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VOCALION RECORDINGS

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New York

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261 Broadway, New York City



The Billboard

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ROYALTY PONIES GO CIRCUS

CBS Nays A&P Tax Broadcast

Chain store tries to devote half of Bandwagon show to anti-tax bill propaganda

PHILADELPHIA, March 27.—An attempt by the Great Atlantic & Pacific Tea Company, sponsor of the Kate Smith show, to lop off a half hour from the Bandwagon show Thursday night to air several speeches in opposition to a pending chain store tax bill was stymied by the Columbia Broadcasting System. Sponsor has been using full-page ads fighting the tax measure for the last two weeks and decided to use half of the entertainment period for the same purpose. The plan was to have the talks picked up by WCAU, Philadelphia; WHP, Harrisburg, and WJAS, Pittsburgh, while the remaining stations would carry the regular show.

Dr. Leon Levy, president of WCAU and a CBS executive, explained that A. & P. arranged for the speeches without consulting CBS or the stations. Levy, speaking for both his station and the chain, said they "sell time to advertisers solely for the advertising of their goods and services and refuse to sell time for the discussion of contro-

(See CBS NAYS on page 96)

CIO Gains Entering Wedge in Theatrical AFL Labor Setup

United Theatrical and Motion Picture Workers of America, CIO group, may cripple film industry with strike at Ft. Lee, N. J., laboratories active on Coast and exchanges

NEW YORK, March 27.—That John L. Lewis' Committee for Industrial Organization is making an attempt to crack up the strong AFL labor setup in the theatrical field is taking on more and more the aspect of reality, altho the idea has been deprecated heretofore. Latest move lending weight to this opinion is the current strike at the Consolidated Film Laboratories plant in Fort Lee, N. J., company credited with being one of the largest printers and developers of motion picture film in the United States. Surprising development here is that the men were pulled out by United Theatrical and Motion Picture Workers of America, New York local, which had been until now intimating but never stating with certainty that it had CIO affiliation. The practically discredited by AFL theatrical leaders, no steps against United have been taken thus far. One IATSE official stated that nothing would be done until the "rival" showed signs of getting somewhere.

Robert Murray, CIO organizer, says United is a CIO union, that the New York local pulled the Fort Lee strike, and that on Monday afternoon J. A. Moffett, of the United States Department of Labor, was scheduled to step in and try to effect a settlement.

These activities of CIO also tie in with the move to organize film exchanges and the recently reported attempt of CIO to unionize the Hollywood pix industry. Apropos of the latter, 6,000 are already said to be signed, ranging from actors to laborers. Coast situation will probably be aired at the annual producer-labor conference in New York next week.

Clown Gets Rib

NEW YORK, March 27.—Emmett Kelly, pantomimic clown at the Cole Brothers-Clyde Beatty Circus at the Hippodrome, does a bit in which he comes out nibbling a loaf of bread.

During one performance this week he neglected to remove the waxed wrapper and wandered out with Bond Bread wrapper showing plainly. Otto Griebling, boss clown, saw him and snorted "So you got a commercial!"

Oliver Opening An Animal Farm

DETROIT, March 29.—H. Ben Oliver, proprietor of the American Circus, purchased a 25-acre site on Telegraph road, just beyond the Detroit city limits, last week to be used as a circus animal farm. The site is near Edgewater Amusement Park.

New buildings will be erected and the site prepared at once for use. Oliver now has a large stock of animals, which is being housed at various zoos and other spots.

Improvement in prospect for the field this summer was indicated by Oliver's report to *The Billboard* of transactions within the last week, including Merry-Go-Round to John Monks, Hartford, Conn.; animals to Haag Bros., Circus, Lafayette, Tenn.; animals to Sells-Sterling Circus, Springfield, Mo.; tents, as

(See OLIVER OPENING on page 96)

Unusual Cargo of Animals, Insects Consigned to Benson Animal Farm

Thirteen head of stock from Duke of Windsor stables and one born aboard to be trained for circus use—in charge of Tudor, who again takes up animal work

BOSTON, March 29.—The steamship American Trader docked at East Boston last week with a most unusual cargo of animals, insects and animal trainers, consigned to the John T. Benson Animal Farm at Nashua, N. H. The passenger list of animals included 13 ponies purchased by Benson in England from the stables of the Duke of Windsor at Ascot and one born aboard ship shortly after leaving England. The baby pony was christened "American Trader" by Capt. Harold Milde after the name of the ship. The ceremonies were performed by the sprinkling of two drops of champagne on its tiny head while it was being held in the arms of Trainer Leslie Banks.

This pony family, which consists of six Shetlands and seven New Forests, will be educated at the animal farm and eventually find themselves as performers with some circus, for this is the object of their purchase and importation by Benson.

On board were also Mr. and Mrs. Harry E. Tudor, the former being in charge of the new additions to the Benson coterie of unusual features that now inhabit one of the most unique show places in America. Also on board was Shell Mohamed Asagarilli, a snake charmer who was loaned to Benson by an English film company to act as an elephant trainer in the movies.

Benson arrived home recently after many months spent in touring England, Scotland, France and the wilds of West Africa in search of the strange and curious for his show place. When in England he met Tudor at Birmingham and induced him to return to America and get aboard the Ark again, as it were. Tudor had been abroad for the past three years and finally consented to return to his first love, that of being

(See ROYALTY PONIES on page 96)

Michigan Showmen's Auxiliary Formed

DETROIT, March 29.—Organization of the outdoor show field in Michigan took another step forward last week with the forming of the Women's Auxiliary of the Michigan Showmen's Association. Meeting was held at the Showmen's clubrooms, which will also be the meeting hall for the ladies.

Social and other activities will be followed by the new organization, and all women of any branch of the outdoor field have been invited to join.

Officers have been elected as follows: President, Mrs. Frank Hamilton; 1st vice-president, Mrs. Leo Lipka; 2d vice-president, Mrs. Louis J. Berger; 3d vice-president, Mrs. Harry Stahl; treasurer, Mrs. Jack Dickstein; secretary, Mrs. A. H. McQueen; sergeant-at-arms, Bella Hamilton.

Board of directors: Mrs. Edwin Deibert, Mrs. Harry Wish, Mrs. George Brown, Mrs. J. Rose and Carolyn Rowden.

Bary Deal for Robinson, Sparks Titles, Equipment Coming to Head

CINCINNATI, March 29.—The deal with the Ringling interests by Howard Bary for the titles of the John Robinson Circus and Sparks Shows, it appears, will be closed any minute now. In that event the show will be called the Robinson and Sparks Combined

Shows, it is understood.

Negotiations have been on for several months. During the winter Bary on one occasion spent almost a day with S. W. Gumpertz at the Ringling quarters in Sarasota, Fla., talking things over and the two have been in touch with each other since. Things were quiet for a while, owing to the illness of Bary.

The latest development is that Bary has gone to Peru, Ind., to make a listing of show equipment available, following which he is to go to New York and, if everything is okeh, will sign a contract for the circus titles and equipment.

It has been a number of years since either the Robinson or the Sparks show has been on the road. It is Bary's aim to put the new show on rails.

The other railroad shows in the field this year are Ringling Brothers and Barnum & Bailey, Hagenbeck-Wallace-Forepaugh-Sells Bros., Al G. Barnes-Sells-Floto Combined and Cole Bros.

Gumpertz Financing Ward

SARASOTA, Fla., March 29.—Sam Gumpertz, vice-president and general manager of Ringling Brothers and Barnum & Bailey Combined Circus, is financing a ward in Halton Hospital here for needy children. Work on the structure is to begin at once.

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Hotel Invites Acts To 'Show'

N. Y. spot to audition acts for auditions—no pay—agents urged to attend

NEW YORK, March 29.—Piccadilly Hotel here is planning to convert its Georgian Room into a "theater-restaurant" which will attract bookers and talent scouts, angle being to invite acts to "show" for the prospective talent buyers.

Local agents have been circularized by G. D. Rossum, acting for the hotel, who invites them to send down new acts. Details of the plan will be worked out tomorrow at a cocktail party for agents. Present plan is to audition acts each afternoon and select the best talent for showings during the "show nights." Shows will run about an hour and a half. Talent will not be paid. The room's regular band, Jenö Bartal, will supply the music.

This is not the first time an attempt has been made to commercialize new talent auditions. The lack of local vaude break-in time has driven most auditions to rehearsal halls and hideaway cafes. Many small night clubs permit acts to "show" for one or two performances. Occasionally an act will be booked by the night club owner as a result of the showing, but in most instances nothing happens—except that the night club gets free acts.

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No Justice

LINCOLN, Neb., March 29.—C. N. (Mudge) Robinson, theater, cafe and liquor-store owner in Blair, Neb., found there can be more than one fill effect from bank night. His rival in the cafe and liquor business won the pot the other night. The rival, Roy Hall, was still not content—so he went out and bought a knockout neon sign to hang over his cafe and completely dominate the street.

American Academy Students Present Final Productions

NEW YORK, March 27.—The senior students of the American Academy of Dramatic Arts wound up their current season this week with two performances at the Empire Theater, one on Tuesday afternoon and one yesterday. In both cases a very nice standard of performance was maintained.

Tuesday saw the presentation of Maxwell Anderson's *Saturday's Children*. The Anderson comedy, which flubs around rather pitifully in its last act and which in general falls overwhelmingly to foreground the author of *The Wingless Victory* and *Winterset*, did, however, give the kids a chance to indulge in some amusing pretending. Nice jobs were of-

ferred all along the line, but most effective of the bunch was the Florrie of Christine Formby, a well-sustained and nicely projected performance. Katharine Sewall did adequate work as Bobby, matched by the pleasant tho mannered playing of Monte Meacham as Rims. Vincent Donahue scored tidily with his personality-comedy delivery of Willy's wisecracks; Gilbert Haggerty offered a really excellent reading of Mr. Halevy's lines; Genevieve Phillips gave a nice enough, tho somewhat overplayed, character bit as Mrs. Gorlik, and Elaine Carr appeared briefly as Mrs. Halevy.

The curtain-raiser was a tough one for the youngsters, the first act of *Hedda Gabler*, with Miss Phillips appearing in the title role with almost enough visual effect to make one wish that she could act it. Carman Jones offered a burlesqued professor as Tesman, Charles Paul did nicely as Brack, Sondra Stanton played an obvious Mrs. Elvsted, Bette Butterworth flattered about as Aunt Juliana, and Maxine Stuart appeared as the maid.

For their final performance yesterday the youngsters took on a major job, presenting *Three Sisters*, Tchekov's static study in stagnation. The play, a pet of the Intellectuals—and almost as posing, mannered and asinine as its own devotees—is, like all of Tchekov's so-called dramas, almost a burlesque of itself. It is impossible for any cast to make it appear effective (and that goes for all

professional presentations, too), but the youngsters, fighting against almost overwhelming odds, did amazingly well. The three title roles were played by Miss Formby, Betty Graham and Marian Kate sympathetically, tenderly and as understandingly as anyone could play roles that even the author obviously didn't understand. The three youngsters, keeping a quiet tone and creating fine effect by underplaying, rate hosannas. In addition, Miss Kate's pert, dark loveliness did a lot to help.

The male division came thru equally well, with Wade Wybrants reading the pompous inanities of Vershimin in such a way as to make them seem almost important; with Lyle Betger doing fine, straightforward work as the baron and making his final scene stand out splendidly; with Mr. Paul making the amazingly ridiculous character of Solonyo seem almost believable; with Mr. Donahue creating nice effect as Tchekbutykin, the old doctor, even tho the characterization was more Donahue than Tchekbutykin; with Edward Krelling going just a little bit overboard on Tchekov's silly burlesque of Fyodor; with Jean Barrere doing a straightforward job as Andrey, and with Delano Finch and Hugh Farley offering a pair of amusingly unobtrusive second lieutenants.

Sondra Stanton again followed the most obvious course as Natasha, Barbara Corell and William Tracy scored nicely in a couple of character bits and Arthur Sutherland, Barbara Townsend and William Bock played the walk-ons. In his brief flash at the end of the first act Bock managed to impress again with his ability.

There was no curtain-raiser. None is needed with Tchekov, a curtain-lowerer would be far more to the point.

EUGENE BURR.

GEORGE A. HAMID (This Week's Cover Subject)

GEORGE A. HAMID, president of George A. Hamid, Inc., top-ranking outdoor booker and producer, is a native of Syria. He made his first appearance in America as an apprentice tumbler on the Buffalo Bill Show in Madison Square Garden 30 years ago this month—thus he is celebrating his 30th anniversary in the show business.

Col. William F. Cody (Buffalo Bill), who brought him to this country, saw his protege, two years later, annex the tumbling championship of the world in an accredited contest in which acrobats of the three leading circuses of the day participated.

As performer, manager or producer, Hamid has been active on the following shows: Sells-Floto, 101 Ranch Wild West, John Robinson, Leon Washburn's Mighty Midway Shows, Howe's Great London Circus and other traveling institutions.

He played burlesque, was affiliated with Howard Thurston, had an Arabian troupe with Lew Dockstader's Minstrels, an interlude act with Eva Tanguay, toured the Pantages Circuit over which he managed the first intact show and received top billing for his famous international Nine tumbling wizards, toured with his own troupe on the Keith and Sullivan-Considine circuits, produced "The Streets of Cairo" for S. W. Gumpertz in Coney Island, staged the Oriental Midway at the San Francisco World's Fair, toured own circus on West Coast, went into the oil business in Texas and laid what he describes as the first major egg of his young life.

Hamid entered the booking business in 1921. Six years later he and associates built the Queensboro Theater, Elmhurst, L. I., at a cost of \$330,000. During the same period he purchased White City Park, Worcester, Mass., which he still owns. In 1931 he became sole owner of the booking firm, establishing headquarters in New York. Two years later he took over operation of fairs, annexing North Carolina State Fair, Raleigh, and other North Carolina fairs in succession, including Greensboro, Rocky Mount, Clinton, Salisbury and Williamston. In 1936 he leased the New Jersey State Fair, Trenton.

He is the American agent for Ringling Brothers-Barnum & Bailey Circus, heads various Hamid subsidiaries, owns extensive properties and maintains a string of branch offices and foreign correspondents.

66 Sides in First Release of Master and Variety Recordings

NEW YORK, March 27.—Long-awaited premier release of Irving Mills' Master and Variety recordings will make its bow April 1 with a total of 66 sides in both price ranges. Of these, 20 sides were waxed in the higher priced Master discs and the remainder on Variety plates. Of the latter, four sides are recordings of novelty dance tempos and four sides of vocal novelties.

Master waxings include: *I've Got To Be a Rug Cutter* and *The New East St. Louis Toodle-O*, by Duke Ellington; *Mood Indigo*, *Solitude*, *Sophisticated Lady* and *In a Sentimental Mood*, piano solos by Ellington; *Maid's Night Off* and *Sophisticated Swing*, by Hudson-Delange; *Sweet Is the Word for You* and *The Trouble With Me Is You*, by Mario Braggiotti; *Blue Hawaii* and *No More Tears*, by Jack Denny; *Where Are You?* and *That Foolish Feeling*, by Rudolf Friml Jr.; *The Sweetheart Waltz* and *Sorority Waltz*, by Friml Jr.; *Minuet in Jazz* and *Twilight in Turkey*, by Raymond Scott Quintet; *Memphis Blues* and *My Melancholy Baby*, by Willard Robinson, and *Was It Rain?* and *Seventh Heaven*, by Organist Lew White.

Variety group includes *My Gal Mezzanine* and *Harlem Congo*, by Cab Calloway; *They All Laughed* and *Let's Call This Thing Off*, by Red Nichols; *Blue Rhythm Fantasy* and *Jungle Madness*,

by Lucky Millinder; *The Moon Is Grinning at Me* and *Deep Elm*, by Ben Pollack; *Jamboree* and *Tiger Rag*, by Paul Ash; *How Could You?* and *I'll Never Tell You I Love You*, by Jan Savitt; *My Little Buckeroo* and *Fifty-Second Street*, by Barney Rapp; *September in the Rain* and *Melody for Two*, by Barry Wood; *When Love Is Young* and *Where Aie You?* by Barry Wood; *Goodnight My Lucky Day* and *Night Ride*, by Jay Freeman; *Was It Rain?* and *Love Is Good for Anything That Ails You*, by Zinn Arthur; *Sweet Is the Word for You* and *Just a Quiet Evening*, by Orlando Robinson; *That Foolish Feeling* and *Top of the Town*, by Harry Reser; *You Can't Take It With You* and *You're Just a Little Different*, by Gary Holden; *Caravan* and *Stompy Jones*, by Barney Bigard; *My Girl* and *I Can't Give You Anything But Love*, by Duke Skyles; *Lazy Man's Shuffle* and *Reziatous*, by Rex Stewart; *You Showed Me the Way* and *Who's Sorry Now?* by Frankie Newton, and *Snaky Feeling* and *Wind Storm*, by Jesse Stone.

The four novelty dance tempos are *In the Shade of the Old Apple Tree* and *Walkin' the Dog*, by Midge Williams, and *Sweet Lorraine* and *Wanted*, by Red McKenzie. Vocal novelties are *Doin' the Sui-Q* and *Mr. Ghost Goes to Town*, by The Five Jones Boys, and *Get the Gold* and *Alexander's Ragtime Band*, by The Three Peppers.

Songwriters Aim for Basic Copyright Reform; More \$\$\$

NEW YORK, March 27.—Plight of songwriters today was termed one of "feast or famine" by Irving Caesar, president of Songwriters' Protective Association, at its annual meeting Tuesday in the Astor Hotel. In this connection, rewards for tunesmiths who have reached the top have never before been so great; but, for the most part, incomes to tunesmiths from copyrighted music are far lower than sums the writers feel they deserve in their capacity as creators.

"We have not," says Caesar, "surrounded ourselves with defenses and offenses best calculated to serve the interest of creators of song, who, in the

final analysis, any fair-minded witness would concede, should be first served."

While SPA aims at a basic reform so that the writer is more adequately protected by legislation and hopes to see such legislation brought about before the next annual meeting, point was made that prosperous publishers and prosperous songwriters are complementary. It would, on this basis, be "a hollow victory" for the writer if he wound up with plenty of rights but no publishers.

Trend of Caesar's speech further showed that the muddled state of the music industry is a result of the pyramiding of rights accruing to the various categories within the industry, so much so that, since the advent of radio and talking pictures, the matter of sheet music has been overshadowed. Outlets for songs, too, have decreased, owing to consolidation of many music houses, and while synchronization and transcription rights afford songwriters some income, it behooves them to squeeze every cent possible out of their song.

Caesar reveals that 85 per cent of the country's songwriters are members of SFA.

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WPA 'Native Ground' Trips on Oedipus

NEW YORK, March 27.—WPA Federal Theater's experimental unit came a cropper Tuesday with Virgil Geddes' *Native Ground*, purporting to be the first two parts of a play cycle dealing with American farm life. What goes on is morbid stuff, and altho the plot unfolds on the wide plains of Nebraska and Dakota where men are presumably men, the dreary indication is that Mr. Geddes is, in a roundabout way, showing the audience something of how village half-wits might be made. Most pertinent thing to say is three cheers for Oedipus Rex, who is still coming across with themes for playwrights.

Opening opus shows Lars and Lora Bentley, farmfolk, and Myrtle, supposedly their daughter. When Myrtle falls in love with Milton Rogers, considerably her senior, mother tells daughter the horrid details, namely, that Milton was formerly mother's lover and is Myrtle's father. Couple go off anyway and set up house, and grow more jittery as the years go on. Myrtle, like Mother Lora before her, has a romantic interlude with a farmhand, who seemingly is slated to become the father of her child. This is the end, leaving the abbreviated trilogy somewhat pointless. Acting is okeh. P. A.

Friars Frolic Nets \$3,200

NEW YORK, March 29.—The Friars realized \$3,200 last night at the Alvin Theater from its annual frolic, one of the best of its kind staged by the organization in years. With Jay C. Flippen as the frolicer and Don Albert leading the ork, among those performing were Eddie Miller, Condos Brothers, Seven Loria Brothers, Bert Lahr, Reginald Gardiner, James Alvin, Benny Fields, Buster West, Lou Holtz, Eddie Davis, Vincent Lopez, Fred Lowery, Ken Kling, Ham Fisher, Three Swifts, Bob Hope, Lane Tree and Edwards and Pat Rooney and Pat Rooney III.

Moskowitz Memorial

NEW YORK, March 27.—Memorial service for Dr. Henry Moskowitz, executive adviser to the League of New York Theaters at the time of his recent death, will be held at Town Hall April 4. Various organizations will participate. Speakers slated to attend are Charles C. Burlingham, John Lovejoy Elliott, Joseph C. Hyman, Charles D. Jaffe and Mrs. V. G. Simkhovitch. B. C. Vladeck will preside.

RKO Theater Gets Award

NEW YORK, March 27.—Lester Walters, manager, this week received a watch and 14 staff employees of the RKO-Proctor's 23d Street Theater received cash awards for the able manner in which they conducted 1,100 patrons from the burning theater March 7. W. B. England, of the RKO theater department, presented the awards.

COMING

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OAK
Brand
HYALINEX
BALLOONS

Great Money getters. Be sure to see OAK's ad in "Pipes" department in the Spring Special.

The OAK RUBBER CO. RAVENNA, OHIO.

WANTED GIRLS

Bumba, Strip Teasers, Oriental, also Accordion Player, male. Write lowest terms.

MR. KEKAI
31 Dartmouth St., Boston, Mass.

NOTICE TO THE PROFESSION
Actors, Musicians and Play Brokers, I am no longer connected with the Floating Theatre, but will operate under canvas in the territory that I have been making for 23 years. **WANTED**—Single Man Piano Player doubling Small Parts. Also Useful Man that knows something about Trucks, Electricity and keeping up an outfit. Write, don't wire. **CHARLIE HUNTER**, care of Lyceum Players, Williamson, N. C.

Double Ghost

DETROIT, March 27.—Jeff Williams, manager of the Roseville and East Detroit theaters, local suburban houses, had the weird experience of receiving basket after basket of flowers and condolences for his own funeral recently. A farmer named J. Williams, from the same section, died and friends got the two confused. Manager Williams has been busy convincing people ever since that he isn't a ghost.

This is his second similar experience. During the World War he was reported killed in army lists, but he is still running his theaters here.

"Follies" Beats Des Moines Mark

DES MOINES, March 27.—Shrine Auditorium here set another new gate record in a Sunday-night performance of the *Ziegfeld Follies*, according to Mrs. George F. Clark, the auditorium's manager. The receipts, a road show record, were a little in excess of \$12,000, to which some 500 patrons contributed \$1.50 each for the privilege of standing in the side aisles during the three-hour show.

It was estimated that about 5,000 persons crowded into the 4,500-seat auditorium, and laments are still heard at the box office for the 3,000 ticket seekers who were turned away. The auditorium drew its largest gross since George Clark, late husband of the present manager, opened the auditorium about 10 years ago with a full house at a \$4.40 top. That show was also a *Ziegfeld Follies*.

Every seat in the house was sold for the first time since Katharine Cornell appeared in *The Barretts of Wimpole Street*, about four years ago. The gross receipts for the Cornell show, which set an attendance record for legitimate drama, were only about \$8,000 because of a lower price scale.

Tallulah Bankhead is the next star scheduled to appear at the Shrine. She will be seen in *Reflected Glory*, booked for April 10. *Leaning on Letty*, with Charlotte Greenwood, is to play at the Shrine April 30.

Venner Keeps Mum On Voeller Matter

NEW YORK, March 29.—No further explanation would be made today by Clarence Venner, president of Conquest Alliance Company, in connection with his announcement that "since March 11 William H. Voeller has not been connected with Conquest Alliance."

Venner, however, did say that a further announcement would be made later this week in connection with a new executive scheduled to join the firm, which specializes in handling the placing of advertising on foreign radio stations. Voeller had been quite active in Conquest and recently it was stated he was organizing a new office on the Coast to handle radio talent. This was reported about the time mentioned in Venner's statement.

Altho Voeller was a vice-president of Conquest, he held no stock.

Sydney Fox for "Masque"

NEW YORK, March 29.—Sydney Fox will replace Margo April 10 in the Theater Guild's *The Masque of Kings* at the Shubert Theater. Margo leaves for the Coast then to work in the film *Hurricane*.

Hanson Joins Ad Agency

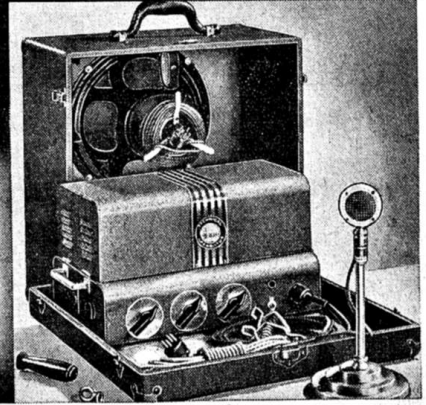
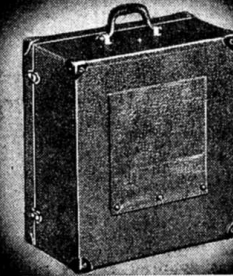
NEW YORK, March 27.—Kay Hanson, head of the radio talent booking and advertising departments of Rockwell-O'Keefe, leaves the office April 26 to become the vice-president of the New York office for the Russell C. Comer Advertising Agency, with offices already established in Kansas City and Chicago. Hanson's first real account in his new affiliation will be that of his present place of employment.

Boerger Attractions Formed

LOGANSPOUT Ind., March 27.—Edward W. Boerger Attractions is the new name of Consolidated Attractions of Chicago and Logansport, according to word received from Boerger.

AN AMPLIFIER YOU CAN USE ANY PLACE

OPERATES ON EITHER 6-VOLT BATTERIES OR 110-VOLT - A. C.



POWERFUL— but Easily Portable

This 20-watt amplifier, speaker battery leads and clips, microphone and 4-way (or take-down) stand are housed in good looking artificial leather case—no larger than ordinary piece of luggage. Easily set up in 3 minutes.

Just the outfit for those shows and pitchmen that work both country and city territories. In districts where regular A. C. current is not available, this system operates directly from any car's 6-volt storage battery. Current consumption from the battery is only 11 amps. . . . less than what the car headlights take. To operate the amplifier in towns it is only necessary to plug in the separate power pack. Read details and prices on Page 12 of Wards new 1937 Radio Catalog. Get yours Today.

MONTGOMERY WARD

Largest Distributors of Sound Systems in U. S.

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

Fill out coupon and mail it to nearest Ward House for your copy of the 1937 Radio Catalog.

MONTGOMERY WARD, Dept. BM-12

Name.....
Street or Box.....
Post Office.....
State.....

WANTED FOR WORLD'S MEDICINE COMPANY

Colored Musicians who read and fake Road Show Music; also Comedians, Performers, Quartette Singers, Guitar Player. Also Banjo Player who plays Minstrel Type Instruments and Sings Comedy Ballyhoo Songs. State names of songs you sing and what voices you sing in. We use only male help. We pay car fare, you pay all other expenses. We make three weeks' stands. This is a free outside platform medicine show. State your age, what experience you have had, what shows you have worked on; all you can and will do and salary expected in first letter.

ROSS DYAR, P. O. Box 291, Indianapolis, Ind.

WANTED For MAXEY'S MEDICINE SHOW

Colored Performers and Musicians. Preference given those that can double music and stage. Musicians must be able to read and fake, and if you are not plenty good don't answer this ad. Oliver Price let me hear from you. Slim Jones expecting you to report. Show opening April 19; long season, as am taking out minstrel this fall. State all in your letter. Boozers and agitators and chasers save postage. All others that have been with me write at once. Address all correspondence to H. B. MAXEY, 428 Allen St., Owensboro, Ky. Recognized the World's largest and best medicine show.

WANT FOR TOBY'S PLAYERS

No. 1 SHOW. Business Man, double Trumpet or Sax (Eb Alto). Need Modern Rhythm; Trumpet, Trombone, Sax and Violin Men. CAN USE Lady for Tickets. Salary sure. Long season. Wire or write. State all. Depart. Tex., week of March 29; Atoka, Okla., week of April 5. BILLY TOBY YOUNG, Manager.

BERT RUSSELL WANTS

Young Specialty Team and Single (Lady or Gent) that can Sing and Dance. Also young Working Team, Man for canvas, Wife to cook. Both drive car. State all and lowest salary—you get it here. If you booz or lay down on the job, God help you. Address Summertown, S. C.

WANTED COMPLETE DRAMATIC TENT OUTFIT

For Milt Tolbert Show, one-night stand Nothing under 60 with two 30s considered. Give full information. Close Contracting Agent, Bill Posters, Boss Canvasman, Actors, Musicians, Sound Trucks. Wire or write BOYD HOLLOWAY, Mgr. Milt Tolbert Show, Monroe, N. C.

AGENT AT LIBERTY

Past, sober, reliable Advance and Publicity Man. Have contacts with all the major theaters and circuits. Capable of producing results in a big, broad showmanship manner. Have been identified with some of the best stage and band attractions. Only reliable managers answer. Give route and allow time for mail forwarded. FRANKLYN O'DAY, Gen. Del., Memphis, Tenn.

WANTED

Medicine Show Performers for outdoor show. Long season, sure pay. Must cut it and double instruments. No advance unless know you. Boozers and chasers lay off. Don't misrepresent, we don't. Low sure salary. State all your paid wire or letter. Must join at once. TA-OO MEDICINE CO., Corpus Christi, 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

Of Every Description
Special or Stock. Stock shipped same day order is received—
Special next day.
THE TOLEDO TICKET COMPANY, Toledo, Ohio

When Writing to Advertisers Mention The Billboard.

U. S. OKEHS RADIO "LOTTO"

James J. Walker Backing New Game With Lottery Angle Out

FCC, Post Office and Attorney-General offices reported approving former New York mayor's project—McCosker, of WOR, also mentioned—as local show only

WASHINGTON, March 27.—Government okeh of a radio lotto game controlled by James J. Walker, former mayor of New York City, is reliably reported as having been given the ex-official from the three federal departments which would have control over such a proposal. Walker has been working on the game for some time now, having sent out feelers to stations thruout the country. Latest report from official circles is that Alfred McCosker, president of WOR, who worked with Walker in investigating and securing the government approval of the game's legality, has further okehd the program for the 50,000-watter Newark station, and that it will start shortly as a commercial.

Walker's game, called *Lucky*, has removed certain gambling phases connected with picture houses' various versions of Bank Night, with the result that the government mails can be used in connection with the radio game. Chief element which the government objects to in any alleged lottery is that there may be considerations involved which the players must live up to before they can play the game. Such considerations include requirements for the purchase of tickets or requirements to attend a theater or enter a store or buy a product of the store or manufacturer. These conditions have been removed from Walker's game, enabling players to get cards by going into stores of any kind, regardless of the sponsor, or to have them mailed on request to listeners by the sponsor.

Another element of the gambling phases which is removed is that players know upon completion of the broadcast whether they have won. Broadcast, among other entertainment factors, includes reading of certain numbers. Completion of a line in any direction makes a winner, who mails the card in and collects the prize. Unlike the *Lucky Strike Sweepstakes*, there is no guesswork as to coming in a winner.

Walker, who is understood to have secured copyright on the game, has, it is further stated, been given approval of the Federal Communications Commission, Post Office Department and the office of the Federal Attorney-General. Program will be done locally only, not as a network affair.

After Six Years, Nick Nabs Sponsor

NEW YORK, March 27.—Nick Kenny, radio columnist of *The New York Daily Mirror*, tab morning sheet, is getting a sponsor for his weekly kids' program on WMCA. "Uncle Nick" has been sold after doing the series six years on a sustaining basis. Sponsor will be Schultz beverages.

Kenny started his program as a plug for his daily, especial tieup being that Kenny favors the sentimental in his daily column. Now he'll sentimentalize for *The Mirror*, the kids and burp juice.

Carter Medicine Company's five-week-spot announcements have been renewed for a year over WAML, Laurel, Miss. Station also reports local conditions favorable and new accounts coming in.

JEAN F. GROMBACH

Writes on

Unit Production for Radio

In the Spring Number of The Billboard Dated

April 10, 1937

Conducted by JERRY FRANKEN—Communications to 1564 Broadway, New York City

Tops in Culture Market Says WQXR

NEW YORK, March 27.—A "smart," cultured audience is WQXR's, high fidelity station, claim in the battle of New York stations for supremacy in various fields and leadership of different groups. Station has issued a booklet which stresses its class audience appeal and describes policies to interest fans who are not content with the average program of most of the regular commercial stations.

This is one of the first attempts that has been made by a radio station to say, in effect, "my audience is smarter than yours," altho the same sales appeal has been made by quality magazines and a few newspapers. Station emphasizes that its programs, 80 per cent of which are musical, are slanted for the most cultured of the populace and this means those in the higher income neighborhoods. WQXR, to supplement incomplete listings in various dailies, offers its own printed monthly schedule to listeners at 10 cents a copy or \$1 a year. Records reveal that the highest number of subscribers are in the Central Park West and Fifth avenue neighborhoods, comparatively upper bracket zones, while its subscriptions fall off in the poorer sections. Hell's Kitchen has not a single subscriber.

An independent telephone survey made in November and December, the station reports, revealed that WQXR led all other independent stations in Manhattan for certain evening periods. A similar study showed that the station's audience is concentrated in Manhattan. Sponsors include dealers in books, art, investment securities, musical instruments, theaters and wines.

Station, which is a full-time 1,000-watter, is on 67 hours weekly and may increase.

Educators File FCC Complaint Against WOR on "Censor" Claim

NEW HAVEN, March 27.—Constitutional Educational League, with headquarters here, has filed a complaint with the FCC against the Bamberger Broadcasting Service, Inc., of Newark, N. J., operator of WOR, for refusing to broadcast at commercial rates an address made March 4 over WICC, Bridgeport, by Judge Leonard McMahon, of Danbury. Chester A. Hanson, executive secretary of the league, said that the address was "purely educational and historical, relating to the Constitution of the United States," and was not "controversial" as WOR charged in refusing to accept it. The speech was one of a series of weekly broadcasts sponsored by the league over Connecticut stations in commemoration of the 150th anniversary of the Constitution. "The talk was well received by radio listeners," said Hanson, "so well, in fact, that the league has had numerous requests asking that the speech be repeated over a larger radio station, covering a greater area."

"Accordingly," Hanson continued, "a tentative arrangement was made with

Critic!

NEW YORK, March 27.—Mort Lewis, the gag writer, sent thru, last week, one of his scripts for a comedy show he is writing. First the script went to one of the networks; then the agency on the program. When it came back, one of the best gags in it had been eliminated and the writer started to check thru to see who had done the cutting.

Found out that because it didn't strike her funny, the gag had been removed by a gal secretary to one of the execs reading the script.

Calif. Bill Bans False Ad Claims

SACRAMENTO, Calif., March 27.—A bill making it a misdemeanor to disseminate false advertising over a radio station or network has been introduced in the California Legislature and the scheduled for an Assembly committee hearing this week, did not come up. It will probably be given a committee hearing March 31.

Bill was introduced by Assemblyman W. F. Gilbert, of Los Angeles, who told *The Billboard*:

"Thousands of people are gypped annually by false advertising, not necessarily thru the radio, but my bill takes care of such advertising if it is disseminated over the air.

"The bill makes the manufacturer or company representing the product liable to suit, and absolves the radio station."

Gilbert said a representative of Columbia Broadcasting Company told him CBS was in favor of the bill, and several independent stations agreed.

Swaps One Sponsor For Three New Ones

DENVER, March 27.—Captain Ozle (Vernon Waters) brought his Colorado Rangers back to Denver following eight months on KPRC, Dallas, where they broadcast for the Ford Motor Company, and they were promptly placed on nine commercials a week over KLZ.

New series sponsored by Blue Barrel soap, Westinghouse refrigerator and the D. & R. G. Railroad.

Shaw Doctors Show

NEW YORK, March 27.—Don Shaw, of the McCann-Erickson agency, left yesterday for the Coast after a few hour's notice. Shaw will attempt to do a doctoring job on National Biscuit's Victor Moore-Helen Broderick show which has been ailing.

Film Men Okeh Free Air House

Pittsburgh theory is cuffio clientele will patronize pix after broadcasts

PITTSBURGH, March 29.—Downtown radio theater plan is being sounded out among movie exhibs and stations by Walter Frammer, *Hollywood Show Shopper*. Idea is to rent some idle auditorium, convert it into a sound stage, and throw open for certain large locally sponsored programs. Frammer says the money is available from film men, who hope to grab audiences into their houses after program empties listeners into streets, and from sponsors who like to see as well as hear.

Audience idea being used with cash register success by Wilkens Jewelers, in second year of amateur hour sponsorship over WJAS Sunday afternoons, 3 to 4, emceed by Brian McDonald.

Potential sites are Davis Theater, one-time Keith vaudeville house, and Warner Brothers Theater, and Moose Temple auditorium.

Six Canadian Spots Plan U. S. Campaign

CALGARY, Alta., March 27.—A group of six Canadian stations, represented for sales in Canada by United Broadcast Sales, Ltd., and in the United States by Joseph Weed, are banding together for an extensive promotion campaign by which it is hoped to increase expenditures on these stations of American advertisers with Canadian distribution. Campaign will be of a promotional and advertising nature and will spread over several months. Rintoul-Steipoch, recently organized sales promotional firm, will handle the campaign.

Stations are CFAC, Calgary; CJOC, Lethbridge, and CJAC, Edmonton, in Alberta; CKY, Winnipeg; CKX, Brandon, both in Manitoba, and CKCK, Regina, Saskatchewan.

H. R. Carson is head of United.

Radio Watches Neb. ASCAP Monopoly Bill

LINCOLN, Neb., March 27.—Altho radio men are laying off taking action as a body on the anti-monopoly practices act, a blow at ASCAP here in the State Legislature, it is being watched closely. It came out on general file this week and will be considered by the judiciary committee on its constitutionality.

If the committee passes on it, referring to the successful writing of similar laws on the books in Montana and Washington, it will come up to final vote soon. Bill wants to outlaw the practice of ASCAP, saying it is illegal for composers, authors and publishers to band together in a trust to control prices.

At a recent hearing ASCAP was painted as a "vicious" trust.

New Syracuse Station

ALBANY, N. Y., March 27.—A new broadcasting station incorporated under the name of the Upstate Broadcasting Corporation was granted a charter this week by the secretary of state. It will be located at Syracuse. Company has a capital of \$25,000. Promoters and principal stockholders are Carl F. Woese, Robert F. Maloney and Mary C. Maloney, of Syracuse.

New Ad Agency

DETROIT, March 27.—A new advertising firm, Fink & Donor Inc., has been formed by Lionel Fink and Wilfred B. Donor. Both were formerly connected with the Milton Alexander Company, Fink as production manager and Donor as director of radio.

Allen Rejects 10 G Coffee Firm Offer

NEW YORK, March 27.—Fred Allen is understood to have rejected a \$10,000-a-week offer from Chase & Sanborn coffee division of Standard Brands this week. Allen's contract with Bristol-Myers expires in June and his plans are indefinite. Most likely, the comedian will wait for another month or so before he sets on anything definite, with his agent, Walter Batchelor, now on the Coast and not due in New York for that time.

Allen, by virtue of a contract signed several years ago, isn't getting especially large money from his present sponsor, altho he can write his own ticket on any new deal he makes, on the strength of his program's climb during the past year or so. Coffee company wanted Allen to bolster its weak Sunday night program, for which several different shows have been rumored.

At the end of his Bristol-Myers deal, Allen is going to the Coast for a 20th Century film, with a strong likelihood the one-picture contract will be replaced by another calling for two films. In that event, Allen states he will most likely be away from radio for about a year while on the Coast.

Young & Rubicam, agency for B-M, have offered the Allen show to Lou Holtz, decision pending.

NBC Steps Up New Chicago Programs

CHICAGO, March 27.—Local NBC studios are buzzing with activity, preparing new shows for local and network consumption. The move is in keeping with Program Manager Sid Strotz's idea of developing new talent needed on the airwaves.

New NBC *Minstrels* featuring Bill Zeek, of vaude; Bill Thompson and Harold Peary, character actors, and Shorty Carson, of the Ranch Boys' Trio, return to the air April 21, with Gene Arnold back as interlocutor. It will be a sustaining feature and also list, among others, Clark Dennis, tenor, Robert Gately, baritone; male chorus and an orchestra.

Manuel and Williamson Harpsichord Ensemble, with Philip Manuel and Gavin Williamson at the harpsichord keyboards, will be heard Wednesday evenings, 9:15 CST, over the Blue network, beginning Wednesday.

Among the other new shows in rehearsal is a 60-minute musical variety program that will be aired Tuesday evenings on the Blue network.

Georgia Commission Will Operate WGST

ATLANTA, March 27.—A bill to set up a radio commission of seven members to take over and operate WGST, Columbia outlet here, and any and all other radio stations the State may acquire was passed by the Georgia General Assembly at its concluding session Friday night.

Measure has enthusiastic backing of Governor E. D. Rivers, who told a joint meeting of the Assembly several days ago that he intends making WGST (now 5,000 watts daytime, and 1,000 watts night time) a 500,000-watt station that can carry the message of Georgia to the entire world. State will use the station primarily to advertise Georgia.

WGST is at present leased by Georgia School of Technology to private stockholders, including Sam Pickard, Columbia vice-president, and Clarence Calhoun, Atlanta attorney. Governor Rivers says this contract is invalid because it is a contract with the State for which there was no legislative act.

WGST was given to Georgia Tech, a branch of the State educational system, by the late Clark Howell, editor of *The Atlanta Constitution*, after the newspaper had operated it as WGM for several years.

More Vice-Presidents

PHILADELPHIA, March 27.—Norman W. Geare, prez of Geare-Marston, Inc., ad agency, announces the upping of Dee Carlton Brown and G. Frederic Riegel to vice-president posts. Former members of the agency's exec staff, Brown now becomes vice-prexy in charge of production and Riegel on accounts.

Curiosity

PHILADELPHIA, March 27.—Press bureau at WFIL is tired of getting news about station talent and staff from outside sources, and aims to know about it first. Teaser letter to all those connected with station reads: "Like everyone else, you like to see your name in print. And we like to see the station's call letters in print—it pays our salaries. In the past two weeks the press department has received a big zero on story tips. Until further notice, there is a pair of choice ducats for the best story. Make it good—and remember, truth is stranger than fiction. Besides, if there is any lying to do around here—we'll do it."

N. Y. Daily Plans Air Want Ad Plug

NEW YORK, March 27.—*New York Post*, evening daily, is planning a local radio spread in connection with its recently inaugurated classified advertising department. Daily is plugging its want ad section on the basis of low cost rates given advertisers.

Program will be a promotional tieup, whereby, in the late afternoon, want ads will be read from the same day's issue of the paper, with no box numbers or actual identification given. Circulation boost will come in thru the plugs at the end, whereby those seeking jobs, rooms, etc., will be told to go out and buy the paper with all the info in it.

Various ad agencies in the city are working trying to get the account. Last radio business for *The Post* was placed by the Blou Company.

'Nother WIP Change

PHILADELPHIA, March 27.—Production post at WIP continues its merry-go-rounding among the staff announcers. Newest occupant of the desk is Ed Wallace, night supervisor. Announcer John Facenda steps up to the vacated evening job. New additions to the WIP announcing corps, who are also indirectly in line for a production manager's post some day, are Howard Brown, moving up the street from WHAT, and Jack Plumley, moving down the street from WPEN.

New Recording Firm

DETROIT, March 27.—Dalt Corporation here is being organized to manufacture electrical recording apparatus for radio and other uses. Company is capitalized at \$50,000. Plans will take at least six months to complete before the company is ready to do business, it was stated at the office of Eugene W. Lewis, president of the Industrial Morris Plan Bank, who is an incorporator of the company, together with Merle Duston, of Detroit, and Edward Alexander, of Washington.

Talk Southern NBC Expansion; Name WDSU, WNBR, WSGN Et Al.

NEW ORLEANS, March 27.—Once again Southern radio circles ring with unconfirmed reports about a vast expansion program for NBC in Dixie. With the removal of KGKO from Wichita, Tex., to Fort Worth under the wing of Amon Carter and the tieup of this station with the Blue network to give Fort Worth a second NBC outlet, WBAP sharing 800 band with WFAA, Dallas, reports are that another Houston station, possibly KXYZ, now an indie, will get the Blue there, leaving KPRC with the Red. Next the Blue will stretch eastward into Beaumont, where the Magnolia Pete indie is to join in and finally into New Orleans for WDSU for Blue, leaving WSMB, now NBC piper, with the Red.

Joseph H. Uhalt, prexy of WDSU, once a CBS outlet, returned this week from a trip to New York, where he conferred with NBC officials. He was accompanied by P. K. Ewing, vice-president and general manager, and betting is the trip was not for purposes of sightseeing. Besides these two have already been guests at NBC. Ewing did make one slip and that in pointing a question as to the health of a Frank Mason. Ewing

Stewart, of FCC, Criticizes Phases of Broadcast Trade

Again raps newspaper-radio control—asks if nation is short of men to run news dissemination media—goes into license, censorship, other problems

WASHINGTON, March 27.—Vice-Chairman Irvin Stewart, stormy petrel of the Federal Communications Commission, who has achieved prominence thru frequent sharp dissents to commish action, spoke his mind on broadcasting in general this week in a lengthy address at Duke University. The highlights:

ON STATION DISTRIBUTION—". . . primary consideration . . . is financial return, not of service rendered . . . result is a distribution of broadcast stations in the United States which no engineer would attempt to defend."

Enjoin Proposed Tax on Stations

LITTLE ROCK, Ark., March 27.—Chancellor Dodge here has granted a temporary injunction restraining the city of Little Rock from enforcing provisions of a city ordinance levying an annual \$100 privilege tax on radio broadcasting in the city limits. Arkansas Broadcasting Company, operator of KLRA and KGHI, brought action that resulted in the ruling. Stations claimed that the ordinance was an encroachment on federal jurisdiction as represented by the FCC.

Hall Not With A. & A.

CHICAGO, March 27.—Local NBC office denies the report that J. Lesley Hall, who supposedly suffered a collapse from acute hunger in Cambridge, O., was ever engaged as an organist on the *Amos 'n' Andy* program. According to a story published in *The Cambridge Jeffersonian*, Hall was arrested in that town for misrepresentation. At various times, it is alleged, he presented himself as having been associated with celebs to get sympathy and financial aid.

New A.M. News Series For Finance Company

NEW YORK, March 27.—Advertisers' concentration on news periods continues to grow stronger, with CBS, already set for a national five-time-a-week spread for Luckies, signing another local account for a six-day spread on WABC only.

Newest account is Household Finance Company, which will start a daily 15-minute news and commentary program April 15. Jean Paul King will do the reporting and editorializing. Household also has Edgar Guest on an NBC evening series. WABC program is from 7:45 to 8 a.m. daily except Sunday. Agency is Batten, Barton, Durstine & Osborn.

ON CHAINS AND RURAL COVERAGE—"It must be disconcerting to be able to receive only two or three stations satisfactorily and find the same program on all of them . . . chains have made available to small communities programs which it would have been difficult for them to receive otherwise. They have made it possible for national audiences to listen to programs of national importance. But with three organizations in a position to determine what programs shall be carried on the most powerful stations all over the country at the times when most people are free to listen, it is small wonder that the cry of monopoly has been raised."

ON LICENSES—"A radio station license is personal to the licensee. . . There is nothing in the finding which says that he may sell the license to the highest bidder who may be technically qualified. Station licenses are not pieces of merchandise; they are evidences of a privilege to serve the public. . . . Sooner or later, broadcasters may be asked what would be unfair about an act of Congress taking in the form of taxes the excess of the sale price over the value of the physical equipment transferred?"

ON NEWSPAPER CONTROL—"When the newspaper and the station are separately controlled, one can be checked against the other. When they are under the same ownership, how long will this be true?"

ON ADVERTISING—"Good taste can not be legislated, and I suspect that it cannot even be administratively required. Good taste, a sense of public responsibility and elementary decency . . . should make it unnecessary for the commission ever to explore the possibilities of its power effectively to regulate advertising."

ON PROGRAMS—"The field is one in which the commission has done nothing—it may possibly remain one in which the commission will do nothing. The answer must depend on the advertiser."

ON CENSORSHIP—"A station owner can, and, upon occasion does, refuse to carry programs contrary to his own views. . . . Facts regarding censorship are hard to obtain because there is no requirement of records showing refusals of time and the reasons therefor. A bill now before Congress would require each station to keep such records."

KNX Deal

Stewart went into the complexities of broadcasting today in considerable detail. He attacked the recent sale of KNX, Hollywood, to CBS for \$1,250,000, pointing out that the original costs of the fixed assets amounted only to \$177,000. He also pointed out that while station licenses were for but six months, network station contracts ran for varying numbers of years. He claimed that a "recent device" has seen sales of stock to the public giving promoters control of the station, yet selling stock in excess of the costs of the station.

Stewart went into newspapers and radio in great length, pointing out the bills before Congress for an investigation of the situation would produce both "bitter" and "interesting" comment and testimony. He said radio has lessened citizens' dependence on newspapers and may assure giving complete versions of news events. At the same time he spoke of the control of news by newspapers owning radio stations. ". . . Soon the question will be raised," said Stewart, "as to whether America is so short of men who can be trusted to control the avenues thru which information is passed on to the public that we must entrust the two principal avenues to the same men."

NBC is currently engaged in an "add station" campaign, by which it is proposed to have 150 stations by the end of 1937 or sooner. Last week Jesse Butcher, formerly head of the CBS press department, joined NBC's station relations department, particular significance being given this move thru Butcher's contacts with CBS stations.

NBC also added three more stations last week: WLEU, Erie; WRTD, Richmond, for the Blue, and KANS, Wichita, as optional on Red or Blue. They're 100-watters.

Admen's Shorts

By DAVID A. MUNRO

MACVEAGH, Kerman & Michelson are the first sit-down agency. The outfit opened for business February 15, in the midst of the post-strike parleys of General Motors et al., and three weeks before the Chryslers sat down. The announced intention of the new agency was to sell the business as well as the product, to prevent violent the animus which produces the sit-down, but M. K. and M. opened with only hopes in the house—no accounts. Agency settled in a little spot in Radio City's expensive International Building and will presently announce new accounts which would make an adman's mouth water.

Partner Peter Michelson is one of the well-known tribe. He is the nephew of Charlie Michelson, Democrat press agent. Peter Michelson promoted the Gianini interests when the West Coast banker was at his height and as well known throuthout the nation as Coney Island. Partner Frederick R. Kerman also comes from the Coast where publicity men believe in skyrockets. Partner Charlton MacVeagh was brought up on the other side of the tracks. He comes fresh and innocent into advertising from J. P. Morgan & Company and is presumably bank-rolling.

The tobacco and candy distributors took a Mickey Finn without waiting for government compulsion after the passage of the Robinson-Patman bill. Now, still a little wan and scared, they declare themselves purified, ready for whatever the FTC dishes up.

Time was when United and Schulte jockeyed products on and off their counters, and so managed to collect five or six millions yearly in allowances from manufacturers. After the clean-house is complete, all products are to be given place and display without discrimination. Idea is that when and if FTC gets around to these outfits it will find everything, even with the little indies, on the up and up.

Merchants of white space are still okeh with Lord & Thomas and George Washington Hill, but There May Come a Time. Even the Luckies became the leading advertiser on the air with the addition of the Edwin C. Hill spiel on CBS, L. & T. have maintained the same newspaper schedule for the ciggies. But now, Edgar Kobak, of the agency, admits the outfit is in a position to shift a higher per cent of the account to air. He says the testimonials, on which newspapers and mags have made wisecracks, are the McCoy. The agency man says that reports and innuendoes to the contrary were written by reporters who paid no such rigid attention as the advertisers do to accuracy. He said there was never danger of any such treatment from radio.

Ruth Brinze, who belongs to the 100,000,000 Guinea Pigs, Consumers' Research school of advertising haters, authors the new book, *Not To Be Broadcast*, published this Tuesday by Vanguard Press. Book attacks objectional advertising of laxatives, cosmetics, etc., also goes in for expose of radio's alleged indecent intimacy with the Liberty League, the Crusaders and other alleged apostles of the Old Order. Author Brinze holds firmly for a government controlled show without commercial plugs, thinks WPA and other government shows on the air are fine stuff, particularly since they lack the taint of commerce. She apparently turns slightly green toward the end of each sponsored program when she feels it's time for someone to say Jell-O. But she approves even less of the non-commercial *Ford Sunday Evening Hour*, thinks it damnable that William J. Cameron, Ford voice, can extol an outdated rugged individualism without hindrance.

Four-letter word dept.: Reports that the new Chesterfield signs, which feature a wig-wagging sailor marionette under the word "Wins," semaphored an Anglo-Saxon word that wasn't "Wins," sent a stream of curious Anglo-Saxons and equivalents out on Fifth avenue to see what's what. The sign spells W-H-C-A.

Air Briefs
New York

SID GRAUMANN, West Coast theater operator, may replace Fred McMurray on the *Hollywood Hotel* in a booster-up move. . . . British Broadcasting Corporation is plenty peeved at the way networks are setting hours and places for the Coronation broadcasts when even the BBC isn't sure. . . . Senior poll at New York University revealed Fred Allen as favorite personality and WNEW's *Make-Believe Ballroom* favorite hour.

Rudy Vallee will miss the April 29 show because of the trip to Europe, but an able "understudy," Charlie, Edgar Bergen's dummy, will substitute. . . . E. P. H. James, NBC sales promotion manager, to address the Advertising Men's Guild of Baltimore on Wednesday. Subject is *Radio and Its Effect on Consumers*. WOR will interview baseball managers around the country as a one-shot special on April 17. . . . Will Wright signed by Columbia Artists for two years.

Wally West, of CBS, to Europe on a vacation and work on Coronation. . . . Cal Swanson, J. Walter Thompson talent buyer, in from Coast to handle Lux endorsements, while Dwight Cooke, formerly with CBS, will leave for the Coast soon for work on the Grace Moore show. . . . Steve Reintoul the father of a son Saturday, the fourth child. . . . Sid Schwartz, of WNEW, may start previews

for the press. Advance hearings of transcription shows for the curious or impatient boys. . . . Richard Dunker has rejoined Benton & Bowles. Now a spot announcement buyer.

Newspaper men entering WHN's press department may not know it, but sooner or later Norman Kaplan will snap a candid shot of them, unbeknownst to the alleged news hawks, of course. Classic case to date is a shot secured of a more or less "deadly" rival of this publication reading us. . . . Sidney Kaufman, WQXR's film critic, in Hollywood to work with Walter Wanger on shorts. . . . Charlie Martin may use several studios for future broadcasts similar to the BBC method. Idea is a separate studio for the band, another for the actors and one or two more for the sound effects machines in order to insure purer sound. . . . Swor and Lubin will guest on the Al Pearce show April 27, and Bateese Himself (Creml) will guest April 13. First team graduates of NBC's *Professional Parade*.

WOR press department finally got its enlarged quarters last week. No longer sitting on top of each other, the gang in the department, now spread far apart, feel so lonely. Worst of it is, tho, that Lester Gottlieb won't be able to do any more of his off to Buffalo thru glass doors.

Chicago

PAUL WHITE, director of CBS public events and special features departments, is a visitor here. . . . Lum and Abner are returning to the Coast next week by train, sponsor insisting they keep out of the air while traveling. . . . A series of *Don Winslow* adventure programs, piped five afternoons weekly over NBC's basic Red network and WMAQ (local), replaced the Tom Mix show. . . . Kay Brinker and Milton Charles, the organist-tenor, form a new team over WBBM, appearing in a dramatic show Mondays, Wednesdays and Fridays. . . . Stan Thompson, CBS day supervisor, up and around again after a siege of the flu.

PHIL BOWMAN, announcer-producer for CBS, visiting his home town of Rockford, Ill., during Easter holidays. . . . Edith Adams and Ruth Delmar, local songstress, have been added to the *Modern Cinderella* program cast. . . . Hugh Studebaker, Silly Watson on the Fibber McGee show, returned from a family visit in Kansas City. . . . Carleton Smith, of NBC's local symphonic hour, back from speaking engagements in Florida. . . . Wilma Kuehn, former WBBM receptionist, and Walter Wichy told it to the preacher last week. . . . NBC networks invaded Congress Hotel's

Glass Hat Room to pick up the tunes of Al Vierra and his Hawaiians.

WMAQ, starting March 29, went on the air at 6:30 a.m., half hour earlier than heretofore. Half-hour program of recordings, sponsored; start the day. . . . Bob Elson, sports commentator over WGN, returns from the Pacific Coast April 1 to resume his sports show duties and *Man on the Street* program. . . . Arch Oboler, radio script writer, back from his New England honeymoon trip. . . . C. V. Corliss, local NBC studio engineer, lost his father. . . . Irma Lyon and Jerry Marlowe, local piano duo, are filling a week's engagement at the Palace Theater. . . . Emmons Carlston, NBC's sales promotion manager here, off to the West on a three-week rest. . . . John Harrington, WJJD sports announcer, is flying to Arizona to air the pre-season baseball series between the Sox and Cubs, starting April 2. Kellogg Company is footing the bill. . . . The Northwestern University Choir, following a broadcast over WGN April 7, will head for New York and *Showboat*. . . . Dick Wells, announcer of the Bowman Fireside Theater and the Northerners program for the J. Walter Thompson agency, is back on the job following a recent auto accident that confined him to a hospital.

Hollywood

HAZEL RYAN has been upped to general manager of KRED, succeeding V. G. Freitag, whose secretary she once was. She is first woman in California to hold such a post. . . . Juanita Patterson has joined KMTR. . . . Ed Petry, the ad man, conferred with KFI execs this week on national advertising schedules before returning to New York. . . . Eddie Cantor checks off for his summer vacation in June, returning in September. . . . Jacques Renard and the ork. Wallington and couple of warblers will pinch hit to protect the show's time. . . . Judy Garland has been given 13 more weeks on the Oakie-Camel campus. . . . NBC press department has moved to its new quarters. Quite swank, too. . . . Ruth Pritchard is battling out special KRED publicity. . . . Rudy Cornell has been upped to a production spot at KMTR. . . . G. A. Richards, Detroit radio biggie, was visiting in town. He recently acquired KMPC here.

Reg Daag, commercial manager of OKWX, Vancouver, is also visiting here.

KFWB is airing Joe Reichman's music from Coccoanut Grove. . . . Ken Murray went exclusive and acquired a home in Bel Air. . . . Local radio praise mills are stepping all over themselves trying to crash the first issue of *Scoop*, slated for May. . . . Ed Lowry, pilot of Mutual-Don Lee *Sing Time*, may return to St. Louis to add time to that four-year sentence at the Ambassador Theater. . . . Karlton Kadell is voicing traveltogs for pin money. . . . Lewis Allen Weiss goes on the committee for the Philadelphia Symphony concerts here in April. . . . Mary Garvin, Paul Rickenbacker's assistant at CBS, has switched to an exec spot with Bob Taplinger's local mill, and Virginia Lindsey, of the Taplinger staff, will write publicity for CBS. . . . Jack Edwards has been added to the KFT production staff. . . . Bill Bacher, producer of Hollywood Hotel, is trying to peddle his talents to some film company. No takers thus far. . . . Eddie Cantor is planning a national buildup for Helen (Susie at the Switchboard) Troy. The gal's a top

Promotion Shorts

RADIO chatter column, *Static*, aired by Lawrence Witte over WPG, Atlantic City, makes a tie-in with Hillman-Curl, publishers, to exploit *They Sold Themselves*, a new book by Howard Stephenson and Joseph Keeley, latter of N. W. Ayer agency, New York. Best three letters, 100 words or less, on their fave radio star, rates a gratis copy of the tome, plus the authors' autographs. Authors, Witte and Norman Reed, station manager, will do the picking.

Broadcast that has become popular from the first broadcast is that of the Blue Parrot Inn over KLZ, Denver. Labeled *Handwriting Sherlock*, the program analyzes handwriting for Blue Parrot customers. Handwriting is secured by means of pads placed on tables in the restaurant. Each slip is headed with an invitation to write a message for analyzing over the air. Returns are large and it is necessary to send hundreds of the analyses thru the mail.

Babe Ruth's sponsor, Sinclair Refining Company, will offer two autos, 20 auto radios and 500 baseballs each week. Prizes will be awarded to winners of 50-word statements on baseball topics. Players and teams will be discussed and interviews and "inside stuff" will be aired by Ruth. Program is a variation of Sinclair's football score forecasting contest of last year. "Red" Grange conducted the pigskin episodes.

Ceremony that introduced WROK's, Rockford, Ill., new transmitter took on a historical aspect thru the use of old equipment purposely "revived" for the occasion. Town's mayor threw a small silver switch which sent electricity from a set of dry cells into an old common-type spark coil. This coil transmitted spark waves to a crystal receiving set in the studio control room 25 feet away. The crystal, a veteran of the old days of radio, received the wave impulse and thru a system of relays threw the main switch on the new equipment in the station's rural transmitter. Such spark coils were used during the war by ships and army forces and were also used by amateur operators until recent years.

By recognizing police officers over the air for acts of bravery and other noteworthy acts, KLZ, Denver, is strengthening its local following. "Policemen who have been mentioned in the police bulletin get the break over the air, with the announcer reading their names and the reason for the citation, together with the fact they were recommended for this honor by Police Chief George S. Marland. The mention is made at the end of a commercial transcription, *Honor the Law*. Letters are sent to the officers to be mentioned.

With the season being an open one for flowers and gardens, programs on KYW, Philadelphia, are promoted with plants and seeds. Iowa Soap Company aims to make the listener lucky by giving a four-leaf clover bulb for the institutional dime to cover mailing costs and the conventional box-top from their cleanser product. Amelia Brooks' *Your Garden and Mine* stanzas, lacking sponsor coin, grinds her own ax with a package of collarette marigold seeds for the asking via the penny postal.

Coast favorite of long standing. . . . Kenyon Ivie, formerly of the John Blair Agency, has joined KHJ's sales department. . . . Tex Richard, KMTR general manager, is routed eastward to hobnob with ad agencies.

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

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

Philly Dailies End Blah, Use Talent on Station Swap Deals

PHILADELPHIA, March 27.—Philadelphia newspapers, tied in with radio stations on time for space swaps, are beginning to pay more attention to their allotted periods. General practice has been to disregard the entertainment factor and literally "kill" time with readings of lost and found columns, used car ads, help wanted columns, rooms for rent stuff, etc. While stations use the space to plug advertisers' programs,

sheets entered the deal on hopes that the radio time would stimulate circulation, which it hardly did in view of the tish-tosh dished out. New turn of events finds the papers making a play for listeners with listenable programs.

Evening Ledger was first to realize that the cufo' time could be used to best advantage by the judicious use of talent and Sam Serota reading the daily comic page over WIP. Even throws in a colored cut-out of a character in the funnies for a giveaway. Total exchange value of the deal with WIP amounts to \$300 weekly and paper aims to make the most of it. *Evening Ledger* swap is only with WIP.

Philadelphia Record, which has deals with both WIP and WFIL, has a half-hour weekly show over WIP for its \$118 worth of air time available. Starting today (27), *Record* sponsors the *Philadelphia Parade of Events*, a local *March of Time* dramatizing the highlight news of the week. Show has been running as a sustainer for the past two months. Ed Wallace scripts and produces, employing a large dramatic cast.

Philadelphia Inquirer has deals with WIP and WFIL. At WIP is credited to \$576 worth of time, but makes the least of it. Fills it mostly with spots and readings from the classified ad columns. Only pretense to provide entertainment is in a weekly quarter-hour dramatization of its Sunday novel, heard also on WFIL, but the effort hardly rates serious attention from a listener's standpoint. With the other sheets leading the way, *Inquirer* will undoubtedly pay more attention to the production end of its air time.

WKRC Dedicates New Radio Works

CINCINNATI, March 27.—Station WKRC, local Columbia Broadcasting System outlet, dedicated its new high-fidelity transmitter and renovated studios tonight with a special one-hour program and buffet supper. John McCormick, WKRC assistant manager, officiated. Guest speakers included Mayor Russell Wilson; Fred A. Willis, assistant to William S. Paley, president of Columbia Broadcasting System; Dan M. Myers, manager of Hotel Alms, which houses the station, and Frank Dieringer, station's chief engineer. A dramatization of the history of Cincinnati, under direction of Ruth Lyons, program director, was presented.

Hereafter, the station will operate on five kilowatts daytime power. It had been operating on 1,000 watts both day and night time. Night wattage has not been increased. Station WSAL, local NBC affiliate, carried the dedicatory broadcast and also saluted the new WKRC in a special broadcast later in the evening. WKRC personnel includes Timothy S. Goodman, general manager; John McCormick, assistant manager; Ruth Lyons, program director; Margaret Maloney, publicity director; Fred Edwards, Francis Pettay, Stan Conrad, Charles Koch, Al and Lee Bland, Maynard Craig and Dick Bray, announcers, and Frank Dieringer, chief engineer.

Coast Biz Checkup Reveals Increase

LOS ANGELES, March 27.—Checkup with station sales managers and operators this week revealed that commercial business has been increasing the past year and Southern California broadcasters have been enjoying a quiet boom. Trade increase was so gradual and evenly distributed over that period that the gain was barely noticeable outside stations immediately affected and in many instances station operators were unaware of their fattened incomes until they went into huddles with their auditors. Majority of new sponsors, it was reported, showed a partiality toward spots, time signals and five-minute and 15-minute recorded periods.

Comparison of gross takes by the stations during first two months of this year against business done during January and February, 1936, showed the greatest gold strike was made by the Hearst-owned KEHE, with a jump of 200 per cent in its income and a 100 per cent rise in its rate card. Another neat hop in revenue was registered by KMTR, showing a 33 per cent rise over same period last year and giving outlet 132 commercial accounts against 91 in 1936.

Warner Brothers' KFVB accounts revealed the sale of 10 per cent more time despite a recent 20 per cent rate increase and refusal of numerous phony medicals and indelicate spots. KMPC came thru with a 28 per cent increase while KRKD and KFAC reported doing 10 and 15 per cent more business, respectively, this year than in 1936 for the same period.

Network stations, KNX (CBS) and KFI-KECA (NBC) have been so completely swamped in choice time areas with network material that they had little opportunity to catch any local sponsorships. KNX, which switched several months ago from an independent to a chain outlet, reported a drop in Coast and local trade, but KFI averaged a 10 per cent higher take from Coast advertisers.

KHJ severed connections with Columbia and switched to Mutual at Christmas and consequently has been able to sell more local time. A material increase in revenue on that score was reported but no figures were available.

Coast Stations Are Reclassified

LOS ANGELES, March 27.—In line with a long-dormant drive to increase local musician employment and at the same time raise wage standards, local musicians' union put the finger on radio last week and ordered reclassification of three stations to higher levels with the threat of more wage shifts in the offing. Stations immediately affected are KFVB and KFAC, which previously had undergone rebroadcast difficulties with the union.

Warner's KFVB, which some time ago had been in an A classification and reduced to B, was rezoned to the higher group, while KFAC, currently in the C group, has been notified that effective April 18 it will be upped to the B standard. Next local stations to get the nod for more men will be KEHE, Hearst station. It has been in the State chain classification for some time, but due to space shortage in its studio has been permitted to carry on with a staff of 18. Station will be forced, however, to increase to not less than 18 music men when it moves into new studios next month.

Reclassification forces KFVB to add six men and boosts musicians' wages \$5 per week for the two-hour day, six-day week. KFAC will be forced to staff with nine men at \$40 per week, while KEHE, with an augmented staff of at least 18, will be nicked \$5 per.

Rezoning is based on station's commercial time rate, wattage and commercial output, with 18 men required for A stations, nine for B and six for the C group. Handling of musicians on State chain and national network outlets is judged on a sliding scale, upward from the A fee of \$45 per man.

LOEW'S WHN AS WLW ALLY

WHN
is the talk of the town

WLW Cincinnati
In cooperation with
WHN New York
announces
"THE MOST SENSIBLE DIV IN BROADCASTING"

SHOWMANSHIP STATION NO. 1
(VARIETY'S CHOICE)

WHN 1540 BROADWAY
STATION OF THE STARS. Affiliated with M-G-M Studios and Loew's Theatres.

Actress Carries On; Broadcasts Over WHN, New York

What, No Caravan?

WHN SPECIAL BROADCAST INTERNATIONAL TOWN HALL STATION FRED PERRY BILL TILDEN

Represented by E. KATZ SPECIAL ADVERTISING AGENCY

And Crumpets

DENVER, March 27.—When Sir George Paish, K.T., famous British economist, was to be interviewed over KLZ complications arose that threatened for a time to halt the proceedings. Sir George insisted he was a bit fatigued and wanted his tea and cakes.

He got them. A couple of announcers were hustled over to a tea-room and soon the knight was having his cup of tea. Broadcast went as per schedule.

Dime Smokes Add To Radio Budgets

NEW YORK, March 27.—Dime cigaret manufacturers are becoming increasingly radio-minded, altho not yet in the network competish stage. Two reasons are held responsible for 10-cent cigaret manufacturers even thinking of spending more money on radio advertising. One is possibility that a lower tax may go into effect for cheaper smokes and second is belief that the up in price of the standard brands will react favorably to the cut-raters.

Twenty Grand has been adding spot announcements and occasional spot news programs here and there and may buy time on a Detroit station. Domino cigarets, whose *Moments You Never Forget* was recently canceled on a string of Western stations, canceled the cancellation without dropping a broadcast. Domino, which shares bows with Edgewood tobacco, is thinking of a new program. Marshalk & Pratt are handling the radio advertising at present, but Blackette-Sample-Hummert will do the new production. McCann-Erickson handle the Twenty Grand broadcasts.

It wasn't so long ago that the 10-cent

crowd figured that radio in any form was too high-priced for their ad budgets and that one factor that kept them in the dime class was their limited ad allowance.

WMCA "Previews" Show To Beat the Gun on WOR

NEW YORK, March 27.—A "preview" of a sustaining program was broadcast last night by WMCA-Intercity after the station found that WOR had scheduled a somewhat similar series to start next week. WMCA's program, *Warning Signals*, had originally been scheduled for next week (Tuesday) and will hereafter be heard on that night. Dealing with rackets and exposes thereof, both programs are getting the co-operation of the Better Business Bureau.

There was some talk that WOR might have gotten the inspiration from the WMCA series which had been submitted by Burt McMurtrie to WOR before brought into WMCA. However, WOR originally planned its show, *It's a Racket*, last October, since when the sales department has been plugging it. Several weeks ago the show was given its present week-day scheduled time sustaining.

Geraldine Garrick is co-authoring and co-producing the WMCA series with McMurtrie.

WBNX has had a racket show for some time.

Would File All Talks

DETROIT, March 27.—Representative Elton E. Eaton, of Plymouth, Mich., this week introduced a bill at Lansing, which would require all Michigan radio stations to file sworn copies of all statements, addresses, sermons or other remarks made over their broadcasting facilities with the State librarian within 24 hours after delivery. Commercial broadcasting would be exempted, but the requirements would cover material broadcast over Michigan stations but originating outside of Michigan.

"Future List" as Program Source

PHILADELPHIA, March 27.—WFIL is making judicious use of *The Billboard's Future List* service. Based on the notable dates of the month for possible program tleups as provided, John Clark, WFIL program manager, has set aside the month of April as an "idea" month. Each staff member, including announcers, continuity writers et al, has been assigned a date on the *Future List* for the development of a radio program. Members of the station staff have always yelped for a chance to produce a show and now they are having their opportunity.

Clark hopes to bring hidden talents to the fore and those scripts showing promise will be used for broadcast on the designated date. Writers can incorporate all the facilities of the station in their scripts, only limitation that the program be for a half hour.

In order to stimulate interest in the plan, all pay envelopes carry a reminder on the assignment and bulletin boards are placarded with heralds on the "idea" month.

Broadcasting Mayor

PHILADELPHIA, March 27.—Mayor S. Davis Wilson goes sustaining again. Starting April 1, KYW gives the chief magistrate a weekly 10-minute shot to tell all. Upon taking office two years ago hizzoner did a fireside series over WIP. Mayor will do his own scripting and come to the KYW studios for his chats. WIP setup was a remote from his City Hall desk. Program will not be offered to advertisers for sponsorship.

Program Reviews

EST Unless Otherwise Indicated

"Koffee Club"

Reviewed Friday, 8-8:30 p.m. Style—Dance band and singing. Sponsor—Co-Operative Coffee Distributors. Station—WOR (MBS network).

This co-operative tieup of locally known and exploited brands of coffee, using the same talent but with simultaneous dismembered local station plugging of the respective brand, attractive in itself to the sponsors, has a powerful combination of talent to boost its appeal.

Richard Himber and his band, as well as Stewart Allen and Gogo de Lys, altho they hardly show hard-fast tenacity to the outlined purpose of the program, to play and sing songs of yesterday that are to become the folk songs of tomorrow, still provide entertainment of an order high enough to disregard this digression. Himber plays the various pop tunes of few years back in up-to-date versions and arrangements. He does it sweetly, with violin and sax sections played up.

Stewart Allen sings erstwhile popular ballads in a vibrant baritone that is warm and full in quality. Repertoire included *Goodnight, Lovely Little Lady* and *Here's to Romance*. Miss de Lys did a ballad in an easy-flowing, sure voice with good phrasing, and the personality tunes *Nursery Rhymes*, done with expert handling of difficult arrangements.

Besides opening comment on program, two plugs of merchandise and an announcement of contest, conducted to determine the preference to vacuum-sealed glass jars for coffee, were handled as briefly as possible and convincingly. Owens-Illinois Glass interested in the show also.

"Brother Bill"

Reviewed Monday, 6-6:15 p.m. Style—Reading the comics. Sponsor—Philadelphia Evening Public Ledger. Station—WIP (Philadelphia).

Evening Ledger, local newspaper, carries this daily quarter hour on a time for space swap with the station. While it is especially designed for the youngsters, listeners of all ages will be entertained by Sam Serota, as "Brother Bill," reading the sheet's funnies. It's a one-man job, heaping plenty gloss on his ability to impersonate the comic characters, running the gamut from Mickey Mouse to Dick Tracy. When caught rung in over two dozen impersonations, not counting his vocal sound effects. Shows sufficient radio possibilities to deserve serious attention from national advertisers.

Give-away, for a 3-cent postage, is an eight-inch colored cutout of the comic characters. ORO.

"Top Hatters"

Reviewed Friday, 6-4:57 p.m. Style—Dance band. Sponsor—Hudnut Sales Co., New York. Station—KYW (Philadelphia).

Top-Hatters, comprising a dozen swingsters from the house band, are no strangers to either network (NBC Red) or local audiences. Batoned by Jan Savitt, KYW musical director, they have hit the high spots on their ability to make the cats howl. In the interests of perfume, Hudnut figures the Top Hatters might do for them what Benny Goodman is accomplishing for the Camel camp. However, after hiring a swing band whose ever-so-many sustainers has built up a sizable audience

Colossal?

HOLLYWOOD, March 27.—"Hollywood Influence" was evident the last two weeks at KFVB here. The Warner-owned station recently decided to do away with its publicity department and turned all its press-agency work over to Radio Features. But somebody neglected to tell the station's press boys, Bill Swartz and Harry Mills, about it, with result that radio editors have been getting the service from both sources. At this writing Swartz and Mills are still carrying on and learning first hand the meaning of Colossal.

they refuse to let the band swing.

When caught boys dished out the commercial pops, git-boxer Dick Wharton on the croaking end. No swing for sale, they must be heard sustaining for that. Besides, then there aren't the announcer's hard harplings on the sponsor's message. This one, as such, puts Hudnut in the same class with national advertisers who outbid themselves for name bands and dare anybody to hear them play over the din of an announcer's heart-throbbing spiel.

A weekly quarter-hour spread. Agency is Batten, Barton, Durstine & Osborn, Inc., of New York. ORO.

Kay Brinker and Milton Charles

Reviewed Wednesday, 6:30-6:45 p.m. Style—Drama and music. Sustaining over WBBM (Chicago).

A new 15-minute program heard locally Mondays, Wednesdays and Fridays that furnishes Kay Brinker with a golden opportunity of solidifying her radio stand. She is the gal, you may recall, who faced theater juries in *The Night of January 16*. Her dramatic, voluminous voice registers effectively. At this session she portrayed a wife parted from her husband, whom she loves, thru an unfortunate incident. In a touching telephone scene she recalls their seven happy years of married life. Dialog was crisp. Timed and delivered in top fashion.

With Miss Brinker appears Milton Charles, the organist playing tenor, who opens and closes the broadcast with pop tunes. Warbled *Moonlit Waters* and *I've Got You Under My Skin*. A novel closing feature is the introduction of bits from the next show. HON.

"Death Fighters"

Reviewed Wednesday, 7-7:30 p.m. Style—Dramatic. Sponsor—Wayne County Medical Society and The Detroit News. Station—WWJ (Detroit).

Current program is No. 18 in dramatizations by Myron Golden from the works of Paul DeKruif, author, giving popular sketches of research in medical science. This number dealt with George McCoy and discovery of serum for parrot fever, with Wynn Wright, the station's dramatic director, in the lead role.

Series of too brief episodes showed growing reports of the epidemic—dated about 1930 in Washington—with Dr. Charles Armstrong working on analysis

of the disease, losing his helper, Shorty Anderson, a voluntary victim to science, contracting the fever himself and then being helped when the serum is finally prepared by McCoy.

Program is typical of a local trend toward social service programs. Interesting material from DeKruif's books, but this episode didn't register too well. Too much dialog without sound effects, aside from irrelevant musical interludes, and too much reliance on between-scene announcing hurt. Cast did a capable job of presenting the script considering drawbacks. H. F. R.

Pathfinders

Reviewed Monday, 8-8:15 p.m., PST. Style—Commentator. Sustaining on KFRG.

Unfortunately indeed but true it is that Dr. William Van Wyck's *Pathfinders* will probably never be sponsored. It appeals to a far too high-class and intellectual, and therefore limited, audience. The new evening series, started last week, was decided upon after the learned lecturer, traveler, scholar and bon vivant had been heard in an afternoon quarter-hour on the Don Lee network for two and a half years. When he started station execs doubted that he would last a month.

Granted that the audience of *Pathfinders* is limited, it does not indicate the program is in any way mediocre. Quite the contrary, it is one of the most instructive, most entertaining non-commercial commentaries on the Western air, and the day must surely come when sponsors will be far-sighted enough to realize that such features as this can be as effective good-will getters and sales promoters as is much of the slapstick balderdash now being crammed down listeners' ears.

The Dr. Van Wyck is by no means as well known as Alex Woolcott, much of his stuff, the less maudlin and mellifluous, is as erudite, as scholarly and as worth while as Woolcott's best. Tonight's lecture, free of any opening and closing announcements, dealt with Charlie Chaplin, a *Pathfinder* in acting. Succeeding programs will deal with people who have influenced the thought and action of mankind thru the years. More people should learn about programs like this. P. K.

"House Undivided"

Reviewed Tuesday, 10:15-10:30 p.m. PST. Style—Domestic dramatic serial. Sustaining on KHJ (Los Angeles) and the Don Lee Network.

Evidently inspired by the success of *One Man's Family* in its half-hour weekly stint, scripter Herb Conner has turned out this sketch as a hopeful nightly

Choo-Choo

TUSCOLA, Ill., March 27.—WDZ has been credited with originating the railroad waiting room as an interview background, but station actually goes this idea one better. Question and answer stanzas are done aboard a moving train between Villa Grove and Tuscola by short-wave. Clair Hull is station manager.

imitation, sticking quite close to the domestic workaday theme. Tale is fashioned to revolve about the closely knit lives of an elderly doctor and his wife, their brood of variously aged offspring, a fier, son's aviatrix finance, an elderly housekeeper and other more or less colorless neighborhood personalities.

To be measured on the same standard by which the *Family* sketch is judged would be fatal to *House Undivided*. However, considering this piece as just another addition to the already established slew of script shows, and that the author must turn out 15 minutes of dialog and story daily, general run of material has been hitting a fair average, with characterizations better than average.

Produced by True Boardman, show goes commercial in April with possibility that an earlier broadcast hour will be taken by the sponsors, La France (soap products). Acting for the soap company will be Young & Rubicam agency. S. P.

"Bill Judge's Celtic Minstrels"

Reviewed Sunday, 12-12:15 p.m. Style—Review. Sustaining on WELI, New Haven. (Conn. Broadcasting System.)

This program is the answer to an Irishman's prayer, for it fairly sparkles with snappy Irish music, with reels and hornpipes played only as the Irish can play. Program has been on this station for many months and is one of its most popular features. George Gilmore is the featured soloist, accompanied by Johnnie Peters at the piano, Jack Monahan at the flute, accompanied by Elizabeth Koerner, give delightful duets with popular tunes from the "ould sod." S. A. L.

"Helen Trent's Romance"

Reviewed Tuesday, 12:30-12:45 p.m. Style—Sketch. Sponsor—Edna Wallace Hopper, Inc. Station—WABC (CBS network).

Helen's romance seems to be running along with its ups and downs but her affairs are strictly for the serial addicts. While the occasional listener may not be left entirely out in the cold, he must realize that he is not a member in good standing of the regular fan group. Helen and her suitor, Philip, seemed to have wiped away misunderstandings when Helen visited him at a hospital, but a new cloud appeared when Philip was told that another girl, evidently one who had designs on him, would also visit him.

Playing is competent and the scripting adequate. Greater difference between Philip (David Gothard) and his one-time rival's (Reese Taylor) voices would have made the program easier to follow but fans probably have no trouble in telling who's who.

Product is recommended to eliminate blackheads and large pores, not a too-pleasant subject, but commercials were handled frankly, if at somewhat great length. B. H.

Prosser With N. W. Ayer

NEW YORK, March 27.—John Prosser, for some time production manager of WSAI, Cincinnati, will leave that station shortly to join the staff of N. W. Ayer & Son, advertising agency, as a production manager. Prosser was formerly with WKYC as general production manager. Starting date with Ayer will be about April 5.

Radio Players Plan Tour

LOS ANGELES, March 27.—Several local radio players are planning a six-month cross-country theater tour to begin in April. Recruited for the trip are Buddy Duncan and Joe Bishop, of KNX Barn Dance; Glenn Hardy, KHJ's Alka-Seltzer news emcee, and Loyal Underwood. Group when complete will number 10 and will be equipped with two field wagons.

