Rasch Girls come up to expectations on both talent and looks.

Greta Gynt, from Norway, is a capital impressioniste of types and a good singer, while Naunton Wayne, only English principal in the entire show, fits in well in the emcee assignment. He's without doubt Britain's premier emcee either for floor shows or vaude. *Bert Ross.*

Additional Night Club Reviews
Appear on Page 19

Boston Wants Late Hours

BOSTON, March 13.—Submission by constituted authority to boosting the closing hours of all night clubs from 1 a.m. to 2 or 3 a.m. has been publicly voiced by Police Commissioner Joseph E. Timilty; William P. Hayes, chairman of the Alcoholic Beverage Commission, and Davis T. Montague, chairman of the Boston Licensing Board, under whose joint jurisdiction the night clubs, hotels, restaurants and cafes operate.

MIKE BALLERO

LIFE-LIKE STUDIES OF PEOPLE of the HOUR



MIKE BALLERO—Impersonator, spotted with Dave Kramer's Rhythm Revue at the Folly Theater, Brooklyn, recently. Does versions of Arliss, Cagney, Robinson, Beery and many others, all clever stuff. Seems a youngster, looks well on stage and has engaging mannerisms. Stopped the show when caught.

—Possibilities, The Billboard.

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RADIO MIMIC,
Currently 5th Week,
★ **RAINBOW ROOM** ★
Radio City, New York.
"Puppet Follies of 1937."

garron bennett
and
★ **FAY'S THEATER,** Philadelphia,
★ Week of March 19.

Club Chatter

New York City:

EDGAR BERGEN, Eve Symington and Georges and Jalna will comprise the spring attraction in the Sert Room of the Waldorf-Astoria March 27. . . . ROCKWELL-O'KEEFE will handle the College Inn, San Diego. . . . THEODORE AND DENESHA have left the Hollywood for an engagement at the Book-Cadillac, Detroit. . . . HORTON BROTHERS have just completed a Warner short and have been booked to replace the Hoosier Hotshots on Uncle Ezra's radio program. . . . MARYAN MERCER has returned from the Arcadia, Philly.

AL SEVILLE opened at the Merry-Go-Round Bar March 12. . . . RAUL AND EVA REYES, recently at the Radio City Music Hall, will begin a three-week engagement at the Greenbrier Hotel, White Sulphur Springs, W. Va., on the 27th. . . . SALLY WARREN, singer at the Vogue Club this week, was booked by the Central Artists' Bureau. . . . CLIFFORD FISCHER, French Casino producer, arrived here on the Ile de France March 12. . . . HARRY DELL-DOROTHY LEE office booked Itonia Bradley and Mary Ellis at the Wivel, Sola and Salmi and Iris Ray at the Monte Carlo, Barry and King at Murray's in Tuckahoe, and the Malinoffs, Lillian Fields, Marie Pyne and Freddie Lamong at the Cypress Hills Hofbrau. . . . JERRY LEE's successor at the Hotel Shelton is Bob Lockridge. Lee has gone to the Hollywood.

One of the cleverest press agent and publicity stunts pulled recently in New York combines the meteoric rise in popularity of the magazine Life and the comeback of Benny Fields. An announcement folder was made up of replicas of the two outside covers of the magazine. On the front is a full-length picture of Fields and press notices fill the inside pages.

Chicago:

FOUR QUEENS OF RHYTHM were featured with the opening of the Schlitz Winter Garden March 16. . . . COLLETTE AND BARRY held over until April 4 by the Blackstone Hotel.

To teach flippant, derogatory critics to have warmer appreciation for "the hard work, personal sacrifice and physical danger" which actors and dancers must undergo, a group of them in Nuremberg, Germany, were forced to go thru a program of acrobatic dances to the amusement of chorus girls, comedians and other stagefolk.

Here and There:

HARRY FINK AND MAXINE are at the Chateau Club, Detroit. . . . JOHN KING'S new Arcade Tavern, Philly, has George Scotti and Mary Bowers. . . . JOE RAYNO has been making the rounds among Philly's night clubs with his magic act. Late in April he will leave for points west. . . . COLLETTE AND GALLE will take a six weeks' stand at the Trianon Theater Club, Mexico City, upon the conclusion of their engagement at Club Patee, Hartford, Conn.

THREE MALONES at Ivan Frank's Hofbrau, Baltimore; Helen Lake at Krausman's, Montreal; Marque Houston,

Theodore and Denesha



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SANDINO and FAIRCHILD
"SATIRIC MASKS"
and
SMART BALLROOM DANCES.
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New York.

Jerry Green and Jackie Whalen at the Stanley Grill, Montreal, are placements by the Harry Dell-Dorothy Lee office. . . . JIM AND HAL JAMES are working for C. M. Galloway, Columbus, O. . . . ROCHELLE AND RITA are dancing at the Olmos Club, San Antonio, and will follow up with an engagement at the Ringside, Fort Worth, and the Washington-Youree Hotel, Shreveport, La.

HELEN LAKE, acrobatic dancer, is at Krausman's Lorraine Grill, Montreal, but next week opens at the Gatineau Country Club, Ottawa, for two weeks. . . . CLIFF LOWE is placing his strip dancers, Mid Dawn and Jean Munjoy, among Florida night spots. . . . EDDIE LA RUE is in his third week at Club Villa, Detroit, after a 50-week run at the Frolic Inn, Hollywood. . . . LANNY BRICE, female impersonator, is in his third week at the Club Villa-D, Detroit. . . . JOSE DEL RIO AND NORMAN LEWIS are appearing at the Club Frontenac, Detroit, for nine weeks. . . . MONROE AND ADAMS SISTERS are in their fourth week at the Club Embassy, San Francisco.

BROADWAY ON PARADE, new all-male revue, is in its third week at the Club Chateau, Detroit. Unit has Connie Walsh, Roxy and Buddy Mayo.

PAUL (FRANKENSTEIN) OLSEN, "hooper from Hollywood," passed thru Cincinnati last week en route from Miami to Chicago. . . . GEORGE TOGO, wire artist, is playing night clubs in the Detroit area. . . . MURRY PICKFORD, fem impersonator, after 10 weeks at the Bally Hoo Club, Philadelphia, has moved into Mike's Cafe, Erie, Pa., with Jimmy Murphy, emcee, and Irene Wolf, tap dancer, for a fortnight's stay. . . . BROWN HOTEL, Louisville, has resumed its floor-show policy, with the current layout including Alice Glover and Walter LaMae, Benny Strong and Connie Robbins. Booked by Chester Lorch. . . . TONY SALAMACK'S Manhattan Trio opened Tuesday (16) in the Cocktail Lounge of the Gibson Hotel, Cincinnati. Eoys just finished long stay at the Hotel Coronado, St. Louis.

"Music Soothes The Savage Breast"

" . . . I think the Yacht Club show was stolen by Paul Olsen, who brought Frankenstein's monster to life and into the laps of his audience. His lively version of Frankenstein is a soberingly realistic influence—until he starts to 'truck'—and then he's a laugh. Olsen brings the cafes novelty—and it's hard to find."

Joseph Lawler,
Chicago Daily News.

"A young man named Paul Olsen alternately brings down the house at the Mayfair Casino and gives the audience a case of jitters. Mr. Olsen, who has a shrewd sense of the novel, is amazingly funny in an exquisite burlesque on ballroom dancing with the aid of a rag-stuffed and flexible blonde dummy. Mr. Olsen's second appearance as Frankenstein is a bit too, too accurate—but he softens the mood when he launches into ludicrous moments with Frankenstein swinging it. A cheer for the imaginative Mr. Olsen—you can't be bored with a chap like that."

Arthur Spaeth, Cleveland News.

And Even The Critics Are Making A Sissy Of

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 The Romantic Tenor, And His Ambassadors.
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GRUFF MORRIS received a 17-week renewal at the Wagon Wheel Cafe, Akron, O., thru Vincent Walker, Rochester, N. Y. He goes to Long Point Park, Geneseo, N. Y., May 25, for the summer.

JOHNNY BURKARTH and ork have established the season's Saturday night attendance record at the Casa Madrid, Louisville, gaining an indefinite hold-over.

SOUTHERN GENTLEMEN is the new name for the Dave Burnside Orchestra. Under the direction of Grady (Moon) Mullins, the band is at Hotel Washington Duke, Durham, N. C.

JACK WRIGHT and his Twins of Harmony—"world's only all-twin orchestra"—are making their world premiere at the Frolic Theater, Brooklyn.

EDWARD HOWARD PINDER, musician, residing at Hotel Belvedere, New York, has filed a bankruptcy petition for \$1,071 liabilities; assets claimed exempt.

DUKE ELLINGTON and Chick Webb staged a battle of music with their respective orchestras at the Savoy Ballroom, Harlem section, New York, and attracted an all-time attendance record of 3,100 persons.

An attempt to brighten up "blue Monday" and give it new meaning has been made by Eddie Maychoff at the Wellington Grill, New York. Every Monday evening will be devoted to the playing of ballads and "blues" numbers entirely, and everyone who feels in the sentimental vein is invited to attend and sing these numbers to his aching heart's content.

W. C. HANDY will play a chorus on the Variety recording of his *St. Louis Blues* song by Edgar Hayes and band.

JOSEPH LA FRANCE returns with a new band unit which opens in New England after Lent. Bookings thru Stanly Willis, Boston.

HOWARD LEROY, former musical director of the Van Orman Hotel chain, leads an orchestra for the fourth month of an indefinite engagement at the Hotel Jermyn, Scranton, Pa.

HENRY DURST Orchestra has had its stay at the Eastman Hotel, Hot Springs, Ark., extended four weeks. Nightly airing over KTHA.

GUS ARNHEIM goes into the Nicollet Hotel, Minneapolis, March 27.

CARL RAVELL moves into the Adolphus, Dallas, March 27.

MICHAEL BONELLI'S Ork opened at the Lido, Worcester, Mass., where Mickey Sullivan had remained for a year.

MICKEY SULLIVAN and orchestra, at the new Eden Gardens, Worcester, Mass., since March 5, are broadcasting three nights a week over local station.

JERRY GILBERT and band, at the Edgewater Gulf Hotel, Edgewater Park, Miss., are winning favor with their style which is a cross between Shep Fields' and Wayne King's.

ART SHAW is billed for the Playland Casino, Rye, N. Y., in May.

ART RAVEL began an engagement at French Lick Springs, Ind., March 15.

JOHNNY HAMP, thru CRA, opens at the Hotel Muehlebach, Kansas City, April 2. He has been doing a series of college dates in the East and Midwest since his playing at the Rainbow Grill, New York, recently.

LES BROWN and the Duke Blue Devils, who will record for Decca, opened March 10 at the Meadow Brook Club, Cedar Grove, N. J.

RUBY NEWMAN will succeed Glen Gray and the Casa Loma Orchestra in the Rainbow Room (New York) March 31, with his band increased to 15 men.

CHUCK ROE'S Hickory Nuts Orchestra is in its sixth week at the Wivel Restaurant, New York.

BILLY BAER'S Band opened at the Deshler-Wallick Hotel, Columbus, O., for six weeks, having closed two weeks ago at the Providence Biltmore Hotel. Four of the original five men who organized this outfit seven years ago are still with the unit.

DEAN HUDSON and Florida Clubmen will open at the Miami Merry-Go-Round March 22 for three weeks. They close at the Tantilla Garden there March 18.

BOB FOSTER, with an entirely new outfit, opened March 10 at Reno's Woodlawn Club, Clarksdale, Miss., for an indefinite stay. Featuring Helen McDowell, Marie Norwood and Evelyn Phipps, fresh from the *Diarieland Revue* that closed March 6 in New Orleans.

CHAUNCEY CROMWELL has been

succeeded by the Three Roberts as the cocktail unit at the French Casino, New York. Cromwell opens the Emerson Hotel, Baltimore, March 28, as a CRA spot. Also set by CRA for the Sagamore Beach Club, Lake George, N. Y., June 16 to September 20.

JOHNNY LONG Band is another CRA summer booking. Set for the Cavalier Beach Club, Virginia Beach, Va., opening May 29.

JOE VENUTI goes into the Roosevelt Hotel, New Orleans, set by CRA thru Rockwell-O'Keefe.

LENNIE HAYTON closes March 16 at the Hollywood Restaurant, New York, being succeeded by the Little Jack Little Band, now co-op. Hayton goes into the Normandie, Boston, March 21, following the Mario Braggiotti Band.

CHIQUITA GONZALES and his Caballeros are current at the Mexican Tavern, Memphis.

LANG THOMPSON and orchestra have replaced Herman Waldman at the Hotel Peabody, Memphis.

RICHARD DIGGONS and band have reopened the Casino Club, Memphis.

HAROLD NELSON and ork being held a third week at the Bungalow, Jackson, Miss.

JIMMIE JOY and orchestra get a renewal at Hotel Claridge, Memphis.

MACK TERRY and "swing" band are on three times a week over WSGN, Birmingham. Band has moved into the Tutweiler Hotel there.

BUD SCOTT and ork returned to Alexandria, La., last week after absence of 10 years. Appearing at the Hollywood Club.

DICK MILLS' tooters, with Lou LaPierre the vocalist, opened Powell's, new club near Alexandria, La., Saturday.

LARRY MOORE'S Orchestra is making one-nighters en route from Daytona Beach, Fla., to Hollywood.

BEN BERNIE will do his broadcasts from Florida after he winds up at the Coconut Grove, Los Angeles, March 15. He's leaving his orchestra in California and taking with him three specialty men. Will use George Olsen's crew in Florida. Plans a six-month vacation from hotel and club work and will then decide whether to give up his orchestra entirely or not.

JOE REICHMAN and orchestra follow Ben Bernie into the Los Angeles Ambassador.

FREDDIE RICH has returned to New York from Hollywood after a short stay on the Coast. While in California he made a series of electrical transcriptions for Dodge Motors.

HARRY OWENS and orchestra move into the Florentine Room of the Beverly Wilshire, Beverly Hills, Calif., April 3 after three years at the Royal Hawaiian Hotel, Honolulu. Bringing with him a troupe of island dancers. Booking is for two months.

Horace Heidt and a corps of assistants have calculated the 10 biggest song sellers of all time. Selections and sheet music sales follow: "Till We Meet Again," 4,500,000; "Rose of No Man's Land," 4,500,000; "Missouri Waltz," 4,000,000; "Marcheta," 3,000,000; "Silver Threads Among the Gold," very popular, estimate impossible; "Three o'Clock in the Morning," 2,000,000; "Alexander's Ragtime Band," 2,000,000; "Whispering," "After the Ball" and "My Blue Heaven," each over 1,000,000.

CY MANES will manage Jimmy Dorsey's Band on the proposed one-nighter Pacific Coast tour.

LARRY LEE takes a tour of one-nighters in April as a breather after two years at the Beverly Wilshire, Beverly Hills, Calif. Resumes his old stand June 1, relieving Harry Owens' Orchestra, which fills in.

BOB CLAYMAN and orchestra, now playing at the Pittsburgh Roosevelt Hotel, go into the Essex House, New York, early in the fall. Clayman closes the end of this month to fill some 20 one-nighters for the National Theatrical Exchange.

FRED ADISON and band are at the Saint Marcel Pathe Theater in Paris.

ROUNDING OUT a full year as melody dispenser at the Little Rathskeller, Philadelphia, management is planning a testimonial night for Jack Griffith and band.

CHEZ MICHAUD, Philadelphia, cutting the season short, Jonny Graff moves his

ork cross-town to the Anchorage Inn, replacing Don Nichols.

CHATEAU, Philadelphia, presents a new ork under Bert Lemisch, Jimmy Curcio having vacated the spot.

BOB KETTNER and orchestra have been held over indefinitely at Paradise Gardens, Flint, Mich. Doty Lo Thair is featured vocalist.

JACK SPRATT'S Ork, with Barbara Moffitt as featured warbler, has been booked on a string of one-nighters thru the Middle West by Stan Zucker, of the Cleveland CBS office.

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POSTERS-CARDS

Indie Bookers Down But Not Out, Showing Much Optimism

See disinterest in double-features and giveaways as favorable to their cause—warn against boosting of admissions—recognize units as only flesh interest

NEW YORK, March 15.—The indie booking field, while it has been in the doldrums the last several seasons, figures to enjoy the prosperity of former years next season, according to most of the local indie bookers, who are present laying plans for the new season. They point out that the gradual disinterest in double-feature film policies and giveaways plus the reluctance of the operators to boost admission prices are good signs for the return of flesh. Also, that the tendency of circuits to steer clear of combination policies is an incentive for the smaller operator to try stage shows. With the gradual elimination of double features and giveaways, the bookers claim that the operators must offer patrons some other inducement. Talks by bookers with many indie operators reveal that they are flesh-minded, especially when shown the success of indie combo houses scattered thruout the country. The bookers are selling operators the idea that if they do add flesh that they not boost admissions inasmuch as the general feeling is that the public is not actually ready to stand for admission boosts.

All of the indie bookers are of the same opinion that units are the only stage show fare. They visualize a ready supply of these shows from the stand-points of indie houses being used as break-in and showing stands. Then, too, some of them are ready to even talk of booking office co-operation, something rare in the indie booking field of contract-flashing and other methods of house-grabbing. These few feel that by co-operating there can be an inducement to producers to build units strictly for the indie dates. However, it is felt that they will have to again resort to assembling shows, employing a dance ensemble and hiring costumes and scenery.

The circuits definitely indicate that they have no other flesh plans than what they are using now, leaving a lot of valuable territory open to indies with combination policies. The bigger cities are mainly touched by the circuits with combo policies, whereas the indie bookers always depended on the smaller towns for their houses. An indication of what the indie booking field promises is seen in the eight weeks booked by Eddie Sherman, one of the largest books, which goes for the circuits also, in these parts.

F. & M. Previews For Act Buyers

HOLLYWOOD, March 13.—A new angle in talent selling has been developed here by Fanchon & Marco for the benefit of its special entertainment department. Conceived by Joe Bren, head of the department, idea is fashioned as a sample room for entertainment buyers, holding showings twice monthly on Tuesdays with from 25 to 30 acts participating in four-hour shows. Still not a month old, idea has caught on to the extent that the firm may try it in New York.

Admission to the showings is strictly by invitation, with ducats going to committeemen and legit talent viewers. Shows are held on one of the large stages of the F. & M. studio here and have been attracting some 400 viewers at each showing. Visitors are supplied with programs, comment cards and pencils.

Outstanding example of the success of the idea is the work secured by Frank Allen. He received nine bookings as a result of his audition, while Clifford Moran and company got four engagements. Of the 30 acts participating in the first audition almost every one received at least a single booking.

F. & M. has 600 acts on its books, each of which will be shown as the auditions continue. Because of the many acts to be seen, repeat auditions will be given only to those acts having the most buyer-audience reaction.

Ontario Abolishing Tax

TORONTO, March 15.—Announcement has been made by the Ontario Government that the amusement tax will be abolished after June 1. This tax amounted to over \$1,000,000 last year. The tax of 2 cents on 25-cent admissions has been absorbed for the most part by the theaters.

Stratford, Chicago, For Preview Nights

CHICAGO, March 13.—Negotiations were concluded this week between Warner Brothers and the William Morris Agency for the Stratford Theater to use talent preview nights on Wednesdays, starting April 7. Town has been without a showing house since Balaban & Katz eliminated stage shows in their neighborhood houses.

According to Morris Silver, head of the local Morris office, from five to eight acts will be shown each week, and bills will comprise not only vaude acts but also radio and night club talent adaptable to stage use. Louis R. Lipstone, of Balaban & Katz, and all agents and bookers here have assured Silver of their complete co-operation.

"Discovery Nights" in Hub

BOSTON, March 13.—Joe Rubin, brother of Benny Rubin, is sponsoring *Discovery Nights*, currently booking thru Interstate Theaters in Connecticut. Three prizes of \$15, \$10 and \$5 are given the winners. Sectional semifinals will be held, with the finalists slated for a week's engagement at a Hub nitery, plus a screen test. Rubin is associated with the Metropolitan Vaudeville and Entertainment Bureau here.

Vaudeville Notes

A. B. MARCUS show and the Irene Vermillion Company sail March 17 on the S. S. Aorange from Vancouver, B. C. Marcus troupe is on its way to New Zealand, with the Vermillion show headed for Australia.

JACK BARRY, Pittsburgh booker, joined the Entertainment Managers' Association of Western Pennsylvania. . . . Stanley, Pittsburgh, will book some of its talent for future stage presentations from local bookers. Initial deal was made with Joe Hiller, who sold the Johnny Hamp Ork for week of March 19. . . . Harry Relf, ASCAP representative in Western Pennsylvania, West Virginia and Eastern Ohio, is up and around again after a long illness that nearly cost him his life. . . . Famous Theater, New Orleans' largest suburban movie house, began a regular Friday night vaude program last week. . . . Oldtimers will regret to hear of the passing of two old landmarks of New Orleans. Razing of the Crescent and Tulane theaters has been completed and a parking lot will take their place.

THE CRESS TROUPE opens at the Princess, Nashville, March 19. . . . Harry Sykes, comedy bicyclist, has joined the new Harry Clark unit which went into rehearsal in Chicago this week. . . . Jue Fong has been booked to play the Palladium, London, June 14. . . . Frank Lynch has retired from the Keller Sisters and Lynch act to enter the glass manufacturing business. Keller Sisters are continuing as a sister team. . . . Fox and Sablosky families were united in the marriage of Melvin J. Fox and Marion Sablosky March 3 in Philadelphia.

HARRY KALCHEIM and wife left Saturday for Florida along with other Paramount officials to attend the circuit's convention. He will be away a week. . . . Sam Weisbord, of the Morris Agency, left Friday on the Transylvania

Material Protection Bureau

Attention is directed to *The Billboard's* Material Protection Bureau embracing all branches of the show business, but designed particularly to serve Vaudeville and Radio fields.

Those wishing to establish material or idea priority are asked to inclose same in a sealed envelope, bearing their name, permanent address and other information deemed necessary. Upon receipt, the inner packet will be dated, attested to, and filed away under the name of the claimant.

Send packets accompanied by letter requesting registration and return postage to *The Billboard's* Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

British Acts Beef To Labor Officials

LONDON, March 13.—Following its objections to the extensive use of foreign talent in England, aimed at American bookings here, the Variety Artists' Federation has protested to the Ministry of Labor about this matter. While the situation is more or less of a seasonal affair, this time the agitation is greater.

The British performers outlined three demands to the authorities: (1) Local talent should be given employment preference during the coronation festivities; (2) The split on entertainment programs should be 60 per cent British and 40 per cent foreign, and (3) Every time two foreign acts get work in Great Britain, one British act should be hired in that foreign country.

Benefit Brings Bookings

PARIS, March 8.—Four acts appearing at the press benefit held at the Empire recently were signed by the Empire Theater management for a 10-day engagement. Acts were the Three Marcellos, Two Omanis, Harris Brothers and Andre Rollet. Acts appeared at the benefit show in a novel ensemble with the Albertinis and Dayton, perch acts, and the Empire Ballet girls. Entire ensemble was shoved into the regular bill at the Empire, with the exception of the perch acts, which held other bookings.

Picketing To Center on RKO

802 directs N. Y. flesh drive against circuit — Thompson may confer

NEW YORK, March 13.—Musicians' local 802, before concentrating its picketing activities against RKO, will let a few days lapse in order to give the circuit opportunity to decide whether it wants to confer with union officials. A letter was sent by 802 to the circuit, but Jack Rosenberg, president of the local, said yesterday that no answer has been received as yet. This is probably due to the fact that Major Leslie E. Thompson, spokesman for RKO on union matters, has been in Washington for a couple of days. He is due back tomorrow afternoon or Monday, and it is likely that he will agree to meet with the union.

Decision of the musicians to center its picketing drive, in an effort to restore flesh to theaters, against one circuit is the result of a meeting Monday, at which time a change in strategy was advocated in view of the lack of headway made after five months of general picketing. As yet withdrawal of pickets from other than RKO houses has not been done.

The reason for selecting RKO as the focus of the musicians' attack is based on the fact that the organization was once a major vaude stamping ground. Circuit still uses vaude in some of its theaters, tho nothing here.

Another element swaying the local to direct its drive against RKO lies in the failure of the American Federation of Musicians to permit the extension of the drive without first obtaining authorization at a national convention. Rosenberg's wish has been to make the drive of national scope.

While it is expected that Thompson will agree to meet with the union officials, it is practically certain that he will only play the role of a listener and not attempt to enter into any negotiations with the union.

Acts Sailing for European Bookings

NEW YORK, March 13.—Five acts left here last night on the Ile de France for European bookings, the acts comprising Frank Libuse, Slate Brothers, Diane Ray, Roy Smeck and Jimmy Richards. Bookings were arranged by the William Morris Agency. Cookie Bowers and Gene Sheldon will leave for dates abroad this Thursday on the Normandie. Senor Wences sails March 24 on the Queen Mary for his European bookings.

Cardini and Sylvia Froos will go abroad March 27 on the Paris, and Milton Douglas will sail that week also, probably on the Aquitania. Morton Downey and Harry Richman will sail April 14 on the Normandie, with Downey booked for General Theaters and Richman going into Cafe de Paris, London, to be followed by the Holborn Empire in the same city.

Sherman Adds Stamford And Books Total 8 Weeks

NEW YORK, March 13.—Eddie Sherman has landed the Palace, Stamford, Conn. The house's flesh policy will vary between three and four days.

The addition of Stamford brings Sherman's books up to about eight weeks, probably the largest vaude book in these parts. His other houses include the Majestic, Paterson, N. J.; Hippodrome and State, Baltimore; Fay's Carmen, Nixon-Grand and Colonial, Philadelphia; Colonial, Lancaster; Steel Pier, Atlantic City; Howard, Washington, and Camden and Pitman, N. J.

RKO Buys "At Home Abroad"

NEW YORK, March 13.—*At Home Abroad* unit, sponsored by Mike Todd and the Simon Agency by arrangement with the Shuberts, is scheduled to open April 1 in Providence for RKO, with Boston to follow. Other RKO bookings are being held pending those engagements. Todd and the Simon office intend making a unit out of another former Broadway musical after getting set on this first one.

Loew's State, New York
(Reviewed Thursday Evening, March 11)

A stage show headed by Belle Baker and with Henny Youngman as an "extra added attraction" could not possibly fail to click. This layout goes far beyond that because of the shrewd picking of supporting acts; picking that accents unobtrusiveness, leaving for the topliner and her associate the mop-up job of socking. This last stand in the East of orthodox combo policy goes on and on in its pleasant job of rolling up shekels for the Loew-MGM crowd. Even on a week like this, when the film, *Dangerous Number*, is a bloomer despite Robert Young and ingratiating Ann Sothorn, the opening-day biz is far above average. Possibly it's asking too much of a stage attraction to hold up both ends when the pix is weak, but at this early writing that's what the Baker-headed show seems to be doing; easily warranting the five-show policy for the opening day. Miss Baker was a phenomenal success, and Youngman, who has been zooming up lately in night clubs and on the air with Kate Smith, is a sure bet as a coming big-money "name" in his first really big stage engagement.

Youngman makes his first entrance following the opener—Balabanow Accordion Sextet—and repeats as meat for the triple-decker show sandwich that follows. A funster of his type draws laughs rather than applause when there's a click, but there are frequent occasions when Youngman's sock is so terrific that he gets both laughs and applause—the latter so spontaneous as to definitely impress as an emotional outlet of appreciation that the clappers find it impossible to dam.

Belle Baker is in her accustomed tray spot on a four-act show. Mellowness is not exactly the word to use for her at this stage because there's nothing hoary or brittle about the talent and personality of one whom this reviewer regards as the sockingest song stylist in America today. (Yet still without a set spot on the networks.) Miss Baker received an ovation on her entrance that the run-of-the-mine singing star usually gets as a bow-off reception. That's tough on any entertainer, making doubly hard the job of socking. Her present routine is similar to the one she used several months ago at the Hollywood. She changes pops and revivals at every show, but retains her classic wop comedy number, her cavalcade of past hits and *Good Night, My Love*. Usual response is a bedlam of shouted requests and more requests after she starts dishing them out. At this show it was impossible to beg off a rendering of *Yiddisher Mama*, which Miss Baker evidently shies from doing too often because of Yiddish verses interterced. She put this over with an effectiveness that isn't matched on the air or in theaters by any singer today. Miss Baker can play the State or any other large-capacity house any week in the year and draw business on her own. This is not a prediction. She has proved it time and again since the decline of big time.

Balabanow opener is flashily dressed and mounted. There are four girls and two boys playing the plaited ivories and pleasing bits of stepping bits worked in. Finale is a group dance session with all playing concertinas. A swell act for this spot and should go over well with re-routining in night spots.

Rather spotty in appeal but not de- (See LOEW'S STATE on page 23)

Oriental, Chicago

(Reviewed Friday Afternoon, March 13)

Taking advantage of the publicity derived from a series of photos posed by June St. Clair, which appeared in *Life* magazine several weeks ago, the management is featuring an amusing novelty

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here this week based on the subject *How a Wife Should Undress*. Spotted in the middle of the bill, the first scene showed how a wife should not undress, done in awkward pantomime, and then June St. Clair, a favorite here in burly and night clubs, demonstrated how it should be done, resulting in an artistic disrobing specialty. She kept up a line of chatter while in action, and the first part of the act was humorously explained over the public-address system by Pierre Andre, local radio announcer.

The Dorothy Hild Ballet opened the show with a fast routine, being joined near the end by Ann Pennington with her dancing specialty, which closed with a polite strip to shorts and brassiere. Jim and Nora Bell filled the second spot with a very good line of tap dancing and were well liked. They did three fine routines, one with a ballroom lift, and left to nice applause.

Ray and Harrison followed with a pleasing session of comedy chatter, altho some of it has been kicked around for years, and reached their greatest entertainment heights with the comedy ballroom dance and the eccentric bit done by the man. Two bows.

Mabel Todd, a former member of Al Pearce's Gang, was preceded by the St. Clair turn and a nightgown number by the Hild Girls. Known locally as NBC's swinging hillbilly, she opened with some rustic chatter and then, accompanied by an unbilled guitarist, sang *Pennies From Heaven*, *Alexander's Ragtime Band* and a Hawaiian number, taking a good hand at the exit.

Bob Carney and Company, two men and a woman, had them laughing with a line of comedy falls and bits, an Eddie Cantor impression and Carney's gem of a drunk. All were on for a dancing close and a very good hand.

The Hild Ballet did a colorful butterfly dance before the appearance of Rosita Royce, whose graceful *Dance of the Doves*, done in artistic nudity, closed the show. Done to the strains of *In a Monastery Garden*, her unique dance held the attention of the customers to the final curtain.

F. LANGDON MORGAN.

Earle, Philadelphia

(Reviewed Friday Afternoon, March 12)
(First Show)

This burg having been milked by Frenchy tab units, all intimating a French Casino background, now that the McCoy has come along house has a job trying to make payees believe it. Altho it doesn't carry the Clifford C. Fischer handle, accurately enough the unit is tagged *Folies Parisienne* and shows here after an eight-week run at the French Casino in Miami.

Altho with an epidermis parade easy for ogling, the show fell far below par by a considerable margin in entertaining the well-filled house at opening show. Fineries and flesh are used to fine advantage in the flashes, but for keeping the customers off their hands that lot fell to two male turns.

It was the Four Kraddocks, on late, that really set the audience on their ears with a rough-and-tumble comedy acro act that never missed a trick. Four males in gob outfits that make duck soup out of head-to-head and three-high stuff. Comic pattern is all in pantomime and registers great. Only thing that kept the customers from tearing down the rafters was that they were tired trying to fill their optics in the preceding turn that had Alice Kavin doing her shadow dance in a newborn babe's outfit.

Other hit was by Del Campos, and he's the same Georgie Campos who was surefire before the Montmartre moved to the Earl Carroll Theater, New York. He's still a combination of Charlie Chaplin and Harry Langdon, and in his own mimed interpretation wows 'em no end.

What the show lacks in spice and pace it makes up in costumes or rather the absence of them. Andre Randall does the conferencing and Margurite Howard warbles one to give the flash story body. Meta Carlyle and her eight Accordion Girls build another production opus, the two dozen or so made-moiselles in the unit joining in for a carbon of Fred Waring's dancing tambourines with lit squeeze boxes.

Remaining specialties smack the Continental flavor, and for the most part far beyond the tastes of noonday shoppers that make up Earle audiences. This was especially true of the satirical terps of Gini, De Quincy and Lewis, who don the masks of John Bull, the Italian dictator and maid of France for a burly on adagio tossing. Others include Georges Bruay, who uses the bare back

of a fem to create a Mardi Gras creature; Arsene Gautier and his ponies and dogs; smooth medley of ballroomatic by Rosalean and Seville, and an acro terp turn by Freda Sullivan. Altho the show runs only 65 minutes, it proved a bit dull at times. Weakie on the silver sheet is *Fair Warning* (20th Century-Fox).

ORO.

Earle, Washington, D. C.

(Reviewed Friday Evening, March 12)

Many a better stage bill has played this Warner house, but current offering provides no serious ground for complaint. Quartet of acts perform with pleasing sufficiency at the respective assignments, and there is one of the best of dance teams to furnish a particularly bright spot. Pix is *Women of Glamour* (Columbia), with house fair at supper show opening day.

The round-and-round biz on rollers takes initial position, Clare and the Sana Sisters delivering usual spinning to good effect. Nothing unusual, but man and two gals do their whirls in fluent fashion, former swinging both fems at finish. Short and properly fast, act scores well on nice treatment of the routine skating stuff.

Mimicking by Al Bernie in second notch, offering creditable imitations of dependable "names." Encore is touch of *March of Time*, with Haille Selassie and Mussolini, latter fading into a bit of Hitler. Okel, but Bernie swipes Lou Holtz dialect as ex-emperor. Regular items are The Shadow, W. C. Fields, Fetchit, Hepburn, Arliss, Laughton and Jolson. Outstanding are the morsels from Arliss' *Voltaire* and Laughton's Captain Bligh in *Mutiny on the Bounty*. Weak on Jolson try.

Leon Navara, with former stint as house emcee recognized in billing, returns at head of an acceptable swing outfit. Navara at ivories is principal strong point, however, head man getting over well on each keyboard effort. Open on *Organ Grinder Swing*, leader fingering out impressions of how Chopin and Richard Strauss would tackle number. Bee Kalmus takes mike for three vocals strung into medley. Style is vigorous, pipes have enough to sell *It's Delightful*; *Sing, Baby, Sing* and *Plenty of Money and You* in passable manner. Bobby Lane steps out of ork for *Chapel in the Moonlight*—conventional, but rates check mark. Navara to piano again for intricate variations on popular numbers, goes thru a piece with one hand alone. As exponent of tickling technic he need bow to few.

After explanation that lack of string strength counts them out, ork remains silent on stage during terp turn, Freddie Clark and pit boys getting call. Georges and Jalna contribute two smooth bits—suave effort of flowing motion and pepped-up session to *Darktown Strutters' Ball*. Both right at the top, but house could stand more from this duo.

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spotted in an extra added. "World's greatest dance team" billing is only slight exaggeration. Bill closes on Navara and band. Their *Bugle Call Rag* is a neat version. CHRIS MATHISEN.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, March 11)

With all the colorful beauty of the Technicolor film, *Wings of the Morning*, the Music Hall production staff should have paid less attention to production beauty in the stage show and more to entertaining specialties. As it is, the show shapes as beautiful, but is lacking in interest, only one specialty act being used. Production runs 28 minutes, and ahead of it is Dick Leibert at the grand organ, the newsreel, a Walt Disney cartoon and the symphony orchestra.

Erno Rapee's selection this week for the symphony crew is the overture to *Martha* by F. Von Flotow. It's the usual in the symphony orchestra's efforts, a lot of colorless playing topped off with the big finish. Audience, however, liked it.

Love Marches On (it's a little early for spring) is the title of this stage show, produced by Russell Markert. Latter should know the value of specialties, but he overlooked it to splurge on spectacular beauty. First item is *Girl Meets Boy*, a park scene, with Robert Topping featured for a nice singing job. He's rigged out as an organ grinder. Amy Revere and James Struthers bear out the girl-meets-boy theme, working at a neat bit of ballroom dancing.

Next is *The Rendezvous*, a garden set, in which Leon Fokine offers a grand display of ballet work. His leaps and spins

are done with outstanding grace, and the ballet also take the stage to work gracefully with him.

The *Bachelor Dinner* is the inning for the glee club, who try to present in song reasons for the soon-to-be groom not to take the step. It wasn't convincing, either vocally or in lyrics. Interest of that number, altho it doesn't fit in, is Howard Nichols, who's a clever juggler, using many hoops as his objects. He handles them well and offers novel tricks, and altho missing a couple of times fared very well.

Finale carries the stage show's title, and it's first in front of a huge Valentine set. The 36 Rockettes step their stuff, this time in long and graceful gowns, still observing keen precision and the unflinching kick finish. Number finishes with the set shaping into a wedding cake, everybody on for the colorful finish. SIDNEY HARRIS.

125th Street Apollo, N. Y.

(Reviewed Friday Evening, March 12)

A disappointing bill, with the exception of those two stellar performers, Buck and Bubbles, supports the much-heralded all-colored (not technicolor) picture, *Dark Manhattan*, featuring Harlem's own favorite, Ralph Cooper. Show is black and white this week and runs 80 minutes.

Baby-faced Evelyn Keyes, soubret, leads the production numbers with dancing that's weak but managed to get by thru personality. Two Stanley Brothers, white boy acro-eccentric dancers, went over well with fast-paced routines that contain some unusual stunts. A drunk dance by one of the boys helped their score considerably.

Charlie McCormick took up a lot of time and strained and forced his alleged vocal abilities thru several numbers in a raspy, throaty, quaking voice. His songs invariably ended in a loud, exultant last note that to McCormick must have seemed enough to square matters with what went on before it. Platinum blond Joan Miller, bubble dancer, offered nothing unusual in technique or pulchritude, her work consisting mainly of turns and toe-pointing.

In the much-felt absence of Pigmeat et al., Jackie Mabley was confronted with a big job in supplying hoke comedy. Tho she succeeded very well, scoring with a marvelous sense of comedy and a natural delivery of punchy material, it would be a calamity were Pigmeat and his stooges never to return. It would be an irreplaceable loss.

Buck and Bubbles, of course, need no detailing of their work or how they went over. It's an old story with them. They were the only redeeming feature of the bill.

Jesse Stone and his band made a creditable showing in supplying show music and in presenting their act proper. Stone leads his 14-piece outfit with his accordion, playing thru a nicely interpreted number, a recording of theirs, *Windstorm*, and follow with two original numbers, written by Stone, *Keep It to Yourself* and *The Way I Swing My Stick*. They close with a special arrangement of *Pennies From Heaven*. Band also goes in for novelty effects and group singing. Its featured vocal trio, the Three Rhythm Debs, work three numbers and wind up with a bit of Suzi Q-ing. They are not much on voice and harmony but get over with personality and vivacious delivery. Efforts of the plump girl stand out in both singing and dancing. GEORGE COLSON.

Orpheum, Lincoln, Neb.

(Reviewed Friday Evening, March 12)

Harry Clark's *Hit Parade* is the stage fare here this week. Show is headed south for some Oklahoma dates.

Novelty acts on *Parade* are good, the flowers going to Rosita Claire, of the Juggling Claires. She's a nifty handler of the usual tricks, while her partner cuts up acrobatically to fill the waits. Harry Sykes, unicyclist with a circus clown getup, is all right after he gets going, but is lagging in his opening.

Sock and backbone of the unit is the face-slapping musical pair, Joe and Eddie Dayton. Joe does most of the mugging and pokes across the gags. Eddie is a hot harmonica blower, in addition to being accessory after the fact in the comedy goings-on. Pair rates about a quarter of the time and was welcome.

Euel Ratliff is in for a rope skip with accompanying tap dancing. He is also assigned the emcee role, in which he is only fair. His novelty tap goes without a hitch. Attractive and accomplished is Cleo Darlene, acro dancer, who does

specialties in front of the line. She's also teamed with Odessa Gibson for a sister turn.

Show is short, straining here for more than 40 minutes even; that's with a number by the band, which could go out of the show with the same sensation as a cinder out of the eye. The line, altho limited in gals, is well balanced and they're all fair lookers. B. Urbacker is company manager. Picture was *Doctor's Diary* (Paramount), and business, showing Lenten effect, was just fair. B. OWE.

London Bills

(Week of March 8)

Kurt Robitschek's new program at Victoria Palace is *Let's Make You Laugh* and it's straight vaude. After two flop headliners, the English acts of Renee Houston and Sir Seymour Hicks, Robitschek now has Lucienne Boyer, French diseuse. She's familiar here by way of night spot appearances and recordings. She offers a good choice of numbers rendered in her individualistic style, a grand artist with an ingratiating personality. Does very well here. Two newcomers are Russell Swann and the Byrd Gonds Company. Swann is an American magician and monologist. He has an appealing style and his tricks are slick and showmanly accomplished. Gonds Trio is a Continental acrobatic turn. Features several good tricks, but the act needs speed. A sock is furnished by the De Long Sisters. Girls have looks, personality and talent. The Four Ortons, American comedy wire performers, hit solidly in the laughter and applause divisions. Old favorites in the Music Hall Boys, with their funny vocal travesties, and Ben Dova, comedy acrobatic souce on the lamppost, register big hits. Same goes for the juggling humorist, Gaston Palmer. Jack Barty and Lily Morris, English comedy singles, rate fair.

Back after an absence of three years, Nellie Arnaut and Brothers present their musical and dance offering at the Glasgow Pavilion, where they hit solidly. Fellow Americans in Bob Fisher, black-faced singer and monologist, and Carter and Holmes, versatile and clever boys, click splendidly.

Chilton and Thomas face a notoriously hard audience at Mile End Empire and deserve credit for chalking up a big hit. Outfronters generally sit on their hands. Ciro Rilmac's Rumbaland Muchachos, exotic Cuban band and dance novelty, are a corking entry at the Granada, Walthamstow.

Peg-Leg Bates, monoped dancer, and Gypsy Nina, singing accordionist, fare well at Coventry Hippodrome, where one of the acts, the aptly named Three Pirates (English), is worth noting for the number of ideas and bits of business lifted from visiting Americans.

Bebe Daniels and Ben Lyon, flicker stars, with a great act that's class thru-out, are drawing big crowds at the Paramount, Newcastle.

Arnaud, Peggy and Ready hit heavily with their comedy dance travesties at the Alhambra, Bradford, and the Four Franks are a furor with their steps and tunes at the Ritz, Ipswich.

BERT ROSS.

Berlin Bills

(Month of March)

After a record-breaking month with Jack Hylton and band another fine program is staged at the Scala. Three American entries stand out in the lineup. They are Jimmy Savo, 12 Aristocrats and the Two Valors. Savo's pantomime and unusual comedy furnish a comedy relish for Berliners, who are not slow in responding. The Aristocrats, mixed 12, are graceful and polished in their tap and adagio routines and the act is novel. Valors are a cinch for applause, as good acrobatic numbers are always surefire here. A heavily billed attraction is the Russian Cathedral Choir Afonsky, whose singing and arrangements are splendid. Fernando Linder, Spanish entertainer and mimic, has a good act. Christiane and Duroy (French) have been around plenty with their dance parodies and they have a good act. Couple wisely bring several new bits with them for this trip and thus duplicate former successes. Paul Paetzold and Company, cycling comedians, are not much different from other acts of their type, but the entry holds scores of laughs. Alvarez Brothers, comedy trapeze act: Lotte Werkmeister and Willi Lille, the latter as master of ceremonies, and the Scala Gals all do well in a bill that is marked by a greater

List of 19 Agencies Licensed by Mich.

DETROIT, March 13.—An official list of 19 agencies, the only ones in Michigan authorized to do theatrical booking in this State, was issued this week by Wesson M. Dickinson, superintendent of private employment bureaus. Under Dickinson's enforcement, any agency from another State is violating the law if it books for any engagement in Michigan without working thru a Michigan agency. Only one outside agency, the Barnes-Carruthers Fair Booking Association, which has a Michigan office at Ionia.

The following are the Detroit agencies: Affiliated Theatrical Offices of America, Amusement Booking Service, Artists' Booking Service (booking the Fox Theater only), Artists' Service Bureau, Betty Bryden Entertainment Bureau, Dave Diamond Organization, Kay Davison; the organization formed by Del Delbridge, Ray Gorrell, Sol Berns and Abe Schiller; Detroit's Supreme Entertainment Offices, Empire Theatrical Booking Association, Sally Fields, Gus Sun Vaudeville Agency, Jules Klein Artists' Bureau, Michigan Vaudeville, Corine Muer, National Vaudeville Exchange, and the United Booking Association. In addition, the Furniture City Theatrical Agency and the Mid-West Artists are located in Grand Rapids.

St. L. Ambassador Drops Band Policy

ST. LOUIS, March 13.—The dropping of the band shows at the Ambassador Theater here after the Fred Waring show March 18 is earlier than the usual seasonal policy change due to bookings of de luxe pictures. Usual shelving of the flesh policy is around the first of May. House will again return to a band policy in the fall.

No plans have been set as regards the policy of the St. Louis Theater. It is likely that the house will continue in its policy thru the summer as it runs shows comparable to the Roxy, New York, the flesh needed to bolster the subsequent-run films.

Kemp To Leave F. & M. April 1

HOLLYWOOD, March 15.—Harold Kemp, in charge of the local office of the Fanchon & Marco Agency, has resigned from the firm, his resignation to take effect April 1. It is understood that Kemp, formerly with the NBC artists' bureau, may tie up with NBC here.

Since F. & M. made a picture agenting tieup with Hawks & Volck, there was little activity for Kemp. The F. & M. club and vaude department here comprises Joe Bren, Max Bradfield, Roy Wolf, Warren Wilson and Harry Black.

Stoll Adding More Flesh

LONDON, March 8.—Wood Green Empire, one of Sir Oswald Stoll's former music halls here, will return to a straight vaude policy August 5. House will be one of four suburban vaude houses operated by Stoll, the others being the Hackney, Chiswick and Shepherd's Bush Empires. American talent will be extensively used. The Wood Green Empire has been in a picture policy since August, 1929.

inclusion than ever before of foreign acts.

Wintergarten introduces a favorite act as the headliner, Charlie Rivels and Company, rating with Grock as the leading pantomimic experts in Europe today. Acrobatics figure right thru the program, and good novelties are furnished by the Three Franklins, trapeze artists; Sylvia and Christian, two good-looking girls with acro-dancing of a high standard; Sisters Wetzel, sensational aerialists, and Joe Bonell and Doris Bay, a versatile pair, with the boy being the only American performer on the bill. Other acts are Karl Peukert, local humorist; Bosci, Italian tenor; Liselotte Herberth and Ingebor Von Gossein, ballet dancers, and Jenny, juggler. B. R.

Additional Vaudeville Reviews on Page 23

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Reviews of Acts and Bands

Benny Burton and Orch.

Reviewed at Musicians' Club, Pittsburgh. Style—Dance band.

Instrumentation: Benny Burton, lead and sax; Crick Gyekes, drums; Rudy Galaleo, guitar; Bob Swanson, bass; Dewey Rudge, piano; Fritz Gajer, sax; Nick Lomakin, tenor; Barney Sheppard, trumpet; Ralph Smith, trumpet, and Charles Nauman, trombone. Lomakin handles arrangements, with Galaleo doubling as vocalist. Lois Best is the songstress, altho illness forced her absence at this hearing.

Outfit is strictly a dance band that has been enjoying moderate success in ballrooms and night spots in the Pittsburgh area. Play sweet swing and dish out many pop tunes in hot fashion. Burton doubles as emcee, getting intimate with the customers by announcing birthdays, introducing visiting celebs and doing other similar business. Hon.

Judy Brent

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

Miss Brent includes singing and impressions in her repertoire and in addition has a pleasing personality. Singing and swaying are done in snappy punch style and, while her impressions possess no great finesse or sharpness, they are robust, even lusty, and easily understandable. She gave her impression of a nervous wreck suffering from a wide collection of ailments, as well as impersonations of film stars. Her Mae West takeoff topped the others and might be developed to even greater advantage. Gal sells her goods with showmanship. B. H.

The Rhythm Sisters

Reviewed at the Musicians' Club, Pittsburgh. Style—Dancing. Setting—Floor show. Time—Six minutes.

The Rhythm Sisters (Amy Berlinger and Loretta Oslowski) are popular strutters in the Pittsburgh area, displaying promise of reaching a spot held by June and Cherry Preisser. They are two small and shapely blondes, boasting versatility and ample personality. Do three numbers, each taking about two minutes. Offer a fast competitive tap turn, follow

with a graceful ballroom routine and close with a sock and original shoe shine number. The gals scored despite poor support from the band. Hon.

Woolford's Weenies

Reviewed at Loew's State, New York. Style—Animal novelty. Setting—In three (special). Time—Eight minutes.

A "weenie" act all right, for it features those frankfurter dogs, dachshunds. Act is cute and amusing, shaping up as different from the usual dog acts in view of the type of dog used. A mixed team, in English hunt outfits, put the pooches thru their paces. The paces are conventional, including hurdle jumps, pushing barrels, catching bone-like objects, rollovers and other items that are stamped as cute. One comedy bit, a dachshund posing as a drunken mother pushing a carriage in which are a pair of Mexican hairless pups. Act did okeh in opening the show here. S. H.

Billy and Beverly Bemis

Reviewed at Loew's State, New York. Style—Dancing. Setting—In one. Time—Seven minutes.

These Bemis youngsters have been getting a buildup in the field. No reason for a buildup for their dancing, which is just okeh, but plenty of reason for their refreshing personalities. That's what they've got as their mainstay, youth and looks and smart appearance. They hoof with a reckless abandon, symbolic of collegiate kids, but the actual hoofing doesn't add up to anything.

Their dancing is a combination of taps and ballroom. First double routine is fair, the kids skipping about energetically, but the taps are hard to catch. Billy's solo cane routine is nice. Back into another double number, the girl leading off with a mild song turn. While singing she does a Martha Raye shuffle. This double routine is better than the first, and it served to get them

off to a fair hand in the deuce spot. S. H.

Arlene, Charlie and Ruby

Reviewed at 125th Street Apollo, New York. Setting—In three. Style—Tap dancing. Time—Eight minutes.

Colored trio, two girls and a boy, who opened with a routine that has all three tapping in good unison and follow with a double number by the girls that's executed in a free and easy style, employing some nice looking if not very difficult steps. Striving for effortlessness, they lose precision and result looks a bit ragged in spots. Boy comes on to do a whirlwind solo that earns a smash hand. They close with another routine together. The boy's footwork in particular and the general personable appearance of the act plus a somewhat distinctive manner of delivery earned show-stopping honors when caught. G. C.

Lucille Paige

Reviewed at Roxy Theater, New York. Style—Dancing. Setting—Special. Time—Fourteen minutes.

Lucille Paige, eccentric and contortistic dancer, is still tops. Outstanding turn of the bill here was her Bolero number, beautifully produced with aid of Foster line and chorus boys.

Action of the dance varies with the mood and tempo of the Bolero, giving excellent opportunity for interpretative movement. Motions are sinewy and graceful, compelling constant audience attention, so much so that there is a tendency to overlook the fine work of the line. This is true even when spotlight leaves Miss Paige for other sections of the production.

Audience loved the number. P. A.

Burns and Walker

Reviewed at Folly Theater, Brooklyn. Style—Comedy. Setting—In one. Time—Fifteen minutes.

Male comedy team, one sporting a putty nose and the other portraying a nutty dope addict. Latter has a green light thrown on him continually to heighten the effect. Open with screwy gags and then go into body of act, in which Cokey Joe converses with an invisible bartender. Orders beer for him-

self and partner, finally driving the latter nuts, tho originally sane.

Turn is somewhat unusual and went off well here, but needs revamping in order to iron out the dull spots. Might do better in abbreviated form. P. A.

Radio Ramblers

Reviewed at Roxy Theater, New York. Style—Impersonations. Setting—In one. Time—Thirteen minutes.

Male trio comprising Fred Rice, Irving Lane and Dave Vine in impersonations of Ben Bernie, the Voice of Experience, Bing Crosby, Henry Armetta, Charles Laughton and others. Turn goes along rapidly, the takeoffs having plenty of live comedy with up-to-the-minute lines.

As long as the Ramblers can incorporate into their material a snappy, humorous commentary on contemporary figures they should continue to please. P. A.

Mr. and Mrs. Jesse Crawford

Reviewed at Roxy Theater, New York. Style—Instrumental. Setting—Special. Time—Twelve minutes.

The Crawfords play two Hammond electric organs, Mr. Crawford opening the turn with a plug for the virtues of the instrument. The high praise is backed up by a fine series of solos and duets, the sound reaching every part of the house by means of amplifiers placed behind a scrim.

Tunes were Bells of St. Mary, Three o'Clock in the Morning, Dinah, Blue Danube, Deep in My Heart and one or two others. Mrs. Crawford clicks particularly in her own arrangement of Dinah, a tricky piece of syncopation in various tempos.

Turn is for the better spots. P. A.

Ginger Harris

Reviewed at Folly Theater, Brooklyn. Style—Contortion. Setting—In three. Time—Three minutes.

Ginger Harris does her contortion bit here on a small platform, her convolutions all being executed within a very small area. After a few warmup stunts she goes thru the old handkerchief routine, but the props are so arranged as to make the turn particularly difficult. Gets a big hand and goes off with a few somersaults.

She displays enough talent to click at most spots, altho her act when seen here was too short to stand by itself. Seems a natural for a good dance flash. P. A.

Additional Night Club Reviews

Ubangi Club, Philadelphia

Harlem in this town knows no geographical limitations. This spot fringes the University of Pennsylvania campus and when caught on this trip looked like the wide-pants guys were making a night of it. It's a ground-floor layout; in fact, it used to be a garage. Spot operated as The Rafter's—they're still there—and after a slipshod existence Harvey Lockman hit the stride with a whiff of Harlemaesque hide-dees. One of the burg's youngest nitery nabobs, he has already displayed his showmanly capacities in developing the Ubangi as a "must" on the merry-go-round list.

The fast and furious floor offering has Bobby Evans as pacesetter. Has an infectious smile and fairly strong pipes and can also hoof.

Reds and Curley, male steppers, who left the Blanche Calloway unit to carry on in their own way, open with some socko stepology. Team is well groomed and of no small accomplishment.

A fine medley of tango ballroomatics is added by Norton and Margot, mixed duo. Margot is an eyeful, and male makes for a corking captain. A stand-out team for any class spot doting on sepla entertainment. Terp consignment completed by Diana (Jackson). Sporting the grass skirt and beads, gal accentuates the bumps and shakes. No rhyme or reason, but something the bartender hopes for on a busy night.

Warbling handled by Patsy Evans, a five-footer, who is tall on pop chunes, and Victoria Vigal, who still gets the double-entendre from the old Clarence Williams follo. Lending a touch of completeness to the evening is the pantomimic knockabouts by Johnny Hudgins. A ringleader for riotous fun and just the trick to make it a party night.

Cast has been making a healthy run of it here, bump gal being the only newcomer. Ork stand is commanded by Doc

Hyder, an old fave among heated harmony dispensers. As per expected, band of 12 dote on swingeree. LeRoy McCoy, one-armed satchmo in the outfit, adds McCoy croaking.

Spot unshutters for the p.m. hours, two shows on tap. Moderate gearing of tariffs, one buck minimum and no covers, makes it inexpensive merriment in large quantities. Oro.

Chesterfield Club, Chicago

Sammy Tayne has transformed the old Hi-Mac Club into a beautiful little night spot which can take its place as one of the show places of the north side. Intimate and cozy, the place has a pleasing color scheme of three shades of maroon and two of blue, attractively trimmed in chrome. A small but entertaining floor show is on hand. Four complete performances are given nightly, with Ken Parker's Orchestra furnishing the dance tunes.

Hal C. White, youthful emcee, paces the floor show and not only keeps it moving in smooth order but contributes a line of mimicry that is relished greatly by the patrons. The best of his several impressions are those of Boake Carter, Lionel Barrymore and the movie comedian Ned Sparks.

Ann Brower, a torch singer who delivers her swing numbers not unlike Martha Raye, scored with a repertoire of vocals and received a rousing hand for her efforts. Other act is Ruth and Buddy with a pleasing routine of dances, mostly tap, who also garnered generous rounds of applause.

F. Langdon Morgan.

Sanders for CRA Coast

NEW YORK, March 13.—Bob Sanders, one-night-stand band booker, formerly of the Irving Mills Office and more recently with the Rockwell-O'Keefe Agency, has joined the staff of Consolidated Radio Artists' Hollywood office.

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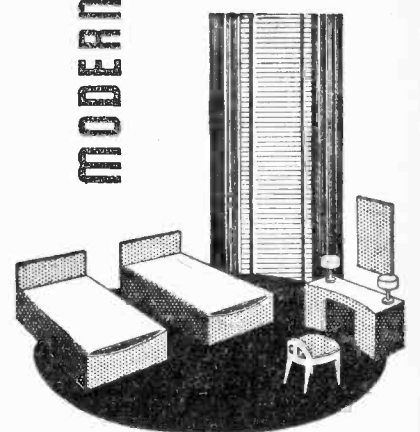
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CHICAGO

AEA Nominating Committee And Ballot System Up Friday

Special meeting for selection of nominating committee to prepare annual ticket—will be followed same day by quarterly meeting to consider question of ballots

NEW YORK, March 13.—Actors' Equity Association will hold a special meeting next Friday at the Hotel Astor for the purpose of selecting a nominating committee of six which, together with three members selected by the council, will prepare the annual ticket to be submitted to the annual meeting of the organization. At the termination of this business, association will immediately hold its regular quarterly meeting and consider two recent amendments to the Constitution having to do with the balloting system. Amendments are similar in nature, the second amending the first in order to make it less cumbersome. According to Equity, dissatisfaction with the old method of balloting was based on the fact that a prior check on good standing of members who voted by mail, undertaken in order to facilitate the counting of the ballots, disclosed such ballots to members of the administration. Implication here is that such a situation might conceivably result in influencing the vote of certain members.

Equity has already acted in order to do away with this fear, the council ruling February 23 that henceforth all mail ballots be opened by none other than the tellers and checked subsequently. This method was current before 1922, but was changed when members sent dues along with their envelope containing ballots, thereby necessitating perusal of contents by other than tellers.

As announced before, council has already ruled that each ballot envelope be stamped "To be used for return of ballot only."

Whichever method is used to thrash out the problem, however, it is Equity's intention to give the association as secret a ballot as the membership wishes, according to official statements.

Brownell Play Is WPA Chicago Hit

CHICAGO, March 13.—Federal Theater's Negro unit got under way this week at the Princess Theater with *Mississippi Rainbow*, an amusing study of Negro life, by John Charles Brownell, author of *The Nut Farm*. Skillfully directed by Art Smith, under the supervision of Harry Minturn, play was enthusiastically received and garnered a healthy quota of laughs.

Herman Green, as the lazy husband who spent his time relaxing and planning a financial project, was perfectly cast. Possessing an engaging personality and a flair for comedy acting, he made his role stand out in cameo likeness. His only fault, an easily corrected one, is that at times he is inclined to play a little too much to the audience. Second acting honors fall to Rosalie Burnette for her carefully etched portrayal of a tongue-lashing gin-drinking sister-in-law. A comedienne of ability, she proved one of the highlights of the cast. Scott Manning, as her husband, and Theodore Ward, as a water-front character, played their roles well.

Gladys Williams was sympathetic as the wife and Thomas Poston and Lillian Falls handled the juvenile roles capably. Georgia Carpenter did a nice bit as the voodoo woman, John Hughes contributed some excellent moments of acting, and James Elyob, the only white person in the cast, was very good in a short role.

The setting by Clive Rickabaugh and the lighting by Duncan Whiteside were well done. A choral group, under the direction of Viola Hill, sang spirituals from the orchestra pit in lieu of an orchestra.

F. LANGDON MORGAN.

D'Oyly Carte Opera Co. Begins Extensive Tour

CHICAGO, March 13.—D'Oyly Carte Opera Company ends a successful five-week run at the Erlanger Theater here tonight.

Company goes to Detroit for two weeks, thence to Cleveland for a week; to New Haven, Conn., for a week, and to Boston for four weeks. It sails on the S. S. Laconia May 9 for England, where seven weeks of Gilbert and Sullivan will be given at Sadler's Wells Theater, London, commencing May 31.

Anti-Abbey Irish Theater

PHILADELPHIA, March 13.—Another little theater group swells the local ranks, this one, however, to present plays "really representative of true Irish life." New group is sponsored by the Irish-American Club and directed by Rev. Alexander Carey. Declared purpose of the theater is to counteract opinions of Irish life that might be formed from presentations of the Abbey Theater, especially *The Plough and the Stars*. First production is set for April 19 and, appropriately enough, is called *The Wearing of the Green*.

Detroit WPA Draws Crowds

DETROIT, March 13.—Detroit's Federal Theater presented *200 Were Chosen* this week as the first production of Verner Haldene, new director with the project. Using a single set, the production went smoothly.

The theater is drawing a large number of people who have not seen a legitimate show in many years, some of them never, a check of audience comment by *The Billboard* correspondent showed. The new policy of using two companies, having one in rehearsal and ready to go on as soon as the other play closes, is getting results in a steady following that was discouraged under the former policy of closing several weeks between productions.

Monica Porter has been appointed to handle a publicity campaign for the theater.

Government Operating Three Chicago Houses

CHICAGO, March 13.—With the reopening last Sunday night of the Princess Theater, housing a Negro unit, the Federal Theater now has three theaters in operation here.

Martin Flavin's *The Good Old Summertime* will continue at the Blackstone Theater for another three or four weeks and then be succeeded by *The Lonely Man*, a new play by Howard Koch. This is the initial directorial effort here of Robert Milton, New York director, who is being assisted by Kay Ewing and Alan Peters, latter recently promoted from the acting ranks.

George Kondolf, director of Federal Theater activities here, is considering producing a new edition of *O Say Can You Sing?*, the musical revue now in its 16th week at the Great Northern Theater.

Philly Expects Legit Revival

PHILADELPHIA, March 13.—Revival of things theatrical is expected in the local legit circle. Erlanger lights up again March 29 for another premiere, making it four in a row. This one is *Excursion*, a new comedy by Victor Wolfson; Whitford Kane, Shirley Booth and Whitney Bourne will head the cast; John C. Wilson is the producer, and Worthington Miner is staging the production.

Until that time only thing set on the boards is in the Jewish theater, Maurice Schwartz bringing his company here to the Walnut Monday (15) for *The Water Carrier*, a musical spectacle imported from Warsaw.

Heartening rumors promise that *The Wingless Victory* and road companies in *Brother Rat* and *Boy Meets Girl* will show at the other houses after Easter.

Union, New Philly, Back

NEW PHILADELPHIA, O., March 13.—First road show here in more than 10 years will be presented at the Union Opera House March 16 when *Tobacco Road*, starring Taylor Holmes, will be offered, according to announcement of Manager L. W. Hutcheon. Years ago the Union was one of the best known legit theaters in Eastern Ohio and played all the important road attractions.

Nat Karson Plans Musical

NEW YORK, March 13.—Nat Karson, scenic designer, together with Teddy Thomas, is doing a musical based upon *Alice in Wonderland*. Karson is adapter, director and producer as well as designer.

Equity May Broach Question Of National Theater Subsidy

NEW YORK, March 13.—Alfred Harding, editor of *Equity Magazine*, official organ of the actors' association, believes there is room in the United States for a national subsidized theater slightly different from those he recently investigated in countries of Central Europe. Point is backed up in the magazine by a discussion of the workings of theatrical systems in Poland, Czechoslovakia, Hungary and other places, with the suggestion being made that Equity would be warranted in taking the lead in an inquiry into the WPA Federal Theater Project, with reference to the means by which such an experiment could be undertaken.

The dignity and high esteem enjoyed by national theaters in Central Europe may be judged by the moneys assigned by the various governments for maintenance and operation. Figures to be given are particularly significant in view of the financial difficulties of these countries at the present time.

Thus in Czechoslovakia \$400,000 is assigned to the National Theater and Opera in Praha. Seven regional theaters receive \$250,000, and are further aided by grants from province, city or both.

Hungary supports the National Theater and the Royal Hungarian Opera in Budapest, but additional contributions are made by different towns and cities, ranging from \$100 to \$2,200 for various periods of operation.

In Poland all theaters up to 1932 were operated by the municipalities, which since then have withdrawn, so that today only the theater in Krakow is so operated. But the not operators, the municipalities continue to own and maintain the theaters. Illustration of the system is furnished by the city of Wilno of 200,000 inhabitants. Wilno gives the theater \$9,600 a year for a 12-month season, and to this the national government adds \$7,200.

Regarding directors of theaters, that post in Central Europe is regarded as a high responsibility. The Hungarian Ministry, for example, issues licenses for all such positions and may revoke them for cause. Poland, apropos of producers, has established for their training a branch in the Institute of Theatrical Art. Actors in Poland must attend the State Institute at Warsaw for three years or pass the same exam as those who do attend. On graduation they may be engaged, but no minimum pay is necessary. After a year of this they are entitled to a minimum of \$40 a month. Serving in this classification for three years more, they are then entitled to \$60 a month. Actors' requirements in Hungary and Czechoslovakia are somewhat less exacting, but still necessitate in one case a three-year term and in the other a four-year session in proper institutions.

New Plays on Broadway

Reviewed by EUGENE BURR

HENRY MILLER'S

Beginning Friday Evening, March 5, 1937

NOW YOU'VE DONE IT

A comedy by Mary Coyle Chase. Directed by Antoinette Perry. Setting designed by John Root, built by Vail Construction Company, and painted by Robert W. Bergman Studio. Presented by Brock Pemberton. Mrs. Harlan L. Hazlett Jr. . . . Barbara Robbins Newsboy Radley E. Collins Harlan L. Hazlett Jr. Walter N. Greaza Mrs. Harlan L. Hazlett Sr. Evelyn Varden Mrs. Harry Gleason Jane Bancroft Orville Harlan Gleason Junior Eric Burtis Mrs. MacDuffy Ruth Gates Grace Doshier Margaret Perry Mrs. William Eckley Mary Howes Lawrence Ainsworth Richard Carlson Senator Wilbur M. Vandergrout, George Lessey Sam Hellburn Ralph Chambers E. J. McNaught George L. Taylor Muggsie McCarty Jack Tyler The Living Room of the House of Harlan L. Hazlett Jr., in Glorioca, on a Day in Late October.

ACT I—Noon. ACT II—Evening of the Same Day. ACT III—Later That Evening.

Mary Coyle Chase, author of *Now You've Done It*, the play which Brock Pemberton billed as a comedy and presented at Henry Miller's Theater last Friday night, probably released a lot of inhibitions when she wrote her little piece—and, judging from the evidence, she probably has a good many left. For *Now You've Done It* takes adolescent delight in writing naughty words—and situations—upon the theatrical fence, a somewhat inexplicable activity that seems to be the only reason for the play. Its characters are flat and obvious burlesques, its situations are stogy and expected, and its comedy is peculiarly devoid of any humors above those of comic strips and washrooms. If it were honestly out-and-out salacious it might be forgiven; but it smirks and primps and prances about the things that seem so obviously to attract it, leering instead of speaking out.

The antics of its cartoon characters seem hardly worth the trouble of a synopsis, but for the sake of the records be it reported that the play deals with Harlan Hazlett, a mama's boy who fancies himself a politician and who is out to win a congressional nomination. Everyone in the household, including his young and pretty wife, waits on him and pampers him. Then into the home is taken a girl from a reformatory, a girl who had been cashier at the establishment known as Madame Evelyn's. She does her best to make good as a housemaid, but she finds a bit of difficulty in forgetting her past when Harlan, his mama and his sister all unavailingly try to pump her about the details which they so insistently claim to be beneath their interest. Harlan, as a matter of fact, tries to do a great deal more than pump.

Grace, the waif, upsets Harlan's political apperception by recognizing a couple of party bigwigs as old customers at Madame Evelyn's, and by so greeting them in the Hazlett parlor. But she saves the day, just in time for the merciful descent of the final curtain, by similarly recognizing the party leader. The leader, who had been having his doubts about the sanctity of the Hazlett home, suddenly decides that Hazlett is the very man for the party—if Grace will keep her mouth shut.

Interwoven in the general mess is a silly love story concerned with Hazlett's wife and a young man who has been sent down to investigate the prospective candidate. Practically without warning love smites them; and by the end of the show the long-suffering wife has just about decided to leave her stuffed-shirt spouse.

There's nothing very funny about *Now You've Done It*, as the synopsis will probably indicate. It spends most of its time, along with the members of its own Hazlett family, in leering at Grace's past; and when it isn't occupied in that pleasant pastime it's busy building up characterizations that win the season's prize for obvious comic-strip delineation. At one time Mr. Pemberton thought of calling it *Pillows of Society*; it would have been nice of him to provide pillows for the customers—even if only in the title.

A good cast wastes itself lavishly on the dull situations and unfunny lines. Evelyn Varden does as well as she can with the mother, Margaret Perry gives an odd performance as Grace, Richard Carlson's evident unhappiness as the

juvenile may be explained by the lines he is forced to speak, George Lessey offers an amusing burlesque as a senator, and Barbara Robbins is charmingly out of place as the wife. Walter Greaza, substituting at a week's notice for John Alexander, as Harlan, does his best to keep the comedy moving. It's not his fault that he fails.

Alexander, incidentally, was forced out at the last moment by a sudden appendicitis attack. There can be things even worse than appendicitis.

GUILD

Beginning Monday Evening, March 8, 1937

STORM OVER PATSY

A comedy by Bruno Frank, adapted by James Bridie. Directed by Philip Moeller. Settings designed by Aline Bernstein, built by the McDonald Construction Company and painted by Centre Studio. Presented by the Theater Guild, Inc.

- Victoria Thomson ... Claudia Morgan
Maggie ... Valerie Cossart
Mr. Burdon ... Roger Livesey
Mrs. Honoria Flanagan ... Sara Allgood
Lisbet Skirving ... Brenda Forbes
William Thomson, Provost of Baikie ... Ian McLean
Joseph McKellar ... Francis Pierlot
Horace Skirving ... J. W. Austin
Court Usher ... Clement O'Loughlin
Clerk of the Court ... Farrell Pelly
The Judge ... Leo G. Carroll
Mr. Fraser, the Prosecutor ... Louis Hector
Mr. Menzies, K. C. ... John Hoysradt
Junior Counsel ... Kendall Clark
Stenographer ... Jack Burley
Policeman ... Herbert Standing
Dr. Cassidy ... Jack Byrne
Patsy ... Colonel

COURT SPECTATORS: Frances Kidner, Elizabeth A. Jones, Seymour Gross, Dan Rudsten, Carrie Bridewell, Harry Hermsen, Phyllis Langner.

ACT I—The Living Room of Provost Thomson's Home in Baikie, Scotland. ACT II—The Same. The Next Evening. ACT III—A Courtroom. Two Months Later.

The Theater Guild is by many people regarded as the leading art-institution of the American stage; its influence is widespread and its power is great. On Monday night the Guild used all its influence and its power, aided by a fine cast containing several high-priced imported players, to produce a light little comedy about the trial of a man who stole a worthless mongrel pup. The play in question is Bruno Frank's Sturm Im Wasserglass, ridiculously retitled Storm Over Patsy in its present adaptation by James Bridie—and it is probably a sad commentary upon the greatest art-institution of the American stage that Storm Over Patsy is the most amusing, the most satisfying and the most effective play that the Guild has produced this season.

There is no way of telling now just what the comedy was like in German. From the original title, one suspects that it was strongly satirical in intent and content; but little satire is left in the Bridie adaptation, which changes the locale to Scotland, and which points its entire action toward the really hilarious courtroom scene that constitutes the last act. Except for the courtroom scene—and even that is broad farce rather than comedy—Storm Over Patsy is a slight but pleasant little piece that makes one wonder why there was so much insistence on getting various members of the excellent English cast that acted it in London.

It's all about Mrs. Flanagan and her dog, Patsy, who has been seized by the authorities because she can't afford to pay the exorbitant tax that a dog-hating provost has placed upon all pooches. She appeals tearfully to the provost, but he, in the throes of an election campaign, tosses her out of the house. Unfortunately for him, there is a kind-hearted reporter present, who has had a soft spot for animals ever since, as a little boy, he saw horses being whipped by heartless drovers. He sacrifices his job in order to write a lead story pillorying the provost for his heartlessness.

At a political meeting the provost is greeted by a chorus of derisive barks, and in revenge he decides that the dog shall forthwith die a legal but quick death. The reporter intervenes by kidnapping the pup—and the third act is the hilarious history of his trial for dog-stealing. Things are a bit complicated by the fact that the provost has meanwhile made a trip to Paris with a conveniently gushing female admirer, his wife is suing him for divorce, and the wife and the reporter decide that they like each other a lot. The reporter gets himself acquitted on a technicality—how could he steal the dog when all he did was to return it to its rightful owner, Mrs. Flanagan?—and there are hearts

BROADWAY RUNS

Performances to March 13, inclusive.

Table with columns: Dramatic, Musical Comedy, Title, Performance Date, and Opened Perf. Includes plays like Amazing Dr. Clitterhouse, Arms For Venus, and Frederika (Imperial).

a friendly boarding house on the outskirts of Los Angeles and the film colony; from all over the country they come, and Raymond Van Sickle, the author, has gathered them together amusingly enough—tho not so amusingly that an evening at the Little Theater seems an evening passably well spent.

What there is of plot hinges around the arrival of the sub rosa husband of papa Newberry's daughter. He is, of all things, a psychology professor at the University of Wisconsin; being good-looking, he becomes the immediate target of the unattached females who litter the boarding house; being a psychology prof, he decides that he'll turn the attentions of the balmy females into material for his next treatise on aberrations of the human brain. There is, as everybody knows, no telling what a psychology professor is liable to do.

The unattached females are thus somewhat surprised when they discover inadvertently that their reactions have been taken down not as enjoyments, but as notes. Papa Newberry's daughter rallies to her husband's defense, there are various other entanglements all more or less on the sex side, and then everything ends happily. It's a moot question as to whether the happiness causes the end or the end causes the happiness.

The chief asset of the production offered by Bonfils & Somnes, a new husband-and-wife producing team, is the cast. It's eminently a good one, with Charles Coburn bringing friendly humor to Pa Newberry, Francesca Bruning doing a charming job as his daughter, and many of the players of the minor typed parts standing out—Jean Adair, Philip Wood, Marie Carroll and Juliette Day among them. Russell Hardie seems too all-fired smooth to be a psych prof at the University of Wisconsin or anywhere else—but after all, that's what the script called for.

There is also an excellent performance turned in by a new actress named Sylvia. She is a trained goose—and, despite the play, let's dispense with wisecracks.

GOLDEN

Beginning Thursday Evening, March 11, 1937

ARMS FOR VENUS

A comedy by Randolph Carter. Staged by Francis Hartman Markoe. Settings by Nat Karson; construction by H. L. Abbot Company and painted by Center Studios. Costumes designed by Herbert Callister and executed by Esther G. Cooper. Incidental music by Philip James. Guards and slaves: Lee Turk, Haakon Ogle, Erik Walz, H. McAlpin Whitney, Robert Russell, Richard Graham, Wilbur Volsch. Presented by Mary Hone.

- Quartilla ... Beatrice de Neergaard
Habinas ... Tony Bickley
Crysis ... Hortense Alden
Caius ... Alan Davis
Nero ... Walter Klavun

The Entire Action Takes Place Within a Roman Tomb Outside the City Gates. Time: 65 A.D. ACT I—Sunset. ACT II—Immediately After. ACT III—Dawn.

In front of me at the Golden Theater Friday night (which was the second night for Arms for Venus, a comedy by Randolph Carter, presented by Mary Hone) was a mildly cockeyed gentleman who insisted on making caustic tho justified comments upon the figures of the players. Behind me was an embryonic actor with an embryonic mustache, who insisted that he would have been simply lovely in the role of Nero. Between them (which was where I was) one could manage to spend a reasonably enjoyable evening—particularly with the aid of Reilly's Bar across the street—even despite the so-called play that insisted upon unrolling itself on the stage.

To call Arms for Venus a play is really a classical example of overstatement. It is, rather, the carefully written out version of a Roman locker room anecdote. It seems that Crysis is a faithful wife who, when her husband dies, decides to starve herself to death in his tomb. But into the tomb, to seek shelter from the rain, comes Caius, a soldier detailed to guard the corpses of half a dozen thieves who have been hanged. Also to the tomb comes Nero, who has this and that design upon the not entirely unwilling body of Crysis.

But Crysis, smitten with the manly

and flowers at the final curtain.

The imported members of the cast acquit themselves, for the most part, nobly, with Roger Livesey underplaying the reporter in a stylized but ingratiating and highly amusing manner, and with Ian McLean practically walking off with the play as the provost. As for Sara Allgood, former Abbey Theater player who was brought here to play her London role of Mrs. Flanagan, she gives a performance so over-detailed that the details get in the way of the performance and the acting gets in the way of the effect.

As for the more nearly American contingent, Leo G. Carroll ties up the third act neatly, puts it in his pocket and prances off with it, in the really small part of the judge. Claudia Morgan, one of the loveliest lasses on the stage, does a forthright, sincere, appealing and altogether charming job as the provost's wife; Brenda Forbes rather annoyingly burlesques the provost's smirking inamorata, and nice bits are turned in by Louis Hector, John Hoysradt and Francis Pierlot.

A weird-looking animal named Colonel plays Patsy; Patsy was supposed to be a mutt, and Colonel is certainly a nice example of type casting. Also, he is a quiet, unobtrusive and most ingratiating performer.

It is probably too obvious to remark that the Theater Guild is going to the dogs; in any case, in view of the season so far, that seems to be the best place for it. For Storm Over Patsy, tho monumentally unimportant, is the Guild's most effective production this year.

LITTLE

Beginning Wednesday Evening, March 10, 1937

SUN KISSED

- A comedy by Raymond Van Sickle. Directed by George Somnes. Set by John Root. Presented by Bonfils & Somnes, Inc.
Newton Utterback ... John Ravold
Amy Jessup ... Jean Adair
Maude Sweeney ... Ruth Choppening
Ira Gilkey ... Philip Wood
Mattie Bowers ... Jeanne Temple
Betty ... Mary Fletcher
Geneva Twine ... Marie Carroll
Vernon Weaver ... Carrington Lewis
Bee Delmar ... Juliette Day
Gypsy ... Sylvia
Vincent Pugh ... Sidney Palmer
Fay Carver ... Barbara Brown
Humphrey Newberry ... Charles Coburn
Frances Newberry ... Francesca Bruning
Bill Underwood ... Russell Hardie
Messenger ... John Albert
McTigue ... Ben Laughlin

The Action Takes Place in Newberry Hall, a Boarding House in Los Angeles.

Another nut comedy came to town Thursday night, lodging at the Little Theater under the title of Sun Kissed. Moon-Touched would probably have been more to the point.

As spring comes rolling round, the unhappy reviewer, looking ahead with footlight-bleared eyes, sees the usual crop of nut comedies coming at him. Sun Kissed is the first for this spring, and it will probably turn out to be not the worst. It's all about the looneys who make their home in Newberry Hall,

charms of Caius, says that he is her lover, and he, she, and Nero hold a very dull Roman orgy, squatting cozily around the body of her husband. Then Caius discovers that the cadaver of one of his thieves has been stolen—as Nero remarks, people as liable to steal anything—and, since only five carcasses will be eminently unsatisfactory to the military authorities, he doesn't know quite what to do. Crysis, with the connivance of Nero, solves the difficulty by substituting the remains of her late spouse.

All of which hardly seems the sort of tale to get very funny about—but Mr. Carter, with indomitable spirit, strives mightily to get funny about. With a signal lack of success he manages to get as funny as his own tomb. Once in a while he does get off an amusing line, particularly among those that he places in the overworked mouth of Nero; but for the most part his play is as devoid of humor as it is of plot—and his plot is something that sits still in the middle of the stage all evening.

Allan Davis, a handsome and upright Caius, and Walter Klavun, who does his best to point up the lines of Nero, do almost all that any actors could do to lend some semblance of life to Mr. Carter's ancient and dull wheeze. Hortense Alden, as Crysis, postures and prances around the stage as tho the coffin of her spouse were a Latin maypole and delivers her lines in an affected monotone that, toward the end of the second act, develops the best known attributes of a fingernail scratched on a slate. One shudders to think of what the evening would have been like without the gentleman in front and the actor in back.

Ben Yost Is Sued

CHICAGO, March 13.—Judgment for \$2,850.91 was entered this week by Judge Justin F. McCarthy, of the Municipal Court, against Ben Yost, head of the Varsity Eight, appearing in the Ziegfeld Follies at the Grand Opera House, in behalf of F. F. Tracey, a theatrical booking agent in Kansas City, who claims he placed Yost's singing group with the Follies. Thru his attorney, Henry A. Kalchheim, Tracey claims that Yost has not paid him the percentage agreed upon for booking the group with the show. Practically the entire cast of the show was called into court to testify.

Laye for Cochran-Lehar Operetta

LONDON, March 2. — Evelyn Laye, British stage and film actress, has been signed by Charles B. Cochran to play the chief femme role in Paganini, the Frank Lehar operetta, which is to be presented in London during May. Richard Tauber will enact the title role.

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Thru Sugar's Domino

WITH THE ACCENT ON CAFES

STANDARDS are juggled around in the night spot field. Generally, that is. To apply the same measuring rod to after-dark emporia as to theaters doesn't always bring favorable results. Take, for example, the relative importance of supernumeraries of the feminine gender (chorus and show girls to you). In the average theater situation the specialty person is considerably more important as an unrelated item than the line or show girl. In theaters the specialty people get better recognition all around and especially in the pay-envelope department. In the niteries—particularly those catering to the masses—it has become more and more apparent the last couple of seasons that the apparently undistinguished line and show girls are of vital importance.

The daily reviewers and commentators might not notice it and even the less astute spot operators sometimes let it pass by, but it is undebatable fact, nevertheless, that the coryphees can make or break a spot. The result is as would be expected in a situation of this kind. The more desirable girls are difficult to obtain. In most spots they work hard, rehearse long hours, play an impressive number of benefits a week and add further to their wear and tear by obligatory mixing. The night spot men who abuse their privilege as employers by being too liberal with their girls' time and energy insofar as benefits are concerned as well as the lads who carry the thing too far with forced mixing invariably lose out. The type of girls that click in the night spots are those besieged with tempting offers from legit, film studios, rival spots that put the soft pedal on the slave driving and altruistic money men whose hearts break when they see pretty pretties work so hard night after night. Which should more or less prove that many of the guys who operate the big spots are far better restaurateurs than showmen.

NIGHT club acts as well as those dipping occasionally into the theater field ought to be better informed on legal angles as they affect their contractual relations. Of course, there are plenty of shysters eager and willing to help every artist that needs it. It seems, tho, that there should be some other way that artists can get wised up to the intricacies of a legal nature that confront them in a day when the diffusion of the former powerful booking offices into mushroom growths of come-and-go offices makes for entanglements that would nettle even a Solomon. One of the major headaches of this unorganized era in performerdom is the independent contractor. Like halltists, many acts work as independent contractors without knowing it. This classification means nothing until legal trouble brews. Then it means more than any other factor.

The American Federation of Actors has hurdled many obstacles in its climb up the ladder of recognition and achievement. The AFA gives legal aid to its members and this service has been responsible for salvaging many thousands of dollars since the AFA came into being. It seems to us, however, that the AFA can perform a far more valuable service thru education than thru the medium of individual attention when trouble arises. Not that its legal service should be dropped. This can go on unimpeded and even enlarged but there should be added to it an intelligent and far-reaching campaign thru trade and daily papers that will not deal in generalities but go right to the point, telling an actor where there is danger; warning him in time so as to avoid litigation and its attendant venom, loss of time and money. By intelligent, thorough education the amount of cases handled by the AFA will be lessened. There will be fewer open breaks between artists and managers. It is conceivable that a successful educational campaign will do more to actually help the actor than a staff of the most talented attorneys in America drafted to help unravel difficulties after they have been encountered.

THERE are times when we lose patience with performers who turn their backs to the present and look forward towards a gloomy, desolate past as they carry the soprano in the angry chorus bawling over the decline of vaudeville. There are still plenty who do it and it's about time they were exposed and sent to the back of the class with their faces to the blackboard. Of course vaudeville is dead. It doesn't take a smart boy to see that vaudeville as an all-year-round staple is as archaic as button-topped shoes. But the fact that there isn't any such thing economically as vaudeville shouldn't and doesn't mean necessarily that there is no longer a field of employment for the talents of those who used to call vaudeville their home. After all, it is only the average, run-of-the-mine actor who has suffered because of the decline of the once flourishing field. The toplineers who really deserved to be toplineers—we mean those who really deserved their big salaries and two-year routings and were not shoved into dates by grafting bookers—these real uns have successfully migrated to films, radio and night clubs.

The remainder—a group composed of the second-graders and those whose talents could not possibly be utilized in the two major industries—have found and will continue to find fairly steady work exclusively in or oscillating to and fro from department stores, recreation halls, camps, private entertainments, outdoor promotions, concert and school shows. It is quite evident that the only ones who are squawking are those who deliberately let the parade pass them by and who enjoy too much playing the role of martyrs to do anything about being assigned to a new part.

THE saddest story to tell of the transplanting almost whole of the best of vaudeville's mass to night spots is that of the oldsters. There is no beating about the bush here. No stalling or kidding. The way the night club machine operates there is no room for anything resembling the farce carried on by bookers during vaudeville's last stand about five years ago when they used to tell acts anything but the truth as to why they failed to get a booking. In the after-dark arena there is none of the sentiment and spinelessness that gave vaudeville's inwards its color, romance and heart-warming tradition. Night spot men are hard as nails when it comes to handling new, untried talent. They come right to the point. When somebody is too old he is told that. When he is inept he is so informed in words that are hardly weighed with care. The oldsters don't cut a figure in night spots because the close proximity of artists to patrons requires, above all, youthful faces and figures. In the theater field the distance between stage and audience is a blessing to the older folk aided by lighting, clever costuming and makeup. It's no go in night spots. And it's sad because there's many a performer that we know who is well past his prime who could be a terrific smash in niteries—if only the distance would lend the proper enchantment.

The Broadway Beat

By GEORGE SPELVIN

THE chap who wrote in recently for aid in finding his actress-wife, in order to tell her that they were divorced a couple of years ago, now writes to say that he did get in touch with her thru *The Billboard*. . . . One of the features of Joe Moss' forthcoming Internationale Casino will be a winding bar that will wander up three floors. . . . Incidentally, some of the Broadway boys are trying to get Moss to change the name of the spot to House of All Nations. . . . A new tenant of the Bond Building is the Hotel Police Bureau, which furnishes house dicks to the hostelryes—and one of Mr. Spelvin's stooges is trying to work up nerve enough to go in and get a police card from the outfit. . . . *Professor Mamlock*, anti-Nazi play being done by the Anglo-Jewish unit of the WPA, is using instruments stamped "Made in Germany." . . . Incidentally, it's rumored that Cliff Odets, the Coast capitalist, is ghosting a play for Federal Theater production. . . . Minna Moreno, who threatens to crash the radio field at any moment, is readying herself as a singer by alternating her time between a voice instructor and a gym. . . . Mr. Spelvin thought that that was necessary only if you wanted to sing in night clubs. . . . Coca Cola's "Meet me at the soda fountain" has been copied by the Rockefeller Plaza Restaurant, with its "Meet me at the fountain." . . . And who remembers old Siegel-Cooper's, the department store, with its large gold-encrusted lady on the main floor, with water all around her, the store using the identical slogan? . . . At last: a night spot warbler refused to comply with orders to mix and walked out on her employer—and Mr. Spelvin wonders if the proprietor knows that the legitimacy of his operations hinges on a certain police regulation, and what a chance he took.

According to rumors, there'll go up on the site of the Cafe Basque on West 57th street one of the most discriminating, most authentic and most steeply-stipended Cuban restaurants and cabarets that New York has ever seen. . . . One of the few, and perhaps of the only, of New York's maitre de hotels who can double in brass with vocal renditions is Gustave Michel at DuPierrot's; his French ditties remind one of Chevalier's style and infectiousness. . . . But does anybody remember George Saviola, who ran one of the grandest speakeasies of the Prohibition Era down on 16th street, who for special customers would unlimber the voice that had once made him a member of La Scala in Milan? . . . Sometimes Mr. Spelvin gets sort of wistful for the old speakeasy days; there was a thrill about drinking then. . . . The height of something or other is mechanized double talk; it happened last week in *The Billboard* office when a dictaphone went temporarily on the fritz and dubbed several letters on top of each other on the record being used. . . . Played back to the stenog who worked on the machine, it wound up giving her a lot of crooned gibberish; another episode like that and the machine will probably wind up going around slapping itself on the back of the neck and wondering who's doing it. . . . Ed Reynolds, of CBS, is the latest tropical fish fan in radio. . . . Most ardent, tho, is still Jay Hanna, of the radio department of N. W. Ayer ad agency, who keeps a mammoth tank in his office. . . . Oddly enough, the fish store maintained by Eustace Wyatt, the actor, takes care of Hanna's piscatorial cosmo—fish tank to you. . . . If Helen Wills Moody clicks in her film test and the customary billing procedure is followed, Mr. Spelvin expects to see something like "Love Match—Helen Wills Moody Loves Robert Taylor."

Chicago Chat

By NAT GREEN

LOCAL theater men are trying to figure why business has taken such a sudden flop this week. . . . Practically all of the better houses have more expensive and better bills than were on view last week, yet the box-office take has been from 35 to 50 per cent less. . . . It scarcely can be blamed on the taxi strike, for probably 90 per cent of the movie and vaude patrons are not taxi users. . . . Neither does the fact that it is Lent account for the drop. . . . Apparently it's just "one of those weeks" that can't be accounted for. . . . Taxi strike has hurt the legit houses to some extent, but on the whole they continue to go along nicely, rolling up grosses that are most satisfactory. . . . *Letty and You Can't Take It With You* showing no sign of weakening.

Orpheum Theater, State street landmark and first movie theater in Chicago to charge 25 cents, will be turned over to the wreckers May 1. . . . Warner Bros' lease on the house expires in April. . . . Prior to being converted into a movie more than a quarter of a century ago the building housed a penny arcade. . . . Evelyn and June March, a couple of Chicago girls who used to entertain customers of the local burly houses with their strip-tease, transferred their activities to the West Coast last fall, and word has just been received here that they have been signed to a picture contract by Paramount. . . . Fred Donaghey, former dramatic editor of *The Tribune* and of late publicity man for local WPA theater project, seriously ill with pneumonia. . . . *Red Hot and Blue* can't come into the Grand Opera House because the theater has prior bookings and it is asking the Auditorium for open dates. . . . It the second big show seeking open time at the Auditorium. . . . Oscar Thompson's book, *The American Singer*, which made its appearance a few days ago, has some laudatory things to say about Herman Devries, for many years music critic on a local daily. . . . In his earlier years Devries was a singer and at the age of 21 made his debut at the Paris opera. . . . Bill Rosee, of NBC, happy over having received license as first-class radio engineer.

This pillar of truth and triviality is astonished and pleased at the response which the "little red piano" verse elicited. . . . Apparently spring has had its effect on other free souls. . . . Ted Munson relayed word from Harrison Kimball, producer of *Frisco Follies*, that "I think the little poem is one of the finest tributes to small units I have ever read." . . . Some of the comments received were in a kidding vein and we enjoyed 'em all and thank the correspondents who took time to drop a line. . . . Perhaps Heloise Martin, former toe-tap dancer with Rudy Vallee's *Revels of 1935* and now a co-ed at Drake University, Des Moines, was sore when she saw the spread of candid camera shots of herself in *College Humor*, but the widespread publicity won't do her any harm when she seeks her next night club job. . . . Miss Martin denied she is engaged to "Bus" Bergmann, Drake football player shown with her in one of the poses. . . . Nate Krevitz will be with Red Norvo and Mildred Bailey as p. a. when they go on tour. . . . Two local picture houses are offering three features on one bill. . . . Show at the Rosewood runs from 8 p.m. to approximately half an hour past midnight. . . . Drake Hotel now serving a \$1.50 buffet dinner in its Gold Coast Room in effort to attract younger element.

"Love Is News"
(20TH-FOX)

TIME—78 minutes.
RELEASE DATE not given.
PLOT—Loretta Young, heiress harried by newspaper men, conceives the idea of becoming engaged to one of them in order to avenge herself on the breed. Tyrone Power, reporter who has been Miss Young's chief annoyance, is the male in the case. A seasoned newshawk, he recoils when he finds himself written up in the dailies as a Cinderella man. Plenty of cute love tiffs result from this situation, but if you see another of these epics you will find yourself longing for Ken Maynard's horse.

CAST—Tyrone Power, Loretta Young, Don Ameche, Slim Summerville, Dudley Digges, Walter Catlett, George Sanders, Jane Darwell, Stepin Fetchit, Pauline Moore, Elisha Cook Jr. and Frank Conroy. No use analyzing; it's just hash.

DIRECTOR—Tay Garnett. Routine.
AUTHORS—Story by William R. Lipman and Frederick Stephani. Screen play by Harry Tugend and Jack Yellen.

COMMENT—Pattern piece with no outstanding work.
APPEAL—Nabes.
EXPLOITATION—Names.

"Wings of the Morning"
(20TH CENTURY-FOX)

TIME—85 minutes.
RELEASE DATE—February 19.
PLOT—First the prolog, showing a beautiful romance between a gypsy princess and an Irish lord, which led to marriage. The lord dies, leaving the widow unprotected for and with a child expected. She rejoins her gypsy tribe, making plans for the fourth generation. Then into the modern story, where the great-granddaughter of the couple meets a young lad, the nephew of her great-grandmother's cousin. They fall for each other, but she's betrothed to a Spanish duke. After a derby race, realizing that the duke seeks a dowry, she goes to her love for the happy finish.

CAST—Annabella, Henry Fonda, Leslie Banks, D. J. Williams, Philip Sydney Forst, Stewart Rome, Irene Vanbrugh, Harry Tate, Teddy Underdown, Mark Daly, John McCormack, Steve Donoghue, E. V. H. Emmett and R. C. Lyle. Swell cast, with Annabella, French beauty, new and outstanding heart-throb for the screen.

DIRECTOR—Harold Schuster. Beautiful treatment, much attention to scenic beauty via technicolor but never losing sight of providing keen interest and a lovely romantic story.

AUTHOR—Based on stories by Donn Byrne and adapted by Tom Geraghty. Story well handled, in keeping with the beauty of the pix. All elements of movie stories thrown into this one.

COMMENT—It's really one of the most beautiful pictures ever produced, and it's of English make. A Music Hall audience would love it, as it did, but its popular appeal is doubtful. Seems a bit high-brow.

APPEAL—The more tasteful audiences.
EXPLOITATION—Technicolor isn't much to exploit, but this one really is beautiful. Play up Annabella, who'll be heard from aplenty, and also plug the appearances in the film of John McCormack and Steve Donoghue, the latter the popular jockey.

"Dangerous Number"
(MGM)

TIME—71 minutes.
RELEASE DATE—January 22.
PLOT—Yarn is light and rothy and of no significance, but manages to drag some laughs out of the audience. Situation centers around a married couple who quarrel, get in Dutch with the police and have trouble regarding the legality of their marriage. Peeve between the lovers

is primarily caused by the fact that the wife, a former vaudeville performer, seeks the company of acro dancers, ventriloquists and what not. This drives hubby nuts.

CAST—Robert Young, Ann Sothorn, Reginald Owen, Cora Witherspoon, Dean Jagger, Maria Skelton, Barnett Parker and Charles Trowbridge. Young and Sothorn fair. Owen comes thru handily.

DIRECTOR—Richard Thorpe. Treatment adequate to this run-of-the-mill stuff.

AUTHORS—Story by Leona Dalrymple. Screen play by Carey Wilson.

COMMENT—Pointed for laughs, pix is of average success from this point of view. Patterned for nabe trade, however, with no better than a spot on duals indicated.