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.

ETHEL BARRYMORE did a superb job on her stint on *Showboat* last week in a version of *Kingdom of God*, play by Martinez-Sierra, which the actress did on the stage. Especially apropos in view of the Easter holiday, the scene, in which the Mother Superior of the Spanish convent quiets the boys rebelling for food and planning to plunder the village shops, built to a strong climax that carried plenty of punch. Miss Barrymore's radio work has previously been less fortuitous than this performance, but *Kingdom of God* made amends. Support was fair. The same program saw ED (TINY) RUFFNER leave the program and its producing agency, Benton & Bowles, after six years, the announcer-producer joining Ruthrauff & Ryan. Instead of a simple farewell speech, Ruffner was assigned to a long spiel about his love for General Foods and General Foods love of Ruffner, humanity and Maxwell House coffee and sales and things. After as long a radio tenure as this has been, there was a chance for a really good sentimental blowoff. Instead—blah.

TONY SARG, artist and marionette man, was one of RUDY VALLEE's guests last week and indicated he might be okeh as more than just a one-shot radio performer. He tells a story well and his story equally as well. Probably he has

a wealth of anecdotes and color to talk about and as long as radio is stepping into any and all fields, Sarg should be given consideration. The gals' latest film heart throb, TYRONE POWER, was another—or should it be "the"—guest on the same show, giving, in a film by NOEL COWARD, further proof that he's the ladies' current fave—but not much of an actor. MURIEL KIRKLAND, from legit, okeh in support.

Rich Man's Darling probably holds those fans who don't demand too many novelties and who may be a bit envious, secretly envious, of the darling. Action and dialog move at a neat pace but the script heard cried for a suggestion of originality. An attempt was being made at blackmail but a thoughtful and friendly managing editor hit upon the idea of recording the conversation and so thwarting the wicked plot. Rapid action and adequately playing carried the episode over the dangerous waters of worn-out devices.

Shootings and killings galore make *Gang Busters* a moralistic melodrama with crime receiving its just deserts. But the many breaks and occasional awkward dragging in of the commercials disrupt the continuity and rob the sketches of a certain swiftness of execution.

Michigan Clubs Okeh AFA Scale

\$30 Detroit minimum — \$35 out of town — extra for splits—in effect April 1

DETROIT, March 27.—Practically all important night spots in the State have accepted the new schedule presented by the American Federation of Actors, Walter Ryan, AFA representative, says. Rates will be a raise of \$5 per week per person — to \$30 in Detroit and \$35 minimum out of town. Split weeks here will be at a minimum of \$31.50 per week, but split weeks must play at least three nights.

New schedule also provides for \$5 a night minimum for one-night stands, of which there are still a number. There are many spots now paying these minimum figures, but the raise will go into effect in the great bulk of Michigan locations on April 5, Ryan says, emphasizing the continued trend toward better wages in this territory.

Boston Mayfair Booking Names

BOSTON, March 27.—Ben Ginsburg, owner of the Club Mayfair here, has lined up the following names for weekly engagements: Shella Barrett, return date, March 31; Belle Baker, April 7; Benny Fields, April 14, and Cross and Dunn, April 21.

Booked by William Morris agency of New York.

Zorine Plans New Unit

DETROIT, March 27.—Zorine, star of *Zorine's Revue*, is rehearsing a new unit to play major night spots in this territory. A number of new exotic features will be used. Robert Van Horn, who was the ape in *Ingagi* will be back with the show, together with six new acts. Dr. Frederick Merrill, Zorine's manager, was in town this week.

Martin Joins Chi Agency

CHICAGO, March 27.—Bill Martin, former Eastern producer, joined Frank's Theatrical Agency here and will take charge of the club, theater and production departments. Al Page, an agency associate, reports that it is branching out, taking in club and theater dates.

Ork Lads Killed in Crash

SHREVEPORT, La., March 27.—Two members of the Glen Lee Orchestra, en route from this city to San Antonio, were instantly killed, another member critically injured and several others badly hurt Tuesday when their bus crashed into a passenger car near Austin, Tex. The dead are Sanford Hendry, Salt Lake City, and Edgar E. Williamson, Ogden, Utah. John H. Heiden, Freeport, Ill., was critically injured.

La Crosse Ballroom Burns

LA CROSSE, Wis., March 27.—Fire of undetermined origin raked the Avalon Ballroom here March 21, causing damage of \$10,000 to the building and destroying musical instruments belonging to "Doc" Lawson's orchestra, which were valued at \$3,000. Manager Archie Neuman states the building will be rebuilt immediately.

Houston Club To Reopen

HOUSTON, March 27.—Club Rendezvous has closed but plans are under way for a reopening in old Belvedere Club site. Doc Ross says new club will be one of finest in this territory.

Aerial Torch Singer

WASHINGTON, March 27.—Cocanut Grove here seems bent on building rep for oddities in its floor shows. Current production includes Rita Gaye, torch singer, who sends down sad ditties from stocking-feet height of six feet four.

Doin' the Wang-Doodle

CHICAGO, March 27.—Now it's the swing wang-doodle which has the ritzy spot patrons here strutting away during their stepping-out hours. It started with the introduction of the wang-doodle, a musical South American instrument used in Hugo Mariana's band at the Blackstone Hotel.

Collette and Barry, dance team appearing in that spot, gave birth to the idea of fashioning a dance strut based on the instrument's music. Now the team turns instructor during Saturday tea sessions to teach the new step.

Chi Morris Agency Adds Cafe Dept.

CHICAGO, March 27.—William Morris Office here is expanding into the night club field, May 1, with Sammy Clark, of Marr & Clark, assuming charge of the department. Morris S. Silver, manager of the Morris office, says the department will be operated as the Sammy Clark Enterprises, an affiliate of the William Morris Agency. Marian Russell, once of the Garvey Sisters' act and an associate of the Civic Opera Company here, will be Clark's assistant.

Clark, in the booking biz only 18 months, has some 20 nabe spots on hand. Expects to add many prominent spots to his books, including some out of town.

Americans in Europe

PARIS, March 22.—Jack Holland and June Hart, ballroom dancers, are at the Sporting Club in Monte Carlo. Valaida Sepian singer, is at the Palais de la Mediterranee in Nice. Florence Mayo and her horse, "Pansy," are at the Ambassadeurs in Cannes.

ASCAP Tackles Grand Rights; Buck Reports 1936 Best Year

ASCAP to push Montana test case—worried by raft of State legislation—appoints committee to study standard and classic music rights

NEW YORK, March 27.—Annual meeting of American Society of Authors, Composers and Publishers at the Ritz-Carlton Hotel Thursday was enlivened by speeches from Gene Buck, president; E. C. Mills, general manager; Gustave Schirmer and others. Most important discussion had to do with ASCAP's entanglement with tax bills introduced in various States and aiming to hamper the society's operations. Legislation hitting at ASCAP has been enacted or projected in Montana, Washington, Minnesota, Nebraska, Iowa, Wisconsin, Ohio, Tennessee and Indiana. Point was made that much depends on the test case soon to be made of the Montana law, which seeks to prevent ASCAP from doing business. In the event the law is beaten, it is possible that the precedent thus set would strike a death blow to similar legislation in other States.

President's report also revealed that membership in the society has increased since last year. Schirmer, making the treasurer's report, reported an increase in the revenues accruing to the society.

Problem of the relative value of standard and pop music was gone into by Buck, his opinion being that, under the ASCAP method of licensing, it is hard to determine the exact measure of value which any musical composition gives to a radio program. According to this, it is not possible to give intelligently a value to a so-called "frivolous" composition and have the same value apply to an important work by Victor Herbert or Deems Taylor. Subject has always been a controversial point between standard and pop adherents.

Suggestion was made and adopted that a committee be set up to deliberate on the advisability of having ASCAP take care of the grand rights of standard and classical music, such rights including use of this music in television, stage and symphony performances. Those on the committee are Leopold Godowsky, Deems Taylor, Henry Hadley, George Fischer, Carl Engel and Lazar Saminsky.

Lineup of speakers at the meeting included Gene Buck, president; E. C. Mills, general manager; John G. Paine, chairman of the board of Music Publishers' Protective Association, and Gustave Schirmer, Mrs. Ethelbert Nevin, Walter Douglas, Fred Fisher, Otto Harbach, W. C. Handy and Irving Caesar, the latter president of Songwriters' Protective Association.

Lineup of speakers at the meeting included Gene Buck, president; E. C. Mills, general manager; John G. Paine, chairman of the board of Music Publishers' Protective Association, and Gustave Schirmer, Mrs. Ethelbert Nevin, Walter Douglas, Fred Fisher, Otto Harbach, W. C. Handy and Irving Caesar, the latter president of Songwriters' Protective Association.

ATO Agency, Detroit, Lines Up 8 Local Weeks

DETROIT, March 27.—Reopening of numerous night spots Easter with full floor shows is giving the Affiliated Theatrical Offices of America eight weeks in Detroit alone, Manager John Daley says. Among new spots are Fischer's Old Heidelberg Cafe, Crystal Palace and French Casino.

Out-of-town dates also showed a promising pickup. Two locations at Port Huron, Mich.—the International Bar and the Wonder Bar—moved to a full-week policy, as did the Paradise Cafe, Findlay, O.

Royal Circuit Fades

NEW YORK, March 27.—Plans to build the Royal Circuit have faded. Jack Saurin, main backer, has gone into the publishing field and is editing *Public Opinion* in Los Angeles under the name of J. Arthur Saurin. Billy Jackson, who was local representative of the circuit, has also dropped the idea.

W. Va. Clubs May Close; Beer Jam

WHEELING, W. Va., March 27.—Several local night clubs will close June 30, when current licenses expire. This follows the passing of a law prohibiting sale of beer between the hours of midnight and 7 a. m.

Ohio law permits sale of liquor and beer until 2:30 a. m. and river-town proprietors claim the new law will drive night life across the river.

Pittsburgh Talent Scarcity

PITTSBURGH, March 27.—Local banquet season is expected to be the best in several years, leading bookers in this area reveal. Talent, particularly single girl entertainers, is scarce in this territory, bookers point out. They reveal that as many as 20 consecutive weeks of work is available for night club acts in local booking offices.

Orchestra Notes

HARRY ROSENTHAL to open at Nick Bates Merry-Go-Round Bar, New York, April 1.

AL DAVIES left the Clarendon Hotel, Daytona Beach, Fla., for the Saranac Inn, Saranac, N. Y.

JIMMY LUNCEFORD and band move into Sebastian's Cotton Club, Hollywood, May 1. Ed Fishman, of Rockwell-O'Keefe, negotiated.

JERRY MONROE and orchestra are entering third month at the Tip Top, Flushing, L. I., N. Y.

AUGUSTIN DUQUES, musician, has filed a bankruptcy petition in New York. Liabilities, \$12,583; no assets.

JERRY FODOR and band are making their third appearance at the Talk of the Town Club, Toledo.

AUSTIN WYLIE closed at the Webster Hall Hotel, Pittsburgh, and opened at the Commodore Perry Hotel, Toledo, March 27.

NYE MAYHEW'S Orchestra has signed to open at the Glen Island Casino, Pelham, N. Y. Will be heard several times weekly over WOR.

JERRY McRAE and her Texas Rangerettes are now playing at the Playhouse, San Antonio night spot.

JIMMY LIVINGSTON and band, at the Charlotte Hotel, Charlotte, N. C., since last November, are booked to remain until May 15.

WIT THOMA and band opened at Club Lido, Tulsa, Okla., March 29. Air over KVOO nightly. Booked by MCA.

DICK MILLS and orchestra opened an indefinite engagement at Club Trocadero, Houston, March 20.

MICHAEL DURSO, musician, filed bankruptcy proceedings in Brooklyn. Liabilities, \$10,960; assets, \$270.

BOB KETTNER and ork have moved to the Anchor Club, Sandusky, O., March 27. Kettner is augmenting his band with Dutch Soldwell.

GIL JENSEN and band opened at the Waverly Hotel, Minot, N. D., March 1 after 20 weeks at the Joyland, Cut Bank, Mont.

BUS WIDMER and ork have returned to the Hotel West, Sioux City, Ia., and are set until middle of May.

VINCE GENOVESE and band featured at the Arcadia Ballroom, St. Louis.

CHIP DECKER, drummer in Jan Acker's Band, underwent an appendix operation in St. Joseph's Hospital, Far Rockaway, N. Y., recently.

ALLAN WANBAUGH and band, at the Mart Building, Muskegon, Mich., since last February, will be held here indefinitely. They air nightly over WKBB.

JACK SHERR and orchestra will continue indefinitely at the St. Moritz, New York. They begin their fourth month there.

JENO BARTAL, now playing at both the Lexington and Piccadilly hotels, New York, will present the revue *The Lieutenant of Budapest* at the Park Lane Hotel one night this month.

REGGIE CHILDS and band due back in New York April 13 from their run at the Commodore Perry Hotel, Toledo. They will record for Decca.

EDDIE ELKINS and band back to Raleigh Fall Mall Room, Washington.

PETE MACIAS will take his Heigh-Ho Club ork for fortnight of vaude when the Washington swank nitery folds for hot months.

CHARLES STENROSS' Orchestra began KDKA daily broadcasts March 27 from Hotel Webster Hall, Pittsburgh, succeeding Emerson Gill, with regular Saturday feed to NBC Blue network scheduled to start April 3 for 15 minutes and one-half hour Saturdays thereafter.

TED FIO-RITO will tour the Northwest upon completion of his engagement at the Palomar, Los Angeles, April 13. Band will play Portland, Seattle, Spokane, Salt Lake City and Denver before going to Dallas for reopening of exposition.

AL HEATH and his ork opened at the Sunset Club, Los Angeles, with Buddy LaRoux as vocalist.

JIMMY DORSEY'S one-nighter tour will take him to Medford, Ore., April 2; Seattle 3; Tacoma 4; Bellingham 5, and Eugene, Ore., 6.

BEN BURTON and band are the attraction at the Three-Mile Inn, Monroe, La. Slated for an indefinite period.

JAY WHIDDEN Orchestra, playing Rice Hotel, Houston, has been replaced by Garth Green and his 12 Rhythm Makers. Whidden to New York.

GLENN IRETON

Writes on
Handling a Hotel
Dining Spot

In the Spring Number of
The Billboard Dated
April 10, 1937

Amusing Songs and Dialogue By
JANE FARRAR
 1523 LOCUST CLUB,
 Philadelphia, Pa.

VINCENT LOPEZ
 and his orchestra
 playing indefinitely at the
HOTEL ASTOR, NEW YORK.

MAGICO
 Prince of Magic

 Now Appearing
KENMORE HOTEL
 ALBANY, N. Y.
 Direction Fanchon & Marco.

CARL ROSINI
 master magician

 Just Completed Successful
 Engagements at the
**RAINBOW ROOM, NEW KEN-
 MORE HOTEL, Albany, N. Y.;**
 fulfilling private parties and
 club dates.
 Dir.: MUSIC CORP. OF AMERICA

YVETTE
 AND HER
ORIGINAL MUFF DANCE
 Direction SLIGH & TYRRELL,
 140 N. Dearborn Street, Chicago.

COLLETTE and BARRY
 Musical Comedy Dancers
 9th Week
 Mayfair
 Room,
BLACKSTONE HOTEL
 Chicago.

ARTHUR KAY
 RADIO MIMIC,
 Currently 7th Week,
RAINBOW ROOM
 Radio City, New York.
 "Puppet Follies of 1937."

Theodore and Doresha
 Held Over
BOOK-CADILLAC HOTEL
 Detroit, Mich.


TELL THE ADVERTISER IN THE
 BILLBOARD WHERE YOU GOT
 HIS ADDRESS

Night Club Reviews

The Versailles, New York

Three sock acts provide the Versailles' most attractive bill in a long time. Alan Cross and Henry Dunn, here for their fourth engagement and proven favorites, of course, are a smash hit, with singer Virginia Verrill and dancers Minor and Root rounding out the swell entertainment.

Cross and Dunn, just back from a Florida season, are in here at a reported \$1,000 a week. Polished, sophisticated singers, they know what the customers want and give it. Every saucy ditty, whether a satire on a current pop hit or a special, is a gem. Dunn's vigorous tenor leads the strictly singing parts, while Cross harmonizes nicely but shows up strongest in the comedy bits. Cross is a sly comedian, using his expressive face and voice for the finest results. Among their numbers were *A Rainy Day*, *Benny's From Heaven*, *Madam's Dining Out Tonight*, *Lazybones* and a sentimental ditty about old times. Packing in sentimental as well as very amusing double entendre, the boys were on a half hour, clicking all the way.

Miss Verrill is one of our better singers of pop tunes. Attractive and confident, she gives each ditty a special meaning, bringing into full play her expressive contralto and skillful handling of special arrangements. Most ingratiating was her *The Night Is Young* and a French version of *I Can't Give You Anything But Love*, with Irving Berlin's new *I've Got My Love To Keep Me Warm* making a pleasing encore.

Blond Hope Minor and good-looking Edward Root follow in the tradition of attractive dance teams here. They offer the usual mixture of waltzes, fox trots and rumbas, giving their dancing that extra touch which distinguishes the class teams from the rest of the field.

Meadowbrook Boys provided the music capably and then alternated for the dance rhythms with the Hawaiian Serenaders. Current bill is being held a third week—usual policy being a complete change every two weeks. New show, opening April 1, will comprise Josephus Huston, Paul Syddell and Spotty, with one act to fill. The bill will be followed by one headed by Everett Marshall, making his local night club debut.

Despite Lent, this spot was three-fourths full the night caught. Nick and Arnold, proprietors, manage to keep this class 300-seater consistently busy—a tribute to capable operation.

Paul Denis.

Casa Valencia, New York

A surprisingly pleasing show, entirely Spanish and in an authentic atmosphere, is presented thrice nightly in this overlooked good bet on the far West Side. Prop Garcia, since taking over the spot some weeks ago, has worked up increasing favor by consistently worth-while entertainment.

Graciously presented by Emsee Don Casanova, *Spanish Revels* opens with young Ted Rodriguez, boy tapper, who, tho not of the spectacular variety, pleased with well-beaten-out rhythms. Nena Montes, strikingly featured brunet, showed fire and verve in her castanet number, while in her Andalusian Flamenca, she had a chance to display her expressive face and figure. Her pert size and work ran a close race with her fast footwork for first honors.

La Gitanilla, another castanetress, overshadowed impressive singing and shell clicking with a vivacious personality, while Los Ojos, dance team, amazed with lightning footwork in their Andalusian tambourine dance. Their native Mexican number proved a fast, gay little dance, highlighted by dexterous heel-clicking and maneuvers, especially those of the boy.

Don Casanova offered two songs without benefit of a mike and displayed a pleasant lyric quality in his voice. His *The World Is Mine Tonight* scored best. After the show he obliged with additional requests and fostered the community sing idea with success. This boy showed evidences of having something on his shoulders as well as something on the ball in the manner in which he ringmastered the entire festivities.

Don Gilberto's Band, augmented by such unusual instruments as the *conga* and the *quejada de burro*, provides a well-balanced roud of native rhythms, mod-

ern dance tunes and semi-classics with ease and proficiency. *George Colson.*

The Famous Door, Boston

Hub's newest night club opened last week with the Deauville Boys heading a show booked in by Arthur Grossman of New York. Newness of floor and public-address system prohibited the acts from working their best. The spot, semi-base-ment, is located between the Theatrical Club and the town's next nitery, Southland, on Warren street.

Shirley Hale vocals *You Do the Darndest Things*, *Baby* and *Dark Eyes* in Russian and Bolero tempo. Lassie's pipes are strong and shouldn't be fed directly into the mike.

Vera Dunn, blond tapster of last season's *Anything Goes*, did one frame of swing tap and made a pretty picture in her satin outfit. Holds the attention with her clear work. Beth Miller has powerful pipe equipment that's unusual in its clarity and style. She doesn't need the mike. Intimacy with the customers clicked as she applied lyrics to sideline males with *Sitting Up Waiting for You* and *I Ain't Taking Orders From No One*, burlesqued in good form.

Deauville Boys (George Hunter, Clyde Walters and Kal Hansen) shape up as a clean-cut trio specializing in production harmony and snatches of tap. Rather good-looking lads. Work in full dress and possess a Broadway appearance. Bolster up the show with a medley of tunes, *Top Hat*, *Jersey City Guy* and their own parody version of *American Justice*, interpolating a court-room scene, acted okeh. On the right track, more development can send these boys into favorite ranks. Received sustaining applause. Louis Carroll accompanied in good stead.

Hunter is emcee. Does an okeh intimate job, using a formula of consideration and confidentiality rather than a bolsterous, gaggy sort of emseeing. Can be appealing.

Dutchy Van Loon's Ork supplies the show accompaniment and hoof music. Musickers are a new pickup org, not used to the ropes of carrying a show, but there are traces of sincerity that will enable the boys to do okeh later. Famous Door has a nightly WMEX quarter-hour wire. Two shows nightly at 7:30 and 11:30. Later show is spruced up to better entertainment value. Minimums, \$1 and \$1.50; \$2.50 on Saturdays and holidays.

Spot is capable of handling 225 customers. Dinners range at \$1, \$1.25, \$1.50 (Famous Door dinner) and \$1.75. Plenty of service. Bar is simple in effect, paneled with celebrities and characters. *Sidney J. Paine.*

Additional Night Club Reviews
 Appear on Page 19

MCA Bldg. for Hollywood

CHICAGO, March 29.—J. C. Stein, head of the Music Corporation of America, has bought a site in Hollywood on which construction work for a new MCA building will begin immediately. Stein is on the Coast now completing the necessary arrangements. When completed, the MCA branch now located in Los Angeles will be moved to the new location in Beverly Hills.

W-S Hotel Expands

WINSTON-SALEM, N. C., March 27.—Hotel Robert E. Lee will double the size of its roof garden to accommodate 250 couples at dancing in all weather. The enclosure will cover approximately half of the hotel roof.

The work will be completed about May 1. Management is dickering with several orchestras for the summer season. Jack Wardlaw's Orchestra is now playing regularly for dining-room functions.

New Agency in Detroit

DETROIT, March 27.—Newest local agency opened by Katherine Blackburn, former dancer, is Empire Theatrical Booking Service. Donald Lockwood, of the Lockwood Advertising Art agency, is associate booker. First spot on the books is the Corktown Tavern.

garion bennett
 and
KEITH'S THEATRE, Portland, Me., Week of April 4th.

SANDINO and FAIRCHILD
 "SATIRIC MASKS"
 and
SMART BALLROOM DANCES.
 Address Communications care Billboard, New York.

BERT LYNN
 Comedy Singer, Dancer and M. C. Now playing in Chicago. Now featuring his new invention, the only Electric Vibrolynn in the world.
 Director
SIMON AGENCY, RKO Bldg., N. Y. C.
GUY PERKINS, Chicago Rep.

Oliver White
 PRINCESS OF RHYTHM
 Address Communications care The Billboard, 156# Broadway, New York, N. Y.

MARIO and FLORIA
 "The Utmost in Dancing"
 Just closed a record 16 weeks at the Waldorf-Astoria, New York. Played the Plaza Hotel, New York, 14 consecutive weeks.
OPEN AT THE PALMER HOUSE, CHICAGO, APRIL 9, INDEFINITE RUN.
 Direction: Music Corporation of America.

DOLORES and ROSSINI
 International Ballroom and Character Dancers.
NOW ON TOUR.
 Address - Billboard, New York.

DAWN and DARROW
 DANCERS OF DISTINCTION,
 Dir. LEDDY & SMITH, 1270 6th Ave., New York.
 Currently MAYFAIR CASINO, Cleveland.

SERGE FLASH
 Now appearing at the
HOTEL NEW YORKER, NEW YORK.
 Takes this opportunity to announce that he is under the Exclusive Management of **Rockwell-O'Keefe.**

Mr. Fairfax Burgher
 New York's Distinguished Society Sorcerer
 Opening a Limited Engagement March 31st
TRIANON ROOM, AMBASSADOR HOTEL, New York.
 Appearing at Supper.

Club Chatter

New York City:

BILLY AND BEVERLY BEMIS will demonstrate the "Trigonometry of Tap" at the Paradise Restaurant, where they opened March 28. . . . CHUCK ROE'S Hickory Nuts closed at the Wivel Restaurant this week after eight-week run. . . . EMERY DEUTSCH'S music at the Rainbow Grill is dreamy, not dreary, as misprinted last week. Sorry. . . . HARRY DELL, agent, is laid up with the gout at his home. . . . RUSSELL SWANN, magician and emcee, now in Europe, opens at the Palmer House, Chicago, April 30. Booked by MCA. . . . MR. AND MRS. GEORGE KOMAROFF, he's the musical arranger for the French Casino, sailed for Europe on the Paris March 27. . . . EVELYN CHANDLER, Brooklyn skating star, has been signed by F. & M. to headline the next floor show at the Shoreham Hotel, Washington. . . . MARYLYN MERCER opens at the Fifth Avenue Hotel next week for a return date.

Chicago:

JAMES BARTON closes with the *Tobacco Road* show in New York next week to open at the Chez Paree April 9. Other headliners on the bill will be Cross and Dunn and Wini Shaw. . . . AMONG ACTS in the new Stevens Hotel show are Ronald and Roberta and the Archer Sisters. . . . MCA OFFICE placed Beau Brummells and Frank Payne into Jimmy Brink's New Lookout House, Covington, Ky. . . . NEW BILL opening at the Palmer House April 9 will include Russell Swann, magi; Mario and Florio, dance team, and Joaquin Garay, singer. . . . MORRIE AMSTERDAM, comic, returned to his first club date in several years, holding a featured spot in the current College Inn revue. Others in lineup are Marcel Sher, sobret; Four Trojans; Bliss, Louis and Ash; Six Lindy Hoppers; Jess Willard and Bill Hurley, badminton players, and the 10 Muriels, line. Clowns Karl Marx and Walter Maatz have been held over. . . . EDDIE SHAYNE, of Shayne & Armstrong, is in Lake Side Hospital recuperating from an operation. Will be there six weeks. . . . RED NORVO ORK, with Mildred Bailey, left town Saturday (27) for a two-month Midwestern tour of one-night stands, accompanied by Nate Krevitz, band's manager. . . . SUN AGENCY here set William Karlow and his Kit Kat Four at the St. Joe, Mo., Food Show week of March 28. . . . MARGO ROSE and Marcia Del Ray, specialty dancers, joined the Great Lester's revue at Lexington, Ky., last week. . . . CLAUDE and CLARENCE STROUD moved from Royale-Frollos to Colosimo's.

BILLY SNYDER returned to Yacht Club as emcee. . . . COLLETTE AND BARRY are hopping back to New York April 5 after a nine-week stay at Blackstone Hotel's Mayfair Room. . . . NLS T. GRUNLAND has been interviewing talent here for his coming revue in New York's Hollywood Restaurant. . . . ERNIE YOUNG back in town from a short business trip. . . . TOM KEARNS is now handling the press work for Morrison Hotel's Casino Parisien, his predecessor, Fritz Blocki, now slaving in New York getting in shape *Bet Your Life*, which he co-authored with Willie Howard.

Here and There:

THEODORE AND DENESHA tell us that their stay at the Book-Cadillac, Detroit, was made memorable with luncheons and dinners with Governor Murphy and Larry (Fisher Body) Fisher. Also by tempting offers by the William Morris office for their services in shorts (films, not filmy). . . . LYDIA, of Lydia and Joresco, broke her arm in Chicago two weeks ago. . . . TOM AND MICKEY HARRIS are working at the Vesuvio Club, St. Petersburg, Fla. . . . VALLEY AND LEE current at Getz's Supper Club, Baltimore. . . . LORETTA LEE, singer, has had her contract renewed at the Casanova, Hollywood, until April 15. Booked by J. L. Saphier. . . . JACK MUSGROVE, former theatrical manager, has become manager of Sydney's (Australia) leading night club, the Trocadero. . . . THE BOYETTES, comedy dance team, are current at the Grey Wolf, Sharon, Pa. . . . JIMMY BRINK'S Town Club, Cincinnati, has the Southland Rhythm Girls, Ray Covert and Marshall Reed, singers, and Frank Payne, emcee and mimic. . . . EMBASSY CLUB, Atlanta, dark for the last three months, reopens April 1 with Ted Black's orchestra, booked by Billy Austin. . . . IN THE SHOW at the Playa Ensenada Hotel, Ensenada, Lower California, are Juan Puerta, emcee; Senorita Martha, dancer, and the Three Troubadors, Jesus Castellion, Mario Santos and Jose Mendoza. . . . TOBY WADDEL, after two weeks at the Nine Mile House, Cincinnati, opened Monday (29) at the Paradise Club, Findlay, O., for a fortnight's stay. . . . THE ROCHELLE TRIO, The Palmers, Bobby Campbell and Wayne Babb, emcee, comprise the new floor show at the Glenn Rendezvous, Newport, Ky.

Settle Song Dispute

PHILADELPHIA, March 27.—Frank Capano reveals that a settlement was made with Popular Melodies, pub house, and Paramount pix for infringement on his *Moonlight and Shadow's* ditty. Capano had written a song using that title more than six months before a like-titled tune was used in the *Jungle Princess* flicker. Melo-Art Music Company, with which the song was placed, also figures in the settlement. Terms call for Capano to retitle the tune, rewrite the lyrics and to be published by Popular Melodies.

**FAY NORMAN'S
GAY BOYS
REVUE**
Bookings arranged by
PETER J. IODICE,
158 E. Elizabeth St., Detroit, Mich.

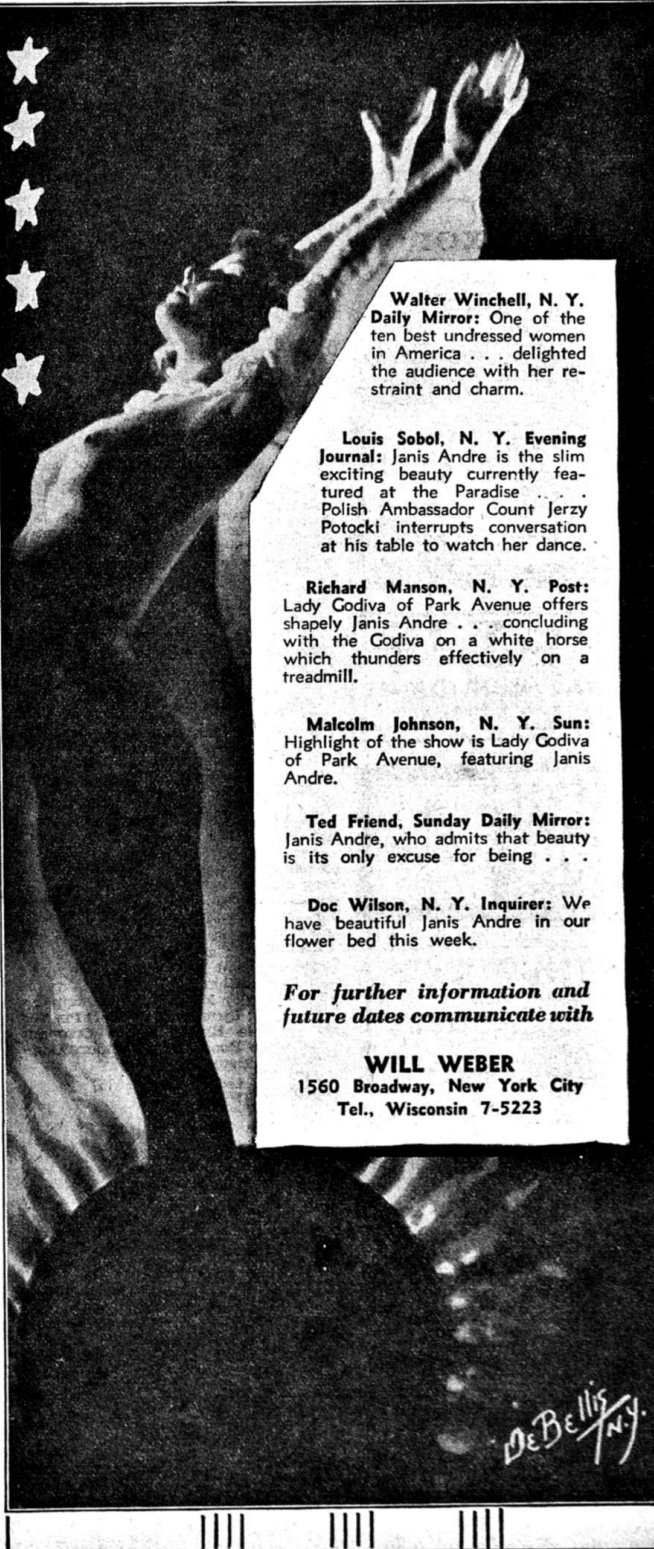
"VALLEY & LEE"
COMEDY DANCING
MUSIC AND RHYTHM
Now Appearing Nightly at Getz's Supper Club,
Baltimore, Md.
Address: Care Billboard, 1564 Broadway, New York.

THE BILTMORE BOYS
Now 9th Week Wm. Penn Hotel, Pittsburgh, Pa.
Thanks to Joe Miller.
Per. Address, The Billboard, 1564 Broadway,
New York City.

MACK MILLAR
Writes on
Exploitation of Night Clubs
—A Cafe Cavalcade
In the Spring Number of
The Billboard Dated
April 10, 1937

FIRST NEW YORK APPEARANCE
ALVIN DWIGHT
MOTTER and DAVIS
in "Grace, Strength and Balance"
Just Completed Successful Engagement, Roxy Theater, New York.
Direction—Fanchon & Marco.

THE BIGGEST SINGLE DRAWING
ATTRACTION OF THE YEAR
"The Sarah Bernhardt of the Dance"
JANIS ANDRÉ
Now in Her 28th Week at the
PARADISE RESTAURANT, New York



Walter Winchell, N. Y. Daily Mirror: One of the ten best undressed women in America . . . delighted the audience with her restraint and charm.

Louis Sobol, N. Y. Evening Journal: Janis Andre is the slim exciting beauty currently featured at the Paradise . . . Polish Ambassador Count Jerzy Potocki interrupts conversation at his table to watch her dance.

Richard Manson, N. Y. Post: Lady Godiva of Park Avenue offers shapely Janis Andre . . . concluding with the Godiva on a white horse which thunders effectively on a treadmill.

Malcolm Johnson, N. Y. Sun: Highlight of the show is Lady Godiva of Park Avenue, featuring Janis Andre.

Ted Friend, Sunday Daily Mirror: Janis Andre, who admits that beauty is its only excuse for being . . .

Doc Wilson, N. Y. Inquirer: We have beautiful Janis Andre in our flower bed this week.

For further information and future dates communicate with

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Southern Tavern, Cleveland
WTAM and NBC NETWORK
Excl. VARIETY RECORDING ARTISTS

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AND HIS ORCHESTRA
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48th Week GLORIA PALAST, New York
The Romantic Tenor
AND HIS AMBASSADEURS
Per. Rep.—Harry Moss

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ORCHESTRA
"Ambassadors of Musical Youth"
Excl. MASTER RECORDING ARTISTS

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"The Blonde Bombshell of Rhythm"
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Currently LA SALLE, Chicago
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KYW, PHILADELPHIA, AND NBC NETWORK
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"America's Most Versatile Instrumentalist"
AND HIS ORCHESTRA
13th Week at the
HOTEL ST. MORITZ, NEW YORK

CONSOLIDATED RADIO ARTISTS, Inc.
CHAS. GREEN, President
NEW YORK: 30 ROCKEFELLER PLAZA
CHICAGO - CLEVELAND - DALLAS - HOLLYWOOD

Waiters Sit Down; Band Plays; Show Goes on; Owner Tears Hair

PHILADELPHIA, March 27.—Arcadia International House, swank supper club, experienced a sit-down strike last week. Only it wasn't a gag. To force reinstatement of two employees previously discharged, 50 waiters, cooks and bartenders dropped all tasks and to the astonishment of the diners took command of the tables. Sit-downing was oke by Art Padula, spot's nabob, providing the strikers would shell out a \$1.50 cover charge.

Sit-downers sat in over night. When they yielded to police argument and evacuated, they confined their activity to picketing. In spite of the sit-down Happy Felton's Band played on and the

floor show was presented, altho no food or drinks could be served. Padula estimated that the 19-hour strike cost him \$350 for food and \$400 for food and drinks that were not paid for when the help sat down.

Three unions are involved, Local 59 of the Waiters and Waitresses' Union, Local 111 of the Cooks and Pastry-makers' Union and Local 115 of the Bartenders' Union. Padula declared the strike was called in violation of a contract calling for arbitration of all labor difficulties. Matter will be left to the Mayor's Labor Relations Board for a decision.

Music Trade Confab Soon

NEW YORK, March 27.—John G. Palne, chairman of Music Publishers' Protective Association, leaves for Washington Monday to discuss with the Federal Trade Commission modifications in the music-industry code. A representative of the Joseph V. McKee office, counsel for MPPA, will accompany him. Code in general, however, has already been approved by the pub committee.

General trade conference is probably the next step.

Wisconsin Music Bill Asks Tax on Brokers

MADISON, Wis., March 27.—The State Senate on Monday passed the Cashman Bill (65, S), which levies a tax of 25 per cent on the gross receipts of music brokers from copyrighted music. The present law calls for a 5 per cent tax.

Also included in the measure is a license fee of \$25 for all investigators who check violations of copyrighted music. Persons who investigate without a license are subject to a fine of from \$200 to \$500.

The measure goes to the Assembly for action.

Sheet-Music Leaders

(Week ending March 27)

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. Little Old Lady (Chappell) (5)
2. Boo Hoo (Shapiro) (4)
3. Moonlight and Shadows (Popular) (11)
4. When My Dream Boat Comes Home (Witmark) (3)
5. This Year's Kisses (Berlin) (2)
6. Goodnight, My Love (Robbins) (16)
7. What Will I Tell My Heart? (Crawford) (10)
8. Serenade in the Night (Mills) (8)
9. Trust in Me (Ager) (7)
10. I've Got My Love To Keep Me Warm (Berlin) (13)
11. When the Poppies Bloom Again (Shapiro) (9)
12. On a Little Bamboo Bridge (Morris) (11)
13. Too Marvelous for Words (Harms)
14. Sweet Is the Word for You (Famous)
15. My Little Buckeroo (Witmark)

PHONOGRAPH RECORD best sellers will be found on page 88.

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PROTECT YOUR PROFITS
Our Patented Dance Check fits through button-hole. Cannot be removed and passed to another without destroying. Guards your profits. Priced low, \$10.00 a Thousand. Ass'd. colors, without printing. Samples on request. Order today. Made in U. S. A.

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WESTERN BADGE & NOVELTY CO., 402 N. Exchange St., ST. PAUL, MINN.

Brady-ASCAP Fight In Hearing Stage

LINCOLN, Neb., March 27.—Battle between Senator Frank Brady, Atkinson rancher, and ASCAP progressed to the hearing stage late last week in which many amusement men and two representatives of the society figured. ASCAP was painted as a "vicious trust," and Brady's bill is an attempt to put the Sherman Anti-Trust Law on the Nebraska books as it now is in Washington and Montana.

Arrival as a statute, the bill will make it necessary for ASCAP to do business on an individual basis, not with flat rulings for an entire branch of the amusement business. John Gillin Jr., president of the Nebraska Broadcasters' Association, spoke before the hearing and said his station, WOW, Omaha, paid about 5 per cent of its gross to ASCAP.

Eugene Blazer, ASCAP's Omaha representative, said the levy was more likely 1 per cent, and said the gross was around \$16,000 annually to ASCAP from the whole of Nebraska. E. S. Hartman, of Chicago, said it was an attempt to steal from the society its products of other brains.

Nebraska Broadcasters did not take action as a body, fearing the cure no better than the sting. Also, altho the hearing was packed, very few spoke because of feared ASCAP retaliations.

\$25 for New Songs

PHILADELPHIA, March 27.—Tin Pan Alley will now have a chance to do something big for the University of Pennsylvania. And get \$25 for the favor, if acceptable.

"We haven't had any new songs for more than 10 years now," said the Undergraduate Council. Best collitch chune submitted by April 26 gets the jack-pot.

Music Friends, Inc., Opens

NEW YORK, March 27.—A retail mail-order house known as Music Friends Service, Inc., has opened with offices on Broadway. It is headed by Clarence E. Steinberg, a local attorney, as president.

Firm is selling and distributing sheet music, folios, books, orchestrations, phonograph records, music rolls and music supplies.

Shelley Signature Song Sold

BOSTON, March 27.—Lee Shelley's signature number, *Dreamland*, has been accepted for publication by Bob Miller, Inc., New York publisher. Shelley, currently at the Brunswick Casino, wrote the lyrics and music.

Lunceford Band Returns

NEW YORK, March 27.—Harold Oxley, manager of Jimmy Lunceford, ork leader, returned along with the band from a European tour abroad on the Queen Mary Monday.

48th Week GLORIA PALAST, N. Y.
DICK DIXON
The Romantic Tenor,
And His Ambassadeurs.
Per. Rep. HARRY MOSS.
Excl. Mgt. Consolidated Radio Artists, Inc.

BARNEY RAPP
and his New Englanders
with RUBY WRIGHT
NOW PLAYING CHASE HOTEL,
St. Louis, Mo.
Management
CONSOLIDATED RADIO ARTISTS, Inc.

DON MARIO
and his ORCHESTRA
ON TOUR
Per. Mgt. PAUL WIMBISH,
R. K. O. Bldg., New York City.

DON REDMAN
AND HIS ORCHESTRA
ON TOUR.
CENTURY ORCHESTRA CORPORATION,
1619 Broadway, New York.

ORIANCO ROBERSON
and his orchestra
NOW TOURING SOUTH
Exclusive Management
Century Orchestra Corp.,
1619 Broadway, New York.

THE ONE AND ONLY
JIMMIE LUNCEFORD
AND HIS ORCHESTRA
the new King of Syncopation
Now Appearing
MEADOWBROOK, Cedar Grove, N. J.
Direction:
HAROLD OXLEY, 17 E. 43th St., New York, N. Y.

STACHEE SMITH
and his
ONYX CLUB ORCHESTRA
2nd YEAR ONYX CLUB.
"Gradle of Swing"
Personal Mgt.
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281 Broadway, N. Y. C.

MARIO BRAGGIOTTI
AND HIS ORCHESTRA
SOLOIST with PROVIDENCE PHILHARMONIC ORCHESTRA
March 16th,
Playing Own Composition,
"Spanish Rhapsody."
"Spanish Rhapsody" by Braggiotti as performed by the pianist and the orchestra, is full of fireworks. . . . It has rhythm and vitality.
Loveridge, Prov. Journal.

ANDY IONA
and his Islanders
HOTEL NEW YORKER, New York
Direction—Rockwell-O'Keefe.

JERRY BLAINE
and his orchestra
5th Month, Occoanet Grove,
PARK CENTRAL HOTEL, N. Y.
NBC Coast to Coast.
Management
Consolidated Radio Artists, New York.

Dance at MARLOW'S PARK

Music News in New York City

Something at variance in swing rhythm is embodied in the new song, *A-Hunting I Will Go*, an E. B. Marks publication. The melody is based on the old hunting call, with Al Stillman supplying the text and Raymond Scott the music.

Latest in the catalog of Roy Music is *While Strolling on the Boulevard*. E. F. La Freniere, Charles French and Hugo Rubens furnished the text and music.

A pair which have been indorsed abroad and have found their way into the catalog of Jack Mills are *Left-Right and In-Out* and *Have You Forgotten So Soon?*, by George Gilbert and Horatio Nicholls. Were purchased from Lawrence Wright, London. Mills is also sponsoring two promising tunes, *I'm Just a Country Boy at Heart* and *I'm Gonna Sing While I'm Able*, from the latest film musical, *Sing While You Are Able*, starring Pinky Tomlin and Toby Wing.

A new firm, Major Music Company, is already attracting attention because of *Coronation Waits and Words Fall Me*, two recent issues. Also publishing the score of *Vogues of 1937*, a new revue. English rights of all the numbers have been taken over by Chappell, Ltd.

Ten writers with many hits to their credit got together recently and turned out one song, *Sure, We Ain't Got Sugar*. Original idea was to make it a gag, but (See MUSIC NEWS on page 28)

Detroit Agency Adds Spots; Clubs Expand Easter Shows

DETROIT, March 27.—Lionel Kaye, of the Amusement Booking Service, has added Johnny LaSalle's French Casino to his books. Spot uses six-people units. Peter J. Iodice, of the same office, has added Frank Barbera's Bowery, at Hamtramck, Detroit suburb.

Two other spots booked by the office picked on Holy Week to enlarge their shows. Elysta Gardens, west side spot, doubled the floor show in personnel and jumped from two to seven days a week, while Gus Brown's Ambassador Club also doubled the number of acts and went from four to seven nights a week.

"Nudist Queen" Swims Ohio CINCINNATI, March 27. — Zorima, "Queen of the Nudists," currently at the

Cat and Fiddle night club here, pulled a daring publicity stunt here yesterday by swimming the frigid Ohio River before a host of newspaper men and photographers, with the temperature below the freezing point. Local papers carried pictures of the feat. Zorima's real name is Margaret Lehtinen.

New Club in Philly

PHILADELPHIA, March 27.—Jean and Ralph's adds to the town's roster of intimate niteries. Spot bonifaced by Ralph Maloney and Jean Roulette, who heads the floor talent. Opening lineup had Hal Hixon, Ann Collins and Joe Maps and Marcelle Marschon. Strolling combo makes the music.

GARWOOD VAN'S orchestra slated to replace Henry King at San Francisco's Fairmount Hotel April 1.

Hold Your Breath, Boys

PHILADELPHIA, March 27.—Tin Pan Alley will have to forget 32-bar choruses and four-line rhymes if the brainstorm of William Jaffe, local arranger, catches on. Jaffe discloses he has hit upon a new type of rhythm which augurs to revolutionize the entire song-writing industry. The basic 4-4 temp remains the same, but his devised beats make it the first rationalized rhythm since *Dardanella* hit the presses. Jaffe is first applying for a patent before letting the trade in on it.

Montreal Clubs Heavy on Talent

MONTREAL, March 27.—With a number of new Easter shows on tap, night clubs are prepared for an upswing following the Lenten period.

Into the Embassy Terrace, Roy Cooper, of Paramount Entertainment Bureau, has spotted the Wallace Whiteleys, Edith Bellin and Ray English. At the Stanley Grill he has the Streamline Steppers, six-girl line, and Dolores Cooper.

Other Cooper bookings include the Casino de Pares, where he has Jack Reed, Rozita and Perez. Al Cooper's Ork and Mitzel Wayne. Also has Loretta Keller at the Gaiety Club, Aylmer, and Don, Donna and Donn and Marcus Huston.

O'Toole Brothers' Band goes into Chez Maurice as a relief ork for Alex Lajoie's musicians.

Bert Austin returns to tenor at Krausmann's Lorraine Grill. Others swinging into the Lorraine are Royale and Delmar and Norma Mitchell. George Sims' Band carries on.

Leonidoff To Do French Show

CHICAGO, March 27.—Leon Leonidoff, producer of shows at Radio City Music Hall, New York, will produce the new show for the Casino Parisienne here, opening April 19. In the cast will be Arren and Broderick, Four Kraddocks, Peroska and the Ortner.

Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed below are those which received six or more plugs on the networks, WJZ and WEAF (NBC) and WABC (CBS) from Friday, March 19, thru Thursday, March 25, and also, for comparative purposes, from Friday, March 12, thru Thursday, March 18. Ratings are based on the number of combined network plugs for each song.

Also listed under Independent Plugs are the combined plugs for each song on WOR, WNEW, WMCA and WHN for the same period.

The symbol "F" after the title of a song denotes it originated in a film; symbol "M" indicates derivation from a musical production.

This census is collated and compiled by The Billboard staff from data supplied to The Billboard by the Accurate Reporting Service.

Position	Title	Publisher	Plugs	
			Mar. 12-18	Mar. 19-25
			Net. Ind.	Net. Ind.
1.	Boo-Hoo	Shapiro, Bernstein	30	23
2.	Little Old Lady (M)	Chappell	26	27
3.	I've Got My Love To Keep Me Warm (F)	Berlin	26	25
4.	When the Poppies Bloom Again	Shapiro, Bernstein	25	16
5.	What Will I Tell My Heart?	Crawford	24	26
6.	Too Marvelous for Words (F)	Harms	24	22
7.	On a Little Bamboo Bridge	Morris	23	4
8.	Swing High, Swing Low (F)	Famous	22	22
9.	Trust in Me	Ager, Yellen	20	21
10.	Moonlight and Shadows (F)	Popular	19	22
11.	Sweet Is the Word for You (F)	Famous	19	16
12.	My Last Affair (F)	Chappell	18	22
13.	Goodnight, My Love (F)	Robbins	18	21
14.	Where Are You? (F)	Feist	18	14
15.	This Year's Kisses (F)	Berlin	17	25
16.	I Can't Lose That Longing for You	Donaldson	17	21
17.	Gee, But You're Swell (F)	Remick	16	19
18.	When My Dreamboat Comes Home	Witmark	16	17
19.	Smoke Dreams (F)	Robbins	16	8
20.	May I Have the Next Romance With You? (F)	Feist	15	26
21.	Slumming on Park Avenue (F)	Berlin	15	20
22.	One in a Million (F)	Hollywood	15	10
23.	Mr. Ghost Goes to Town	Exclusive	14	12
24.	You're Here, I'm There, You're Every-where	Marlo	14	9
25.	Big Boy Blue	Schuster	13	18
26.	You're Laughing at Me (F)	Berlin	13	13
27.	Serenade in the Night	Mills	13	12
28.	The Mood That I'm In	Broadway	13	4
29.	How Could You?	Witmark	12	12
30.	Was It Rain? (F)	Santly-Joy	12	11
31.	Our Song (F)	Chappell	12	7
32.	Sweet Lullaby (F)	Select	12	7
33.	September in the Rain (F)	Remick	11	14
34.	Easter Parade (M)	Berlin	11	1
35.	The Goona Goo	Crawford	10	12
36.	Love and Learn (F)	Chappell	9	10
37.	Summer Night (F)	Remick	9	8
38.	I Can't Break the Habit of You	Davis	9	7
39.	He Ain't Got Rhythm (F)	Berlin	8	17
40.	With Plenty of Money and You (F)	Harms	8	11
41.	I'm Riding High (M)	Chappell	8	11
42.	You Showed Me the Way		8	10
43.	When Love Is Young (F)	Miller	8	5
44.	Wanted	Sherman Clay	8	5
45.	That Foolish Feeling (F)	Feist	8	5
46.	I'll Never Tell You I Love You	Mills	8	5
47.	Choir Boy	Schuster	8	4
48.	Carelessly	Ellis	8	3
49.	Sentimental and Melancholy (F)	Harms	8	1
50.	Just a Quiet Evening (F)	Harms	7	13
51.	Floating on a Bubble	Santly-Joy	7	8
52.	I Adore You (F)	Famous	7	8
53.	Rockin' Chair Swing	Red Star	7	7
54.	Rusty Hinge	Roy	7	7
55.	Whoa, Babe	Lincoln	7	3
56.	Love Is Good for Anything That Ails You (F)	Santly-Joy	6	12
57.	Supposing	Mills	6	11
58.	Twinkle, Twinkle, Little Star (F)	Popular	6	10
59.	Oh, Say, Can You Swing?	Marks	6	9
60.	They All Laughed (F)	Chappell	6	6
61.	Vienna Dreams (F)	Harms	6	5
62.	Moon Is in the Sky	Fox	6	3
63.	Jamboree (F)	Feist	6	2
64.	I've Got Beginner's Luck (F)	Chappell	6	2
65.	Coronation Waltz	Major	6	0
66.	After You've Gone	Words & Music	6	0
67.	Words Fall Me	Major	6	0

FRANK BURKE
Writes on
Summer Resorts Prepare for Band Bookings
In the Spring Number of *The Billboard* Dated April 10, 1937

JACK POWELL
Sailing for Europe
Opening VICTORIA PALACE
London, April 5th.
Dir. LEDDY & SMITH,
1270 Sixth Ave., New York.

TITO GUIZAR
Now in his fourth sensational record-breaking week.
at the
RONEY-PLAZA HOTEL
Miami Beach, Fla.

JENO BARTAL and his Orchestra
Daily for Luncheon, Silver Grill, HOTEL LEXINGTON, New York.
Broadcasting WHN Monday and Friday at 2 P. M.
Also playing daily for dinner Georgian Room, Hotel Piccadilly, New York.

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Oh! Boy! They are Knockouts! Newest Orchestra Designs; Four Flashy Colors; 200 14x22 Window Cards, \$9.00; 1,000 Paper, same, \$14.00; 9 1/2 x 22-in. Cards, 200, \$8.50; 1,000 Paper, same, \$12.00. Cash with order. Special Bills engraved to order, \$12.00 up. Wire your order NOW, or write for samples. New Date Book and Price List.

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MASON CITY, IOWA.

NEW COMEDY SONG
Plenty Extra Choruses.
"YOU WOULDN'T KNOW THE WHITEWASHED STABLE NOW"
Been used in Radio and Vaudeville by Polly Jenkins and Plowboys. Suitable for any act or orchestra needing novelty comedy song. Great for hillbillies. 25c a copy. Prof. copies to recognized acts.
POLLY JENKINS, Hillsboro, Del.

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Acts en route to and from West Coast can break jumps at CLUB LA FONDA (half way between Ft. Worth and El Paso). ONLY PROFESSIONAL ACTS considered. MUST audition before engaged. No Amateurs. No Agents. For information write
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Turn to our Amusement Machines, Music Section, for listing of 10 best records (Bluebird, Brunswick, Victor and Vocalion) for the week ended March 29.

Local 802-RKO Meeting For Flesh Gets Nowhere

Major Thompson claims receivership and admission tax eliminates vaude—infers that musicians should help circuit in tax battle—picketing concentrating on RKO

NEW YORK, March 27.—Following an unsuccessful meeting yesterday with Major L. E. Thompson, of RKO, Musicians' Local 802 will start its picketing drive within a few days against 28 of the circuit's theaters in Greater New York. The local will concentrate all its economic strength against the circuit, according to statements made today by Jack Rosenberg, president, and Robert Sterne, executive board member and chairman of the theater drive committee. Pickets will be withdrawn from non-RKO houses and every legitimate means of propaganda will be used in the drive for putting musicians back into theaters. Thompson, in presenting the case for RKO, stressed two points tending to eliminate stage shows in his circuit's theaters: first, that RKO is at present operating under a receivership; and, second, the government tax on admissions.

According to Rosenberg, Thompson inferred that negotiations between the local and RKO might bear more fruit if the musicians would back the circuit in trying to get the government to rescind the tax on theater admissions. Angle here is that there is no tax on admissions under 40 cents, whereas the use of vaudeville generally means an admission in excess of that figure. If it were possible to invalidate the tax, then RKO, according to 802's version of Thompson's statement, might invest money to rebuild apparatus necessary for stage shows. On the receivership subject, 802 brought out that the circuit's financial statement for last year indicated profits in excess of those the year previous. According to Sterne, Thompson attributes this to the circuit's method of operating within its particular economy.

Rosenberg, queried as to whether the local might try to help RKO in the matter of the admission tax, answered definitely in the negative, explaining that 802 had no desire to entangle itself in the circuit's tax battles with the government.

Thompson, indicating he thought 802's action was unfair in that it picked on RKO, was told that the entire industry was ultimately aimed at.

Brooklyn Para's Friday Showings

NEW YORK, March 29.—Brooklyn Paramount will inaugurate a Professional Night this Friday and run one every Friday thereafter, with the shows under the direction of Gerald Griffin. Acts will be paid, and there is a possibility of a radio tieup with Michaels, a local furniture house. Orchestra will be led by Ben Nelson, who works the Amateur Night at the Fox, Brooklyn, also a SI Fabian theater.

House is contacting agents and all talent buyers to attend the Friday night shows, working the idea as a showing spot for talent. Possibility that the idea may catch on and be used in other houses througout the city. If built up with any success it might result in split-week engagements.

K-A-O Shows '36 Profit of Million

NEW YORK, March 27.—Keith-Albee-Orpheum Corporation and subsidiaries reported this week a net profit for 1936 of \$1,237,141, equal to \$19.23 each on 64,304 shares of seven per cent cumulative preferred stock, on which arrears on December 31 were \$24.50 a share. Net profit was shown after all charges, including \$63,000 provision for surtax on undistributed profits. In 1935 earnings were \$403,073.

Income from theater admissions was \$13,739,404, against \$12,998,229 in 1935; gross revenue was \$15,480,179, against \$14,601,061; operating income after expenses was \$1,988,875, against \$1,843,630, and total income was \$2,285,129, against \$2,084,488.

B. F. Keith Corporation and subsidiaries reported for 1936 a net profit of \$1,056,257, against \$464,645 for 1935. Gross revenue was \$10,386,249 and total income was \$1,784,108.

AFA Opposes Balto Agent's Licensing

NEW YORK, March 27.—Charged with operating a theatrical agency without a license, Roy A. Bergere, partnered with Leonard E. Trout in the ownership of the National Theatrical Exchange, operating in Baltimore and conducting an office here, was brought before Magistrate Dreyer Tuesday. Upon learning that Bergere already had applied for a license, as of this May 1, when the new licenses are issued, Dreyer adjourned the case until May 5.

License department complaints against the agency were instituted by the American Federation of Actors on behalf of some of its members, particularly Joan Alexander, dancer, who is alleged to have been canceled out of a hotel job and receiving no pay. At a hearing before Moss, the agency was advised to take out a license and told it could be applied for as of May 1.

The AFA has filed a protest with Moss against an issuance of a license to this agency.

Rimacs Eight More Weeks

LONDON, March 27.—Ciro Rimac's *Rumbaland Muchachos* has been signed for eight more weeks with the Paramount Circuit here after playing six weeks already. Act will probably remain here until end of June, when it will start on a tour of the Continent. During Holy Week, Rimac went to Paris to talk over playing the exposition there while his wife and son went to Rome and Naples.

J. H. LUBIN returned to New York last week from Florida. He is still ailing. . . . Heloise Martin, Drake University student of the showerbath publicity, will be added attraction with NTG this Thursday in Boston for RKO. . . . Frank Gaby has joined the *At Home Abroad* unit. . . . Ozzie Nelson and ork have been booked for the New York Paramount, opening some time in June. . . . Roy Atwell will play the Chicago, Chicago, April 16, and Sallic's Puppets will go in the following week. . . . Calgary Brothers will leave the New York Paramount April 13 to go to the Cocosnut Grove on the Coast. Paramount ptx has signed them for features. . . . Jack Powell sailed Saturday from New York on the Paris to open April 5 at the Victoria Palace, London, for two weeks and then into the Savoy there for two more weeks. . . . *Hollywood Hotel* unit is reopening, Paramount booking it for Springfield, Mass., week of April 8.

MADY AND COURT are being brought to America from Europe, with Paramount giving them three weeks, starting April 29 in Boston. . . . Fanchon & Marco Gae Poster girls have been booked for two weeks at the Michigan, Detroit, starting this Friday. . . . Senor Wences, who opens March 30 at the Berkeley Hotel, London, will follow with Manchester and the Holborn Empire and Trocadero, London, and then into the Alhambra, Paris. . . . Ben Shatin, of the Simon Agency, is handling Paul Conlon, comedy writer, who is with the Ed Wynn radio show and also writing for Educational. . . . Rice, Vine and Lane (Radio

MATERIAL PROTECTION BUREAU-- A Free Service for Readers

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

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Herschel Stuart Joins Monogram

NEW YORK, March 29.—Herschel Stuart joined Monogram Pictures Corporation today as treasurer of the firm, which has undergone a reorganization as a national producer and distributor of pictures. To accept his new post Stuart obtained his release as general manager of Consolidated Theaters from Lawrence S. Bolognino.

Before joining Consolidated, Stuart was with Columbia Pictures as advertising-publicity director. Prior to that he was with Paramount-Publix, was general manager of RKO theaters and also was with the Fox Poll Circuit.

JOHN PASSAFIUME, assistant manager of Fox, Detroit, has been forced to take a vacation expected to last two or three months because of illness. His post is being temporarily filled by John Krevo, chief of staff of the Fox.

Vaudeville Notes

Ramblers), recently at the Roxy, New York, have been signed for Warner shorts. . . . Joseph Bernhard, g. m. of Warner theaters, sailed Saturday from New York on the Paris.

TITO GUIZAR, CBS tenor, opens Friday for a week at the Detroit and Michigan Exposition, Detroit. . . . Les Nichols, Ripley whistling ventriloquist, opened in Montreal Saturday, playing theaters and clubs. . . . Charlie Master is working the Club Esquire, Toronto, with his new drum novelty. . . . Members of the Abe Lewis act were injured recently while driving to a date in Ashtabula, O. The injured were Melvin Burkhart, Agnes Georges, Ruth Wordell, Peter Dorey and Lee Owens, and except for the Misses Georges and Wordell the act went on in Ashtabula. . . . Dave Apollon's unit will play Akron and Youngstown week of April 23 and the following week will play the Fox, Philadelphia.

CHICAGO NOTES: Edgar Kennedy at Palace making his first visit in the Windy City in 15 years. . . . Mr. and Mrs. Bill Hollander (he's the B. & K. publicity chief) returned from New York. . . . Murray Fell, an associate of the William Morris office on the Coast, stopped off here on way home. . . . Paul Marr, booker, whose partnership with Sammy Clark terminates at end of this month, will move his offices from the Woods Building. . . . Six Lindy Hoppers doubling between College Inn and Chicago Theater. . . . Return of State-Lake to Friday openings April 9 will give the city four combo openings that day.

Europe Grabs U. S. Names

Vallee booked for Holborn Empire—Benny Fields and Jackie Cooper deals on

NEW YORK, March 27.—Europe is definitely setting itself up as a market for American "name" attractions, the latest booking being Rudy Vallee, who, with his pianist, goes into the Holborn Empire, London, May 3 for one week. His salary for the engagement is in the neighborhood of five grand. Negotiations are also on for European engagements for Benny Fields and Jackie Cooper, with the Fields booking practically set.

Vallee's theater engagement in London ties in with his two foreign broadcasts, which were set by the J. Walter Thompson Agency. It is likely that Vallee will also work a cafe while in London. The Fields booking is slated to come thru in the next week or so, while the Cooper negotiations are in the early stages.

Biggest money booking in Europe is the Cotton Club show, which goes into the Ambassadeurs, Paris, in May at about 10 grand a week. This troupe will follow with theater dates in London. Helen Morgan is also booked for dates abroad, opening April 19 at the Victoria Palace, London, and doubling with Ciro's. From London she will go to the Theater Roya, Dublin. Morton Downey and Harry Richman sail from here April 14 for dates in Europe, with Downey playing for General Theaters Corporation and Richman opening at the Cafe de Paris, London, and scheduled to follow with the Holborn Empire there.

Bebe Daniels and Ben Lyon are still in Europe, where they are on a tour. Theaters and clubs on the other side are showing much interest in American names and units, willing to go as high as five grand top for the names and higher for unit shows such as the Cotton Club.

Despite the agitation in London against the increase in foreign talent, American bookings continue prosperously. Acts are being bought in wholesale number, with the bookings scattered over the months so as not to arouse too much comment from the Variety Artists' Federation of England, which is the factor in agitating against alien bookings in English spots.

Moss To Wage New Agency Drive May 1

NEW YORK, March 27.—License Commissioner Paul Moss intends waging another drive against artists' representative in an effort to have them licensed by his department. His new drive will start May 1, the date of issuance of new licenses.

Moss has been having little success in his drive against theatrical agents, but during these many months that he has ceased activity in this direction he has been lining up his new attack. He has been seeking help from Albany, and also feels he can now prove that most artists' representatives deal direct with the employers of talent and therefore subject to licensing.

ERIE, Pa., March 27.—Warner's Erie Theater here will get a one-day flesh attraction April 14 for two performances, the booking being the University of Pittsburgh 55-piece band and Pitt Men's Glee Club.

HARRY KALCHEIM


Writes on

The Trend in Stage Shows

In the Spring Number of The Billboard Dated

April 10, 1937

Princess and Baby
YVONNE
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LELA MORE
in her DANCE of the LOVERS
(Copyrighted)
Now EMPIRE THEATRE, Paris, France.
Dir. NAT KALOHEIM, Wm. Morris Agency.

Loew's State, New York
(Reviewed Thursday Evening, March 25)
State's got marquee value, but from the stage show, which is topped by Helen Morgan and Sallic's Puppets. Latter is in for the third repeat within a couple of months. Pix is *You Only Live Once*, with the Sylvia Sidney-Henry Fonda combo. It's a heavy pix, strongly in need of the directly opposite stage show. Latter runs 72 minutes and is strong entertainment, with the audience exceptionally enthusiastic. Show has intimate qualities, which makes it all the more enjoyable.

Lew Duthers, with Jean and Joan, does the warmer-upper duties. A fair enough dance act. The trio offers an all-tap turn, working together and breaking down into solos and competitive hoofing. Jule Oshins and Ben Lessy, cafe lads and apparently homeowners, considering the many friends in the house, mopped up to the tune of a show-stop. They're a different comedy singing team, the night club stamp showing distinctly, and their delivery and song material is wallowing stuff. Pay little attention to the singing quality, which is just as well, as they are funsters supreme.

Hal Sherman started off in bang-up style with his two eccentric dances, the sliding routine catching on for big laughs, but let down in the other half of his act with his versions of any dance the audience wanted. He's a clever comedy dancer and greatly in the know on selling.

Helen Morgan found a big entrance hand awaiting her. While clothed formally, she worked very informally, asking the audience to join in with her on second choruses, throwing flowers to someone in the first row and generally getting the folks on her side. She's lovely, a charming personality that blends swell with her distinctive voice. Did *Why Was I Born?*, *Only Make Believe*, *My Bill* and *Why Do I Love You?* Went off big.

Sallic's Puppets got an entrance hand, too. This is a grand Easter week act—or for any other week for that matter. The puppet numbers are the last word, especially that concert pianist and singer, which is nothing short of brilliant. When the curtain rises to show the quintet manipulating the strings the audience's applause practically raises the roof. SIDNEY HARRIS.

Metropolitan, Boston
(Reviewed Thursday Afternoon, Mar. 25)
Smart booking of *Stepping Stars*, an 80-minute corking show, is cleverly produced and lighted by Leo Morgan. *The Score and Four Lovelies*, a well-rounded line, open with a number starring lovely Marilyn Marlowe, a Sonja Henie on taps. Registered solidly and indelibly with the audience as a reward for her sock concert and symphony of tap terp, refreshingly new and of a type that keeps the orbs peeled. Bert Nagle and Company offer a midnight meow bit between two felines. Antics of the backyard fencers are howlariou. Control dancer spices her bits with intriguing contortions. Very okeh.

Mae Questel, the cartoon Betty Boop, definitely delighted the patrons with her squealish warbling of *What's Wrong With You, I'm Dangerous Betty Boop and Invitation to a Dance*, in which she impersonates Marlene Dietrich, Zasu Pitts, Mae West, Garbo, Maurice Chevalier. For her bow-off, the gaggy bit of *I've Got To Go*.
Spring Muses production number is one of the most capably handled seen in some time. Nods go to Hjalmar Hermanson for scenery, the magic lighting by Morgan, and music by Peter Bodge. Country river scene is introduced by Ken Ovenden, WEEI, Boston, mikeman. *Voice of Spring* is sung by Virginia Warren, WAAB-Colonial Network, Boston, soprano. A drop depicting April showers descends to transform the tranquil country scene into a thunder-lightning condition. Lighting effects deftly transform the turbulent into a peaceful garden scene, the line of girls literally blossoming forth as beautiful flowers and shrubbery. A grand intro to the sock adagio Stuart Morgan Dancers. Novel bits by fem and trio of lads are smooth

VICTOR HYDE
"One-Man Swing Band"
Just Closed METROPOLITAN, Boston, Return Engagement.
OLUB MIRADOR, New York.
Mgt. Rudy Vallee Units Corp., N. Y.

thruout. Quartet has plenty on the ball. Wiere Brothers present their comedy with a sparkling Continental flavor. Reception might be likened to a Ritz Brothers ovation. Staccato-like actions and quips were immense. Eddie playing, derby hat and stage-crossing business rate terrific. Finale shows up at *A Day At the Fair*. Line works nicely and then exits in a Cinderella carriage. Victor Hyde, the one-man swing band, follows. Lad is a sensation. Started off with theme songs of Ted Lewis, Henry Busse, Hal Kemp, Kay Kyser, Fletcher Henderson and goes into *Tiger Rag*. Double trumpets in harmony to *Margie*. Taps while he duo trumpets to *Dinah*. With a triple-trumpet setup, *Sleep* and *Dinah*

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THIS WEEK (March 25)
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Four Weeks **RITZ-CARLTON HOTEL** New York
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Direction—HENRY WIESE.

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"HUMOROUS FEET"
This Week State-Lake, Chicago East—Phil. Coscia, West—Jack Kalheim

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NOW STATE-LAKE THEATER, CHICAGO
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WEST: SAM ROBERTS EAST: LEDDY & SMITH

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

are dished out in grand style. Definitely okeh, and he'll go a long way.

The Danwills top off the show with expert teeterboard work. Feature a three-man high running double somersault and flip shoulder trick that is tops. Good work thruout.

Picture is *Waikiki Wedding* (Paramount). Biz good for a swell show.
SIDNEY J. PAINE.

Roxy, New York

(Reviewed Friday Evening, March 26)

Roxy stage show this week has more pep than the picture, latter being just a long-drawn-out series of variety turns. Stage bill, tho, has pace and smartness, the different acts being set off by tasteful and unique production numbers featuring the Gae Foster girls. Outstanding business done by the latter is the unicycle turn, the girls going thru their routines mounted on single-wheel bikes with no handle-bars. A cute number to watch, this seems to be the last word in difficulty. One of the girls, stepping before the mike, says as much.

Bob Ripa, juggler and balancer extraordinary, goes thru his hits with rapid precision and aplomb. His work needs no special buildup, for the audience senses immediately the difficulty and skill involved. Transferring of balls from one stick to another and catching and balancing spheres while in various positions tab him as tops for this particular kind of work. Silent thruout the act, Ripa nevertheless manages to convey a distinct and pleasant personality. Scored handsily.

Ross Wyse Jr., assisted by June Mann, comes out talking, takes a terrific fall, and soon goes into a fast acro hoofing number, finally knocking himself out. This sets the tenor of the turn, which is a combination of excellent acro dancing and hoke. Miss Mann, with whom Wyse begins to practice an adagio, postures and finally becomes ludicrously entangled with her partner. Audience goes heavily for it. Both contribute acro work in closing, clicking well.

Louise Massey and the Westerners, radio turn singing Western tunes, closes. Quintet comprises four men and Miss Massey, and instruments are bass viol, violin, guitar and piano accordion. Their harmony is of the quiet kind, a distinct

relief from the more outlandish arrangements. Tunes come over swell, including *I'm a Lone Cow Hand*, *Eyes of Texas Are Upon You*, *idin' Down That Old Texas Trail* and others.

Nadine and Kirk, ballroom team, are spotted with the Foster line in addition to their regular turn. Offer a Ginger Rogers-Fred Astaire version of the waltz from *Swingtime*, go on to the Continental and follow with a novelty ballroom turn. Number done with Foster line as background is a ballroom tap. Team has versatility, doing the various turns with ease, finesse and confidence. Look well and should sock most anywhere.

Pix, *Top of the Town* (Universal). Biz good.
PAUL ACKERMAN.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, March 25)

Stage show here this Easter week takes on both an ecclesiastical spirit and also an air imbued with the coming of spring.

In a magnificent cathedral altar setting and with a most impressive liturgical ceremony and accompaniment, Rubenstein's *Kamennoi-Ostrow* is presented, played by the symphony orchestra, two organs and sung by featured soloist Marion Raber. Combination of the beautiful church piece, the psalming of Miss Raber and the mixed chorus, plus dignified atmospherer of the entire ensembles staff, makes for one of the most colorful and awesome of all the spectacular production numbers shown here weekly.

Leonidoff's production proper opened with A. Robins, in clown makeup, who pantomimed his way hilariously. Furling what the well-dressed man should wear, he changed dozens of ties from the same collar, pulled hundreds of props from his voluminous coat, shed six or seven changes of costumes, and imitated, via mouthings, three or four musical props. He closed to a good hand with his novel walk-off, a train made out of the several trunks full of props.

Jan Pearce lent his rich and melodious tenor to *At Dawning*, and was followed by the production number, *Springtime on the Potomac*, a beautiful setting featuring a Washington walk lined by cherry blossoms. The Ballet did a fragile interpretation to *Spring, Beautiful Spring*, and were followed, in the same setting, by the Rockettes in a peppy, well-drilled, as usual, routine togged out in natty middle mufti.

Pearce again is featured in the finale, singing the theme song *Diane* of the current picture, *Seventh Heaven*.
GEORGE COLSON.

Capitol, Washington, D. C.

(Reviewed Friday Evening, March 26)

With free peanuts and lemonade, camel, elephants, water buffalo, monkeys, etc. in lobby and performers parading down aisle for entrance, Capitol turns to sawdust in big way this week. Offering *The Easter Circus*, Gene Ford production, as its stage bill. Favorable response to last year's indoor circus brought repeat, current try running 75 minutes, eight-act array upping usual flesh time allotment by better than 20. Pix is *A Family Affair* (Metro), with biz fair supper show Good Friday opening, but holiday kid draw due to make sock week.

Opening has pit ork prancing up ramp from out front, slipping down to positions, batoner Phil Lampkin on from stage, astride horse, dismounting to greet acts as they enter thru audience. Col. Wally Sharples acts as ringmaster. First turn Woolford's Weenies, 10-Daschund act. Canine capers include hops over series of tiny fences on platform, rear-paw balancing and walking, catching of catapulted batons, sidewise rolls, pushing and riding small barrels. Neatly done thruout with quantity of pup performers enhancing appeal.

Then to Captain Pickard and Frisco Seals, quartet of barkers serving up regular items—balancing, ball-tossing, etc.

Moves fast and goes well. Great Johnson, contortionist, takes following spot. He does limb manipulation from stand and sit, then similar stuff on stool-above-table perch. Switching to trapeze, Johnson offers number of tricky twists, closes with contortion variations on spinning by teeth item. Fine at all of it, but not enough to take anything but light hand.

Pallenberg's Bears next, bruin duo doing clever balance bit that house likes. Work with ball by one is okeh, real hand, however, coming for trips around stage on various scooter and bike contraptions, closing strong with high two-wheeler pedaling. Ted Allen takes over for horseshoe-tossing exploits, making ringers between legs of stooge-man, flicking cigar from mouth, shooting blind over blanket, ringing with foil sitting on and resting cheek against stake.

Lillian St. Leon and Company do all bareback riding tricks, Miss St. Leon including touch of Latin hoofing, man for comedy bits. Utilizing harness on revolving derrick arrangement, boys in audience are invited on stage to demonstrate technic of learning to stay on and do things. Kids' impromptu stabs at standing for ride get the laughs. Final is Liazeed Arabian Troupe, fast acro by three women, four men. One of each sex particularly adept at whirlwind tumbles, but all know biz and hand is good. Paul Jung Clown Troupe, on and off thruout with familiar nonsense, get rise from juves alone. CHRIS MATHISEN.

El Teatro Cervantes, N. Y.

(Reviewed Monday Evening, March 22)

Stage show here is given over to David Bamberg, magician, who presents a two-hour bill titled *Mysteries of Fu Chan*. Appearance at this Spanish spot is Bamberg's first engagement in this country and labels him as one of the leading practitioners of illusion, legerdemain and other categories of magic. Performance is divided by a 10-minute intermission. Bamberg displaying in each of the halves a comedy sense enabling him to forestall boredom on the part of the audience. Genial atmosphere is further heightened by the performer's occasional informal chattiness, during which he delivered anecdotes and gags in Spanish.

Starting off with rabbits, pigeons and goldfish, the mystification proceeds with dexterity and polish, including colored cloth turns, cabinet stunts, paper tears and rope knotting and colored dust bits. Closer is terrific, being the quick-change trick wherein a man is bound, handcuffed and placed in a trunk Bamberg accomplishes the substitution with a speed nothing short of miraculous. Other top-notch turns include shadowgraph work, a spectacular magnetic ball bit, a sure-fire needle-threading stunt and a dramatized Pit and the Pendulum sketch.

Show has more than 40 sets, only about one-half of them being hung here, and has four men and four girls to handle the props. Carmencita Perez, Spanish dancer, fills in twice with castanet numbers.
PAUL ACKERMAN.

Victoria Palace, London

(Week of March 22)

Despite no headliner of real drawing power, Kurt Roditshek's new bill *Vivety Victorious*, at Victoria Palace sets a fast pace. Has seven American acts spotted in the lineup of 11 acts. Newcomers to England are Cookie Bowers and Bobbie Gillette and Shirley Richards. Bowers registers emphatically with a corking act that is replete with novelty and his impressions and miming are sure-fire for English audiences. Gillette and Richards, a well-knit act of comedy, dancing and singing, is highly acceptable. Familiars are Fred Sanborn and Sims and Bailey (both acts playing quick repeats), Four Franks, Three Biltmorettes, and Forsythe, Seamon and Farrell.

Sanborn is a comedy riot with his hoke pantomime and xylophone bits. Lee Sims and Ilomay Bailey click heavily on the singing and piano-playing angles but there's still too much unnecessary talk in the act. Four Franks are a sensation and have everything from smart dancing and instrumentation to comedy of a high order. Forsythe, Seamon and Farrell are a show-stop with an act that has become decidedly popular with British audiences and one that's devoid of a single dull moment. Biltmorettes, three attractive blondes are the last word in tumblers and acrobats. English entrants are Clarkson Rose and Archie Glen, riding fair with their respective comedy singles. The Joannys,

Continental shadowgraphists, and the Ohayo Trio, Japanese hand balancers, have corking turns.

Business remains good.

BERT ROSS.

Additional Vaudeville Reviews on Page 28

Managers' Assn. Seeks Increase

PITTSBURGH, March 27.—Entertainment Managers' Association of Western Pennsylvania has resolved to ask a general 20 per cent raise in prices for all clubs and banquets in line with general upping in living costs and in answer to entertainers' request for more money. Secretary Larry Kennith announced today. Move will not affect night club bookings.

Increase is partially influenced by Entertainers' Association of Western Pennsylvania, which composed a tentative trade agreement last week to be presented to EMAWP as a step toward seeking acts to co-operate with managers in improving working conditions at clubs and private affairs, as well as to clarify relations between the two associations. Unusually heavy crop of bowling-league shindigs and increasing demand for all kinds of acts are an added stimulus to price boost.

If accepted by managers, as written by BAWP committee, headed by Bobby Pife, agreement is anticipated as block to AFA attempt to draw local acts into fold. Relations between AFA and entertainers are somewhat strained now, even after several meetings of Secretary George Lary and EAWP group, led by President Billy Connolly, with Lary seeking to have acts affiliated at \$1.50 monthly fee and him handling the business policies. Present local group dues is \$6 a year. Lary's plan would shove 50 cents per member into EAWP treasury to be used strictly for social purposes, and \$1 into AFA coffers.

Report that AFA had larded 25 new members in Pittsburgh drew question from EAWP members at their meeting, but union discussion possibilities were squelched by Sid Magidsohn, presiding in absence of Miss Connolly. Lary claims almost 100 AFA members in city, while officers of local body say AFL affiliation has only about 15. EAWP claims 100 members of the 300 entertainers in this district.

Managers' association has 16 members, including most of the larger bookers, altho about 40 managers here are unaffiliated.

Pa. Bill for Sunday Flesh

HARRISBURG, Pa., March 27.—A bill authorizing Sunday vaude in Pennsylvania in conjunction with movies in communities that have open Sundays, has been introduced in the House of Representatives by Assemblymen Lewis and Ostroff. The proposal, House Bill No. 1301, would permit flesh shows of equal length of time given to the exhibition of motion pictures, alternately with the pictures.

To Sell Piccadilly, London

LONDON, March 20.—Piccadilly Theater here is to be put up for sale by public auction early next month. House was built at a cost of a million dollars and opened April 27, 1928. It has been a white elephant and is now used for trade previews of British films. Late in 1935 it had a 14-week run with vaude.

Bands Return the Favor

WASHINGTON, March 29.—Bookings of Shep Fields and Hal Kemp Orchestras into the Earle Theater here during May involve an unusual arrangement. Fields will not appear on Sunday because of his radio broadcast, and Kemp will be the substitute attraction that day. During Kemp's engagement at the theater Fields will substitute for him on the opening day, Friday, which is when Kemp broadcasts.

Utica Gets Units

UTICA, March 27.—Stanley Theater here is currently playing the *Red, Hot and Beautiful* unit, which opened Thursday on a three-day booking. Warner Brothers plan to use more shows here during the month of April.

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Reviews of Acts and Bands

Al (Whitey) Roberts

Reviewed at the Roxy Theater, New York. Setting—In three. Style—Comedy and juggling. Time—Nine minutes.

After a rather weak opening of comedy patter, he proceeds to sandwich in more gags and patter between botched-up attempts to dance while skipping rope. Several minutes of this leads to comedy juggling of plates.

A girl assistant comes on to work up additional situations with the plate-juggling turn. He winds up by making good his threat to dance while skipping rope. Not a specially spectacular stunt, but he injects enough of novel steps to garner a hand good enough to bring him back for several hooked-up versions of trucking. G. C.

Calgary Brothers

Reviewed at the Paramount, New York. Style—Comedy. Setting—Front of band. Time—Fourteen minutes.

No newcomers this male team, for they were in vaude when it was vaude. But they're new just the same, as they've brushed up their comedy pantomime act to be thoroughly modern. It's a turn adaptable to theaters, night clubs and any other branch of the indoor field. Not only is it adaptable but it's great entertainment. A hearty laugh turn from start to finish, the pair piling on laugh tricks one after the other.

They're outstanding pantomimists, working as drunks and getting in many amusing bits and a lot of falls and the like. Nothing sloppy about their work at all. It's done as drunks would carry on yet with perfect co-ordination. Some of the bits are familiar, such as the chair coat and the absorbent cotton for the ears, but they're raced over to make way for the many other bits, including novel falls, juggling and the like.

Audience here screamed at the act and by heavy applause showed reluctance to have them leave. S. H.

Neila Goodelle

Reviewed at the Paramount, New York. Style—Singing. Setting—Front of band. Time—Eight minutes.

Remembered way back when she used to be vocalist with the Buddy Rogers' Ork, Miss Goodelle has climbed places since then, the radio her medium. She's worthy of musicals and pictures as well. The girl has class and a very sweet voice to go with it. Nothing stager about her but all charm. A lovely brunet appearance and a beautiful taste in gowns.

In front of the Eddy Duchin Band, she opened with *Love and Learn*, and followed with *Trust in Me, He Ain't Got Rhythm* and *This Year's Kisses*. Last was an encore and the two numbers in between were to her own piano accompaniment. S. H.

Bea Saxon

Reviewed at Loew's State, New York. Style—Singing. Setting—Front of band. Time—Nine minutes.

Half of the Saxon Sisters, who went places under the direction of Al Siegel, and she's outstanding among singing singles. She's got voice and appearance, and what's more she uses the Siegel brand of arrangements that make her songs all the more catchy. As added attraction with the Dave Apollon unit, she whammed way down on the bill.

A platinum blonde and clad attractively, her voice is of unusual merit, it can be sweet and hot equally as well and she can hit high notes with volume and clarity. Her first number is *I Gotta Get Hot*, and she does in a swell singing job. Her second is *Who*. Both old numbers, but you'd never know it from the way they're handled. S. H.

Motter and Davis

Reviewed at the Roxy Theater, New York. Setting—In three special. Style—Acrobatic. Time—Six minutes.

Second on the bill, this team went thru the paces of regulation strong-arm and slow-motion control work, combining with exhibition of powerful muscle stuff, gracefulness, smoothness and precision.

A feature is a direct takeoff of the Park and Clifford leg-lift stunt. They also

feature and close with a difficult one-hand body lift.

Both boys are extremely well built and of the same height and weight. Evident fact that boys are the same size adds to the impressiveness of their tricks. G. C.

Erskine Hawkins and Orch.

Reviewed at the Harlem Uproar House, New York. Style—Show and dance band.

Hawkins' outfit here is one of the hottest colored bands in town. For an informal, rowdyish and determinedly hot spot like the Harlem Uproar House the band is perfect.

Instrumentation: four saxes, with one doubling as vocalist; bass, piano, two trombones, three trumpets, guitar. Hawkins is leader and occasional trumpeter, pacing the boys thru red-hot tunes which usually feature soaring

trumpets. The trumpet notes pierce the place, giving the music a dynamic quality and enticing plenty of dancers to the floor.

Ruby Hill, a comely gal, is not only very pretty but she's also a vigorous, hotcha contralto. Fits in with the hot music perfectly. P. D.

Lovely Lane

Reviewed at the Harlem Uproar House, New York. Style—Dancer. Setting—floor show.

Miss Lane is a cute little colored dancer featured at this spot. Small, but perfectly formed, she is a genuine little beauty—one of the loveliest colored girls this reviewer has ever seen.

She's spotted here for a near-nude dance specialty and comes thru with all sorts of fancy undulating, including the usual bumps, wiggles and—for that extra touch—muscle rippling.

A cute item for any show. P. D.

THE BILTMORE BOYS is the correct name of the act reviewed on this page last week under the title of Baltimore Boys.

Additional Night Club Reviews

Mayfair Room, Blackstone Hotel, Chicago

This regal and spacious room, catering to Windy City's Park avenue crowd, has stepped out of its ultra-dignity policy line to furnish its patrons with the commonly accepted form of swing music and entertainment. Show, only 20 minutes long, is repeated twice nightly.

A line of six shapely Drake Hotel girls open the miniature revue with a feverish concoction of rhythm strutting to the contagious tunes of Hugo Mariana's South American band.

High spot on the bill follows with the graceful and airy dancing of Collette and Barry. This team, a happy combination of youth and refreshing personalities, displays definite promise of climbing into the name class with its engaging musical comedy style. Opened with a modernistic arrangement to the music of *Black and Tan Fantasy*, followed with their dance version of Ted Lewis' *When My Baby Smiles at Me* and encoored with a novel strut to the tune of *A Pretty Girl Is Like a Melody*, featuring a whirling finish.

The 10-piece band fills in the remaining time with typical Latin melodies. Mariana features Serry, accordionist, in a *Perpetual Motion* number, and Fancy Bigan, drummer, in a mild hip-shaking bit during which he beats, in jungle-like fashion, on a German polka contraption which South Americans prefer to call the wang-doodle. The leader himself turns Rubinooff on one occasion with a soft semi-classical solo. The band succeeds in luring the wealthy customers on the dance floor to rumba away between cocktails. Sam Honigberg.

Blue Room, Roosevelt Hotel, New Orleans

Continuing its policy of booking better-known bands and then building floor acts around them, the Roosevelt's Blue Room has brought in Joe Venuti's Ork for another group of pleasingly rendered dance tunes. The floor show includes a native son, John Carroll (Julian Lafaye to his neighbors), and this combination has helped keep patronage up at a time when this Latin city generally gives solemn thought to Lent.

Venuti uses a violin bow for something else besides a baton or a traffic signal. He uses it on his violin and thru these efforts inspires his moonckers on to a splendid brand of swing. His dance sets are well arranged and not too long.

Colonel Weiss, managing director of the hotel, arranged for Carroll's appearance. Possessing a type of voice seldom heard in night spots, Carroll's rich baritone is used with genuine musical understanding. Audience forced encore upon encore upon the young singer.

Perhaps cheered by good reception to ventriloquists here on previous occasions, Vox and Walters (Val and Emily) try their hand on the local patronage and get by in spite of a slow

start. Miss Walters snapped up attention of the audience just at a weary moment with her fine cry-baby bit. From then on things were more interesting.

The dancing of Caldos and Baline leaves something more to be desired. Their rumba number is well enough executed, but here is a dance team that is just that and nothing more.

The fervor with which Mildred Fenton sings carries her well along. Add to this a delightful personality and a voice well suited to the songs she selected. Does much to speed up the show. Her novelty number, in which she enlists members of the band, adds zest to the closing moments.

Venturi's Ork is heard over local stations WSMB, WDSU and WWL. P. G. Muth.

Mayfair Casino, Cleveland

Easter Parade Revue is the first of the Fanchon & Marco units booked in by Harry Propper. Experiment will be tried for two weeks, but indications are that the series will continue until the end of April. Then the big dining room will close for the summer, but the front cocktail bar will remain open.

Like most F. & M. units, the production numbers are scaled elaborately with rich settings and the dances are routinized with a really professional touch. Costuming is excellent and there is a fast-stepping chorus of 18 who carry on, aided by youth, good looks and exuberance, which apparently is the real thing. *Moonbeam* number is an intricate dance routine, and there is a bicycle interlude that goes over big.

Steve Evans is an excellent impersonator with Joe E. Brown, Pop-Eye, Rockefeller, Mussolini and other celebrities. Marcy Brothers do a rough knock-about comedy, abetted by Beatrice, who, on the face of it, seems to have no bones in her body.

Dawn and Darrow are ballroom dancers with a neat routine, and Lillian Beverly projects a nicely trained rhythm-radio voice. George Duffy continues to furnish the music.

It's a good show and speaks well for the F. & M. producers, as well as for Propper, who got the idea of booking them. H. R. Hoyt.

Hotel Adelphia's Cafe Marguery, Philadelphia

Jack Lynch continues to outshine the nitery mazdas in local lanes with an onslaught of talent that makes the divertissements a sure-fire magnet for his spot. An informal atmosphere with a show that is tops, pleasure-seekers have made the Cafe Marguery a habit. Lynch has never given in to stacking his floor-shows with ringers, and there were none on this trip.

Ross MacLean is still on hand with the emcee chores, getting the show off to a good start with Ruth Laird and her Texas Rocketts, eight gals who toe the mark on looks, flash and routine. Open with a Tiller turn and return for

a smoke dance and a jungle fantasy, with the bumping subdued.

Janis Williams follows. Gal is pretty, personally and hoofingly. Dandy taps with plenty of individuality in her airy steps.

Jean Travers is a cinch as a show-stopper, a tonsil exerciser supreme. Runs the gamut of sugary and swiny pops, rumbas, and the semi-classical. Hits tones with a truisim and surety that shows tutorage and flexibility to meet requirements of her repertoire. Has further advantage of Archie Bleyer dressing up her tunes.

The well-groomed Chester Towne and Helen Knott add the exhibitionistic glidings. Acquit themselves nobly with a waiter to the minor tunes of Jewish folk songs; a travesty on hitch-hiking and a strut; returning for a tango turn and an impressionistic Congo trick, the rhythm of the tom-toms matching the rhythm in their walkers.

A continental flavor is injected by the Titan Trio, males. Manicure the rostrum with hand-to-hand gymnastics, building up the thrills and rolling up a nice applause score.

For the proverbial nightcap, Evan Burrows Fontaine joins the Harold Knight toolers for pleasing piping on a medley of pop pips and makes 'em give a listen.

Vincent Rizzo carries on as the relier band and Agnes Tolle plugs the waits with harp strumming. Oro.

Cedar Gardens, Cleveland

There's plenty of excitement out Cedar Gardens way with the current offering of *Hoofing Feet*, a razzle-dazzle sort of frolic that keeps everyone in good spirits. Rose (Cyclone) Morgan has a vibrant, sultry voice that shows to advantage. *Shine* is outstanding among her songs and her male impersonations go over with a bang.

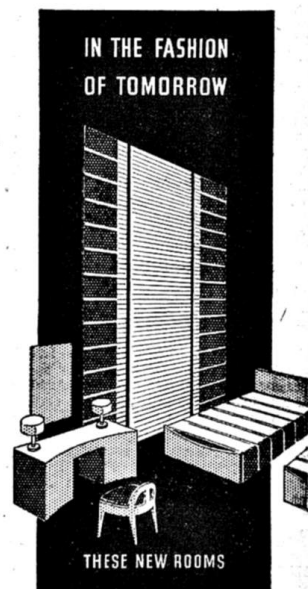
"Shine Bone" and Freddy are two rhythm-strutters of the sort that show Harlem in its most dynamic mood.

Emory Evans, called by some "The Fashion Plate," continues on as directing spirit.

The background is well represented by dancing dames and the whole is excellent entertainment of the CBS sort. H. B. Hoyt.

Como, Buffalo, N. Y.

A short but snappy floorshow, presented three times nightly, brings in (See COMO, BUFFALO, on page 28)



HOTEL SHERMAN

1700 ROOMS 1700 BATHS
DRIVE YOUR CAR RIGHT IN
HOME OF THE COLLEGE INN

CHICAGO

Petition on Secret Ballot

Question will go on referendum to members—nominators marking time

NEW YORK, March 27.—Petition for a national referendum on the secret ballot came into Actors' Equity Tuesday, according to Frank Gillmore, president of the association. This action on the part of the opposition was expected, owing to the close vote of 228 in favor and 171 opposed, registered at the meeting in the Astor last week. Tho a majority voted for the proposed amendment it failed of the necessary two-thirds. Constitution provides that in such cases, if votes at the meeting are under 750, amendment may be submitted to membership at large by a referendum on the council's receipt of a petition signed by 100 members in good standing.

Administration nominating committee has not deliberated yet, for Equity has not yet received letters of acceptance from those elected. Should those named decline to serve on the committee, the alternates will then be asked to fill the breach.

In view of definite and crystallized opposition to the Equity administration, the deliberations of the nominating committee will be watched with interest. It is considered possible, and perhaps likely, that the committee, in order to forestall the appearance of an opposition slate, will designate members of the opposition to serve with the administration men.

Chi Legit Men See Corner Turned

CHICAGO, March 27.—Legit veterans here, judging the success of current shows, see the return of the good old days into the Loop when a play could roll up a long and profitable engagement. They point to *Leaning on Letty* at the Selwyn, starring Charlotte Greenwood, which will end a 20-week engagement April 6. This marks the longest run of any play here in two seasons and is second only to the record-breaking *Three Men on a Horse*, which hung around for 37 weeks.

The hilarious *You Can't Take It With You*, now in its third month at the Harris, is certain to remain all summer and promises to establish a new record run in recent years.

Two other items on the way are *Vinton Freedley's Red, Hot and Blue* tune-fest with the original company, which follows Tallulah Bankhead's *Reflected Glory* into the Grand Opera House April 13, and the Yiddish Art Theater, which will open a week's stay at the Selwyn April 12 with *The Water Carrier*. Maurice Schwartz is director and star of the group.

"Iolanthe" Philly's G&S

PHILADELPHIA, March 27.—Local Savoyards have chosen *Iolanthe* for their 36th annual presentation at the Academy of Music May 14 and 15. The Savoy Opera Company, Philadelphia, was founded by Dr. Alfred Reginald Allen in 1901. John S. Peake was recently elected prez of the company. Pacie Pippie will again do the staging, with John Thoms as musical director.

"Mice" for Philly in Fall

PHILADELPHIA, March 27.—Altho the current season is far from calling it quits, a booking has already cropped up for next season, and there should be no laggard opening as was experienced by theaters this year. Sam H. Harris has already set for a September opening *John Steinbeck's* dramatization of his own best seller, *Of Mice and Men*. George S. Kaufman is slated to direct.

'Marching Song' for Detroit

DETROIT, March 27.—*Marching Song*, new strike play by John Howard Lawson, has been announced as the next production of the Contemporary Theater.

Biz Reps' Guild To Up Enrollment

NEW YORK, March 27.—Newly organized Theatrical Business Representatives' Guild, formed less than one month ago, voted at a special meeting Tuesday to increase its membership. Association, according to an official, is not angling for any union affiliation and is simply a guild, like various other theatrical guilds, its primary aim being to band together for the common good. All employees in both indoor and outdoor show business are eligible to join.

As soon as temporary offices are estab-

lished, a bureau will be set up to secure employment for unemployed members. Guild, on this score, intends to take issue with the WPA Federal Theater over the latter's alleged slipshod way of assigning people without previous experience to positions as managers, press agents and treasurers. Closer harmony with managers and producers of the commercial theater is also aimed at.

Membership at present is estimated at 434, with some 60 applications pending. A special committee is working out a group insurance plan currently, while another is trying to locate a suitable clubhouse.

Org will have an open meeting April 6, the place to be announced next week.

Pitt Stock In the Air

Pix companies deny backing plan—announced director blows—papers sore

PITTSBURGH, March 27.—Summer legit stock plan, tentatively planned for Nixon as hub of three-city circuit sponsored by four major film companies, seemed nebulous this week as Myron Fagan, supposed exec director and announcer of scheme to dailies last week, blew town after wiring local press from Pittsburgh hotel, " . . . long-distance reprimanding me for giving out names and plans too openly. . . ."

Nixon manager, Harry Brown, stated: "We're willing, but arrangements are very incomplete," while MGM Publicity Director Howard Strickland telegraphed from Hollywood: "No one at studio knows of any arrangements with Fagan." Warners informed similarly.

Altho authentication of unprecedented plan, calling for an eight-week season started with a new Bayard Vellier play starring Clark Gable, is coming, according to Fagan, local scribes and movie exhibs are both skeptical and cynical.

Unable to learn of more developments of project which would import screen contract players and writers, paper drama critic, springboard for Fagan's proposal, are wondering why it was popped.

Bill To Up N. Y. Ticket Agency Tax

ALBANY, March 27.—Latest move to curb unstable, itinerant ticket agencies which move from place to place depending on business conditions is the introduction of a bill in the Legislature here providing for a \$50 to \$200 increase in the license fee required for the resale of tickets to theaters and other amusement places. Bill provides further that the State Department pass on the advisability of issuing licenses for such places of business, and that no license shall be issued unless the ticket agencies applying be considered suitable to conduct such business.

Bill, which was introduced Thursday by Julius J. Gans, Democratic assemblyman of New York, was turned over to the General Laws Committee of the Assembly. Opinion is that the measure is not designed to crack down on the better-known agencies, but is aimed primarily at the phonies.

Philly Season Starts Afresh

PHILADELPHIA, March 27.—With the holiday bugaboo under its belt, local legit season starts afresh with four attractions set, three being premieres. Erlanger rolled the first ball Monday with *Excursion*. Rachel Crother's newest comedy, with Gertrude Lawrence, *Susan and God*, premieres for a fortnight at the Forrest for John Golden on April 12. Following week has the third premiere, at the Erlanger, Edward Hutchinson producing *Friday at Four*, a new musical comedy by Hutchinson, J. H. Benrimo and Ralph Holmes. Initial performance was originally inked in for April 12. Shoving it back a week, Erlanger may bring in a flicker to keep the house lit. Other booking brings Katharine Cornell in *Candida* and *The Wingless Victory* to the Forrest late in April.

Youngstown, O., Bookings

YOUNGSTOWN, O., March 27.—Youngstown's belated road show season gets under way again at the Park Theater here April 22, when Jane Cowl comes in for one performance of *First Lady*, Manager Joseph Shagrin has announced. Tentative legit bookings for later in the season, Shagrin said, include *Tovarich*, *The Women*, Katharine Cornell in *The Wingless Victory* and *Candida*; the Lehar operetta, *Frederika*, and Charlotte Greenwood in *Leaning on Letty*.

From Out Front

By EUGENE BURR

For the second week straight this corner is going to be turned over to a visiting columnist—in this instance a gentleman who had no idea, when he made his remarks, that they would enable a dramatic reporter, approaching the end of the season, to take a week off. The gentleman in question is Mr. Maurice Evans, whose splendid playing is the feature of *Richard II*, the greatest production of our era; and he made his remarks at the recent graduation exercises of the American Academy of Dramatic Arts.

Incidentally, I'd like to take this opportunity, now that the current crop of seniors has graduated and is ready to take its place among the thousands waiting to be turned down in producers' anterooms, to apologize to the youngsters for the various things which, in the course of inexorable duty, I've been forced to say about them when reviewing their student shows. And I'd like to wish them the best of luck in that maelstrom of madness that is sometimes euphemistically known as Broadway. My apologies to them, and my best wishes.

But to return to the subject at hand, which happens to be Mr. Evans and his remarks. It is, of course, nice to avoid writing a column now, when spring skies beckon and the baseball season threatens momentarily to get under way. But it is even nicer to be able to quote a very distinguished gentleman who has said, a lot better than I could say them—and with a lot more authority—many things that I'd like to have said myself. Mr. Evans, speaking to the graduates, touched upon the difficulties and the obvious madness of a theatrical career, a subject upon which, on occasion, I've managed to emit a few bromides myself; he touched upon the situation of the alien actor on Broadway, an interesting subject in view of the Dickstein Bill, and one on which he is certainly qualified to speak; he touched upon his hopes to establish a repertory company—hopes shared by everyone who loves the theater—and, generally, upon the advantages of rep. He also made a few pertinent remarks concerning theatrical unions.

But let Mr. Evans speak for himself. It is manifestly impossible to quote his entire speech; portions of it are hereby appended:

"It is one thing to be asked to make speeches to ordinary workaday folk. I have recently become quite a hand at talking to ladies' clubs. I think I can claim to have more or less mastered the technique of slipping in veiled but pointed hints about matinees on Wednesdays and Saturdays. But it is a totally different thing to be asked to talk to an audience, a large proportion of which is composed of people who are suffering from a mild, but incurable, form of lunacy.

"Oh, I understand that a great number of you are on the brink of entering a career which no sane person would dream of contemplating. You have been smitten by this awful theater disease, but perhaps some of you are not quite beyond hope of all cure. If you want to see what ravages the disease can work as time goes on, look at us here up on this stage. Take a good look at Mr. Gillmore. I think he claims to be the prize lunatic of us all. He is not only delightfully mad, but he suffers from the delusion that he can knock sufficient sense into his brother lunatics to make them organize themselves for their own protection.

"He could tell you, far better than I, a thousand reasons why your parents, rather than let you go on the stage, should have quietly drowned you at birth.

"I, too, have got a pretty lurid chamber of horrors which I could unfold to you. I could tell you stories of heartbreak and disappointment, of poverty and injustice. I could tell you of the shocks to one's pride that one gets when one is touring in this great country of yours.

"I could tell you of all sorts of things. I could tell you the plight of the poor, alien actor who, just around this date in particular, having paid the income tax in two countries, and dues to this, and dues to that, finds himself short of 60 per cent of his earnings.

"I could tell you of the unemployment situation in London, where it was recently revealed that, out of 3,000 actors available for work in the peak theatrical week of each year, only 1,000 are ever employed.

"I could go on in this way, but as much as I try to hammer it into you that it is nothing short of maniacal to dream of taking up this profession, I can see it going into one ear and going out of the other.

"That is one of the principal symptoms of our complaint; we all think ourselves exceptions to the rules. Another distinguishing mark is that we always talk about ourselves—with which remark I shall proceed to talk about myself. . . .

"I believe that by the following year (1939) we shall be in a position to start up this repertory theater of which I have so long dreamed, and which I believe the public is really anxiously waiting for.

"I don't know, some people tell me the idea of a repertory theater is preposterously idealistic. I don't think so. When the theater owner, the financial backer and the actor are all seeing eye to eye, all working towards the same end, I refuse to believe that this ideal shall not become a practical thing. It's been accomplished in London over a number of years at the London old 'Vic'. This repertory system has been tried out very successfully, and in one season they are able to produce some 30 operas, 40 ballets and about nine major classical dramas, all for the price of one musical play, as it would be scaled on Broadway.

"This is only made possible at the 'Vic', however, because, being outside the circle of West End theaters, we are allowed to employ non-union labor, and our production costs are therefore kept within such bounds that experiment is possible.

"I am convinced that the same thing could be accomplished here in a measure, if the various trades allied to our business can be brought into line and will give us a little more rope to experiment. It is a lamentable fact that we workers in the theater have strangled, partially strangled, the mouth which should feed us. We have, in a way, 'ganged up' on our own industry. We have divided ourselves into independent groups, and made rules and restrictions, and made demands, which, in times of prosperity, were no doubt justified. But, personally, I can see no hope for the theater rising from its present low level unless these groups can be got together, to allow a little more elasticity to enter into our way of doing things. . . .

"Ahead of you, ladies and gentlemen, is the most insanely exciting career that has ever been thought out. If you will give everything that you have got to it, and expect to take nothing out of it, you will probably end your days in a pauper's grave, but you will have had a hell of a good time!"

Chorus Equity Notes

Two new members joined the Chorus Equity in the past week.

Chorus Equity is holding checks in settlement of claims for the following members: Adrian Anthony, Nancy Lee Blaine, Adele Butler, Ronnie Campbell, Charlotte Davis, Ruthy Dennis, Lela Gans, Gladys Harris, Eda Hedlin, Marge Hylan, Marion Hylan, Fred Holmes, Lorraine Jane, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray, Carolyn Russ.

Due to the uncertainty of the theatrical profession many of our members working on the Federal Theater Project have complained that there was little opportunity for them to get off the project since if they did and found that the commercial production for which they left the government project had failed they could not then get back on the Federal Theater Project. Many of them felt that, in view of uncertain theatrical conditions, the risk was too great.

Recently the following ruling has been handed down by the Federal Theater Project: "Leaves of absence for periods of not less than two weeks and not more than six weeks may be granted to employees of the Federal Theater Project for the purpose of accepting private employment.

"Written application shall be submitted to the proper supervisor at least two weeks in advance of the effective date. Such application must specify the person or organization by whom the worker will be employed; the probable duration of employment, address at which the employee may be reached, the period for which the excused absence without pay is desired.

"Notice of approval will be furnished the worker by the Division of Employment.

"Application for reinstatement must be made to the Division of Employment one week prior to desired date of return to work. Reinstatement will be automatic."

We feel that this ruling answers a very definite need and that it will prove of great benefit to the membership. Since a six weeks' absence will be granted, the member has time for rehearsals and two weeks of playing time. The fate of most productions is settled in two weeks—that is, generally speaking, the first week is a fair indication to the actors employed whether or not the show is successful. There are, of course, exceptions to this rule and we feel that the results would be even better if the leave of absence were extended to eight or nine weeks rather than six. This would cover both an out-of-town and a New York opening.

Delinquent members of Chorus Equity are again reminded that, if they are working in cabarets or presentations they may place themselves in good standing by paying current dues. No extensions will be granted members who work in these fields and who do not pay while working.

Chorus Equity is now in negotiation with a producer who defaulted on chorus salaries in 1920. At that time the present bonding policy was not in full effect and there was no bond covering salaries. To a certain extent the difficulties in which our members found themselves were of their own making, since the association had warned them of the risk. Equity at that time did not have a closed shop; therefore we did not wish to call our members out. The manager later filed petition in bankruptcy. This is the first opportunity Equity has had to meet him again in the legitimate field. No case is ever dropped at Equity. Therefore members who have filed claims should always keep a mailing address on file with us, even when they have left the profession. **DOROTHY BRYANT,** Executive Secretary.

WPA Opera Clicks

CLEVELAND, March 27.—Federal music project of the Works Progress Administration went to town March 12 with a performance of Verdi's *Il Trovatore*. Public Music Hall was the scene, and more than 3,500 auditors packed the place to capacity. Orchestra of 45 musicians held pit, with Rudolph Schueller directing. Marcel Salzinger, supervisor of music project in Cleveland, prepared the show with assistance of city recreation department. Cast and principals numbered well above the hundred mark.

BROADWAY RUNS

Performances to March 27, inclusive.

Dramatic	Opened	Perf.
Amazing Dr. Clitterhouse, The (Hudson)	Mar.	2... 31
Behind Red Lights (Mansfield)	Jan.	13... 86
Boy Meets Girl (Cort)	Nov.	27... 564
Brother Rat (Browne)	Dec.	16... 120
Chalked Out (Morosco)	Mar.	25... 4
Cornell Repertory (Empire)		
Candida	Mar.	10... 9
Wingless Victory, The	Dec.	23... 99
Cross-Town (48th St.)	Mar.	17... 14
Dead End (Belasco)	Oct.	28... 594
Eternal Road, The (Manhattan Opera House)	Jan.	7... 88
Having Wonderful Time (Lyceum)	Feb.	19... 43
High Tor (Booth)	Jan.	8... 91
King Richard II (St. James)	Feb.	5... 59
Marching Song (Bayes)	Feb.	17... 38
Masses of Kings, The (Shubert)	Feb.	8... 56
Now You're Done It (Miller's)	Mar.	5... 27
Storm Over Palmy (Guild)	Mar.	8... 24
Sun Kissed (Little)	Mar.	10... 22
Tobacco Road (Forrest)	Dec.	4... 1419
Tovarich (Plymouth)	Oct.	15... 182
You Can't Take It With You (Booth)	Dec.	14... 122
Victoria Regina (2d engage.) (Broadhurst)	Aug.	31... 237
Women, The (Bargmann)	Dec.	26... 106
Yes, My Darling Daughter (Playhouse)	Feb.	9... 55
Musical Comedy		
Frederika (Imperial)	Feb.	4... 53
Red, Hot and Blue (Alvin)	Oct.	29... 165
Show Is On, The (Winter Garden)	Dec.	25... 108
White Horse Inn (Center)	Oct.	1... 194

'Maid,' With Midgets, for Wash.

WASHINGTON, March 27.—The *Old Maid* will play the capital at last. Jules Leventhal has skedded it to follow *Hitch Your Wagon* into Belasco, latter being new Bernard Schoenfeld effort which premieres Monday under Malcolm L. Pearson-Donald E. Baruch aegis. Leventhal will call on midgets for *Maid*, surmounting District's stringent ban on child actors.

Tuttle, Skinner Take Westport

BRIDGEPORT, Conn., March 27.—Lawrence Langer this week confirmed reports that Day Tuttle and Richard Skinner would operate the Country Playhouse at Westport, Conn., this coming summer. Langer, who has directed the theater since its opening in 1931, will take a sabbatical summer from the-

"Spider" Clicks Big In Detroit WPA

DETROIT, March 26.—WPA Federal Theater drew its record house since moving from the Lafayette to the People's Theater last Friday night for opening of *The Spider*. About 1,200 attended.

The "vaudeville" acts preceding the play proper were presented by a group of vaudeville members of the WPA project, including Alma LaPointe, Grace Roberts, William Capen, Madge Maitland, William Chagy, Lillas Shapley and Jean Kritzer.

The lead role of Chatrand, one of the heaviest in number of lines in contemporary plays, was taken by Jay Michael, who also had to learn the magic tricks called for in the play in short order for the role.

Unusual scenic construction by Steve Nastrogue involved a runway for the vaudeville acts and access to the center aisle from the stage, leading direct from the prompter's box, which is a permanent part of the stage equipment here.

New policy of strong ticket co-operation between all WPA projects locally, including a 50-cent combination ticket entitling the holder to attend a dance at the playhouse afterward and the regular first-class house seats, usually sold at 40 cents, has been partly responsible for building patronage. Prospects of this play's proving such a hit that it may be held over looked good this week.

San Carlos for Richmond

RICHMOND, Va., March 27.—San Carlos Opera Company will play a return engagement at the Mosque in May. It is announced by the management of that house. Under its new contract, recently entered into with the city, the Mosque is not restricted in the nature of the attractions it may book, and arrangements are being made to bring in a number of productions this spring. The Russian Ballet, upon its recent engagement here, which was limited to one performance only, did a gross of \$5,200.

ater operation. Tuttle and Skinner conduct the successful Westchester Playhouse at Mount Kisco, N. Y., and it is their intention to bring productions to Westport from Mount Kisco.

New Play on Broadway

Reviewed by Eugene Burr

MOROSCO

Beginning Thursday Evening, March 25, 1937

CHALKED OUT

A melodrama by Lewis E. Lawes and Jonathan Finn. Staged by Antoinette Perry. Scenery designed by John Root. Settings built by Vail Construction Company, and painted by Robert W. Bergman Studios. Presented by Brock Pemberton.

Mrs. Stone	Mabel Montgomery
Madge Stone	Katherine Meskil
Johnny Stone	John Raby
Fred Burke	Frank Lovejoy
Frank Wilson	Charles Jordan
Officer Carter	Tom Tully
Officer Black	Frank Lindsay
Andy	John M. James
Smoky	Harry Bellaver
Smitty	Lex Lindsay
Scappa	Maurice Burke
Chuck	Ronald Brogan
Jake	Frederick Kaufman
Blimp	Sandy Strouse
Keeper Burns	Blair Davies
Tom	Charles Walton
Slim	Philip Faversham
Tower Guard	Roger Combs
Sam	John Marriott
Sergeant Monahan	Robert J. Mulligan
Principal Keeper (P. K.)	Lee Kennedy
Pop	Frank Jaquet
Zip	Stephen Maley
Patsy	David Hughes
George	Harry Wilson
Carey	Otto Hulett
District Attorney	Ed Smith
Warden	James Coots
Johnson	Marlin Poindexter
Keeper	Price Holmes
Doctor	John C. Taylor

ACT I—Scene 1: Living Room of the Stone Flat. An Early Evening in May. Scene 2: Prison Yard. A Late Afternoon in August. Scene 3: Prison Library. Noon the Next Day. ACT II—Scene 1: Prison Library. A Late Afternoon

ing weaknesses as drama, it turns out to be interesting and reasonably absorbing, due to the warden's knowledge of his background, and due, too, to the taut and exacting direction of Antoinette Perry and to the splendid playing of an outstanding cast.

The story tells simply of how Johnny Stone stole the gun that belonged to his stepfather's daughter's fiancée—a relationship almost involved enough to do duty in a Gilbertian operetta—and of how Frank Wilson used the gun to kill a man. Thereafter, Johnny and Frank take a rap on a burglary charge in order to get out of the way, and allow the gun's original owner to be tried and convicted for murder. Johnny, a good lad at heart, does what he does under the influence of the evil Frank.

As time goes on and as death house appeals are denied, Johnny's morale breaks badly, but he lacks the courage to make a clean breast of things. Then, on the very evening that the innocent man is to go to the chair, he, Frank and another man try to break jail. They are cornered, and Johnny, turning a gun on himself, blurts out the truth in a dying confession.

That is certainly thin enough stuff, both quantitatively and qualitatively, to form the basis of a play. But it is bolstered by the warden's obviously thorough knowledge of his background, and by some really superlative playing, notably that of young John Raby, who enacts the central figure of Johnny. It probably isn't the thing for a drama reporter to indulge in a session of public prodding, but I can't help crowing a bit over Mr. Raby's performance, for I've said in the past that he was potentially one of the finest young actors on our stage and now he has conclusively proved it. His Johnny is a detailed, sensitive, intelligent and splendidly effective character study, and it definitely places him in the top ranks.

Charles Jordan offers his usual incisive and stimulating performance as Frank. Frank Lovejoy does outstanding work as the condemned man, and Katherine Meskil is finely effective as his sweetheart. Those four, along with James Coots as the Warden and Otto Hulett and Ed Smith as a couple of attorneys, make the second scene of the second act one of the tensest theater sessions of the season. Frank Jaquet is sympathetic and understanding as the prison librarian, Maurice Burke is vividly menacing as the third man in the break, and fine types and bits are offered by Harry Bellaver, Leo Kennedy, Lex Lindsay, Ronald Brogan, Sandy Strouse and many of the others.

Miss Perry's direction does all that any direction could do to cover the lack of action in what should have been an action-filled script.

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Thru Sugar's Domino



IF THE Cole Brothers-Clyde Beatty Circus has accomplished nothing else of lasting value in connection with its current debut engagement in New York it has at least demonstrated the very close relation between the indoor and outdoor theatrical fields. Opinions are at variance as to whether the circus management displayed good taste or due regard for circus tradition with its engagement of a troupe of Allan K. Foster Girls to intersperse and embellish the various displays. Aside from these considerations, however, the way has been opened for modernization of circus production. Other shows might well be inclined to follow the lead of Jess Adkins and Zack Terrell, owner-managers of the spectacular one-ring effort at the Hipp. It is hoped by this commentator that they will not permit too much of sex exhibitionism take them away from a vitally important element in circus appeal, this being the concentration on kid patronage. It might seem far-fetched to offer this viewpoint at this early stage but every showman who rightfully lays claim to knowing the circus business will agree that as soon as the circus takes its play away from the kids it is doomed to die along with the other branches of the show business that passed out with the horse and buggy era.

Of happier import at the Hipp show and demonstrating even more graphically the close relation between the circus and theater and night club fields is the work of Otto Griebling and Emmett Kelly, character clowns who specialize in close-range, funmaking among the spectators seated on the lower floor. Griebling has a huge bag of tricks and gabs freely. Kelly is also invested with an impressive array of laugh-provoking material but his medium is strictly pantomime.

In the years that we have been catching circus performances we don't remember viewing the work of funnier merry andrews, with all due respect to the artistry and effectiveness of the greats in the Big Show family. If some astute night club operator would take Griebling or Kelly or both in hand he would have the wherewithal to make his spot a mecca for patrons who are seeking in night clubs something besides sucker floor shows, high-priced drinks and food and stuffy, dulling atmosphere. If these lads can't make a subject laugh they might as well bury him without delay; he has outlived his role as a human being.

ALL over the map theaters are beating around the bush in their attempts to revive in one form or another the element of stage offerings in their programs. Few have gone straight to the point with a fair trial of stage-show revivals. Most of the spots we have in mind use various guises for what is quite obviously a sheepish way of taking the public's pulse on the stage-show situation. To those adopting the roundabout methods the technic is a practical one because they shy from being put on the spot if the experiments fail. They honestly believe that this would hurt the standing of their theaters. Yet they forget about what they did to their standing as showmen by triple features, giveaways, chance games and such. They lose sight, too, of the fact that an experiment in order to be a real experiment must have every factor in its favor. If stage shows are to be revived for the purpose of determining whether the public really wants them they must be possessed of bulk, appeal and various other elementary factors that constitute good entertainment.

Halfway measures are far worse than none at all in tackling the problem of testing the public's reaction towards stage shows. There is a conceded shortage of talent. This has been brought about—as predicted here several years ago—by the removal of every possible incentive for producers, artists and recruits from other fields and from youth with talent rather than the desire to be in the spotlight and nothing else. If a movement should start to revive stage attractions it will be tough going the first season insofar as talent supply is concerned. But it will not take long before material will be available. It has always worked out that a demand brings about a supply—eventually to the saturation point as was the case in the halcyon days just before talkies and radio began to swallow up the cream of the country's artists. But there are plenty that can be grown where the old crop was harvested. So long as an incentive exists the supply of talent can never become exhausted. As the war lords (the esteemed gents who grow cannon fodder like Si Brown grows apples) tell us, there's always a new generation to follow the one that time has battered down.

The Broadway Beat

By GEORGE SPELVIN

IF MR. BERT SPEARS, of West Warwick, R. I., who is a former George Spelvin himself, manages to start his George Spelvin Club, the Mr. Spelvin who writes this column would like to apply for charter membership. . . . This is the first year since the opening of the Palace that the theater has failed to hold Lenten services during Holy Week. . . . When a night club owner recently took over another spot one of the lads nifted that he's now double-jointed. . . . Paul Draper tap danced to a Handel suite in four movements, no less, at the second of the three concerts staged in the ballroom of the Plaza the other Sunday night, and got himself accompanied by 33 Philharmonic men under the direction of Macklin Morrow. . . . They'll be doing a strip tease to the strains of Beethoven's Fifth at Carnegie Hall next, with Toscanini returning to swing the baton. . . . At that, it sometimes seemed that all Toscanini needed was a good strip-woman up front; he used to make even more noise with so-called "good" music than the burly house orks manage to make with pops. . . . What ought to be the height of something or other is auditioning for an audition; the Piccadilly Hotel recently sent out letters stating that the Georgian Room there was to be converted into an audition theater-restaurant for talent-seekers, with the first show to be run Monday (29), and selection for it to be made starting March 18 and thereafter daily except Saturday and Sunday. . . . The New York Newspaper Women's Club will hold its 15th annual Front Page Ball at the Astor Roof Friday evening (2), starting at 10 o'clock. . . . Two WPA plays, *Professional* and *Professor Mamlock*, the former in rehearsal for four months, haven't been officially born yet because the authors in each instance are demanding Broadway houses, not spot bookings. . . . Dave Driscoll Sr., father of Dave Driscoll of WOR, is recovering from a stomach operation. . . . A new 50-cent film mag is in the works, playing up the aesthetic side of films and the cultural effect that they have on the country at large. . . . Cultural? . . . The outdoor sign over the Gayety (the one that used to be occupied by an orange growers' blurb that advertised sun-kissed navels) still continues its seeming co-operation with the little Minsky retreat downstairs; now it's used for an announcement for *History Is Made at Night*. . . . Mario, of Mario and Floria, has a speaking role in a coming MGM picture, and spent most of last week talking into one of the dictaphones at the MCA office—just to check his diction.

Phyllis Krause, the press agent, is now handling a cooking school that caters to both men and women; she hopes to take the course herself some day soon. . . . Betty Bruce, dancer at the French Casino, recently appeared at a benefit okched by the Casino—and sprained her leg. . . . So now she has had to lay off—without salary. . . . Ruth Brent, the singer at the Hollywood Restaurant, is the same girl as Frances Paley, who sings over WHN. . . . Announcements of summer theaters are beginning to trickle in, one of the first bearing the news that Tuttle & Skinner have taken over Lawrence Langner's Westport Playhouse for the summer. . . . Whatever happened to the Greek-letter sorority that was to be formed among night-club gals who held college degrees, the purpose being to do away with demands for mixing? . . . Mr. Spelvin is all for it, and hopes that it hasn't died; mixing is one of the rottenest insults that degenerate modern-day show business has offered to bona fide performers.

Chicago Chat

By NAT GREEN

MANY radio headliners will fade from the airplanes during the summer. . . . Not that they have lost their appeal, or that there is no summer audience, but because the products they advertise are not summer-time products. . . . With the increase of radios in automobiles, it is certain that there still will be a big summer air audience, but sponsors don't want to spend good money to advertise something that is salable only in winter. . . . A summer layoff is not a bad idea, anyway. . . . We are apt to tire of the best of programs if they are heard too often. . . . So a summer lull will give the artists and listeners a rest.

There is talk of a revival of the old La Salle Theater musicals that were popular two or three decades ago. . . . It is doubtful whether they would prove profitable. . . . Too many of the oldtimers who talk of revivals look at the old days thru sentimental eyes and forget that times have changed, new standards of music and comedy have arisen and the productions that were smart and sophisticated 25 years ago would be terribly flat and unappealing today.

A note we sent in about Tommy Kearns leaving Fanchon & Marco evidently was lost in the shuffle. . . . Tommy is now doing publicity—and a good job—for Casino Parisienne. . . . *O, Say, Can You Sing?*, successful Federal Theater production, is set to open May 11 in Washington after its long run here. . . . Sid Culler, its press agent, has just done two new numbers for Emil Boreo, Casino Parisienne star. . . . Chicago will get its first peek at Gertrude Niesen's first feature film, *Top of the Town*, when it opens at the Palace April 2. . . . Miss Niesen, night club and radio (CBS) songstress, says that auto radios now make it possible to measure songs in terms of mileage. . . . "A friend of mine," she says, "told me he listened to two miles of *Temptation* while driving, and that I held one note for three blocks." . . . Walter and Rena West (*This Week in Chicago*) off for a Florida vacation. . . . And Al Williamson, NBC publicity chief, is vacationing in Texas and the Southwest. . . . Alex Swidler, formerly well known in rialto booking offices, is in Fox River Sanitarium, Batavia, Ill., suffering from lung trouble and would like to hear from friends. . . . Edgewater Beach Hotel did not refuse to go in on social security for musicians, as a recent story might have indicated. . . . It was simply a matter of their letter of acceptance having been delayed.

Premature releases have their drawbacks. . . . For instance, Louella Parsons' syndicated column in a local paper of March 22 said: "Ada Leonard, the famous 'strip-teaser,' arrived today (in Los Angeles) for RKO's *Mrs. America* with every male reporter in town on hand to meet her." . . . As a matter of fact Ada, as this is being written (March 25), is appearing at the Rialto here and is set to leave for the Coast March 26. . . . Tom Fizdale, who publicizes radio stars, is on a business trip east. . . . Peter Pan, educated horse owned by Frank Bering, manager of the Sherman, will star in the fourth annual spring horse show to be staged by the 122d Field Artillery Lancers April 17. . . . Courts here are investigating evidence that five *Follies* girls who obtained divorces while playing here did so in violation of Illinois statutes, which require a year's residence. . . . CAPA, of which Herb (Evaness Ellsburg) is president, will stage their second *April Foolies* April 10.

"Silent Barriers"

(BRITISH GAUMONT)

Time, 80 minutes. Release date, April 1. Cast: Richard Arlen, Lilli Palmer, Antoinette Cellier, Barry Mackay, Roy Emerson, J. Macdonald and others. Director, Milton Rosmer. From a novel by Alan Sullivan.

Silent Barriers chronicles a tale of the Northwest—the laying of the Canadian Pacific Railway—but it's neither wild, woolly nor hair-raising. The only sporting episode in this catalog of historical events is the chase on horseback by our hero, Arlen, across jagged, virgin Rockies to save a train from the slimy grasp of a northland marauder. Mary Moody, daughter of the construction foreman, is Arlen's reason for saving the train from disaster. She, too, is the cause of his reform from a parasitic gambler to a respectable laborer and a unifying element. Spasmodic infection of the adventure which marked this construction does not mitigate the weariness resulting from an overabundance of mountain scenery.

Engineering obstacles are reported, but this account is not a just memorial to the crews actually responsible for the pushing thru of the railroad.

Arlen is not too convincing a trail-blazer. He doesn't wear the rugged expression one would expect of hardy pioneers. Palmer, Cellier, Mackay, Emerson and Macdonald do fairly well with this weak medium. **Wells.**

"Seventh Heaven"

(SEVENTH CENTURY)

Time, 102 minutes. Release date, March 28. From the stage play by Austin Strong. Directed by Henry King. Darryl F. Zanuck in charge of production. Associate producer, Raymond Griffith. Cast: Simone Simon, James Stewart, Jean Hershold, Gregory Ratoff and Gale Sondergaard.

This talkie revival of *Seventh Heaven* does not in any way reach the heights of pathos and laughter of its silent predecessors. The story is the same, but there the similarity ends.

James Stewart gives a strong, animated, convincing, even the slightly exaggerated, performance, but as much cannot be said of the co-star. Since this is strictly a two-people story the picture suffers considerably. That lovely, tender, unforgettable story of Chico, the sewer rat, and the befriended waif, Diane, loses so much of its appeal to anyone who must exert effort to disregard the childish prattling of a terribly miscast Simone Simon. Her wide-eyed twaddle repeatedly shatters the creation of a fragile illusion that the tale so fervently fosters.

The story itself takes a long time in unfolding. So much time is spent by Director King in preliminary inconsequential drivel about the "very remarkable fellow" that real interest does not begin till half way thru the picture.

An excellent, colorful supporting cast makes up for some of the deficiencies. **Colson.**

"Amphitryon"

(GUENTHER STAPPENHORST)

Time, 85 minutes. Release date, March 23. From Moliere's play of the same name. Scenario and direction by Reinold Schunzel and Albert Valentin. Music by Francois Doelle. Dialog and songs by Serge Veber. Supervision of Raoul Ploquin. Cast: Henri Gerat, Armand Bernard, Jeanne Bodel, Odette Filleole and Marguerite Moreno.

Inspired direction, masterful and un-daring depiction of roles and the poetic treatment of musically rhymed passages has turned a Moliere travesty on the childish, very mortal foibles of the Olympian gods into a picture that, for sheer sparkling nonsense, has had few equals. English subtitles are scarcely necessary, once the drift of the action has been grasped, to transmit the delightful satire and comedy situations which abound.

Story deals with the escapade on earth of Jupiter, accompanied by his yes-man, Mercury, who makes his descent urged by a vain desire to possess Alcmena, the most chaste woman of Thebes, who has entreated him to

bring an end to the war with Boetia so that she can once more embrace her long-absent warrior husband, Amphitryon. Jupiter and Mercury take on the semblances of Amphitryon and Soetas, respectively, the latter being the husband of Alcmena's fickle lady-in-waiting, Myriamis. They make fair progress with their game until the victorious Theban husbands come on the scene to snarl up the situation and the several identities. Juno, the shrewish wife of Jupiter, finally gets a whiff of what's been going on in the earthly winds right beneath her nose, descends also to earth and leads her philandering playboy hubby by the ear back to his rightful, if uneventful, place on high.

The double-role portrayals of both Garat and Bernard are deserving of raves, with special emphasis on the buffoonery of Bernard. Several songs, particularly *Nuit et Jour*, have decided ear appeal. Elimination of several superfluous Ziegfeldian production scenes might have drawn up the slack noticeable in several instances. **Colson.**

"Penrod and Sam"

(WARNER)

Time, 64 minutes. Release date not given. Directed by William McGann. Screen play by Lillie Hayward and Hugh Cummings, from the story by Booth Tarkington. Cast: Billy Mauch, Frank Craven, Spring Byington, Craig Reynolds, Harrie Watson, Jackie Morrow, Philip Hurlie, Charles Halton and others.

Unwary customers who go to see *Penrod and Sam* expecting to view something by Booth Tarkington are apt, a little later, to be clustered around the box-office window demanding their money back. For the picture made by First National out of the second of the *Penrod* books bears about as much resemblance to the original as a teething ring does to an all-day sucker. The names of the characters are kept and that's about all.

Yet the picture, if you don't insist on taking your Tarkington straight, is amusing enough. In it *Penrod* and *Sam* become the leaders of a gang of Junior G men, and manage, after the usual kid stuff, to round up a gang of bank robbers wanted by the police. That is a slight enough tale in all truth, but it's somewhat bolstered by a good portion of amusing kid doings, including the usual fights with the usual prig, who happens in this case to be the son of the town banker. Also there's been no attempt at all to drag in any love interest, and for this boon enforced picturegoers may be duly grateful.

Billy Mauch plays *Penrod* and does a cute enough job, with Frank Craven, Spring Byington and Charles Halton being adequately home-towney in the chief adult roles. But the best acting in the film is contributed by a little colored lad named Philip Hurlie, who does a grand job as Verman—incidentally, what did the script writers do with Herman and Sherman, his older brothers?—and by a little pooch who was excellently type cast as Duke.

The picture is good enough in its way, but it was silly to give it the Tarkington title and so annoy customers who expect to see more of Tarkington than simply the name. **Burr.**

"Maytime"

(MGM)

Time, 139 minutes. Release date, March 18. Cast: Jeanette MacDonald, Nelson Eddy, John Barrymore, Herman Bing, Tom Brown, Lynn Carter, Charles Judels, Guy Bates Post. Director, Robert Z. Leonard. Authors: Noel Langley screen play, from play by Rida Johnson Young, with music by Sigmund Romberg and added music by Herbert Stothart.

Here's the latest MGM pushover. It has the names (Macdonald, Eddy and Barrymore); it has a title that many will remember; it should draw the music lovers and should also get the pure and simple romance seekers who'll go for Macdonald and Eddy.

The picture is a successful blending of opera and symphony, such old tunes as *Will You Remember*, *Virginia Ham* and *Eggs*, *Carry Me Back to Old Virginia* interspersing such heavier stuff as an adaptation from Tchaikowski's Fifth Symphony. And, of course, there's a train of special lyrics and music and thematic scores running right thru the entire picture. Miss Macdonald, looking especially attractive in billowy skirts, is in excellent soprano voice, while Eddy's robust baritone is a treat. They make a grand team, vocally and pictorially.

The film is a story of bitter-sweet love,

carrying Miss Macdonald thru her love affair with Eddy; her marriage to her Svengalike teacher, Barrymore; her reunion with Eddy, their parting, and the end, with Miss Macdonald as a venerable old lady advising a pair of young 'uns about the affairs of love and ambition. It's not all sweetness, but the fans probably won't object, as the picture moves so logically to its conclusion.

Altho too long and at times a bit tedious, this film nevertheless has all the elements of a box-office smash. Its grandeur, both photographically and musically, is something to marvel at. **Denig.**

"Breezing Home"

(UNIVERSAL)

Time, 70 minutes. Release date, March 19. Screen play by Charles Grayson. Original play by Finley Peter Dunne Jr. and Philip Dunne. Directed by Milton Carruth. Cast: William Garçon, Binnie Barnes, Wendy Barrie, Alan Baxter and Raymond Walburn.

A hackneyed vehicle and an obvious plot, very refreshingly treated by Director Carruth to form a story that at no time gets too heavy and unwieldy for the not-too-impressive cast, yet, by the same virtue, makes them stand out as completely capable and sufficient, adding plausibility to the story.

Ardent horse lover and trainer, Steve (William Garçon) agrees to continue training a horse that he sold to a bookie, Montgomery (Alan Baxter), who in turn signs it over to his g. i., Gloria (Wendy Barrie), since he is ineligible to run it himself. Montgomery's attempt to fix a race nearly costs the life of the horse, and Steve leaves to join the rich stables of Miss Fairfax (Binnie Barnes). Gloria gets a different slant on horse racing and decides to save the horse at her own expense. Later, after the horse has recuperated and is training for the sweepstakes, boy meets girl again. Steve realizes his hasty first impression of her was wrong, they successfully train and compete their now mutual love, and so on.

It just falls short of the requisites of a solo picture, but can definitely form the stronger half of any two-feature pic bill. **Colson.**

"The Golem"

(METROPOLIS)

Time, 91 minutes. Release date not given. Based on a medieval legend. Scenario by Andre-Paul Antoine. Directed by Julien Duvivier, with dialog in French, and English titles. Produced by A-B Film in Prague, under the supervision of Frank Kessler. Cast: Harry Baur, Roger Karl, Gaston Jacquet, Germaine Aussey, Roger Duchesne, Almas, Charles Dorat, Jany Holt and Ferdinand Hart.

The Golem is one of the better novelties to come to the American screen, presenting, along with its story, glimpses of medieval Prague. Historical value is further enhanced by clever photography and good direction, elements which, combined with Harry Baur's acting, minimize the lack of English dialog. Yarn is a simple one, but attains a grand climax.

Created by Rabbi Loewe in order to protect the Jewish population of the city in times of stress, the Golem now languishes as an inanimate statue in a synagogue. Rabbi Jacob, Loewe's disciple, knows the secret of bringing the gigantic figure to life and is tortured by Emperor Rudolph, who is afraid of the Golem and wants to render it harmless. When the propitious moment arrives the proper abracadabra turns the

Golem into an avenging terror and justice is meted out to all. His mission completed, the Golem, at Jacob's command, becomes the dust from whence he sprang.

The grim plot is embellished scenes of court life typical of the period, as well as shots of the Ghetto, etc. Photography is diverting, too, from the standpoint of sequence, the shifting sets eliminating all boredom. **Ackerman.**

"Waikiki Wedding"

(PARAMOUNT)

Time, 90 minutes. Release date, March 28. Produced by Arthur Hornblow. Directed by Frank Tuttle. Screen play by Frank Butler, Don Hartman, Walter DeLeon and Francis Martin, from story by Butler and Hartman. Tunes by Leo Robin, Ralph Rainger, Don Hartman and Harry Owens. Cast: Bing Crosby, Bob Burns, Marika Rokk, Shirley Ross, George Barbier, Lell Erikson, Grady Sutton, Granville Bates and others.

An average picture that's boosted by the Crosby-Burns-Raye-Ross quartet. They're the reasons for outstanding comedy, singing and romance, and that's the mainstay of the pic. Otherwise the film is very mild on story, latter just an excuse for the workout of the featured quartet. Direction is swell, everything moving interestingly. Scenic layout is excellent also.

Story centers around an exploiter for a pineapple firm, one of his ideas being a pineapple girl. She's taken from a small town to Hawaii, but is fed up on the place as being romantically dull. It's up to Crosby, as the exploiter, to make it interesting for her. This he does, staging romantic melodramas with the Hawaiians, but winds up falling for her. She finds out he was really play-acting, burns up, but in the end the dashing Crosby wins her over.

Crosby is his usual self in appealing to the femmes with his charm in personality and song. Raye is the picture stealer, what with her goofy comedy and unusual singing. Burns pairs off with her, and he's a great laugh builder-ump. Ross girl is appealing and sings well also.

Folks will take to the film, not so much for what it holds technically but solely for the brilliance of performance of the featured players. **Harris.**

STADT Meets in Beaumont

BEAUMONT, Tex., March 27.—With 70 teachers and guests present from East Texas and Louisiana, the annual convention of the South Texas Association of Dancing Teachers was held Sunday at the Edison Hotel here. Visiting members of the faculty were Peter Villere, New Orleans; Gretchen Schmaul, Milwaukee; and Frances Burgess Beeker and Louis Hudson, of Fort Worth. Most schools brought along star pupils. A banquet was held in the late afternoon. Leona Mellen, Galveston, president of the group, presided at the sessions, while Frank Bertschler emceed at the banquet.

Hub Treasurers' Ball

BOSTON, March 27.—Theater Treasurers' Club of Boston, a band of b-o-t ticket sales promoters, will sponsor a benefit show at the Colonial Theater on Friday matinee, April 23, proceeds for the club's sick and death fund.

Stage, screen, radio and night club talent will appear.

Thomas J. Waters, vice-president, heads the entertainment committee, comprising Hugo W. J. Lundgren, president; William C. Nixon, Arthur C. Manley, Thomas E. Roche, William E. Landrigan, Frank D. Orvitt, Abraham Coplan and Edward P. Spellman.

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Shubert, Warner Deny Burly Report

NEW YORK, March 27.—Lee Shubert revealed this week that he has no theaters or plans for burlesque, his statement being directed at the Walter Winchell item that Shubert and Warner Brothers planned to put burlesque into 66 of their theaters. Warner also revealed no knowledge of any such plans. The Shubert offices, however, were active this week in digging into burlesque for a strip teaser to replace Gypsy Rose Lee in the road company of *Ziegfeld's Follies*. Firm is also interested in other people in the field, figuring on using them in shows.

Critics Plan Annual Award; Hirst's Approval of Group

WASHINGTON, March 27.—Burlesque Critics' Association of America this week announced plan to make an annual national award for "the most outstanding contribution to burlesque during the theater year." Proficiency in specific branches (stripping, comedy, etc.) will be recognized by individual circles of the BCCA, considering only shows playing their respective cities.

First recognition in the higher brackets of burly has been received by the organization, with Issy Hirst, president of the Independent Burlesque Association, expressing interest in a letter to Arthur R. John, head of the critics. Hirst voiced approval of group's aims and pledged assistance in their realization.

Variety Club's Burly Show Diane Raye Raises Rumpus in London

DETROIT, March 27.—Complete cast of the National Theater gave a special performance at the Book-Cadillac Hotel last week for the initiation party of Detroit Variety Club. Show was produced by George Schiller, house manager, who also handled all arrangements. Principals for the show, which was a special production, included Frank Scannell, Freddie O'Brien, Art Gardner, Shuffles LeVan, John Head, Phyllis Vaughan, Helen Troy, Kitty Ellis, Georgia Clyne, the orchestra led by James McDougall and a chorus of 12.

LONDON, March 27.—Diane Raye, burlesque strip-teaser from America, was dropped from the cast of the Palladium here while the show was in dress rehearsal. Producer George Black, on a preview of her routine, was quoted as saying: "It may be art, but it's too hot for England." Argument over strip-teasing started in local circles even before Miss Raye landed here.

St. Louis, Toronto Into Stock

CHICAGO, March 27.—Indie Wheel shows are going out of the Garrick, St. Louis, Thursday, and the Casino, Toronto, May 9. Burly stock policies will be inaugurated for the warm weather season.

NEW YORK, March 27.—Dick Henry, of the William Morris office here, who sent Diane Raye to London to appear at the Palladium, revealed yesterday that she has been canceled but a generous settlement made. It is understood that she has been given a six-week payoff. Henry also reveals that in view of her extensive publicity Miss Raye has been made many local offers.

U-Notes

By UNO

WINNIE GARRETT, who recently strip-teased at the Casino, Brooklyn, and assisted in scenes, is receiving lots of newspaper raves in Buffalo for her efforts at Dewey Michael's Palace. Due to open shortly for L. Appleby at the Roxy, Toronto.

JACK MONTGOMERY, producer, formerly assistant to Pal Brandeaux and also producer of night club revues and theater ensembles, started last week at the Irving, New York, relieving Rose Gordon.

DOLORES DAWN, in *Monte Carlo Girls*, indie show, sports a cape gown made of gold sequins that weighs nearly 30 pounds.

JACK CRONIN, property man at the Star, Brooklyn, is a regular week-end visitor to the Cameo, Hartford, where Eyleen Ramsay (Mrs. Cronin) is producer.

WAVA WHITE and Harold Blodgett breezed into New York the first time in two years. Have been with *Follies and Fancies*, vaude unit. Blodgett replaced Jack W. Kramer as straight at the Casino, Brooklyn, last week. Wava, stripper-talker, soon to appear in another New York burly house.

JUNE LACEY, who just completed eight weeks at the Princess, Youngstown, O., spotted by Stanley Woolf into the Nomad Club, Atlantic City, for an indefinite stay.

CHARLES (RED) MARSHALL and Murray Leonard, featured in *Monte Carlo Girls*, indie show, owners of new cars, a convertible sedan and a coupe, which will transport them this summer either for a stock berth at the Casino, Toronto, or the Globe, Atlantic City.

KIKI ROBERTS left the Star, Brooklyn, March 18 to open as extra attraction for one week at the Howard, Boston. Further booking includes the Empire, Newark; Trocadero, Philadelphia; Casino, Toronto; Palace, Buffalo, and Roxy. (See U-NOTES on opposite page)

Burlesque Reviews

Bijou, Philadelphia

(Reviewed Monday Afternoon, March 22)

Issy Hirst seems to be paying more attention now to his stock house here, and instead of spreading it thinly with meaningless line numbers that gives

effect of quantity instead of quality, Frank Bryan has enough on tap to whip out a colorful and fast-moving production, which he does. Concoction should bring out the town en masse.

First of all, Billy Hagan is back at the house again. When a burly comic gets a hand on entrance, that's going some. No mistaking that the Bijou brotherhood was glad to have him back.

For the other extreme Hirst has also brought in Harry (Ikey) Harrigan, whose Hebe cutups makes the laugh a long one. As with Hagan, material is mostly of the slapstick nature, and the boys are sure-fire in slapping it on. It's not material that makes them effective but rather the lack of it.

For the optic feast, it's one to delight any connoisseur of epidermis. The nude deal gives Pearl Mylie, Lea Howard, Mary Woods and Delorez, as apt a quartet that ever bumped a torso on the Bijou boards. Here is one four-strip parlay that pays big dividends to the sightseers.

No homecoming would be complete without Betty Palmer as the saucy subterfuge to send the comics, and Betty it is. Harry Ryan and Jack LaMont work the straight roles and even add a couple black-outs of their own. Mary Woods, who comes over from the Wilner clan, doubles in the bits, as does Miss Mylie, who also twinkles her tootsies in a solo spot for tap teases.

Several new ponies and the line shapes up more fetchingly on both eye and hoofing counts. Gals at least try to make the most of the turns, even in one of the production flashes where the costuming was more suitable for posing rather than ponying. And under Bryan's tutoring, gals show promise of matching some of the other lines he has whipped together here. Violet Lewandos, a blond looker, steps out for a solo strut, and

Burly Briefs

CASINO, BROOKLYN, is staging a "beef trust" show of its own this week to compete with the Billy Watson road show at the Century. . . . Gladys Clark dropped out of the Gotham, New York,

last Wednesday night after moving up there from the People's. . . . Margie Hart left the Mirador night spot, New York, Wednesday night. . . . Floyd Hallicy went into the Star, Brooklyn, Friday for one week as replacement for the ailing Joe Devlin, and from the Star Hallicy moves into the Galety, New York. . . . Helene Deau Vierre closed at Minsky's, Brooklyn, Saturday and opens this Sunday at the Casino there. . . . Phil Silvers gave in his notice at the Oriental, New York, after a more than 10-week run. Zonia Duval closes at the same house this Thursday. . . . Nat Mortan has spotted Joe Young for the Casino, Brooklyn, opening this Sunday.

BOBBY MORRIS got a special feature yarn in *The New York World-Telegram* last Thursday. . . . Marne Lathan closed at the Palace, Buffalo, after five weeks and opened Sunday at the Roxy, Toronto. . . . Estelle Mantillo and Mabel Francis opened last week at the Irving Place, New York, replacing June and Margie White. . . . Hazel Miller and Lou Powers are among the principals at the Park, Erie, Pa. . . . Patricia Paige and Loyal Astrid open this Thursday on the (See BURLY BRIEFS on opposite page)

(See Burlesque Reviews on opposite page)

Absolutely New to Burlesk

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AN OPEN LETTER TO BURLESQUE ARTISTS

LADIES AND GENTLEMEN:

This letter is written to the members of the burlesque profession to acquaint you with facts concerning the dealings of the Independent Burlesque Association with your President and Executive Secretary, Mr. Thomas J. Phillips.

We have tried on numerous occasions thru letter writing and telephone calls (duplicate correspondence being on file in our offices) to arrange meetings for the main purpose of formulating a fair and equitable written contract between our organization and yours so that all of us shall know definitely and exactly just what rules and conditions each of us is to live up to, and, in that manner, do away with such petty and annoying disagreements as have arisen during the past few months.

Up to this writing, no definite answer to our many requests has been received from Mr. Thomas J. Phillips, who apparently claims to be the final and exclusive authority of your organization.

In the year of 1935 (prior to the strike) I made a written request to Mr. Phillips regarding contracts, but my letter remained unanswered. Therefore I am making this appeal direct to you as I do not desire a similar fate for my letters this time.

It is our wish at all times to sit in conference with your duly empowered and expressly designated appointees, for the purpose of discussing and formulating a written contract, and it is our hope that you can arrange this without further delay. Please address your communications to our counsel, I. Robert Broder, Esq., RKO Building, Radio City, New York. Cordially yours,

INDEPENDENT BURLESQUE ASSOCIATION.
(Signed) By I. Hirst, President.

The Essence of Tap Dancing,
MADGE CARMYLE
Ultra Nudes Modestissimo
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"Top Hat Revue"—2nd Time Around Indie Circuit This Season.

DONNA WAMBY

SOPRANO AND TALK SOENES.
Paris By Nile Co., Indie Circuit.

THE PERSONALITY GIRL JUNE LACEY

Superior Strip-Teasing, Singing and Talking.

BENNY "WOP" LUOY
MOORE & BAXTER
Enjoying This Season on the Indie Cir.

Tab Tattles

TABDOM lost one of its best known and most popular members with the passing last week of Jack (Smoke) Gray, b. f. comic, formerly teamed for a number of years with Gene (Honey Gal) Cobb on the old Hal Hoyt shows. We have always regarded "Smoke" as one of the funniest lads ever to smear the burnt cork. He will be missed by hundreds of tab and minstrel friends. Further details in Final Curtain, this issue. . . . Dick Hulse, in reply to our recent inquiry, writes in to say that he has been associated for some time with the Lew Rosenthal Amusement Company, of Waterloo, Ia., and the Iowa Theater, that city, also under the Rosenthal banner. Dick handles the free attractions at the fairs for the firm in the summer and fall. Hulse says that his old partner, Jack Roof, is now residing in Philly and still active in the business. . . . Charles (Kid) Koster, well known in tabdom, as well as practically every other branch of show biz, will wind up with *Boy Meets Girl* in Philadelphia about April 20. He has looked after the advance billing on the show all season. . . . Leo Francis and Virg Downard, who hadn't seen each other since they worked together for Frank Doyle out of Chicago 20 years ago, renewed acquaintances last week when Leo ran in on Virg working the Colonial, Indianapolis, for Jack Kane. Francis is emceeding with a 20-peeps WPA unit in and around Indianapolis. . . . Dick Dixon, drummer with Harry Clark's *Paramount Club Revue*, is recuperating at his home in Knoxville from injuries sustained March 10 when he fell backstage at the Paramount Theater, Hickory, N. C. He was confined for two weeks in a Hickory hospital as a result of the fall, he reports. Dixon suffered a severe brain hemorrhage and was unconscious four days following the fall. It will be some time before he is able to work again.

CHARLES C. WATSON denies that Bert Van Duesan and Art Bongor had purchased controlling interest in *Rhapsody in Blue*, as recently reported. Watson says the two merely work for him and have no interest in the show. The Two Keys are no longer with *Rhapsody*, Watson reports. . . . As we write this, word comes of the sudden death in Lincolnton, N. C., of Blair Camp, well-known tab straight man and specialty artist. Further details in Final Curtain, this issue. . . . O. A. Paige, of Paige & Jewett's *Paradise Scandals*, urges that all friends of Marnie Jeanette drop her a card to the Coatesville Hospital, Coatesville, Pa., where she is suffering from serious injuries sustained in a recent auto crash in which her twin sister, Mickey, was fatally injured. Paige has also been making an effort to raise donations to defray expenses for Mickey's funeral. The Jeanette Twins were with the Paige show last year. . . . Charles (Slim) Vermont—your mother is worried over your welfare and is anxious to hear from you at once. . . . Drane Walters and J. E. (Jack) Bennett are leaving El Paso, Tex., April 1 for Los Angeles and Hollywood. The lads have been working night clubs in Texas and Mexico the past year. . . . The Belmont Brothers, diabolists, have joined Frank Sennes' *French Casino Brevities*.

JACK VAN and wife, of the *Casino Revels Revue* now barnstorming thru Iowa and Missouri, were Windy City visitors last week. Stopped in at the Gus Sun office, which is booking the show. . . . Soille Childs, now owner of the *Les Femmes Folles* show which was produced by T. Dwight Pepple, of Sun's Chicago office, has appointed Harry Shannon as company manager and added to the lineup Bob White, the "dancing Rubino," and Vaughn and Valerie, character dancers. Others in the company include Debutante Sycopators Ork, with Jerrie Thill, Margaret Kay and Dick Burns. . . . Harry Clark's *Penthouse Folies* invades the Central States this

week. . . . Billy Raymond added two acts to his *Keyhole Kameo Revue* in Chicago last week.

Gotham, N. Y., Case Adjudged Once More

NEW YORK, March 27.—Case against Minsky's Gotham here, alleging indecent performances and dating back to August, was adjourned again when it came up in Special Sessions Monday: It is scheduled for this Monday.

Theater's defense attorney intends exhibiting four strippers to prove to the court that stripping is an art. The disrobers scheduled to go on this past Monday were Muriel Lord, Roxanne Sand, Buttercup Stanwyck and Jewel Sothern.

Mickey Jeanette Fatally Hurt

COATESVILLE, Pa., March 27.—Mickey Jeanette, of the Jeanette Twins, dancers, well known in tabloid and night club circles, died in Coatesville Hospital, Monday, from injuries sustained in an auto accident near here a week before. Her twin, Marnie, is still confined in the local hospital in a serious condition. Daniel Cook and Florence, passengers in the same car, escaped with slight injuries.

BURLY BRIEFS

(Continued from opposite page)
Metropolitan Circuit. . . . Poppy O'Hara, formerly of *Scandals*, went into Minsky's Gotham, New York, last week as a new strip-teaser. . . . Dorothy Dee closed at the Star, Brooklyn, Thursday and opened the next day at the Irving Place, New York.

INDIE'S *Twinkle Toes* closes at the Rialto, Chicago, Thursday. . . . June St. Clair returns to that theater Friday, doubling at Windy City's Colosimo's. Milt Schuster handled the booking. . . . Ada Leonard was accompanied by her sister to the Coast. . . . Hughie Mack closes an eight-week stay at the Gayety, Milwaukee, Friday. . . . Late Schuster bookings include Mlle. Antoinette and Yvette, Rialto, Chicago; Jack O'Malley and Charles Robinson, Gayety, Milwaukee; Evelyn Cushman, Colonial, Indianapolis; Bonnie Gardner, Gayety, Minneapolis; and Ramona Ray, Roxy, Cleveland, with Gayety, Detroit, to follow.

FLORANCE LONDON, after two weeks as added attraction at the Gayety, Cincinnati, has returned to the Gayety, Detroit. . . . Business continues top-notch at the Gayety, Cincy, which went on the indie books two weeks ago under the Clamage-Rothstein banner. . . . In the cast of Ralph Canton-Hazell Chamberlain burly at the West End Theater, Uniontown, Pa., are Frank Maley, "Happy" Jack White, comics; Eddie and Trixie Butler, Ray Kolb and wife, June Palmer and Tania. Geneva Phillips is producing chorus. Company does one show a night, with no Sunday shows. Biz is only fair. . . . *Beef Trust Girls* have returned to Chicago, after a fortnight's engagement as added attraction at the Gayety, Cincinnati. . . . Chorines with *Swing Girls*, current this week at the Gayety, Detroit, are Helene Brennan, Josie Gilson, Edith Elton, Lillian Harris,

Yvonne Arthurs, Leonova Scott, Elenor Mills, Blanche Edwards, Rita Russell, Karin LaNore, Wanda Romonuk and Dottie Knapp. . . . Milt Schuster will make a brief visit to his home in Cincy next week.

HINDA WAUSAU canceled last week's engagement as added attraction at the Gayety, Washington, in order to get dental repairs. She is added attraction this week in Boston. . . . Mike Sachs, of *Ladies in Lingerie*, reports that he has signed up with Warner for several shorts. . . . On the same show, Carroll Lee returned to her home in Detroit due to the death of her mother and rejoined the show in Washington, while Lee Leslie returned to her home in Chicago due to illness. . . . Ann Lee, chorus girl formerly with the I. B. Hamp show and still confined to the Gallinger Hospital, Washington, is reported to be showing considerable improvement.

JIM BENNETT, veteran burlesque producer and comic, is planning to reopen the Coconut Palms Grove at Eastwood Amusement Park, Detroit, this summer.

BURLESQUE REVIEWS

(Continued from opposite page)
Belle Rochelle rings in several arco licks. Jerry Lane is the show's singer and should be heard more. In the trench, Harry Dobkins rings in his usual bang-up job. **ORO.**

Republic, New York

(Reviewed Tuesday Afternoon, March 23)

At this first show catching there were standees all over the house, and it looked like the walls were bulging. Holy Weik, too, when theaters either closed or everybody took half salary in the old days. This house of Weinstock dishes burly that doesn't leave much to the imagination, the kind of comedy that has women cackling and a variety of stripping that has the men pounding mitts for more. However, house is giving more of a play to production, even using a dance specialty and also an aerial novelty.

Three comics in the show, Gus Schilling, George Murray and Billy Dale. Schilling is the top laugh-getter, a natural funster with a way about him. He's not exactly clean but he's there on getting all the laughs possible. Murray and Dale know the laugh business also, and they dig deep into the blue. Expert straights are Jack O'Malley and Frank Smith, who have plenty of feeding to do.

Strippers kept holding up the comedy scenes all the time, the men in the audience keeping them busy on encores. One of the lassies even subtly yelled from the wings that she couldn't come back because she didn't have anything on. The disrobers are Jean Carter, Irene Austin, Winnie Smith, Betty Rowland and Lillian Murray. Latter is the feature, and she's plenty of woman but class all the same. Betty Rowland is a cute item, and the Carter and Austin misses are okeh also. The Smith gal works peppy and hot, but is only fair.

On the production end, Bob Alda sings the show and nicely. His big ining is the *St. Louis Blues*, done before a Brooklyn Bridge drop. Howard Montgomery is spotted several times in tap numbers. He's flashy, but his hoofing is

only mild. Then there are two girls who do nice aerial stunting on a trapeze. It's different and fared okeh. The girl ensemble comprises 10 chorines and seven showgirls. They have a lot to do and handle their assignments well. **SIDNEY HARRIS.**

U-NOTES

(Continued from opposite page)
Cleveland, and then an all-summer stay at the Folies Bergere nitery, Atlantic City.

TAMARA, dancer-stripper, moved in to the People's, New York, Friday with the new surname Leda but minus the swan. Booked by Dave Cohn.

ROBERT GOLDEN, with Bert Smith's musical tabs for nine years, replaced Jimmie Trainer as assistant to Bob Sanford, producer at the Oriental, New York.

HELEN CROSBY, former burlesque principal, opened as showgirl at the Hollywood Restaurant, New York, March 30.

BOOTS BURNS extra-attractioned March 21-27 at the Hudson, Union City, N. J., and left to open April 1 for eight weeks at Mrs. L. Nathan's "606" Club, Chicago, where other ex-burlesquers are Ione O'Donnell, Nora Ford, Dottie Wahl and Elinore Johnson.

LEW FINE, comic with the singing duck, closed Saturday with the Weinstock shows and opens at the Eltinge, New York, this Friday.

MAURICE AND MARIE, new adagio team discovered by Red Marshall and Murray Leonard in Minneapolis, are with *Monte Carlo Girls*, Indie show.

NAZARRE HALLO, who just closed at the Star, Brooklyn, helped finance a new dress shop in the New York 40s which Ma Eunice is supervising.

DOREEN HART, showgirl at the Casino, Brooklyn, and sister of Margie, has been laid up since March 15 because of a fall.

SID WHITE, chorine and wife of Sam Friedman, manager of *Monte Carlo Girls*, taken to University Heights Hospital, Bronx, New York, March 22 for an operation.

DOROTHY DeHAVEN, Bert Saunders and Benny (Wop) Moore, while at the Century, Brooklyn, with *Pardon the Glamour*, Indie show, received offers for European engagements.

ROSE LaROSE returned to the Gayety, New York, and changed from red hair to a deep brunet.

RITA ROSE, showgirl for the Weinstocks, studying to step out of line for a strip-tease principal's berth.

BEVERLY CARR, producer, after an all-winter engagement at Minsky's Pier, Miami Beach, returned March 28 to begin rehearsals for Minsky's, Brooklyn, and Republic, New York, in place of Pal Brandeaux, who went back to the Coast to complete a Universal film contract.

CONTESTANTS NOTICE

OPENING DATE
FRIDAY, APRIL 2
FRANK RAVESE
Atlantic and Bedford Ave., Brooklyn, N. Y.

ATTENTION DANCERS
RAY (Pop) DUNLAP Announces the OPENING of HIS FIRST 1937 WALKATHON
ABOUT MAY 13, 1937 \$2000 PRIZE MONEY
Write me until April 10 at 1251 S. W. 4th St., Miami, Fla. After April 15, care Alexander Hamilton Hotel, Paterson, N. J.
Or DICK EDWARDS, 25 Clause Bldg., Canton, O.

★ GIRL BAND ★
Can Place Six or Eight-Piece Girl Band for 32 weeks' season. Beautiful Carnival Girl Unit. Rowny Ardell, Armilla O'Brien, contact immediately. Open April 22d. Rehearsals April 15th. Girl Musicians wire, also Girl Leader. Address
JACK PAIGE, Strates' Shows Corporation, Box 846, Norfolk, Va.
P. S.: Can still place Chorus Girls and Chorus Producers. All must be young and attractive.

Endurance Shows

FRANK RAVESE'S new show gets under way in Brooklyn April 2.

MARTY AND RANDY are now sojourning in Washington. They are wondering when Pop Myers will head west.

MABEL FRY, contestant, now laying off at her home in Sherman, Tex., expects to connect with another show in the very near future.

ELMER DU PREE (Spark Plug 6%), of the team of Hobo and Elmer, reports that he is not married yet, as recently rumored, but that he intends to be some time in June.

GEORGE W. PUGHE is operating a derby show under canvas in Fresno, Calif., and, according to latest reports, things look very favorable for him out there. George had a lot of tough luck last summer and fall, but apparently it

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Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

HARRY BLACKSTONE and his affable manager, Ed Milne, were visitors at the magic desk last Saturday afternoon (27) while laying off for a few days in Cincinnati en route from Wheeling, W. Va., to Memphis, where the Blackstone show resumes its bookings April 7. Company played the Capitol, Wheeling, for three days and, according to Blackstone and Milne, established a new three-day record for that house. During the show's recent engagement in East Liverpool, O., Blackstone was made an honorary life member of the Kiwanis. This makes 136 organizations in which Harry holds honorary membership.

DR. CHARLES HOFFMAN, the Magic Bar man, was another visitor at the magic sanctum last Saturday. Hoffman, who spent the last several weeks in Cincy, resting and supervising the building of some new magic paraphernalia which John Snyder Jr. is making for him, stopped in to bid us "so-long." He left Sunday for Chicago. Hoffman was loud in his praise of the hospitality shown him by the Cincinnati magic lads.

DANTE AND COMPANY, now enjoying a bang-up tour in England, are booked solidly until December, with the exception of three weeks in July, when the Dante family will go to the south of France for a holiday. Writing from Bolton, England, Mrs. Dante reports that the show is going over bigger than ever, that business is wonderful and that the Dante name is now a household word in England. "Have just learned of Mr. Durbin's passing and we are indeed very grieved," Mrs. Dante pens. "In just two years we have lost our dear friends—Thurston, Lybarger, Harrington, W. J. Hilliar, Carter, Nikola (English)—all in magic. Have spent many pleasant evenings with the Goldins while playing in and around London."

JORDAN, "voice of wisdom," has just recovered from a long siege of illness and is now working the Monte Carlo Casino, New York.

GEORGE, one-arm magician, and his company of nine continue to play high school auditoriums in Texas to satisfactory business. They expect to remain in that territory for the next 30 days at least. George recently purchased a Nash sedan for the advance car.

L. J. WOLFE posts from Greensboro, N. C., under date of March 20: "Attended Aladdin's Show in Mayodan, N. C., last night. To say the least, he had a show too big for the town. He worked nicely with several tricks dressed up in new style. His Chinese Linking Rings were effectively presented, but too long to maintain sustained interest. Houdini's needle trick was worked in a showmanly manner, as were several flashy handkerchief tricks. He did the levitation with a spectator from the audience, and to me, with 14 years of magic study, it was a real trick. It was apparent the spectator never knew the *modus operandi*. All glory to a future headliner."

LAZAR, Philadelphia magician, was in Pittsburgh last week, investigating possibilities for bookings.

WALTER H. (DOM) DOMZALSKI instructed Jay Michael, leading man of the WPA Federal Players at the People's Theater, Detroit, in the art of magic for his role in the old thriller, *The Spider*, which opened last week for a two-week run. Cigarette tricks, cut-and-restored ribbon trick and a cabinet trick are used in the routine. Illusions were built for the show by Jacques LaPere. To complete the magic interest, John Matthews, magician, handled

special publicity for the event, including human-interest and feature stories in local newspapers.

THE GREAT LESTER and *Gala Revue*, recently revamped and enlarged, is slated for a swing around the Schine, Shea and Butterfield circuits. Clyde Jordan is company manager. Company played the Ben All Theater, Lexington, Ky., March 26 and 27, and the Rialto Theater, Cincinnati, last Sunday (28).

ALTON F. GRITZNER, of Watertown, Wis., and who presents magic professionally under the billing of Nova the Magician, crashed *The Milwaukee Journal* March 21 as the subject of a human-interest story outlining his versatility and prowess as a magician, musician, barbecue stand operator and alderman. The article was illustrated with three large photos, showing Gritzner in various poses. Gritzner is 32 and weighs 305 pounds.

BOB NELSON, of the Nelson Enterprises, Columbus, O., was in New York last week on business.

"YOUR EDITORIAL comments on things magical have proved very interesting," writes a well-known magician-mentalist, "although cannot entirely agree with you in your conclusions as stated in the issue of March 20. I am not a pessimist, and while I would like to believe otherwise, it does not seem to me that the demand for good manipulators in the night spots really proves that we are in the midst of a magical renaissance. One frank booker stated to me that the main reason for their presence in the night spots is that they can be had 'cheaper' than other types of name acts, although I am not unmindful of the fact that one or two magi, such as Cardini, are still able to command a fair salary. They, however, are the exception to the rule. Nor can I overlook the fact that the conditions encountered by the 'majority' of magi who specialize in appearances before fraternal organizations, private clubs, schools and with an occasional theater date, thrown in are the most deplorable in entertainment history. It seems to me that the presence of a comparatively few manipulators in the night spots as weighed against the increasingly hard going experienced by the 'majority' of magicians' definitely shows that we are not in for an extended or worth-while revival of magic as an entertainment." What our correspondent says may be true in part, but a careful check will show that magicians working night spots are drawing down the same sort of money as the rest of the acts on the bill, possible "freak" name acts excluded, and in many cases considerably more. As for the thousands of magi playing the minor engagements—such conditions exist in every branch of show business. There are always those comparatively few who play the cream dates, and those thousands who must exist on the leavings.