APPEAL—Non-class audiences.
EXPLOITATION—Play up the laugh situations.

"The Great O'Malley"
(WARNER)

TIME—69 minutes.
RELEASE DATE—February 13.
PLOT—A young cop gains the dislike of his department and all folks on his beat for his rigid enforcement of all ordinances in his police manual. He's the champ ticket giver-outer for anything from a low-hanging awning to a broken auto muffler. He won't ease up either, and his meanness causes one chap to lose a job, finally being compelled to steal.

He goes to jail and leaves a wife and crippled kid destitute. The cop is transferred to a school beat, meeting up with the crippled kid and an attractive school-marm. They soften him up so that he gets the kid an operation and gets her pop freed, which is all done on the quiet. When attempting to tell the freed chap that he's got a job for him the desperate fellow shoots him, but the cop still protects him in saying it was an accident. A happy fadeout.

CAST—Pat O'Brien, Sybil Jason, Humphrey Bogart, Frieda Inescort, Ann Sheridan, Donald Crisp, Mary Gordon, Frank Sheridan and others. Good cast for this type of pix, with O'Brien, Jason, Bogart, Inescort and Sheridan doing swell.

DIRECTOR—William Dieterle. No masterpiece, but adequate as the usual type of hokum that finds neighborhood audiences gullible pushovers.

AUTHORS—By Milton Krims and Tom Reed, based on Gerald Beaumont story. Writing in keeping with the purpose of the picture, that of neighborhood fare. It's made interesting and fast-moving.

COMMENT—The pix has a lot of life, life that the average run of folks go for. Has child interest, love story and cop stuff, tho short on the robbers. Very homey sort of film.

APPEAL—The neighborhood folks, both kids and grownups, will go for it, as it's right in their backyard.

EXPLOITATION—Play up the cops and dig up ridiculous ordinances in your town and pass them along to the public.

"Nancy Steel Is Missing"
(20TH CENTURY-FOX)

TIME—84 minutes.
RELEASE DATE—March 12.
PLOT—Hoping to avenge the death of thousands of soldiers killed in the war which is netting profits for Michael Steele, a munitions manufacturer, Danniel O'Neill (Victor McLaglen) kidnaps baby Nancy Steele and places the infant in the care of his friends, Mr. and Mrs. Flaherty. The latter believe the child to be O'Neill's. Before he rounds out plans to collect a ransom O'Neill is arrested on charges of assault, complicated by his pacifistic tirades. He becomes entangled in a jail break and kills a tormenting inmate. He is given a life sentence. At unguarded moments and in his sleep O'Neill discloses to his sly cellmate, Professor Sturm, the kidnap job and the pending ransom. Released for good behavior, O'Neill prepares to collect the reward for the return of Nancy, but the professor beats him to it by producing a convincing phony. Identities are straightened out at the point of a gun, and O'Neill is returned to jail.

CAST—Victor McLaglen, Walter Connolly, Peter Lorre, June Lang, Robert Kent, Shirley Deane and others. All fill their roles competently.

DIRECTOR—George Marshall directs a consistently vigorous picture which uses both the kidnap and jail break angles adroitly enough to have been okehed by the Hays censors.

AUTHOR—Story by Charles Francis Coe.

COMMENT—Never a dull moment.
APPEAL—Absolutely adult.
EXPLOITATION—Play up the McLaglen, Connolly, Lorre.

Additional Vaudeville Reviews

Stanley, Pittsburgh

(Reviewed Friday Afternoon, March 12)

After a spell with a straight picture diet the Stanley returns to stage bills in an effort to lure back some of the lost box-office shekels. Opening show played to a near-capacity house.

Dave Broudy's Orchestra, back in the pit, played for an overture a concoction of light musical numbers. Following a newsreel, Clifford Fischer's *Revue Internationale*, revamped since leaving Chicago, took its turn on the stage. While not as heavily populated as some of Fischer's previous efforts here, the revue is dotted with more talent and boasts of more show-stopping acts.

Recent additions to the show are the popular knockabout trio, Nice, Florio and Lubow, and Carleton Emmy's highly entertaining canine act. Trio offer a fast-moving rough-and-tumble offering that is still as hilarious as ever. Their slow-motion bit still brings roars. Emmy's educated dogs go thru their amazingly clever routine on a xylophone-shaped platform and had no trouble earning solid applause.

The opening show had five production numbers, well costumed and equally well staged. The feverish rumba scene featured Carmen Romero in a well-executed Latin strut. The Casanova scene has such highlights as Jack Whitney's modernistic dance and Sara Ann McCabe, soprano, in an impressive song. The humorous ballet school picture features Eileen O'Connor in a talented toe turn that netted her a heavy hand.

Paul Kirkland was another show-stopping act, climbing an unsupported ladder and balancing an empty cone-shaped paper bag. Accompanies his feats with an amusing line of chatter. Anderson and Allen proved another sock turn with their hand-balancing and acrobatic work that is both fast and original.

Marimaye and Naldi, graceful ballroom team, commanded attention with their neat work displayed in two clever routines. Closed big.

A. Robins, pantomimic clown playing a return engagement, had an easy time pumping solid laughs with his prop-producing turn. Closes by turning his prop boxes into a train and his costume into a conductor's outfit.

All back for the finale. The screen had *Sea Devils* (RKO-Radio), which should take no credit for the unusually big house on hand.

SAM HONIGBERG.

Folly, Brooklyn, N. Y.

(Reviewed Wednesday Evening, Mar. 10)

Betty Boop, voice of the Paramount cartoons, heads the stage show this week. Unit, emceed by Buddy Walker, includes a line of 16 Winter Garden girls and takes over the boards for a 95-minute stretch. Chorus does plenty

of work, coming on for four numbers and displaying neat tho not particularly showy legwork. Possess apparently new costumes and show to advantage, and as much might have been said for two showgirl parades sandwiched between the acts, but costumes in some cases were awkward.

Unbilled dance trio, two men and one girl, fill in, their best turn being an adagio. Holly Heitz also spotted a moment for a rumba, and a male tap duo at close of show complete the list of unbilled numbers.

Burns and Budd, male comedy turn, in which one portrays a dope fiend, and, by his nutty conversation with an invisible man drives the other nuts, scored okeh here. Act, however, lags badly in spots and needs tightening up, altho main idea is not bad.

Ginger Harris, contortionist, goes thru her paces on a small platform. Act is brief, but the girl shows lots of talent in the time allotted. Ace bit is the handkerchief pickup with props arranged to make the trick more difficult.

Betty Boop, next-to-closing, given a trailer buildup via one of her cartoons. Sound is untracked, Betty standing aside and vocalizing at the proper places. Audience liked it immensely. Material included *Don't Take My Boop Boop Away*, *You'd Be Surprised and Rhythm in My Nursery Rhymes*. In conjunction with latter she recites risque versions of well-known limericks, peppering the bill up considerably. Turn in general is cute, Betty's high voice coming over just as in pix. Ends with hoofing. An easy hit.

Buddy Walker, in addition to appearing in a comedy skit with Burns and Budd centering around the queer situations arising when three men are married to the same woman, closes the show with gags and tunes. Well liked here, his voice coming over well in *Here's Love in Your Eye*. Finally does takeoffs on

Crosby, Arliss, Stepin Fetchit, Harry Richman, Jolson and others.
Pix, *Pennies From Heaven*. House okehd.
PAUL ACKERMAN.

LOEW'S STATE

(Continued from page 17)

tracting to an appreciable extent from the show's score is Bob Easton's stanza with Ondee Odette, charming midge, and Esther Whitten, who plays straight in a brief bit. Easton's style is stilted, but there is compensation for this in his dance routine with the midge, which Buster Shaver had better not see if he suffers from high blood pressure. This act can be greatly improved. Rather far from being a 100 percenter now.

In the closing spot is the familiarly billed Billy Wells and the Four Fays, who have profited by the years since last caught by this reviewer. Wells is a superlatively clever stepping eccentric and contortionist. His support of three girls and a man are adept dancers of the acro genre.

Youngman, who defies classification as to spot because of his interwoven appearances, is just about what the comedy department of American pop entertainment has been crying for these last few years. He is refreshing, quick as a whip and has managed to hold on to most of his older gags because few of the robbers can approach him in putting them over. His "Today I am a man" bit has been stolen by zanies working practically every major air show—and in night clubs, too. But it is his just like his distinctive personality. His ingratiating ungainliness and knack of putting over a gag should make him tender meat for talent-starved pix companies. Even if the pix people neglect him he will climb to dizzy heights in the stage and night spot field. He truly has what it takes.
SUGAR.

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Hirst Plans To Revolutionize Burly Production Next Season

NEW YORK, March 13.—Returning this week from a Miami vacation, Issy Hirst, president of the Independent Circuit, outlined his plans for next season, plans that will more or less revolutionize the present burlesque type of show. He intends striving to clean up the shows, using more vaudeville specialties, and will also minimize the stripping and clean up the dialog. While this season, which will start winding up by the middle of next month, saw as many as 25 weeks on the circuit, Hirst figures that he will have more time this year, playing time that will be arranged without many layoffs.

As for using vaudeville specialties, Hirst is figuring on stepping into the variety field and trying to attract fairly well-known teams, going as high as \$400 and \$500 for a team. His shows this year used an average of two specialties a show, and for next year he intends using more. To bolster the comedy of the shows and to veer away from blue dialog, Hirst plans to use sight comedy acts as specialties.

This season Hirst sought to keep his shows to two stripping principals for each company, and he feels that he might even be able to reduce the number to one a show. Eva Collins, who furnishes the wardrobes for the circuit, will leave for Paris April 14 to seek

costuming ideas. Hirst plans to bolster his production staff, adding additional dance directors and producers as well as employing lighting experts.

Indications are that the Western houses will be a part of the circuit next season also. Hirst at present is attempting to negotiate several deals which will add further time to the wheel. It is likely that he will have several spots of his own here.

Scouting Coast for Talent

HOLLYWOOD, March 13.—New talent for burly houses in the East is being sought here under cover. Monroe Goldstein, personal representative for Joe Penner and a friend of the Minskys, has been requested to look over the California beauty situation by the burlesque producers and sign a number of eye-fillers. Talent will be novices in the stripping art, but must qualify as fair

Bill To Give More Power to Paul Moss

ALBANY, March 13.—A bill introduced in the Assembly by Edmund J. Delaney, of New York City, aims to give more power to the License Department in the regulation of theaters. The bill would permit revocation of theater licenses for one year upon satisfactory proof of violation of the penal law relative to immoral shows and exhibitions.

Revocation of burlesque theater licenses is made difficult for the License Department now, inasmuch as a court conviction must first be obtained. If this new bill goes thru the department will be able to act on theater licenses on evidence introduced by department inspectors.

entertainers in addition to their ability to undress. Probability is that an entire show will be built around several local girls and capitalizing on the Hollywood beauty angle.

U-Notes

By UNO

PANNETTE, dancer, protegee of George Pronath, opened Friday at the Eltinge, New York.

ROMANO BROTHERS, billed as the "Musical Clowns of the Air," reinforcing Indie shows at the Empire, Newark, March 7 to 20.

LEONA LEWIS, new strip-teaser to the East and induced to come to New York by Winnie Smith, of Frank and Winnie Smith, made her debut at Minsky's Gotham recently.

SUNYA (SMILES) SLANE, featured in *Pardon the Glamour*, Indie show, labels a new strip-tease creation, "My \$93 Gown."

EDDIE WEINSTOCK'S new script re-viving department in connection with Minsky's, Brooklyn, and Republic, New York, shows, to be in charge of John Grant and with James Madison as collab.

EVELYN AND JUNE MARCH, strip-teasers at the Burbank, Los Angeles, and with other Popkin & Ringer houses on the Coast the last 25 weeks, nabbed by Paramount films. Mother, Ivy Evelyn, made the contact.

PATRICIA LEE, former principal, now showgirl at Century, Brooklyn, doubled March 3 to 6 in the chorus and as strip-teaser in place of Jean Lee of *Nothing But Dames*, Indie show, out thru illness.

DOROTHY MORGAN, dancer with *Pardon the Glamour*, Indie show, is chaperoned by Sunny, a large collie, and her ma, the former Jean Miller.

ESTA ALJA, last week at the Palace, Buffalo, revived a number called *Rags*, that she did six years ago when co-featured with Irving Selig, comic, on the Mutual Wheel with a Hurtig & Seaman show.

WINNIE GARRETT, former showgirl at the Casino, Brooklyn, became a principal at the Palace, Buffalo, March 4.

MARGIE HART, doubling at the Apollo Theater and Mirador Club, New York, got a publicity yarn in *The World-Telegram* of March 4 in a story about how (See U-NOTES on opposite page)

Burlesque Reviews

Irving Place, New York

(Reviewed Thursday Evening, March 11)

Irving Place has something to show the boys. Rose Gordon produced a colorful show, displaying imagination and showmanship. And the strippers, while somewhat restrained, win heavy hands when they turn on the heat. Men, too, go thru their stuff with assurance and one bit practically held up the next stripping routine. That's something for

the books.

Chorus girls are not wows and are inclined to be chubby. One sad-eyed pony, however, possesses personality and sex appeal plus, but was given no opportunity to do specialties. In spite of not having too many lookers to work with, Miss Gordon gave the house something to clap about in production numbers. The *I Love You From Coast to Coast* scene, done with a universe background with a globe and wireless station motif, and the *You Ought To Be in Pictures* numbers were particularly effective. An opening scene with the gals hymning *What the World Wants Is New Faces* had the audience guffawing. Five showgirls and a line of 12 filled the stage.

Comics Eddie Kaplan, Charles La Ford and Billy (Scratch) Wallace working in scenes with women of the company and classy-wardrobed straight man Joe Wilton took comedy out of the also-ran ranks. Bob Rogers and Phil Stone, juveniles, also helped and spoke their lines nicely. Bits included the flower, lost jewel, parlez vous and scrutinized, most of which went over with more than fair success. Another bit, a whipping scene, and evidently of more recent origin, ac-

(See Burlesque Reviews opposite page)

Burly Briefs

BOBBIE PEGRIM will again produce shows at the Gayety, Minneapolis, when it reopens with a stock policy March 27.

George Katz, who formerly operated the Princess, Youngstown, O., will soon open burlesque stock at the Park Theater, Erie, Pa. . . . Business at the Gayety, Milwaukee, is said to be holding up nicely and the house is now operating at a profit. Joe Krause, who formerly owned the Gayety, is now connected with the Milwaukee Baseball Club. . . . Milton Schuster reports the following bookings: Louise Keller and Pat Morgan, opening at the Palace, Buffalo, March 25; Helen Colby to open at the Gayety, Milwaukee, March 19, and Esta Alja opening at the Roxy, Cleveland, March 26. . . . June St. Clair, currently featured at the Oriental, Chicago, and who broke all week-end attendance records at the Stratford Theater last Saturday and Sunday, has received some flattering offers which she could not accept due to a previous contract to open at Colosimo's cafe. . . . Charles Country took Frank Penney's place in last week's circuit show at the Rialto, Chicago, when the latter was called to New York because of his brother's death.

NADJA will go into the Star, Brooklyn, March 26, as added attraction. Following a long run at the Irving Place, New York, she motored to Kentucky to see her son. . . . Coo-Coo Morrissy will leave the Indie's *Ladies in Lingerie* next week in Baltimore. . . . Paul E. Benedict, former manager of the Hotel Man-

(See BURLY BRIEFS on opposite page)

Miami Folds March 25

NEW YORK, March 15.—Minsky's in Miami Beach will wind up its season March 25, the house having a tough season in line with the general slump in that resort territory. The show, practically intact, will head east to open March 28 at Minsky's, Brooklyn.

SUNYA "SMILES" SLANE

THE ESSENCE OF SOPHISTICATED INSoucIANCE



THE EMBODIMENT OF CARE-FREE ABANDON

THE ARTLESSNESS OF A CHILD
— COMBINED WITH —
THE DARING AND SWAGGER OF A DU BARRY
THE ULTIMATE IN "STRIPS"

WITH I. B. A. ATTRACTIONS
THANKS TO IZZY HIRST



DYNAMIC DIANA KING

introducing

A REAL NEW SENSATIONAL SWING STRIP TEASE

The Rave of the Independent Circuit in "Swing Your Baby" Show

A TALKER A SINGER

★ NADJA ★
Opening as Added Attraction March 26, at
STAR THEATER, BROOKLYN.

The Essence of Tap Dancing,
MADGE CARMYLE
Ultra Nudes Modernistlo
NOW TOURING INDIE CIRCUIT.

PROFESSIONAL CARDS
LEA HOWARD
SINGING—TALKING—STRIPPING
"The Peak of Perfection"
Exclusive Booking—MILT SCHUSTER

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

CHUBBY WERRY
JUV. TENOR.

DOT DABNEY
Blues Singer, Strip-Teaser, Dancer and Scenes,
Dir.: DAVE COHN.

Ray—LeRoy & Rappee—Arllie
Juvenile Straight. Talking Strips.

QUEEN OF BURLESK
GLADYS FOX
Truckin' on Down at Minsky's Oriental, N. Y. C.

Tab Tattles

LOIS HAUKE, wife of the late Arthur Hauk, well-known tab manager and producer, is spending the winter with her brother, Bob Lowe, who operates a jewelry store in West Palm Beach, Fla. . . . Sylvan Beebe, who formerly for 17 years operated rotary tabs in the Cincy area, has resumed his post as deputy sheriff out of the Hamilton County Courthouse, Cincinnati, after many months in bed with an infected foot. . . . Jean Barnes, who kicked chorus with various tabs and carnival girl shows in the past, is now working for a letter service firm in Cincinnati. She is residing with her mother in Newport, Ky. . . . What has become of Nan Bennett and Johnny Knott, Dee Beachum, Evelyn Burke, Rufus Armstrong, Miller Evans, the Goldbeck Sisters, Drane Walters, Jack and Peggy Curtis, Bozo Mat-tise, Gladys Ledbetter, Tereta Sheaffer, Stewart Fogleman, Chic and Heloise Kramer, Lew and Lois Beckridge, George B. Hill, Gene (Honey Gal) Cobb, Peggy Allen, Conrad Hipp, J. Y. Lewis, Nig Shope, Jack Roof, Dick Hulse, Babe La-bree, Billy and Babe Leroy, Harry Rich-ards and Shirley Evelyn? We have had inquiries on these folks recently. Shoot in a line and let your friends know what you're doing. . . . Sid Katz, former tab and vaude hooper, now is going over in a big way with his own dance studio in the Strand Theater Building, Cincinnati. . . . Corinne Burns, sister of the well-known Boots Burns, burly featured woman, continues to be a big favorite at the State Theater, Fort Worth. She is entering her sixth month at that spot.

ERVIL HART phoned us from the bus station Monday noon of last week while passing thru Cincy, en route from Chicago, to join "SeaBee" Hay-worth's troupe in North Carolina. . . . Lempi Pernu, now recuperating from a recent illness at her home in Alabama, is working on her new *Flashes of 1937*, which she expects to launch early in April. Bill Aderholt will again manage the unit. . . . Carl Livings tells us that Art Bonger and Bert Van Deusen have bought the controlling interest in the *Rhapsody in Blue* unit from Charles (Pop) Watson and are planning on taking it to Australia next month. Lineup now includes, besides Bonger and Van Deusen, Andre-Letta, the Two Kays, Vanetta St. Clair, the Watkins Twins and the Seven Sensational Jordans. . . . Larry Steele's *Harlem Swing Express*, Frank Sennes' *French Riviera Brevities* and Earl Taylor's *Parlez Vous Parce* are working the tri-State area around Pitts-burgh. . . . Jeanette and Barney Star, after playing the food show at the Auditorium, Savannah, Ga., stopped over in Macon, Ga., last week to play John-nie's, a night spot on Victory boule-vard there. . . . George D. Bartlett's two tabs switched locations Sunday (14), his No. 1 unit moving from the Roxy, Knoxville, to the Bonita, Chattanooga, and vice versa. Cal West and wife and the Groschel Sisters are recent additions to Bartlett's No. 2 show, with Marshall Walker and wife and Cynthia Charak having recently joined the No. 1 outfit. Roy Steadmann is the new piano leader with the No. 1 company.

BURLY BRIEFS

(Continued from opposite page)

Hattan, Paterson, N. J., is ill at the Vet-erans' Hospital, Castle Point, N. Y. . . . Jimmy Carr and Floyd Hallicy closed Sunday at Minsky's Gotham, New York, with Brownie Sick replacing Hallicy. . . . Virginia Woods closes at the Gaiety, New York, this week, and Rosa La Rosa comes in. . . . Virginia Jones has been given an additional six-week contract by the Casino, Brooklyn, as a result of her original two-week booking. . . . Pat Mortan already planning his usual summer ac-tivity, that of splitting the week be-tween his New York office and his Red Bank, N. J., home. He starts it in May.

MILT BRONSON, closing at the Casino, Brooklyn, jumped to Toronto Sunday to join the Indie show, *Twinkle Toes*. . . . Stanley Woolf's all-colored show, minus the Hi Clark Ork, moved from the Cas-ino, Brooklyn, to the Eltinge, New York, Friday, with Aunt Hattie and Jelli Smith as added attractions. . . . Jack Green-man left the Apollo, New York, to open at the Star, Brooklyn, Friday, replacing Walter Brown. Queenie King replaced Lucille Wray there, and Kiki Roberts opened as added attraction. . . . Lou

Powers, Pat McCarthy and Hal Rathbun closed at the Princess, Youngstown, O., and went into the Gaiety, Milwaukee. . . . Sonny Lovett will go into the Star, Brooklyn, this Friday.

HARRY SHUFFLES LEVAN, comedian, with *Paris by Night*, closed in Baltimore and was replaced by Al Pharr. LeVan opened last week in Toronto on Metro-politan Circuit. . . . Billy Foster and Danny Jacobs are now with I. B. Hamp. . . . Benny Bernard is now producer at Roxy, Toronto. . . . Art H. Moehler, former manager of Gaiety, Buffalo, is now managing *Merry Maidens* show on the Indie Circuit. . . . Over 100 guests at-tended a large party in honor of Happy Hyatt's homecoming in Baltimore March 11, where he is appearing with the *Monte Carlo Girls*. Among the many presents he received was a new car pre-sented to him by the Hyatt Democratic Club. . . . George Jaffe, owner of Cas-ino, Pittsburgh, is enjoying a vacation at Hot Springs.

U-NOTES

(Continued from opposite page)
snaps and zippers go to make up the strip-tease costume. Evelyn Myers, too, shared in the publicity.

COQUETTE extra-attractioned March 8 week at the Howard, Boston.

SUGAR TAYLOR (Jayne Wallington), former principal and of the sister team, Kayne Sisters, now in the front lineup of *Nothing But Dames*, Indie show.

LEA HOWARD, sister of Esta Alja, closes at the Palace, Buffalo, March 17 to make an Eastern debut, opening March 22 at the Bijou, Philly.

JERRY MITCHELL, showgirl at the People's, New York, replaced Helen Cros-by, principal, March 5, due to the latter's illness.

PEGGY REYNOLDS reopened at the Gaiety, New York, March 5, coming down from Minsky's Gotham. At the Gaiety she relieved Dorothy Dee, who moved over to the Star, Brooklyn.

BENNY (WOP) MOORE, featured in *Pardon the Glamour*, and Lucy Baxter Moore, doubling in chorus and scenes, anticipate a return to the Hirst shows next season, when Miss Baxter will emerge as a new straight principal.

JUNE MORGAN, dancer, who recently had her nose beautified, is slated for a New York nitery via a Bert Jonas booking.

BURLESQUE REVIEWS

(Continued from opposite page)

tually had the fans wanting more. Only drawback was a weak punch line, which robbed this funny business of some of its sock. Snappier blackout effects would have aided this and several other numbers.

No Sunday school lessons, these skits, but only two or three reached the deep indigo hue. Funny men as well as others put everything they had into the scenes.

Strippers included Ceil Von Dell, Margie Lee, Marie Cord, Dawn De Lees and the White Sisters. Latter act is a sister-stripping routine, possessing novelty but lacking the fire and personality to put the idea over with the force it deserved. Miss Von Dell scored neatly, particularly one number which she started off in a lovely yellow dress. Done with tantaliz-ing technic and won plenty. Marie Cord, who also sang several numbers to good results, undraped to a rousing hand.

Margie Lee, a wiggler of ability, and Dawn De Lees, however, stole honors and the boys couldn't get enough.
BENN HALL.

Trocadero, Philadelphia

(Reviewed Tuesday Afternoon, March 9)

Indie wheel operates here and this week's sample is *Pepper Pot*. Unit fol-lows the same song and dance pattern, but pans out more than just a song and dance. Show is heavy on the enter-tainment score and that's what burly needs. From the reception attending the specialties, that's what the audience likes.

Manny King and Johnny Barry split the comic assignment. They dish out the rough and ready brand for the most part, but in spots exhibit capacities that go far beyond the material. King rings in the best laugh getter with "The Military Strategist" bit, during which time he never has to border the blue.

Peeling paraders have their parts down pat, the optical stimulant provided by Evelyn Brooks, Sunny Nash and Honey Bee Kellar. Evelyn Meyers didn't show as scheduled, and Miss Nash was brought in to sub. Miss Brooks song-talks, struts saucily and wilts 'em on the bare. Miss Nash doesn't waste any time on a ditty, going into her tease from scratch. Miss Kellar, blonde of the threesome, mikes a chorus and then lends for utter blotting out with a gen-erous eyeful.

In the strict variety category, Marie Sarie, blond looker, makes the pretzel bends for an acro terp that could hold down any spot without difficulty. Lew Kessler adds a smooth soft-shoe session that is hoofingly tip-top. Warbling as-signments go to Murray Greene and Elsa Lang. Gal treads the soprano range dangerously, while the male piping is more than adequate. One of the ponies, Rose Turro, steps out for a pop tune, but it doesn't matter. Practically every-one doubles in brass, Johnny Barry and Charles Harris bearing the brunt of the feeding.

Dozen in the chorus and, altho they make frequent appearances, they never distinguish themselves. Four added showgirls, accenting the lack of costume, makes it easy to forget the many chorus turns.

Company keeps a fast pace thruout, with no little credit due to Al Fields and his pit crew of seven who add pep-pery potions that keep 'em stepping lively.
ORO.

Gaiety, Cincy, Opens Big

CINCINNATI, March 13.—Old Empress Theater, with considerable refurbishing front and back and bearing the new label of Gaiety, began operation under the Arthur Clamage and Charles Roth-stein banner yesterday, when the house became another spoke in the Independ-ent Wheel. Opening attraction is *Peek-a-Boo*, with the Beef Trust Girls in as an added feature. Despite inclement weather, Gaiety attracted unusually good business yesterday and today. Maurie Zaidins is house manager. Policy is four-a-day with pictures, with a mid-nighter on Saturdays.

PLAN EMERGENCY

(Continued from page 4)

ployees; Ralph Whitehead, executive sec-etary of American Federation of Actors; Paul Dullzell, executive secretary of Actors' Equity and the Four A's; William Feinberg, secretary Local 802, musicians; Elias E. Sugarman, editor of *The Bill-board*, and Ben Boyer.

Chorus Equity Notes

One new member joined the Chorus Equity Association in the past week.

The Chorus Equity is holding checks in settlement of claims for the following members: Adrian Anthony, Nancy Lee Blaine, Adele Butler, Ronnie Campbell, Charlotte Davis, Ruthy Dennis, Liela Gans, Gladys Harris, Eda Gedin, Marge Hylan, Marion Hylan, Fred Holmes, Bunnie James, Lorraine Janee, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray, Carolyn Russ and Virginia A. Smith.

Members should be careful to keep their correct addresses on file at the Chorus Equity office. Failure to do so frequently results in loss of employment. It is not necessary for you to call at the office personally to notify us of a change of address; you may do so by mail or by telephone. Even tho you think we have no theatrical work for you at this time there may be lots of other things that will help during the slack period.

One of the most important services of the Chorus Equity Association is the employment bureau. This department is free to all our members and it does not limit itself to securing theatrical en-gagements alone. It seeks information from other sources which might require the services of only an individual mem-ber. The employment department re-ceives calls for a great deal of part-time work which will tide members over until July and August when the fall produc-tions start. When opportunities of this sort occur there are always some mem-bers who fail to benefit by them because of their failure to keep us informed of their changes in address.

Be sure that your correct address is on file. The safest and surest way of bene-fiting by our part-time work is to call here daily, as we do not always have time to send postcards to members or to tele-phone them.

This is a reminder that delinquent Chorus Equity members working in pres-entations and clubs may place them-selves in good standing by paying cur-rent dues only.

CHORUS EQUITY ASSOCIATION.

BURLESQUE PEOPLE WANTED
Principals, Chorus Girls and Specialties.
GEO. KATZ
Park Theatre, Erie, Pa.

WANTED
PRINCIPALS AND CHORISTERS FOR STOCK,
GAIETY, MINNEAPOLIS
Opening March 27.
BOBBIE PEGRIM, Producing.
MILTON SCHUSTER, CHICAGO

WANTED
FOR STOCK—Chorus Girls, two Teams, Comic and Straight, Wives for Chorus. White Frazier, Herb Camp wire. Others write. No transportation paid.
JACK MURREL
New Time Theatre, 1320 Douglas St., Omaha, Neb.

WALKATHON CONTESTANTS
OPENING APRIL 1st
Out-of-town contestants start coming in—Help Wanted.
FRANK RAVESE
Brooklyn Ice Palace, Bedford & Atlantic Aves, Brooklyn, N. Y.

Endurance Shows

Chicago Walkie Winds Up

CHICAGO, March 13.—Joe Rock and Helen Cross were the winners in the walkathon which has been holding forth at the Coliseum here for several weeks. Last lap of the contest was a 39½-minute sprint.

Marathon Bill Is Tabled

NEW HAVEN, Conn., March 13.—A bill by State Senator Frank L. McDermott to put some teeth in the present anti-marathon law in Connecticut, passed in the 1935 Assembly, has been tabled because of partial senatorial opposition.

Grand OPENING
RAY E. "POP" DUNLAP'S GALA 1937 SEASON
About May 13, in most sensational Eastern spot, which is strictly a virgin location. "Don't Stop 'till you dance a winner with Pop." Same high-class organization, same perfect treatment and everyone knows what this means. Address RAY E. "POP" DUNLAP, 1251 S. W. 4th St., Miami, Fla., until April 10, and Alexander Hamilton Hotel, Paterson, N. J., after April 15, or DICK EDWARDS, Mgr., Suite 25, Clouse Bldg., Canton, O.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

FOSTAIRE THE MAGICIAN, after winding up an engagement at the Hiling Restaurant, New York, played last week at the Opera House, that city. He is still working with two fem and one male assistants and is specializing in manipulative magic. "Magicians around New York seem to be quite busy," Fostaire pens, "and agents here welcome them."

"WHO SAYS MAGIC is dead?" queries Marie Hinton, after recently catching the Nemars, who bill themselves as the "aristocrats of magic." "They have a beautiful show, different from anything I have ever seen," Miss Hinton writes. "They are both clever and have a fine line of wardrobe. They travel in an attractive house trailer and are booked solid until June 12."

VAL-REY & PURCELL Fun and Mystery Show opened its season at Crockett, Tex., March 10. Troupe will play two-day stands thru the Lone Star State this season.

MYSTERIOUS HOWARD is still working schools in Alabama. He has played more than 200 knowledge boxes since September, 1936.

WE READ WITH DISGUST in the March issue of one of the monthly magic mags an article by one of the better known magic lads, the theme of which was the age-old bromide—what's wrong with magic? In this literary gem the magician-author alludes to all the tripe that has been dragged hither and yon in magicdom for lo these many years (to benefit no one and to bore many), first, that magic is dying; second, that vaude bookers are neglecting magicians, and third, that amateurs are a scourge on magicdom and are fast ruining the ancient and venerable art. Despite the fact that we have been listening to such lamentings for years, magic, somehow or other, continues to flourish.

Every wide-awake member of the magic fraternity knows that magic is at present experiencing a boom, what with nearly every one of the better night spots boasting of a magic act in its floor show. Let us repeat again that magic will never die, even tho the chronic dispeptics are forever ready to dig its grave. The reference to vaude bookers ignoring magi is absurd. Magic in the past has always been well represented in vaudeville, and is still well represented in what's left of vaude. As to the amateurs—magicdom has always had its tyros and they're not any more pestiferous today than at any time in the past, and not nearly as obnoxious as those so-called professionals who cut each other's throats with five-cent shows. And who are these fellows that are forever harping and condemning the poor amateur? They're not the hustling, progressive magi—they're too busy making money to worry about trivial things.

HARRY STILWELL, 70-year-old magician and comedian, pencils that he hasn't been out on the road for three years, but has been content in playing an occasional date in and around his home town—Greenville Junction, Me. Says he still has all his old magic paraphernalia and still can give a darn good presentation.

THE GREAT NICOLA (Will Nicola) writes from Miami: "Enjoying a few weeks here, altho it is business that brought me down here this time. As soon as it gets warm again in Illinois, I'll be returning home to complete work on some effects that have kept me busy for a couple of years. And there'll be more news concerning these effects and my plans during the summer."

JIM PETERSON, hurler with the Brooklyn Dodgers, is reported to be keeping the Daffiness Boys daff and no little baffled with his repertoire of magic tricks at the Dodgers' camp in Clearwater, Fla. Peterson holds a membership card in the Society of American Magicians. *The New York Sun* last

week gave Jim a grand splurge on his magic prowess.

LOZANO THE MAGICIAN is current at the Atlantic Gardens, in New York's Yorkville section, where he says the Germans seem to be enjoying his cigaret, billiard ball and card work.

GRADY S. NICHOLSON, Oklahoma City magician, crashed *The Capitol Hill Beacon*, semi-weekly published in that city, March 5, with an eight-column story and photo on top of the first page, telling of his forthcoming appearance at the Capitol Hill Lions' Club there, March 18, and also a bit of history on himself.

GEORGE T. PURVES JR., Indianapolis wonder worker, is currently in Miami, combining business with pleasure. Says he has worked a number of swell spots there in the last several weeks. Purves recently bumped into Howard Brooks, who also is working his magic in the Miami area.

INDIANA SOCIETY of Magicians will hold its annual show for the public at the Civic Theater, Indianapolis, April 3.

EARL POGUE, youthful Columbus, O., magus, had a booth at the recent Central Ohio Hobby Show there and carried off one of the premiums for one of the most unique displays. There were over 700 entries.

LORING CAMPBELL, after completing nine weeks of lyceum work thru Oklahoma, Arkansas, Kansas, Nebraska and Missouri for the University of Kansas Circuit, is now working on a lyceum and assembly circuit out of Philadelphia, which will take him thru Pennsylvania, West Virginia, Virginia, Maryland, New York, Ohio and Indiana until the last of May. "We toured for six weeks in Oklahoma," Campbell pens, "and found many magicians in that State. Hope to make the IBM Convention in June."

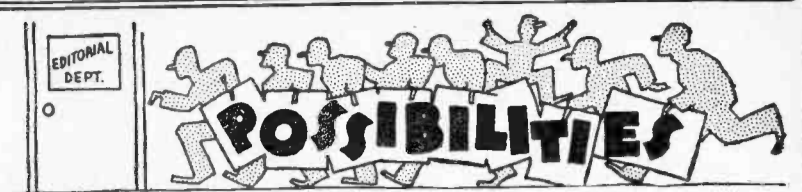
SPOKANE MYSTIC CLUB held its 23d annual banquet and show Sunday evening, March 7, at the Dessert Hotel there. This was the club's first effort at making the annual event a mixed party. Heretofore it had always been a stag affair. Frank Dolke was general chairman, with Lee Hoagland as his assistant. Decorations and favors were handled by Messrs. Peterson, Cory, Van der Loeff and Peden. Table reservations were in charge of Dr. J. B. Barth. Harper Joy had charge of the publicity, and Harry Anthony, Bob Gray, K. D. Koehler and H. D. Cox, together with the entire membership, acted as a reception committee. An hour and 20-minute show was emceed by Walter Burke, with Frank Dolke, Vaughn Klein, Henry Peden, Lee Hoagland, Harper Joy, Sam Whittmore, President C. W. Talbot and Howard Page participating.

AMEDEO, recently booked in Panama, is set up to April 18 with bookings in South and Central America. Will work cabarets and theaters.

ALAN BROCK, of the Bentham office, has signed Charles Blake, youthful magish, for an additional four weeks at the Trianon Room of the Hotel Ambassador, New York.

H. R. RICE, secretary of the recently organized W. W. Durbin Ring No. 71, IBM, Cincinnati, reports that the new group will attempt to win the 1938 IBM convention for its home town. Walter Labermeir, Jesse Berner and Rice will take in the IBM convention at High Point, N. C., in June as delegates from the W. W. Durbin Ring.

DOC ZANDER and the missus, who have been working clubs, schools and hotel engagements in and around Bluefield, W. Va., since the Nat Royster *Midnight Revels*, of which they were members, folded there some four months ago, recently upheld the old tradition of "the show must go on," altho much to their inconvenience and discomfort. Driving to Princeton, W. Va., recently for a morning show, their car caught fire. After hauling out his paraphernalia and live stock, Zander put out the blaze with snow, but not until after he had inhaled some of the flames. A (See *MAGIC* on opposite page)



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

WALTER POWELL—comedian in the Milt Britton Band, caught last at the State, New York. Would probably fit well into the picture field, particularly if teamed with Tito, another comedy member of the band. Powell is an excellent pantomimist, socks over his comedy and in addition is an accomplished trombonist.

BESS EHRHARDT—pretty, graceful 19-year-old ice skater, who has created a sensation in night clubs in Chicago and the East. Photographs beautifully, is talented and has a world of showmanship. Would click in pix without a doubt.

For RADIO

HELEN HOWE—monologist caught last Sunday at the Little Theater, New York, in a series of monodramas. In a small, difficult and sharply defined field, she is rapidly becoming a topnotcher. Diction and interpretation are excellent, and her scripts, which she writes herself, are clever

satire. Could easily hold down a half-hour commercial spot.

For LEGIT MUSICAL

MARKEY WOOD—straight woman in burlesque, caught recently at the Eltinge, New York. Handles lines with unaffected assurance and poise, moving thru her parts with ease. Should be able to take over skirts in a revue—or straight parts in drama—with no trouble at all.

DRAMATIC

LOUISE DOWDNEY—student at the American Academy of Dramatic Arts, who has scored excellently in various roles in the student shows. A pretty youngster, she has the makings of a topnotch ingenue. Plays comedy brightly and well and knows how to get dramatic effects better than 90 per cent of the ingenues on the pro stage. Has shown marked insight in interpretation and intelligence in reading. Definitely rates a chance.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

WALTER BROWN LEONARD'S latest stop on his northward perigrinations en route to his home in Glens Falls, N. Y., was in Macon, Ga., where he visited with Charles Sparks. Ever busy about his minstrel research, the professor informs us that Charlie Sparks was a minstrel man before he entered the circus business. In fact, at one time he was billed with Jack Haverley's Minstrels as the "champion boy clog dancer of the world." Leonard also visited with Eddie Jackson while in Macon and says he proved a mine of minstrel lore.

PART FIVE of Walter Brown Leonard's *Minstrel Memoirs*:

Now encircled there before me
Is the talent of the show;
Every face with cork a-shining,
They are marching to and fro.
While the orchestra is playing
From its platform in the rear,
What a thrill the scene produces
As we youngsters clap and cheer.
Midst the jingling of the tambos
And the rattling of the bones,
Now the middle man announces,
"Gents, be seated," in low tones.
Then the festive bunch is seated
In the semi-circle wide
With the singers in the center
And the "ends" at either side.

LEON LONG infos that since dropping the old title and simply billing the show as "Colored Minstrels with Good Talent" the boys have been playing to good crowds. Show is playing three-day and week stands in Georgia, featuring Arthur L. Boykins and Fats Roberts, comedians, and Lucele Boykins, blues singer and tap dancer. Will go under canvas April 1.

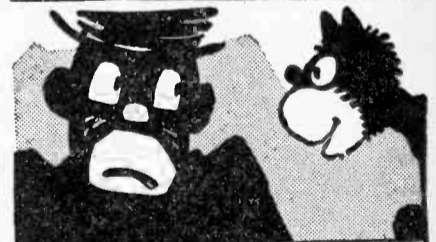
KID TALLEY and his troupe of colored musicians and entertainers are playing colored schools in South Carolina, en route for Lafayette, Tenn., where they will join Haag Bros.' Circus on its opening.

MINSTREL UNIT of the Federal Theater Project in Louisiana has been doing good work among the charity institutions in the Crescent City, pending the

drawing up of a new itinerary following their highly successful jaunt of three months in Louisiana, Arkansas and East Texas communities recently. Troupe of 19 is headed by Jimmy Cooper, former well-known minstrel.

DAN SHERMAN was born in a covered wagon on the Panhandle Trail in Texas November 2, 1868. First minstrel engagement was in Dallas with Frank Digne's Minstrels, 1884-'85. Joined Dave Morrises in Boston, where they worked up a burlesque black-face trap act with which they signed with Wilson & Rustrum's Minstrels in the fall of 1886. Later trouped with Billy Emerson's Minstrels and also with Primrose & West. At present appearing with Ma and Pa Sherman's Radio Entertainers. Permanent address is Oneonta, N. Y.

F. S. WALCOTT is planning to again take his minstrel show on the road and is getting equipment in shape in his home town of Port Gibson, Miss., for an early start.



NEWER FUNNIER Minstrels

America's unrivalled selection of complete Minstrel First Parts, Blackface Plays, Opening Choruses, Minstrel and Comedy Songs, Jokes, Gags, Posters, Make-up Goods, Wigs, Bones, Tambourines—everything to put life and snap into your show. Send for Special Minstrel Catalog.

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Latest 1937 Catalog.
The most complete I have ever issued. America's largest low-priced line. Magicians' Supplies, Apparatus, Illusion Plans, Escapes, Mental Acts, etc. Send 10c today for your copy. None free.
LYLE DOUGLAS,
Station A-9, Dallas, Tex.

Christy Obrecht Opens March 28

KANSAS CITY, Mo., March 13.—Christy Obrecht, sole owner and manager of Christy Obrecht Players, and wife, Fritzie, motored to the village this week from their headquarters in Minneapolis to combine business with pleasure. This was their first visit here in 18 years.

Obrecht troupe will begin the 1937 season in houses, opening March 28 at the City Auditorium, Montevideo, Minn. Company will open under canvas May 16 at Lake City, Minn.

Manager Obrecht is optimistic over the forthcoming season, and states he has bought a new 60x120 Rogers tent, including sidewall, proscenium, palace marquee and stake puller. Tent is specially made with an airdome attachment. Another feature will be a cooling system made by Rogers Tent and Awning Company.

Under canvas, the show carries its own lighting system, which includes a 12-kw., 5-kw. and a 3-kw. Kohler Lighting Plant. Two monster searchlights in front of the tent, an electric sign with name of show over the marquee, a raised orchestra platform and a new Wurlitzer piano will be added equipment. Show is transported on five three-ton trucks with semi-trailers. Policy will be week stands at popular prices.

Roster of the troupe will include Christy Obrecht, owner and manager; Fritzie Obrecht, Bert Black, Lynn Arden, Mr. and Mrs. William Selden, Dwight Merriam, Norbert Wieler, Leo Reeth, Herman Dyevk, Madam Ruby and Professor Dollini. Jerry Ketchum will handle the advance.

Wehle at Work Rebuilding Show

VALDOSTA, Ga., March 13.—Billy Wehle, manager of Billroy's Comedians, with Mrs. Wehle (Marion Roberts) returned here Tuesday from Havana, where they went to spend a week's vacation after lolling for several weeks in Florida sunshine. They are now busy making preparations for their 13th annual tour which gets under way here April 8.

Manager Wehle scouted several acts in Havana which he intended bringing back with him for the new show, but he gave up the idea rather than unravel the red tape involved in getting by the immigration officials. He reports that he has signed several high-class acts in Miami instead.

"I really believe the show this year will not only be the biggest, but the best that I have ever put on the road," Wehle says. "When everybody says that business will be big this season, I refuse to get excited about the idea and I intend to be very pessimistic until it is proved to me. If I have as big a season as the last one, I'll have no complaint to offer. But to save my life I don't see how any of these showmen figure that this year will be bigger than last."

Frances Farmer May Appear With Peterboro Summer Stock

PETERBORO, N. H., March 13.—Rumor has it that Frances Farmer, star of Paramount's *Rhythm on the Range* with Bing Crosby and *Come and Get It* with Edward Arnold, is to be leading woman with the Peterboro Players for the 1937 season.

Ina Claire has been added to the Players' advisory board, which includes Carl Carmer, author of *Stars Fell on Alabama*; Barrett H. Clarke, play publisher; Padraic Colum, Irish poet; Ruth St. Denis, dancer, and Maria Ouspenskaya, general supervisor, who was cited for her fine performance as the countess in the film *Dodsworth*.

Edith Bond Stearns, backer of the group, has announced that she will present six plays next season, including *Stage Door*, a new play now in tryout; *Three Men on a Horse*, Shakespeare's *Twelfth Night* and an Ibsen play. The group has a large following.

PETEY AND PATSY LEROY were severely burned recently in Waupun, Wis. Petey is in a serious condition at a hospital there, while Patsy is improving under a doctor's care. Friends are urged to drop them a line. General Delivery, Waupun, Wis., will reach them.

Rep Ripples

BURT STODDARD, veteran repertoirian, typewrites from Cleveland that he and his family have managed to keep busy in and around the home town this winter. Burt has been putting on shows under auspices with Billy Burk, vet minstrel and character actor. Mrs. Stoddard (Lucille Lewis) is doing ingenues with a Cleveland company and appearing regularly over Station WTAM. Their 19-year-old daughter, June, is playing night clubs in the town. Stoddard says that it is likely that they'll be back out with a canvas show this summer. "If we should forsake the canvas this summer," Burt writes, "it will be to put on a visual educational program in school auditoriums in conjunction with a strong political play; that is, if we can find an agent that can get the school setup. Good agents seem to be fast disappearing. There are a lot of them here, but they're all tending bar."

GEORGE W. (BLACKIE) BLACKBURN, at present playing halls thru Southern Ohio with his own attraction, plans to launch another tent show late this spring. Blackburn has had a number of tented attractions in the past and formerly had his own tab shows over the Sun and Spiegelberg circuits.

JACK WOLEVER, rep actor and playwright, has joined the announcing staff of Station KCMO, Kansas City, Mo.

KENNEDY SWAIN is now on tour with the Harley Sadler Show in Texas. Business is good, when weather permits, Swain postals.

KING AND HAZEL FELTON and daughter, Betty, have joined the Darr-Gray Company, now in rehearsal in Hughes Springs, Tex.

F. D. WHETTEN, veteran rep agent and now operating his own one-man circus, postals from Logan, O.: "In your magic column last week you took to task those performers working for 5 cents. I canceled 24 houses on a big circuit in Texas, due to the fact that they charge only 5 cents for a double feature." Whetten recently jumped from Dallas to Richmond, Ind.

Kansas City Jottings

KANSAS CITY, Mo., March 13.—Ross Robinson, casting director for Jack Kelly's two shows which will play Michigan this summer under canvas, was spotted on the local main stem this week. Robinson has filled the No. 1 show and is now working on the No. 2.

Robert Deu Pree and Lysa Ayers are recent arrivals from the West Coast.

Jerry Ketchum, who is signed to blaze the trail for the Christy Obrecht show this season, was spotted on the Rialto here this week.

Wayne and Bessie Bartlett have closed with Boob Brassfield's circle in Georgia to join the Billy Wehle show for the forthcoming season.

Lloyd and Lucille Andrews left here this week to join the Hoddies circle in Ohio.

Don and Carrie Hopkins have signed with the Ward Hatcher Players for the annual tent tour.

Jack and Myrtle Albright have joined the Harvey Players, now trouping in Southern territory.

Herbert Walters' Comedians opened the tent season this week at Frisco, Tex.

George Corwin has signed for a second season with the Biehl Sisters Stock Company, which opens soon in Oklahoma.

Davis Sullivan, formerly with Eddie Wilson's circle, has joined the Darr-Gray Stock Company.

Billy Farrel and Bobby Caprice recently closed the circle in Iowa and have joined the Murphy Show at Sioux Falls, S. D.

Jimmy Warren, who conducted a circle in Louisiana all winter, is making arrangements to open under canvas at an early date.

Henry L. Brunk, manager of Brunk's Comedians, was spotted on the main drag here this week.

Helen Gentry has joined the Harvey Twyman circle in the Dakotas.

Jack Collier, manager Collier's Comedians, who has been on a circle in Kan-

Jack Rippel Making Ready

ALSOP, Va., March 13.—Jack (Splash) Rippel, who closed recently with Harry Gilbert's tent show near Savannah, Ga., is now at his home here, preparing his own tent attraction for the opening April 10. Rippel says that he will play Virginia exclusively this season.

Elmhurst Stock Opens May 1

ELMHURST, L. I., March 13.—Under personal direction of Jack Stern, the American Group Players will open a season of stock May 1 at the Queensboro Theater, Elmhurst. Troupe will present past successes and late Broadway musicals at a 50-cent top. House seats 2,000.

MAGIC

(Continued from opposite page)

friend rushed them to Princeton, and Zander was just five minutes late with the show. After the performance he collapsed and was rushed to a hospital and placed under an oxygen tent for treatment of his seared lungs. Doctor said he would have to remain in the hospital for 10 days. However, at 6 p.m., Zander remembered that he had an engagement that night. So he piled out of bed, stacked his equipment into a cab and journeyed 20 miles to Mont Calm, W. Va., and, altho he was an hour late in starting the show, it "went on."

JOHN MATTHEWS, Detroit magician, is on the official entertainment committee of the Detroit Federation of Labor, visiting the sitdown strikers in dozens of local plants. He is presenting magic shows and leading community singing in various plants.

FRAKSON, sleight-of-hand artist, is at the Lido in Paris.

ISOLA BROTHERS, illusionists, are at the Casino Municipal in Nice, France.

GOTTSCHALK, Chicago magician, gave an expose of mesmerism, spiritualism and mental telepathy last week at the auditorium of St. Clement's Church, Chicago. He was assisted by the Great Jossely.

JACK GWYNNE, the "Gay Deceiver," and his company are holding forth at the exclusive British Colonial Hotel on the Isle of June, Nassau, Bahamas. Clippings from *The Bahamas News* re-

veal that the suave Gwynne has been highlighted at a number of swanky social events held recently in the hotel's Flamingo Grill.

DANTE, international magician, shoots us a program and several newspaper clippings, which show that he is still presenting his mammoth mystery revue, *Sim-Sala-Bim*, in the major English vaude houses to his usual big success.

JOHNNY DeVANT is playing the Coconut Grove Cafe, Gary, Ind.

FRANK FRANKINI is in his third week at the Stevens Hotel, Chicago.

W. C. (DORNY) DORNFIELD is playing a two-week engagement in Dallas.

JIMAE and his magic company have been booked for the Biltmore Hotel, Los Angeles. Engagement marks first time that a magic act has played this spot. Booking is for eight weeks with options, with the possibility that the future of magic entertainment in this spot will be determined by the way Jimae goes over.

MYSTERIOUS HOWARD postals that he has just received permission from CCC headquarters at Anniston, Ala., to play 42 camps at a flat rate for each spot. He will invade Tennessee and Mississippi soon. Howard says his business in schoolhouses has suffered considerably recently, due to the influx of chiseling magi who are working for little or nothing in the Alabama territory.

For Sale or Lease

AMERICA'S LARGEST AND MOST BEAUTIFUL TENT THEATRE.

Several good Trucks with Semi-Trailers. Cash or terms to reliable parties. WANTED—Working Boys who can double Street Band for one-nighter. Dancer, Billie, Market writes. Concessions for lease. All-new outfit. Write

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People in all lines for Annual Tour. Musicians, Feature Vaudeville. No talking. Long season, pleasant surroundings. No liquor! Will advance reasonable amount to reliable people. Show opens April 5. Address Morrilton, Ark., till April 12.

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People in All Lines—Young Character Team, General Business Team, Young Juvenile Man for Leads, Man Piano Player who reads and can handle Orchestra. People in all lines write. All people must double some instrument or Novelty Specialty. No talking. Girl to do Fan or Bubble Dance to feature for Concert. Write stating all. Do not misrepresent. State salary if you expect an answer and send photo. Good Boss Canvasman wanted. All answers to V. R. AUCKER, Tifton, Ga. Dave Hemminger answer.

WANTED
TO LEASE, with or without owner's service, a complete Dramatic Tent outfit to play old established territory under well-known name in Central States. Write full details as to what you have and terms. May buy outright, so quote lowest. Here's a real opportunity for someone. Open in May. Real Actors may also write. Have a Tanglely Calliope for sale. All replies **BOX D-67, Care The Billboard, Cincinnati, O.**

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The Forum

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

Advises Unified Action To Bring Return of Flesh

The answer to the usual question of what is to be done about the deplorable conditions existing in the show field, both the booking end and the performers' side, lies in the fact that every one of the theatrical crafts, so integrally intertwined and essential to one another, has always thought in terms of "What am I going to do?"

and never "What are WE going to do?" Always the big "I." Each one out to gain their individual points and to hell with the others. It is my belief that theaters, to pick out one of the sore spots, that ordinarily play nothing but pictures and Bank Nights should be controlled by some sort of legislation that would compel them to play stage shows so many days every week. It is only fair that they should do so, since they are forever on the lookout for opportunities to exploit their theaters by staging shows free of charge in the name of charity or a "benefit." In the past two weeks actors and musicians have been playing four and five benefits a week "for the flood" in such places, but themselves benefiting in no way whatever from their willing donations. Independent theater owners, forced to accept third-run pictures and those others that the syndicated theaters rejected altogether, play vaudeville to attract patronage. The caliber of the acts, however, tends to be pretty low due to the limited budgets of such theaters. If pretty good acts happen to be booked into such dates they perform desultorily, without makeup, without wardrobe, and sometimes don't do at all the act for which they were hired. If such acts would only realize that to accept such dates and do them at their best is to their advantage. Only in this way can they ever get the people vaudeville-minded, displace "amateur nights" and in time force Mr. Big Circuit Owner into playing flesh, and at a better budget. But after all talk is cheap; what is needed is unified action. More than 50 per cent of all performers think only of bettering themselves. Unified support of all the crafts is the only method to get and to keep in line those who are so detrimental to show business in general.

LIONEL KAYE.

Sees Need for Tent Showmen's Organization

Rome, N. Y.

Will you please advise me where I can secure data concerning the true state of affairs of tent shows—data pertaining to the injustice of the enormous and different kinds of licenses a tent show has to pay? I should like all the facts I can get, and with these I wish to run a one-man campaign for my rights to make an honest living and furnish employment for others in the meantime. Why can't we tent-show managers get together immediately and appoint someone to represent us in Washington? First, have the facts pertaining to tent shows made known, showing how we are being deprived of the rights of pursuing our hard labor in an endeavor to earn an honest living. I believe the present administration in Washington would go as far as it could to prevent such treatment as that accorded the tent showman. I believe, first, that our side should be presented to the powers that be in Washington and after obtaining the desired results there the matter should be taken up with various State officials. As things now stand there is grave danger, as Mr. Nord stated in a recent issue of *The Billboard*, that the very existence of tent repertoire shows is in danger. We have so many licenses to pay now that not enough money remains to pay the actor a wage equal to a common laborer. We know, of course, the main source of our trouble has been the picture industry, which has caused laws to be passed that have all but choked the life out of us. There are, for instance, towns where a tent-show license for one day's showing is more than that paid by a picture theater in a year. It is also a

Detroit.

fact that where a motion picture show gives four or more shows a day, a tent show can give only one full-length show a day. A picture show, in most cases giving four or more shows a day, will take in more in a day than a tent show will all week. Still compare the licenses. The average tent show nowadays must have all sorts of equipment which is purchased at various places along the route—trucks, trailers, tents, light plants, chairs, etc. Members of tent shows spend money in every town for various necessities. A book could be written on the injustices inflicted upon the tent showmen, but nothing so far has been done about it, and I have serious doubts if anything will be done. As we all know, the tent showman has contributed far more than his share in the upkeep of this country by the various heavy and unjust licenses we have had to pay for years. We must let our case be known. We must be accorded the same treatment and consideration accorded our opposition. Why should laws discriminate against us? We must have someone to represent us in a clear, truthful, convincing manner—someone who knows all about our troubles. We could either organize ourselves or perhaps affiliate ourselves with some organization which will fight for our rights. For my part, I am ready and willing to assist in every way possible. Let's hear from other tent showmen.

ROE NERO.

Chicago.

In reply to a recent query in *The Forum*, Sparks & Allen's Great Eastern Shows opened in East Brady, Pa., April 25, 1891, traveling by wagon with 50 head of horses. With the show were George Gregory and Harry Delmain, horizontal bars; Charles J. Gregory, barrel kicker; Captain Bartlett and wife, rifle shots; George and Molly Belford, double and single traps; Seaman and Burke, perch and traps; George Hartzell, principal clown; Belford and Willis, acrobats, and Gregory's performing ponies. Included in Eugene Wack's band were Phil Apple, H. H. Whittier and Pres Rice. Sig Navarro had the Side Show and had Tony White's Punch and Judy show. Madden and Lowery were in the concert. John H. Sparks was manager; O. S. Cary, agent; Curley Platner, boss canvasser, and Doc Williamson, boss hostler. Charlie Sparks that year was very versatile, playing trap drums in the band, working in a musical act with John and doing a clog dance besides working in concert afterpieces. Show played Pennsylvania, Maryland, Virginia and West Virginia and after 28 weeks the show closed in Butler, Pa., October 17.

H. H. WHITTIER.

Jeffersonville, Ind.

Looking thru old files of a local newspaper some time ago, I noted the shows that appeared here in the '90s, recalling old-time white-top organizations that have come and gone. In 1890 Creston New Railroad Shows, out of Creston, Ia., F. J. Taylor, proprietor. According to advertising, it had six complete departments, circus,

Duble Looks Back at Some Old Circuses

museum, menagerie, aquarium, elevated stage and blooded stock show. In 1891 King & Franklin's Colossal Railroad Show. Carl Clair, a popular young fellow, was band leader at the time and later went with the Barnum & Bailey show, where he was leader nearly 20 years. In 1893 Reynolds' Mighty Shows. In 1894, October 5, W. H. Harris' World-Famous Nickel Plate Show went from here to Danville, Ky. The paper mentioned the fashionably dressed and gentlemanly press agent who came in advance of the show. In 1895 Queen & Crescent Railroad Show; May 30, Sands & Astley Circus. This show, out of Wichita, was owned and managed by Joe McMahon. One year, according to a writer in *The Forum*, the show was in a riot in Minnesota, which caused the State militia to be called out, and some

of the show people were detained for more than a month and a large sum was spent in adjusting the matter. Joe McMahon was shot in the spring of 1898 by a deputy sheriff from Texas. As he talked he put one hand on his hip, which was only a characteristic pose of his, but the deputy sheriff construed it as a move to draw a gun and fired at McMahon, claiming self-defense. The writer, then just a school kid, recalls the appearance of the show here in 1895. The two old dirt ring banks could be plainly seen on the lot for years afterward. The high school building stands on that spot today. Summer of 1896 brought the Queen & Crescent Show again, Charles Rice Dog and Pony Show, L. B. Lentz Mastodon Railroad Show and Cooper & Company Southern United Railroad Show. In 1897 Professor Gentry's Dog and Pony Show; 1898, Gentry Bros., Cooper & Company; 1899, John Robinson's 10 Big Shows, Gentry Bros. and Cooper & Company. The writer distributed an armful of the old long yellow heralds for the last-named show and I have never forgotten the printers' trade-mark on those heralds—Hatch Show Print, Nashville, Tenn. J. R. W. Hennessey, well known to the circus world as X. Y. Z. Hennessey, was owner and manager of the old Cooper & Company Show. To gaze upon that showman with his portly build, loud checked trousers, long flowing beard, high silk hat, heavy carved cane and fat cigar, and to hear one of the convincing openings the one and only J. R. W. Hennessey could deliver just before doors opened, while the faint odor of gasoline floated thru the night air from a near-by old-time star burner was a treat for all. Those were the days.

C. E. DUBLE.

Lynn, Mass.

I enjoyed very much *The Forum* letter of Miss Marilyn White, and wonder if her mother will recall these Lothrop players: Grace Hamilton, Therese New-

Enjoys Names Of Players in Old Stock Days

combe, Belle Gaffney, Nellie Hancock, Isabelle Pitt Lewis, Bessie Hunter, Leonard Rowe, Morris McHugh, Frederick Murray, J. Gordon Edwards, Wallace Campbell, James Levering and Fred Hight. Miss White mentioned Max Freeman. I recall him as a splendid actor, also his wife, Nadine Winston, a good actress. I wish Miss White would send the *Forum* a letter recalling more Lothrop stock-day names, as they would freshen the memory. The first stock production I ever saw in Boston was in the old Grand Opera House, and in the company were Leona Bland, W. S. Perry, Jeannet Howell, Nellie Diamond, and in later productions James Hall, Eugene Ellsworth and Madge Burt, a Boston girl. Mark Kent also was a member, and little did I dream that I would meet, many years after seeing him act in my boyhood days, his widow, who was a friend of my dear friend, the late Leonora Bradley, of the old Castle Square Theater Stock Company, Boston. Many happy hours I spent with Miss Bradley and her friends talking over old theatrical days. I am not one who lives in the past, but I do say I enjoyed the days gone by and I am loyal to them and all in the theatrical world that gave me many hours of pleasure.

FREDERICK KELLY.

Simcoe, Ont.

Some weeks ago there was a letter in *The Forum* from Tom Waters. I am wondering if he is the Tom Waters who played *Sidetracked* here in the old Opera House? This, of course, was a good many years ago. The old Opera House burned about 30 years ago, and this was some years before that. The writer, altho younger than stars and shows mentioned, often recalls some of the shows of 30 or 40 years ago that stand out in my mind, of which I have no data, but only memories, as Tom Waters or Watters, in *Sidetracked*; Camille Townsend, in *Lady Audley's Secret*; Von Leers, in *On the Frontier*; Happy Jack White and McIvoy, with Kickapoo Indians; Porter J. White, in *Faust*; Thomas W. Keane, in Shakespearean revivals; D. M. Bristols, *Horses and Mules*; Zero Simon (father of Larry), ventriloquist and girl show; California Opera Company, in *Chimes of Normandy*, *The Mascot*; Katy Claxton's *Two Orphans* and Lincoln Carter's

Stars Played In Small Town Across Border

melodramas; *Monte Cristo*, played many times by different stars; Shipman Brothers, in Shakespearean revivals. Some of the stars I remember were Henry Winchell, Kelsey and Shannon, Anna Eva Fay, Johnny Patton, Ida Van Courtland, Mabel Page, Josie Mills and Marks Brothers. Minstrels were Hi Henry, Gorton's, Callahan, Chase and Weston's. No season was complete without a visit from the famous Guy Bros' Minstrels. I am not accurate as to the stars of the shows and might even have them mixed, so let any oldtimer set me right. This, of course, is small-town stuff, as the population at that time was only about 4,000, but many big stars played at least "off" dates here. They were grand and glorious days of which the writer often thinks, for I spent many years later in and out of the theatrical profession, in minstrels, concert and comic opera, but for the last 30 years I have owned and managed a moving picture show. But I am still more interested in the old Bohemian days of the theater. What a contrast today! FRED R. PURSEL.

The Billboard

43d YEAR

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Saranac Lake

By JOHN C. LOUDEN

Mr. and Mrs. Jack Hyman have returned to their home at Greenwood Lake, N. J., after a brief visit with their daughter, Doris Gascoigne. They were well pleased with Doris' progress.

Joseph McCarthy left the lodge last week for New York, where his mother is seriously ill.

Willard C. Patterson is our latest guest patient. He was formerly a member of Warner Bros.' executive staff in New York. Mrs. Patterson accompanied him to the lodge and hopes to remain for a few weeks.

Ruth Etting is visiting friends at Saranac Lake and Lake Placid.

Harold Rodner, WRMH executive, visited the lodge last week and distributed candy among the patients. He made a tour of the buildings with an eye to general repairs.

Nora Kinghorn, attractive daughter of Dr. and Mrs. Kinghorn, passed her studies with honors. Nora is a talented young woman and takes an active interest in local dramatic presentations.

Harry Kruse, of New York, is here visiting his wife, Dorothy, who recently underwent the first stage of the rib operation and is improving nicely.

Gladys Palmer responded favorably to the second pneumolysis operation at the general hospital last week and is back at the lodge.

Write to those you know at Saranac Lake.

The Final Curtain

ARNOLD—Marcella, 26, film stunt girl, at Pasadena, Calif., March 3 while performing in a Warner Bros. picture, *Madcap Heiress*. She was riding in speeding automobile, which overturned, pinning her underneath. She was Miss Los Angeles of 1926.

ASHBY—George F., 63, former theatrical man, who for 15 years operated the Ashby Theater, vaudeville and picture house in Hanford, Calif., at a Fresno (Calif.) sanitarium of pneumonia March 10. He was a brother of the late Jack Ashby, vaudeville actor, and was with Bickford Brothers for many years. Survived by his widow, Elizabeth, and a brother, James. Body was cremated.

BARTON—Viola (Hillegas), known in show world as Baby Viola, fat girl, in Los Angeles March 1. She traveled with Hagenbeck-Wallace, Al G. Barnes and other shows and also appeared in pictures. She was also formerly known as Mabel, the "strange girl."

BLAIR—Robert S., 23, member of the Blair Scottish Highlanders, of the Cetlin & Wilson Shows, of burns about the face received while waterproofing a piece of canvas, in Savannah, Ga., March 5. Survived by his parents, five brothers and a sister.

BIANCO—Pieretto, 60, scenic artist and director, March 6 in Bologna, Italy. He was scenic director of the Scala Opera House in Milan and former scenic artist for the Metropolitan Opera, New York, having executed the scenery for productions of *Thais*, *Gianni Schicchi* and *The Italian in Algiers*. His widow, the former Mildred Turner, is a music teacher in Boston.

BLOCK—Sophie, 86, mother of Jack Block, of Block & Price Theatrical Enterprises, Chicago, at her home there March 5. Burial at St. Joseph's Cemetery, that city.

BLUMBERG—Leonard, 58, general manager of Shubert theater interests in Philadelphia until 1927 and a well-known figure in the theatrical world, of heart attack in his apartment at the Walton Hotel, that city, March 10. Blumberg had been in the theater business for more than 35 years as a manager, promoter and producer. He operated theaters in Chicago, Milwaukee and on the Pacific Coast before going to Philadelphia. Survived by a sister, Mrs. Charles Friend.

BROWN—Benjamin, 69, in the Home for Aged Jews, Chicago, March 10. He was a former orchestra leader and violinist. Survived by his sister. Burial in Chicago.

BROWNE—W. Graham, 67, British actor and producer, March 11 of double pneumonia at his home in Hampstead, Eng. Until stricken ill recently he played opposite his wife, Marie Tempest.

in *Retreat From Folly* at the Queen's Theater, London. Browne had been on the stage since 1891, producing many of the plays in which he appeared. He and his wife first appeared together in 1911. In 1910, when he visited the United States, he played in *Caste, A Thief in the Night* and in *Vanity Fair*.

BUTLER—Robert Ellis, father of Roy E. Butler and Alice Richey, performers, and grandfather of Robert Butler III, suddenly March 7 in Atlanta.

CALTHROP—Dion Clayton, 58, dramatist, at his home in Dorset, England, March 7. His grandfather was Dion Boucicault, Irish actor and playwright. Calthrop's greatest dramatic success was *A Southern Maid*, produced in 1920. In collaboration with Cosmo Gordon-Lennox in 1913 he wrote *Shadowed* and in 1917 *The Old Country*. Both were produced in New York.

CLEARY—Mrs. Anne, mother of Tom Cleary, of the Four Musical Clearys, at her home in Shenandoah, Pa., March 7.

COLLINS—Mrs. Florence, 36, wife of Jay, former actor with the Oscar O'Shea

ECKSTEIN—Roman A., 41, in Detroit March 2 after a brief illness. He was interested in the novelty and specialty advertising development and distributing fields and lately connected with the firm Eckstein & Clark. His widow survives. Interment at Acacia Park Cemetery, Detroit.

FONDA—Mrs. Catherine Feller, wife of Doc Charley Fonda, old-time medicine show man, recently in Syracuse, N. Y. Burial in St. Mary's Cemetery, that city.

FEELEY—Andrew J., veteran theatrical man of Hazleton, Pa., and who built the Feeley Theater there in 1916, at Miami recently.

GRANOWSKY—Alexis, founder of the Jewish Art Theater in Moscow, March 11 in Paris, where he was a stage director. He formerly collaborated on German films.

GRIGNON—Mrs. Anna, 75, mother of Gaston Grignon, manager of Station brothers, George and Albert, and five stepsons.

J. ALEX SLOAN

J. Alex Sloan, 57, noted auto-racing promoter, who had conducted auto races at State and county fairs since 1909, died of heart trouble on March 10 after a short illness in St. Francis Hospital, Evanston, Ill.

He was born in Pittsburgh December 23, 1879, was graduated from Ohio Wesleyan University in 1899 and soon afterward joined the editorial staff of *The St. Paul Dispatch*. Later he worked on *The St. Paul Pioneer-Press* and *The Chicago Daily News*; also for a time he was sports editor of *The St. Paul Daily News*. He wrote articles for James J. Corbett, Battling Nelson and Frank Gotch.

His auto-racing career began in 1909, when he was engaged by Barney Oldfield. During the intervening years he became a leading dirt-track auto-racing promoter and developed many leading automobile drivers, among them Tommy Milton and Lou Meyer. He had an exceptionally wide acquaintance among fair men, numbering hundreds of them as his friends. During the early '20s Sloan was affiliated with the World Amusement Service Association, composed of leading fair entertainment purveyors, until it dissolved and each member firm resumed its separate identity. At the time of death he was a stockholder in Alabama State Fair, Birmingham, and active in its management.

Surviving him are a son, John A. Sloan, and two daughters, Mrs. Naomi Burnstan and Melissa Jane Sloan, the latter a student at Denison College. Sloan's wife died 18 years ago. Remains were taken from Evanston to his old home in St. Paul. Funeral services were held on March 13 in the chapel of Forest Hill Cemetery, St. Paul, and the body was cremated.



Company, March 5 in a Milwaukee hospital. Besides her husband, her mother and a brother survive.

COLONEUS—G. C., 49, musician, at the National Military Hospital, Sawtelle, Calif., March 4. He had been a member of the trumpet section of the Los Angeles Philharmonic Orchestra for 15 years.

CUMMINGS—E. H. (Arizona Chick), pitchman, at his home in Reynoldsburg, O., March 6. Survived by his widow, Marguerite, and a sister, Mrs. Earl Kerstetter.

DOBES—Captain Otka Peter, 53, former theatrical artist of Chicago, but for 14 years head of the Information Bureau of the American Express in Paris, in latter city March 1. Survived by widow and daughter.

ECKERT—John C. (Happy Jack), 62, 739-pound trouper, known as "the fattest man in the world," in a hospital at Flomaton, Ala., March 11 of injuries received in an auto accident February 7 while en route to Mobile, Ala., to take part in the Mardi Gras festivities. He was a son of a Fort Wayne (Ind.) cigar maker and weighed 19 pounds at birth. He began exhibitions at age 10, when he weighed 265 pounds. At 17 he weighed 385 and crossed the Atlantic with P. T. Barnum's troupe, co-starring with Tom Thumb, famous midget. Eckert traveled with Ringling Bros. and many other circuses and carnival companies. He also appeared at the two Chicago world's fairs. Survivors include a brother, William, and a sister, Katherine. Funeral in Flomaton March 13.

WISN, suddenly, March 4, at her home in Milwaukee.

HALTON—Jack (Pennypitch), at Dierbert Memorial Hospital, New Orleans, March 5. Burial from Bright & Ferguson Funeral Home, Jackson, Miss.

HEADLEY—Frank P., 70, former actor and newspaper advertising man, in St. Joseph's Hospital, Philadelphia, March 3. Before his retirement he was connected with the resort advertising departments of *The Philadelphia Public Ledger* and *The Inquirer*. He once played in the theater under the name of Frank Welsh, appearing in productions with Richard Mansfield and Creston Clarke. Survived by a sister, Mrs. Elizabeth Craig; two

HELTON—Alf, 78, actor, March 6 at his Forest Hills, Long Island, N. Y., home after a six-week illness. He had been appearing with Helen Hayes in *Victoria Regina* until illness forced his retirement. Previously he played in *Lost Horizon* and *Living Dangerously*, as well as with De Wolfe Hopper, Lillian Russell, Maude Adams, Henry Miller and others in Broadway productions. He came to America from England in 1892. His son, Percy, is also an actor. He also leaves two daughters. Actors' Fund conducted funeral services March 9.

HOHM—Frank J., theater owner, in Buffalo recently after a long illness. Before taking over the Orpheum Theater there he was manager of the Cameo and the Avon theaters, that city.

HONTHANER—John E., 57, manager of the Comet and Tivoli theaters, Milwaukee neighborhood houses, March 8

in a hospital there after an illness of a month. Survivors include a son, a brother, five sisters and six grandchildren.

HORN—Edward J., 56, cameraman, March 6 in Miami after several years' illness. He lived at the Hotel Beacon, New York. Filming news events for Pathe, he had several narrow escapes from death, and once photographed the fighting participants in a Kentucky feud. He had been associated at one time with the World Film Company, Cosmopolitan Productions and the Tremont Film Laboratories. He was unmarried and leaves three sisters.

HORNADAY—Dr. William Temple, 82, first director of the New York Zoological Park, in Stamford, Conn., March 6, after a long illness, as briefly mentioned under *Late Deaths* in last issue. He became director in April, 1896, when work on the park was begun, and carried on an ardent campaign for the conservation of wild animals. Tho he retired from the directorship of the zoo June 1, 1926, he continued to champion animals thru the Permanent Wild Life Protection Fund. For eight years he was chief taxidermist of the United States Museum in Washington and was largely responsible for the establishment of the National Zoological Park by Congress. He was superintendent during 1890. He persuaded many States to enact protective legislation for animal life and wrote books on natural history. He had been decorated by the French, British and Belgian governments for his conservation work. He leaves a wife, the former Josephine Chamberlain; a daughter and three grandchildren.

HUBAY—Eugen Von, 79, noted violinist and composer, of heart disease March 12 in Vienna. His best known work was the opera *Anna Karenina*.

HUGHES—James L., 39, who at time of death was general manager of Station WBBF, Rock Island, Ill., at his home there March 9. He was formerly managing editor of *The Rock Island Argus*.

LANDAUER—William, 70, one of the Leondor Brothers, who were with Ringling Bros.' Circus for many years, of heart attack at his home in Portland, Ore., February 27. He was also in vaudeville for many years. Surviving are his widow, two brothers and four sisters. Funeral in Portland, with interment in Oak Hill Cemetery there.

MALL—George, 64, veteran stagehand, at his home in Cincinnati March 7 of injuries received in an auto accident Christmas Day. He had recently been employed at the Lyric Theater, Cincinnati. Survived by a sister, Mrs. Walter Thomas. Body was cremated.

MAY—Gracie, 73, member of the vaudeville team of Bartlett and May, March 11 in the Southside Hospital, Long Island, N. Y. As a child she made her first stage appearance with Joseph Jefferson in *Rip Van Winkle*. Burial in the National Variety Artists' plot in Kensico Cemetery, Westchester, N. Y.

MORRISON—Clyde L., 52, father of John Wayne, Universal Western star, in Los Angeles March 4.

NATION—W. A. (Gus), former owner of a stable of race horses and brother of Jack H. Nation, girl-show manager, of heart trouble March 7 in Dayton, O. Other survivors are his parents; one sister, Mrs. Stephens, and a brother, Joseph.

O'HANLON—Frank, musician, in Syracuse, N. Y., from a heart attack. He (See *FINAL CURTAIN* on page 70)

Allen G. Campbell

Allen G. Campbell, 79, of the old Campbell Bros. Circus, at Grand Island, Neb., March 4, as briefly mentioned under *Late Deaths* in last week's issue.

Campbell was born at Augusta, Ill., in 1858. He spent his early life in the East, but later moved to Haddam, Kan., where he went into the stock-raising business. Later he deserted farm life to enter show business. With three brothers, Ed, Virge and "Doc," and two other men, Lee Greer and Fred Hatfield, he organized the Campbell Bros. Circus, a wagon show. The show grew into a 40-car railroad circus. Campbell also formerly owned the Cole Circus.

The Campbell show closed in 1912, but Campbell continued in show business until seven years ago, when he was stricken with paralysis. In 1884 he married Susan Harriett Swab, who died January 15, 1910.

Campbell was affiliated with the Masonic Order and was a charter member of the Showmen's League of America.

Surviving are three daughters, Mrs. Grace Lechner, Mrs. Hazel Scoville and Mrs. Bessie Lea Bone; a son, Parker B. Campbell; a sister, Mrs. Josie Hatfield; a granddaughter, Dorothy Lea Bone, and brothers, Ed and Virge.

Funeral services at the home of his daughter, Mrs. Grace Lechner, Fairbury, Neb., with burial in Fairbury Cemetery.

Jack Hodgdon

Jack Hodgdon, 50, former vaudeville booker with Keith-Albee and RKO, died March 8 in Harlem Hospital, New York, from injuries sustained when hit by a truck.

Son of the late Samuel K. Hodgdon, Keith and Keith-Albee general manager for many years, Jack and his brother, Raymond, joined the circuit in 1909. Raymond is now manager of the Greenpoint Theater, Brooklyn. Besides his brother, Hodgdon leaves a wife, Hannah, and a daughter, Evelyn. Funeral services March 11 at Campbell's Funeral Church, New York. He was buried in the family plot in Kensico Cemetery, Westchester, N. Y.

ACTS, UNITS AND ATTRACTIONS

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

A
Adair & Richards (Royal Frolics) Chi, nc.
Adalet (French Casino) NYC, nc.
Adams, Jackie (Paree) Hartford, Conn., nc.

B
Bacon, Faith (Colosimo's) Chi, re.
Bale, William G.: Rock Island, Ill.; (Woodward High School) Cincinnati 20.

C
Caleman, Hazel (Kit Kat) NYC, nc.
California Varsity Eight (College Inn) Chi, re.

D
Daley, Joe (Streets of Paris) Phila, nc.
Dandies, Four (Larue's) NYC, re.

E
Earns & Gordon (Gatineau) Ottawa, Que., Can., cc.
Easton & Odette (State) NYC, t.

F
Fair, Virginia (Le Mirage) NYC, nc.
Fargo, Billie (Flamingo) Orlando, Fla., nc.

G
Gae, Donna (Stevens) Chi, h.
Gale, Barbara (Butler's) NYC, c.

H
Hale Sisters (Caliente) NYC, nc.
Halladay, Ruby (Chez Brummel) Cannes, France.

I
International Trio (Town Casino) Miami Beach, nc.

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.

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

J
Jackson Boys, Three (Edgewater Beach) Chi, h.
Jackson & Brown (Uproar House) NYC, nc.

K
Kaiser & McKenna (Frolics) Niagara Falls, N. Y., c.
Kaloah (Cotton Club) NYC, nc.

L
Latham, Helen (Nixon) Pittsburgh, c.
Howard, Kathleen (Wivels) NYC, re.

M
Mack, Eddie (Shrine Circus) Ft. Wayne, Ind.
Keyes, George (Burlington Sportsman Show) Burlington, Vt.; (Rochester Sportsman Show) Rochester, N. Y., Apr. 3-10.

N
Nancy, Nancy (Wivel) NYC, re.
Garette, Jeanette (Roosevelt) New Orleans, h.

Atkinson, Connie: (Berkeley-Carteret) Asbury Park, N. J., h.

B

Babb, Julian: (National) Richmond, Va., 24-27, t.
Baer, Billy: (Deshler-Wallick) Columbus, O., h.
Banco, Pedro: (Benny the Bum's) Phila., h.

C

Campus Jesters: (Cypress Arms) West Hartford, Conn., nc.
Capello, Joe: (Jimmy Kelly's) NYC, nc.
Capraro, Joe: (Cotton Club) Natchez, Miss., nc.

D

D'Angel, Jimmy: (Frolic) Albany, N. Y., nc.
Dale, Bill: (Italian Gardens) Pittsburgh, nc.
Dantzig, Eli: (St. George) Brooklyn, h.

E

Edmund, George: (Loyale) NYC, c.
Engle, Freddy: (University Club) Albany, N. Y., nc.
Estlow, Bert: (Morton) Atlantic City, N. J., h.

F

Farmer, William: (Leon & Eddie's) NYC, nc.
Farrar, Art: (Chase) St. Louis, h.

Fitzpatrick, Eddie: (St. Francis) San Francisco, b.
Fox, Ray: (Smart Spot Inn) Haddonfield, N. J., nc.

G

Gilbert, Irwin: (Coq Rouge) NYC, nc.
Gilbert, Jerry: (Edgewater Gulf) Biloxi, Miss., h.

H

Hall, George: (Taft) New York, h.
Hamilton, Artie: (Klown Klub) NYC, nc.
Hamilton, George: (Palmer House) Chi., h.

I

Imperial Trio: (Imperial) NYC, h.
Iona, Andy: (New Yorker) NYC, h.

J

Jackson, Paul: (Old Mill Tavern) Jackson, Mich., nc.
James, Jimmy: (Lookout House) Covington, Ky., nc.

K

Kavell, Albert: (Cosmopolitan) Denver, Colo., h.
Kay, Joe: (Browning Lane Inn) Phila., nc.

L

La Salle, Frank: (Wivel) New York, nc.
Lagman, Bill: (Club Trianon) Mobile, Ala., nc.

Lyon, Bob: (Commodore Club) Vancouver, B. O., Can.

M

McCarn, Grace: (Chinese T Gardens) Detroit, re.
McCune, Will: (Bossert) Brooklyn, h.
McHale, Jimmy: (Brown Derby) Boston, nc.

N

Navara, Leon: (Earle) Washington, D. C., t.
Navarro, Al: (Belvedere) Baltimore, h.

O

O'Hara, Ray: (Governor Clinton) NYC, h.
Ohman, Frank V.: (Felice's) Westbury, L. I., N. Y., nc.

P

Packard, Freddie: (Jonathan) Los Angeles, nc.
Palmer, Freddy: (Colonial Inn) Singac, N. J., re.

R

Rainbow Ramblers: (Club Moose) Haverhill, Mass., nc.
Ramos, Ramon: (Ambassador) NYC, h.

S

Saman, Herb: (Bal Tabarin) San Francisco, c.
Sanders, Joe: (Blackhawk) Chi., re.

Stanley, Arthur: (Yacht) NYC, nc.
Stanley, Stan: (Blossom Heath) Shreveport, La., nc.

T

Tallare, Pedro: (Larue's) NYC, re.
Texas Co-Eds: (La Fontaine) Huntington, Ind., h.

V

Van Garwood: (Madhouse) San Diego, nc.
VanWinkle, Joe: (Melody Grill) Kokomo, Ind.

W

Wade, Johnny: (Romance Inn) Angola, N. Y., nc.
Wagner, Bill: (Jimmy Kelly's) Brooklyn, nc.

X

Whalen, Jimmy: (Bertolotti) NYC, ch.
Whidden, Jay: (Rice) Houston, Tex., h.

Y

Young, Ben: (400) Wichita, Kan., nc.
Zarin, Michael: (Waldorf-Astoria) New York.

DRAMATIC AND MUSICAL

Brother Rat: (Plymouth) Boston.
Boy Meets Girl: (National) Washington, D. C., 15-20.

INDEPENDENT BURLESK

Beef Trust: (Capitol) Toledo, O., 15-20; (Casino) Pittsburgh 22-27.
Crazy Quilt: Open week, 15-20; (Rialto) Chi 22-27.

Hatch Lining Up Personnel

April 7 definitely set as opening date of H-W in Chicago—may use 40 cars

NEW YORK, March 13.—J. Frank Hatch, general manager of the Hagenbeck-Wallace Circus, spent several days here this week lining up attractions and personnel for the show's opening at the Coliseum, Chicago, April 7. Hatch stated that, contrary to rumors, April 7 is definitely set as the opening date and that nearly 200 men are engaged in readying the rolling stock and other equipment at winter quarters in Peru, Ind. Ralph J. Clawson, who is slated to replace the late Frank Cook as legal adjuster on the Ringling-Barnum show when it takes to the road, is supervising the work at the H-W quarters and will continue in the capacity of manager until the show is fully organized.

Hatch stated that present plans call for the show to go out on 35 cars, but that there is a good possibility that it will take 40 by the time everything is set.

While in New York he conferred with George A. Hamid, attractions booker, and Namy Salih, dealer in freaks, and reported deals consummated with both. The Hamid office will supply the show with the Flying Otaris, Demnati Arabs and the Six Harlequins, acrobatic troupe; the Jim Wong troupe of six Oriental tumblers and contortionists, and the Dorothy Martin adagio troupe, believed to be the first such act to attempt a season under canvas. Hamid may possibly furnish several other acts to work only the opening date in Chicago.

Haag Title Not for Sale

CINCINNATI, March 13.—A report was received last week that the title of the Mighty Haag show was purchased by Leroy Crandall. Getting in touch with Mrs. Ernest Haag on the matter, she replied by wire as follows: "Mighty Haag show title will remain in family. Money can't buy title."

Aerial Brocks With Rice

HUNTINGTON, W. Va., March 13.—The Aerial Brocks, formerly with Hagenbeck-Wallace, Downie Bros. and other circuses, have signed contracts with the Dan Rice Circus.

Reb Russell With Downie

MACON, Ga., March 13.—Reb Russell will be the concert feature of Downie Bros.' Circus, it has been announced. There will be special paper and many exploitation features.

Champagne, Aimed at Bull's Head, Hits "Caboose" Instead

PARIS, March 8.—High spot of the "press" benefit show at the Empire on February 25 was the christening of "Auguste," the elephant, born in the Cirque Amar menagerie last season. Maurice Chevalier and Josephine Baker were delegated to pour champagne over Auguste's head, but Auguste decided he wanted to play and unceremoniously chased his god-parents around the stage and received most of the fizzy water on his caboos.

Auguste again refused to be dignified on Saturday when the bishop of Bourges solemnly blessed the tent and animals of the Cirque Amar. Auguste decided that the bishop wished to play with him and at each majestic gesture of the prelate the elephant hoisted its trunk and made a playful dive at the bishop. As the bishop is director of the public zoo at Bourges, he calmly withstood the charges—and in return for his visit to the circus the Amars donated an elephant to his zoo.



BANNER HIT by the Cole Bros.' Circus on the Hermitage Hotel Building at 41st and Broadway, New York City. Display, believed to be one of the largest in Manhattan circus history, covers the greater part of the 15-story building located in the heart of the Times Square district. —Photo by Century.

Shufford in Hospital

MACON, Ga., March 13.—Clint Shufford, treasurer of Downie Bros.' Circus, went to the Clinic Hospital here for an operation for appendicitis.

Social Security Act

In the Carnival Department of this issue appears the first of a series of articles on the Social Security Act as it affects outdoor amusement fields. Owners, performers, musicians, concessioners and all others employed by circuses, carnivals, parks, etc., will find these articles invaluable.

Cole Landing In N. Y. Press

NEW YORK, March 13.—Considering it is the first time in nearly 30 years that a circus other than the Ringling-Barnum show has come into Manhattan for a spring indoor date, together with the fact that the title is unfamiliar to local newspapers to a certain degree, the press department of the Cole Bros.-Clyde Beatty Circus is meeting with surprising success in landing stories and cuts in the New York dailies. Ora Parks, Raymond B. Dean and Allen J. Lester, story men, broke the ice on March 1, 18 days before opening at the Hippodrome, and have maintained a consistent average thruout.

Billposters and bannermen, William Backell and Clyde Willard supervising respectively, have done a thoro billing

Three French Shows Start

Medrano, Amar, Bouglione Bros. begin tours in immediate vicinity of Paris

PARIS, March 8.—During the past two weeks three of the biggest tent circuses of France, Cirque Medrano, Cirque Amar and Cirque 4 Bouglione Freres, began their road season in the immediate vicinity of Paris. The Cirque Medrano opened on February 20, Cirque Amar on February 26 and the Cirque Bouglione on March 6.

The Amar circus features big animal numbers, most spectacular of which is a herd of 18 elephants, presented by Amar in the three rings. Polar bears and tigers are also presented by Amar, and at least 10 horse numbers are presented by the Strassburgers and Jean Gautier. Amar cavalry has 80 horses, mules and ponies, including 24 stallions and six "Ardenes" truck horses.

Outstanding of the circus acts are the Ryder Trio, one of the peppiest and funniest knockabout acrobatic acts in Europe, and the Lopez Trio (same boys), excellent flying trapeze number with good comedy gags. Other good numbers are the Strassburgers, jockeys; Two Laurens, contortion and balancing; Diane Belli and Ryaux Quartet, acro dancers; Tay and Tys, comedy acrobats; Birkeneders, hand-to-hand balancing; Boulicot and Recordier, clowns; Scherif Bey Troupe, Arab tumblers; Nor-Ber-Tys, (See *THREE FRENCH* on page 66)



PAUL M. LEWIS, owner of Lewis Bros.' Circus, motorized, who says that everything is going along in great shape in quarters at Jackson, Mich. He has had his show on the road for a number of years.

Russell To Begin Rehearsals April 12

ROLLA, Mo., March 13.—Russell Bros.' Circus will begin rehearsals here April 12.

Horse training is in full swing under veteran Frank Miller. Twelve new head of ring stock were recently added. Elvin Welsh is giving the elephants daily workouts, and Lot Superintendent George Werner is superintending the construction of seats required by the enlarged big top.

New trucks and trailer bodies are arriving almost daily, and the all-new canvas arrived last week from Baker & Lockwood.

Theodore A. Lee, of the Louisville Color Gravure Company, spent several days at quarters last week helping prepare the show's new advance heralds, which will be printed in three colors this year instead of two.

NEA, of Cleveland, is making all mats, and the show's printing is being handled by the Lawrence Press, of Elgin, Ill.

Ringling-Barnum Leaves For New York April 1

SARASOTA, Fla., March 13.—J. C. Donahue, general agent of Ringling-Barnum, arrived here last Monday to confer with General Manager Sam W. Gumpertz concerning plans for the spring exodus of the Big Show. The circus will leave Sarasota April 1 and opens its spring engagement in Madison Square Garden, New York, on April 8.

New Lot at Kenosha, Wis.

KENOSHA, Wis., March 13.—With the municipal stadium at the lake front eliminating that site as a circus grounds, city council asked the board of education for permission, which was granted, to use the Bonny Hame site, a 35-acre tract owned by the school board north of 52d street and west of 30th avenue for such purposes.

All factories are going good. City Manager Laughlin is a friend of the circus.

Broadcast From R-B Quarters Highlight of Magic Key of RCA

SARASOTA, Fla., March 13.—An estimated radio audience of 10,000,000 persons heard a five-minute broadcast from the Ringling-Barnum winter quarters here last Sunday over a 50-station hook-up of the National Broadcasting Company.

The circus "spot" with John B. Kennedy, noted NBC commentator, at the microphone, was a highlight of the "Magic Key of RCA," Sunday afternoon feature broadcast sponsored by the Radio Corporation of America.

Assisting Kennedy as he told the story of the greatest show on earth in winter quarters were Daisy Doll, side-show midget member of the Doll family; Pat

job that in some instances is sensational. According to Willard, the deepest display ever tacked appears on a rear wall of the Park Central Hotel at 56th street and Broadway. It is 50 sheets high and six long. Another highlight has been installed on the 15-story Hermitage Hotel in the heart of the Times Square district. Approximately 700 sheets were used in the display that covers all but three of the 17 floors.

Jess Adkins, co-operator of the show, is slated to arrive here Monday (15), together with the bulk of the personnel. Show will move into the Hippodrome immediately for rehearsal, culminating in a press dinner and dress rehearsal Wednesday evening. Floyd King, general agent, reported a more than satisfactory advance sale and advised that he is satisfied with progress of preparations for the Cole-Beatty New York debut.

CLARENCE BENNETT will play baritone in band with Dan Rice Circus.

Valdo, circus personnel director; Franz Woska, menagerie superintendent, and Larry Davis, elephant boss.

Genuine animal sound effects were a feature of the crowded five minutes, with Jerry, big male lion, roaring obediently at the command of Woska, and Clara, the talking elephant, trumpeting her salutations to the radio audience. Monkeys chattered and black panthers snarled obligingly as Kennedy walked by the cages in the animal barn.

Kennedy flew down from New York to Florida especially for the five-minute program from the circus quarters and returned to that city immediately after the broadcast.

Stunt Season Begins

NEW YORK, March 13.—Ora Parks, press representative of the Cole Bros.-Clyde Beatty Circus, landed a clever publicity tieup this week when he arranged with the National Broadcasting Company to broadcast Beatty's attempt to put his wild animals thru their paces by remote control. Program will be on the air over the NBC Red network Wednesday evening (17) at 7:45 EST.

It is probably the first time that an animal trainer has attempted to manipulate the big cats sight unseen. Beatty will be stationed in the NBC studios and will talk, crack the whip and fire his gun via wire and a p.-a. system to his cats in the Hippodrome arena. Parks has arranged for authorities of the Bronx Zoo to study the experiment at the ringside.



With the Circus Fans

By THE RINGMASTER

CFA,
 President, Secretary,
 FRANK H. HARTLESS, W. M. BUCKINGHAM,
 2930 West Lake Street, Thames Bank,
 Chicago, Ill. Norwich, Conn.

(Conducted by WALTER HOHENADEL, Editor
 "The White Tops," care Hohenadel Printing Com-
 pany, Rochelle, Ill.)

ROCHELLE, Ill., March 13.—Frank T. Ford is a patient at Charlesgate Hospital, 350 Memorial drive, Charlestown, Mass. Drop him a line.
 Harper Joy, of Spokane, Wash., en

route to the Shrine directors' meeting in Chattanooga, Tenn., had a half-day layover in Hot Springs, Ark. Spent the time visiting with Bernie Head. From Chattanooga Harper will go to Baltimore, Washington and then to New York, where he will be at the Waldorf-Astoria from the 16th to the 21st, and expects to see Cole Bros.' Circus at the Hippodrome. He will be in Chicago at the Hotel Sherman from the 22d to 24th, leaving the evening of the 24th for the West.

Frank Kindler and Dr. Mulligan, of St. Cloud, Minn., attended the Shrine Circus in Minneapolis and had a pleasant visit with Clyde Beatty, Dennie Curtis, Mickey McDonald, Joe Coyle, Emmett Kelly and Chester Barnett. Noel Von Tilburg, of the Shrine and member of the fair association, did a splendid job of putting the show over big.

A Circus Smoker was held in the Pat Valdo Tent Circus Room, Binghamton, N. Y., night of March 3. Among the guests was Joe Zoltowski, of Waverly, N. Y., a new member of the CFA, who motored 80 miles to attend the meeting. Refreshments and peanuts were served the Fans. Wicker furniture was placed around one of the painted floor rings and tables were piled high with circus books, magazines and copies of *The Billboard* (11 years' accumulation). Picture of Pat Valdo hung down from stage just under the proscenium. On display was a large framed picture of all the great American circus owners, presented to the tent by member George Duffy, of Fort Plain, N. Y. There will be another meeting of the Tent in late April or early May.

CFA member Dan E. Fox, of Sidney Barracks, Sidney, N. Y., has in his "Famous Spotted Horse Troop" a number of ex-circus men who are great riders and have been featured in some of the greatest Wild West companies of recent years. They are William Mossman, formerly with Sparks and Ringling-Barnum shows under Cy Compton; Harry Shepard, formerly with the 101 Ranch Show; Burt Mattox, formerly a great bulldogger, and Cody Compton, son of Cy Compton, who until recently was associated with his father on the Big Show.

A new member of the Pat Valdo Tent is Charles Johnson, one of the owners and executives of Endicott-Johnson, Inc. Circus Fans in Northern Illinois and Southern Wisconsin will have the opportunity of witnessing an indoor show with the Shrine Circus running in Rockford, Ill., from 16th to 21st. Show will be held in the new State Armory. Dave Jarrett, head of the Rockford Poster Advertising Company, is general chairman of the Shrine committee.