JOHN BOOTH has moved from the Pere Marquette Hotel, Peoria, Ill., to the Commodore Club, Detroit, for an engagement. Booth was held over at the Peoria hostelry for two industrial convention dates and was made an honorary member of the Peoria Magicians' Assembly during his stay there.

FRAKSON, card, coins and cigaret, is at the Sporting Club in Monte Carlo.

HYANDI AND COMPANY, magicians, are at the Grand Palais in Lyons, France.

CHEFALO is at the Grand Theater in Amsterdam, Holland.

C. A. GEORGE NEWMANN, popular magician-mentalist, after a few business visits in South Dakota and Iowa, has concluded his seven-month vacation trip which took him into all of the Southern States, Cuba and Old Mexico. Newmann met quite a number of magicians in his travels, among them that grand old trouper, Harry Redan, and the McDonald Birches, now playing the Lone Star State. The coming season will be Newmann's 41st one before the public, and his third season under canvas. Newmann is believed to be the only person in the Northwest who has made a success out of an all-mystery show under canvas. There are several other magi in his territory who have shows under canvas, but they

EDITORIAL
DEPT.



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

BARRY MCKINLEY—young radio singer who is a former legit actor and can act as well as croon. Has a good baritone voice, and is an okeh draw for the femmes. Has also played in musicals and can hoof, making him an obvious all-round bet for musical plx. Good looking, too.

For RADIO

GENE ARCHER—young and promising baritone recently heard at the Club Ball, New York. Has an unusually rich voice, with depth, quality, range and expression. When caught, did a varied program that included *Without a Song*, *Chloe*, *Zwei Herzen*, *Irish Eyes* and *I've Got You Under My Skin*. Equally effective in lyric and dramatic pieces.

For LEGIT DRAMATIC

BARBARA TOWNSEND—recent graduate of the American Academy of Dramatic Arts who appeared to excellent advantage in various of the student productions. Has assurance, ease and stage presence, and in addition offers intelligent and effective readings that show insight and understanding. Rates a pro chance.

HENRY LASCOC—also a recent graduate of the American Academy. An excellent character man, who has scored in various character bits in many of the student plays. His Russian in *Captain Applejack* was an outstanding piece of work, and makes him a natural for the Tobias part in a road company of *You Can't Take It With You*. Has also made a real impression in a variety of other types.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

FRANK (SENATOR) GILMORE, partially paralyzed by a stroke while out with a road show last October, returned to Syracuse, N. Y., recently, where he is reported to be slowly recovering. He spent several months in a Philadelphia hospital. Old minstrel friends are urged to drop him a line. His address is 618 E. Fayette street, Syracuse. Gilmore was former basso and middleman with the De Rue, Field, White and Van Arnam minstrels.

CHARLES HEYWOOD, who was generally credited with being the oldest active minstrel singer in the world and whose biography appeared in the February 20 issue of *The Billboard*, died recently at his home in Newark, N. J. Minstrelsy lost another veteran last

do only a 10 or 15-minute turn, supplemented by other variety acts, backed by med pitches. Newmann gives 'em a two-and-a-half-hour show, with a change of program nightly on the week.

EVONNE WILSON, mentalist, after winding up an engagement at the Chastleton Hotel, Washington, has begun an indefinite run at Ruty's Cafeteria, that city. She is still being managed by Joseph F. Koontz.

PAUL DUKE, prestidigitator, who opened at the Hotel LaRue, New York, March 10, has had his contract renewed and will remain there indefinitely. Recently Duke completed a four months' run at the Hotel St. Regis, New York, and has to his credit a record run of 32 consecutive weeks at Leon and Eddie's, Broadway nitery.

EVANS BROWN, musical magician, was a visitor at the magic desk Thursday of last week during his engagement at the Wonder Bar, Cincinnati. Brown, who recently wound up a 17-month stay in Indianapolis, has been working for Ernie Creech, of the Gus Sun office, for the last six weeks. From Cincinnati he went to Little Italy, Columbus, O. He recently played Castle Terrace and Palm Garden, Columbus, and also worked a fortnight's engagement with Ernie McKay's Ork at the State Restaurant there. He was heard over WCOL from the latter spot. Brown is assisted by his daughter, Mary Davies, stringer.

SOUTH JERSEY ROADHOUSES in the Philadelphia area spot magical special-
(See MAGIC on page 72)

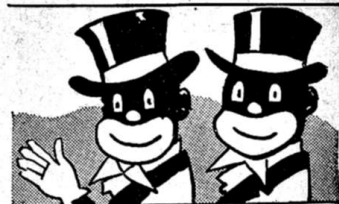
week in the passing of Jack (Smoke) Gray in Mount Vernon, Mo. His minstrel experience included extended engagements with the old Neil O'Brien and Al G. Field shows. Further details on the passing of Heywood and Gray will be found in *The Final Curtain*, this issue.

OLD HICKORY POST NO. 91, American Legion, Old Hickory, Tenn., will sponsor the Pan-American Minstrels, of which Sam Bittner is general manager, in a show to be given April 9 at the Old Hickory Auditorium. Lew Peel is assisting Bittner in the production.

FIFTH ANNUAL EDITION of the St. Patrick's Minstrelsy in Philadelphia brought together such oldtimers as Charles Boyden, James M. Wilson, Frank L. Kelly, John J. Lemuels, Martin J. Hickey and Charles C. Brady, as endmen. Harry E. Connelly was interlocutor.

WALTER BROWN LEONARD'S *Minstrel Memoirs*:

Now the orchestra comes ducking
Thru the opening to the pit,
Bringing instruments and music,
Quickly in their places sit.
Then the leader gives the signal
For the overture to start—
Every man's a crack musician,
Every one can "cut" his part.
While the orchestra is playing
Many gents meander out.
Some to linger in the hallway,
Where they smoke and walk about,
But for me, I sit in wonder.
While the others come and go,
And I never missed one feature
Of the old-time minstrel show.



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Many New Faces In Billroy Cast

VALDOSTA, Ga., March 27.—Billroy's Comedians, who open their 13th under-canvas season here April 8, will present a new three-act musical farce, interspersed with a dozen vaudeville specialties and chorus numbers. Show this season carries 77 people, including a working crew of 28, nine in advance, nine in orchestra, a large cast and 12 line girls.

Department heads are Billy Wehle, general manager; Al Windlass, assistant manager; Don and Della Palmer, contracting agents; Sid Lovett, billing brigade foreman; Charles and Ruth Underwood, 24-hour representatives; Eddie Mellon, boss canvasman; Ted Heckman, mechanic; J. B. Scarborough, electrician; Eddie Amos, stage carpenter; Mayo Holland, props; Mrs. Morris Nelson, wardrobe mistress; Daisy Murphy, secretary; Gus Schulze, orchestra leader; Wayne Bartlett, producer, and Marion Roberts, chorus producer. Cal West will again produce the concert, featuring Yolanda, "Queen of Bubble Dancers." Johnny and Sam Finch have again turned out a beautiful job of truck painting. Including privately owned vehicles, there will be about 35 motor units moving with the show this year. A daily parade will be presented the same as last year. Only specialty retained from last year's show is the original Hickville Trio.

Unit will play a few spots in Georgia prior to its trek northward and eastward. Practically all new faces will appear in the cast, only members from last year's lineup being Marion Roberts (Mrs. Billy Wehle), femme leads; Cal and Bonnie West, and Rosalie Marco in the chorus. Musicians returning from last year are Gus Schulze, Shorty Duncan, Art Farley and Leonard Fye. Betty Rawlinson, as usual, will be in charge of ticket takers and usherets, while Mr. and Mrs. A. Phillips will handle the cookhouse. Charles Amos will have charge of the concessions. Rehearsals begin March 31.

Terrell Vaude Unit in Texas

YORKTOWN, Tex., March 27.—Billy Terrell, well-known rep showman, and his company of five people, are now working vaude houses thru the Lone Star State. Terrell reports that he has just signed with the Long Circuit of Theaters for an extended tour of its houses in this State. Terrell is emceeing the five-piece vaude unit.

TOM DEWEESSE, veteran rep agent, now sojourning in Birmingham, Ala., expects to return to Cincinnati soon.

WANTED

FOR HOUSE AND ALL-SUMMER SEASON. Singles, Doubles, Clever Female Impersonator, Pianists. Salary low but sure. Have no objection to clever amateurs. Poking, where are you? Write, wire, Mountain City, Ga., week of 28th; Baxter, Tenn., April 5th. No tickets—Just been stung.

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NEW 1937 PLAYS "SURE-FIRE" "HOKUM"

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FOR SALE

200 SCRIPTS AND PARTS Will sacrifice for \$2.50 each. Big Bargain. Address VIOLET WILLIAMS, 5511 Genevieve Ave., St. Louis, Mo.

WANTED

Young clever People for Ross Bros.' Tent Show. Must read lines and do singing, dancing or double orchestra. Agent and Banner Man, Mechanic that understands light plants. Week-stand Tent Show open May 3. State lowest, we furnish meals. Write H. P. ROSE, W. R. A. K., Williamsport, Pa. P. S.—50 by 80 Tent for sale. Will buy Chairs or Two-People Benches.

Rep Ripples

JACK AND MARGARET GRIFFITH have rejoined the Majestic Showboat company after a pleasant season in Georgia and the Carolinas. Jack will again direct the plays, as usual. The Griffiths have been showboating for the last nine seasons.

CLYDE H. GORDINIER, stock and repertoire showman and theater manager for the last 25 years, is now owner and manager of the Bobolo Tavern, Grand Rapids, Mich.

GUY W. HART, who for many years has operated a show print plant at Lake Odessa, Mich., has forwarded us a heap of old-time show letterheads and small paper. Most interesting of the lot is a performer's contract which he made up for the Bert Silver's Model Tent Show back in 1915 and in which the player agreed to "abstain entirely from intoxication, lewdness, profanity and insolence," among other things. Rules for performers were as follows: No cutting acts, no boozing, no mashing, no quarreling, no profanity, no knocking against people with the show, no leaving the lot after supper, no finding fault at table, anything found on the lot must be reported at ticket wagon; no money paid between salary days, which is every Sunday; each performer erects his own apparatus and assists in taking same down. Fine for willfully breaking these rules \$2 to \$5 or cancellation of contract.

BURT STODDARD, who has been sticking close to his home in Cleveland all winter, put on *The Pajama Girl Minstrels* there Wednesday night of last week and says it panned out a success financially as well as artistically. Burt reports, too, that his wife, Lucille Lewis, has just purchased a new car. Stoddard is putting on a political play in Cleveland in two weeks. It is a four-acter labeled *The Power of Wealth*.

MORRY FIERST, co-owner and manager of *Snatched From Noose*, at the Fort Pitt Hotel, Pittsburgh, has received an offer to take his show into a Baltimore hotel this summer. Fierst also is dickering with an Atlantic City spot for summer location of the mellerdrammer.

Kansas City Jottings

KANSAS CITY, Mo., March 27.—Eddie and Mona Hart Players will go into rehearsals soon, and will open under canvas about May 1.

Larry and Madlin Nolan have signed with Jack Kelly's No. 2 show for the season's run under canvas.

Harry and Agnes Clarke are recent arrivals, after spending several weeks in Southern territory.

Aulger Bros.' Show, which has been playing a circle of towns in Southern Minnesota all winter, will close its house season in April and open the tent season early in May.

Justus-Romain Company will begin rehearsals about April 5 and will open their annual canvas tour April 19.

Pete Wight closed recently with Kelly Masters' company in Alabama and was spotted on the local rialto this week. He is signed with one of the Ginnivan shows for the summer.

Mr. and Mrs. Billie Guthrie and daughter sojourned in the city this week-end en route to the Tilton-Guthrie headquarters in Iowa, after vacationing in Texas.

Bob and Gladys Feagin have signed with Harry O. Brown's Company for the run under canvas in Wisconsin.

Nixon and Norris have closed with

Pitts Playhouse May Drop Equity

PITTSBURGH, March 27.—Martha Arnold, subscription secretary of the Pitts-burgh Playhouse for the last two years, was appointed assistant business manager this week in a board of directors' move that may almost completely reverse this year's Playhouse policies, including abandonment of compulsory Equity membership for actors on the regular pay-roll.

With Director Herbert Gellendre preparing to end his second and final season April 1 after a fifth-week showing of *The First Legion*, preparatory to leaving for Keene, N. H., where he will again operate his summer playhouse, and with Business Manager George Birse in New York this week looking for new connections after his Pittsburgh resignation, the patrons-board is debating advisability of dropping actor-import plan for home talent, with occasional use of guest star from Broadway.

Discussion of Equity drop is being propelled by anti-association directors who point to successes of Pasadena and Cleveland playhouses.

Davis-Brunk Rep Gets Under Way

DE QUEEN, Ark., March 27.—Davis-Brunk Comedians, owned by L. P. Davis and L. D. Brunk, now in rehearsal here, will begin their road tour with a week's engagement in this town, opening Monday. Show will again tour Arkansas, Oklahoma, Missouri and Louisiana this season.

Company this season will comprise Mr. and Mrs. L. P. Davis, Mr. and Mrs. L. D. Brunk, Mr. and Mrs. Dick Lanham, Cecil Kenyon, Margaret Montgomery, Bettie Zane, Jimmie O'Hearn, Peggy Lanham and Jerry Grew. Ray Ogden and Barney Behl have charge of the crew and C. G. Munsell is handling the advance.

De Queen Daily Citizen of March 23 devoted a lengthy first-page story, written by Ralph B. Kite, to the Davis-Brunk Comedians and to tent rep organizations in general. Article also carried a fine plug for *The Billboard*, which was referred to as "the handbook of the show world."

the Billy Young Show in the South and were seen on the main stem here this week.

Wilfred Show, which had been circling out of Miami, Okla., for several months, closed last week.

Maxine Warden has closed with the Sid Kingdon circle and is now visiting friends and relatives in Southern Missouri.

Herbert Walters' Comedians opened the season March 11 in Texas.

Biehl Sisters' Company, management Cleve Terhune, is rehearsing at Stillwater, Okla., and will open at an early date.

James A. Ogle has formed a partnership with J. W. McIntosh in the operation of the Mack-Ogle Comedy Company. They will open in May.

Bob Bieber, formerly with the Dubinsky Bros., now located in Oklahoma City, was spotted on the main drag here this week.

Wally and Betty Wallace recently closed with the Big Ole Show in Minnesota.

Farrel and Caprice have signed with the Norma Ginnivan Show for the tent season which opens in May.

Harry Dunbar's Comedians are slated to open in Minnesota houses next week.

Hal Stone Players are scheduled to open the tent season in Southern Iowa early in May.

Freddie and Lillyan Poole have signed with Frank Smith Players for the 1937 season.

Dewey Campbell's Players reopen next week at Morris, Minn., after a short layoff.

Addison, Louise and Harrison Aulger were village visitors this week-end.

Harvey Twyman's circle reopened in South Dakota last week.

Austin and Gladys Rush have signed with Jack Kelly's No. 2 show.

Hank Patterson Framing Script Shows for Rotary

SALT LAKE CITY, March 27.—Hank Patterson, veteran comedian and head of the P. & W. Theatrical Production Company, with Mrs. Patterson is organizing several unit shows here to play rotary stock thru Utah, Idaho and Southern Montana. Patterson will use 10 people in each company and play tab bills. He plans to open his first company in about 10 days. Patterson has spent the last three months making a theatrical survey of Montana, Idaho and Utah. He has found that managers want stage shows, particularly script shows, he says. He has signed up to weeks with theaters in these states, he claims.

Palmerton Selects Worcester Company

WORCESTER, Mass., March 27.—In the cast of the Guy Palmerton Manhattan Players, who will present a season of dramatic stock at the Worcester Theater here, beginning Monday, are Vera Tatum, Frank Lyon, Larry Williams, Dorothy Bruce, Neil O'Day, Glen Boles, Walter Cartwright, Albert Hall, John Gordon, Florence Dunlap, Ramon Greenleaf, Nancy Duncan and others. Initial offering will be *No More Ladies*.

Palmerton recently took a lease on the local playhouse and will keep the stock policy in force until the summer season sets in, when he will move the troupe to his Lake Whalom Theater outside of Pithburg, Mass. His company has held forth at the latter spot for several seasons.

Wright Players Open April 15

CALHOUN, Pa., March 27.—Wright's Comedy Players, owned and managed by Mrs. Ella Wright, will open the tent season near Chattanooga, Tenn., April 15. Troupe will carry a five-piece band and a hillbilly string ork. Show will travel northeast on one-night stands, Mr. Wright will again handle the chief comedy, with Billy Rimmer doing black-face. J. E. Short, tap dancer, will also be with the company. Luther and Cassie Triplett will handle the advance. Mrs. Wright will shortly purchase a new Chevrolet sedan.

Heffners Begin Advance Work

VALDOSTA, Ga., March 27.—Ben and Lilly Heffner, who returned to the Heffner-Vinson winter quarters here 10 days ago after a vacation in Miami, left here Sunday on their trek northward in advance of the show. Ben will again serve as agent and banner man, with Mrs. Heffner handling the advance publicity. Heffner-Vinson Players, who will this season travel as a one-nighter, open the season here Monday.

Kinsey Players Begin Soon

POSTORIA, O., March 27.—Madge Kinsey Players will begin rehearsals here April 17 to prepare for another season under canvas, which will be inaugurated here late in April or early May, depending upon the weather. The route will, as in former years, be confined to Ohio cities. Much new equipment is being added and the show again will be transported by trucks.

Haas Begins Tent Trek May 3

DYERSBURG, Tenn., March 27.—Jack Harvey Haas closed the winter season with his Harvey's Players March 24 and motored in here to prepare for the tent season. Company will open under canvas May 3 and will play three-night stands thru Tennessee and Kentucky. In the troupe at the closing were Paul Campbell, Jack Albright, Myrtle Albright and Mr. and Mrs. Haas.

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Additional Vaudeville Reviews

Palace, Chicago

(Reviewed Friday Afternoon, March 26)

A 60-minute vaude bill, nicely balanced, on hand this week for Easter flesh shoppers. Six acts in all, with Edgar Kennedy, of the flickers, getting top billing.

Gautier's Steeplechase, formerly billed as Gautier's Toyshop, opens with an entertaining pony and canine act. While nothing outstanding, the unison with which the animals perform familiar tricks lends punch to the routine. Gautier is in the ring, the missus handling the props.

Mary Small, radio songstress, decees and builds up a warm reception with a voice that has greatly improved in volume and a delivery that smacks of developed showmanship. Still dresses as a girl of 12, however, altho she admits to being 15. Opened with *Boo-Hoo*, followed by her *Rhythm on the Range* medley, which includes *Empty Saddles* and *I'm an Old Cowhand* and exits with her familiar *Swing It Turn*. Encores with a sock rendition of Berlin's *Alexander's Ragtime Band*.

Edgar Kennedy, screen's temper-displaying funny man, enters to a good hand, but, as is the case with most screen performers, does not have a show-stopping routine. Opens with some talk and then, with the aid of Patricia Alwyn (Mrs. Kennedy), goes into one of his usual burning-up acts. In this case it is trouble with a piano and the wife while trying to warble *El Trovatore*.

The real sock on the bill was delivered by Mells, Kirk and Howard, three lunatics who are really funny. They get away from the stock routines by portraying characters and staging brief sketches in a most hilarious fashion. Their closing bit of nonsense, in which they do takeoffs of Hitler, Mussolini and Selassie, is a wow. Stopped the show.

Closing act combines the classy dance work of Gomez and Winona and the piano plunking of Jerry Marlowe and Irma Lyon, of the local NBC studios. Gomez and Winona open with an intricate ballroom number and close the bill with a passionate version of *The Bolero*. Neat work. The pianists are sandwiched in, offering *Dark Eyes* and an infectious *Organ Grinder's Swing*.

Screen has Katharine Hepburn in *Quality Street* (RKO-Radio). House average first show opening day.

SAM HONIGBERG.

Earle, Philadelphia

(Revised Friday Afternoon, March 26)

Current package for the Earle's holiday week dips into George White and Shubert freres for billing, it's the *Greenwich Village Scandals*, but leans on Hollywood for inspiration. A finely wrought unit that is plentiful on pulchritude plus sock talent.

Rag-raiser has Harry Pollard as the deity in Hollywood's heaven passing judgment on the pony choir of 15 padded with smart entente. As nifty stepping as ever rung in by a line gleamed here. Make way for chantress Helen Miller, okeh on looks and pipes, who does a string of bawl ballads to good effect.

First specialty turn has Carlton Emmy, who takes the bows for his dozen or so canine tricksters. And with the holiday dragging the kiddies into town this week, Emmy is assured a generous share of palm salve. Most animal acts are marred by a temperamental mutt, but this show found the master going upstage. Continually kept yelping to the off-stage electricians about the foot and spotlights, and then finally stopped his act until he got the desired effect. Emmy has been dragging his pooches around long enough to know that the show must carry on.

Unit's most pretentious flash follows, with Pollard piping for the story boy while the gals don fineries simulating perfume bottles. She is designed as miffy's vanity furniture piece, fems popping out of a powder box. Interlude carries more special lyrics with that movieland twang.

Makes it just about ripe to bring on Harry King and the Sinclair Twins, who rightly boast genuine pairs of tap tooties. Twin sisters return for a rhythm tap session dotted with acro licks, and King tops a line turn with a

solo in feather footings that clicks heavily.

Top billing goes to Frank Mitchell and Jack Durant. Show earlier in a mimed black-out, but have the closing caper all for themselves. While they bear on the approximated mayhem for the hilarious results, boys hit the mark with brutish take-offs on flickerland's heart interests, and throw in smart somersaulting for good measure. Certainly don't depend on their movie bally and build into a terrific smash hit.

Pix is *Her Husband's Secretary* (Warner Brothers). Biz fair. ORO.

Oriental, Chicago

(Reviewed Friday Afternoon, March 26)

Paradise on Parade, while not lavish, is tastefully embellished with shapely females and some good talent. Affair is emceed by Harry (It's Murder) Rose, Broadway's veteran personality boy, still as vibrant as ever in knotting loose ends and keeping fun on the go.

Curtain-raiser has eight show girls in a parade number, with Ray Hunt, tenor, at a corner mike singing *Treat for the Eyes*. Cute Julie Jenner is spotlighted next, warbling *Springtime* in front of a rhythm-tapping chorus of 12 lovelies. Fast and feverish.

The Three Co-Eds, dancing across in rah-rah briefs, are next for a short session of acro intricacies. They make way for Joe Dorris, up-and-coming eccentric dancer who convinces doubting Thomases that he is headed for the name class. His take-off of the dancing Ray Bolger is almost funnier than Bolger's own actions. In this show the act is billed as Dorris and Seymour, the latter being a straight woman, a striking redhead who fairly sizzles when singing *You Got Me, Baby*. It's the dancing, however, that tops this act.

Next production number, a candid camera scene, brings back Hunt to sing *The Camera Doesn't Lie*, while the show gals return in as brief costumes as the censor will allow. Chorus tops off the picture with a jungle strut, Miss Jenner piping the words.

Frances McCoy, an Ella Logan-Martha Ray combination, follows with two numbers in which she reveals a forceful personality and a shrilly voice that probably would register more effectively were she to treat the mike with more respect. Fresher numbers will help, too. When caught she gave *Sing, Baby, Sing* and *I'm Putting All My Eggs in One Basket*.

Freddie Zay, unicycling balancer and juggler, proved a solid hit with his unusual work. It is a type of act that produces consistent applause and arrests the customer's attentions thruout the turn. His closing trick, balancing a lamp on his forehead while juggling five hoops, is tops.

Another production number next, featuring *Esquire's* funny characters. A novel effect has the little men, dummies, carrying the chorus gals on their backs.

Harry Rose is next-to-closing and, while some of his stuff is old, the ticket buyers ate it up. That was particularly noticeable in the *Quintuplets* satire, which drew a thunderous hand. In burlesquing a scene in *Pagliacci*, he surprised the turnout with a good voice. Finale has the chorus strutting to the tune of the novel *High Hat, Piccolo and Cane* and brings back the headliners for another bow.

On screen, *The Holy Terror* (20th Century-Fox). Good Friday house at second show very good.

SAM HONIGBERG.

Paramount, New York

(Reviewed Wednesday Evening, Mar. 24)

The combination this week is *Waikiki Wedding*, starring Bing Crosby, with Bob Burns and Martha Raye as added draws, and on the stage Eddy Duchin's Ork. Big business at this supper show opening day, and there's some talk that the show will stay three weeks. Band show runs 46 minutes, about 24 of which are taken up by three acts booked with the band. Nella Goodelle and Calgary Brothers are sock items, giving the show a lot of lift. Duchin outfit is good musically, but for stage fare it's lacking. Even doing only about 22 minutes, the band bores after steady listening.

Duchin's 15-piece crew comprises two pianos (Duchin at one of them), two trumpets, one trombone, four saxes,

drums, three fiddles, a guitar and a tuba. That's a sweet music lineup and it works out that way. However, without any tricky arrangements and novelty numbers, Duchin's outfit loses audience appeal. An audience can't be expected to get up and dance, and the way the Duchin Ork shapes up it's more for dance than stage entertainment.

Duchin turns on personality all the time, doing most of his leading from the piano. He leads well and does a swell job at the ivories. Only one of the bandsters gets a solo spotting, announcement and all; he's Lou Sherwin, a grand trumpet blower. Band runs thru the regular repertoire of pop numbers.

First of the specialties is Mildred Law, a cute miss who's tagged as Bill Robinson's protegee. She taps, of course, but it's the run of the mill variety, wings, over-the-tops and the like. Goes about it nicely and follows her first rhythm number with a Robinson impression. Nella Goodelle, plenty lovely, had to do four songs before she could get away. She's charming, her brunet comeliness boosted further by an attractive gown. Her voice is exceptionally sweet, strictly the musical comedy type. Calgary Brothers are the hit of the show, a pair of comedy pantomimists who are definitely surefire. They run thru a load of very funny comedy side dishes, tying in with falls and other drunk bits. Act appears to be a round of informal fun, but it's really a cleverly knitted turn. Got laughs from start to finish and had difficulty making getaway.

SIDNEY HARRIS.

Orpheum, Lincoln, Neb.

(Reviewed Friday Evening, March 26)

After routing his first show thru this territory two weeks ago Harry Clark is pushing around *Penthouse Follies*, third edition of that title in as many years. *Penthouse* is a better show, obviously done at an increased talent charge over the previous one.

Lot of help extended here with the Garner, Wolfe and Hakens combo, going under the billing of Ted Healy's new stooges. Boys are the eye-gouging variety and have been meddling in films but scamped out for six weeks of vaude dates. Healy effect is shown, but the act needs a straight man. Lads get on their own, and since they're all screwy-looking there's no relief to bring out that section of the fun. They get off with a lot of laughs, however.

After a line jag by two lads and three of the gals for the beginner Gabby Brothers, jugglers, monopolize a generous amount of time. Use straw hats, Indian clubs and tennis balls, all cleverly with talk that fits. One comes back later with a trained pooch and very good. Marcia Douglas sings normally at this spot.

Ryburn and Barbara, tap dancers, do the usual, and Elmer Brown, with emcee Tommy O'Neal straightening, does his bashful boy pantomime which is okeh. Gay Byerd, acro dancer, is unusually limber for her line and neat of costume choice.

Sock of the unit proper is the Murdock and Mayo rubber-legged dance routine. Male member sports nimble footwork for audience chuckles. Additional tap from Eddie Gibson, another sacrifice for time, and Tommy O'Neal on the harmonica bring the time up to the stooges' entry.

Time was 61 minutes; film, *Time Out for Romance* (20th Century-Fox). Business very good. B. OWE.

MUSIC NEWS

(Continued from page 15)

the effort soon crystallized into a number that found a publisher. That is, all concerned chipped in, rented an office and got out copies, with the copyright bearing the name of Nat Simon, one of the collaborators.

George Piantadosi, of Words and Music, has appointed Stan Stanley to take charge of the mechanical and transcription department.

With requests coming for copies of *Vienna Dreams*, a waltz, Harms, Inc., found that the number was originally introduced in the stage production of *Poppo*. This necessitated delving into the firm's back catalog and rearranging the number to meet the demand. Right now it is looming as a best seller, illustrating once again that a good song is never down and out.

E. H. (Buddy) Morris, general manager of Warner subsidiaries, is confined to his home with what the physicians have

Detroit May Clamp On Minors, Censors

Detroit, March 27.—A new ordinance to broaden Detroit's censorship powers, restrict attendance of minors in theaters and prohibit employment of minors on the stage was presented to the City Council last week by Police Commissioner Heinrich Pickert. Provisions of the ordinance are:

No children under 12 may attend theaters after 7 p.m. and none under 16 after 10 p.m. unless accompanied by parent or guardian. No minors under 21 may attend theaters between 2 and 6 a.m. No children may attend theaters between 8 a.m. and 1 p.m. on school days.

Theaters must show these regulations upon their screens.

Minors under 17 may not be employed in any capacity in a theater—as actors, cashiers or ushers, for instance—except that special permits may be granted for minors with traveling shows or as apprentices.

The censorship clause, apparently not intended as a major part of the bill, would permit ban of "any exhibition likely to corrupt the morals of youth," and would apparently apply to both stage and screen. The present law does not allow censorship on strictly moral grounds of this type, as disclosed in a recent Supreme Court decision. This provision is meeting serious objection from theater exhibitors and others, who also seek to lower the age limit from 12 to 10 under the 7 o'clock ruling.

A hearing on the bill is to be scheduled by the Council.

COMO, BUFFLO

(Continued from page 19)

fairly healthy crowds week nights to this South Buffalo spot.

For a small unit, Bob Armstrong's Band rates very well. The conservative but well-arranged orchestrations seem to please the dancers. Featured is Carl McCarthy, at the piano. He formerly was a favorite at Pfeiffer's Restaurant, where he played with Phil Muni's Band.

Milton Hamilton is quite different from the regular run of emsees. Of the Harold Lloyd type in appearance and mannerisms, he has a rather suave way of introducing talent and keeping the crowd interested and amused. His "Newspaper Headlines" skit is funny, and his banjo-uke solo, a la Cliff Edwards, is entertaining.

The tap team, Ryan Sisters, is as good as any playing the local niteries. They are straight tapsters and, while they are polished, offer nothing especially unique. Better are their individual offerings. Lillian doing a Russian dance and Loraine a toe-tap and roller skating exhibition.

Helen Carol, singer, has a good voice, but it is too much of the classical type and is out of place in a spot of this sort.

Babs Babbette is nothing to get excited about, but she must be given credit for making the audience laugh plenty. Her jokes are mostly of the smutty sort. She plays a "soft-belled clarinet," which is a kazoo at the end of three feet of garden hose, with a funnel at the opposite end. It's rather a take-off on the Bob Burns style of comedy.

Ulrich is a clever magician. His bottle and glass exchanging tricks, while not new, are humdingers. His Chinese ring stunt is amazing and would please any kind of audience. Time allotted to him here, incidentally, is much too brief.

In the late shows, Hamilton also does eccentric dancing.

Jim Savage manages the spot.

HAROLD J. WARNER.

diagnosed as tropical fever. Morris recently returned from a brief West Indian cruise. He hopes to be able to be back in harness in a week or so.

An addition to the catalog of Joe Davis is *Two Little Ponies on a Merry-Go-Round*, by Belle Fenstock and Stanley Adams, creators of *Little Old Lady*.

Irwin Dash, English music publisher, has departed for London. Came over here on an annual visit in search of material for his firm and took along a number of songs.

Robbins has taken over two new numbers by Teri Josefovits. They are piano solos, *Silhouettes on a Holiday* and *Rainbow Waltz*. B. B.

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 572, Cincinnati, O.

Stockton, Calif. Action immediately on the part of outdoor showmen is the only thing that can keep tent repertoire shows on the road. It does no good to shut a barn door after the horses escape. This is about the same situation that tent showmen are finding themselves in today. Laws are continually being passed making it harder and harder for the tent repertoire manager to make a living. Fair legislation can be secured, but to get this showmen must organize. This will permit sufficient funds for publicity and fighting proposed legislation before it becomes law. An organization should be formed consisting of managers of tent shows. Besides repertoire it would be well to include circuses, for they, too, have many laws to contend with. Also membership could include entertainers, for if proper legislation is secured they will benefit by enabling managers to pay better salaries. The larger the membership the more money could be secured to benefit the organization. Tent shows have their place and there is no reason why laws should be passed that will in time put them out of existence. It is merely that the showmen are standing back and watching the parade go by instead of taking part. An organization should be formed with an office in New York, one in the Middle West and one on the Pacific Coast. These three offices will permit coverage of the entire country. Officers appointed to conduct these offices should thoroughly understand the show business and be willing to really take a part in improving conditions for showmen thruout the country. Newspapers should be kept informed of all bills coming up and their effect on showmen and the people in general. This can be done by having a good publicity man. This man or another person should travel from State to State fighting legislation that doesn't benefit showmen and encourage legislation that will improve conditions for tent shows. Other lines of business have secured excellent results thru their organizations. Why can't the tent shows do the same? In my opinion they can if we all do our part. JERRY ELLER.

Organization Seen as Great Tent Show Need

Chicago. So much interest has been shown lately regarding Tom shows under canvas that I am going to butt in and tell about a few. The first canvas Tom show that I ever heard of was run by E. O. Rogers in about 1882. He afterwards turned his outfit into a circus and went south, stranding some where in Texas. In 1888 Jim Stenson started from Bath, N. Y., with a canvas outfit. With this show were Stenson, Churchill and Blackman, who did a pedestal clog in the concert, and Louise Garnet played *Ophelia*, with Harry Thurston leading the orchestra and Reuben Thurston playing bass. Charles Langstaff had a wagon Tom show out of Ridgeville, Ind.; George Trifon was band leader, and Charles Brickwood played Marks. Leon Washburn had several Tom shows out under canvas. In June, 1898, Washburn's Circus closed prematurely in Huntingdon, Pa., and about a week later he started a Tom show from that point and called it Dewey's U. T. C. Sam Homer played Marks. Witherall and Dowd had a sizable Tom outfit from some point in Northern New York (I think Chateaugay); Preston from Oneida, N. Y.; Tom Pinn from Hoosick Falls, N. Y.; Peck and Fursman, Peck and Seague, Moore and Castner also had outfits of this description. Welsh Brothers, from Lancaster, Pa., used the title of Hobson's U. T. C. several seasons. The first Tom in an opera house I ever saw was Wilkinson's in Melrose, Mass., about 1879. A. E. Stover used to play out of Boston and Fletcher Smith was quite prominent with Stover's outfit. Later on Draper's, Abbey's, Rial's, Mattie Downey, Stowe's, Stetson's and Martin's were in vogue. Middaugh, Pfaff and Goodman were credited with taking the first Tom show to the Coast. They had 14 people, a pony, donkey and two dogs and cleaned up. The next season Ted Middaugh went alone to the Coast with a play, *The Firemen's Ward*, featuring Alben Wightman. Middaugh dropped all he had made the previous season. John H. Sparks also "Tommed" it. I wonder if Charlie remembers anything about Topsy. It's a question whether Tom would have any drawing powers in the present age. To be sure there's a generation of kids that have never seen it, but it's a question again if the tradition that formerly got the business

defends those who have contributed something original to radio, by condemning the "brainless people who take credit for ideas that they never could have thought of themselves." I am sure every fair-minded person will agree with his sentiments. I must confess that his letter got a special "rise" out of me, because it so happens that more than half a dozen radio stations thruout America have attempted and are even now trying to steal the plan involved in my program, which for the first time since the depression employs the magic medium of a microphone to help unemployed people. As for the radio stations and sponsors who seek to capitalize on this program, I can only say that I will defend its title vigorously, as well as its method and formula of presentation. HAL STYLES.

HAL STYLES.

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Many Uncle Tom Shows on Road in Past

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Shreveport, La. I agree with Mysterious Howard's recent letter in The Forum in which he said no artist should work schools for 3-cent admissions. Yet they have to live, and it is better to work even for 1 cent under certain conditions than to panhandle. Too, there are some schools where children are miserably poor and parents on relief. There is also the altruistic motive to consider. But I cannot agree with his policy of ballyhooing his work in CCC districts, unless all facts are known. He is fortunate to have authorization for all camps in his district at a flat fee, but it is extremely doubtful if he plays them all. I believe I was one of the first entertainers to enter the CCC welfare field. I have played about 200 and found them wonderful audiences, yet many cannot and others will not pay a stipulated fee. I don't believe it is wise to broadcast publicity about government welfare entertainment work. THOMAS ELMORE LUCY.

Los Angeles. May I offer hearty thanks to *Billyboy* for his real nice review of my Help Thy Neighbor program contained in the March 6 issue? Of course, I appreciate this greatly, particularly because it confirms similar reviews by three other national trade magazines. So *Billyboy's* makes it unanimous! I would like, however, to take this opportunity to comment on the letter of Arnold Lake in the forum (same issue) in which he

Lauds Howard For Stand on Penny Shows

Agrees With Rap to Thiefters Of Radio Ideas

Many things, of course, contributed to the decline of vaudeville. But it is probable that vaudeville would have declined—more slowly, perhaps, but just as surely—if the outside factors had never made themselves felt. For vaudeville, after it reached its peak, went soft.

Before the vaude industry hit the greased slide half a decade ago, it had already begun to speak about "a vaudeville standard of entertainment"; it had already begun to insist on so-called "constructive" reviews; it had already become afraid of hard knocks and (the same things in different words) the truth.

Reviewers weren't supposed to review a show according to the entertainment standards that govern all fields making an appeal to the general public; they were supposed to review only according to the easy and mythical "vaudeville" standards. For vaudeville had come to look upon itself as a thing apart. In essence, this reasoning said: After all, it's only vaude, and what can you expect? Go easy.

Everyone went easy—enforcedly, if in no other way. And vaudeville went too, but not so easily. It screamed and howled on the way, but very definitely it went. Very completely, too.

The public doesn't care whether or not a show is vaudeville (and therefore to be judged only by "vaudeville standards"); the public, unfairly enough, pays to be entertained. The fact that films and other media raised the tastes and demands of the public offers no excuse for the injection of a ridiculous and blighting "vaude standard." Instead, the increased expectations of the public should have dictated a standard even more strict than that previously used.

The desire of acts to be told that they were good—the asinine desire of so-called newspapers to make "friends" by puff reviews and by writing "constructive" criticisms that are, in essence, no criticisms at all—killed the vaudeville field. They would have killed the field even without the aid of mechanical entertainment and the general depression. Acts that felt a touch of inflated pride when they got good reviews according to the "vaude standard" are now getting no reviews at all because they're not working; papers that prided themselves on getting friends by easy reviews were hit along with the field they helped to ruin—because for each copy sold by a puff there are five sold by a justified slam; for each ad sold thru friendship there are 20 sold thru fear. And because a paper giving consistently favorable reviews becomes known as a "puff" sheet and is ruled out of all serious consideration.

All of which may seem like a rehash of ancient history. It is, but it has its uses, now that the night-club field is slowly climbing into the place formerly held by vaude. The performers who are earning their living in the field should fear, resent and fight against any possible introduction of a so-called "night club standard," either in performances or reviews of performances. They should fight against and seek to drive out of business any so-called newspaper that is helping to kill the field by offering dishonest, puffing, "constructive," futile, puerile and meaningless reviews.

It was these two factors, more than any others, that killed vaude.

The Billboard

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would still function. I know I have omitted lots of Tom shows but Tom is rather voluminous. H. H. WHITTIER.

Saranac Lake

By JOHN C. LOUDEN

Mary C. Louden was pleasantly surprised last week-end by a visit from Mr. and Mrs. John Theriault and their daughter, Mary Pat, of Keene Valley, N. Y. Mrs. Theriault was a girlhood chum of Mrs. Louden in Scotland.

William J. Robertson celebrated another birthday last week and received many present from his friends at the Lodge. Bill is making excellent progress.

Chris Hagedorn and Tommy Vicks, ex-NVAers, won top honors at a bridge and card party last week sponsored by the Sisterhood of Congregation Emanu-El. Chris won first prize for bridge and Tommy first for 500. Both boys are looking well.

Mrs. Willard C. Patterson, who has been visiting her husband here for the last fortnight, has returned to her home in New York.

Miss Montoga and Miss Canto were the honor guests at a party given last week by Mr. and Mrs. Gonyales, of Park avenue here, celebrating their saint's feast day, St. Dolorous. Both girls received many beautiful presents from their friends in Cuba and Saranac Lake.

Alfred Eisenstead, staff photographer of the magazine *Life*, was in Saranac Lake last week photographing surgical methods of treatment for the cure of tuberculosis in the operating rooms of the Will Rogers Memorial Hospital, Trudeau and Ray Brook sanitariums. The pictures are to be used in *Life*.

Camille Carpenter, who has been curing here for the last nine months, is up for three meals. She has gained 52 pounds and is on 15 minutes' outdoor exercise, which are a few stepping stones to home, sweet home, in Boston.

Irene Gaedehe, of Catskill, N. Y., visited Robert Burk here at the Lodge recently. She is a State-county nurse in the Catskill district. Bob is making good progress.

Joseph Parker, Ireland's congenial representative here, led the parade and acted as emcee at the St. Patrick Day celebration. Joseph, bedecked in top hat and shamrocks galore, visited all the patients and wished them the "top of the morning."

Write to those you know in Saranac Lake.

The Final Curtain

AULGER—Mrs. Amanda, 88, mother of Harrison and Addison Augler, veteran tent repertoire showmen, March 14 at the home of a daughter in Colorado after a short illness. Interment in Forrest Hill Cemetery, Kansas City, Mo., March 19. Harrison, Louise and Addison Augler, of the Augler Bros.' Show, attended the funeral, driving there from Minnesota, where the show is now circling.

ARMSTRONG—Philip E., 44, for many years editor of the Seattle, Wash., *Post-Intelligencer's* film and drama department, of a heart attack March 22 in that city.

BARRETT—Charles (Boy), 29, recently at his home in Philadelphia after a short illness. Was active with carnivals for last 10 years.

BOAG—Collin F., 48, former advertising manager of *Wireless Age*, recently in Golds, N. Y. He had suffered from arthritis for the last eight years. He leaves his father, two brothers and three sisters. Burial in the Rock Valley Cemetery there.

BOON—Fred, 80, recently at his home in St. John, N. B., three weeks after the death of his wife. He had been doorman at the Capitol Theater, St. John, for 20 years. Surviving are several children.

BOUSQUET—Daniel N., theater man, suddenly at Symmes Arlington Hospital, Boston, recently after a week's illness of pneumonia. He leaves a wife, Victoria. For the last 12 years he was associated with the Capitol Theater, East Arlington, Mass.

CAMP—Henry Blair Jr., 35, well-known straight man with various tabloid and repertoire shows and until recently with the "SeaBee" Hayworth Players as leading man, at Reeves Hospital, Lincolnton, N. C., March 23 of influenza after a several weeks' illness with laryngitis. He was in the hospital only three days. Known professionally as Blair Camp, the deceased entered show business in 1922 with the Milt Tolbert show. He also appeared with the Mildred Austin show for several seasons, as well as the James Adams Showboat, the "SeaBee" Hayworth Company, Cotton Watts tabs and various other shows. He was a native of Lincolnton, where funeral services were conducted from his home March 24. Interment was made in Hollybrook Cemetery there. Surviving are his father, H. B. Camp, and one sister, Mrs. James O. Merritt.

CAVANAUGH—John J., 73, former band instructor and conductor, March 21 at his home in Gloucester, N. J., of a heart attack. In 1882 he was clarinetist with the Great Western Band at Atlantic City. Among the bands which he instructed or played with were the old Arion Cornet Band, Gloucester; Blasius Band, Woodbury, N. J.; Liberty Band, Camden, N. J.; Stratford Band, Merchantville, N. J., and the Americus Band, Philadelphia. He was also a member of the Philadelphia Musical Association and the Philadelphia Musi-

cal Society. Survived by his widow, Elizabeth; eight daughters, a son and five grandchildren. Services at new St. Mary's Church, Gloucester, March 24.

CHAPMAN—Brilhart, 38, interpretative dancer and ballet master, suddenly March 19. At one time he was ballet master for the Boston Symphony Orchestra and recently was engaged in the Coconut Grove, Park Central Hotel, New York.

CONNOR—Mrs. Anna, for many years cashier for Butterfield Theaters in Monroe, Mich., March 22 in that city. She was well known in theatrical circles and was the mother of Lillian Connor, who with her husband, Frank Maley, are well known in tab and burlesque circles. A son, William Connor, and a grandchild, Margaret Anne Maley, also survive. Funeral in St. Michael's Church, Monroe.

COOK—Thomas Irla, 47, one of organizers of the South Mississippi State Fair Association and active in its operations for many years, in a Newton, Miss., Hospital March 17. Interment Friday at Stratton, Miss. Surviving are three children, all of Laurel, Miss.

CORAN—Tom, 64, ventriloquist, March 25 in London. Coran had played several command performances for the late King George V.

DARRO—Mrs. Ada Siegrist, 40, mother of Frankie Darro, boy film actor, at Tujunga, Calif., March 18. In addition to her son, she is survived by her husband, Frank Darro.

DAVIS—James Gunnis, 63, stage and screen actor, March 23 in Los Angeles. Born in England, he was a member of a family that had been in the theater five generations. He came to the United States in 1904 as stage manager for Frohman & Savage and later worked as an actor. He went to Hollywood in 1919, remaining in films until his death. Recently he had appeared in *Piccadilly Jim*, *Showboat*, *The Invisible Man* and *The Bride of Frankenstein*. Survived by his widow, the former Mollie Denton-Cordew, of British stage fame, and a son, Jack. Services conducted by the Troupers' Club.

DAWLEY—James F., 83, who conducted annual "one-man" fairs at his home near Montpellier, Ind., at his home March 19 of complications. Surviving are his widow and a sister, Mrs. Amanda Smith. Burial in Woodlawn Cemetery, Montpellier.

DENE—Doris, 52, vaudeville performer and English pantomimist, March 9 in London. With the late Robert Hartley, her husband, she played in vaudeville until 1928. Her son, Dr. Robert Hartley, is in India, and her daughter, Leslie, is with the Federal Theater Circus. Burial in Trinity Square, London.

FEINBERG—J. George, vice-president in charge of sales for the International Seat Corporation, March 24 in Miami, where he was attending conventions of the MPTOA. Body was taken to Minneapolis for burial. He leaves a wife and a brother.

FINK—H. J., 55, pitcher, suddenly in Akron, O., March 20.

GAU—Mrs. Clara Seckel, 44, wife of Rheyne Gau, widely known Cincinnati entertainer, at her home in Cincinnati of a stroke March 23. Besides her husband, two sons, Robert and Rheyne Jr., survive.

GLINES—G. A., 78, at Philadelphia Hospital, Philadelphia, March 17. He was formerly a parachute jumper, but of late years operated kiddie rides with carnivals. Survived by son and daughter residing in Detroit.

GRAY—Jack (Smoke), 40, widely known black-face comedian, associated the past year with Station KWK, St. Louis, at the Missouri State Sanatorium for Tuberculosis, Mt. Vernon, Mo., March 22. Born in Marion, Ill., Gray went to St. Louis when he was eight. He joined Nell O'Brien's Minstrels in Atlanta 26 years ago at the age of 14 and soon became a minstrel star. He remained with O'Brien for five years, later joining up with the Al G. Field Minstrels. Gray also appeared with

other minstrel organizations. When tab shows were in their heyday Gray was featured with Gene (Honey Gal) Cobb on Hal Hoyt's shows for a number of years. Gray and Cobb were considered among the highest paid performers in the tabloid field at that time. Illness forced him to retire from radio work two months ago. Funeral services, and burial in St. Louis. Surviving are his widow, Daisy, and his mother, Mrs. Gertrude V. Allison, of Springfield, Mo.

GUILLOT—Henry, partner of the French firm Society Chabert & Guillot, makers of candy for carnival showmen, at Avignon, France, March 2.

HACKNEY—Clarence O., formerly general agent for the Tompkins Wild West Shows, in a Trenton (N. J.) hospital February 23 of a ruptured appendix. He was associated with the Metropolitan Life Insurance Company, New Jersey, at the time of his death. Interment in Lambertville (N. J.) Cemetery.

HEISER—Joe M. Sr., 71, father of Joe M. Heiser Jr., circus fan and secretary of the Terrell M. Jacobs Top, Houston, in that city March 21 from acute indigestion followed by a heart attack. Besides Joe Jr., two other sons, Richard and Robert; two daughters, Alice and Katherine; two sisters, Mrs. K. Fuellen and Sister M. Meinrad, of St. Agnes Convent, Fond du Lac, Wis., survive. Burial in Glenwood Cemetery, Houston.

HEUBLEIN—Gilbert F., 87, in Hartford, Conn., March 21 from arteriosclerosis after a short illness. He was a well-known world traveler and well known to theatrical people, having been proprietor of the Heublein Hotel, Hartford, for many years.

HEYWOOD—Charles, 89, veteran minstrel man, singer and impersonator and generally credited with being the oldest active minstrel singer in the world, at his home in Newark, N. J., March 18 of natural causes. He was born in New York October 24, 1848. Among his many minstrel engagements are included appearances with Kelly & Lou's New York Minstrels in the '60s; a world tour in the early '70s; a year in Berlin, 1873-'74; six months in Copenhagen and Paris; 1874-'75; with Waverly-Emmerson and Dockstar from 1877-'82. In 1882 Heywood took his own company to Australia, India, Turkey, Greece, Italy, Austria, Scotland, England and other countries.

JACOBS—Meyer, auditor for Leo Feist, Inc., March 19 in New York.

JEANETTE—Mickey, of the Jeanette Twins, stage and night club dancer, in Coatesville Hospital, Coatesville, Pa., March 22 of injuries sustained when the auto in which she was riding skidded into a pole near that city recently. Her sister, Marnie, is in a critical condition in Coatesville Hospital.

JOHNSTON—Jesse C., 72, former vaude actor, in Eagle Hotel, Chicago, March 20.

KANE—Joe, 50, member of the Three Kanes, perch act, of a heart attack at the Edgewater Beach Hotel, Chicago, March 23. Survived by widow, a son and a daughter by a former marriage. Body moved to Staten Island, N. Y., for burial.

KIMBALL—Edward P., 55, former senior organist for the Mormon Tabernacle Choir, Salt Lake City, and more recently in charge of the Mormon Church bureau of information and chapel in Washington, in the latter city March 15 of pneumonia. He toured as a soloist with the Mormon Tabernacle Choir. Survived by his widow, Hazel Beattie Kimball, and three children. Funeral services in the Mormon Tabernacle March 22, with burial in Salt Lake City.

KING—Lewis C., musician, at his home in Richmond, Ind., March 22. He played with various theater orchestras and was formerly with the J. H. Pearl Circus and other shows. His widow survives. Burial in Richmond.

KINGSLEY—Florida, 70, actress, March 19 in the Southside Hospital, Bay Shore, L. I., N. Y., as briefly mentioned under Late Deaths in last week's issue.

Miss Kingsley, who had been on the stage for 40 years, played in comedies by Charles H. Hoyt, including *The Tin Soldier*, *A Hole in the Ground* and *A Contented Woman*. She was under the management of Hoyt & Thomas, and later acted under the direction of Jules Murry in Marie Wainwright's company, and with Augustus Pitou in support of Gertrude Coughlin. For a number of seasons she played stock in San Francisco. She had been a member of the Episcopal Actors' Guild. Burial in Actors' Fund plot, Kensico Cemetery, Westchester County.

LYONS—Charles S., 72, real estate agent credited with bringing the theaters to 42d street, New York, in St. Petersburg, Fla., March 22. His home was in Brooklyn. Burial in Cypress Hills Cemetery, that city.

McINTYRE—Thomas P., 58, for 25 years a candy concessioner at Lakeside Park, Dayton, O., and before that in charge of ticket sales for the Hagenbeck-Wallace Circus, suddenly March 20 in that city. Survived by his widow.

MALASPINA—Pasquale, 52, opera conductor, March 22 in Teramo, Italy.

MASSEY—Al, well-known band leader, suddenly at Boston March 10. He had been band leader of the Hagenbeck-Wallace and other circuses and this season was contracted with Lewis Bros. Circus. In 1912 he was assistant band director of the Barnum & Bailey Circus.

MILLER—Joseph (Frenchy Bill), 42, of heart attack on Harry Burke's Show in Morgan City, La., March 15.

MOORE—William R., 67, in Middletown, N. Y., March 14. For many years he was closely associated with circus managers and advance men thru his position as president of the Orange County Ice Cream Company, Middletown. Survived by a son and daughter. Burial in Philadelphia.

MUNNELL—Franklyn, 67, actor, in the Fifth Avenue Hospital, New York, March 23 from a complication of diseases. He made his first professional appearance in Pittsburgh with the Grand Opera House Stock Company under the management of Harry Davis. For a while he played with the Burbank Theater Company, Los Angeles, and later with the Keith Stock, Portland, Me. At the Lee Avenue Theater, Brooklyn, he played with William A. Brady's production of *Sinner's* and *The Lady With a Lamp*. Burial in Actors' Fund plot, Kensico Cemetery, Westchester County, N. Y.

O'NEILL—Mrs. Albertino, 85, aunt of Sally Eilers, movie actress, at City Hospital, Newark, O., March 19 after a brief illness. Survived by a daughter, Mrs. Robert McLarnin. Funeral and burial at Newark.

PHENEY—Frank B., 32, sound technician for Paramount, in Hollywood March 23.

QUINN—Joseph P., 83, retired theater operator, who introduced motion pictures to Rock Island, Ill., in 1903, at the Moline Lutheran Hospital March 9 after a two-year illness. He formerly managed the Fort, Spencer, Majestic and Riviera theaters, Rock Island. Surviving are his widow; a daughter, Mrs. Loretta Simmons; a grandson, Robert William Simmons; two sister, Mrs. S. O. Kellum, and Mrs. B. B. Woolsey.

ROBERTSON—Harry Clark (Bobby), 65, West Coast showman, in Seattle, Wash., recently. He was general manager for Sullivan & Considine vaudeville circuit for 13 years and for 11 years was secretary and office manager for Jensen Von Herberg. He was also associated with the Fox-West Coast theaters. His widow and three brothers survive.

ROSSI—Alfred, 35, manager of a dime-a-dance hall, killed by a disgruntled gambler March 22 as he sat in the rear of his New York ballroom.

SCOTT—Louis, 52, French comedian, in Paris March 15.

STEINER—Emil, 87, dancer, professionally known as Eddie Winthrop, in San Francisco March 24 of heart attack. He had just finished his act at the Golden Gate Theater, that city, when stricken.

STEWART—J. S. (Ike), former outdoor showman, at his home in Madisonville, Ky., March 23. He was formerly with Clark's Broadway and Dykman & (See FINAL CURTAIN on page 72)

John Drinkwater

John Drinkwater, British dramatist-actor, famed for his dramatizations of great historical characters, died in his sleep March 25 in London of a heart attack. He was 54.

Drinkwater, also a poet and author, was a friend and colleague of George Bernard Shaw. His plays won wide acclaim in the United States, particularly *Abraham Lincoln*, which was produced in 1918, and his *Robert E. Lee*. Drinkwater had just completed a motion picture, *The King and His People*, of which he was author and producer. In 1932 his adaptation of Premier Mussolini's play, *100 Days*, was presented in London.

Born at Leytonstone, Essex, he was educated at Oxford High School, where he was classmate of the youth who became Lawrence of Arabia. Drinkwater participated in the founding of the Pilgrim Players, which developed into the Birmingham Repertory Theater. He toured the United States as a lecturer in 1925.

His widow, the former Daisy Kennedy, Australian violinist and former wife of Benno Moiseiwitsch, pianist, and a daughter survive. Body was cremated in London and burial was in a rural churchyard in Oxfordshire, England.

MAIL ON HAND AT CINCINNATI OFFICE

Parcel Post

Ayers, Mrs. Lena, Daniels, 2-10, 10c
Barry, Barbara, A., Evans, Robert Lee, 10c
Bartlett, N. E., Jr., Hamilton, W. F., 10c
Clausen, Theo., 10c
Craft, Don, 10c

Ladies' List

Adrienne, Madam, Donnelly, Betty
Alessandro, Mario, Donohoe, Josanita
Alexander, Mrs. Donohoe, Mrs.
Allen, Mrs. Irene, Dorweller, Lu Milida
Allen, Mrs. Fatsy, Dowell, Violet
Allen, Mrs. McCain, Dubbs, Neva
Allen, Prairie, DuBois, Jeannette
Allen, Mrs. Zonia, Dunno, Elizabeth
Alzora, Turtle Girl, John W.
Anderson, Mrs. J. B., Dunning, Vivian
Andrews, Jo, Ellingson, Helop
Arnheim, Mrs., Escoto, Patricia
Arnold, Edw., Evans, Margaret
Ayers, Mrs. C. W., Farcus, Betty
Babe, Mlle., Farrell, Mrs. Edna
Bagley, Ethel, Farris, Ann H.
Baker, Mrs. Walter, Farris, Mrs. Louise
Baker, Winnie, Finlayson, Verne
Baldwin, Florence, Fisk, Vivian
Balls, Mrs. Dorothy, Fowler, Mrs.
Barbeau, Mrs., Fox, Mrs. Norma
Barney, Mrs. Edna, Foy, Mrs. John E.
Barnard, Mrs. Edna, Francis, Mamie
Barry, Barbara, Frank, Mrs. J. E.
Bayne, Eleanor, Gall, Mrs. Louis
Beasler, Don, Gallagher, Lola A.
Bell, Crystal, Gehrig, Lillian
Bellinger, Mrs. E. A., Gilberts, Mrs. Reba
Benoit, Mrs. Frank, Gluss, Helen
Bernhardt, Nita, Gordon, Jack
Beroli, Dorothy, Gordon, Jackie
Berransa, Clothie, Mason
Beyans, Mrs. Rose, Govens, Mrs. Margie
Bhink, Geraldine E., Graham, Mrs. Ruby
Black, Miss Jett, Greener, Mrs.
Blackley, Mrs. Ben, Grammer, Mrs.
Blackley, Mrs. Evelyn, Green, Enla-Mae
Bliss, Nellie, Gules, Georgia
Boyd, Betty, Guldeman, Mrs. J.
Booth, Harriet, Hall, Veronica
Borg, Wanda, Hall, Mrs. Vivian
Bortz, Zella, Hamilton, Mrs.
Bozza, Mrs. Charlot, Hanna, Eva
Branch, Mrs. Willie, Harlow, Mrs.
Branch, Mrs. B., Harman, Mrs.
Breckel, Lenore, Harris, Babe
Breitling, Myrtle, Hart, Ethel
Bresk, Mrs. F., Hart, Helen
Bright, Jacqueline, Harve, Edna
Bright, Evelyn, Haut, Mrs. Eddy
Broadbent, Betty, Hayes, Mrs.
Brooks, Edna, Hearon, Mrs. Fay
Brooks, Gladys, Hegiman, Mrs.
Brooks, Joie, Henderson, Mrs.
Brophy, Mrs., Hendrix, Mrs.
Brown, Mary, Hester, Mrs. Bobbie
Brown, Mrs. Geo., Hill, Margite
Buchli, Gypsie, Hillman, Daisy
Bulmer, Bertha, Hilton, Daisy
Burger, Mrs. E., Jeffries, Mrs.
Burnette, Miss Peg, Johnson, Mrs. Kathleen
Burns, Mrs. L. W., Jones, Mrs. Nora
Bush, Mrs. George, Jones, Mrs.
Butters, Mrs., Jones, Joyce
Caldre, Mrs., Jones, Peggy
Cannon, Phyllis, Johnson, Mrs. Geo.
Carroll, Anne, Jordan, Dorothy
Cartee, Rose, Jordan, Sheila
Cassab, Rebecca, Joyce, Boots
Chapman, Mrs., Kamaha, Babe
Chatman, Helen, Kama, Kiki
Christoph, Florence, Karuba, Lula
Cisner, Mrs., Kell, Amber
Clark, Ernestine, Kelly, Edith
Clark, Mrs. L. B., Kelly, Mrs. Andy
Cole, Mrs. C. O., Kelly, Mrs. Mabel
Collins, Sue, Kelly, Mrs. Mary
Conner, Mrs. Earl, Kirtpatrick, Mrs.
Connor, Alice, Kitchan, Marjorie
Conrad, Wanati, Klotz, Mrs. Pete
Conway, Mrs., Kohns, Gladys
Cook, Louise, Kraw, Mrs.
Corbett, Mrs. Ruth, Krumm, Mrs.
Covey, Mrs. Jackie, Kurland, Lorraine
Cornalla, Iula, Kirkpatrick, Mrs.
Cottingham, Mrs., King, Diana
Courtney, Mary Lou, King, Mrs. George
Covington, Iona, King, Margie
Cox, Mary, Kirkland, Lorraine
Coy, Bobby, Kirkpatrick, Mrs.
Crosby, Mrs. Billy, Kirkpatrick, Mrs.
Crouch, Elsie, Klotz, Mrs. Pete
Crumley, Mrs. B. C., Kohns, Gladys
Curtis, Mary Fay, Kraw, Mrs.
Dalrymple, Mavis, Kurland, Lorraine
Dale, Helen, Kumaole, Miss Paki
Dale, Ione, LaCleda, Mrs. Amy
Daley, Mrs. Ray, LaFrance, Baby
Dameron, Margaret, LaMar, Mrs. Jewel
Davis, Mrs. Della, LaReane, Mrs. Eva
Davis, Garnetti, Landrum, Mrs.
Davis, Mrs. Jean, Lands, Mrs. Jack
Davis, Mrs. Graham, Lang, Vera
Dawson, Corinne, (Bearded Lady)
Dean, Dotty, Langley, Mrs.
Deblanthe, Ernest, Lanther, Bernice
DeMar, Mrs. Fay, Layton, Ruth
DeMoss, Lena, Lee, Chang
Dennis, Mrs. Joyce, Leech, Madam
Denners, Alice, Lewark, Thelma
DeRoisa, Mrs. L., Long, Alice
DeVon, Miss W. L., Lorenze, Pauline
Dial, Mrs. Elsie, Long, Mrs. Janet
Dill, Mrs. Sam B., Lumley, Mattie
Dixon, Ruth & Jesse, McAlvery, June
Dona, Bettye, McCaffery, Mrs.
Dona, Bettye, McClaure, Betty Lou

McCarthy, Lolo, Mrs.
McCarthy, Mrs. Glen
McCurdy, Mrs. Dorothy Brown
McIntire, Mrs. A.
McMahon, Mrs. Bill
McPeak, Mrs. Julia
Mack, Mrs. Bobby
Mae, Prairie
Mandel, Jewel
Mangold, Mrs. Jeannette
Manfield, Mrs. Frank
Marcus, Dorothy
Marie, Dainty
Marshall Sisters
Martini, Viola
Maserani, Mrs. Lucille
Mason, Miss Judy
Maxfield, Marion (Manon)
Messer, Nettie
Mitchell, Agnes
Miller, Mrs. Emma
Miller, Mary
Miller, Nancy
Mitchell, Rosa
Mort, Madeline
Moore, Mrs. A. V.
Moore, Mrs. Margy
Moore, Mrs. Ruby
Moran, May
Morgan, Hila
Morrison, Mrs. Carl
Moss, Mrs. Helen
Muller, Ruth
Murphy, Mrs. W. A.
Murray, Agnes A.
Murray, Mrs. Kate
Myers, Dorothy
Nabors, Mrs.
Navarro, Mrs.
Neff, Norma
Nelson, Mrs. R. L.
Newton, Mrs.
Nicholson, Dorothy
O'Rourke, Helena
O'Connor, Mrs.
O'Day, Mrs. Dan J.
Orr, Mrs. Bennett
Olive, Eddy
Orr, Mrs. Odell
Osoff, Mrs. Douglas
Painter, Mrs. Leona
Parker, Dorothy
Parker, Kitty
Parkins, Mrs. Clara
Pasick, Helen
Patterson, Connie
Pearce, Virginia
Pearson, Dorothy
Peavey, Kathryn
Pelley, Grace
Petros, Mickey
Peterson, Germaine
Phelps, Mrs. Jean
Porter, Mrs. Glenn
Powell, Helen
Principine, Martha
Purdy, Gay
Ragland, Mrs. Rosa
Ragun, Peggy
Rath, Betty
Rath, Mrs. Bernice
Ray, Mrs. Bob
Ravlings, Mrs.
Reed, Marie
Reeder, Floss
Reekie, Miss R. A.
Reichback, Mrs. Ben
Reid, Annabelle
Reynolds, Mae
Reynolds, Janet
Rice, Josephine
Richards, Mrs. Wallace
Rinehart, Mrs. Jack
Ritchie, Marie
Rith, Mrs. Charitron
Roberts, Betty
Roberts, Ginger
Roberts, Kiki
Robinson, Annie
Robinson, May
Rodell, Mrs.
Rodenburg, Mrs. D. H.
Rollins, Mrs. R. H.
Rough, Betty
Rowan, Hazel
Ross, Sophie E.
Russell, Dorothy
Russell, Marje
Russell, Mrs. Harry
Rutledge, Mrs.
Sanders, Lynn
Santana, Mally
Sartwell, Dorothy
Schaffen, Neva
Scott, Myrtle
Scentina, Madam
Serrich, Jessie
Sewall, Mrs. Betty
Shea, Mrs. Bessie
Sherman, Mrs. Ivan
Shumaker, Mrs.
Shwartz, Raymond
Siga, Lady
Simes, Mrs. J. A.
Simpson, Myrtle
Slane, Sunny
Smith, Dorothy
Smith, Mrs. Beatrice
Smith, Mrs. Chris
Smith, Mrs. C. R.
Smith, Mrs. Jennie
Smith, Priscilla
Snodgrass, Mrs. Nona

Letter List

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

Song, Mrs. Dave
Spallo, Mrs. Ruth
Spare, Mrs. Ann (Peggy)
Spear, Madeline
Spencer, Mrs. Virginia Lee
Spicer, Mrs. Earl
Stacy, Mrs. Willie
Stanton, Mrs. Mina
Stanley, Mrs. Joyce
Starkes, Mrs. John
Stator, Ruby
Starkey, Mrs. Luckie
Stewart, Anna
Stilz, China
Stirk, Mrs. Cleo
Stoock, Mrs. D. B.
Strom, Mrs. Anna
Streets, Mrs. Billie
Suber, Mrs. Carrie
Sullivan, Fay
Sullivan, Mary
Sullivan, Mrs. L.
Summers, Mrs. F. A.
Taris, Eslyn
Taylor, Dorothy
Thelma, Phinbee
Thomson, Mrs. Thomas
Thomas, Mary Jane
Thomas, Mrs. Albert
Thomas, Gusie
Thompson, Glenn
Thompson, Mrs. Lee
Thompson, Mrs. Minnie
Timmers, Mrs. M.
Tinsley, Mrs. Dora
Townsend, Mrs. Clara
Turner, Gertrude
Tracey, Leola
Trup, Patricia
Tyndall, Thelma
Tyon Sisters
Abdella, Yousef
Able, Buck (Col.)
Aboken, George
Abrams Cuban
Abrams, Mrs. V.
Acosta, Herbert
Adams, Hub
Adams, Frank J.
Adams, Jack (Hobo)
Adams, Joe
Adams, Mike
Adams, Ray C.
Alexander, Edgar
Allen, Al
Allen, Charles B.
Allen, Jack Rabbit
Allen, Harry
Allen, Mert H.
Allen, Merit
Allen, Norman
Allen, Mack Ray
Alpert, Morris
Alvira, Ray C.
Ambrose, Joe
American Expostion Show
Ames, P. L.
Ames, Geo. L.
Amok, Chief
Amosk, Benny
Amosk, Bob
Anderson, Bob & Helen
Andin, P. J.
Andrews, Edward
Andrews, Ko
Annis, Ralph J.
Anthony, Bob
Anthony, Lee
Arbuckle, Jesse
Arbuckle, Vern
Archer, Jack C.
Archer, Willard
Arns, Stan
Arizona Joe
Armelin, Eddie
Armond, Ebern
Arns, Madam
Arthur, John R.
Ash, Paul
Ashe, Ernest
Ashley, Tom
Atkin, Alfred
Atterbury, A. D.
Auskins, Speck
Avery, Bill
Axinn, Prof. Allah
Ayers, H. B.
Ayers, Bob
Ayers, H. B.
Ayers, Peggy
Blair, Dave
Blair, Jack V.
Blair, F. A. (Curly)
Blairs Med Show
Bliss, Alexander
Blodgett, Eddie
Blues, Mabel
Blues, Bush
Bodner, Mike
Bohannan, R. W.
Bonar, P. A.
Bond, Clark
Bonner, Willie
Bonner, Fred
Borheit, Chas. A.
Borin, Ritchie W.

Dietrich, C. E.
Dilke, Delmar
Dillingier, Hardin
Dinby, Buck
Diott, Dottie & Henry
Dix, Walter
Dodson, Chas.
Dodd, Capt. Jimmie
Dodson, Eddie
Dodson, Gus
Donaldson, Robert
Donley, Whitey
Donnelly, Lee
Dordlen, Danny
Dow, Jack
Dowdell, Austy
Doyle, Gus
Doyle, Sam
Drayger, Mathew
DuFaut, Earl L.
DuPont, Robert
Ducci, Gregorio
Iudley, Harry G.
Dugan, Danny
Dugan, Frank
Duggan, Blackie
Duke, Iron-Skin
Dunbar, Buster & Peggy
Duncan, C. Ray
Duncan, Midget
Dunlap, Pop
Dunze, Bud
Durkin, Franklyn
Eager, Eddie
Eberhart, E. F.
Easterday, Jack
Eckert, Chas.
Eberstein, M. C.
Edwards, George
Edwards, Robert
Edwards, Prof.
Edeah, Wade
Eile, Jack
Elli, Ben & Monroe
Ellis, John
Emerson Jr., Slim
Engl, John
Ephraim, John
Ephraim, Meto
Ephraim, James
Etheridge, Lloyd
Engle, Fred
Engle, John
Engle, Joe
Engle, Jack
Eureka Whaling Co.
Evans, C. H.
Evans, E. C.
Evans, Geo. S.
Evans, Robert Lee
Evans, S.
Evans, Virgil
Eversett, Red
Eysston, Shop
Fagan, Bob
Faher, Tom
Faltus, Harry
Fann, Paul W.
Fantana, Joe J.
Farrell, E. S.
Faulkner, Bob.
Faut, Jake
Faut, Mike
Favors, F.
Feldheim, Chas. M.
Feldman, Joe
Felix, Nabor
Fernandez, Jose F.
Ferris, Johnnie
Fike, Ronnie
Fillmore, Chas. H.
Finch, Robert E.
Finell, B.
Finney, John
Finn, Spike
Finn, Frank
Fischer, Bud
Fish, Carl
Fitch, "Pony Man"
Fitz, Jack
Flippo & Zeppo
Fluhrer, Dr. Geo.
Flynn, Robert W.
Fohlbrook, E.
Folien, A. E.
Folger, Jack
Forsythe, Bob
Ford, Dr. L. B.
Foreman, Bud
Forester, George
Fort, Chas.
Foster, Dock
Foughrough, Ted
Foy, Alexander
Fox, Benny
Fox, Roy E.
Fox, Sam
Foy, Eddie
Francis, John
Francis, Angelo
Frank, Arthur
Frank, Tony
Franks, Jesse
Franks, Ralph
Franks, Allen C.
Davis, Lonie
Davis, Ted
Dawkins, Geo.
DeCarlo, Leo
Deer, Bob
Deitzkin, Frank
DeVere, Bert
DeVere, C.
DeWitt, Stan Toby
Deering, Walter
Deity, Wm.
Delaney, Pat
Delaney, M. E.
Delmore, LeV.
Demetro, John
Demetro, Tom
Dempsed, John
Denby, Buck
Dent, C. R.
Dervey, Mying
Deutsch, Fred W.
Devany, O.
Deweste, Thomas
Dexter, Ardy & Sonny
Dexter, Bert
Diamond N Ranch
Dickson, R. L.

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

ACTS, UNITS AND ATTRACTIONS

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

A
 Abbott, Merriel, Dancers (St. Regis) NYC, h.
 Abbott & Riley (Riverside) Milwaukee, t.
 Adilet (French Casino) NYC, nc.
 Adams, Billy (Uproar House) NYC, nc.
 Adams, Jackie (Paree) Hartford, Conn., nc.
 Adrian, Iris (Leon & Eddie's) NYC, nc.
 Aero Aces (Club Paree) Hartford, Conn., nc.
 Alena & Evans (LaSalle) Chi, h.
 Alan & Anise (Cotton Club) NYC, nc.
 Alcaraz, Marti & Chiquita (Paradise) NYC, re.
 All, Abdeen (Uproar House) NYC, nc.
 Allen & Kent (Orph.) Memphis, t.
 Allen, Ted (Capitol) Washington, D. C., t.
 Almonte, Marie (Maria's) NYC, nc.
 Alston, Elaine (Venetia) NYC, nc.
 Ames, Jimmy (Broad-Mont) Chi, cb.
 Ames & Arno (St. George) Philadelphia, t.
 Andre, Janis (Paradise) NYC, nc.
 Anderson, Ivey (Cotton Club) NYC, nc.
 Antonio & Carito (Yumuri) NYC, nc.
 Arabella, Rich & Mario (Casino Parisien) Chi, nc.
 Arden, Gene (Ball) NYC, nc.
 Ardell, June (Michigan) Detroit, t.
 Apollon's, Dave, Continental Varieties (Loew) Montreal, t.
 Arden, Dolly (Commodore) NYC, h.
 Arden, Donna (Lookout House) Covington, Ky., nc.
 Aristocrats of Adagio (Flint Athletic Club) Flint, Mich., nc.
 Armando & Maria (Rods Beach) Schenectady, N. Y., c.
 Armitage, Madie (Black Cat) NYC, nc.
 Arno & Arnette (St. George) Brooklyn, N. Y., h.
 Arnold & Hawkins (Mon Paris) NYC, nc.
 Arren & Broderick (Pal.) Cleveland, t.
 Asst. Roscoe & Co. (Orph.) Memphis, t.
 Aubry, Gene (Riverside) Milwaukee, t.
 Avila & Nile (Kenmore) Albany, N. Y., h.
B
 Bailey, Bill (Cotton Club) NYC, nc.
 Baird, Bill (Jefferson) St. Louis 2-16, h.
 Baker, Belle (Ghea) Toronto, t.
 Baker, Charlyne (Parody Club) Chi, nc.
 Balabanow Sextet (St. George) Brooklyn, N. Y., h.
 Baldwin & Bristol (Rialto) Loveland, Colo., t.
 Ballantine & Pierce (Cocanut Grove) Boston, nc.
 Ballard & Rae (Club Raes) Omaha, Neb.
 Bamba Trio (El Bolero) NYC, nc.
 Banks, Sadie (Old Roumanian) NYC, re.
 Barber, Hal (Flamingo Club) Orlando, Fla., nc.
 Barclay, Dick & Evelyn (St. George) Brooklyn, h.
 Bard, Robert (Ambassador) NYC, h.
 Barlow, Florence (Colosimo's) Chi, re.
 Barnes, Ruthie (Orph.) Minneapolis, t.
 Barra, Gypsy, Ensemble (Boston) Boston, t.
 Barrett & Smith (Chalfont) Pinehurst, N. C., h.
 Barrie, Mickey (Radison) Minneapolis, h.
 Barnett & Parker (Nixon Cafe) Pittsburgh, nc.
 Barry, Paul (Hollywood) NYC, re.
 Bartows (Michigan) Detroit, t.
 Bartell & Hurst (Palmer House) Chi, h.
 Bartholmey, Lillian (French Casino) Miami Beach, Fla.
 Barto & Mann (Paradise) NYC, re.
 Barton, Phil (Radison) Minneapolis, t.
 Beaumont, Ravel (West End Grill) NYC, re.
 Becker, the Magician: Batavia, N. Y.
 Bell, Carolyn (Wivel) NYC, re.
 Bell & Grey (Old Heidelberg Club) Detroit.
 Bell Jump, Miss Leonora (Orph.) Memphis, t.
 Bemis, Beverly & Billy (Paradise) NYC, re.
 Bentley, Gladys (Ubangi) NYC, nc.
 Bentum, Bench (Funland Park) Miami.
 Bergen, Edgar (Waldorf-Astoria) NYC, h.
 Bernard, Phil (Blju) Savannah, Ga., t.
 (Capitol) Atlanta 4-10.
 Berni Vici, Count (Colonial) Dayton, O., t.
 Bernie, Al (Fox) Phila, t.
 Bernier, Nelda (Edgewater) Lafayette, La., nc.
 Berniviol, Count, Revue (Colonial) Dayton, O., t.
 Bert & Bob (Edison) NYC, h.
 Bert & Jay (Colonial Village) Peoria, Ill., nc.
 Bertoloso, Enrico (Casino Parisien) Chi, nc.
 Beryl, Billy (Oasis) Detroit, Mich., c.
 Beverly, Lillian (Mayfair Casino) Cleveland, re.
 Bigelow & Lee (Barrel of Fun) NYC, nc.
 Billette, Eddie (YMCA Circus) Bloomington, Ill., 29-Apr. 3.
 Biltmore Boys, The (Wm. Penn) Pittsburgh, h.
 Bink, Helen (Bismarck) Chi, h.
 Elaine, Dorothy (Harry's New York Cabaret) Chi, nc.
 Blanchard, Jerry (18) NYC, re.
 Blake, Charles (Ambassador) NYC, h.
 Blenders, Four (Embassy Club) San Francisco, nc.
 Blue & Garun (Versailles) NYC, re.
 Bo Brummels, Three (Lookout House) Covington, Ky., nc.
 Bongo, Congo (Uproar House) NYC, nc.
 Bonner, Carl & Leone (Radio City Rainbow Grill) NYC.
 Booth, John (Commodore Club) Detroit, nc.
 Bordine & Carole (Rendezvous) NYC, nc.
 Boreo, Emil (Casino Parisien) Chi, nc.
 Boshner, Dora (Russian Art) NYC, re.
 Bouche, Neva (Edgewater) Lafayette, La., nc.
 Bourbon & Raine (Village Barn) NYC, nc.
 Bouskiff, Freddy (Romance Inn) Angola, N. Y., nc.
 Bowes, Major, All-Girl Show (State) Norfolk, Va., t.
 Bowes International Show (Pal.) South Bend, Ind., t.
 Bowes, Major, All-Girl Show (Plymouth) Worcester, Mass.
 Bows, La Verne (Ballyhoo Club) Columbus, O., nc.
 Boyer, Luennene (Cafe de Paris) London, nc.
 Bray, Alma (Mirador) NYC, nc.
 Bredwins, The Three (Casino Parisien) Chi, nc.
 Brenker, Roy (Kit Kat) NYC, nc.
 Brent, Ruth (Holt) NYC, re.
 Brice, Lanny (Villa D.) Detroit, t.
 Britte, Betty (French Casino) NYC, nc.
 Brito, Phil (Mount Royal) Montreal, h.
 Broomfield & Greeley (Ubangi) NYC, re.

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; re—road house; r—restaurant; s—showboat; t—theater.
 NYC—New York City; Phila—Philadelphia; Chi—Chicago.

B
 Brown, Ada (Lyric) Indianapolis, t.
 Brown Bros. (Lyric) Indianapolis, t.
 Brown, Buddy (Park Central) NYC, h.
 Brown, Danny (Frontenac) Detroit, nc.
 Brown, Eddie (Ben Lomond) Ogden, Utah, h.
 Brown, Evans (Wonder Bar) Cincinnati, nc.
 Brown, Mardo (Cotton Club) NYC, nc.
 Brown, Ralph (Ulang) NYC, nc.
 Browning, Clarence (Uproar House) NYC, nc.
 Brown, Eddy (French Casino) NYC, nc.
 Bryson, Clay (Montclair) NYC, h.
 Buckley, Josephine (Chez Paree) Chi, nc.
 Bucks, Four (G. G. Gray Indoor Circus) Winnipeg, Can., Apr. 1-10.
 Bunch, Tiny (Uproar House) NYC, nc.
 Burkhardt, Peggy (Plaza) Brooklyn, c.
 Burnett, Rosa (Round Room) NYC, re.
 Byton, Dorothy, Girls (Riverside) Milwaukee, t.
C
 Calemam, Hazel (Kit Kat) NYC, nc.
 Calendo, Vince (Paramount) NYC, t.
 California Varsity Eight (College Inn) Chi, re.
 Caligary Bros. (Paramount) NYC, t.
 Campbell, Burns (Java Jungle) Pittsburgh, nc.
 Carega, Verna (Valhalla) NYC, re.
 Carewe, Lucille & Her Melody Men (El Reno Club) Ottawa, Ill., nc.
 Carita, La (Valencia) NYC, nc.
 Carley, Rachel (Zell's) NYC, nc.
 Carlin & Carmetta (Park Central) NYC, h.
 Carlton, Lydia (Frolie) Albany, N. Y., nc.
 Carroll, Helen (Arcadia) NYC, b.
 Carrer, Chas. (Congress) Chi, h.
 Carroll, Marie (Gaynor's Club) Milwaukee, nc.
 Carroll, Winnie (Dizzy) NYC, nc.
 Caruso, Judy (Show Boat) Phila, nc.
 Carvino & Yovito (Club Giglie) Peoria, Ill.
 Casa Manana Revue (Lyric) Indianapolis, t.
 Casanova (Valencia) NYC, nc.
 Case, Evelyn (St. Moritz) NYC, h.
 Casoli, Eugene (Verrillas) Phila, nc.
 Castle, Betty (Harry's New York Cabaret) Chi, nc.
 Chappy (Casino Parisien) Chi, nc.
 Charles & Barbara (Powattan Club) Detroit, nc.
 Chita (El Chico) NYC, nc.
 Chire & Sanna Sisters (Earle) Washington.
 Clemens, Margie (Edison) NYC, h.
 Clifford & Wayne (Nightcap) Phila, nc.
 Coca, Imogene (Ambassador) NYC, h.
 Cole, Lester, & Singers (Fox) Phila, t.
 Cole, Walter (Barrel of Fun) NYC, nc.
 Coe, Curtis (Club Diamond) Wheeling, W. Va., nc.
 Collette & Barry (Blackstone) Chi, h.
 Colomo, Aurelia (Rainbow Room) NYC, re.
 Colson & Ost (Clarendon) Daytona Beach, Fla., nc.
 Colson, Nadine (Carmichael Club) Augusta, Ga., nc.
 Conrad & Haydock (Flamingo) Orlando, Fla., nc.
 Cook, Eileen (Village Casino) NYC, nc.
 Cook, Ted (Tower) Chi, t.
 Cooper, Evelyn (Kit Kat) NYC, nc.
 Coral Islanders (Montclair) NYC, h.
 Corai, Tito (Palmer House) Chi, h.
 Corella, Claudia (El Gaucho) NYC, nc.
 Corinne (Boston) NYC, re.
 Corlies & Palmer (Chez Maurice) Dallas, nc.
 Cornett, Alce (Lexington) NYC, h.
 Corson, Charles (West End Grill) NYC, re.
 Cortez, Gene (Frontenac) Detroit, nc.
 Cosacks, Three (Paradise) NYC, re.
 Coston, Larry (Biltmore) NYC, h.
 Courtney, Ann (Montclair) NYC, h.
 Covert, Ray (Jimmy Brink's) Cincinnati, nc.
 Craditt & Crodick: Clinton, Ark.
 Crane, Ford (Nixon Cafe) Pittsburgh, nc.
 Craven, Fran (Berlotti) NYC, re.
 Craven, Ruth (Village Barn) NYC, nc.
 Crawford & Casky (Earle) Washington, D. C., t.
 Crawford, Jack (Ringside) Ft. Worth, Tex., nc.
 Cummings, Don (Chez Fares) Chi, nc.
 Cunningham, Fairy (Forest Inn) Birmingham, Ala., cc.
D
 Daley, Joe (Streets of Paris) Phila, nc.
 Dandies, Four (Larue's) NYC, re.
 Danville, Six (Met.) Boston, t.
 Dare, Dolly (Doc's Club) Baltimore, nc.
 Davenport, Muriel (Bismarck) Chi, h.
 Davies, Mary (Wonder Bar) Cincinnati, nc.
 Davis, Lew (Lang's) Albany, N. Y., h.
 Davis, Lois (Eldorado) Detroit, nc.
 Davis, Mary Louise (Gypsy Village) Wheeling, W. Va., nc.
 Dawn & Darrow (Mayfair Casino) Cleveland, re.
 Dawn, Patricia (Casino Parisien) Chi, nc.
 D'Andre, Phil (Nini's) NYC, nc.
 D'Arroy Girls (Fairly & Martone Shows) Texas, Tex.
 DeBald Twins (Royal Palms) Miami, Fla., nc.
 Dean, Carol (Hollywood) Galveston, Tex., nc.
 Delmont, Dolly (McGees) Phila, c.

Del Rio, Jack (Colosimo's) Chi, re.
 Del Rio, Jose (Frontenac) Detroit, nc.
 Dell & Hamery (Half Moon) NYC, nc.
 Degas, Ruth (Drake) Chi, h.
 DeCardor, (Pal.) Cleveland, t.
 DeCastros, The (Leon & Eddie's) NYC, nc.
 DeFlores, Felipe (Yumuri) NYC, nc.
 DeGree, Loma (Ball-Ball) Chi, nc.
 DeGrette, Renee (Radio City Rainbow Room) NYC, nc.
 De Marco, Joe (Arbor Club) Scranton, Pa., nc.
 DeStoa, Nina (El Gaucho) NYC, nc.
 Deyer, Ted (Gay '90s) NYC, nc.
 Diamonds, The (Shubert) Cincinnati, t.
 Dick, Don & Dinah (Riverside) Milwaukee, t.
 Dictators, Four (LaSalle) Chi, h.
 Diggs, May (Cotton Club) NYC, nc.
 Dimas & Anita (Bal Tabarin) NYC, nc.
 Dimitri & Virgil (El Gaucho) NYC, nc.
 DiPalma, Angelo (Nixon Cafe) Pittsburgh, nc.
 Dixon, Dixie (Villa D.) Detroit, cb.
 Doll, William (Frolie) Albany, N. Y., nc.
 Donald & Drima (Le Mirage) NYC, nc.
 Doner, Kitty (Kenmore) Albany, N. Y., h.
 Dore, Dorothy (Leon & Eddie's) NYC, nc.
 Dornfield, Bill (Pick's Club Madrid) Milwaukee, nc.
 Dorothy & King (Hi-Hat) Chi, nc.
 Dorsl, Chiquita (Hollywood) Akron, O., nc.
 Dougherty, Bill (Chickamauga) Columbus, Ga., nc.
 Downing, Dee (Ball-Ball) Chi, nc.
 Doyle, Eddie (Olmos) San Antonio, nc.
 Drake, Charlotte (Chateau Moderne) NYC, nc.
 Duchin, Eddy (Paramount) NYC, t.
 Duncan, Adeline (El Chico) NYC, nc.
 Dudley, Beatie (Cotton Club) NYC, nc.
 Duke, Paul (LaRue's) NYC, re.
 Duncan, Judy (Royale-Frolies) Chi, nc.
 Dunn Bros. & Betty (Kenmore) Albany, N. Y., h.
 DuPont Bob (Casino Atlantico) Rio de Janeiro, nc.
 Duthers, Lew, with Jean & Joan (State) NYC, t.
 Dyer, Hubert (Shrine Circus) Winnipeg, Can. nc.
E
 Earns & Gordon (Gatineau) Ottawa, Que., nc.
 Eastbrook & Farrar (Yacht Club) Chi, nc.
 Elaine & Barry (Park Central) NYC, h.
 Elfonte, Hilda (French Casino) NYC, cb.
 Eliso, Rita (Berlotti's) NYC, re.
 Elliott, Baron (Showboat) Pittsburgh, nc.
 Elliott, Lee (Parish) Phila, c.
 Emerson, Eddie (Center) Denver, t. (Roxie) Salt Lake City Apr. 1, t.
 Endor & Farrell (Savoy-Plaza) NYC, h.
 Erico, Edna (Mayflower Casino) Chi, re.
 Esquires, Four (Mayfair) Cleveland, nc.
 Estelle & Leroy (Victor Hugo) Hollywood, h.
 Eton Boys (Boston) Boston, t.
 Eugene, Master (State-Lake) Chi, t.
 Evans, James (Mayfair Casino) Cleveland, nc.
 Evans, Melvin, & Revue (31 Club) Phila.
 Everett & Stevens (St. George) Brooklyn, nc.
F
 Fargo, Billie (Clarendon) Daytona Beach, Fla., h.
 Farmer, Chic (Ball) NYC, nc.
 Farrar, Jane (1523) Phila, nc.
 Farries & Goodelle (Vanderbilt) NYC, h.
 Fergie, Mickey (St. George) Brooklyn, N. Y., h.
 Feindt, Cilly (Snubert) Cincinnati, t.
 Ferguson, Bobby (Verillos) Phila, c.
 Fern, Pearl, Duo (Plaza) Steubenville, O., nc.
 Ferrer, Ed (Hollywood) Akron, O., nc.
 Fields, Benny (Hollywood) NYC, re.
 Fink & Maxine (Chateau) Detroit, nc.
 Fiske, Dwight (Savoy-Plaza) NYC, h.
 Flash, Serge (New Yorker) NYC, h.
 Florence & Alvarez (Paradise) NYC, re.
 Flourenton, Consuelo (Merry-Go-Round) Bar, Va., nc.
 Flying Whirls (Village Barn) NYC, nc.
 Fogarty, Evan (Weylin) NYC, h.
 Fontaine, Alex Burrows (Adelphi) Phila, h.
 Fontaine Sisters (Edgewater) Lafayette, La., nc.
 Ford, Gene (Torch Club) Cleveland, nc.
 Ford, Gene (Torch Club) Baltimore.
 Foster, Allan (Chateau Moderne) NYC, re.
 Fowler, LaMae (Dixon's Cafe) Omaha, c.
 Foy, Boy (St. Regis) NYC, h.
 Franklin, Frank (Steven's) Chi, h.
 Freddie & Ginger (Uproar House) NYC, nc.
 Fredex & Laurena (Lido) San Francisco, nc.
 Freeman & Freeman (Ubangi) NYC, nc.
 Freiber, Milton (Park Circle) NYC, re.
 French, Brevitte (Paramount) Marion, O., t.
 French, Edna (Savoy) Washington D. C., t.
 Fromman, Bert (Chez Paree) Chi, nc.
 Fulcher, Ellen "Rome" (Forest Hills) Augusta, Ga., h.
G
 Gale, Barbara (Butler's) NYC, c.
 Gallagher, Shirley (Frolie) Albany, N. Y., nc.
 Garber, Jan (Earle) Washington, D. C., t.

Gardell, Tess (Benny the Bum's) Phila, nc.
 Garner, Nancy (Wivel) NYC, re.
 Garette, Jeanette (Roosevelt) New Orleans, h.
 Gaston (Monte Carlo) NYC, nc.
 Gautier's, Scepter (Park Central) Chi, t.
 Gay Nineties Quartet (Gay Nineties) NYC, re.
 Gaynor, Marilyn (Chateau Moderne) NYC, re.
 George & Olive (Casino Parisien) Chi, nc.
 Georges & Jauna (Waldorf-Astoria) NYC, h.
 Gerrits, Paul (Michigan) Detroit, t.
 Gershwin, Virginia (Broad-Mont) Chi, cb.
 Giants of Rhythm, Three (Cotton Club) NYC, nc.
 Gibney, Marion (Capitol) Atlanta, Ga., t.
 Gilbert, Bob & Fleurette (Yacht Club) Chi, nc.
 Gilbert, Bob & Fleurette (Colosimo's) Chi, re.
 Girard, Adele (Hickory House) NYC, re.
 Glyn, Joy (Hi-Hat) Chi, nc.
 Gobby, Roy (Variety) NYC, nc.
 Golden, Les (Brown Derby) Boston, nc.
 Gomez & Winona (Pal.) Chi, t.
 Goodwin, Jack (One Fifth Ave.) NYC, h.
 Gordon, Don (Place Elegante) NYC, nc.
 Gordon, Paul (Drake) Chi, h.
 Grace & Nico (Boston) Boston, t.
 Graal, Rudi (Ritz Carlton) NYC, h.
 Grenwich Village Scandals (Earle) Phila, t.
 Guy, Barrington (Ubangi) NYC, nc.
 Guy, Bernon (Farrish) Phila, c.
 Gypsy Irma (Carrish) NYC, c.
 Gypsy Labs (Gypsy Tavern) NYC, nc.
 Gypsy Nina (Variety) NYC, nc.
H
 Hager, Clyde (Pal.) Cleveland, t.
 Hainley, Ruby (Chez Brummel) Cannes, France.
 Halliday, Heather (Ambassador) NYC, h.
 Halsey, Alma (Jimmy Kelly's) NYC, nc.
 Hamilton, Betty (Edgewater) Lafayette, La., nc.
 Hande & Mills (Gloria) Columbus, nc.
 Harper, Ruth (Mount Royal) Montreal, Que., h.
 Harrigan, Frankie (Barritz) Phila, nc.
 Harris, Alice (Kit Kat) NYC, nc.
 Harris & Howell (St. George) Louis, t.
 Harris, Audrey (Paramount) Springfield, Mass., t.
 Harris, Tom & Micky (Vesuvio) St. Petersburg, Fla., nc.
 Harrison, Spike (Gay '90s) NYC, nc.
 Hart, Margie (Mirador) NYC, nc.
 Hassan, Prince (Miami Biltmore) Miami, Fla., h.
 Hastings, Sue (Rainbow Room) NYC, re.
 Hatch, Harry (Bruno's) NYC, nc.
 Haviland, Henry (Peacock) Columbus, O., nc.
 Hawthorne & Whitney (Nixon Cafe) Pittsburgh, nc.
 Hayes, Georgia (Casino Parisien) Chi, nc.
 Haynes, Mitzi (Hollywood) NYC, re.
 Haywood & Allen (Leon & Eddie's) NYC, nc.
 Hayworth, SeaBee, Revue (Cherokee) Gaffney, S. C., t.
 Hazzard, Hap (Riverside) Milwaukee, t.
 Helaine & Donaldson (Kenmore) Albany, N. Y., h.
 Herber, Joe (Galiente) NYC, nc.
 Herrera, Sarita (Yumuri) NYC, nc.
 Heller, Jackie (Stanley) Pittsburgh, t.
 Hill & Hill (Leon & Eddie's) NYC, nc.
 Hill, Lethia (Cedar Gardens) Cleveland, nc.
 Hill, Milton (Edgewater) Lafayette, La., nc.
 Hill, Ruby (Uproar House) NYC, nc.
 Hillard, Jack (Royale-Frolies) Chi, nc.
 Hoffman, Gertrude, Bald (College Inn) Chi, re.
 Hoffman, George (Old Heidelberg Inn) Denver Apr. 4, nc.
 Hoffman, Max (Chez Maurice) Montreal, nc.
 Holbein, Rolf (French Casino) NYC, cb.
 Holden, Virginia (Town Club) Cleveland, nc.
 Holman & Hart (Radio City Rainbow Room) NYC, nc.
 Howe, Dorothy (Vanderbilt) NYC, h.
 Howland, Rosine (Half Moon) Coney Island, N. Y., h.
 Hubert, Fritz & Jean (Ritz-Carlton) NYC, h.
 Hudson, Wonders (Tower) Kansas City, t.
 Huff, Tiny (Barrel of Fun) NYC, t.
 Hunt, Ray (Oriental) Chi, t.
 Huston, Josephine (Versailles) NYC, re.
 Hutton, Ina Ray, & Orch. (Pal.) Cleveland, t.
 Hyde, Vic (Met.) Boston, t.
I
 Internationals, Three (Roosevelt) NYC, h.
J
 Jackson & Brown (Uproar House) NYC, nc.
 Jackson, Paul (Old Mill Tavern) Jackson, Mich., nc.
 James & Allen (Wagner) Bath, N. Y., h.
 James, Hal & Jim (Beechwood Villa) Columbus, O.
 Jarrot, Lucille (L'Escargot D'Or) NYC, re.
 Javenello, Marie (Barritz) Phila, nc.
 Jeanette & Kalan (Chalfont) Pinehurst, N. C., h.
 Jeanette, Sonya (Park) Madison, Wis., nc.
 Jenner, Julie (Paradise) NYC, nc.
 Jenner, Julie (Oriental) Chi, t.
 Jennier, Walter & Buddy (Chase) St. Louis, h.
 Jennings, Don & Sally (Commodore) NYC, h.
 Jerry & Turk (Ball-Ball) Chi, nc.
 Jill (Madeleine's) NYC, nc.
 Juhl Jr., Wally (Coronado) St. Louis, h.
 Johnny Company (French Casino) NYC, cb.
 Johnson & George (Pal.) NYC, nc.
 Johnson, Great (Capitol) Washington, D. C., t.
 Johnson, Mae (Ubangi) NYC, nc.
 Jones, Dick & Dottie (Jimmy Kelly's) NYC, nc.
 Jones, Ray (Queen Mary) NYC, re.
 Jones, Tom (Harry's New York Cabaret) Chi, nc.
 Joyce, Janet (McGees) Phila, c.
 Jung, Paul (Capitol) Washington, D. C., t.
K
 Kaiser & McKenna (Frolies) Niagara Falls, N. Y., t.
 Kalan, Allen & Boys (Monte Carlo Bar Hotel) Chi, h.
 Kar, Li (Ballyhoo) Columbus, O., nc.
 Karson Duo (Jermyn) Scranton, Pa., h.
 Kay, Beatrice (Tony's) NYC, nc.
 Kay, Dolly (Royale) Washington, D. C., nc.
 Kay, Phil (Parody Club) Chi, nc.
 Keck, Eddie (Shrine Circus) Ft. Wayne, Ind.
 Kelly, Marie (Plaza) Brooklyn, c.
 Kelso, Princess (Hollywood) Akron, O., nc.
 Kemple, Letty (Hollywood) NYC, re.
 Kemp, June (Lookout House) Covington, Ky., nc.
 Kennedy, Edgar (Pal.) Chi, t.
 Kenny, Phyllis (Park Central) NYC, nc.

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

Kermitt & Demris (Odenbach Peacock Room) Rochester, N. Y.
Keyes, George (Rochester Sportsman Show) Rochester, N. Y., Apr. 3-10.
Kinadric, Nicolas (Russian Art) NYC, re.
Kimmel, Gretchen (Harry's New York Cabaret) Chi, nc.

Montmorete Boys (Jimmy Kelly's) NYC, nc.
Moore & Dene (Ubangi) NYC, nc.
Morales Bros. & Little Daisy (Dug Out) Toledo, re.
Morgan, Grace (Biltmore) Providence, h.
Morgan, Helen (State NYC), h.
Morgan, Johnny (Half Moon) NYC, nc.
Morgan, Marion (Harry's New York Cabaret) Chi, nc.

Reeves, Billy (Wonder Bar) Port Huron, Mich., nc.
Regar, Charlotte (Skylight Club) Cleveland, nc.
Reid, Alice & Billy (Romance Inn) Angola, S. Y., nc.
Reillys, The (Boston) Boston, t.
Reinhardt, Robert (Ambassador) NYC, h.

Tanguay, Leo (Nim's) NYC, nc.
Taylor & Moore: Blytheville, Ark.
Templeton, Alec (Rainbow Room) NYC, re.
Temptations, Four (Edgewater) Lafayette, La., nc.

La Centra, Peg (Meadowbrook) Cedar Grove, N. J., nc.
Lafayette & Laverne (Jefferson) St. Louis, h.
Laird, Horace (Hipp.) NYC.
Lalita (Bismarck) Chi, h.

Nadine & Kirk (Rosy) NYC, t.
Nagle, Bert, Co. (Met.) Boston, t.
Naldi, Mary Raye (Boston) Boston, t.
Nary, Charles (St. Regis) NYC, h.

Reynolds, Lorraine (Northwood) Detroit, re.
Rhoedard Troupe (French Casino) NYC, ch.
Rhythm Boys, Three (Calleente) NYC, nc.

Tip Tops, Five (Lyric) Indianapolis, t.
Tom & Charlie (Du Pierrot) NYC, nc.
Tomack, Sid (Royal-Frolies) Chi, nc.
Tondelayo (Ubangi) NYC, nc.

La Rue, Edith (Columbia) Detroit, re.
LaRue, Bobbie (Ballyho) Columbus, O., nc.
Law, Mildred (Paramount) NYC, t.
Lawrence, Adele (Brown Derby) Boston, nc.
Lawrence, Lucille (Swanee) NYC, nc.

Nirley, Doris (Butler's) NYC, re.
Nixon, Lois (Arcadia) Phila, re.
Noble & Donnelly (Drake Hotel) Chi, h.
Nolan, Marion (Netherland Plaza) Cincinnati, h.

Ross, Joe (Frollo) Albany, N. Y., nc.
Rosa, Dorothy (Boston) Brooklyn, h.
Royal Duo (Leon & Eddie's) NYC, nc.

Wacker, Bob (Lexington) NYC, h.
Waite, Kenneth, Troupe (Shrine Circus) Buffalo, N. Y.
Waldron, Jack (Hollywood) NYC, re.

THE NONCHALANTS
Now playing
GROSVENOR HOUSE, London, Eng.
Personal Direction
MUSIC CORPORATION OF AMERICA

Lilly, Joe (One Fifth Ave.) NYC, h.
Lindy Hoppers, Six (Chicago) Chi, t.
Linbach, Lucien (Colonial Club) Jackson, Miss.
Little Words, Three (Small's) NYC, ch.

Norman, Fay (Paddock Club) Louisville, nc.
Nova, Yvonne (Village Casino) NYC, nc.
Novis, Donald (Drake) Chi, h.
Nubi (Park Central) NYC, h.

Sae, Letty (Leonard's Toyland) Boston, nc.
St. Claire & O'Day (American) NYC, mh.
St. Claire, Sylvia (St. Regis) NYC, h.

Wayne, Iris (French Casino) NYC, ch.
Wayne & Lorraine (Biltmore) St. Louis, 6, cc.
Wayne, Ruth (Calleente) NYC, nc.

Mabelle Fonda Co. (Cocoanut Grove Club) Phila, nc.
Mack Bros. & Rita (Oxford) Phila, t.
Mack, Helen (Jefferson) St. Louis, h.

Palm, Margie (Pal.) Cleveland, t.
Palmer & Dorset (Anchor) Cambridge, O., nc.
Palmer & Peaches (Kit Kat) NYC, nc.

Sander, Helen (Mercury) NYC, nc.
Sander, Helen (Mercury) NYC, nc.
Sander, Helen (Mercury) NYC, nc.

Ward, Finkle & Terry (State-Lake) Chi, t.
Wardell & Dale (Royale-Torolies) Chi, nc.
Ware, Dick (Pick's MacJid) Milwaukee, nc.

Mary, Erik & Co. (Savoy) London, h.
Mason, Harry (McGee's) Phila, c.
Mason, Jack (Jean's Tavern) NYC, nc.

Parker, Ceate (Kathy) Columbus, O., t.
Parker, Fay (Harry's New York Cabaret) Chi, nc.
Parker, LaRue (Kansas City Club) Kansas City, Mo., h.

Sherman, Hal (State) NYC, t.
Shuffle Along Revue (Palomar) Seattle, t.
Simpson, Faith & Carl (Palmer House) Chi, h.

Woods & Bray (Shoreham) Washington, D. C., h.
Woodford's Daschunds (Capitol) Washington, D. C., t.
World's Fairest on Parade (Shubert) Cincinnati, t.

Mary, Erik & Co. (Savoy) London, h.
Mason, Harry (McGee's) Phila, c.
Mason, Jack (Jean's Tavern) NYC, nc.

Queen's of Rhythm, Four (Schlitz Winter Garden) Chi, nc.
Questelle, Mae (Met.) Boston, t.
Quinn Sisters (Broad-Mont) Chi, ch.

Spencer, Amy & Roger Sinclair (Black Cat) NYC, nc.
Spices of 1837 (Colonial) Dayton, O., t.
Stanley, Jane (Du Pierrot) NYC, re.

Wynne, Natalie (Club Deauville) NYC, nc.
Wyse, Ross, Jr. (Rosy) NYC, t.
Yost, Ben (Ritz-Carlton) NYC, h.
Yost's Midshipmen (Michigan) Detroit, t.

BANDS AND ORCHESTRAS

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

McCarthy, Virginia (Yacht) NYC, nc.
Medley & Dupree (Boston) Boston, t.
Meller, Joan (Old Roumanian) NYC, re.
Mells, Kirk & Howard (Pal.) Chi, t.

Racket-Cheers, Three (Venezia) NYC, nc.
Radcliffe & Rodgers (State-Lake) Chi, t.
Ramon, Big (Bertoldi's) NYC, re.
Ramon & LaMoyné (Skylight Club) Cleveland, nc.

Strickland, Charles F. (Buckingham) NYC, h.
Strong, Beverly (Fair Casino) Cleveland, nc.
Stuart Ann (Mon Paris) NYC, nc.

Abbott, Dick (Netherland Plaza) Cincinnati, h.
Adams, Johnnie (Dutch Gardens) Dayton, O., nc.
Adeck, Jack (Continental Room) Phila, nc.

Ashaman, Eddie: (Tokay) NYC, re. Atkinson, Con: (Berkeley-Carteret) Asbury Park, N. J., h. Auwater, Fred: (Flamingo Club) Orlando, Fla., nc. Ayres, Mitchell: (Hollywood) NYC, re.

Babb, Julian: (National) Richmond, Va.; (Granby) Norfolk 29-Apr. 1-3, t. Baer, Billy: (Desher-Wallace) Columbus, O., h. Bailon, Dick: (Cradle) NYC, h. Barker Trio: (Lincoln) NYC, h. Barris, Harry: (Uptown) Portland, Ore., h. Barron, Blue: (Southern Tavern) Cleveland, O., nc.

Bartol, Jeno: (Piccadilly) NYC, h. Bartal, John: (Lexington) NYC, h. Beal, Bob: (Athens) Oakland, Calif., nc. Beecher, Keith: (Schroeder) Milwaukee, h. Belasco, Leon: (New Yorker) NYC, h. Bennet, Dixie: (Orphe) Winnipeg, Can., t. Berger, Jack: (Leon & Eddie's) NYC, nc. Berkeley, Duke: (Monkey-Dory) Stamford, Conn., nc. Bestor, Don: (Netherland Plaza) Cincinnati, h. Black, Bob: (Pera Marquette) Peoria, Ill., h. Blackburn, John: (Pioneer) Leadville, Colo., nc.

Blaine, Jerry: (Park Central) NYC, h. Blake, Ted: (Ritz) Pittsburgh, h. Bonelli, Michael: (Lido) Worcester, Mass., re. Boroff, Mischa: (Morocco) Mountaineer, N. J., nc. Boucher, Jimmy: (Coliseum) Paris, France, h. Bragal, Vincent: (Ambassador) NYC, h. Brandwynne, Nat: (Essex House) NYC, h. Breeze, Lou: (Casino Wisconsin) Chi., h. Brigode, Ace: (Circus) Cincinnati, h. Brion, Buddy: (Ray's Log Cabin) Gloucester Heights, N. J. Brown, Les: (Meadowbrook) Cedar Grove, N. J., nc. Bunts, Howard: (Vendome Garden) Detroit, h. Burkhardt, Johnny: (Casa Madrid) Louisville, Pa., nc. Busse, Henry: (Chez Paree) Chicago, nc.

Calloway, Cab: (Boston) Boston, t. Campus Jesters: (Cypress Arms) West Hartford, Conn., nc. Capello, Joe: (Jimmy Kelly's) NYC, nc. Capraro, Joe: (Cotton Club) Natchez, Miss., nc.

Carter, Chick: (Indiana Roof) Indianapolis, h. Carter, Jack: (Harlem Hollywood) NYC, nc. Casson, Del: (Ark) Dayton, O., nc. Cessner, Charles: (Castle Terrace) Columbus, O., re. Chandler, Chan: (Club Casino) Greenville, Miss., nc. Chassy, Lon: (Greenbrier) White Sulphur Springs, W. Va., h. Chester, Bob: (Lowry) St. Paul, h. Circle, Terry: (Golden Grill Inn) Rochester, N. Y. Cleff, Pat: (Times Square) Rochester, N. Y., nc.

Frederick, Bill: (Palace Gardens) Lansing, Mich., nc. Freyman, Jerry: (Paradise) NYC, cb. Freyer, Kenny: (Evergreen Casino) Phila., nc. Friml Jr., Rudolf: (French Casino) NYC, nc. Fulcher, Charlie: (Forest Hills) Augusta, Ga., h. Funk, Larry: (Lookout House) Covington, Ky., nc.

Gilbert, Irwin: (Coo Gauge) NYC, nc. Gilbert, Jerry: (Edgewater Gulf) Biloxi, Miss., h. Gilbert, Don: (Casa Valencia) NYC, nc. Goho, Billy: (Chester) Buffalo, h. Goodman, Benny: (Paramount) NYC, t. Gordon, Gray: (Merrie Garden) Chi., h. Graff, Johnny: (Anchorage Inn) Phila., nc. Gray, Len: (New Cedars) New Bedford, Mass., nc. Grayson Bob: (Blossom Heath) Shreveport, La., nc. Grenet, Eliseo: (Yumuri) NYC, nc. Grisha: (St. Moritz) NYC, h.

Hall, George: (Taft) New York, h. Hamilton, Artie: (Klown Klub) NYC, nc. Hamilton, George: (Palmer House) Chi., h. Hamp, Johnny: (Stanley) Pittsburgh, t. Hancock, Jack: (Rendezvous) Battle Creek, Mich., nc. Hauck, Carlton: (Sak's) Detroit, nc. Hardie, Dick: (Club Frolles) Albany, N. Y., nc. Harmon, Frank: (Rustic Inn) Corinth, Miss., nc. Harris, Claude: (Joey's Stables) Detroit, nc. Harris, Ken: (Ben Lomond) Ogden, Utah, h. Hawkins, Erskine: (Uproar House) NYC, nc. Hayes, Bobby: (Edison) NYC, h. Haymes, Joe: (Roseland) NYC, h. Hayton, Lennie: (Normandie) Boston, h. Headrick, Pearl: (Manhattan) Johnstown, Pa., nc. Hermanos, Le Betard: (San Sonce) Havana, Cuba, nc.

Hines, Earl: (Cotton Club) Chi., nc. Hogan, Tweet: (Park Casino) Chi., h. Hoffman, George: (Old Heidelberg) Denver, Colo., c. Holden, Cally: (College Inn) San Diego, nc. Holly, Harry: (Savoy-Tavern) Phila., nc. Holst, Ernie: (El Morocco) NYC, nc. Hope, Hal: (Montclair) NYC, h. Horton, Harry: (Le Mirage) NYC, nc. Hummel, Ray C.: (Hummel's) Silver City, N. M., h. Huntley, Lloyd: (Mount Royal) Montreal, h. Hutton, Glen: (Paradise) NYC, re. Hutton, Ina Ray: (Pal.) Cleveland, t. Hyde, Victor: (Met.) Boston 25-31, t; (Mirador) NYC, nc.

Imperial Trio: (Imperial) NYC, h. Iona, Andy: (New Yorker) NYC, h. Irwin, Don: (Troadero) Houston, Tex., nc. Jackson, Jimmy: (Melody Mill) Chi., h. Jackson, Paul: (Old Mill Tavern) Jackson, Mich., nc. Jajoi, Alex: (Chez Maurice) Montreal, nc. James, Jimmy: (Lookout House) Covington, Ky., nc. Janis, Fred: (Parody Club) Chi., nc. Jelenick, Eugene: (Venezia) NYC, nc. Johnson, Bud: (Carmichael Club) Augusta, Ga., nc. Jones, Johnny: (Harry's New York Cabaret) Chi., nc. Joseph, Jimmy: (Queen's Terrace) Woodside, L. I., N. Y. Joy, Jimmy: (Claridge) Memphis, h. Juele, Frank: (Bellevue-Stratford) Phila., h. Jurgens, Dick: (Gibson) Cincinnati, h. Kane, Evelyn: (Canzoner's) NYC, re. Kavelin, Albert: (Cosmopolitan) Denver, Colo., h. Kay, Bobby: (Kit Kat) Phila., nc. Kay, Joe: (Browning Lane Inn) Phila., nc. Keeler, Willard: (Murray Hill) NYC, h. Keene, Lee: (Madison) Jefferson City, Mo., h. Kemp, Read: (Tivoli) Oak Bluffs, Mass., nc. Kendis, Sonny: (Stork Club) NYC, nc. Kettner, Bob: (Paradise Gardens) Flint, Mich., nc. King's Jesters: (LaSalle) Chi., h. Kirkham, Don: (Blackland Inn) Denver, nc. Klein, Hal: (George's) Camden, N. J., re. Klein, Jules: (Statler) Detroit, h. Knight, Harold: (Adelphi) Phila., h. Knowles, Jesse: (DeLille) Nashville, Tenn., nc. Kramer, Charlie: (Chez Maurice) Montreal, nc. Kress, Andy: (Avon Inn) Asbury Park, N. J. Krumin, Oostya: (Russian Bear) New York, re. Kramer, Robert: (Martin's Rathskeller) NYC, nc. Kuhn, Richard: (Firenze) NYC, re. Kysner, Kay: (Trianon) Chi., h.

McRae, Jerry: (Playhouse) San Antonio, Tex., nc. Mack, Austin: (Harry's New York Bar) Chi., nc. Mack, Babe: (Anselmo's) NYC, re. Mack, Ted: (Childs' 59th St.) NYC, re. Madigan, Johnny: (Parkway) Chi., h. Malone, Don: (Trimbles Springs) Durango, Colo., nc. Mann, Milt: (Village Barn) NYC, nc. Manonne, Wingy: (Chez Paree) New Orleans, La., nc.

Mareno, Frank: (Sweeney) Baltimore, c. Mariani, Hugo: (Blackstone) Chi., h. Marsala, Joe (Hickory House) NYC, re. Martel, Gus: (Stork Club) NYC. Massengale, Bert: (Club Plantation) New Orleans, La., nc. Masters, Frankie: (Biltmore) NYC, h. Mayo, Artie: (Belmont Grill) Bridgeport, Conn., re. Mayhew, Nye: (Glen Island Casino) Long Beach, N. Y., nc. Meadowbrook Boys: (Versailles) NYC, re. Mells, Michael: (Top Hat) Union City, N. J., nc. Meroff, Benny: (Orph.) Minneapolis, t. Meyers, Ike: (Ubangi) NYC, nc. Metz, Jack: (Club New Yorker) New York, nc. Middleman, Herman: (Nixon) Pittsburgh, c. Mills, Dick: (Powell's) Alexandria, La., nc. Mills, Floyd: (Du Pont) Wilmington, Del., h. Moran, Jerry: (Tip Top Tavern) Flushing, L. I., N. Y. Moore, Carl: (New Blossom Heath) Tonawanda, N. Y. Moore, Eddie: (Eagles) Ithaca, N. Y., b. McNeill, Larry: (Merry Gardens) Lynchburg, Va. Motely, Berk: (Casa Grande) Berwyn, Md., nc. Moyer, Ken: (Trianon) Seattle, Wash., nc. Munro, Hal: (Ivanhoe Gardens) Chi., nc. Murdock, Johnnie: (Murray's) Tuckahoe, N. Y., nc.

Nagel, Harold: (Pierre) NYC, h. Navarro, Al: (Belvedere) Baltimore, h. Neibaur, Eddie: (Casino Moderne) Chi., nc. Nelson, Happy: (Gaynor's Club) Milwaukee, Wis., nc. Nelson, Harold: (Bungalow) Jackson, Miss., nc. Nelson, Ozzie: (Lexington) NYC, h. Newman, Ruby: (Radio City Rainbow Room) NYC, nc. Newton, Bill: (Patterson's Grill) Steubenville, Va., h. Nickles, Billie: (Waldorf) Los Angeles, nc. Nicola, Frank: (Variety) NYC, nc. Noury, Walt: (Roma) Haverhill, Mass., re.

O'Hare, Husk: (Grand Terrace) Wichita, Kan., nc. Ohman, Frank V.: (Fellce's) Westbury, L. I., N. Y., nc. Olson, Walter: (New Julius) Gardenville, N. Y., re. Packard, Freddie: (Jonathan) Los Angeles, nc. Palmer, Freddy: (Colonial Inn) Singac, N. J., re. Pantone, Mike: (The Ambassador) Albany, N. Y., nc. Parker, Rol: (College Inn) Phila., nc. Peak, Harry: (Murray's) Phila., nc. Pecoraro, Dick: (Monte Rosa) NYC, re. Pedisini, Michael: (Savoy Tavern) Phila., nc. Pedro, Don: (Graemer Hotel) Chi., h. Pendarvis, Paul: (St. Paul) St. Paul, h. Perry, Mert: (Oliver Twist) NYC, nc. Perry, Will: (Village Brewery) NYC, nc. Peterson, Eric: (Woodlands) Ardley, N. Y., nc. Petti, Emil: (Savoy Plaza) NYC, h. Pitman, Jack: (Port Arthur) Providence, R. I., re. Platt, Earl: (Broad Street Grill) Harrisburg, Pa., nc. Pollack, Ben: (Beverly) Hollywood, h. Provost, Eddie: (Penthouse) Baltimore, nc. Pryor, Roger: (Stanley) Pittsburgh, t.

Rainbow Ramblers: (Club Moose) Haverhill, Mass., nc. Rad, Lionel: (Jimmy Kelly's) NYC, nc. Rapp, Harry: (Clubs) St. Louis, h. Rasch, George: (Melody Mill) Chi., h. Ravel, Art: (French Lick Springs) Indiana, h. Ravell, Carl: (Adolphus) Dallas, Tex., h. Reader, Charles: (Port Montague) Nassau, W. I. Regal, Tommy: (Syracuse) Syracuse, N. Y., h. Reichman, Joe: (Cocoanut Grove) Los Angeles, nc. Reisman, Leo: (Waldorf-Astoria) NYC, h. Reis, Benny: (McCurdy) Evansville, Ind., h. Reolds, Buddy: (Rose Garden) Hannibal, Mo., h. Richards Brothers: (Diamond) Wheeling, W. Va., nc. Richardson, Stephen: (Hollywood) NYC, re. Rico, Don: (Brown Derby) Boston, nc. Rinaldo, Nina: (Yacht Club) Chi., nc. Robbins, Little Sammy: (Raleigh) Washington, D. C., h. Roberts, Eddie: (Red Mill) Bronx, nc. Rock, Dorothy: (Harry's New York Cabaret) NYC, nc. Rodriguez, Chago: (Hildebrecht) Trenton, h. Rodriguez, Jose: (Momparrasse) NYC, nc. Rosen, Tommy: (Wisteria Gardens) Atlanta, nc. Rudolph, Herbie: (Broad-Mont) Chi., cb.

Sadler, Laddie: (Vesuvio) St. Petersburg, Fla., nc. Saman, Herb: (Bal Tabarin) San Francisco, c. Sanders, Joe: (Blackhawk) Chi., re. Scott, Bud: (Hollywood) Alexandria, La., nc. Sears, Walt: (Casa Loma Club) Louisville, nc. Setple, Camo: (San Sotel) Havana, nc. South, Ed: (Meadowbrook) Cedar Grove, S. J., nc. Shaw, Ben: (Plaza Grill) Brooklyn, c. Shaw, Maurice: (Valhalla) NYC, re. Shelley, Lee: (Brunswick Casino) Boston; nc. Sherman, Maurice: (Casino Parisienne) Chi., nc. Sherr, Jack: (St. Moritz) NYC, h. Silva, Fran: (Pelican) Houston, Tex., nc. Smith, Stuff: (Onyx) NYC, nc. Snyder, Lloyd: (Olmsted) San Antonio, nc. South, Ed: (St. Club) Chi., nc. Spiro, Milton: (Merry-Go-Round Bar) NYC, nc. Spirits of Rhythm, Six: (Onyx) NYC, nc. Stanley, Arthur: (Yacht) NYC, nc.

Stanley, Stan: (Blossom Heath) Shreveport, La., nc. Stankow, Jack: (Vanity) Detroit, h. Stein, Maurice: (Chez Farea) Chi., nc. Stern, Harold: (Merry-Go-Round) Brooklyn, re. Stewart, Fred: (Half Moon) NYC, re. Stutz, Rich: (Mad House) San Diego, Calif., c. Subel, Alan: (Bedford Springs) Bedford Springs, Pa., h. Sullivan, Mickey: (Eden Gardens) Worcester, Mass., nc.

Tallare, Pedro: (Larue's) NYC, re. Telson, Lennie: (Wright's) Plainfield, Conn. Terry, Mack: (Tutweiler) Birmingham, Ala., h. Texas Co-Eds: (La Fontaine) Huntington, Ind., h. Thomas, Wit: (Nat Supper Club) Amarillo, Tex., nc. Thomas, Eddie: (Nut Club) NYC, nc. Thompson, Lang: (Peabody) Memphis, h. Tinsley, Bob: (Colosimo's) Chi., re. Tolan, Kay: (Harry's New York Cabaret) Chi., nc. Tompkins, Tommy: (Raymor) Boston, h. Thurn, Otto: (Alpine Village Hofbrau) Cleveland, re. Town Tattlers: (Mirador) NYC, nc. Trane, Loren: (Shadowland Club) Kilgore, Tex., nc. Tracy, Jack: (Frances) Monroe, La., h. Tydesley, Bobbie: (Irvin Cobb) Paducah, Ky., h. Tucker, George: (Cofers Club) St. Simons Island, Ga., nc. Twins of Harmony: (Frolles) Brooklyn, nc.

Van Garwood: (Madhouse) San Diego, nc. VanWinkle, Joe: (Melody Grill) Kokomo, Ind. Vell, Tubby: (Bruno) Chi., re. Ventura, Ray: (Cirque Medrano) Paris, France. Venuit, Joe: (Roosevelt) New Orleans, h. Verra, Al: (Congress) Chi., h. Vouzen, Nick: (Sapphire Room) NYC, nc.

Wade, Johnny: (Romance Inn) Angola, N. Y., nc. Wagner, Bill: (Jimmy Kelly's) Brooklyn, nc. Wallace, Jack: (Ball) NYC, nc. Waring, Fred: (Mainstreet) Kansas City, t. Webb, Joe: (Queen Mary) NYC, nc. Webster, Liona: (Onyx) NYC, nc. Webster, Ralph: (Lido) Tulsa, Okla., h. Weeks, Anson: (Edgewater Beach) Chi., h. Weeks, Ranny: (Cocoanut Grove) Boston, re. Weiser, Leo: (Michigan Tavern) Niles, Mich., nc. Whalen, Jimmy: (Bertolotti) NYC, cb. White, Austin: (Commodore Ferry) Toledo, O., h. Williams, Hod: (Club Edgewood) Albany, N. Y., nc. White, Dave: (Oasis Grill) New York City, re. White, Lew: (Variety) NYC, nc. Whitney, Walter: (Steamship Zee) Chi., nc. Whitney, Palmer: (Baker) St. Charles, Ill., h. Widmer, Bus: (Rendezvous) Battle Creek, Mich., nc. Williams, Joe: (Mark Twain) Hannibal, Mo., h. Winton, Barry: (Sapphire Room) NYC, nc. Witt, Joe: (Klown Klub) NYC, nc. Wright, Jack: (Frolles) Brooklyn, nc. Wylie, Austin: (Commodore Ferry) Toledo, O., h.

Young, Ben: (400) Wichita, Kan., nc. Zarin, Michael: (Waldorf-Astoria) NYC, h. Zelman, Rubin: (Caravan) NYC, nc. DRAMATIC AND MUSICAL Babes in Arms: (Shubert) Boston. Ballet Russe: (Auditorium) Chi. 28-Apr. 1. Boy Meets Girl: (Lyric) Richmond, Va., 1-3. Brother Rat: (Plymouth) Boston. Carte, D'Oyly, Opera Co.: (Hanna) Cleveland 28-Apr. 3. Dead End: (Shubert) Newark, N. J., 28-Apr. 3. Excursion: (Erangler) Phila 28-Apr. 3. First Lady: (Metropolitan) Seattle, Wash., 1-3. Great Waltz: (National) Washington, D. C., 28-Apr. 3. Idiot's Delight: (Cass) Detroit 29-Apr. 3. Jane Eyre: (Ford) Baltimore 29-Apr. 3. Leaning on Letty: (Selwyn) Chi. Miss Quiz: (Shubert) New Haven, Conn., 1-3. Reflected Glory: (Grand O. H.) Chi 29-Apr. 3. Tobacco Road: (English) Indianapolis 29-Apr. 3. Tovaritch: (Curran) San Francisco 29-Apr. 3. You Can't Take It With You: (Harris) Chi. Ziegfeld Follies: (American) St. Louis 29-Apr. 3.

INDEPENDENT BURLESK Beef Trust: (Gayety) Baltimore 29-Apr. 3; (Gayety) Washington, D. C. 5-10. Crazy Quilt: (Garrick) St. Louis 29-Apr. 3; (Gayety) Cincinnati 5-10. Ladies in Lingerie: (Hudson) Union City, N. J., 29-Apr. 3; (Troadero) Phila 5-10. Merry Maidens: (Gayety) Washington, D. C. 29-Apr. 3; (Hudson) Union City, N. J. 5-10. Monte Carlo Girls: (Century) Brooklyn 29-Apr. 3; (Howard) Boston 5-10. Nothing But: (Dames) Harrisburg, Pa. 31; Reading Apr. 1-2; Williamsport 3; (Casino) Toronto 5-10. Oriental Girls: (Casino) Pittsburgh 29-Apr. 3; (Gayety) Baltimore 5-10. Pardon the Glamour: (Empire) Newark, N. J. 29-Apr. 3; (Troadero) Phila 5-10. Paris by Night: (Howard) Boston 29-Apr. 3; (Empire) Newark, N. J., 5-10. Pepper Pot Revue: Open week, 29-Apr. 3; (Rialto) Chi 5-10. Snyder's, Bozo, Show: (Casino) Toronto 29-Apr. 3; open week 5-10. Swing Girls: (Gayety) Detroit 29-Apr. 3; (Capitol) Toledo, O. 5-10. Teases & Wheetees: (Capitol) Toledo, O. 29-Apr. 3; (Casino) Pittsburgh 5-10. Top Hat Revue: (Troadero) Phila 29-Apr. 3. Allentown 5; Harrisburg 7; Reading 8-9; Williamsport 10. (See ROUTES on page 92)

Barnes-Sells-Floto Show Has Refreshing Newness

Said to be best performance ever offered by this West Coast organization — is beautifully dressed — concert with Three Del Rio Mites an innovation

SAN DIEGO, Calif., March 27.—The Al G. Barnes-Sells-Floto Circus Combined got off to a flying start here March 20 on centrally located lot near ocean front. Two capacity houses and following-day, also here, straw houses. Manager S. L. Cronin is presenting a great show. Without question the very best performance this show has ever offered is the candid opinion of many showfolk and patrons who went to the opening. There is refreshing newness in everything; many unique ideas that do permit the ad line, "The Show in the program and show is finely balanced. Selection of feature acts is about an even break between those in the air and on the ground.

There is a new big top, 170 with three 50s; new menagerie, a 100 with four 40s; new padroom, horse tents, Side Show top, new banner fronts for Side Show. Edw. Versteeg and assistants in electrical department have put in new, ideally conceived arrangements for special lighting effects; midway, a boulevard lighting system, with varicolored ground flares in front of Side Show; Killeg lights are at both ends of midway; a new system in menagerie and for the big top; spots and ground reflectors and color wheels that add much to the spectacles and the acts in the air.

Spectacular is the word to use tabbing the program. There are two new specs. *Glamorous Old Mexico* is an outstanding (See BARNES - SELLS - FLOTO page 39)

Motorized Show For Vanderbeek

SOMERVILLE, N. J., March 27.—Robert J. Vanderbeek, of this city, a member of the CFA, will have a motorized show this season under the title of Roberts Circus. His equipment is about complete.

He will use a 60 with two 30s, new canvas, including marquee. All blues will have foot rests and the reserves will be grand-stand chairs. Two light plants will be carried. There will be a Pit Show, but no Side Show.

Ortan Cristiani Injured

LOS ANGELES, March 27.—Ortan Cristiani, of the Ortens (Cristiani) acrobatic act with the Barnes show, suffered painful injuries at the dress rehearsal of the show March 19 at San Diego at finish of act, tossed from teeter-board, doing a two and a half, to the shoulder of the topmounter, at four high, she missed footing, but fall was broken by her brother. Dr. G. W. T. Boyd gave first aid and she was sent to hospital for X-ray. No bones were broken and she will be back in act in 10 days, it was stated.

Dan Rice Opening At Jackson April 3

JACKSON, Tenn., March 27.—The Dan Rice Circus will open here April 3 under sponsorship of the combined Parent-Teacher associations of Jackson and much interest is being shown. The show will be one of beauty. All of the 32 trucks are out of the paint shop and they show the excellent painting ability of Lee Hinkley. Are decorated in flashy colors, with a background of red with appropriate trimmings. At quarters

(See DAN RICE on page 47)

GEORGE BRINTON BEAL

Writes on

Circus Under Canvas Vs.
Under Cover

In the Spring Number of
The Billboard Dated

April 10, 1937

H-W Is All Set For Chi Opening

Has imposing lineup of acts—rodeo to be staged at Peru, Ind., April 4

CHICAGO, March 27.—The new Hagenbeck-Wallace and 4-Paw Sells Bros. Combined Circus is all set to open this season at the Coliseum here April 7. Work on the equipment has been in progress at Peru, Ind., for weeks, acts have been going thru intensive rehearsals and executives of the show state that everything is "ready to go."

The show train will leave Peru night of April 4, arriving in Chicago morning of April 5. Rehearsals will be held in the Coliseum Monday and Tuesday.

Prior to leaving Peru, a rodeo will be staged at quarters afternoon of April 4. Among the acts to appear in the show (See H-W SET on page 73)

U. S. Govt. Making Inquest Of Ringling Bros.' Estates

BRIDGEPORT, Conn., March 27.—Leo Whaley, clerk of the Probate Court here, was subpoenaed by the United States Government Monday to appear in New York immediately in connection with a grand inquest of the estates of the Ringling Brothers, whose circus at one time maintained winter quarters in this city for a number of years.

The inquest is in connection with the estates of Otto, Albert, Henry, Alfred and Charles E. Ringling, and is being conducted for taxation purposes. Whaley was directed to take with him copies of the inventories of the Ringling Brothers' estates, which were filed in Probate Court here for taxation purposes during the period of their deaths ranging from 1911 to 1926.

Tom Mix Opening at Birmingham April 2-3, Auspices of Shrine

ANNISTON, Ala., March 27.—After a preliminary performance here March 31 the Tom Mix Circus moves to Birmingham for its 1937 premiere. The Anniston date will be sponsored by the combined Central Labor Unions. A street parade with many circus features, the Anniston Boys' Band and 60 mounted riders of the show will be staged at noon.

At Birmingham show will play at the fairgrounds April 2-3, auspices of Zema Shrine Temple. Mix will appear at the ceremonial April 1 with his famous picture horses, Tony and Tony Jr.

An Easter sunrise service will be staged under the Mix Circus tops at Anniston tomorrow. Music by the combined choirs of seven churches and the circus band under the direction of Carl D. Robinson will be features of the unique services. The entire personnel of the circus will be in attendance.

Tom Mix motored from his Beverly Hills (Calif.) home to Anniston, leaving the Coast March 19. Was accompanied by his wife, the former Mabel Ward. The star's personal bus arrived here March 21 in charge of Joe Bowers and James Turney.



CHEERFUL GARDNER will be superintendent of elephants with the Hagenbeck-Wallace-Forepaugh-Sells Bros. Circus.

Gainesville Show To Begin April 28

GAINESVILLE, Tex., March 27.—The Gainesville Community Circus will open its tented season here April 28-30. Invitations will be sent all Texas Circus Fans to be present for the curtain raiser.

Work on the spec wardrobe is being rushed and an intensive rehearsal schedule has been arranged.

Mr. and Mrs. Al Connors and son, Jimmy, instructors, left March 25 to play indoor dates before opening with Russell Bros. Circus in April. They had as guests for several days Mr. and Mrs. Arthur Henry of Seal Bros. Circus.

CFA Frank Walter and wife, who operate an amateur animal circus in Houston, were here recently visiting friends, and there was a big fanning bee at the home of CFA A. Morton Smith and wife, with the Connors and Henry families and a number of members of the Gainesville circus in attendance. The Smiths displayed their miniature circus and collections of circus items.

Gumpertz Signs Wadlow, Giant

SARASOTA, Fla., March 27.—Sam W. Gumpertz, general manager of Ringling-Barnum Circus, announced Thursday that he had signed Robert Wadlow, Alton, Ill., giant, proclaimed by medical authorities as the tallest man in the world, to appear with the Big Show, opening at Madison Square Garden April 8.

Wadlow, eight feet seven inches, will appear with Jack Earle, the Texas giant.

Wallace Gets Charter in Ga.

Ray W. Rogers is chosen president—show opens at York, S. C., April 8

MACON, Ga., March 27.—Wallace Bros. Circus was granted a corporation charter in Superior Court here this week. The circus has quarters in York, S. C., but maintains offices in Macon.

George R. and Minter J. Wallace have been identified in the automobile industry in the Southeast for several years and at various times have had interests in motorized attractions. This year they joined Ray W. Rogers, circus executive, in putting out a large new circus.

Officers were elected at the annual meeting. Ray W. Rogers is president; George R. Wallace, vice-president; Paul M. Conway, executive vice-president and general counsel; Minter J. Wallace, corresponding secretary, and Herbert W. Rogers, recording secretary-treasurer.

Ray W. Rogers will be general manager of the show. The Wallace Brothers will also be active in the circus operation.

Conway, a Macon attorney, has been general counsel for Rogers' circus and other interests for several years. He will be more active in circus affairs this summer, altho he is not giving up his law offices in Macon.

The show will open in York, S. C., April 8 and go out on 64 trucks, most of them new. All other equipment, canvas, seats, etc., will also be new. Performance will be given in three rings in 120-foot round top with three 50-foot middles.

Special accommodations are being arranged for Hoot Gibson, including private dressing and dining tents. Two welcoming parties are being arranged for Gibson when he arrives from West Coast around April 1. He will be welcomed in Atlanta by Governor E. D. Rivers of Georgia, and at York by Governor Olin Johnston of South Carolina. A special press party will also be held in York prior to opening.

Yankee-Patterson Opens March 29

VENICE, Calif., March 27.—The opening date of the Yankee-Patterson Circus has been set for March 29 at Santa Monica, Calif. James Wood is manager of show.

New big top will be a 100-foot round top with two 40-foot middles. Other new equipment includes an additional light plant, cookhouse and banners for Side Show.

Bill Lennet has been appointed assistant manager. Sid Murgatroy is in charge of the advance. Fay Wolcott has been engaged as producing clown. Monte Montana will feature his Wild West Congress in the concert as well as present an eight-horse Liberty act, in big show.



AVONNE GARDENER, who is appearing with the WPA Federal Theater Project's circus in New York.

To All Members of the International Alliance of Billposters & Billers of U. S. and Canada

The Following Shows Have Signed the International Agreement for 1937 Season:

- Tom Mix Circus
- Ringling Brothers and Barnum & Bailey Circus
- Hagenbeck-Wallace and 4 Paw-Sells Combined Shows
- Al G. Barnes' Circus
- Sparks' Circus
- John Robinson Circus
- Cole Brothers' Shows & Clyde Beatty's Gigantic Trained Animal Exhibition
- Russell Brothers' Circus
- Barnett Brothers' Circus
- Wallace Brothers' Circus
- Circus Operating Corp.

All Members of the Alliance Are Warned Not To Sign Up or Do Any Work for the Following Circuses Who Have Not Signed Our Agreement and Are Unfair to the Members of the IABP&B of U. S. and Canada:

- Dan Rice Circus
- Downie Brothers' Circus
- Seils-Sterling Circus
- Chase & Son Circus
- Schell Brothers' Circus
- Lee Brothers' Circus
- Polack Brothers' Circus
- Seal Brothers' Circus

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821 Longacre Building, 42nd Street and Broadway, New York City

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WM. McCARTHY, Secy.

A. THOMAS NOONAN, Treas.



With the
Circus Fans

By THE RINGMASTER

President, **FRANK H. HARTLESS**, W. M. BUCKINGHAM, 2930 West Lake Street, Chicago, Ill.
Secretary, **WALTER HOEHNADDEL**, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.

ROCHELLE, Ill., March 27. — National Secretary Walter M. Buckingham met President Frank H. Hartless in New York March 21. They had breakfast with Harper Joy and afterwards spent the morning discussing association matters. Buckingham reports that Norwich (Conn.) Fans are planning to attend Shrine Circus in Hartford, Conn. and later Cole Bros.' Circus in New York.

CFA A. Morton Smith lost his mother, Mrs. Stella Smith, who passed away at home of her daughter, Mrs. Raymond P. King, in Gainesville, Tex., after an illness of pneumonia. Funeral services were held at the Smith home in Gainesville. At the time of his mother's death Smith was ill with a severe cold and threatened with pneumonia. He received

many telegrams expressing sympathy, including those from National CFA President Frank Hartless and Governor James V. Allred of Texas. He has recovered from the illness and resumed his city editor's desk at *The Daily Register*. James V. Chloupek, Oakland, Calif., has been appointed to fill a vacancy as a director in the Circus Fans' Association.

Fans attending the first annual Shrine Circus at Rockford, Ill., evening of March 20 were Dr. and Mrs. Tormey, Mr. and Mrs. Sverre Braathen, Ralph Hoge, Vilaa, Nesson, W. L. Jackman; Waldo Dimond, of Madison, Wis.; Mr. and Mrs. Harold Eich, and Mr. and Mrs. W. H. Hohenadel, of Rochelle. Thru the courtesy of the show officials, a section of seats was roped off for the Fans, who witnessed a fine performance under direction of Orrin Davenport. Show did capacity business Saturday night, and Chairman Jarrett stated they had good crowds thruout the week. Band was under direction of Merle Evans, and Fred Ledgett did the announcing. The Antaleks, high perch act, was featured, with the following on the program: Ethel Freeman, cloud swing; pony drill, handled by Fred Ledgett; Griffy Sisters, iron jaw; Bell Trio; five elephants, directed by Irene Ledgett; Janet May, one-arm planges; Walter Jennier and Buddy; double traps, the Antaleks; Riding Davenport; Janet May Duo, ceiling walk, and Flying Concellos, closing the show. Clowns were Leo Kerns, Shorty Flemm, Chesty, Denaro. After the performance the Madison Fans had as their guests at the Rainbo Room, Faust Hotel, the Antaleks and Bob Porter.

A circus fanning bee was enjoyed at the home of A. Morton Smith in Gainesville, Tex., evening of March 17, the occasion being a visit from CFA and Mrs. Frank Walter, of Houston, who operate an amateur wild animal circus. Others in attendance were Mr. and Mrs. Al Conners, of Russell Bros.' Circus; Mr. and Mrs. Arthur Henry, of Seal Bros.; CFA and Mrs. Leon Gilmore and Mr. and Mrs. Alex Murrell and Mr. and Mrs. Fortis Sims, of the Gainesville Circus. The Smiths displayed their miniature circus and their collection of programs, heralds and couriers.

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Two men Combination Trick Riders and Trick Ropers. Also three good Clowns. Show opens March 31, Anniston; April 2 and 3, Birmingham; all Alabama.

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Howe Bros.' Show Moving on 15 Trucks

PALM SPRINGS, Calif., March 27.—Howe Bros.' Circus, which opened recently, is moving on 15 trucks with the usual housecars. Baker & Lockwood furnished all new canvas. Show will be

Russell To Have Class and Flash

ROLLA, Mo., March 27.—Russell Bros.' Circus will be characterized by much class and flash both on the lot and under the big top, an inspection of activities in progress here at quarters reveals. All of the new Chevrolet motive-power units and special-built streamlined bodies from the Springfield Wagon and Trailer Company are of gleaming white, handsomely lettered in red with blue shading. With everything else newly painted and new canvas thruout, the show will present a beautiful sight.

A suggestion of what is to follow will be given in the show stands by the beautiful new No. 1 car, which is in the new color combination. Francis Kitzman, brigade agent, is here supervising the interior construction, having arrived this week from Florida, accompanied by his wife.

Painting and lettering activities are proceeding under direction of Alex De-Beers. Meanwhile all other work is going forward apace in anticipation of the season's opening April 15. Baker-Lockwood has made delivery of the new big-top canvas and poles and other units will follow shortly. Construction of cages for the menagerie is being pushed to completion, equipment is being installed in the new light-plant unit, and the cookhouse truck is being completely rebuilt and a new type of stoves installed. Jesse Morris is master carpenter; Louis Hanson, chief electrician, and J. B. (Skinny) Kennedy is back as head mechanic, all under Mechanical Superintendent E. A. Peterson.

Fred Ledgett, equestrian director, who recently worked the Shrine Circus at Rockford, Ill., is expected in a few days, accompanied by his wife. H. H. Hall, manager of side show, now in the East, is lining up a fine array of attractions.

A glimpse into the wardrobe department indicates that the big-show performance will be dressed up as never before. In addition to bright, colorful new wardrobe for the entry, costumes have been designed for the menage act that will strike a distinctly new note.

Robert O'Hara, advertising manager, is in Rolla Hospital with a broken leg as a result of a mishap while horseback riding last Sunday.

Beers-Barnes To Begin Tour Middle of April

MIAMI, March 27.—The Beers-Barnes Circus will open season approximately April 15 near Augusta, Ga. Work is being completed here on new trailers and painting of trucks. Color scheme will be red, with gold and silver trim.

Roger A. Barnes has broken a dog, pony and monkey act, which will be handled by Mrs. Eddie Mixon. Charles Beers has taught "Chubbie," movie bear, some clever routines. Doris Barnes and Sadie Beers have added new thrills on the wire.

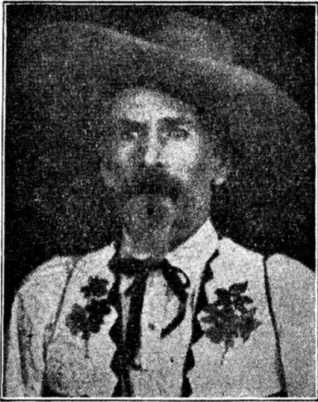
A new trailer for the band is nearly finished. This season show will carry a concert band. Lee and Lila Daniels will join with Side Show, which will be under new canvas.

In quarters this winter were Mr. and Mrs. George Beers, Mr. and Mrs. Roger Barnes and daughters, Doris and Loris; Mr. and Mrs. Charles Beers, Mr. and Mrs. Eddie Mixon and children and Maurice Tennyson. Mr. and Mrs. Harold Muir have arrived from Lagrange, Ga. Muir had been confined to hospital, but is feeling much better and will be ready to work on the advance April 1.

Mr. and Mrs. Al Kadel, of Silver Bros.' Circus, are daily visitors. Flying Lesters, who have been here all winter, left for Southern Mississippi to join a carnival. Clint and Harold Barnes and Frank Shepard joined Cole Bros.' Circus in New York.

in this State for a few stands, then into Nevada and on east. Mrs. Walter Gollmar and son visited for a few days, Walter Jr. playing first chair cornet.

Among those on staff are Tom Atkinson, owner and manager; Ray O'Wesney, assistant manager; Art Powell, lot superintendent; Henry Bland, band leader; George Dawson, master of transportation; Felix Duval, director of publicity; Douglas Spicer, contracting agent; T. J. O'Brien, special agent and brigade manager; Roy Roberts, boss billposter; Charles Coleman, boss lithographer; Vates Lola, schools and radios.



COL. W. F. FLEMING (Kit Carson Jr.) will be the feature of the Wild West with Seils-Sterling Circus. Has been absent from the big tops since 1928.

Chase Opening Is Postponed

KANSAS CITY, Mo., March 27.—The opening date for Chase & Son Circus will be April 29 at Kansas City, Kan., instead of April 15, as previously announced. Mrs. Fielding Graham, wife of show's manager, was operated on at Kansas City Hospital, but is recovering nicely.

Everything from stakes to big top will be new. Admire and Bray were here recently and left to reconstruct some spots that were set for earlier dates. Twenty-two people are now at quarters. Graham recently returned from Colorado and Tulsa, Okla. At Tulsa he bought from Pullen several more ponies, making a total of 16. Also at quarters are 6 menage horses, 2 mules, 12 goats, 8 monkeys and 5 cages of wild animals. A herd of elephants will arrive April 5. Special truck bodies have been completed for every department.

The Central Show Printing Company is doing all the show's printing. It will also publish a newspaper of four pages, which will be used on rural routes and in town billing. All contracts, press material and mats are made at the Central's office. Date colors will be black on yellow.

Barker Unit Playing Houses

ZANESVILLE, O., March 27.—A neatly framed circus unit, under title of Barker Bros. Society Circus, is playing theaters in Ohio. The circus has been adapted to stage presentation and the unit has bookings that will keep it in theaters for several weeks yet.

Acts with the unit include Bloomberg's Alaskan performing dogs, a real novelty; Wells Bros. trio bar act; Eva Kelley, aerialist; Bobby Bumps, clown; Three Comedy Comrades, acrobats; four-pony drill, trained dogs and monkeys. Unit carries its own band. Is moving by motor and carries about 20 people in addition to some 40 head of performing stock.

Lion Attacks Marshmann At Seils-Sterling Quarters

SPRINGFIELD, Mo., March 27.—Howard Marshmann was recently attacked by a lion at quarters of Seils-Sterling Circus. While cleaning the cage animal bit a hole thru his ankle. Will be unable to do anything for several weeks.

Whitey Carroll, steward, who has been ill the last two weeks, was released from hospital March 20.

Mrs. Maude La Rue arrived at quarters March 16 and is making wardrobe for the new spec *Cinderella in Jungleland*.

Orval Lindemann and Joe Siegrist have just completed building a new flying rigging and a new net.

Joe Kennedy has received a new light plant and a new candy floss machine.

A crew of eight men is building a chair grand stand to hold a thousand chairs, which will be a feature of the show.

Mr. and Mrs. Al Beck are expected to arrive at quarters within a few days.

Springfield Wagon and Trailer Company has just completed a new Frigidaire for the cookhouse.

Dexter Fellows (CSSCA) Tent Tattles By FRED PITZER

NEW YORK, March 27.—The executive committee will hereafter meet on Wednesdays instead of Tuesdays as heretofore at 70 Park avenue. Joe Doble is a splendid host.

Here is an amusing anecdote recently culled from Bill Farnsworth's column, "Sidewalks of New York," in *The New York Evening Journal*:

"Didja ever notice Jimmy Johnston, the boy promoter, peering thru a crowd? . . . Well, we've just found out the reason for that squint-eyed look. . . . Fifty years ago, when he was a lad of 12, the circus hit town. . . . A roustabout with the 'stupendous, colossal, gigantic' ran into our little James and asked him how he would like to drive the zebra wagon in the parade. . . . 'I'll get you the job if you'll pay me \$1,' the roustabout said. . . . Jimmy rushed home pell-mell to his mother. . . . 'Maw, give me a dollar, will ya?' he pleaded. . . . Then he explained how he would induce the parade master to send the animal parade right by the Johnston homestead. . . . And maw's Jimmy would show all the lads of the neighborhood off by being seated up on the zebra wagon with a handful of reins. . . . Maw finally fell. . . . And so did Jimmy a little later. . . . He rushed back to the roustabout and plunked the one-buck bill in his hand. . . . 'Okeh, young man, go over to that stable down the street, ask for Clancy and tell him to turn the zebra wagon over to you and we'll start the parade right away.' . . . Jimmy scrambled to the stable (See DEXTER FELLOWS on page 73)

WPA Show Moves To Bronx Coliseum

NEW YORK, March 27.—WPA Federal Theater Project's circus moved to the Bronx Coliseum last Saturday for a series of week-end runs. Despite the fact that show was here latter part of January, biz was fair both Saturday and Sunday. "Big Rosie," elephant, was with show again. Show will be here until April 4 and then moves to Ridge-wood for a three-week stay.

Bandmaster Max Tilkin has introduced all new numbers in concert. . . . Despite opposition, show has had its share of the breaks with Manhattan papers. . . . Alec Campbell is working on a new clown walkaround. . . . Many of the show's personnel were visitors at the Cole show opening. . . . Announcer Billy Walsh renewed old acquaintances. . . . Visitors at the Coliseum were Tommy Taylor, Bob Jones and Buck Baker. . . . Stanley George is breaking his wire-walking bears into several new routines, reports Wendell J. Goodwin.

Early Wallace Paper In Upper Ohio Valley

EAST LIVERPOOL, O., March 27.—"Coming soon" paper is up in the upper Ohio valley, heralding the coming of the new Wallace Bros. Circus, due to invade this territory about April 20. Veteran bill posters here said this week they can not recall when circus paper had been posted so early.

A permit has been issued by Mayor Earl Greenawald for the show to exhibit here April 22, earliest date for a circus here on record. So far no other shows have been granted permits, officials here said this week.

The Saving Soul

Jake was a worthless and improvident fellow. One day he said to the local grocer: "I gotta have a sack o' flour; I'm all out, an' my family is starvin'."
"All right, Jake," said the grocer. "If you need a sack of flour and have no money to buy it with, we'll give you a sack. But see here, there's a circus coming to town in a few days, and if I give you a sack of flour are you sure you won't sell it and take your family to the circus?"
"Oh, no," said Jake, "I got the circus money all saved up already."—Anon.

BARNES-SELLS-FLOTO—

(Continued from page 36)

ing spectacle, all wardrobe and trappings are new and most colorful. Five hundred people are on track and in rings and on stage. The women are beautifully costumed and the stage presentation is in line with other parts of the show, highly artistic and colorful. The ballet and the many dance numbers again rehearsed and directed by George Cunningham, noted Hollywood ballet maestro. Music is all new, score for the specs done by Eddie Woekener. The interpolated dance numbers are featured with Alba and Rodolfo from Mexico City. Chata and Palafax and Morello and Vasquez are special dancers; Charlotte Hoffman, prima donna; Luther Hoobagar, Persian tenor; Sig Ernest Torn, baritone, and the Meicana Octet, mixed voices.

Juggling Girls Head Pageant

Opening pageant is headed by six baton juggling girls, then bugle corps of six mounted women; the Golden Girl on the Elephant, Grace Aster; Eddie Woekener's splendid band; 18 elephants, all lead stock; hippodrome track, stage and rings filled with dancing girls and men; in rings, a conglomeration of odd musical instruments played by men in costumes just as odd. Special yearly feature of the opening was the Bonham Bros.' boys band of 150, a fine organization, directed by Jules Jacques. Played a 45-minute concert preceding the performance. Eddie Woekener's Band split time with this band, playing standard overture and novelty numbers, with Woekener doing his snappy dancing, whistling and playing various instruments.

Bert Nelson with his mixed group of 26 cats sells the act in a most showman-like manner and received a big hand. New tigress, Princess, in new line of tricks, specially noted. The Cristiani troupe of riders, eight in number, received an ovation. Hal Silver, on tight wire; the Ortens, teeter-board act; Karleys airplane perch act; the Flying Artonyms; Walter McClain's big, fast moving elephant act; Del Rio Trio, tiny mites; new 30-horse and single elephant act, and America Olvera, single trapeze, are other highlights. Program reflects much credit on the part of Mr. Cronin, Pat Valdo and Bob Thornton. Show ran two hours and 35 minutes, but when ironed out will be cut to two hours.

The Program

Display No. 1—Inaugural Pageant, *Glamorous Old Mexico*.

No. 2—Ring No. 1, ponies worked by Ova Thornton; arena, seven-lion group, Capt. John Myers; end ring, ponies, William Dietrich; clowns on track.

No. 3—In rings, horses, dogs and ponies, Myrtle Williams and Myrtle Stanley; in arena, riding tiger on elephant; several new tricks added, most notable the elephant on pedestal doing a whirl, tiger long jumps thru hoop and elephant with tiger atop rolling barrel, presented by Bertha Matlock to a big hand. On track, Ruth, elephant, led by Joey, big chimpanzee, both playing mouth harps.

No. 4—End rings, principal riding act, the riders, Chieta Cristiani and Cosette Cristiani. Clown number, this to fill time getting the Bert Nelson act ready in steel arena.

No. 5—With special announcement, Nelson with mixed group of 26 cats, many animals in act newly broken. He displayed keen show sense in the salesmanship used in selling the act, one of thrills. Tigress Princess, only in training seven weeks, doing slow come down from top of pyramid and slow crawl with fast roll-overs as finish. Nelson finished with Norma, moving picture lioness, a fine display of animal subjugation; an apparent rough wrestling act that received a tremendous round of applause. Act found great favor with the audience.

No. 6—On track, Elephant Ruth carrying Howard Davis by head. Singing girls on swinging single and quint ladders and cloud swing; the band with the girls singing *It's a Sin To Tell a Lie*, with Eddie Woekener's whistle obbligato. A very highly approved number from applause received. Girls on ladders, Hazel Moss, Bertie Youden, Golda Higdon, Louise and Marion Cristiani, Maude Williams, Margaret Graham, Vernis Mitchell, June Cristiani, Bertha Matlock; cloud swing, Babe Thomassen, Concha Pope, Myrtle Stanley, Shirley Griffin; quint ladders, Mary O'Neil, Fleurette Goudreau, Edna Rogers, Phyllis Johnson, Celia Lee, Marie Yarbough, Gertrude Goudreau, Vivian Nelson, Tosca Satar, Bettie

Escalante; center, shoulder perch, Ornata Duo.

No. 7—Ring 1, eight Palomina Liberty horses, John White; center, 10 zebras, Bob Thornton; ring 3, eight spotted horses, Ronald Simpson. For finish all in and around center with tableau, elephant on pedestal and horses doing hind-leg stand. Special hind-leg horse worked by R. Simpson. First concert announcement, John Tavlin announcing the Del Rio Mites.

No. 8—End rings, seals, Joe Belovockey and Leslie Borinstein, with Shirley Griffin and Vernis Mitchell dressing the act; center, six girl riders, elephant doing headstand with Marie Woekener the performer.

No. 9—The Artonyms, three men, two women, flying return act, doing doubles and two and a half to hand catches and cross over as high spots of the act. Big applause; a very fine act.

No. 10—One of the greatest acts of the kind, the Ortens, teeter-board and acrobatics thriller; girl thrown from teeter-board to four high, this received a terrific round of hand clapping. In end rings on wire, C. Escalante, M. Yardley.

No. 11—A new creation of Mme. Cherie. Three groups of posing girls, end rings in white; center bronze; the subjects, The Call, The Runner, Music and Diane. Act beautifully presented and received big hand. Girls in the display, Edna Rogers, Phyllis Johnson, Fleurette and Gertrude Goudreau, Aida Long, Marie Yarbo, Bettie De Leon, Grace Asher, Shirley Byron, Mary Banning, Celia Lee, Pauline Howell, Myrtle Williams, Golda Higdon, Vivian Nelson, Myrtle Stanley; on track, gaited horses, ridden by Margaret Garner, Ova Thornton, Andrea Gallagher, Alma Taylor and Diane White.

No. 12—In center ring, with special announcement, a sensational European novelty act, the Karleys, two men and a woman, styled perch airplane act. Much rigging for this miniature weighing 1,055 pounds, model of the Eiffel

No. 17—Big clown crazy walk number.

No. 18—Special announcement for America Olvera, single trapeze and a real sensation. Among best tricks, head and one-foot balance on swinging trapeze. In end rings, Elva Daring and Margaret Sayres.

No. 19—Hippodrome races, usual numbers, with the closer Derby Day, most colorful. Over one hundred people mounted.

The Concert

This is a real innovation, discarding the usual concerts as have been given. The entire concert is done by the Three Del Rio Mites, billed as Leprahons, from Madrid, Spain. They do song numbers with aid of Mike, Paul and Jack Tavlin, comedy patter, and Tavlin does a lecture, after which the Mites are placed on small stage for reception. This arrangement with Tavlin to produce the whole concert is just uncanny showmanship. At the performances ticket sellers carry lingerie and wearing apparel of the three. At the Saturday afternoon show over 2,300 remained for the concert and at night show the whole grand stand on front side and part of the off-side reserves were filled. As a build-up for the concert in the menagerie there are 12 beautiful show-cases, six feet long and two feet wide, regular high-class department store style, set on elevated stage 18 inches from the ground. Cases resemble show windows, and in the 12 cases, daintily arranged, is displayed wearing apparel of the tiny folks. No two cases are alike. Behind the show cases are eight girls in uniform answering questions, stating facts relative to the Tinsies and distribute hand bills with the life history of the Del Rios as reading matter. This is just a natural. Jack Tavlin makes the announcements and is assisted by Mike Sellers.

The Side Show

Manager Sterling (Duke) Druken-

There were several very amusing new clown numbers and figures for walk-arounds.

Big Show Band: Eddie Woekener, director; trumpets, Niklas Skwartz, Toni Balsom, Walter Isler; clarinets, Anton Tonar, Frank F. Tonar, Joe Miller, Jack Sprague; flute, Vincent Tolliver; trombones, Harry Fairbanks, Andy Gardner, Alebert Mitchell; euphonium, Joe Fiore and C. L. Karr; sousaphone, Dallas Davis and G. C. Davis; calliope, Pete Shelton. Very snappy band, playing standard selections and novelty numbers.

The Staff

S. L. Cronin, general manager; J. D. Newman, general agent; D. T. Bartlett, legal adjuster; Theo Forstall, treasurer; Jack Youden, secretary; Frank Chicarello, assistant to general manager; Max Fletcher and Harry C. Baker, contracting agents; John J. Brassil, manager Car No. 1; Earl De Glopper, brigade manager; Gardner Wilson, general press representative; Cliff McDougall, story man; Klara Knecht, educational director; Karl Knudson and J. W. Peterson, 24-hour men; Capt. W. H. Curtis, general superintendent; J. C. (Dusty) Rhodes, auditor front door, Turner Thomassen, timekeeper; Mark T. Kirkendall, white wagon; Chester Felke, superintendent concessions; Harry Bert, superintendent tickets and press back; Robert Thornton, equestrian director; Roland Simpson, assistant equestrian director; Duke Drukenbrod, manager side show; George Tipton, steward; Jimmy Thomassen, candy stands cashier; C. Y. Clifford, candy floss; Buck Rogers, big show banners; Arthur Sturmak, candy stand banners; H. Allan Browne, director Side Show band; J. O. Forbes, chief mechanic; Jersey Schanck, superintendent Side Show canvas; Blackie Williamson, boss property man; Walter McClain, superintendent of elephants; Gabriello Costello, superintendent of menagerie; Judd Bullock, trainmaster; Leonard Wakeling, head porter and lunch cars; Edw. Versteeg, chief electrician; George King, superintendent wardrobe; Al Moss, head usher; Merle Rittenour, superintendent ring stock; Mike Tschudy, (See BARNES-SELLS-FLOTO page 41)

Social Security Act

In the Park Department of this issue appears the third 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.

Tower. On top miniature practical airplane and trapeze rigging, woman does thrills in the plane, man on trapeze the while Carl Polli balances the rigging and performers on his shoulders. This is a thriller and act went over in a big way. On track, John and Edna White and leaping pincers, greyhounds and comedy small dogs.

No. 13—Wonderful Cristiani troupe of riders, five men and three women. Doing all of last season's tricks with many added new ones, particularly the three men standing each on a horse, three-horse tandem formation, rider on rear horse turns somersault from rear horse thru hoop to ground; rider on first horse does twister thru hoop to second horse; rider on second horse to third. This with the eight people jumping to sitting position and the four men jumping at once to standing position on fast-running horse added much to this excellent act. Seven horses used in act received an ovation.

No. 14—Walter McClain and herd of 18 pachyderms filling all rings. In Ring 1, Edna Rogers; center, Bertha Matlock; three, Bettie Boalt. Fast-working herd with new tricks; long mount finish on track; actual time of act four minutes.

No. 15—Clown band filling time while rigging for Hal Silvers wire act getting set. Then Hal making drunk entrance and doing a most outstanding act. He worked solo with special announcement and doing forward and back somersault on tight wire. Hearty round of applause.

No. 16—Menage number, a splendid act. Menage numbers with special horses, ridden by Ova Thornton on Kirby Dare, five-gaited horse; Ginger, rope-skipping horse, Alma Taylor; Rex Love, Spanish trot, ridden by Audrey Gallagher; Teddy, Yankee Doodle horse, ridden by Margaret Gardner. Second concert announcement and Lotus hippo to cart on track, driven by Celia Lee.

brod has assembled an excellent show. Inside set-up, platforms and decorations are very noticeable, and there is very good entertainment provided. Incidentally, he stated that business at San Diego was in excess of last year. Jack Elkins is assistant manager; Pete Staunton, Punch and inside lecturer; John Red White, Don Whitney, Tom Hart, Al Vincent, Jimmie Cotton on ticket boxes. George Wills and John Wade, ticket takers. The attractions: Virginia Butterfield, mentalist, with a new beautiful Oriental setup; Frances O'Conner, armless girl; Maurice Eugene, sword swallower; Josephine (Serpentine) Martin, snake; John and Marie Winters, Illiputians, with a dollhouse illusion; Maxine, piano accordionist; Flip, Frog Boy; Earl Graham, Professor Renaud, novel illusion show; Bagdad Nights; Manuello's Marimba Band, Paradise Radio Hawaiians, Fred Ball, manager and musician, Aubrey Ball, Edna Ball, musicians, Grace Barry, Lillian Jones and Barbara Wagner, dancers; Wallace's Scotch band, Agnes Wallace, Bessie Chandler, Barbara Harrison, Rita Graeff; H. Allan Brown's band and Old Carolina Minstrels, Sheldon T. Reamey, Booker T. Fossie, George Bell, trumpets; Cecil Carpenter, trombone; Brown, director and trombone; Safford Swain, clarinet and sax; Robert Washington, sax and reeds; Melvin Gaskin, sousaphone; Richard Rideout and Charles A. Johnson, drums, Zeke Foster, James Smith and Willie McMurphy, comics, Arthur Turney, songs and imitations, Jersey Schanck, boss canvasman.

In Clown Alley are Milt Taylor, producing clown; Roy Warren, Abe Goldstein, Bob Wallace, Fay Avalon, Chick Dale, Frank Cherry, Germaine Simmons, Midget Bagnaghi, Bob Downing, Mike Garner, Homer Goddard, Arthur Burson, Jim Flagery, George Lindsey, Bobo White, Bill Dietrich Trig, George Simpson, Martie Thorwald and Jim Pearl.

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WANTED—Colored Musicians, Performers and Chorus Girls that can really cut it. Salary sure. Also one good White Man to manage Wild Animal Side Show, that can grind. Also one good White Man to sell reserve seats and concert tickets for the Main Show. This is a one niter. Wire or write per Route, Georgetown, April 3; Bastrop, 4; Luling, 6; Yonahua, 7; Cuero, 8; Victoria, 9; Sinton, 10; Aransas Pass, 11; Corpus Christi, 13. All Texas.
THE ALABAMA MINSTREL, Jack Nallor, Mgr.

WANTED

Few more Acts, Boss Canvasman, Seat Man, Girl to do Aerial Work, Workingmen. Come on into winter quarters.

LEWIS BROS. CIRCUS

O'Brien Road, East Jackson, Mich.

SILVER BROS. CIRCUS WANTS

Musicians, All Instruments: Team doing two or more acts, Bannerman, Strong Side Show Attraction. Want to buy Lion cheap for cash, or any other suitable animals for Side Show. Some privileges open long season. All address SILVER BROS. CIRCUS, Box 386, Petersburg, Va.

WANTED

Circus and Side Show People of all kinds. Man to work Ponies, Oriental Dancing Girls. Man to handle Oriental Show. All privileges to let. For Sale 30x50-foot Tent complete, round ends, 8-foot wall, good condition. Address **MANAGER MOTORIZED CIRCUS, West Monroe, La.**

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End your correspondence to advertisers by mentioning The Billboard.