R. W. Howe, owner of *The Ripon Weekly Press*, Ripon, Wis., was a caller at the Circus Room of Sverre O. Braathen, at Madison, Wis., on March 6. He was on his way to Sarasota, Fla.

Press Staff Of H-W Show

CHICAGO, March 13. — Edward A. Arlington, who has established an office here, announces that his press staff for the Hagenbeck-Wallace Circus will be Robert E. Hickey, last season with Cole Bros.; W. B. Naylor, formerly with Sells-Floto; George Degnon, contracting press, and Mr. White, who comes to the circus from *The Knickerbocker Press*, Albany, N. Y.

Macon

MACON, Ga., March 13.—"Bumpy" Anthony, clown, is here for a few days as principal comedian with a musical review called *Girls of Today*. His wife and daughter are with him.
 Morman Malman and wife, after an extended tour of the North, have returned here. Morman will have the concessions on Downie Bros.' Circus.
 Jake Jacobson has arrived from New Orleans.

William Morgan, of the Downie show, arrived from his home in Zanesville, O.
 Walter Gilbey and Willie Wilken, of the press department, are expected here the coming week.
 Charlie and Ruth Underwood, of Billroy's Comedians, spent Sunday here, guests at Central Hotel.

Earl Rogers, the last two seasons out of the circus game and employed in Miami, will again be a member of Downie Bros.
 Fred Kilgore and Carl Larkin comprise the official entertaining committee, receiving all guests with a hearty welcome at hotels and showgrounds.
 Al Rock, of Fort Valley, was a visitor to Downie quarters Sunday.



MILFORD SMITH.

...For Ourselves!

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TOM MIX CIRCUS

All performers to report to Rhoda Royal at Anniston, Ala., on March 29, 1937, for rehearsal. All Bandmen to report to Carl O. Robinson at Anniston, Ala., on March 29, 1937, for rehearsals. All Side Show People report to Ted Metz at Anniston, Ala., on March 30, 1937, for rehearsals. All Ticket Sellers and Ushers report to William F. Flowers at Anniston, Ala., on March 30, 1937. All Candy Butchers and Concession Men report to Jack Burslem at Anniston, Ala., on March 30, 1937. All Workingmen in all departments report to D. W. Helms at Anniston, Ala., on March 29, 1937. All people holding contracts with the Tom Mix Circus acknowledge this call by letter to

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

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Boss Canvasman, Candy Butchers, Floss Candy and Popcorn Privilege for rent. Dancers for Side Show, Wild West People of all kinds, Half and Half, Bob Hollick, Johnnie Grimes, wire. All address MRS. ERNEST HAAG, Marianna, Fla.

Harriman Northward Bound

MACON, Ga., March 13.—After about a month in Macon, Jerome T. Harriman, general agent of Downie Bros.' Circus, has departed northward arranging the route. Show will open earlier than usual this year, it is reported, but opening date has not been announced.

European Pickups

PARIS, March 8.—Manetti and Rhum, popular French clowns, are opening at the Circus Schumann in Stockholm this month. The Five Blumenfelds, trapeze; Two Albertinis, perch and tumbling, and Max and Eddy, clowns, are at the Empire in Brussels.

The Athenas, hand-to-hand balancers; Beby and Lole, clowns; Dalcy Trio, jugglers; Banza, equilibrist, and Klebar, lion imitator, are at the Nouveau Casino in Nice. Charlie Twines, contortionist; Italo, juggler, and the Carlo Medinis, musical clowns, are at the Casino Municipal in Nice. Agos and Pil, acrobats, and Joe Laurin, juggler, are at the Casino Municipal in Cannes. Torcat's roosters are at the Theater Municipal in Carcassone.
 Minet's Crocodiles and a tent menagerie are at the street fair in Saint Malo.

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Under the Marquee

By CIRCUS SOLLY

IRA HAYNES, who has been in Florida for a month, visiting friends, is now at York, S. C.

J. D. McNEELY recently visited Downie Bros.' Circus at Macon, Ga., for a few days.

BUCK LEAHY recently was at Eden Garden, Worcester, Mass., and went over big.

CHARLES CARLOS, with his acts, was on program at Frank Wirth's Circus in Jamaica, L. I., N. Y.

R. M. HARVEY, of Hangenbeck-Wallace, passed thru Cincinnati last Wednesday and called at *The Billboard*.

MRS. WILLIAM NEWTON and daughter, Grace Wilber Brown, of Quenemo, Kan., were recent visitors in Kansas City.

NATE LEON, advertising manager for Walter L. Main Circus, has signed a contract with the Chevrolet company for an exhibit with show.

EXCESSIVE service charge of 20 and even 40 cents on a complimentary ticket is too raw.

GLENN STRANG, head mechanic for Seils-Sterling Circus, whose home is at Rochelle, Ill., left March 10 for winter quarters at Springfield, Mo.

JACK PFEIFFENBERGER will again be with Cole Bros.' Circus as special officer. This will be his 51st year in the circus business.

AGNES AND BERT DOSS, with Leo and Ethel Hamilton, are enjoying a vacation at Hot Springs, Ark., taking the baths and seeing the races.

CLIFF McDougall, Barnes show press agent, recently spent a 10-day vacation near Grand Canyon, Ariz. Binnie Barnes and John King were with him.

HARRY ROBERTAS' trained Chinese dog, Luna, was stolen several weeks ago while the New York WPA circus project played at the Bronx Coliseum in New York.

C. S. PRIMROSE, general agent of Lewis Bros.' Circus, advises that he has engaged Al H. Oake as special agent, and Alton T. Osborn, manager of Advance Car No. 1.

COLONEL W. F. FLEMING (Kit Carson Jr.), having been away from circuses since 1928, will this season be the feature of the Wild West with Seils-Sterling Circus.

THE ARTHUR HENRY DUO was recently forced to cancel further dates due to the illness of one of its members. Last engagement was with the *Hollywood Varieties*.

CHAMP SIMPSON, treasurer of Dan Rice Circus, and wife, Lillian Navarre, prima donna of show, are spending winter in Florida, with Tampa as headquarters.

FROM ALL INDICATIONS it is going to be a great season for the big tops.

THE SILVERLAKES (Archie, Billie, Jonnie and Mae) are still with the Pagel Circus (are with the Dutton unit) in South Africa. State that they will return to the States in May.

CHIEF KEYS and family will present five acts in concert of Russell Bros.' Circus. Keys will do rope spinning, single and big horse catch, sharpshooting and his big feature, impalement act.

MARION BLUE, of Cole Bros.' Side Show, is entertaining with Lee Golden and his Night Owls at the King and Prince Night Club, St. Simons Island, Ga.

CARL H. BERGER writes that he believes a circus that would play Ironton, O., would do good business. That city, which usually has from three to five shows each season, did not have any last year.

CLINT EDWARDS has signed with Lewis Bros.' Circus. Will be on a ticket box and make openings on Side Show. Will be his second season with show. Vern A. Tarpenting will be in ticket department.

JACK MOON and Loretta Ryan gave a farewell dinner in Kansas City for Mr. and Mrs. W. F. Wilcox, who left to join Seal Bros.' Circus. Mr. and Mrs. Charles Nathan and W. J. Allman also were present.

JUMBO was the biggest attraction ever carried with a circus. The huge elephant was never exhibited west of Omaha or south of the Ohio River.

STEVE O'DAY will again be with the Vanderburg Circus. His wife will join late in the summer. Show will carry a small band, also an elephant. Another truck and trailer will be added. Management bought a loud-speaker system.

THE FEBRUARY-MARCH number of *The White Tops* was dedicated to Karl K. Knecht, one of the organizers of the Circus Fans' Association and founder of *The White Tops*. It is an interesting issue and contains several tributes to Knecht, written by members of the CFA.

MRS. GRACE CAMPBELL LECHNER, of Grand Island, Neb., writes that the latch string is always out to friends of her late father, Al G. Campbell, of the (See *UNDER THE MARQUEE* page 43)

3,000 Thru R-B Gates, Establishing New Record

SARASOTA, Fla., March 13.—A new record for attendance at Ringling-Barnum winter quarters was set on Sunday, March 7, when over 3,000 persons passed thru the gates.

Jack Earle, giant, has rejoined show after wintering in Texas. Not only has Earle entirely recovered from the broken arm he sustained last fall, but he has found time to do eight new oil paintings during the winter. A talented artist, Earle plans another exhibit of his work at the Delphic Studios on Fifth avenue, New York, while the show is in the Garden.

Dorothy Herbert, feminine riding sensation, and **Rudy Rudynoff**, Liberty horse wizard, have arrived at quarters and started intensive training.

In addition to **Franz Woska's** Lion act, **Larry Davis'** elephants, and exhibitions of riding by **William and Tamara Heyer**, which have been daily attracting crowds for two months, there are now several new attractions at the quarters. The **Reiffenachs** and the **Loyal-Repenskis**, equestrian troupes, are training in the big ring barns; the **Maschinos** are rehearsing a sensational new acrobatic routine and **Dorothy Herbert** daily demonstrates her peerless riding.

Wixom Announces Personnel

JANESVILLE, Wis., March 13.—**John Douglas Wixom**, owner-manager of the Wixom 808 Ranch Wild West Show, has just announced the motorized show's personnel:

Walter Baird, assistant manager and legal adjuster; **J. G. (Jack) Bard**, general agent; **W. W. Ellison**, contractor and press agent; **L. A. Gunnek**, brigade manager; **John Ellis**, superintendent of tickets and press agent; **Cledys McLaughlin**, secretary and treasurer; **Homer Lee**, band leader; **Dewey Scott**, boss hostler; **Harold Wixom** and **Doc Franklyn**, 24-hour men; **Lee Daniels**, side-show manager; **Silver Tip Baker**, arena director.

Goss Closes Deal With Hatch

EAST ST. LOUIS, Ill., March 13.—**Charlie Goss** has closed a deal with **J. Frank Hatch** for four new Chevrolet trucks and one sedan for country routes on advance with **Hagenbeck-Wallace Circus**.

Gentry Law Repealed

The bill of an act to repeal that part of the Gentry Law affecting circuses and carnivals has been passed by both houses of the Indiana State Legislature and awaits the signature of the governor to become a law. Further particulars appear in the Carnival Department in this issue.

Kyes Band Leader Of Hagenbeck Show

HAWTHORNE, Mass., March 13.—**Henry Kyes** has been engaged as band leader on the **Hagenbeck-Wallace Circus**. He goes to the show with a record of 14 years on the **Ringling-Barnum Circus** as assistant to **Merle Evans**. **Diamond Henry**, as he is known to thousands thruout the country, is in the winter an expert diamond appraiser.

Kyes served his apprenticeship with the late **Charles Tinney**, circus band leader, and has been band leader on **Howe's Great London**, **Lord George Sanger**, **Famous Robinson**, **Wheeler Bros.** and many others. He was for years band leader of **Guy Bros.' Minstrels**, **Vogel show**, **Coburn** and others. **Kyes** has always been considered a circus cornetist par excellence.

New Trailer Bodies For Seils-Sterling

SPRINGFIELD, Mo., March 13.—**Work** is progressing rapidly at winter quarters of **Seils-Sterling Circus**. Several new trailer bodies are being built at **Springfield Wagon and Trailer Works**, also new and larger steel arena.

The show's workshop is turning out new seats, cages and stringer and plank wagon bodies. **Mart Goodwin** and his assistants are decorating and painting all rolling stock. **Arthur (Mac) Heller**, director of band, and wife arrived in quarters, bringing with them **Ray Herman**, clown; **Glenn Strang**, master mechanic; **Lothar Fritz**, auditor.

King Baile is expected to arrive soon from **Muskegon Heights, Mich.**, to supervise the rebuilding of the side show, which will be all new this year.

Contracted With Lewis

JACKSON, Mich., March 13.—**The following** have contracted to be with **Lewis Bros.' Circus**: **Dorothy Lewis**, **Roy and Helena Howze**, **Buck Preston**, **William Tingley**, **Frank Gamber**, **Vern Hall**, **R. C. Wade**, **Happy Summerall**, **Charles Oswald**, **Patty McDermott**, **Mr. and Mrs. Joe Edwards**, **Mr. and Mrs. H. O. Broiler**, **Dick and Sally Ashworth**, **Louis Bryan**, **Jack DeShon**, **Clint Edwards**, **Vern Tarpenning**, **Jevon LaMont**, **Harry Holmes**, **Johnny Silvie Troupe**, **Kenneth Poley**, **Bob and Dorothy Morris**, **Morning Star Clear**, **H. L. Filbert** and **Rodeo**, **Al Massey**, **Charles Moulds**, **Archie Dunlap**, **Wells Brothers Trio**, **Karl DeMotte**, **Ben Hassen Abadiziz**, **Joe Gould**, **John Robertson**, **E. L. Diggs**, **C. S. Primrose**, **Jack and Clara Moore**, **Al H. Oake**, **Alton T. Osborn**, **Walter L. Clark**, **John Connors**, **James Clark** and **Carl Porter**.

Midgets Become Citizens

TAMPA, Fla., March 13.—**Four midgets** became citizens in Federal Judge **Alexander Akerman's** naturalization class March 5. They were **Kurt Schneider**; his two sisters, **Hilda** and **Frieda**, midget performers in **Ringling-Barnum Circus**, and **Karl Stephan**, connected with the **Royal American Shows**. They are natives of Germany and were among a group of 52 who became American citizens.

Evans Guest Conductor

YOUNGSTOWN, O., March 13.—**Merle Evans**, conductor of the **Ringling-Barnum Circus** band, was guest conductor at the annual concert of **Aut Mori Grotto** band night of March 1 at the **Eagles' Temple** here. **Evans**, the day previous, had concluded a two-week engagement with the **Cleveland Grotto Circus**, his seventh year in that capacity. He has several other indoor engagements before returning to **New York** to assume charge of the **Big Show** band for the 19th consecutive year.

Max Castle's Biggest Week

NEW YORK, March 13.—**Max Castle**, who had the freak concert show at the **Frank Wirth-operated Jamaica Hospital Circus** last week, has announced that the engagement will go down in his books as the largest single week in his career.

Show consisted of the **Diggs Sisters**, **Siamese Twins**; **Chip Morris**, posing horse; **Forest Layman**, armless wonder; **Charles Phalo**, strong man; **Marion Eddy**, whipcracker, and **Edna Blanche**, snakes.

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WANTED ELEPHANT ACT

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HAAG BROS. CIRCUS

WANTED—Aerial Acts. Prefer Family doing three or more. Working Men in all departments, Canvas Men, Seat Men, Riggers. Address **BILL O'DAY**, Boss Canvasman; all others **ROY HAAG**, General Manager.

HAAG BROS. CIRCUS, Lafayette, Tenn. (Aerial Lakes communicate.)

All People Contracted By

RUSSELL BROS. CIRCUS

Are notified to report at Rollo, Mo., on **MONDAY, APRIL 12**

Acknowledge this call by mail. Workingmen come on now.

CHASE & SON CIRCUS

Wants Lunch Stand, Candy Floss, Novelties, Frozen Custard; everything open except Pop Corn and Candy. Also want Musicians, three Cornets, Bass, Baritone and Trap Drums. Address **BILLY BROWN**, Band Master, 823 Osage Ave., Kansas City, Kan. All others address

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Wanted Catcher Immediately

For Teeterboard Acrobatic Act. Young, neat appearance. Must be thoroughly experienced and know your business. Long, sure season with good pay. Wire prepaid full particulars and salary expected, care Western Union. No time to write. Open April 1. **MORRIS TROUPE**, Jeffersonville, Ind.

WANTED QUICK

On account of enlarging **BARNEY BROS. CIRCUS**, Performers, Wild West Line-up for Concert, Ticket Sellers, good looking Dancers, Side Show Boss Canvasman, Musicians for Big Show Band. Wire **PUD HEADLEY**, Don't write, Wire **BARNEY BROS. CIRCUS**, Bisbee, Ariz.

LEWIS BROS. CIRCUS

WANTS Show Carpenter and Builder, also Big Top Men; extra pay for those driving Trucks. Comfortable, warm living quarters for those who want to come into quarters now.

LEWIS BROS. CIRCUS, East Jackson, Mich.
O'Brien Road,

The Corral

By ROWDY WADDY

NO ATTENTION paid to unsigned communications.

JIM HAWK, Indian roper, is appearing with Art Mix, now playing theaters in and around Pittsburgh.

DIXIE AND BOOTS, Bluebonnet Yodelers, are now appearing with Texas Ann Mix and Her Western Entertainers, who are playing theaters and night clubs in Cleveland and Akron, O.

CLEDYS McLAUGHLIN will be with Wixom's 808 Wild West Show as secretary. He is at present vacationing in California and will remain there until the opening of the show.

CHARLES H. TOMPKINS again will have charge of the rodeo at the Oklahoma State Fair. Program will be put on in front of the grand stand afternoons, the same as last year.

A REAL RANGE chuck wagon race will be one of the daily features of the Stampede to be held in connection with the State Fair at Minot, N. D. The six-day event will be under the personal direction of Guy Weadick.

BUFFALO BILL Birthday Banquet and Chuck Wagon Feed, held at North Platte, Neb., February 26, was highly successful, according to John A. Stryker, secretary of the Buffalo Bill Roundup Association. Stryker infers that the association is diligently at work on plans for the eighth annual Buffalo Bill Roundup, which will be held in North Platte this summer.

FLETCHER SCOWCRAFT, in a recent letter to Mayor Harman W. Perry, of Ogden, Utah, announced that his company will donate a regulation association saddle which is to be given as first prize in the cowgirls' bronk-riding event during the annual Ogden Pioneer Days Rodeo. Work has already begun on the construction of an addition to the seating capacity of the arena, which, when completed, will accommodate several thousand more people.

KENNETH M. FOSTER and his 8-year-old son, Robert, trick pistol and rifle shot, who played fairs and celebrations in Illinois, Indiana and Wisconsin and theaters in Chicago, announce that this year they will have a completely new rifle and pistol act. Foster infers that the act will include the missus and their 6-year-old daughter. He adds that the act is already booked at fairs in Ohio, Pennsylvania, Oklahoma, Wisconsin and Illinois.

GENE McLAUGHLIN, six-year-old trick roper, who, with his eight-year-old brother, Donald, is doing his trick roping act at the rodeo being held in conjunction with the Southwestern Exposition (See CORRAL on page 44)

Old Hotel Register Carried Robinson Names

SWEETWATER, Tenn., March 13.—While Sid Sidenberg, pitcher, stopped here at the James Monroe Hotel, the owner dug up an old hotel register which was used by his father in 1875, and on October 20 of that year the following registered as "Performers and Band of old John Robinson's Great World's Exposition":

John Robinson and wife, Mrs. Hayward and child, Mrs. John Robinson and child, Mrs. Lake and daughter, Mrs. Turnour and daughter, George Fisher and wife, Mrs. Parsloe and Rosaline, Dan Vernon and wife, John Cannon and wife, John Lowlow and Stickney, Sloman and Whitney, Eddie Rivers and Thomson, Davenport and Romeo, Campbell and Fox, Helmrich and Allen, Shane and Rivers, Sexton and McCarty, Southwill and Byrnes, Lackman and White, Gallion and Lippert, Lick and Benderman, Laffelgore and Mitchell.

Dexter Fellows

(CSSCA)

Tent Tattles

By FRED PITZER

NEW YORK, March 13.—A Tent Frolic and County Fair will be held evening of May 21 in the Grand Ballroom of the Commodore Hotel. Gov. Harold Hoffman of New Jersey will be the Fall Guy.

Here is an outline of the affair: Doors open at 7 p.m. Dinner starts at 8 p.m. sharp. Close at dawn. First part of the evening: Regular luncheon routine and Fall Guy initiation. Followed by two hours of Lady Luck, bingo, pin wheels, chances, side shows, peep shows, drawing for prizes. George Hamid will provide some thrilling acts. Grand march at midnight. Dancing until dawn. Absolutely informal. Ladies wear gingham. Men wear overalls. Tickets \$5 each. Ticket includes dinner and attractions.

If every member will do his part the affair can be made a social triumph and a financial success for the old troupers' home.

Katherine Clark With H-W

ELKHART, Ind., March 13.—Katherine Clark, baton-twirling star, will leave March 22 to join Hagenbeck-Wallace Circus at Peru, Ind.

She is expected to open with the show April 8 in Chicago, leading the band and participating in the opening spec. She has won national honors for her handling of the baton and has been drum major of the Elkhart High School Band for the last two years.

15 Years Ago

(From The Billboard Dated March 18, 1922)

Charles Ringling was the author of "The Audience," a feature article in the March 18 issue of *The Billboard*. . . . Announced that the rebuilt Howe's Great London Circus and Van Amburg's Wild Animals would carry no regular circus acts; entire performance composed of animal acts. . . . Final touches were being applied at the winter quarters of the Sells-Floto Circus prior to the Chicago Coliseum opening. . . . Harry DeMario, contortionist, was a visitor to the Cincy office, where he infers that he would be with the Ringling-Barnum Show. . . . Officials of the Walter L. Main Circus said their feature would be a Russian troupe performing on the high wire.

Lindeman Bros.' Circus was enlarged during the winter and management announced it would open in Sheboygan, Wis., May 5, with five new trucks added. . . . Merle Evans returned from England, where he had fulfilled an engagement with the Mills Indoor Circus at the Olympia. Clyde Ingalls and Lillian Leitzel (then Mrs. Ingalls) returned on the same boat. . . . Management of the Al G. Barnes Circus announced from quarters in Palms, Calif., that the capacity of the light plant was 2½ times greater than in '21. . . . Frank Braden had a feature article in *The Billboard* titled "Lo, the Poor Circus Press Agent." . . . Baby camel at the Gollmar Bros.' winter quarters in Montgomery, Ala., was christened "Alcazar" with ceremony and pomp.

Gainesville Show Plays Charity Date

WICHITA FALLS, Tex., March 13.—The Gainesville Community Circus, in its eighth season, gave matinee and night performances to enthusiastic audiences at the Auditorium here March 5.

Performances were given under auspices of the Kiwanis Club and proceeds went for the benefit of the Wichita Falls Day Nursery.

Leon Gilmore, president of the circus unit, officiated as ringmaster in the absence of A. Morton Smith, city editor of *The Gainesville Record* and the one who is largely credited with the origination and continued success of the Community Circus. Smith is seriously ill.

The program in order: Tight wire, Verne Brewer and Jerry Murrell, Portis and Jane Sims and Clarence Gilmore. Aerial bars, Leon Gilmore, Jimmie Connors, Bill Ritchie and Al Connors. Rolling globe, Jerry Spence and Flora Bell. Chair balancing trapeze and foot loops, Glenn Wilson. Clown baseball game, Saylor, Basinger and company. Iron jaw, Mitchell, Milner and Liedtke. Billy Basinger's Horse Race. Slack wire, Johnny Young. Double trapeze and grind, Evelyn Welborn and Bill Ritchie. Clown magician, J. B. Piper and company. High-wire dog, Alex Murrell. Big head walkaround and hula dance. Saylor, Wingert, Renfro, Shell, Stewart, Ritchie, Al Connors, J. B. Connors, Wilson, L. Gilmore, C. Gilmore, Sims, Piper and Basinger. Comedy acrobats, Connors Family. Revolving ladder, Wingert and Renfro. Comedy tables, John Young and company. Single trapeze, Doris Marie Norman. "Chic Sale," Saylor, Basinger and Sims. Swinging ladders, Bell, Milner and Liedtke. Teeterboard, L. Gilmore, Shell, Stewart, Ritchie and Welborn. Foot slide, Clarence Gilmore; teeth slide, Marjorie Mitchell.

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WANTS real Circus Publicity Man, Musicians and Instruments, Seat Hands, Man to Letter Show and Paint Banners, first-class Banner Salesman.

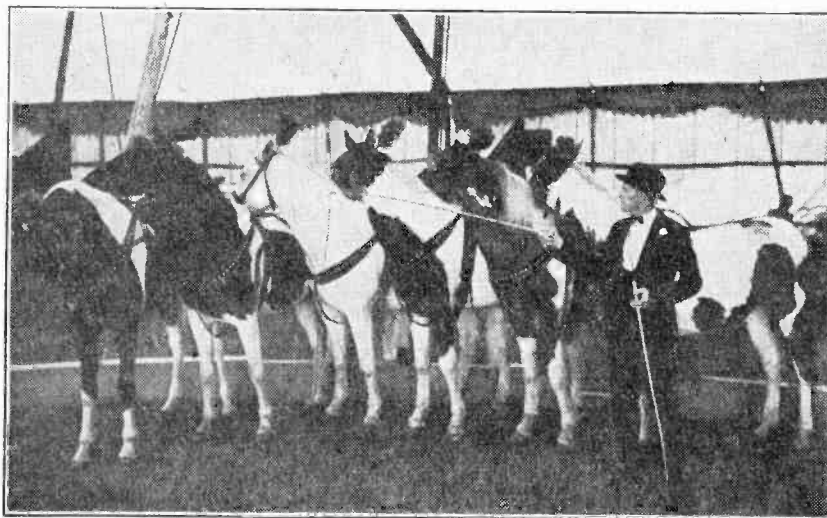
LEWIS BROS. CIRCUS, O'Brien Road, East Jackson, Mich.

WANTED FOR HOWE BROS. THREE-RING WILD ANIMAL CIRCUS

Performers and Band Men, Douglas, 18; Benson, 19; Chandler, 20; Phoenix 22-23; all Arizona. TOM ATKINSON.

COWBOY CONTESTANTS NOTICE

The Indianapolis Show will not be a Contest Show. All Contract Work and Mount Money Contestants please stay away. CAN USE few more Cowboys for all season. Write MANAGER RODEO, 112 North Illinois St., Indianapolis, Ind.



FRED K. LEONARD, equestrian director and trainer of Liberty and manage horses with Seils-Sterling Circus. This will be his second season with the show. He is son of the late Capt. Frank S. Leonard, formerly of the 101 Ranch and other shows.

WPA Show Finishes Week-End Runs at Casino

NEW YORK, March 13.—WPA Federal Theater Project's circus unit opened the last of its week-end runs at the New Star Casino last Friday afternoon. A packed house at matinee and biz was fair at night show. Saturday matinee was another winner; light house at night. Several of the boys on the Cole advance were visitors at Saturday night show.

"Big Rosie," elephant, hired for the Casino date, was with show again in Brooklyn. Marie Mang, iron-jaw worker, who recently underwent an operation, is back on show. No date has been set as yet for the beginning of the tenting season, but it is believed that it will be in May, reports Wendell J. Goodwin.

International Poster Expo To Be Held in Philly

PHILADELPHIA, March 13. — From April 16 to the end of June the Franklin Institute here will be the scene of an exposition unique in the annals of American art. Here for the first time will the poster and poster publicity receive due and fitting recognition. On this occasion, arranged by the Graphic Arts section, the entire area of Franklin Hall will be devoted to a compre-

Ellises Sign With Wixom

GRAND RAPIDS, Mich., March 13.—Mr. and Mrs. John Ellis, last season with the Mighty Sheesley Midway, will be on the Wixom 808 Ranch Wild West. Ellis will handle press and have charge of front door and his wife will be on tickets.

At present they have two attractions playing schools and theaters in this State. One is an Indian and cowboy "Little Wild West," featuring Young Bear, an educated Cherokee Indian, and Charles Barnes, the Montana Kid from Miles City, Mont. Other unit is playing four-act Joseph Jefferson version of *Rip Van Winkle*, with Arthur Blackaller as Rip and Arletta Baird as Gretchen. Ellis had a very pleasant week at Shrine Circus, Grand Rapids.

hensive survey of the later phases of poster design. The affair will be appropriately international. Upwards of 300 posters will be on view. They will represent the most recent productions of the foremost poster artists of some 16 different countries.

Novel effects in hanging, lighting and placement of display screens will mark the "New Poster" Exposition. It is aimed to offer a pictorial resume featuring every phase of current poster activity and achievement.

CIRCUS SUPPLY HOUSES



General Business Conditions and Amusement Trends

Point to a Great Year

GET YOUR SHARE OF THE 1937 BUSINESS

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The Billboard

MARCH 27 ISSUE WILL BE

THE MONTHLY LIST NUMBER

Copy for the Circus Department must reach us by Friday, March 19.

APRIL 10 ISSUE

ANNUAL SPRING SPECIAL

Copy for the Circus Department must reach us by Wednesday, March 31.

RISK PLAN URGED FOR ALL

Baker Aims To Extend Benefits

NAAPPB heads launch move for participation of every operator in field

CHICAGO, March 13.—Harry C. Baker, New York, president of the National Association of Amusement Parks, Pools and Beaches, with Secretary A. R. Hodge, Chicago, and the special liability insurance committee of the association, has launched an extensive campaign looking to extend the benefits of the special risk plan sponsored by the association a year ago.

First year of the plan, like all new things, it is pointed out, was an uphill job for its sponsors and for the brokers participating, but all handicaps were overcome and the results were acclaimed most gratifying to those participating as well as by the officers and directors of the association, declared President Baker. Brokers handling coverage for 1937, as in 1936, will be J. L. Campbell & Company, Baltimore, to have exclusive charge of Eastern and Southeastern territory, and Fred S. James & Company, Chicago and San Francisco, to have charge of Middle West, West and Southern territory.

Limited to Members

According to the plan, all participants must be active members of the NAAPPB. An immediate 10 per cent discount under standard bureau rates is enjoyed on rates and minimum premiums and the same experience credits employed. The 25 per cent additional charge for contingent liability is waived and all policy holders share pro rata in 60 per cent of net profits accruing from operation of the plan.

Associated Indemnity Corporation of California is the carrier and is a company of highest rating in insurance circles, say NAAPPB officials. According to its agreement with the NAAPPB, it must operate the plan on a 42½ per cent cost basis, and from the remaining 57½ per cent are paid losses, attorney's fees incurred in connection therewith and a reserve fund provided it has un-

(See RISK PLAN on opposite page)

Ohio Boats Start June 1

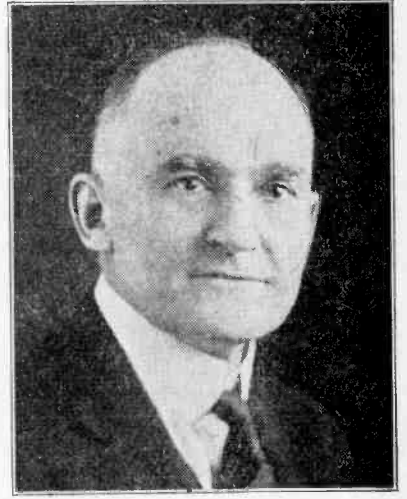
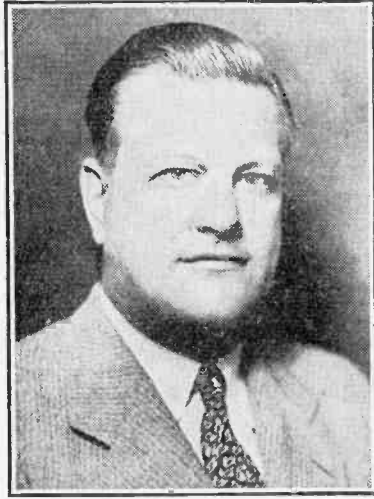
EAST LIVERPOOL, O., March 13.—Excursion season on the upper Ohio River will open on June 1, heralding bows of amusement parks served by steamers in that area and indications are that it will be one of the best in recent years. Plying between Pittsburgh and Rock Springs Park, across the river from here, and towns along the river south of here will be the steamers Washington and Gordon C. Greene. The Washington, oldest excursion boat in these waters, will leave winter quarters in Paducah, Ky., on April 29 to run excursions from Pittsburgh and other points to Rock Springs Park. The Greene, formerly on the Mississippi, has been remodeled to cater to tourist trade and carry packet freight between Pittsburgh and Cincinnati.

Rumors of New Walled Lake Spot Are Heard in Detroit

DETROIT, March 13.—Reports were current here this week of plans for a new amusement park to be established at Walled Lake, Mich., probably on the east shore beach of the lake.

A park has been operated there for about 10 years by Fred W. Pearce. Rides and concessions are understood to be planned for the park.

HARRISBURG, Pa.—A bill appropriating \$2,351.87 to Pennsylvania department of military affairs for purchase of a pool at Mt. Gretna Reservation has been introduced in the Senate. Pool was constructed in 1926 when members of the 52d Cavalry Brigade planned to purchase it from contractors by personal subscription, which did not materialize.



THREE MEMBERS OF THE NEW YORK World's Fair committee of the American Recreational Equipment Association. Left to right: Maurice Piesen; Harry C. Baker, president of National Association of Amusement Parks, Pools and Beaches; R. S. Uzzell, secretary of AREA. Officials believe the committee can do valuable work in effecting orderly procedure in activities of members in World's Fair preparatory work and in advising officers of the fair regarding meritorious attractions. Committee, of which other members are Norman Bartlett, W. F. Mangels and William Rabkin, is to function until opening of the fair in 1939.

Sawyer Head of New Summit Beach, O., Operating Group

AKRON, March 13.—James V. Sawyer, attorney, has been elected president of newly formed \$50,000 Summit Beach, Inc., which group of business men recently announced leasing of Summit Beach Park here for 20 years, and plans for its complete rehabilitation.

New head of the park operating company announced that work on rebuilding the well-known amusement park will proceed without delay, offices having been opened in the park.

Eiffel Tower Profit Again

PARIS, March 8.—Annual report of Societe de la Tour Eiffel, operator of Eiffel Tower, shows profit of 246,260 francs (\$16,417) during 1936, as against profit of 252,052 francs (\$16,810) in 1935.

Neptune Beach Preparing

ALAMEDA, Calif., March 13.—Art Strehlow, manager of Neptune Beach, has set March 21 as opening day for the resort. Workmen have been cleaning, painting and repairing pools, concessions, rides, buildings and pavilions. With general business uptrend in Oakland and other east-bay communities, especially among industrial and other working classes, big biz is predicted for Neptune the coming season.

Old Resort Hostelry Burns

CONNENAUT, O., March 13.—Fire of undetermined origin on March 5 destroyed the 40-year-old Lake View Park Hotel, city-owned, on the lake front. The three-story structure once was a lake-front showplace. In recent years it had been a night club.

Schott May Show Before and After

CINCINNATI, March 13.—Reconstruction of Coney Island, Ohio River amusement park, is creating such public interest that a company official jokingly remarked that a big sum might be realized by charging admission during the \$300,000 rebuilding program now on. Inquiries at the downtown office indicate that the reopening on May 22 will be a record breaker.

Plans for a souvenir booklet are being considered by President and General Manager Edward L. Schott, who has arranged for photos to be taken of completed work to be contrasted with flood photos of the same locations.

Committees in Ohio River towns to the north which were hard hit by the January flood will again sponsor moonlight dances on Coney's glass-enclosed steamer Island Queen. Their reaction to overtures of the Coney company regarding the annual trip was that dance business should be better than ever, inasmuch as practically all other amusements are out until the towns have been rehabilitated.

The Island Queen will make dance excursions on the week-ends of March 27 and 28, April 3 and 4 and April 10 and 11 and will spend from April 12 to 14 at Portsmouth, Ashland, Ironton, Maysville, Augusta and Ripley, O., beginning regular series of moonlights out of here on April 15. Sunday afternoon boatrides will start on Easter Sunday, March 28.

To Push Galveston Needs

GALVESTON, Tex., March 13.—A pavilion in heart of the beach front, more adequate lighting, bigger entertainment features and additional seating capacity and shade are crying needs to attract visitors to Galveston, G. K. Jorgensen, beach amusement operator and Galveston Beach Association official, said after an extended trip to Florida resorts. He hopes to get backing of the association at its meeting when Splash Day date is set.

Dolling Up Canton Ballroom

CANTON, O., March 13.—Moonlight Ballroom in Meyers Lake Park, one of the largest dance places in the Midwest, is dark to permit extensive improvements, including a new floor, lighting and redecorating, said Carl Sinclair, park manager. It has been operating week-ends during the winter with name bands every Sunday. Reopening is tentatively set for Easter Sunday. It is the first time in several years the ballroom has been dark.

Social Security Act

In the Carnival Department of this issue appears the first of a series of articles on the Social Security Act as it affects outdoor amusement fields. Owners, performers, musicians, concessioners and all others employed by circuses, carnivals, parks, etc., will find these articles invaluable.

Live Operators on Toes; Backward Spots Passing Out, Says Rosenthal

MIAMI, March 13.—"Amusement parks that have died have not kept pace with the times," declared Jack Rosenthal, who with his brother, Irving, operates Palisades (N. J.) Amusement Park, and who stopped off here on a flying trip to New York after a vacation in Havana and was interviewed on the park situation.

"Many present and erstwhile operators of parks have stood still while the automobile, radio and talkies have educated their ex-patrons to such a high degree of sophistication that old-style of entertainment furnished by some parks did not appeal to their enlightened minds.

"Amusement, sport and fun started with the beginning of time. As long as time lasts and there are people on this earth, they will crave entertainment, especially outdoor fun during the outdoor season. The auto is such an annihilator of space that purchase of amusement is highly selective and prospective purchasers think nothing of driving 50 miles for an evening's entertainment.

"The result of this changed condition is that the successful operator must, first of all, modernize his park, have up-

to-the-minute attractions, great variety of entertainment, amusement that pleases all classes and all ages. His park must be happy looking, gala in appearance, free from questionable shows or games, and the slogan should be 'the public be pleased.'

"I believe that as far as amusement parks are concerned and our Palisades Park in particular, that 1937 should be the biggest year in history. Everything points that way. Doc Morris, our picnic promoter, has already booked 39 days for this season, far ahead of this time last year.

"Of course, we are better off than most parks, as we are situated on top of the Palisades, across the Hudson from the largest city in the nation, where our millions of electrical candle power is always visible and a constant reminder of our existence. We also have the world's greatest amusement competition, which keeps us on our toes all of the time. Our attendance in 1936 was more than 1,500,000 and we aim to increase this by at least one-third this year. Amusement parks going out of business? Why, they're just getting into their stride."

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of Cincinnati Office, The Billboard)

The Rose Thorn

Apropos of recent remarks in this column concerning Billy Rose and his forthcoming aquatic show at Great Lakes Exposition, Cleveland, a letter was received by this department last week from Ken and Viola Blake, high divers, which I'm sure will interest all water performers, and divers especially.

The Blakes, who open with Greater Exposition Shows on April 3, writing from St. Louis, say they think Billy Rose will have to take amateurs for his Cleveland show because of his attitude toward high divers in Fort Worth. "He said at that time," they continue, "that diving acts such as ours should go back to carnivals where we belong. He made us tear down our rigging in Fort Worth, as we were considered small time in his estimation. What do you think?"

"Not because we have an act, but in our estimation all the highest and best diving acts on the road today are booked with carnivals, and they most certainly are not small time. Just wanted to get this off our chest, and now that it is we are wondering what you and high divers in general think of Mr. Rose."

This, of course, is not the first time that a squawk of this nature has come to our attention. Usually I try to read between the lines of the letter, look upon most of them as a case of sour grapes and destroy them without so much as a comment here.

However, knowing both Kenneth and Viola Blake as well as I do, I can't help feeling that there must be some justification for their claims. There is no question that there are a number of high-grade high-diving acts still in business which certainly can't be tabbed as small time and which can compare with the best offered at expositions. Still at the same time Billy Rose must have some reason for his attitude towards high divers and acts of this nature. It is for this reason and also for the further reason that this column always tries to offer both sides of every controversy before offering an opinion that I deem it best to table my own personal opinions on the matter until Rose himself has been given an opportunity to answer the Blakes' accusations.

In the meantime would like to get the opinions of other pro divers. Because of your profession has your act been called small time? Have you met those who think there is no longer a place for high diving on their entertainment program? If so send in your ideas and experiences.

All this, of course, is just another reason for the immediate need of an organization of high divers. Until there is one, tho, I imagine the column must continue as the battleground for verbal duels.

Valuable Booklet

The 1937 edition of Paul Huedepohl's swim booklet is just off the press. And a honey it is. The new edition is entitled *Teach Yourself To Swim* and contains all phases of aquatic instruction. It is being distributed, of course, by the Jantzen Swimming Association, Portland, Ore., and contains a lot of valuable and entirely new information. As I understand it, the book is being sent to all members of the Jantzen association. In my opinion, however, swim-pool operators, as well as managers, life guards and regular pool patrons, whether they be members of the organization or not, should get a copy of this booklet. It is free and I imagine that if you write to Paul Huedepohl, in care of the Jantzen association, he will be glad to send a copy.

On the Riviera

First word from an open-air pool operator comes from Tony Fiduccia, who operates the Riviera tank in uptown Manhattan, New York City. Tony, as has been recorded here before, operates a chain of roller-skating rinks in addition to the swim pool, but despite his winter work he isn't going to let himself be caught short on the pool. And he, with all the other work on hand, mind you, has already started plans for the outdoor pool season. That in itself ought to serve as an inspiration to other pool men who are free all winter to get started on the coming season. But

I lectured on that point an issue or two ago and now it's up to pool men. At any rate you can't say I didn't warn you. To get back to Fiduccia. He has already formulated plans for enticing season bathers. He is laying stress on the price issue, and his fee for season lockers for the coming season will be 10 bucks per. It ought to be quite a fight this May—for season biz among the pools, I mean. Capt. Whitwell's Starlight Park tank in the Bronx will again charge \$10 a locker as in the past, and I hear that Bronxdale and Cascades natatoriums are also considering a terrific drop to compete with those low season rates. May the best pool man win, and, to my way of thinking, Fiduccia is showing them the upper hand by starting early.

Travel Notes

Corky Kellum, water performer, blew into town last week for a brief stay. Art French is back at his post at Manhattan Beach, New York, going over various plans with Al Goldberg, his able press agent, for the coming season.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, March 13.—This resort is going after Palm Sunday and Easter week-end business in a big way and a checkup shows that for entertainment of crowds expected there will be two full vaudeville bills at two houses; one legit show, *Boy Meets Girl*, to be staged by Joe Quittner at the Earl Theater, where he cashed in on *Tobacco Road*; deep-sea net hauls at Million-Dollar Pier; name dance bands at Steel Pier, where the big ballroom on the extreme end will be thrown open; name talent at hotel spots, ice hockey in the Auditorium and a number of first-runs at the film houses.

Besides, Easter will mark the opening of the mechanical circus at Central Pier. Steel Pier is preparing all three of its theaters. Frank Fiore will be back from Miami in a week and is planning a big time at his place; ditto Harry Hackney; also a number of new pitches.

Headliners' Frolic committee got under way this week, as did Showmen's Jubilee committee, with John Hollinger in the driver's seat. The resort's famous bathing beauties will be represented in legislative halls, as newly elected Congressman Wene, of this district, wrote Mayor White: "You have carte blanche to make my office in Washington look like a beauty pageant."

Ft. Worth's Casino May Be Reorganized

FT. WORTH, Tex., March 13.—On application of A. B. Sammons, president of Casino Park, Inc., Lake Worth, Federal Judge James C. Wilson set April 7 as hearing date for reorganization of the park company. As temporary co-trustees Judge Wilson appointed George T. Smith, manager, and F. W. Skiles, secretary of the company.

Court ordered each trustee to make bond of \$10,000 and to prepare a report of the financial condition of the organization not later than April 5. The judge also temporarily restrained creditors and stockholders of the company from bringing suit against Casino Park without prior permission from the court. Petition filed set out assets of \$63,303.09 and liabilities of \$49,828.76 and stated that because of pressing claims by creditors a reorganization is necessary.

Casino Park has been paying the city of Fort Worth, which owns the property, a percentage of gross receipts, which has netted the city about \$3,500 annually in the past four years. Percentage payments to the city are not in arrears, City Manager George T. Fairtrace said.

Castle Will Manage Sindell Coney Shows

NEW YORK, March 13.—Buster Castle returned to this city last week from Hialeah, Fla., to handle business deals for Fred Sindell, operator of World's Fair Side Show and Park Circus Side Show at Coney Island this coming season. Castle, who will return to Florida at the end of this week, will manage the two shows for Sindell.

According to present plans, shows will open on March 28 for Easter week-end

business and will carry new fronts. World's Fair show will have a double banner line extending the width of the front. Castle is planning to use three talkers on each show, each working on a 40-minute active 80-minute rest basis, with intention of obtaining better results from individual talkers.

Altho lineup for 1937 season is not complete as yet, Castle announced the following partial list of attractions: World's Fair Show; Pony Boy, Frog Boy, Chief Woo Foo and Ubangi Savages, Headless Chinaman illusion and Al DeLange and illusions. Park show will include, among others, Aloha, Armadillo Boy; Charlotte, two-headed girl; Prince Leo, with four illusions; a fire eater and a mystic house.

RISK PLAN

(Continued from opposite page)

adjusted claims. Balance remaining is then divided at the end of the year between the policy holders and the company, 60 per cent going to the former and 40 per cent to the latter.

The gross premium in 1936 was about \$100,000, and the last word received from the company indicates that the participation of policy holders will be at least an additional 10 per cent, so that those operating under the plan last year have saved better than 20 per cent, not considering what they saved thru improved rates on excess coverage and elimination of additional charge for contingent liability, it is stated.

Bigger Saving Seen

There were more than 600 devices covered in 77 different locations, and the premium volume obtained was very satisfactory to the insurance company and the national association. It is expected that 1937 will show from 100 to 200 per cent increase in the premium volume, with the result that the 10 per cent received from participation may be increased substantially.

It is the hope of President Baker and the committee that the net result of this plan in due time will mean at least a 25 to 30 per cent saving to all policy holders. Participating members consider this a most laudable undertaking and achievement of the association and declare that congratulations are due President Baker, Secretary Hodge and members of the committee for this noteworthy accomplishment.

"The industry has been badly in need of relief in the field of liability insurance for many years. Now the solution has been found and it is hoped that owners, lessees and managers of amusement parks, pools and beaches thruout the country and concessioners therein will avail themselves of the tremendous benefits to be derived," said President Baker.

TALLAHASSEE, Fla.—A charter has been granted to Daytona Enterprises, Inc., Daytona Beach, amusement concern, directors being given as E. Tucker, L. I. Bush and B. F. Brass.

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At the Top of the Highest Aerial Act in the World.

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Available for Fairs, Parks, Celebrations.

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I have a number of used single units suitable for Parks or Shows. There are no used dual units available. Parkmen, I have a number of prospects who are interested in purchasing a dual Loop-o-Plane to book with a reliable Park in a good location. Write or telegraph

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PARKS-RESORTS SPORTLANDS-CARNIVALS
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PARK FOR SALE — STAR LAKE PARK
New Buildings, fully equipped. Dance Hall, 40x100; Restaurant, Gas Station, beautiful Grove, two-acre Lake. Good Fishing, Swimming, Boating, Picnic Equipment. Vaudeville every Sunday. Established business, large attendance. A beauty spot of six acres, long, cheap lease, on U. S. Highways 68 and 74. Good tourist trade. A money maker for small family. All buildings and equipment newly painted, in good repair. Will sacrifice on account of poor health. \$5,000, cash. No opposition.
G. B. COURTS, Mt. Orab, O.
No Agents or Pickers.

WANTED

Merry-Go-Round. Will lease or operate yourself, 25-75. Also Concessions and Shows wanted. Season Decoration to Labor Day. Seven-Day Park.
LAKESIDE AMUSEMENT PARK,
Storm Lake, Ia.

FROZEN CUSTARD OUTFIT
FOR SALE Make Big Money Now! FOR SALE
Frozen Custard outfit, Complete. Reasonable. CIRCLE SWING in Atlantic Beach, with or without location. Write for particulars.
T. GANIM, 303 5th Ave., New York City.

Park Location Wanted
For Game Concessions, Speed Boats, Excursion Boat (Inland Lake). 12-Unit Kentucky Derby for sale or trade. WANTED—Large Building for Roller Skating.
DICK DILLON, Winland Aud., E. Liverpool, O.

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A SURE, BIG PROFIT-MAKER AT LOW COST!
Perfectly controlled, all autos stop at one time when operator pulls a lever. Individual 2-Passenger Racing Type, Gasoline Driven Autos, operating on the banked speedway platform. For portable or permanent use. 45x90 Speedway complete with 12 autos, load readily on 3 wagons. The perfect ride with proven, enormous, public appeal—facts show 80% of business from adults.
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REDUCE PUBLIC LIABILITY ON YOUR COASTER
BY INSTALLING OUR PRACTICAL LOCK HANDLE BAR.
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113-39 Hatfield Street, DAYTON, O.

American Recreational Equipment Association

By R. S. UZZELL

Canada is having its winter in March. It has been the mildest winter there up to March 1 in many years, with scarcely enough snow for sports. The embryonic hockey players have had difficulty in keeping enough ice in the backyard for skating and practice. At times the ski runs had insufficient snow for good going.

Rex D. Billings, at Belmont Park,

Montreal, started his new buildings early but progress may be impeded by snow and cold weather. Fortunately the ground is not frozen over 18 inches, so they can break thru. It is unlike last year, when it was frozen down about four feet. Only snow and cold winds can stop the work he has under way and then only for short periods.

Thirteen Spook Street, Loop-o-Plane, Tilt-a-Whirl and new Skooter or Dodgem are new attractions he has under way. One building is nearing completion and foundations of a second one are nearing completion. It was a brave trade he made in February when he exchanged a Florida bathing suit for that big heavy topcoat and a 66 degree difference in temperature. He is starting his third year among our cousins across the line and will give them a better park this year than Canada has ever known.

Tudor To Return

Dudley H. Scott, of Euclid Beach, Cleveland, is going to take a swing at the Cuddle-Up. He purchased a used one in Providence, which first operated in Savin Rock Park, West Haven, Conn. His machine shop is not a first-aid station but a complete hospital for rehabilitation. We feel sure he will make the grade with this device. In hard times patrons shop for amusement and often pass up what later becomes a favorite. We are betting on Scott because he is in his element when he can tinker with machinery. No one in the business has better facilities than he for such work.

Harry E. Tudor is returning to our shores. He is returning to his first love as an animal man again. As a youth he first touched our shores with Bostock wild animals. We were all youths then, Harry. He joins John T. Benson on the famous wild animal farm at Nashua, N. H. What a team! Here we have two men in their element. Happy is the man who finds himself. The park business and expositions were not overly kind to Tudor and aviation cost him his daughter. He bears scars from wild-animal attacks, but he counts them part of the day's work well done. Like a soldier he counts them injuries received in the line of duty. Bostock sent him to remote jungles in quest of the beast in his native haunts, while Benson will put him in charge of the farm and the daily shows. We shall have the pleasure of seeing Tudor at the New England meeting of park men in New Bedford, Mass., on March 30 and 31.

Humphrey Rink Changes

John Benson says his animals prophesy weather for his locality only and can be relied upon to come thru, but that for long-distance prognostications they do not qualify. We can well believe the latter, but why it should be colder in New Hampshire than in Canada we do not understand. At any rate, Benson and Tudor should make the animals behave.

Humphrey Company, Cleveland, has given up the ice-skating place it has run so long in that city. We are informed it will be converted by others into bowling alleys. The building was not larger enough to accommodate enough spectators to make a hockey team pay. It was built by the Humphrey Company and operated by it exclusively up to the expiration of the lease this year. It gave winter employment to a number of Euclid Beach employees, finishing out a year-round job for them. Ice skating should make ample provision for seating crowds that a good hockey team can draw. Carlin in Baltimore has always regretted that his ballroom ceiling is too low for banking enough seats to accommodate his offered patronage.

With the Zoos

BOSTON—When a Frank Buck cargo of animals from Malayan jungles docked in South Boston aboard the Isthmian liner Steel Scientist Buck and officials of a movie company came from New York to greet the menage, 46 days out of Singapore to Boston, en route to New York, where the animals were to be housed in his private zoo on Long Island prior to shipment to Hollywood. Shipment included 3 black leopards, 2 orang-utans, 7 Gibbons, 6 black pythons, 2 cobras, one 7-foot lizard and 12 Malayan partridges. A Malay native is in charge of animals and reptiles.

CHICAGO.—Lincoln Park Zoo lost its prize 18-year-old chimpanzee, Nicky, when it was stricken with bronchial pneumonia. Body being given to Field Museum here.



HARRY E. TUDOR, internationally known showman, formerly in the park field in the States, who is returning from several years' sojourn in Europe to join the staff of John T. Benson's Wild Animal Farm in Nashua, N. H., to be in charge of the institution and daily shows there. He expects to attend the annual meeting of New England Section, National Association of Amusement Parks, Pools and Beaches in New Bedford, Mass., on March 30 and 31.

Asbury Park, N. J.

By RICHARD T. HOPPER

ASBURY PARK, N. J., March 13.—First installation of the Eaves' compressed air sound projector on a commercial basis will probably follow lengthy tests of the new device this week-end here, according to Walter Reade, theater magnate, who has leased Convention Hall and Casino from the city for operation of amusements here for the next five summer seasons.

Following a thoro test of the device, which hurls voice or music on a 250-foot wide beam as far as 35 miles from the point of origin, Reade indicated he would contract for installation of one of the machines on the roof of Convention Hall for publicizing the city as well as for entertainment of Boardwalk crowds.

The apparatus employs compressed air, built up to a 25-pound pressure, to impel sounds over great distances always confined within the limits of the beam. Inventors claim that with a slight alteration to the one tested here, which could be heard two miles off, sound can be thrown 35 miles.

Reade, visioning the adaptability of the projector, said he could use it to advertise the city to incoming motorists on the highways miles from the city; could tie it in with programs running in the two halls and entertain Boardwalk crowds thru a system of loudspeakers mounted at vantage points on the 'Walk and could use it for instructions to large open-air calisthenic classes on the beach during summer. Week-end tests proved that with the speakers pointed along the Boardwalk the great volume of sound could not be heard west of Kingsley street, one block from the ocean.

Rinksters Defy New AAU Order

Operators move to protect investments under ukase on Baltimore and Canada

ATLANTIC CITY, March 13.—In the midst of their most successful season ice rinks in the East were given an unlooked-for setback which had operators on their ears for several days. This was sudden action of the AAU in disqualifying the Baltimore Orioles as amateurs and attempting to enforce a ruling to take place on April 1 barring Canadian players from the United States.

But it evidently is going to be a battle to a finish between the rink operators, most of whom have money invested in other amusements along with rinks, and AAU officials, declared Phil Thompson, general manager of the Atlantic City Sea Gulls, director of the City Auditorium and secretary of Eastern Amateur Ice Hockey League. He issued a defi and the same is being done by other rink operators in the East.

"The Sea Gulls and, in fact, none of the amateur ice-hockey teams offered by the rinks in the East will abide by this ruling, which is unfair and uncalled for in face of what the rinks have done to build up amateur ice hockey in the United States. It is just another case of the AAU meddling and trying to force an autocratic hand. For years rink operators have lost money trying to build up ice hockey to a point where it could pay for itself," he said.

"We have plenty tied up in this sport and are right in the middle of our most successful season. All rink operators of the league will stand together and continue our schedules. The rinks are our own investments and we are going to protect them."

Among rinks under the order are those in Atlantic City, Baltimore, New York, Pittsburgh and Hershey, Pa.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: March so far has been the coldest month of the year in this neck of the woods. Long Island is set to recapture its place as the yachting center of the world, lost during depress years.

Quite a few of the name bands are dicker for beach-club summer jobs around Long Island, chiefly in the upper north shore sector. New World's Fair Club beginning to function with greater intensity.

At least three Long Island communities will appropriate money for publicity purposes during summer, and the

(See LONG ISLAND on page 43)

Already in Wax

ATLANTIC CITY, March 13.—All this cry about putting a statue of a certain European dictator in a proposed chamber of horrors, as suggested by New York's mayor, is old stuff to Atlantic City, where he and another prominent European dictator stand side by side in a chamber, gazing wax-ly across at the former Ethiopian king and the James brothers.

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FT. WORTH FIESTA ALL SET

Pushing Two G. L. Leaders

Aquacade and Ripley show center of interest — submarine being conditioned

CLEVELAND, March 13.—Two important movements in Great Lakes Exposition entertainment program at present are Billy Rose's Aquacade and Ripley's Believe It or Not Show. Preparations for staging both occupy the center of interest.

Stanley Cook, representative of the manager of the Ripley project, arrived last week and has been busy completing negotiations and preparing plans for the structure to house the feature. The Ripley show will be on the site of the World a Million Years Ago, near the Administration Building on the midway and almost directly across from the theater wherein Tony Sarg's Marionettes will disport this summer.

Facing it, too, is the Submarine S-49, which proved one of the big attractions last summer. Captain F. G. Christensen returned to Cleveland this week and took over work of preparing his sub for exhibition. During winter it had been quartered on Ninth street pier, near the transportation docks. Sub was opened up, dried out and the task of refurbishing the fittings and replacing portions removed against the winter will be completed before long.

Monster Water Curtain

Carlton Winckler, general stage and technical director for Billy Rose, is established here with plans for the new structure. There will be a floating stage 160 feet wide. This will be divided so that portions may be detached and moved into the near vicinity of spectators. Steel guide rails will be sunk to the bottom of the lake and a series of 50 h. p. motors and gear racks will be employed.

Water curtain will be 130 feet long and 40 feet wide. It will require 1,200 gallons of water to be pumped thru 200 (See PUSHING TWO on page 42)

Hughes to Europe; Lombardo Is Signed

NEW YORK, March 13.—Before sailing on the Queen Mary for a two months' tour of England and the Continent, Elwood A. Hughes, managing director of the Canadian National Exhibition, Toronto, announced that Guy Lombardo and band had been signed to play in the ballroom the final week of the 1937 season.

Understood that two other name musical organizations will divide honors on the CNE grounds prior to the Lombardo engagement. Lombardo, who has played the CNE before, is a Canadian by birth, together with several members of his band, and has a tremendous following thruout the Dominion.

Mr. Hughes embarked on the Queen Mary on Wednesday with Mr. and Mrs. J. W. (Patty) Conklin, latter manager of CNE Playland, new-style independent midway scheduled to make its debut in Toronto this year.

Sandersville May Enlarge

SANDERSVILLE, Ga., March 13.—Washington County Fair Association, owner of its grounds and buildings, free from debt and having cash and bonds in the treasury, may enlarge the grounds this year, a new live-stock building having been erected, reports Secretary G. S. Chapman. During the 16 years he has conducted the fair, Mr. Chapman says success has come thru organization, cooperation and aid of four county agricultural agents. For the 1937 fair Model Shows have been booked and free acts and Tony Vitale's Ohio fireworks contracted.

17 Days Again

POMONA, Calif., March 13.—For the third successive season Los Angeles County Fair here, combined with Riverside and Orange County fairs, will continue thru 17 days, including three Saturdays and three Sundays. Inauguration of the 1937 fair will be notable in that it will mark completion of a year of greatest structural expansion in history of the annual. Several large new buildings of steel and concrete, including a machinery and a junior fair exhibit building, Fine Arts Building and cafeteria, combined with an extensive rearrangement of the 200-acre grounds, call for an exposition of even greater magnitude and scope than in 1936, when attendance set a new record of over 560,000.

Strieder Soon To Direct Big Birmingham Program

TAMPA, March 13.—P. T. Strieder, general manager of Florida Fair, has returned from a few days' visit in Birmingham, Ala., where he laid out some advance work on Alabama State Fair there, of which he also is general manager.

After a short stay early in April at the family cottage in North Carolina, he expects to arrive in Birmingham about April 10 to take charge of a large beautification and expansion program on the Birmingham grounds.

Frontier Show for 1937 Assured With Subscriptions Forthcoming

Rose confers with committee and plans for summer's entertainment are said to be ready—success of canvassing stops reports of abandonment of the project

FORT WORTH, Tex., March 13.—After repeatedly announcing that Fort Worth Frontier Fiesta would not materialize unless sufficient subscriptions were turned in immediately, the executive committee announced at its meeting on March 10 that \$300,000 had been subscribed, enough to make subscriptions binding, and that organization and plans would be started at once. Amount raised is still \$100,000 short of the \$400,000 goal set to be raised by February 15, but the canvassing committees are going ahead until the necessary \$400,000 is received. Billy Rose arrived here shortly after announcement was made that the show would certainly be held to confer with committees. It is said he has already worked out plans for this year's show and that his trip here was to present them to the board.

Dates Are Tentative

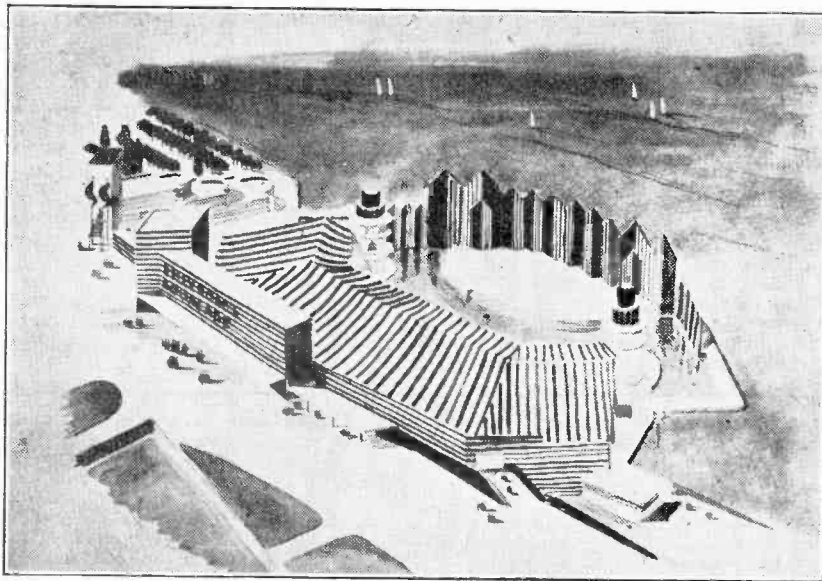
William Monnig, chairman of the executive committee, said that dates for the show probably will be June 5-October 2. Several business firms were in favor of abandoning plans for the show when subscriptions were lagging, but the committeemen kept putting off final decision until money was eventually promised.

During the campaign to raise money for the new show directors of Frontier Centennial of last summer made public the list of those who furnished the capital that made possible the 1936 show. The report shows that of the Frontier Centennial's cost of \$1,509,000, bond subscriptions and loans furnished \$1,122,575, the remainder being derived from the show's operating profit of \$289,000 and from miscellaneous income.

Donations Vary Widely

Thirty-eight firms and individuals furnished 60 per cent of the \$1,122,000 total subscribed. There were numerous subscriptions for the 1936 show of between \$50 and \$10,000, and the report shows that there were 16 subscriptions of between \$10,000 and \$20,000 and 15 subscriptions for more than \$20,000.

Larger subscriptions include: Fort Worth National Bank, \$70,123; First Na- (See FORT WORTH on page 42)



BILLY ROSE WILL HAVE THIS SORT OF AN ENTERTAINMENT place at Great Lakes Exposition, Cleveland, this summer, according to drawings submitted by Albert Johnson, architect for the Aquacade, marine theater which the management promises to be the most elaborate ever presented. Sketch shows plans looking from the land toward entrance. Above the canopied theater, which will seat more than 5,000 dinner guests, who may dine and watch simultaneously, may be seen the inclosure beyond wherein players and swimmers are to disport themselves. Elaborate lighting systems are being installed, with power and control cables sunk to the bottom of the lake.

Barbary Coast Sector Ruled Out At Frisco '39 Golden Gate Expo

SAN FRANCISCO, March 13.—Golden Gate International Exposition here in 1939 will have no Barbary Coast such as was known to San Francisco before the "fire" if public-spirited citizens have anything to say about it. Proposed replica of the famous sector met a wave of strong opposition and as a result the plans will probably be dropped or at least greatly altered.

Many citizens were quick to speak their minds on the subject, among them Mrs. Harry Geballe, chairman of the welfare department of the State Federation of Women's Clubs, who said: "Let's keep the fair on the highest possible standard. We should show to the rest of the world who have not previously been to San Francisco the beauty

and charm of our great city and by no means exploit the sins of the past by in any way reproducing the horror that was the Barbary Coast." Some "high-ups" were far stronger in their condemnation of the proposed sin sector than she was.

Representative Richard J. Welch has introduced a measure in Congress authorizing a \$3,000,000 appropriation by the federal government for participation in the exposition. Action was spurred by President Leland W. Cutler of the exposition last week in Washington. Calling attention to the fact that President Roosevelt has already extended invitations to foreign governments to participate, Mr. Cutler said California (See BARBARY COAST on page 42)

Old Elsmere, Del., Grounds Considered for New Annual

WILMINGTON, Del., March 13.—Resumption of fairs with harness and running races in New Castle County on the old fairgrounds in Elsmere on outskirts of Wilmington is being considered. A charter has been granted to Delaware State Fair Association, incorporators being Franklin L. and M. E. Mettler and P. M. Gilkey, Wilmington.

A group interested in revival of fairs in New Castle County is said to be negotiating for an option on the Elsmere grounds. Chalmer D. Cauffiel, owner, has improved the grand stand and other buildings.

Only annual operating in Delaware is Kent and Sussex Fair, Harrington. A resolution to change name of this fair to Delaware State Fair so as to include New Castle County was defeated at annual meeting of Kent and Sussex Fair Association recently.

Oshkosh Leads in Bigger Gates at Badger Annuals

OSHKOSH, Wis., March 13.—Winnebago County Fair here in 1936 ranked first among all county fairs in Wisconsin in total paid attendance, with 52,429 paid admissions.

Other county fairs reported paid attendances of 46,467, Elkhorn; 37,300, Chippewa Falls; 35,970, Marshfield; 31,829, La Crosse; 29,988, De Pere; 27,847, Manitowoc; 23,777, Beaver Dam; 23,059, Monroe; 19,539, Madison; 18,820, Wausau, and 18,210, Platteville.

Directors declared one of the reasons for the large attendance in 1936 was selection of dates earlier in September. Ernie Young's Revue has been booked here.

Aid Tilt To Offset Kan. Convict Labor

HUTCHINSON, Kan., March 13.—Kansas State Fair has been given \$18,500 annually for the next two years by the Legislature as compared with \$17,000 a year for the last two years, but S. M. Mitchell, new secretary, says the increase is offset by loss of convict labor.

Gangs from the State reformatory have been used in the last six years to repair buildings and keep grounds in shape, but this aid was withdrawn last year because of labor organization complaints.

Mr. Mitchell announced that work is starting at once on a new \$50,000 4-H Club live-stock building under WPA labor. A 4-H Club building was constructed last year with WPA labor.

Passage of Mutuels Bill Tried in Oklahoma Again

OKLAHOMA CITY, March 13.—Oklahoma's bi-annual attempt to legalize pari-mutuel betting on horse races appeared last Wednesday when House Bill No. 442 was introduced calling for legal tracks in counties over 60,000 population. Measure would affect five counties, three of which have fairs, Oklahoma State Fair and Exposition, Oklahoma City; Oklahoma Free State Fair, Muskogee, and Tulsa Four State Fair, Tulsa. Seminole and Pottawatomie counties are the other two.

Meets would be limited to two per year for each licensed track, with a 21-day meet limit. A State racing commission would be set up, with president of State board of agriculture and two members appointed by the governor. Board would license tracks and supervise mutuels.

Track operators would take 10 per cent and the breaks and the State 10 per cent under the bill. Of the State's share 50 per cent would be earmarked for support of common schools and the rest for funds to encourage breeding of better stock. Track operators would pay expense of commissioner's supervision at the rate of \$25 per racing day, with one man assigned to each track.

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Fair Grounds

XENIA, O.—For the third time Greene County will attempt to dispose of the abandoned dog-racing track in Fairfield at forfeited land sale. The 31.33-acre tract has been appraised at \$20,300. Plant was raided on opening night in July, 1929, and subsequently closed.

MILLERSBURG, O.—Harold Blum has purchased 48 acres here from Walter Burkey and plans construction of a half-mile race track, site being where Holmes County Fair was held years ago.

COLUMBUS, O.—Fourteen stakes with purse value of \$23,500 will feature race card of Grand Circuit meeting at Ohio State Fair here. Geers stakes for two and three-year-old pacers, each event estimated to be worth \$4,000, will again be two of the headliners. Governor's cup stake for three-year-old trotters, \$1,500, and director of agriculture's stake for two-year-old trotters, \$1,000, are to be renewed. As in former years, only colts owned in Ohio when nominated and raced will be eligible.

LITTLE ROCK—Arkansas took its first step toward participating in the New York World's Fair in 1939 when the Senate passed, 21 to 11, a bill setting up an honorary publicity committee of three, with a director to be paid not

More Chattanooga Ground May Be Sought by Darnaby

CHATTANOOGA, Tenn., March 13.—Enlargement of Warner Park fairgrounds will be discussed by Promoter J. A. Darnaby, Tri-State Fair, and Commissioner R. M. Cooke, Mr. Darnaby announced after arriving in Chattanooga from Corinth.

Mr. Darnaby's contract with the city expires next fall. In the event of a further increase in interest on the part of farmers and business men, Mr. Darnaby said, he believed he would be justified in planning an enlargement. Farm exhibits last fall were four times as many as were displayed the first year.

He and Miss Maude Atwood, superintendent of exhibits, are revising the premium list for 1937, and considering several contemplated changes in exhibit locations. Center building encircled by industrial exhibit booths and started last year with a new house to show antiquated power machinery and not completed, will be finished this summer and will be used for 4-H and Future Farmer display exhibits.

Many Paris Fetes Slated

PARIS, March 8.—Committee in charge of parades and festivals at Paris International Exposition of 1937 has a program of about 200 outdoor and indoor gala events for the fair, including mili-

Fair Elections

MARKS, Miss.—Quitman County Fair Association elected Sam Jones, president; Mrs. Sam Jones, vice-president; S. L. Barnes, secretary-manager; Harry Lipson, treasurer. A large tract has been bought adjoining city limits and permanent buildings will be erected.

PASCAGOULA, Miss.—Supervisors of Jackson County Agricultural and Industrial Fair elected W. B. Herring, chairman; A. J. Franklin, county agricultural agent; J. B. Gibson, publicity; Blanche Goad, home demonstration.

CLARKSDALE, Miss.—Delta Horse Show Association elected W. M. Duncan, Inverness, president; M. P. Short, Sardis, vice-president; Rabun Jones, Leland, secretary. Horse shows will be held in Mississippi and Arkansas Delta cities, opening in Shelby and followed by Helena, Ark.; Leland and others. Several more cities in the two States and in East Louisiana are expected to join.

WASHBURN, Wis.—Bayfield County Farm Festival and Fair elected H. J. Hougas, president; Elmer L. Wick, vice-president; Harry Randall, treasurer; Roy E. Holvenstot, secretary.

DELAWARE, O.—Carl McCurdy, Ashley, was elected president of the Junior Fair held annually with Ashley Fair. He succeeds George Knauber, Ashley. Other officers elected are Glenn Sheets, Gordon Ryder, vice-presidents; Ernest Fry, secretary-treasurer.

KNOXVILLE, Ill.—Hilding Johnson, Galesburg, has succeeded John D. Patton, Knoxville, as secretary of Knox County Fair Association.

JEFFERSON, Wis.—W. D. Hoard Jr., Fort Atkinson, was elected president of Jefferson County Fair Association; John C. Gruel, Fort Atkinson, vice-president; Ernst Nass, Jefferson, secretary; William Triefoff, Fort Atkinson, treasurer. Despite three days of rain the 1936 fair showed \$584.08 profit, with receipts of \$9,804.39.

PUSHING TWO—

(Continued from page 41)

nozzles each minute, and a rotary pump must furnish 75 pounds pressure for each nozzle. In each nozzle groups of colored lights will be placed, protected by a waterproof jacketing. These will serve as blinder lights in event of any failure of the water curtain.

A row of lights, 1,000-watt voltage, concealed below front seats will furnish further lighting. Small boats will be used in effects. They will be electrically driven, with submerged cables furnishing the power.

New Type Lighting

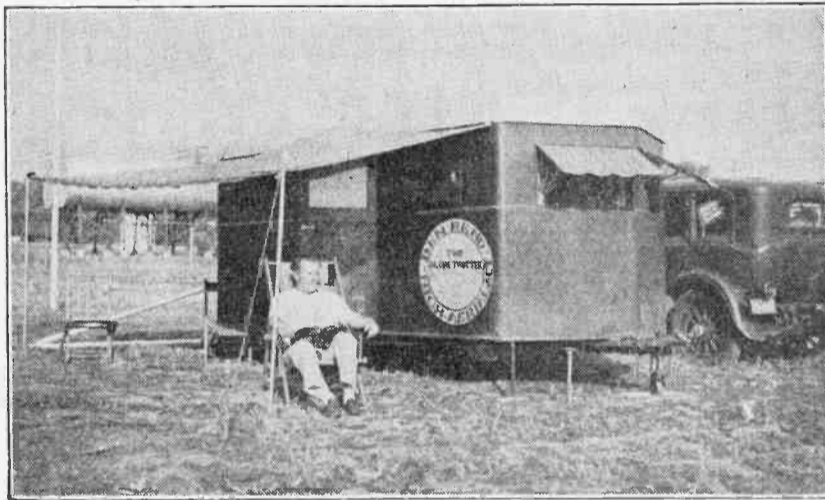
It is claimed that a new kind of light is being employed in these effects for the first time. It is 5,000 watts with a 16-inch ground lens and a focusing range of from 6 to 80 degrees. Thirty-six of these will be used. There are also 24 2,000-watt lamps with special ground lenses so that beams may be shaped in squares, triangles and other geometric figures. Twelve switchboards with 112 6,000-watt dimmer plates to the board will furnish control. Cues will be given over a loud-speaker from a central control room. Two 500-ampere generators will supply direct current for arcs.

During the last week word came that Eddie Reicher and Harry Hargrave, who handled Skee-Ball and war show concessions last year, have returned to the West Coast after an extended trip to Japan, Singapore and other points of the Orient. They are headed for Cleveland and will resume activities on their arrival.

Also came word of the death of Marcella Arnold, Miss Los Angeles of 1926, killed while movie-stunting in Pasadena. Miss Arnold was one of the entertainers on the grounds last summer.

Ginger Alton, who did fan and bubble dancing in Creation, was featured here at the Kokoon Klub Ball, swanky affair given by Cleveland artists once a year. Ginger, unnecessary to say, fanned and bubbled.

phone Company, \$35,000; Monnig Dry Goods Company, \$29,325; W. T. Waggoner Estate, \$25,000; Stanley A. Thompson, \$24,225; Continental National Bank, \$23,205. Swift & Company, Armour & Company and Fort Worth Stockyards Company each gave \$20,936.96.



SEATED BY HIS NEW HOME ON WHEELS, Ben Beno, "the Man on the Chair in the Air," expressed pride in his leather-covered De Luze Travelog Trailer when the photo was snapped at Plant City (Fla.) Strawberry Festival on March 4. He has played 12 1937 fairs, ending in Palmetto, Fla., to be followed by Moultrie (Ga.) Celebration.

more than \$3,600 annually and a stenographer at \$1,800 a year.

FOND DU LAC, Wis.—A fairground improvement program, to cost the county about \$13,200 under a WPA project, is being planned by a committee of the county board.

Ark. Mutuels to Governor

LITTLE ROCK, Ark., March 13.—Arkansas Senate passed, 25 to 7, and sent to the governor a House bill permitting corporations offering premiums of at least \$2,000 to conduct races and pari-mutuel betting at county fairs. All profits from operation of pari-mutuels would go toward payment of cash premiums for agricultural, live stock and other exhibits of farm production. Bill places a limit of six days on racing meets, with not more than two such fairs to be conducted in any one county during a year.

New Yorkers See Paris Site

PARIS, March 8.—Admiral William H. Standley, director of foreign government participation for New York World's Fair of 1939, and John Hartigan, of the fair administration board, are in Paris looking over the layout of grounds of Paris International Exposition of 1937.

CHICAGO—Gertrude Avery is rehearsing a new unit show in the Performers' Club here to play fair dates in the Northwest.

CHICAGO—Ernie Young will put several units in rehearsal early in June preparatory to opening of the fair season.

tary parades, aviation evolutions, water carnival, torchlight parades and fireworks for Bastille Day, July 14; a big parade with numerous floats and costumed groups, symbolizing all forms of labor; big wine festival, with parade; Biblical drama in the square fronting Notre Dame, theatrical and dance galas in which many nations will participate, boat races, electrical and water displays.

Pa. Mutuels Bill Changed

HARRISBURG, Pa., March 13.—In effort to lessen opposition by changes in the pending horse-racing bill, betting at county fairs would be limited to not more than four days in any year, fairs to get licenses being limited, as in Maryland, and the State's cut to be increased from 2 to 3 per cent. Proposed legalizing of race betting has drawn opposition from rural districts and a local option clause may be added.

BARBARY COAST—

(Continued from page 41)

could not expect their acceptance "unless our own country likewise is an exhibitor."

He predicted the expo would be viewed by double the 14,000,000 who saw the 1915 Panama Fair in San Francisco. "Not in any sense," he said, "will this be just a San Francisco Bay exposition. It will mean a tremendous influx of visitors over the entire State."

FT. WORTH—

(Continued from page 41)

tional Bank, \$56,848; Fort Worth Star-Telegram, \$58,450.98; Lone Star Gas Company, \$56,000; Texas Electric Service Company, \$56,000; W. C. Stripling Company, \$48,709; Coca-Cola Bottling Company, \$38,967; Southwestern Bell Tele-

12-Man Setup Is Proposed In Okla. for World's Fair

OKLAHOMA CITY, March 13.—Oklahoma would be represented at the New York World's Fair in 1939 under a bill now in the Legislature calling for appropriation of \$100,000 and appointment of a 12-man commission to spend the money on exhibits.

Commission would be composed of four State senators, four representatives and four non-political business men appointed by governor. Members would receive no salary but would get \$3,000 per year for general office expense and actual expenses for work performed.

Other proposed legislation now under consideration is a bill calling for \$50,000 for a semi-centennial commission to hold a celebration in 1939 in Guthrie, first State capital, and an appropriation bill calling for State participation in erection of a new Oklahoma State Fair plant in the sum of \$320,000 for buildings. Oklahoma City, which owns the present State fair site and buildings, would be expected to put up the remainder of money needed for a complete new plant. Capitol comment is favorable on the fair bill.

Neb. To Repeat on Pageant

LINCOLN, Neb., March 13.—Nebraska State Fair will have a beauty pageant again in 1937 as a feature and publicity vehicle. Secretary Perry Reed said the board voted unanimously to repeat on the same basis as the 1936 show, which brought much criticism when the winner wasn't picked in time for the national pageant in Atlantic City. Mr. Reed said the pageant made money in its first year and he believed it would be better for the box office this time.

LONG ISLAND

(Continued from page 40)

approaching World's Fair has been no small factor in making this so.

Roadside Rest will soon buzz, the general belief being that biz will be at its peak a month earlier this year than it generally is. The week's newest batch back from the South after a winter's sojourn seem to be of the general opinion that things there were not so hot.

Tho it has yet to reach even the formulative stage, plans will get under way shortly by both NBC and CBS for creation of broadcasting studios on the World's Fair grounds at Flushing. Actual building, tho, will be postponed for a while.

ROCKAWAY BEACH: An interesting and important decision affecting quite a number of property owners in the west end section of the community in connection with land condemnation awards was rendered by the Supreme Court. Original awards totaling more than \$500,000 were cut to about \$50,000 for territory confiscated for public use. It was the contention of the tribunal that the land taken, tho of private ownership, actually was public in many respects and as a result the compensation should be considerably lower than the half-million amount. The case was similar in some respects to the Boardwalk land-reduction affair of a few years

back, when property awards were lowered by more than 50 per cent by a court edict.

Transit facilities to handle incoming and outgoing visitors to the Rockaways will be increased almost tenfold this year, beginning with Decoration Day and continuing thru July 4, when the full quota will be reached. This year, as it has been for the past three or four, busses will carry more of the traffic than the trains.

LONG BEACH: Long Island Railroad to be asked to provide more extra trains this summer than last, which, by the way, was a record year for transit. Billy Taun arrived from the South with a tan that makes a bar of chocolate look pale by comparison. Leasing of bathing lockers to start shortly, and by all-round agreement pavilion operators have voted to maintain a single standard of prices, something that should have been done long ago.

Vaude Show Added In Miami Funland

MIAMI, March 13.—In Funland Park here an all-comedy vaudeville show, added to free attractions, has made a hit.

Chester Alexander is producer and emcee and his humorous introductions of performers get audiences in proper mood. He also does a vocal solo in good voice.

The vaudeville innovation has pepped up business considerably and, with addition of amateur nights weekly beginning on March 10, Endy Bros. and William Tucker hope to keep the park open well into summer.

MADISON, Wis.—Newcomers in Henry Vilas Park Zoo here are two Angora kids and three lion cubs, latter born to Victoria and Duke.

BUCKEYE LAKE, O.—Jack Kemper and Howard Bell, concessioners, will operate eight units of the new Loopit game in Buckeye Lake Park here this season and plan to take them on the road next fall and winter.

UNDER THE MARQUEE

(Continued from page 36)

old Campbell show, who may go thru that city. Address is 824 W. Sixth street.

H. L. FILBERT will have the Wild West concert on Lewis Bros.' Circus. He was with the X-X Ranch Rodeo the past season. Billie and Beverly Harnett and June Dawson also will be with Lewis.

STUART ROBERTS and wife, Crystobel, have returned to Macon, Ga., after an enjoyable winter at Jensen, Fla., and will start practicing on aerial bar act at Downie quarters. This will be Roberts' fourth season with show.

CIRCUSES find it difficult at times in obtaining good pictures for their publicity matter. Some acts are lax in furnishing photos for this purpose, altho it is to their advantage to do so.

LEO FRANCIS, who has a WPA Unit in Indianapolis, has added four performers to his show. They are Eddie McElroy, Jack Dugan, George (Shorty) Harmon and Harry Long, all doing clown numbers. Francis' unit now consists of 20 people and he reports steady business.

SWEDE (HORSE) JOHNSON, Jimmy DeCobb and L. E. (Roba) Collins clowning the Barton & Bailey Elks' Circus, Owensboro, Ky., last month. Collins is now playing night clubs thru Kentucky and Ohio with Doc Edwards and the X-Ray Girl.

LILLIAN HALL, well known to both indoor and outdoor showmen, has been ill for some time, suffering from severe attack of acute asthmatic heart ailment. She is now residing at 600 Arch street, North Side, Pittsburgh, and would welcome communications from friends.

LaVENIA SISTERS, after playing Minneapolis and St. Paul Shrine circus dates for Dennie Curtis, will go to Omaha Shrine Circus for Rink Wright, then play Hagenbeck-Wallace Chicago Coliseum engagement. They will open May 1 with Guertin Amusement Company, presenting double trapeze and cloud swing as free attractions.

CHARLES (KID) KOSTER, after a season of 25 weeks in advance of Coast company of *Boy Meets Girl*, has been assigned to George Abbott's newest comedy hit, *Brother Rat*, now in its fifth week at Plymouth Theater, Boston.

Looks like all circus bets are off for the kid, as the attraction will be in Boston until the hot weather sets in.

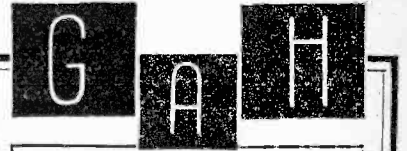
PAUL M. CONWAY, general counsel for Wallace Bros.' Circus, is home in Macon, Ga., after a week in New York and the East in the interest of the new show. While in New York he visited with many circus friends, including Floyd King, Allen Lester, Ora Parks, Bill Backell, Clyde Willard and others with the Cole show, and also saw R. O. Scatterday, of the Downie show.

TOM MIX CIRCUS, which will be the feature attraction at the Canadian National Exhibition's new Playland in Toronto August 27-September 11, should prove a big draw. It will be something different for that big Canadian event.

JACK MOORE recently played a week for C. B. Truex's Chamber of Commerce Trade Show in Newton, Kan. Performances clicked and Jack infers that the bill had some oldtimers, including George LaTour, juggler; Charles Dryden, barrel kicking; Jack and Clara Moore, tight wire and loop-the-loop. Jack says he has signed his act with Lewis Bros.' Circus.

ROBINSON'S Book Store in Akron, O., has been a meeting place for circus agents and performers this winter. They include Basil McHenry, Milton Baker; Doc Kerr, who conducts the Around the Town column in *The Akron Beacon Journal*; Paul Drake, Jack Viering, Frank Ruttman, Tom McNew, Pete Mardo, Claude Hutchinson, Clarence Smith and Jack Norworth. J. K. Richardson, proprietor of the store, is an ardent circus fan.

ROSTER of Gainesville, Tex., Community Circus Band: Walter Parnell, Don Micks, Bill Smith, Bill Brooks, trombones; Nick Mossman, Berry Garner, Grady Sanford, Ellis Van Dueker, trumpets; Chester Crosby and Charles Van Dueker, baritone; Darud Olney and Carl Chandler, bass; Albert Hermann, Shine Porner, Tom Cunningham, Jack Stewart, clarinets; Jess Morris and Arthur Hermann, drums. Carey Shell is director and lead trumpet.



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THE MINNESOTA STATE FAIR

Amusement Committee Will Hold a Meeting the Afternoon of
TUESDAY, MARCH 30

At the St. Paul Hotel, in Saint Paul,
For the purpose of purchasing a Grandstand Show for the 1937 Fair. Booking agencies and fireworks companies are invited to have representatives at the meeting.

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FOR 1937

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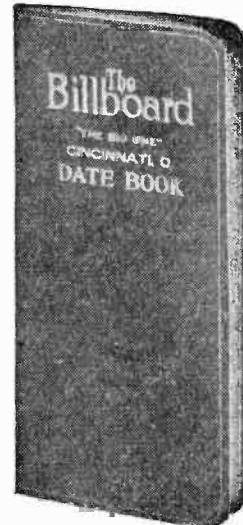
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WANTED FOR THE HACKETTSTOWN FAIR

Saturday, July 31, to August 7, Inclusive.
8 RIDES — 8 SHOWS.
A MECHANICAL CITY — FREE ACTS.
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HIGH-CLASS ACTS desiring fairs and July 4th in this territory get in touch with this office at once. Give full details.

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Amusement Rides for Devon Country Fair, to be held the week of July 19th-24th.

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THAYER COUNTY FAIR
AUGUST 10-11-12-13, DESHLER, NEB.
HENRY SITTLER, Sec'y.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

CAPACITY crowds and big volume of business for Shrine Roller Rink, Los Angeles, is reported by Floor Manager Tex Brejcha, who writes: "Shrine Rink was opened on April 12, 1935, and two months later there was a deficit of \$20,000. At that time the creditors called a meeting and appointed William Wood, president and general manager, as he was one of the major creditors. Now, two years after assuming management of a skating rink with \$20,000 worth of bills staring him in the face, Mr. Wood has cleared the corporation of indebtedness and is operating at a good profit. Personnel at present is: Manager, William Wood; organist, Geoffry Gledhill; restaurant, Esther Wood; skate manager, Darwin Wood; floor manager, Tex Brejcha; skate room assistant, E. Chiodo; instructors, Lester Fisher, Jimmy Hallowell, Merle Thomas, John Shipman; instructresses, Mary Cornell, Lois Krohn, Lou Hedden, Bobby Schave; doorman, Bo Foote; publicity, Ray Smith; book-keeper, Elsa Blake; police, R. R. Clark; nurse, Helen Clarke; cashier, Catherine Philpp; eight skate boys."

FINKS AND AYRES, American roller skaters, have formed a quartet with the Avalon Sisters and are appearing at the Cirque Medrano in Paris. Four Macks, American roller skaters, are at the Colorado in Bucharest.

MISS JUANITA La Benten is now en tour in the Canal Zone with South America to follow with her sensational all-girl roller-skating act, under contract for three months, after which it will pick up European contracts for Egypt, India, France and Germany. Personnel of the act, under personal direction and management of G. C. Chancellor, comprises Miss La Benten, owner and pivoter; Joan Reid, assistant lifter; Celeste Eichling and Audrie Stevens, flyers.

DEATH of Adam Weissmuller, co-partner in Arena Gardens, Detroit, is reported in the Final Curtain in this issue of *The Billboard*.

W. H. CARPENTER, former exhibition roller skater, operating municipally owned roller rink in Tuscora Park, New Philadelphia, O., reports a "rube carnival," staged recently, one of his most ambitious and successful promotions of the season. He plans to continue promotion of special fun events until the end of the spring season.

THREE Silver Cyclones, flashy roller-skating act, is one of the features of *Frisco Follies*, unit playing thru Eastern Ohio.

AFTER a successful tour thru Canadian and Northwestern territory, Happy, Tom and Jerry, exponents of grace, speed and thrills, have been working around San Francisco and the act is reported to be going big.

BOB FISHER, operating Grand Traverse Rink, Traverse City, Mich., who was a recent Detroit visitor, is setting records in up-State territory, operating 18 sessions a week, 7 evenings, 7 matinees and 4 mornings, in a town that has never figured prominently in the skating world and with a population of only 12,000.

STUDER'S RINK, Columbia, near Dover, O., one of the oldest in Eastern Ohio, is again open for roller skating. Increased interest in that area promoted owners to resume sessions. For some time the rink has been used for dancing and other events.

GROVER (RED) WILSON, manager of Washington Park Skating Rink there, has been named business manager of El Paso (Tex.) club of the Arizona-

Texas League, revived this year. He is an ex-professional ball player, as well as a former member of a trick and fancy roller-skating act in vaude. He has managed Washington Park Rink three years.

NEW Terrace Gardens Roller Rink in Houma, La., is being managed by Harry Deanzo, of the Stofer-Deanzo skating act, with Mr. Gunderson as floor manager. Capacity business is reported, along with plans for a carnival with Russian atmosphere.

TWO LINDSTROEMS, comedy roller skaters, are at the Gaumont Palace in Paris.

W. F. MEANS is operating Hillcrest Roller Rink, Connellsville, Pa., with nightly sessions.

W. C. STOYER, who reopened New Castle (Pa.) Roller Rink, arranged with Joe Fuchs, Pittsburgh, for presentation of a roller-skating revue.

JAMES C. AFFENIT, vet pro speed skater and rink operator, advises that he will open Playland Roller Skating Palace, Rockaway's Playland, Rockaway Beach, N. Y., on April 3 with the first annual amateur marathon roller-skating street race, open to skaters in the metropolitan district 18 years of age or over. Entrants who receive any aid from an auto or other vehicle for pace making, wind-break or by incessant coaching will be disqualified. There will be afternoon

and evening sessions daily until the park opens for the season. Then the rink will be open from noon until midnight with an all-ladies' floor staff. Manager Affenit may operate this rink winter and summer.

JOHN HARRIS, general manager of Harris Amusement Company, Pittsburgh, announced plans for laying a large roller-skating floor at his Duquesne Garden there. Sessions will be nightly and afternoons two or three days a week, with Frank Cervone's Band to furnish music. Skating program is scheduled to get under way on May 5.

JOE FUCHS JR., Pittsburgh, is promoting his Diamond Square Roller Rink thru presentation of his own Roller Revue in schools and institutions in that area. Show is headed by semi-professional and amateur skaters, as well as his instructors. They offer a program that includes all forms of dancing on skates. During performances advertising matter relating to the rink is distributed.

AFTER a special meeting on March 10 of Norwood Roller Rink Club, Cincinnati, it was decided to hook up with Ohio State Skating Association, Inc., active body in Ohio with the Amateur Skating Union of the U. S. A. An auxiliary will be formed for speed, fancy, trick and acrobatic skating and dances with a probable social function. Skaters from Ohio, Indiana and Kentucky are to be included. Otto J. Albrecht, of the Ohio Amateur Skating Association, and Melvin Crawford, of the Amateur Skating Union of U. S. A., have granted



A FRIDAY NIGHT CROWD OF ABOUT 1,000, photographed on February 26, is shown here in Shrine Roller Rink in Shrine Auditorium, Los Angeles. Floor Manager Tex Brejcha gives great credit for success of the spot in the past two years to William Wood, president and general manager of Shrine Roller Rink, Inc.

and evening sessions daily until the park opens for the season. Then the rink will be open from noon until midnight with an all-ladies' floor staff. Manager Affenit may operate this rink winter and summer.

C. V. PARKS, Elizabeth, Pa., and W. H. (Billy) Carpenter, New Philadelphia, O., visitors of the Kant Novelty Company, Pittsburgh, last week, reported continued good business at their rinks.

F. BAUMGART, former operator of a roller rink in Milton Lake, O., is in Sunset Park, Williamsport, Pa., operating on week days as well as Sundays, having secured a special permit from authorities in Harrisburg.

WEST VIEW Roller Rink, Pittsburgh, which has had the best season in years, according to Manager Charles Beares Jr., will continue to operate until late

the club the right to proceed with plans to shift the State championship meet to Norwood Rink on March 27 and 28. Armand J. Schaub, in care of Norwood Rink, 1631 Sherman avenue, Norwood, O., will give particulars. Registrations must be in his hands 48 hours prior to the State meet. "I sent letters to various rinks in Ohio after finding out there is no one sponsoring a State championship meet," he said. "Norwood Roller Rink Club will do it so that we can have racers represented in the national amateur championship events in Detroit on April 2-4. Greater Cincinnati amateur championship races will be on March 16, sanctioned by Ohio Amateur Athletic Union, officials of which will be in charge. Winners are to compete in the State and national meet." Results of preliminary amateur championship of Greater Cincinnati on March 4: Girls, half mile, Claudine Magateaux, first; Virginia Matteoli, second; unofficial time 1:32 2-5; boys, Harry Kase, first; Ed Horseman, second; Jack Renne, third, in two-mile race; unofficial time, 5:51. March 9: Girls, Vivian Bell, first; Wilma Hagge, second; unofficial time, one-half mile, 1:32 2-5; boys, Joe Ketter, first; Charlie Kremsner, second; Jack Renne, third; unofficial time, two miles, 6:51. All racers are members of Norwood Roller Rink Club.

CORRAL

(Continued from page 37)
tion and Fat Stock Show, Ft. Worth, spread the alarm when the Maverick Hotel there caught fire last week. Mrs.

McLaughlin awoke and discovered the fire in the hall of the third floor and she sent Gene downstairs to give the alarm.

SILVER DOLLAR BRADY, famed traveling cowboy, corralled top honors for himself and his horse, Cheyenne, last week when he became the first traveler to ride across the unfinished causeway linking Yerba Buena to the Treasure Island site of the 1939 Golden Gate International Exposition in San Francisco Bay. General William E. Gillmore presented him with a parchment document signed by President Leland W. Cutler, naming him as one of the first of the exposition's "Ambassadors of Good Will." Brady promised to tell the whole country about the fair, as he plans, so he said, to visit every county of every State in the Union during the next two years.

JUDGES for the rodeo being held in conjunction with the Southwestern Exposition and Fat Stock Show which got under way March 12 at Fort Worth are: Harry Knight, Carl Arnold and Bob Calen. Pete Knight has returned to Fort Worth to defend his title as champion bronk rider which he won at last year's event, while Verne Goodrich will enter the trick roping event in an attempt to relieve Chester Byres of his title. Homer Holcomb is clowning the rodeo and has his educated mule, Mae West, with him. Verne Elliot and Eddie McCarthy are furnishing more than 135 outlaw horses for the saddle bronk and bareback bronk riding contests. The string includes 65 critters that have never been bucked in the South.

"SORRY TO cause all this pitching and bucking in the Corral column," writes Theodore (Tex) O'Rourke from Burlington, Vt. "But as I finished reading the news of Danny Winn and his Original Western Ridge Runners donating their services to flood relief programs, I noticed Tex O'Rourke's name in large letters just across the page in the Dexter Fellows Tent Tattles column. Having read of 'The Tex O'Rourke' quite a few times I've often felt that I'd meet him some time, and I'm sure it would be a pleasure. I have heard many things about him from many sources and they are all good, I assure you. I know that he too would have enjoyed giving his services to flood relief, as he has done in many worthy causes before. I'm looking forward to the day I meet him and I'd like to shake his hand, tho my christian name isn't Tex. I was named after the great State of Texas, which four generations of O'Rourkes have called home. Later I was given the name Theodore after my dad's commanding officer, Teddy Roosevelt. Have used my second name first more than once, but my first name has always been cut to Tex among friends and on billings, fiction stories, etc. I reckon that I'm just a yearling compared to Tex O'Rourke, but I have had 18 years on the road with five years trying to find a fortune, as a soldier of fortune in revolutions, etc."