FRANK P. MEISTER has been engaged as band leader with Beers-Barnes Circus.

GORDON NEWHAM will be with Lee Hinckley on Dan Rice Circus.

RAY SWAN, of Famous Robbins Circus, was in Kansas City on business for several days.

CHARLES ROBINSON will work come-in and do general clowning with Famous Robbins Circus.

THE KLINES (Elmer and Elvira) purchased a new Ozark De Luxe trailer in Detroit and will start on road April 1.

ABE RADEMAKER, clown, who was with Hagenbeck-Wallace from 1930 to '35, will again be with that show.

CHARLIE PERKINS, who was with the Sam Dill and Tom Mix shows, is at Nashville, Tenn.

RUSSELL G. KNISELY finished his winter activities and has taken up duties as agent of Walter L. Main Circus.

EDGAR MAYOTT will be with the Atterbury show, playing trombone. Will also have dog act.

WHY NOT have a historical spec with your show? A number of the big tops presented them years ago.

FREDDY LEONARD will do contortion, rings and clowning on the Rice show.

ED RAYMOND, clown, will be with Wallace Bros.' Circus, his fourth consecutive year with Manager R. W. Rogers.

EDDIE SHABOO, wrestler, who owns the Blue Mill Cafe, Athens, Ala., will appear in concert of Wallace Bros.' Circus with Texas Ted Lewis Wild West.

WARREN WOODS, formerly with Ringling-Barnum, now manager of Leonia Theater, Leonia, N. J., recently had a circus program at his house.

HARRY DEMARLO and Marlette are at Club Madrid, Buffalo, N. Y., indefinitely. Have been playing steadily all winter.

LAWRENCE (RED) FILLINGER is again with Bob Eugene Troupe. Played Shrine dates at Minneapolis and St. Paul.

BELL TROUPE is at State-Lake Theater, Chicago, this week, under name of Five Wondas. Will open season with Cole Bros.' Circus at Chicago Stadium.

COLE BROS.' Circus had a good start at the New York Hippodrome, its first time in the big city. The 25-day engagement looks very promising.

DON BRUCE will not be with Hagenbeck-Wallace, as mentioned last week, but with Lewis Bros.' Circus as ticket seller.

ARTHUR AND MARIE HENRY will

MIDWEST CIRCUS WANTS

For Big Show: Novelty and Comedy Acts. One act to feature. White Musicians for big show band, Bass and Cornet. For Side Show: Working Acts, Ragtime and Musical Acts, Colored Musicians and Minstrel People. Privilege People for Side Show, Side-Show Boss Canvas Man. For the Advance: Billposters and Lithographers. Man to handle front of Side Show. Advance Press Agent. For Sale 5-KW Light Plant, four-minute Picture Machine mounted in living trailer. Advance address RAY SWAN. Side-show people address WM HEATH. All others MANAGER CIRCUS, Box 277, Poplar Bluff, Mo.

WANTED

Candy Butcher, who can make pitch, also Butchers, Novelty Man, Lunch Counter Man. Must be sober.

Write

E. C. MARTIN

ATTERBURY BROS.' CIRCUS, Dakota City, Neb.

DOWNIE BROS. CIRCUS

WANT FOR SIDE SHOW

On account of last-minute disappointments, Sword Swallower, Punch and Judy, any good Novelty Acts, Ticket Seller, Hula Dancers, Red Wori, where are you? W. E. DEBARRIE, 3629 Shady Court, Ft. Wayne, Ind.

WANTED Experienced Contracting Agent

Must have car. Band Leader and Musicians. Long season.

ATTERBURY CIRCUS
Dakota City, Neb.

Under the Marquee

By CIRCUS SOLLY

again be with Seal Bros.' Circus, their third season with Manager Bud Anderson.

G. H. MILLER and wife have signed with Lewis Bros.' Circus. Mrs. Miller (Bobbie, tattooed woman) will be in Side Show and her husband will be on ticket box.

WALLY AND JEAN WALLICK closed their dance school in Dover, O., March 20 and left for quarters of Russell Bros.' Circus. Were also with that show last season.

THEODORE T. GALLUP, elephant and animal trainer, recently terminated his connection with the Field Museum of Natural History, Chicago. He had served as zoologist there the past year.

RUTH RENO, of Elsher Bros.' Circus, en route to Tampa, Fla., to obtain a new auto cruiser trailer, met an old friend, Dot McCarty, who has a new V-eight and nice home on wheels.

SPOT GRIFFIN will work on stock with the Hagenbeck show. En route from Birmingham, Ala., to Peru, Ind., he stopped off in Cincinnati and visited *The Billboard* offices.

MELVIN D. HILDRETH has received a rare gift from Emil Hurja, which consists of a photograph of P. T. Barnum and Tom Thumb, bearing the autographs of each.

DeROY BROTHERS, clowns, will be with Wallace Bros.' Circus. While attending a movie recently at Quincy, Mass., they left gas heater on in their trailer, which caught fire, destroying it.

STAATS BROS.' CIRCUS will open latter part of May. Manager E. E. Staats returned to New York from Bloomsburg, N. J., where show is being readied.

AGENTS don't have to wear a \$100 suit of clothes. What they do have should be kept neatly pressed and brushed. No excuse either for dirty linen.

JAMES (JIMMY) O'CONNOR, trainer, who had charge of the Cole show's African elephant several years ago and who made the season with the Barnes show last year, is with the Youngstown Sheet and Tube Company, East Chicago, Ind.

KARL ANNON and Charles Sincel arrived at quarters of Silver Bros.' Circus, Petersburg, Va., March 22 to get ready for the advance. Doc Bill Taylor stopped off on way to Lancaster, Pa. Doc Marshall and Rags Ragland were recent visitors.

AMONG the Washingtonians attending the opening of Cole Bros.' Circus at the Hippodrome in New York were Harry A. Allen, William Wetmore, Robert Denmead and Melvin D. Hildreth. Noted also were Colonel Consolvo, of Baltimore, and George Duffey, of Fort Plain, N. Y.

ELDON D'ORIO, formerly drummer with Navy Band at Washington and recently featured on radio programs, will play his 14-foot vibraphone with L. Claude Myers' Band on Russell Bros.' Circus. Has a truckload of drum equipment and his own truck to carry it.

CARRIE M. SCOTT, singer, physical culture exponent and contortionist, is slowly recovering from two years' illness in Baltimore. She recently underwent an operation at Johns Hopkins Hospital. Is planning to go in business in Baltimore selling toy dogs and other animals.

PLACE a few more musicians in that big show band. Don't try to save on this department. Let your musical end be a credit to your organization.

DOLLY AND HENRY KRAMER, who were with Graham's Midget Circus at Great Lakes Exposition, recently left Miami Beach for a two-week cruise, as guests of Stan Stanton on his 170-foot yacht. First stop at Havana and then to the Bahamas, after which they will return to open engagement in Atlanta.

RINGLING-BARNUM is being billed

Big top is a 60-foot round top with one 30-foot middle. Chief Ed Eagle and the missus are presenting the concert to nice business. Ben S. (Dinty) Moore left recently for Peru, Ind., his home town.

WILLIAM J. CONWAY, contracting agent for Ringling-Barnum, was tendered a surprise birthday party arranged by many admirers at Al Muller's Cafe in New York City. Some 50 persons attended and Conway received many wonderful gifts, evidencing the high regard in which he is held by all who know him.

SILVERS JOHNSON states that a number of showfolks have been at New Waterford, O., this winter. It is headquarters for C. A. Klein. Red Malloy is working his dogs and pony. Barney Arenson is practicing daily with his partner, Jimmie Cowley. Myrtle Meinke (Mrs. Johnson) is practicing new act in order that it will be ready to work fairs with Silvers' Funny Ford act. Silvers is working on some big numbers for St. Louis Police Circus.

WALTER L. MAIN CIRCUS will open at Montgomery, Ala., April 5 instead of April 2, as mentioned in last week's issue. Rehearsals will be on April 2 and 3. En route from Geneva, O., Main lost a bundle of papers, including performers' contracts, which were ready to mail. New ones have been ordered and will be at quarters before opening. Main states that someone ransacked his room in a hotel going south and may have taken them.

HERBERT A. DOUGLAS, of Downington, Pa., sends the following, which appeared in the 50 Years Ago column in a recent issue of the local daily: "R. G. Bally, agent for F. T. Barnum, was in town, contracting for showgrounds. Advertising car will be in West Chester March 24 to bill the country hereabouts for Barnum's Great Show, which comes here May 11 and which will exhibit on the farm of Martin Darlington, south of the boro." Evidently Barnum believed in putting it up early.

NEWS OF the E. K. Fernandez Circus has come thru a Honolulu newspaper dated February 10. According to the Honolulu report, one-half of the circus is stranded there because of no means of getting to the mainland. The other half sailed for the mainland on the freighters Matunalei and the Lurline. The still-stranded half of the circus was taken to Ewa, where it will give shows. "There are still 15 good vaudeville acts, our circus band and some of the best performing animals and we will give shows as long as it is possible to raise a little money," Fernandez said.

MRS. FRED K. LEONARD sends following notes from quarters of Sells-Sterling Circus, Springfield, Mo.—More than 2,000 visited quarters on Palm Sunday. King Balle and son arrived with a new trailer. Mrs. Nellie Schrader recently celebrated her birthday anniversary. Doc Patterson was a recent caller. Two aluminum center poles are being made by the Springfield Wagon Works. Bill Lindemann and his niece, Lucille Lindemann, have arrived. Miss Lindemann took over the duties of bookkeeper. Jimmy Hamiter, of Dallas, and Leslie Sweeney have returned from a trip to Louisiana. Eddie Champeau will be back with the band as bass drummer, his third season. Eddie Bondurant has been transferred from Tulsa, Okla., to Springfield, Mo., in the Isley interests.

Butler, Braden Leave Sarasota for New York

SARASOTA, Fla., March 27.—Roland Butler, general press representative of Ringling-Barnum Circus, and Frank Braden, of the press department, left here last Sunday for New York, where they will prepare the way for the 1937 bow of the show.

Performers, personnel and equipment will leave April 1. All officials except General Superintendent Carl T. Hathaway will accompany this train. He will remain here until the canvas train leaves for Brooklyn May 1.

Loading activities at the quarters March 31 and April 1 will be shot by Bill Storz, ace cameraman for Fox Movietone, exclusively. These films will be rushed to New York, where they will be released simultaneously with arrival shots taken in that city.

for the Madison Square Garden engagement. Has large painted bulletins at Seventh avenue and 46th street, Seventh avenue and 42d street, a very large bulletin on 42d street between Broadway and Sixth avenue and one at corner of 42d street and Sixth avenue. They are a flash.

THREE FLYING SENSATIONS finished a week's engagement at Elks Charity Circus and Carnival, St. Petersburg, Fla., as featured attraction. Manager M. Paul Thorpe states that act has been fairly busy this winter in Florida playing fairs, indoor shows and events. Will soon start north for spring and summer route.

LOU C. DELMORE, manager of Cole Bros.' Side Show, and Felix Adler, producing clown for Ringling-Barnum, friends of long-standing, have been enjoying talks of by-gone days at the Hippodrome in New York. Delmore is again with the Cole contingent, currently playing the Hipp, and Felix is preparing for another season with the Big Show.

DR. WILLIAM M. MANN, director of the United States National Zoological Park and chairman of the James E. Cooper Top of the Circus Fans Association, has arrived at Medan, Sumatra, Netherlands, East Indies. He plans to return to Washington in August with a collection of animals now being gathered for the new buildings recently completed at the zoo.

FRANK J. WALTER and wife, of Houston, Tex., were among recent visitors to Gainesville, Tex., with A. Morton Smith and wife and Gainesville circus personnel. En route home, they took in Fort Worth Fat Stock Show, Rodeo and Horse Show. The Walters were picked as "Interesting People of America" by the *American* magazine—picture and short story in April issue.

BOBBY GREGORY, accordionist, last two seasons with Cole Bros.' Side Show, has left circus business to devote his time to songwriting. On March 18 he placed 62 of his hillbilly songs with a New York publisher to be put out in folio form this summer, and is now busy on three new folios. Bobby visited his many circus friends when the show opened at the New York Hippodrome.

ARTHUR BORELLA, who has been located at Galveston, Tex., will go to Chicago and open with Hagenbeck-Wallace Circus. He has been busy this winter appearing at service clubs, commercial associations, churches, schools, father-and-son banquets, President's ball, dances and at private homes. He presented various forms of entertainment to suit the occasion and received much publicity.

EMMETT KELLY and Otto Griebing, clowns, are a wow at Cole Bros.' Circus in New York City. Columnists have been writing about them. Why? Because their work is original and devoid of any copy.

WITH THE PASSING March 10 in Boston of Al Massey, who had been signed to direct the band for Lewis Bros.' Circus, Manager Paul M. Lewis immediately set about to contact the musicians Massey had contracted so that he could keep the band intact. Some of the addresses Lewis had received for the musicians contracted by Massey were not entirely accurate, but Lewis feels that he will round them up.

AN ARTICLE in the March 15 *Los Angeles Evening Herald* recalled the olden days of San Francisco, when John Williams thrilled visitors at the Bay City's west beach, known as the Cliff House. Williams was a brother of Mollie Williams, circus performer, and an uncle of J. Lamont, of Lamont's cockatoo act. Prior to his work with birds Williams was a trapeze performer, his most daring act being a tightrope walk from the Cliff House to Seal Rocks.

W. H. COOPER, half owner of the Cooper-Moore Variety Show, writes from Annapolis, Mo., that the show is doing fine in the Ozarks. Show moves on two semi-trucks and four trailers. Cooper has purchased a new light plant.

The Corral

By ROWDY WADDY

NOW IS the time to prepare for summer and fall work.

PATY RYAN, former champion bronk rider, is wintering at Cook County, Mont., where he is getting out logs for tourist cabins.

BUETLER BROS., of Elk City, Okla., have been contracted to furnish the stock for the Buffalo Rodeo to be held this summer at Doby Spring, eight miles west of Buffalo, Okla.

TEXAS ANN MIX and her unit, who have been playing night clubs in Eastern Ohio the last several weeks, pulled so heavily at the Kelfer Cafe, Canton, recently that they were held three additional days. Troupe also played Washington Club, East Liverpool, and Holzy's, Massillon, recently. Act features Texas Eddie and Blue Bonnet Yodelers.

HOMER TODD will again produce Fort Smith's (Ark.) fourth annual Arkansas-Oklahoma rodeo there this summer, it was learned last week. Todd will go to the Texas coastal plains to purchase the initial group of live stock for use in the two-State event. This year's program includes seven performances with cash prizes totaling \$1,600, an increase of \$300 over the amount offered last year.

MONTIE MONTANA and the missus are now in North Hollywood after presenting their trick riding and roping act at the recent Palm Springs Desert Circus. Montie infos that they will have their four trained pinto ponies at many rodeos and fairs this season. Act is being transported in a new trailer, a new Chrysler coupe and a specially built Chev truck.

FORT WORTH — According to the management, 12 of the 19 performances held here at the rodeo in connection with the Southwestern Exposition and Fat Stock Show were sellouts, with a large percentage of the attendance being from out of town. Fort Worth Day had the lightest attendance. Event was concluded March 21. Biggest thrill of the show was the Brahma steer which hurdled the arena fence and dashed down the Coliseum aisle, where many spectators were standing, and out into the Coliseum yard. No one was injured, however, and after being cornered the steer was killed by local police. Day money (for the latter portion) and final winners are: Calf Roping—Second day (Monday and Tuesday matinees and nights and Wednesday matinee), Jake McClure, Jim Sniveley, Everett Bowman, Buck Echols, Herb Meyers, Hugh Bennett. Third day (Wednesday night and Thursday matinee and night), Dick Truitt, Buck Goodspeed, Bob Crosby, Herb Meyers, Jake McClure, Howard Westfall. Fourth day (Saturday and Sunday matinee and nights), Homer Pettigrew, Dick Truitt; Herb Meyers and Harold Jackson split third and fourth; Everett Shaw, Howard Westfall. Finals, Herb Meyers, champion; Ralph Bennett, Jim Sniveley, Everett Bowman. Bareback Bronk Riding—Third day (Monday night and Tuesday matinee and night), Huey Long, Jim Whiteman, Lee Farris, Eddie Cameron, Blundy Brunzell. Fourth day (Wednesday matinee and night and Thursday matinee), Fritz Truan; Eddie Curtis and Deward Ryan split second and third; Dick Griffith, Smoky Snyder. Fifth day (Thursday night, Friday matinee and night), Dick Griffith, Herman Linder, Smoky Snyder; Eddie Cameron and Bob Walden split fourth and fifth. Sixth day (Saturday matinee and night and Sunday matinee), Paul Carney; George McIntosh and Hoyt Hefner split second and third; Herman Linder, Shorty Hill. One-half day winners (Sunday night only), Shorty Hill and Bob Walden split first and second; Pete Grub, Paul Carney, Lee Farris. Finals, Shorty Hill, champion; Bob Walden, Paul Carney, Lee Farris. Steer Riding—Third day (Monday night and Tuesday matinee and night), Ken Hargis, Jim Whiteman, Lee Farris, Eddie Curtis, Hoyt Hefner. Fourth day (Wednesday matinee and night and Thursday matinee), Andy Henderson, Lee Farris, Jonas DeArman, Paul Carney, Elmer Martin. Fifth day (Thursday night and Friday matinee and night), Eddie Curtis, Lee Farris, Jonas DeArman, C. D. Calwell, Jim Whiteman. Sixth day (Saturday

matinee and night and Sunday matinee), Paul Carney, Hughie Long, Jim Whiteman; Herman Linder and Elmer Martin split fourth and fifth. One-half day winners (Sunday night only), Eddie Cameron, Shorty Hill; Andy Henderson, C. D. Calwell, Smoky Snyder, Elmer Martin, Jonas DeArman, Lee Farris, Jim Whiteman and Smoky Stockton split third, fourth and fifth. Finals, Jim Whiteman, champion. Runners-up not named. Saddle Bronk Riding—Third day (Monday night, Tuesday matinee and night), Stub Barthlemay, Burel Mulkey, Herman Linder, Pete Grubb; Turk Greenough and Bill Sivers split fourth and fifth. Fourth day (Wednesday matinee and night and Thursday matinee), Stub Barthlemay, Pete Grubb, Burel Mulkey, Pete Knight, Jackie Cooper. Fifth day (Thursday night and Friday matinee and night), Doff Aber and Ken Hargis split first and second; Burel Mulkey, Jackie Cooper, Hub Whiteman. Sixth day (Saturday matinee and night and Sunday matinee), Vic Schwarz, Eddie Woods, Cliff Helm, Earl Thode, Herman Linder. One-half day winners (Sunday night only), Burel Mulkey, Herman Linder, Stub Barthlemay, Vic Schwarz, Jackie Cooper. Finals, Burel Mulkey, champion; Pete Grubb, Pete Knight, Herman Linder. Steer Wrestling—Third day (Tuesday night, Wednesday matinee and night and Thursday matinee), Shorty Ricker and Everett Bowman split first and second; Donald Nesbitt, Dick Truitt, Tom Hogan. Fourth day (Thursday night, Friday matinee and night and Saturday matinee), Clinton Booth, Dogtown Slim, Howard McCrorey; Rubie Roberts and Dave Campbell split fourth and fifth. Fifth day (Saturday night and Sunday matinee and night), Rubie Roberts, Hugh Bennett, Steve Heacock, Howard McCrorey. Finals, Hugh Bennett, champion; Hub Whiteman, Red Thompson, Dick Truitt. Other champions were: Cowgirls' Bronk Riding, Vivian White; Cowgirls' Trick Riding, Pauline Nesbitt; Cowboys' Trick Riding, Dick Griffith; Cowboys' Trick Roping, Chester Byers. Griffith and Byers were the only two who won here last year. Burel Mulkey was named best all-round cowboy and received a silver gun, a gift of Governor Leche of Louisiana.

Association Opposes Garden's Selections

FORT WORTH March 27.—Cowboys' Turtle Association, composed of 175 rodeo contestants, thru its officers and representatives, went on record as opposed to the manner in which the Madison Square Garden Rodeo, New York, is selecting calf ropers—by invitation—this year, at a meeting in Fort Worth during the rodeo here. Officers, in a letter to Colonel Kilpatrick, of the New York Rodeo, suggested that he have an open contest, or arrive at a way to select the number, thru the RAA office.

Also discussed at this meeting was the story about the Tucson Rodeo, which the association contends was not altogether correct. The letter to Colonel Kilpatrick follows:

The Cowboys' Turtle Association met March 20 and decided it is opposed to your show selecting your calf ropers by invitation, or any other RAA Rodeo selecting or inviting contestants for any competitive events unless it be done fairly on past performances or on merits. Reasons:

- "1. The success of the rodeos has been that each event was a contest open to the world where ability alone, not showmanship, won.
 - "2. Your rodeo would not be entitled to issue RAA points if only invited contestants competed.
 - "3. Once a rodeo invites or selects contestants for the competitive events it lets down the bars and any rodeo can choose as it pleases who competes at its show, which would be certain to ruin the rodeo business in a short time.
 - "4. We understand you wish to pick your cowboys and we realize that not all good contestants are good showmen, but we know it just won't work out.
- "So we suggest either have an open contest, the same as last year (you only had 26 ropers), or arrive at a way to select the number if you want to limit on calf ropers. We suggest that if you do select your ropers that you do it thru your RAA points, as they are kept up to date by the RAA office and is a simple matter to have a record of them.
- "If you only want 22 ropers (calf ropers) set a date for 1937, say Septem-



Tagged "The Show of 10,000 Wonders" by William Judkins Hewitt and Gordon Whyte, staff writers of *The Billboard*, the Ringling-Barnum show was the subject of a first-page four-column review in the April 1 issue of this publication. Show opened at Madison Square Garden March 25. . . . Al G. Barnes Circus played to capacity crowds in Los Angeles. Huge improvements in all departments were noted. . . . Howe's London Circus opened at San Francisco March 26 to crowds which eclipsed the wildest expectations of the management.

Andrew Downie had just purchased two 62-foot flat cars from the Haffner-Thral Car Company, Chicago, for the Walter L. Main Shows. . . . Paper was up and all preparations for the Sells-Floto Circus opening at the Coliseum, Chicago, on April 8, were under way. . . . Ross A. Dano, who had been on a farm for three years, was appointed general agent for Sells' Bros. Circus. . . . Frank McGuire, for many years with the Mighty Haag Show, announced that he had accepted a position as contracting agent for the John Robinson Circus. . . . Winter weather made necessary the suspension of all outdoor work at the Walter L. Main winter quarters. Wood-working department, however, was making good progress and a new water wagon and stringer had just been turned out.

Abe Goldstein, having canceled his contract with Sells-Floto Circus, announced that he had accepted a position with Royal Rhoda Shows. . . . Arthur Malneil, trap drummer, and George Starck, cornetist, joined the band on Cole Bros.' Circus after closing a successful 10-week engagement with the National Bazaar and Exposition Company.

ber 1, and the high-point men are eligible and must send in a certain per cent of their entrance fees by September 15, and if any of the 22 high men who fail to enter by that date would be out and the 23d and so on down the list would be notified until you get your required number. Anyone failing to go after sending a percentage of his fees in would forfeit same, which would be added to purse, the only exception would be illness or injury.

"In order that you can get more showmanship and build up a better rodeo, and we are 100 per cent behind you, we suggest: make rules strict, such as introductions, behavior, etc.; have your arena director enforce them and bar anyone failing to live up to the rules."

Space does not permit the publishing of the association's protest concerning the story of the Tucson Rodeo. It will appear in next week's issue.

BARNES-SELLS-FLOTO

(Continued from page 39)

superintendent baggage stock; Margaret Graham, wardrobe mistress; Charles Olson, harnessmaker; Pete Ebert, farrier; Chas. Lehman, boss carpenter; Leon Darrow, Big Show announcer; Joe Brown, banner puller; Jack Tavlin, concert director; Bill Bush and Percy Merrell, tractor drivers; Jack Bishop, chauffeur; Harry Levy and Al Wier, tax boxes; Jack Fenlon, special officer; R. Carlton, backyard officer; M. E. Farnsworth, commissary; Sam Thomassen, Social Security; George Scott, superintendent dogs and monks; medical department, Dr. Geo. W. T. Boyd, physician and surgeon; Harold Boyd, interne; Edna Rogers, graduate nurse, front door; J. C. (Dusty) Rhodes, auditor; Skinny Matlock, exchange desk; No. 1 gate, Peanut Robinson; No. 2, James Johnson; No. 3, Tom Mackin; tax boxes, Harry Levy and Al Wier.

Ticket department, Harry Bert, superintendent; Elmer Myers, John Price, John Pease, Charles Vale, E. L. (Yellow) Burnett, reserved seat ticket sellers. Downtown ticket sale, Dan Parker.

Usher department, Al Moss, superintendent; Jack Bishop, assistant superintendent; Floyd A. Kick, George Alexander, Norman Daniels, Jack Ester, Wright Farmer, Joe Goryk, Pat Graham,

L. Griffin, Phil Harris, Whitey Huntley, A. Johnson, Thomas McKillop, Eddie March, Ralph Miller, Terry Moran, George Murphree, Walter Phillips, R. E. Price, Albert Puree, George Roberts, Ray Rowan, Jay Sells, Lee Smith, Fred Thompson, Frank Wagner.

Concessions, Chester Pelke, superintendent; Jimmie Thomassen, cashier; Arthur Sturmak, banners; No. 1 stand, Homer Cantor; No. 2 stand, Edwin Callahan; lunch stand, Murdoch Cook; pop corn, Charles Strong; outside novelties, Red Larkin; inside novelties, Sherman Cowen, stock and inside novelties; Charles Johnston, ice house and porter; Leroy Wilson, seat salesman; Robert Burns, Bennie Reuben, Cathet Matchet, Jimmie Brown, Charles Eckfeldt, Joe Bainbridge, James Davis, Kallman Brodow, Jack Hartmiller, Donald Walsh, Dubb Jarrell, Olga Dodd, Ham Wray, Harold Boyd, Reese Wilson.

Working departments: Canvas, W. H. Curtis, superintendent; Bill Robinson, Jo Sumral and Joe McDermott, pushers with 72 men. Dining department, George Tipton, steward; Pat Parent, head waiter; Ralph Ritchie, assistant; waiters on short end, Frank Richards, staff table; James Russell, assistant and midget table; side waiters, Leonard Radel, Joe Riley, Eddie McCall, Carl Jones, Irwin Jones, Kenneth Weland, Matt Malloy, William McGee, Clovis Denner, Otis Ratliff, Dale Rogers, William Stafford; bosses' table, James Mitchell and David Stetson. Long side, waiters, Charles Ashton, Eugene Peterson, Charles Howard, Frank Walker, Bob Jones, Joseph Knox, Robert Lizer, Pat Daugherty, Mel Rhoades, Frank Lund, James Holland, William Ryan and James Chanter; colored table, Tom Ryan, Sam Brown, Ed White, Herman Walther, chef; Charles Cadero, second cook; Adolph Beck, baker; fry cooks, William Gordon, Charles Martin, Al Behavent; Harry Vance, meat department; John L. Carl, pantry clerk; Harvey Trudell, kitchen fireman; John Douglass, steam table; Benny Lopez Jr., steam wagon; John McGinty, cookhouse help; Howard Jones, kitchen sanitation; William Berestford, commissary clerk. Baggage stock, Mike Tschudy, superintendent; Heavy Campbell, assistant; Jack Malone, second assistant; Nelson Benn, medicine chest; feed pile, Vern Enos; feed checker, Dad Wells.

Long String Drivers: On 8 ups, Ray Eldredge, Bill Stanley, Bert King, Jimmie Gould, Charles Harrison, W. Covert; 6 ups, Bill Hamrick, Tom Ahearn, Stan Earhart, Fred Miller, John Christian, Dick Ross; 4 ups, Charles Flynn, Jack Miller, Mike Hallahan, Dan Garrett. Tschudy states he has 110 head of baggage stock. Ring stock, Merle Rittenour, superintendent; Herb Graham, W. D. (Slim) Corbett, Robert Royal, Bill Smith, Bill Wells, assistants; menagerie, Walter McClain, superintendent of elephants (18); Charles Morgan, first assistant; Scotty Nobel, second assistant; Ed Miller, lead stock; Carl Glass, Vernon Duffy and Milt Le Bow, special assistants. Cage animals, Gabriel Costello, superintendent; Mark Acton and Al Prater, assistants.

Property department, Blackie Williamson, superintendent; Charles Miller, assistant; Howard Mentz, chief rigger, with 35 men. Wardrobe, George King, superintendent; Margaret Graham, Mrs. John White, William Champagne, Leslie Jones and Walter Brown, assistants. Blacksmith shop, Pete Ebert, farrier; Red Forbes, superintendent; Jörn Flenord, Andy Simons, Charles Noecker, H. T. Koogle, assistants. Lighting department, Edward Versteeg, superintendent; Fred Foster, first assistant; Ray Blake, first engineer; Pat Patterson, second engineer; George Moe Osborne, sound technician; Ray Coe, color, wheels and special lights; Swede Shielrie, Kleg lights. Standbys on Bert Nelson's act, Capt. John Myers, Pete Chaonich, Paul Riddle, Biddle Larsen. Train, Judd Bullock, trainmaster; M. Larkin and Sim Worden, assistants. Barber shop, George Penny in charge, M. Trainir, assistant.

Talking with Manager Cronin, he stated that the show was the most expensive since his taking it over; that the outlay of money for specs and incidental expense was a new high. Charlie Murray, screen star, was guest of the Cronins and adding suggestions to boys in clown alley. Mr. and Mrs. Charles H. Priest were guests. Mr. and Mrs. William Severaon, Mr. and Mrs. Eddie Sherman, Charley Dodson and Eddie Gamble were noticed among the show-folk visitors. Cookhouse check, 711 people.

RESULTS BIG IN RISK DRIVE

NAAPPB Plan Interest Greater

Secy. Hodge's campaign in full swing — service is praised by C. C. Macdonald

CHICAGO, March 27.—The public liability insurance campaign for the coming operating season is in full swing, questionnaires are pouring in from all over the country and executive offices of Secretary A. R. Hodge, National Association of Amusement Parks, Pools and Beaches, in the Hotel Sherman here are marked by hustle and bustle.

Secretary Hodge, recently visited by a group of park and pool men, displayed a number of letters from policy-holders who operated under the plan during 1936, and the following letter from C. C. Macdonald, president of Rock Springs Park, Chester, W. Va., and vice-president of Idlewild Park, Ligonier, Pa., is typical:

"In both parks we never before have received the service from any liability company that the Associated Indemnity Corporation has given during 1936. All claims have been checked promptly in a thoro manner, and never before have we received such rigid inspection on riding devices, games, etc., which was very welcome to our companies. I might state further that before entering into contracts with the Associated Indemnity Corporation our board of directors (See RESULTS BIG on page 45)

Nolans Point Outings Up

LAKE HOPATCONG, N. J., March 27.—Outing bookings are far ahead of any season since 1929, reports Frank R. Crater, manager of Nolans Point Park, who is readying special events for a banner season. He will present a Miss Nolans Point bathing beauty contest and a Venus-of-the-Lake contest, similar events always having drawn well here. Among activities are speed boating, bathing and roller skating.

Rockford Opening in May

ROCKFORD, Ill., March 27.—C. O. Breinig, who will again manage Central Park here, has set the season's opening for May 19. Bob Lorenz and his 11-piece orchestra will play for the opening and there will be a local ork in the outdoor dance pavilion and a four-piece with entertainment in the tavern. Dance pavilion will have a floor show. There will be bus service from all parts of the city to the park.

New One for Balboa, Calif.

BALBOA, Calif., March 27.—An amusement park is to be opened here by the Anderson Amusement Company and, according to Al Anderson, it will be the first spot of the kind ever operated here. Opening date is set for May 30, main season running from then until Labor Day, although it is said there is a possibility of year-round operation. Daily crowds here during the season average 15,000 with several peaks of from 50,000 to 75,000.

JACK AND IRVING ROSENTHAL

Write on

Park Operation During Fair Year

In the Spring Number of The Billboard Dated

April 10, 1937



HARRY S. HALL, general manager of Crystal Beach, playground served out of Buffalo by Crystal Beach Transit Company, Inc., who says much progress is being made on a beautification policy, the management going in for landscaping with rock garden, flowers, varicolored lighting and harmonious color scheme. He declares a better class of patrons is attracted by park beauty and color.

Changes for Celeron In Jamestown, N. Y.

JAMESTOWN, N. Y., March 27.—With change in ownership and management, Celeron Amusement Park here is to undergo improvements, said H. S. Gettman, manager of the property now operated by Celeron Realty Corporation.

Former concessioners and several new ones have signed for the season, which is expected to be even better than the successful one of last year. Numerous large commercial outings are on the books. Innovations this year will be night baseball games of the Interstate League and weekly pro boxing bouts.

Manager Gettman, with many years of park and show experience, beginning in Maple Grove Park, Pittsburgh, more than 30 years ago, has been connected for the past 12 years with Celeron Park in various capacities.

Robberies Rife in Canada

ST. JOHN, N. B., March 27.—There has been an epidemic of robberies of buildings in amusement parks and beaches in the Eastern provinces during late winter and spring. Entrances have been forced by thieves, who loaded trucks with furniture, electrical appliances, radios, kitchen and lunchroom and restaurant equipment. These have been sold to "fences," say police, at about 5 or 10 per cent of actual value.

Callers at Summit Beach View Bustle in Restoring Ohio Resort

AKRON, March 27.—Rehabilitation of Summit Beach Park here, once one of the largest and most complete in the Middle West, recently acquired on a 20-year lease by Summit Beach, Inc., a group of business and professional men here, has been started by a large force that began restoration of the play-sport on March 15.

R. A. Casterline, park manager, said contracts have been awarded for repairing all buildings which are to be retained, including the spacious dance pavilion and concession shelters. New cement walks are being laid and several obsolete buildings razed. Special attention is being given trees and shrubbery. Many trees are being transferred to new locations to make room for new rides to be added to the midway before the opening late in May.

Pontchartrain Has Big Acts

Stellar array is booked by Manager Batt after record rolled up during 1936

NEW ORLEANS, March 27.—With a full season of free acts planned, Pontchartrain Beach will begin its 10th annual season and fourth under the management of Harry Batt on May 2. Playland Corporation, of which John W. Batt is president and Richard Batt manager of concessions, has again secured a lease and officials predict a record season.

For opening day Bee Kyle, high fire diver, has been booked. For the following several weeks these acts have been tentatively contracted: Flying Levans, a favorite last season; Blondin-Rellins Troupe, aerial cyclists, held over for extra weeks in 1936; A. E. Selden, "The Stratosphere Man"; Four Kres-sells; Oscar V. Babcock, looping the loop on a cycle, and some others, including possible signing of a cannon act.

Manager Batt, who started as a ride concession holder at the beach in 1928 with his father, John, and his brother, Richard, believes that 1937 will be his greatest year. When the resort was taken over in 1932 owners had given up hope of keeping the beach alive, but under Mr. Batt's management a steady increase in patronage has been experienced (See PONTCHARTRAIN on page 45)

Sunset Lake Is Preparing

IRON RIVER, Mich., March 27.—Developed from a wilderness of 20 years ago, Sunset Lake Resort, four miles east of here, is preparing for a big season under Proprietor Frank Erickson, who came here from Sweden in 1884. On the 100-acre spot are a pavilion seating 300, beer garden, restaurant, bathhouses, sandy bathing beach, cabins, park and tourist grounds. Many picnics and parties have been booked and dances are held frequently during the season. Satisfactory business marked 1936, said Manager Erickson, and because of more employment and better mining conditions, prospects are for better patronage this year.

Galveston Splash Day Set

GALVESTON, Tex., March 27.—Galveston Beach Association announced that the season will open on April 25, Splash Day. President Carlos Ippolito said plans for additional facilities at the beach and added concessions and attractions will be announced soon. The association voted to oppose oil-drilling permits in the Gulf and named a committee for a literature drive.

Going Up!

DETROIT, March 27.—Common council on March 23 approved a recommendation of the department of parks and boulevards and Detroit zoological park commission for expenditure of \$144,000 for soda pop, hot dogs, ice cream and other edibles. According to Commissioner William M. Walker Jr., department of purchases and supplies, the cost of the various items has increased from 10 to 17 per cent.

New Color Scheme For Crystal Beach

BUFFALO, March 27.—Contracts are coming in earlier than ever before, indicating a big season, said General Manager Harry S. Hall, Crystal Beach Transit Company, Inc., and remodeling of some rides and addition of attractions is going on at Crystal Beach.

New inside stunts are being installed in Laif-in-the-Dark and a large electric fountain is being built in the center of the midway. Last year Manager Hall expended \$900 in laying out a large rock garden with flowers and colored lights.

"I believe the time has come," he said, "when our parks will have to have something besides rides to attract a better class of people, and I know of no better attraction than to make one's park beautiful with plenty of color. We changed our painting scheme last year and, instead of having all buildings in white, we painted each building a different color but kept in mind that the colors must harmonize. It changed the appearance of our park entirely and gave each building its own individuality."

Same Group Will Operate Moxahala in Zanesville, O.

ZANESVILLE, O., March 27.—Walter Delscamp, president of A. & D. Amusements, which will again operate Moxahala Park here, one of the best known spots in the district, anticipates the biggest season in many years, he said.

George Anagnost, park manager, announced dancing was to be inaugurated in the park pavilion on Easter Sunday with Harold Greenmeyer and his orchestra. Pavilion will be operated on Sundays only until Decoration Day, opener of the summer season.

According to executives of the operating company, many improvements will be made before opening of the regular season.

Leons Improve in Montana

MILES CITY, Mont., March 27.—Best season in the history of Leon Park is predicted here by L. B. and D. P. Leon, who have been gradually building the spot since their entry into park business five years ago. Outlook is promising because of public works, such as water conservation and highways and tourists stopping off on their way to national parks farther west. Park opening will be on April 3 and policy is one of constant improvement because of the high percentage of local patronage.

LEO T. PARKER

Writes on

How Parks May Reduce Liability for Injuries to Patrons

In the Spring Number of The Billboard Dated

April 10, 1937

Big Program On American Recreational For Cedar Point Equipment Association

By R. S. UZZELL

Development plan approved and some work will be done before June 12

SANDUSKY, O., March 27.—Officials of the G. A. Boeckling Company, owner and operator of Cedar Point-on-Lake Erie, have announced an extensive development program, a portion to be undertaken prior to June 12 opening. The construction, modernization, landscape changes and reclamation preclude possibility of the work being completed short of a several-year period and include construction and development of an extensive yacht basin and yacht club on the Sandusky Bay side, further modernization of Hotel Breakers, dredging and beautification of lagoons, redecorating the Coliseum, a bridge path, air-cooled convention halls, open-air cocktail terrace, modern lighting effects and revamping (See **BIG PROGRAM** on page 65)

Bureau Is Formed For A. C. Exhibits

ATLANTIC CITY, March 27.—With much stir and ballyhoo, a National Exhibitors' Bureau, composed of real estate men who have resort property to rent, got under way here this week, apparently with much support from official circles. However, the real national exhibit workers are the amusement men who have gone out on their own and will again this year represent the national field in a big way.

Only worth-while suggestion of the bureau's first meeting came from Richard Endicott, of Steel Pier, who urged that advertising agencies be impressed with fact they had better get in on biz now or be left out. He related some experiences of the pier in getting exhibits and said it is again going after a half dozen or so of big ones this season.

Negotiations are under way for a return of the Ford exhibits, as well as the Book of Knowledge and others. Central Pier's manager, Louis St. John, at present leads the field, with an entire side of the pier taken up by Texaco exhibit, and now matching it the Beech-Nut exhibit on the opposite side. Several others are on the wing. Million-Dollar Pier will have Collier's returned and most likely one auto exhibit.

Slusky Buys Ride in K. C.

KANSAS CITY, Mo., March 27.—Louis Slusky, manager of Krug Park, Omaha, here several days on business, purchased a Leaping Lena from Joe Roselli. The ride was taken from Fairyland Park, here, where it has been in operation several years. With Mr. Slusky was B. W. Wadsworth, manager of concessions in Krug Park, who bought merchandise. Krug Park will open with school picnics about the middle of May.

DETROIT—Opening date of Eastwood Amusement Park has been set by Manager Henry Wagner for April 16. It will probably remain open evenings, with some daytime functions, and a grand opening may be staged later.

WANTED for CENTRAL PARK ROCKFORD, ILL.

Portable Skating Rink. No license. Riding Devices, Vaudeville Acts, Entertainers for Tavern, Penny Arcade. Have building for Skee Ball Alleys. Have two Dance Halls, 8-to-10-piece Orchestra write. Only Amusement Park in Northern Illinois. Carnival Companies write. Outside the city. No license.

WANTED -- WANTED

Penny Arcade Mechanic for Summer Park Arcade. Must understand all makes Arcade Machines. Reference required.

POWERS BROS.

15 Trank Street, Providence, R. I.

H. P. French has owned a park in Michigan and has operated devices over much of this country. He was active once in Knoxville and Chattanooga and in Birmingham. While I was at Warner Park, Chattanooga, the other day French came in from Florida in a trailer. He had already let Ripley have the item and "Believe It or Not" has used it, but, thinking all may not have seen it, here it is: On the sixth day of the sixth month of 1936 H. P. French was 66 years old. He had owed a bank \$60,000 and paid it, with the 6 per cent interest. No, we did not copy from Ripley, but got it from French himself.

The dam across the Tennessee River in Chattanooga for flood control, power production and conservation is progressing and will be complete in four years. The expenditure on it will reach \$30,000,000. This amount of money put into circulation down there should make a new day for Chattanooga's two amusement parks.

Last week the Tennessee Valley and environs suffered heavy damage to the peach crop thru a severe nip of frost. This was a subject of general conversation among the natives. Had they seen the Ohio flood areas their own calamity would have seemed only a trifle.

Early Orders Counting

A lot of us who put orders in early to insure good delivery are beginning to get results despite the flood, flu and sit-down strikes. Had we waited until March 1 to order we would not now be getting any deliveries. Most of our members have had the forethought to put in early orders and are now supplied with material for immediate requirements.

Rockaway Beach has waited long and expectantly for the city to purchase the Long Island Railway and reduce the fare to 10 cents. It seems all in the cards now. The president of the board of aldermen is a native son of Rockaway and seems determined to put the plan thru. This will give property (See **RECREATIONAL** on page 65)

Atlantic City

By WILLIAM H. McMAHON

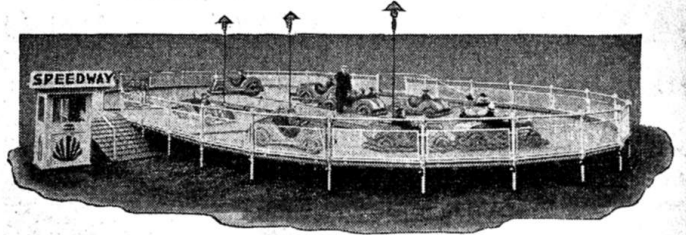
ATLANTIC CITY, March 27.—The resort is starting on what promises to be a record week-end, with all beach-front hotels reporting reservations running far ahead of last year and railroads ready with extra equipment to handle crowds. Vanguard of visitors arrived on Thursday and will reach a peak today, with big crowds coming from New York and Pennsylvania areas. In connection with this Easter week-end will open Canadian Week, and reports indicate that the resort's drawing power from the Dominion has increased greatly since the ballyhoo trip there during the winter and more than 500 Canadians will be here to take part in special events, including parade and visits to amusement places putting on special "across-the-border" shows. A feature of the week is that Canadian money is okeh in hotels and amusements, city agreeing to exchange it for face value.

Steel Pier threw open its doors in almost summer style, with Shep Fields and Hal Kemp augmenting Alex Bartha in the music setup, while a stage show will be headed by Benny Davis and his latest gathering of young talent. Three films and a mechanical layout are also on tap.

Capt. John L. Young arrived home in time to take over net hauls at Million-Dollar Pier, this being its single attraction for Easter. At the Auditorium Phil Thompson put up extra ramps of seats for what he expects to be the season's largest crowd to see final playoff in ice hockey between Sea Gulls and Hershey for the championship, winding up the regular season in the money. Doc Conroy, of Baby Exhibits, is down but will not open until warm weather. Frank B. Hubin threw open his doors and was personally on hand to greet visiting showmen. Bill Valentine, of Salici Puppet Troupe, was in town greeting old friends. Sam Gordon is looking over the "Walk and may again have Garden Pier concessions. Johnny's flasher is pulling 'em in as the only one on the "Walk, using lots of bally. Fried chicken shops of last year have been

SPILLMAN'S NEW AUTO SPEEDWAY RIDE

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.

Our plant is working day and night—get details quick for early delivery.

SPILLMAN ENGINEERING CORPORATION

NORTH TONAWANDA, N. Y.



Auto - SKOOTER - Water SHOWMEN

GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.

LUSSE BROS., INC., 2889 Nesh Fairhill

AUTO SKOOTER Street, Philadelphia, Pa., U. S. A.



WATER SKOOTER.

LUSSE BROS., LTD., Central House, 45 Kingsway, London W. C. 2, England.

WANTED

Rides on percentage, One Ring Circus, salary and percentage, Tavern and Dance Hall, concessions of all kinds to rent.

DOMINION PARK

Canada's Greatest and Largest Playground, 152 Notre-Dame St., East, Room 91, Montreal, P. Q. GEORGES DUCHARME, Mgr.

turned into auction stores. Central Pier mechanical circus got going over the week-end. New license fee for all games on the Boardwalk will be \$1,000, starting July 1.

Boys' Club in Frisco Spot

SAN FRANCISCO, March 27.—Annual Exposition and Carnival of San Francisco Boys' Club, to be held at Playland-at-the-Beach for six days early in May, is sponsored by the Rotary Club. A percentage on gross of rides, restaurants and concessions goes to the club. Cut in 1936 was more than \$6,000, which went toward a swimming pool in the club building. In an exhibit building provided by Playland more than 100 handcraft products will be shown. Wrestling and boxing will be staged nightly.

N. J. Ad Bill Advanced

TRENTON, N. J., March 27.—Groups from various parts of the State interested in advertising New Jersey, especially members of the Legislature from seashore resort towns, approved a bill in Assembly to create a commission to be known as New Jersey Council and appropriated \$150,000 for publicity purposes. It is felt that with the coming of the New York World's Fair in 1939 New Jersey should bid for tourist trade which the expo will attract.

Dayton Ballroom Reopens

DAYTON, O., March 27.—Lakeside Park opened its summer season today, completely overhauled and spick and span. The redecorated ballroom becomes the Blue Ballroom and opens with Jess Hawkins and his band. Name bands will be engaged from time to time. Gerald Niermann remains as manager.

VINELAND, N. J.—Parvin Lake Park, near here, is being modernized thru operation of CCC workers. More than 75,000 visited the park in 1936 and at least 100,000 are expected this year. A new bathhouse will be constructed and three picnic groves, one accommodating 3,000, are practically ready for use.



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

ROBIN REED
BOX 237
SALEM, OREGON

LARGEST MANUFACTURERS OF MECHANICAL SHOOTING GALLERIES
PARKS-RESORTS SPORTLANDS-CARNIVALS
CATALOGUE FREE
W. F. MANGELS CO. CONEY ISLAND, N.Y.

WANTED TO BUY

One Yearling Buffalo Bull. We have for sale or trade: One Yearling Buck Deer, Three Monkeys, Mallard Ducks, also Muskogian Duck. Address

R. H. LEONARD,
Chairman Park Committee, Hoopston, Ill.

RIDES WANTED

Ferris Wheel, Loop-O-Plane, Tumble Bug, Miniature Railway or other first-class rides.

PLAYLAND PARK
SOUTH BEND, IND.

CALIFORNIA

Completely equipped Picnic and Amusement Grounds contiguous to over a million people in San Francisco and Oakland. Well rented with excellent income each season. Correspondence invited with principals only. Address
436 Mills Building, San Francisco, Calif.

RIDES WANTED

Excellent location for Kiddy types and Loop-O-Plane, Large Picnic booking. Hamid Free Acts every day.

CLEMONTON LAKE PARK,
CLEMONTON, N. J. Act Now.



ALL the advance crews of outdoor enterprises are subject to the Social Security Act, regardless of actual occupation. Included are general agents, contracting agents, press agents, promoters, bill-posters, lithographers, etc. Their wages are taxed like those of any other employee. However, traveling expenses are not to be considered a part of wages for members of the advance.

PROMOTERS: Promotions or promoters are subject to the Act. If a show has a bannerman ahead who is working on a percentage of the net receipts of his promotions his share is considered as wages and subject to the tax. The same rule applies to promoters of contests. If the promoter carries his own sign painter, who receives perhaps \$1 for each banner painted, this is considered also as wages and taxes must be collected as long as the man travels for and works in the interest of the show.

CIRCUS AND OTHER PROMOTIONS will be very closely watched by internal revenue collectors in the districts they are showing. It will not make the least bit of difference whether a show is held under auspices as long as the promoter is after a profit.

SHOW TALKERS working on a percentage of the receipts of a show are subject to the tax. If their percentage is paid each night at the close of business the tax must be deducted each night, 1 per cent of what the talker receives for his end and the show owner must pay the same amount.

Butchers, Concession Men

If the concession superintendent of a circus is paid by the management on a salary basis he is subject to the tax in the same way as any other circus employee. However, if a man has leased the concession department from a circus and takes his own profit and losses he is considered an independent contractor and is personally not subjected to the tax.

Nevertheless all the men working in the concession department are subject to the tax, even if they sell only on commission and have no regular salaries. All candy butchers, balloon men, pop corn and peanut or soda pop vendors in a circus tent or on a circus lot are considered by the law as commission salesmen. Their commissions constitute their wages and if they eat in the cookhouse and have sleeping accommodations furnished by the show an allowance must be made for this in arriving at the total of their taxable wages. The tax settlement with the men can be made once every week by the concession superintendent, who must turn the collected tax money and reports weekly into the circus office. The question of who should pay the employer's share of the tax, the circus or the concession lessee, is up to an agreement between the two parties. The government is interested only in the tax being paid in full and in the correct way.

Fines and Bonuses

CASUAL LABOR: It has been definitely established by the enforcement authorities that circus workmen cannot be considered as casual labor, exempted from the tax. Casual labor is only exempted "when it is not used in the course of the employer's trade or business." Putting up and taking down tents, handling show paraphernalia, taking care of stock, etc., are considered occupations necessary to the show owner's business.

However, there is one exception. If, for instance, the boss canvasser on a rainy night hires 10 or 20 local men to load the train on this one occasion, it is agreed that it would be a physical impossibility to bother about the tax, as it would amount only to a cent or two. But if the men are taken to the next town and work on more than one

The Social Security Act

As It Affects Outdoor Amusement Fields

(SERIES No. 3)

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.

occasion they are considered as regular employees and subject to the tax.

TAX ON DISMISSALS: If an employee leaves a show without notice and a final settlement the wages due up to the moment of his departure must appear on the statement for the tax settlement and the show owner must pay his 1 per cent as well as the employer's 1 per cent—even if the money due for wages has not been paid to the employee.

If a show owner wishes to dismiss a man under contract and pays him an extra week's salary this is considered regular wages and tax must be paid.

Fines that may be levied against an employee by the show owner are not recognized by the enforcement authorities. The tax must be paid on the full amount of wages, regardless of fines charged against an employee.

Bonuses paid at the end of the season are also regarded as regular wages and subject to the tax.

Rules for Parks Stringent

Nearly all the regulations that apply to circuses and carnivals apply also, more or less, to amusement parks. We are only taking into consideration those parks considered as a unit; that is, parks which have gates, even if no admissions are charged to enter the gates. Amusement resorts such as Coney Island, Atlantic City, the Rockaways and Jones Beach will be dealt with separately, as each and every amusement device or show in these resorts is considered as a separate unit and will have to comply with the tax requirements individually. But, for instance, Luna Park and Steeplechase Park at Coney would fall under the general park regulations.

The management of an amusement park is held liable for everything situated behind its gates, regardless of whether some of shows, riding devices and concessions are owned individually. For everything within the park gates the management must do the book-keeping, collecting and paying of the taxes levied.

According to the law, any business enterprise must do business for 20 weeks yearly, even only one day in each week and the weeks not necessarily to run consecutively, to be affected by the employment taxes. Most parks have a season that lasts from Decoration Day to Labor Day, which constitutes a legal season of 15 weeks. This would give a park four more weeks of leeway during a year to avoid these taxes of 2 per cent of all wages paid during 1937. But if, for instance, the dance hall in a park would be open for five Saturdays outside the regular season, this would throw the entire park unit under this division of the Act and make the park liable for the employment taxes.

In Coney Island, Atlantic City, etc., only the biggest individual enterprises would fall under this employment tax, as only establishments employing eight or more people are affected by the law if they operate during 20 or more weeks in a given year.

Old-Age Taxes Same as Tents

In regard to the Old-Age Pension division of the Act exactly the same regulations apply as to circuses and carnivals. Every person employed in such a park unit must secure an account number and the park unit an identification number in the manner

described heretofore. In fact no employee is allowed by law to work in a park without securing his or her account number. The park management is held liable for this.

The park management must collect 1 per cent on all wages from employees when they are paid and must match this with

another 1 per cent of their own. Records must be kept and payments made in the same way as laid down for other outdoor amusement enterprises. Only parks must make their payments to the internal revenue collector in the town where located.

Bands in Parks

Park regulations for bands and orchestras are somewhat different from those for circuses and carnivals, because a park is considered a stable, local enterprise. When the park management hires a band for its dance hall or dining room or an orchestra for general appearances it must ascertain from the band leader if he has made application for an identification number as an independent contractor. If he has done so the band leader is considered as an independent business man and the revenue collectors will deal with him individually. To avoid trouble all around it would be wise for the park management to supervise the actions and records of the band or orchestra leader so the regulations of the law are observed fully.

If a band or orchestra leader has no identification number of his own then the park management, as the final employer, must step in and keep the records for the leader and every member of band or orchestra in the same way as prescribed for circus and carnival bands. Careful handling of this situation is advised to park managements. The simple word of a leader is not sufficient.

Free Acts in Parks

Free acts in park units are regulated in the same way as circus performers; that is, they do not come under the employment tax but fall under the Old-Age Pension tax. The park management must deduct the 1 per cent tax from the act and account to the government separately for every member of the act. There is a movement on foot to make it possible for acts to handle their tax payments thru booking offices. The same movement may be applied to bands and orchestras. But so far there has not been an official ruling on this, but when it is made The Billboard will report it. However, such ruling would not relieve the park management, as the final employer, from paying 1 per cent tax on free acts, bands and orchestras.

Free Act at Fairs

The decision, if a county or State fair is subject to the tax regulations of the Act, is in the hands of the head of the Social Security Board regional office in the district where the fair is located. State and county fairs receiving State subsidies will be, we are assured, accepted as bona fide educational affairs not subject to the tax. However, fairs that are considered as "private affairs" and run for the profit of individuals will not be exempted.

Free acts, bands, fireworks spectacles, etc., appearing at fairs that are subject to the act will be handled in the same way as when appearing with a circus or in an amusement park and the fair management will be held responsible for the collection and payment of the taxes.

For fairs that are exempted special rules will apply to free acts, bands, etc. Owners of free acts or bands will be considered as independent contractors. They must apply for their individual identification cards in the same way as owners of shows. They must pay 1 per cent of all wages paid people work- (See SOCIAL SECURITY opposite page)

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.

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of Cincinnati Office, The Billboard)

Praise of L. S. U.

With Glen Hardin, famous Olympic hurdler and more recently swim instructor at Park Central indoor tank, New York City; his bride of a month, who is daughter of Senator Riddle, and last but obviously not least, my missus, I dropped in at Tony Fiduccia's Skateland Roller Rink in mid-Manhattan one night last week. Tony, who, as has been reported here before, operates Riviera open-air pool and rink uptown, on this evening had Hardin as guest of honor. Altho we were spellbound by the picturesque rink Fiduccia has, it was only natural that during the evening the conversation turned to aquatics.

The Olympic hurdler, who is just as adept at swimming as he is in the sport which brought him world-wide renown, began telling about his college pool. The tank at Louisiana State University was the dream of the late Huey Long. And the way Glen described it, the pool certainly must be the last word in modern aquatic establishments. It has every up-to-date device known and, in the opinion of the Olympic athlete, is the best swim pool in any college in the world, and one of the best, even stacked up against commercial and privately owned natoriums.

I had heard of the L. S. U. tank before and believe I mentioned it in the column when it was being built. But little did I think it was anything like Hardin depicted. He said that operators of pools who are ever in the vicinity of the Louisiana collegiate tank should by all means look it over, for they probably could get many ideas from it. In discussing L. S. U. swim facilities, he told us that many times after a swim there he would use the circular lanes around the tank for a track workout. And he feels that the training he received in those prelim runs helped him a great deal.

Sutro Goes Frigidaire

Apocrops of rinks, word comes that Sutro Baths, San Francisco, is turning part of the huge natorium into an ice-skating rink, to be ready next fall and winter. Proposed rink will be 200 by 85 feet and will accommodate 4,000 spectators for pro hockey matches planned there. A. G. Sutro, it is said, is spending plenty of dough on this project and plans to sponsor an ice hockey team for Frisco rep in the Pacific Coast Ice Hockey League. Besides the terrific publicity that the new rink will receive thru the hockey team there is no question that the baths and tank will also benefit.

Learn To Swim Week

First of 1937 Learn-To-Swim campaigns came to a successful conclusion last week in San Francisco at Sutro Baths. Conducted under supervision of Paul H. Huedepohl, director of Jantzen Swimming Association, many more swimmers were taught this year and many more lines of publicity were grabbed. The Frisco daily, *The News*, co-operated and was most generous with space. Life in spring and summer is just one campaign after another for Paul. He hardly had a chance to get together the clippings he obtained on the Frisco drive than he began work on Santa Cruz swim week. This one is being operated with Santa Cruz Plunge, operated by Santa Cruz Seaside Company, with *The Santa Cruz News* lending assistance.

Men and Mentions

Tough break this department's fan, Ray Woods, of St. Louis, received in his high-dive attempt off Frisco-Oakland bridge last week. Ray, who's 30 now and has been diving for years, was injured critically when he made the plunge. Up to the time this went to press he was unconscious with very little hope for recovery. A bad wind caused the mishap. Undaunted by the result to Woods, whose try was the first attempt at the 186-foot dive from the new bridge, it is reported that Tom Conroy, an Oakland cab driver, will try the leap because he had bet a friend \$500 he could do it and survive.

Parc Vendome, inclosed tank in New York City, will be taken over by the Mac Levy gym management this week. Bob Buris, who was pool manager, will not



MRS. FRANK R. WHITNEY, for the past two years connected with Pla-Mor Ballroom, Cedar Rapids, Ia., has had a successful career as a park executive. She was manager of Rothchild Park, Wausau, Wis., three years; Cedar Park, Cedar Rapids, Ia., six years; Alex's Park, near Wheaton, Ia., one year, and Manhattan Beach Amusement Park there one year.

remain, as an entirely new staff will pick up the reins.

Bert Jay North, Newark, N. J., writes that he has written a series of 10 articles entitled "How To Swim Without Going Near the Water." All of which is a good trick if it works. At any rate, Mr. North want to offer these articles for use on the radio and says: "They are timely and educational and will accomplish a duofold purpose—teach people how to swim right in their own homes and save lives." But, then, people usually are safe in their own homes.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Pre-season work of readying Island shore resorts is in swing. Long Island, it seems, has won back what it formerly had in prestige as circus territory. All because of the next-to-amazing turnout at the Wirth Circus in Jamaica Armory. Show did turnaway biz all thru and a return engagement next year is assured. Long Island for many years attracted smaller circuses. Then there was a fall-off which nobody seemed to understand.

Roller skating may be a craze on the Island this year. There'll be, from present signs, no less than a score in operation. Movement is on foot to have Flushing, site of the 1939 World's Fair, flooded with directional indicators on roads, pointing to most accessible routes to beaches. Whether the cost will be borne by the fair or by beaches concerned remains to be seen. Will Cabria, bathing pavilion king, is now a bona fide airplane pilot.

ROCKAWAY BEACH: What appears to be one of the most epochal events locally in three decades or more is announcement of officials that final plans for installation of rapid transit from New York City to the Rockaways is within a short step of reality. Rapid transit to the Rockaways from heart of New York City implies a 5-cent fare, replacing what is now a 20 and 25-cent fare.

New transit arrangement will go into effect, if all things go along at a fast gait, within the next 10 months and will most certainly bring with it a business and real estate boom such as this region has not known in many years. Prime figure in bringing the new transit scheme toward materialization is New York City Aldermanic President William F. Bruner, a resident of the Rockaways and long a champion of the requests of the local citizenry. New York's mayor, Fiorello H. La Guardia, gave his fullest support to the rapid transit idea, insisting that "the community rates some consideration in view of the coming World's Fair."

LONG BEACH: The new Boardwalk will be designed so that everything is modern in its makeup. New examinations for life guards are scheduled to take place shortly. More extra cops will patrol the Boardwalk this year than in any past summer.

Ideas Adopted For A. C. Bally

Fifteen suggestions taken up by C. of C.—Endicott is strong for lighting

ATLANTIC City, March 27.—Development of the legit theater here with civic backing, further development of winter sports, development of a city aquarium and plans for lighting the beach and surf in trick effects were among 15 suggestions adopted for actual work this year by the publicity and entertainment committee of the Chamber of Commerce, of which Richard Endicott, general manager of Steel Pier, is head.

He is enthusiastic for creation of startling lighting effects over the surf at night and tried out successfully on a small scale some years ago during the Golden Jubilee of Light. Steel Pier is entirely outlined in lights and makes a startling picture over the water.

The resort, altho known for varied fish, has never had an aquarium. Nearest approach is on Million-Dollar Pier, where specimens from nets are placed. Creation of a large aquarium here is seen as an added attraction.

Other ideas to be worked on include more ballyhoo trips next year, creation of a children's beach, going after smaller groups as well as large conventions, public band concerts on the Boardwalk and appointment of a special committee to secure national exhibitors.

Asbury Park, N. J.

By RICHARD T. HOPPER

Asbury Park Boardwalk Casino, now under Walter Reade management, changed its name and opened on Saturday with Bunny Berrigan and his stars of the CBS Swing Club, Tommy Dorsey and ork followed Berrigan on Easter night. Both bands billed as playing at "Reade's New Asbury Park Casino." Next week-end will see Mal Hallett and ork on Saturday and Charlie Barnett and his musical unit following on Sunday. Other popular bands will follow on week-ends until the season is here, according to Jay Wren, manager of Paramount Theater, who made the announcement for Reade.

Boardwalk is beginning to pick up with over-Sunday crowds supplying necessary incentive to operators. Third avenue track, operated by Asbury Park Amusement Company (Rodney Ross and Bob Fountain) has installed new gasoline racers to replace old battery jobs used up to now.

City's bid for Easter crowds was again set with presentation of second annual Orchid Promenade, which awarded orchid corsages to the 100 most smartly dressed women in the Easter promenade. Judges announced by George Zuckerman, municipal publicity director, included Crete Hutchinson, style authority; Tommy Dorsey, whose band was here on Easter; Ethel Traphagen, operator of a style and designing school; Kathleen Martin, bridge and style expert; Vyvyan Donner, Fox-Movietone fashion editor; Dr. Arnold Genthe, New York fashion photographer; Lester Sweyde, casting director and playbroker, and Dorothy Hill, fashion editor.

Edward T. Mitchell, operator of bathing beaches here for the past 25 years, is expected back shortly from Florida. Largest paying crowd ever known in Convention Hall, 5,500, witnessed the second annual *Juvenile Follies* Friday night. Production was the annual recital of Eddie King studios of this city. Boasted cast of 250 children and was well worth admission price.

RESULTS BIG

(Continued from page 42) checked thoroly the financial responsibility of this firm and found it A-1. We are well pleased with the services rendered and will continue with the Associated Indemnity Corporation during 1937 at both parks.

Savings Are Reported

Harry C. Baker, president of the association, reported a net saving of about 36 per cent on his broadspread operations, while Leonard B. Schloss, vice-president and general manager of Glen

Echo (Md.) Park, reported a saving of 32.42 per cent.

"It is a recognized fact that the inspection and claim service of any carrier are most important," said Secretary Hodge, "and if some of the carriers have been truthful in their statements of the losses sustained year after year on our business, then there apparently is something radically wrong with their inspection and claim service. In 1936, thru our co-operative plan, operators were enabled to obtain a 10 per cent reduction from manual rates, with the same experience credits allowed as well, as a substantial saving on such excess coverage, as they may desire.

"In addition, the usual 25 per cent increased cost for contingent liability was waived, and now, thru efficient management and claim adjustment, all of last year's policy-holders will receive a dividend of not less than 10 per cent next September. Our ultimate goal is to save all members of the association from 25 to 30 per cent on their straight \$5/10,000 limits coverage and in addition considerable on their excess coverage and give those who have the contingent liability problem to face the benefit of the 25 per cent saving referred to.

For Large and Small

"Association members coming under the plan last year piled up a gross premium of approximately \$100,000 which, it is generally conceded, was a miraculous showing for a first season's operation. The insurance committee, headed by N. S. Alexander, Woodside Park, Philadelphia; Harry C. Baker, president of NAAFPB, and the secretary are determined that this will be increased from 100 to 150 per cent during the 1937 season, and if the inquiries received to date are any indications of the probable outcome we will realize our ambitious completely.

"All operators, however, are urged to send in their questionnaires promptly, as the carrier insists upon a very painstaking job of inspection in the interest of the policy-holders participating in net profits. Any operator, therefore, who has not as yet heard from the secretary's office with full particulars of the plan is urged to write at once, and those who have received questionnaires and have neglected to send them in are requested to do so without further delay. The mailing of the questionnaire involves no obligation, but will enable operators to ascertain just what savings can be enjoyed thru participation in this plan. Address Secretary A. E. Hodge, Suite 295, Hotel Sherman, Chicago. No operation is too big or too small to come under this plan."

PONTCHARTRAIN

(Continued from page 42)

enced. With day, Sunday and total season records for attendance broken in 1936, the beach had its greatest year.

For putting over one of the finest single attractions of any operator, Mr. Batt was awarded recognition by the NAAFPB at its convention last fall for his Beach Water Wedding, which event broke all records for single-day attendance at the beach.

"In addition to plans for the biggest array of professional entertainment in the beach's history," he said, "we are undertaking an expansion program in concessions, rides and added attractions. All special days will be featured with another Miss New Orleans selection in addition to the annual Junior Miss New Orleans contest. Much new equipment is to be bought and lighting effects will be augmented."

SOCIAL SECURITY

(Continued from opposite page)

ing for them. They must collect 1 per cent from their employees when paying their salaries and they must make their reports and returns to the Internal Revenue Bureau in the regular prescribed form and manner. Even wives, brothers, sons or other members of a family working in a free act will be considered by the government as employees and must be accounted for.

We now have given you some instances of how the Social Security Act affects different classes of outdoor amusement people. In our final article next week we shall give information on how, in what form and when this tax is to be paid, and what kind of records are required from the amusement owner by the government. We also will have a few words to say in regard to the unemployment division of the Act.

TEXAS SHOWS SETUP READY

Dallas Heads Push Midway

Many changes to mark fun zone at expo—Graham to offer play in Show Boat

DALLAS, March 27.—With plans under way for Pan-American Casino by Jo Mielziner, designer, and Hassard Short, director, officials of Greater Texas and Pan-American Exposition have begun pushing negotiations for the midway. "At this stage we have a potentially stronger midway than that of last year's Texas Centennial Exposition," declared J. Eddie Brown, director of concessions.

All is ready for signing contracts for the Latin American Village, to be operated by Walter Herzog and J. E. Smith, with Herzog in charge. Old Streets of Paris plant, halfway down the midway, will be remodeled for the village. The prow of the S. S. Normandie will be turned into that of a Spanish galleon. Upper dining deck will be almost doubled in size to include a dance floor.

Bowery Replaces Village

Plans call for domestic and Mexican troupes for the downstairs stage show. Little flesh is to be seen in the village or anywhere else on the midway and the old peep stands will be turned into handicraft shops, restaurants and bazaars. A large foreign market place will be simulated.

Stanley Graham's negotiations for the Bowery to replace his old Midway Village have also reached the signing stage. More historic spots of the New York bowery area during the '90s period (See DALLAS HEADS on page 48)

Dog Racing Bill Advanced In Michigan's Legislature

LANSING, Mich., March 27.—A bill to legalize dog racing in Michigan, reported back to the Senate from committee, is scheduled for third reading before being sent to the House and is especially designed to legalize greyhound racing.

Annual license fee in city areas would be \$500. Licensees also would pay 10 per cent of all gate receipts and 2½ per cent on all bets on tracks a mile or more long and 3 per cent on bets on tracks less than a mile.

State's share would go to the State Fair, Detroit, county fairs and 4-H Club and agricultural funds. License for county fairs to conduct dog racing would be \$25 a season and \$100 for the State Fair. If pari-mutuel or auction pools were conducted at such fairs, 3 per cent would be paid to the State.

Charlotte Plant Considered

CHARLOTTE, N. C., March 27.—Consideration will be given erection of permanent buildings following a meeting of directors of Carolinas Agricultural Fair here. The first fair last year drew more than 300,000 and exhibits were in tents. President John F. Boyd said larger exhibits will prevail this year. A big grand stand and race track program is planned. Dates have been set at height of the harvest season here.

ROY RUPARD

Writes on

Budgeting Amusements

In the Spring Number of The Billboard Dated

April 10, 1937



FRED O. LAGESEN, secretary of Western Michigan Fair Association, Ludington, which in 1936 staged the first fair in Mason County in a number of years. So successful was the event in attendance and receipts that double the outlay for attractions will be made this year and a WPA project has provided a sizable modern plant with an airport in connection, stock barns, racing stables, grand-stand and exhibition and other buildings.

Ravenstein Is Preparing Another Ill. Free Annual

MOUNT CARMEL, Ill., March 27.—Plans for 1937 Wabash County Fair here are that it is again to have a free gate, day and night, for pedestrians at the 24-acre plant, with grand stand and natural built-in stadium, said Secretary Pete Ravenstein. All necessary buildings and live-stock barns are augmented by a full mile of midway space.

This year live-stock and poultry entries are open to the world and more than \$12,000 in cash premiums will be awarded. Wabash County Fair last year was accredited with second largest attendance in Illinois and was 11th in State-aid approved premiums awarded.

Secretary Ravenstein, in his sixth year as secretary, who started with the Fair as errand boy, declares fair work fascinates him and that "I have always found show troupers in all branches to be people of world-education and honest and sincere in their profession."

Changes Coming in Mich.

DETROIT, March 27.—Announcement was made on March 23 by Burr Lincoln, new State agricultural commissioner, of the replacement shortly of George A. Prescott as manager of Michigan State Fair, Detroit, and of former Senator Herbert J. Rushton as manager of Upper Peninsula State Fair, Escanaba. Successors have not been announced.

Washington Solons Vote \$250,000 To Launch Semi-Centennial Plans

OLYMPIA, Wash., March 27.—Washington is planning a celebration in 1939 commemorating its 50th anniversary of Statehood. The Legislature which has just adjourned appropriated \$250,000 to finance a State Progress Commission and its activities, to include a State advertising campaign, semi-centennial celebration and entries in New York and San Francisco expositions.

The commission, soon to be named by Governor Martin, will consist of seven members for three-year terms after the first selections of one, two and three years to start rotation. They will serve without compensation except expenses.

Duties of the commission as outlined in the new law are to take charge of advertising and publicity for the State, to carry on a promotion campaign to draw tourists and industry, to assemble statistics and data on State, to arrange

Last Old Address

SAN FRANCISCO, March 27.—Officials of Golden Gate International Exposition, comfortably housed in their \$150,000 Bush street administration building, had a shock this week. Their building, they thought, was widely heralded and unmistakable. Imagine their embarrassment when a woman phoned and asked, "Where are you located?" They gave her the address, 585 Bush street. "Oh, my goodness!" she cried. "I have been wandering around the Palace of Fine Arts and the Marina district for an hour, looking for the administration building." The last exposition held on the Marina was the famous Panama-Pacific International. It closed in 1915.

Muckler New Sec. for Calif.

C. W. Paine goes on Sacramento board and son is named State Fair aid

SACRAMENTO, Calif., March 27.—Robert Muckler, Hollywood, 47-year-old former banker, has been appointed permanent secretary of California State Fair held here annually. He succeeded Charles W. Paine, who retired on January 1. Mr. Paine has been named to the State Fair board.

Tevis Paine, Mr. Paine's son, was named assistant secretary at a salary of \$3,000. Mr. Muckler's salary was set at \$5,000, a raise of \$800 over what formerly was paid. A. B. Miller, Fontana, president of the fair board, said Harold J. McCurry, Sacramento, would be chairman of the publicity committee and Charles W. Paine head of dairy products division.

D. Eymann Huff, Orange, remains as chairman of horticulture and agriculture committee, and George E. Moreland, retired Southern California industrialist, new member, was given five committee assignments. Mr. Moreland will serve on horticulture, agriculture, (See MUCKLER NEW SEC. on page 48)

Twin Cities W. F. Proposed

MINNEAPOLIS, March 27.—A proposal for a Minnesota World's Fair was made by Benjamin Franklin Loos, Minneapolis, as part of the 'I've Got an Idea' program over Radio Station KSTP recently. He favored promotion of a \$1,000,000,000 fair in the Twin Cities in 1938. Having participated in four world's fairs, he declared himself sold on the exposition idea and believes 25,000,000 visitors would be drawn by Minnesota's natural attractions.

Pick Stripling At Ft. Worth

Carter succeeded by new president—5-year lease on Fiesta site is drawn

FORT WORTH, Tex., March 27.—W. K. Stripling, department store head, has been made president of the permanent organization of Fort Worth Frontier Fiesta, succeeding Amon G. Carter, president of the temporary organization, who plans to spend considerable time away from Fort Worth on business connected with the show.

All other officers of the temporary organization were elected for the permanent organization. Stripling was not a member of the temporary organization. William Monnig is chairman of the executive committee.

Changes Are Ordered

Albert Johnson, scenic designer; Carlton Winckler, technical designer; Raoul Pene du Bois, costume designer, and John Murray Anderson, producing director, arrived to work out plans for this year's show with Billy Rose. Dana Suesse, songwriter, and Ned Alford, press agent, will be here soon. Robert Alton, dance director last year, is to arrive in May. First auditions for Casa Manana girls were scheduled this week.

New exhibits will be obtained for Sunset Trail buildings. Jumbo building and (See PICK STRIPLING on page 48)

All Free in Oswego, Kan.

OSWEGO, Kan., March 27.—Labelle County Fair here in 1937 will be free all the way through, merchants to be given grand stand, quarter-stretch and parking tickets for distribution, reports Secretary Joe A. Carpenter. Besides a carnival midway and free acts, there will be pony and mule races, 4-H Club dairy and chicken shows, pulling contests, horseshoe pitching and 'coon dog contests. Prospects are better than last year, when the fair broke even with rain each day and night. This is Mr. Carpenter's first year as secretary although he has handled shows, rides and concessions for the fair 17 years, being a former outdoor showman. He had a ride and concessions on the McClellan Shows in 1921.

To Spread Pa. Farm Show

HARRISBURG, Pa., March 27.—State Authority announced plans for erection of an arena, to cost not less than \$1,500,000, adjoining the State Farm Show building here. V. T. Ritter, Philadelphia architect, has been retained to design the arena, which will be 300 by 200 feet with seating capacity of 10,000. Sponsors declare it will enable the State to bring some of the world's finest agriculture and other exhibits here.

WALLER and Durbin, who have been building a high aerial rigging in quarters in Ellwood City, Pa., expect to open the season at Camp Conn-E-Q there before starting on the road.

ROGER LITTLEFORD JR.

Writes on

Developing the 1939 New York World's Fair

In the Spring Number of The Billboard Dated

April 10, 1937

Frisco Sure Of Fed Fund

Cutler, expo head, to tell how \$3,000,000 will be put out—want girl herald

SAN FRANCISCO, March 27.—President Leland W. Cutler, Golden Gate International Exposition of 1939, will make a semi-final report on his activities in Washington, from whence he has just returned, before San Francisco Real Estate Board on March 30. He will say that his efforts on behalf of the proposed \$3,000,000 congressional appropriation for the exposition were highly successful.

The money will be used for construction of a federal building on the Treasure Island expo site and for partial financing of a United States commission. The bill authorizing the expenditure was introduced before any bill was presented for New York's Exposition of the same year, it is said.

To Review Activities

David R. Eisenbach, San Francisco realtor, will be toastmaster and introduce Cutler, who will sketch exposition activities here and at the national capital. Mayor Angelo Rossi, San Francisco, and Governor Frank P. Merriam, California, are expected to be present.

A search has been launched to locate the prettiest, most charming, most representative girl in the 11 Western States. She is wanted by the exposition management and when found will be dubbed Miss Western America, amid much pomp and ceremony, and packed off to Europe, West Indies and other spots around the globe to tell of the attractions on "Treasure Island."

Gal Winners To Tour

Exposition committees in California, Arizona, New Mexico, Colorado, Washington, Idaho, Oregon, Utah, Nevada, Wyoming and Montana will choose winners for their States and all 11 girls will be flown to San Francisco by United Air Lines for contest finals on April 29. Winner will leave for France on May 12 and second and third place winners will leave for a Canadian tour. Entrants must be between 18 and 25 years old, single and not previously married, citizens of the country and residents of the States from which they enter, and with at least a high school education.

Glasgow Exhibition Set; British Annual Beats Mark

LONDON, March 22.—Empire Exhibition to be held in Glasgow from May until October, 1938, will be the largest since the British Empire Exhibitions in Wembley, Eng., in 1924-25, says *Industrial Britain*.

The exhibition will be in Bellahouston Park, which, with an area of over 150 acres, lies some three miles from the center of Glasgow. British Government is to participate and it is hoped that the governments of all parts of the empire will also be represented. There will be an amusement park which is expected to be bigger and better than anything that has gone before it.

British Industries Fair, which closed at the end of February, beat all records. It was the largest ever held and Olympia and White City sections, miscellaneous industries and textiles, where a count was kept, were visited by a record number of foreign buyers. Already there are indications that the demand for stand space in all sections of the fair next year will be greater than ever.

Owsley Aids Commissioners

ABERDEEN, S. D., March 27.—William Owsley, president of the privately owned Tri-State Fair Association, whose assets and property were taken over by Brown County, is assisting the county commissioners in lining up for this season. A fair board and five commissioners are to be appointed and a business secretary employed. Extensive improvements and repair work were completed on the fairgrounds and building during the past year.

Work, More Work

By O. E. STOUT

Secretary of Richwood (O.) Fair
When I was elected secretary of Richwood Fair 12 years ago it was very much in the red. But I believe in attractions. I know that horse racing and display stuff helps a lot to make a fair, but young people today want real thrills and if you haven't got 'em they won't come. So our fair is getting better and better, as we play one day as Thrill Day. It has been a success, as we have not gone in the red in 12 years. We do not play the same things over again. If we play a rodeo one year and it is a success we do not play one again for a few years. We have had three rodeos in the last 12 years and they have gone over big. The successful one we played in 1934 will be presented this year, but very much changed and with plenty of girl dare-devils.

We are getting out of debt and going strong. I think that while a night fair is a good thing, especially for concession people, a fair must give the night visitors something to see. It takes a lot of hard work to put over a good fair and if a secretary isn't going to work hard he will get no results and so will be useless. It is well known that if a fair goes bad the secretary has to take the blame, but if it goes over with a bang a lot of others will say, "look what we did!" I work 12 months in a year to make a good fair. If one is to get proper results he must do so.

The pass system is a nuisance. So we use no passes whatever. All horsemen, concessioners and exhibitors register and we find that much better. I think *The Billboard* is doing great work for fairs, especially in getting versions of fair secretaries on various topics.

Stock Show Mark Made in Ft. Worth

FORT WORTH, Tex., March 27.—All attendance records for Southwestern Exposition and Fat Stock Show staged here on March 12-21 were broken, said Manager John B. Davis. He estimated that about 5,000 more attended than last year, the previous record year. Between 308,000 and 310,000 are said to have attended.

Management expects a profit this year. There was a profit on last year's show. Attendance was aided by the convention of the Southwestern Cattleman's Association during show and by large groups of Future Farmers of America, 4-H Clubs and school children admitted free to grounds on the last Friday and Sunday. Weather was never ideal, rains of the first week-end giving way to dust-storms and slightly cold weather on the last lap.

Publicity was again handled by Frank Evans after an absence of a year. A. T. Lowry, who handled concessions for Fort Worth Frontier Centennial, was in charge of the large number of concessions.

Novel Lighting Seen For New York W. F.

NEW YORK, March 27.—The unique and hitherto unemulated manner in which the New York World's Fair expects to make use of light, color and landscaping was revealed Wednesday night at a preview for the board of directors of an elaborate exhibit in the Empire State Building.

Novel effects which are planned for the coming expo thru use of high-intensity mercury vapor lamps and luminous products are featured in miniature thruout a model layout of the fair. The Stroblite Company, New York paint products concern, accomplished the remarkable job of lending a realistic appearance to the tiny streets and buildings. The exhibit, which opens to the public on March 29, occupies a half-block front on Fifth avenue and extends several hundred feet on the 34th street side of the ground floor of the Empire State Building.

The models, with the aid of mercury vapor lamps and filters, in connection with fluorescent effects, vividly show the fair as it will appear at night. Other models of illuminated fountains and fronts of exhibit buildings are intended to convey to the public the fact that the 1939 expo will offer revolutionary changes in general lighting effects.

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Andy Adams Crashes Newspaper in Detroit

DETROIT, March 27.—Andy Adams was given an extensive writeup in *The Detroit Free Press* on March 21 as originator of the community auction sale, started on Hillsdale (Mich.) County Fair grounds and held every Saturday for the past 27 years, regardless of weather or financial conditions.