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Established 1884.
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The Best Skate Today

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- Original Jewelry Novelties, Each with Roller Skate Emblem.
 - STERLING SILVER RINGS, Heavy, Ea. \$2.00
Lighter Weight, \$1.50.
 - CHAIN BRACELETS, Gold or Silver Plate, Each 1.50
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 - KEY CHAINS, Sterling, Each 1.75
Silver Plate, \$1.00.
 - SKATERS' PIN, With Numerical Figures '37 Attached to Chain, Sterling, Each . . . 1.50
Plated, \$1.00.
 - MEDALS, WITH RIBBON, Gold or Silver Plate, Boxed, Each 1.00
- NATIONAL BADGE & EMBLEM CO.**
1127 Broadway, New York City.

RINK MANAGERS MAKE GOOD
When Their Rinks Are Equipped with

"CHICAGO" SKATES WHY?
They Are Money Earners
CHICAGO ROLLER SKATE CO.
4427 W. Lake St., CHICAGO, ILL.

No. 779

Bill H. Hames Shows Open

Midway at Fat Stock Show rated bigger and better than ever before

FORT WORTH, Tex., March 13.—The midway at the Southwestern Exposition and Fat Stock Show which opened yesterday is not only larger but also more shows and rides are in evidence than in previous years. Indications are that this will be a banner engagement of the Bill H. Hames Shows, which are furnishing the amusement zone. All shows are freshly painted and several new rides were set up, including a Merry-Go-Round. Other rides are Dodgem, Lindy Loop, Twin Eli Wheels, Caterpillar, Loop-o-Plane, Baby Auto Ride, Baby Airplane, Pony Ride, Ridee-O and Octopus, the latter two being shown here for the first time. Shows are Marine & Firestone's pit show; Ha-Cha, girl show; Darktown Strutters, colored show; Miss America, Freak Animal Show, Crazy County Jail and Crime Show.

Marine & Firestone's side show is one of largest shows on midway, and the interior decorations are most attractive. Platforms are white and silver, with velvet drapes forming background. Acts include Melvin Smith, rubber bones; Cecelia, seal girl; Mr. and Mrs. J. W. Dunning, sword swallows and neon tubes; Dynamite, human dynamo; Karlina, Indestructible Girl; Aga, the floating lady; Madame Marine and Mr. and Mrs. Dorety, mentalists; Baby Jane, fat girl; Solen Starr, magician and inside lecturer. The two annexes have Claudia-Claudette, half and half, and Alfred Green, alligator boy. Madame Marine and J. E. Firestone are owners. Roy Rogers and Firestone make the openings. J. W. Armacost and Joe Pruitt, tickets, and Jimmie Richburg in charge of canvas.

Bill H. Hames, owner of show, super-
(See BILL H. HAMES on page 47)

Weller & Fincher To Join One of Gooding Units

DETROIT, March 13.—Weller and Fincher, at present in the city, are leaving for Columbus, O., where they will build a new Ten-in-One show to open with the F. E. Gooding Amusement Company on one of its shows in April, to play Ohio and Indiana territory. S. E. Weller will remain over a short time before following his partner, Elmer Fincher, to the Gooding headquarters.

Wade Shows First To Open in Detroit Area

DETROIT, March 13.—W. G. Wade Shows opened the outdoor carnival season here last Saturday with 3 rides and 15 concessions. Ziser Post, VFW, sponsored engagement. Location is on Michigan avenue and Joe street. The shows will be open week-ends and all evenings during the weeks which have fair weather.

This opening was three weeks earlier than last year's, Wade said, and business was about 15 per cent better, indicating that prospects for business this season are very good. The Wade Shows will remain on this lot for three weeks before moving to other lots in the Detroit area.

Carnival To Really Have Revolving Stage

SHREVEPORT, La., March 13.—R. H. Sheppard, trainmaster this season for the Hennies Bros.' Shows, and husband of Lillian Murray Sheppard, who will have the posing show and Casa Madrid girl show, is building for her a revolving stage for the first-named attraction.

Many shows have heretofore claimed to have a girl show with a revolving stage, but no one has ever seen such with a carnival attraction or like show under canvas, states Joe S. Scholibo.

Sheppard has not only built the stages for his wife's Casa Madrid and posing show attractions, but is now engaged building and decorating the stage for Arthur S. Ray's colored musical and minstrel revue.



WILL WRIGHT

Golden State Off on Winner

Shows under management of Will Wright start season with a bang

SAN DIEGO, Calif., March 13.—The Golden State Shows opened the season here March 4 on a new location at the water front and were greeted with ideal weather.

Will Wright reports the business as unprecedented for this city. This is the sixth carnival to open in Southern California so far this year. The fine business recorded by them is indicative of a very prosperous 1937. The Golden State Shows present a fine appearance, all
(See GOLDEN STATE on page 47)

Gentry Law in Indiana Repealed, Awaits Signature of Governor

INDIANAPOLIS, March 13.—The bill for an act to repeal that part of the Gentry law affecting circuses and carnivals has been passed by both Houses of the Indiana State Legislature, and when signed by the governor of the State it will become the law of the State of Indiana.

It will be recalled by the outdoor show interests that the Gentry law was in force over a long period of years and was considered not only unjust but a constant menace and a threat affecting the welfare of the outdoor amusement

John R. Castle Honored As "Dictator" HASC

KANSAS CITY, Mo., March 13.—At a recent regular meeting of the Heart of America Showmen's Club here John R. Castle was appointed "dictator" of the club for the current year. In this instance "dictator" is applied in the sense that he is to counsel the club and to give his ideas to be put into effect for the best interest of the entire membership. This step was taken as a compliment for the excellent work Castle did while president of the organization.

He was informed of the action of the body by letter from G. C. McGinnis, secretary of the club, which carried the signatures of all the members present at the meeting now of record.



MAX GRUBERG

Sibley Returns to Carnival Fold

RALEIGH, N. C., March 13.—Walter K. Sibley, one of the best known producers of independent carnival shows, arrived here this week accompanied by Mrs. Sibley after the winter's sojourn in Miami. He recently signed with Max Goodman to produce shows for the Goodman Wonder Shows. He takes his new position with a free hand to produce shows and has arranged to turn out several novel ones after his own ideas.

Sibley is best known as the originator of the Ten-in-One pit show; the International Women's Swimming and Diving Show; Paradise Park, now Playland, Rye Beach, N. Y.; the Chinese Fete, which was held at Bay Shore, L. I., N. Y., and the Leaders of the World, traveling exposition.

For the past several years he was identified with the Brussels (Belgium) Exposition and the Frontier Celebration at Fort Worth, Tex. He was also a pioneer
(See SIBLEY RETURNS on page 47)

Gruberg Meets Staff in N. Y.

Executive head of World's Exposition reports his shows are still in business

PHILADELPHIA, March 13.—Max Gruberg, general manager Gruberg's World's Exposition Shows, accompanied by his press agent, J. B. Mannheim, were in New York last week. They went there from Miami for a conference with the show's business manager, Milton M. Morris, and Edward P. Rahn, general agent. The meeting was held in Hotel Astor and all plans relating to the shows' activities were discussed and acted upon, after which Gruberg returned to his home in this city for a day or two of business matters. After completion of the latter he will go to the shows' headquarters in Bishopville, S. C.

Gruberg stated that Milton M. Morris had booked the following fairs, Tupelo, Meridian, Laurel, Columbus and Corinth, Miss.; Lebanon, Tenn.; Mobile, Ala., and New York State Fair, Syracuse. He in-
(See GRUBERG MEETS on page 47)

Lusse Bros. Swamped With Skooter Orders

PHILADELPHIA, March 13.—Lusse Bros., well-known manufacturers of the Auto and Water Skooters, are busy day and night building complete Skooters and new cars for renewals of cars. Orders are said to be two-thirds ahead of last year for renewals. At present they are building complete Auto Skooters for Goodman Wonder Shows, Rubin & Cherry, Archie Clark's Shows and one for R. E. Haney, to be placed with the Johnny J. Jones Exposition. Cars are being furnished to Dee Lang and Dodson's shows and Dinty Moore and for the Skooter on the Mighty Sheesley Midway.

to haul them in the shows free to get an audience. The electrician then pulled the main switch, leaving them in the dark.

Thursday was the big day. We had to straw them down. The first straw-house of the season. At 8 p.m. luck was with us when a sudden rainstorm hit, forcing those sitting on the ground to rush the ticket boxes, riding every kind of a vehicle from kiddie cars to motorcycles.

Friday night our announcer called the crowd's attention to our free act, the Flagpole Sitter. They thought he was a painter that was caught up there when the strike was called.

Saturday night promptly at 7:30 p.m. the lot was ringing with cheers the strike was called off. Fifteen thousand midway lovers then rose to their feet and rushed home for a night's rest. Our auspices were loud with their praises for the entire show for helping support the cause. The Ballyhoo Bros. then outsat the committee in a downtown bar waiting for a payoff while the show loaded out.
MAJOR PRIVILEGE.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Squat Low, Fla.

Week ended March 13, 1937.

Dear Editor:
The show didn't sit so pretty here due to our auspices. The sit-down strikers of the Everglades forced the entire company to live up their contract, which read that each and every attaché while in the act of operating any attraction, erecting or unloading the show's equipment, must do so either while on his haunches or in a sitting position.

This first held up the unloading of the wagons. Finally our trainmaster ordered the hook-rope boys to ride the rope, the poles to ride the poles, the chalkers sat and moved on boards fastened to roller skates. This didn't affect our trainmaster that directed the unloading from a beach chair with a public-address system. The tractor drivers felt at home.

The setting up of the shows and rides was so slow we lost Monday night. Workmen sat on their haunches in wagons pushing out the plunder, others carried

it to its places on bicycles. Five men driving one stake with arms protruding from an automobile window was a sight worth seeing. The midway was laid out like a race track, leaving ample space for busses and cars to deliver patrons to the ballys. Long tiers of seats made out of beer kegs and planks were built up and down the midway for the comfort of our patrons. Our performers ballyhooed in wheel chairs and the live ones were brought in on a miniature train.

Tuesday's opening was marred by a waiting game. The showmen refusing to leave their wheel chairs. The patrons refusing to leave their seats. This wound up in a draw. The bosses won the main bout by docking everybody for sitting down on the job.

Wednesday morning at dawn found the midway packed and jammed, with every seat on the grounds filled. Not a new face on the lot. They just stayed over night sleeping in a sitting position, the leaders advising everybody to sit tight. That eventually we would have

JOHNNY J. JONES EXPOSITION, Inc.

OPENS SATURDAY, APRIL 10TH

COLUMBIA, S. C.

First-class Talker Wanted for Midget Show (Lee Young wire); other good talkers write. Good Canvas Man to handle Minstrel Show. Can use one more Tractor Driver. Will book Long Range Shooting Gallery with own transportation. All persons engaged acknowledge this call. Address

WALTER A. WHITE, General Manager
P. O. BOX 239, AUGUSTA, GA.

CETLIN & WILSON SHOWS, INC.

- WANT: U-Drive-It, Octopus, Double Loop-O-Plane, Ridee-O, Whip.
 - WANT: Fun House. Will book or buy. Homer Moore answer.
 - WANT: Talkers for Girl Review and Streets of Cairo.
 - WANT: Oriental Dancers for Streets of Cairo, send photos; also Wild West Horses for same; demonstrators, rug salesmen, Oriental coffee house or anything else suitable for the streets.
 - WANT: Have 40-ft. panel front show equipment complete for real good single attraction. Also any money getting shows with own outfits. Can also place Wax Show and Penny Arcade.
 - WANT: Merry-Go-Round Foreman, Tilt-a-Whirl Foreman. BUSCH answer. Truck Driver. HORNYAK answer. Workingmen in all departments. Experienced lot man.
 - WANT: Feature Dancers for Paradise Review. Gladys Farrington write G. M. Cooper. All send photos, which will be returned.
 - WANT: Scenic Artist that can do portrait painting on fronts.
- All holding contracts please acknowledge this first advertisement.
All address Winter Quarters: Greensboro, N. C. Show will open at High Point, N. C., Saturday, April 17th.

LIBERTY FAIR & AMUSEMENT CO. INC.

Opening JERSEY CITY, N. J. Opening

Playing a full season of Celebrations and Fairs in and around New Jersey and Pennsylvania. WANTED—CONCESSIONS. Legitimate Only, Bingo, Ball Games, Penny Arcade, Cook House, Candy Apples, Hooplas, Custard, Bowling Alley, Diggers or any other grind concessions that can work for stock.

SHOWS—Can Place any Clean Shows. Free Acts.
RIDE HELP—Apply before April 1st.
Campaign and Contest Promoters Wanted.

J. L. BOSCO, Gen. Mgr., 144-146 Van Winkle Ave., Jersey City, N. J. Journal Square 2-4742.

STANLEY BROS. SHOWS with CAPT. CLIFF GREGG THE HUMAN CANNON BALL

OPENING CLEVELAND, TENN., MARCH 20. 25 CELEBRATIONS—15 FAIRS.

RIDES—Want Whip and Tilt-a-Whirl. SHOWS—Will Book Shows with own outfits, 25% of Gross. CONCESSIONS Come On; Will Place You. STANLEY BROS. SHOWS, Cleveland, Tenn.

MILLER AMUSEMENT CO.

WANT—LOOP-THE-LOOP, WHIP, CHAIRPLANE AND WHEEL FOREMEN IMMEDIATELY. Reason for wanting Foremen, have made concession agents out of all my old ride men. CAN USE Carnival Help in all departments. Mrs. Miller Wants Cook House Help. Have Concessions open for reliable agents. BOB PERRY wants Drome Riders, help on Fun House (Bughouse Red, come on), Girls, Talkers, Grinders and Musicians for 'Girl Show, a good sober Geek. Can use strong single pit attraction. All communications to (no collect telegrams).

MILLER AMUSEMENT CO., Denham Springs, La.

KAUS UNITED SHOWS, Inc.

CAN PLACE FOR LONG SEASON

Double Loop-o-Plane, Octopus, U-Drive-It Cars, Ridee-o and Kiddie Auto, Ferris Wheel and Plane. SHOWS: Minstrel, Unborn, Athletic, any Show that don't conflict with what we have. Want to hear from strong Pit Shows. Legitimate Concessions of all kind. Will sell exclusive for Palmistry. WANT Caterpillar Foreman and experienced Ride Help in all departments. State all first letter. Geo. Yamamaki wants Foreman for Eli Wheel and Chairplane. Bessie Traylor wants Sideshow Acts. Lucky wants Straight Rider for Silodrome. All address 12 National Ave., New Bern, N. C.

BILL LYNCH CANADIAN SHOWS

WANT Acts, Talkers, Grinders for Four Shows, Feature Freaks, Attraction for Annex, and Useful Working Acts for Side Show. CAN ALSO USE two High-Class Single Pit Show Attractions. Entry into Canada Arranged, also Transportation.

ALZORIA, FORREST LAYMAN, SLIM KLEIN, CLEVE, the Seal Boy, WRITE.
ARTIE STEINHARDT, 3821 Nautilus Ave., Brooklyn, N. Y. Phone: Esplanade 2-1860.

Call --- PAN-AMERICAN SHOWS --- Call

Opening Saturday, April 3d, for 8 days, auspices B. P. O. Elks, Cairo, Ill., with good route in pay roll cities to follow. Want Shows, with or without outfits; will furnish complete outfits for organized Colored Minstrel with Band; also Circus Side Show, Gillesque Revue, Athletic, Illusion and Single Pit Attractions. Want to hear from Curly Rivers, Clark Hearn, Shorty Tappen, Henry Hill. Want experienced Electrician. Want experienced man for Fun House; also experienced Ride Help. Concessions: Can Place Legitimate Concessions: Will sell ex on Custard, American Palmistry, Photos, Scales, Long Range Gallery. H. Schwartz wants Agents for Wheels and Coupon Stores and Girls for Ball Games. Jack LeBlair Wants Cooks, Waiters and Griddle Man for Cookhouse and Grab.

Address 425 NINTH STREET, CAIRO, ILL.

Line o' Two of News

COLUMBUS, Miss., March 13.—President Pratt of the Columbus Radium Fair this week announced the contracting of Gruberg's World's Exposition Shows for the midway. Show will also play at Tupelo, Laurel and Meridian. Pratt said that the association was fortunate in securing this show and believes it will swing the event to black side.

MORGAN CITY, La., March 13.—With the first half of its nine-day stay favored with almost ideal weather, Miller Amusement Company, with shows, rides and concessions strung out on two main streets, did good business since March 6. The outfit appeared with 10 rides and the Motordrome as the feature show.

SAVANNAH, Ga., March 13.—Judge James P. Houlihan, chairman of the county commissioners, made known the board's plan to place a per diem tax on carnivals showing in Chatham County. He said the tax would be \$50 or more. The chairman announced that in the future carnivals and like shows will be well policed.

CINCINNATI, March 13.—Doc Waddell passed thru here Thursday en route to fill speaking dates in St. Louis and Dallas. He will join the Big State Shows at Mexia, Tex., as chaplain and publicity director.

SAN FRANCISCO, March 13.—W. T. Jessop, general agent West Coast Amusement Company, announced that he had been awarded contracts to furnish all amusement devices for the annual Isleton Asparagus Festival in May.

ST. PETERSBURG, Fla., March 13.—W. R. Harris, general manager Model Exposition Shows, announced the booking of the Groth Brothers' free act for the season.

FRANKFORT, Ky., March 13.—The Modernistic Shows, Middlesboro, were incorporated here by A. B. Motch, R. C. McCarter, Glenna McCarter, W. D. Motch and R. L. Maddox. Capital stock \$1,500.

EAST LIVERPOOL, O., March 13.—Johnny J. Jones Exposition will exhibit on the Columbian Park lot here, a permit for a week in June having been granted it this week by Mayor Earl Greenawalt. The granting of the permit is the earliest on record here in many years. Police Chief Hugh McDermott said the policy here for years has been to give only one carnival a year a permit, and only to shows of good reputation. The Jones show was here a week on the same lot a year ago.

DETROIT, March 13.—H. Ben Oliver, local carnival supply man and head of the American Circus, left for a week's stay in Havana, Cuba, last week after visiting Lake Wales, Fla., and Ringling-Barnum headquarters at Sarasota.

CINCINNATI, March 13.—William G. Dumas, of Dumas & Reid, operators of Happyland Shows, passed thru here yesterday en route from points in Florida to Detroit. He reports that his wife, Anna, will continue her vacation for a while at Gibsonton, Fla., before coming north for the opening of the shows' season.

Gingerbread Street Fair In Paris Opens March 28

PARIS, March 8.—The Gingerbread Fair, biggest and most important of the Paris street fairs, opens on March 28 in the huge Place de la Nation and along the Cours Vincennes. Fair continues thru April 25 and groups everything from peanut sellers to big tent circuses and Figure 8 coasters.

Bernie Finishes Work With Hennies Bros.' Shows

SHREVEPORT, La., March 13.—Gene Bernie, who has been engaged in the designing and building of show fronts for the new Hennies Bros.' Shows here, has finished his end of the work. He and his wife have departed for Gibsonton, Fla., to spend several months fishing and taking life easy until fair and celebration time, when he will operate his corn game and concessions.

Charles T. Goss Back From Long Tour

EAST ST. LOUIS, March 13.—Charles T. Goss, of the Standard Chevrolet Company, this city, arrived here last Sunday following a trip over 14 States, covering approximately 4,700 miles. He visited East, South and Southwest and appeared on the lots and at winter quarters, as per the time of visit to Greater American, Byers and Beach, J. W. Byers and Bloom's Gold Medal Shows at Little Rock, Ark.; Florida Amusement Company, St. Petersburg; Royal American, Orlando; Royal Palm, Sebring; Barfield's Cosmopolitan Shows, Plant City; Endy Bros.' Funland Park, and Kay Bros.' Circus at Miami, Fla.

On his return north from Miami he saw Krause Greater Shows at Fort Lauderdale, Fla.; Dodson's Shows, Savannah, Ga.; Max Gruberg's Shows, Bishopville, S. C.; Cetlin & Wilson Shows, Greensboro, N. C., and the Hagenbeck-Wallace Circus, Peru, Ind.

On the trip Goss reports the following deliveries of motor equipment: Two trucks to C. A. Vernon and one truck to Ray Wheelock, Little Rock, and one sedan to Eddie Brenner, Sebring, Fla. He took orders for one truck for Donald LaCosta, Bloom's Shows; Jerry Swisher, Krause Greater Shows, and for five new panel trucks for the Hagenbeck-Wallace Circus, he reports. Commenting on his vacation, aside from business, Goss said that anyone who did not like Miami was slightly off, and that the town was then full of show people.

John Galligan To Operate On Larger Scale This Season

CINCINNATI, March 13.—John Galligan, concessioner, was a visitor at The Billboard office yesterday, having made a trip from Columbus, Ga., to Columbus, O., then here.

He announced that he had purchased a Big Eli Wheel from N. Lee Creson at Baldwin, Fla., and would place it in Chilhowee Park, Knoxville, Tenn., and thereby enters the riding-device field in addition to his concession operations.

Gilligan has an independent unit and a number of concessions with the Blue Ribbon Shows and will open with the latter in Phenix City, Ala. He was high in his praise of the massive fronts now being completed by L. E. Roth at the show's quarters.

BARGAIN LIST OF USED TENTS

Concession, Refreshment, Living, Tents, Marquees, Wall, Bally Curtain and Similar Equipment.

Now in hands of Printer, ready for Mailing March 15.

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America's Big Tent House.
Eastern Representative—A. E. Campfield.
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MOTORCYCLE RIDERS WANTED

For HELL DRIVERS' SHOW. No Motordrome experience necessary. Also Clowns for Funny Ford and Clown Policeman.

ZEKE SHUMWAY

JOHNNY J. JONES EXPOSITION, Augusta, Ga.

MOTORIZED

Write for Show Folks Plan of Financing.
CHARLIE T. GOSS
Twenty-Two Years in Outdoor Show Business.
Now With
STANDARD CHEVROLET CO.,
E. St. Louis, Ill.

W. A. Hendrix, John Dariano,
J. C. Henderson, Thos. M. Henderson,

Please communicate at once with
BOX 37, care Billboard, St. Louis, Mo.

GOLDEN STATE

(Continued from page 45)

equipment and most of tents and banner fronts are new. Paint job on the 17 trucks and 12 trailers is most attractive. The show has a new light plant, battery of klieg lights and a new 28-foot office wagon, front third for checking and rest a finely furnished office for the manager. Pacific Coast Showmen's Association sent a floral horseshoe and wire of congratulations. Others from whom wires and flowers received were John L. Ragland; Mr. and Mrs. J. R. Krug, of Golden Gate Shows; J. W. Conklin, Conklin's All-Canadian Shows; J. J. Davis, of San Francisco, and Jake Brizendine. Ray Miller, chief electrician, has worked out a very attractive new lighting system and the midway is most brilliantly and colorfully illuminated.

Staff: Will Wright, manager; Phil Williams, general agent; Charles Dodson, press agent; Joe DeMouchelle, special agent; Joe Glacey, legal adjuster; Perry Latham, secretary; Homer Reece, lot superintendent; Ross Copeland, assistant lot man; Ray Miller, chief electrician, and W. H. Bullock, assistant; Pop Hannemeyer, boss carpenter; Russell Jacobs, chief mechanic; Tommy Callahan, master transportation, and J. F. Shaw, billposter.

Shows: Side show, William Hobday, manager; Ed Caler, inside lecturer; Harley Tiffany and Jack Brown on front. Attractions, Mme. Ledell, crystal gazer; Weedin the Great, fire act; Zalbar, strong man; Roy Fulton, human pin cushion; Zona, corkscrew girl; Lydia Weedin, electric chair; Georgiana Fulton, dancer; Sindra, tattooed man; Milda Crake, sword box; Mlle. Flournette, illusions, and Maraibo, pygmy bushman. In Annex is Rumba Follies. Particularly noticeable in this show the indirect lighting system and costumes. The Vampire, Jack Hobday on front; Ethel Tims, tickets; Charles McClain, inside lecturer, and Rohanna as the Vampire. Hickman's Miniature Circus, Milton Hickman, owner; Marie Hickman and Harold Ashwell, inside lecturers; Charles Dodson on the front. This show has numerous carved miniature wagons and cages; domestic small animals and performing white rats. Mystery of Life, Joe Glacey, manager, and Marge Tarvin, tickets. Hi-Ki is the fishman. It is a novel setup with tank and working water pump. Giggle House, Leroi Relyea, manager; Dick Woods, inside man, and Grace Mead, tickets. Deep Sea Exhibit, David Barnett manages and has three octopuses and oddities of the deep. Barnett, lecturer; John McNew, special demonstrator; Cledys McLaughlin, tickets. Majoraha, East Indian magic and illusions; George Fern, manager; Blake McKay, illusion man; Thelma Clives, girl on the rainbow, and Mignon Deselm, tickets. Athletic Show, Dick Kanthe, owner. A most unusual setup. All new top, circus blues and chairs to seat 500; in center, regulation 24-foot ring, with padded floor and specially set in ring posts, electric timer and all new banner line. Ed Lopez, middleweight boxer; Dick Kanthe, wrestler; Rusty Evans (Nebraska Wild Cat), light heavy-weight boxer; Bill Schinkai, wrestler; Young Demetra and Bid Lloyd, wrestlers. Punching bag on ballyhoo platform gets the attention of crowds. Mrs. Cleo Kanthe, tickets.

Rides: Acroplane, Don Radenbaugh, demonstrator and The Billboard man; Mrs. Josephine Radenbaugh, tickets. Eli Wheel, F. H. McCoy, foreman; Thomas Weber, assistant; Martha Staley, tickets. Kiddie Auto, Pop Hannemeyer, foreman, and Pearl Relyea, tickets. Merry-Go-Round, Warner Grimes, foreman; Tom O'Brien, platform man; Mrs. W. R. Miller, tickets. Skooter, 24 cars. Harold Lewis, foreman; Frank Smith and Ralph Burson, assistants, and Mrs. Lucille Boyd, tickets. Loop-o-Plane, Eddie Knickerbocker, foreman, and Estelle Dubois, tickets. The Octopus, Larry Lewis, foreman, and Enid Thomas, tickets. Merry Mixup, W. H. Bullock, foreman, and Madge Kern, tickets.

Concessions: Cookhouse, James Talley, manager; Mrs. E. Talley, cashier; Tom Benadum, chef; Billy Fayley, assistant; Eddie Newell and Mike Bodey, waiters. Candy apples, candy bars and cigars, Mrs. Will Wright, owner; Nell Jacobson, Chick Dolan and Erma Waite, agents. Penny Pitch, Sally Reece. Balloon Dart, Beatrice Lewis and Arnold Webb, agents. Popcorn, Don Abe, agent. Cat Rack, Harry Takai, owner; Bill Burns and Jumbo Nesser, agents. Ham and bacon, Glenn Whitaker and Jim Townsley, agents. Bottle game, Emil Morties and Mike Skvier, agents. Short-Range Lead Gallery, C. W. Heim and Lena Dorsey, agents. Novelty Wheel, J.

T. Vinson and Goldie Vinson; Tom Seaman, agent. Cigaret Wheel, Percy Wheeler; Ad Gormley, agent. Bottle game, Edw. Shuesa and Del Hoover, agents. Long-Range Lead Gallery, Mr. and Mrs. Mel Wiler. Photo strips, R. O. Cajacob, owner, and Mrs. Cajacob, assistant. Bingo, T. O. Lindsey, owner. It is of unique decorative scheme and general layout is along new lines. Mrs. T. O. Lindsey, W. O. Steele, Harry Louis, Eddie Kerchof, agents. Lunch, Ray Morris and Gust Thomas, agents. Candy floss, Bert Richards. Blower, Rod Teal; Ed Delancey and Harry Craven, agents.

This show reviewed March 6 and, according to Will Wright, it scored three big days following opening. Local dailies commented on it as one of wholesome entertainment and mentioned the fact that all employees of rides and others were in clean uniforms.

Joe DeMouchelle has the banners and had every major riding device covered. Guests noted: Mr. and Mrs. Whitey Perry, retired troupers, now in business in San Diego; Mr. and Mrs. Eddie Sherman, Sam Jones, Mrs. Ed Devoll visited from the East.

GENTRY LAW

(Continued from page 45)

outdoor amusement and concession operators should enjoy a successful season in this State.

Now that this hard but successful fight in which The Billboard has participated has been won, it is up to the interests concerned to profit by the fruits of those who labored in their behalf in a manner characteristic of the true showman and legitimate concessioner.

Commenting on the results, Attorney Albert Neuerburg, of this city, said: "The outdoor amusement industry and concession operators should prepare themselves and be in a position to resist the enactment of laws that are detrimental to their interests, as bills of this kind are introduced at every session of the Legislature. This certainly will be necessary in the future. The reprints of the article which appeared in The Billboard issue March 3, 1935, showing that millions of dollars are spent annually by carnivals for food alone in season can be used effectively in stating the position of the outdoor amusement interests in the business world."

BILL H. HAMES

(Continued from page 45)

vised all work. His staff includes Theo Ledel, assistant manager; C. R. Fulton, agent; Bob Neely, general mechanic and lot man; Wiley Cox, caterpillar tractor; Jimmy Ladd, trainmaster; Arthur James, in charge of all ticket boxes, and C. C. Allen, concession manager.

Fred Bonds is in charge of the freak animal show; Arthur James, Crazy County Jail; J. C. Wilson has cookhouse and three grab stands. Lane has the Ha-Cha girl show and is on front. Mr. and Mrs. Theo Ledel have corn games, both stock and ham and bacon. H. B. Buchanan, cigaret shooting gallery. D. E. Pence, Miss America Show, while his brother, E. J. Pence, has Crime Show. Tex Tate, string game, assisted by George Lick.

T. J. Tidwell brought the Octopus ride here for this date. Blackie Barnes is foreman of Ridee-O; Jesse Murray, Dodgem; Holland, Lindy Loop; Roy Arnold, Caterpillar; Smitty, Octopus; Nub Fry, Twin Eli Wheels; Bert Barber, baby rides. Doc Morrison, athletic director, is here with the show.

Visitors prior to opening included H. P. McAllister, who was with Olin Thornton at the Fort Worth Frontier Centennial last summer, and A. A. Riggs, off the Beckmann & Gerety Show.

GRUBERG MEETS

(Continued from page 45)

formed a reporter of The Billboard that Morris is at present busy between quarters and his home city, Washington, D. C., but that he would soon return to quarters to remain until the opening of the season scheduled for early in April.

In reporting on winter quarters matters, Gruberg said that General Agent Edward P. Rahn had been confining his activities to booking still dates and celebrations and that he had been most successful. Whitey Hewitt is general superintendent in charge of all work and has at the present time quite a large crew employed. He will add more people as the demands require. J. A. Montague is building a new girl revue. Del Crouch will have full charge of the motordrome. Frank Rupp and Bill Wright are conditioning all rides under

ATTENTION! CARNIVALS AND TENT SHOWS AGAIN GLOBE OFFERS THE GREATEST VALUE IN DATE SETS

Why Pay More When You Can Get Assorted Beautiful PICTORIAL PAPER With Your Dates

- \$10.00 SETS: 50 14x22 Pictorial Window Cards. 4 Colors Dated. 50 One-Sheet Dates (28x41). 25 14x42 Dated Streamers. 10 Beautiful Pictorial One-Sheet Flats. 10 Beautiful Pictorial One-Sheet Uprights. Both 4 Colors. Your Own Engraved Name Slug on All Date Sheets FREE.

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SEND FOR SAMPLES WIRE OR WRITE TODAY ONE DAY SERVICE. CHICAGO 633 PLYMOUTH COURT GLOBE POSTER CORP. ST. LOUIS 2300 LOCUST STREET ASK THE SHOWS THAT USE THEM

RIDEE-O RIDE 1937 Models more attractive, more profitable than ever. The ride that has made good on dozens of Midways the World over. For Big, Sure Profits Get Details Now. North Tonawanda, N. Y. SPILLMAN ENGINEERING CORP., Two Sizes—12-Car, 18-Car. For Commercial and Portable Use.

FLASH - DASH - CASH, are combined in the 1937 TILT-A-WHIRL Dazzling Beauty—Quick Portability—Real Money-Getting Power. FOR PARTICULARS WRITE SELLNER MFG. CO., Faribault, Minn.

ALLAN HERSCHELL CO. 1937 DE LUXE KIDDIE AUTO RIDES MORE THAN 120 SATISFIED OWNERS. "Made in three different sizes, for 1937. Model 'A' De Luxe 10-Car, seating 14 children, sells for \$1,295.00 F. O. B. North Tonawanda. Model 'B' De Luxe 8-Car, seating 12 children, sells for \$1,095.00 F. O. B. North Tonawanda." Special 20-Car Model for \$2,150.00 furnished on special order. Also Manufacturers of Blue Goose Kiddie Ride. ALLAN HERSCHELL CO., Inc. NORTH TONAWANDA, N. Y.

Wanted by DAILEY BROS. SHOWS OPENING APRIL 3 IN THE HEART OF LEAD AND ZINC MINING. EVERYONE EMPLOYED AT GOOD WAGES. WE OWN SEVEN RIDES AND EIGHT SHOWS.

WANT Foreman and Second Man for Lindy-Loop, Merry-Go-Round and Chair-o-Plane, Ride Help on all Rides. Lot Superintendent or Truck Mechanic capable of keeping Trucks up and moving. WANT Cook House, High Dive or other Sensational Act (state lowest salary), Man and Wife for Wax Show. Will furnish outfits to any Showman having anything worth while. CAN USE 10-in-1. Address Winter Quarters, Galena, Kan. P. S.—FOR SALE: One 10 K. W. Light Plant with Studebaker Motor, \$125.00; one 8 K. W. Generator, \$50.00. Fair Secretaries North and South wanting a good, clean, up-to-date Show, write us for open time.

SIBLEY RETURNS— (Continued from page 45) some years ago in several amusement ventures in South and Central America. Prior to which he had appeared as an independent showman on many of the leading carnivals. His present affiliation marks his return to the carnival fold after a long absence.

their supervision and have their department going at top speed. Max Gruberg announced that his press agent would take up his regular duties a few weeks prior to opening and that all indications point to a long, hard season's work for those interested in the success of Gruberg's World's Exposition Shows and we are still in business, Max Gruberg said.

Midway Confab

By THE MIXER

WE NOW have the Blue Light Shows.

Swift. Now he is hep to the old gag, "Virginia" ham.

WONDER whatever became of the Mohawk Valley and Gold Seal shows.

FREDDIE MYERS is handling publicity for Cumberland Valley Shows.

WHATEVER became of Hyla F. Maynes?

WHATEVER became of the "Prince" of Miami (Fla.) boom days?

DUFOUR AND ROGERS CARNIVAL. When?

LARGE & LANE SHOWS lists its staff as H. P. Large, manager, and C. E. Lane, secretary-treasurer.

WHATEVER became of Walter D. Nealand and Floyd Newell, those two wandering press agents?

R. M. BLAIR letters from Toronto that he has just returned from a seven years' tour of the West Indies.

C. D. CLARK, of Spencer & Clark Exposition Shows, letters from Brookville, Pa.: "Have not joined the Winters Exposition Shows and never will. B. L. Decker has signed contract with me."

ALFRED KUNZ JR. cards from Eau Claire, Wis.: "Last season secretary L. J. Heth Shows, but am leaving show business to become district manager in this section for *The Minneapolis Journal*."

IF THINGS keep going on as they are there will be nobody in the world except prominent people.—Wadley Tif.

CHARLEY WILLIAMS once had a show called Sako or something like that. But he finally left the carnival flat and became a fair manager in Anderson, Ind. Did he make good? He did.

HARRY BELL (Cyclone) cards from Hot Springs, Ark., that he has been playing the ponies with some success and that he will have an Athletic Show on an Eastern carnival.

KATHLEEN RIEBE, one of the board of governors of the Missouri Show Women's Club, letters from St. Louis to thank *The Billboard* for a recent story of that club's activities.

THIS is the season that should see the development of a better class of talkers, a much-needed class of talent around carnivals.

WHEELS Park Special
 30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers. Special Price,
\$12.00

BINGO GAME
 75-Player, complete, \$5.25. Including Tax.

Send for our new 1936 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confectionery, 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.

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All Readings Complete for 1937.
 Single Sheets, 8 1/2 x 14. Typewritten. Per M. \$5.00
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 Samples of the 4 Readings, Four for 25c.
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NEW DREAM BOOK
 120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound. Samples, 25c.
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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.

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 Instant delivery. Send for Wholesale Prices.

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 With Full 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 140-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c. None free.
NELSON ENTERPRISES
 198 S. Third Street, Columbus, O.

It takes 30 TON PRESSURE



to emboss the Lord's Prayer on a Penny. Fancy toys or meatgrinders can't stand up. Buy a proven, guaranteed product. (Feeds 5 times faster.) Send 10c for sample Penny and facts to
BLUE DOT STAMP CO.
 Established 1928.
 124 E. Larned St., DETROIT, MICH.

At Last! The Perfect **PADDLE WHEEL!**
 Made with such scientific precision that you are at all times guaranteed a perfect average. You can work as low as 10% profit and still make money. Each wheel is made special to order—balanced to 1/100 of an ounce. Made of special eleven-ply wood.
 Experienced wheel operators will appreciate the value of this new device. Perfection makes all types of controls unnecessary. Write for information.
A. ATLAS
 1450 B'dway, Room 2010, New York City.

SOL'S LIBERTY SHOWS, INC.
 Now Booking for 1937 Season
 Address, CARUTHERSVILLE, MO.

Best Pop Corn Quality
 Write us now and we will place your name on our Mailing List. Give your permanent address. We offer this year a new Improved South American Yellow Pop Corn. Also Standard Varieties, Supplies. Electric Poppers, \$35 to \$160.
INDIANA POP CORN CO., Muncie, Ind.

COREY GREATER SHOWS
 WANTED FOR TWO UNITS: Ferris Wheel, Loop-O-Plane, Kiddie Rides, Flat Rides, Shows, Freaks, Acts and Talker for New Side Show; Geek, Fat Girl, Half and Half, Free Acts, Wheels, Ball Games and Grind Stores of all kinds. Can place A-1 Contest and Banner Man now.
 Address P. O. BOX 918, Johnstown, Pa.

Help Wanted
 Capable Man who knows and can handle 12-Car Ride-O. Address
R. C. LEE
 Box 1219, Hendersonville, N. C.



BERTHA (GYP) McDANIEL, operator of Arcade and Rocky Road to Dublin on the Johnny J. Jones Exposition, is supervising work on her attractions in the Augusta (Ga.) winter quarters. A courageous trouser, the widow of D. C. McDaniel, who passed away in October, 1933, she assumed management of his Rocky Road and has carried on with it, now said to be the only one of its kind on the road.

WHO HAS the tobacco sauce concession and on what carnival?—Soapy Glue.

WALTER B. FOX is reported to be one of the busiest men in Memphis, assisting in launching the season for Wallace Bros.' Shows.

CAPTAIN JIM MOORE played the part of technical adviser in the motion picture *The Plainsman*, which story was written by Courtney Ryley Cooper.

R. M. TAGGART cards from Mount Hope, W. Va.: "Will have an eight-piece white band on the Crystal Exposition Shows."

LOOKS like the old-time Crystal Maze will stage a comeback.

GEORGE KINGSLEY letters from Massena, N. Y., that he has signed with the O. J. Bach Shows as Merry-Go-Round foreman.

WE ARE the proud owners of a new Covered Wagon trailer and are with the Dixie Exposition Shows, Mr. and Mrs. Joe Hampton card from Magazine, Ala.

CHARLES DODSON, press agent for Golden State Shows, was for a long time one of the star talkers at Coney Island, N. Y. He also has appeared as an actor in many big theatrical road shows.

IF ALL get off as nicely as those that opened on the Pacific Coast all will be well.

BEN H. VOORHEIS says he has discovered while in Norfolk that most of the "Virginia" ham comes from Armour or



RAYNELL, of the Royal American Shows, a progressive show woman who presents one of the outstanding units on that organization.

HERMAN B. TRIBUE cards from Kansas City: "Am managing a cafe in a night club. Will leave soon to start the season with Marks Shows in Richmond, Va."

H. A. ANFENGER and Arthur Hoffman—Show business wants to know how the big new whale show is doing and its route. Guess you will play the Canadian National Exhibition, Toronto.

JACK SMITH, cookhouse man, letters from Diamond, O., that he will stay in quarters until the Ohio fairs start and that he has opened a night club at Lake Milton.

FRANK ZORDA cards from Philadelphia: "Closed a successful season with Miller's Museum. Now playing around this city and business is good. Will have the side show on Bantly Shows."

NEW AUSPICES: An aviation club in a certain city wants to book a carnival to get money to build an airport. The late Johnny J. Jones once played his carnival in a town to help get money for its town clock. So it seems that there are various auspices that might be discovered by alert general agents.

BILL ZINK, press agent Broadway Shows of America, letters his thanks for co-operation received from *The Billboard* in behalf of the shows from Covington, Ky.

IN ANY line of business just a teeny-weensy little bit of common sense will many times solve a supposedly perplexing problem.

B. H. DAVIDSON cards from Del Ray Beach, Fla.: "Wife and myself have enjoyed our stay in Florida all winter. Have a new Chevrolet and Schultzy housecar. Will have some concessions with Sam Lawrence Shows."

MRS. PAULINE LENNON letters that while under a palm tree with the Royal Palm Shows, in sunny Florida last week, she bid good-by to Bertha Womack in Melbourne before she left to join Dodson's Shows.

E. R. BRUER letters from Fort Worth, Tex.: "Mrs. Sid Fuller, of the Tidwell Shows, who recently underwent an operation at St. Paul's Hospital, Dallas, is improving and would like to hear from friends."

TOO MUCH: A fellow wrote in for the route of a big carnival for the next three months.

DOC WADDELL letters from Chilli-cothe, O.: "My dear W. J. H., will endeavor to do my part in making your column better than ever. I wish you every good thing. Love—GOOD THOT—Prayer."

BOBBY HOUSSELS cards from Conway, Ark.: "Been working medicine in this State all winter. Business fair. Have formed partnership with Ed Staley and will have two shows playing independent in Iowa this summer."

F. A. CHLSBIS cards from Champaign, Ill.: "Am contemplating organizing a carnival in Nakomis, Ill., about May 1." Readers: Have you ever heard of All-State Shows or Great Circle Shows?—The Mixer.

THE "DOUBLE DUTY" BIG ELI



In the Park or on the Midway, the "Old Reliable" No. 12 BIG ELI Wheel is always a money-getter. It stands higher than all Midway attractions, and in the Amusement Park compares well with the tallest rides. Put your money in a BIG ELI for the best returns on your investment.
ELI BRIDGE COMPANY
 Builders of Dependable Products.
 800 Case Avenue, JACKSONVILLE, ILL.

THE NEW CHAIRPLANE



The Latest Invention. The Most Sensational Ride Out for Parks, Fairs and Carnivals. Portable and Stationary. Write today and let us tell you all about it. Weight 6,500 lbs.
SMITH & SMITH, Springville, Erie Co., New York.

POPCORN
 SPANISH, SOUTH AMERICAN, JAP. ANESE, BABY GOLDEN, ETC., ALSO GLASSINE BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, ETC.
 A Penny Postal Card to us will bring you our 16-page Descriptive Booklet Price List of Popcorn Supplies.

PRUNTY SEED & GRAIN CO.
 16 S. FIRST STREET, ST. LOUIS, MO.
 "Over Sixty Years Distributing Popcorn."

HUBERT'S MUSEUM Inc.
 228 W. 42d Street, NEW YORK CITY.
 Open All Year Round.
 Want Freaks and Novelty Acts of merit at all times.
SCHORK & SCHAFFER.

JAMES CORBITT cards from Nashville, Tenn.: "Mr. and Mrs. C. C. Gordon, frozen-custard concessioners, are the proud parents of an 8½-pound daughter. They were with the J. J. Page Shows."

GOOD independent shows are needed and can find plenty of good booking. There are enough of the "Wallapus" kind.

MOE C. EBERSTEIN letters from Key West, Fla., that he is still interested in the Tanagra illusion and wants to know how the thing is done. Moe is with the Krause Greater Shows, now playing Miami.

BEN H. VOORHEIS, press agent Strates Shows, letters from Norfolk, Va., that it is a nice show to be around. Ben H. has the happy faculty for picking out good shows to be with and this is something to think about.

GOOD GOODNESS! Owners of some lots can be made auspices. Ever think of this, Mr. Carnival Manager?

ROSE KRESS letters from Washington, D. C.: "Booked my ball game with World of Mirth Shows. It will be one of the flashiest of its kind on the road. Bought a new living trailer from York, Pa., and it's right up to the minute."

LOUIS-LOUISE LOGSDON cards from Denham Springs, La.: "Will be the annex attraction in Billy Wilson's Side Show on the John R. Ward Shows. I will again be under the management of Bob Sickels. He and I purchased a new living trailer from Ward."

FRANK WINCHELL letters from Tampa: "Thanks a million times for all the things *The Billboard* has said about me. Since marrying I think Walter Davis plans to remain in St. Petersburg, Fla. However, he may feel the itch and go out and press agent some carnival."

GAYLORD WHITE, press agent World of Mirth Shows, can write dandy copy for the press.

FOSTER BELL, press agent last season with Strates Shows, was a *The Billboard* caller last week. He stated that he handled all the one-nighters for the Dave Apollon vaudeville unit in the South and that he will probably go with a carnival.

BILLIE WINTERS cards from Paducah, Ky.: "Irene Ferrill and myself have signed with Carroll Miller's Side Show with the O. J. Bach Carnival. I will be the talker and Irene will work the annex. Will leave here in April for New York State to open the season."

ROYAL AMERICAN SHOWS promise some more surprises when they open their regular season at Jacksonville, Fla. Carl J. Sedlmayr can certainly act quick when the occasion requires. Credit Jack Dads-well for not trying to press agent *The Billboard*. He is a newsman.

THE EYES of the carnival world are set on E. Lawrence Phillips, Walter A. White and James C. Simpson, of the New Johnny J. Jones Exposition.

WALTER COX letters from Miami: "Bought plenty of dog biscuits this winter at the Miami Beach track. I also worked concessions there. Will join the McWethys' corn game in April again until June when their son gets out of school."

JACK CHANDLER letters from Vancouver, B. C.: "Been in the business for 30 years. Am now running a snake show and giving lectures on snakes and am doing okeh in this neck of the woods. Wish *The Billboard* all the luck in the wide world."

BEVERLY WHITE cards from Chicago: "Orville W. Hennies, of Hennies Bros.' Shows, heard so much about spring weather in Chicago that he came in from Shreveport, La., to book some of it for late fall use. He found all taxis on a strike, said harsh things about such a town and went on his way."

TONY SCRUGGS cards from Saginaw, Mich.: "Presented Mrs. Scruggs with a new de luxe Spartan house trailer for a birthday present and bought myself a Packard sedan. Worked this winter for the Wilcox Rich Corporation, this making the second time there."

IF something "new" is needed it might be well to revive the spectacular illusion shows, *Darkness and Dawn, Night and Morning and The Fatal Wedding*, as they were titled.

LEW MARCUSE, of the Imperial Shows, is in their spring quarters in Indianapolis, Ind. He letters his best wishes to Chas. C. Blue and hopes he is feeling okeh and is back on the job. Last reports were that Blue had left a hospital in Covington, Ky., and returned to him home in Ludlow.

MRS. BILL STARKEY cards from Cleveland: "Been in the hospital since coming north in December but am coming along fine and hope to be ready for opening of the season in April. Bill has pop corn and candy floss and has been on various carnivals. Would like to hear from friends south."

F. W. PAULI letters from Cairo, Ill.: "Will join Stanley Bros.' Shows as electrician and lot superintendent. Held same positions last season with Pan-American Shows. Was seven seasons with Krause Greater Shows. I will also have some concessions and will transport them on special-built equipment."

MR. AND MRS. RAY BALZER letter from Savannah, Ga.: "Leaving Dodson's World Fair Shows after 10 seasons of the most pleasant business relations. Ray joined the staff of the Mighty Sheesley Midway as legal adjuster. Would like *The Billboard* to inform our friends in the outdoor show world of this change. Many thanks."

THERE SHOULD BE NO LETUP: Remember the 25th Anniversary Silver Jubilee of the Showmen's League of America will be held this year. All in show business are invited.

GEORGE DIXON and G. E. Eagleston—How is the monkey business? All were



THREE LITTLE TROUPERS: Arthur, Cornelia and Louise Gries, children of Sylvia and Roy Gries, concessioners. The family were with Mae Bistany's Eureka, Max Gruber's World's Exposition, Coleman Bros. and Art Lewis shows, last season at fairs. These kids are strictly for it and enjoy *The Billboard* as their official publication.

sorry to learn of the accident in Florida. The story goes that the truck turned over en route to Fort Myers and that a gorilla, four baboons and a flock of monkeys went all over the swamp ditch. However, it appears that all is okeh with that show now.

BILL STARKEY cards from Cleveland: "Since last writing Mrs. Bill Starkey has been forced back to the hospital to undergo another operation. Sure looks bad for opening of the season, as we are booked with J. Harry Six Shows to open April 19. Mrs. Starkey will appreciate hearing from friends at Lakeside Hospital."

DOLLY DIMPLES GEYER letters from Augusta, Ga.: "Husband, Frank Geyer; Buddy Rush and myself are here in the Johnny J. Jones Exposition quarters and are booked for the season with the fat people show. It will be a beautiful frameup and we are certainly pleased at the wonderful front the show is building for us. We enjoyed our winter stay in Orlando, Fla."

MR. AND MRS. ROY WILLIAMS letter from East Liverpool, O.: "Will be with the Arena Shows with cookhouse, all new equipment, and will also have candy apples and ice cream. Roy Williams will be the show's electrician. John Brown, Mrs. Williams' son, will be griddle man. Morrison and Mrs. Deitz, owners of the shows, look for a good season."

WAS JUST watching some of those clean concessioners work. They "clean" every sucker that sticks his nose in a game.—Tilly Few Clothes.

WILL WRIGHT, general manager Golden State Shows, letters from San Diego, Calif.: "Our *The Billboard* representative has already sent in the order for *The Billboards*, which will be continued thruout the season, with an increased order I hope. Glad to report that we had ideal weather for our opening here and did very nice business."

W. R. HARRIS, owner and manager Model Exposition Shows, letters from St. Petersburg, Fla.: "I think I have learned something from my long years of experience in show business. Have worked in all departments. Sorry I did not get a chance to visit *The Billboard* while in its section of the country some time ago. I am afraid of water and sure did see plenty of it when near Cincinnati."

JACK LEE cards from New Madrid, Mo.: "The wife, daughter Jean, myself and Mrs. Reading had the scales concession on the John Cunningham Shows last season. Are here working scales on Saturdays. Business fair. Planning to go out with Great Superior Shows. Ralph Wade and wife are here with their picture outfit and are going with the same show."

RAYMOND B. DEAN, the press agent, who spent part of last season with Sol's Liberty Shows, is this season on the press staff of Cole Bros.-Clyde Beatty Circus. He made the advance for this circus' New York engagement and is on record as having done a truly wonderful job in the matter of newspaper publicity. Charles A. Lomas reports him as looking fine and in good spirits and health.

J. W. CONKLIN refers to Fred Beckmann as the Grand Old Man of show business. Conklin is not alone in his estimation of the character of the first half of the Beckmann & Cerety Shows.

B. H. MARTIN letters from La Habra, Calif.: "Martin's United Shows opened the season in Bellflower, Calif. A brand-new carnival featuring one of the largest Eli Wheels on the Pacific Coast, illuminated with 380 lights. Also had six other rides, shows and concessions. No auspices but on opening day a large crowd attended and spent well for this time of the year. At La Habra had wonderful crowds and good weather."

MAX GRUBERG letters from Philadelphia: "Going to have an awfully big show and this is not just carnival talk either. Inclosing a writeup and wish to see it in *The Billboard*. Have not had a story in for so long that people are saying that I am going out of business, which is not true. J. B. Mannheim, my press agent, will send in other stories when he is on the regular job. Many thanks."

DOC WADDELL says: "Earl Kedash is a most proficient member of the Chillicothe (O.) fire department and with his brother, Claud, they own and operate the world-known Kedash honey farm, near Chillicothe. In days gone by they were concession boys. . . . Bud Applegate, former carnival electrician, is now boss of a department in the Wheeling Steel Corporation's plant at New Boston, O."

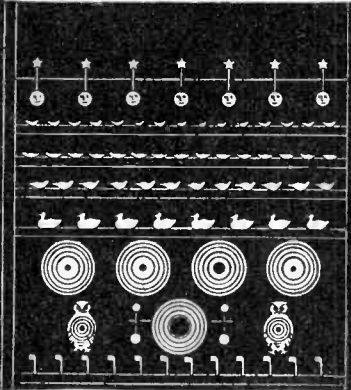
LOOKS LIKE a trend: A prominent auspices in quite a large city write: "We want a good, big, clean carnival that will be an honor for us to have in our city—not a small outfit that will want to cheat and gamble. We want shows and not too many concessions."

C. I. LEVIN, of the Midwest Merchandise Company, Kansas City, Mo., reports: "E. Slim Johnson, part owner of the company, has gone south for a three weeks' sales tour. He will contact all the carnivals and circuses now on tour in that section of the country. Levin, buyer for the firm, recently returned from New York and predicts that all carnival merchandise will advance in price, possibly within the coming six months, but for the present prices will about level those of 1936."

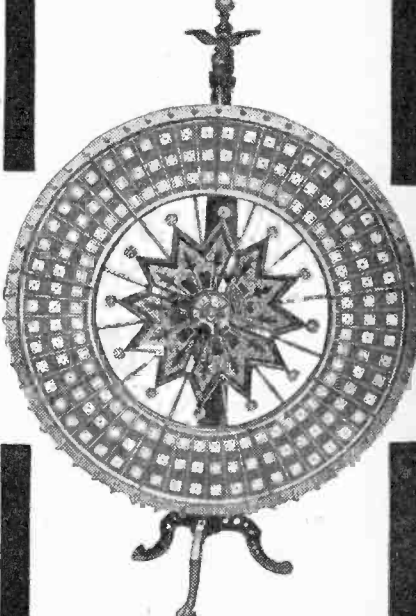
B. M. MCCARTHY letters from Grand Rapids, Mich.: "Ann Johnston will manage and emcee 'Show Boat' show for L. J. Landes, of the Landes Shows, who will open his season in Kansas. She was the 'mama' of the famous 'Bozo,' the roller-skating goose, that died. A notice of its death was published in *The Billboard* January 6, 1934, on page 4. 'No goose—no contract.' She has had four

EVANS

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Rely on Evans 44 Years' Experience for the Best Amusement Equipment.



SHOOTING GALLERIES
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Complete line of Shooting Galleries, Supplies for All Makes.



EVANS DICE WHEEL
One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, handsomely plated and polished. Write for Prices.

PADDLE WHEELS \$7.50 up
of All Kinds

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Evans' latest **PARK and CARNIVAL** Catalog contains a Complete Line of Amusement Equipment for Parks, Beaches, Fairs, Carnivals, Picnics, Homecomings, etc. All kinds of Wheels, Shooting Galleries, Sets, Creepers, Grind Stoves, P. O. Cases, Parts and Supplies—in fact, everything for the Midway. This 80-page, fully illustrated Catalog is yours for the asking.

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POSTERS - CARDS



AS COLORFUL AS A PARADE . . . DONALDSON POSTERS

The brilliant coloring of Donaldson's new designs warms the cockles of a showman's heart and makes the tokens tinkle at the gate. Donaldson Posters, Cards and "Dates" are the latest in lithos . . . all sizes . . . ready for immediate delivery. And we mean IMMEDIATE delivery. Write . . .

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DIVISION OF THE UNITED STATES PRINTING & LITHOGRAPH CO.
NORWOOD, CINCINNATI, OHIO

FOURTH ANNUAL Gigantic Theatrical Night

Produced and Staged by

The SHOWMEN'S LEAGUE of AMERICA

— COLLEGE INN, HOTEL SHERMAN, CHICAGO —

MONDAY, APRIL 5th

7 P.M. Till Dawn

TICKETS \$2.50 Per Person

(Includes Dinner)

COLLEGE INN SHOW

plus

Many Headline Acts

Entire Proceeds for American Hospital.

Tickets on Sale at Showmen's League, 165 West Madison Street, Chicago.

GET TICKETS NOW BEFORE YOU ARE TOO LATE.

LAST CALL — The Great Superior Shows — LAST CALL

will positively open Saturday, March 20th, Jonesboro, Ark.

DOWNTOWN LOCATION, OFF BUSINESS SECTION.

WANTED FOR SEASON—Special inducements for one more Flat Ride. What Have You? WANT Mechanical and Illusion Shows, Crime Show.

Will sell X on Diggers, Frozen Custard, American Palmistry, Cotton Candy, or any Concession we do not have. WANT Chorus Girls and Musicians for Minstrel Show. Acts to feature in Circus Side Show. WANT Man to handle Caramel Corn and Candy Apple Concession. Bill Collins get in touch with Clayton here. Address all mail to

GREAT SUPERIOR SHOWS, 412 Jackson Street, Jonesboro, Ark.

GREATER AMERICAN SHOWS

OPENING MARCH 24 — NORTH LITTLE ROCK, ARK.

WANT GENERAL AGENT WHO KNOWS MISSOURI, IOWA, ILLINOIS, INDIANA AND MICHIGAN. TOP SALARY TO RIGHT MAN.

CONCESSIONS—Ball Game Girls, Grind Store Agents, who know how to grind.

SHOWS—Musicians and Comedians for Minstrel. Freaks and Attractions for Pit Show. Illusion Help. Good Opening for "Geek" Show. Will book Money-Getting Shows or Rides.

FAIR SECRETARIES—Have Few Open Dates.

Address: GREATER AMERICAN SHOWS, North Little Rock, Ark.

ATTENTION

Carnival Owners—Concessionaries

FOR SALE

TWO COMPLETE BUCKLEY DIGGER OUTFITS

FOR CASH ONLY.

OUTFIT No. 1 consists of one 1935 Chevrolet Truck, Panel Body. 8 Buckley Diggers, top and frame—everything complete. PRICE, \$900.00. This is a STEAL.

OUTFIT No. 2 consists of 10 Buckley Diggers, Chevrolet Truck with special built body. Drive on lot you are ready to operate. This outfit cost \$2,700.00. Will Sell for \$1,000.00 cash. Wire or Write

PLAYLAND AMUSEMENT CO., 610 Ninth Street, N. W., Washington, D. C.

WANT ROGERS GREATER SHOWS WANT

OPENING MARCH 27TH, NASHVILLE, TENN.

WILL BOOK Flat Ride and Kiddie Auto Ride, Circus Side-Show Acts, Colored Revue and Minstrel People, real good Hawaiian Troupe, real Athletic Showman to take charge of new Athletic Outfit. Must have real Boxers and Wrestlers. Always book real Shows and Showmen. Concessions all open. Prepay all wires.

H. V. ROGERS, Mgr., care Rogers Greater Shows, 814 Clark Place, Nashville, Tenn.

ADVERTISE IN THE BILLBOARD — YOU'LL BE
SATISFIED WITH RESULTS

other trained geese but she says there was one goose like Bozo. Ann has been in dramatic and musical comedy shows."

FOOD for the hungry. Work for all. Monuments to the living. I am also for the mass production of brains.—Wadley Tif.

E. L. MCKENZIE, of the Mighty Sheesley Midway, stopped off in Cincinnati and called on *The Billboard* last week, en route from Lexington, Ky., to Charlotte, N. C. Mrs. McKenzie was former press agent with Sheesley.

RAYNELL, of the Royal American Shows, letters from Tampa: "I have a beautiful new show this season, better than ever, 30 people. The only records I have to break are my own and I hope to establish one this season that will never be beaten. Am going to put on a new No. 2 show and it will be the only one of its kind under canvas and I really believe it will be a sensation in the outdoor show field. The title is a secret. Will spring it at Jacksonville in April, that is why I have not given it a name yet."

SAMMY SWAIN letters from Winston-Salem, N. C.: "Mrs. Marie Murray says she will be with one of the big ones after being off the road for the last two years. Wilbur Peoples left for Augusta, Ga. I will be with the Modern Noah's Ark Company and will have two concessions with Cetlin & Wilson Shows with my brother, Walter B. Swain. This is my first writeup to *The Billboard* in 15 years. Many thanks if it is printed. This was a live place this past winter and plenty of cutting up between showfolk."

ROBERT HUGHEY, of Hughey Bros.' Shows, cards from Columbus, Ga.: "Here is a question for Soapy Glue or Tillie Few Clothes, but don't know which one can answer it. The question: If all the carnivals have the number of fairs contracted they claim to have, how many new fairs will have to be organized this year? Hope one of these two scribes can help out on this perplexing problem."

L. B. (BARNEY) LAMB letters from Key West, Fla.: "It is getting close to the time we are all looking for. Been with Krause Greater Shows all winter and did very good. Booked my side show and a couple of other attractions with the Art Lewis Shows for the regular season. Was with P. E. Gooding for five years and we part on the best of terms. The side show this season will be second to none and the best I have ever presented. One of the shows is a new idea and will be an experiment, while the other will be an old idea with new settings. Regards to Chas. C. Blue."

BOBBY KORK letters from Cadis, Pa.: "Just because I have not written lately is no sign that I have been missing any copies of *The Billboard*. Would be lost without it. Been filling night club dates in Binghamton, N. Y. All packed to leave for Greenville, S. C., to join Johnny Tinsley for my third consecutive season as secretary and press agent and will operate my individual show on the Tinsley midway. Season opens April 1. Hope it will not be "All Fools' Day" but a grand and glorious opening. R. F. McLendon is kept busy looking over territory."

T. W. KELLY, side-show manager World of Mirth Shows, letters from Sarasota, Fla.: "Had a very good season in 1936 and have been here since November fishing and taking things easy. Ordered a new trailer from the Covered Wagon Company, four inches higher than the regular stock trailer. Expect delivery soon and we will then leave for Richmond, Va. Mrs. Kelly received a wire from Cedar Rapids, Ia., that her mother was very sick. She arrived there and wired that she was still alive, but very little hope for her recovery. Mrs. Kelly expects to join me in Richmond upon my arrival there. *The Mizer* wrote me up as having a black and white cartoon front on the Pat Show. For the past two years have had this on the side show and they were a flash. Spent a lot of money on the side show last year. The front is 22 feet high, with a chrome sign 3 feet wide the full length of the show, 186 feet. The sign reads: "The world's largest collection of human oddities." There was a real show behind it." T. W. is not bragging. Just stating facts regarding his shows. Would more were like this real showman."

SID SIDENBERG cards from Athens, Tenn.: "One for the museums: On display here is

Beverly White Goes Back And Looks Forward

History repeats itself.

That is an old adage, and if it needs any proof to showmen we need but refer to two colossal events in the world of showdom. The first was the World's Columbian Exposition—the World's Fair of 1893—and the Century of Progress, the World's Fair of 1933.

They depended to a more or less extent on history. Improving on historical things, they established historical things. They gave an impetus to showdom that it surely needed. For nearly 40 years showdom labored along on lines more or less common to the fair of 1893. That exposition brought out one of the greatest assets show business has even known; one that has made millions happy and yet in its inception was a loss to its makers.

This is the Ferris Wheel.

While the massive wheel was not transportable, it gave inspiration to manufacturer and mechanic alike and furnished the model for one of the most popular rides ever in showdom.

Like its predecessor, the exposition of 1933-'34 brought out new things that at once became superbly magnetic to showmen. While it did not develop any riding device that counts to become permanent in portable showdom, it certainly gave great impetus to two things now uppermost in the minds of show builders and purveyors to the American amusement palate. These are neon light and the streamline design.

Both are attractive to the fascinating degree and take their place as the piece de resistance on the average midway, each showman trying to outdo his brothers in the grandeur of display.

one of the cleverest arrangements I have seen in years in the museum field. It is a traveling show on a tractor-trailer combination, 54 feet over all. It is owned by John D. Lippy Jr., well-known magician of Washington, D. C., and is operated under the direction of Roy Coleman. The car contains relics, stamp collection and other items of general public interest. It attracts attention every place it stops. Lights for the museum department are attached to a public utility. It is parked on a busy corner. The sign reads 'The World Wonder Car.' It is making money."

RODNEY KRAIL letters from Strates Shows, Norfolk, Va.: "Don't know if you know what it means to some of us to be included among those to be remembered. I have watched that item in Midway Confab for a long time and wondered if anyone would nominate me among the celebrities or elect. Want to tell that seeing my name in there with my good friends was pleasing. No one has ever told how Irene Lachman stayed up two weeks, night and day, in the sleepers on the Con T. Kennedy Shows in Kansas City in 1918 and saved 22 people in their berths with nursing, whisky and quinine. All of them got well. I know a lot more of wonderful things our people have done that is not known to the general public. I saw J. George Loos get \$600 at the cookhouse in 10 minutes for the Reed Shows when in distress and business was tough. You can get my way of looking at showfolk from my training and background with H. (Tubby) Snyder, S. W. Brundage, Con T. Kennedy, C. A. Wortham; Max M. Klass, my old partner; Charles G. Kilpatrick, George Harmon, Babe Brown, D. C. McDaniel, Ned Stoughton and a host of others. I want the world to know that there is no business or profession that can boast of a greater percentage of real fine men and women than our people, my people, carnival people. I have tried them out. My slogan is 'No ifs, ands or buts. Can and will do.' Was with Conklin's All-Canadian Shows last season. He is a wonderful guy. Tell The Onion that I have a female chimpanzee that refuses to recognize companionship with men unless they are bald-headed." Krail has a wild animal show and he does not use loudspeakers and is for Ben Voorheis and Billy Breese.

BARKER SHOWS and CARNIVAL

Opening on Streets, April 3,
CHARLESTON, MO.

PLACE Producer and People for Minstrel Show. One more Grind Show, Bowling Alley, Scales, Lead Gallery and few other Concessions open. Illinois route booked. MRS. STELLA BARKER.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, March 13.—March 11 meeting was well attended. President J. C. McCaffery presided. Seated with him were First Vice-President Joe Rogers, Second Vice-President Frank P. Duffield, Secretary Joe Streibich and Past President C. R. Fisher.

Membership committee presented application for reinstatement from F. E. Gottner, credited to Brother Fred Kressmann.

Relief committee reported that Brother Harry Coddington's condition is greatly improved. Brother Colonel Owens is still confined to his home, however.

Chaplain Charles G. Driver asked for silent prayer for our departed Brother J. Alex Sloan, who passed away after a short illness. Remains were cremated and taken to St. Paul for burial. Thus another beloved brother has passed into the Great Beyond.

Spring benefit committee is hard at work and reports satisfactory results to date. President McCaffery presented an interesting discourse on the affair and urged full co-operation by all members. Brother Walter F. Driver advised that reservations are coming in rapidly and he expects the affair to be a sellout. Event will be held April 5 in the Hotel Sherman's College Inn and Old Town rooms.

Brother S. T. Jessop attended his first meeting since returning from a long business trip and responded appropriately when called upon for remarks.

Interesting letters were received from Brothers E. C. Velare, A. L. Rossman and Ernie A. Young. Brothers Lew Dufour and Joe Rogers, back from a business trip, were also present. Harry Lewiston ran in from Racine, Wis., for the meeting. Brother Arthur F. Briesie is reported on the sick list and all are hoping he will soon be up and about. Brother Arthur B. Palmer was a caller during the week. Brother Rod Krall on his way east stopped here for a few days.

Brothers Viri Z. Hill and G. H. Liger also came in for a short visit. Brother Louis Schlossburg is again up and about after being confined to his bed. Brothers Ed A. and Al E. Hock left on a business trip. Brother Maxwell Harris is busy arranging his summer's work. Brother Jack Timkin advises that he will soon be leaving for the South. Letter from Brother A. L. Rossman states that he and Brother A. R. Cohn will return soon from their Florida vacation. Mr. Salinger, the mail sent to you at Brooklyn has been returned. Must have given us an incorrect address.

A. W. Morris entertained for the Nurses' Alumni of the American Hospital. Dr. Max Thorek, after being ill, is reported to be up and about his duties.

Let's all keep in mind the fact that 1937 marks the 25th year of the existence of the Showmen's League of America. It certainly must be worth while to join an organization that can live this long and be going stronger each year. This is food for thought.

THERE ARE "SCORES" OF REASONS Why YOU SHOULD BE A MEMBER OF Showmen's League of America

165 W. Madison St., Chicago

Ten Dollars initiation fee and less than three cents a day, or \$10.00 a year, are the dues. No extra assessments of any kind; the greatest value for the least expenditure of any organization of its kind in the world.

TILLEY SHOWS

WANT Shows, with or without outfits; Concessions of all kinds. Ride Help. Will furnish complete outfit for Snake Show. Address: BOX 635, Ladd, Ill.

Act now! Brother Nat S. Green advises that *The Billboard* will carry sizable ads of the spring benefit.

Next week finds the first of the brothers leaving for the season. To Brother Denny Howard goes the ticket for the first to leave. Brother A. L. Rossman writes that the marker for the grave of our past brother Con T. Kennedy has been completed and now rests on the grave. Members are anxiously awaiting photos in the hope that they may get an idea as to its appearance. Brother Fitzie Brown writes for more applications. He certainly is on the job and we are sure he will have that 100 total when the year reaches its end. Brother Bob Schlossburg, in town for a turn at one of the vaudeville houses, dropped in for a chat with the boys at the rooms. Brother Lou Leonard will soon be on his way to join the Rubin & Cherry Shows.

St. Louis

ST. LOUIS, March 13.—Sam Solomon, owner of Sol's Liberty Shows, a visitor to *The Billboard* Wednesday when in the city on a buying expedition. While here he handled the shipping of the new Octopus ride, which arrived here from Salem, Ore., to his winter quarters at Caruthersville, Mo. He also purchased some additional motor equipment from Charles T. Goss, of the Standard Chevrolet Company. Solomon also advised that he had sold his interest in the Imperial Shows to Edward A. Hock. LaMotte Dodson, of monkey show fame, is again booked on the Sol's Shows.

Mrs. Curtis Velare, of the Royal American Shows, arrived Tuesday and will remain here for several weeks as the guest of Mr. and Mrs. Charles T. Goss. Shows around here will open early, among those to open during the next three weeks on lots in or near St. Louis being Dee Lang, Donald McGregor, Greater Exposition Shows and Charles Oliver Amusement Company.

L. S. (Larry) Hogan, general agent, and Kent Hosmer, publicity director, Beckmann & Gerety Shows, were among other visitors to *The Billboard* Monday. Both departed that day, Hogan going north and Hosmer for points west and south.

George Jacobson and L. S. (Larry) Rohter, popular among outdoor showfolk here, returned to the city this week after an extended trip.

Frank W. Delmaine, secretary of the J. L. Landes Shows, is in the city superintending the unloading of the Octopus ride, consigned to his show.

Fred Zschille, prominent concessioner, passed thru from his home in Jackson, Mo., en route to quarters of the Cetlin & Wilson Shows, with which he will have concessions.

Donald LaCost, of the Gold Medal Shows, was in on a buying expedition. He reported that Oscar Bloom, owner of the show, will be in this city next week.

Milford Smith, of the Charles L. Siegel Tent and Awning Company, returned on Tuesday from a trip to Texas and was highly elated over the fact that he secured a big canvas order from the Beckmann & Gerety Shows while in San Antonio.

Louis Isler, of the Isler Greater Shows, spent several days here visiting with friends and taking care of a business deal.

Bill Snyder, general agent of the West Bros. Amusement Company, is at present in the city, reporting that his outfit has a nice string of fairs booked for the coming season.

Mrs. Eddie Vaughan and granddaughter, Betty McKee, spent several days in St. Louis this week visiting. They were en route from Dallas, where they have been living for the past six months, to New York City, where they will visit with the popular Eddie for several weeks.

Jerry Kohn, of the Atlanta office of the Fulton Bag and Cotton Mills, is in the city, located at the St. Louis office of that concern, where he plans on staying about six weeks, calling on showmen in this vicinity.

Philadelphia

PHILADELPHIA, March 13. — South Street Museum has following bill this week: Billy Cornell's Colored Revue; Joe Grandell, sword swallower; Esther-Lester, human enigma; Congo, South African bushman; Howard Smith, mechanical man; Mme. Camille, mentalist. In annex, dancing girls. Business continues good.

Eighth Street Museum, on the bill: Jimmy Thompson, magic; Jackie Mack,

Immediate Shipment

WIRE ROPE for Riding Devices

All Work by Expert Splicers
Whip—Caterpillar—Hey-Day
Lindy Loop—Tilt-A-Whirl

Broderick & Bascom Rope Co.

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Or Order Broderick & Bascom Wire Rope from Your Ride Manufacturer

Missouri Show Women's Club

ST. LOUIS, March 13.—Friday evening, March 5, the Missouri show women entertained in their clubrooms at the American Hotel in honor of the founder and mother of the club, Mrs. Marietta Vaughan. Mrs. Vaughan, who spent the winter in Dallas, was visiting friends in St. Louis before joining her husband, Eddie Vaughan, of Ringling Bros. and Barnum & Bailey Circus, in New York. The evening began with a short business session at which two new members were received: Cheri McDonald, presented by Catherine Oliver, and Viola Blake, presented by Mary Francis. The evening continued with Bingo. Nell Allen, Viola Blake and Millicent Todd won first, second and third prizes respectively. A delicious supper was served, with Nell Allen acting as hostess. Besides the guest of honor, Marietta Vaughan, and her granddaughter, Betty McKee, the club mascot, those present were: Helen Richter, Millicent Navarro, Irene Burke, Marie Brown, Millicent Todd, Mary Francis, Viola Blake, Gertrude Lang, Florence Parker, Norma Lang, Grace Goss, Mae White, Rose Fitzgerald, Clela Jacobson, Nell Allen and Kathleen Riebe. Reported by the latter.

Heth Shows Open; Get a Good Start

BIRMINGHAM, March 13.—The L. J. Heth Shows opened the season here Saturday, March 6, to a good crowd and business despite cool weather.

F. H. Cushing and his free-act combination arrived from El Paso, Tex., but not ready for showing on initial location; however, the acts will be set up and performed at the next stand.

Charlie Strickland is out of the hospital and well on his way to recovery and will have the Swooper ride in operation next week. Jimmie Hurd arrived in time for the opening Monday night and presented his motordrome as the top-money show of the midway. On account of illness B. Bushong was unable to join with his cookhouse, so Bill Clawson and Tommie Jones opened with their Midway Cafe and have contracted for the season. General Manager Heth and Business Manager Fontana are taking the initial appearance for 1937 and indicating prospects for a most prosperous tour.

with daggers of death illusion; Spidora illusion; George Van Arden and his Chinatown After Dark; Poses Plastique; Princess Zeld, mentalist. In annex, dancing girls and Mary Morris.

Sam Friedman, representing Goodman Wonder Shows, was in the city. Will have the Life Show with Goodman.

Rogers Midgets have booked with one of F. E. Gooding's units to present a midget village.

Tex Conroy, who has been wintering here working in one of the large department stores, is now readying for the road.

Frank Zorda visited during the week looking up attractions for his Side Show.

Mike Zeigler, who has been wintering here, is busy booking up units for the season, reports very successful.



THE SKILL GAME SENSATION OF 1937
PERMANENT • PORTABLE
New Featured Game on the Mighty Sheesley Midway.
Write for Catalog
PIESEN MFG. CO. 2757 Stillwell Ave., Coney Island, N. Y.

LORDS PRAYER
SAMPLE PENNY FREE
GO IN BUSINESS FOR YOURSELF BE YOUR OWN BOSS MAKE \$2 TO \$5 AN HOUR OPERATING THE MOST BEAUTIFUL ENGRAVING MACHINES
BRACELETS LAVALLERES 7" BEADCHAIN 2" WRITE FOR ILLUSTRATED LITERATURE
MIDWEST NOVELTY MFG. CO. 5511 EUCLID AVE. CLEVELAND, OHIO

FREE ACTS WANTED
Also Loop-O-Plane or Novelty Ride.
Kid Bruce wants Girls for Revue.
Booked solid till October. Will mail route to anyone interested. All mail care
PEERLESS EXPOSITION
Carr Hotel, Pittsburgh, Pa., or Box 347, Athens, O.

HAPPY DAYS SHOWS INC. WANT
General Agent with car and reference, also Lot Superintendent. Will Book or Buy Merry-Go-Round, Mixup, Octopus and Ride-O, Organized Minstrel, Grind Shows, Acts and Freaks for Side Show, Motordrome and one more Free Act. Concessions all open except Cookhouse, Percentage and Bingo. All replies
T. L. DEDRICK, Mgr., Huntsville, Ala., this week.

CARNIVALS—FAIRS
NEW, NOVEL
PLEATED FOIL FANS FOR DECORATIONS
Brighten up your Booth, Stand or Display for the new season. 2-Color Effects, 36" Spread. Write for Details.
DISPLAY SPECIALTY CO. P. O. Box 213, JAMAICA, N. Y.

SECOND HAND SHOW PROPERTY FOR SALE.
\$1.65 Pair, Richardson Rink Skates, all sizes. Large Polar Bear, 8 feet high. Sell cheap. Mermaid, life size, wonderful specimen, sell cheap. \$25.00 Genuine Eight-Legged Pig in Glass Case. \$1.75 Men's New White Buckskin Skate Shoes, all sizes. We buy Skates, all makes; Concession Tents, Guss Your Weight Scales. WEIL'S CURIOSITY SHOP, 20 S. 2d St., Philadelphia, Pa.

WANTED AGENTS
FOR WHEELS, CLOTHES PINS, ROLLDOWNS AND SLUM SKILLO.
Opening in Detroit, April 3d.
VIC HERWITZ
Detroit Hotel, Detroit, Mich.

SOL'S LIBERTY SHOWS, Inc.

BEST EQUIPPED SHOW OF ITS KIND IN AMERICA

"Everything New But the Name"

**SHOW OPENS 1937 SEASON APRIL 10
LEAVES WINTER QUARTERS APRIL 5**

Want Ride Help for the Following Rides

FERRIS WHEELS
MERRY-GO-ROUND
RIDEE-O
TILT-AWHIRL
SCOOTER
OCTOPUS
LOOP-O-PLANE
LOOP-THE-LOOP
KIDDIE RIDES

Have All
Foremen

**WANT GENERAL RIDE
HELP AND
WORKING MEN**

Those That Can Drive
Trucks Given Preference

**WANT FOR "FOLLIES OF 1937"—GIRLS—Must be young and attractive.
COMEDIANS that can work to Ladies and Children. Also Accordion and
Guitar Players. Good Blues Singer. (Sally Keith, wire your address.)**

ALSO USEFUL CARNIVAL PEOPLE IN ALL LINES.

Address: **SAM SOLOMON, Mgr., CARUTHERSVILLE, MO.**

B - RUBIN GRUBERG OFFERS FOR SALE B

MOTORDROME—Built before Canadian National Exhibition last season. New Green Top, beautiful Paneled Front, Elaborate Electrical Effects, Strongest Flash on the midway, with Five Motorcycles. Complete and ready to operate.

RIDES—One Ten Car Hey-Dey, one Lindy-Loop, one Chair-o-Plane. Good condition and ready to operate.

CARS—One All-Steel Box Car, one All-Steel Stock Car, built by Warren Tank Car Company, 72 ft. long; one very fine Private Car, with 4 Bed Rooms, Kitchen, Dining and Sitting Room, and two Bath Rooms. A wonderful buy if you can use it. One 7-Room Stateroom Car with Dining and Club End.

WAGON FRONT—A 48-Ft. One Wagon Front, practically new. Can be used for any Show.

All the above Property can be inspected at our Winter Quarters, Lakewood Park Fair Grounds, Atlanta, Ga.

Will Sell any of this Property Cheap for Cash, or Make Part Cash and Terms to Reliable Showmen.

CAN USE real Carpenters with Show Experience, also high-class Talkers and Grinders. This Show opens early in April.

Write, Wire, Phone

RUBIN GRUBERG,

P. O. Box 2156, or Robert Fulton Hotel,

Atlanta, Ga.

WANT TO BUY TWO NUMBER 12 ELI FERRIS WHEELS.

BYERS' GREATER SHOWS

OPENING 1937 SEASON APRIL 5, HAYTI, MO.

Want Scales, Novelties, Dart Gallery and Knife Rack. Can use few more Shows. Have neat frame up for Single Pit Attraction. Will book or buy for cash late model Loop-O-Plane. Want Foreman for Chair-o-Plane. J. Donahue, Bert Bowlus write. Ray Wheelock wants Agents for Nail Joint and Cigarette Gallery. Also Fighters and Wrestlers for Athletic Show. All people contracted please acknowledge this ad. Address all mail to J. W. BYERS, R. F. D. No. 4, Box 225, North Little Rock, Ark., until April 1, then Hayti, Mo.

P. S.—Have for sale Monkey Motor Drome, all electric Candy Floss.

CANADA — SIMS GREATER SHOWS — CANADA

Now Booking Shows. Will supply tents to worth-while attractions; also have openings for Strictly Legitimate Concessions. Let's know what you have. This show will consist of 6 Rides, 4 Shows, a Penny Arcade and 18 Concessions. Want two High Free Acts. Want Ride Help on Merry-Go-Round, Ferris Wheel, Chairplane, Kiddie Auto, Caterpillar and the Tilt-a-Whirl. Former Ride Help get in touch with me. Show opens April 24, in Windsor, Ontario.

Write to

FRED W. SIMS, York Manor, Jarvis St., Toronto, Ontario, Can.

UNITED STATES TENT

AND AWNING CO., S. T. JESSOP, Pres.

CIRCUS, CARNIVAL AND CONCESSION TENTS, SIDE SHOW BANNERS THAT WILL LAST.

Send for Used Tent List.

LEADERS FOR OVER 40 YEARS.

CHICAGO, ILL.

701 North Sangamon Street,

Last Call F. & M. SHOWS Last Call

CAN PLACE Single High Act. Will Book Loop-o-Plane, Tilt-a-Whirl. Will furnish Tops for money-getting Grind Shows. Concessions: Scales, Lead Gallery, Bowling Alley, String Game, Fish or Duck Pond, High Striker, Candy Floss, or any legitimate Concession. Parotta Boys, Roy Barnes write. Eli Wheel Operator (must be sober and reliable). Extra Ride Help who can work Concessions. Show opens Danville, Pa., May 1, two Saturdays. All people holding contracts with this Show report not later than April 24, Lewisburg, Pa., Fairground Winter Quarters. Address all mail

F. L. FAUST, Manatee, Fla., until April 1; then Lewisburg, Pa.

Is Your Subscription to The Billboard About To Expire?

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., March 13.—We have received information from L. E. Roth, president of Blue Ribbon Shows, one of the ACA members, to the effect that there is some activity in the State of Indiana with reference to a change in the laws as to taxes applicable to carnivals. The matter has been turned over to associate counsel for the State of Indiana and an early report on the subject is expected and will be published in this column.

We have also received several requests from our members as to various State and federal laws relating to the new Social Security taxes. Prominent among these communications was one from Cetlin & Wilson Shows.

Information pertaining to specific problems of shows will be dealt with by way of correspondence, as the contents of this column must necessarily be general in their nature and the court rules for this State prohibit the giving of specific advice by means of any publicity medium.

Last week we set forth the preliminary matters relating to the Old-Age Security Tax, and this week we continue a discussion of the same subject.

Employees' Tax

The statute levies a tax on the wages of each employee received after December 31, 1936, in the sum of 1 per cent during the years 1937, 1938 and 1939, after which this tax increases one-half per cent each three-year period until December 31, 1948, and thereafter the tax remains at 3 per cent.

This tax attaches to the wages when they are either actually or constructively received by the employee, and it is incumbent upon the employer to deduct the same from the wages as paid. The statute places the burden for collecting upon the employer and in the event the employer fails to collect the same he becomes liable for the payment thereof.

Attention is called to the regulation which requires that the employer is obliged to furnish a written statement to the employee of the amount of taxes deducted from such wages. No particular form of statement is prescribed, and the employer may use any means suitable for the purpose, which provides the employee at the time of payment with information in writing of the amount which constitutes the deduction on account of the tax as distinguished from any other deduction.

Employers' Tax

The employers' tax for old-age security is in the same rate as the tax imposed upon the employees and described hereinabove. It is measured by the amount of wages actually or constructively paid after January 1, 1937.

This tax is payable by the employer in addition to the tax payable by the employee and deducted from the employee's wages.

The tax attaches at the time that the wages are actually or constructively paid and the statute makes the employer liable for this tax and places upon him the burden of paying the same.

In the next article on this subject we shall deal with the subject of rates, payment of tax and the records to be kept by carnivals in connection with this subject.

Hilderbrand's United Shows

Inglewood, Calif. Nine days ending February 28. Location, Gervellea at Arbor Vitae streets. Auspices, Inglewood Scouts. Business, fair. Weather, unsettled.

Opening week was everything that could be expected considering many last-minute details encountered by additional innovations still uncompleted. Attendance held up fairly well despite two days inclement weather. Members of Scouts Lodge of Inglewood did everything in their power to make the event a success. The series of floodlights on marquee to accentuate the show title, created by placing six 30-foot semi-trucks end to end, received high compliment. The effect greatly enhanced the approach and created an impressive glow of lights and colors. Together with the Hollywood kleig lights, the dazzling array could be seen for miles. The new 26-foot office built upon a semi-trailer was delivered in time for

15 Years Ago

(From The Billboard Dated March 18, 1922)

The outdoor show world was suddenly appalled on March 10 when the news of the untimely death of John T. (Honest John) Brunen was flashed thruout the country. He was one of the best known men in the carnival field and owner of the Mighty Doris-Ferari Shows. . . . J. George Loos Shows, by an auspicious opening at the Southwestern Exposition and Fat Stock Show, Ft. Worth, proved that the fears of carnival men that early season openings would be bad constituted nothing more than borrowed trouble. . . . A fire which started while the shows' electric plant was being replenished with gasoline destroyed two stateroom cars of the Levitt-Brown-Huggins Shows at Reedley, Calif.

Hank W. Wakefield, well-known director-general of amusements, was organizing a new five-car show for the D. D. Murphy Amusement Company, St. Louis. . . . C. J. Burckhart, owner-manager of the Great Southwestern Shows, announced that his organization had been incorporated under the laws of Minnesota. . . . Work on the Beasley-Boucher Shows was rapidly nearing completion at the organization's Nephi, Utah, winter quarters. . . . Manager Pullen of the Greater Mercer Shows, after concluding arrangements whereby he became owner of the paraphernalia of the Northern Exposition Shows and the Washington Exposition Shows, announced that hereafter the organization would be known as the Greater Mercer and Northern Combined Shows.

Activity was the watchword at the Minneapolis winter quarters of the George Harrison Greater Shows and rapid progress was being made with the painting and repairing of paraphernalia. . . . The Miller Midway Shows were just about ready to leave their Oklahoma City, Okla., winter quarters and hit the road for the season. . . . Blotner Bros. Exposition Shows were being rapidly whipped into shape. . . . Irving J. Polack, owner and general director, was arranging final details for the World at Home Shows' opening. . . . William Pink announced that he had just signed contracts to have two shows and six concessions with Nat Narder's Majestic Exposition Shows. . . . The Kempf Brothers returned to winter quarters of Wortham World's Greatest Shows after a successful winter season in department stores with their mechanical city.

Joseph Cramor, free-act man and juggler on high wire, was in Indianapolis preparing his paraphernalia for summer dates. . . . Edward L. Conroy, after winter tripping thru the South and West, arrived in Murphysboro, Ill., and was all set to deal out press stories and other publicity for the Majestic Exposition Shows. . . . Dave Archer was busy directing work at the winter quarters of the Percy Martin Famous Midway Shows.

the Pacific Coast Showmen's Day. Privilege car, constructed on a 26-foot semi-trailer, was the mecca of the showfolk. The old office was sold to Johnnie Branson. Bud Cross' Octopus and Fat Alton's Tilt-a-Whirl ran a race for top money. Mr. and Mrs. Claude Barrie's girl show, known as *Hollywood Revue*, topped the midway on shows. J. H. Elmgren arrived too late with his motordrome for the opening. C. A. Wheeler, with his miniature train, wired he was stuck in eight feet of snow near Denver but would arrive when weather permitted.

Mickey Mouse Show, owned by Joseph Cisla and John R. Knealand, also arrived late. The Four Corintos, the Jack Schaller act, furnished the free attraction, then departed for a 16 weeks' engagement in Japan. Jack Schaller received many compliments upon the presentation of this act. Writer was confined to bed for two days with the flu. Mr. and Mrs. C. H. Clifford's new circus-style cookhouse worked overtime. It is 24 by 60 feet, electrically equipped and will seat over a hundred comfortably. Emma Clifford acted as official hostess during the engagement. Beau Brummell George Morgan, who effects a study in brown, has taken to his cashier duties with a vengeance. Chet Saunderson's pastel shaded banners were complimented by all who viewed them.

WALTON DE PELLATON.



THE Social Security Act is composed of two sections. Title VIII is popularly called the Old Age Pension Law and every show owner and employee is affected by this law, as it imposes an excise tax on every show owner and an income tax on every show employee, regardless of how much money he makes, of what nationality he is, of what kind of work he does and no matter where he lives. Even, as we will see later, bona fide circus performers are subject to this law. The only ones excepted are employees who have reached their 65th birthday. They are exempted from all provisions of the Social Security Act.

Title IX is shown as the Unemployment Benefit Law and imposes a tax on all employers who have had eight or more individuals in their employ for at least some portion of the day on each of some 20 days during the taxable year, each day being in a different calendar week. The tax is based upon the employer's (in our case the show owner's) pay roll during the year. **THIS SECTION OF THE LAW HAS BEEN IN FORCE FOR 1936 AND TAX PAYMENTS ARE DUE NOW; IN FACT, OVERDUE.** The first returns of taxes were originally due on January 31, but an extension has been granted until April 1. Further on all details of this tax and how it affects show owners, how it has to be figured and how it has to be paid will be fully explained.

Identification Numbers

Every employer who is in business or who intends to go into business must apply for an identification number which is registered at the main office of the Security Board and must be shown on every report made. Failure to apply for this identification number will be considered as evasion of the law. The explanation of ignorance of the law will not be accepted by the authorities. Every show owner who has a winter quarters where his paraphernalia is stored and repaired for later use is regarded as being in business now and if he has not applied for an identification number so far **HE MUST DO SO AT ONCE.**

The applications are to be made on form SS-4. Until March 31, 1937, copies of this form may be obtained at the Social Security Board, Washington, D. C., or at any field office of the Social Security Board by writing or at any post office. After that date the forms can be obtained from the first two sources but not from post offices. It is of utmost importance that these forms be filled out accurately because they will be checked very closely before the identification number is issued and without this number anyone can be prevented by the authorities from doing business.

Twelve Regional Offices

It is suggested that show owners file their applications for identification numbers immediately with the regional office of the Social Security Board that is in charge of the city where the principal location of the show or show owner is. The headquarters of the show must be specified. It should be either the city where the show owner has his permanent home or main office or the city where the winter quarters of the show are located.

For the benefit of readers here are the headquarters of the 12 regional offices of the Social Security Board:

- Region I—Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, 120 Boylston street, Boston.
- Region II—New York, 45 Broadway, New York City.
- Region III—New Jersey, Pennsylvania and Delaware, Widener Building, Juniper and Chestnut streets, Philadelphia.

The Social Security Act

As It Affects Outdoor Amusement Fields

(SERIES No. 1)

The so-called Social Security Act, which has been partly in force during 1936 and is now completely in force, is in all probability one of the most important and far-reaching acts ever passed by Congress. The apathy and general low interest in regard to this Act among show owners and show employees is astonishing, **BECAUSE ALL SHOWS IN THE COUNTRY, OWNERS AS WELL AS EMPLOYEES, COME UNDER THIS STATUTE AND ARE VITALLY AFFECTED BY IT.**

There seems to have existed the absolutely erroneous impression that outdoor shows do not come under the scope of this law. Show owners who have lulled themselves into this attitude will be sorely disappointed because they do not only fall under this law but we are very reliably informed that the Internal Revenue Bureau, Washington, D. C., which is the enforcement agency of the national government for the law, is very much determined to make every show owner and show employee live up to the full letter of the law.

The authorities in Washington are now organizing a special division which will deal exclusively with outdoor shows and there will be men at the helm of this division who are familiar with every angle of outdoor showdom. It will be to the utmost interest of every show owner to live up to the letter of the law if he wants to avoid very heavy penalties, including jail sentences, and if he wants to stay in business.

The Billboard has therefore asked an authority on federal tax laws, a former showman, who knows also the show angles, to write this series of articles, including workings of the Social Security Act so far as the outdoor show world is concerned. The writer has been in constant touch with the business administration of the Act in Washington and it will be well worth while to read these articles very carefully and follow his suggestions to the letter.

Region IV—Virginia, West Virginia, North Carolina, Maryland and District of Columbia, National Theater Building, Washington, D. C.

Region V—Kentucky, Ohio and Michigan, 1501 Euclid avenue, Cleveland, O.

Region VI—Illinois, Indiana and Wisconsin, 211 W. Wacker Drive, Chicago.

Region VII—Tennessee, Mississippi, Alabama, Georgia, Florida and South Carolina, 1829 First avenue North, Birmingham, Ala.

Region VIII—Iowa, Minnesota, North Dakota, South Dakota and Nebraska,

123 East Grant street, Minneapolis, Minnesota.

Region IX—Missouri, Kansas, Arkansas and Oklahoma, 1006 Grand avenue, Kansas City, Mo.

Region X—Louisiana, Texas and New Mexico, Maverick Building, N. Presa and E. Houston streets, San Antonio, Tex.

Region XI—Montana, Idaho, Utah, Colorado, Arizona and Wyoming, 1706 Welton street, Denver, Colo.

Region XII—California, Oregon, Washington and Nevada, 785 Market street, San Francisco, Calif.

Numbers for Employees Also

Every employee of any show, regardless of what he does, comes under this law. The Act makes no distinction between classes or grades of employees. Thus superintendents, bosses, other superior employees and the highest paid performers are just as much employees in the sense of the Act as workmen and hostlers. If the show is owned by a corporation all officers of the corporation are classed as employees under the Act. However, only the first \$3,000 paid to the employee by any one employer during the year is subject to the tax.

The law states specifically that every employee must have an identification card and that the employer, the show owner, is held responsible that his people obtain these cards. It is against the law to employ anyone who refuses to obtain such a card.

Until March 31, 1937, the employee can obtain the necessary form for the obtaining of this card by asking any postmaster for form SS-5, fill out the form accurately and give it back to the postmaster for further handling. After that date the application form can be obtained only by writing to the regional office where the show is located at the time being. The list is given above.

Correct Name and Address

If an employee fills out this card he must be absolutely correct in his information. Do not give, under any circumstances, any nicknames, so often used in the show business. **YOU MUST GIVE YOUR CORRECT NAME, AGE AND ADDRESS.** You can obtain only one card, which is used during your lifetime. Regardless for whom you work or in what part of the country this one card number issued to you is your personal account with the government. You must keep this card and give every employer the number of the card when you begin to work for him. All information you are giving on your application for the card is held absolutely confidential by the authorities. Your boss has no access to this information. Your age will be checked up and must be correct, so must be your

permanent address. If you have no home of your own you can give the home of a relative as your address, but you cannot give such a general address as The Billboard, for instance. That is absolutely out. Show owners should ask every employee when they hire him whether he has obtained a personal identification card number. If the employee has such a card the show owner should immediately transfer the number of the card to his salary files because he must account later on for every man in his employ and must then give the account number of the man together with the amount of wages he has received week by week or month by month, however he is paid. If the employee has not yet obtained this card it is under the law the absolute duty of the show owner to see to it that the employee files immediately his application for such a card. The responsibility is entirely with the show owner.

If a show owner neglects to secure his own identification number and fails to have every employee obtain his card he is subject to heavy penalties under the law.

In next week's issue of The Billboard will be shown how single factors of the show business and employees are affected individually by the law. How it affects performers, bandsmen, concessioners, etc.

SOCIAL SECURITY FORMS

WAGE AND SALARY RECORD BOOKS. 25 Employees' Records for a Year with Receipts, \$1.50; 50 Employees, \$2.75. Simplest Form Complying with Law. Cash with Order. **GRESHAM'S, Temple, Texas**

WANTED CONCESSIONS FERRIS WHEEL KIDDIE RIDE
For Big Street Celebration in Business Section. Lockport, N. Y., May 20-23, Sunday, Inclusive. **FIRST IN YEARS — EVERYONE WORKING.** C. H. TOTILL ATTR., 167 Washburn St., LOCKPORT, N. Y. Want Used Merry Top.

WANT
PIANO PLAYER doubling Band Instrument. ALSO GIRLS FOR REVUE that Sing. Long season. Open March 25.
E. D. STROUT
Care Fairly-Martone Shows, Texarkana, Tex.

BREMER MIDWAY ATTRACTIONS WANT
Shows of merit, Concessions (clean, no grift, no wheels, no tip-ups, roll-downs). Will book Chair-plane. Buy for cash Dual Loop-o-Plane. WANT Truck Mechanic. Address BREMER, 22 Rochester, Minn.

WANTED FOR CASH BIG ELI No. 5 or No. 12
NO JUNK.
State All in First Letter.
Address BOX 767, Care The Billboard, 1564 Broadway, New York.

READING'S UNITED SHOWS
Kentucky Fair Secretaries: We have three weeks in August open. Wanted: Motor for Manegels Whip, pay cash for same; also Whip Foreman. New book-ing Concessions, low rates. Shows 20¢ still dates. 700 McFerrin Ave., Nashville, Tenn.

DONALD MCGREGOR SHOWS
OPENING APRIL 3, WASHINGTON PARK, EAST ST. LOUIS, ILL.
WANT TO BOOK Tilt-a-Whirl and Loop-o-Plane. Shows that do not conflict with what we have. CAN PLACE a few more legitimate Concessions. Plenty Iowa Plenies booked. Address 1513 Missouri Ave., East St. Louis, Ill.

ALAMO SHOWS WANT
For Official Spring Opening in Macon, Ga. (You know the spot): Shows, Rides and all kinds of Concessions with own transportation. Can book and work now, no x. Would like to hear from One-Ring Circus, Wild West or Minstrel to feature. Have 60x100 and 20x30 tops. Shows playing manufacturing and mining towns now. Week March 15 to 20, Oconee, Ga. **ALAMO SHOWS, INC., J. L. Johns, Manager.**

PRUDENT'S AMUSEMENT SHOWS
PLAYING LONG ISLAND.
WANTS TO BOOK OR BUY Ferris Wheel and Chairplane. WANT Free Act, Show and few more Concessions. Ride Foreman on Corousselle, Ferris Wheel and Chairplane. FOR SALE—20' Kiddie Carousselle.
124 Cedar Ave., Patchogue, L. I. Phone: 315.

The Billboard's Special Social Security Service

The Billboard has made arrangements to keep the outdoor show world posted in regard to all regulations and decisions in connection with the new Social Security Act which affects all show people and is of the highest importance to every show owner in the country.

Any show owner is welcome to ask questions in regard to the act and its regulations and The Billboard shall be glad to answer these questions in its columns. All questions will be submitted to an authority on the law, who is in a position to get special rulings from the administrative authorities within a short time.

This service will be absolutely free. Address inquiries to the Social Security Act Department of The Billboard, Cincinnati, O.

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

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AWAITS YOUR MESSAGE
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SALESBOARD MEN

MARCH 27 ISSUE WILL BE
THE MONTHLY LIST NUMBER

Copy for the Merchandise Department must reach us by Friday, March 19.

APRIL 10 ISSUE

ANNUAL SPRING SPECIAL

Copy for the Merchandise Department must reach us by Wednesday, March 31.

Spring-Quarters News and Gossip

(Reported by Show Representatives)

Tinsley Shows

GREENVILLE, S. C., March 13.—With the opening date definitely set for nine days, beginning April 1, things at quarters have been speeded up. However, work has progressed since the first of the year to a point where every little detail will have had attention before opening day.

Owner Tinsley and R. F. McLendon made a trip to Florida and also one to Mobile, Ala. Visited Lucky Strike Shows at Gainesville, Fla. Made several business contacts en route. At Mobile arranged transportation and supervised loading Merry-Go-Round and Big Eli Wheel. These arrived and were immediately placed in repair and paint shop. Caterpillar secured from Sheesley Shows will next have attention. Contracts issued to Benny Wolf for bingo and fishpond. Curley Worley booked two concessions, also Doc Lindley with two. Contracts also to J. J. O'Connor, who is bringing on new type kiddie ride. Among visitors Thomas, of Dize Tent and Awning Company; Charles Driver, O. Henry Tent Company; Curley Crandall and wife on way home to Jersey after vacationing in Florida. Arthur Boykin advises he will have fast-stepping minstrel show. Carl Freeman, ride foreman, up from Barfield's show. Bennie Wells, artist, finished girl show front. Meyer Shapiro completed side and illusion show. He announced contracts closed with Ernest Young, tattooer; Harold Danielson, human salamander; Ada Long, girl of all nations; Madge Young, floating lady; Philip Reve, punch and ventriloquist; Madam Vera, mentalist; Bud Black, escapes. Show will be presented on 10 platforms and in five pits. Reported by R. F. McLendon.

Crowley's United Shows

SHELBINA, Mo., March 13.—Work has started in quarters in earnest, and 24 men are now engaged in painting and repairing the equipment and trucks. Shipment of canvas and banners received from Baker-Lockwood. New trucks and trailers purchased now have new bodies completed. The new transformer wagon and additional transformer installed are ready for the paint crew. Earl R. Richardson is in quarters and is readying his new cookhouse. Milo Anthony, who has the side show, is expected in soon. Dutch Myers, who has Athletic Show, is in quarters. V. McLemore, general agent, away finishing up route. R. E. Barnett and Gilbert Cox are busy building concessions and frozen custard trailer. Those now in quarters are W. M. Dobson, James Adams, Ed Adams, L. Dunn, Hubert Adams, George Hershley, Mrs. Hael Adams, Roena Adams and Walter Dale. The show slated to open April 1. Reported by Walter Dale.

J. R. Edwards Attractions

WOOSTER, O., March 13.—J. R. Edwards, manager and owner, returned from a booking trip and reports prospects good for 1937. Among spots booked were July 4th celebration, Upper Sandusky, O.

F. A. Smith has booked his Loop-O-Plane. A new tent has been purchased

from Slauson Awning and Tent Company, which will be used for the Ten-in-One show. Phil Phillips writes from New Orleans that he will soon be here to get his shows ready. Harry Suhrens, of Sandusky, will again have his Penny Arcade on the shows. Word from Florida says Bing Dunfee will be on hand with several concessions. James R. Shipman was at quarters and signed up to do electrical work for the show. Clarence E. Smith, of cookhouse fame, was a caller. Reported by Mrs. Jesse R. Edwards.

Zimdars Greater Shows

MEMPHIS, March 13. — Finishing touches are going on. Everything will be spick and span and much credit goes to Sailor Harris. Harry H. Zimdars bought another truck, which makes two he purchased in this city. The Octopus ride is not expected to arrive in time for the opening. Abe Goldstein, the human bellows, was on the screen at the Orpheum Theater. Arrivals who will join the show are Pewee Weihe, Costellos, June Mason, W. Womack, F. B. Broussard and wife, Frank Waldron with his safe help; Hank Weihe and wife, in charge of the self-operating gas cars. Zimdars is building an office car and installing two transformers on a truck. Bud Mann has finished his new housecar. Reported by Charles Seip.

Mighty Sheesley Midway

CHARLOTTE, N. C., March 13.—John M. Sheesley has been looking over his grand stand and the other building which he erected last year. He is getting set for the Charlotte Fair of '37 to be held October 4. The Sheesleys made the writer a present of a radio. Kitty Parker, formerly of this show, came in from Miami, en route to New York, to join a musical tab. Frank Sweeney is taking it easy at Miami. He is an oldtimer and was also with the John Robinson Circus. Ted Williams is back from California and Florida and will be front man for Minnie Pounds' cafe. Jack Wright is getting things ready for opening as general agent. Willie Zeldman has his twin Eli Wheels, Merry-Go-Round and Kiddie ride in shape; he will also look after the Octopus. Dewitt Winslow, the monkey circus man, and wife came in from a tour of Florida. Winslow has added a bunch of new monkeys. Mr. and Mrs. John Sheesley made a trip to Winston-Salem, N. C., stopping at Statesville to visit John Gray and mother. The writer visited friends at Statesville. Minnie Pounds has her midway cafe inclosed in glass. A new kitchen wagon has been built by J. H. Jackson. Romeo Perron is getting his pitch-till-u-win in shape. Dutch Fredrickson, of the Penny Arcade, will arrive soon. Reported by Ward Dunbar.

Hennies Bros.' Shows

SHREVEPORT, La., March 13.—Opening has been set for April 17, according to Orville W. and Harry W. Hennies. Most of the 80-odd wagons have been given their coats of red and green, and all of the flat cars have been painted and lettered, and the coaches are scheduled for painting and decorating. P. T. Ragland arrived from Florida to measure up the neon lighting and decoration for the show and will also check up on all public-address systems for the midway. A brand-new white International truck has been received to be fitted with sound equipment, to be used in ballyhooing show while in the towns. Homer Gilliland has been contracted for advance work and will use his sound truck ahead of the show. Another green International has been delivered and will be used by Fred Gruber, the show billposter, two weeks ahead. Two rubber-tired International wheel tractors have been purchased for work on the train and lot.

All rides have been set up and tried out since they have been repaired under the direction of Fred (Mississippi) Baker and are now being taken down and placed in their respective wagons. B. O. (Buttons) Grantham, who will have the monkeyland attraction, is in quarters and getting the show front and paraphernalia in readiness. Artist Waltz is

finishing up in the paint shop and will start his crew lettering the wagons and show coaches. Oscar Halverson has completed the rebuilding of his funhouse and will paint and trim it. Waltz laid out the design, of a modernistic nature. Jack Rhodes will get back in harness and help with the building of new show fronts, he having completely recovered from the injuries received in an accident latter part of the past season. Mr. and Mrs. George Vogstad are now in Shreveport getting their show property in shape for shipping to San Antonio, he having booked two attractions with the Beckmann & Gerety Shows.

Visitors: Mike Wright and his cousin, a Mr. Russell, and Gregg Wellingshoff; Mr. and Mrs. Noble C. Fairly and Tony Martone, from Texarkana; Larry Hogan, from San Antonio. William R. Hirsch, Mr. and Mrs. Joe Monsour, Julia Hirsch and Mrs. Moise Hirsch have returned from a trip to Tampa and other Florida points. Robert L. Lohmar, the show's general representative, is expected in Shreveport soon, he having about finished his spring booking. Reported by Joe S. Schollbo.

Byers & Beach Shows

CARDWELL, Mo., March 13.—Crew is working long hours. New transformer wagon is finished. The electrician is getting all new cable in shape, and the Merry-Go-Round is in the paint shop. The master mechanic is overhauling motors and getting rolling stock in shape. General Agent C. W. Byers is away in the interest of the show. Quarters are in charge of Harry Beach. A new 24-foot panel Eli trailer has arrived and two more will come in. Smittle is now chief of the potato squad and the meals are okeh. Visitors included J. W. Byers, Tan Fuzzell, Ray Lee, Allen Byers and Dad Byers. Reported by Harry Fallor.

Brown Novelty Shows

VALDOSTA, Ga., March 13.—Season will open March 29. The Coddinos will be one of the free acts for the Thomasville (Ga.) date. General Manager Fred Z. Vasche was in quarters one week and then returned to Cincinnati owing to press of business at his candy factory. He will be here for opening. Rides and equipment are being overhauled and painted. Curtis (Curly) Little, general foreman; James Warring, master mechanic; Pat Curley and Jack (Rodeo) Nelson, supervising general work on the rides. Warring will have a new housecar and two concessions. Bobbie Burns, who closed with Vasche last year, will again be on with concessions. New sound truck equipment will be with the advance. Max Heller, organ man, has given the organs a complete overhauling. Heller and Charlie Beasley had great time cutting up jackpots. Promotional work will be emphasized this year as pertaining to fairs. Committee at Quitman has organized and held a meeting which was attended by many leading citizens, including several ministers. Reported by an official of the show.

Fairly-Martone Shows

TEXARKANA, Tex., March 13.—Quarters are busy. Carpenters, painters, electricians and mechanics are working in two buildings covering more than three acres of ground. They are full of show property which is being put in first-class shape.

A feature this year will be Earl Strout and his Hussar Band of 20 pieces. Alice Melville, with the *Manhattan Gayeties*, will have a new front. Sam Jones and his 18 high-stepping dandies have started rehearsals. Fred Bond will present his freak animal show and is working on new canvas and new front. Johnnie Bejano will have the largest side show he has ever carried, with 25 people. The water show is coming from San Antonio and will move into quarters on two trucks. Tommy Martin and Eddie Phillion are getting their cookhouse repainted and overhauled with new canvas and fixtures. They will have three other concessions, including a photo gallery. George Brown, one-armed motordrome stunt man, assisted by his wife and Dare-Devil Shannon, are working on the new drome. The D'Arcy Sisters, free act, will arrive soon. Shanty Mahoney will have the snake exhibit, with an 80-foot bamboo front. Doc Westergard is rebuilding his crime show with added features.

The show received word from the Eyerly Aircraft Corporation that it is

LAST CALL—MODERNISTIC SHOWS, INC.—LAST CALL

SHOW OPENS KNOXVILLE, TENN., EAGLES' SPRING FUN FESTIVAL, 32ND AND BROADWAY, MONDAY, APRIL 5TH.

ALL PEOPLE HOLDING CONTRACTS KINDLY COMMUNICATE AT ONCE.

Can place at once: Sober, Dependable Ride Help on Merry-Go-Round, Caterpillar and Loop-O-Plane. Other Ride Help answer or come on.

Concessions all open that work for stock except Bingo, Diggers, Pop Corn and Photos. Duo to last minute disappointment can place first-class Cookhouse.

Wanted: Any new or novel Show. Will book Wild West, Monkey, Animal, Midget or Mechanical Show. Have good proposition for Motordrome or similar attraction. Can place capable Producer and Chorus Girls for Big Girl Revue. (No coach.) John H. Williams wants Freaks for Ten-in-One. Will consider "Name" attraction to feature. James Samuels wants Colored Performers and Musicians for Minstrel Show. Have opening for good Platform Show.

We have Merry-Go-Round, Caterpillar, Tilt-A-Whirl, Twin Ferris Wheels, Loop-O-Plane, Ride-O, Octopus and Kiddie Rides. Will offer good proposition to man with good Smith and Smith Chairplane.

Will consider one more High Class Free Act. Dare-Devil Daniels, Captain Cherry and Capt. Robert Perry answer if at liberty.

Fair Secretaries and Committees: This is a brand new show in its entirety, offering many new innovations to the amusement-loving public. We have one week open in August and one week open in September. Will consider any recognized Fair or Event these dates. Will guarantee twelve Rides, ten High-Class Shows, Band and two Sensational Free Acts for Fair Dates. Come look us over and be convinced.

The following people communicate at once: Joe Rowan, Bob Perry, E. J. Murphy, Harry Wilson, Monkey Motordrome, Joe, Joe Teska, Tidball (your letter misplaced), Doc Stanley and Dr. Billy Bean, Bob Davis wire Dick Sheak, Pete Pullman and Joe Decker wire Tommy Carson.

Can place Capable and Reliable Show People in all branches. Drunks, agitators and would-be managers will not be tolerated.

This Show is booked solid until July, then twelve bona fide White Pairs follow. We have what we advertise and move by rail in order to "get there."

Address all communications to MODERNISTIC SHOWS, INC., P. O. Box 438, Phone 49, MIDDLESBORO, KY.

A. B. MOTCH, President. R. C. McCARTER, Vice-Pres. and Gen. Mgr. S. T. (TOMMY) CARSON, Concession Mgr. WARREN WRIGHT, Gen. Repr.

shipping the Octopus. Allan Herschell Company has shipped the new Kiddie ride. New canvas from Baker-Lockwood has arrived. The 10 flaming lights that will cover the midway arrived. Visitors: Larry Hogan, of the Beckmann & Gerety Shows; Mr. and Mrs. Harry Hennies, Mr. and Mrs. Orville Hennies, Gene Berni and wife, Buster Shannon and wife, Joe Scholibo, Jack Dollinger and wife, Whitey Miller and wife, and William R. Hirsch, secretary Louisiana State Fair. Mrs. Ruth Martone is recovering from her recent illness and she will go to San Antonio to visit her sister. Tony Martone has been to Shreveport, returned, and made a trip to Kansas City. The following are on the executive staff: Noble Fairly and Tony Martone, managers; Dan McGugin, secretary and treasurer; Sam Benjamin, special agent; George Evans, billposter; Rod Burrows, chief electrician; Jesse Stevens, assistant electrician; George Sexton, master builder; Red Dunn, master mechanic; John Costello, blacksmith, and E. O. Hayner, chief painter. Noble Fairly is directing the work. Reported by Sam Benjamin.

Marks Shows

RICHMOND, Va., March 13.—Usual last-minute cancellations of contracted attractions having been made, new shows and other amusements are being engaged and the lineup of Marks Shows is nearing completion. General Manager John Marks said he was determined to get away from the stereotyped idea of the carnival "Ten-in-One" with its collection of so-called world's fair freaks and if he couldn't book what he wanted he would operate it himself. With that idea in mind, George (Whitey) Usher has been engaged as general utility man and will be in reserve for the side show in case it becomes an office attraction. Usher has been placed in charge of the paint shop and is busy painting trucks and trailers. The motif this year, Marks said, would be the usual red for the heavy-duty equipment, with lettering in orange, trimmed in black. The trucks and trailers coming most frequently in the eyes of the public will be in white enamel, with lettering in red and black. This color scheme will apply to all trucks and trailers occupying heart of midway positions during the week, including the office, electric truck, billposting truck, sound equipment and parade floats and cages. Every piece of motorized equipment will carry the slogan of the organization, "Mile-Long Pleasure Trail," on its front, over or on the cab.

The new office trailer was completed by Bert H. Britt and his carpenter crew this week and rolled into the paint shop. The new office, built on the enlarged frame of the old, will be divided into three compartments, all with connecting doors, and will be 24 feet long. Marks will have a private office in the front end, and Secretary-Treasurer Raftery will have his compartment in the rear end. The middle office will be occupied by the writer, who will again have charge of the publicity and will again be Marks' personal secretary.

James M. Raftery returned last week from a trip and announced he had contracted shows to furnish the midway at Greenwood (S. C.) fair. Art Eldredge has not returned to quarters but was expected soon. Slim Weyman has completed overhauling the funhouse, Trip to Mars. Frank Bergen, of World of Mirth executive staff, was a visitor. Reported by Carleton Collins.

Great Sutton Shows

OSCEOLA, Ark., March 13.—Now that the boys are back at work after "working on the levee" during the recent rampage of the old Mississippi, painting the old fronts and the building of 300 feet of new fronts are moving along under the supervision of the boss and Bill Norwood. A new addition to the shows this season will be Louella Tappin and her animal show, which has added a new lion act. Louella will be assisted by her mother. This show will have a 100-foot new front with all new canvas. Shorty Cochran will again have the shoot-'em-up store, having been on the shows for many years. Show will have a 15-piece colored band and will make the same territory this show has made for 29 years, having played some of the same spots so long that every date is almost a home-coming. The Suttons are now located in their new home at quarters, which is original from front to back, having been designed by Frank M. and

Edna Sutton. Like every other show, we are looking forward to the best season in many years. Reported by Jimmie Boyd.

Wallace Bros.' Shows

MEMPHIS, March 13.—With the opening date set for March 22, all departments at quarters are feverishly bustling with activity. Manager Farrow recently purchased three new trucks here and they have been painted the standard colors of the show rolling stock. Many people are arriving. Mr. and Mrs. Charles Eckert came in from Owensboro, Ky. Mr. and Mrs. Abe H. Frank, who are wintering at their home in Clarksdale, Miss., card that they will arrive March 16. With quarters of the McClellan Shows directly across the street, there has been a constant flow of visitors. Bob Flanigan came over to say hello, and A. R. Wadley and the writer called on Roy Goldstone.

The executive staff having been completed, it is now announced for the first time as follows: E. E. Farrow, owner and general manager; A. R. (Rube) Wadley, general agent; Walter B. Fox, assistant manager; Jack L. Oliver, business manager; Robert Fox, special agent; Mrs. Dorothy Farrow, treasurer, and Margaret Miller, secretary. Ross Crawford will again be lot superintendent. Frank Sparks will manage the cookhouse, with Mrs. Sparks as cashier. Reported by Walter B. Fox.

Byers' Greater Shows

NORTH LITTLE ROCK, Ark., March 13.—J. W. Byers, formerly of Byers Bros.' Shows, who is now owner and manager of Byers Greater Shows, reports that work is progressing nicely in quarters. L. O. Allen is superintending work of overhauling and repairing all rides. Byers, accompanied by Roy Lee, agent and banner man, returned from a booking tour.

Several new show tops have been purchased and the building of new show fronts by J. M. Byers is nearing completion in Kennett, Mo.

Patricia Byers, daughter of Mr. and Mrs. J. W. Byers, is attending St. Mary's Academy in Little Rock. D. W. Griffith, show electrician, is conferring with Byers concerning the building of a new transformer truck for the lighting system. An electric-lighted arch for the entrance is also being built. Several new trucks and trailers have been delivered by Charles T. Goss, of East St. Louis, Ill.

Mr. and Mrs. T. A. Fuzzell are repairing and overhauling the Kiddie Auto ride and rebuilding the custard trailer. Mrs. Jewel Gause, who operates the custard machine, is in Coleman, Tex. Mr. and Mrs. Ray Wheelock will have the Athletic Show. Included in the personnel in charge of rides, according to Secretary-Treasurer Mrs. J. W. Byers, will be a number of the ride men who were with Byers last year. Reported by Roy L. Lee.

Johnny J. Jones Exposition

AUGUSTA, Ga., March 13.—With opening date set for early in April General Manager Walter A. White has ordered full steam ahead.

Daily showmen, ride operators and concessioners are arriving, each getting his or her department ready. Rides have been erected on the lots near by, wagons that have been finished are parked on the outside and the new fronts that are finished have been put up and ready for the artistic touch of L. (Ribs) Reeves and his assistants, Norman Newman, Tom Dougherty, and crew of painters. White announced the contracting of many new attractions that should make the show's back-end midway stronger than ever. Bob Edwards arrived and has been contracted to produce and organize his Miss America attraction. S. H. Dudley here and signed up to present his From Dixie to Harlem Colored Revue. The same show and troupe that he is now presenting in the Plantation Club, St. Louis, Mo. Dolly Dimple Geyer, fat girl show feature; her husband-manager, Frank Geyer, and opener Buddy Rush arrived. Ralph Posner, the well-known Rumba Show producer, signed contracts to present his all-native Cuban troupe.

Mr. and Mrs. Buddy Paddock, Morris Lipsky and agents back from Florida tour, now painting, building and repairing their concessions. Karl J. Walker and Gay New Yorkers are headed for Augusta, playing theaters en route. Joe Pearl, the show's *The Billboard* salesman and mail man, writes: "I'll be there for the opening." Mrs. Bertha

(Gyp) McDaniels arrived and is supervising the repairing of her Rocky Road ride and the building of her new arcade front. Director E. Lawrence Phillips is in and out on business trips. Manager Tom Allen is general superintendent of all shop departments and building and is about the busiest man around the location. Treasurer Arthur Atherton and Secretary Ralph Lockett are spending long hours in the office wagon. Frank and Ruth Siebert and the new family addition, Frank Michael, are in and ready for the opening. Mr. and Mrs. John Wilson and brothers, of Washington, D. C., now located in Atlanta, visited. They are now on a week's drive thru Eastern Florida, being entertained by Mrs. Johnny J. Jones. Incidentally, Mrs. Gertrude Wilson is the sister of Director E. Lawrence Phillips. Wilson is with the Southern Railway offices. Trainmaster Sammy Smith is rapidly getting the box and flat cars in shape for the first run out of quarters. All sleepers have been brought back from the railroad shops completely overhauled. Reported by Starr DeBelle.

Great Superior Shows

JONESBORO, Ark., March 13.—The opening date has been set and the first advertising has been put up for the season here for 10 days from March 20. Every day sees new arrivals at Camp Beatty, showmen, concessioners and workmen. The workmen have done a good job and there is little left to be done opening date. Carpenter work under the supervision of Jimmy Bedwell and the painting under Wiley Clay show excellent work has been done. The Gladway will be a flash of color. Among late arrivals: Phil Rocco and Cotton Ellis. Dodd is here with his high-dive outfit all ready with new rigging and will make a great flash. The show will carry not less than four free acts so they can be put on each hour from 8 p.m., and not only hold the patrons but to entertain those who are on the grounds. Taylor Brothers will join with 10 all new concessions, including a new corn game, new top and all new flash. They advise that they have spent nearly \$5,000 on new equipment at Martinsburg, W. Va. It looks like a great season for the Great Superior Shows. O. J. Beatty is spending a few days with friends in the country after his very hard work during the flood.

The lineup so far: Owner and manager, O. J. Beatty; treasurer, Mrs. O. J. Beatty; Henri Clayton, secretary and manager of concessions; T. Gregory Murphy, general agent; Cotton Ellis, second man and local contractor. W. J. Dunn, manager of the side show, has not decided whether his show will be a circus side show or a 100-in-1. Staff and talent: W. J. Dunn, owner and manager; Joe Sweet, Punch and Judy; Rajah Rodah, magician; Madam Maxine, mentalist; Tiny Griffith, ladder of swords; untamable lion, wonder dog Brownie and his pal Kato the lion. This show, with all new canvas and banner line of 150 feet, will be an asset to the Great Superior Shows. The 22 performers for the minstrel show have reported and the band is tearing things wide open down in "Little Harlem of Jonesboro." Show looks for a successful season. Reported by an executive of the shows.

Broadway Shows of America

COVINGTON, Ky., March 13.—Bob St. Clair arrived from Florida. Rapid progress has been made in all departments to the credit of Director J. F. Dehnert. All canvas will be new and in colors of green and yellow. Two sound systems and a band will insure plenty of music. Daily visitors are Chick Henykemp, Frank Swan and Frank Listz. Mel Elliott has completed a new trick Ford car to be used for street advertising. Reported by Bill Zink.

Modernistic Shows

MIDDLESBORO, Ky., March 13.—Construction work is being rapidly pushed to completion. Artist Dick Sheak is setting a pace in the paint department, where new panel fronts and banners are being completed. General Manager McCarter believes his presentation will deviate from anything heretofore seen on a carnival. L. C. McHenry, who has his twin Eli Wheels, Loop-o-Plane, Ridee-O and kiddie rides booked on the show, together with Mrs. McHenry, was a recent visitor. William Pink, of Los Angeles, advised that his Tilt-a-Whirl (*See MODERNISTIC SHOWS on page 63*)

Christ United Shows

NORWALK, O., March 13.—David Christ and wife have returned from a trip to Miami. Within two weeks all hands will be notified to report at the quarters to get the property in shape. Improvements will be made to make the show one of the best of its size.

Harry A. Rose has been re-engaged as general agent and has been on road for the past six weeks on a booking trip. Show will open its season in Ohio. Two free acts and sound truck will be carried. Reported by Fred C. Christ.

Goodman Wonder Shows

CHICAGO, March 13.—Streamlining and neonizing his midway was the first thought of Max Goodman when he founded the Goodman Wonder Shows. After creating the name he set out to make his offering worthy of the title. This he intends to do when the new offering makes its debut in the ideas of April in North Carolina. Another feature of the shows will be the effort to make angularity in show fronts highly conspicuous solely because of its complete absence. With the new art in working of chromium metal all the curves known in high mathematics will be beautifully and frequently shown. It is Goodman's idea that angularity has no place in his midway because it is ocularly antagonistic to observers.

Therefore if he is going to shoot any angles around the show they will not be in view of the patron.

So it may be seen that his ideas turn strongly to the artistic, as well as the psychological, in bidding for public favor. Hence the shows will be an expose to many who think themselves patricians in the art of showdom. Told (*See GOODMAN WONDER on page 62*)

P. J. SPERONI SHOWS

Contracting Concessions, Shows, Ride Help. Can use Handy Men in Winter Quarters. Rock Falls, Ill.

CARNIVAL OWNERS



SELL YOUR SHOW

to FAIR SECRETARIES VETERANS OF FOREIGN WARS AMERICAN LEGION POSTS VOLUNTEER FIREMEN FRATERNAL ORGANIZATIONS ALL CELEBRATION COMMITTEES

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The Billboard

MARCH 27 ISSUE WILL BE THE MONTHLY LIST NUMBER

Copy for the Carnival Department must reach us by Friday, March 19.

APRIL 10 ISSUE

ANNUAL SPRING SPECIAL

Copy for the Carnival Department must reach us by Wednesday, March 31.

Acts to Road From St. Paul

Osman Temple Shrine Circus has new record—great bill is replete with thrillers

ST. PAUL, March 13.—When Osman Temple Shrine Circus completes a week's engagement in Municipal Auditorium tonight the major attractions will disband to join their own organizations for the outdoor season. Re-establishing the sawdust spectacle as an annual here, Shrine officials say they offered the finest program in the long history of the event.

The show opened here on Monday, coming from Minneapolis, where attendance and receipts soared to new records. About 10,000 attended the opening here. Clyde Beatty leaves tonight with his lions and tigers to inaugurate the circus season in New York Hippodrome with Cole Bros.-Clyde Beatty Circus.

Clowns Will Scatter

Cannestrelli Family, ladder balancers and jugglers, will go to Sarasota, Fla., to join Ringling Bros.-Barnum & Bailey. The 50 clowns playing here will scatter to a dozen circuses to be on the road this season. Some of the aerial acts are booked for fair circuits. Two performances of the 66-act circus program, in-
(See ACTS TO ROAD on page 63)

Motorcycle Stunts . . . Auto Crashes THE HUMAN BAT

AND HIS WORLD CHAMPION PARACHUTE JUMPERS.
Now Booking Fairs, Centennials, Etc.
If It's New and Thrilling, We Have It.
618 Main Street, Richmond, Ind.

WANTED

Shows, Rides, Acts and Concessions.
DECATUR FREE STREET FAIR AND 4-H CLUB EXHIBIT.
August 2-7, Inclusive.
DEE FRYBACK, Concession Chairman.
JOHN L. DEVOSS, Secretary.
Care Chamber of Commerce, Decatur, Ind.

CARNIVAL WANTED

For FIREMEN'S CELEBRATION
WEEK OF JULY 4.
TONY R. DEPOLLO, Secretary,
THOMAS VOLUNTEER FIRE DEPT.,
Thomas, W. Va.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS

(Communications to 25-27 Opera Place, Cincinnati, O.)

Showmen Will Map Attractions For Huge VFW Buffalo Conclave

BUFFALO, March 13.—The 1937 encampment here is expected to be largest in history of the Veterans of Foreign Wars of the United States, entertainment being planned for 100,000 visitors, and headquarters have already been established in the Hotel Statler. Buffalo veterans have met the mandate of national headquarters in deposit of \$10,000 to cover ordinary expense of national headquarters. City of Buffalo is committed to an appropriation of \$10,000 and \$30,000 is expected from the State.

Two large National Guard armories will be used to house uniformed bodies of veterans and military camp will be erected on the water front. In Centennial Park, where bulk of the entertainment will be, a big midway will be installed and there will be free shows of every description. J. P. (Jimmy) Sullivan, widely known showman, who will direct these activities, is now on the job in the Hotel Statler.

George J. Young, a member of city council, president of the veterans' group

to handle details of the encampment, and Carl Wolff, chief of staff of New York State, managing director, will be backed by city, State and Federal officials and civic and fraternal bodies. Co-operation of navy and army headquarters in Washington is being enlisted for an impressive military spectacle. Problem of moving battle craft thru to Lake Erie presents an interesting feature in that permission must be secured from the Canadian government.

In the dress parade, to be one of the highlights, drum corps, bands, drill teams and other uniformed bodies will march in review. Newspapers and press services indicate they will lend every possible assistance. So when the slogan, "Shuffle Off to Buffalo," is heard at every crossroads in the next few months it will have a definite meaning, say vet officials. William Frank, business manager, connected with amusement business many years, last year handled all activities in connection with the big Kenmore (N. Y.) Centennial.

Frisko Shriners Have Circus Acts

SAN FRANCISCO, March 13.—Shrine Circus, nine-day show being staged by Islam Temple, opened today in Civic Auditorium. Featuring acts and stars of the circus world, the event is being held to raise money to help defray expense of sending uniformed units from Islam Temple thruout the country to boom the 1939 Golden Gate International Exposition.

Grove street, in front of the Auditorium, has been roped off into a Joy Zone, with rides and concessions. More than 200 tons of clay and loose soil were dumped inside the great audi-
(See FRISKO SHRINERS on page 63)

In Show Biz

MINNEAPOLIS, March 13.—Zuhrah Temple has been in the circus business each year for so long a period that we feel we almost belong in show business. We want *The Billboard* to accept the sincere thanks and appreciation of Zuhrah Temple and especially of our 1936 circus committee for its very fine publicity on the Zuhrah Circus, which gave its last performance on the night of March 6. It had a remarkably successful week, and much of this success is due to friendly co-operation of many firms and individuals, newspapers, *The Billboard* and loyal support of our circus-going public.—J. F. GOULD, Recorder.

Six-Day Festival Marks Opening of Frisco Span

SAN FRANCISCO, March 13.—One of the highlights of Golden Gate Bridge Fiesta, six-day festival marking opening of the great span here this summer, will be Pedestrian Day. Until that time the public will not be allowed on the span. This rule was made clear by James Reed, general manager of the bridge and highway district, as a precautionary measure. Altho work on the bridge is virtually finished, so many people want to traverse it that it became necessary to bar everyone until formal opening.

Funds for Shrine Junket

SAN FRANCISCO, March 13.—Daisy, a 40-year-old four-ton elephant, and others arrived here from Honolulu to take part in the Shrine Circus at Civic Auditorium for eight days. The elephants were major portion of a cargo of animals shipped for participation in the circus, being staged to raise funds so that Shrine units from Islam Temple may be sent thruout the nation to ballyhoo 1939 Golden Gate International Exposition.

Burlington To Celebrate

BURLINGTON, Wis., March 13.—Local American Legion and Knights of Columbus are co-operating in plans for an Independence Celebration here. One of the features will be an industrial and decorative parade. Idea, carried out at the celebration last year, met with success.

HELP This Department by Telling Committees About It.

Greenville Elks Granted Permit To Show Carnival

GREENVILLE, Miss., March 13.—Permit was granted Greenville Lodge of Elks this week by city council for the showing of a carnival here in the fall. L. L. Mayer, committee chairman, said that proceeds from the carnival showing will go to the Elks' Christmas fund.

In being granted the permit, Mayer says he has been assured that no license will be paid by the organization, but all objectionable features must be eliminated from shows.

Antigo Plans Celebration

ANTIGO, Wis., March 13.—Spurred by success of an Independence Day Celebration last year, proceeds of which enabled the post to burn a mortgage on its clubhouse, local American Legion Post is planning another to be held here this year. Event will be a combined homecoming and celebration. Features will include midway attractions, big parade and pyrotechnic display.

Brown Novelty Shows Signed

THOMASVILLE, Ga., March 13.—Fred Z. Vasche's Brown Novelty Shows and Prince Nelson, high-wire wizard, will be feature attractions at the Junior Chamber of Commerce Food and Auto Show here.

WANTED

For Eighth Annual Traer Merchants' Exhibit and Auto Show, May 25-29. Five big days—20,000 total attendance. Want Clean Concessions, Dance Orchestras, Unit Shows, Indoor Acts, Novelty Entertainment of any kind. Write quick, state all, furnish references. Could use good Circus one day. Acts, units, orchestras, quote one-day price.
BOX 716, Traer, Ia.

WANTED

CARNIVAL FOR 57TH ANNUAL OLD SOLDIERS' REUNION
ENTIRE WEEK OF AUGUST 8, 15 OR 22.
Address full particulars to
SETH G. BROWN, Chairman Reunion Committee,
Geo. L. Hindricks Post American Legion, Erie, Kan.

AMERICAN LEGION CARNIVAL

JULY 3, 4 AND 5.
WANTED—A few Side Shows, Acts, Etc. Address
EDWARD CONWAY, McHenry, Ill.

COMMITTEE MEN



SECURE THE BEST

CARNIVALS
ATTRACTIONS
CONCESSIONS
SHOWS AND RIDES
for your event
through

ADVERTISING IN
The
Billboard

MARCH 27 ISSUE WILL BE
THE MONTHLY LIST NUMBER

Copy for the Sponsored Events Department must reach us by Friday, March 19.

APRIL 10 ISSUE

ANNUAL SPRING SPECIAL

Copy for the Sponsored Events Department must reach us by Wednesday, March 31.

AVAILABLE FOR A FEW DATES

THE BILLETTI TROUPE

MOST SENSATIONAL ALL AMERICAN HIGH WIRE ACT
ON EARTH. THREE MEN AND ONE WOMAN.

Address: POST OFFICE BOX No. 56, BLOOMINGTON, ILL.

Classified Advertisements

COMMERCIAL 10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

5c WORD (First Line Large Black Type)
2c WORD (First Line and Name Black Type)
1c WORD (Small Type)
Figure Total of Words at One Rate Only
No Ad Less Than 25c.
CASH WITH COPY.

ACTS, SONGS AND PARODIES

CLOWN STUNTS AND GAGS—A GOLD MINE of over 25 Funny Ideas. Only \$1.00 postpaid. **OGDEN**, 133 Forest, Keansburg, N. J. mh27x

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AGENTS AND DISTRIBUTORS WANTED

AGENTS—STICK-ON-WINDOW SIGN LETTERS; 500% profit; free samples and liberal offer. **METALLIC LETTER CO.**, 439 N. Clark, Chicago.

AGENTS - DISTRIBUTORS, NATIONALLY known line Nickel Cigars, \$1.35 box fifty, postpaid. Remittance with order. **NATIONAL CIGAR**, 1182 Broadway, New York.

ATTENTION, SUBSCRIPTION SALESPEOPLE— Individuals or with crew. America's best Poultry Journal wants agents east of Mississippi River. Write for proposition. **C. L. ROYSTER**, 538 So. Clark St., Chicago, Ill.

ATTENTION, SALESBOARD OPERATORS. Biggest profits in Salesboard history for operators. Protected territory. Write **ACME DISTRIBUTING CO.**, P. O. Box 347, Albany, N. Y. x

BIG MONEY (200%) "SPICY" CARTOONS. Hot Novelty Headquarters. Sample assortment 10c or 25c. **HIGHLIGHTS PUBLISHING**, 42 Walnut St., Newark, N. J.

CARTOON BOOKLETS, RARE PHOTOS, 600 other "Red Hot" Items. Lowest wholesale. Big catalog. Samples 25c. None free. **NOVELTY SALES**, Guntersville, Ala.

EXPERTLY SUBSCRIPTION MEN WANTED—For rural work; attractive club national magazines; liberal proposition. **PUBLISHER**, 715 Shukert Bldg., Kansas City, Mo. mh27

MAKE MORE MONEY TAKING ORDERS! Shirts, Ties, Hosiery, Raincoats, Uniforms, Dresses. Sales Kit Free! Experience unnecessary. **NIMROD COMPANY**, Department 43, 4922-28 Lincoln Ave., Chicago. Maylx

MEXICAN FINEST FEATHER PICTURES. Blankets, Carved Leather. Hot sellers. Free particulars, samples 10c stamps. **GAMBILCO**, Apartado 1176, Mexico City, Mexico. mh27x

NEW OPPORTUNITY. BROADWAY SALES—board Deals. Marvelous merchandise every purchase. 5c Sales. Intake \$12.00. Your cost only \$3.95. Cover your territory quickly. **NOVELTY SALES CO.**, Spartanburg, S. C.

NO PEDDLING—FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE**, 214 Grand, New York. mh27x

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PITCHMEN! SOLICITORS! MAKE EXTRA money with new stamping outfit. Stamp checks, plates, fobs. Catalogue 69-B free. **C. H. HANSON**, 303 W. Erie, Chicago.

SALESMEN WANTED—SUSPENDER MANU- facturer, Sell to Jobbers and other quantity users. Commission. Give references. **BOX 769**, Billboard, 1564 Broadway, New York.

SNAPPY IMPORTED ART PHOTOS—CAR- toons, Books. Sample assortment \$1. Dealers' proposition and catalog, 10c. **B. BRAUN**, 353 W. 47th, Chicago.

WHERE TO BUY AT WHOLESALE 500,000 AR- ticles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. ap3x

500% PROFIT! GOLD REFLECTING LETTERS for store windows. Large sizes 1c; free samples. **MODERNISTIC SIGN**, C-3004 Lincoln Ave., Chicago.

ANIMALS, BIRDS AND PETS

ACQUIRABLE. ORANG-CHIMPANZEES, BA- boons, Monkeys, Clouded Leopards, Jaguar, Small Elephants, Pedigreed Russian Wolf Hounds, Great Danes, Baseball Donkeys, Ponies, Birds, Reptiles. **LINDEMAN**, 63 West Eleventh, New York City.

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. ap24x

AM OFFERING LARGE ASSORTMENT OF BIG Fat Snakes for \$15.00. Illustrated catalogue, 10c. Write **ELLISON MITCHELL**, St. Stephen, S. C.

CREDIT TERMS! SENTREE BOSTONS! WORLD famous. Easy monthly payments. Shipped anywhere. Illustrated circulars. Send dime. 405B Gardenia, Royal Oak, Mich.

FOR SALE—3 LEGGED TURKEY, \$500; 16MM, 750-Watt Light Sound Movie Portable Demonstrator, \$300. **JOHN MARTIN**, Sandusky, Mich.

FOR SALE—2 TRAINED PONIES, HARNESS, Miniature Cages and other show property. **CATHERN HARPER**, Paris, Ill.

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PLENTY HEALTHY SNAKES, ALLIGATORS, Armadillos, Gilas, Monkeys, Prairie Dogs, Ringtail Cats, Wild Cats, Peccaries, Monkeys, Parakeets, Mice. **Wire OTTO MARTIN LOCKE**, New Braunfels, Tex.

SEE OUR DISPLAY ADVERTISEMENT THIS week in Circus Section. **FRANK BUCK ENTERPRISES**, Amityville, Long Island, N. Y.

WANT TO BUY 2 YOUNG SPOTTED RAZOR Back Hogs. Male and female. Address **CAPT. ERWIN**, Gen. Del., Harrisburg, Pa.

2 FEMALE LION CUBS, 9 MONTHS; 2 MALES, 3 years. Exchange Male Jaguar for Female. **EHMLER ESTATE**, Hoosick Falls, N. Y.

4 PONY DRILL—MATCHED YOUNG DAPPLE Chestnuts, White Manes and Tails. Ten numbers. **JANE SOBIE**, 456 3d St., Albany, N. Y.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

FREE—COPYRIGHTED PARAMOUNT SYSTEM of Showcard Writing. Enclose 12c handling and mailing charges. Complete system comes free. **PARAMOUNT SYSTEM**, Montrose, Calif.

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LEARN MOTION PICTURE THEATRE BUSI- ness—Home Study Training. Management, Advertising, Projection. Tenth year. Free catalog. **THEATRE INSTITUTE**, 305 Washington, Elmira, N. Y. ap10

BUSINESS OPPORTUNITIES

BE INDEPENDENT COLLECTING LEGITIMATE Coin Operated Business Stimulators, Phonographs, Radio Rifles, Bowling Games, Etc. Investment required. **BOX 1591**, Rockford, Ill.

FOR SALE OR RENT—OPERA HOUSE. Capacity six hundred, city of four thousand. rich trading territory ten thousand. **JOHN MICHENER**, Adrian, Mich.

IDEAS WANTED! HAVE YOU AN IDEA FOR a new coin-controlled device or game? A thoroughly reliable coin machine manufacturer with the highest rating will purchase on a satisfactory and equitable basis any idea for coin-controlled games that have real possibilities. Write us stating briefly the type of device you have (whether counter machine, check machine, pin game or just what) and we will communicate with you further. The size and reputation of our organization is your guarantee of a protection and a square deal. Address **BOX 238**, Billboard, Chicago.

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LEARN!!! PICTURES OF BIRDS WITH THEIR natural feathers. Easy to do when you know how. Complete instructions, \$2.00 postpaid. **ADRIAN THOMPSON**, Tuscumbia, Ala.

MAKE "BUILT-IN-PICTURES," BEAUTIFUL Third Dimension Views. Sell on sight. Fascinating, profitable. Complete instructions with samples, \$1.00. Other money-making opportunities. **WINGFIELD**, 3205 Dallas St., Dallas, Tex.

SELL BY MAIL! BOOKS, NOVELTIES, BAR- gains! Pictures, Calendars. Big Profits. Easy sales. Particulars free. **F. ELFCO**, 438 N. Wells, Chicago.

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.

ATTENTION OPERATORS—EXCEPTIONAL Bargains! Must sacrifice all pin games. Our loss your gain. 150 Bolo, 2 ball, like new, lots of 50, \$10.95; lots 25, \$11.95; lots 10, \$12.95; lots 5, \$13.95 each; sample, \$14.95. Mad Caps, \$13.95; 50 Bally Rolls, 14 ft., sample, \$59.50; lots 3, \$55.00 each; lots 6 or more, \$52.50 each. If crating is necessary add \$8.50 extra each. Thriller, \$10.95 each; 35 nine-foot Rola-Scores, sample, \$49.50; lots 5 or more, \$47.50 each. If crating is necessary add \$6.50 extra, except when shipped 2 or more—one order add only \$5.00 per machine. 15 Wurlitzer Skee Balls, late models issued only 2 weeks, sacrifice, \$99.50 each. If crating is necessary add \$10.00 extra each. 12 Exhibit Rotary, \$115.00 each; 2 late model Pace Comets, one 5c, one 10c, \$39.50 each; both for \$75.00; 3 Caille 5c Cadets, like new, \$59.50 each; 20 Pacific Marksman, late model radio rifles, issued 1 month, sacrifice, \$99.50 each. Two 1936 and one 1937 Ford Red Panel Delivery Trucks for sale. Write us. All above machines ready for immediate delivery; 1/3 certified deposit required with order, balance C. O. D., 5% discount if full amount remitted with order. Reference—Any Coin Machine Magazine Publisher or Detroit Savings Bank. All machines guaranteed first-class operating condition or money refunded within 5 days. Tell us what you need. We guarantee to satisfy and save you money. **LEMKE COIN MACHINE CO.**, 31 W. Vernor Highway, Detroit, Mich.

A SACRIFICE OF AUTOMATIC PAYOUTS. Challengers, Daily Races, Hialeahs, \$29.50 each; Bally Derbys, Pamco Parlays, Sunshine Derbys, \$21.50 each; Jumbos, Monopoles, \$17.50 each. Rush 1/3 deposit to **MARKEPP**, 3328 Carnegie, Cleveland, O.

A.B.T. (15) PISTOL TARGET MACHINES, 5 shots for penny; practically new, purchased last October, \$20.00 each; lots five, \$19.00. Half deposit. **KLOTZ SALES**, 17 Wellhouse Bldg., Atlanta, Ga.

ABSOLUTE CLOSE OUT SALE—SLIGHTLY USED Jennings Little Dukes, \$15.00; Duchess, \$33.50; Chiefs, \$69.50; Pace Bantams, penny, \$19.50; Mills Q. T.s., \$32.50; Futurities, \$67.50; Blue Fronts, \$57.50; Grey Fronts, \$37.50; Watlings, \$22.50 up. All coins. Also several hundred Table and Counter Games. Priced to sale. Complete list on request. **NOVELTY SALES CO.**, Spartanburg, S. C.

AUTOMATIC PAYOUTS—BALLY BONUS, \$27.50; Jumbo, \$19.50; Prospectors, \$15.00; Gold Awards, \$17.50; Captain Kidd, \$19.50; A.B.T. Grand Prize, \$22.50; Naturals, \$49.50; Challengers, \$49.50; Carloca, \$12.50; Liberty Bell, \$12.50; Bally Roll, \$115.00; Roll-A-Score, \$85.00. Amusement Games: Action, Angle Lite, Beam Lite, Cross Country, \$4.00 each; Domino, Flying Colors, Ginger, Manhattan, \$7.50 each; Rapid Transit, Spit Fire, Squadron, \$10.00 each. 1/3 with order, balance C. O. D. **THE MARKEPP COMPANY**, 1410 Central Parkway, Cincinnati, O.

BALL GUM, FACTORY FRESH, 12c BOX; TAB, Stick, Midget Chicks, every type Machine Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. jn26x

BANKNITE, \$10.00; NECK NECK, \$18.00; California Express, \$8.00; Hold 'Em, \$20.00; Exhibit Ticket, \$10.00; Short Sox, \$18.00. Many others, \$3.00 up. **MUNVES**, 145 Park Row, New York.

FOR SALE—5c AND 10c JENNINGS CHIEFS, with cabinet stands to match, 30 days old, \$65.00; 5c Pace Comets, two weeks old, \$45.00; Mills War Eagles, 20 stop, \$45.00; Keeney Targettes, \$200, two weeks old. One-third deposit with order. **JOE HARDING**, Joplin, Mo.

FOR SALE OR EXCHANGE—3 14-FT. KEENEY Bowlettes for Mills Phonographs. **HARRY STAHL**, 20777 Gratiot Ave., East, Detroit, Mich.

FOR SALE—12 WURLITZER P. 12, \$130.00 each; 3 Rockola, Reg. 36, \$125.00 each. All of the above are guaranteed excellent condition. **FRANCO NOVELTY CO.**, P. O. Box 927, Montgomery, Ala. mh27x

FOR SALE—MAKE ME AN OFFER. I KEENEY Targette, 2 Keeney 14-ft. Bowlettes. Perfect. **E. HARRIS**, Dexter Ave., Beckley, W. Va.

FOUR BUCKLEY CHICAGO DIGGERS, \$100.00. Rotarys, \$140.00. Two Microscopes, 1934, \$60.00. **E. & R. SALES CO.**, 1010 Hall St., S. E., Grand Rapids, Mich. mh20

HERE ARE SOME REAL BARGAINS—ALL- Stars or Round-Ups, \$20.00; Saratogas, \$25.00; Welvets or Mystery Daily Races, \$27.50; Jumbos, \$12.00; Pamco Parlays, Speedways, Red Sail or Bally Challengers, \$17.50; Prospectors, \$10.00; Reel "21", \$7.50; one Yellow Front Penny Q. T., \$25.00; Poney two reel automatic pay Jack-Pot Slots (5c play), \$15.00. Send full amount with order. **WALKER SALES CO.**, 1723 Franklin St., Waco, Tex.

JENNINGS ESCALATOR VICTORIA, \$34.50; Escalator Century Triple Jack, \$42.50; Victoria, \$29.50; Duchess, \$24.50; Twin Watlings, \$24.50. **COLEMAN NOVELTY**, Rockford, Ill.

MARBLE TABLES—AUTOMATIC PAY OUT, priced to sell. All equipment in first class condition. Derby Day, like new, \$85.00; Preakness, like new, \$85.00; Bally Bonus, \$15.00; Peerless, \$15.00; Sky High, \$15.00; Belmont, \$25.00; Jumbo, \$15.00; Bally Round Up, \$15.00; Challenger, \$15.00; All Star, \$15.00; Sunshine Derby, \$15.00. Paces Races, good condition, \$175.00. Write us your needs. Prices F. O. B. Enid, Okla. 1/3 Deposit, balance C. O. D. **ENID MINT COMPANY**, 711 No. Indep., Enid, Okla. mh27x

MILLS 25c MACHINES, \$5.00; HORSE RACE Machines, \$5.00; Target Practice, 5 Balls 1c, \$5.00; Reel 21, \$8.00; Puritan Ball Gum Machines, \$3.50; Phonograph Records, 5c each; Ball Gum, 15c a hundred; Mills Target, \$2.50; Mills Scales, \$25.00; Stewart-McGuire 4c-Columb Cigarette Machines, \$25.00. **O'BRIEN**, 89 Thames, Newport, R. I.

MUTOSCOPE CRANES, LATE MODELS CANDY Venders, \$80 each; Merchantmen, 1936 chutes, like new, \$75; Seeburg Selective Senior Phonographs, \$60; Do or Don't, Put 'N Take, Ace, Pay Tables, \$15. **KENYON COMPANY**, 108 High Ave., Canton, O. mh27

PACES RACES, 5c PLAY, BLACK CABINET. Equipped Musers Brakes, Heavy Duty Motor, \$135.00. **NORTHLAND AMUSEMENT**, 2114 Buchanan, Grand Rapids, Mich.

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PACES RACES—NICKEL PLAY, EXCELLENT mechanical condition and appearance. Serial numbers over 2800. Sacrifice, \$225 each. Third deposit with order. **EARL DAY**, 1427 N. Third St., Harrisburg, Pa.

REAL BARGAINS—BALLY DERBY, HIALEAH, Bonus. Your choice, \$32.50 each. All excellent, mechanical condition and appearance. Third deposit with order. **BANNER SPECIALTY CO.**, 1530 Parrish St., Philadelphia, Pa.

SLIGHTLY USED POKERINOS, ROLA SCORES, Keeney's Bowlette, Raylite Marksman and Flying Duck. Write for prices. **SQUARE AMUSEMENT CO.**, 335 Mill St., Poughkeepsie, N. Y. x

USED EQUIPMENT—PRICES RIGHT. IM- mediate delivery. Wire, phone, or write your needs. **SILENT SELLING CO.**, 548 Massachusetts, Indianapolis, Ind.

WANTED TO BUY—1,000 PENNY SHOCKING Machines. Any make, any model. **JOHN BLACK NOVELTY CO.**, 1127 Kinney, Corpus Christi, Tex. mh27

WANTED FOR CASH—USED GENCO BANK- roll Bowling Machines. Also Wurlitzer Skee-ball. State price, condition. **BOX 751**, Billboard, 1564 Broadway, New York.

WE ARE OVERSTOCKED WITH USED PIN Tables. Send stamp for our bargain list. **GOODBODY**, 1824 East Main St., Rochester, N. Y. mh20

WILL TRADE THE FOLLOWING MACHINES in on Turf Champs or Preakness: Mills twenty-five cent dice with stand, \$100.00; three Reliance five-cent dice, \$30.00 each; two Hialeahs, \$20.00 each; two Rainbows, \$15.00 each; one Blue Bird, \$40.00; one Galloping Plug, \$15.00 and two Alamos, \$15.00 each. Games in good condition, now on location. **M. A. AMUSEMENT COMPANY**, Box 405, Jackson, Tenn.

WRITE FOR OUR LIST OF RECONDITIONED Used Machines of all descriptions. Prices are very low. **AMUSEMENT NOVELTY SUPPLY COMPANY**, Elmira, N. Y. ap10x

10 PEANUT VENDERS, \$23.50. SHOULD NET \$10 weekly. Particulars. **DAVIS METAL FIXTURE CO.**, Lansing, Mich. x

55 WHIRLPOOL TICKET MACHINES, A-1. Hundreds other machines. Mail your needs and offer. **AAA NOVELTY & SALES**, 2168 N. Illinois St., Indianapolis, Ind.

38 DUCK SOUP MACHINES, 75c EACH. A-1 condition. One-third with order, balance C. O. D. **JACK'S OLD MILL PACKAGE HOUSE**, Corpus Christi, Tex.

COSTUMES, UNIFORMS, WARDROBE

BARGAIN CLEARING SALE — EVENING
Gowns, Wraps, Stage Costumes, Street Wear, Furs. **CONLEY**, 310 W. 47th St., New York City.

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MEN'S SUITS, OVERCOATS, \$8.00. BARGAINS.
Beautiful Spanish Cyke, \$50.00; Sateen Curtain, 11 1/4 x 32, \$15.00; Velvet, \$25.00; Red Caps, Coats. **WALLACE**, 2416 N. Halsted, Chicago.

FORMULAS

ANY FORMULA, 25c. OR FIVE, \$1.00, POSTPAID. Any five formulas, \$1.00, C. O. D. and postage. **PITTMAN LABORATORIES**, Box 4423, Atlanta, Ga.

AUTO POLISH FORMULA AND 100 LABELS, 50c. Free formula service, stamp for list. **ACE-HIGH PRINTERS**, Box K-5, Peoria, Ill.

EXPERT ANALYSIS. RESEARCH. INDUSTRIAL Development. Newest guaranteed formulas. Biggest catalog free. Special prices, leads. **GIBSON LABORATORY**, Chemists, BH-1142 Sunnyside, Chicago. x

FORMULA TO APPLY TO A QUICK-SELLING Frankfurter and Hamburger Combination. Very appetizing, sanitary. **A. LANDOW**, 108 Beachway, Keansburg, N. J.

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FORMULAS — GUARANTEED, LABORATORY tested and approved. Latest fast sellers; none better; lowest prices; catalog free. **KEMICO LABS**, 65 Parkridge, Ill. x

MAKE, SELL OWN PRODUCTS. UNEXCELLED formulas for latest, biggest-selling, easily-manufactured products. Get unequalled special offers. **F. PHILARST COMPANY**, Jefferson City, Mo. mh27x

FORMULAS — LATEST MONEY MAKERS. Write for free literature describing newest formulas for fast sellers. **H. BELFORT**, 4042 N. Keeler, Chicago.

MAKE MONEY, HOME, TRAVELING, WITH Formula "35." Ingredients obtainable anywhere. Product sells wherever people live. **SENECA SPECIALTIES**, Geneva, N. Y. ap10

SUGAR FROM SAWDUST, PRESERVING FRESH Flowers, Colloidon for Wounds, Hyacinth Glass, other money makers never offered before. Catalogue, 25c deposit. **ADRIANE THOMPSON**, Tusculumbia, Ala.

FOR SALE—SECOND-HAND GOODS

CORN POPPERS, GASOLINE, ALL ELECTRICS, geared 12 quart kettles; Crispette Outfit, Caramel Corn Equipment. **NORTHSIDE CO.**, 2117 Harding, Des Moines, Ia. mylx

ENTIRE FLOOD LIGHTING EQUIPMENT FOR Dog Track. Ninety porcelain lined reflectors and sockets. Also for lighting amusement parks, gasoline stations. **BOX 240**, Billboard, Chicago.

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.

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FOR SALE—PORTABLE RINK FLOOR, 40x90, \$150.00. Frank Vernon write. **W. KERSHNER**, R. F. D. 8, Columbus, Ind.

FROZEN CUSTARD MACHINE—IN A-1 CONDITION, with A.C. Motor. Kohr Bros. make, price \$385.00. **THOMA**, 1412 Superior N. E., Canton, O.

FOR SALE—SECOND-HAND SHOW PROPERTY

ADULT'S CHAIR PLANE, KIDDIE CAROUSEL, Kiddie Aero Plane and Chair Plane; two Kiddie Autos. **CALVIN GRUNER**, Pinckneyville, Ill. mh20

BABY GRAND COLUMBUS PIANO, 5 1/2 OCTAVES, loud tone, needs tuning, \$30.00. Bargain. **TOM CHRISTY**, 2308 Cherokee St., St. Louis, Mo.

BALL GAMES, BOWLING ALLEY, MARBLE Tips, Logs, Ring Games, Roll Downs and Slum Spindles. **LAMANCE**, 782 Marion, S. E., Atlanta, Ga.

CIRCUS BLEACHER SEATS, ALL SIZES, NEW and used, out or indoors, with or without foot rests. **PENN BLEACHER SEAT CO.**, 1207 West Thompson, Philadelphia, Pa. ap3

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Show Family Album



TO THE LEFT you see Larry S. Hogan, general agent of the Beckmann & Gerety Shows, as he appeared at the age of 22. The picture was taken at New Orleans in 1912 when Hogan made openings on King Edward's Wild Animal Show, which had a run of about three months there that year. His weekly stipend was \$50. Hogan is now in his 46th year. **To the right, in the center, Starr De Belle,** writer of the Ballyhoo Bros. column in The Billboard, and **The Aerial Zeneros,** photographed on the Johnny J. Jones Shows at Tampa, Fla., during the winter season of 1926-'27.

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.

FERRIS WHEEL FOR SALE AT SACRIFICE— Parker Superior Model Safety Wheel, first class condition, \$2,500. **WHITE CITY PARK,** Boise, Ida.

FOR SALE—ONE 14x14 COOKHOUSE WITH 9x14 Kitchen, Counters, Benches, two Gasoline Stoves, Griddle Floor. Top in good condition and 14x14 top with awning all around. As good as new. One California Collar Game. **GUY W. SCOTT**, 74 S. Main St., Phillipsburg, N. J.

FOR SALE—COMPLETE RINK OUTFIT, CHICAGO Heavy Axle Fibre Rink Skates, complete Amplifying Set, Chicago Skate Grinder, etc., \$475.00. Must be cash. **RUGINIS**, Mt. Carmel, Pa.

MINIATURE STEAM LOCOMOTIVE AND SIX Cars. 12-Inch gauge. Excellent mechanical condition. Complete, \$1,000. **H. E. LUSHBAUGH**, 703 Junior Terrace, Chicago, Ill.

WHALE—SEA MONSTER 50 FEET LONG. Realistic Finback replica. Built in steel tank on semi-trailer that opens into spectacular walk-around. Complete, including General Motors tractor truck. Cost \$15,000. Sacrifice, \$3,500. **H. E. LUSHBAUGH**, 703 Junior Terrace, Chicago, Ill.

\$275.00 STRIP PHOTO OUTFIT—COMPLETE and in perfect condition. For quick sale, \$100.00. **HASSAN**, Box 971, Parkersburg, W. Va. mh20

HELP WANTED

AGENT WANTED FOR BOX-OFFICE ATTRAC- tion. Must be high power; have car. **ANN MIX SHOW**, WADC Radio Station, Akron, O.

CANVASMAN—CAPABLE HANDLING CREW and 60-ft. top, 200 to 300 feet long with exhibit booth, etc. Sober, dependable. Detailed experience, salary wanted first letter. **FREEMAN**, 2601 N. Alabama, Indianapolis, Ind.

CAPABLE PEOPLE FOR SEVEN MIDWAY Shows. Table Board. Transportation furnished. Workingmen, Dancers, Freaks, Novelty Acts. **PAUL HOUCK**, Alfred St. Station, Detroit, Mich.

DANCE CORNET — GUARANTEED SALARY. State all. **DON STRICKLAND**, 117 Mackubin St., St. Paul, Minn.

GIRL TUMBLER—MUST JOIN IMMEDIATELY. All season's work. State weight. Send photo. **PAUL KELLY**, 6423 S. Peoria St., Chicago, Ill.

GIRLS WANTED AS WAITRESSES—THOSE who entertain preferred. No mixing. Good all year round position. Address **BOX 126**, Harmon, N. Y.

LINE GIRLS DOING SPECIALTIES, TAP AND Ballet. Steady work, good salary, wardrobe furnished. **BETTY BRYDEN**, 832 Fox Theater Bldg., Detroit, Mich. ap3

MED PEOPLE—TEAM OR SINGLE. MAN DOING black. Year around job. The ghost walks. **V-TA-KA MEDICINE CO.**, Cheraw, S. C.

MILLER BROS.' CIRCUS WANTS AGENT WITH car. Family Band. Other useful people. **Jack Thomas** write. 1825 North Kansas, Springfield, Mo.

THE SPRING SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED APRIL 10. CLASSIFIED FORMS CLOSE IN CINCINNATI APRIL 1. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

WANTED—DANCE, PIANO, STRING BASS, Guitar, Trumpet, 1st Sax; others write. State all. Join here. Salaries. **RAY KEYES**, Fairmont, Minn.

WANTED IMMEDIATELY. ADVANCE AGENT with car to book magician. Salary or percentage. **ARTHUR ZANDER**, 208 North Pine, Norfolk, Neb.

WANTED—"GO" TENOR SAX, DOUBLING Clarinet. Full tone, phrasing ability with section essential. Cuf, no notice. **WIT THOMA**, Amarillo, Tex.

WANTED FOR WEEK STAND VAUDEVILLE Show—Comedy Team, Singers, Married Couple, man generally useful, drive truck; woman for cookhouse. Prefer woman who can drive car on move days. State age, who with last and salary. We pay all. Open halls March 29. Can also place Boss Canvasman to open under canvas May 15. Benton and Clark, Gilbert Howard if at liberty, write. **EDW. E. MYHRE**, 1527 8th St., North Fargo, N. D.

WANTED—BASS VIOLA, STRAIGHT GUITAR and Hawaiian Dancer for Hawaiian Follies. Write **RAPA HAWAIIAN COMPANY**, Carr Hotel, Pittsburgh, Pa.

WANTED QUICK—CHORUS GIRLS FOR STOCK Location. Wire. People in all lines write. **SOAPY AUSTIN**, Rialto Theater, Knoxville, Tenn.

WANTED — JUVENILE MAN, DOUBLING Piano; others write. Week stand tent rep. **Chet Springer** write. **BAXTER LEONARD PLAYERS**, Box 622, Spartanburg, S. C.

WANTED GOOD COIN MACHINE MECHANIC. Steady work in show, who understands slots, Races, Marble Tables. State lowest salary, experience and reference in first letter. Address **P. O. BOX 903**, San Antonio, Tex.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING, MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1937 Forecasts. Graphology Sheets, Books, Crystals, Lucky Pieces. Most complete line in world. New 140 illustrated page catalogue, 30c. Leaders since 1921. **NELSON ENTERPRISES**, 198 South Third, Columbus, O. mh27

EXTRACTS FROM THE DIARY OF AN OLD Ante-Bellum Magician, price list of excellent secrets, 25c deposit. **BOX 440**, Tusculumbia, Ala.

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FIRST \$175.00 TAKES COMPLETE SHOW; Includes Top, Sidewall, Banner Line, Mechanical Heart. Nothing like it. Money getter. 718 1/2 N. 6th, Kansas City, Kan.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN**, 220 W. 42d St., New York City. ap3x

PINXY PUNCH JUDY—VENTRILOQUIAL AND Marionette Figures, none better. New and Used Bargains. **PINXY**, 64 W. Erie, Chicago, Ill. Lists Free.

STAGE AND SMALL MAGIC, TRICKS, IL- lusions, Apparatus. Low prices. Send 3c stamp for lists. **W. McKWADE**, 600 Mar-tinique, Dallas, Tex.

MISCELLANEOUS

ALL 4 FOR DIME PHOTO SUPPLIES AT CUT prices. Our new Photastrip Outfit, 1 1/2 x 2, or 2 1/2 x 3 1/2, complete, \$140.00. **WABASH PHOTO SUPPLY**, Terre Haute, Ind. mh27

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ROLLS DEVELOPED—TWO PRINTS EACH AND Two Free Enlargement Coupons, 25c. Reprints, 2c each, 100 or more, 1c. **SUMMERS' STUDIO**, Unionville, Mo. ap10

SHOCK ABSORBER CORD—VAUDEVILLE AND Circus Acrobats save on your shock absorber cord requirements. All fresh cord, 3/8", 5c ft.; 1/2", 8c ft.; 5/8", 13c ft. **KARL ORT**, 608-40 W. Poplar St., York, Pa. x

YOUR WATCH REPAIRED BY EXPERTS—AT moderate cost. Send to **BOB LOWE JEWELRY COMPANY**, next door to Police Station, West Palm Beach, Fla., Dept. B. mh20

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. x

M. P. ACCESSORIES & FILMS

BIG SELECTION TALKIE FEATURES, \$10.00 each; Talkie Shorts, \$5.00. Films rented. Silents, \$5.00. Projectors. **SIMPSON**, 1275 S. Broadway, Dayton, O.

EXCEPTIONAL BARGAINS IN PORTABLE AND Stationary Sound Projectors, Chairs, Screens, Stereopticons, etc. Complete stock theater accessories. Free catalog. **MONARCH THEATER SUPPLY CO.**, Memphis, Tenn. mh27

FOR SALE—35MM SOUND ON FILM, WEST- ern Comedies, Jesus of Nazareth, six reels, \$60.00. Lists. **FINLEY'S FILMS**, Norfolk, Ark.

ROAD SHOW EXHIBITORS—COMPLETE 9 Reel, Late 16mm. Sound Programs, \$20.00 week. Fine prints. Tremendous selection. **EASTIN PICTURES**, Davenport, Ia. ap10

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ROAD-SHOW SOUND SPECIALS—WESTERNS, Actions, War and Passion Plays. Write **APOLLO EXCHANGE**, 117 So. 9th St., Newark, N. J. mh27x

STOP! LOOK! SEND FOR OUR BARGAIN LIST of Film, Projectors and Sound Equipment. Compare our prices and send us just a trial order. **ZENITH**, 308 W. 44th, New York.

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue 5 free. **MOVIE SUPPLY CO., LTD.**, 844 S. Wabash, Chicago. mh20

PARTNERS WANTED

PARTNER WANTED — SINGLE, EXPERIENCED on openings or pitch, good talker. Must have car and some cash. **BOX C-197**, Billboard, Cincinnati.

PERSONALS

DIVORCES, SO QUICK, SO EASY. SEND \$1.00 for copy of Arkansas Divorce Law. W. P. DODDS, Attorney, Beebe, Ark. ap10

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MILFORD STANLEY—LETTER WITH MONEY enclosed arrived Tampa right after you left. Telegraph whereabouts collect. Will arrange your return. LEO.

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. ap17

FOR A BANNER SEASON ORDER CIRCUS, SIDE Show and Carnival Banners from NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago. mh20

PAINTED SCENERY, CYCLORAMAS, DRAPERY Curtains for Night Clubs, Tent Shows, Etc. Reasonable prices. KNOXVILLE SCENIC STUDIOS, Knoxville, Tenn. ap3

USED SCENERY FOR DRAMATIC STOCK FOR sale. Write for description and price. THE R. H. ARMBRUSTER MFG. CO., Springfield, Ill.

TATTOOING SUPPLIES

USED PROFESSIONAL ELECTRIC TATTOO Outfit. Complete in special built trunk. Will sell \$50. Write MECAN, West Court, Chariton, Ia.

THEATRICAL PRINTING

SPECIAL — 200 (14x22), 6 PLY WINDOW Cards, \$6.00. Half Sheets, Dodgers, Stationery, Complimentaries, Tickets. Your copy. "DOC" ANGEL, Leavittsburg, O.

STATIONERY SPECIAL! 250 8 1/2 x 11 LETTER-heads, 250 6-3/4 Envelopes, good bond; snappy printing, \$2.95, postpaid. Samples free. RIGGS PRESS, Vevay, Ind.

WINDOW CARDS, 14x22, 100, \$2.50; 11x14, 100, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Pa.

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100 LETTERHEADS, 100 ENVELOPES, 100 CALLING Cards, your name and address, postpaid, \$1.00. Cash with order. NOICE PRINTING CO., Columbus, O. ap17

TENTS—SECOND-HAND

BARGAINS IN USED TENTS, ALL SIZES, Side Walls, Bally Cloths, etc. J. W. HURST & SONS, 900 Camp Ave., Norfolk, Va. mh27

COPY "CLASSIFIED" AND SEND IT IN EARLY. THE SPRING SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED APRIL 10. CLASSIFIED FORMS CLOSE IN CINCINNATI APRIL 1. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

WANTED TO BUY, LEASE OR RENT

FERRIS WHEEL, SMALL MERRY-GO-ROUND, Horses or Parts of 40-ft. Spillman Mgr., Tops, Sidewalk. Quote cash price or flat rental. HARRY A. SCHAGRIN CO., Middletown, Del. mh20

WANTED TO BUY SPOTLIGHTS, FLOOD-lights, Double Stereopticon. Anything in theatrical light equipment. Kohler Generating Plant. BAKER, 9705 N.E. 2d Ave., Miami, Fla. mh20x

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WANTED — THIRTY BY FIFTY TOP AND Walls only. No junk. State age, make, price and details. THOS. FINN, Hoosick Falls, N. Y.

WANTED TO BUY CHICAGO RINK SKATES Nos. 2 and 3 only. Must be in good condition and price reasonable. Address JOSEPH FUCHS, Diamond Square Roller Rink, Pittsburgh, Pa.

AT LIBERTY ACROBATS

AT LIBERTY—CATCHER FOR FLYING ACT. TOM R. NELSON, 2022 Lawson St., Knoxville, Tenn. mh27

YOUNG MAN CONTORTIONIST WANTS TO join reliable Aerial Act that works steady. Do traps and rings. Have wardrobe and appearance; tricks that feature. State all. Write. CALVIN WHYTES, Chestnut St., Cressona, Pa. mh20

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AT LIBERTY—Performer, Ground Bars, Straight or Comedy, Seatjumps, Cutaways, Twisters, Locks-across. CHAS. CARNAHAN, 153 Holton Ave. S., Hamilton, Canada. mh20

AT LIBERTY—Top Mounter for Hand-to-Hand and Ground Tumbler, also can work Flying Act or Teeter Board or Trampoline Bed or Riding Acts. Can do Double or Triple. Would like to join some troupe going with Ringling Bros.' Circus this coming season. MR. BILLY STAN BEDELL, 23 Second St., Norwiche, Conn. mh27

AT LIBERTY AGENTS AND MANAGERS

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ADVANCE AGENT wants to book organized Stage Show, Cowboy, Hillbilly, Girl Unit, Band or other outstanding attraction. Best connections all circuits, theaters and night clubs, all territories. For quick action wire or write JACK HOWARD, Box 241, Billboard, Chicago. mh27

AT LIBERTY BANDS AND ORCHESTRAS

EXCELLENT SIX-PIECE BAND NOW AVAILABLE. Radio, Stage, Dance Attraction. Featuring Girl Accordionist, Male Vocalist. Very entertaining. Club, resort, ballroom managers write. ORCHESTRA, 1820 George St., La Crosse, Wis. mh27

SPLENDID TEN-PIECE MODERN SWING BAND available. Just returned from successful Southern engagements. Young, neat, reliable, union. Vocals, Novelties, Doubles, Specialties. Well uniformed. Complete library, racks, amplifiers, excellent transportation. Prefer Midwest territory. Attention hotel, ballroom, resort managers. Address ORCHESTRA, 1820 George St., La Crosse, Wis. mh27

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NINE-PIECE BAND — Available for Ballroom, Resort, Hotel, etc. Will augment. Feature Special Arrangements, Vocalists. Sober and reliable. THE MELODIANS, LaBelle, Mo. ap10

SEVEN-PIECE BAND at liberty after March 30. Just completed twelve weeks' engagement at one of the finest night clubs in Middle West. Band union, well uniformed, up-to-date library and fine band for night club or ballroom. Wire best offer to HARRY COLLINS, Gladstone Hotel, Casper, Wyo. mh27

AT LIBERTY CIRCUS AND CARNIVAL

A RING MAN FOR MONKEY SPEEDWAY, Monkey Drome or Circus. Reliable and experienced. FRANK NASH, 400 W. Camden St., Baltimore, Md.

JACOT'S PERFORMING, COMEDY, ACROBATIC Dancing and Wrestling Bears, with parade cage on truck. JULES E. JACOT, Nevada, O.

WENONA, ALLIGATOR GIRL. EXPERIENCED. Invite offers from reliable shows. MRS. EZRA SMITH, Haleyville, Ala.

ART MILLER — Contortionist. High-class Act. Pleasing personality. Neat appearance. Double as Clown. Ten years outdoor show experience. 191 Irving Ave., No., Minneapolis, Minn.

ATTENTION—High School Graduate desires position after June 20. Want to learn some outdoor show business. Concession and theater experience, good references. Want to travel, can drive. STUART KIPP, Greenville, Mich.

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AT LIBERTY—Horse, Pony and Domestic Animal Trainer. Ticket if jump is over 100 miles. Ask board and transportation. FRANK B. KELSO, care Walter L. Main Circus, Boylston, Ala., th1 March 27.

FRED AND MARIE GUTHRIE—4 Separate Acts, Double Trapeze, Single Iron Jaw, Double Tight Wire and Single Trapeze. 1606 Race St., Cincinnati, O. mh27

LATHAM'S CIRCUS ATTRACTIONS as your Free Act will save you money and worry. Four people, and Trained Dogs, Pony, Monkeys and Baboons. Address care Billboard, Cincinnati. mh20

PAMAHASIK'S FAMOUS ACTING BIRDS—A wonderful attraction, indoors, outdoors, anywhere. A feature: the last word. Presented by Prof. Pamahasika himself. 515 W. Erie Ave., Philadelphia, Pa. SAGmore 5536.

WILD WEST COUPLE—Have own horses and equipment. Prefer to take over concert show. Also play trumpet in band. "WILDCAT" DRAEGER, 3769 N. Port Washington Ave., Milwaukee, Wis.

AT LIBERTY MAGICIANS

AT LIBERTY FOR SUMMER—TRIO, BIG FEATURE act. Magic and Illusions. Wife: Single, Singing and Dancing Hokum. Daughter: Neat Singing and Dancing. Both do Sister Doubles. Play Parts as Cast. All three work Illusions. Plenty of changes. Finest wardrobe. Equipment the best. KING FELTON, Magician, 600 Ave. F, Cisco, Tex. mh20

MEDARDO: MAGICIAN, CLUB OR STAGE. Specialty Act for Night Club, Cigarettes, Cards, Coins, Billiard Balls, Thimbles, Silks. Open for engagements, reasonable. Wire or write M. LAZANO, 202 W. 107th St., New York, N. Y.

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FEATURE MENTAL-MAGIC ACT. Oriental Presentation. Private readings. Business builder for theaters, night clubs, hotels. Salary reasonable. PRINCE YOSE, care The Billboard, Cincinnati, O.

YOUNG MAN wants position as Magician's Assistant for summer season. Member of I. R. M. Driver's license. Plays piano, PHIL MESSEN-KOPP, 619 West Seventh St., Erie, Pa.

AT LIBERTY MISCELLANEOUS

ASTROLOGER AT LIBERTY—Wishes position with Oil Co. Can locate new fields. Expect salary and bonuses. No promises. LASSAR, 521 A St., San Diego, Calif. mh27

DAUGHTER, 17, to Entertain, and Mother, 48 years old, to do a few hours' work a day in Club, Summer Resort or Hotel. Immediate work desired. Any amount of references if desired. MRS. C. GAIWAY, 282 Mill St., Poughkeepsie, N. Y. mh27

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MED-LECTURER—Dress and look the part, car and stock, or use yours; 25 years' experience. Teams write DR. C. E. HANKENSON, 680 Mansfield, Memphis, Tenn.

AT LIBERTY MUSICIANS

GIRL STRING BASS PLAYER. Dance band experience, read well, young, singer. DOROTHY GALBRAITH, West Park Ave., Aurora, Ill.

A-1 TROMBONE — AGE 30 — EXPERIENCED. Anything legitimate. LEIBEL, 25 East 193d St., New York City. ap10

ACCORDION—FRONT MAN, DOUBLE PIANO. Read, fake. Seven years' dance, radio work. Union, single, reliable. Also some trombone. GEORGE JULIS, 833 21st St., S. E., Cedar Rapids, Ia. mh27

AT LIBERTY — TROMBONIST FOR COMING circus season. Experienced, sober, reliable; age 33. Address RALPH M. ANDERSON, care Mr. Chas. Kratt, West Stockbridge, Mass. mh20

AT LIBERTY — TRUMPET AND DRUMS. Young, union, swing. LEWIE ZASECK, R. F. D. No. 1, South Haven, Mich.

DRUMMER, WITH GOOD CAR AND TRAILER. Experience Dance, Stage Shows and what have you. State all in first. BOX C-196, The Billboard, Cincinnati, O.

DRUMMER—EXPERIENCED, UNION, SWING, Dixie, Sugar, age 21. Read, good equipment and appearance. BOBBY JONES, Lamar, Mo.

DRUMMER—DOUBLES TRUMPET, IDEAL FOR small club band. Cut all shows and swing out. MUSICIAN, 121 S. Memorial Dr., Appleton, Wis.

DRUMMER FOR RELIABLE CIRCUS. EXPERIENCED Show, Dance, Young, single. TED HOWES, care Billboard, New York City mh27

EXPERIENCED DANCE STRING BASS. RELIABLE. JOHNNY WILKES, General Delivery, Montgomery, Ala.

MARCH 22d—TROMBONE DOUBLING VIOLIN. Union, experience all lines. Prefer location or reliable show. Salary. Need ticket, guarantee refund. MUSICIAN, 310 North Church, Watertown, Wis.

SAXMAN—TENOR, ALTO, CLARINET. READ or fake. Willing to go anywhere along the East Coast. J. SPAGNOLI, General Delivery, Miami, Fla.

STRING BASS, DOUBLE SIX-STRING GUITAR, Banjo and some Vocal. Union, read and fake on all. Experienced, young, appearance, single and able to go anywhere. Write or wire. VERE STIRSKY, Radio Station WMT, Cedar Rapids, Ia.

TROMBONIST — ACCOUNT OF MISREPRESENTATION. Troupier, sober. BING HARRIS, care Sasser's Radio Shop, Albany, Ga.

TROMBONE, DOUBLE TRUMPET, VIOLIN. Smart, young, experience. Good voice for vocal trio. BOX 762, Billboard, 1564 Broadway, New York.

TRUMPET FOR DANCE BAND AT LIBERTY April 4. Experienced in all lines; read, fake anything, take off in any key. You name it. Plenty endurance, good appearance, American, 25, dependable. Rather not troupe. Friends write immediately. Others write soon if interested. DICK DEE, 412 N. W. 23d Ave., Miami, Fla.

TRUMPET—READ, FAKE, YOUNG, EXPERIENCED. Wire BILL ROBINSON, State Theater, care Frisco Follies, Pontiac, Mich.

AT LIBERTY—Drummer for Dauce Band. Non-union but will join. Have amplifier, about 50 good orchestrations. Work floor shows with comedy singing with uke. No booze or weed. Traveling band, location in Middle West preferred. State all first letter. "TINY" FRANKLIN, Box 63, Sullivan, Ill.

AT LIBERTY—Drummer, young, neat, experienced. Read, fake, swing or presentation. Modern outfit. Best references. Location or travel. Bookers and leaders answer, but do not misrepresent. Write or wire STEPHEN NANCE, Kaysville, Utah. ap3

FINE TROMBONIST wants job with good band. All essentials, read, fake, modern, range, tone, take off. Also a fine Feature Singer. Anybody needing a good man wire or write me; prefer location, but anything considered if it pays off. Will cut it. Absolutely no ham, plenty of experience with fine name bands. S. BURNS, 820 West First St., Los Angeles, Calif.

MODERN STRING BASS, now or later. Fully experienced, read and jam readily, all essentials. Prefer band playing locations but will go on road if pay-off is right. Must be reliable organization. Write stating all particulars and allow few days for forwarding. BOX C-198, Billboard, Cincinnati, O. mh27

PIANIST, ARRANGER. Orchestra Director, Teacher, Composer, wishes to locate. No affiliations. Independent. Responsible parties only answer. Experienced in all branches. Address PIANIST, care Billboard, 390 Arcade Bldg., St. Louis, Mo. mh20

PROFESSIONAL DRUMMER—15 years' experience. Young, single, reliable and sober. Cut it with anything. Only steady, reliable job considered. Can join on wire. If far need ticket. Nice outfit. Wire or write stating all immediately to BEN FAVISH, 3792 Talman Ave., Bellaire, O. mh20

UNION TRUMPET PLAYER—Vocalist, age 21, experienced, good tone and reading ability. Free to travel. Wish to connect with some good traveling band. JOE PERRIN, 4176 Hamilton Ave., Cincinnati, O.

AT LIBERTY PARKS AND FAIRS

BALLOON ASCENSIONS—Boy and Girl Parachute Jumpers. Modern equipment. JACKSONVILLE BALLOON CO., Jacksonville, Ill. myl

JORDAN, "VOICE OF WISDOM." Clean Mental Attraction. Work anywhere. Reliable, married. Played Steel Pier, Atlantic City. Apt. 132, 31 W. 64th St., New York City.

ARMSTRONG'S FAMOUS COMEDY FORD ACT —Well known. Literature. ROSCOE ARMSTRONG, Montezuma, Ind. ap24

THREE NICE ACTS—COMEDY TRIPLE HORIZONTAL Bar, Tight Wire and Trampoline or Bounding Net Act. Playing fairs, homecomings, parks, etc. Write for price. LA-BLONDE TROUPE, 915 Court St., Pekini, Ill.

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AERIAL CLOWNS—Standard attractions, high double trapeze, comedy revolving ladder. Good equipment. Special advertising posters. If interested send for literature. Address Billboard, Cincinnati, O. ap3

CHARLES LA CROIX—Original Outstanding Trapeze Act. Booking indoor events. Flashy equipment. Special advertising posters. Ideal act. Price reasonable. Address 1304 South Anthony Blvd., Fort Wayne, Ind.

IF YOU WANT A REAL FEATURE Book York's Four-Act Combination. A big drawing card. Real flash, indoor or out. Escape Act, Puppets Act, Live Stock Tricks, Death Walk, it's new. For particulars of act. open time, write GALE YORK, 212 W. Superior St., Fort Wayne, Ind. ap3

PAMAHASIK'S Dog, Pony, Monkey, Bird Circus for your resort. A real clean show. You evidently want the best. GEO. E. ROBERTS, Mgr., Pamahasika's Studio, 515 W. Erie Ave., Philadelphia, Pa. SAGmore 5536.

AT LIBERTY PIANO PLAYERS

PIANIST—Young man, trained musician. Union. Experienced both concert and dance orchestras soloist. Reliable opening only, salary guaranteed. Now or summer. Write particulars. RAYMOND DEMPSEY, Franklinville, N. Y.

AT LIBERTY SINGERS

ENTERTAINER, SINGER—Young man, single, with very good Baritone Voice, open for engagement. Also capable of handling and traveling for any worthwhile proposition. Education, good appearance, personality, etc. What have you? BOX C-199, Billboard, Cincinnati.

AT LIBERTY VAUDEVILLE ARTISTS

DANCER—PROFESSIONAL, STRUT AND TAPPING. Wishes work for summer season. Clubs, hotel, summer resorts. MISS CONSTANCE NASH, 282 Mill St., Poughkeepsie, N. Y. mh20

CIRCUS AND TENT SHOWS — ALL-ROUND Team. Novelty Acts and Sketches. Change week or longer. State salary. KAY AND EDWARDS, Millen, Ga.

YOUNG FRENCHMAN, 22, desires any kind of work in vaudeville. No experience whatsoever. Must be steady and have fair pay. Everything considered. State all in first letter. Write E. VERRITTE, 109 Friendship, Fall River, Mass.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

Wholesale Industry Enjoys Gains From Promotion of Kitchen Mdse.

The general trend to all-year promotion of merchandise of kitchen appeal and usefulness has been one of the most encouraging developments of the past year within the merchandise industry. Because of the universal appeal of articles of culinary service, especially the new numbers, merchandisers have been featuring these goods more consistently than ever before.

Year in and year out the kitchen is a place of activity, with three meals a day to be prepared. Besides, baking, canning, washing, ironing and other things are done there. For all these activities tools are demanded, new conveniences eagerly sought and labor-saving devices are in demand. New types of utensils are always coming on the market, stainless steel is coming into wider use in cooking utensils and electricity is always bringing newer helps.

In more and more American homes the premium way is the first way in which many of these time and labor-saving household necessities find their way into the kitchen. It may be solely in exchange for patronage of some product or group of products, or it may be thru a combination sale or purchase privilege plan, or on a coupon-redemptive basis that the item may thus be acquired.

That premium and specialty houses have been highly successful in promoting the broader acceptance of this type of premium is revealed by the fact that premiums of kitchen appeal are being far more widely used than just with food products. It is not uncommon to find them offered with furniture, with the costlier articles of household equipment and with clothing.

Among the items found particularly effectual and economical for gaining women's patronage are food mixers, fruit juicers, safe-edge can openers, chicken fryers, spice kits, cake boxes, kitchen clocks, silverware, grapefruit sets, electric toasters, waffle irons and coffee makers, electric irons and nu-

Thanks

NEW YORK, March 13. — Teddy Mittel, long known to all the coin-machine operators, as well as to the Rockaway Beach concessions, as one of the leaders for better merchandise displays, stated this past week: "Thanks to *The Billboard* Wholesale Merchandise Section for stimulating interest in better merchandise among the operators."

He believes that the progressive action of *The Billboard* Wholesale Merchandise Department in bringing the news of the merchandise industry to the trade has been of tremendous benefit to the amusement industry.

Teddy claims that the average operator reads *The Billboard* for the news of machines and events, and that with the new merchandise department has been given constant information on one of the major parts of his business in a way that he understands.

He also reports that he feels these articles on merchandise have been tremendously helpful, for they have stimulated a desire on the part of the operator in concessions and in locations to give his customers the best merchandise procurable and the very latest items that are introduced.

Teddy also claimed that *The Billboard* Wholesale Merchandise Department is now "the bible of the operators, and especially with the season getting into swing again there is no doubt that every one of the boys will be looking into this section of *The Billboard* for the latest merchandise products and for the hints on how to best and most effectively display them."

merous small items of kitchenware such as ladies, spatulas, icepicks, plate scrapers and the like.

Atlantic City Mdse. Displays Attractive

ATLANTIC CITY, March 13.—The merchandise displays being featured on the famed Boardwalk here are more attractive than ever before.

Large and magnificent Keno and Bingo spots as well as Skee-Ball and pin game palaces with Fortune Bingo and Fortune Keno are among the leaders for the merchandise displays. The Japanese roll-down continues, but the new Pokerino, X-Ray Poker and Numberino games have somewhat replaced this oldster and are settled in elaborate spots attracting the public every day.

Merchandise is well displayed in the windows and on specially constructed shelves with leading merchandise featured near the entrance.

Radios, electric washing machines, clocks, blankets and other merchandise gets the attention of the passers-by and instantly starts activity.

Swell ballyboo and good plugging all during the game holds the crowds and keeps interest white hot. Even during the colder days these spots have been

Fair Weather, Easter Spur Demand for Goods

Fair weather and the near approach to Easter were the major elements which filled the stores of the country with shoppers the past week and brought wholesale orders into higher ground, according to the Department of Commerce's weekly business summary. Consumer support carried retail sales about 10 per cent ahead of the same week last year and resulted in further progress from last week, a trend expected to continue at least until Easter. Easter buying was going forward under a full head of steam in all wholesale centers, with a large volume of fill-in orders.

The industrial picture showed further improvement and reports of wage increases in one form or another continued. A good many of the cities noted unprecedented travel.

getting the attention of fun lovers and have been doing a tremendous business.

Coupon systems are being used and merchandise is always being given away, thus stimulating further play among the spectators. It is also noted that the activity at the merchandise counters is what starts the best action.

The new spots are clean, modernistic in furnishings and tremendously attractive generally. Better class of ballyboo and high-class merchandise make for profitable action with sure repeat play.

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

THE good old notebook is full of news. So let's see what it will do for this week's column. I am told that Southern business is in for a grand windup. Operators working the Southern route are sending in plenty of last-minute orders. Some will get stuck because there is little around at old prices. Don't worry about the hosiery strike. There is enough merchandise to last for a while. Prices will go up with wage increases and, of course, there is a shortage in wool. This is going to be a blouse summer to all appearance for the ladies, which will mean more sales for dress jewelry. Small electric appliances are having something of a run. The line should be a great favorite with fair crowds this summer; at least so I am told by a fellow who knows. Jewelry items are looking more gorgeous than ever. Specialists say that the use of the new synthetic dress materials is responsible. It needs a flashy article to stand up against the glossy background. Spring demand has started earlier than expected. We are having warm weather in many parts of the country. Work shoes are selling well even to the better customers. Some concessioners are showing an interest in complete sets of chinaware. They will be used for the summer trade in seaside resorts.

A canny Scotchman, who is doing the big fairs, tells me that he has found it a good plan to do his spring shopping early. "Close down around Easter and go back into the market a few weeks later," says he. His theory is that prices always stiffen when the big stores are in the market for their post-Easter promotions. He does not see why he should compete with the lions and prefers lying down with the mice. Now is the time to buy small furniture items in New York. For one reason or another sales in New York have been low, while they have been good in other parts of the country. This is a real tip if you can make use of it. This will be a good year for automobile accessories. Manufacturers are swamped with orders. Remember half the automobiles in this country are owned by people with a family income of less than \$3,000. The thousands of cars parking at county fairs tell the story. By the way, I am told that this year better preparations will be made at agricultural events to make the automobilists at home. A special hot weather type men's shirt is expected to be the real seller this summer. Shipments from wholesale houses are said to be up 12 per cent against last year. This looks like good business. Go easy on selling around the middle of April. The stores want to make their spring sales during that time.

Scatter rugs are expected to go well this summer. The summer cottage dweller is making himself felt. This should be a good item for summer resorts and early fairs. You are safe buying now. Prices positively won't go down. Watch metal goods. And while I am on this matter of prices, don't think that the temporary halt in upward climb of quotations shows that business has reached its top. The fact is that business is growing, but manufacturers feel that they must give the dealer a chance. Straw hats are coming in. I know of a man who has been doing a quick turnover each spring with a straw hat pitch. It doesn't hold long, but it is very good while it lasts. What's the matter with your glassware purchases? If you buy colored glass you are absolutely safe and you have a real chance for a cleanup. Buy purple, blue and red as leaders. Ash trays will sell well and there is a good demand also for glass tableware. Old-fashioned whisky glasses with the rounded bottoms are in demand again. Glass jewelry, bracelets, necklaces and chatelains are finding much interest. They go in colors as well and make an excellent novelty. The prices are comparatively low.

Forty-five per cent of the average fair crowd are men, 42 per cent women and 13 per cent children. This is worth while knowing. Not enough is done for the men visitors.

Coupon Plan Steps Up Sales of Games

NEW YORK, March 13.—One of the leading coin machine distributors in this city last December presented a profit-sharing plan whereby he gave away beautiful premium merchandise of the highest quality obtainable for the purchase of his games. Now with 120 days behind the presentation of the plan, it has been discovered that the move was one of the best the firm has ever made.

It finds that every one of its customers is saving the coupons and is also carefully counting up his purchases to be certain that he gets the proper amount due. The keen manner in which the coin machine operators, themselves experts of premium merchandise, are going for these coupons has created a new field for merchandise generally.

The profit-sharing plan is simply to award so many certificates for the purchase of the games from the firm. The merchandise is on display on one of the floors of the firm's building in this city and in branch offices and gets immediate attention from the operators who know its value. Only the finest merchandise obtainable is being used and about 20 items are featured.

These items make up for a very effective display, and the booklet the firm uses further enhances their value. But most interesting to the wholesale merchandise industry is the fact that the giving away of this merchandise has tremendously increased sales for the firm. Thruout the four months since the inception of the plan merchandise has been going at a great rate and machine sales have shown a tremendous increase.

Best Easter Buying In Last Seven Years

With the egg-laying holiday less than two weeks off, Easter buying to date has been the heaviest since 1929, in spite of the fact that the event occurs unusually early this year. Retailers of the nation characterized merchandise distribution last week as being overwhelmingly influenced by the desire to "dress up the family" for Easter, with possibly some note being taken of the threat of advancing prices.

Not all the Easter activity has been in spring clothes and accessories by any means, for the demand for novelty merchandise this season is almost unprecedented. Almost every type of Easter novelty, including furred rabbits and jump rabbits, chicks, novelty baskets, artificial eggs in all color combinations, is being taken.

Such important Easter accessories as colorful handbags, costume jewelry, bracelets, compacts and the like are also in high favor for gift purposes.