Mr. Adams, who auctioned the horse which brought the highest price ever paid in Michigan, has been a member of Michigan State Fair board five years, on which he acts as a judge of horse entries.

He has been a member of Hillsdale County Fair board 20 years and says fairs are his hobby. On his farm near Litchfield he raises thoroughbred Percherons and maintains a string of race horses.

AAA Sanction Is Granted For Dallas Expo Auto Race

DALLAS, March 27.—George Preston Marshall, director-general of sports at Dallas Exposition this year, has announced that official sanction has been granted by the AAA for a 300-mile automobile race to be staged in Dallas on August 1. Event, to be run in conjunction with the expo, will bear the title Pan-American Exposition championship race and will offer \$17,500 in prizes. Trials will be held July 24, 25 and 31 and the 36 fastest cars will be eligible for the finals.

The race will be conducted under regulations and sanction of the contest board of the AAA. Entries will be confined to racing cars and drivers of North, Central and South America in good standing with the contest board. L. Warren Baker, Dallas, will be chief steward.

DAN RICE

(Continued from page 36)
some 80-odd workmen are working at top speed.

Ira Watts, general manager, is on the job at all times. Executive staff will be comprised of W. D. Story, auditor; Howard King, legal adjuster; Dr. Joseph F. (Doc) Hefferan, physician and special representative; Edward (Red) Monroe, general superintendent; Ray Cramer, side-show manager; Sammy Marreta, in charge of front door; "Slim" Webb, master of transportation; Lee Hinckley, band leader; Russell George, chief electrician; Jack Walsh, superintendent of cookhouse; Charles Ryan, boss canvasman; William Henry, superintendent of concessions; Earl Brumbo, equestrian director; Frank McNally, general mechanic; John Smith, superintendent of elephants; Jack Fenton, in charge of banners—Pete Brovald, assistant; Harry L. Hamilton, contracting press agent.

The new canvas from Baker & Lockwood has been paraffined. Ray Cramer will have a big side show, with a colored band of 10 pieces, singers, dancers and comedians and 12 platforms. Lee Hinckley will have a uniformed 12-piece band. The Rice herd of five elephants has arrived from Rochester, Ind., where the bulls wintered, and are now being put thru their paces.

William Henry has among his concession crew Jerry Sweeney, Al Porter, Tom Crumb and Joe Stramka. Danny McPride will be principal clown, with 15 jokers. William Henry, concession superintendent, arrived from Miami, accompanied by his wife, Esther, who will handle the elephants.

Among big-show performers and acts engaged and on the lot are Mary Miller, Ling Chung Troupe, Gentry's dogs and ponies, Vivian White, Danny McPride,

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BUFFALO, N. Y.

POSTERS - CARDS

Aerial Brocks, Earl Bailey and his Wild West contingent, Andy Calino (the Great) and Olympian Troupe of five. Ray Marsh Brydon returned from New York, where he saw Cole Bros.' Circus, and reports a most enjoyable performance. The four advance trucks with 12 billers are already on their way.

G. L. Aquacade Construction On

Aileen Riffin to make final selection of mermaids—gardens again featured

CLEVELAND, March 27.—With engagement of Aileen Riffin, former Olympic diving champion, as aquatic director of the show, work of whipping 500 aquabelles into shape for Billy Rose's Aquacade has started. Eleanor Holm Jarrett, who is to be starred, and Floyd Zimmerman, director of last year's Marine Theater, have been making preliminary selection of mermaids. Headquarters are Allerton swimming pool, where Zimmerman is in charge. Of those first lined up Miss Riffin will choose 100 of the best and comeliest swimmers. Rehearsals will start within the next week. It is planned to work the swimmers in connection with the stage coryphees as well, thus impinging her duties upon those of Stage Director John Murray Anderson.

Work on erection of the aquacade has started. It will be on the site of last year's Marine Theater. Preliminary to erection of the steel structures, piles are being sunk to which will be anchored a gigantic stage. Contracts for the building proper are being signed this week, and within a few days construction will be started on the 5,000-seat theater-restaurant which will be the dine-and-dance place of the expo.

Old Cars for Cavalcade

Back to Cleveland this week came Roy A. Mosen, of Chicago. He is owner of the nine old-time autos—aged from 1886 to 1906—which appeared last year in Parade of the Years. At close of the expo Mosen went to the Toronto Royal Winter Fair with a one-cylinder Brush and a 1902 Holman 2. Bertram Mills, English circus owner and horse fancier, annexed the Brush at a good sum and a trip to London. Mosen visited the Continent and returned to shape up his old cars for the Cavalcade of America exhibition. They will be among the curios showing development of automotive power.

A. L. Rossman, treasurer of the Showmen's League of America, visited Cleveland this week. Returning from Florida, he was guest of Frank D. (Doc) Shean, who is "batching" it in the absence of Mrs. Shean, who is visiting relatives in Minneapolis. Rossman signed contracts again for handwriting concessions.

Frank Monaco is returning to Streets of the World with his sidewalk cafe on the banks of Lake Erie. "Pinkey" Hunter, who furnishes music for the Cafe Monaco in the Hanna Block, will split his time between this place and the sidewalk cafe when the expo opens. Orchestra and entertainers will be moved as occasion demands.

Gray Directs Gardens

One of the most important permanent features of the expo is Horticultural Gardens. Much of this is permanent improvement, having been built under WPA appropriations. Last season the gardens and Horticultural Building, cafeteria and cocktail lounge, exhibition room and observation spot were centers of Cleveland social life. Donal Gray has been appointed designer and director of the project this year. Seven floral festivals will be offered as special features.

Work on the gardens is being undertaken under Gray's supervision. Spring blooming plants will cover the 600-foot hillside rock garden. Two new borders of perennials will be planted for amateur gardens. Students from Cleveland schools will be given plots in the gardens to cultivate. Outstanding horticulturists of the country will be in attendance. There will be a colorful exhibit of Florida flora on a 45 by 20-foot terrace. Provision is being for outdoor gatherings.

An imposing addition is the statue "Awakening," a 3½-ton marble by William McVey, Cleveland sculptor. Sixteen feet in height, it is carved from Georgia marble. Loaned by Cleveland Museum of Art, it will be placed between the two prominent promenades. National Council of State Garden Club Federation meets here on May 25-28 and will inspect the gardens at the opening of the expo on Decoration Day.



PETE RAVENSTEIN has done much to advance Wabash County Fair, Mount Carmel, Ill., in the five years during which he has been secretary. He has been active for that annual 25 years, having started as errand boy in the office. Last year it was credited with having second largest attendance of Illinois county fairs and was 11th in State-aid approved premiums awarded.

Plant in Ludington Constructed in Year

LUDINGTON, Mich., March 27.—Plantation here has been built in less than a year, as the 1936 fair was the first put on in Mason County in a number of years. Secretary Fred O. Lagesen, also chairman of Mason County airport and fairgrounds committee, gives most credit for the accomplishment to a WPA unit, co-operation of the fair association and Mason County board of supervisors.

Last year's fair was minus most of the buildings and, with two large tents used for exhibits, a profit of \$3,200 was made. The 185-acre site now has, reports Secretary Lagesen, besides an airport, a racing stable, 32 by 100 feet; two stock barns, 30 by 100 feet; grand stand, 208 feet long; judges' stand, free-act platform, four rest rooms; exhibit building, 60 by 90 feet; 4-H Club building, 24 by 60 feet; caretaker's home and garage and an attractive entrance and office with the association's name in sheet iron in red letters with silver background.

For the 1937 fair about \$4,000 will be spent for revue, fireworks and race program. Attendance of 40,000 last year will be doubled, declare officials.

Fair Elections

LUDINGTON, Mich.—Western Michigan Fair Association elected George Tyndall, president; T. H. Fisher, Enoch Anderson, Fred Schoenherr, Herman Klemm, vice-president; E. M. Briggs, treasurer; Fred O. Lagesen, secretary.

HILLSBORO, Ore.—Washington County Fair board elected H. T. Hesse, Scholls, president; R. M. Banks, Banks, vice-president; R. G. Scott, Sherwood, treasurer; Ed L. Moore, Hillsboro, secretary-manager. Last year's free-gate policy was adopted for 1937.

HARWINTON, Conn.—Harwinton Agricultural Society elected Charles Page, president; Seff Rauch, secretary; Louis L. Campbell, Torrington, managing director. It was voted to erect a new fence around the fairgrounds.

MARNE, Mich.—Ottawa and Kent Agricultural Society, which will sponsor the 82d annual Berlin Fair here in 1937, re-elected H. Fred Oltman, president; George K. Herman, vice-president; David E. Hanson, treasurer; Mrs. Harvey Walcott, Coopersville, secretary. WLS National Barn Dance and K. G. Barknot Shows have been contracted and race purses total \$1,500, said Mrs. Walcott.

LIBERTY, Tex.—Liberty County Fair Association elected H. L. McGuire, president; Erad Pickett, Will Hamilton,

Fair Grounds

PARIS—An important annex of Paris International Exposition of 1937 will be the Sports Exposition occupying 19,700 square meters at Porte de St. Cloud. Besides three large covered sports stadiums, the exposition will have a Grand Hall covering 4,000 square meters, a pavilion and a park for exhibits of housecars, trailers, tents and all types of camping equipment.

ST. JOHN, N. B.—Despite rumors that St. John Exhibition Association would suspend activities this year, President G. D. Ellis said the 1937 fair will be held as usual. The association will turn over grounds and buildings to Loyal Orange Lodge for celebration of Orange-men's Day, including parade, sports, vaudeville and band concerts. The large grand stand will be used.

MADISON, Wis.—State Assembly on March 18 killed the Kostuck Bill, which would have refunded the beer tax paid by lodges, agricultural associations or ex-service men's organizations. It was designed to exempt beer given away or sold by the organizations at fairs, picnics and bazaars.

MILLERSBURG, O.—Directors of Holmes County Fair decided not to increase admission price and it will remain at 25 cents. Contracts were signed with Hudson Fireworks Company for displays at night shows.

CHADRON, Neb.—Program for the 1937 Dawes County Fair here has the backing of the Junior Chamber of Commerce, reports Secretary Harry T. Sly.

HARRISBURG, Pa.—With possibly that a horse-racing bill will fall to pass the Legislature, John L. Powers, Allegheny County, introduced a bill proposing legalization of pari-mutuel betting on dog races, making special dispensations for dog race meets at county fairs and providing that proceeds, including license fees and State's share from pari-mutuels, be used for mothers' assistance, hospitals and "to lessen the amount needed for appropriation from the general fund."

YORK, Pa.—John H. Rutter, secretary of York Fair, revising the 1937 premium list, said it will be published earlier than usual this year, given a wide mail circulation, and that about \$18,000 is offered to exhibitors.

NORFOLK, Va.—Tidewater Agricultural State Fair of Norfolk, Inc., with maximum capital of \$10,000, has been granted a charter to operate an agricultural and industrial fair. M. B. Howard, Ocean View, Norfolk, is given as president.

McCOMB, Miss.—President L. Z. Dickey, Chamber of Commerce, named a committee to select representatives from communities of Pike County looking to organization of a Pike County Fair Association. Decision to make a proposed fair a county event supplemented a plan to form a Southwest Mississippi district fair body.

LONGVIEW, Tex.—Directors of Gregg County Fair Association voted for immediate enlargement of grounds in the belief that the 1937 fair will be a record-breaker. A \$3,000 building to house a Better Baby Show, sponsored by Junior Chamber of Commerce, will be built at once. Buildings for poultry and stock are also planned.

Winkley Has "Suicide Club"

MINNEAPOLIS, March 27.—Frank R. Winkley, for 12 years connected with managers of thrill-day programs, serving in every capacity from performer to advance agent and manager, announces he will present his own "Suicide Club" at many fairs during 1937. He already has La Forte, Ind.; Waverly, Bloomfield and Audubon, Ia.; St. Cloud, Minn., and others signed. Among Winkley's featured performers are Scotty Sommers, motorcycle stunt rider; "Reckless" Ray Kennedy, auto stunt driver; "Rusty" Fielding, English dare-devil, and Farmer Joe Sims, motorcycle racer.

vice-presidents; Robert Chambliss, manager; M. T. Karnowski, re-elected secretary-treasurer.

DALLAS HEADS

(Continued from page 46) will be reproduced in buildings and employees of the village will wear costumes of that period. It will include hotel, stage for melodrama, saloon and night court.

Mr. Graham's latest decision is to bring his *The Drunkard* company from San Antonio in time for the fair opening and to play *Murder in the Red Barn* in Show Boat, adjoining the Bowery. Neeley Edwards will be emcee and Guy and Frank Doran will be novelty act stars.

Dufour-Rogers Enlarging

Law Dufour and Joe Rogers are negotiating to replace their Warden Lawes Crime Show with a larger one. Black Forest is to be renovated into a new type of village as background for an ice rink, which will be conducted as main show.

After his appointment was announced by George Marshall, director of amusements and sports, Mr. Mielziner flew into Dallas and spent two days conferring with George L. Dahl, exposition architect. He left for New York to begin designing sets for the casino. Marshall followed Mielziner into Dallas, leaving for Hollywood after conferring with Director-General Frank L. McNeny. He will search for talent on the West Coast.

Talent From New York

In Europe on a vacation, Short announced he will return to New York early in April to begin rehearsals for the casino shows. The companies are to be organized from New York talent. Short's productions have included *The Great Waltz* and other successful shows.

The exposition has finally acquired rights to use of the Fair Park plant and wrecking and rebuilding are under way. Dialogue rehearsals for *Cavalcade of the Americas* will begin on April 1. Producer A. L. Vollmann announced. Otto Mueller will open his midway restaurant on April 1.

PICK STRIPLING

(Continued from page 46)

Pioneer Palace are to be used, but whether The Last Frontier arena will be used again has not been determined.

According to the designers here, this year's show will be much better than last year's, and it is to be different in every element, it is said. Ed Hanfian, secretary to Billy Rose last year, has been given leave of absence as secretary to county judge here to resume his duties as secretary to Rose.

Buildings Will Revert

A five-year contract for lease of Frontier Centennial buildings from the city has been drawn by order of city council, replacing a 25-year lease contract in effect between city and Frontier Centennial operating company. Contract includes an option for renewal for another five years after the first term. Right to erect new buildings on the site will be retained by Fiesta Corporation, but structures will become property of the city at expiration of the lease, without liens or other encumbrances.

Councilman Monnig suggested that the agreement stipulate that no changes could be made in Casa Manana, Jumbo, Pioneer Place or Chamber of Commerce buildings without consent of the council. Frontier Centennial, with which the former 25-year lease was made, has been dissolved and a new corporation has been formed to conduct this year's show.

MUCKLER NEW SEC.

(Continued from page 46)

machinery and manufacturers, live stock, poultry and publicity committees. Mr. Faine also was given appointments to building, grounds, speed events and attractions committees. Only new committee formed is on polo. John M. Perry, San Francisco, heads finance, speed events and mining committees; Horace E. Thomas, Marysville, schools displays, 4-H Club and Future Farmers and art.

Mr. Muckler served for years on the fair board of Tama County, Ia., and assisted later in arranging the Pacific Exposition at Long Beach. He was assistant State superintendent of banks of South Dakota six years. He was affiliated with Norman W. Church, western turfman, before accepting the fair position.

Rinks and Skaters

By CLAUDE R. ELLIS,
(Cincinnati Office)

A LARGE roller rink on the Lake Michigan shore near South Haven, Mich., was destroyed by fire on the night of March 21, damage being estimated at \$20,000. The structure was built for a dance hall 25 years ago.

MEDALS have been awarded to winners of the recent Michigan open championship in Arena Gardens, Detroit, preliminary event of the national amateur meet there on April 2-4. In an inter-city women's meet to accompany the national senior men's events, Chicago, Cincinnati and some other cities will be represented. "We are expecting that the girls' meet will be nearly as big as the men's," Robert Martin, assistant manager, said. Seven trophies have been donated for the men's meet, he said. Final private workout was on March 28 in the Arena for the Michigan team and Detroit fans are expected to root heavily for the hometown team. However, heavy competition is being provided from entries, with some 40 well-known skaters from all over the country already entered.

OLYMPIC TRIO, roller skating act, holds a featured spot with Bob Crosby's show at the swanky Congress Casino, Chicago.

H. D. RUHLMAN is featuring weekly Amateur Nights and Waltz Nights in his Lexington Roller Rink, Pittsburgh.

THIRD ANNUAL tri-State roller-skate speed tournament for amateurs started in Winland Auditorium, East Liverpool, O., on March 28. There will be five more heats, skated on April 4, April 11, April 18, April 25 and May 2, final event to be on May 9. Prizes will be awarded each heat winner, and a gem-encrusted championship belt will be presented to winner of the final, to be recognized as the official tri-State champ. Wood-Dillon Company is operator of Winland Auditorium.

COVINGTON (Ky.) Roller Rink, in the I. O. O. F. building, under management of Tommy Roberts and Carl Miller, is the second rink in a few weeks for this city, Ed Moore having recently opened Crystal Roller Rink there. Roster of Covington Rink includes Al Pike, floor manager; Bernardine Middendorf, cashier; Betty Jackson, La Verne Schwarberg, checkroom; Herbert Blick, skater; assistant floor manager, Harold Stevenson; skate attendants, Jack Yelton, Celestine Splenu and Cecil Caldwell. Specialty dance numbers are featured, with Oscar Kuhn demonstrating dance steps. Music is by public address system, floor is 50 by 90 feet and there are 300 pairs of Chicago skates.

CONTINENTAL Thrillers, three-people roller-skating act working out of New York, opened in Hartford, Conn., after playing the Folly Theater, Brooklyn, and before working Sherman time, writes Patricia Rogers, who reports good biz.

JOHN HARRIS, planning to transform his Pittsburgh Duquesne Garden from ice to roller rink for May 5 open-

ing, has booked Roy Shipstead's Ice Follies, featuring Bess Ehrhardt, for third engagement within a year.

JORDAN Trio, "Three Skatomanacs," Sal Jordan, Jean Coolidge and Kenneth Anderson, are working in Mont-real, where they have played the Amherst Theater, American Grill and Francis Theater.

SOUTH Main Roller Rink, Houston, Leslie Bruce, owner, reports night business very good. He has been in this location four years. Over the maple floor generally used Mr. Bruce laid a tempered hard board floor and is well pleased, with results. Present floor, 50 by 110, may be increased by 30 feet.

PLAYLAND Park, Rockaway Beach, L. I., has installed a roller skating rink, said Manager Louis Meisel. Altho the park does not have its opening until Decoration Day, the rink has been opened. Rockaway Roller Skating Rink, Edgemere, L. I., is planning summer opening on Decoration Day, to be operated by Seidman Brothers.

FRANK BACON, widely known pro skater and former champion, is to open a roller rink at Crystal Lake, Mich., according to his brother, Bert, who is operating the Lebanon (O.) Rink to good business.

JOHNNY UEBEL, Dover, O., holder of roller skating speed records, has entered national amateur championship in De-



EARL, JACK AND BETTY, widely known roller-skating act, will soon conclude a long road tour and go into the Hollywood Restaurant, New York City, for an entire summer's engagement. Left to right: Jack Brown, Betty Gilmore and Earl Woodward.

troit on April 2-4. For several years he has been appearing in speed events and exhibition skating in Land o' Dance Rink, Canton, O.; Summit Beach Park Rink, Akron, and others in Eastern Ohio. He will enter 440-yard and 880-yard dashes and one-mile and five-mile races.

W. H. (BILLY) CARPENTER, operator of roller rinks in Tuscora Park, New Philadelphia, O., and Riverside Park, near Uhrichsville, O., and many years an exhibition skater, performed on three nights before several hundred patrons of the New Philadelphia rink recently, presenting his act following public skate sessions.

JOE FITZ, manager of Tech Skating Arena, Cambridge, Mass., operates the entire week with feature nights, Amateur Night being on Monday. Tuesday has two-step contests, and Wednesday is Beginners' Night. Thursdays are devoted to novelties and on Fridays there are games and races of all types. Saturdays are Lucky Nights, with cash prizes. Sundays find Tech Rink flooded with out-of-towners from near-by States. However, Fitz often has to suspend some special nights for private parties. He reports that many skaters travel from 40 to 100 miles to the rink. Prevailing prices are 35 cents for women and 50 cents for men. Tech Arena is two years old.

A BIG opening marked the bow of Sefferino Rollerdom, newest Cincinnati rink in the Walnut Hills section, on night of March 20. William F. Sefferino, proprietor, in newspaper ads exploits a noiseless circular safety floor and sessions nightly except Mondays,

"CHICAGO"

TRADE MARK REG. U.S. PAT. OFF.



We Extend Our Sincere Sympathy to the Relatives and Many Friends of the Troupe of

TRANSCONTINENTAL ROLLER DERBY SKATERS

Which Suffered the Fatal Bus Accident Traveling From St. Louis to Cincinnati.

RALPH, WALTER and ROBERT WARE

and Saturday and Sunday matinees. He leads the orchestra at nightly sessions. Prices, 25 cents at matinees and 40 cents at night, include skates, checking and tax. Party reservations are being taken.

OHIO STATE and combination Tri-State final trial races were staged in Norwood Rink, Cincinnati, on March 25, reports Armand J. Schaub, with Ohio AAU officials in charge, sanction for the trials being in hands of Ohio State Skating Association, Inc., and Norwood Rink having an officially registered mile track of 13 laps and 80 feet. It was said that all of the entrants are registered with the Ohio Skating Associa-

tion since Thursday night because of the most tragic bus accident of the year in which 20 Derby contestants and others lost their lives on March 24. A chartered bus bringing the group here from St. Louis threw a tire near Salem, Ill., was ditched and caught on fire. Only three were rescued, according to press dispatches. Among the victims was Ted Mullen, widely known announcer and emcee. Two Cincinnatians, Edgar (Buss) Gesser, adopted son of T. A. Gesser, owner of Tacoma Park, Dayton, Ky., across the river, and Louise Brower, Cincinnati, who was to have made her Derby debut at this event, also were in the death list.

Eighteen entrants who had arrived here before the accident voted to hold the Derby and Mr. Seltzer set tonight for the postponed opening. During the 25-day stretch each session will close at midnight.

Latest press list of the dead includes Mrs. Erma Caldwell, Chicago, dietitian; Carol Ann Caldwell, 4 years old; Jack Israel, Kansas City, Mo.; Millie Cooper, Villa Park, Ill.; Ted Mullen, Portland, Ore.; Louise Brower, Cincinnati; Carolyn Barton, Denver, registered nurse; Mrs. Emily Thomas, Chicago, wife of bus driver; Jerry Wallers, Hollywood, Calif., assistant track manager; Joe Kleats, Chicago; Edgar (Buss) Gesser, Bellevue, Ky.; Wilson Kay Wiend, Columbus, O.; Tony Marzano, Chicago; Nick Kelson, Chicago; William Ellison, Chicago; Ruth Hill, Kansas City, Kan.; Libby Hoover, Kansas City, Mo.; Frank Vining and John Britton, St. Louis, concessioners; Henry A. Salmon, St. Louis, chiropractor. Survivors are given as Dick Thomas, Chicago, bus driver; Don Flannery, Kansas City, Kan., skater; John L. Creekmore, Miami, Fla., skater.

These 14 teams were announced in readiness for the opening: Mary Yeopelle, Chicago, and Joe Nygra, Potenz, Italy; Jerry Luther, Dearborn, Mich., and Billy Lyons, Omaha; Laverne Krantz, Miami, and Elmer Anderson, London, Eng.; Vera Klassen, Milwaukee, and Nicky Milane, Chicago; Grace Freid, Detroit, and Arthur Larson, Chicago; Louis Thomas, Memphis, and Al Fishman, Waterloo, Ia.; Katherine Carney, Pittsburgh, and Tommy Atkinson, New York; Kitty Nehls, Racine, Wis., and Charles Hanson, Decatur, Ill.; Jean Ray, Philadelphia, and Bill Redmond, Chicago; Toni Ball and Eddie Rager, Cincinnati; Doris Webb, Cleveland, and Bill Emerich, Chicago; Marge Richards, Evansville, Ind., and Al Stapperman, St. Louis; Tjny McDowell, Philadelphia, and Micky Pascoe, Chicago; Hazel Love, Reading, Pa., and Muscles Stampley, Corpus Christi, Tex.

tion but are skating (unattached) for roller clubs now in process of organization and all were to be eligible for entry in the Ohio and Tri-State combination championship amateur races in Norwood Rink on March 27 and 28.

Disaster Holds Up Cincy Roller Derby

CINCINNATI, March 27.—A Leo A. Seltzer Roller Derby was scheduled to get under way in Music Hall sports arena tonight after having been postponed



The First Best Skate

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RICHARDSON BALL BEARING SKATE CO.
Established 1884.
3312-3318 Ravenswood Avenue, Chicago, Ill.
The Best Skate Today

WANTED --- WANTED
Portable Rink Floor and Tent. Floor and Tent must be in good condition. Give all details as to age, size, condition, best price, terms, etc. Write immediately.
A. R. WARREN, Coliseum Bldg.,
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Send for Attractive Book APPROVED HOCKEY SKATE

Fastest, Smoothest Fibre Wheels with Racing Bushings and Cones.

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We Hope We Will See a Great Many of the Rink Operators and Owners at the United States Amateur Championship Races Held at Arena Gardens April 2 to 4, inclusive.

REWOODING

FIBRE WHEEL HUBS
HARD MAPLE

RACING HUBS
HARD ALLOY

FRANCIS J. BALDWIN, 240 S. DIAMOND ST., RAVENNA, OHIO

SLA Benefit Gets Support

Preparations completed for annual affair — big entertainment bill promised

CHICAGO, March 27.—At 7 p.m. a week from next Monday the flag will be up on the cookhouse at the College Inn and the Old Town Room of the Hotel Sherman and hundreds of showmen and their friends will sit down to a feed "fit for a king," served to the strains of sweet and hot music of the orchestras of Red Nichols and Al Trace. Then when "chow" has been stowed away the scene will shift theoretically to the big top, where a show of colossal proportions will be presented.

Which is just another way of saying that the gigantic Theatrical Night and Dinner sponsored by the Showmen's League of America for the benefit of the American Theatrical Hospital will be held Monday night, April 5, at time and place mentioned. The affair is being heralded as "the largest single night show ever held in any cafe in Chicago" and indications point to a fulfillment of that billing. All preparations are (See SLA BENEFIT on page 56)

State Fair Shows Make a Good Report

MIAMI, Okla., March 27.—Even tho the season is well under way there is no letup in the plans, building and general work incident to expansion of the State Fair Shows by Owner-Manager Mel Vaught. The outfit now consists of 10 rides and the same number of tented attractions, to say nothing of the concessions.

The shows now have a staff of carpenters, ride mechanics, painters and electricians working daily to complete the new chromium and neon-lighted rides and fronts.

In speaking of the activities and other show news, General Manager Dave Lackman said: "The show made its initial bow at El Paso, Tex., and if the business done there is a criterion we are off for a mighty good season. The staff is efficient and the working men are all for it, so the future is rosy for the Vaught organization, and besides the management is not lax in the expenditure of money and talent to build up the organization in every department. While snow and rain has been reported north, this show is to be congratulated on being favored with the best weather and business it has ever enjoyed at this season of the year."

Joe Galler Gets Going With Buckeye State Shows

GULFPORT, Miss., March 27.—Joe Galler arrived in Pass Christian Sunday and opened with his Buckeye State Shows on a beach-front site to play this week. The show had been wintering in Biloxi and this is the first stand of the new season. A heavy rain struck hard at the show Tuesday night and Wednesday after a fine opening day.

WALTER A. WHITE

Writes on

Either Build for the Future or Quit

In the Spring Number of The Billboard Dated April 10, 1937

(Because of illness Jack V. Lyles was unable to complete his article, "What About the Carnival Employee?" in time. He promises this later.)



THE WOMEN HAVE IT! Mrs. Eric B. Hyde, left, is treasurer of the Eric B. Hyde Shows, and on the right is Janette Terrill, who is general representative for the same organization. Both of these active show women have had long years of experience in the business and are fully qualified to administer the positions they occupy.



Rubin & Cherry Plan To Sponsor Merchants' Trade Week as Feature

ATLANTA, March 27.—Rubin Gruberg, president of the Rubin & Cherry Exposition, Inc., pursuant to a recent statement that he would present an innovation in the operation of carnivals, announced here this week that he will introduce Merchants' Trade Weeks as a feature.

Gruberg has always maintained the idea that there should be something be-

hind the marquee entrance to carnival midways that would serve as a retreat for patrons who come to the showgrounds early and stay late. He also has had in mind the fact that in the case of a rainstorm that there should be additional shelter space provided, especially when the midway is overcrowded. Now it comes out that he has arranged for (See RUBIN & CHERRY on page 53)

First Social Security Secretary?

Jonesboro, Ark., March 23, 1937.

The Billboard Publishing Company, Cincinnati, Ohio. Gentlemen:

In the last issue of *The Billboard* I noticed an item that read, "Who will be the first to install a Social Security Secretary on his show this year?" In answer, let me say that I don't know if the Great Superior Shows is the first one, but I do know we have been established in that essential since January 15.

Every man, woman and child on the show is card indexed with name, date of birth and where, nearest of kin, how many in the family, dependents, title of show they started with, who with last season, and a lot of other information that is most valuable to the office.

Social Security members are recorded and a file is made complete at each payment. I give credit to my secretary, Dr. Henri Clayton, for installing this system, which I believe is the best on any show.

I just wanted *The Billboard* to know that our show is trying to follow the letter of the law in this regard.

Yours very truly,
O. J. BEATY, Manager.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Garnishee, Fla.
Week ended March 27, 1937.

Dear Editor: Due to the fact that all calendars and almanacs announced spring as officially open a week ago, the Ballyhoo Bros. have decided to make a long jump north after this engagement. General Agent Lem Trucklow is now up country armed with proposition contracts Nos. 1, 2, 3, 4, 5, 6, 7, 8 and 9, preparing to pre-date any opposition show that was foolish enough to spend money during the winter months booking and setting dates.

This town is a maiden carnival spot and we claim to be the first carnival to play in a truck garden. The show is exhibiting here under the auspices of the Share Croppers of Garnishee County. The money raised through this big celebration is to go towards guaranteeing social security for aged truck farm mules and their offspring.

The show train arrived early Sunday and was unloaded by noon. The wagons were lined up on the road along the side of the largest truck farm in the

State, which was to serve as the lot. The fact that we had agreed to wait until the winter crops were harvested before moving on held up the show. The bosses then decided to give everyone their pick of locations and let them gather the crops for the farmer in order to get the show open as scheduled.

"The Garden" then became a hive of activity. The girl show crew chose the hottest location on the lot, the pepper patch. By dawn all the girls were busy picking peppers. The minstrel show bunch picked the cabbage location, augmenting same with hams from a smoke house near by. The side show crowd picked tomatoes; the wax show dummies picked wax beans; while the fun-house clowns dug new potatoes. The fat girl refusing any starchy food location, finally drew swamp lettuce. Our sex show grabbed the pea patch and the water show straddled the irrigation ditches.

There still remained two grove locations, the garden of rides picking (See BALLYHOO on page 53)

Weather Hurts At Fort Worth

Hames' Shows, however, score record on Children's Day—40,000 turn out

FORT WORTH, Tex., March 27.—Altho bad weather ruined over half of the nine-day engagement of Bill H. Hames Shows on midway at Southwestern Exposition and Fat Stock Show, March 12-21, most concessioners and others were satisfied with the engagement, chiefly because of the one big day that set a record for this show. On Friday, Children's Day, an estimated crowd of 40,000 children thronged the midway and games and rides had their best day of the stay.

Personnel of *Ha-Cha Revue*, girl show, included "Ha-Cha" Lane, manager and comedian; Helen Lane, Bob and Kitty Bly, Bob Cunningham, Betty Wallace, Jackie King, Ruth Evans, Evelyn Patterson, Eddie Jackson and Jimmie Landrith. This show is presented under new green canvas top. Scenery is new and comparable to that of some theaters. Wardrobe up to date and front is new. Show did good business when weather permitted.

Sid E. Wolfe, Dallas Centennial concessioner, had the auction store, candy kitchen, 12 shooting galleries, handwriting booths and scales. Wolfe reports business very good. Associated (See WEATHER HURTS on page 53)

World Amusement Makes Formal Bow

PHILADELPHIA, Miss., March 27.—The World Amusement Company opened its season here Monday with four rides, six shows and 25 concessions. The show wintered in Mobile, Ala. It was the first time that Manager Spencer had closed the show in the last five years. There are five new show fronts and some new ideas in lighting and decoration, making the most pretentious midway Spencer has carried in years. Charles Raymond joined with George Harris and his Blossoms of Dixie Minstrels, which played the Gulf Coast territory all winter under canvas. Joe Sorenson has two shows, the Parisian Revue and a mystery show known as "Hereafter." Jack Perry, who presents Jolly Rose Perry, fat girl, has a nice setting and outfit in which to present his attraction. Billy Sorenson presents "Fatima," and Gerry Waynes has the pit attraction. The show is under the auspices of the Home Economic League. (See WORLD AMUSEMENT on page 53)

Carnival To Play in Forsyth County, N. C.

WINSTON-SALEM, N. C., March 27.—The County Commissioners of Forsyth County, in which this city is located, have granted the American Legion Post of this city a permit to hold a carnival celebration this spring. It is said that this is the first permit to have been issued by the county authorities for a similar event since 1925.

The Legion has secured a very desirable location and has plans under way to develop this affair into an annual event on a large scale; in fact, to make it the biggest in the State. The dates have been set for April 19 and contracts have been let to the Cetlin & Wilson Shows to furnish the entire midway.

WALTER B. FOX

Writes on

The Trials and Tribulations of a General Agent

In the Spring Number of The Billboard Dated

April 10, 1937

Zimdars' Shows Get Wet Start

Business for first three days improves nightly—show has many attractions

MEMPHIS, March 27.—With rain, cold weather and muddy lot show opened March 19 to fair business, which picked up each day for the first three days, but the weather remained cold. Lot was small, but show made a nice appearance, all rides, shows and concessions are well painted, lighted and flashed, due to efforts of Manager Zimdars and Sallor Harris, who had charge of these activities. Show color scheme is light green and orange, trimmed in red, which is followed out on all trucks.

The midway is on the South Florida street showgrounds, with 10 rides, 9 shows, 31 concessions; H. C. Brown's seven-piece band and Taylor and Moore, free act. Three rides failed to get in on time, which are the Octopus, Loop-the-Loop and Loop-o-Plane.

Shows' roster: Harry H. Zimdars, owner and manager; Mrs. Harry H. Zimdars, secretary-treasurer; Charles S. Reed, general agent; E. L. Brown, special agent; E. D. Schaas, lot superintendent; Arthur Zimdars, electrician; Sallor Harris, superintendent of construction; Roy Williams, master mechanic; Henry Weihe, superintendent of transportation; Jake Miller, legal adjuster, and Charles Seips, *The Billboard* and mall man.

Rides: Midget Drive-Yourself Autos, Henry Weihe, owner and operator; Mrs. Henry Weihe, tickets, and Paul Clear, assistant. Kiddie Ferris Wheel, Auto Ride and Kiddie Chair-o-Plane, Buddy Munn Jr., foreman, and George Conley, assistant. Twin Ell Wheels, Calvin Landrum, foreman; Don Danber-smith, assistant, and W. H. Ward, tickets. Chairplane, Arthur Weihe, foreman, and Al Cisewski, assistant and tickets. Merry-Go-Round, Russell Herman, foreman; Pat Mitchell, assistant and tickets. Tilt-a-Whirl, William MacKay, foreman; James Thompson, assistant, and George Jones, tickets. Kiddie Bicycles, Robert Zimdars, operator.

Shows: 1937 Dixieland on Parade, H. C. Brown, manager; 16 performers and eight-piece orchestra. Sallor Harris' Side Show, Sallor Harris, manager; Mrs. Pearl Harris, inside lecturer; Sallor Frank, tattoo artist; Tami, news-reel balloon man; Bettee Belle, child contortionist; Sallor Harris, knife throwing at Sybille Logan; Professor Leevitch, mentalist; King Hi-Ko, fire-eating and glass walking, also educated dogs and monkeys and five-legged sheep, with six feet; Harry Larson and Noble Oprandon, tickets. Zoro, Frank McAllister, manager; Carl Summer Hill, tickets. Animal Show, W. E. Wynn, manager; James Parks and Frank Hance, tickets. *Bright Spots of Broadway*, Mrs. Clyde Curren, manager; June Mason Danbersmith and Dora Jamison, dancers; Leroy Akers, tickets. *Paris Before Dawn*, Clyde Curren, manager; Dolly Carlisle and Betty Johnes, dancers; James Younger, tickets. Silver Slipper Nite Club, Chick Edward, manager; George Manley, piano; Joe Gans, saxophone; Tex Parker, drums; Andy White, banjo. Five entertainers. George Brown, tickets. Does Crime Pay, Chick Harris, manager; John Hall, tickets. Athletic Show, Jack Sampson, manager; also wrestler; assisted by Frank Colburn, the bear cat. Mrs. Jack Sampson, tickets. Believe It or Not, a man half burned and still alive, George Smith, manager; Mrs. George Smith, tickets. What Is It?, Charles Seip, manager and tickets.

Concessioners: Harry Gebauer, Tiger Mack, Edward Harrigan, John White, Lee Dalton, Frank Waldron, Larry Lawrence, Lee Moss, J. Costello, Jean Trainier, C. R. Tucker, L. Polack and Jack Miller, with Mrs. Jack Miller secretary and treasurer. Mrs. Arthur Zimdars is front gate ticket seller. Bob Seabeary and W. Useilton, front gate tickets. Reported by Charles Seip.

HOUSTON, March 27.—It is reported here that Roy Gray, well-known Texas showman, recently purchased a land track of 20 acres, unimproved property, on which he will erect winter quarters for the future. The property in question is located on Humble road, 554 feet on main highway and extending to the S. P. Railroad tracks. Consideration is quoted as \$10,000.

So, He Is Lecturing On Carnivals!

BOSTON, March 27.—M. B. (Doc) Rutherford, for many years all over the nation and some foreign countries, is in this city lecturing on carnivals for the American Federation of Actors, thru the Federal Theater Project. However, the Doctor is suffering with itching feet and he even threatens that he may invade the lots during the summer.

Bordeaux Midway Has 250 Rides and Stands

BORDEAUX, France, March 22.—One of the biggest and most important of the annual street fairs of France is that held during the entire month of March at Bordeaux. At this year's fair there are more than 250 rides, shows and concessions operating on this big midway.

Among the more important rides and shows are five Auto Scooters, two Mont Blanc rides, Water Skooter, Whip, Caterpillar, Pretzel Ride, Miniature Railway, Loop the Loop swings, eight circuses, menageries and dog shows, several girl and freak shows, motorcycle walls, Fun-house, Haunted Chateau, wrestling exhibitions and penny arcades. Lotteries, shooting galleries and skill games are also plentiful.

Santa Fe Shows Ready For Initial Debut

LOS VEGAS, N. M., March 27.—The Santa Fe Exposition Shows will open their season here today and General Agent Hank Carlisle has arrived to lend his aid in helping to launch the outfit on its initial debut. He recently completed a tour in Utah, Idaho and Montana, and reports conditions as improving all along the route.

Frank Downie and Benny Dolbert, of Los Angeles, spent a week here and left with orders for new canvas. Tony Gasper has the Sex show and N. L. West the Ten-in-One. One of the feature shows is the Lady Athletic Arena, under the management of Chief Threeperson, and features Mrs. Hagan, lady wrestler. The Minstrel show is produced by Bill Banks. Mrs. Hank Carlisle has Bingo and several other concessions. The other concessioners are Whitey Baker, Mr. and Mrs. Choc Preskitt and Louis Schenz. Reported by Joe Tubbs.

Stanley Bros., a New Carnival, Launched Successfully

CLEVELAND, Tenn., March 27.—After months of planning and preparation Curtis L. Bockus and Stanley Sears launched the East's newest carnival most auspiciously here Saturday, March 20. The outfit is resplendent in detail, all tops of a uniform color, masked with new banners and of a consistent color scheme well executed. The lighting system ranks as a splendid achievement in the electrical arts.

The staff advises that every known advertising medium is being employed and that this is the only show of its size to use union billposters.

This organization presents, nightly the sensational thriller cannon act of Cliff Gregg. Saturday afternoon a large matinee crowd assembled, but the fire act was not presented until the night show. Nine thousand paid admissions were registered at the time the act was presented at approximately 11:30 p.m. Business was fairly good on Monday as well, despite a snappy spring cold. The midway is located on Johnson's field and the weather was fair and business really good during the days now being reported, by Bob White.

Pilbeam & Carpenter Get Going on New Season

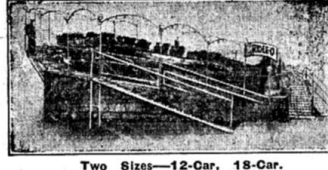
WYANDOTTE, Mich., March 27.—Show opened today, auspices of the Polish National Alliance. The lineup: Bill Jacobs, manager, Merry-Go-Round and Chair-o-Plane; Frank Miller, Ell Wheel; Herb Simpkin, Kiddie Auto Ride; Fisher pony track, and Paul Hock, two shows. James McMasters is one of the agents ahead and operates some concessions. Reported by Frank B. Pilbeam.

CHARLOTTE, N. C., March 27.—John M. Sheesley, manager, Mighty Sheesley Midway, and Floyd Newell, press agent for the shows, were made members of the Charlotte Chamber of Commerce last week.

PRICED FROM \$1,150.00 Up



ALLAN HERSHELL CO.
1937 DE LUXE KIDDIE AUTO RIDES
MORE THAN 130 SATISFIED OWNERS.
"Made in three different sizes, for 1937. Model 'A' De Luxe 10-Car, seating 14 children, sells for \$1,350.00 F. O. B. North Tonawanda, Model 'B' De Luxe 8-Car, seating 12 children, sells for \$1,150.00 F. O. B. North Tonawanda. Special 20-Car Model for \$2,250.00 furnished on special order.
Also Manufacturers of Blue Goose Kiddie Ride.
ALLAN HERSHELL CO., Inc.
NORTH TONAWANDA, N. Y.



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.
SPILLMAN ENGINEERING CORP.,
North Tonawanda, N. Y.

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.

POPCORN
CARTONS - BAGS - CONES - PEANUTS - SEASONING
Glucose, Apple Sticks, Coloring, Granulated Peanuts, Cocomat, Salt
The best references in the world we can give you are "Buck" Weaver—Bob Russell—"Buzz" Buzella—Mrs. J. C. King—D. H. Jessup—"Smokey" DiCappio—Joe Lynn—Al Moore—H. D. Washburn—T. D. Washburn—CARNIVAL AND RESORT MEN—Mrs. Sabelle—J. McCarroll—F. R. Owens—and many others. Write for it! WE KNOW THAT WHEN YOU ORDER YOU WANT GOOD MERCHANDISE . . . WE HAVE IT!!
MOSS BROTHERS NUT CO., 231 N. 2nd St., Philadelphia, Pa.

Heart of America Showmen's Club
Coates House Hotel
KANSAS CITY, Mo., March 27.—The meeting was called to order by Art Brainerd. Attendance was far past expectations.

Letters from President Jack Ruback were read to the members, also a letter from John R. Castle, who at present is in Wichita, Kansas. Castle has a letter to the club each week offering his suggestions and help.

Louis Slusky, a member of the club and manager of Krug Park at Omaha, Neb., was present at the meeting and when the chairman of the Monument Committee informed the club what the intentions of his committee were and the amount of money his committee was going to raise for the new monument, Slusky made a donation of \$25. B. W. Wadsworth, who was here on business with Slusky, made a donation of \$10. The club, thru its various members that are owners of shows, intends to raise several thousand dollars for the purchase of a beautiful monument for the club's cemetery plot. Any donations will be accepted and credit will be given the show or the individual that sends the money in. Already the club has \$479 for this fund.

The membership drive should show some speed before long, as a great many of the shows are opening. If all that promised to work will do their part this season should show a big increase in membership. Benny Hyman is leading the list and Stevens and Altshuler are in second and third places.

NEW YORK, March 27.—Mrs. Anne Gruber and Nate T. Eagle, of the Rubin & Cherry Exposition, arrived here recently. Their special mission is to arrange the movement to Atlanta of the members of the Cuban Rumba and girl show and to look over the midgets booked for the Midget City with the shows. They will also view the costumes and lighting effects recently ordered for several shows.

LITHOS LURE CROWDS
DONALDSON Posters, Cards and "Dates" have all the colorful glamour and sparkle of the modern carnival.
Send for Catalogue of Fair and Show Posters.
DONALDSON
DIVISION OF
THE UNITED STATES PRINTING & LITHOGRAPH CO.
NORWOOD, CINCINNATI, OHIO

MOTORIZED
Write for Show Folks Plan of Financing.
CHARLIE T. GOSS
Twenty-Two Years in Outdoor Show Business.
STANDARD CHEVROLET CO.,
E. St. Louis, Ill.

BAKE IN THE SHEKELS ON ROSECAKES
A pair of 3-inch molds, a handle for each, packed in strong box, formulas for the Original Rosecakes, Waffle Puffs, CHEESE COCONUT, CHOCOLATE and other palate ticklers, all for One Dollar postpaid. Commercial molds of all sizes and shapes—aluminum and iron, including AIRPLANE shapes. Complete outfits from a few dollars to a thousand dollars. Write A. T. DIETZ CO., MONEY MAKING SPECIALTIES, Dept. E, 2144 Madison Ave., Toledo, O.

SECOND-HAND SHOW PROPERTY FOR SALE
\$1.95 Pr. Richardson Roller Ring Skates, all sizes. 15c each Flags on Streamers. Great decoration. Send list. Big selection Side-Show Banners. Sell cheap. \$100.00 Tent with side wall, 18x36 feet, correct size. \$16.00 Mickey Mouse Ventriloquist figure, fine condition.
We buy 10c Slot Turnstiles; Skates, all makes; Kiddie Rides. Pay cash. **WELL'S CURIOSITY SHOP,** 20 S. 2nd St., Philadelphia, Pa.

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

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, \$18; 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. 1,850 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 Book, 24 pages, 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

WANTED Drome Riders

on account of disappointment. Ralph Justice, Benny Snapp and Eddie Kesterson if at liberty. Also Trick Rider. Long season, good sure pay. Write or wire at once or come in. Hardiman, lion man, write. Also lion for sale cheap.

EARL PURTLE
 WORLD OF MIRTH SHOWS, Richmond, Va.

LARGE & LANE SHOWS WANTS

Cookhouse or Grab, Legitimate Concessions of all kinds, \$10 a week. No gate. Foreman for new Smith & Smith Chairplane and other Ride High. **LARGE & LANE SHOWS**, week of March 28-April 3, Duck Hill, Miss.

FOR SALE

Merry-Go-Round, Allan Herschell Special No. 2 Three-Arrest, new top, Wurlitzer and engine complete. Ready to operate. Machine is up for inspection at our winter quarters. Address

JAMES E. STRATES,
 BOX 846, Norfolk, Va.

TANGLEY CALLOPE

On Chevrolet chassis. Equipped with Delco plant. Real advertising outfit. Reasonable, good condition.

MRS. RUBE WILKINS,
 705 S. 7th St., Goshen, Ind.

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 LAVALIERES * * * BEACHMACH * * *
 WRITE FOR ILLUSTRATED LITERATURE
MIDWEST NOVELTY MFG. CO.
 5511 EUCLID AVE. CLEVELAND, OHIO.

FOR SALE

A Used Loop-the-Loop Ride, also 12-Car Lindy-Loop Ride.

SPILLMAN ENGINEERING CORP.
 NORTH TONAWANDA, N. Y.

W. E. WEST MOTORIZED SHOWS
 Bigger and Better. Opening April 12. McLoud, Okla.—Can place useful people in all departments; Shows, rides and capable Concession Agents, also good Banner Man. Will book Shows and Concessions that don't conflict. Dancers for Girl Shows. Jack Starling wants people for 10-in-One, also good half and half with flash and can make feature act that will sell itself. Babe LaBarre write; Dick Reedy, Bingo Red, write or come on.

ZIMDAR'S GREATER SHOWS WANTS

Loop-Plane and Pony Track. Show to feature Colored Band Musicians and Performers. Concessions come on. Address Blytheville, Ark., this week or per route.

WANTED

Whip Foreman, Ferris Wheel Foreman, must understand engines or one good man to take charge of four rides. Slim McLaughlin wire. **SAM MECHANIC**, Murphy, N. C.

It Helps You, the Paper and Advertisers to Mention The Billboard.

Wallace Bros. Get Going

Chilly weather affects opening attendance — Farrow praised for his work

DYERSBURG, Tenn., March 27.—Altho a chilling wind greatly retarded attendance at the season's inaugural here last Saturday the business done was satisfactory under the circumstances. General Manager Ernest E. Farrow was freely congratulated on the spick and span appearance of the show, which was completely overhauled in quarters.

Roster of staff and personnel: Ernest E. Farrow, 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; Mrs. Margaret Miller, secretary; Ross Crawford, lot superintendent, and J. W. Wilson, electrician.

Shows: Side Show, Leona-Lee, manager; Jack Riley, tickets; Milton Sutkin, ticket taker; Frank O'Day, talker; Jackie Riley, snake pit; Ted Riley, iron-tongue act; Mme. Zaida, mentalist; Harold Peters, human salamander and Hoover and Snow with performing dogs, monkeys and alligators. Sunnysland Minstrels, Ben McVickers (Kid Stopper), manager; George Shafer, band leader, and Viola Stepold, leading lady. Band of 6 pieces and 10 performers. Athletic Show, Jack Plestina, manager. Animal Show, trained lions and bears; Lon Morton, manager. Hawaiian and Posing shows, Charles Ecker, manager; Mrs. Peggy Ecker and B. Haynes, talkers; Betty Williams, Ruth Doty, Bots Paris, Juanita Hogue and Jane Dallas, performers; Ed Ashley and Laurene Bennett, ticket sellers.

Rides: Eli Wheel, James L. Reed, foreman; Mrs. Vivian Taylor, tickets. Loop-Plane, Harry Knapp, foreman. Merry-Go-Round, George Howie, foreman. Chairplane, George Tipton, foreman. Kiddie Chairplane, Edward Logan, foreman.

Concessions: Cookhouse, Frank Sparks, manager; Mrs. Frank Sparks, cashier; Eddie Rhodes, griddle; James Crowley, chef; Dennis Crowley, waiter, and Edward (Dad) Malone, second cook. Corn game: Abe and Edna Franks, assisted by Paul Williams and James (Frenchie) Caneta. Other concessioners are T. A. (Kid) Stevens, R. L. (Cotton) Grisson and Michael O'Brien, D. L. Hall, Mrs. Dorothy Farrow, Eddie Welsh, J. D. (Dusty) Miller, Eli Johns, Gene Bass, Gordon Adams and Jeph Miller. Milton Cohen, with Eric Diggers, had truck accident and did not arrive for the opening. All movements are made on management-owned trucks. Reported by Walter B. Fox.

Philadelphia

PHILADELPHIA, March 27.—South Street Museum: Fieddie, armless demonstration; Nalf Corey, comedy magic; Electrica; Jimmy Williams and Bill Cornell Colored Revue; Mme. Camille. In the annex dancing girls. Business fair. Teddy Ward and Jack Howard now on front.

Eighth Street Museum: Jack Stetson, cartoonist; Prof. Jacksonia, magic; Jackie Mack and daggers of death; Princess Zelda, mentalist; Poses Plastique and Spidora illusion. In the annex dancing girls and Mary Morris.

Charles Perry, mentalist, will be located at Atlantic City the coming season with the Temple of Knowledge, featuring Princess Helena.

Jimmy Rafferty, secretary of John Marks Shows, was in the city arranging for some attractions for the show.

Herman Bantley and wife spent a few days purchasing equipment for their shows.

Matthew J. Riley has been in and out for the past few weeks arranging dates in the vicinity for Endy Bros.' Shows.

Ralph Decker was a visitor, looking up some features for his show.

George Van Arden, one of the oldest of carnival talkers and showmen, has permanently retired upon a pension. George is in good health and intends to take it easy from now on.

15 Years Ago
 (From The Billboard Dated April 1, 1922)

J. George Loos' Shows plucked a "fall plum" when, by unanimous vote, the Cuero (Tex.) Chamber of Commerce awarded the exclusive contracts to the organization to furnish the midway attractions for its far-famed "Turkey Trot" celebration November 6. . . . Overhauling and building of new fronts had just begun in winter quarters of the Ruppel Greater Shows. . . . With the arrival of new banners from Chicago, Billie Clark's Broadway Shows were ready for the road. Several new shows, bringing the total to 15 attractions, were also signed. . . . Despite the fact that it opened to extremely cold weather in Chattanooga, Tenn., Lorman-Robinson Shows was doing good business there.

Sidney Wire, veteran publicity promoter and press representative, was still confined to his room in a Rochester, N. Y., hotel. . . . While visiting in Cincinnati, Earl C. Noyes, owner of the United Exposition Shows, announced that he had just purchased the paraphernalia and use of title of the Dave Wise Shows. Combined organization was forming at Richmond, Ky. . . . The St. Patrick's Day party given by the Ladies' Auxiliary of the Showmen's League of America was highly successful and a nice sum was realized for the organization's charity fund. . . . J. A. Sullivan, general agent, and Billy Raymond, special agent, had just been added to the executive staff of Smith's Greater Shows.

Preparations for the Great Patterson Shows' season were going forward with zest. Manager Arthur T. Brainerd was on the job daily and working forces in all departments had been increased. . . . Usual motley crowd, dancing its fill to the dulcet and jazz strains of a harmonious orchestra, attended the successful second annual St. Patrick's masquerade ball of the Heart of America Showmen's Club in the Coates House. . . . Isler Greater Shows officials announced that the organization had been granted a license to show in Grand Forks, N. D., during the week of June 17. . . . DeKreko Bros.' Shows was anxiously awaiting the bell to start its season's activity.

Snapp Bros.' Shows officially opened the season at North Little Rock, Ark., under Elk sponsorship. . . . Two new 25-kw. transformers and 2,000 feet of flexible cable arrived at the Bucyrus, O., winter quarters of the Dodson & Cherry World's Fair Shows, bringing the total transformers to four. All work with the exception of painting was complete. T. B. Hughes, with 10 concessions, and carrying 29 people, had arrived at the Norfolk, Va., winter quarters of Billie Clark's Blue Ribbon Shows.

Missouri Show Women's Club

AMERICAN HOTEL, ST. LOUIS
 ST. LOUIS, March 27.—Club members disposed of business at their last meeting March 18 and made it an evening of social gaiety in honor of St. Patrick's Day.

A very welcome visitor to the club-rooms was Mrs. Allyne Potter Morency, who was en route to join her husband, F. Percy Morency, in New York. Mrs. Morency made a speech and departed with an armload of petition blanks which she promised to send back with signatures.

The entertainment committee provided four lovely prizes for the winners in bingo, who were Ciela Jacobson, Mae White, Norma Lang and Allyne Morency.

Supper was served with Millicent Navarro acting as hostess. Reported by Kathleen Riebe.

Kansas City

KANSAS CITY, Mo., March 27.—Willie Lenine returned from the East, where he was visiting with relatives. He went to the grave of his mother and had it put in first class condition. He will leave

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., March 27.—Our associate counsel for the State of Indiana submitted a complete report on the repeal of the Gentry Law. The association was interested in the repeal of this measure.

Amendment to Gentry Law

An advance copy of the amendment to the Gentry Bill, which is known as Chapter 219, has been supplied the ACA office, altho copies of the Act will not be available to the public until May 30. The amendment to this Act, designated as Senate Bill No. 242, is described as "an act to amend an act entitled: 'An Act concerning licenses to vend foreign merchandise, maintain ferries, conduct stock and exchange brokerage, exhibit caravans, menageries, circuses, tent shows, carnivals, rope and wire dancing, legerdemain, theaters, moving picture shows, ventriloquism, puppet show, concert and wagon shows.'"

The text of the amendment reads: "Section 1 of this act is amended to read as follows: That for a license to keep a ferry there shall be paid to the proper county treasurer not less than \$3 nor more than \$50, as the board of county commissioners may from time to time ordain.

"2. For traveling merchants and peddlers who are not residents of this State, to vend foreign merchandise, \$5 where the capital employed does not exceed \$1,000; \$7.50 for any amount over \$1,000 and not exceeding \$2,000; \$10 for any amount over \$2,000 and not exceeding \$5,000; and \$20 for any amount exceeding \$5,000; to be paid in each county where they shall offer for sale any such merchandise.

"3. To exhibit for pay any caravan, wire or rope dancing, legerdemain, ventriloquism, puppet show, concert or any other similar exhibition of whatever name or description except carnivals, circuses, wagon shows, whether by traveling or stationary troupe or troupes, individually or collectively, \$1 for each separate performance.

"4. To exhibit any wagon show, \$1 per day. Each theater and moving picture show shall pay an annual license fee of \$5.

"5. At least 10 days prior to the date on which any such circus, tent show or carnival enters the State the responsible agent of the person, firm or corporation owning or operating any such circus, tent show or carnival shall file with the auditor of State a statement designating the proposed or contemplated itinerary of such circus, tent show or carnival thru the State with a schedule of the name of all cities or towns in which such circus, tent show or carnival is to be exhibited. If any change or changes are made in the proposed itinerary or the schedule of cities or towns in which such circus, tent show or carnival is to be exhibited, a supplemental statement or supplemental statements shall be filed with the auditor of State accordingly, indicating such change or changes."

ACA Members Interested

As there has been a number of inquiries from member shows we feel it will be of help to them to have the exact wording of the statute, and accordingly have set forth the portion of the report giving the same. Our associate indicates in his report that the quoted matter above covers the entire amendment and that it is much more favorable to the carnival industry than the previous provisions of the Gentry Law.

As the subject matter of this issue is both timely and important, we have interrupted the usual series of articles on old-age security to give this information.

here with his photo machine and other concessions for the Kraus United Shows, at New Bern, N. C. While here he purchased a new Ford truck from Harry Duncan. Dick Wayne and his wife, together with his married daughter, Mrs. Wright, with her children, passed thru on their way to Iowa to visit relatives.

Mr. and Mrs. Ellis White left for Cape Girardeau, Mo., where they will join the West Bros.' Amusement Company on its opening date. White will have the cookhouse on the show.

Eddie Strassburg purchased a new Chevrolet truck for his show. It comes from the factory done all in white.

RUBIN & CHERRY

(Continued from page 50)

a big top 60 by 120 feet, which will be erected at the main entrance, thru which all entering and leaving the show-grounds will have to pass twice each day of visitation. In this tent there will be attractive booths for local merchants and national advertising tieups. In this connection he will have several special promoters contact Chambers of Commerce and merchant associations with the idea of having a Merchants' Trade Week at all still dates this season.

Jimmy Gallagher, for many years with Charles Sparks, was here early this week regarding the perfection of plans for the handling of the big top and booths as to transportation and erection at each stand.

In view of this plan it is stated that Gruberg has the full indorsement of all of his staff and their co-operation assured to assist in putting the idea over.

Louis (Peezee) Hoffman, a long-time special promoter of the Rubin & Cherry Exposition, has been called in from Miami to start on the first Merchants' Trade Week promotion at Tuscaloosa, Ala., where the season opens Monday, April 12.

WEATHER HURTS

(Continued from page 50)

with Wolfe were Artie Cohen and Ralph Myers. The Vernons had mental act and horoscopes and the Great Marvel worked handwriting to good business. "Candy" and Fern Groscoe had Pat O'Brien as agent and assistant. Tex Chambers had six concessions. J. W. Marshall, Earl Melton and David Haney had tag store. Marjorie Frances pitched cleaner and cement successfully. Daddy Poole, 45 years in the business, managed the Skinner concessions. Bud Linn had several concessions.

Tex Tate, who operated string game, left March 22 for Iola, Kan., where he is to manage Collins Beverage Company. Billy Berryhills and wife left Hames show to play night clubs and show dates in Florida this summer. Mrs. Marie Jones joined her husband, Carey (Snake-

**United Press Can
Certainly Dig 'Em Up**

"FLEAS NOT LINGUISTS,
BEMOANS TRAINER"

HONOLULU, T. H., March 24.—(UP)—Custom agents left Tong Shong Chang, professional Cantonese flea trainer, with a serious labor problem today.

The agents gassed to death his 10 trained fleas when Chang arrived aboard the S. S. President Hoover from Hongkong.

"If he wants to run a flea circus, he will have to use American fleas," the agents said.

Chang was sad because he conducts his act in Cantonese and feared American fleas would not understand him.

old) Jones, on J. George Loos Shows at Austin.

Operators here to join the T. J. Tidwell Shows, which opened in Sweetwater March 27, included Mr. and Mrs. H. G. Buchanan and R. H. Evans. Evans will have bird store on Tidwell Shows. Mr. and Mrs. Evans operated cigar shooting gallery. The Buchanans had several concessions.

Visitors: Raymond Foley and J. Ed Brown, Dallas; Mr. and Mrs. T. J. Tidwell, Sid Fuller, Mr. and Mrs. Jehnnie O'Shea; John O'Dare, en route to Beckmann & Gerety Shows in San Antonio; Slim McKnight, novelty concessioner; Noble C. Fairly; George Shaw and wife, scale people; Bob Hurst, from Hurst Shows; Fowler, from Fulton Bag Company, visited Bud Linn; Dude Goad and wife visited from Little Rock; George Arbuckle and daughter, Dallas; Ed Monroe and Mr. George, from Wolfe City, visited C. C. Allen, concession manager for Hames; Buster Brown, novelty concessioner, here between trips to Oklahoma City, and to San Antonio where he joins Beckmann & Gerety Shows; Roy Gray visited midway on last night of engagement. Bill Childs en route to T. J. Tidwell Shows. Visitors from Mexico: F. O. Westrup, Monterey, Mexico; Edward Plcazo, Roberto Zapata and Mr. and Mrs. Juan Farias, all from Mexico, D. F., who came here in the interests of the Coleadero and Live-Stock Show, which will be held in Monterey. They spent much time on midway.

WORLD AMUSEMENT

(Continued from page 50)

The committee of ladies co-operated in every way to make the engagement a success. Concessioners are: J. C. Scott, W. Spencer, Winnifred Hodges, Curly Adams, Frank Baker, E. B. Bruce, E. A. Williams, J. D. Miller, Ernest Young, Spike Malone, Earl Strain and Earl Thompson. R. L. Harville has the midway cafe. Rides are: Merry-Go-Round, Robert Parks, foreman, with John Crawford and Roy Drake, assistants; Ell Wheel, Joe Lopez, foreman, with John Edwards, tickets; Mix-Up, Donald Vice, foreman; Charles Goddard, tickets. Auto Ride, James Williams, foreman; Curly Adams, tickets. George Harris has a seven-piece band. Staff: C. L. Spencer, manager; Mrs. Spencer, secretary; Al Murphy, general agent; W. W. Thomas, special agent, and Earl Rickard, master mechanic. Reported by Charles Raymond.

BALLYHOO

(Continued from page 50)

oranges and the concessions grabbed the coconuts. The weekly criers and location weepers were spotted among the onions and the horseradish.

The date as a whole, from a vitamin A, B and C standpoint, was more than a success. The committee's bit was so small that they decided to use funds derived through the event, as old harness repair funds, and work the miles another year.

Promptly at 7 p.m. Saturday, the management ordered the farm's automatic sprinklers turned on and the lights turned off, thereby collecting enough rain insurance to break even.

MAJOR PRIVILEGE.

MOBILE, Ala., March 27.— Among showfolk wintering in Southern Alabama who attended "Happy" Jack Eckert's funeral rites were Henry Horn, 83, who left a sick bed to come; Jolly Haring, Jack Leonard, Pat Lindsay and Mike McNicholas. The OSA was represented by Mrs. Lilly Greenleaf.

LAST CALL

CETLIN & WILSON SHOWS, INC.

Opening Saturday, April 17, Ball Park, High Point, N. C.

WANT Whip, Octopus, Double Loop-o-Plane, Fun House, Penny Arcade, Outstanding Grind Show to feature; we have complete equipment for same.

WANT for real Streets of Cairo. Oriental or any kind of Foreign Dancers. Send photos, which will be returned. Want four Wild West Riders with own stock for this attraction.

WANT Merry-Go-Round Foreman, also Foreman for Tilt-a-Whirl. BUSCH, come on. Also experienced Workmen in all departments to report here April 12 ready for work.

Following people answer this advertisement: Lee Cuddy, Johnny Bozo Hornyak, Henry Mears, Kitty McCarthy, Spanish Lopez, Helen Tyska. Phil Hamburg, we answered your request; why no answer for you?

All Legitimate Concessions open excepting Diggers, Bingo, Pop Corn, Long Range Gallery and Frozen Custard.

All address WINTER QUARTERS, GREENSBORO, N. C., until April 12.

BROADWAY SHOWS OF AMERICA WANT

Motordrome and any Show of merit that does not conflict. Have new complete Minstrel outfit open for capable showman. CAN ALSO PLACE outstanding Freaks or Oddities for Side Show.

WANT Concessions: Penny Arcade, Diggers, Bowling Alley, Pitch-Till-You-Win, Fish Pond, Hoop-La, Watch-La, Cigarette Shooting Gallery, Cane Rack, Turtle Racers, Nail Game and legitimate Stock Wheels.

WANT Octopus, Loop-o-Plane, Auto Kiddie Ride and Pony Tack for long season. WANT Ride Help for Caterpillar, Tilt-a-Whirl, Merry-Go-Round, Twin Ferris Wheels and Mix-Up.

WANT Promoters who are capable. Also reliable Man to handle office. FOR SALE—Lindy Loop, complete except motors. Used only two seasons. Suitable for Gilly and good for Park. \$500.00 cash.

Show opens April 22 to May 1, inclusive, at Newport, Ky.; Cincinnati, O., May 3 to 8; Chillicothe, O., May 10 to 15; Williamson, W. Va., May 17 to 22; Smithers, W. Va., May 24 to 29. All people holding contracts please write. Mrs. O. G. Watson writes. This Show is booked solid with a long string of Fairs. Address all mail and wires to

H. C. SMITH, Mgr. or COL. J. F. DEHNERT, Gen. Agt.
Box 32, Covington, Ky.

HAPPYLAND SHOWS, INC.

Our Opening Date at Lincoln Park, Michigan, Has Been Advanced to Saturday, April 9—All People Now Contracted, Please Communicate.

WANTED—Any new Show of merit not conflicting with those booked. An attractive proposition will be offered to Fun House, Crystal Maze, Monkey Circus or Illusion Show. Capt. Ritz wants Talker and Skating Act for Motordrome. We have a few openings for good Ride Men. Due to disappointment, want Lady Drummer for Scotch Band. We have no open dates, and we confidently expect to have the best season in our history. Address HAPPYLAND SHOWS, INC., 3633 Seyburn St., Detroit, Mich.

PAN AMERICAN SHOWS

Last Call. Opening Saturday, April 3, for 8 days auspices B. P. O. Elks. Want Shows. Will furnish outfits for Monkey Circus, Illusion, Unborn, Midget Show. Have complete outfit for high-class Girl Revue, Want Talker, Ticket Sellers and Acts for Circus Side Show, especially Scotch Bagpiper, Tattooer and Freak to feature. Want Talker-Manager for Colored Minstrel; also Performers and Band Musicians. Can place good Special Agent and Banner Man. Ride Help—want Operators for Duplex Eli's and Loop-o-Plane. Concessions—can place legitimate Concessions of all kinds, except Corn Game and Cookhouse. Want Agents for Wheels and Coupon Stores, and Girls for Ball Games. Address

J. R. STRAYER, Mgr.
PAN AMERICAN SHOWS, Cairo, Ill.

Notice: Robert "Bobby" Mack is not connected with this show in any capacity.

COLEMAN BROS. SHOWS

OPENING AT MIDDLETOWN, CONN., APRIL 22

Wanted—Motordrome, Fun House, any new Novelty Show. A few Grind Stores open. Sugar and Grocery Wheel, also Candy, open; legitimate only. Dancers for Revues, Oriental, Egyptian, Hawaiian, Burly and Chorus. Long season. THOS. J. COLEMAN, Cody Bldg., 508 Main St., Middletown, Conn.

C. W. NAILL SHOWS

Want worthwhile Pit Show, with or without own equipment. Will make percentage to suit attraction. All Concessions open except Corn Game and Pop Corn. Anyone with neat, medium-sized Cook House advise quickly. William (Pop) Dyer wants for Athletic Show, men who can shoot. Can use Talker on Minstrel. Want real Fish Pond Agent. Show opens Monroe, La., April 15, then Bastrop, La., in heart of town. All Mills running full time.

All communications to C. W. NAILL, European Hotel, Monroe, La.

J. L. LANDES SHOWS WANT

Shows with or without your own outfits—Geek, Mechanical, Etc. Concessions—Candy Floss, Custard, and all kinds of Legitimate Concessions; will sell exclusive on above. Freaks to feature in Pit Show with top salary, or any Act that can be featured. Jake Rankin write at once. Opening April 12 with a real route and plenty of Fairs.

Address: J. L. LANDES, Chapman, Kan.

HOWELL'S VARIETY SHOW
"The Show That Never Closes"
WANTS

HIGH-CLASS ATTRACTION FOR ANNEX CAPABLE WORKING FOR QUARTER. Will Give 50 Per Cent of Gross on Annex to Attraction Qualifying. Have Tattoo Artist, Escape Act, Clown Act, Novelty Fire Act, Magician, Alligator Boy, Giraffe Neck Girl, Mental Act, Teddy Rhusano, Educated Performing Monkey and an Impalement Act behind a 135-Foot Banner Line. Will Buy Trained Animals. State Lowest Price.

WANT GOOD FREAKS AND NOVELTY ACTS Not conflicting with above for my 1937 season with

CROWLEY UNITED SHOWS

This contract starts Moberly, Mo. SATURDAY, APRIL 10. Can place Ticket Sellers and Grinders capable of opening on ONE OF AMERICA'S MOST BEAUTIFUL STRING SHOWS Address DOC HOWELL, Mgr. Dyer, Tenn., March 29 to April 3. Then move to Moberly, Mo. where the Crowley United Shows will go in the air Monday, April 5. April 5 to 17, Moberly, Mo. SOUTH EVERY WINTER

READING'S UNITED SHOWS

WANTED Ferris Wheel and Whip Foreman, Cookhouse Help, Concessions, Bumper, Fishpond, Bowling Alley, Photo; all stock concessions at lowest prices. Shows—have two good tops for shows of merit, lowest percentage. Also shows with own outfits will book 20% still dates. Want organized Minstrel Show, have complete outfit for same. 700 McFerrin Ave., Nashville, Tenn.

GOLDEN GATE SHOWS

Will Open at Altondale, Ill., April 17. Two Saturdays. WANT Cookhouse, Corn Game, Ball Games, all stock and Grind Concessions, Candy Apples, Crackerjacks, Ice Cream; General Agent that can get banners; have outfit for Geek Show, also Girl Show and Jig Show; stage manager, brass for same; second man on Wheel and Merry-Go-Round, Truck Drivers. Also Grind Shows with your outfit. Will book and Chairplane. MANAGER, Box 448, Altondale, Ill.

WANTED—GURL'S GREATER SHOWS

Opening the 8th of May Loop-o-Plane, Kiddie Ride or any ride that does not conflict with Wheel, Chair-o-Plane, Merry-Go-Round. Concessions that work best on Ringling's Frozen Custard, also Penny Arcade. One more Free Act. Martinez Rozina write. Single Pit attraction, have new framework for same. Acts for real Side Show, Midgets, Fat, and good Freaks to feature. Half-half, Fire Eater, Tattooer, Grinders, no boozers or agitators. Girls—Musicians for Girl Show, good terms assured all long season, good territory, sure money. BOX 27, London, O.

Midway Confab

By THE MIXER

PIG IN THE BAG: Just a title for a funhouse.

T. A. WOLFE—What's on for the season? He is also a showman.

WATCH the Eric B. Hyde Shows climb up!

IT WOULD be interesting if we knew of all the "Shows" that are not incorporated.

WHATEVER became of Matthew J. Riley?

THIS Onion guy can't be so much as he has never had his name in that book *Who's Who in America*.—Wadley Tif.

OTTO M. (CHECKERS) HUNT, if you are alive The Mixer has a message for you from an old-time friend.

LET'S settle this: Which is the oldest active title in the carnival business today, Barkoot, Jones or Dodson?

E. V. WILLIAMS cards from Seneca, S. C.: "Babe's United Shows will open at a spot in Pennsylvania in April."

W. CLYDE SAUNDERS letters from Pikeville, Ky., that he is planning to sponsor a number of carnival events in his section of the country.

MR. AND MRS. SAM McMASTER card from Brookville, Pa.: "Will handle the new Tit-a-Whirl on the Spencer & Clark Shows."

SOAPY and I feel very sorry indeed for those who are content to rest on the arm of Mr. Temporary Success.—Tillie Few Clothes.

JOLLY COLLY cards from Birmingham: "Pat Davis has returned to his brother Bill, of the Blue Ribbon Shows, at Columbus, Ga."

W. DAVIS cards from Gray Court, S. C.: "Last season with Gerard Greater Shows. Now with World of Fun Shows operating El Wheel."

AL C. HANSEN SHOWS' ROSTER: Al C. Hansen, general manager; Jack L. Green, general agent; Harry W. Lamont, legal adjuster, and W. H. (Billie) Owens, secretary.

IF YOU really have a carnival you should by all means have a letterhead.

B. BURNS cards from Coal Hill, Ark.: "K. & G. Amusement Company opened here March 20. Weather good. Crowds fair. William Pike, manager, and James Hill, athletic show."

Walter B. Fox Drives A Few Mental Spikes!

Two carnivals recently day and dated one another at their opening towns. Good business policy? Not at any time and especially bad in spring of the year.

Carnival managers: Let's have some free acts back of that paid gate. They leave a more pleasant feeling in patrons' minds. General agents: Why misrepresent the size of the show you are working for? You may not always work for the same show.

Praise agents: The boss would rather have you boost the show than to boost him.

Joe Galler: How about that merchant's exhibit idea? Let's have some information on the subject.

One show, not Ballyhoo Bros., recently advertised 25 celebrations and 15 fairs. If this keeps up the manufacturers will have to add an extra month to their calendars.

for Sam Lawrence. Will open with him and then go to Bridgeport, Conn., to join Art Lewis."

THOSE who write show letters should at least learn how to spell their manager's name correctly.

MR. AND MRS. RAY VAN NOY letter that they were with Al G. Hodge Shows last season with their concessions, but will open with another carnival in Newcastle, Ind.

VAL VINO, formerly of expositions, parks, Coney Island, N. Y., and circuses, recently joined a carnival in California. Val is one of the noted lecturers on side-show attractions.

OBVIOUS: It is just a mere matter of days now before all the carnival folk who intend to leave Florida will have departed.

BOB WHITE, of Stanley Bros.' Shows, seems to be very much elated over the efficiency of that show's executive staff. He says that they really know what the carnival business is all about.

JACK RUBACK and his Western States Shows honored "Spinach" by appearing at the Crystal City (Tex.) Spinach Festival, the opening stand of the season.

AND all J. C. McCaffery got was a look at the platter where the coffee cake had been!

JOE-ANNA WRIGHT cards from New Bern, N. C.: "Will again be the annex attraction on the Kaus Shows' Side

WHEELS Park Special

30 in. in diameter. Beautifully painted. We carry in stock 12-16-20-24 and 30 numbers. Special Price, **\$12.00**

BINGO GAME
76-Player complete, \$5.25 including Tax.

Send for our new 1936 Catalogue, full of new Games, Dolls, Rides, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.

Send for Catalog No. 236. Heavy Convention Walking Canes. Dark Mahogany Finish. Price Per Gross, \$24.00.

SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1937.

Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00
Analysis, 3-p., with Blue Cover. Each.08
Analysis, 8-p., with White Cover. Each.15
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Samples of the 4 Readings, For. for 25c.
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Gazing Crystals, Oulja Boards, Planchettes, Etc.

NEW DREAM BOOK
120 Pages, 2 Sets Numbers, Clearing and Polioy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample \$0.15

HOW TO WIN AT ANY KIND OF GOLA-TION. 24-Page Booklet, Beautifully Bound. Samples, 25c.

FORTUNE TELLING WITH CARDS. Same Binding, 24 Pages. Samples, 25c.

ZODIAC FORTUNE CARDS. Fine Set of 30 Cards, 35c.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

SIMMONS & CO., CHICAGO.
19 West Jackson Blvd.,
Instant delivery. Send for Wholesale Prices.

Loopit

THE SKILL GAME SENSATION OF 1937
PERMANENT • PORTABLE

New Featured Game on the World of Mirth Shows.

Write for Catalog

PIESEN MFG. CO. 2757 Stillwell Ave., Coney Island, N. Y.

1937 ASTRO FORECASTS
With Full Hourly and Daily Guide.

Buddha Papers, 1-4-7 and 85-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, MIT 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, E. H. (faster.) Send 10c for sample Penny and facts to **BLUE DOT STAMP CO.,** Established 1928. 124 E. Larned St., DETROIT, MICH.

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 \$1.00.

INDIANA POP CORN CO., Muncie, Ind.

COREY GREATER SHOWS

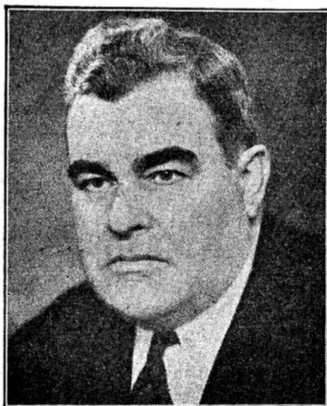
WANTED FOR TWO UNITS—Shows, Acts for Side Show and Tally for same. Free Acts, Ferris Wheel, Octopus, Kiddie Rides, Flat Rides, Freaks, Geek, Stork Wheels, Ball Games, Grind Stores. Playing steel, coal, oil and textile towns.

Address P. O. Box 518, Johnstown, Pa.

BINGO

SPECIALS—LAP BOARDS—MARKERS, in fact, everything for Bingo Games. 1000 Specials, \$2.00; 2,000, \$6.00. Each 1,000 Different Colors. Send for catalog. Lowest prices.

HILLSIDE PRESS, Providence, R. I.
189 Eddy Street,



J. C. McCAFFERY, president Showmen's League of America and of the Rubin & Cherry Exposition as general representative. With these two obligations he finds himself about one of the busiest men in outdoor show business. McCaffery is laboring without stint to make the SLA Silver Jubilee the greatest event in the history of the League.

JIM ESKEW—How goes it? Are you going to produce a new carnival show? Jim is a showman.

DAVE LAOCHMAN is way out west as manager of Mel Vaught's State Fair Shows. Says doing well.

MAILMEN—Get out your route cards and mail them in. Plenty of shows booked solid that could have done this.

GEORGE F. DORMAN—What is the news? Many are interested in your activities.

JACK H. NATION cards from Dayton, O., that he will not be with McLeon Bros.' Circus, N. B.: He previously reported that he would be.

JACK V. LYLES reported from New York that he had been ill in his hotel in that city for several weeks but is better now.

NEVER MIND how many shows, rides, concessions and free acts you are going to have—How many have you? That is what counts.

BARNEY STEPHENS letters from Aniston, Ala., that he is special agent for the newly organized Imperial United Shows.

PLEASE: When writing the Carnival Department of *The Billboard* kindly put the permanent address on the envelope or postal cards. Thank you!



WILLIAM CARLETON FLEMING, former outstanding carnival general agent who still has the interests of the business at heart. He has been representing the sales department of the H. William Pollack Poster Print for the past several years and yet remains in constant contact with the outdoor show field.

J. H. (GEORGIA BOY) DREW cards from Waynesboro, Ga.: "Been here three weeks visiting my brother who is in the automobile business. Will not go on the road until some time in May."

DAVID PREVOST letters from Oshkosh, Wis.: "Am getting my movie and vaudeville show in shape. Have new canvas and stage and all seats have been painted."

WONDER what carnival has a train or a fleet of trucks painted royal blue, trimmed and lettered in silver.

REMEMBER when Harry S. Noyes was agent for the Royal American Shows? Let us hear when Noyes, A. H. Barkley, W. C. Fleming and George L. Dobyns will return to the field as general agents.

J. C. McCAFFERY is up for nomination to put over a National Coffee Cake Week. The boys on the magic carpet at Hotel Sherman, Chicago, are also in on this.

K. W. FRANKLIN cards from Auburndale, Fla.: "Eddie Eger is now doing general advance work for Barfield's Cosmopolitan Shows. Mr. and Mrs. Eger have made many friends on the show."

PETE THOMPSON letters from Miami: "Going to Clinton, S. C., to build a front

WE'VE SAVED ONE FOR ONE
MARCH — APRIL

BIG ELI NEWS

Pictures, News, Articles, Helpful Hints the kind of good reading matter that interests every Ride-Man. Drop us a postal for the free sample-copy reserved for you. You'll enjoy reading this issue.

ELI BRIDGE COMPANY
Publishers.
Opp. Wab. Sta., JACKSONVILLE, ILL.

THE NEW KIDDIE AIRPLANE SWING



Plan on adding one of these rides to your present equipment. Sales doubled last season, proving the popularity of the Swing. Seating capacity, 15 children. Weight about 2,000 lbs. Airplanes are actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.

SMITH & SMITH, Springville, Erie Co., N. Y.

SOL'S LIBERTY SHOWS, INC.
Now Booking for 1937 Season
Address, CARUTHERSVILLE, MO.

Show, operated by Bessie Traylor. It is a new side show from the ground up."

FRANCIS J. KELLY, concessioner, letters from De Land, Fla., that he will have his concessions with Mike Centanni's Shows when he opens the season in Newark, N. J., about the 15th of April.

CARD WRITERS: Do not stretch your imagination too much in order to get your name in The Billboard. Do something that makes news and then report it.—Soapy Glue.

CONNIE ROTELLA and John Ledden card from New York: "Lawrence Tamarco, brother of the well-known Sandy, of the Sandy Shows, is taking his new outfit to Long Island and is calling it Island Manner Shows."