The fair weather and the proximity of Easter, which day usually definitely opens the "spruce up" season, have already accelerated the demand for household goods, paints, home decorative accessories and allied items.

Bingo Games Scoring Heavily in New Jersey

NEWARK, N. J., March 13.—This State has gone Bingo in a big way, and this the leading city of the State, finds Bingo being featured in new and prominent locations everywhere.

The most outstanding feature of the popularity which Bingo has assumed here is the beautiful merchandise gifts which are being featured. Some of these gifts make up for the most beautiful merchandise displays ever seen in the East. Not only here but in smaller towns and villages Bingo stores are opening with complete and beautiful layouts and with merchandise premiums the main attraction. Merchandise wholesalers are reaping a harvest from this popularity, and with the growing locations on more and more spots are being hard pushed to keep up with orders.

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.

Pedalless Bike

Ingo is the name of a pedalless bike that looks like a scooter but isn't, a new product of the Ingersoll-Steel and Disc Division, Borg-Warner Corporation, for the premium and prize fields. Without pedals it attains a speed up to 20 to 25 miles an hour. Its hub on the rear wheel is several inches off center, and as the bike moves along, the platform on which the rider stands moves slightly up and down. All the motive power needed is provided by the rider flexing his knees, easing up on his weight when the platform is rising, and bearing down when it is descending. The Ingo bike comes in junior and senior sizes, the former for youngsters, 5 to 18, weighing up to 150 pounds, and the latter for adults. Cost is appreciably less than the conventional bicycle.

Kwik Kutter

Home hair cutting and trimming, whether for men, women or children, is now easy due to the introduction of Kwik Kutter, the perfected hair cutting and trimming device, to the premium trade. It is non-electric, uses any double-edge safety razor blade, so the keen cutting edges may be maintained in any home at trifling expense. It is very simple in operation and as safe to use as any safety razor. Its premium appeal lies in the twin facts that it is priced unusually low and that to the average family it represents a decided saving of money. Its makers, the Keen Products Company, report that these factors are largely responsible for the item's great early demand for premium use.

Shynex

A new chemical liquid product for removing the shine and reviving the original colors to woolen and worsted clothing has been introduced by the Shynex Laboratories. This new product, called Shynex, acts as a lubricant to loosen the tiny fibers of nap so they can be brushed up to restore original finish. At the same time it dissolves and removes the wax-polish substance from the weave of the cloth and restores its original color. It is safe, non-inflammable, odorless and noninjurious. Company states that six years of experiments were necessary to develop Shynex and it should offer a large market to demonstrators, pitchmen and salesmen, with advertising helps supplied.

Photo Enlarger

Paris Photo Service has devised a plan that may be of interest to agents who have sold photography, such as medallions and other photographic novelties. They have a selling plan for making photo enlargements from any photo, snapshot or negative, and they claim the sample outfit is very novel and fits in the pocket. The firm points out that photography in all its forms always has a strong appeal and sales resistance is less than in many other lines. They will be glad to send full particulars regarding the plan.

APRIL FOOL NOVELTIES

- DON'T BE THE "FOOL." BUY AT OUR NEW LOW PRICES.
- B90—Explosive Book Matches. Doz. \$0.40
 - B74—Stink Bombs (3 in Box). Doz. 1.35
 - B40; Gro. Boxes. 5.00
 - B35—Auto Bombs. Doz., 90c; Gro. 10.50
 - B78—Trick Cigars. Box of 50, \$2.00; Box of 25, 1.10
 - B34—Snake Books, Doz. 40c; Gro. 4.50
 - B40—Shooting Books, Doz., 40c; Gro., 4.50
 - B603—Pants Handkerchiefs, Doz., 65c
 - B85—Bingo Book Matches, Doz., 4.00; Gro., 4.00
 - B44—Bingo Hand Shakers, Doz., 7.50; Gro., 7.50
 - B99—Stage Money, Doz., 30c; Carded; Bulk, 50c per 1000
 - B33—Radio Snakes, Doz., 75c; Gro., \$8.50
 - B58—Cigarette Loads (12 in Box) (72 Boxes in Carton), Carton, 1.85; Gross, 3.50
 - B77—Explosive Matches (12 in Box) (98 Boxes in Carton) Carton, 90c; Gro., 3.50
 - B83—Loaded Cigarettes (10 in Box), Doz Boxes, 1.40
 - B54—Poo-Poo Pillows, Doz., 75c; Gro., 8.50
 - B78—Sand Cards, Doz., 45c; Gro., 4.75
 - B45—Rubber Dollars, Doz., 25c; Per 100, 1.80
 - B80—Rubber Cigars, Box of 10, .45
 - B89—Rubber Hunting Knife (With Sheath), Doz. 40c; Gro. 4.50
 - B85—Rubber Gum, Doz. Pkgs., .80
 - B95—Rubber "Hot Dogs," Doz. 40c; Gro., 4.00
 - B47—Snake Lighters, Doz., 50c; Gro., 5.75
 - B79—Snake Ft. Pens, Doz., 60c; Gro., 7.00
 - B92—Snake Radio, Doz., 40c; Explosive Goods shipped by express only. Our 1937 Catalog will be ready about May 1. All orders being filled at lowest prices, regardless of former catalog quotations. Send for Free List of April Fool Novelties. 25% deposit required with all C. O. D. Orders.
- LEVIN BROS., Terre Haute, Ind.

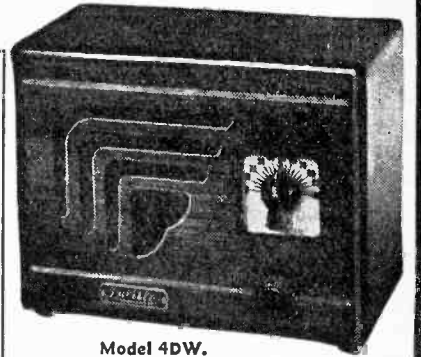
THE SMALLEST MIDGET RADIO MADE

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.
\$6¹⁰ each \$6⁷⁵ each

PLAYLAND SUPPLY CO.
118 East 28th St. New York City
The Smallest Radio in the world with a full sized 5" Dynamic Speaker

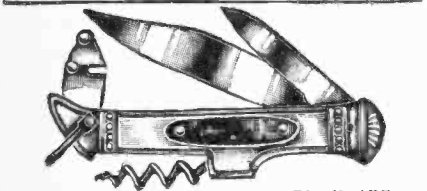
in lots of six F. O. B. N. Y. 25% deposit samples

BIGGER, BETTER VALUES



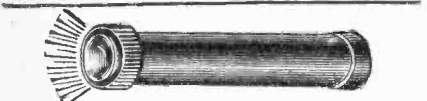
Just Look—only 1.50 each

INGERSOLL MITE WRIST WATCH, at the market's lowest price. Former wholesale price was \$3.33. Chromium plated case with open link metal band. Silvered dial with gilt figures. Unbreakable crystal. Each in original box with \$5.00 price mark.



COMBINATION GLASS CUTTER KNIFE—Two Blades, Clip and Pen, Glass Cutter and Corkscrew. Nickel Finish. Metal Handle. Center with Fancy Colored Celluloid Inlay, Equipped with Shackle for Chain. Size of Knife Closed, 3 1/2". One Dozen in Package.

B10C178.
PER GROSS 12.00 PER DOZEN 1.05



MIDGET VEST POCKET FLASHLIGHT—3" overall. Metal Case, enameled in colors, nickle-plated ends. Complete with Bulb and Battery. 2 Dozen assorted colors in carton.

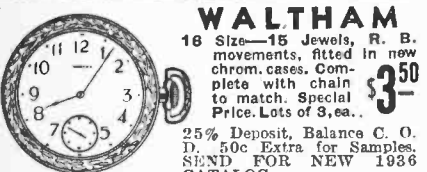
B4C12. PER GROSS 9.75

N. SHURE CO.
Adams and Wells Sts.,
CHICAGO, ILL.

COMPLETELY NEW ADJUSTABLE SLIP-NOT TIE.



The wearer adjusts the knot to large, medium or small size. No elastic bands, hooks or buckles. Production method permits low price. Sample, 15c; Dozen, \$2.10; Gross \$24. Retailers for 35c each. ADJUSTABLE SLIP-NOT TIE CO., 39 N. 10th Street, Philadelphia, Pa.



PLYMOUTH JEWELRY EXCHANGE,
183 Canal St., Dept. B, New York City.

End your correspondence to advertisers by mentioning The Billboard.

A New Special TWIN FOXES

In Silvered, Platinum and White Furs. Smart women everywhere are wearing twin foxes for spring. Women on all over want these chic new scarfs. Order a few samples and try them. You will be amazed at how quickly they move and the tremendous profits they pay you!

\$12⁰⁰ each



FOX FUR SCARFS

Silvered, Platinum and White
For years the greatest spring item on the market. Thousands sold from now till summer. Real flash and real value at Seidel's amazingly low price of \$5⁵⁰ each

Great for SALESMAN OPERATORS, AGENTS, COIN MACHINE OPERATORS, BINGO OPERATORS, HUSTLERS, SALESMEN, CONCESSIONERS. ALL PREMIUM AND PRIZE USERS.

Order Today. — 25% Deposit. — Balance C. O. D. Write today for FREE COMPLETE CIRCULAR featuring all styles and skins in Fox Fur Scarfs.

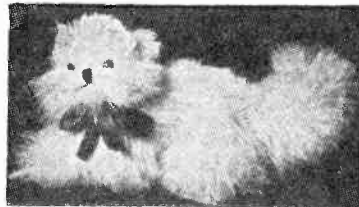
M. SEIDEL & SON 243 W. 30th Street NEW YORK, N. Y.

HEAR THE OCEAN ROAR! NEVER SEEN BEFORE

A PENNY POSTCARD MAY MEAN YOUR FORTUNE

An absolutely NEW item. Looks 8 times the cost and WORTH IT. Cannot be bought anywhere else. Has never been used. Brilliant light for display. All the colors of the rainbow. Made by Mother Nature. You want something NEW, that sells on sight, that will make you big money! Here's the classiest, flashiest, most unique item ever offered. You've been waiting years for this. ACT NOW, BOYS! Send for complete pictures and information on SEVEN WAYS TO MAKE BIG MONEY!

It's ALL FREE Mail Postcard To UNION NOVELTY CO.
2316 LOCUST STREET, ST. LOUIS, MO.



SMASH BARGAIN FOR CONCESSIONERS, BINGO OPERATORS, ETC.
ANGORA SHAPED STUFFED FUR CAT \$18⁰⁰ \$1⁷⁵ Each
Made of real goat white fur. \$ Doz. \$ Sample
Size: 20" long, 11" high. Life- 25% Deposit. Bal. C. O. D. like, appealing. A real hit for all Premium and Novelty Users. WRITE FOR FREE CATALOG. Complete line of Stuffed Fur Animals, Novelties. All Finest Quality and Workmanship. Lowest Prices. Write Today.
MAJESTIC NOVELTY CO., 2407 Valentine Ave., Bronx, N. Y. C.

BINGO

Our price on special game Bingo tickets, sets of 1050, is lower than any one on the market. Jobbers only, please write for our price and samples.
J. FELDBERG, 473 Broadway, Bayonne, N. J.

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.

FREE SAMPLE CASE Write for Details Today!
ROYAL KNIGHT BLUE BLADES
D. E. 20-5's—Cello., in Display \$3.50
Box — UNIFORM. QUALITY. \$3.50
Per 1000
25% Deposit on C. O. Ds.—Incl. Postage.

SUN GLASSES. Latest Styles. Lowest Prices.
MOTH CAKES, Large, 100 for \$3.50
Per Dozen, 44c
Cellophaned. Large, Dozen 55c
SINGLE EDGE BLADES, Cello.
20 Pks. 4 in. Per Display Card. 65c
DOUBLE EDGE BLADES, Cello.
20 Pks. 5 in. Per Display Card. 40c
Complete line for House-to-House Canvassers, Wagon Salesmen, Agents, Catalog Free. Write.

CHAMPION SPECIALTY CO., 814-E Central St., Kansas City, Mo.

**FOR VALUES TO GET
● EXCITED OVER ●**

**BUY FROM THE WORLD'S
LOWEST PRICED
WHOLESALE SINCE 1916**

- Razor Blades, Toiletries, Notions.
- Novelties, Gifts and Premiums.
- Sales Boards and Deals.

196-Page Catalog FREE with All Orders.

**OUR ONLY MAILING ADDRESS
MILLS SALES CO.**
of New York, Inc.
901 Broadway, New York, N. Y.

**SALES PROMOTERS-PITCHMEN
RECAMIER**



Successor to the Business Conducted by
HARRIET HUBBARD AYER

During year 1886-1887. We want 1,000 Pitchmen and Sales Promoters To Cash in on the Fastest 4-Piece Deal in the Country.

PERFUME — LIPSTICK — FACE POWDER — COLD CREAM.

DOZEN 80c GROSS \$9.00
Not Connected With Business Conducted Since 1907 by
HARRIET HUBBARD AYER.

Send 50c for 4 Samples, Postpaid.

MINIATURE CHARMS — Donkeys, Elephants, Horses, Etc., with Silk Cord, Gross 65c

ALKALINE SELTZER TABLETS — 30 Tablets on Display card, each card 25c

25% Deposit, Balance C. O. D.

**SEND FOR GIANT
1937 CATALOG
CONTAINING 1,000 ITEMS.**

BENGOR PRODUCTS CO.
878 BROADWAY, NEW YORK, N. Y.

BLUE STEEL 25c
Double Edge
BLADES
Finest Quality
Cello., 5 in Pack.

FALCON CONTINENTAL MADE. 65c
Single Edge. Per 100.

DOMINO 30c
Blue Steel, Double Edge
For Repeat Business. Per 100.

GILBERT Super Quality, For Workers

WHO WANT REPEAT BUSINESS.
Double Edge Single Edge
Blades. 50c Blades. 65c
Per 100. Per 100.

GILBERT AUTO STROP. Per 100. 80c
TOOTH PASTE. Per Doz. 85c
SHAV. CREAM. Per Doz. 90c

SINGLE EDGE BLADES. 44c
Per 100.

AUTO STROP TYPE. 45c
Per 100.

MIRACLE CAN OPENERS For Demonstrators. Red Hot! Per Doz 75c

SHAVING DEAL 10c
15 Blades—Giant Palm and Olive Shaving Cream—Styptic Pencil, All Cello. Wrapped.

"FIRST AID" DEALS 1.60
Large Box Absorbent Cotton, 6 Pieces Ready-Made Bandages, 10 Yards Gauze, 5 Yards Adhesive Tape, 15c Bottle Mercuriochrome, All Cello. Wrapped.

YOUNG NOVELTY CO., Inc.
100 Hanover St., Boston, Mass.
Send for Free Samples and Price List.
25% Deposit. Smallest Order, \$1.00.

**AMERICAN-MADE
LAPEL WATCH, 14 S.**



Enamel bezel and back with Chrome center case. Assorted colors: Black, Ivory, Tan, Red, Green and Blue. Each with braided 6-inch cord attached to match color of enamel.

No. B100. Ea. \$.92½
TEN for..... 9.00

Send for Catalog.

**ROHDE - SPENCER
CO. WHOLESALE HOUSE**

223-225 W. MADISON ST. CHICAGO

**NOTES
from
SUPPLY HOUSES**

Ben Gelber, of Berk Bros.' Novelty Company, informs us that his firm has just imported a large shipment of Lord's Prayers. This is the novelty that has the Lord's Prayer printed in a small space that would ordinarily be the same size as a pinhead. Thru the medium of a magnifying glass inserted at the top of the ivory holder the prayer can easily be read. Gelber is of the opinion that this novelty is due for a comeback and thinks it will be more popular than it was in the past.

A business boom in Philadelphia, in which retail trade made remarkable gains for the week, was indicated in local trade reports. Department store sales volume was listed as 34.7 per cent over the preceding week and 32.8 per cent ahead of the corresponding week last year. Specialty shops reported sales 21.4 per cent higher than the preceding week and 19.6 per cent better than the same week a year ago. Stimulated by Easter buying and spurred by favorable weather, wholesale trade showed unusual activity.

The Lucky Fur Auto Tails introduced to the market last year by Charles Brand are expected to repeat their success again this year. With the great activity in the automobile markets this season, it seems that this expectation is a logical and well-founded one. Equipped with a wire for attaching to radiator cap, tail light or any other part of the car, motorcycle or bicycle, the tails, which are genuine fox tails, also have a red, white and blue streamer on them. Concessioners, playing carnivals, fairs, parks, etc., as well as pitch and novelty men working special events, celebrations and organization conventions, are planning to repeat their money-making performances of last year. This is indicated by early tail orders coming into the Brand offices.

Popular demand for the Mexican wooden novelties and souvenirs manufactured by the California Leather Goods Company, has necessitated the building of a new factory capable of producing many times the present plant's production. During the recent Smallwares Show in the Biltmore Hotel, Los Angeles, these novelties received a great deal of attention from prize and gift buyers, the company reports.

The Markepp Company reports that its new salesboard featuring the automatic Vibro-Shaver is one of the fastest-moving board deals it has ever offered. The 2,000-hole, two-cent salesboard contains five of the shavers on a red velvet display pad and nets the operator a nice profit on each board.

Jack Davis, proprietor of Magnotrix Novelty Company, went on the air with Joe Cook, comedian, March 6 for Shell oil on a Coast-to-Coast network. Davis was introduced as the foremost inventor of tricks and jokes in the country and did a five-minute crossfire with Cook explaining some of the most popular tricks and jokes.

Bengor Products Company has just released a new giant catalog for 1937. Catalog contains 1,000 items of interest to pitchmen, salesmen, demonstrators and house-to-house workers. Bengor's catalogs are always prepared by Louis Gordon, advertising manager, who claims that they have a complete line of the type of merchandise the boys want, and their prices compare favorably with any supply house in the country.

International Novelty Supply Company, mentioned in this column in a previous issue, would like it understood that it does not cater direct to concessioners as the item may have implied. L. J. Saunders, of this firm, states that the concern caters to jobbers or supply houses only.

**Coney Island Looks
For Banner Season**

CONY ISLAND, N. Y., March 13.—Concessioners and coin-machine men of this huge play spot are already beginning to call on the various wholesale merchandise firms in New York to prepare for what they believe will be the greatest season in their history.

Leaders at this amusement center report that they will feature entirely new lines of merchandise this year. They also state that they will arrange to have one of the best merchandise displays that have ever been featured anywhere in the country. The tremendous success which they have enjoyed with the better merchandise last year will be the basis on which they will work this coming season.

Roll-down games are actually going to be inclosed in merchandise palaces this year. Bowling alleys and other games will all offer the very best in merchandise awards. Some of the games will also feature regular contests, as they did some years ago with the belief that this type of play will prove unusually popular this year.

It is widely believed that merchandise will be the leading success factor this season. The reason for this belief is because it was discovered last year that wherever merchandise of better quality was displayed the play definitely increased and that the action was constantly repeated thruout even the dullest days of the week. The men are therefore basing their predictions for the coming year on the success enjoyed during the past season, which was considered the greatest in their history. They even found, they state, that bad weather conditions were overcome by the better merchandise displays.

"For once," one leading concessioner says, "we found that the players disregarded the weather if the item which they wanted was of sufficient attraction to keep their interest. Players would take a subway ride out to the Island almost every night to continue play for a certain item. Over the week-end they would bring their families. We learned therefore that the better merchandise given to them at attractive point systems brought them back to the machines constantly and retained their interest to a point that proved unusually profitable.

"This was in addition to the fact that steady customers would bring in their friends. Making the merchandise display more attractive will be the outstanding problem this year for all the men on the Island. Making it also easy to get the items and at the same time bring in their value and profit will be the next important features.

"We have the assurance of the authorities that the roll-down games are going to be licensed again this year and that almost every one of the spots on the Island will be licensed. This means that with the attractions the same as last year and with the men out to make them even better looking we should have the greatest year we have ever enjoyed. "Many expect that old times are back again, and I claim that it is due to the fact that the men have at last awakened to the realization that the better quality merchandise has brought us better trade."

GOODMAN WONDER

(Continued from page 55)

in the vernacular of the midway, it is best expressed in the words of friend Harry Logan, special agent for the show. He says: "When this extravaganza takes it on high there will be many a carnivalite piking around to take a peek at its perfections." "Just because Beverly White wrote this is no reason readers should think Logan and White are a second edition of the Walter Winchell-Ben Bernie mutual admiration society or Ed Winn-Fred Allen anvil chorus," says Logan.

Imperial Shows

INDIANAPOLIS, March 13. — With about five weeks before opening, work has started in full swing. A. Clayton Holt, designer and superintendent of construction, arrived from Fulton, Mo., and took charge of all building. William Brunke, artist, has been busy for the past few weeks getting rides in shape. At present there are 15 men busy with brushes and hammers. Alex Grashnik, electrical engineer, is getting the equipment in condition. Ray Davison, master mechanic, has been overhauling trucks and trailers. O. V. Carty,

bandmaster, will arrive soon for rehearsals. John Starkey, lot superintendent, informs that he will arrive in time for the opening. Dave Tennyson and Edward A. Hock have been in and out of town, Hock buying new equipment and Tennyson busily engaged arranging bookings for the show. Hock and Tennyson are taking out the Imperial Shows, Inc., this season. The show will be much larger than last year. It will operate with shows, rides, band, sound truck and calliope. Reported by Lew Marcuse.

C. H. Tothill's Attractions

LOCKPORT, N. Y., March 13.—Show's opening will be May 20. It will be the first show to play Lockport in years. Show's personnel will be the same as last year. Tothill has purchased a new truck and plans to add a sound system to the midway. Eddie Bristol, ride foreman, has engaged Everett Lyman for the Chairplane. Herbert Griswald will be night watchman. Recent visitors were Johnnie H. Moran and Francis Costello, who is thinking of re-entering show business. Work of rebuilding and enlarging the show is directed by Tothill. Booking continues with the writer and former secretary of the show at the helm. Reported by William T. Coleman.

Pilbeam & Carpenter Shows

DEARBORN, Mich., March 13.—Staff visited Jackson, Mich., and booked Young & Fisher's shows, Snake, Jungleground and girl revue; pony track and grab also booked. Visited Bill Punschki, who with William Yadley will have root beer and one other concession; also visited with Bill Jacobs and family in Toledo. Bill will have rides with the outfit. Bernhardt and Scott will have three wheel concessions. Dave Sheets has signed for ball games, cigaret gallery and pitch-till-you-win. James Gatto will have pop-corn truck and Hess and White long-range lead gallery. Opening date will be March 27. Reported by Ray Carpenter.

Rogers & Powell Amusements

YAZOO CITY, Miss., March 13.—Spring weather has speeded up the work. The owners, J. R. Rogers and Mrs. N. V. Powell, have bought a new truck and trailer. A new body, according to specifications, is being made for the truck by show carpenters. Additions make the show fully motorized. Chuck Spencer has charge of motors. Opening is set for April 5. Whitie and Thelma Danley visited en route to Memphis. Jimmie and Leola Lamb, who wintered in St. Petersburg, Fla., will join. Reported by N. V. Powell.

Pittsburgh

PITTSBURGH, March 13.—Jack Beal, superintendent for Peerless Exposition, left for Athens, O.

Rapa Hawaiian Troupe, formerly with the Gooding Amusement Company, is now filling an engagement here.

Joe Murphy, the concessioner, is doubling as stagehand during the legit season.

Further negotiations for the erection of Exposition Hall at the Point have again been held up.

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Our "Fooler" Catalogue is ready. Send for list or order from list of Fast Sellers below. Or \$2.00 brings 50 samples.

ITEMS BELOW AT DOZEN PRICES:

Squirt Cigarette	\$.60	Snake Nut Can	\$.30
Rubber Gum	\$.60	Dirty Matches	\$.30
Expl. Matches	\$.30	Sphinx Puzzle	\$.30
Cigar Plugs	\$.35	Bango Device	\$.35
Snake Riddle	\$.60	Snake Cig. Litter	\$.50
Squirt Cigar	\$.60	Rub. Center Chc.	\$.80
Duck Quack	\$.60	Squirting Rose	\$.35
Rub. Pretzel	\$.60	Leaky Per. Bot.	\$.40
Black Eye, best.	\$.50	Mice In Pk Cards	\$.80
Shoot. Books	\$.40	Sht'g Jewel Box	1.50
Dummy Matches	\$.15	Snake Matchbox	\$.20
Tall Behind	\$.65	Wind Match	\$.35
Doggint Pile	\$.60	Spider on Pin	\$.50
Bloody Finger	\$.50	Trk. Coat, Hang.	1.50
Fake Bedbugs	\$.30	Snake Cam. Box	\$.60

Smoker's Jokes. TABLE JOKES. Practical Jokes. Show 3 in Boxes, 11x15". Rich Get-up... \$7.20
NO. NO.—A THOUSAND TIMES NO. Doz., \$1.20
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Big Season for Sporting Goods Seen This Spring

The arrival of spring this week calls attention to the field of sporting goods as offering probably the most attractive combination of premium ideas in the entire merchandise industry. Altho excellent use has been made of this class of merchandise since its introduction to the industry, it is believed that the coming season will witness its greatest popularity.

Baseball equipment, bats, balls, masks, gloves and mitts, protectors and shin guards, long recognized as premiums and prizes of rare value, will be used more extensively than ever this year for trade-getting purposes and sales stimulator awards. Increased national income, plus heightened interest in the national pastime, will encourage more young men and boys than ever to indulge in the game of baseball, with a resultant increase in the volume of this goods distributed.

Another class of sporting goods being counted upon by both distributors and premium users is tennis equipment. Rackets, balls, sun visors, shoes and the like have a double advantage in that they appeal to boys and girls, men and women alike. Probably even more popular than tennis accessories will be golf equipment. Bicycles, too, following their comparatively recent resurrection, are expected to be continued as a feature of many of the better merchandisers since there seems to be no indication that the bike craze is just a fad.

Early promotion of fishing tackle, rods, reels, lures, kits and lines is planned by merchandisers, with a few of them already in receipt of some nice orders for the coming season. Steady growth in value and popularity of fishermen's equipment in the last few seasons presages a record demand this spring for such goods.

The demand for roller skates for premium use in appealing to boys and girls indicates that they are just about tops in juvenile goods. And marbles, too, while they are more in the toy class, have strong appeal and this spring their use for premium work and trade boosting is already greater than in seasons past.

Other merchandise of a sporting nature which is destined to be very popular, tho not used quite so extensively as those lines mentioned above, includes track equipment, running pants, spiked shoes, softball equipment, soccer balls and the like.

WASHINGTON, March 13.—Still plenty of money around for everybody, if the United States Treasury would share its pot with every man, woman and child in the nation. If all the money in circulation on February 28 were divided evenly, there would be \$49.59 in it for everybody. Total circulation was listed at \$6,399,309,454. This compared with \$6,348,671,241 on January 31, or \$49.23 per capita, and \$5,845,668, or \$45.63 per capita, at the end of February last year.

FRISCO SHRINERS

(Continued from page 56)

torium to facilitate the many horse and elephant acts.

Talent lineup includes Royal Brilletti Troupe, Tiny Kline, aerialists; Five Fearless Flyers; Clarke Family, riders; Snyder's Bears, Waite's Clowns, Captain Roman Proske and his Tigers, Zumar's Elephants, Hill's Dogs and Ponies, Black Brothers, Valencia and Morales Family.

ACTS TO ROAD

(Continued from page 56)

cluding 150 performers in three rings, were scheduled daily.

Presentation had plenty of real thrillers, with the Great Gretonas on the high wire and Costica Florescu hanging by his teeth on a rope and head balancing on top of a pole among rafters of the Auditorium. Peerless Potters took care of the final trapeze act in fine shape. Picchiani Troupe showed they have the art of jumping and somersaulting from springboard into chair down pat. Miss Cyse O'Dell gave her physical endurance test under a spotlight at top of the arena, everyone wondering why her arm didn't break. Bob Eugene Troupe, parallel bars, had good comedy. One of the most beautiful was the black horse troupe of Dennie Curtis. Nelson's jumping horses, ridden by the Misses Wikoff, Humes and

Stephens, were on for a short but interesting exhibition, while Smith's high-school horses (10) and young lady riders were very entertaining. Zavatta-Zoepppe aggregation of bareback riders had a very athletic and superb exhibition.

Program Is Lengthy

Cole's elephants proved popular, with Miss Gene Allen presenting them. One of the most novel clown stunts was the walkaround of Chester Barnett and his canine pet on its hind legs. Hal Silvers was great on the slack wire; James Boys and Three Averys, comedy acrobats; Upside-Down Millette; Del Rae Brothers, rotating perch; Ernest Melvanos, on the flying trapeze; LaVenis Sisters, double trapeze; trained seal acts; Cannestrellis, ladder novelty; Zavattas, dancing ladders; Naida and Perez, perch; Tudor Sisters and Avery, contortionists, and others made up a full 2½-hour program.

In clown alley were Chester Barnett, Art Lind, Roy Barrett, Tad Tosky and troupe of five, Charles Derer, Jack Klippel, Joe Coyle, Joe Lewis, Emmett Kelly, Roy McDonald, Kinko, Danny McPride, Billie Avery and Eddie Keck.

Milwaukee Fete Organized

MILWAUKEE, March 13.—Milwaukee Midsummer Festival filed articles of incorporation, with Rudolph Hokanson, chairman; Otto R. Hauser, secretary, and A. J. Obenberger, treasurer. Fireworks committee consists of Joseph W. Nicholson, city purchasing agent; Mr. Hauser and Howard Ilgner, superintendent of the Bureau of Illumination. It is planned to illuminate more than a mile of the government breakwater to provide a flaming frame for the festival picture on Sunday, Wednesday and Saturday nights. In all, 5,517 feet of the breakwater and piers are to be illuminated.

Winnipeg Circus Has 25 Acts

WINNIPEG, Man., March 13.—Khar-tum Shrine Temple will present its second annual indoor circus here soon in Civic Auditorium. Proceeds of the nine-day event will go to the Shrine hospital fund for crippled children. Twenty-five acts will be presented. Those already contracted include Eugene Randow Troupe, European clowns; Mlle. Haages' trained animals, Aerial Lakes, Perez LaFlour Troupe, Stevens' Bears, Blakes' Mules and Four Victorians. Children from orphanages will be special guests.

Talent Array for Omaha

OMAHA, March 13.—Twenty-four acts have been contracted by Rink Wright to appear at Tangier Shrine Circus here, including Livina Sisters, Charles Bell Trio, Donahue and La Salle, Fearless Flyers, Merrill Brothers and Sister, Conner Trio, Harpers' Ponies, Christies' Ponies and Elephants, Cole Bros.' Ponies and Elephants, Atterbury Duo, Great Delbeanie, Ira Millette, Six Lucky Boys, Six Antaleks, Christies' Liberty Act, Tad Tosky, Joe Lewis, Billie Denaro, Billy Finkle, Kinko, Leo Kerns, Roy Barrett and Manuel King's Lions. Event will be of a week's duration.

Hill's Stars Booked For Muskogee Event

MUSKOGEE, Okla., March 13.—Milton Hill's April Shower of Stars, 35 performers, has been contracted to appear at the fifth annual Merchants' Display Show in Municipal Auditorium here. Event is under Muskogee Times-Democrat sponsorship.

Featured performers include Jean Cross, Toby Nevius, Sylvia Sisters, Jerry Layne, Patti Hood, Margo Niles, Carol Lee and a line comprising 16 girls. Joe Lind and his band will furnish music, with Milton Hill producing.

2-Year Event in Milwaukee

MILWAUKEE, March 13.—Milwaukee's Sesquicentennial Celebration to commemorate historical events associated with ratification of the United States Constitution will spread over almost two years, William L. Pieplow, chairman of the city's committee of 100, announced. Special emphasis will be placed on the sesquicentennial during the 1937 Midsummer Festival. A. J. Obenberger is vice-president and Richard E. Krug secretary of the committee.

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10,000 BINGO LAP CARDS
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Size, 10 1/2"x13". Lithographed in 4 beautiful colors. Regular Bingo Card in Center. Can supply 3,000 different cards to a set if desired. This is a genuine bargain, so hurry your order. This offer will not be repeated.

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Shorts

ED J. MURRAY again successfully handled, for the seventh season, the official program for the recent Al Sirat Grotto Circus in Cleveland.

CONTESTS and vaudeville are programmed for Amherst (N. S.) Motor Show in the Armory, to be produced by Frank Elliott, proprietor of Frank Elliott's Shows, under auspices of Amherst Post, Canadian Legion. Mr. Elliott founded the annual motor show eight years ago.

AFTER playing the Frisco Shrine Circus with Kenneth Waite's clowns William H. (Billy) Finkle, "Chaplin's Double," goes to the Omaha Shrine Circus and will play indoor circus dates until his park season opens.

AFTER a winter of training in quarters, New Paris, O., Henderson's troupe of dogs, ponies and monkeys will soon be ready for the road.

Tomato Festival Clicks

DANIA, Fla., March 13.—Tenth annual Tomato Festival here on March 4 under Chamber of Commerce auspices was highly successful, according to S. S. Blackwelder, a member, who said this year's event set an attendance record. Bryan Woods, who furnished the professional entertainment along with concessions and rides, reported satisfactory business.

Carnival for Concord

CONCORD, N. C., March 13.—Lions' Club and local military company will jointly sponsor a carnival to be held here soon. C. M. Lewellyn, president of the Lions' Club, said that permission has been granted by local authorities, tax free, to put on the carnival and a fine location has been secured between Concord and Kannapolis.

N. Y. Vaude for Canada

ST. JOHN, N. B., March 13.—For fourth annual Community Spring Fair, sponsored by the Kinsmen's Club and St. John and Carleton branches of the Canadian Legion, in St. Andrew's Rink, the Theatre again will be top attraction, and vaudeville will be brought from New York City by D. E. Allen, manager, and J. K. Kennedy, secretary. Dr. S. K. Wetmore is chairman of the stage committee.

MODERNISTIC SHOWS

(Continued from page 55)
will be up at the opening stand. Harry Froboess, who will present one of the free acts and who is now in Woodside, L. I., has assured the management that he will offer something entirely new. James Samuels is due soon to start rehearsing and costuming his minstrel show. Frank Flannagan, who handles Mrs. Shaw's crime exhibit, is superintending the construction of a front for this attraction. S. T. Carson, the shows'

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Doz.	Auto Whiz Bangs .80c	Doz.	Dummy Matches .10c
	The Hot Seat .60c		Snake Nut Can \$1.30
	Bending Knife .60c		Rubber Flowers .70c
	Shooting Plugs .30c		Rose Squirts .35c
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	Sparkling Matches 30c		Rubber Nuts .15c
	Squirt Cigarettes .60c		Rubber Pencil .25c
	Rubber Gum .50c		Rubber Cigars .45c
	Rubber Pretzels .65c		Shooting Cards .40c
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	SLAKE CANDY BOXES.		Dozen 70c
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business manager, has returned from vacation in Florida and at present is in Knoxville, where he is assisting C. D. Crump with promotions in connection with the shows' opening. C. T. Clelland is the shows' secretary. E. O. Goodwin advises that he will report early for his duties as special agent. Mrs. Hugh Meek, wife of the superintendent of construction, is "blessed eventing." Ernie McLaughlin, who has been assisting the TVA authorities in Tazewell, Tenn., with their spring fair, is a daily visitor. Mrs. McLaughlin is conducting a baby show in Middlesboro, which will terminate during the shows' engagement in this city. A. B. Motch, president of the corporation, is quite elated over progress made on shows to date. Mrs. R. C. McCarter has been hostess to many functions of late. Warren Wright, shows' general representative, reports from Ohio that he has completed spring bookings. Reported by Willard Watkins.

Stanley Bros.' Shows

CLEVELAND, Tenn., March 13.—A number of those who have signed up are reporting daily. Hotel Cleveland is headquarters. Four more trucks belonging to the shows arrived from Manchester, N. H. Sixteen men now working in quarters. Season opens here March 20. Town is billed and Stanley Reed is getting support from newspaper. Cliff Gregg, human cannon ball, got plenty of space and illustrations of his act. Special poster paper is being used. F. W. Pauli was a visitor. He will have charge of electrical department and will operate some concessions. Bob White has new top and banners for his girl show. Charles H. Sutton will arrive with his concessions. All on the show look for a big season. Reported by Bob White.

Cumberland Valley Shows

COWAN, Tenn., March 13.—Everyone and everything is about ready for opening. Owner Ellis Winton left for the North to ship a Tilt-a-Whirl to quarters. T. J. Apple booked his motordrome, rides and several concessions. Bob Hallam and Mr. and Mrs. Apple flew to Cowan. New fronts are being built. The feature show will be the *Sunflower Minstrel*. Rocco Aleo is building a new cookhouse. He also booked bingo, which is being painted and overhauled. Show opens early in April. There will be a free act and band. William R. Earl is rehearsing the minstrels. Reported by a show representative.

OAK HY-TEX BALLOONS
The combined names and fame of OAK and MICKEY MOUSE bring balloon men the greatest money getters of all time.
Start cashing in now!
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PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

BLY, THE RICE WRITER . . . who has been doing a fair business in New Orleans, featuring his tiny writing on rice and watch dials, has come in for some favorable publicity in the New Orleans dailies recently.

"HERE I AM . . ." wigwags Hot-Shot Austin from De Queen, Ark. "Opened the season two weeks ago at Mansfield, La., and then made Carthage, Tex., to a blank. Things here are very bad, no crops and no money. Still on the sheet and for it. Will head northwest for the summer. How are things up Alabama way, Joe and Josephine Geller?"

HUSTLER'S TIP: With Easter just around the corner, now is the time for a good hustler to start the spring season off right by hopping onto a bank roll. Easter novelties such as balloons, squeaking rabbits, candy eggs and flowers are good sellers. Indoor demonstrators can take on the same items, adding Easter egg dyes and paints.

LEW GREEN'S . . . Golden Gift Show, after playing spots in Pennsylvania, moved into Mechanics-town, O., March 8, where they opened a week's stand. Roster includes Montana Foy, the Yodeling Cowboy; Marloe and Green, sketch team; Great Grantay and company, magicians, and "Tickle-breeches" Goodwin, blackface. Lew Green is handling the lectures.

FRED WILLIAMS . . . pencils from Newark, N. J., that Joe Hess has just arrived in the city from the Tampa Gasparilla where, Joe says, he had his best 10 days in the last 10 years. According to Williams, Hess had the exclusive on the spot and sold 20 gross of pens and will be on the road as usual this year.

HOW ABOUT some news from you fellows making the farm sales with the auctioneers in Illinois, Indiana and Missouri?

RUN MENDERS . . . and darning workers will do well to get an early spring start with the items. In the past many a good worker has collected a lot of soft dough while working corners and doorways with either item. Those working menders can walk the length of a city block, meantime keeping their tip sufficiently interested to have them keep abreast of the worker. If there ever was a made-to-order hot-spot item it's the run mender.

ED GRAHAM . . . ace med lecturer, was recently seen pulling his house-car thru Sweetwater, Tenn., and headed north. What was the hurry, Ed?

PITCHING is not just turning loose a lot of blubber and blabber, as quite a few of the boys are wont to believe. It is a professional, scientific discourse that brings results and garners the long green.

"JUST MADE MAYFIELD, KY. . . . shoots Si Hart from that city. "Heard that King Lamar and Jake Branholtz were here and worked to good business. I wish they were around to see me do my stuff with the paddles and the key-

checks as a side line. When one fails the other clicks, so I've been managing to pay good hotel bills. Believe me, boys, steady work is what does it. Will head north from here by stages and some of you babies who think that I have been doling out too much for the money, just watch my smoke and I'll tell you how it is done. It will have to be after working hours, tho, because I don't visit while working."

IF YOU WOULD make a tip loosen, talk common sense and make it listen.

"BLEW INTO . . ." New York and blew right out again," exclaims Harold Brooks, well-known health book and astrology worker. "Pitchmen working the streets there are always on the go—going some place where, to my notion, is no place. Those working the stores are keeping the premises for themselves and I'll write you from Buffalo on my way to Cleveland, where I think I can get a location in an ideal spot and hold it thru the big lake city's doings this summer.

GEORGE SHIELDS . . . fogs thru from Memphis that he is still holding down the various towns close to that city and he intends to stay there until he finds that he can hold tips in the climates where the thermometer needs the sun to give it a boost. He reports that business has been fair.

A CONTRADICTION: Reports making the rounds that Kingan's, Indianapolis, is closed to those desiring to work the noon-day spot, is a lot of hooey. Kingan's has been open and is still open and any person who says that someone has been sloughed at the spot is doing so in an effort to avoid clean competition. Those of you who are making Indianapolis, by all means give it the once over, as it is one of the best spots in that section of the country, especially for a clean worker.

PIN-ON-TAILS . . . seem to be getting top money this winter in some spots, despite the heavy play the item received last summer. Heavy purchases of the item were noted where the folks were doing sledding and ice skating. Then, too, a few of the boys who knew their public gave the roller skating rinks a big play.

ARE YOU prepared for the spring round-up of those bucking, elusive greenbacks?

KANSAS CITY . . . reports indicate that the tripes and keister fraternity is working doorways there. Otherwise the town is closed, with the exception of the boys working in stores.

THE READER . . . for St. Louis is 85 cents. But where do you go from there?

DR. FRANK HAUER . . . who is preparing his med opry for the big spring offensive, infos that he intends to make one of his biggest drives this year. He plans to occupy all spots around the old Knoxville stamping grounds.

VERLIN JOE (PETE) CHANDLER . . . jumped from Knoebel, Ark., recently to join his old side kick on the whitestone layout in Tennessee.

TRINKETS for the Easter-day fashion parades can be obtained from jobbers in all grades and quantities. Don't overlook a good bet, boys.

"BUSINESS DOWN HERE . . . isn't so good just now," letters Slim Rhodes from San Antonio under date of February 17. "Have been doing the jam pitch all winter, working about three towns on Saturdays and managing to keep the wolf from the door. Have contracted to jam with a circus this year, and I believe it will be much better than pitching here and there with the slum package. Met several jam men in the past few weeks. Leroy Crandell is here now. Also heard today that Slim

Cantrell is in town. Several tripes and keister boys have been thru here, but very few have stopped because it is nearly impossible to work in the money. There are no parking lots to be had and very few doorways. If one does work it must be on private property."

GRAYCE LE ROY . . . inks from Waupun, Wis., that the popular little team Petey and Patsy Leroy are confined in a hospital there suffering from burns sustained recently. Petey's condition is said to be serious, while Patsy is coming along nicely under hospital care. They are anxious to read pipes from their friends.

MEMORIES: When Dr. Harry Herbert worked out of the back of a thorbred-drawn carriage around the corners of St. Louis, and when he kept the boys less fortunate in eats? Those were the good old days.

"I SUPPOSE SOME . . . of you oldtimers will be surprised to hear from me thru the pipes column," blasts Johnny Rieck from New York. "Doc McCarthy, who died recently from double pneumonia after a five-day illness, was certainly given a wonderful funeral by his family. Well, boys, there are six stores going here. Perry has one on 125th street. Ike and Mike have two, one on 125th street and one on 64th street. Frank Boehm is managing the latter and the writer is working soap in the store. Louis Wertz has a store going at 51st and Eighth avenue and NHA is operating one on 14th street. Sergeant Poulis' store is the feature store of the lot and still getting top money. Business, however, isn't so hot. We're merely getting by."

IN LAST WEEK'S . . . issue there appeared in a pipe from C. O. Swanson and M. A. Matheny a line which read: "A new city ordinance of Cedartown, Ga., ordains that after March 1 the reader can only be sold at \$5 per year." This was a typographical error. It should have read "\$500 per year."

DR. EARL JACQUES . . . corn punk artist, after enjoying three weeks of okeh business in Birmingham, Ala., has left that spot for Montgomery, Ala.

PITCHMEN'S SAYINGS: "Huh."—Tom Sigourney.

TOM KENNEDY . . . ace knife sharpener exponent, shoots from Pittsburgh that he is still in the land of the living and going along at a lively clip, despite the rumors which have been going the rounds that he has passed thru St. Peter's pearly gates. He says that he has been working that territory for the last two years to good business and adds that he is sporting a new Chevy to prove it. Tom has also added several new fronts and a bleazock, which, he says, he is wearing on his wrist.

JAY POLAND . . . "The Crazy Irishman," inks from Kansas City, Mo.: "Will open on lots with my med opry about the middle of May.

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Our sales are increasing. Get your share. New! Great Flash Cover, Primer of Constitution. Everybody must have one. Will Rogers' Latest Jokes, 3c. Flashy Armistice Day Closing Cards, 5c. Veterans' Magazine, Holiday Flashes, 5c. Veterans' Joke Books, 2c. 3c. Patriotic Calendar, Hot Season, 5c. Samples, 10c. **VETERANS' SERVICE MAGAZINE**, 157 Leonard Street, New York.

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SPECIAL PRICE

Complete Line
PENS—PENCILS—COMBOS.
Write for New Spring Price List.
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Yellow and Rhodium of Rings — includes Men's & Ladies' LaRhoda GEM S. T B R E E N E W B I r t h s t o n e Numbers and Carriage Rings. Sample Line available—18 Rings, \$2.00. Sold only to Dealers.
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Every \$1.00 Gets you \$5.00
Yes, sir, real profit. Goodrich Home Workers always have dough, and when you tell prospects Homes are made by the Goodrich Co. Est. 1864, they buy with confidence. Pitchmen, Window Workers, Distrs. write for low gro. prices. Best season ahead. Sample 10c.
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1500 West Madison, Chicago
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EASTER, BIRTHDAY AND CONVALESCENT GREETING CARDS, In Boxed Assortments. Very liberal commissions. Write for particulars.
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226 West 72d Street, New York, N. Y.

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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,
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BOYS, Here's a New One

New Stropper, 2-inch Strop. Strop Dressing.
\$12.00 Per Gross
No Split. All Shell.
RADIO STROPPER CO., Sandwich, Ill.

Save 80%
Buy your Sundries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail-Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.
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GENUINE DIAMOND RING
Solid Gold Mounting
Send for Catalog. Biggest Bargain in Used Watches and Diamonds in the Country.
2.95
H. SPARBER & CO.,
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SUBSCRIPTION MEN
Try **POULTRY TRIBUNE**, America's leading poultry magazine. Every farmer is a prospect. Attractive dollar deal. Good side line for rural territory. Some good territory now open. Write today.
POULTRY TRIBUNE, Mount Morris, Ill.

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PEPPY COMIC NOVELTIES
8 Real Snappy Sellers. All 8 Samples (\$1.00 Value) Sent Postpaid for 25c.
MYSTIC FORTUNE CARDS
Tells Fortunes and How. Big. Fast Seller. 32 Colored Cards in Flashy Illustrated Package Marked \$1.00. Sample, 15c.
W. PRICE,
Dept. E, 2463 Kensington Ave., Philadelphia, Pa.

CONVENTIONS
COMING EVENTS
And Other
LISTS
Will Appear in
the Next Issue

My dad is 90 years old now and needs someone, so I will work for him as lecturer and live at my home here, where I collect a fair rental. Do not plan to operate out of the city, so any of the gang are welcome here."

JOE CLARK . . . describes from Mt. Vernon, Ill., under date of March 8: "Working here today and plan to make St. Louis my next stop, as I received a letter from the missus informing me that she has entered a hospital there to be treated for a lung ailment."

"HAVE BEEN HERE . . ." in this little town in the mountains of Southwestern New Mexico for the last 60 days," pencils W. E. Goodman from Silver City, N. M., under date of March 6. "Burned all the rods out of my car coming up here. Seems as tho the elevation is too high. It's much higher than Denver. My advice to all east-to-

west travelers is to take the North route and avoid New Mexico and Arizona. I found accommodations and roads much better over that route. My old friend Doc Metcalf visited me for 10 days. I also met Dr. Russell here."

MONEY SPOTS: Shelbyville, Ind., furniture factories are reported to be humming with activity, as are the shirt factories at Columbus, Ind. Four weeks in that neck of the woods with a windup in Indianapolis certainly sounds like dough-re-me.

KING LEON . . . former med man, but now interested in the outdoor amusement field, fogs thru with the following "Do You Remember": When they used to bring crippled people on cots and in ambulances to the great Professor E. Leon and he sent them away walking? And the good old days when Yellowstone Kid, Big-Foot Wallace, Diamond Jack Long and White Spear Long were making their pitches? When Jim Ferdon worked Hamilton, O., with a 40-piece band and a carnival company was playing the Hamilton County (O.) Fair, featuring an Italian band; and when the carnival sent its band downtown to Ballyhoo its show, only to be confronted by Jim's band, which drowned them out, after which Jim announced that the "Great Pizzaro is here," and as a result the crowd went to Jim's show? King says that White Spear Long is now residing at Danville, Ill., where the missus has been confined to her bed from injuries sustained in an automobile accident several years ago. He says that Long still jumps out once in a while and works spots around Danville, altho he is nearing the 70 mark.

BIG JIM WILLIAMS . . . cards from St. Louis that Jack Sluice, Al Seifert, Jack the Magician, Bill McCoy, Sam Smith and Carl Jones seem to be doing their share of business in the Mound City.

IT IS A well-known fact that a winner never quits. It has never been known that a quitter ever won.

JOHN LOONEY . . . who has been working indoor shows this winter, has just concluded a successful week at the Jamaica Hospital Indoor Circus, Jamaica, N. Y. He cards that he met Jack Dillon in New York recently and adds that Jack is working on a new show that promises to be a winner. Dillon has grown a mustache and goatee and looks like a million, says Looney.

JACK HALLIGAN . . . pipes from Chicago that he has been located at the Berkshire Hotel there all winter. He infos that Lady Leona (Halligan), astrologer, has had a successful season at Colosimo's Cafe and that she is booked for an indefinite engagement. They would like to see some pipes from the Beckleys, Art Cox and Mrs. Billy Westfall.

A SUCCESSFUL pitchman's motto is "Get going." He doesn't try to judge the future by the past, because he realizes that conditions change with the times.

MRS. TEDDY GOLDSTEIN . . . tells from Dallas: "After a few months of marriage to Ted Goldstein I realize that being a pitchman's wife signifies 'never a dull moment.' Being in show business, I have always admired pitchmen, as I have felt there is no profession which calls for more determination and courage if one wishes to succeed. My admiration has turned toward ambition and I am looking forward to working the same fairs as Teddy, pitching a lotion, the patent for which I am now awaiting to come thru from Washington."

A GOOD COUNTER demonstrator is classed as a sales specialist by the expert store managers and owners.

FRANK E. THORNTON . . . fogs thru from Dayton, O.: "Bill Danker was in town recently and infoed that he had lost his car and stock in the flood. He also said that Ken, the Wire Wizard, is abed in his house car, suffering from double pneumonia. Few of the boys have played the lot here and the weather hasn't been bad lately either. Curley, flukem worker, is gone from this neck of the woods."

FLOYD HULIN . . . who has been holding down St. Louis this winter with a rad demonstration, infos that he is well satisfied with his take.

UNDERWOOD

IF IT'S COMBOS.—SEE GRODIN The Grodin line is "Tops." Don't buy anything in Pens or Pencils till you get our high quality, low price list of bargains. Write today. GRODIN PEN CO., 396 B'dway, New York, N. Y.

WHITE STAR RINGS Gorgeous selection of Rings with famous White Star Gems. Gold or Rhodium Finished for Men and Ladies. Send \$2.00 for 20 samples Also most complete line of Very Latest Crystal, Pearl and Novelty Jewelry and finest quality Chains for every purpose. FAST SELLERS. Lowest Prices. **LA MODE BEAD & NOV. CO.** 42 W. 33rd St., New York City.

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Build up an all year round business The fastest selling proposition on the market. Everybody has photos, everybody wants Enlargements. Made from any photo, snapshot or negative. Carry your sample in your pocket. Big Commissions, quick results. Send your own photo and we will make free sample enlargement for you to show. Get one now, this is good; wonderful extra line. Full particulars sent at once. Enclose 10c to cover mail and handling charges. Act quick while territories are open. **Paris Photo Service** 121 W. 42nd St., Dept. B-3-20, N. Y. C.

BOOST YOUR SALES

With Our **TRYONA TIE SENSATION** \$2.25 DOZEN \$24 GROSS Buy These for Your Better Trade A sure profit winner. All silk custom tailored neckties. Both ends margin silk lined. Has wool lining to resist wrinkles. Makes a Smart knot. Triples your sales. Guarantee tag on each tie. In Repts. Barthelemy, Woven Figures. \$1 sellers. Rush your order now. **SILK LINED TIES** \$1.60 DOZEN \$16.50 GROSS Each tie margin lined, full cut and made for long wear. 25% Deposit, Bal. C. O. D. Money Refunded. **HERBERT CRAVATS** 1312 Washington Av., Bronx, N.Y.C. FREE Catalog

MEDICINE MEN

Don't waste your time with out-of-date packages. Sell something new. Rabbitfoot's Medicine Ball is the world's fastest seller. Send 25 cents for sample and price list. **GEORGE RABBITFOOT HERB CO.** SOMERSET, KY.

MY NEW BANKER PENS ARE NOW READY. "It's All in the Pen Point."



JAS. KELLEY, The Fountain Pen King, 487 B'way, N. Y. C.; CHICAGO, 180 W. Adams St. 784 Mission St., San Francisco, Calif.

HOT-COMIC-SPICY.. FAST SELLERS

Cartoon Books . . \$1.25 Sand Cards, Doz. \$0.30 Art Postcards . . . 50 Shimmie, 10 Dif. 25 100 Pict. Sheets . 40 Fun Card Sets. . 50 How Old Are You 1.00 Comic Mirrors. . 35 Dirty Pig . . . 1.50 Snap Fan Dancer . 15 Nudist Colony. . 1.50 M. West Squirtor .90 Above at 100 Price. Rush Order, or \$1.00 for 25 Samples and Spec. Catalogue. Cat. Only 10c. T. R. PAYNE, 25 Cardinal Place, New York.

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NOVELTY DEALERS—PITCHMEN—DEMONSTRATORS
HERE'S THE FASTEST SELLING 25c POCKET TRICK.

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★ Flashy Colors
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MADE FROM GENUINE CATALIN
PAT. PEND.
MAGIC COMET MYSTIFIER
STAR Will Spin to the Right or Left Also Stop
AT YOUR COMMAND
YOU CAN DO IT!
BUT SEE THE FUN WHEN YOUR FRIENDS TRY IT!
COMPLETE INSTRUCTIONS ON BACK

THOUSANDS

Have Already Been Sold Here in Philadelphia This Past Month. Be the FIRST in Your Locality To Get This New RED-HOT Goat-Getter! ORDER NOW From Your Jobber. If He Cannot Supply You, Write DIRECT TO FACTORY. TERMS CASH, F. O. B. Philadelphia, Pa. 25% Deposit on C. O. D's.

EDGAR WEIL, 25th and Locust Streets, PHILA., PA.

\$18.00 GROSS
\$1.50 SAMPLE DOZEN (No Singles.)

Pitchdom Five Years Ago

George B. Earle was finding business on the uptrend with his needle-threader layout. . . Bert Gibbons and Pat Carey were working coils in a store in Fresno, Calif., to good results. . . Happy Johnson was grabbing up the shekels with his line of novelties on his trip west from New York. . . Joe Perry and Dave (Butch) Cohen were working novelties and inksticks to fair success in Indianapolis. . . Thomas Kennedy was clicking handily with knife sharpeners, bulbs and tie forms in Chicago. . . After clicking with the gloss maker for more than a year and a half in the Hoosier capital Sam Mathews, of polish fame, left there for greener pastures. . . Sighted in the lobby of the Plaza Hotel, Indianapolis, were Mr. and Mrs. Floyd R. Johnstone, Mr. and Mrs. George Earle, Eddie Summers, O. H. Barnett, Nate Eagle, Scotty Love and Mr. and Mrs. Lew Peselman. . . Despite extremely cold weather Roving Al Burdick was getting his share of the sign business in Kiowa, Kan. . . George Sperry, after a successful run of eight months in a storeroom on Vine street in the Queen City, was reported to be clicking with the inksticks in Chattanooga. . . Jimmy Lockwood had just arrived in Dayton, O., in a new car as evidence of a successful tour of Indiana. . . Home Beautiful Show, Cincinnati, panned out good for most of the boys who laid it on the line. W. G. Barnard and son had four spots and left laughing at old General Depression, while Al Lewis, with George Stewart assisting, got in a good week. . . Ruiz and Wall were packing 'em in at their pitch store on Vine street, Cincinnati, in the heart of the retail shopping district. . . Tom Sigourney was working his Naked Truth show to good business in Baltimore. . . Warren Lewis, auctioneer-showman, was rearing his organization at Ypsilanti, Mich., for the spring season. . . A. Dell, paperman, was working his ninth consecutive week on the leaf in Austin, Tex. . . Included among the leaf workers in Washington were A. L. Patterson, E. B. Roberts, Baker and Detricks. . . Cold weather didn't keep Doc Roy Lart from getting his at New Orleans. . . Doc B. T. Scruggs had just returned to Charlotte, N. C., after a fairly successful tour of the Florida East Coast. . . That's all.

REMEMBER, a pitchman's appearance is his front window.

"OPENED IN A STORE . . . here March 3 for a three-week stand," letters Doc George M. Reed from Terre Haute, Ind., under date of March 7. "Business isn't so hot, but I'm managing to get by okeh. Bill Schlusher, ace gummie worker, visited me at the store last Saturday. It was the first time I had seen him in 12 years. He is looking fit and prosperous and infos that he left my friend Wayne Garrison in the 'wilds of Tennessee,' collecting plenty of the folding dough with the cement. Bill told me that he was headed for Detroit. This city is closed, boys, and don't let anyone tell you differently, because I talked to the law myself, and I'm a pretty good fixer. Plan to stay here until the 21st and then go into St. (See PIPES on page 68)

5 GOOD REASONS FOR SENDING YOUR ORDER TO

Mills Of Chicago

1. We Will Match Any Advertised Price;
2. Centrally Located—A Saving in Shipping Charges and Time.
3. Orders Go Out Same Day Received. Faster and Better Service.
4. Better Quality Merchandise. First To Offer New Promotions.
5. Send for New Sales Flyer, Featuring Special "Red Hot" Fall Selling Promotional Deals.

MILLS SALES CO.
27 So. Wells St., Chicago, Ill. Eastern Dist., 76 Washington St., Boston, Mass.

Get Set for Life! IN COUNTER-CARD BUSINESS

MAKE BIG MONEY
In new kind of wholesale business. Place famous line 5c-10c goods with stores. Merchants grab our FREE GOODS Deal. World's finest, largest, best selling line. Almost 200 daily necessities, including Laymon's Aspirin—nationally advertised in Saturday Evening Post. All mounted on new style, sales-making, self-help Counter Displays. Up to 140% profit for you and merchant. No investment to start. Facts and big Catalog sent free. **WORLD'S PRODUCTS CO.** Dept. 388-B, Spencer, Ind.

SLIP-NOT TIES
Silk-Lined—Jacquard Figures—Stripes, Plaids, Solid Colors. \$2.50 per Dozen. Good 50c Seller. Send M. O. for Sample Doz. and be convinced. Money refunded. **M. LEVINE,** 18 N. 13th St., Phila., Pa.

VALVE BALL FOAM CONTROL is a Necessity!

Valve Ball in Foam Control breaks up gas bubbles, puts a uniform collar on every glass of beer. Reduces scraping to a minimum, giving a greater number of glasses per barrel. Fits on all beer faucets. Bar-Owners Buy Them on Sight! Saves time—No waiting for collar to rise. A sure sale of one or more wherever beer is sold on draught. Retail at 35c to 50c. Costs you 10c each in gross lots. Be the first in your territory to clean up with this new specialty. Rush 10c for sample and full particulars.



GORDON MFG. CO.
110 East 23d St. (Dept. JD9), New York City.

ATTENTION
NOVELTY AND CONCESSION MEN, A new seller or give-away for small Premium, Lord's Prayer with Catholic version, Lord's Prayer with Protestant version, and Ten Commandments on a copper. They set on a small Paper Base. \$2.00 a 100. Sample, 10c. **DAVE MARKUS,** 8 East Roosevelt Rd. (New Address), Chicago, Ill.

Hartmann's Broadcast

A LAW on the statute books of Indiana for many years is about to pass into oblivion. It is what has been known as the Gentry law, and its life now hangs by a thread, that thread being the signature of the governor to effect its repeal.

The law derived its name from a circus man who introduced the bill that brought it about. Great hardships were inflicted upon the carnival form of amusement thru prohibitive license fees of \$5 a day for each show and riding device, plus licenses assessed by either county or city or both when the law was enforced. But since the very beginning public sentiment was against the measure and, like all unpopular laws, it was not enforced until late years when certain State enforcement officers revived it and made the going tough for shows and rides by imposing the fees even at fairs.

Being sponsored by a circus man, it was only natural that the law would be favorable to purveyors of circuses, but even these men saw its unjustness toward carnival shows and rides and were in sympathy with its repeal.

This news naturally will be warmly welcomed by carnival and independent showmen and ride men, who like other human beings should be entitled to make an honest living and not have obstacles like the Gentry law placed in their paths.

We thank the Indiana State Association of County and District Fairs and other organizations and individuals in the State who co-operated with The Billboard in the work to put an end to this unpopular law.

A S GOOD as we feel about the repeal of the Gentry law, that's just how bad we feel about the defeat of another bill—a bill in Oklahoma which, if passed, would have protected regular rodeo producers against phoney.

The Oklahoma bill was introduced by Senator James A. Rinehart and went down to defeat by a vote of 22 to 17. This is a great disappointment to those who are interested in clean sport and the better shows in Oklahoma, since there have been quite a few shows in the State in the past that failed to pay off those participating in the contests.

Senator Rinehart, of El Reno, has for a long time been a champion of the performers' interests. His bill provided for the filing of a bond with the court clerk to insure the payment of prize money and a procedure for the collection of it. It also prescribed a penalty for violation thereof. Labeled as an emergency measure, it would have become effective immediately after passage.

The bill called for the one promoting or conducting a contest to deposit the total amount of prize money in some State or national bank situated in the county where the contest is held at least five days before the commencement of the event. The promoter, however, could have, in lieu of the deposit, furnished a surety bond made by a company authorized to do business in Oklahoma.

Congratulations for their work in behalf of the measure go to not only Senator Rinehart, but to Eddie Curtis, rodeo contestant, and Charles H. Tompkins, rodeo director. Better luck next time.

A PAT on the back for E. (Pee Wee) Lunsford, whose views on the platform comedy acts and clowns appeared in this pillar last week, comes from H. DeForest.

"Please thank E. (Pee Wee) Lunsford," writes DeForest from Chicago,

"for the greatest answer to fair managers ever put to them and you for seeing that The Billboard printed it.

"One thing you forgot, friend Lunsford. No dressing room or only in horse stable one-quarter mile away, and make you wait till midnight or run around last day to get your salary.

"Mr. Fair Secretary, there are lots of companies operating acts that want to help you, and don't forget carnivals are always knocking free acts."

We don't agree with DeForest on that part of his closing statement about carnivals always knocking free acts. The carnival field today provides one of the biggest markets for free attractions; in fact, has been providing it the last few years. That being the case, why should carnival managers knock them?

THERE'S going to be some very interesting and beneficial stuff coming out of the convention of the New England Section of the National Association of Amusement Parks, Pools and Beaches at Danny Bauer's park in New Bedford, Mass., March 30.

Different from usual, the program will take the form of a symposium on amusement parks of the future—what they will be like, how they will look, what the appeal will be, how they will operate, what new angles must be worked up to make parks more profitable, what will take the place of the ballrooms, how to meet the trailer trade and other points.

All amusement people are welcome to attend the meeting and, if they so desire, express any ideas they may have.

One thing about this New England meeting it gets right down to brass tacks and calls a spade a spade and in so doing some very profitable suggestions are uncovered.

Here's to you New England boys! May the convention be crowned with success.

Miami

MIAAMI, March 13.—Ben Constantine and wife left for St. Augustine, Fla. . . . Maxie Herman, Red Cohen, Al Rossman and Maurice Schacter seen together doing the town. All of these boys from Chicago and here for a short time longer.

. . . Mrs. Bertha Melville is leaving for St. Augustine, where she has secured a location for the Scooter temporarily. . . . William R. Hicks back and forth between Miami and Key West. . . . Krause Greater Shows had a tough time making Key West, what with only two ferry boats of small capacity. They opened a couple of days late. . . . Key West will be the mecca of thousands of tourists next year upon the completion of the new Miami-Key West highway. . . . Hialeah races wound up Saturday, March 6, after the biggest season this famous course has ever had. Over \$19,000,000 passed thru the mutual machines in 45 days, an average of about \$450,000 daily. The last day \$733,000. This gives one a sort of an idea of the amount of money brought into Miami during a season. . . . Sun Festival in Palm Beach March 9. Always a great day.

Cliff Wilson and wife and Carl J. Sedlmayr seen at the North Miami Zoo. They are very much interested in the gorilla Buddha. . . . Barney Tassell and his rides have been in South Miami for the last few days doing well. . . . Pauline Black and Jack Carmen left to join the De Luxe Shows of America at Darlington, S. C. Pauline will be the featured high diverine with this Bell organization this season. . . . Reports from Havana: Weather quite cold, small crowds, poor business. 'Tis the hope that when and if the weather gets back to normal that business will improve. . . . Eddie Lippman and wife are returning to their home in Montgomery, Ala., for a short visit before taking up their duties with the Endy Bros.' Shows. . . . Sammy Lawrence again in Miami for a short visit. . . . Ripley Odditorium will close March 21 after a fair season. The first four weeks great. After that not so good. One of the building owners said that he thought that if the show had been changed monthly it would have helped to put the show over. . . . Russell Brad-

shaw and his escape act have been working almost continuously in the Miami district. Russell says that he made money and will go to Paris for the exposition, arriving there in June.

Max Gruberg left for the North to get his carnival functioning for the season.

. . . Ollie Trout's trailer camp is still well filled, altho many patrons have left. Bill Ketrow's Kay Bros.' Circus nearly ready for the road and it sure is a finely framed little outfit and one of which anyone could be proud. . . . Night club closings are now the order of the day—or night. Most of them in the red. . . . The Legion lot will be used for the Dade County Fair this year. This location is on Biscayne boulevard and some think it will not be as good as the old location on Seventh avenue. Burgdorf and Hoffman are having a hard time getting out a book, as the Miamians have been tapped to death this winter. . . . Mrs. Gertrude Davies Lintz will probably have her great apes and the gorilla Buddha permanently located in Opa-Laka. A company may be formed to exploit these animals, purchase property and make this the outstanding great ape show of the world. Other apes will be added from time to time. . . . Happy Meyers, of the Sally Rand Dude Ranch at Fort Worth, came in for a sort stay.

A well-known showman says that the first major circus to play Florida after the tourists leave should make a lot of money. This circus would be playing to the people who were busily employed entertaining the visitors during the season. . . . Bench Bentum may be engaged to play the Dade County Fair with her diving act. . . . Taylor Trout engineered an auction of unwanted things collected from the trailerites in Ollie's camp. It was a great success. Everything was brought in by the camp residents from axle grease to zithers. . . . The fastest moving community in Florida is Fort Lauderdale. . . . Carl J. Lauther may occupy the Ripley Odditorium with one of his road museums after the present show leaves. . . . If present plans are carried out Funland will be rebuilt into one of the finest amusement resorts in the South, according to one of the Funland officials. . . . The Melville-Miller Scotter is doing well at West Palm Beach, playing still. . . . The Royal Palm Club stays open all summer. This night spot is one of the few clubs that could close now in the black, and a well-known carnivalite is in on the winnings.

Judge O'Hay, of Dania, at one time was the secretary of Cook's Carnival in the East. The judge is planning to run for the State Senate. "Twas the judge, then in the real estate business, who prevailed upon Peejay Ringens to put a \$100 binder on a plot in Dania which Peejay sold within 10 days for \$22,000 cash without any further expenditure of money. . . . George Harmon is preparing to hibernaxate until next December. . . . Maxwell Kane is also going into his hole. . . . The amount of \$689,695 was paid to the State of Florida by the slot-machine barons for permission to operate their devices the past year. Of this amount Dade County, in which Miami is situated, received \$122,130 from the operators for the licensing of 2,142 machines. The above amounts, 'tis said, are but a small portion of the money expended to keep the machines in continual operation. . . . 'Tis rumored that there is a possibility that the Royal American Shows will build and operate a park in Miami at the close of the 1937 season. . . . The Ford Exposition douses its front lights on nights that it rains. No date set for its closing. . . . Funland will close soon.

THREE FRENCH

(Continued from page 34)

aerial novelty; Miss Belgica, trapeze; Birkneder, aerial, and Charlie and Theodore, clowns.

Amar circus has a four-pole big top with three rings and an elevated stage and seats 6,000 spectators. Show carries big menagerie, light and heating plants and has a big fleet of trucks and trailers.

Other important tent shows going out this month are Cirque Pinder, Cirque Bureau, Cirque Lamy, Cirque Figuer and Cirque des Allies. The Cirque Bobino is on tour in Algeria.

Cincinnati Billposters Elect

CINCINNATI, March 13.—At a meeting last week of the International Alliance of Bill Posters and Billers, Local No. 11, the following officers were elected for the ensuing year: Edward Norton, presi-

Notes From the Crossroads

By NAT GREEN

THE passing of J. Alex Sloan, auto-racing promoter, a few days ago leaves a void that cannot be filled. Prominent in the outdoor booking field for many years, Alex had a wide acquaintance among show people and fair men, and every acquaintance was a friend.

As one prominent fair-booking agency man remarked: "Alex was one of the 'white' men in the game."

Gentlemanly, genial, a square-shooter, he will be sadly missed. That he had to be taken in his prime is a pity. We can only say farewell, friend; good luck and happiness in that home beyond!

The February-March issue of *The White Tops* is a Knecht Number, with Karl Kae Knecht's photo adorning the cover. . . . Knecht has had a colorful career. . . . For years he has been cartoonist on *The Evansville (Ind.) Courier*, but he also has taken a very active part in the civic enterprises of the city, and in 1929 he was voted the title of "Best Citizen of Evansville." . . . He was instrumental in founding Mesker Zoo, which has become one of the finest in the country. . . . For the past quarter century he has given chalk-talk entertainments and lectures on cartooning. . . . He was founder of *The White Tops* and its first editor, and it was thru his unremitting interest that the sheet grew from four pages to its present size. . . . All the good things said about Karl in the February-March issue are well deserved!

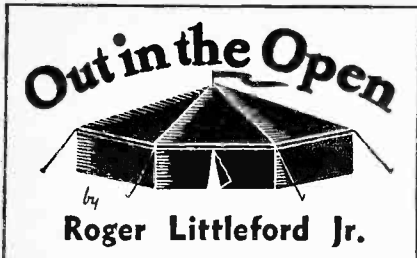
Orville Hennies and R. L. Lohmar, of Hennies Bros.' Shows, got sort o' fed up with strenuous winter-quarters work and dashed off to Chi for a respite from the grind—at least that was their alibi for being in the Windy City. . . . Bob Hickey handling publicity for the Detroit ice show starring Sonja Henie. . . . When it's over he'll start work on the Hagenbeck-Wallace Coliseum engagement here. . . . A card from Bert and Agnes Doss says they are enjoying the baths at Hot Springs. . . . During their absence from Bloomington, Ill., Gene Enos is running the Circus Night Club. . . . "Barnes show looks fine," postcards Eddie Woekener from Los Angeles. . . . "Looms up great all painted up, and ready to open next week." . . . Management of the Hotel Sherman coffee shop surprised Harry Bert on the day of his departure for Los Angeles by providing a huge cake for his farewell luncheon. . . . Cake, gayly decorated, bore the inscription: "California, here I come!" . . . Genial Babe Boudinot off to join the Big One in New York. . . . Elmer I. Brown, carnival g. a., saying hello to boys around the Magic Carpet. . . . Ralph J. Clawson was in for a conference with Eddie Arlington. . . . F. M. Welch, St. Cloud (Minn.) circus fan, postcards from Sarasota, Fla., that he's having a grand trip and found the circus city a beehive of activity.

Wis. Private Drivers' Hours Not Subject To Regulation

MADISON, Wis., March 13.—Affirming a Dane County Circuit Court order restraining the State Public Service Commission from applying its regulations to a Madison baking company, the State Supreme Court March 9 denied the commission the power to regulate hours of service of drivers for private motor vehicles. Decision does not affect public and contract carriers.

Public Service Commission issued an order October 1, 1936, prescribing a limit of 12 hours on duty, to be followed by at least 10 hours off duty; not more than 60 hours a week and not more than 40 hours in any four consecutive days.

dent; George Thompson, vice-president; Tom Corby, secretary and treasurer; A. Linneman, sergeant at arms; John Hester, W. Kennedy and A. Lane, trustees. Walter Thompson and Tom Corby were named delegates to Central Labor Council and William Gukin delegate to the Kenton and Campbell counties (Ky.) labor assemblies.



About Fair Matinees

THERE is nothing quite as thrilling and beautiful to many as a good horse race. The sport is as old as the circus and has all the earmarks of lasting for generations to come. But times have changed in the last two decades and the average sport enthusiast has unknowingly stepped up his mode and general conception of living. Speed and precision have been imbedded into the very heart of American society, bringing about revolutionary changes in our habits, our customs and our value of time. It is with these thoughts in mind that this corner humbly suggests that that grand institution, the agricultural fair, keep pace with the times.

Horse racing is as old, possibly older, than the fair itself and a good race has never failed to appeal to a majority of daylight patrons of the many fairs thruout the nation. But a trotting and pacing program is a slow and cumbersome process and the afternoon will tend to drag for all but the most patient of customers. An hour interval between heats is not unusual, and more often than not the average between-races wait is impossible to fill with entertaining features.

As a result of these conditions, which have prevailed from the time of the first races, the between-heats circus attraction idea cropped up. Evidently, tho, these free attractions have not been a completely satisfactory solution to the problem and we find that each year more fairs revert to a more sensational type of entertainment as a means of keeping up afternoon attendance. Auto races and similar dare-devil attractions have taken over the track on at least one afternoon of fair week.

It is gratifying to note that the offices that supply fair entertainment are going to great lengths to strenghten matinee programs. They should be commended for their efforts to convince horse-minded secretaries that there is more profit in sensationalism, more patronage in a week offering diversified daylight entertainment. With the announcement last week of a deal with Milt Hinkle, rodeo producer, to work on a one-day percentage basis at Hamid-booked fairs, George A. Hamid is offering another opportunity to fair secretaries for building up one more of their otherwise weak afternoons. The rodeo, always a spectacle of the first water, will be presented at intervals between horse races, together with, of course, the regular lineup of free acts. Other bookers are encouraging similar programs. More power to them—the racing programs need it.

About Steam Calliopes

THE old wood and coal-burning steam calliope, for years a picturesque herald of the coming of the circus, has made a silent but constant exit from popular use. Once an intergal part of almost every circus and showboat, the "steamer" is practically extinct today. An individual in the East has been in the market for one of these tooters, but his efforts have met with little success. L. Ray Choisser, better known as "Crazy Ray," goes to town on one for the parade of the Cole Bros.-Clyde Beatty show, but claims that it is practically impossible to find another. Choisser admits that he, too, is in the market for a steamer and that the only jobs left are in the hands of relic collectors or museums who refuse to part with their "antiques."

Along the Showfront

JAKE SHAPIRO, road man for Triangle Poster Print, paused in town long enough last week to pay his respects

WANTED

—FOR—

HUTCHENS' MODERN MUSEUM

One good Freak, other side-show acts to open at once. All address JOHN T. HUTCHENS, Dyersburg, Tenn.

and attend to a few business matters. He headed south. . . . Jack V. Lyles, general agent for the O. C. Buck enterprises, reports lots of activity at the show's winter quarters in preparation for one of the best routes Buck has ever had. He will play more fairs than ever before. . . . Frank Wirth, producer of last week's Jamaica (L. I.) Hospital Circus, has signed a contract with the same auspices for a two-week show at the same place in 1938. This year's event should go down in history as one of the best off-season circuses ever produced in this section of the country. Incidentally, Ed Kelly's group picture of the personnel is a honey. . . . Will Davis, veteran secretary of Rutland (Vt.) Fair, stopped off in New York last week while on his way to Florida and a well-earned vacation.

Morse Levitt, oldest son of the late Victor D. Levitt, well-known showman, has persuaded his younger brother, Ted, to remain in this part of the world for a while. Ted has been the only son to stick in the show business since their father's death and has confined his activities to the West Coast. He was married February 22 in Brooklyn and now intends to settle down in ol' New York. We will probably see him at Coney Island or one of the metropolitan parks this season. . . . Word comes that Bobbie Jeanne Bernhardt, who was injured last August in a cannon accident at the Toronto exhibition, will be confined in St. Michael's Hospital, Toronto, for another 10 weeks at least. She's had a tough time of it. . . . Charles Samuels, who press agented Brooklyn Boro Gas Company and Coney Island last summer, is now handling publicity for United Artists' studios here. Charlie recently did an interesting piece on the American Museum of Public Recreation for *The Brooklyn Times-Union*. The musee, containing a valuable collection of amusement device relics, will be exhibited at the 1939 New York World's Fair.

Fred Fansher, New York amusement device entrepreneur, is scouting speakers for the meeting of New England Section of the National Association of Amusement Parks, Pools and Beaches.

Pennsy Solons Study Trailer Legislation

HARRISBURG, Pa., March 13.—Legislation for the 20th Century covered wagons, heretofore practically ignored in Pennsylvania motor laws, is now being studied by State Legislature.

Sponsored by the administration, trailer regulations were included in proposals introduced by Senator Glen R. Law, of Mercer.

Modern nomads of the highways would have their trailers contain safety glass, be equipped with fire extinguishers, have approved hitching and coupling devices, identification numbers and special license plates, electric exterior lights and inspection during same period as other motor vehicles.

Museums

Address Communications to Cincinnati Office

Lauther Closes His Museum Season

ATLANTA, March 13.—After a tour of 16 weeks Carl J. Lauther closed his museum here and went into quarters of the Johnny J. Jones Exposition at Augusta, Ga. This was the eighth consecutive winter for Lauther playing indoors under auspices and was one of the most successful ones of his career.

Many new ideas to attract patronage were carried out and proved that an attraction of this kind can be placed on a paying basis without a blank being played over the entire route. New ideas in individual stages, with over 700 feet of neon being used in windows and lobby and interior drew reams of comment from brother showmen who paid a visit to the New Deal Indoor Exhibition. Newspapers, radio and letters to fraternal and luncheon clubs, as well as outdoor advertising, were used in the publicity campaigns, and many successful tieups were made with chain stores for children's tickets.

Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, March 13.—There was a noticeable falling off in attendance at Monday night's meeting. Seventy-four members were present when President Will Wright called it to order. Other executives present were Dr. Ralph E. Smith, first vice-president; Ted Metz, third vice-president, and John Backman, secretary. According to reports from various points, all members who have already embarked on the season are enjoying good business.

Usual order of business was followed and reports from the standing committees were received. This preceded a discussion on the matter of expending several hundred dollars for the purchase of a marble tiger to top the monument in Showmen's Rest. The discussion disclosed that members are favorable to the idea and it was decided to hold a further hearing on the matter.

Time, place and cost of tickets for the next annual Charity Banquet and Ball also came up for discussion and many opinions and views were expressed on the matter. This, too, was held over for further discussion. Steps taken by the club to make definite plans for the purpose of raising funds for the cemetery plot, and a membership drive received further attention, and it was decided to appoint a committee to handle the affairs. However, Harry Levy, Harry Taylor, Ed Nagle, Ben Dobbert, Joe Steinberg, Eddie Gamble, Harry C. Rawlings, J. W. Petterson, George Tip-ton, Hal Compton, Theo Forstall, Johnny Klein, Milt Runkle and Leo Haggerty all took part in a discussion to have the initiation fee of new members waived. They contended that, altho spring is an auspicious time for drives of this sort, prospects just out of a prolonged inactivity would not be in a position to join.

Report of the legislative committee regarding the Flint Bill indicated that there is keen interest being displayed not only by owners and executives of shows but by their entire personnels as well. Manager S. L. Cronin of the Al G. Barnes-Sells-Floto Circus is busy working on an angle of his own and with the assistance of carnival owners and executives is keeping close tab on developments. Bert G. Fisher, former show owner, presented an interesting discourse on his experiences in years past when similar bills were introduced and the manner in which interested persons handled the situation.

Communications: Russell McCullough lettered from Pittsburgh inquiring about the necessary requisites for membership in the club. Aimee Semple McPherson lettered an invitation to both the club and the Ladies' Auxiliary to be her guests at a meeting March 21. Jack Austin Vanderburg, in a communication from the Sawtelle (Calif.) Veterans' Home, infos that he is rapidly recover-

ing there and plans a trip east soon. Assemblyman Bob Warth wrote from Pomona, Calif., of his interest and intention to be of aid in the legislature matter now up. Marie LeDoux infoed from Yuma, Ariz., that she is with C. F. Zeiger Shows.

The weekly award went to George Silver, and the usual luncheon and refreshments were served by Chet Bryant and Jack Bigelow. They were donated by the Los Angeles Brewing Company.

Happy Days Shows

Montgomery, Ala. Week ended March 6. Location, Bell street showgrounds. Auspices, VFW. Weather, rain and cold. Business, good.

If this engagement is a criterion it will be a good season. Show presented 5 shows, 9 rides and 45 concessions. Among new arrivals are Mr. and Mrs. J. L. Murray with 14 concessions and Mr. and Mrs. Harry Berger. Nick Petrinis has the best cookhouse and grab stand this show ever had. Mr. and Mrs. Lee Creson's rides clicked, as did the writer's and those of the show. Secretary Weightman and his board of five from Farmer City, Ill., visited and signed the shows up. Business Manager Fine entertained officials and handled his department in fine style. George Kelly, lot superintendent, and Mrs. A. H. Heth returned from Wisconsin and started her Bingo with a bang. Charles Driver, of the O. Henry Tent & Awning Company, was here with his tape line and took several orders. Fred Reckless, high-pole, and the Looping Nixes are the free acts. Page's Family Band clicked on the lot and local radio station. Secretary W. R. Ray, of the Butler County Fair, Greenville, Ala., signed the shows for his fair. The writer's funhouse has finally been completed and is open. Mrs. T. L. Dedrick is out after being in the hospital for 19 weeks last season, but she is better. However, the office strain is rather heavy on her for the present.

FLOYD R. HETH.

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Want A-1 Mental Act, capable of getting money. Youna, Nelson, Ringman Mack, Grace McDaniel, Edwin the Ossified Man, and Bly the Rice Writer, answer at once.

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NOTHING TOO SMALL



Heart of America Showmen's Club

Coates House Hotel

KANSAS CITY, Mo., March 13.—Harry Altshuler, treasurer of the club, called the meeting to order and presided owing to absence of President Jack Ruback.

The clubrooms were well filled, and as this was the first time the treasurer had been called upon to act as president all members present gave their undivided attention to what Altshuler had to say.

Art Brainerd is working hard to get the monument deal closed and to get the permission from the cemetery people to allow its erection. Drawings and specifications must be submitted to the board of directors of the cemetery before they can pass on what the club desires to erect.

The membership drive moves ahead a little each week, and as soon as the various shows get on the road the drive will gain speed and many new members will be added to the already long list. At present Benny Hyman is leading and Dave Stevens and Harry Altshuler are fighting it out for second place.

Letter received from Tommy Martin, of the Fairly & Martone Shows, and he states that after the show gets under way he will go in first place and when the show closes next fall he will still be in first place. He will be satisfied with nothing but to be the winner.

Ladies' Auxiliary

So many of the ladies have left for their summer work that the ranks of the Ladies' Auxiliary of the Heart of America Showmen's Club are thinning fast. At their meeting Friday night the club was pleased to elect to their

membership another of the Pacific Coast ladies, Mrs. Orville N. Crafts.

A short discussion regarding a party for St. Patrick's Day, which falls on a Wednesday, but the ladies decided to have their party on the Friday preceding. The ladies then adjourned and joined the men's club in a social meeting.

Paris Bills

PARIS, March 8.—Cirque Medrano presenting new program with Togare and his husky tigers held over for additional two weeks. Featured on the new bill are the sensational American roller skaters, Finks and Ayres and the Avalons. Outstanding hit registered by Elroy, armless marvel. The Four Aicardis click with good club and plate juggling and the Two Clerans present risky aerial act worked at extreme height.

Comedy well taken care of by the clowns, Alex and Porto, Iles and Loyal, and Tony, and a "dead-pan" comic, Jean Blondel. Jean Strassburger presents his horses in several good numbers and Regina Strassburger scores in neat high-school number.

Circus acts at the Empire are the Three Marcellos, Two Omanis and the Harris Brothers, equilibrist; Gaby Marces, trapeze; Tribolo and Smiles, acro comedians; Nicoletos, aerial; Barty Brothers, acro comedians; Amar elephants; Alfred Court's animals, Aka and Partners, chimpanzees, and the Sobolewskys, jockeys.

Margaret Jardys, former Ringling show aerialist, and the Bird Gondis Trio, equilibrist, are at the Bobino. The Descamps, bar act, are at the Petit Casino. Alto and Yette, novelty balancing, and the Chesterfields, clowns, are at the Rex and the Wong Chio Tsching troupe of Chinese acrobats are at the Gaumont Palace. Berkey and Deen, comedy tumblers, are at the St. Marcel Pathe.

Kansas City

KANSAS CITY, Mo., March 13.—Harry Corry for the last three years a concessioner on the Hennies Bros.' Shows, spent a week visiting old friends.

Ed Strassburg, owner of Sammy, the educated ape, has been busy here in quarters preparatory to open his third season with F. E. Gooding Shows. Mrs. Ed Strassburg is spending a vacation in Oklahoma City, Okla., visiting relatives. Roy Marr, who will have a line of concessions on the W. A. Gibbs Shows, has been busy at his quarters.

George Howk and the missus, Hattie, were surprised as well as pleased to have their friends and relatives of Rockport, Ind., pay them a visit. Dr. Clay Blackman, prominent physician and surgeon of Indiana, is a cousin of George Howk. They hadn't seen each other in 20 years. It was a real "hoosier reunion" and lasted for two days, as the Doctor combined a business trip with the reunion. He purchased two carloads of Hereford cattle and feeders from the Kansas City Stock Shows for one of his five farms in Indiana.

Mr. and Mrs. Howk entertained at their hotel, the Coates House, and at Blue Hills Gardens.

Dr. Blackman was accompanied by his wife, Cordelia; Pat Axton and his wife, Katie, and Bill Dodd and his wife, Maude.

W. J. Allman is confined to his room at the Coates House with influenza. George Kogman is up and around again and reported he is feeling much better.

Mrs. Georgia Shapin, daughter of Mrs. Espy, who donated the beautiful oil painting to the HASC, plans to make Kansas City her home. She comes from Lawrence, Kan., and was accompanied by Mrs. J. E. Wilcoxon.

George Elser, old-time showman, is now employed at Swope Park Zoo and assisting with the care of the animals and fowls. He says that he will not be on the road this summer as he intends to remain at the zoo.

New Show Lot in Detroit

DETROIT, March 13.—Don Zeiter, proprietor of Eight Mile Speedway, is preparing a new 40-acre plot at Eight Mile and Schoenherr roads for a circus lot this season. Location is in the north-eastern part of the city, which has never had a major circus before. There is plenty of parking space and lights and water are available. Building plans will probably close the present east side lot at Jefferson and Leib avenues.

PIPES

(Continued from page 65)

Louis. Harry Weber and Morris Davidson closed in a Milwaukee avenue spot, Chicago, and left for Jackson, Mich. Fergie Ferguson returned to Columbus, O., from Miami recently. After spending a few days around the office he left for Jamestown, N. Y., and other Eastern cities. Jay Hobson is all smiles these days as the big orders come rolling in. My son, Elliot, infos that quite a few of the boys are making Columbus, O., and they all seem to be satisfied with business."

GEORGE RABBITFOOT

comes thru with a pipe from Somerset, Ky., under date of March 4: "Worked Hindman, Ky., last Monday to swell business. Pitchmen there besides myself were King Lamar, books; Bert Jordan, sharpeners and razors; Chief Sky Eagle, medicine, and Jake Branholtz, razors and blades. During a big powwow at the hotel there Bert Gordon said that from now on he is going to wear feathers. Dr. Bochner is working Somerset, Ky., this week to good business."

MAX COGSTALL

blew into St. Louis recently from Arizona, where, he reports, business was good all winter. Max is a clever paddle worker and is expected to hie north as soon as the weather permits.

MRS. KATHLEEN HOWARD

that grand old lady of pitchdom, letters from Petersburg, Tenn., under date of February 21: "Both Harry and myself have been confined to our beds with the flu. The epidemic here has been terrible and the undertaker has had a funeral almost every day since we arrived a week ago. His parlor is next door to our hall and we have been careful that he doesn't get us. Harry certainly has been ill and he looks as tho it wouldn't take much

Pitchmen I Have Met

By SID SIDENBERG

One of the cleverest demonstrations in the medicine division of Pitchdom is put on by Bert Doto. He has been in the amusement game for a score of years and is well known in all branches of show business.

Bert's demonstration is to heat a piece of iron until it's white hot and then shows by drawing the hot iron over the palm of his hand that the salve he sells will not only take away burns but will keep one from being burned. He really puts it over in a big way and when he concludes his talk on the tonic and liniments, which he offers in addition to the salve, he collects plenty of kale.

Bert's take must be large, however, for he carries his family with him. In addition, when his show is operating at full strength, he carries as many as eight performers, truck drivers and canvasmen. Bert has been working lots in Missouri and Illinois around St. Louis.

Doto started in the show game as a musician with the band on the Wortham Shows and later was band leader with several carnivals. Still later he organized a jazz band and produced acts for the late Pete DuVall, successful med showman.

At the death of DuVall, Doto organized his own show, using the DuVall tactics to put it over and which accounts in a big way for Doto's success.

Bert travels in a palatial housecar and resides in St. Louis, where he receives his repeat and mail-order business and where his four children, Bert Jr., 14; Margaret, 10; Frank, 9, and William, 7, attend school.

Mrs. Doto works with Bert and does a musical number and other parts in the show. Bert, 38 years old, is a member of the Elks, Moose and Knights of Pythias.

to carry him to the grave. However, he is showing improvement and he will possibly be able to be up and around shortly. I was down with the flu for two days."

REPORTS FROM ST. LOUIS

indicate that Dr. Herbert Kellett has been unable to make the spots in and around the Mound City. The doc is a well-known figure there, as he has made every event of importance in that town. His eyes have been bothering him for some time, however, and physicians who examined him recently are of the opinion that he is finished with the pitch business, due to the fact that he is almost totally blind.

GEORGE PHILLIPS

cracks from Bend, Ore.: "Have been working windshield flukem here to good business. It is a little late in the season, but the natives still buy about \$10 worth a day. Have been in Eastern Washington, Oregon and Idaho all winter."

EARLE CRUMLEY

inks from Bristol, Conn., that he and the missus are still working the cosmetic sales thru drug and department stores in the Nutmeg State.

FRANK SULLIVAN

and the missus are working St. Louis and environs. While Frank works books in the Mound City the missus holds down a chain store across the river with a demonstration.

GATES

who has been working his fountain pen deal in stores at Cleveland, Athens and Chattanooga, all in Tennessee, reports a good business in all three towns. He has all of the sales running simultaneously.

MORRIS GOLDSTEIN

brother of the ace hum-a-tone worker, is reported to have the big doings tied up at Cleveland this year, while Teddy is negotiating for the big affair in the big town in '39.

FRANK ZELL

and Robert Logan, working Pathfinder with pens as a premium, are reported to be doing a good business in the Carolinas and Tennessee.

RINGLING BROTHERS - BARNUM & BAILEY COMBINED SHOWS

OPENING SEASON 1937

Madison Square Garden, N. Y. C., Thursday Night, April 8.

All people engaged for various departments will report for rehearsal, Madison Square Garden, as follows:

- Aerial Performers With Rigging.....10 A.M. Thursday, April 1
- All Other Performers.....10 A.M. Monday, April 5
- Musicians, Big Show Band.....9 A.M. Monday, April 5
- Ticket Sellers and Door Men.....8 A.M. Monday, April 5
- Freaks and Side Show Performers.....10 A.M. Wednesday, April 7

Side Show Band and Ushers, unless otherwise instructed, will report for opening under canvas in Brooklyn, N. Y., Monday forenoon, May 10. Performers answer this call to PAT VALDO. Musicians, Big Show Band, to MERLE EVANS. Side Show Freaks and Performers to CLYDE INGALLS. All others to CARL T. HATHAWAY.

Address All, Care Ringling Bros.-Barnum & Bailey, Sarasota, Fla.

IMPERIAL UNITED SHOWS

Jack Murray, Al Fine, Lee Cresson

OPENING ALEXANDER CITY, ALA., SATURDAY, MARCH 27

Want complete Minstrel Troupe, flashy wardrobe and Band, Girlsque Revue, Live Side Show Acts, Small Grind Shows. Have complete new outfits for any show of merit. Want Talkers, Grinders and Inside Lecturers. Will book Loop-O-Plane and Kiddie Rides. Have six major rides of our own. All legitimate Concessions open, \$15. No wheels. Want experienced Billposter with Sound Car. Also Promotion and Banner Men for Contests and Exhibits. Address MANAGER, Alexander City, Ala.

WANTED FOR ROYAL PALM SHOWS

Moultrie, Georgia, American Legion Big Spring Festival, Downtown Location, Two Saturdays, Starting March 27 to April 3. First Show to play Moultrie in two years. Big pay day. One of best spots in Georgia. Can place legitimate Concessions of all kinds. No grift. Few more Grind Shows. Palmetto, Florida, this week.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Old-Time Showmen

By CHARLES BERNARD

Unusual events among members of a circus organization, and accidents happening during a circus season constitute real human interest news, and to review a few such news items of a season back in the '80s, may prove interesting to readers of this article.

At Liberty, Mo., on May 17, 1885, Emperor, the largest elephant with the S. H. Barrett Circus, fell from a gangplank leading into a car and was so badly injured that lockjaw resulted, from which he died in a few hours. Emperor had been exhibited by Van Amburg, Barnum and other shows; he had been on the Barrett show since 1882. Another elephant death from accident was that of Dutch Mary, a large brown African female. She hurt one of her hind legs at Madison Square Garden during the opening engagement of the Barnum show. She was sent to Central Park for treatment, but paralysis set in which necessitated killing her. A Cody-Carver

legal fight came to a head at Williamantic, Conn., on July 4, 1885, when Dr. W. F. Carver was arrested on a civil suit for libel. Carver, under management of Captain McCafferty, was giving Wild West exhibitions in the New England cities. In the advertising for the Carver show, it was charged by Col. Cody's counsel that libelous statements were made which were injurious to the Cody Wild West Show.

Levi J. North died in Brooklyn, N. Y., on July 6, 1885. He had been identified with the circus profession as a noted rider with prominent circus organizations, and was an owner himself from 1826 up to the early '70s. His first engagement was with Quick & Mead Circus in the Military Gardens, Brooklyn.

Forepaugh Show in Wreck

The Adam Forepaugh Show experienced a bad wreck morning of August 14, en route from Oskaloosa, Ia., to Ottumwa. The second train ran into the rear of the first section; the sleeping car "Baltimore" telescoped car No. 9, seriously injuring a number of occupants of both cars. The damage to equipment was heavy; one horse and some trained dogs were killed. Perhaps the most startling news by Associated Press during the 1885 circus season was the killing of Jumbo at St. Thomas, Ont., by a passing freight train, while the elephants of the Barnum, Bailey & Hutchinson Circus were being loaded into their cars. The show, however, continued to do good business without Jumbo until its closing date at Newburg, N. Y., on October 24. John O'Brien's elephant, Empress, killed her third man on October 11 at the Philadelphia winter quarters of the Adam Forepaugh show, where she had been taken at close of O'Brien's season.

Holland & McMahon's Circus, transported on the river steamer Mountain Girl, after playing Lawrenceburg, Ind., on November 5, 1885, was en route for Vevay when it collided with the steamer J. W. Goff. The Goff's bow crushed thru side of the circus boat, which immediately filled and went down in 12 feet of water. All people except the chandelier man and a canvas man were rescued, but 10 horses and a lot of snakes were lost, and the damage to equipment was heavy. George Holland and John McMahon were owners of the show.

"Saints and Sinners" Produced

Reviewing 1885 amusement events we are reminded that A. M. Palmer produced a theatrical offering in New York at the Madison Square Theater under the title of *Saints and Sinners*. It was a five-act play of English life by Henry A. Jones, who was one of the authors of *The Silver King*. Palmer's right to produce the play was contested by J. A. Nunez, who was manager of Pike's Opera House in Cincinnati, O., where on May 16, 1880, *Saints and Sinners* was produced for a brief run of three or four weeks. Manager Nunez claimed that the play was from his own pen, and that he had played it in towns around Cincinnati during the week preceding its introduction at Pike's Opera House. When played by Palmer at the Madison Square Theater it had almost a two months' run. It was played in London, England, in 1884, where it was claimed to have a striking resemblance to the story in Mrs. Oliphant's book *The Chronicles of Carliford*. With this interesting record of being in existence 50 some years, we are prone to wonder whether the present-day "Saints and Sinners" circus fan organization, now so active, can be remotely related to the *Saints and Sinners* that we saw in the famous old Pike Opera House of the "Queen City" in 1880.

Augusta for Opener Of Smith's Atlantic

AUGUSTA, Ga., March 13.—Smith's Greater Atlantic Shows opened the season on upper Broad street here under Woodmen of the World auspices on March 5 and will remain during the week of March 15, after which it will take the road.

Show opened with six rides, nine shows and 20 concessions and with the Aerial Jackals as free attraction. Five-cent pay-gate business on March 5 and 6 was fair, but weather turned cold and put the quietus on biz. Harry O'Hara and Lacy Smith purchased new living trailers. Business Manager Harry Ramish was kept busy at the marquee entrance greeting officials, friends and visitors, among visitors being E. Lawrence Phil-



THREE BAND LEADERS get together in Long Beach, Calif. Left to right: Wade Zumwalt, formerly of the John Robinson Circus; Herbert Clark, of the Long Beach, Calif., Auditorium Band and former assistant director to John Philip Sousa, and Eddie Woekener, of the Al G. Barnes-Sells-Floto Circus.

lips, Mrs. Hody Jones, Tom Allen, Starr DeBelle and Ralph Lockett, Johnny J. Jones Exposition; J. J. Page and Spot Bassinger, Page Shows, and many others. Staff comprises K. F. (Brownie) Smith, director general; Harry Ramish, business manager and general representative; Mrs. K. F. Smith, secretary and treasurer; Mrs. Harry Ramish, press and publicity; Harry O'Hara, special agent and lithographer; Earl Switzgood, lot man; Dutch Fritzer, Gene Tolliver, electricians; Charlie Afton, main office chauffeur.

Concessioners are Harry O'Hara, cookhouse; Earl Switzgood, bingo; Mrs. Harry Ramish, fish pond and ball game; Mrs. K. F. Smith, penny pitch and ball game; Bill Penny, fish pond; Harrison Family, palmistry and ball game; Mrs. Klein, pitch-till-win and ball game; Freddie Bennett, bird wheel; Willie Davis, ham and bacon; Barney Sisson, pop corn and candy apples.

District manager of the Woodmen, C. C. Mitchell, gave hearty co-operation, as did Secretary W. H. Young of the W. O. W. K. F. Smith, ill with flu two weeks, is out again but still weak. Reported by Mrs. Harry Ramish.

Glick Buys Equipment

NEW YORK, March 13.—While here early this week William Glick purchased 20 trailer trucks, 7 rides and other equipment. Glick, who sold his show to Max Goodman last December, will open with his new outfit April 19.

L. G. KING, last year with the William Glick show, announced last week that contrary to rumors he will not be with Glick in 1937. As yet he does not wish to announce this year's connection.

Sensational! GOING LIKE HOTCAKES

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ALKALINE EFFERVESCENT TABLETS

A quick, safe relief for HEADACHE, INDIGESTION, SICK and SOUR STOMACH HANG-OVERS, HEART-BURN. Packed one large tablet in a cellophane, moisture-proof envelope. Sells on sight everywhere! 25c 30 on Card Spec. Price. 100 C'ds @ 24c

Be Exclusive Agent in Your Territory. Terms: F. O. B. Boston. 25% with Order. Balance C. O. D. Minimum Order 10 Cards.

PEPTO-SELTZER LABORATORIES
268 Northampton St., Boston, Mass.

Goodman Wonder Shows, Inc.

WANTS Freaks and Novelty Acts for best Side Show in the world to be built and operated by WALTER K. SIBLEY. Top salaries paid for merit. Show opens Saturday, April 17, Raleigh, N. C.

All write WALTER K. SIBLEY, P. O. Box 1036, Raleigh, N. C.

WANT

RIDE-O, OCTOPUS AND WHIP. Have complete outfit for high-class Girl Revue. CAN ALSO PLACE Hawaiian Show, Mechanical and Fun House. Have Fairs booked, starting July 1, until December. Wire

J. GEORGE LOOS

GREATER UNITED SHOWS

Week March 15, Austin, Tex.; Week March 22, Marlin, Tex.

WANTED EXPERIENCED CIRCUS BANNER SALESMEN

Must have phone experience. For large railroad circus giving street parade.

ERNIE TUCKER

Crillon Hotel, 13th and S. Michigan Avenue, Chicago, Ill.

WANTED RABBIT GAME

A 1 Condition—Cash
Address BOX 771, care Billboard, 1564 Broadway, N. Y.

WANT TO BUY TRAP LOOP-THE-LOOP RIGGING

State full particulars and price in first letter. Address BOX 40, care Billboard, 390 Arcade Bldg., St. Louis, Mo.

CHRIST UNITED SHOWS

Account WANT. Reasonable terms. Opening for few more Legitimate Concessions, also Five or Ten-in-One show or any good Grind Shows. Show opens first of May in Ohio. Address all mail

CHRIST UNITED SHOWS,
Springville, Erie County, N. Y.

WANTED

Concessions of all kinds for Unit playing good spots. Want Foreman and Second Man for Merry-Go-Round, Ferris Wheel and Chairplane. **JERE SHAW,** 405 Real Estate Trust Bldg., Philadelphia, Pa.

WANTED Cat Animals

Prefer Tigers, Leopards and Lions. Must be young. Lowest cash price. **ROY HAAG,** Gen. Mgr., Haag Bros.' Circus, Lafayette, Tenn.

BIG EASTER SPECIAL

No. 505: POOCHI MECHANICAL BUNNY

Made just like the famous poochie dog. White velour body, feet operate like running, perfect mechanism. Size 4 1/2 inches.

Dozen \$1.00
Gross \$12.00

Send for our Special List of Merchandise for BINGO—PREMIUM—CIRCUS—STREET-MEN—SOUVENIR and BEACH RESORTS.

1/3 Deposit All Orders. Balance C. O. D. Same Day Shipments.

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20 West 23rd St., New York.

DIESEL GENERATORS— LIGHTING EQUIPMENT

Rewinding and Overhauling.

PORTER ELECTRIC COMPANY, Inc.

612 Third Avenue, So., Minneapolis, Minn. At. 0371. Nights, Gr. 1760.

LORD'S PRAYER

BEST QUALITY NEW SHIPMENT JUST ARRIVED \$7.50 Gross

25% Deposit, Balance C. O. D.

BERK BROS. NOV. CO. NEW YORK CITY.

ELGIN or WALTHAM \$1.95 Ea.

7-Jewel, 18 Size Watches. In New White Cases. 7-Jewel, 16 Size Elgin and Waltham, \$2.75. Flash Carnival Watches that do not run, 50c each. Send for Price List.

Your Money Back If Not Satisfied.

CRESCENT CITY SMELTING CO.
Old Gold and Silver Buyers and Refiners,
113 N. Broadway St. Louis, Mo.

W. G. WADE SHOWS

OPENS SATURDAY, MAY 1, AT DETROIT

Can place few more Shows and legitimate Concessions. Exceptional opportunity for Fun House. Billy Mattison wants Drome Riders, beginning April 1. E. Ingless wants Man and Wife to take charge of Snake Show.

W. G. WADE, 289 Elmhurst, Detroit, Mich.

ERIC B. HYDE-TOM TERRILL, Owner-Manager. **JANETTE TERRILL,** General Representative.

ERIC B. HYDE SHOWS OFFER

SIX—OUTSTANDING SPRING DATES—SIX

Thomaston Boy Scouts—Athens Lions' Club—Gainesville Legion—Marietta Civics—Dalton Legion—Chattanooga V. F. W. (Rossville). All Downtown. All Payroll Towns.

We feature an outstanding array of Free Acts with the Aerial Banners—Segrist Flying Act—The Sensational Zorsky. WANTED—High Pole, Daniels wire. WANT good Band. WANT Merry-Go-Round, Kiddie Rides, Will Rook, Buy, Lease. WILL BUY Eagle, Marquee, Show Outfits, 100 K. W. Pit. WANT 10-in-1, Minstrel, Monkey Circus, Motordrome, Shows with Outfits, or we will furnish outfits. Concessions all open except Cook House and Bingo. Address Cordele, Ga., this week. COMMITTEES IN KENTUCKY, OHIO, PENNSYLVANIA. WE ARE COMING YOUR WAY.

LAST CALL—BARLOW'S BIG CITY SHOWS

OPENS AT MICHIGAN AND DAVIS STS., ST. LOUIS, MO., MARCH 25.

Will sell exclusive on the following: Cook House and Juice, Corn Game, Palmistry, Diggers, High Striker, Custard, Rotary, Photo Gallery, Scales, Penny Arcade, Turtle Races. Will book Athletic, Hawaiian, Illusion, Reptile, Hill Billies, Turn Over Crazy House, Girl, String Shows or Single Pit Attractions, Foremen for Merry-Go-Rounds, Whip, Chairplane, Eli No. 5. Can use several Musical and Free Acts, Carpenter, Organ and Calliope Repairman. Will give season booking to Tilt-a-Whirl, Octopus, Lindy Loop, Baby Auto, Rideco, Loop-o-Plane. Address

HAROLD BARLOW, Mgr., American Hotel, 7th and Market, St. Louis, Mo.

FINAL CURTAIN

(Continued from page 29)

was formerly in the pit band at Loew's State.

PAUL—Frank, 76, owner of the Marvel Theater, Carlinville, Ill., in that city March 10. Survived by widow and one son.

ROSLEY—Adrian, 47, stage and film actor, March 5 in Los Angeles of heart attack. He was born in Roumania, coming to the United States 44 years ago. He was a member of the Lambs' Club, New York, and the Masquers, Hollywood. His last appearance was in the films *The King and the Chorus Girl*, for Warners, not yet released, and *The Garden of Allah*, for Selznick-International. Widow, Didi, survives.

SCHILLER—Camille Frances, 42, wife of James A. Schiller, Pacific Coast publicity director for MGM studios, in Los Angeles March 7.

SCHOENSTADT—Herman H., 86, March 5 at the Michael Reese Hospital, Chicago, from heart ailment after an illness of three months. Credited with having introduced the nickelodeon to Chicago more than 30 years ago, he was retired from the motion picture exhibiting business at the time of his death. He was founder of H. Schoenstadt & Sons, operators of some 30 neighborhood theaters in Chicago, and builder of the Piccadilly Theater and hotel there. Survived by two sons, a daughter and three sisters. Interment at Mount May-riv Cemetery, Chicago.

SCHWALBACH—Professor John B., 61, musician, at his home in Kingston, N. Y., March 2 of heart attack. Born in Germany, Schwalbach came to this country many years ago and conducted a music studio in Kingston for the last 30 years. He also conducted an orchestra there for several years. In the late '90s and the first decade of this century Schwalbach was pianist for the orchestra at the Kingston Opera House, of which Charles V. Du Bois was manager. Survived by his widow, Mary.

SKELLY—Joseph P., 55, RKO executive, suddenly March 8 in the RKO St. Louis office. He was manager of the RKO exchange office operations and was on a Midwestern tour when stricken. Skelly had been with RKO 12 years. He lived in Brooklyn.

SMITH—Mrs. Stella, 59, mother of A. Morton Smith, city editor of *The Daily Register*, Gainesville, Tex., and writer of circus stories for magazines and newspaper syndicates, of pneumonia in Gainesville February 28. A daughter, Mrs. Raymond P. King, of Gainesville, also survives.

SPAHR—Mrs. Victoria Clifton Homan, 51, former actress and circus performer, at a convalescent home in New Philadelphia, O., March 3 after several months' illness. For several seasons she appeared with Barnum & Bailey and other circuses. Her stage name was Clifton. A daughter; two brothers, Charles and Alfred Homan, and two sisters, Daisy Amos and Elsie Yocum, survive. Burial at Dover Burial Park, Dover, O.

STRAIT—George Edward, 35, musician and only son of David Strait, contortionist, and Myrtle Hebert, of a musical act of that name, at Bainbridge, N. Y., February 25 of a lingering illness. Survived by his widow and three children. Burial in Pruyn Hill Cemetery, that city.

TAGLIAFERRI—Ernesto, composer of Neapolitan songs, March 6 in Naples, Italy.

TOPPING—Charles Lewis, 62, who traveled with many major circuses, of a heart attack at his home in Newport News, Va., March 3. Survived by his widow, three stepchildren and two brothers. Burial in Greenlawn Cemetery, Newport News.

TUTHILL—Ben, 76, manager and press agent, March 5 at his New York residence from apoplexy. In Boston he was business manager of the Globe Theater for John Stetson. On going to New York he managed the Fifth Avenue Theater for Stetson and the Union Square and Standard theaters for J. M. Hill. He was associated with De Wolf Hopper Opera Company during the run of *Castles in the Air*, and managed Mr. and Mrs. William J. Florence in *The Mighty Dollar*. He also acted as press agent for Lillian Russell and Marie

Tempest. Actors' Fund conducted funeral services, with burial in the fund plot in Kensico Cemetery, Westchester, N. Y.

VAN DER PYL—Mrs. Ada Forbes, 68, mother of Ellis Cutler Van Der Pyl, WGAR (Cleveland) sports broadcaster, and wife of Rev. N. Van Der Pyl, recently in Oberlin, O. Burial in Oberlin from First Church. Husband and five children survive.

VOSPER—Frank, 37, British actor and playwright, drowned at sea two miles out of Plymouth, Eng., March 6. Vosper was returning from Hollywood, where he did film work. In 1927 Vosper produced his own play, *Spellbound*, at the Earl Carroll Theater, New York. He played in *Love From a Stranger*, which was produced on Broadway last fall.

WEISSMULLER—Adam, 38, in Henry Ford Hospital, Detroit, March 8 after several months' illness. He was partner with Fred Martin for the last two years in Arena Gardens, Detroit roller-skating rink. He started promotional work in 1930 with shows in the old Danceland, moving later into Arena Gardens. Death came at the height of his career, he having made Arena Gardens one of the best weekly wrestling houses in the land. He had promoted in many other cities from New York to Chicago. Survived by his widow, a daughter and son. Burial in Holy Sepulchre Cemetery, Detroit.

WIDOR—Charles, 93, former director of the American Conservatory of Music, Fontainebleau, France, in Paris March 12.

WIGGINS—Mrs. Kathleen, 50, musician, recently at Atlanta of cancer. She played piano and organ in picture shows for many years and was a member of the Atlanta Musicians' Union. Musicians of the local acted as pallbearers and furnished a six-piece orchestra at funeral. Her husband is a circus agent from the old Frank A. Robbins Circus and was formerly a promoter ahead of Bob Morton Circus and later with Harry G. Melville and Nat Reiss Shows. Other survivors are four daughters and two sisters. Burial in Greenwood Cemetery, Atlanta.

YULE—William, 63, at his home in Oak Park, Ill., March 6. He was well known in dramatic stock as a character actor and recently was on the radio. Survived by his widow and a son. Burial at Mount Auburn Cemetery, Oak Park.

Marriages

BENSON - STERNDAL - BENNETT—Jane Anne Sterndale-Bennett, daughter of Athene Seyler, English legit actress, to George Benson, English legit actor, February 27 in London.

BOHN-HALL—Norman Bohn, Ocean-side, L. I., N. Y., and formerly connected with endurance shows, at Verna Hall, Middletown, N. Y., February 27 in Middletown.

BROWN - ACKERMAN—John Brown, son of Mrs. Roy Williams, of the Arena Shows, and Elizabeth Ackerman, of Sharon Center, O., at Memphis January 30.

FOX-SABLOSKY—Melvin J. Fox, son of Joseph Fox, independent theater owner, Philadelphia, and Marion Sablosky, daughter of Louis Sablosky, who also has theater interests in that city, March 3 in Philadelphia.

HOUSE - PAGE—Lieutenant Herschel A. House and Anita Page, screen actress, at Yuma, Ariz., January 9.

HUSSEY-McADOO—Robert Hussey, Columbia Pictures publicist, and Mary Lou McAdoo, film stylist, at Las Vegas, Nev., March 7.

JOHNSON-GOETZ—Albert A. Johnson, scenic designer, and Mary M. Goetz, non-professional, March 13 in New York.

KING-CASSADY—Hugh R. King, screen writer, and Mary Cassidy, secretary to Leopold Stokowski, February 23.

MAGNUSON-BUBOLZ—W. G. Magnuson, of Rockford, Ill., and formerly known to outdoor showmen as Del-Ardo, to Mrs. Marion Bubolz, Reedsville, Wis., at Rockford March 9.

PIERCE-PARKER—Sam Pierce, writer-producer of *Calling All Cars* for Don Lee Network, to Georgianna Parker, nonpro, at Laguna Beach, Calif., March 6.

Coming Marriages

Louis Stone, of Hollywood, and Wini Shaw, former Detroit night club singer, currently appearing at the Fox Theater, Detroit, soon.

James Eberle, announcer at Station WWJ, Detroit, and Marian Payment, nonprofessional, of Buffalo April 3.

John (Blackie) Ross, associated with the Blue Ribbon Shows, and Margaret Clark, nonprofessional, of Ft. Pierce, Fla., soon.

Raymond Bryant, of Atlanta, and Helen Fleckenstein, Zelenople, Pa., members of the Slim and Jack Hillbilly Gang, Station KDKA, Pittsburgh, soon.

Richard Bechtel, nonprofessional, and Betty Shaffer, staff member of Station WIP, Philadelphia, in that city in November.

Robert Jones, nonprofessional, and Catherine Fahy, staff member of Station WCAU, Philadelphia, in that city soon.

Theodore Ketter Jr., nonprofessional, and Arlene Duncan, of the United Orchestra Service, Philadelphia, in that city soon.

Hamilton Woodle, Station WEBR's chief announcer, and Jean Lennon, non-professional, in Buffalo June 19.

Charles Lewis, Station WBEN announcer, Buffalo, and Martha Norcross, of the Norcross Trio, in June.

Edwin Reimers, Station WBEN announcer, and Joan Hutton, blues singer, in the fall.

Louis Roth, nonprofessional, and Sally Breen, sister of Bobby Breen, boy screen and radio singer, in June.

George Givot, vaudeville and screen actor, known as "The Greek Ambassador of Good Will," to Maryon Curtis, little theater player, in California soon.

Births

A son February 27 in London to Mr. and Mrs. Kenneth Thornton. Mother is the daughter of Zena Dare, English legit actress.

A son to Mr. and Mrs. Ken Martin in Homestead Hospital, Homestead, Pa., March 7. Father is pianist and arranger with Sid Dickler's Band, Pittsburgh.

A 7½-pound son, Joel Benton, to Mr. and Mrs. Benjamin M. Portnoff March 5 in St. Agnes Hospital, Philadelphia. Father was a former organist at New York's Paramount Theater.

A 7-pound-11-ounce daughter to Mr. and Mrs. Philip Klein March 2 in St. Agnes Hospital, Philadelphia. Father is music critic for *The Philadelphia Daily News*.

Daughter to Mr. and Mrs. Frank Scully in Los Angeles March 8. Father is a film writer.

A 7½-pound son to Mr. and Mrs. Henri Verstapen February 27 at Hollywood Hospital, Hollywood. Father is editor at Republic Pictures.

A son to Mr. and Mrs. Jimmy Campbell in London recently. Father is a music publisher, and mother is the former Betty Balfour, British screen actress.

Divorces

Mary Bicks Larson, *Ziegfeld Follies* girl, from Knude Larson at Chicago March 8.

Drusilla Kleinginna, the former Drusilla Tagaart, stage dancer, from Rev. Russell Kleinginna in Camden, N. J., March 2.

Lois Wilde, film actress, from Leslie Major Sheriff, nonprofessional, in Los Angeles recently.

Jacqueline Drew, actress, from Georgie Stoll, orchestra leader and film studio musical director, in Los Angeles recently.

Henrietta Gallagher, the former Henrietta Kephart, dramatic actress, from Dr. (See *DIVORCES* on page 85)

Los Angeles

LOS ANGELES, March 13.—Outdoor showfolk are in for a banner season if the business being done in Southern California by the shows already opened can be taken as a criterion. Both the shows at San Bernardino and the Golden State Shows at San Diego have reported big business not only with their rides but their shows and concessions as well. Hildebrand's United Shows, playing a swell downtown location here, have the same story to tell, reporting the best business in years.

Ben Martin's United Shows are making suburban spots to good business, as are the Steffen Shows.

Week-end crowds at the California Zoo and Ostrich Farm have been large despite the fact that the spot is undergoing several improvements and it is not quite ready for spring business.

Gay Lion Farm, El Monte, Calif., and Goebel's Lion Farm, Thousand Oaks, Calif., both report a large increase in business. Alligator Farm and the Mission Road Ostrich Farm also report a big week-end business.

Reports from Lincoln City Park and Griffith Park indicate that those two spots are getting more business than can be handled. More than 100,000 persons visited the former one day last week. There has also been a noticeable increase in patronage at the Midget Auto races, while Joe Diehl Jr., at Kiddie Park, reports an overflow week-end business.

The Kennedy Shows are readying for an early opening, with Doc Hall as general agent. Archie Clark is also about ready for his opening.

The highly successful Deauville Club show at Santa Monica recently, which was promoted by Doc Cunningham, had the following lineup of acts: Jack Schaller's high act, Four Marvels, Bertha Matlock Trio, Joe Ryna's Dogs, Platinum Albino Palamino Ponies, Velma Davis, Homer Goddard, Pisana Piano-Accordion Quartet, and Healy, Doyle and Timmes. Siebrand Shows' Piccadilly Circus is making Southern California spots to good business.

Hal Compton is managing and contracting the Anna-John Budd Shows.

Frank Morgan left here for Chihuahua, Mex., while George Silver and the squadron hied to San Francisco and the Shrine Circus. M. Lee Barnes returned to San Francisco and Harry Phillips is another making the Shrine show.

Clyde Gooding and his midget show are now in Frisco and an attraction of the World's Fair Shows.

George Wiler is back from the Golden State Shows and will be with Archie Clark this season.

Frank Redmond, Sam Brown and Frank Forest are all getting their shows and equipment ready for the Clark Greater Shows' opening.

Mrs. Barkoot Recovering

CINCINNATI, March 13.—K. G. Barkoot informs from Toledo that Mrs. Barkoot is recovering satisfactorily from a recent serious illness and that friendly greetings and flowers from Michigan Showmen's Association, Detroit, were deeply appreciated.

Nebraska Plant Levied On

LINCOLN, March 13.—Nebraska State Fair land, 51.26 acres, was levied on by Crete Mills for a \$720.58 judgment and \$116.31 court costs as outgrowth of last week's Supreme Court ruling that the State board of agriculture is not an arm of State government and can be sued the same as private corporations. Suit was over a feed bill, unpaid since 1931.

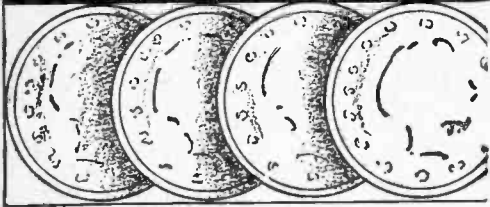
Clark Not With Winters

CINCINNATI, March 13.—Owing to an error on the part of *The Billboard* in the last issue, it was stated that C. D. Clark had joined the Winters Exposition Shows. This should have read that Mr. Clark has joined Spencer & Clark Exposition Shows.

Ralph Williams to H-W

ALBANY, N. Y., March 13.—Ralph Williams, *Knickerbocker Press* writer and former theater editor of *The Rochester (N. Y.) Journal-American*, announced here this week that he has been signed by Robert Hickey as a member of the Hagenbeck-Wallace Circus press department for the coming season.

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.

PRECAUTION

(A Guest Editorial by S. L. STANLEY, Memphis)

In almost every territory, at some time or another, the lowly pin game and other amusement devices that have been a source of real delight and pleasure to millions of people become a political football and are used by politicians to cover up another issue or scandal in the community. At other times operators become too greedy and "kill the goose that lays the golden egg" by permitting minors to play machines, operating pure chance machines not meeting with the approval of the general public or officials, putting too many machines on one location, giving publicity to their earnings or assuming the role of the "big shot" in their territory. In this manner they tend to bring much criticism and many legal troubles upon themselves.

Regardless of the cause of any legal trouble the desire of all operators to eliminate the cause and get their equipment back in operation is of great importance to them. Many times operators have gone along without trouble in their territory for a long time and are at a loss as to the best plan of procedure. Having been an observer of many different kinds of legal trouble in the Southern States and having been a participant in the solution of some of this trouble I feel a few remarks on this subject might be of benefit to some operators.

In the first place, when legal trouble develops, try to determine and eliminate the cause of the trouble. You are in a business operating machines on which many different judicial opinions have been rendered, and each of these opinions has varied according to the particular laws of the State you are in and the particular kind of machines you are operating.

If you can make a concession that will permit you to keep some classes of your machines in operation and eliminate the cause of your trouble by removing classes of machines objectionable either by law or public opinion, then you should make this concession and try at a later date to secure modifications permitting more liberal operation of machines.

You should never antagonize public officials with test cases, unless they are willing to have the law clarified or unless there is no question of the legality of your operation. There are many other laws applying to merchants, and public officials can use enough pressure to prevent the merchants operating your machine at a profit to you if you antagonize them to this point.

If you have satisfied yourself that your plan of operation of machines is legal in your territory and cannot influence your public officials to agree with you then, before filing a test case, you should make certain that the evidence in support of your plan of operation is carefully prepared and provable. Next you will want to give a lot of thought to the selection of an attorney and be sure that he has familiarized himself thoroly with the law and the evidence. Those attorneys of prominence who are always too busy with their other practice to study the law in its application to your machines will make a larger number of errors in court than some younger attorney who needs the practice and will make a full study of the law and preparation of the case.

If you win your test case in the lower court and get back in operation, then see that the same cause of your trouble is not repeated while conditions are the same in your territory.

If you lose your test case in the lower court, then do not appeal this case unless you are positive of securing a reversal in the higher court. Should you lose the case in a higher court the adverse decision will affect you and other operators over a much larger area than the lower court has jurisdiction over. Quite often your attorney will be able to determine the points of law that pre-

vented your winning the case and by rearrangement of the evidence he will be able to present a second case and win it.

Last but not least, keep the public and officials accustomed to seeing machines on location even when legal trouble continues on for a period of time. The lowly pin game and other amusement devices are legal without question when operated on a purely amusement basis without prizes or gambling. Place some kind of permissible amusement machines back on your locations when you remove objectionable machines and you will find that you will be able to get back into operation easier and without as much unfavorable publicity at some future date.

Attempts to legalize all kinds of machines thru State legislation have met with failure in most instances on account of too large a group of minds to influence in the same direction. Quite a few times attempts at legalizing thru Legislatures have resulted in high taxes without legalization. Before any attempt to legalize the operation of machines thru the Legislature you should have a positive, sure, favorable answer in advance.



S. L. STANLEY

AN OPERATORS DREAM BROUGHT TO LIFE!

The Jungle Dodger

ELECTRIC EYE RIFLE RANGE

Guaranteed
to give you Big
Profits—Perfect
Performance or
Your Money
Back!



Only
\$99⁵⁰
Complete Tax
Included

Location tests all over the country prove that the JUNGLE DODGER has everything! That's why we say, Try it five days AT OUR RISK! Prove to yourself that the JUNGLE DODGER solves your problem for a big permanent income in open or closed territories. Then be FIRST in YOUR TERRITORY to grab the cream locations.

You don't need to be an Einstein or even an electrician to operate the JUNGLE DODGER. A twelve-year-old boy can plug it in, service it and watch the money roll in! The JUNGLE DODGER is the most thrilling game of them all!! When a coin is inserted the Gorilla dodges from side to side. When shot he lets out a life-like ROAR, the eyes LIGHT UP and he looks FEROCIOUS. The hit is registered in the automatic totalizer. The Gorilla may be shot on either side of the tree as many times or as rapidly as the player prefers—until the ten shots are used. A Bull's-Eye which can only be hit when the Gorilla is directly behind the tree is also provided for skillful players. This feature can be used as a counter pay out if desired.

Quickly Installed In Any Location!

No spot is too tough for the JUNGLE DODGER—place it on the pedestal, hang it on the wall, on the back bar or balcony—twenty feet high if you wish! The JUNGLE DODGER gives perfect performance day in and day out without service calls. An operator's dream brought to life! Rush your order for a sample unit today! It's your chance of a lifetime to clean up in your territory.

TRY the Jungle Dodger FIVE DAYS AT OUR RISK!

After you receive your sample JUNGLE DODGER place it on location for five days at our risk. If you are not completely satisfied with its big profits and fine performance, simply return it and your money will be refunded in full. YOU are the sole judge!

Don't Let the Price Fool You!

Location tests prove the JUNGLE DODGER takes in more money than games costing FOUR TIMES the price. Here's why! The JUNGLE DODGER has EVERY feature of other ranges—PLUS! Moving Targets . . . Still Targets . . . easy or hard to hit. Can be shot at any distance from six feet up! Cannot be worked with flashlights! It is Cheat Proof!

Now PROVED on hundreds of locations to be the last word in Rifle Ranges. Operators all over are making UNHEARD-OF profits every week and reordering in LARGE QUANTITIES!

IMMEDIATE DELIVERY!

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..... Jungle Dodgers at \$99.50 (tax paid).

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Money Order or Certified Check for 1/3 Enclosed,
Balance To Be Paid C. O. D.

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CITY STATE.....

DISTRIBUTORS!—WRITE OR WIRE NOW FOR FULL DETAILS—DISTRIBUTORS!

COMING - DAVAL'S

HIT 'N RUN

SENSATIONAL AUTOMATIC PAYOUT BASEBALL GAME

DAVAL-200 S. PEORIA - CHICAGO

Baseball Game Scores Early

CHICAGO, March 13.—“Our latest pin-ball game in the novelty group made a hit before it was publicly announced.” Al S. Douglas, president of the Daval Manufacturing Company, states.

“Our new Daval Baseball is not just another bumper-type game,” Douglas said. “It gives the player the most fascinating skill action that has ever been adapted to a pin game using baseball action. The game is based on the player being able to make a certain number of runs before he can earn a skill award. Two roll-over contacts at the top of the board give the player a double skill shot which makes for greater scoring. The player does not know when the ball goes over either one of these contact points whether he will advance the player two bases or make a home run. Therefore last-ball suspense is added to the game by these skill contacts.

“Furthermore, the game is so arranged that there is a possibility of scoring as many as 20 runs. This adds a great deal of incentive to the game and a tremendous amount of play action. The runs scored lead to the award and the player is led to seek the best method of playing the game and at the same time play for the greatest number of runs.

“The game is based on true baseball play. The electrical players go around the bases every time one of the bumpers is contacted. In this fashion the action is unusually speedy, lending enchantment to the game because of the speed with which the bumpers bring up the score in runs.

“Many other features are also on the game which have never before appeared on any baseball game. The game itself is legal in all aspects. It meets the approved regulations of authorities in all territories.

“The game, furthermore, is the first one we have ever had that clicked even before it was shown to the trade. Leading distributors have told us to ship large orders as soon as possible.

“We believe that Daval Baseball comes on the market at a most appropriate time, what with the beginning of the baseball season so close at hand.

“We are in high-speed production to meet the orders that have been pouring in as a result of the word spreading from one distributor to the next.”

Vender Ready in Quantity April 1

BROOKLYN, March 13.—D. Robbins & Company announced this week that the firm will be ready to ship quantity orders of its 1937 model 2-in-1 Vender April 1. The double-column penny merchandiser is modern in design, equipped with slugproof coin slots and will vend over 20 different products, the announcer said.

Dave Robbins says that the new model has every important feature recommended by experienced vending machine operators.

AMERICAN SALES CORPORATION
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Nothing like the American Sales Corporation's Extended Credit Plan for putting operators on their feet and keeping their heads in the air — Convenient — no carrying charge tacked on, and you "have your cake and eat it, too."

YOU CAN'T GO WRONG!

WRITE FOR CREDIT!

Lee S. Jones

P. S.—Had lunch yesterday with Eddie and Wallie. It reminded me of an O'Toole pow-wow—more fun than a picnic!

FIRE CRACKER

KEENEY'S 5 BALL SPIRAL SPRING GAME — FLASH — ACTION — THRILL
SIMPLICITY OF PLAY.
NOW IN STOCK — WRITE — WIRE — PHONE.

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BIGGEST MONEY-SAVING BARGAINS IN HISTORY IN USED GAMES

EVERY GAME GUARANTEED MECHANICALLY PERFECT READY TO PUT ON LOCATION! WE CAN SUPPLY YOU WITH ANYTHING AND EVERYTHING IN THE COIN-OPERATED FIELD! ALL NEW GAMES ON HAND FOR DELIVERY!

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H. ROSENBERG COMPANY
158 ST. NICHOLAS AVE. (Tel: MOument 2-3960) NEW YORK CITY

ONE BALL AUTOMATIC PAY TABLES

BALLY BONUS	\$22.50	PACIFIC'S FASCINATION	\$30.00
BALLY DERBY, Cash Model	35.00	PACIFIC'S RED SAILS	27.50
PACIFIC'S PALOOKA JR	27.50	GENCO KINGFISH	12.00
PACIFIC'S PALOOKA SR., 6 slots	35.00	JENNINGS DAILY LIMIT	12.50
PACIFIC'S PARLAY JR	19.50	ROCKOLA GOLD AWARDS	12.50
PACIFIC PARLAY SR	27.50	ASSORTED Ten Ball Tables	5.00
Fifteen Ten-Ball Automatic Pay, Late Model Sportsmen, \$7.50 each, or all fifteen for \$75.00.		JITTERS (Ticket and Cash)	\$35.00

SLOT MACHINES

JENNINGS LITTLE DUKES, 1c.	\$12.50	WATLING ROLATOP, 10c.	\$57.50
JENNINGS CHIEFS, 5c.	62.50	PACE BANTAM VENDER, 1c.	17.50
WATLING GA 5c (Small Jackpot)	27.50	MILLS GREY FRONT, GA 5c.	45.00
WATLING GA 1c (Small Jackpot)	22.50	MILLS BLUE FRONT, GA 5c, plain.	60.00
WATLING GA 5c (Large Jackpot)	47.50	MILLS BLUE FRONT, GA 5c, with Skill	70.00
WATLING ROLATOP, 5c.	52.50		
MILLS STANDS	2.50		

The above Machines are in A-1 condition and we are willing to ship subject to inspection. Terms are cash with order or one-third cash with order, and balance C. O. D.

A. R. KISER & CO., 127 N. Brevard, CHARLOTTE, N. C.

B 4 "B" SPECIALS B

THIS WEEK

ALAMO CREDIT (Ticket)
SUNSHINE DERBY
TYCOON JUMBO
DAILY RACES (Multiple Slot)
RED SAILS
DOUBLE SCORE
BIG CASINO

\$20.00 EACH

1/3 Deposit, Balance C. O. D.
Write For Our New Price List No. 228.

BESSER NOVELTY CO.
3020 OLIVE ST., ST. LOUIS, MO.

★ GUARANTEED RECONDITIONED, LATE MODEL AUTOMATICS ★

Jennings Flicker	\$49.50	Turf Champs, Late Comb. Models	\$59.50	Bally Jumbo	\$17.50
Bally Round Up	22.50	Daily Limit	24.50	Bally Preakness	69.50
Bally Challenger	39.50	Golden Harvest	16.50	Bally Blue Bird	49.50
Bally Bonus	18.50	Ten Grands	24.50	Bally Multiple	39.50
Bally Sky High	24.50	Bally Belmonts	49.50	Pamco Ballot	27.50
Pamco Parlay, Sr.	24.50	Mills McCoy	29.50	Bally Prospector	12.50
Bally All Stars	29.50			Big Richard	14.50

TERMS: ONE-THIRD CERTIFIED DEPOSIT WITH ORDER.
Reconditioned Ready For Immediate Delivery.

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USED MACHINE SPECIALS AT BARGAIN PRICES

Sportsman	\$ 6.00	Punchette	\$ 3.00	Futurity (Slots, Late Model)	\$52.50
Lights Out	12.50	Army "21"	6.00	Daily Races	32.50
Railroad	29.50	Reel "21"	8.50	Preakness	64.50
Callente	14.50	High Tension	4.00	Preakness (Ticket)	68.50
Chocolate Drop	19.50	Gold Rush	6.90	Gottlieb's Playtime	57.50
Scotty	12.50	Monte Carlo	19.50	Jennings Chief, late mod.	59.50
Flicker (Late Model)	39.50	Champion	32.50		

WHILE THEY LAST — 1,000 Hole Cigarette Boards, 39c Each in Lots of 25.
TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

WASHINGTON NOVELTY CO. WASHINGTON, MO.

PAYOUT BARGAINS

Challengers	\$29.50	Bally Derbys	\$21.50	ROTARYS
Daily Races		Pamco Parlays		
Mileahs		Sunshine Derbys		
Jumbos	\$17.50	Monopolces	\$17.50	

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ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



L. F. COX, Cox Vending Machine Company, Salisbury, N. C., who operates phonographs and amusement games.

WHILE THEY LAST CASH, NO TRADE.

PREAKNESS	\$74.50
PREAKNESS (Ticket)	79.50
CHALLENGER	29.50
MULTIPLE	29.50
PROSPECTOR	10.00
HIGH TENSION	4.00
DAVAL RACES	5.00
JUMBO	15.00
EXCEL	12.50
GREAT GUNS (1 Ball Reg.)	9.00
MADCAP (Electropak)	11.00
MADCAP (Battery)	10.00

1/3 Deposit, Balance C. O. D.

IDEAL NOVELTY CO. 1518 MARKET ST. ST. LOUIS, MO.

FOR QUICK SALE

EXHIBIT SHOOT-A-LITES	\$130.00
GENCO'S FIFTY GRAND	9.00
GENCO'S ROTATION	7.00
MILLS Single J. P. Slots, 25c Play.	12.00

Terms: 1/3 cash with order, bal. C. O. D.

OHIO SPECIALTY CO.
129 W. Central Parkway, Cincinnati, O.

Attachment for Bowling Games

NEWARK, N. J., March 13.—Target Roll Distributing Company, manufacturer of the Target Roll Junior bowling game, following extensive tests of a new attachment for bowling games called Bowl-a-Fifty, announce that it has proved successful to operators who have used it.

Leo Waldor, firm president, stated: "Bowl-a-Fifty is the result of months of experimental and extensive tests on various locations thruout the territory. When we decided upon a unit attachment for the present bowling games we were faced with the problem of finding a unit that would not only restore the same big profits which operators enjoyed all last year, but a unit that would revive and promote bigger play.

"Our new Bowl-a-Fifty units add a new skill principle to the present bowling alleys. They modernize the bowling games to conform with the latest ideas in coin machine manufacture. The unit reasonably priced.

"One operator who has been using the unit told us that Bowl-a-Fifty is doing the same for the bowling games that the jackpot did for the slot machines. But Bowl-a-Fifty does it in legal fashion. It is not a jackpot and it is not an automatic payout. It is a new electrical unit which can be attached to the head of any bowling game manufactured and which instantly revives the play and gets greater profits for the operator. Bowl-a-Fifty is going to awaken interest in bowling games everywhere."

Added Purse Is Big Incentive

CHICAGO, March 13.—In the "added purse" feature at the various race tracks J. H. (Jack) Keeney, president of J. H. Keeney & Company, saw an idea for a payout game that could not fail to win the approval of those most vitally interested—operators and players. The thought was father to the idea and Santa Anita, a new kind of payout table, was conceived, Keeney says.

"Not only does Santa Anita offer odds on win, place and show," Keeney relates, "but an added purse is offered for each race. These purses total \$2 and \$4 on each 5-cent play. Santa Anita is a one-ball spiral spring payout game with so novel a light-up and award system that even were the powerful attractions of the added purses omitted players would be compelled to play over and over, endlessly."

The ball striking against the 12 spiral springs on the field advances a light on the backboard, according to the number of springs contacted. So many hits on the springs advance the light from post to the quarter. More hits bring the light to the half, to the three-quarter and into the stretch. Then after the ball has traveled the length of the field, if a sufficient number of hits have been made to bring the lights up to the show, place or win positions, awards are automatically made ranging from 10 cents to \$1.50, according to the odds on that particular race.

"In itself this is enough to make a game," says Ray Becker, sales manager, "but we've topped it all with a real

payoff. If one more hit beyond win is made the player receives the Silver Horseshoe Purse of \$2, and if two hits beyond win are made a Golden Horseshoe Purse of \$4 is paid. Do you wonder that in two short weeks on test locations Santa Anita has made such an impression by its performance and earning ability that orders have already run into thousands? And this in the face of the fact that our first general announcement of Santa Anita is just being made."

Bally's Buckley Proves a Prophet

CHICAGO, March 13.—Friends of Jim Buckley, general sales manager of Bally Manufacturing Company, are digging into the archives to support their claim that Jim is a "major prophet" of the coin machine industry. They point to a long series of New Year articles, dating back as far as 1932, in which Jim has accurately predicted the trend for the coming year. In his most recent prophecy, published early in December, Jim stated that 1937 will witness a terrific boom in novelty games. This prediction has already come true and leaders in the industry are convinced that the novelty boom is now just getting under way.

"It's perhaps too early," Jim says, "to join the I-told-you-so chorus, but the sensational success of our Bumper game alone has already marked 1937 as an outstanding novelty year. Bumper has broken all Bally production records except that of Ballyhoo, and we expect Bumper to top Ballyhoo by the first of April. The most interesting fact about the current novelty boom is that, at least in the case of Bumper, earnings are far in excess of those usually expected from novelty tables. Gross Bumper earnings of \$40 to \$50 daily are not uncommon and, from what I gather from our customers, the average Bumper is earning at least \$10 to \$15 daily net to the operator."

Rabkin Prolongs Visit in London

LONDON, March 13.—Bill Rabkin, president of the International Mutoscope Reel Company, New York, attended the annual British coin machine show here February 23 to 26 and has been making some observations of the British trade since. He had Mutoscope products on exhibition at the show, including Photomatic, Ice Hockey, Pokerino and the new Red Top Cranes.

"But," Rabkin says, "the biggest hit of the show was our new Rotomatic. It's a winner. Every coinman at the show was interested in the Rotomatic and all predict that it will lead the sales of the industry here."

Rotomatic was shown by Bill Rabkin for the first time at the Chicago coin machine exhibition and has since been acclaimed one of the finest machines of its kind ever presented to the industry, he says. It is based on one of the biggest money-making play ideas, combined with the merchandiser sales machine.

Rabkin will remain in Europe for some time to visit many territories here and on the Continent. He says that Europe is more Mutoscope conscious at this time than ever before.

IT'S THE NEWEST AND BEST IN SPIRAL - SPRING, PAYOUT GAMES

"SANTA ANITA"

ONE-BALL, ODDS-CHANGING with TWO "ADDED PURSES" of \$2.00 AND \$4.00

Ball hitting spiral-spring posts advances progressive lights on backboard from "Post" to "the 1/4," "the 1/2" and "the 3/4" into the Stretch, depending upon number of hits made.

Then if hits cause light to progress into Show, Place or Win positions, awards of 10c to \$1.50 are made according to odds shown for such positions on that play.

But if added hit is made beyond Win, then Silver Horseshoe purse of \$2 is paid, or if two hits are made beyond Win then Golden Horseshoe purse of \$4 is paid.



21' x 53' Cabinet

6-Coin Escalator

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Still the BIGGEST HIT!

FIRECRACKER

5 OR 10 BALL, SPIRAL-SPRING, NOVELTY GAME

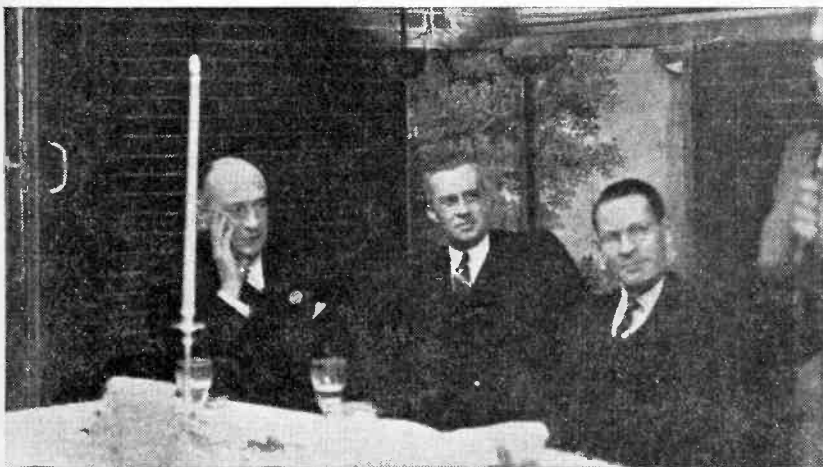
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J. H. KEENEY & CO.

"THE HOUSE THAT JACK BUILT"

2001 CALUMET AVE., CHICAGO, ILL.



THREE ACES OF THE ROCK-OLA ORGANIZATION snapped at a recent meeting of executives on the Sherman Roof, Chicago. Left to right: Herbert Walker, assistant treasurer and comptroller; T. Leon Maurada, and David C. Rockola, president.

Grand Opera Is Big Phono Idea

CHICAGO, March 13.—Once a week for the past eight weeks a tavern in the heart of Chicago's Italian colony has had on its window a sign reading "Grand Opera Tonight." Once the sign read *La Traviata*; another time it read *Il Trovatore*; still another, *Othello*. Each week a different opera was featured.

One of the J. P. Seeburg Company officials, his curiosity aroused by the signs during his drives home thru the neighborhood, paused one evening to learn how grand opera could be presented in a tavern that couldn't hold, at the most, more than 200, let alone a stage, settings and cast necessary to present even the least imposing of operas. To his surprise he was informed by a fat and cheerful tavern keeper that the operas were complete recordings, and to his great delight he found that the instrument on which the operas were presented was a new 1937 Seeburg Symphonola. A bit of questioning revealed the name of the operator, and scenting a real story the official hurried to a telephone and made arrangements to see the operator at the Seeburg offices the next day.

A real story it was. The operator told how, more than three months ago, he had installed an obsolete machine and for several weeks had not succeeded in collecting enough to make the location guarantee. Then, as he told it: "I stopped to think, something I should have done when I installed the phono. Here was a neighborhood spot ideally situated and capable of producing a real phonograph revenue from a people in whom a love for music is a national characteristic. My supposition was correct, but for a few weeks I wasn't able to understand why the phonograph wasn't getting any play. Something was wrong. The selections were varied; as a matter of fact they differ little from the present types of recording I am using. Evidently the selections weren't being presented properly, so I moved a phonograph from another spot, intending to replace it in a few days. The test was



remarkable. Within two weeks I was collecting a sum far in excess of the guarantee and general business in the location had picked up amazingly.

"Did you notice the fresh-looking stock the man carried and how neat and lively everything looked? That's a natural result of increased business, and the owner himself attributes it to the phonograph. He's sold on it and so am I. I had to buy another to take care of the location from which I moved this one, but I was more than glad to do it.

"To make a long story short, I got together with the tavern owner and we figured out a plan that would fill the tavern to overflowing at least one night of the week and would bring a greater number of customers in during the other six nights. Hence the opera recordings, which are performed gratis and which I provide out of my own library and the libraries of my friends. Believe me, the returns in good will and in hard cash more than make up for the little time I devote to handling the machine on 'opera night!'"

N. Marshall Seeburg, acting head of the J. P. Seeburg Corporation, congratulated the operator on his originality in promoting phonograph play and promised to donate a group of opera recordings from his own library to help round out the series. The operator plans to continue opera nights until late in the spring.

Expands to 100 Phonos in Year

SALISBURY, N. C., March 13.—L. F. Cox, of the Cox Vending Machine Com-

pany, is no newcomer in the operating field. He is not altogether new in the music operating field, but just the same music has been one of the latest expansion moves of his organization.

Starting out last year with relatively few phonographs, Cox, like a lot of other far-seeing operators, realized that music could be made the backbone of any operating business and contribute a major share in the increasing success of any operating venture. His first taste of music operations conclusively proving the wisdom of his judgment, he literally jumped into the music field with both feet.

Since last fall his organization has taken in over 100 automatic phonographs and at the recent Coin Machine Show in Chicago Cox placed a substantial order, specifying shipments to be made in carload lots.

In discussing the music operating field Cox paid glowing tribute to the way music has helped his other operations in general. We'll let L. F. Cox tell in his own words what he thinks about phonograph operations:

"We are operators of Wurlitzers and do not hesitate to say that the phonograph business is the best and soundest investment an operator can make to have a permanent income."

In addition to music, the Cox Vending Machine Company is engaged in other divisions of the coin machine business, handling the products of Pacific, Western, Exhibit and Keeney.

Music Operators Talk Problems

PITTSBURGH, March 13.—In a series of mass meetings held by the Pittsburgh Phonograph Machine Operators' Association at the Mayfair Hotel and at the headquarters of Hamburg Brothers, plans for the defeat of the two music machine tax bills now on file in the Legislature in Harrisburg have been discussed and general support solicited.

Realizing the importance of organization, a majority of the leading phonograph machine jobbers and operators are attending the affairs. The bills, Nos. 341 and 343, now in the Senate committee, were introduced by Representative Barney McGinnis, of the North Side district. They call for a tax on each music machine on location in this State, the fee amounting to half the price of the liquor license. The tax will similarly affect clubs using orchestras.

Attorneys Morris A. Berger and P. J. McCardle Jr. are representing the association. They were leading speakers during the last couple of meetings and emphasized the seriousness of the pending measures in connection with the music machine business. Working with them in Harrisburg are the officers of the local association and representatives from Philadelphia, where a similar drive among the music machine jobbers and operators is under way.

Operator Sees Needles Made

CHICAGO, March 13.—An operator recently visited the Permo Products plant and asked Art Olson, president, a question that got him started on his favorite subject.

"I've gone thru your plant and I've seen how you fellows develop those fine needles that give us such perfect service," said the operator. "I can understand why it is necessary for you to make so perfect a phono needle as Permo Point. As I see it, your technicians will eventually develop a point that will be doubly as efficient as the one you now make. But what I don't understand is this—after you get to the place where your needles will play 4,000 times before

Sheet-Music Leaders

(Week ending March 13)

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

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

1. When My Dream Boat Comes Home (Witmark) (1).
2. Moonlight and Shadows (Popular) (3).
3. This Year's Kisses (Berlin) (4).
4. Goodnight, My Love (Robbins) (2).
5. Little Old Lady (Chappell) (6).
6. Trust in Me (Ager) (5).
7. Boo-Hoo (Shapiro) (14).
8. Serenade in the Night (Mills) (8).
9. What Will I Tell My Heart? (Crawford) (13).
10. In the Chapel in the Moonlight (Shapiro) (7).
11. I've Got My Love to Keep Me Warm (Berlin) (10).
12. When the Poppies Bloom Again (Shapiro).
13. On a Little Bamboo Bridge (Morris) (11).
14. With Plenty of Money and You (Harms) (9).
15. Rainbow on the River (Felst) (12).

they need replacing how will you folks gain? Won't your sales take a drop?"

"On the contrary," replied Art. "Not only will sales increase, but a new market will automatically open itself. This is what I mean. Unfortunately, not every operator uses Permo Point needles in spite of the fact that practically all the leading manufacturers and distributors use them as standard equipment for the phonos they make and sell. When we develop the Permo Point so that its life and performing efficiency is double that which you enjoy today it will be inevitable that all phono operators will use it. This means that we will still continue full-time production because the law of supply and demand is unalterable."

YOUR MANUFACTURER TELLS YOU TO USE...

PERMO POINT

THE ONLY PHONO NEEDLE WITH THE EXCLUSIVE PATENTED ELLIPTICAL POINT!

- 2,000 Perfect Plays.
- Longer Record Life.
- High Fidelity Reproduction.
- Undistorted Volume Output

Standard Permo Needle for All Phonographs

New Double Ribbed Permo Needle for 1937 Phonographs

PERMO PRODUCTS Corp.
4311 RAVENSWOOD AVE. CHICAGO

FOR SALE

Twenty 24-Record Gabel Entertainers recently modernized and cut down, Webster amplification, fairly good tone, mechanically perfect. Photos on request. Offering these machines one for \$30; Lots of 10, \$25 Each. Will not sell less than ten at this price.

L. L. SEBRING

Lorraine Hotel,

Norfolk, Va.

SPECIAL WURLITZER P-12 PHONOGRAPHS \$124.50

Write for complete Bargain List, Automatics and Novelty Tables, Counter Machines and Slots. MARION COMPANY, Wichita, Kan.

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RECREATES THE TRUE TONAL VALUE!

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1510 DAYTON STREET • CHICAGO

A DIRECT HIT ON ALL COUNTER LOCATIONS!

TARGET SKILL

100% SKILL—100% LEGAL—100% PROFITABLE! TARGET SKILL is a counter size pistol range with all the appeal and earning power of full sized Rifle Ranges! Target Skill provides an honest challenge to the players' skill . . . as each of the 5 targets rise—singly—to position, player shoots for direct hits which score on visible register. Each target appears twice in a different position requiring quick, accurate change of range. Action of Targets is controlled by clock motor, so player must shoot rapidly to get all 10 shots! Truly a skill game! Truly a worthy successor to the Famous A.B.T. Big Game Hunter! TARGET SKILL is an investment in permanent profit!

1c or 5c Play Optional
Slight Extra Charge for Veeder Counter. Vendor Model at Small Additional Cost.



SKILL PLAY
AUTOMATIC VISIBLE SCORING REGISTER
5 MOVING TARGETS
10 SHOTS FOR ONE COIN
ARMY TYPE PISTOL
MODERN CABINET DESIGN
RED & YELLOW CABINET
ALL ACTION MECHANICAL
No Batteries

Only \$39.50

A.B.T. MANUFACTURING CO.
3311 CARROLL AVENUE CHICAGO, ILL.

Ten Best Records for Week Ended Mar. 15

	BLUEBIRD	BRUNSWICK	VICTOR	VOCALION
1	B6796—"What Will I Tell My Heart?" and "I Can't Break the Habit of You." Dolly Dawn and orchestra.	7833—"Swing High, Swing Low" and "My Little Buckaroo." Russ Morgan and orchestra.	25530—"You're Laughing at Me" and "I Can't Break the Habit of You." Fats Waller and orchestra.	3449—"Trust in Me" and "My Last Affair." Mildred Bailey and orchestra.
2	B6757—"This Year's Kisses" and "The Girl on The Police Gazette." Shep Fields and orchestra.	7830—"What Will I Tell My Heart?" and "Sweet Is the Word for You." Hal Kemp and orchestra.	25522—"I Can't Lose That Longing for You" and "Boo-Hoo." Guy Lombardo and orchestra.	3431—"I've Got My Love To Keep Me Warm" and "One Never Knows." Billie Holiday and orchestra.
3	B6803—"Moonlight and Shadows" and "Dedicated to You." Shep Fields and orchestra.	7835—"No More Tears" and "Moonlight and Shadows." Art Shaw and orchestra.	25523—"Song of India" and "Marie." Tommy Dorsey and orchestra.	3456—"You're Laughing at Me" and "Where Are You?" Mildred Bailey and orchestra.
4	B6806—"Oh, Say, Can You Swing?" and "Boo-Hoo." Wingy Mannone and orchestra.	7836—"Who's Sorry Now?" and "Ma, She's Making Eyes at Me." Kay Kyser and orchestra.	25515—"I'm Sorry I Made You Cry" and "Havin' a Ball." Fats Waller and orchestra.	3440—"Please Keep Me in Your Dreams" and "If My Heart Could Only Talk." Billie Holiday and orchestra.
5	B6804—"I Can't Lose That Longing for You" and "You Showed Me the Way." Wingy Mannone and orchestra.	7812—"This Year's Kisses" and "You're Laughing at Me." Hal Kemp and orchestra.	25505—"This Year's Kisses" and "He Ain't Got Rhythm." Benny Goodman and orchestra.	3459—"Boogie Woogie" and "Lady Be Good." Jones-Smith, Inc.
6	B6817—"12th Street Rag" and "Nero." Shep Fields and orchestra.	7834—"Our Song" and "The Whistling Boys." Leo Reisman and orchestra.	25514—"Moonlight and Shadows" and "Love Is Good for Anything That Ails You." Eddy Duchin and orchestra.	3447—"Goodnight, My Love" and "Swing High, Swing Low." Phil Harris and orchestra.
7	B6801—"When the Poppies Bloom Again" and "If My Heart Could Only Talk." George Hall and orchestra.	7829—"Moonlight and Shadows" and "Panamania." Vocal by Dorothy Lamour.	25526—"September in the Rain" and "What Will I Tell My Heart?" Guy Lombardo and orchestra.	3439—"Moonlight and Shadows" and "Trouble Don't Like Music." Red Jessup and his Melody Makers.
8	B6838—"My Little Buckaroo" and "Moonlight on the Prairie, Mary." Johnny Hamp and orchestra.	7813—"I've Got My Love To Keep Me Warm" and "Slumming on Park Avenue." Red Norvo and orchestra.	25519—"Melody in F" and "Who'll Buy My Violets?" Tommy Dorsey and orchestra.	3432—"This Year's Kisses" and "He Ain't Got Rhythm." Henry (Red) Allen and orchestra.
9	B6770—"My Last Affair" and "Gee! But You're Swell." Tempo King and orchestra.	7837—"Where Are You?" and "Jamboree." Vocal by Gertrude Neisen—Orchestra under direction of Cy Feuer.	25498—"Please Keep Me in Your Dreams" and "Nero." Fats Waller and orchestra.	3455—"If You Don't Give Me What I Want" and "River Hip Papa." Lil Johnson and orchestra.
10	B6839—"Sweet Is the Word for You" and "In a Little Hula Heaven." Shep Fields and orchestra.	7814—"Boo-Hoo" and "If My Heart Could Only Talk." Music in Russ Morgan Manner.	25487—"May I Have the Next Romance With You?" and "Head Over Heels in Love." Tommy Dorsey and orchestra.	3458—"After You're Gone" and "Where the Lazy River Goes By." Roy Eldridge and orchestra.

Nobody can swing it like the

ORIGINAL DIXIELAND FIVE

and nobody's better at shaking loose nickels!

The originators of "Swing" record exclusively for Victor. Rafters shake, the air sizzles, and nickels dance merrily into coin machines when they play these favorite numbers. The small investment you make in these two records will be one of the richest you've ever made.

No. 25524
TIGER RAG
SKELETON JANGLE

No. 25525
BLUIN' THE BLUES
CLARINET MARMALADE



VICTOR and BLUE BIRD RECORDS

RCA Manufacturing Co., Inc., Camden, N. J.
A Service of Radio Corporation of America

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WURLITZER - SIMPLEX
PHONOGRAPHS

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NOW ON DISPLAY FOR YOUR INSPECTION

Buy and Operate the best! Why spend money otherwise? Immediate delivery; no waiting. Phone or wire us—or come and pick them up.

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LARGE AND COMPLETE STOCK OF ALL NEW
PIN GAMES . . . COUNTER GAMES . . . AND SLOT MACHINES
 and with a new selling policy for your convenience.

ALL MACHINES AT REG-
 ULAR MANUFACTURERS'
 LIST PRICE WITHOUT ANY
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OUR LIBERAL CREDIT PLAN
 IS 1/3 CASH, BALANCE IN
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WRITE AND TELL US ALL ABOUT
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713 EAST BROADWAY

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"EASY" TURNTABLE
 FOR COUNTER GAMES
 Makes Your Locations More Profitable.
 8x12"—10x10"—10x12" or any special size.



\$1.25 Each
 Full Ball Bearing
 1/3 Deposit, Balance C. O. D.

EASY TURNTABLE MFG. CO., 112 LAWN AVE., HAMILTON, OHIO

SPECIAL BRAND NEW
JENNINGS CHIEFS CONSOLES,
 never been unboxed . . . \$110.00

USED MACHINES
 Jennings Chiefs Bells, Serial 125000 . . . \$65.00
 Mills Blue Fronts Bells, Serials 395000 . . . 65.00
 Mills War Eagles, Mystery, Late Serials . . . 65.00
 Double Safes, Mills . . . 25.00
 Single Safes . . . 18.00
 Fill Up Stands . . . 6.00
 Folding Stands . . . 3.50
 Paces Races, Serials 3500 . . . 190.00

MARBLE MACHINES
JUMBO . . . \$20.00
 MILLS McCOYS . . . 35.00
 ROUND UPS . . . 20.00
 CHALLENGERS . . . 25.00
 CREDITS . . . 22.50
 HIT IT . . . 22.50
 DOUBLE HEADERS . . . 22.50
 BALLY DERBYS . . . 25.00
 BALLY BONUS . . . 22.50
 PAMCO PARLAY . . . 22.50
 ACES . . . 15.00
 DAILY LIMITS . . . 20.00
 MULTIPLES . . . 22.50

One-third Deposit With All Orders.
T. & T. NOVELTY CO.,
 114 N. Main St., Joplin, Mo.

**Music Succeeds
 In Small Town**

BERKELEY SPRINGS, W. Va., March 13.—Nestled in the Appalachian Mountains here, a place given an accredited census population of 1,030 people. Surrounded on all sides by the rugged terrain of mountains, one unaccustomed to the ways and methods of music operators might consider this to be a pretty poor place to operate coin phonographs.

The fellow who first said "That's gold in them hills, boys," might just as well have been Virgil H. Ruppenthal, prominent West Virginia operator. He has demonstrated conclusively over a period of several years that coin-operated music produces good profits for the operator, regardless of the kind of territory in which he is located, if he but goes out and works hard in developing his business.

Starting early in the operation of

music, he has made the foremost strides in bringing an up-to-date service to locations and to the people living in this highly mountainous area. Ruppenthal is one of the men who can say: "Do you remember back in 1933 when I was operating such and such a model phonograph?"—and from that time on he has experienced a steady and consistent growth in his business. He is a cash buyer of 1937 model phonographs.

He is ever alert to satisfy the requirements of his locations. He believes in giving them the kind of music the public wants. He keeps his equipment in tiptop condition. He knows he's selling music and his record service is in keeping with popular demand.

Beyond this, Ruppenthal is a merchandiser and believes in advertising his music business. Not so long ago he put into service a Covered-Wagon trailer. This brought him all kinds of favorable comment and publicity in the district he serves.

Locations know that when Virgil Ruppenthal gives them a music service they may expect the kind of aggressive cooperation that characterizes the man in managing his own affairs. In addition to his music activities he is closely identified with merchandising vending operations, having developed a most substantial business in the nut vending field.

**Operators Like
 16-Record Chassis**

CHICAGO, March 13.—Operators throughout the country are getting their lines set to corral spring and summer business, and all indications point to an active season ahead. Music operators see a big demand in the offing for mechanical music. More and more taverns are learning of the profits accruing from having phonographs in their places, and they are learning, too, that patrons are demanding better and better quality in recordings. Then, too, many new parks are set to open this spring, and they will provide additional spots for music machines.

Rock-Ola officials state that operators visiting the Rock-Ola factory seem particularly interested in the Rhythm Master with the 16-record chassis. "It is quite an advancement over the 12-record machine," said one official, "and it is most suitable particularly for the larger spots. We have been agreeably surprised at the large demand for the 16-record machine."

Both the 12 and 16-record machines are finding a ready market. Rock-Ola officials state. The beautiful cabinet at once catches the operator's eye, and when he hears the remarkably clear tones of the records and examines the simple mechanism of the machine he is immediately sold on the Rhythm Master.

New Orleans

NEW ORLEANS, March 13.—New Orleans' third large downtown sportland was opened this week in the 500 block of Canal street when Dominick (Dom) Fazio opened the Canal Street Playland under the management of H. Stevens. A dozen of the latest type pin tables, diggers and counter games have been in-

stalled, and Dom already reports fine patronage.

President Julius Pace, head of the local ops' association, says that many of the machines he sees on location these days are terribly neglected. "I could shovel enough dirt out of them to fertilize City Park," Pace stated. "Why can't operators learn that when a machine is put on location it should be taken care of and kept in perfect condition in order to draw good patronage. The coin machine business is no different from any other. It has no place for lazy people who expect to sit down and let machines make a living for them without going to the trouble of finding out faults of the location."

Dixie Coin Machine Company has received its second mixed car of Preakness, Rover and Fair Ground machines this week and reports a continued brisk demand for all of the Bally models. Firm is also doing a good business in the rural areas with Paces' Comet and Evans' Roulette Jr.

Since receiving the first sample of Western Equipment's Grand Prize three weeks ago, Ed Rodriguez, of American-Southern Coin Machine Company, State distributor, says that sales of the table have reached the three-score mark up to date.

R. A. Lee, operator for several years here, and O. C. Marshall, service man for Dixie Coin Machine Company, have organized a new firm called the Coin Machine Exchange on Poydras street. Lee reports a good demand for pin games.

Pete Nastasi, of the Automatic Coin Machine Company, announces the entry of Mac McNally into his business on Poydras street. McNally has been an operator for several years here and is well known in local coin machine circles.

A. Dalkin Company has placed its Louisiana account for its new slug-proof slot with the Dixie Coin Machine Company. Edgar Brazelton, of the Chi office, was a recent visitor to the city and made arrangements for the new connection here.

Frank Gleeson, resident manager for Mills Novelty Company, reports heavy demand for Do-Re-Mis and for the firm's ice cream counter freezers. "Buying of our ice cream counters has picked up unusually early this year," Gleeson says.

Bell Distributing Company finds business very good, with Jennings' Dixie Belles selling as rapidly as shipped into this territory. Firm also reports a brisk demand for both of the newer pin games in the rural areas.

Detroit

DETROIT, March 13.—O. D. Griffin, local jobber, is expanding his business outside of the local territory. Griffin is conducting a campaign, particularly among up-State Michigan cities, and reports prospects for business generally good in the State. He is also doing a certain amount of national jobbing business, particularly on used machines.

A. & E. Games Company has been formed by James F. Anderson and Alan Esler to operate amusement machines in this territory. The company will not be active for several months, however. Both men are new in the business.

Food Service Company is planning to dispose of its stock of food vending machines. W. L. McKillop, manager, is expected in town next week in order to wind up affairs of the organization which was formerly a large operator in this specialized field.

American Dispensing Company is preparing to close various State territories for its new soap vending machine, which is now in active use in Michigan. Local operating company is beginning an intensive campaign for State coverage in Michigan and will shortly appoint representatives in the principal cities of Michigan.

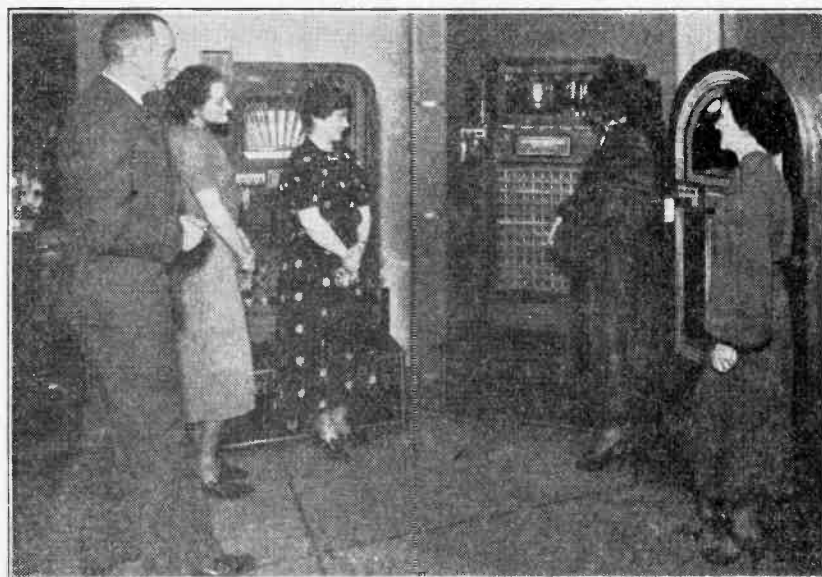
NEW and USED SLOTS

Jennings and Mills, for sale cheap. Am Pennsylvania Distributor for O. D. Jennings and Company.

Write, Wire or Phone
DOC ABRAMS

313 Bayard Street,

Kane, Pa.



DON CONEY, head of General Amusement Devices Company, Detroit, explains merits of Seeburg phonographs to the ladies during the recent three-day party given by Gadco.

LOOK

IN THE WHOLESALE
 MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES
 PREMIUMS AND SPECIALTIES

N. Y. Convention Bureau Makes Strong Appeal for 1938 Exhibit

NEW YORK, March 13. — The post-convention discussion of where and how to hold the next annual coin machine convention was quickened when the New York City Convention Bureau sent a carefully prepared bulletin to all exhibitors at the 1937 Coin Machine Show, suggesting that the 1938 convention be held in New York City. Considerable private discussion of convention matters has been held since the 1937 show and at least one house organ and a trade paper have openly discussed ideas for the next convention. Apparently ideas have not crystallized as yet, but vary from the suggestion of regional conventions to that of holding the annual gathering in October rather than in January.

The New York bulletin states that the first rule in good exposition management is that an industry with national distribution should not hold its annual exhibit in the same city or territory year after year. The purpose of an exposition is to show the buyers what is new in the industry. When a show is held in Chicago, for instance, the greatest attendance is from territory adjacent to that city. When the convention meets the next year in—shall we say New York City—the Eastern attendance picks up and not so many come from the vicinity of the last year's convention city.

When the exposition is of the buying type, as is the National Association of Coin-Operated Machine Manufacturers, the general rule is to alternate between the two great buying centers in the United States—New York and Chicago. Dozens of national organizations holding buying expositions follow the above procedure. One of the two great industries that have not adopted the alternate year plan is the Coin-Operated Machine Manufacturers. The other is the Retail Clothiers and Furnishers. The latter are now working on plans to bring it about. The most recent industry to change to the alternate plan is the music industry. For the past several years its convention has been held in Chicago. The 1937 exposition will be held in New York City and in alternate years thereafter.

Registration Analyzed

The registration list for the 1937 NACOMM exposition totaled 3,891. Of these registrants 2,103 live in Illinois, Indiana, Wisconsin and Michigan, the four principal States with a 300-mile radius of Chicago. New York, New Jersey, Pennsylvania and Massachusetts, the States with greatest population within a radius of 300 miles of New York City, were represented by only 328 buyers. (Virginia, Delaware, Maryland, Connecticut, Rhode Island, Vermont and New Hampshire also come within this radius of 300 miles.) From the other 40 States 1,199 registered. It should be noted that 714 of the 2,103 registrants in the area surrounding Chicago were either from Chicago or Milwaukee; 179 of the 328 Eastern buyers came from New York City, Brooklyn, New Jersey, Philadelphia, Pittsburgh, Baltimore, Boston and Washington. The population of Milwaukee and Chicago is 3,954,687; that of the

Eastern cities 14,995,672, indicating how many buyers could be reached with a New York show.

At the previous convention the attendance from the four States in the Chicago area was 2,133, or 30 more than registered in 1937. This shows that a national exposition continuously held in one city attracts about the same people year after year.

The attendance from the four principal States in the East at the previous convention was 157. In 1937 the number increased to 328, showing an additional interest on the part of Eastern buyers. The desire to buy is present in Eastern prospects, but the distance to Chicago yearly becomes a serious drag on their attending.

In the Chicago area there are 720 towns and cities of over 1,000 population; 364, or more than one-half of these, were represented at the last exposition.

The four principal States in New York City territory sent buyers from only 102 of the 995 communities of more than 1,000 population, leaving the major part of the Eastern field practically untouched. Approximately 90 per cent of the localities having buyers in the Eastern territory was excluded from the prospect list because of the yearly trip to Chicago.

People to the number of 43,929,945 live within a radius of 300 miles of New York City, or almost one-third of our total population. This compares with the 23,458,233 residents in the 300-mile area around Chicago. Certainly 43,000,000 persons have more nickels, dimes and quarters to spend in coin machines than 23,000,000. All this advantage in a market where very few of the actual operators have had the chance to visit an exposition or factory to see the latest devices. The 1937 list shows only 188 operators registered from New York City area, notwithstanding the many thousands of operators and prospects here.

As stated previously, other associations and exposition managements that have conducted trade exhibits join in the position that no national exposition of that type can be successful year after year if annually held in one city or territory. We believe the above statistics bear out our contention that to meet in one territory annually is to shrink the field of active prospects.

Finally, we realize the coin-operated machine manufacturing center is not in the East. This should be an added inducement for Midwestern and other than Eastern manufacturers to change to the plan of alternating the exposition between New York and Chicago. Experience with other trade groups discloses that Eastern manufacturers prefer to exhibit in the East. Day in and day out, any manufacturer or distributor has the opportunity to personally contact prospects in his immediate vicinity, but only by means of an exposition in other territory where new acquaintances are made can he enlarge his personal contacts on a national scope.

IT'S **SPRING TIME**
For Your
LOCATIONS



Yes, Locations too want a new Easter Outfit. They are asking for those sparkling new COLUMBIA Machines which are already the rage at most of the smart spots.

It is good business for you to replace old equipment with these colorful, smooth working Columbias and capture all of the Spending Money at your Locations.

Where you have made the change to Columbia, you will quickly notice a great increase in collections, a joyous Parade of liberal spenders will give your Columbias a whirl of a Play.

Consider too, that no slugs will water your collections, it's all good United States Coin you will find in your Cash Box.

No wonder, they are all buying COLUMBIAS this Spring.

COLUMBIA is that famous new Bell Machine which can be changed from Nickel to Penny, Dime or Quarter Play, right on Location.

Available with Double Jackpots or Goldaward, Standard or Mystery Payout. Also with Cigarette Reels for one cent or five cent Play.

Hundreds of Operators are changing to Columbia—there is a reason.

GROETCHEN TOOL CO.

124 NORTH UNION STREET • CHICAGO

Kicker Revival Proves Popular

CHICAGO, March 13.—Reports from the field indicate that the electric kicker device, so popular in 1935, is due for a strong comeback, according to Ray Moloney, president of Bally Manufacturing Company.

"We are using the electric kicker idea on our Carom game," Ray stated, "and, altho this game owes its great popularity to the fact that it combines Bumper action with one-shot appeal, the kicker is definitely contributing to the machine's almost incredible earning power. The kicker used on Carom is the directional type approved for skill games in practically every territory—that is, it kicks the ball in a certain definite direction.

"Located at the very bottom of the board, this kicker increases the suspense, inasmuch as the ball frequently hits the kicker instead of the out-hole, and is kicked back up to the top of the field. The ball then bumps down the field again, registering additional points for every bump. Operators report that the kicker comes in for a great deal of favorable comment on the part of players and is a factor in attracting the steady play which is resulting in the big earnings for which Carom is famous."

Eastern Branch Of Epco Serves

NEW YORK, March 13.—Electrical Products Company, Detroit, has opened Eastern headquarters here. Under the direction of Leon Berman, the new Epco office will make available every possible type of electrical equipment necessary to aid operators in their power supply and control problems. Featured will be Electropak, Adaptopak, Electrolok and the Epco fuse eliminator.

Berman, popular among Eastern coinmen with whom he has worked in close harmony on power-supply problems, promises that Epco service to operators here will reach a new high in efficiency. In addition to the offices, a large warehouse will contain complete stocks of all Epco products.

FORGED TO SELL OUT
ALL PAYOUTS
Subject To Prior Sale.
All Games Are Clean And In A-1 Condition.

Our Reference:
The First National Bank, Lebanon, Pa.

PREAKNESS, Cash and Ticket, Slightly Used	\$90.00
GALLOPING PLUGS, Cash and Ticket, Electropak	37.50
FENCE BUSTER, Cash, Electropak	37.50
CREDIT, Cash and Ticket, Electropak	37.50
GRAND SLAM, Cash and Ticket	34.50
BALLY BONUS, Cash, Electropak	34.50
BALLY DERBY, Cash, Electropak	32.50

OUR SPECIAL. This Game was formerly a Two Ball and was completely changed to One Ball, Cash and Ticket, Electropak.... **\$29.50**

FORTUNE, Cash, Electropak.... \$17.50
SHELLS, Cash, Battery..... 12.50

Also Numerous Pin and Counter Games at Bargain Prices. Write what you need and we will quote rock bottom prices.
1/3 Cash With Order, Balance C. O. O.
Orders Shipped Same Day They Are Received—Specify How to Ship.
All Shipments F. O. B. Lebanon, Pa.

LOUIS P. GIACOMIS,
AMUSEMENTS
601 LEHMAN ST., - - LEBANON, PA.

SANTONE SPECIALS

BALLY CHALLENGER	\$ 27.50
BALLY BELMONT	50.00
KEENEY GRAND SLAM	17.50
EXHIBIT BIG SHOT	10.00
GOTTLIEB SUNSHINE BASEBALL	17.50
BALLY JUMBO	12.50
BALLY MULTIPLE	22.50
BALLY PEERLESS	15.00
KEENEY DOUBLE SCORE	10.00
BALLY DERBY	32.50
BALLY ALL STARS	30.00
PACES RACES (5c Check Model)	225.00
WURLITZER P-10 PHONOGRAPH	100.00
JENNINGS PENNY DUCHESS (Serial 18,000)	22.50
BALLY'S RAYS TRACK (Latest Model)	175.00

Terms: 1/3 With Order, Balance C. O. D.

SANTONE COIN MACHINE CO.
1524 MAIN AVENUE, SAN ANTONIO, TEX.



SOME OF THE GUESTS at the three-day convention of the General Amusement Devices Company, Detroit. Visitors came from four States and it took on the proportions of a regional convention with some attractive exhibits of machines.

YOU CAN'T BEAT AVON

Values!

THESE SPECIALS MEAN BIG SAVINGS AND BIG PROFITS TO YOU! ORDER TODAY FOR IMMEDIATE AND LONG LASTING EARNINGS!

AUTOMATIC PAYOUTS PERFECTLY RECONDITIONED

- DOUBLE SCORE \$12.50
- BALLY DERBYS 24.50
- STOP & GO 37.50
- PAMCO PINCH HITTER . . . 22.50
- PAMCO PALOOKA JRS. . . 34.50
- BALLY NATURAL 19.50
- BALLY MULTIPLE 37.50
- CHALLENGER 29.50

FLOOR SAMPLE NOVELTY GAMES

- COUNTRY CLUB \$22.50

BRAND NEW GAMES IN ORIGINAL CARTONS

- BOLO \$27.50
- RACK 'EM UP 36.50

USED NOVELTY TABLES

- TOP HAT \$15.00
- HAPPY DAYS 27.50
- MAD CAP 15.00
- BOLO 19.50

NEW COUNTER GAME SPECIALS!

- HIGH STAKES \$17.75
- "21" BLACK JACK . . . 17.75
- DRAW 21 14.50

EXTRA SPECIAL ON ROTARIES\$97.50

WRITE FOR SPECIAL PRICES ON ELECTRO-HOISTS, MUTOSCOPES, MERCHANTMEN DIGGERS.

1/3 DEPOSIT WITH ORDER; BALANCE C. O. D.

"SERVICE THAT MERITS SALES"
AVON NOVELTY SALES CO. 5907 EUCLEID AVE. CLEVELAND, O.

NO CLOSED TERRITORY FOR TRADING POST! MAKES BIG EXTRA PROFITS



Sell and operate TRADING POST, the 100% Legal Salesboard Deal that is a great repeater. Amusing, fascinating and a riot of fun. Sells out fast in Taverns, Clubs, Cigar Stores, Drug Stores, Restaurants, etc. 130 pulls and every pull is a winner. Consists of 130 packages, and each contains something worth-while in Novelties, Tricks, Jewelry, Cutlery, Hosiery, Lingerie, etc. Height, 24"; Width, 17". Approximate Weight, 18 Lbs. Takes in \$13.00. Resell to dealers for \$9.75. Packed two to the Carton. Order No. B12, Each **\$6.60**

25% Deposit on C. O. D. Orders. Ask for Our Big New Catalog 371, containing 164 pages of Novelties, Jewelry and Premiums.
JOSEPH HAGN CO.
"The World's Bargain House,"
217-225 W. Madison St., Chicago, Ill.

TOM THUMB JAR GAMES

4 Big Winners in Every Jar—135 Small Ones. 5c Sale. Profit \$16 to \$38. Price, express prepaid, \$3.50. Write for Details 39 Other Games.
TOM THUMB, Dept. 77, Nauvoo, Ill.

Double Deck To Please Players

CHICAGO, March 13.—Al S. Douglis, president of Daval Manufacturing Company, announces a new counter game by Daval, called Double Deck. It is an addition to the large family of counter games the firm now features.

"Double Deck carries out the principle of our popular Chicago Club House, which was awarded a gold medal by Eastern distributors and which has since been hailed by many as the greatest counter type ever built," Douglis claims. "But Double Deck goes Chicago Club House one better in the fact that it offers the players two complete poker hands to choose from.

"It is the first counter game that makes a double deal. It therefore creates greater interest because of the fact that the player has his own choice from among both hands for the winner. He can follow thru each time with more tense action than he would otherwise get in a counter game.

"Double Deck embodies the well-known Daval precision counter-game construction and features a beautiful modernistic cabinet. Double Deck was ready for the last convention, but we did not advertise or publicize it because of the fact that Tri-o-Pack is still leading counter-game sales. But after we discovered that within two months, without any real promotion whatsoever, we had already passed the 1,500 sales mark, we decided to present the game to the trade in a big way.

"Digging into the facts, we found that the players liked the game for the reason that they felt they were really getting their money's worth of play and action from the double poker hands. Even tho Tri-o-Pack is tremendously popular, we feel that before long Double Deck is going to take that lead away."

Markepp Puts on Night Mechanics

CLEVELAND, March 13.—To keep up with the increased demand for service, the Markepp Company here announces that a night crew of mechanics has been added. This was made necessary, according to M. M. Marcus, by the growing business on used games.

"The night crew, in addition to overhauling all used games and replacing parts, cleans them up thoroughly," Marcus said. "A system somewhat like that of the service department of an automobile agency has been developed. After a game is completed by the mechanic it must go to the foreman for his inspection and a test play. If it passes it is marked with an o. k. tag.

"The tag is also the customer's guarantee that the game is right and is ready to go on location. Paul Mehes has been made foreman of the night crew.

"The overhauling and cleaning are done so completely," E. M. Marley, sales manager of the Markepp Company, related, "that sometimes operators don't recognize their own games after they have

Texas Operators

To the Editor: "We of the Southwest are trying to combat a ring of thieves who are causing us a great deal of worry. These thieves are using quite a number of methods in stealing our machines from us.

"We are trying to organize in this territory against this crooked outfit. We are, therefore, asking you to please print the following in a prominent place in your next issue:

"All slot machine operators of the Southwest who wish to join an organization whose sole purpose is to find a way and method of getting rid of thieves who are molesting machines in our territory, please correspond immediately with M. Gottlieb, 3136 San Jacinto street, Dallas. We hope to hold a meeting in the very near future and arrange for a permanent national organization."

Universal Triples Rifle Production

SOUTH BEND, Ind., March 13.—Universal Manufacturing Corporation has completed the addition of 18,000 more square feet of floor space to its plants here and has been forced to triple its production on the Jungle Dodger electric ray rifle range, according to Jack Pullman, sales manager.

Universal, which manufactures magnetic relays, timing devices and electrical controls, has already become a big factor in the coin machine world.

Commenting on the Jungle Dodger, Pullman stated: "We have added three more assembly lines in our plant No. 2 because this unit, which stole the show, has proved even more of a sensation on location. Operators have discovered that you do not have to be an electrical engineer to service Jungle Dodger. In fact, any intelligent child can service it.

"Location tests prove that Jungle Dodger takes in as much money, and in many cases more, than games costing several times more. Jungle Dodger has every feature of other ranges. It has moving and still targets, easy or hard to hit; operates at any distance or height; cannot be worked with flashlights and is cheatproof. It also has the bull's-eye feature for high-score award or counter payout.

"Because we have tested Jungle Dodger," continues Pullman, "and know what it will do we are permitting operators to test the Jungle Dodger on location for five full days with the privilege of returning it if they are not pleased with its take and performance."

gone thru the service department. We had a case like that a few days ago when an operator was considering buying a certain game from the floor which, on checking up, proved to be one he himself had turned in a week or two before. In the end he bought it and put it right back on the location from which it came."



VIRGIL H. RUPPENTHAL, Berkeley Springs, W. Va., demonstrates that music can be made to pay in a town of 1,030 people. He also operates nut vending machines and uses most modern equipment.

Genuine
ELECTROPAKS

COST NO MORE THAN THE CHEAPEST IMITATIONS!

So be sure to Buy or Specify . . .

GENUINE ELECTROPAKS!

USED BY 98% of the Manufacturers

ELECTRICAL PRODUCTS CO.

6535 RUSSELL AVE. * DETROIT, MICH.
NEW YORK OFFICE CHICAGO OFFICE
152 WEST 42nd STREET 626 WEST JACKSON

CLOSING OUT

- PREAKNESS \$50.00
- TURF CHAMPS 40.00
- PALOOKA, SR. 25.00
- DAILY RACES, Ticket 35.00
- DAILY RACES, Cash 35.00
- GALLOPING PLUGS 22.00
- SUNSHINE BASEBALLS 21.00
- BALLY DERBY 20.00
- CREDIT, Like New 18.00
- MAMMOTHS 11.00
- REPEATERS 12.00
- JUMBOS 15.00
- BALLY ROUNDUPS 20.00
- GIANTS 12.00

NOVELTY GAMES

- MAD CAPS \$12.00
- HOLD 'EM 22.00
- SHORT SOX 15.00
- TOP HATS 8.00

COUNTER GAMES

- REEL 21 \$ 6.00
- HIGH STAKES 4.00
- REEL RACE 4.00
- WAGON WHEELS 3.00

PHONOGRAPHS

- MILLS DANCEMASTERS \$75.00
 - REBUILT DANCEMASTERS 40.00
- One-Third Deposit, Balance C. O. D.

J. R. YEAGER

1107 Cherry St. Evansville, Ind.

PHONOGRAPHS

- MILLS 801 (Selective) \$25.00
- MILLS TROUBADOURS 35.00
- MILLS DANCE MASTERS, Rebuilt . . 50.00
- SEEBURG SELECTOPHONES (Late 35s) 90.00
- WURLITZER MODEL P-10 90.00
- WURLITZER Model P-12 135.00
- WURLITZER 312s or 412s 185.00

- BIG FIVE, SR. (Keeney)
 - BOOSTER (Keeney)
 - DOUBLE SCORE (Keeney)
 - GRAND SLAM (Keeney)
 - JUMBO (Bally)
 - MAMMOTH (Keeney)
 - REPEATER (Keeney)
- \$22.50 EACH**

- DAVAL REEL 21's LIKE NEW
- DAVAL ARITHMATIC
- DAVAL RACES **\$8.00**
- WESTERN RACES Each
- BEAT IT

Send for Complete List. One-Third Deposit, Balance C. O. D.

AUTOMATIC AMUSEMENT CO.
Phones: 8195-8196 101-103 N. Fulton Ave., EVANSVILLE, IND.

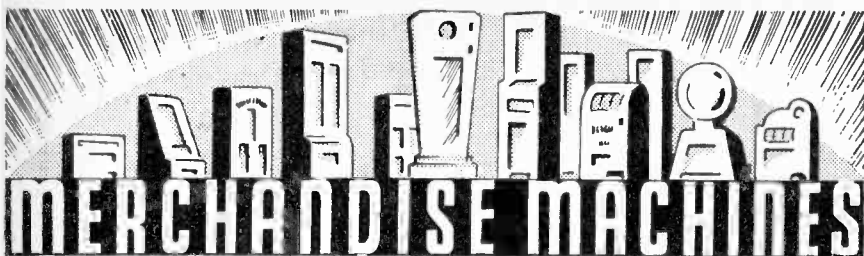
CORRECTION

An error appeared in our advertisement in March 13 issue of Billboard. The copy should have read:

MISS AMERICA
WITH MYSTERY SLOT, \$149.50
We regret any inconvenience this error may have caused.

D. GOTTLIEB & CO.
2736-42 N. Paulina St., Chicago, Ill.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.



Future in Merchandising

By C. S. GEORGE

In looking up manufacturers of merchandising machines in the Detroit area, I found that there are very few, and one of these is W. H. Cornell, who makes and distributes Snax Automatic Stores. The machine had its start in Detroit life (and in life in general) seven years ago and there are 600 active units in this vicinity dispensing a couple of hundred five-cent items.

The designer of the machine started out with the proposition that all items should be displayed equally and that every purchase should be buyer's choice. He spent many studious hours in 10-cent stores making surveys of the five-cent merchandise. Then he drew up plans for a machine that would accommodate 35 per cent of these items. It is built on the wheel principle. Any one of the 30 glass-covered compartments may be easily rotated to the opening and there, when you have released your nickel, you get what you asked for.

Since candy, peanuts and gum offer a good profit and rapid turnover, this is the type of merchandise handled by most of the 600 machines now functioning in Detroit. But the time will come, predicts Cornell, when automatic merchandising will be an integral part of general retailing. Retailers will some day wake up to the fact that no matter how personable and well-trained a sales girl is in the 5 and 25-cent brackets, she needs the relief afforded by machine selling. Most of the merchandise is pre-sold and an ever-increasing percentage of people like to purchase from machines. And what a relief it will be to the management to have aids that are never late to work, never tire, never have to be relieved during lunch hour and fill in where human hands need help. What a satisfaction, too, to have the merchandise in full view yet protected from pawing and lifting. A service man can take care of a dozen or more machines.

Shoppers Machine-Minded

The American shopper is becoming more and more machine-minded. She drives a car and operates all sorts of mechanical devices in her home. She frequently has a bit of a gambling instinct, too. These two characteristics of the shopper make the automatic sales method a "natural" for future merchandising schemes. Americans are quick to take up something new. They will take automatic merchandising right in their stride.

Take a store which handles items selling for upwards of \$100, but must also

handle, 5, 10 and 25-cent goods to accommodate the customers. Hardware and office supply stores are in this fix. So are many other businesses. Clerks must be paid a salary to sell the small stuff. Sometimes one of the small sales beautifully handled will lead to a much larger sale, but this is too often offset in serving the buyer of small items while a potential \$100 customer must wait and may become impatient. Likewise, many of the small sales are lost because the customer does not wish to wait or because she dislikes bothering the clerk for a small sale and decides to wait till she goes to the dime store.

Put a few machines in stores like these, provide suitable bags within easy reach and let the customer have the fun of dropping his coin in the slot; seeing his package and change immediately delivered and let him walk pleasantly out again. This is the efficient and self-sufficient way that the average independent American prefers buying regulation articles. A man may feel foolish buying a spool of thread for his wife over the counter, but he won't think a thing of buying it mechanically. Ask any man if that isn't the way needles and pins and shoestrings and screw eyes and fish food should be sold.

Think of the carloads of small low-priced items sold in drug stores and think of how adaptable they are to selective automatic selling. The buyer usually knows what he or she wants before he enters the store. And usually he (especially he) wants to buy quickly, without argument, and walk out unmolested. The average customer has become habituated to a certain brand or has been educated to it by the radio, by street-car cards and by 14-color lithographic phenomena in the magazines. Or maybe he doesn't want the merchandise at all, but has to have the wrapper to enter a limerick contest. Anyway, he wants that brand and no other. The machine of the future will give it to him.

For introducing new lines, the selective merchandiser is exactly what the advertising doctor ordered. Here it has an equal chance with the old-time rivals and if it is well-dressed it will bring out that bit of a gambling spirit present in the American buyer's makeup. He will give it a try. If the contents are satisfactory, he will come again. If not, the machine cannot be blamed.

Every police precinct in Detroit is equipped with a Snax Automatic Store for candy. It had to be well-serviced and the operator had to supply the kinds of candy bars specified. This stock has to be fresh. Also there are 30 compartments in each machine, there are not always 30 varieties displayed. One candy bar or chewing gum may sell several times as fast as another and is therefore stocked heavier.

The operator of any vending machine knows or should know the necessity of keeping his stock fresh and his machines polished and in the best location he can find for it. He should also realize his extremely advantageous position in not having to tie himself up with a lease; in not having to invest in the thousands of dollars' worth of stock required for a store; not to pay the high rentals and upkeep regardless of income.

Start in Small Way

The smart merchandiser of the future will seriously consider the selective machine. (See *MERCHANDISING* next page)

To Distribute Venders

BOSTON, March 13.—Atlas Coin Machine Company, owned and operated by the Blatt brothers, Louis and Bernard, has become Eastern United States distributor of the A. B. T. Manufacturing Company and its slug-proof multiple merchandising vending machine, specializing in nuts, candy and cigarettes.

Cup Vender Co. Booms in 1936

PHILADELPHIA, March 13.—Penny drinking cup venders received attention when the Dixie-Vortex Company reported a 1936 profit of \$2.11 a share. Dixie-Vortex Company is successor to the Vortex Cup Company, following the merger with the Individual Drinking Cup Company, Inc., April 30, 1936. The new firm reports a consolidated net income in 1936 of \$875,527, or \$2.11 a share on 202,916 shares of no par value common stock outstanding. This includes earnings of Individual Drinking Cup for the four months preceding its merger with Vortex.

Net income of Vortex alone for 1935 was \$312,476, or \$1.35 a share on 101,458 shares of common stock then outstanding. Combined net income of the two companies was \$645,133.

Indicated net income for the fourth quarter of 1936 for the consolidated companies was \$4,668. Included in charges absorbed during the period was an allowance of \$40,244 for surtax on undistributed profits.

The company reported net profit of \$870,859, or \$2.64 a share on the common, allowing for nine months' dividend on Class A stock, in the nine months ended September 30, 1936. A statement issued at the time said fourth quarter sales are relatively low and operations occasionally show a slight loss.

The company reported gross profits of \$2,727,227 from 1936 operations. Selling, general and administrative expenses totaled \$1,685,422. Including \$36,277 profit on securities sold, other income was \$113,224, and charges, including \$33,162 interest, totaled \$83,034. Income taxes, including \$49,872 carried under charges and surtax of \$40,244, totaled \$246,341 and were equal to \$1.21 a share on outstanding common stock.

Wrigley Company Reports Profits

CHICAGO, March 13.—The financial pages of local newspapers reported that the Wrigley Company, pioneer in the use of vending machines to sell chewing gum, had the most profitable year in 1936 since 1931.

A consolidated net income of \$8,378,713 was reported for 1936, equal to \$4.19 a share on the 2,000,000 outstanding shares of capital stock, compared with consolidated net income of \$7,724,616, or \$3.86 a share, in 1935. In 1931 net income was \$10,147,535, or \$5.13 a share.

Net working capital increased to \$39,303,317 at the close of 1936 from \$37,933,506 a year earlier.

Regarding the causes of the increased earnings and the outlook, Philip K. Wrigley, president of the company, stated:

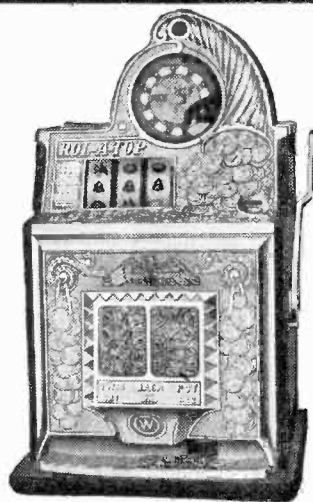
"You can expect your company to continue this year the same aggressive sales and advertising policies which, together with the general improvement in economic conditions, have resulted in a very satisfactory increase in business for the past year."

During the year the company's pension plan was extended to two major subsidiaries and single premium annuities were purchased at a cost of \$365,838 for parent company employees who could not qualify under the group pension plan.

Skill Game Ops To Aid Venders

PITTSBURGH, March 13.—Representative Samuel Weiss, of Glassport, introduced a vending machine measure in the current session of the Legislature in Harrisburg which calls for new taxes on each coin-operated machine. The bill calls for a levy of \$2 on each 1-cent machine, \$5 on each 2-cent to 4-cent machine and \$10 on each 5-cent machine. The passage of the measure would seriously affect the merchandising and scale machines in particular. At present only pin game machines pay an annual levy of \$1.

The Weiss measure is being opposed by the local skill game machine jobbers and operators' association. Several meetings have already been held during which ways and means of combating this measure have been mapped. The bill was recently introduced into the House and has as yet not been referred to any committee. Action on the measure is expected late this month.



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.

CASH INCOME with TOM THUMB

Many have started with one Tom Thumb Vender, 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. 11, JACKSON, MICH.

IMMEDIATE DELIVERY

Ricochet . . . \$59.50 | Bumper . . . \$ 64.50
Skipper . . . 109.50 | Caron . . . 159.50
Turf Champs, Late Model . . . \$72.50

Write, wire, phone orders now. Send deposit.
SILENT SELLING CO.
Indianapolis, Ind.

TOY PACKS \$1.00 EACH

FOR ALL BULK MERCHANDISERS
OVER 250 PIECES—MORE THAN ONE
COMPLETE FILLING—Candy Crafters'
PRODUCTS EXCLUSIVELY.

5 FREE WITH 100
AMERICAN CIGARETTE MACH. CO.
1349-51 Fifth Ave. • 820 Main Street,
Pittsburgh, Pa. Buffalo, N. Y.

TELL THE ADVERTISER IN THE
BILLBOARD WHERE YOU GOT
HIS ADDRESS.

Better Than a PUNCH-BOARD!

O.K. 5¢ GUM VENDOR

VENDS GUM WITH NUMBERS
INSERTED READING FROM 1
TO 1200. Capacity: 1200 BALLS

TAKES IN \$60.00.
PAYS OUT \$30.00 IN
TRADE AWARDS.

PRICE ONLY \$15

For One O. K. GUM VENDOR
WITH 1200 BALLS of Num-
bered Gum FREE.....
WRITE FOR QUANTITY PRICES

D. ROBBINS & CO. 141 DE KALB AVE.
BROOKLYN, N. Y.

GET OUR PRICES FIRST!
PISTACHIO NUTS

GERMACK and SHEIK BRANDS

Exclusive Distributor for GERMACK.
AMERICAN CIGARETTE MACHINE CO.

1349-51 Fifth Ave. • 820 Main St.,
Pittsburgh, Pa. Buffalo, N. Y.

AN OVERNIGHT SENSATION! "BOWL-A-50"

THE ORIGINAL TRIED AND TESTED
ABSOLUTELY LEGAL BOWLING GAME
UNIT ATTACHMENT THAT DOUBLES
AND TRIPLES BOWLING GAME PROFITS

READ these FACTS

- ★ CAN BE ATTACHED TO THE TOP OF ANY BOWLING ALLEY—OR PLACED ON THE BAR OR COUNTER, OR ANY OTHER SPOT IN THE LOCATION!!
- ★ LEGALLY DOES FOR THE BOWLING GAME WHAT THE JACKPOT DID FOR THE SLOT MACHINE!!
- ★ IT IS NOT A JACKPOT ATTACHMENT! IT IS NOT AN AUTOMATIC PAYOUT! IT IS A BEAUTIFUL, THRILLING SCORING UNIT ATTACHMENT THAT KEEPS THE PLAY RED HOT HOUR AFTER HOUR AND THAT DOUBLES AND TRIPLES PROFITS ON EVERY SINGLE LOCATION!!
- ★ "BOWL-A-50" FITS ANY BOWLING GAME MADE! TARGET ROLL, Wurlitzer SKEE BALL, Genco BANK ROLL, ROCK-O-BALL, BALLY ROLL, Keeney BOWLETTE, ROLA-SCORE, ROLL-A-BALL and ALL OTHERS—Junior or Senior SIZES!!

COMPLETE
UNIT READY
TO ATTACH
ON ALLEY
INCLUDES POWER PACK

\$22⁵⁰
Only

1/3 DEPOSIT WITH
ORDER, BALANCE
C. O. D., F. O. B.
NEWARK, N. J.

Distributors Write

DON'T DELAY! RUSH YOUR ORDER NOW!

ADD-A-UNIT COMPANY

139 FRELINGHUYSEN AVE.,

NEWARK, N. J.

NATIONALLY ADVERTISED

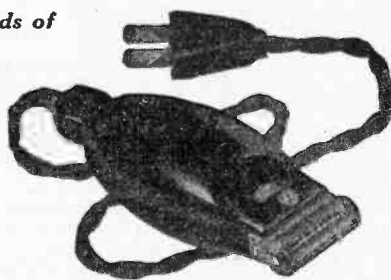
PACKARD LEKTRO-SHAVERS

are MAKING MONEY for thousands of
SALESCARD OPERATORS
AGENTS - DISTRIBUTORS

You can also EARN BIG MONEY
by GIVING AWAY PACKARD
LEKTRO-SHAVERS. Write for
sample salescard and full partic-
ulars.

FREDMORR, INC.

110 West 42nd St. New York, N. Y.



MERCHANDISING

(Continued from preceding page)
chine and its immense possibilities. A
selective machine will adapt itself to
such emergencies. An operator can start
while he holds down a regular job, add-
ing machines from time to time until
his locations have proved themselves. He
becomes a business man before he knows
it.

Snax Automatic Stores have been in-
stalled in many factories right along the
assembly line and in the shops thruout
so that the men can get a bar of candy
for a quick pick-up of energy whenever
they want it. It has proved of great
value in overcoming that 10 o'clock and
3 o'clock slump, sugar being so quickly
assimilated. Lunch concessioners are al-
so buying machines in large quantities to
supplement their lunch business. The
factory is a good bet for the vending ma-
chine operator if his machine handles
straight merchandise. Some Snax Stores
require servicing two or three times a
day.

Apartment buildings are also good lo-
cations for general machine merchandis-

ing. Why shouldn't an apartment dwell-
er be able to step down into the lobby
or recreation room and dropping a coin
in the slot draw forth a magazine, a can
of beans, a box of tooth picks or a can
opener? And why shouldn't the wide-
awake operator develop this field for
himself? It's the coming field for the
active man or woman with a little capi-
tal to invest and with ambitions to be-
come both independent and well-to-do.

Robbins Finds Demand For Ricochet Game

BROOKLYN, March 13.—Dave Rob-
bins, of D. Robbins & Company, says
that his problem now is how to equitably
divide among jobbers and operators the
Ricochet games being shipped from the
Stoner factory. The new Stoner five-ball
bumper type game is outselling all
previous Stoner games, Robbins claims.
"Not only is Ricochet one of the most
fascinating and profitable games on the
market today," he says, "but it is also
one of the lowest priced."

Dave says he is actually praying for
faster delivery so that he may meet the

Gottlieb Gets Big Surprise

CHICAGO, March 13.—D. Gottlieb &
Company presented the hum of a bee-
hive last week and Dave Gottlieb, presi-
dent, was too busy for more than a few
snatches of conversation. He was in
high spirits, however, and managed to
say: "Well, we were the ones that got
the surprise! Last week we gave a sur-
prise to the trade by our announcement
of our re-entrance into the non-payout
field with our baseball novelty, Electric
Scoreboard. But the way they deluged
us with letters and telegrams of con-
gratulations and a flood of orders made
us gasp for breath and we're not thru
gaspng yet. We never expected any-
thing like it. Why, we've had to make a
public apology for the way we fell
behind."

Other officials of the company stated
that they had now managed to catch up
and are again making delivery on time.
They believe their new Electric Score-
board threatens first place in the novelty
field, and some of their distributors al-
ready refer to it as the "1937 pennant
winner." One distributor in particular
made a long trip to Chicago to person-
ally take up matters with the factory in
regard to the new game, and his enthusi-
asm knew no limits. "Only a few weeks
ago," he is reported as saying, "I was
discussing the question of new games
with some operators in my territory, and
one of them asked why some manufac-
turer doesn't turn out a non-payout type
of game with absolute control of odds,
so the operator might check some loca-
tions' claims of paying out top odds. I
didn't know then that Gottlieb had the
very game in the making."

Many inquiries coming into the fac-
tory request further information about
the new Flashograph scorekeeper on the
new game. In the few days it has been
on the market this non-payout, they
say, has set a record, and heavy orders
are coming in every day.

Blatt Applauds Baseball Game

BROOKLYN, March 13.—William
(Little Napoleon) Blatt, president of the
Supreme Vending Company, Inc., this
city, reports that in his estimation
Daval Baseball is the best novelty action
pin game of its kind. "The game is one
of the greatest that we have ever had,"
Blatt informs. "Here is a game that has
every item of play-action that operators
want. It not only has speed, thrills and
true scoring possibilities, but the award
system worked out by the factory can
be used by every operator."

"It is the game we have waited for and
it appears on the market at the right
time. The game has come into the field
just when interest in baseball is getting
red hot. We are already deluged with
orders on the game."

"The bumper coil action on Daval
Baseball meets the need of operators at
the present time. Bumper action is also
heightened by other actions plus the
true effect of baseball action. There is
no doubt that the game is going to
lead sales of novelty pin games for many
months to come."

demand for Ricochet. He claims that
many operators who never buy more
than one or two of the same type of
games have placed orders for 10 or more
Ricochets. What better proof could
there be that Ricochet is indeed a win-
ner? he asks.

"G-MEN" SPECIAL

100 Wurlitzer P-12 Phonographs,

\$124.50

70 Stewart & McGuire 1936 7-Column
De Luxe,

Like New! **\$69.50**

One-Third Deposit

GERBER & GLASS

914 Diversey Pkwy., Chicago, Ill.

Cleans House To Stock New Game

PHILADELPHIA, March 13.—I. H. (Izz)
Rothstein, head of Banner Specialty
Company here, has "cleaned house" to
provide extra space in his warehouse. It
is all in preparation for the arrival of
the new novelty baseball game made by
Daval Manufacturing Company, Chicago,
he says.

Rothstein predicts that the bumper
coil action, plus the roll-over contacts
and accurate payout register, will revo-
lutionize the game business in this ter-
ritory.

He is already rushing information to
his distributing points and operators are
beginning to come in to see the new
game. The general belief is that the
game will awaken old-time baseball in-
terest.

Rothstein believes the game will keep
him so busy that he won't even have
time to properly cultivate his farm this
year. "The farm will be neglected," he
says, "for I realize that from the interest
already shown in Daval Baseball it will
be a question of just filling orders as
fast as possible and trying to keep every-
one in this territory satisfied."

"We have arranged for enough space
in our warehouse and now it is up to
Daval Manufacturing Company to ship
the games as fast as possible. We already
have the orders."

Sicking Announces Handy Device for Counter Games

CINCINNATI, March 3.—A new device
being manufactured and marketed by
the Sicking Manufacturing Company
here permits the location owner to view
from any position in the store a winning
combination on any type of counter
game. No longer does he have to stretch
his neck to look over the top of the ma-
chine or leave his work at the other end
of the counter to verify a winning com-
bination made by the player.

Bill Marmer, vice-president of the
Sicking firm, has tested the device on
numerous locations. Once installed, it is
practically impossible to remove it from
the location, Marmer claims. The loca-
tion owner regards it primarily as a con-
venience, while the operator regards it
primarily as a means of increasing his
profits.

The device, which is in the form of a
turntable, consists of two parallel steel
plates. The lower plate remains fixed in
one position on the counter by means of
suction cups. The upper plate is pivoted
to the lower plate in the center, but, by
means of ball bearings, is free to make
a complete turn, thus enabling the lo-
cation owner to have a full view of the
machine regardless of his position in the
store.

The turntable is being manufactured
in four different sizes to accommodate
every counter game now on the market.

Operators' Forum

Read the guest editorial on legal precaution by S. L. Stanley, head of the Automatic Amusement Company, Memphis, in this issue. Then share with us your opinions on the same subject. The questions below may be used as a guide, or write about any phase of the subject you may desire. Send your ideas to Walter W. Hurd, *The Billboard*, 54 West Randolph street, Chicago, Ill.

Questions

1. What experience or observations have you had about injunction suits?
2. Is the present revival of novelty pinball due to public demand or to legality of the novelty games?
3. Does your State have one of these "any device that may be used for gambling" statutes?
4. Do you take your games off location as soon as trouble is rumored, or do you wait as long as possible?



Mr. A. Wise Op.

WHY SHOULDN'T HE WHISTLE?

He just received another shipment from Big State Novelty Company, which arrived promptly, no cracked glass, batteries tested, board cleaned from ball rubs—and what a saving!

ONE BALL AUTOMATIC PAY

1—All Star (Bally)	\$22.50
2—Ace (Bally)	10.00
2—Alamo (Rock-Ola)	15.00
7—Big Shot (Calif. Games)	15.00
21—Blue Birds (Bally)	50.00
2—Bre Jay (Pacific)	40.00
1—Bells (Pacific)	30.00
5—Belmonts (Bally)	50.00
1—Big Casino (Chicago Coin)	10.00
2—Bonus (Bally)	17.50
3—Credit (Rock-Ola)	35.00
3—Challengers (Bally)	25.00
2—Chase (Pacific)	17.50
6—Derby Day (Gottlieb)	60.00
4—Derby (Bally)	25.00
11—Daily Races (Gottlieb Mystery)	40.00
3—Daily Races (Western Multiple)	22.50
9—De Luxe 46 (Rock-Ola)	10.00
1—Double Up (Stoner)	7.50
7—Flying High (Western)	35.00
1—Flicker (Jennings)	40.00
1—Flying Turf (Jennings)	10.50
4—Galloping Plugs (Pacific)	25.00
1—Hi Parade (Gottlieb)	55.00
1—Hollywood (Rock-Ola)	17.50
1—Hialeah (Bally)	20.00
12—Jumbo (Bally)	15.00
2—Mammoth (Keeney)	10.00
1—Multiple (Bally)	25.00
2—Multiplay (Chicago Coin)	30.00
1—Pearl Harbor	10.00
3—Peerless (Bally)	20.00
19—5c Pari-Mutuel (Bally)	50.00
5—25c Pari-Mutuel, write for price (Special Built)	
3—Parlay Sr. (Pacific)	25.00
16—Preakness (Bally)	80.00
1—Pinch Hitter (Pacific)	20.00
3—Rapid Fire (Exhibit)	7.50
2—Rodeo (Exhibit)	7.50
1—Repeater (Keeney)	12.50
6—Red Sails (Pacific)	25.00
5—Roundup (Bally)	20.00
3—Speedway (Pacific)	20.00
2—Sunshine Baseball (Gottlieb)	20.00
2—Sunshine Derby (Gottlieb)	15.00
1—Snappy (Bally)	35.00
5—Sweet 21 (Chicago Coin)	40.00
1—Snooker (Western)	10.00
2—Stampee (Rock-Ola)	7.50
1—Top 'Em (Western)	40.00
6—Tycoons (Mills with Electropack)	25.00
9—Tycoons (Mills Battery)	20.00
3—Trojans (Rock-Ola)	7.50
3—Velvets (Keeney)	32.50

COUNTER GAMES

2—A. B. T. Big Game Hunter	12.00
1—A. B. T. Sharp Shooter	7.00
1—Five Jacks (Fields)	5.00
1—Five Jack (Pace Skill Flip)	6.00
2—Penny Ante	5.00
3—Auto Punch (Practically New)	25.00
2—Mysterious Eyes	12.00
1—Magic Clock	4.00
1—Sandy's Horses	12.00
3—Selectem Dice	4.00
1—Dice O Matic (Groetchen)	4.00
1—Bosco	2.50
4—Trit Tat Toe	3.50
2—Jennings Little Merchant	10.00
1—5c Superior Mint Vender Nonpay	3.00
3—Tickee	3.00
3—Steeple Chase	4.00

PHONOGRAPH OPERATORS. ATTENTION!
We have 10,000 slightly used records, latest hits for the past year. These records are all in good shape. Try a dozen for sample. State your favorite numbers and orchestras and if possible we will fill accordingly.

Victor ----- 10c Decca ----- 5c
Columbia ----- 10c Blue Birds ----- 5c
1/3 deposit. Orders \$10.00 or less, full deposit.

BIG STATE NOVELTY CO.
1010 Monroe St., FORT WORTH, TEX.

Buckley Finance Plan Explained

CHICAGO, March 13.—Claiming to have offered the first time-payment plan on payout games, Buckley Manufacturing Company reports an exceptional response to the idea. Thousands of operators in all sections of the country have written to request information, and hundreds of them have taken advantage of the BMC finance plan, according to Bill Woolen, sales manager.

"The operators have been quick to see the advantages in purchasing automatic games on this basis and all of them report that the convenience offered by the BMC plan has made operating a much more enjoyable business for them," Woolen continued.

"An unusual feature of the BMC plan is that there is no carrying charge on the unpaid balance. The plan is simple in its detail. After application has been made by the operator to open an account and the application has been approved a \$35 deposit or down payment is made by the operator and the balance is paid in 10 weekly payments. Since there is no carrying charge, the cost of the game is not increased and the BMC finance plan resolves itself into a genuine unselfish service to operators. Those operators who wish to expand their activities will find in Buckley's financing arrangements an opportunity to do so without increasing their overhead too greatly and without taking upon themselves the added expense which in other finance plans has been necessary because of carrying charges.

"Games available to operators on the BMC plan are Combination and the counter game trio, consisting of Alwin, De Luxe Cent-a-Pack, Mutuel Horses, and all other equipment of this type unless otherwise specified.

"The BMC finance plan will continue to operate indefinitely, inasmuch as it meets a long-felt need in the operating field. Our games which have been unusually popular among operators in all sections of the country will become even more acceptable, because thru our financing they will become more easily available. We have set up a special department to handle all applications and bookkeeping detail, and application will receive immediate attention," Woolen said.

Location Story Explains Skill

CHICAGO, March 13.—If there is any question about the legality of Target Skill, the A. B. T. counter target machine, operators can find the answer in a story recently told by another operator, say officials of the A. B. T. Manufacturing Company.

The operator in question placed a Target Skill in a certain community. The location happened to be a drug store situated opposite the county courthouse, and the incident took place during a court recess.

As the operator tells it: "I was watching a group of young fellows playing the Target Skill. They were getting a great kick out of it, and I had made arrangements to place another Target Skill in the same location to take care of many other patrons who wished to try their skill. The door opened and the presiding judge and several lawyers entered and walked to the fountain. I saw the judge look at the machine with a twinkle in his eye as he sipped his drink. Just at that moment who should walk in but the nosiest busybody in town, towing in her wake a very much embarrassed constable. She demanded the arrest of the storekeeper for possessing an illegal device. While the constable hemmed and hawed and perspired, the judge came to the rescue. He asked the woman in what way she considered the Target Skill illegal and she explained that it took coins from the boys and gave nothing in return.

"The judge looked at her for a moment and said, 'Nothing? I believe they get more for their money than they would in other amusement that might be questionable. They get a training in reflexes, they learn how to act quickly, and think quickly and for their pennies they get a few minutes of real exciting pleasure. I'd rather have young men spend money on this method of healthful recreation than to see them loafing on street corners. As a matter of fact, I play it myself.'

"And under her indignant glare the

GET OUT FROM BEHIND THE 8 BALL
with the "Aristocrat"
Calcutt De Luxe BILLIARD TABLE
FOR BIG, STEADY, LEGAL PROFITS

THE ONLY COIN OPERATED GAME WITH A TEN YEAR RECORD FOR BIG PROFITS

Price Complete With All Accessories and Extras Only
\$237.50
4 Ft. by 9 Ft. TABLE

\$262.50
4 1/2 Ft. by 9 Ft. TABLE

TERMS: \$75.00 Certified Deposit with Order. Shipment freight collect sight draft against bill of lading from Fayetteville, N. C., for balance.

LET THE "ARISTOCRAT" GET YOU BACK INTO THE BIG MONEY AGAIN WITH SURE-FIRE STEADY PROFITS FOR YEARS TO COME!

The 1937 Calcutt "Aristocrat" BILLIARD TABLE is the ONLY amusement device in the coin machine industry with a TEN YEAR PROVEN PROFIT RECORD! It's like buying INCOME INSURANCE for TEN MORE YEARS TO COME! Operators who are seeking an INVESTMENT for BIG, STEADY, LEGAL PROFITS—NEED the 1937 Calcutt "Aristocrat" Billiard Table! IT NEVER GOES OUT OF STYLE! "Aristocrats" will be EARNING PROFITS when all other present games are forgotten! YOU OWE IT TO YOURSELF TO RUSH YOUR ORDER NOW!!

THE VENDING MACHINE COMPANY
FAYETTEVILLE, NORTH CAROLINA

judge inserted a coin and shot a high score to the applause of everyone in the establishment. He then asked the woman to try it for herself and when she answered that she had more to do than to play a silly machine the judge asked would she please be on her way about her more important business. And out she walked."

Jimmy Johnson Plans Surprise

CHICAGO, March 13.—Western Jimmy Johnson, owner of Western Equipment & Supply Company, is reported to be wearing a dreamy smile these days, and those who know him say it is a sure sign something big is about to break into the news.

Thruout the Western plant there is an electric tingle in the air, and pointed questions, such as "What has Jim got up his sleeve?" receive only knowing smiles.

When asked what all the excitement is about, Jim said: "All in good time, boys, all in good time! I've never failed you yet, and what is coming up is going to be the biggest thing the industry has known for some time. But it won't be too big for even the smallest operator to handle to his everlasting advantage!"

While Jimmy formulates his plan for the surprise, activity at the plant continues in the production of several late Western successes, prominent among them Beat 'Em, Grand Prize, Fast Track and another Moviegraph action game, which, according to reports, will bring the atmosphere of Monte Carlo into every location where the machine is placed.

Lottie Struhl Engaged

NEW YORK, March 13. — Lottie Struhl, one of the last of the single daughters of Morris (Pop) Struhl, well-known premium supply man, has announced her engagement to Jack Rose. Couple will be married March 21.

Many members of the trade have been invited to the wedding, which will be an elaborate affair.

JOIN THE BIG INCOME GROUP

OPERATE EXHIBIT'S NEW NOVELTY CANDY VENDERS

For Details and Information Write EXHIBIT SUPPLY CO. 4222 W. Lake St., Chicago

Acme NOVELTY CO.

23-25 NORTH 12TH ST. MINNEAPOLIS MINN.

NOW! OUR NEW PRICE LIST featuring HUNDREDS of BARGAINS it will pay you to write for a copy TO-DAY!

THE GREATEST, NEW AUTOMATIC PAYOUT MACHINES IN THE BUSINESS

WRITE FOR DESCRIPTIVE LITERATURE

WESTERN EQUIPMENT & SUPPLY CO.
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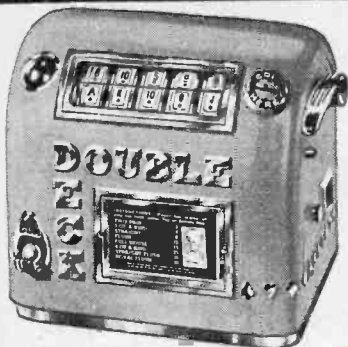
4000 ITEMS FREE WHOLESALE CATALOG

Hot off the press. Shows 4,000 world-wide Bargains—256 pages of Best Sellers of Every Description and 15 Money-Making Plans. This Catalog is FREE. Send for it today.

SPORS CO.,
3-37 Erie St.,
Lo Center, Minn.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

G & G
"THE COUNTER
GAME KINGS"
OFFER 4 PROVEN
COUNTER GAMES
with
7 DAYS
FREE TRIAL



Daval's Newest Hit! Doubles Profits on All Locations! Deals Double Poker Hand, giving Player Choice of either hand! **DOUBLE DECK** is the "Chicago Club House of 1937." Rush 1/3 Deposit with Order, Balance C. O. D.

\$22.50
 TAX PAID



The 1c Cigarette Play Counter Game HIT!!! The ONLY Counter Game with **CHANGING ODDS** and **MYSTERY AWARDS!** Enclose 1/3 Deposit — Balance C. O. D.

\$24.75
 TAX PAID



REEL "21" Remains the **BIGGEST MONEY-MAKING** Counter Game in the Industry! Plays the real game of "21" "strictly according to Hoyle!" 1/3 With Order — Balance C. O. D.

\$23.75
 TAX PAID



REEL DICE profits GROW **BIGGER** and **BIGGER** the LONGER it remains on LOCATION! The ONLY REEL DICE ACTION counter game EVER BUILT! Enclose 1/3 With Order — Balance C. O. D.

\$18.75
 TAX PAID

GERBER & GLASS
914 DIVERSEY
CHICAGO

Spring Ups Interest In Baseball Game

CHICAGO, March 13.—With the sports pages of dailies all over the country filled with news of the departure of various baseball teams for the spring training camps, interest in baseball naturally is rising. It is but natural that coin-operated baseball games also should feel the effects of this interest, and that is just what is happening.

Tom Hanlon, advertising manager of the Rock-Ola Manufacturing Corporation, says that this reawakening of interest is being reflected in an increased demand for Rock-Ola's 1937 World Series game. Reports from many distributors, he says, are to the effect that operators are increasing their orders for World Series for immediate delivery, as the play in all locations has shown a decided increase.

ROUTES

(Continued from page 33)
 Toyland: (Rialto) Chi 15-20; (Garrick) St. Louis 22-27.

MISCELLANEOUS

- Alderfer Show: Gleason, Ariz., 19-20.
- Bell Show: Oliver, Ga., 15-20.
- Birch, Magician: (Orph.) Waco, Tex., 15-18; (Arcadia) Temple 19-20; (National) Mexia 22-24.
- Bink's Circus Revue: Waukesha, Wis., 15-20.
- Black's, Lewis E., Bears: Huntington, Ind., 16-25; Greenfield 26-Apr. 2.
- Blackburn, Geo. W., Med. Show: Rainsboro, O., 15-20.
- Cannon Show: Dawsonville, Ga., 15-20.
- Cronk's Show: Clarks Fork, Ida., 17-18; Noxon, Mont., 19-20.
- Daniel, Magician: Middlesboro, Ky., 18; Erwin, Tenn., 19; Rogersville 20; Morrilstown 22; Elizabethtown 23; Johnson City 24.
- DeCleo, Magician: Marysville, O., 15-20.
- Delmar, Hypnotist, Escape: (Rialto) Willows, Calif., 21-22; (Rex) Oroville 23-24; (Arbuckle) Arbuckle 25.
- Delmar, Hypnotist, Escape: (Orland) Orland, Calif., 17-18; (Plaza) Healdsburg 19-20.
- Gilbert Comedians: Irwinton, Ga., 15-20.
- Green's, Lew, Golden Gift Show: Salineville, O., 15-20; Carrollton 22-27.
- Huntington, Magician: Franklin, Tenn., 23; Lewisburg 24; Tullahoma 25.
- McNally Variety Show: Willards, Md., 15-20.
- Marquis, Magician, & Co.: Detroit, Mich., 15-17.
- Miller, Al H., Show: Morgan, Ga., 15-20.
- Nemars, Magicians: Franklin, Ind., 17; Columbus 18; North Vernon 19; Greensburg 20.
- Ricton's Show: Alne, Ga., 15-17; Stillmore 18-20.
- Sikes Show: Omega, Ga., 15-20.

REPERTOIRE

- Blythe Players: Millville, Del., 15-20.
- Hayworth, Seabee, Players: (Rogers) Shelby, N. C., 18-20.
- Orpheum Players: Bon Aqua, Tenn., 15-20.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Baldwin United: Seneca, S. C.
- Barfield's Cosmopolitan: Auburndale, Fla.; Haines City 22-27.
- Barlow's Big City: St. Louis, Mo., 25-Apr. 3.
- Big State: Mexia, Tex.
- Blue Light: Bennettsville, S. C., 20-27.
- Blue Ribbon: Columbus, Ga., 27-Apr. 3.
- Bullock's: Bamberg, S. C.
- Burke, Harry: Vacherie, La.; Edgar 22-27.
- Campbell United: Havana, Fla.; Hogansville, Ga., 22-27.
- Dixie Expo.: Whistler, Ala.
- Elane's Expo.: Holly Hill, S. C.; Manning 22-27.
- Florida Am. Co.: Eagle Lake, Fla.
- Georgia Attrs.: Norway, S. C.
- Golden State: Santa Ana, Calif., 16-21; San Pedro 23-28.
- Great Superior: Jonesboro, Ark., 20-27.
- Great Olympic: Jackson, Tenn., 20-27.
- Greater United: Austin, Tex.
- Greater American: North Little Rock, Ark., 24-27.
- Green's, Doc, United: Ehrhardt, S. C.
- Hames, Bill: Ft. Worth, Tex.
- Hansen, Al C.: Bessemer, Ala.
- Happy Days: Huntsville, Ala.
- Heth, L. J.: (1st av. & 12th st.) Birmingham, Ala.
- Hilderbrand's United: (Olive at Washington) Los Angeles, Calif., 15-21; (Washington at Vermont) Los Angeles 22-28.
- Holston's: Waynesboro, Miss.
- Hughey Bros.: Columbus, Ga.
- Hyde, Eric B.: Cordele, Ga.
- Krause Greater: Miami, Fla.
- Lang's, Dee, Famous: St. Louis, Mo., 27-Apr. 3.
- Large & Lane: Valden, Miss.
- Lawrence, Sam: Pompano, Fla.
- McClellan: Dyersburg, Tenn.
- McKee Am. Co.: Wynnewood, Okla.; Davis 22-27.
- Majestic: Tuscaloosa, Ala., 20-27.
- Miller Am. Co.: Raceland, La.; Kentwood 22-27.
- Model: Tifton, Ga., 20-27.
- Reid Greater: Jacksonville Beach, Fla.
- Rogers Greater: Nashville, Tenn., 27-Apr. 3.
- Royal Palm: Palmetto, Fla.; Moultrie, Ga., 27-Apr. 3.
- Santa Fe Expo.: Las Vegas, Nev., 22-27.
- Shenandoah Valley: Ellore, S. C.

THE SENSATION OF SENSATIONS!



The only Bottle Ball of its kind, specially built to withstand the severest test. Latex Cover will not rip off. Absolutely guaranteed to outlast from two to four balls of its type.

We carry a most complete line of Ball Game, Novelty Stand, Corn Game, Plaster, Chrome, etc.

SEE US FIRST!

For Premiums, Specialties, Bingo, Salesboards, Concession Supplies.

WISCONSIN DELUXE CORP.

No. 3030, New De Luxe Ball, Doz. \$1.25. 1902 NORTH THIRD ST., MILWAUKEE, WIS.

LAST CALL

Opening Sweetwater, Texas, March 27. Want Side Show, have top, banner line; Motordrome, Snake Show, Mickey Mouse, Illusion Show, Fun House. For Sale—Lindy Loop, New Ride-o, Loop-o-Plane, good condition. All people contracted with me report. Sell X Picture joint, Frozen Custard.

T. J. TIDWELL

CRYSTAL EXPOSITION SHOWS

OPENING GAFFNEY, S. C., APRIL 10th TO 17th

Want Legitimate Concessions, also Shows not conflicting. Want one more real Feature Act for Side Show. State salary. Also Colored Performers and Musicians. Want Ride Help and Foremen. All those engaged report by March 23d. Man for Penny Arcade. Want Two Sensational Free Acts; state salary; White Musicians. Address R. M. TAGGERT, Mt. Hope, W. Va.; all others address W. J. BUNTS, Georgetown, S. C.

WANTED FOR TEXAS SHOWS

The Show That Hasn't Closed in Seven Years,

Rides, Loop-o-Plane, Tilt-a-Whirl and Octopus. Hill Billy, Big Snake, Working World, Fun House, Hawaiian Show, Athletic Show. George (Whitie) King, Henry Habekost, Jack Rhorney, Count Zano and Leona Lee wire. All Concessions open except Grease, Juice, Ball Games and P. C. Especially want Eric Digger, Scales, Lead Gallery, String and Nail Joint, Novelties, Glass, Pitch-Till-Win, Bumper, Darts, Ham and Bacon, Blankets, Frozen Custards, Corn Game. Bernie Briggs, Harry Gold wire. McAllen, Tex., week March 15; San Benito, Tex., week March 22; Lyford, Tex., week March 29; Raymonville, Tex., Onion Festival, 10 days, commencing April 5; Brownsville, Tex., April 19; Corpus Christi, Tex., for 15 days, Spanish Celebration; then to the copper country. Address GEORGE SHINOMIYA, Manager.

WANTED FREAKS TO FEATURE for the Hennies Bros. Side Show

No salaries too high. We want 3 or 4 more good Freaks. State salary in first letter. Sword Swallower, Pin Cushions, Bally Acts, Mechanical Man or Woman, Eagan Twist, Laurelle answer, Alligator Boy or Girl. Must be sober and reliable people. Good wardrobe necessary. We will pay top money to good Freaks. We open first week in April. All answer to LOROW BROS., Hennies Bros. Shows, Shreveport, La.

WORLD OF FUN SHOWS

OPENING WEEK APRIL 3.

WANT Cook House, Corn Game and all legitimate Concessions. Special proposition to Cook House. Booking all kind of Shows, with or without outfits. CAN PLACE one Flat Ride and Kiddie Ride. WANT sensational Free Acts. Show routed in Coal and Steel Fields. Positively play route of Southern Fairs second to none. Address Winter quarters,

N. P. ROLAND or J. J. STEBLAR,
 Gray Court, S. C.

- Shugart, Dr.: Oglesby, Tex.
- Stanley Bros.: Cleveland, Tenn., 20-27.
- State Fair: Tucson, Ariz., 16-21; Miami 23-28.
- Stoneman's Playland: Bessemer, Ala.
- Texas: Edinburg, Tex.; McAllen 22-27.
- Wallace Bros.: Dyersburg, Tenn., 22-27.
- Ward, John R.: Baton Rouge, La., 20-27.
- West Bros.: Am. Co.: Cape Girardeau, Mo., 25-Apr. 3.
- Western States: Crystal City, Tex., 20-27.
- Work: Navy Yard, S. C.
- World of Fun: Gray Court, S. C.
- Zimdars Greater: Memphis, Tenn., 18-27.

CIRCUS AND WILD WEST

- Barnes-Sells-Floto: San Diego, Calif., 20-21; Santa Ana 22; Riverside 23; Alhambra 24; Pasadena 25; Los Angeles 26-Apr. 1.
- Cole Bros.: (Hippodrome) New York City 18-Apr. 11.
- Hall's Animal: Hortense, Ga., 16; Screven 17; Hinesville 18; Lambert 19; Townsend 20.
- Howe Bros.: Douglas, Ariz., 18; Benson 19; Chandler 20; Phoenix 22-23.
- Polack Bros.: (Civic Auditorium) San Francisco 15-21.
- W. P. A.: (389th Infantry Armory) New York City 18-20.

CARNIVAL OWNERS and Managers: TO HAVE YOUR ROUTE published is of value to you, your shows and the men and women who are with them. The reasons are too obvious to showmen to urge the matter. For the interest of your organization kindly FORWARD ROUTE PROMPTLY, just as soon as available, to *The Billboard*, Cincinnati, O. The dates and stands can be given as far in advance as you care to release them.



Concessionaires...
NOVELTY SUPPLY FOR
 FAIRS, CARNIVALS, CIRCUSES, GRIND STORES,
 WHEELS, PARKS, CORN GAMES, ETC.
 Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
 TIPPECANOE CITY, OHIO

FOR SALE
 \$20,000 Parker Stationary Carousel, steel frame for building, Airplane Swing, Lindy Loop, Cars and Mechanism for large Coaster, Motors, Stand Equipment, etc. Price \$25,000. Terms to reliable people. Stored Route 1, Box 511, Dallas, Tex. Address
MRS. C. A. WORTHAM
 114 Princess Pass, San Antonio, Tex.

WANTED
 Cook for Mess Hall, Handy Men in Winterquarters. No boozers.
P. J. SPERONI
 ROCK FALLS, ILL.
 TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

MONARCH
THAT'S THE NAME
REMEMBER IT FOR EVERY GAME

Guaranteed
OK

SPECIALS:

RUGBY — New (original car-
ton) \$27.50
DAVAL RACES (with register,
5s play) 10.50
SWEET '21 — floor sample 62.50

Perfectly Reconditioned Automatics

FLICKER \$44.50
CHALLENGER 39.50
SKY HIGH 22.50
PAMCO PARLAY, SR. 24.50
SUNSHINE DERBY 19.50
JUMBO 22.50
TEN GRAND 29.50
BAFFLE BALL 14.50
MYSTERY 3 13.50
SPORTSMAN (visible) 8.50
PUT 'N TAKE 7.50
CARIOCA 12.50
TYCOON 24.50

1/3 Deposit With Order, Bal. C. O. D.
Write for Latest Free Price List.

MONARCH COIN MACHINE CO.
2304-08 ARMITAGE AVE.
CHICAGO, ILL.

**Gerber & Glass
Baseball Fans**

CHICAGO, March 13.—Paul Gerber, Chicago Cubs baseball fan and authority on baseball, plans to have one of the new Daval Baseball games in the clubhouse of the Cubs at Catalina Island and also on their exhibition tour, he stated this week.

Gerber is now with the Cubs at Catalina and reports that he is still ready to put his coin machine team into action any minute that a hold-out player balks. He posed for Associated Press pictures with some of the holdouts before leaving Chicago.

Before leaving here he said that the Daval Baseball game would tickle the fans all over the country. It is the best bumper-type game in the country, he claims. The added baseball appeal is a real stroke, he added.

Max Glass, of Gerber & Glass, will leave for a long trip that will cover every important center to show the Daval Baseball personally, and he believes that it will just be a question of filling orders for the game once he gets started.

He only hopes, he says, that Daval will be able to ship the games as fast as they will be sold.

DIVORCES

(Continued from page 70)

John T. F. Gallagher in Philadelphia March 2.

WANTED

GROUND ACTS OR ANY SUITABLE ACT FOR LOW CEILING, FOR

Police Pension Fund Indoor Circus, Auto Show and Merchants Exposition

DANVILLE, VA., AUSPICES POLICE DEPARTMENT, WEEK OF APRIL 5-10, INC.

CAN USE Skating Act, Horizontal Bars, or any Novelty Act. Nothing too good. Four consecutive successful years for this show. All address GEORGE S. MARR, Director, Danville, Va.

GIRLS WANTED GIRLS

IDEAL EXPOSITION SHOWS, INC.

WM. GLICK, MGR.

Blues Singer, Line Girls doing Specialties, Tease Veils, Rhumba, Tap-Piano Player doubling Calliope, Five-Piece Band if reasonable, Hawaiian Musicians and Dancers, Talkers, Grinders and Canvas Men. People who worked for me before answer. CLEMENTINE COFFEY, 704 E. Baltimore, Baltimore, Md.

WANT GIRL

Ride menage and learn work elephants. Must be young, attractive, for high-class circus unit playing indoor and fairs. Send photo, state salary. Also Horse Trainer, work outside of Liberty Act and take charge stock. Neat Elephant Trainer with good wardrobe.

CHRISTY CIRCUS UNIT

Care Shrine Circus, March 25th to April 3d, Omaha, Neb.; then St. Louis Police Circus.

WANT TO BOOK

Ferris Wheel, Venetian Swings, Side Show, Grind Stores, Scale, Bingo, Lead Gallery, American Palmistry, Merchandise Wheels. Opening on Long Island about April 29.

ISLAND MANOR SHOWS,

128 Franklin St., Elmont, L. I., N. Y.

WANTED

KIDDIE AUTO RIDE

Factory built preferred. Address FRED HENRY, Jacksonwald, Pa., or LEW HENRY, Chadbourn, N. C.

GOLD MEDAL SHOWS

WANTED

FREE ACTS

Flying Act — High Net or Fire Dive, or Other Sensational Acts

Send Full Description of Act and Lowest Salary

Address: Oscar Bloom,
P. O. Box 628, Little
Rock, Ark.

MEMBER
AMERICAN CIRCUS ASSOCIATION

HIGHEST STANDARD OF ATTRACTIONS

WANTED
CAMPBELL UNITED SHOWS

Cookhouse, Bingo, all legitimate concessions open, Free Act, Sound Truck, Merry-Go-Round, Rides that don't conflict. Want hear from George Smith. Frank Layman can use organized Minstrel Show; Bimbo wire. Place Diggers and Custard, any money-getting show. Play Kentucky, West Virginia and Ohio. Havana, Fla., this week; Hogansville, Ga., week March 22d.

BARFIELD'S
COSMOPOLITAN SHOWS

We will positively show Haines City, Fla., next week, March 22 to 27, in the Heart of the City, under the American Legion. The first show in four years. All Packing Houses and Canneries are working. WANT Loop-o-Plane or any Novelty Ride, also a few legitimate Grind Stock Concessions. Wire Auburndale, Fla., this week.

ELANE'S EXPOSITION SHOWS

Week March 22, Manning, S. C., Auspices American Legion, Heart of Town, Working North to Pennsylvania Coal and Steel Fields. WANT Shows, Rides, Concessions of all kinds. No racket. Free Acts, Band. Good opening for Ferris Wheel, Kiddie Rides. Opening for Secretary. Write, wire JOHN GECOMA, Holly Hill, S. C., this week.

WEST BROS. AMUSEMENT CO.

OPENING CAPE GIRARDEAU, MO., MARCH 25th—TWO SATURDAYS

Can Place Concessions that work for stock. Fairs start Bottineau, N. D., June 10th. Will Book Motordrome, Crazy House, any money getting show. Good territory for shows. Ride help come on, Caterpillar Foreman, neat man for Corn Game, Ball Game Agents. BOX 27, Morley, Mo.

BROADWAY OF AMERICA CHAUTAUQUA SHOW
SECOND CALL—OPENING APRIL 12—SECOND CALL

Wants good shows, with or without own outfit. Wants Concessions, no grift. Can place one more reliable and sober man on advance staff. Address BROADWAY OF AMERICA SHOWS, Ambassador Hotel, Memphis, Tenn.

Genco's
WIZARD
MAKES MONEY LIKE MAGIC

A NEW
HIT BY GENCO
The First "SILENT"
SMOOTH BUMPER
GAME!

A 5-Ball
Game on a
Magic
Checker
Board.
Size 22"x46"

\$62.50
F. O. B.
Chicago

Ready for Delivery

GEORGE PONSER CO., INC.
1140 BROADWAY, NEW YORK CITY (RShland 4-3915)
11-15 EAST RUNYON ST., NEWARK, N.J. (Bigelow 3-6272)

HELLER'S ACME SHOWS, Inc.
OPEN PLAINFIELD, N. J., TEN BIG DAYS, APRIL 15TH TO THE 24TH, INCLUDING SUNDAY.

WANT Concessions of all kinds with the exception of Cook House, Pop Corn, Candy Apples and Custard. WANT Ride Help and Foremen. Charles Houston, John Ryan, Thurman Marshall, Jules Mathis and all help that have been with me for the last few years. Will give attractive proposition to Show Folks, with or without outfits. Want to hear from Adam and Eve; Ray, who had Dog and Monkey Circus with me in 1935. WANT Show People for Unborn Show, Side-Show Girls for Dancing Show. Address TED LEWIS, 12 Cottage St., Newark. Fred Reckless, Mary Casey, Harry Wolstrom, Merry-Go-Round Foreman write. WANT Scenic Painter. Will guarantee good treatment to all with this outfit, giving people joining now the breaks at our Fair Dates. I guarantee 12 Fairs. Have contracted 3 Fairs in August, closing in Georgia Thanksgiving week. The show will play four of the best locations in New Jersey; then New York State with Malone, N. Y., Fourth of July Celebration. All address HARRY HELLER, General Manager, 477 No. 11th St., Newark, N. J. Phone: Humboldt 3-0474.

LAST CALL LAST CALL
J. J. PAGE SHOWS
OPEN SATURDAY, MARCH 27, AUGUSTA, GA., GREEN ST. LOT
Can place useful Show People in all lines. Want man to take charge Monkey Show. Have complete outfit; also twenty Monkeys. Can place legitimate Concessions. Ed Dugan, come on. Everybody wire; don't write. Time is short. Address J. J. PAGE, Terminal Hotel, Augusta, Georgia.

BROWN NOVELTY SHOWS
OPEN MARCH 29 AT VALDOSTA, GA., IN HEART OF CITY, UNDER AUSPICES OF AMERICAN LEGION

THOMASVILLE, GA., WEEK APRIL 5, MERCHANTS' SPRING FESTIVAL.

Concessions Wanted—Cookhouse, Floss and Concessions working for stock only. Shows with their own outfits, Flat Ride, or Kiddie Ride. Address F. Z. VASCHE, Manager, 1006 Central Ave., Cincinnati, O., or CHARLES BEASLEY, 300 South Ashley St., Valdosta, Ga.

WANTED FOR MODERN NOAH'S ARK
The Newest Sensation in the Exhibition Field.

Representing an expenditure of more than \$90,000, transported by a fleet of 20 beautiful Trucks, catering to and attracting its patronage from a field never before appealed to in the amusement business. Season of 40 weeks, opens in New Orleans, auspices K. C. Charity Fund, on March 27 for 16 days, then into selected territory, making 2, 3 and 4-day stands. CAN PLACE high-class, clean, legitimate money-getting ideas of entertaining and educational value. No games. No rides. No duplications. All exclusives. Would like to hear from Glass Blower, Wire Artist, Guess-Your-Weight, Pennant Machine, etc. Also Grab Joint, Popcorn, Custard Machine, Candy Floss, Drinks, etc. Great spot for Commercial Demonstrators. ARTHUR HOPMAN can place in mammoth Cattle Show, Instantaneous Photography. Unlimited possibilities. All others write or wire H. L. ANFENGER, 3300 St. Charles Ave., Apt. 18, New Orleans, La.

ERIC B. HYDE SHOWS WANT

CONCESSIONS: Opening for Diggers, Custard, Palmistry (exclusive). CAN PLACE Pitch-Till-Win, Devil's Bowling Alley, Cotton Candy, String Game, Penny Arcade, Short Range Lead Gallery, Bumper Ball Games, other Grind and Wheel Merchandise Concessions. WANT Band Leader with uniforms. Sterchi wire. Musicians write Show. WANT Ross Canvasman for new set of Tops. WANT Showmen with Shows, Builders and Scenic Artists. Will give you new outfits. What have you? WANT Ride Help, Foreman for Tilt-a-Whirl. Address Cordele, Ga., this week; then Thomaston, Athens, Gainesville in rotation. P. S.—Will consider offer for exclusive percentage two locations.

Advertise in The Billboard—You'll Be Satisfied With Results.

New Novelty Baseball Game Sensation!

●RUNS SHOWN IN LITES
Total runs made are indicated in lites on the back rack.

●NEW TILT LITE
If Home Run is tilted, the word TILT flashes on back rack.

●LITE TRAVELS BASES
Every bump of the balls advances lite around in-field diamond.

●UMPIRE FEATURE
When umpire lite is on player adds 10 points (10 free games) to score.

●EXTRA BASE FEATURE
Player adds extra run to total score for each of these 2 lites.

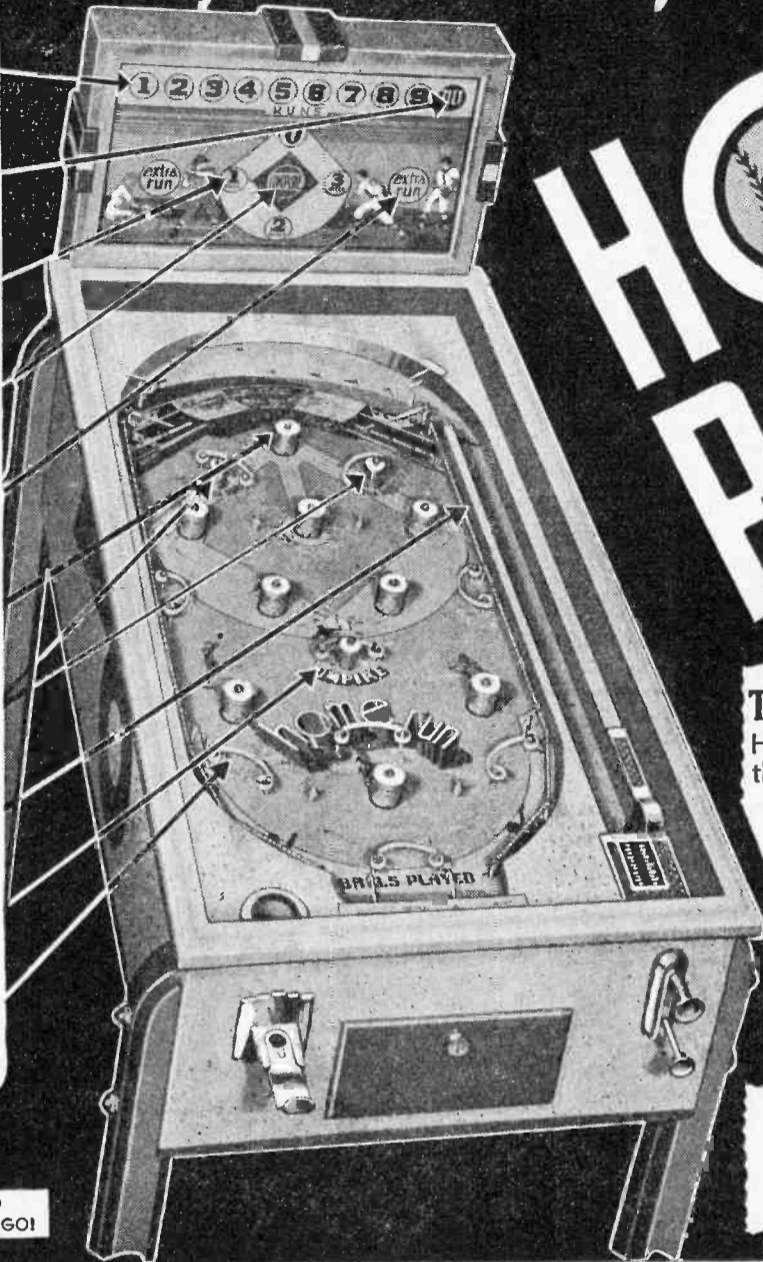
●BUMPER SPRINGS
12 colorful, exclusive Chicago Coin bumper springs on the field.

●EXTRA BASE BUMPERS
Have corresponding lites on back rack—an added thrill for players.

●LIVE COIL SPRINGS
These coils cause multiple hits of balls against bumper springs.

●UMPIRE SPRING
Gives suspense to every ball shot. Has corresponding lite on rack.

●DOUBLE POST SPRINGS
These also cause multiple hits of balls against bumper springs.



HOME RUN

BUMPER SPRING GAME WITH UMPIRE and EXTRA RUN FEATURES

THOUSANDS UPON THOUSANDS
Home Run games have been shipped in thousands, and still they call for "More! More!" Rush your order today for the novelty game hit of the year and a year of big profits to you and you and you!

CHICAGO COIN Corp.
1725 DIVERSEY BLVD. CHICAGO ILL.

METROPOLITAN NEW YORK DISTRIBUTOR
BUDIN SPECIALTIES, INC.
174 So. Portland Ave., Brooklyn, N. Y.

\$62.50
TAX PAID
F.O.B. CHICAGO!

COME IN AND SEE THE BASEBALL SENSATION!

HOME RUN

BUMPER BASEBALL NOVELTY GAME!

\$62.50 READY FOR DELIVERY

A. P. SAUVE CO., DISTRIBUTORS
3002-4 GRAND RIVER AVENUE, DETROIT, MICH.

a Proven PROFIT MAKER

HOME RUN

5 BALL BASEBALL NOVELTY GAME

\$62.50

Ready for Delivery

AVON NOVELTY SALES CO.,
5907 EUCLID AVENUE, CLEVELAND, OHIO.

a Proven PROFIT MAKER

HOME RUN

5 BALL BASEBALL NOVELTY GAME

\$62.50

Ready for Delivery

NATIONAL MACHINE CORPORATION
1722-1724 N. CHARLES ST., BALTIMORE, MD.

COME IN AND SEE THE BASEBALL SENSATION!

HOME RUN

BUMPER BASEBALL NOVELTY GAME!

\$62.50 READY FOR DELIVERY

B. D. LAZAR COMPANY,
1340 Forbes St., Pittsburgh, Pa.
136 Franklin Ave., Scranton, Pa.

620 Spring Garden St., Philadelphia, Pa.
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 Oklahoma City, Okla.

George Ponser, president of George Ponser Company, Newark and New York, recently returned from a cruise in Southern waters with Mrs. Ponser and child. They spent some time at Miami also. "Watch out for a special plan we will announce soon," he is saying.

Chute Completes Exhibit Machine

CHICAGO, March 13. — "We built Chuck-a-Lette with the advance knowledge that its playing principle was perfect and that it had the ultimate you could desire in player appeal," said Mort Duff, of the Exhibit Supply Company. "A year and a half was spent in perfecting it."

"Now we are beginning deliveries on a greater, faster, even more profitable Chuck-a-Lette and Jockey Club with the added feature of a drop head chute, safety clutch controlled. We had hesitated to put on this chute until we could perfect the safety clutch and preclude the possibility of the starter lever breaking and prevent the usual jamming. We have now been successful in eliminating these objections and can definitely promise operators perfect operation."

"The drop head chute on Chuck-a-Lette shows last coins played and selections made, prevents illegitimate hand payouts and puts an end to slugging. The safety clutch is so arranged that it is impossible to break the starter lever and coins can't jam."

"Here is a real advance in coin-chute equipment and I believe it will go along with Chuck-a-Lette to the great heights that only a perfected game can go."

Semi-Pro Team Likes Home Run

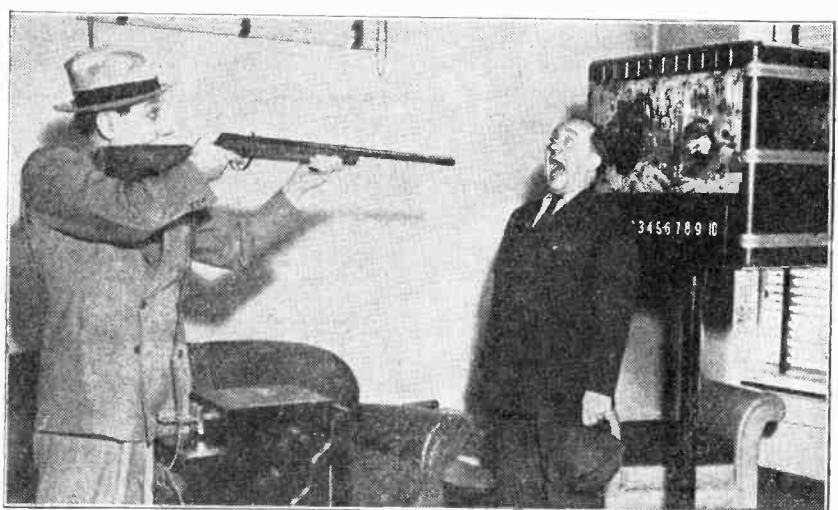
CHICAGO, March 13.—Ben Raskin, who is at present telling operators thru-out the South and East about the Chicago Coin hits, Home Run and Bump-a-Lite, reports to the home office that he is busy absorbing sunshine and writing orders, according to Sam Wolberg at the Chicago plant.

Raskin writes of an amusing incident that occurred many miles south of the Mason-Dixon Line.

He writes: "And speaking of playing appeal, Home Run demonstrated its powerful attraction in an unusual way the other evening. Down here in this little city, there is a semi-pro ball team that utilizes the late afternoon hours at this time of year for its training activities. The players all meet after work in a cigar stand, and the bus provided by the sponsor of the team drives them out to the park. Incidentally, I saw them work out and there are some ball players—and I mean ball players—in this outfit."

"At any rate, on this particular day of which I write a local jobber and I were running a test on Home Run in the cigar store. We had started the test at noon and by 5 o'clock the jobber's order, originally for 10 machines at 2 p.m., had grown to five times that amount. Naturally, the test was successful, so we prepared to put the Home Run back on the trailer."

"At that moment the ball team walked into the location and within five minutes you could not see Home Run for ball players. I didn't have the heart to take the game down and I thought that after each of them had played a few times I could pack up and leave. You can be-



OLSEN AND JOHNSON, popular screen, stage and radio comedians, demonstrate that "Fun Marches On" whenever a Jungle Dodger is near. Here Chick Johnson is asking Ole Olsen to shoot him, after figuring out the profits they could have realized had they invested 50 grand in the electric ray rifle range instead of their new show. Jungle Dodger is manufactured by Universal Manufacturing Corporation, South Bend, Ind.

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Big Casino	\$19.50 EACH
Sunshine Derby (1 or 5 balls)	
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Stop and Go Credit	

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Not All Players Seek Game Awards

CHICAGO, March 13.—“Any good novelty game will surprise even payout operators on its money-making ability,” says Fred McClellan, president of Pacific. He mentions that too often operators lose sight of the fact that a large percentage of the playing public steps up to a pin table to seek amusement and recreation, not merely in hope of obtaining some sort of award that a merchant will offer or that a game in itself will pay out.

“While I agree that payout games are greater income producers,” continues McClellan, “operators will agree that there are many players who will invariably use any game simply as a medium of exchange between two or more people without hope of collecting dividends on the coin that goes into the chute.” This statement, coming from an experienced coin machine man who has operated thousands of games over a period of years, points to the fact that novelty games have an important place in the coin machine world. It is his contention that many players use games as a medium of competition between one another and that this type of player is more common in that it includes bystanders as well as the actual player.

“Today we find more and more that it's a game of ‘hands across the table,’” says Fred, his comments being prompted by Pacific's increased activity in building novelty tables that provide the necessary elements which permit on-lookers to take a part in what's going on. Pacific's Three Star and Hi-De-Ho games are good examples of games that will let the crowd into the spirit of things.

Top Speed Set At Keeney Firm

CHICAGO, March 13.—Top-speed production of the Fire Cracker game at the “house that Jack built” continues on a two-shift basis, according to reports from officials of J. H. Keeney & Company.

“We're working at top speed day and night and still the demand is far ahead of production,” says Ray Becker, sales manager. “Operators can't get enough of them to satisfy their locations and players. Our force is besieged day and night by pleading operators and jobbers calling, like Oliver Twist, for more.

“Following closely in point of production and equally in demand are the Keeney duo, Lite-a-Pair and Ten Strike, payout games with unusual playing ideas, and already joined with them in quantity production and popularity is Santa Anita, our new payout with the purse feature, which is destined to make automatic game history.”

Genco Wizard Is Zooming Forward

CHICAGO, March 13.—According to Meyer Gensburg, of Genco, Inc., bumper-type games are easily the most outstanding development of the industry right now. “Our new Wizard game,” Gensburg states, “is outstanding in its class. Operators will go for Wizard, especially when they discover that it's an electrified version of Kings, Genco's 1935 success. More than that, Genco's tests show that the new game yields the year's bumper crop from a profit standpoint.”

Wizard is a five-ball game on a magic checker board studded with sensitized checkers. The scoring panel is a corresponding board which indicates in lights the checkers bumped by the playing ball. Any ball following a path to the king row lights a small panel showing how the king was made. Four kings must be scored to earn a payout. A strong point of the game is that the last ball may complete two or even three patterns for a win.

weeks ago, reports that the unit is making a hit everywhere.

He shows a stack of orders which are being filled as rapidly as possible and also wires which are asking for volume repeats on former orders.

According to Brothers, the new pack, which will work on AC or DC current, is proving attractive to operators for the reason that it eliminates a great deal of rewiring and difficult understanding of electrically intricate units.

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DAVAL RACES, counter games	\$6.00
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BALLY ROLLS, slightly used.	\$69.00
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Avon Policy Is Variety in Games

CHICAGO, March 13.—Art Nagel, Avon Novelty Sales Company, Cleveland, was a recent visitor in Chicago, where he contacted a number of Chicago manufacturers in search of machines for his hundreds of Ohio customers.

“All the firms have some real equipment to offer operators,” said Art. “It's awfully hard to choose among the many fine games, and the best thing I can do is to see that my customers have the opportunity to make their own selections. This is in line with my policy of service for Avon customers, and the ops really appreciate it.

“Things are going great guns in and around the Cleveland territory, and we at Avon are especially happy at the fine results our service is bringing. Our customer list is growing every day, and repeat orders for the new games we feature, as well as for our unusually fine reconditioned games, are making us feel that our efforts to please are not at all in vain.”

After having placed orders for a quantity of new games produced by the various manufacturers, Art rushed back to Cleveland to oversee the distribution of the equipment.

Brothers Says Pack Is Simple

NEW YORK, March 13.—Ed Brothers, Reliable Amusement Machine Company, distributor for the new AC-DC power pack inverter which he introduced some

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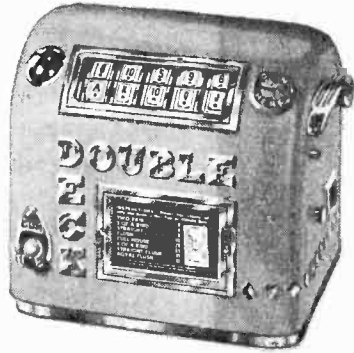
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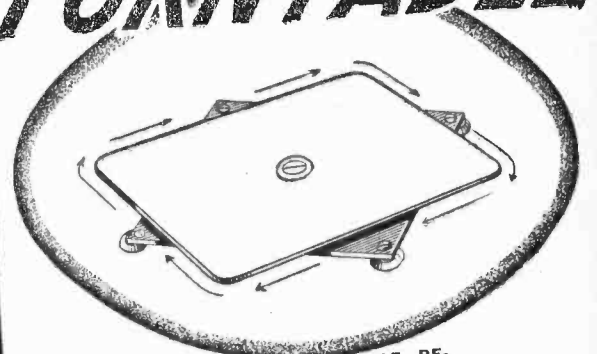
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DAVAL's newest and greatest! Based on the tremendous appeal of the history making "Chicago Club-House!" DOUBLE DECK is a 5-reel Poker game which automatically deals and shuffles TWO COMPLETE HANDS at the same time. Players can play AGAINST EACH OTHER—alternately taking upper or lower hands—making side bets! A smashing triumph—outshines all other counter games! Exclusively styled beautiful streamlined cabinet—famous DAVAL TROUBLE-FREE mechanism. A "Treasure" for any location—brings PROFITS—PROFITS—and MORE PROFITS!



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A BIG HIT WITH LOCATION OWNERS! The TURN-TABLE is sturdily constructed of two horizontal steel plates separated by an adjustable-rotation swivel bearing. Game is placed upon upper plate. Lower plate is securely anchored to counter with four rubber suction feet. Comes in sizes to accommodate all counter games. Increase the play in old locations and win new ones with this inexpensive added attraction! RUSH YOUR ORDER NOW!

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Pacific's Baseball Revealed to Trade

CHICAGO, March 13.—For the last few months Pacific has been giving broad hints that something new is in the making for operators. "It's no longer a secret," says Fred McClellan in describing the nature of the machine about to be released.

Built into a console cabinet created by one of America's foremost designers, the new product is said to be a baseball machine that has already proved its ability in the training period of development and testing on Pacific's proving grounds. The unit is reported to incorporate every play known to the game of baseball. The pitcher actually throws the ball either fast or slow to give players a change of pace. The player in turn swings the bat, which is so arranged that the ball may be knocked back toward the outfield either on the line or in the air.

Naturally the intensity of the swing, the elevation and direction obtained have everything to do with whether or not the player is successful. But the foregoing described action on the play field is only part of the play. The moment a hit is scored, whether a single, double, triple or home run, it is put into real lifelike animation on the light-up backboard. Here the players advance from base to base; streaks of light as they move from point to point. Say a man is on first and a hit is made the player ahead advances around the bases in accordance with the heaviness of the hitter who followed him up.

"It's more than a thriller to have three men on," says McClellan, "then watch the 'clean-up' man knock the ball out of the lot and chase them all home." Built into a de luxe massive cabinet, full of flash and color both on the play field and light-up board. Pacific's Ball Game is reported to have generated more interest than any game the company has built in years.

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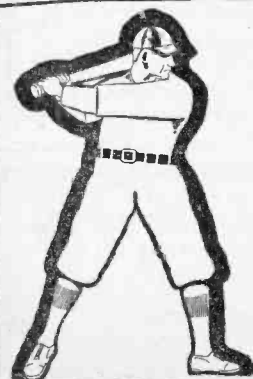
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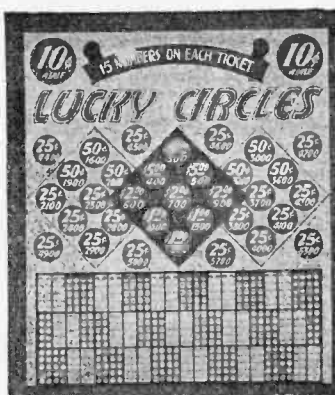
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WURLITZER SKEE BALLS (Perfect Condition) \$99.50 Ea.

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FULL CASH WITH ORDERS OF \$10—OVER 1/3 DEPOSIT, BALANCE C. O. D.

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OUT

NEXT WEEK

DAVAL

BASEBALL

WITH BUMPER COILS
NO PINS NO HOLES



"DAVAL BASEBALL" was previewed by leading distributors who immediately placed carload orders and who called it "The greatest skill thrill action, bumper baseball game this industry has ever had."

"Daval Baseball" more than deserves this outstanding title. It is true baseball action . . . It gives the public the thrills they seek . . . It incorporates every outstanding feature for bigger and profits ever built into any one game.

"Daval Baseball" is realistic. It not only has base running light-up action, just like in real baseball, but, it also gives the player a chance to really score plenty of runs . . . exactly the thrill he wants!

"Daval Baseball" features two extra skill shots that enables the player to get anywhere from 2 extra bases to 2 extra runs with each ball played.

"Daval Baseball" is the result of scientific applica-

tion to precision game manufacturing methods.

"Daval Baseball" will revive the play everywhere. Leading distributors predict: "It will create the biggest money-making era in history."

"Daval Baseball" will be ready for quantity delivery in a few days. It is the perfect game every operator has been waiting for.

The price will be \$64.50. New guaranteed 100% perfect Payout Register with adjustable starting point feature—\$5.00 Extra.

GET BUSY!—Rush your order for "Daval Baseball" RIGHT NOW!!

DAVAL
MANUFACTURING CO.
200 SOUTH PEORIA ST.
CHICAGO



LOOK AT THESE BARGAINS THEN WIRE US YOUR ORDER

PIN GAMES SLIGHTLY USED		GUARANTEED LIKE NEW	
10 PROSPECTORS	\$ 9.00	1 ROUNDUP	\$ 35.00
8 JUMBOS, Cash Payout	20.00	2 BIG FIVE, Cash Payout	7.50
2 SUNSHINE DERBYS	12.50	3 ACE MACHINES	10.00
1 JENNINGS HUNTER	10.00	1 PAMCO SARATOGA	22.50
20 TURF CHAMPS.....\$55.00		1 GALLOPING PLUG	22.50
1 HIALEAH	\$25.00	15 PENNY SMOKES	5.00
1 GALLOPING PLUG	22.50	25 REEL 21, Like New	9.00
2 PREAKNESS, Cash Payout, \$75.00		1 GROETCHEN BLACK JACK 21	10.00
2 PREAKNESS, Ticket 75.00		1 REEL DICE	7.50
1 LEATHER NECK	\$25.00	2 BIG RICHARDS	12.50
3 PALOOKA SR.	42.50	2 PALOOKA JR., Ticket	25.00
1 SNAPPY, Perfect	55.00	1 PALOOKA JR., Cash	25.00
2 1c 3 JACKS	4.00	7 PAMCO HANDICAP	6.50
1 5c 5 JACKS	4.00	6 ELECTRIC EYE	20.00
1 PAMCO TOUT, Ticket	55.00	2 BALLY DERBY, Cash Payout	30.00
1 GRUB STAKE, F.S.	40.00	10 WURLITZER PHONOGRAPHS, Model #12 S. U.	140.00
3 DAILY RACES	20.00	1 KEENEY'S TARGETE F. S.	190.00
1 PAMCO TOUT	50.00	1 GALLOPING DOMINOE F. S.	230.00
4 PAMCO PARLAYS	20.00	1 ROCKOLA RHYTHM MASTER F. S. Never on location	195.00
1 GIANT	7.50	1 RHYTHM KING F. S. Never on location	225.00
12 PACES RACES, 1937 Model. Used 6 days, walnut cabinet. Serial from 4402 to 4482; 30 to 1 5c play, cash payout. Guaranteed. Cannot be told from brand new. \$325.00		2 5c 20 to 1 Check Sep. Serial 4199-4070. Black Cabinet. Like new. 245.00	
8 5c 20 to 1 Check Sep. Serial 2895-3465-2892-2710-2893-2979-2970-3927. 225.00		2 5c PACES RACES 20 TO 1, Check Separator, Serial Numbers 4252-4256, Guaranteed Like New, at Each. 235.00	
1 5c 20 to 1 Cash Payout. Serial 1143. Mechanically perfect. 175.00			

All of the above machines have been thoroughly checked over, reconditioned mechanically, refinished and striped. All used machines offered subject to prior sale. All orders must be accompanied by 1/3 deposit in the form of P. O. Express or Telegraph money order. Write and ask us to put you on our mailing list. Wire Your Order on Any Brand New Machine, as We Have Them All in Stock. If You Are a Jobber, We Will Quote You Jobbers' Prices.

MOSELEY VENDING MACHINE EX., Inc., 800 BROAD ST., Richmond, Va.
DAY PHONE: 3-4511, 3-4512. NIGHT PHONE: 5-5328

Bally Announces Wage Increase

CHICAGO, March 13.—Bally Manufacturing Company today announced a general 10 per cent increase in wage rates, affecting all of the nearly 500 men and women employed in the Bally plant. The increase is effective at once and reflects the steady upward swing of Bally sales since the first of the year.

In his announcement of the pay boost, Ray Moloney, Bally's president, predicted a busy, prosperous year for all Bally employees. "The popularity of Bally products," Ray stated, "is such that we can look forward to the biggest year in our history. Altho it has frequently been asserted that the depression was responsible for the growth of this industry, we now have ample evidence that coin-operated amusements have a fundamental appeal regardless of whether times are good or bad. This is the only explanation for the fact that our sales have consistently followed the upward curve of general business conditions. Our sales volume for the first two months of 1937, measured either in units or dollars, is far ahead of that for any corresponding period, including the Ballyhoo boom year of 1932.

"Bally's labor policy has always been along lines intended to attract the best mechanical skill available, and the wage increase we are announcing today assures a continuance of the high standards of workmanship for which Bally is famous."

Protect Your Route Without Delay

1c Skill Game

5 PENNIES ON DUCK PACKAGE OF CIGARETTES

DUCK SOUP

It's Legal!

100,000 Locations Open for This Money Maker.

Earn \$2.00 to \$10.00 Daily.

- CLEVER
- NOVEL
- ORIGINAL
- PROFITABLE

"Watch the DUCK Dive!"

PRICES
Sample . \$1.90
Lots of 6. 1.40
Lots of 12. 1.20
1/2 dep. with order, bal. C.O.D.

STAR SALES CO.
3921 Wayne Ave.,
Kansas City, Mo.

No Personal Checks, Please

JACKPOT!

FRUIT REELS!

CHANGING ODDS!

10 JACKPOT 5

GUM

ALWIN

ALWIN has every essential for enduring popularity and ever-increasing profits! The Jackpot, Fruit Reels and Changing Odds Reel provide player appeal without equal in non-automatic counter games. Odds range from 5 to 20 plus jackpot! Awards are based on any "3-of-a-kind" according to odds shown on odds strip. Order your ALWINS today!

STRAIGHT 5c PLAY

\$25.00

Tax Paid

F. O. B. Chicago

BUCKLEY MFG. CO.

2158 W. WASHINGTON BLVD., CHICAGO, ILL.

BASEBALL SALES TALLY CARDS and all kinds Coupons for Operators, Daily and Weekly Series, Names and Numbers in Nat. and Amer. Leagues, with either Amer. Ass'n., Pacific Coast, International, Western, N. Y. P., Southern or Texas Leagues; 2, 3 or 4-way Baseball Series and Pull Tickets. 2 Aces, 3 Aces, Square Deal, Raffle Cards, Seven Lucky Numbers, Economy Play, Newspaper Headlines, Daily Doubles, Tips, Games, Special Tickets to order, etc., galore. Get new copyrighted confidential Course of Instructions, just out—"HOW TO START IN THE BASEBALL TICKET BUSINESS." Price, \$50.00. Full particulars FREE. Make \$300.00 weekly. Send \$2.00 NOW for \$5.00 worth Assorted Samples, Catalog, Rules and Particulars. Refund first order. (Est. 1919. Ref. Dun & Bradstreet.) Season is here. Rush! Wire or write.

FERGUSON MFG. CO. Dept. 10,
322 N. Senate Avenue, Indianapolis, Ind.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

You Went Wild About Kings in 1935
BUT YOU'LL RAVE ABOUT GENCO'S
WIZARD



THIS IRRESISTIBLE NEW BUMPER TYPE
ELECTRICAL CHECKER GAME

Attracts Coins as if by Magic

"WIZARD" is easier to play than checkers, and much more exciting. A 5-ball game on a magic checker-board. Each ball hitting a checker registers automatically on a corresponding lighted score board. Any ball following a path to the king row lights a small board showing how the king was made.

Those who were lucky enough to have Genco's 1935 champion, "Kings," will find "Wizard" a more thrilling game and a better money-maker. "Wizard" is an improved new Bumper Type electrified checker game. It's Your Move . . . get into the game on the extra profit side. Write or wire Genco, Inc.

- ★ Electrified, Lighted Scoring Rack
- ★ Electropak Equipped
- ★ 5 Steel Balls Keep Fun Going
- ★ Beautifully Styled Cabinet
- ★ Attractively Decorated Playing Field
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Size 22 in. by 46 in.

GENCO, INC.

2621 N. Ashland Ave., Chicago, Ill.

\$62.50

F. O. B. CHICAGO

Styled by Genco



Double O Barrel of Fun!

Has everything! Free Coupons! Double Awards! Definite payments! Sells fast and brings quick profits to operators.

Nothing Else Like It -- A New Idea!

Hurry! Get a sample deal for \$4.50 and earn \$38.60.

Takes in at 10c \$188.10
 Pays Out 149.50

PROFIT \$ 38.60

Also made for 5c play, which earns \$19.30.

Write for complete information.

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Manufacturers Only

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FOUR SQUARE
JACK POT

TWO SHOTS AT \$25.00
500 FREE PLAYS

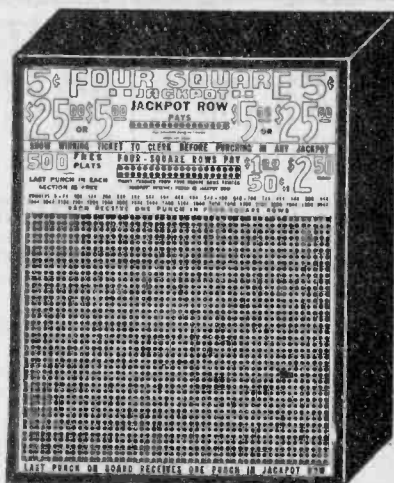
No. 2010 --- 2000 HOLES
 Takes In \$75.00
 Average Payout 35.00
 Average Gross Profit . \$40.00

A HARLICH JUMBO BOARD
PRICE EACH \$3.96 Plus 10% Tax.

Price includes easels and Fraud-Proof Tickets.

Our New 4-Color Catalog Will Be Ready Soon — Send for Your Copy.

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BIG PROFITS-FAST PLAY

6 LARGE ASSORTED FISHING & HUNTING KNIVES
 Pearl Colored. On 300-Hole 5c Board, Pays Out \$2.10 in Cigarettes (14 Packages). Brings In \$15.00 NET TAKE, \$12.90.

No. B115—Sample, \$3.25. 12 Lots, Each \$3.00.
 No. B114—Above Ass't. on a 250 Hole Cut Out Board brings in \$12.50.
 EACH \$2.95 12 LOTS, EACH \$2.75

25% With Order, Balance C. O. D.
 OPERATORS! Write Us for Catalog on All the Latest Coin-Operated Counter Games and Sales Board Ass'ts. at the lowest prices.
LEE-MOORE & CO., 180-182 W. Adams St., Chicago, Ill.

THIS WEEK'S SPECIAL — PRICES WAY DOWN!

NEW BOUNCE 'EM (With Register) **\$40.00**

NIP N' TUCK, New **\$40.00**

LINE UP (Register) . \$32.50	BOLO \$13.75	RUGBY \$19.75
HAPPY DAYS 25.00	HOLD 'EM 18.75	TOTALIZER 21.75
ROUND 'N ROUND. 14.75	BANK NITE 9.75	NECK 'N NECK . . . 15.75
EXCEL 14.75	TIE UP 3.75	JUMBO (Ticket) . . . 20.00
1/3 Deposit, Balance C. O. D.		SKY HIGH (Ticket) 17.50

Send for Circular Containing Slashed Prices on All Used Games.

ACME VENDING COMPANY
 1121 ST. NICHOLAS AVE., NEW YORK N.Y.

CASH IN ON THIS MONEY-MAKER



Genuine **SOUTH BEND** Casting Outfit Deal
 No. 6262 B

\$4.25 Complete

INCLUDES FISHING OUTFIT ILLUSTRATED AND ONE 110-HOLE SALESBOARD.

Board Features 10 Free Numbers—others pay 1c to 22c—with winning number in Grand Prize hole, and Scorecard for listing customers' names. Takes in \$20.00 when sold!

Fishing outfit contains the following genuine South Bend tackle; one 3-piece Rod; one level winding Reel; one spool quality Line; two popular casting Lures; one wire Leader, and one fish Stringer. The high quality and value of South Bend fishing equipment is known everywhere—that's why this timely deal gets the profits and the play.

Write for Our Spring Salesboard Circular!

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

2 Great Novelty Games!

Pacific's 3 STAR★★★

The slickest thing in novelty tables. Different. New giant-wing double post flags in combination with popular bumper spring action. Not a dead spot from top to bottom. Everything alive! Lets players run up high scores. Register on backboard always in motion. Visible entire length of location. Balls in three pockets lite-up 3 Star Award to double the score. As high as 12000 possible. A great come-on! And a great money maker. For fast, steady money, operate 3 Star.

3 STAR SPECIAL NOVELTY \$64.50

Pacific's HI-DE-HO...

Released only a few short weeks ago. Hi-De-Ho is bumping out plenty of money for novelty game operators. Put Hi-De-Ho anywhere. In any spot. And, watch it wake-up your locations. Step them up into live, active money producers. Your distributor has it or can get Hi-De-Ho for you!

NOVELTY \$64.50 PAYOUT \$139.50 TICKET \$149.50

WRITE -- PHONE YOUR NEAREST DISTRIBUTOR TODAY!



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BALANCE	\$3.50	BANK NITE	\$ 9.50	ROUND 'N ROUND	\$14.50
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Each month we publish a FULL SIZE NEWSPAPER dealing with the salesboard problems of operators, jobbers and wholesalers.
WRITE FOR IT,
It's Free to Salesboard Users. March Issue. Just Out. Contains New Money Boards, Merchandise Deals and Premium Sources for Salesboard Items.

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2,000 Hole
Definite
5c Payout
Board

200
Sections

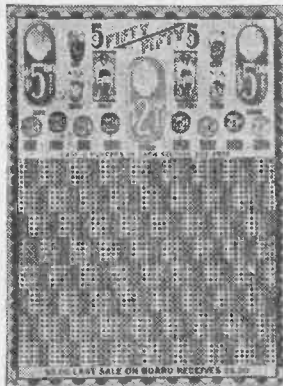
1,000 Free
Punches

Gold Seal
Decorations

Takes In
\$50.00

Pays out
\$25.50

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ZEPHYR \$18.75

HOME RUNS - \$62.50 - USED TURF CHAMPS - \$75.00

9 Ft. SKEE BALL GAMES	\$ 84.50	14 Ft. TARGET ROLLS	\$125.00
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Slot Machines, \$10.00 Each; Double Jak Mills, \$25.00; Mills Escalators, \$35.00. All in good condition. Penny Paces, Jennings, Mills and Cailles.

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"WHAT'S YOUR BID?"—Salesboards

But we are now able to make prompt shipments. One sample will convince you that it is a winner. Send for yours today.

SHIPPED EXPRESS PREPAID ANYWHERE, C. O. D., \$3.95
PEACHY NOVELTY CO.

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POPLAR BLUFF, MO.

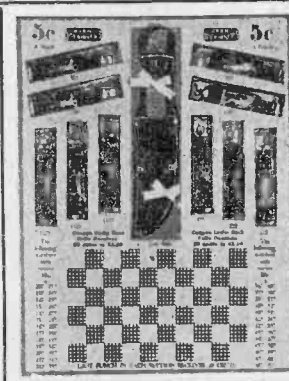
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Guaranteed Re-Conditioned Machines

AUTOMATICS	Big Shot	\$ 8.50	Lucky Star	\$ 5.00
Jumbo (Cash)	Cheer Leader	4.00	Madcap	11.00
Multiple	Country Club	9.00	Pippin	5.00
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Peerless (Tkt)	Double Nugget	9.00	Six Sixty Six	5.00
Paces Races	Five & Ten	4.00	Short Sox	8.00
Turf Champs (Tkt)	Frisky	4.00	Sure Shot	3.00
Rambler	Gold Medal	9.50	Signal	2.50
Ten Grand	Great Guns	9.00	Spotlite	7.50
	Head Light	5.00	Torpedo	7.00
	High Hand	5.00	Totalite	
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PIN GAMES				
Balance	\$ 4.50			

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2230 PINE ST. ST. LOUIS, MO.



OPERATORS

PHOTO KNIFE BOARDS GOING STRONGER THAN EVER!

This 1500 Hole Board comes complete with ten Photo Knives and one large Hunting Knife in sheath. The Photo Knives are under celluloid and winner of each knife also receives coupon ranging in value from 50c to \$5.00.

Deal takes in \$75.00 and pays out \$34.20. Sample price, \$5.00, Lots of 10 or more, \$4.50.

H. G. PAYNE COMPANY








312-314 Broadway, Nashville, Tenn.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

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➔ PENNY PLAY  CIGARETTE MACHINE LOCATIONS ARE GOOD MONEY MAKERS. THINK WHAT A FIVE-CENT  CIGARETTE MACHINE ON THESE SAME LOCATIONS WOULD MEAN TO AN OPERATOR'S PROFITS.  ... JENNINGS NOW OFFER YOU  SUCH A MACHINE. THE NAME IS "GRANDSTAND"... IT'S PICTURED ABOVE — A 5c PLAY CIGARETTE MACHINE WITH AUTOMATIC TOKEN-VENDING  ARRANGEMENT ... PRICE \$49.50 ... WE HAVE A SIMPLE, WORKABLE PLAN  FOR OPERATING "GRANDSTAND" IN YOUR TERRITORY...  WRITE TODAY TO O. D. JENNINGS AND COMPANY, 4309 WEST LAKE STREET, CHICAGO, ILL., FOR COMPLETE INFORMATION.



Many a wise operator is cashing in every day with Jennings' Star Penny Play... It's still the most durable, most reliable penny cigarette machine ever made. O. D. Jennings and Company, 4309 West Lake Street, Chicago, Illinois, will be glad to give you complete information on Star Penny Play, if you'll write.



Hold it!

1. Pacific's BALL GAME is on the way!
2. Completely automatic — not a pin table.
3. Shows play-by-play both on the field *and* on giant electric score board.
4. Shows players actually running from base to base.
5. Pitcher changes pace of ball: fast, medium and slow.
6. Player can hit ball over the fence.
7. Fast play and fast profits.
8. Fully guaranteed.
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11. Equipped with register showing winning scores.
12. 100% fool-proof.
13. Result of 3 years' testing and development.
14. Light animation.
15. Creation of America's foremost game authorities.
16. **COSTS LESS THAN ANY OTHER GAME ON THE MARKET!**

Before you buy, wait and see Pacific's **BALL GAME**

costs less—worth more—a quality job for

long time profits. And it's 100% legal!

WRITE — WIRE — PHONE OR COME IN TODAY

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Designers and Manufacturers of Coin Controlled Machines

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PHONE LAKEVIEW 2360-1-9

TO OUR FRIENDS:

We certainly owe you a big THANK YOU—and here it is where everyone can see it!

A week ago we announced our re-entrance in the field of Non-Payout Games with the new Baseball Novelty, ELECTRIC SCORE-BOARD. Your marvelous response—a deluge of Letters, Telegrams, Congratulations and Orders—was way beyond our expectations!

The delays in answering and filling your orders couldn't be avoided, and we are sorry. Please don't consider yourself slighted. Many more had to wait while we pulled out from under that landslide! We promise there will be no further delay. Production is going at top speed and without a let up.

To those of you who have already ordered ELECTRIC SCORE-BOARD —KEEP YOUR EYE ON THAT GAME! It's going to take you places you never believed possible with a non-payout! The loads of letters and orders that snowed us under can't be wrong!

Dave Gottlieb

—ELECTRIC—

SCORE-BOARD

BUMPER-SPRING 5-BALL NON-PAYOUT

EQUIPPED WITH MYSTERY SLOT!
GREATEST BASEBALL NOVELTY HIT!

Combines all the best features of both Novelty Games and Payouts—the only non-payout that gives operator POSITIVE MECHANICAL CONTROL of odds. You can even check against locations' claims of top payout!

ELECTRIC SCORE-BOARD'S colorful field represents a major-league ball park. The player's at bat to beat the visiting team. Insert a nickel in the Mystery Coin Slot, the Flashograph Scorekeeper throws "Play Ball" on the screen. The Visitors' Score and Odds turn up on the scoreboard. 5 balls to shoot. Every time the ball bumps a bumper spring it's a hit! 4 hits record a run. Flashograph keeps play-by-play score and turns color to match visitors' score when score is tied. One run to go to win! When the last ball is played, "Final Score" appears under the Flashograph. Odds up to 40 to 1.

FEATURES

Flashograph, movie-type score projector. Mystery coin slot (the outstanding feature of Gottlieb Payouts). Positive mechanical adjustment of odds. Entire mechanism on sliding chassis. Tilt-foller cuts off playing lights when tilted. Illuminated A. B. T. slot.



IMMEDIATE DELIVERY

P. S.: — GOTTLIEB
STILL LEADS IN PAYOUTS!

D. GOTTLIEB & CO. 2736-42 N. PAULINA ST., CHICAGO, ILL.

Announcing BALLY BOOSTER



"BUMPER"
BASEBALL
NOVELTY GAME

WRITE
for
PRICE

'Spring is here! Baseball's in the air! And the Bumper-boom starts all over again with BALLY-BOOSTER!

It's got genuine Bally Bumper Action . . . real Baseball Thrills . . . "players" running bases on the backboard . . . 16 RUNS POSSIBLE in one game . . . a bigger and roomier play-field . . . and a flock of extra money-making features.

For example: a mighty-wallopin' ELECTRIC-KICKER with "triple play" action . . . it scores a run if you've got a man on any base . . . it scores an additional HOME-RUN when it socks a ball up against the Home-Run Bumper . . . and it gives the player extra hits as the ball flies up the board and zig-zags back down again!

You're making big money with BUMPER . . . but "you ain't seen nothing" till you put BALLY-BOOSTER to work! Order your sample today for IMMEDIATE DELIVERY. You'll cop the profit-pennant with BALLY-BOOSTER!

BALLY MANUFACTURING CO.
2640 BELMONT AVE. CHICAGO, ILL.

44 IN. by 22 IN.



Rock-Ola's Gigantic 1937

MONEY MAKER 1937 WORLD SERIES!

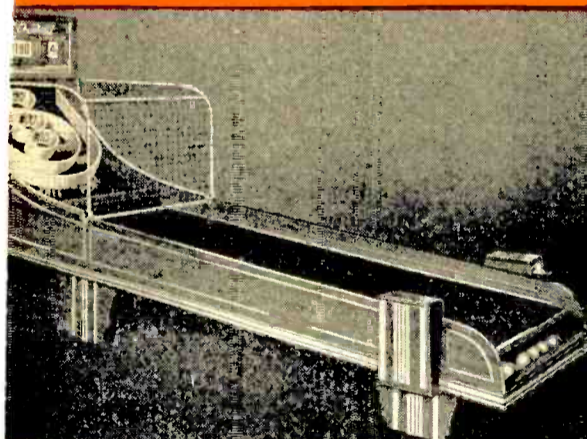
Actually over a quarter of a million dollars has been spent to give you Rock-Ola's "Acme of Perfection"—the new "1937 WORLD SERIES."

Cabinet in rich bird's-eye maple and walnut veneers. Dimensions 30" x 40" x 50"—simply must be seen to be appreciated!

The almost human game!

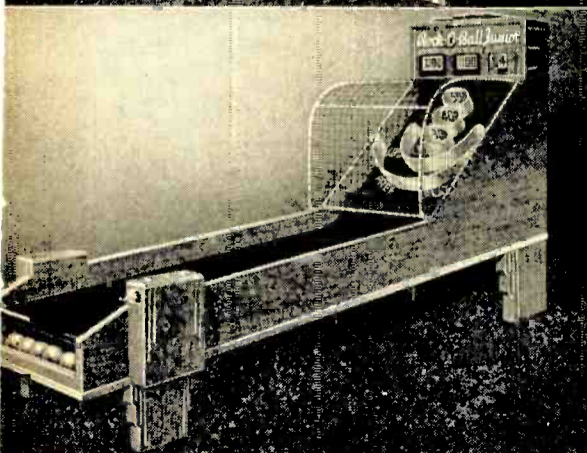
The best part of all, there is no time limit on its profit-producing possibilities—the earnings will last for years and years.

GET YOUR ORDER IN RIGHT NOW—TO YOUR DISTRIBUTOR—SO "1937 WORLD SERIES" CAN DEFINITELY SHOW YOU ITS UNLIMITED AND UNEQUALLED PROFITS!



ROCK-O-BALL Senior

The big ROCK-O-BALL is a HUSKY—STURDY—MASSIVE—BUILT-TO-LAST Bowling Alley. Yet, it is PORTABLE! You know how quickly and easily they tear down a great big circus—well, operators like ROCK-O-BALL because of the ease by which it can be handled. BUILT TO LAST FOR LASTING PROFITS!



ROCK-O-BALL Junior

This "little brother" of ROCK-O-BALL embraces all the features of the larger bowling alley. It has the all-important and exclusive TRIPLE SCORE FEATURE—shows score of highest game played, also score of current game, also number of balls played at all times. GET IN TOUCH WITH YOUR DISTRIBUTOR TODAY!



Rock-Ola's TOM MIX RADIO RIFLE

Just like magic is the money-producing power of that great name—"TOM MIX"—

On competitive locations, the TOM MIX RADIO RIFLE will take the bulk of the business.

NO RIFLE LIKE IT FOR "BULGING" COIN BOXES!

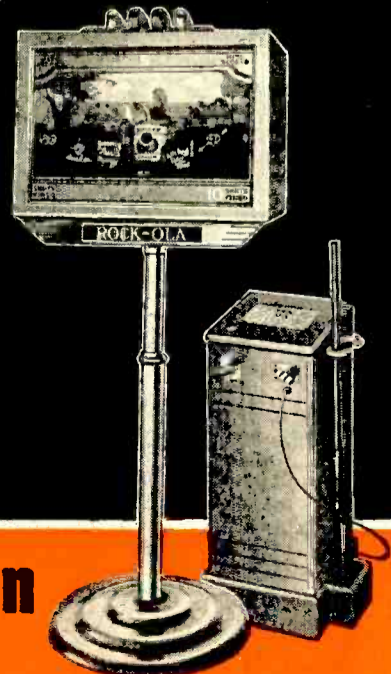
SCHOOL-DAYS

THE RIFLE WITH THE LAUGH AND THE "KICK"—

How they love to hear the old tomato can bounce up and go "ker-plunk"!

The distinctly "different" rifle which will never wear out its welcome—

GET SOME FROM YOUR DISTRIBUTOR AND BE CONVINCED!



ROCK-OLA MFG.
800 North Kedzie Ave.



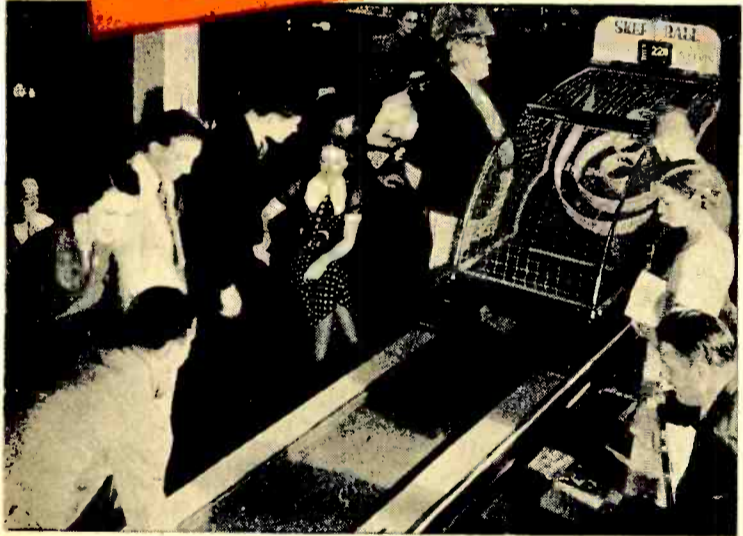
CORPORATION
Chicago, Illinois, U. S. A.

PARK *and* CARNIVAL OPERATORS

Cash in
on the
GROWING
POPULARITY
of
SKEE
BALL



Install a Battery of these
BIG MONEY MAKERS **NOW**



SKEE BALL PAYS REAL PROFITS IN TAVERNS, TOO

In taverns, restaurants, dance halls, bowling alleys, coin-operated SKEE BALLS are proving to be the center of attraction and a source of steady and substantial profits. Get America's biggest money making game operating for you. Get and hold the best locations with Wurlitzer's SKEE BALL.

For 25 years, SKEE BALL has been a top money maker in amusement parks as an attendant operated game. Now, perfected by Wurlitzer as a coin operated game and re-introduced to the public in taverns and restaurants everywhere, SKEE BALL is the game that everyone is playing. Cash in on this all time high in popularity that SKEE BALL is enjoying. Install a battery of these big money makers this summer. Remember that today Wurlitzer's coin operated SKEE BALL requires less attention, has much more play appeal, offers far greater profit possibilities than ever before.

Packed with play stimulating features such as flashy back panel, brilliant illumination, 50 pocket bell, high score recorder, indicator showing number of balls played. Wurlitzer SKEE BALL is substantially constructed to eliminate service troubles. Read how Arthur Seger, prominent park man made profits up to \$117 per week per machine with SKEE BALL. Then, decide now that you, too, will cash in on the growing popularity of SKEE BALL. Mail the coupon today.

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N. Y. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.



PROFITS UP TO \$117
A Week Per Machine
Says Successful
Park Man

Says Arthur Seger, successful amusement park operator, "Have been operating SKEE BALL attendant supervised in amusement parks for years... know they are permanent profit producers... among biggest money makers ever operated. Skee Ball now averaging \$60 a week per machine for me with top paying machine taking in \$117 per week."

Backed By A Quarter Century Of Amusement Park Success

WURLITZER'S SKEE BALL REG. U. S. PAT. OFF.

Today A Bigger Profit Producer Than Ever

The Rudolph Wurlitzer Company
 North Tonawanda, N. Y.
 I Am Interested in Skee Ball
 For Amusement Park or Carnival Operation
 For Tavern Operation

Name _____
 Address _____
 City _____ State _____