HOMER SHARAR letters from Norfolk, Va.: "Roberta Roberts (Homer R. Sharar) will be with West's World's Wonder Shows with his single half and half show, making the second season with this show."

LOOKS like some of those of the ages of 60 and 65 and up are doing pretty good in the carnival business. Who dares to call a man an "Old Guy" if he can deliver the goods.

JOHNNY QUINN cards from Detroit that he has found a hotel that does not cater to outdoor show people. Probably too much cutting up and loud talking going on, Johnny! Some concession people are very inconsiderate at times.

CHARLEY LUEDER letters from New York: "Charley and Alice Lueder rested up all winter in Florida. Bought a new car. Getting girl show ready to join B. & V. Amusements at opening in New Jersey."

AS FOR TITLES: We just as well have Put & Take Bros.' Carnival as to have them titled after cows or colored lights, moon, sun and stars.

SIADA LaMARR letters from Cincinnati: "Gave another birthday party recently to some showfolk." Siada: You failed to list the full names of those who attended, so surnames you listed are omitted.

JAMES PHILLION cards from Rome, Ga.: "Have completed my cookhouse and will open with Great Olympic Shows at Jackson, Tenn. My brother, Charles Phillion, has the cookhouse with Crystal Exposition Shows."

FOR a stadium or circus-style show why not "Circus Royale?" K. C. Barkroot had one and the late Thomas Hurd titled it "Circus Royale."

LINDEN L. WEST cards from Three Rivers, Tex.: "Have girl show with Burdick's All-Texas Shows. My first time west and like it fine. Everyone with the show seems to be 'just-folk' and are really nice people."

TOM CARSON, manager concessions, Modernistic Shows, letters from Knoxville, Tenn.: "Hymie Cooper arrived from Miami and will have his six concessions on the show. Regards to Red Onion. His carnival news is the best in recent years."

YOU will note that we now have "Shows" titled "Carnival." If you don't mind noticing it there will be more as time passes, so wait and see.

MR. AND MRS. FRED NEWMAN letter from Atlanta: "Wintered here. We were recent guests of Mr. and Mrs. W. R. Harris, of the Model Exposition Shows, at their home, St. Petersburg, Fla. Will have several concessions with this show, including two ball games."

IT IS ESSENTIAL that every carnival have a Social Security secretary. Kindly list their names in the shows' roster if you please.—The Mixer.

WALTER D. NEALAND pulled a good one when he sprang the Rubin & Cherry Silver Jubilee Tour. Here is one for the other press agents: Have an annual celebration on the lot each week to cele-

NEXT WEEK is The Billboard's Special Spring Number and is going to be a knockout. Better try to get in it. The dictionary says: Reciprocity is a condition in which there is mutual action, giving and taking, etc., between two parties.

brate the carnival's birthday no matter how old it is.

THE business card of J. B. Hendershot reads that he is general agent and fair manager for the Mighty Sheesley Shows. J. B. is in Cincinnati last week and announced that the show will soon be on the way, with the "Queen City of the West" on the route.

M. G. DILLON letters from Oklahoma City, Okla.: "Am no longer connected with the Shamrock Shows in any manner. Have opened my own carnival supply house. I was formerly manager Southern Premium Company, of Kansas City, Mo.

FEBRUARY issue of Light, a magazine devoted to electrical illumination, carried two pages of text and illustrations stressing the outstanding light features of the Royal American Shows.

LEN McDANIEL cards from St. Louis: "Lenard (Hootany) McDaniel, of grabstand note, and wife, Bobby, will be back with Mrs. C. H. Pounds on the Sheesley Midway. Visited relatives and friends in Tennessee and Illinois this winter."

MIKE NORMAN letters from St. Louis: "Have booked four concessions with Big City Shows. Whitey Murray, ride superintendent, will be back with the show after eight seasons with Roy Howard Shows. H. E. Megerle, who was with Bantly Shows last season, will have charge of all trucks on Big City."

THOSE who have reduced the operation of carnivals to an exact science have discovered



ROY GRAY, who recently retired from the carnival business as owner-manager to enter the promotional and booking field, is popular in the profession. Gray, in years past operated the Roy Gray, Royal Gray and Big State Shows.

that there is a vast difference between a carnival "fan" and a carnival "nut." Most people want to be charitable to "nuts" but it is awfully trying on their nerves.

KENT HOSMER letters from San Antonio that he has been away on a three weeks' trip and saw plenty of snow in Kansas City, Topeka and St. Louis. This fact makes him strong for the Alamo City. The Mixer heard recently from a city in Nebraska that Hosmer is a basketball fan.

E. L. LOHMEYER refers to The Billboard as our amusement journal. He writes from Shreveport, La.: "Just too many long hours here and no rest. Hennes Brothers are filling a long-felt want in the midway field by adding their efforts to pioneers of better shows. It is amazing what they are doing."

PERCY N. LABELLE letters from Port Arthur, Ont., Can.: "The old saying, 'There is always the first time,' applies to this letter, but I never fail to read The Billboard every week. Have signed with Gray's Greater Canadian Shows as Big Ell Wheel foreman, making second year with this organization."

CHANGE of title does not guarantee a new show in many cases, especially as relating to same old gyp and rib, rip and tear business tactics. Every man in the world should strive to make his name good in the line he is doing business in.

CLINT'S EXPO. SHOWS

Opening West Brownsville, Pa.—Volunteer Firemen's Spring Celebration on the Streets April 24-May 1, Followed by 20 Weeks Under Strong Auspices Where the Mills and Mines Are Working Full Time.
Can place Shows that do not Conflict. Photo, Custard, Bowling Alley, Grind Stores and Grocery Wheel open. Good proposition to Penny Arcade. Can place one High Act, must be one of the best. Want Sound Truck, Banner Man. Want to buy 8x10 Banners for Shows. Have beautiful Chrome Store for sale. Can be booked on show if desired. Let me know what you have to book. All holding contracts acknowledge this advertisement.
CLINT'S EXPOSITION SHOWS, West Brownsville, Pa.

BUSHAY AMUSEMENT CO.
OPEN MAY 1st, 40 MILES FROM BOSTON
Can place a few more concessions that do not conflict. A few choice Wheels open. All rides booked. No racket.
HENRY BUSHAY
24 Haviland St., Boston, Mass.

WANTS--Karl J. Walker--WANTS
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Youthful talented Girls for Chorus and Specialties. Must do Tap Routines, have looks and ability. Several young male Musicians, Sax, Trumpet, Trombone. Others communicate. Would consider organized band. WANT high-class capable Talker, clear voice, use good grammar; one who can wear a tux; I will furnish same. Sobriety essential. The following people please communicate: Howard and Muriel Withers, Paul B. Lane, Geo. White Bishop, Sunshine Baker. All address **KARL J. WALKER**, Johnny J. Jones Expo., opening April 10, Augusta, Ga., the Gay New Yorkers.

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Can use one more Freak strong enough to feature. Am especially interested in Miglets and Dwarfies. Can use Escape Artist, Tattooer, Glass Blower or Musical Act. Show opens last week in April in Illinois. Address
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Experienced and dignified Unborn Lecturer who can give intelligent and interesting presentation of subject. Must be sober. State experience and reference in first letter.
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AT ONCE — Geo. Murray, L. Musselman write **BILLY WATTESON**, Detroit, Mich.
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Cheapest, best, genuine; many models; 10 patents; Floss \$100. Gasoline Poppers \$28. Floc. \$30. Also Burners, Parts, etc. Guaranteed. Catalog Free.
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ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

CARDS from Cleveland, Tenn., anent Stanley Bros.' Shows: "H. L. HALL—Merritt Anderson will have the snake show. STANLEY REED, general agent—Rogers & Wilson have side show. W. A. TAYLOR—Have colored minstrels with 20 people. STAN REED—Ray Highsmith has cookhouse. F. W. PAULI—Have three concessions.

WILBUR PLUMHOFF, human pin-cushion, cards from Detroit: "Going to be with Paul Houck and his shows on Northwestern Shows. His Congress of Oddities will be presented under a new 120-foot top. Think it will be the largest Ten-in-One since the days of Ray Marsh Brydon. All new acts from the West Coast."

J. MANSFIELD (PROFESSOR BOZO) cards from Dayton, O.: "Quit show business after 35 years. Have a farm of 83 acres at Montgomery, Mich. Going in the chicken business. Princess Ruby will serve chicken dinners for showfolk. Wish The Billboard all success and will read it every week." Okeh! But he will be back.—The Mixer.

SPEAKING of elephants: Many carnivals in the past had elephants, including James Patterson, Frank C. Bostock and Frank G. Gaskill. Johnny Jones' Exposition has had one for a long time. Now what? They are keeping up with the Joneses.

WARNER BOWE letters from Guilford, Conn.: "Mrs. Mabel C. Bowe, formerly with Billy Clark's Broadway, Nat Reiss and World of Mirth Shows, will have Ramona-Rae exhibition on the Pan-American Shows. She hopes to have it as an outstanding attraction. Mrs. Bowe is an accomplished musician and lecturer."

CHARLES W. AGUE letters from Coatesville, Pa.: "Am confined to U. S. Veterans' Hospital here, but expect to be out soon. The blue birds are now chirping. Do they remember: When Boots Hurd, Hody Hurd, Leo Benyaker, Ana Benyaker, Isador Dion, Theodore Dion, Johnny Webb, Mary Webb, Willie Roskin, Major Boykin and myself were all on the K. G. Barkroot Shows?"

TO REMEMBER: Lew and Willard Backston, Omar Sami, C. Frank Hatley, Dan McGrew and Dunga Din and the once famous animal show front of the late Francis Ferrari. Of the front it can be truthfully said that there never was one like it and that there are none like it was today in all carnival business. The organ was grand. It was as good as an orchestra.

HARRY E. CRANDELL, well-known carnival agent and executive, is back in harness again after being ill for over a year. While he is still a little weak in the legs he has sufficiently recovered to resume the duties incident to his line. He visited Sam Lawrence at Pompano, Fla., and was at once signed up and started off to Clinton, S. C., as agent to handle that spot. Just like Harry E., he jumped from Lady Lake north.

TO ALL CARNIVALS large and small: Look out this season for the local "gyp" promoters who are springing up all over the country. It will be a good idea to have your general agents to make thro investigations before signing up any contracts with local promoters in any city or town.

C. A. LOMAS letters from New York: "Harry Witt has something on his mind, but no one has yet been able to figure out what it is, up to now. It is safe to say that he will either have a carnival in the States or will produce a new riding device. Harry still has interests in South America, but his present plans are that he personally will

remain in North America for some time at least.

ROY G. VALENTINE, manager of Flying Valentines, letters from Crystal City, Tex., that the act has a lot of new tricks and travels in a new Chevrolet truck. Roster: Roy, Freddie and Elizabeth Valentine, flyers, and Francis Reiner, catcher. The act played Houston last month with Frank J. Walters' Firemen's Circus and then joined West-ern States Shows.

MRS. GRACE STARKEY cards from Cleveland: "The writup in *The Billboard* has sure meant a lot to me, as cards from all parts of the country have been received. The doctor hopes to have me home by Easter. *The Billboard* has brought me plenty of 'sunshine.' My daughter, Annabel, has been sales agent for it the past two years. Hope to be on the road by April 19."

J. FRANK HATCH made good in the carnival and motion picture field. Now watch him with the circus. Just reminds us: What became of William L. Wyatt, who was secretary-treasurer for Hatch when he had his carnival? J. Frank once said: "Wyatt is a great man in an office wagon."

WILLIAM McCLOSKEY visited *The Billboard* office last week. He is presenting Zorima, "Queen of the Nudists," at the Cat and Fiddle Club, Cincinnati. McCloskey formerly operated a carnival under his name and was with the Spanish Village at the Chicago World's Fair and at the Exposition San Diego, Calif. He stated that he would probably be at one of the expositions this season.

MR. AND MRS. HARRY HUNTING, accompanied by Joe Girth, passed thru Cincinnati last week en route from Auburndale, Fla., to Detroit. Hunting had the Chairplane ride, as owner, and Girth was superintendent of the Whip ride with Barfield's Shows the past winter. Mrs. Hunting expressed herself as rather pleased to be from the land of sunshine owing to business matters. The party galled at *The Billboard* offices.

"Dictator" John R. Castle a Booster!

WICHITA, Kan., March 27.—*The Wichita Beacon* newspaper sponsored the National Home Show which was staged here in the Forum building, closed March 13, after a successful week's run. The fact of the matter is, it was a grand success from every standpoint. How could it have been different? Just think of it! The renowned Mary McCormac, of grand opera fame, and Buddy Doyle, entertainer, being presented twice daily as special features of the amusement program, two celebrities for an admission of 25 cents.

I always did say the Levand Brothers knew how to operate a newspaper, but I have now found out that they also know how to operate a show. They treat the public fair in all of their dealings, is the reason that whatever they do is a success, and another thing is that they do not stop at any amount of labor or expenditure of money to put the thing in hand over. The brothers Levand have a great staff and the motto is "Put It Over" regardless of cost. From what this writer found out during his connection with this show, was that show business must be their second love to the newspaper game, they play so efficiently.

It must be noted that everyone concerned was well pleased and fully satisfied, for when a showman can satisfy 110 merchant exhibitors and do things to get the public to patronize an event he has done something.

The date was also very good for the concessioners who bought space, as they all paid off 100 per cent and all of them asked for the opportunity to come back whenever *The Wichita Beacon* sponsors another show of this kind.

The Forum is indeed a wonderful show shop to hold anything really big in and everyone connected with this auditorium co-operated to the best of their ability, and that is high.

The event was accorded five days of good weather, only one off day, which was good for this season of the year. Just one more winner for *The Beacon*.
John R. Castle.

FRANK V. STARKEY cards from Haines City, Fla.: "While Barfield's Cosmopolitan Shows played this city we found that George Piercy was there with a bar-bee-q stand at the airport and he gave a welcome to all showfolk. He has many friends in this city. Beatrice, wife of Ralph Piercy, of Dodson's Shows, is with George and Gertrude. The latter are the proud parents of an 8½-pound girl named Georgia Ann. Eleanor, age 4, is the life of the place."

SPEAKING of shows: How about a Physical Culture Exhibition instead of the old-style athletic show? Populate it with both male and female models possessed with physical beauty and prowess. Get the idea? Look what a great posing show could be presented. Talk about work for the press agent! Wow! Wow!

TONY HARRIS (Tony the Alligator Boy) letters from Mexicali, B. of A., Mexico: "Left Kortes' museum and went on a business trip to Colorado and Oklahoma and expect to go to Mexico City to play one week and will then join Crafts. Visited a number of circuses and carnivals of all sizes. Saw Gold Medal Shows and Al G. Barnes Circus while they were in winter quarters. Expect to remain on the Pacific Coast for a while."

TED LEWIS letters from Paterson, N. J.: "Was hit by a hit-and-run driver. Knocked to the ground, left shoulder, elbow and hip bruised, clothing torn and finger on right hand injured. Was treated by a doctor and then went home for a rest. I am the Ted Lewis formerly with the Traver Chautauqua Shows as lot superintendent, now with Heller's Acme Shows. We are getting set to open April 15."

G. F. LITTS letters from West Palm Beach, Fla.: "Contracted with Louis T. Riley, of Dixie Bell Shows, to place my concessions and corn game with his out-

22. BABE CLEO—Myself, Princess Lina, Claire Wilson, Mary Allen and Baby Ruth, after playing night clubs in Miami, came to Valdosta and joined the Blair show."

EARL BURKE letters from Bowling Green, Mo.: "Somehow managers still wonder why they cannot keep capable talkers for the fronts of their respective attractions. The answer is simple and the reason is that a capable talker is not supposed to help set up and tear down the show. This is a boss canvasser's and helper's job, not a talker's. They don't have to turn workman in this capacity and double on canvas. Maxine Ross will have her own girl show this season. Charles Dodson, press agent Golden State Shows, is a showman and gentleman."

C. B. (BUTCH) FREDERICKS, who is known to legions in the carnival business, the most of his life in the circus end of outdoor show business, still makes his home in Wichita, Kan. Butch is around 76 years young. He came out manfully from a recent operation at a home-town hospital. John R. Castle visited him recently and reported him doing well physically. Fredericks owns a home in the city and a number of farms over the State.

JOHN R. CASTLE recently penned a letter to Frank B. Joerling. It read, in part: "This leaves me in the best of health. Have quite a large proposition here and it will take a lot of *The Billboard* space in news and advertising." John R.'s many friends in the carnival business will be pleased to learn that the "Dictator" of the Heart of America Showmen's Club has had good fortune favor his physical being and labors recently.

Social Security Act

In the Park Department of this issue appears the third 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.

fit. Was with Sam Lawrence all winter and while we did not set the world on fire we had a nice winter's work, not a losing week. Lawrence is a mighty fine fellow to do business with and should have nothing but success with the new show he is building. Had plenty fruit and fresh vegetables right from the gardens."

EVERYTHING in the show line is being moved and nearly all showfolk are leaving soon or have left some of the carnivals that played Florida this winter. What a business when the managers of carnivals have not the personality nor business tact to hold people and things! Moral: Big in Florida in the winter time and little in Georgia in the spring. Show people are right when they refuse to be bullied eternally.

MAUDE M. SMITH (Alice the Alligator Girl) letters from Tampa: "After closing our five weeks of winter Florida fairs with Dick Best's side show on the Royal American Shows I took a rest. Went on a real vacation, fishing, taking in the movies and visiting the dog tracks. I sure did get a 'kick' out of the Sulphur Springs dog track. Why shouldn't I, as I am now \$85 to the good on the races! There is no place like Florida for a rest and I am fine and happy. Open with Dick Best again at Jacksonville and signed for the season. Worked the blowoff last season."

CARDS from Valdosta, Ga., anent Wally Blair's girl show: "JOE STAHL—Will handle show truck and tickets. WALLY BLAIR—This year am operating my girl show under a new title as all the equipment is new. After using the title *A Night in Paris* for seven years have decided to change it to *Paris Foot-Lights Parade*, owing to the fact that a lot of shows have adopted the former title. Joe Casper and myself started the first title in 1930. Wintered in Miami and came here to get truck and show out of storage. Joining Campbell's United Shows at Cuthbert, Ga., March

Hilderbrand's Shows' Roster

LOS ANGELES, March 27.—The show opened the season in a virgin location in this city. There had not been a carnival, in the recollection of anyone, on Washington boulevard near Vermont avenue. The business done was surprising to everyone, a strictly high-class residential district and with a pay gate. Operators: Hilderbrand United Shows Corporation, O. H. Hilderbrand, Margaret Hilderbrand and E. W. Coe being the sole stockholders.

Staff: E. W. Coe, general manager; Elijah Pickard, general agent; Walton de Pellaton, secretary-treasurer and auditor; Lucille King, special agent; George Morgan, cashier; Fred Stewart, lot superintendent and chief electrician; George Vanderhoef, assistant. Ben Dalley in charge of klieg lights; D. O. McCarthy, public-address system; Mrs. E. W. Coe, in charge of main entrance; G. C. Loomis, assistant; Chet Saunders, artist.

Shows: Hollywood Revue, Claude and Leona Barie, owners and managers; Jean LaVella, piano-accordionist; Marjory Starr, Virginia Lewis, Catherine LaMarr, Vivian Gregory and Marcelle Senour, Jerry O'Hara, tickets; Jack Ripley, electrician; C. Westlake, front, and Whitey Williamson. Motordrome, Harold Elmsberg, manager; Harry Lewis and R. C. Johnson, riders; Ned Elsenbery, tickets. Octopus Show, H. H. Lewis, manager; Mart Verdon, front; Don Varo, man frozen in ice. Angels of Hell, Mrs. Tommy Lee, manager; Mabel Lee, assistant; Buck Weldon, tickets. Hillbillies, Tom Lee, manager; Bob Lee, Edna Lee, Mr. and Mrs. Max Williams, Margaret Curry and Bobby Travener, Side Show, Mms. Frazee and Henry Frazee, owners and managers. Featuring Mms. Zaza, woman turning into man; Professor Austin, magic; Electro, barrel escape and electric experiments; Whirl, human corkscrew; Camilla, posing artist; Rollo, contortionist; Mardell, mystic hand; DeWitt, hypnotist. Athletic Stadium, George Belows, manager; Swift Thomas, Tammany

Kid, Mike Onslow, wrestlers. Novelties of 1937, Doug Couden, manager; Lulu Couden, piano-accordionist; Diana Rupert, illusionist; Red Murphy, punch and magic; Chuck Rupert, talker; M. Solers, tickets. Palace of the Occult, William Mitchell, Mr. and Mrs. Tom Mitchell and Mms. Orva.

Rides, Twin Ell Wheels, Lyman Gresham, foreman; Dan Barnett, Elwood Williams, Glen Soper, assistants; Mrs. Charles Sodderberg, tickets. Merry-Go-Round, Al Hannum, manager; Steve Bridges, Jack Sullivan, Roy Webster, assistants; Mrs. Glen Loomis, tickets. Tilt-a-Whirl, Clarence H. Alton, manager; Jimmy Haller, foreman; George Stowe, Henry Wilson, assistants; Jack De Salvo, tickets. Loop-o-Plane, C. H. Alton, manager; Russell Gates, foreman; Charles Milton, assistant; Mrs. Jimmie Heller, tickets. Mix-Up, Mrs. Virgie Miller, manager; J. Bretrick, foreman; L. Hallahan, assistant; Mrs. L. Maxwell, tickets. The Octopus, Bud Cross, manager; John Hertl, foreman; Lloyd Kennedy, Keith Sutton, assistants; Lucille Kimball, tickets. Baby Ride, Mike Fogotino, manager; Sally Sellers, tickets. Miniature Electric Train, C. A. Wheeler, manager; Sam Hendricks, foreman; Mrs. C. A. Wheeler, tickets. Ell Wheel, F. J. Kennedy, manager; Jack Conway, foreman; Myles Sutton, assistant; Mrs. F. J. Kennedy, tickets. Pony Ride, J. E. Fugh, manager; Hugh Rubie, assistant; Mrs. J. E. Fugh, tickets. Ride-o-O. G. J. Fluke, manager; E. B. Nester, assistant.

Concessions: Cookhouse, Mr. and Mrs. E. M. Clifford, owners and managers; Bob Clifford, chef; Whitey Stack and Red Howell, waiters. Lunch stand, Mr. and Mrs. Clifford, Howard and Grace Clifford. Dining car, Denny Callahan, Tom Parkin and Ed Norbert, agents. Bingo, Bud Cross, manager; Ed Hall and Mike Turney, agents. Shoot-'til-wind, Lloyd Wilson; Albert Tolmsa, agent. Roll-down, Ken Taylor, Johnny Cardwell and Pinkey Blitz, agents; ball game, Virgie Miller and Charles T. Marshall, blower, Art Anderson; Ed Hughson, S. Epple and Thomas McQuillan, agents. Balloon game, D. Callahan; P. C. Brabo and Max Bloom, agents. Ham and bacon, Harry Merkle and Tom Faller, agents. Tip-'em-over, Ray Jacobsen and Mrs. Lloyd Kennedy, agents. Australian billiards, Harry Golden; Manny Stillman and Vic Davis, agents. Pull-up, Fern Chaney and Jack Barber, agents. Photo strips, Margaret Balcom; John Costello, agent. Pop corn and floss, Hazel Fisher and Verna Seeburg. Name-on-penny, Joe Disanti. Short-range lead gallery, Myles Nelson; Dale Brady and Mrs. M. Nelson. Clothes pins, Harry G. Baron; Ralph Balcom, Jack Morse, Eddie Harvey, agents. Novelties, Mrs. C. H. Alton and Jack Di Salvo. Bottle game, Gene Larue; Johnny Shay and Clara Hertl, agents. Giant blower, Mrs. Dixie Olsen; Robert Norman and Dave Kleeman, agents. Grind store, Harold Porter and Dick Brenham.

Free acts: Jack Schaller's Four Queens; Charles Sodderberg, high diver; Dietrich's Miniature Circus and Vaude and Varda.

SLA BENEFIT

(Continued from page 50)

complete. Reservations have been pouring in during the past week and with those that will come in during closing days it looks as if there will be a "straw" house.

President J. C. McCaffery, Chairman Ernie Young and Co-Chairman Walter F. Driver have been working indefatigably to make this show the biggest from every standpoint that the league has ever held. They have had the unstinted support of all the various committees and members at large and the result has been a record demand for reservations. "There is still time to obtain tickets," said President McCaffery, "but we urge all who expect to attend to make their reservations at once, as we anticipate a complete sell-out."

The "Crazy Show," which is being presented in College Inn, will provide a world of entertainment, but in addition a number of high-class and well-known night club acts now playing Chicago spots have volunteered their services and will augment the show to huge proportions.

The fact that the entire proceeds of the show will be given to the American Hospital has heightened the interest of show people in all fields. Dr. Max Thorek, chief surgeon of the hospital, has done many wonderful things for showfolks who have been under his care and this benefit gives them an opportunity to show in a small way their appreciation.

Full Week Carnival Show Letters

(As Reported by News Representatives for the Shows)

Eric B. Hyde Shows

Cordale, Ga. Week ended March 20. Auspices, none. Business, none. Weather, cold and rain, except Thursday.
Show opened Monday night with 6 rides, 6 shows and 14 concessions. No people on grounds on account of extreme cold. Lights turned off at 8:30 and the personnel sought inside warmth. Tuesday and Wednesday, cold and few came out. Saturday about 200 people on the lot, and business was nil. Dinty Moore joined here with set of diggers in charge of Agent Allen. Barney Lamb's Side Show is booked to open with the show at Marietta, Ga. Snake Show was built and is ready to open in charge of Tex Tate. Monkey Circus cut-out front is nearing completion. Athletic Show front is under construction and will be in charge of Toby Kneeland. Three more panel fronts are under construction. Mirror Maze set to open soon. Harry Julius joined with riding pony outfit. Curley Lewis going good with *Girlesque Revue*. Gibbs Freak Animal Show gets its share. Hageman's Two-Headed Baby Show adds beauty to the midway. Pallison's original mechanical city bringing smiles to Henry and Cynthia Pallison. Decker's cookhouse feeding the folks well.

New green 20x30 marquee being built by Smith Tent Company. Loop-o-Plane, under Roland Cruikshank, turning them over. Eric B. Hyde's Tilt-a-Whirl, Ell Wheel and Chairplane consume 30 k. v. a., is brilliantly lighted with scores of extra light streamers. Clay Mantley telling the people it's 23 under G on a well-flashed corn game. Pop corn and candy apples being served out by Mr. and Mrs. Waite. Mrs. Eric B. Hyde has beautiful studio and fish pond. Janette Terrill's trio of penny pitches take many a money wrapper. Whipple's two ball games look nice, as does Waters' one. Decker's cigaret shooting gallery passing out the smokes. Al Green's high striker hammering away. Lalson's jewelry shooting gallery is a novelty. Will's guessing within three pounds on the scales. Hammond's devil's bowling alley claims the largest balls in the business. Charles Stegrist's flying act, Aerial Bowers and Sensational Gorsky give a real show that makes the front gate click to satisfactory totals when weather conditions are right. Eric B. Hyde Shows have definitely entered the carnival field and will strive to conduct their operation so as to be a credit to the show world in general, and the carnival field in particular. Janette Terrill is making frequent trips ahead.

JAN HYTER.

Happy Days Shows

Selma, Ala. Week ended March 13. Auspices, Elks' Charity Fund. Location, baseball park. Weather, cold and some rain. Business, good considering conditions.

J. L. Murray, Al Fine and Lee Cresson launched their own show from here. Fred Reckless continues to thrill the folk nightly. Page's Kiddie Band did well on the radio, streets and grounds. George Spaulding joined as general announcer and on front-gate tickets. Turtles Sordetlet is the new lot superintendent and handles same without the office doing it for him. Minnie, "dog-face girl," joined the side show and is truly the talk of the midway. Dick Copeland has the *Cotton Club Follies* and with new additions to the band and stage is running a neat race with the *Girlesk Revue*. The show's new 20-foot Ford semi had a near wreck on this move but only slight damage done. The writer's funhouse, the Thrill Box, clicking along with many of the rides. Many visitors from Majestic Shows, of Tuscaloosa; Heth Shows and Hansen Shows, of Birmingham. Sam Kravetz replaced A. H. Fine as general agent and business manager. FLOYD R. HETH.

Texas Longhorn Shows

Mezla, Tex. Week ended March 20. Location, Gin 'lot. Auspices, State-County-Town. Ten-cent pay gate. Weather, cold and rain. Business, fair when weather permitted.
Informal opening night March 13, despite low mercury. Sundays are expected by this enterprise. Rain pre-

vented profitable receipts at formal opening Monday. Dark Tuesday account downpour. Wednesday gratifying business. Old Sol favored Thursday, with 1,000 thru pay entrance. Friday and Saturday fair. Four kiddie rides exceptional flash. Of major rides Octopus led. Tilt-a-Whirl close second. New tops for Green River's Minstrels and Happy Everett's Monkey Show from Crawford & Austin Company. Free acts: Mouton, high spiral; Chappel and Drumb, aerial contortion, and Townsend, net dive. These performers are all Texans. Earl Spencer, Merten, Tex., manager; J. T. Malone, Dallas, Tex., assistant manager. Tent on midway effectively lettered Shrine of the Longhorns. Herein all attending show will be given unique degree. Conspicuous large tent behind the scene bears sign, "Home of Texas Longhorn Shows' Decorators." Bosses of it, the Gambiens, father and son, official painters. Robert Young, superintendent of light plant, has midway light as day. Lee Fine, chief mechanic. Professor Henry Ohlson, Huntington, W. Va., has school going. Ruth Gray Young, principal of kindergarten, with 24 showfolks' children attending. She directs banner "ads," too. B. K. (Dad) Bond has tent office decorated in honor of *The Billboard*. William Dearnin bosses concession row. New ideas and flash noticeable in this department. Mr. and Mrs. Curly Webster, J. B. Dugan, Mrs. Red Rogers, Mrs. Peggy Fine, Mr. and Mrs. Virgil Turner operate the different concessions. Mrs. Bess Gray directs corn game. Clarence (Red) Shelton guides penny pitch. Slim Cantrell rolls that log. Madame Odus presides over Temple of Knowledge. J. R. Rogers superintendent ride foremen and helpers. Mrs. Pete Wilson chief saleslady refreshment and sweet-meat department. Farnsworth is official announcer. *Daily Mezia News* ran stories and pictures of free acts, sitdown strike by "Happy" Everett's educated monkeys and Professor Ohlson's canvas school. New four-abreast Merry-Go-Round arrived, as did "Sir Edward" Rife and his two sons, Edward Jr. and Tom, with new modern restaurant. DOC WADELL.

L. J. Heth Shows

Birmingham, Ala. Week ended March 20. Location, First avenue and 12th street. Weather, bad, cold and rain. Business, just fair.

Show played to fair business in Boyle despite bad weather. Moved downtown for a 10-day stand. New marquee went up for the first time. Doc Ward, with his "Monkey" people show, opened here as did I. W. Reynolds, with his illusion show. Ray Daley and his modern side show are really going to town. George Spaulding has a nicely framed minstrel show with a 9-piece band. Jimmie Hurd has Motordrome, featuring "Daredevil" Mazell, young girl rider using an all-chromium plated English Triumph machine. Bill Crowson's cook house service kept everyone in good humor during the bad weather. Manager Heth and Assistant Manager Fontana are on the go from early morn till late at night. Visitors: Bill Dollar, of the High Hill Shows; Al Fine, Joe Hayworth, Joe Rogers, Benny Herman, Sam Levy, and E. G. McHendrick, of the Majestic Shows. JOE J. FONTANA.

Golden State Shows

Santa Ana, Calif. Week ended March 21. Location, Fourth and Garfield. Auspices, DeMolay. Weather, unsettled and cold. Business, just fair.

Run from San Diego made in good time. Heavy rain on arrival, which continued for 24 hours, with result lot was under water. Tractors had to be used to get trucks on lot, which was in such condition that tractors had to be used to pull some of the empties off. Despite this handicap everything was ready for opening with exception of Scooter.

A fair crowd turned out for the opening and business continued fair thruout the week. Kids' matinee Sat-

CARNIVAL NEWS and Show Letter Writers! Kindly send all carnival matter direct to *The Billboard*, Cincinnati, O. Relay means delay.

LATLIP SHOWS

OPENING CHARLESTON, W. VA., TEN DAYS, STARTING THURSDAY, APRIL 15, REYNOLDS STREET LOT—THE HEART OF THE CITY.



Five of the Best West Virginia Spring Spots To Follow. Frank Griffith has contracted the best 4th Celebration in the State (Pennsboro), Five Days, including Sunday. Has Also Contracted the Best String of Fairs in the History of the Latlip Shows. All equipment has been factory reconditioned. Morris Voltaggio, owner of Master Motor Lines, is now interested with this show and has completely motorized the show. WANT capable Man who will take over Ten-in-One Show. One who has two or three Attractions of his own. We will furnish complete new outfit, including eight of the latest Wax Figures and two large Monks. WILL BOOK any good Pit Show with own outfit and transportation, reasonable terms. WANT Foremen for the following Rides: Octopus, Twin Wheels, Merry-Go-Round, Merry Mix-Up. WILL BOOK OR BUY Auto Kiddie Ride.

WILL PLACE all legitimate Concessions for the season. Fair Secretaries, have a few open dates in October and November. Address FRANK GRIFFITH, General Agent. Shows and Concessions address MORRIS VOLTAGGIO, Manager. All others address:

LATLIP SHOWS

209 Elm Street.

P. S.—Bill and Nina Burk please write.

CHARLESTON, W. VA.

WANTED WANTED WANTED
OPENING NEWCASTLE, IND., MAY 1st

MILLER BROS. SHOWS, INC.

PRESENTING THE WORLD'S GREATEST THRILLERS
THE FEARLESS GREGG IN AUTOS THAT LOOP THE LOOP being featured by BING CROSBY in "PENNIES FROM HEAVEN," ALSO FEARLESS MARGUARUET, "THE ONLY WOMAN TODAY BEING SHOT OUT OF A CANNON."
RIDES—Can Place all kinds of Riding Devices—good opening for Scooter, Octopus or any Flat Ride.
SHOWS—Can Place all kinds Shows with or without their own outfits. Good proposition to organized Minstrel Show with Band. Side Show Freaks and Attractions of all kinds. Year-round work.
CONCESSIONS all kinds get in touch with me. Opening for Cookhouse, Corn Game and All Concessions. Address I. HARRY MILLER, Manager Concessions.
FAIR SECRETARIES in Iowa, Minnesota, Missouri, Louisiana, have a few open weeks, get in touch with us. CAN USE GOOD WHITE BAND.
All address MORRIS MILLER, Manager, Miller Bros.' Shows, Newcastle, Ind.
Note: We will play all industrial towns with celebrations. Fair season starts last week in July.

CENTANNI GREATER SHOWS

OPEN APRIL 20, NEAR NEW YORK

On account of disappointment, wanted Cookhouse, Custard, Candy Apple, Popcorn, Cigarette Shooting Gallery, Devil's Bowling Alley, Penny Pitch and High Striker. A few choice wheels open. WANTED—Merry-Go-Round and Ferris Wheel Foreman that can do repairs—and other, Help on Rides. JIMMY BLOOM, let me hear from you. WANTED—Shows with or without outfit. Will furnish canvas for any good show. We own our rides, namely: Merry-Go-Round, Ferris Wheel, Merry Widow Swings, Auto Ride, Kiddie Chair-o-Plane and a 35 k. W. Lighting Plant. Address all mail and wires to MICHAEL CENTANNI, 927 Broadway, Newark, N. J. Telephone Connections.

GIRLS DANCERS GIRLS

MIGHTY SHEESLEY MIDWAY

OPENS CHARLOTTE, N. C., APRIL 10

WANTED—Oriental, Fan, Bubble, Strip Tease and Hawaiian Dancers. A-1 Hot Blues Singer, Girls for Chorus and Posing, Hawaiian Electric Guitar Player, Piano and Callopie Player. Long season, top salary for all. Address RALPH DECKER, Charlotte, N. C. P. S.: If you live in or near New York address MOLLIE DECKER, Piccadilly Hotel, West 45th St., New York, till April 5th. Have two cars leaving for Charlotte that day.

WANTED

Rides to play Church Bazaars. Will book Ball Games and Frozen Custard. Will buy for cash, Wheels of all kinds. Must be in good condition.

WM. HAMILTON PRODUCING COMPANY, Inc.

41 NEWARK AVENUE

JERSEY CITY, N. J.

BYERS & BEACH SHOWS

(FORMERLY BYERS BROS.)

LAST CALL! OPENING KENNETT, MO., SATURDAY, APRIL 10, TWO SATURDAYS. WANT Loop-o-Plane Foreman, Help for Twin Ell Ferris Wheels, Agents for Corn Game, String Joint and Scales. Sell X on Diggers, \$20.00. Have new 20 by 40 Frame-up complete for single Pit Attraction. WILL BOOK Chairplane with own transportation. WANT Mechanical, Monkey, Illusion, Droms and Wax Show. WANT one more sensational Free Act. All people contracted acknowledge this ad. Address communications to Winter Quarters, Cardwell, Mo.

BREMER MIDWAY ATTRACTIONS

WANT Ten-in-One. Have new Top, Banners and Front, also some inside for same. Have Tops, Fronts for any other good money show. Would like to hear from Animal Show. Can use part as Free Act. WANT Mechanic and Wheel Foreman. CAN USE some Concessions. No grift, no wheels. WILL BOOK GLIDER or Chair-o-Plane. Show will open May 11. Address all mail to P. O. BOX 22, Rochester, Minn.

urday good, mainly due to the stilt-walking stunts of Fred Yaglia on downtown streets.

Perry Latham, secretary, resigned owing to illness and Lee Pringle is now handling office. Side-show top money, closely followed by Evolution, a show operated by Joe Glacy.

Weddings have started early, W. H. Bullock, foreman of Mixup, having taken unto himself a wife.

Close proximity to Los Angeles brought many visitors: J. W. Peterson and Cliff McDougall, of the Barnes-Floto Circus; Roy Ludington, Mr. and Mrs. Johnny Kline, H. C. Rawlings, Mrs. Lahey (who had cookhouse last season), Jack Schaller and George Moffatt made the lot.

Fred Yaglia joined with long range shooting gallery. LEIGH PRINGLE.

WANTED

Guess Your Weight Scale Man. I have new Chair Scale. Nut easy. FOR SALE—New Cotton Candy Machine (used 6 fairs only, Cost \$127.50), \$50.00. Bargain. Lord Prayer Penny Smeager (good die and true roller), cheap, \$50.00. MARVIN (MOON) LAIRD, Sec. A. G. Hodge Shows, Belleville, Ill.

POPCORN

WHITE RICE\$5.50

SOUTH AMERICAN 6.50

Per 100 Lbs., F. O. B. Kansas City.

THE BAGNALL COMPANY

Station A, KANSAS CITY, MO.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

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Mike Younger, with his new cookhouse, is expected to be in on time. The Wolfs, Bennie and the missus, are here. W. D. Bartlett is sending up his diggers under management of I. W. Shorty. J. F. Wallace, of the *Swing Revue*, and wife arrived Saturday, as well as Arthur Boykin and entire minstrel show from Atlanta. Carl Mills, director hillbilly show, was in to say that everything is okeh for his presentation. Vincent Bellamo will join with a 10-piece band. Iodine Bailey has arrived to superintend the Caterpillar. I. V. Hulme, secretary Elberton (Ga.) Fair, and Mrs. Hulme; Jack D. Wright Jr., well-known agent and promoter; Boston Towne, the talker; J. J. Page and D. T. Morrissey, of the J. J. Page Shows, en route, were recent visitors.

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Flying Le Roys, of Gibsonton, Fla., have been engaged as a free attraction. Manager Van Vliet has returned from a business trip.

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Showmen are arriving daily and getting their equipment in shape. Late arrivals: Rodney N. Krall, monkey impresario. Nate Workman, master builder, has finished a 75-foot front for Krall's attraction, new in every detail. Jack and Frances Paige will have the girl

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Mr. and Mrs. Blackburn, who will manage the Loop-o-Plane, arrived with their home on wheels and are getting this ride ready. Secretary George S. Marr is away attending to his promotion in Danville, Va., and Florence Dickens, secretary to Manager Strates, is carrying on in the office wagon during his absence. General Agent Billy Breeze is all smiles these days. The reason—arrival of Mrs. Bill and Bill Jr. from the family home in Augusta, Ga.

Manager and Mrs. Strates honored their daughter, Mrs. Onalee Jones, with a surprise birthday party on their private car. Mrs. Jones is the wife of H. W. Jones, bingo impresario. They received many useful presents. Guests were Mr. and Mrs. Leo Hirsch, Mr. and Mrs. Ben H. Voorheis, William Breeze, Mr. and Mrs. George S. Marr, Mr. and Mrs. Jack Paige, Mr. and Mrs. Gene O'Donnell, Mr. and Mrs. Gifford Ralyea, George Speridos, Louis Strates; Mrs. Alma Rumpf, of Clifton Forge, Va.; Mrs. Kate Ellinger, of Pennsylvania, and Glorian Jones. Buffet lunch with all the trimmings and a 20-pound birthday cake were served. Professional talent from two Norfolk theaters were on the entertainment program. Mrs. Ben H. Voorheis is entertaining her sister, Cleo Browning, of Williamson, W. Va., who arrived for a few weeks' visit. Reported by Ben H. Voorheis.

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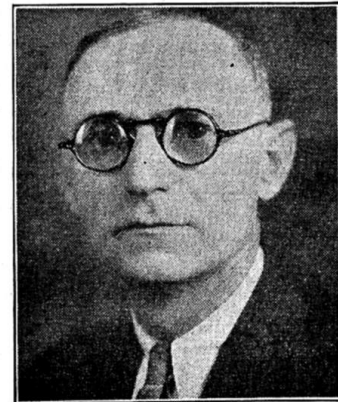
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Showmen's League of America



165 W. Madison St.,
Chicago, Ill.

CHICAGO, March 27.—President J. C. McCaffery away on a trip, so Vice-President Frank P. Duffield handled affairs of the meeting. With him at the table were Secretary Joe Streibich and Past Presidents Sam J. Levy and C. R. Fisher.

Membership committee presented three more applications, those of Sam Brin, W. E. Hammer and Orrin Davenport, credited to Morris Lipsky, Frank D. Shean and Fred H. Kressman. Total gradually increasing, and co-chairman Brother H. A. Lehrter predicts the year's total will run ahead of last year. Brother John Galligan writes that he is hot on the trail of a gold life membership card. This is the prize for getting 100 new members. Others to be considered seriously in this contest are Fitzee Brown, Morris Lipsky and Frank D. Shean. This means at least four gold cards to be presented. Lease committee have been giving serious attention to their work and expect to make final report at meeting of April 1.

Brother Harry Coddington feeling much improved and is a regular caller at the rooms. Brother Col. Owens still confined to his home but may be able

to be out with the return of more pleasant weather.

Spring benefit committee working hard and present very favorable reports. Co-Chairman Walter F. Driver, who has been handling affairs in the absence of Chairman Ernie A. Young, predicts a real sellout. Program is about completed and a fine lot of entertainment in store for those who attend. Remember the date, Monday, April 5, in College Inn of Hotel Sherman. Better make your reservations at once.

Brothers A. R. Cohn and Lou Leonard handled subscriptions for the booster page of the program and turned in a very favorable report. Brother John Lorman and his committee have promised a report on the old home. Brother (See *SHOWMEN'S LEAGUE* on page 68)

Walter and Marjorie Kemp Have New Motordrome Lions

TAMPA, March 27.—Walter and Marjorie Kemp, who operate Lion Motordrome on Royal American shows, recently received a shipment of four 2½-year-old lions from Louis Goebel's lion farm in California. These babies of the jungles were purchased by the Kemps as in keeping with their announcement last winter that they would have new lion acts in the motordrome and that J. C. (Chubby) Guilfoyle, tutor of Manuel King, would train them.

The motordrome front has been completely revamped in a new idea in modernistic designs and original lighting effects have been installed. The drome proper has been rebuilt in its entirety to take care of the new animal acts that have been added.

Marjorie Kemp, with her riding lion, will be featured and will have an understudy for the big dates to be played in the States and Canada. Walter B. Kemp, Russell Thompson, Speedy Price and Fred Cantrell will also perform in the drome arena. The front will be in complete charge of Buddy Rilee, the eminent young announcer.

Jimmy Jamison High Diver On N. E. Shows' Staff

NEW YORK, March 27.—Jimmy Jamison, high diver and installer of neon lighting effects on midways, has announced that he will tour with the New England Shows as a free attraction this year. Jamison is at present helping W. J. Giroud, part owner of the new show, take care of details and administrative preparations at the show's New York office.



Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, March 27.—With practically all of the local carnivals now on their way and the Al G. Barnes-Sells-Floto Circus already embarked on its new season, attendance at Monday night's meeting fell a bit below the winter meetings. Members present totaled 47 when President Will Wright called the meeting to order. Other executives present were Dr. Ralph E. Smith, first vice-president, and John T. Backman, secretary, who resigned that position but is officiating in that capacity until someone is chosen to succeed him.

Usual routine of business was followed and a report was heard from the board of governors, who now meet before the regular meeting to consider and dispose of matters of importance. Harry Taylor came down from Taft, Calif., to begin preliminary work on his job as chairman of the next annual Charity Banquet and Ball. In a brief talk Harry stated that he planned to handle the affair in much the same manner those of previous years were handled and that the usual efforts to innovate ideas would be made.

President Wright, who came up from San Pedro, Calif., announced that this would be his last appearance in the chair until October. He thanked the members for the support given him and asked that Dr. Ralph E. Smith, who will officiate in Wright's place, be given the same loyal support that was his when he subbed for the then president, Theo Forstall. A vote of approval and the assurance that during the year an extensive effort to go forward would be made was presented Wright.

A communication from Past President S. L. Cronin, manager of the Al G. Barnes Shows, inviting the club and Ladies' Auxiliary to be the organization's guests at its showing here received a round of applause. Cronin was given a vote of thanks and the definite assurance that he could expect a big turnout of members of both organizations.

Further discussion on the efforts to be put forth on the membership drive, cemetery perpetuation and emergency sick and relief funds was heard. Ed Walsh, chairman of the committee in charge of the latter fund, outlined a plan whereby funds will be provided by the public rather than take too much from members. This is in line with President Wright's desire that the funds be raised without working any hardships on members.

Speakers for the evening were Frank Downie, Ed Nagle, Cash Rogers, Johnny Kleine and Bill Rice. With the thought of conserving the organization's funds and in order that the usual lunch and refreshments might be continued, voluntary offers to supply the refreshments came from Will Wright, Harry Taylor, Doc Hall and Dr. Ralph E. Smith. Weekly award went to Mickey Wilson, after which lunch was served.

Ladies' Auxiliary

March 22 meeting well attended considering that so many shows are now en route. President Peggy Forstall presided. Secretary Ruby Kirkendall and second Vice-President Frances Klein were also in attendance.

The business of visitors being allowed in clubrooms during the summer months was discussed and it was decided to allow all members in good standing to bring a visitor providing the privilege is not abused. However, after September 1 the ban will again go in force because of the large attendance during the winter.

Letters were read from several members now en route. Also a communication from Marie Beckman, president of HASC Auxiliary. Letter from Pearl Vaught, inclosing dues and nice donation to the cemetery fund, received a big applaud.

Rose Clark, Florence Webber and Hazel Redmond left last week to open their season and were missed at the meeting. Marlo LeFors departed for Seattle.

Rosemary Whitenack, who returned after spending a week with her aunt, Clara Zeiger, reports that she will again take to the road with the Zeiger Shows.

Tillie Palmateer, ill for several weeks, is on the road to recovery. Auxiliary

members hope she will soon be up to the club.

Men's club reported that our deed to the cemetery plot, which was purchased thru them, will be ready for us at a later date.

Several new members were accepted in the last few weeks.

Relley Castle forwarded memberships for Marie Beckman, Maude Jamison, Dorothy Hennies, Grace Goss and Elsie (Calvert) Brizendine. Several others from Kansas City club will be announced later.

Lunch was served after adjournment, and the ladies played bingo and cards for diversion.

World of Fun Shows; New Carnival Is Ready To Go

FOUNTAIN INN, S. C., March 27.—The World of Fun Shows, a new carnival recently organized by J. J. Steblar and N. P. Roland, is ready to open the season here Saturday, April 3, according to the management. Steblar and Roland have been doing the advance work and report several weeks booked ahead following this engagement.

Much of the equipment was shipped by Steblar from Florida, where he wintered, and was put in condition for the road by Whitey Davis, ride foreman. The color scheme for the rides is cream and green; for the show fronts, red and white. The outfit will move in baggage cars. Reported by W. Davis.

McClellan Shows Open Following a Snowfall

DYERSBURG, Tenn., March 27.—The McClellan Shows came here from their quarters in Memphis to open a week earlier than the date previously announced, but opening was delayed until March 18 because of snow. Auspices were under the American Legion. Business was fair. There was only one mishap, White Pratt's house trailer was sideswiped by a road hog. General Agent Maurice Wood returned and was taken suddenly ill with appendicitis. He was taken to a hospital and operated on. Madam De Rossie arrived and opened a concession. The World Museum, owned and operated by J. T. Hutchins, is a credit to the midway. Many visitors from Wallace Shows. The Ride-o-Plane arrived from Texas and a new Loop-o-Plane has been added. An Octopus ride has been contracted for. Reported by L. Opsal.

Kortes Traveling

TACOMA, Wash., March 27.—Following a satisfactory one-week stay in Walla Walla, Wash., show opened here March 19 to a good crowd and will remain here two weeks. During a three-day vacation Paul Herrold, German giant; Barney Nelson, armless wonder, and Nabor Felig, Indian sculptor, visited friends in Seattle, and "Tiny" L. H. Kistler, fat boy, visited friends in Sumner and Enumclaw, Wash. T. E. Day, publicity manager, with the assistance of Larry Sein and Doc King, has the city and surrounding towns well billed. A new act, Prince and Ethel Dennis, midgets, joined. Despite a small building Manager Kortes has a neat arrangement with Bill Casey is the window for ballyhoo. Reported by L. H. (Tiny) Kistler.

CINCINNATI, March 27.—T. L. Dedrick, manager Happy Days Shows, stated this week from Huntsville, Ala., that his two brothers-in-law, Floyd R. and Louis E. Heth, will have charge of the shows for the immediate future.

THERE ARE "SCORES" of REASONS
Why YOU SHOULD
BE A MEMBER OF

Showmen's League of
America



165 W. Madison St., Chicago

The allied interests of the show world cover a wide field and are definitely as much a part of the show world as Showmen themselves. You know best whether you belong in that category. JOIN NOW!

ART LEWIS SHOWS, INC.

(Eastern States' Best)

OPENING APRIL 22

16 FAIRS AND CELEBRATIONS.

Including Six Outstanding Canadian Dates—Then South.

CAN PLACE

CAPABLE SHOWMEN that can produce. What have you to offer?

CONCESSIONS—Strictly legit.

DANCERS—For Reves—office pays salary.

PENNY ARCADE OPERATOR—Must be thoroughly experienced.

ABOVE WIRE OR WRITE ART LEWIS, Mgr., 2047 Holland Avenue, Bronx, New York.

WANT

RIDE FOREMEN and Help: WORKING MEN in all departments.

JERRY SWISHER can use experienced Help for Cook House and Crab.

WILL BOOK OR BUY Old-type Crazy House or Fun on Farm.

ABOVE WRITE AL ROGERS, Superintendent, at Winter Quarters, 139 Arctic Street, Bridgeport, Conn. Now open.

CALL GREATER EXPOSITION SHOWS

OPENING APRIL 3 AT WELLSTON, MO.

WEEK APRIL 12, ALTON, ILL.; WEEK APRIL 19, GRANITE CITY, ILL. (All Pay Days.)

FOR SALE—8 Erie Diggers, good shape, boxed ready to ship; Mangels Whip; Baby Ell Ferris Wheel.

WANTED—Models for Posing Show. Girls for Ball Games and Illusion Show. Dancers and Musicians for Hula Show. Side Show Acts. Talker for Wild Animal Show. Concession Agents who will work for Stock. Reliable Help on all Rides.

WILL FURNISH COMPLETE OUTFIT FOR ONE MORE WORTH-WHILE SHOW
All Address: P. O. BOX 84, MADISON, ILL.

SUNSET AMUSEMENT COMPANY

OPENING MARION, ILL., APRIL 3, TWO SATURDAYS, AUSPICES FIRE DEPARTMENT.

WANT reliable Banner Man with car. CONCESSIONS—Diggers, Pitch Win, Cigarette Gallery, Bowling Alley, Lead Gallery, Fish Pond, Custard, String Game, Punk Rack. SHOWS—Have outfit for Hawaiian Show. WANT Snake, Wax, Crime, Mouse Circus, Penny Arcade. RIDES—Want Pony Track, Tilt and Drive-Yourself Cars. Address Marion, Ill.



Frisko Show Brings Profit

Islam Circus picks up as week advances—extra performance is required

SAN FRANCISCO, March 27.—Islam Shrine Circus, first to be held here, closed Sunday night after starting with light attendance and picking up the last five days so that an extra midnight show was necessary on Saturday to take care of reservations.

There were 22 displays, including Billetti Troupe, Captain Roman Proske and his tigers, Bob Fisher's Fearless Flyers, Tiny Kline, Christy's elephants and ponies, Will Hill's elephants and horses, Kenneth Waite's clowns, Black Bros., Clarkonians, Kanazawa Troupe and a ballet of 24 Fanchon & Marco girls.

J. Ben Austin, who was business manager, has been re-engaged to produce the show next year, as has Jack Grimes, who handled publicity. Radio tieups, including an hour's broadcast of first part of the show over NBC on opening night, half-hour interview with Will Hill and Captain Proske over Mutual network and 15-minute interview with the Billetti Troupe over CBS, with more than 2,000 inches of art and stories in the four big newspapers here, resulted in the show finishing with nice profit.

Shows for Aberdeen Event

ABERDEEN, S. D., March 27.—Fairly & Martone Shows have been contracted to furnish the midway features at the special summer festival to be held here under Brown County Fair Association auspices. Other features include 4-H and community club activities, horse races and grand-stand show.

Stanley Bros. Shows Signed

BRISTOL, Tenn., March 27.—Local Moose lodge has been granted a permit to sponsor a carnival in this city. Stanley Bros. Shows have been contracted and it will be the first carnival to show here in three years. Lot to be used is about three blocks from the downtown section.

Carnival Wanted

For one week in August, preferably first or second week. Three Fire Companies in on proposition. Write

CAPT. MARTZLOFF,
No. 1 Engine House, Rome, N. Y.

Want Good Carnival

15th ANNUAL AMERICAN LEGION CELEBRATION,
Week July 5th to 10th. Big Play.
Write D. E. DRENNEN, No. 2 Fire Station,
Marietta, O.

OPEN FOR CARNIVAL ENGAGEMENT

Week of May 17
Auspices of Fraternal Order of Eagles. Community with

ROBERT NEVILLE
103 N. Vandalia St., Brazil, Ind.

WANTED

SHOWS AND CONCESSIONS FOR
NORWOOD SPRING FESTIVAL
WEEK JUNE 7th-12th.
E. V. NEWMAN, Sec'y.,
Norwood Business Men's Club,
2121 Washington Ave., Norwood, O.

CONCESSIONS WANTED

For Biggest Event of the Year, Police and Firemen Big Charity Circus. 4 Big Days—4 Big Nights, April 7-8-9-10. All Concessions open except Bingo and Juice. Wine, Picnic or Write Quick. First come first served. Address WM. E. THOMPSON,
106 1/2 N. Nottawa St., Phone 148, Sturgis, Mich. P.S.—Also Good Comedy and Triple Bar Act Wanted.

WANTED

Carnival—must be first class. Ferris Wheel and Merry-Go-Round. One week—May 10-15. Street Celebration—American Legion Carnival and Homecoming
CHIEF EAGLE, Colby, Kan.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Acts, Shows Features At Humboldt Festival

HUMBOLDT, Tenn., March 27.—Acts and shows are to be features of fourth annual West Tennessee Strawberry Festival here this summer, according to the executive committee. John R. Ward Shows have been contracted for the midway and Steiner Trio, the Delmores and Latham's Circus Attractions will present a free circus for the three-day event.

Other features include a horse show, baby parade, junior King and Queen pageant and queen review and ball. R. D. Neeley, free attractions chairman; said committee officials have announced that a 10-cent general admission will prevail this year.

Shows, Rides in Milwaukee

MILWAUKEE, Wis., March 27.—Midsummer Festival committee voted to hold an outdoor show in connection with its festival on the lakefront this summer, under sponsorship of Tour Wisconsin Club. It will be under the direction of Alfred Buntin and feature fly casters, bait casters, canoe paddlers, archers, pistol marksmen, log rolling, dog training, etc. Clifford Gosch, chairman of the air show committee, announced a program of aerial stunts. Space will also be provided for a "funland" to include riding devices, shows and refreshment stands.

Big Fund for Philly Fete

PHILADELPHIA, March 27.—State will give \$200,000 to celebration of the 150th anniversary of the signing of the Constitution here this year, Mayor S. Davis Wilson announced. The mayor told 265 members of the executive committee for the event who met at a luncheon that the federal government would also appoint a commission and make a donation. Governor Earle; Chief Justice Kephart, Pennsylvania Supreme Court, and the mayor were unanimously elected honorary chairmen.

Columbus Club Drops Plans

COLUMBUS, O., March 27.—Plans for the staging of its annual indoor circus at the Coliseum here have been abandoned by the Pepper Club. It was originally planned to hold the show this month, with the entire program being provided by the Cole Bros.-Clyde Beaty Circus. It is believed that the New York engagement of the Cole-Beaty show at this time caused the cancellation of the event here. Officers said, however, that there is a possibility that the show will play here this summer under Pepper Club sponsorship.

Waterbury Circus-Minded

WATERBURY, Conn., March 27.—Waterbury is once more circus-minded, with the fourth annual Grotto Circus taking place in State Armory soon. Raymond Hawley has been appointed general chairman and, working with Frank Wirth, producer of the circus, is assured of excellent business, with a large advance sale and each member of the committee working overtime. Helen Reynolds and her skating ballet will be one of the features.

Zanesville Event Clicks

ZANESVILLE, O., March 27.—Third annual Merchants' Exposition under Amrou Grotto auspices which ended here March 20 was pronounced by officers as the most successful promotion ever attempted by the organization. Merchants' exhibits filled the Grotto Hall to overflowing. Radio and vaudeville acts and dance bands entertained. Carl F. Flowers was general chairman.

All-Week Sellout

BUFFALO, March 27.—This probably is first time in history of circus promotions that an entire week has been sold out before the doors open. When Buffalo Shrine Circus opens Monday night records will show Monday night sold to H. William Pollack Poster Print, Tuesday to Sattler Department Store, Wednesday to Sears-Roebuck, Thursday to Chevrolet Motor Company, Friday to Larkin Company and Saturday to Shrine membership. Promotion and all advance work has been personally handled by Bob Morton for Hamid-Morton Circus Company. The Shrine Circus could run another week here except that it is contracted with Albany Shrine to follow Buffalo.

Shorts

INDIANOLA JUNIOR Chamber of Commerce and the Horse Show Association will jointly sponsor the Greater Indianola Horse and Pony Show at Indianola, Miss., this summer. A round of entertainment leading up to the show date is planned.

HARRY POTTER'S flying act is booked for St. Louis Police Circus, after which the act joins Beckmann & Gerety's Shows to appear as a free act until the fair season opens.

DONAHUE AND LA SALLE have just finished nine weeks of Shrine circuses for Orrin Davenport. They also play the Shrine show in Omaha and St. Louis Police Circus.

CONVENTION of the Louisiana Department of the American Legion will be held in Monroe, La., this summer. Day preceding the sessions is to be devoted to 40 and 8 activities, with professional entertainment planned.

EACH of 17 counties in the San Francisco Bay area will select a candidate for the title of Queen of the Golden Gate Bridge Fiesta. Winner will be crowned queen of the fiesta at a Coronation Ball in Civic Auditorium.

AN IORIO Fireworks production, *Battle in the Clouds*, was a feature of the International Moth Class Regatta, held March 27 at Eau Gallie, Fla., under joint sponsorship of Eau Gallie Yacht Club and Melbourne Sailing Club.

SIX-DAY Industrial and Home Show, sponsored by Oshkosh (Wis.) Civic Progress Association, ended on March 23 in Uptown Ballroom with attendance of more than 4,000. Entertainers included the Mary Lou King Dancers; Harry Voss Orchestra, featuring Buddy Ross, and an amateur contest.

FIFTEENTH annual Home Show on March 13-20 in Milwaukee Auditorium drew 102,280. Entertainment at the show, which featured more than 300 exhibitors, included Bob Tamm's Orchestra and the Hoyer Ensemble, all-girl orchestra.

PLANS for a Fourth of July celebration here by Madison (Wis.) Veterans' Council in co-operation with Madison and Wisconsin Foundation include a mammoth air show and fireworks display. Program will include dedication of the municipal airport. Leo Biled is general chairman.

HELP This Department by Telling Committees About It.

Circus Performers Work At Sarasota Church Benefit

SARASOTA, Fla., March 27.—Fifty performers of Ringling Bros.-Barnum & Bailey Circus made their first appearance of the 1937 season at third annual St. Martha's Circus on grounds of St. Martha's Catholic Church here on March 18. About 4,000 saw the one-night show in an outdoor arena, proceeds going to the church and performers and personnel donating services.

It marked first arena appearance in America of William and Tamara Heyer and their trained mounts, YoYo and Andura, and first appearance of the Doll Family of Midgets in their new equestrian act on Shetland ponies.

These acts appeared: Guice Troupe, horizontal bars; clown entry, featuring Jakob, Wenzel, Grady and Anderson; Mildred Millette and Elsa Otari, perch; Three Loyals, comedy acrobats; Riefenach Troupe, equestrians; Belmont Sisters, swinging ladders; Doll Family, midget equestrians, presented by Jack Earl, Texas giant; Lucianis, adagio; William and Tamara Heyer, riding YoYo and Andura; Dorothy Herbert, leaping and rearing horses; Jennie Rooney, cloud swing; Loyal-Repinski Troupe, equestrians; Vera Codona, trapeze; Maschino Acrobatic Troupe; Ringling Liberty Horses, presented by Adolph Del Bos; Wallendas, high wire; Ringling Elephants, trained by Captain Larry Davis and presented by Miss Erika Loyal.

Dairy Show Is Good Draw

WAUKESHA, Wis., March 27.—Nineteenth annual Waukesha County Dairy Show concluded here on March 17 was highly successful from every angle. Large crowds dominated each day and evening showing. All booth space was sold and displays were large and attractive. The George Bink-Jake J. Dlsch combination, presenting Bink's Circus Revue and featuring trapeze, slackwire, juggling and balancing and clown numbers, furnished all the feature acts.

WANTED A LARGE CARNIVAL

to show in Emporia, Kan., the week beginning July Fourth. State your terms, the number of shows and rides. Please do not misrepresent the company you can bring. Write all in first letter.

TOM YEARTOUT, 917 Oak St., Emporia, Kan.

WANTED HUMAN FORD ACT

Can offer Human Ford Operator four engagements, four days each. First engagement April 7. Telegraph present location and terms, collect immediately.

CHAMBER OF COMMERCE
Lakewood, N. J.

WANTED

Concessions, also Demonstrators for the Big Band Festival, April 8-10. Merchants' Big Industrial Show, April 11-17. All indoors.

JACK WALSH, 607 W. Oklahoma, Enid, Okla.

COMMITTEEMEN

I can furnish complete Carnival Unit for your Fair, Homecoming, 4-H Club, etc., with Rides, Shows, Concessions. Write

432 Walbridge, W. B. JACOBS, Toledo, O.

WANTED

GREENVILLE SPRING FESTIVAL, GREENVILLE, TEX., MAY 3 TO 8, INCLUSIVE. Rodeo and Other Grandstand Attractions. Write E. L. WINROD, P. O. Box 760, Greenville, Tex.

Blue Eagle Club WANTS

Shows, Rides and Concessions to play for our Benefit, week of May 24 to 29. Write or wire BENNIE ROBINSON, President, 437 Hall St., Fairmont, W. Va.

WANTED

A good, clean, legitimate Carnival for the week of June 28 to July 5, inclusive, for Port Henry, N. Y. Old Home Week Celebration, the first. Old Home Week in 35 years. Conditions excellent. Large territory to draw from. No gambling devices will be tolerated. Write for further particulars.

OLD HOME WEEK COMMITTEE,
PORT HENRY, N. Y.

Hartmann's Broadcast

IT MIGHT not be new to you, but it was to me. Anyway, there was a clown in England of Hungarian descent who didn't believe in being sorrowful when a funeral was held. This clown, Dezsó Kenedi by name, died a short time ago at the age of 62, and when his will was read it was learned that he wanted sorrow banished from his funeral. In consequence, several of his comrades appeared at the open grave and put on a performance consisting of somersaulting, juggling, sword swallowing and banjo playing. In addition, two very close friends donned clown costumes, gave their entire circus program and as a final tribute played a farewell march on their instruments. My, how times are changing!

ED RAYMOND believes he has the answer to the question of why so few clowns play fairs. For nine years, he says, he was away from the circus and under the wing of a major booking office. Five of these years, in consecutive order, he had the honor of playing a certain fair, and there was a time when he played 12 weeks of fairs. When the number of weeks was reduced to four or five he became discouraged and went back to the sawdust ring. Others having the same experience in fair work, he declares, have done likewise.

A PRESS agent is an executive. That's what the newly formed New York Theatrical Press Agents decided when they ratified their constitution a few days ago.

The term press agent was defined as an "executive who handles one or more legitimate attractions for producing managers and is responsible for the publicizing and exploitation of such attractions."

But what about circus, carnival, park, fair and other press agents? Don't they come within the meaning of the term? Under the definition given by the New York Theatrical Press Agents they would be "out in the cold."

The New York association consisting solely of theatrical press agents, the definition as given by them should have been of a theatrical press agent—not just press agent.

RECENTLY we quoted H. DeForest as saying: "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."

On that statement we commented: "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?"

Mr. DeForest has since explained that what he meant was that carnival men don't like free acts in front of the grand stand. He writes: "As to carnivals not liking free acts in front of the grand stand, I still say so. They say it keeps the public from the midway. Yes, they have and like free acts if on their midway but do not like them for two hours, night or day, in front of the grand stand. Why they kick to the fair secretary that free acts run too long, etc. No gate admission and no free acts except on midway is their delight."

World Wonder Car Back in Tennessee

KNOXVILLE, Tenn., March 27.—Due to bad business in Georgia, World Wonder Car turned north at Atlanta and headed back into Tennessee. A number of dates were played in Georgia, most of them under American Legion auspices. A few of them were fair, but at the majority receipts were very small.

At Athens, Tenn., Jack X. Van Buren helped fix the town and made himself generally useful. Roy O. Coleman has driven 50,000 miles with the 5 1/2-foot truck without a single accident. Newspapers in the towns played make much of this safe-driving record. Car last week was featured at the Knoxville Food Show.

After booking car at the food show, Rex M. Ingham, general agent, resigned, as he is under contract to be general agent of a new one-nighter to open May 1, and also to feature his Congress of American Indians in concert. Jack X. Van Buren will be back, in charge of Indians.

DENVER, March 27.—Under a bill introduced in the House, county commissioners would have the power to license carnivals, circuses and other tent shows so far as unincorporated towns in the State are concerned.

HARRISBURG, Pa., March 27.—The following bills relating to trailers have been introduced in the Pennsylvania Legislature:

House Bill No. 69, Representative McKinney—Changing the registration year for trailers by having 1937 license expire December 31; 1938 license expire February 1, 1939, and thereafter have license issued March 1 of each year. This bill also adjusts dates for last half and last quarter of year registrations.

House Bill No. 202, Representative Haberen—Providing for licensing of auto mechanics employed by official inspection stations to inspect and pass upon mechanism and equipment of motor cars and trailers.

House Bill No. 219, Representative Dougherty—Establishing in each county a branch department of Department of Revenue for licensing of operators of motor vehicles.

Senate Bill No. 424, Senator Law—Regulating equipment used on trailers and semi-trailers.

None of the bills have been reported for consideration on the floor of the Legislature, all pending in committee.

BOSTON, March 27.—Trailer petitions being considered by the Massachusetts Legislature are as follows:

By Mr. Roberts, of Boston, petition of R. S. Robie, Inc., relative to fees for registration of motor vehicles to which trailers are attached. Whereas, the deferred operation of this act would tend to defeat its purpose; therefore, it is hereby declared to be an emergency law, necessary for the immediate preservation of the public convenience.

Section 33 of Chapter 90 of the General Laws, as appearing in the tercentenary edition, is hereby amended by inserting after the 13th paragraph therein the following new paragraph: For the registra-

Notes From the Crossroads

By NAT GREEN

A PERUSAL of the announcements and show letters in last week's issue of *The Billboard* indicates that activity in the carnival field is greater than at any time in the last decade. A number of new shows piloted by men formerly active in the management of outdoor attractions but who have been more or less submerged in recent years are taking the road. This is a very favorable sign. There also are indications that we are to see a better type of shows this season, and that, too, is something to be thankful for. Many of the little fellows who because of adverse conditions have been unable to present the sort of outfit they would like to are dressing up their shows this year. Such a step will not only bring the show owners more money but also will help to create good will for shows in general. We hope that the practice of presenting "glomming" shows and similar disgusting exhibitions which has been prevalent among some of the lesser outfits may be entirely discontinued. No valid excuse for such shows can be offered, and they only give the entire carnival field a black eye. A show that has to resort to them has no excuse for existence.

Gardner Wilson, publicity representative of Al G. Barnes-Sells-Floto Combined Circus, staged a thrill dinner for the Fourth Estate March 26 on the show lot in Los Angeles. Dinner was served in the lions' den with the lions, according to attractive invitations sent to the newspaper men. The invitation also stated: "Insurance policies will be issued to each guest, assuring your benefactors you will be sent home whole—scratches don't count. So we hope you'll be present and able to take it."

Sam Gluskin, Royal American Shows exec, departed for Florida after hobnobbing with the boys in Chi for a week. . . . Art Briese, of Thearle-Duffield Fireworks Company, recovering from a bad attack of intestinal flu. . . . H. A. (Whitey) Lehrter is working hard on the drive for new members for the Showmen's League of America and is con-

dent he'll walk off with the gold life membership card. . . . Dan F. McGowan, manager of Grand Forks (N. D.) Fair, flew in for a short business visit. . . . Says things look very good for the coming fair season. . . . WPA money to the extent of \$100,000 is being used to improve the fairgrounds at Grand Forks, and when completed the plant will be one of the finest in the Northwest. . . . Harper Joy, former president of CFA, stopped off on his way from New York to Spokane, his home, and took time out to visit Peru and Rochester circus winter quarters. . . . "Skinny" Dawson, West Coast p. a., is in town for the first time in years. . . . John Alexander Pollitt, who also has been a Coast defender for several years, is in town and hooked up with Hagenbeck-Wallace Circus. . . . Mazie C. Stokes, of the Mississippi Valley Fair and Exposition, Davenport, had a prominent part in the observance of National Business Women's Week in her home town. . . . Pictures and stories splashed all thru the Davenport dailies. . . . I liked best the picture showing Mazie in Aunt Jemima makeup. . . . But honest, Mazie, I wouldn't have recognized you!

At the moment Chicago is the scene of more circus activity than it has seen since Cole Bros.' maiden opening here a couple of years ago. . . . Both the Cole Bros. and Hagenbeck-Wallace billing crews are busy, and their work will make Chicago as circus-conscious as it was in 1935. . . . In that year Hagenbeck-Wallace played the Stadium and the new Cole Bros. show the Coliseum. . . . This year the situation is reversed. . . . Cole plays the Stadium and the new Hagenbeck-Wallace-Forepaugh-Sells Bros. Combined Circus, newly organized, plays the Coliseum. . . . It is not likely that there will be such a billing war as characterized the '35 openings. . . . But plenty of paper is going up. . . . Because Cole Bros. are busy with their New York engagement, there are more H-W men in evidence in Chi right now, and it's no uncommon sight to see a score of circus people on the Magic Carpet, which has become circus headquarters.

Letter From Stanley Dawson

LOS ANGELES, March 27.—Jack Burleson, of Tom Mix Circus, recently purchased a fine new home in Hollywood. Ted Metz is still holding forth at Hotel Bristol but expects to leave soon. Buck Reger recently arrived from Omaha. Called on Bill Colp, who has regained his health. Ed Nagle has put the finishing touches on his housecar.

Mark Kirkendall is fixing his Ford car of the vintage of 1922. He has had it repainted, with the wheels done in white. It has been christened "Grandma." Doctor Ralph Smith, former showman, has become one of the most distinguished surgeons of Los Angeles. He still retains among his clientele hundreds of showmen who were associated with him during his trouping days. Doc Cunningham has lived in his housecar trailer on Los Angeles street all winter. At Long Beach ran into Whale Oil Gus and Little Mundy. They were holding forth in a "land ship," as Gus called it, right on the beach.

Frank Warren was in Los Angeles with the Gallo Opera Company and was made a member of the PCSA. "Kid" Koster was here for a couple of weeks but did not get to see him. Everyone felt the loss of a real showman in the passing of J. J. McCarthy. Bill Roddy, Bill Oviatt, Nick Wagner, Horace Mortimer, Frank Gibbons, Norman Peel and Sam Meyers are among the boys from the East who have come out here and made permanent homes.

Tom Plank, Tom Fortune, John Backman and Everett Hart are often seen at the studios, where Charley Cook holds an executive position. John Tolbert, well known to the circus fraternity of Los Angeles, John Miller, former Chicago showman, has located permanently at Santa Monica. Charley Mugivan, after visiting Los Angeles for a month, went to San Francisco.

Ray Marsh Brydon had scouts combing the Hollywood district looking for name talent for his show. Russell Miller has been wintering at San Antonio but expects to go east soon. Capt. O'Hay did announcing for the live-stock show at Ft. Worth, Tex. Joe Trosey and Mike Healy are living at Westbrook Hotel in Ft. Worth.

Trailer Legislation

tration of every motor vehicle to which a trailer is attached, in accordance with Section 5A, \$5 for the registration and \$3 for each pair of number plates furnished by the registrar.

By Mr. Burgess, of Quincy, Mass. (by request), petition of the Association of Massachusetts of Assessors for legislation to provide for an excise tax on registered motor vehicle trailers in lieu of local tax. Section 1. Section 1 of Chapter 60A of the General Laws, as amended by Chapter 384 of the Acts of 1936, is hereby further amended by striking out the whole of said Section 1 and inserting in place thereof the following: Section 1. Except as hereinafter provided there shall be assessed and levied in each calendar year on every motor vehicle and trailer registered under the provisions of Chapter 90, for the privilege of such registration, an excise tax measured by the value thereof, as hereinafter defined and determined, at the average State rate for the calendar year, as determined in the manner provided in Section 58 of Chapter 63.

ALBANY, N. Y., March 27.—House trailers will at last find a parking place in the penal code if a bill introduced by Assemblyman W. Allan Newell becomes law.

Law enforcement officers have had hard work finding a law under which trailer burglars could be convicted, the reason for this being that nowhere in the penal code was such a domicile mentioned. Is it a vehicle or is it a house?

So the article in the penal code which defines a building as including a railway car, vessel, tent, booth, shop has had added to it the words "house trailer." Under this bill one who burgles a trailer will be burgling a building and can be convicted on that charge.

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ANIMALS, BIRDS, REPTILES, CHEAP—AR-madillos, \$1.50 each or \$2.75 Pair; Horned Toads, 90c dozen, or ten dozen, \$8.50; Wild Cats, Lynx, Badgers, Raccoons, Texas Road Runners, only \$6.00 each; Mountain Lions, \$65.00; Jaguars or Mexican Tigers, \$150.00; Ocelots, \$24.00; choice young D. Y. H. Parrots, \$69.00 dozen, or \$7.95 each; Fat Diamond-Back Rattlers, also Harmless Snakes, Assorted Sizes, \$5.00 to \$25.00 per den. Bargains. Terms, cash or 1/2 cash, balance C. O. D. **ZOOLOGICAL SUPPLY CO.**, P. O. Box 705, Laredo, Tex.

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MUSICIANS FOR DANCE ORCHESTRA— Steady work for Cello and Accordion, also other instruments. **CHARLIE (NERO) FULLCHER**, 708 Greene St., Augusta, Ga. ap3

Show Family Album



OUT IN IOWA where the tall corn grows this picture was taken in 1910 at Maquoketa shortly before bally was called. It shows the Side Show group of Gollmar Bros.' Circus.

The Side Show at the time was managed by Charlie Bell, the third one from the left, next to the ticket box (Now what do you think of that!) occupied by Doc Fitzgerald. In the ticket box to the right is Joe Chiswell.

Others in the picture include Edith Morris, sword swallower; Susie Mielt, snake charmer, and Mrs. Roberts, knife thrower, all in the top row.

The Billboard invites its readers to submit old-time photos for reproduction herein. 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.

SIDE SHOW—WORKING ACTS. SWORD Box, Freaks, Half-Half, Fat Girl, Seal Boy, Bearded Lady. **W. J. MURPHY**, 420 Frick Building, Pittsburgh, Pa.

TUMBLER WANTED FOR FAIRS—YOUNG, Small and Fast. Honest and reliable. Tell all you do in first letter. **LEO DE MARS**, 1504 State Road, Menominee, Mich.

WANTED—PEOPLE AND ATTRACTIONS FOR Ten in One. Real proposition for man and wife that can put inside over. Work Sword Box, sell Buddha and make openings. Working Men, Ticket Sellers and Grinders that drive trucks. Truck Mechanic. Table board. **BOX 53**, Greenville, O.

WANTED FOR SEAL BROS.' CIRCUS—CLAR- inet and Cornet. Write or wire. **J. G. KOPRON**, Emporia, Kan. Others also write.

WANTED, MIDGET—HIGH-CLASS TALENTED man or lady not over 25. Long contract, good pay to willing worker. Send picture, give past experience. **OSCAR MAYER CO.**, 1241 Sedgwick St., Chicago, Ill.

WANTED—ALL KINDS OF PERFORMERS. Show opens May 1. Teams that play music. **P. J. SCANLAN**, 113 N. Jarden St., Shenandoah, Pa.

WILL FURNISH SMALL SHOW EQUIPMENT —Percentage, capital required, with or without services. Dramatic People, Acts, communicate. Address **BOX C-207**, Billboard, Cincinnati.

YOUNG ORCHESTRA MEN—HAVE OPENING for Three Versatile Men, String Bass, Cuitar, Marimba. Preference given those who double one or more instruments. Must jam as well as read; regular salary; steady work. State age, experience, telephone number. **BOX C-206**, care Billboard, Cincinnati, O.

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. ap17

FULL LINE OF MAGIC, TRICKS AND JOKERS Novelties. Send 15c for catalogue. **KRINOG**, 536 Sixth Ave., New York City. ap10x

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. Lists Free.

STAGE AND SMALL MAGIC, TRICKS, IL- lusions, Apparatus. Low prices. Send 3c stamp for lists. **W. McKWADE**, 600 Martinique, Dallas, Tex.

40 BEST POCKET TRICKS—NO SKILL! NEW! Including Newspaper Trick, Egg and Fan Mystery, etc. \$1.00. **LONERGAN**, Box 1898, Chicago.

MISCELLANEOUS

ALL 4 FOR DIME PHOTO SUPPLIES AT CUT prices. Our new Photo-strip Outfit, 1 1/2 x 2, or 2 1/2 x 3 1/2, complete, \$140.00. **WABASH PHOTO SUPPLY**, Terre Haute, Ind. ap10

BARBECUES — INTERIOR AND EXTERIOR models, gas and coke fired. Write for catalogue. **PEERLESS STOVE & MFG. CO., INC.**, Columbus, O. ap24

ROLLS DEVELOPED—TWO PRINTS EACH AND Two Free Enlargement Coupons, 25c. Reprints, 2c each, 100 or more, 1c. **SUMMERS' STUDIO**, Unionville, Mo. ap10

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

EXCEPTIONAL BARGAINS IN PORTABLE AND Stationary Sound Projectors, Chairs, Screens, Stereopticons, etc. Complete stock theater accessories. Free catalog. **MONARCH THEATER SUPPLY CO.**, Memphis, Tenn. ap24

GET OUR PRICES FIRST ON PORTABLE Equipment—16 and 35mm. Silent or Sound. Baby Spots, Color Wheels, Power Plants. Complete line Folding Screens, Chairs, Loud-Speaking Equipments and Systems always in stock. Write now. **CONSOLIDATED THEATRE SUPPLY CORP.**, 1600-B Broadway, New York.

PORTABLE SOUND PROJECTORS — FREE trials. Films shipped for screenings. You don't need to buy a cat in a big if you come to us. **WESTERN FEATURE FILM & SUPPLY CO.**, 1018 S. Wabash Ave., Chicago. x

ROAD SHOW EXHIBITORS—COMPLETE 9 Reel, Late 16mm. Sound Programs, \$20.00 week. Fine prints. Tremendous selection. **EASTERN PICTURES**, Davenport, Ia. ap10

ROAD-SHOW SOUND SPECIALS—WESTERNS. Actions. War and Passion Plays. Write **APOLLO EXCHANGE**, 117 So. 9th St., Newark, N. J. ap10x

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 S free. **MOVIE SUPPLY CO., LTD.**, 844 S. Wabash, Chicago. ap17

PERSONALS

DIVORCES, SO QUICK, SO EASY. SEND \$1.00 for copy of Arkansas Divorce Law. **W. F. DODDS**, Attorney, Beebe, Ark. ap10

SALESMEN WANTED

BE YOUR OWN BOSS—MAKE THE LARGEST commissions selling our complete line of Brushes. Write for sales plan. Wire **GRIP SANITARY BRUSH CORPORATION**, 220 Southern Boulevard, New York. ap17x

SALESMEN—PROMOTE YOUR OWN BUSINESS with New Sensational Trade Stimulator. Cost merchants nothing. \$200.00 weekly possible. **SMITH-DAWE CO.**, Dept. 149, Atmore, Ala.

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. ap3

PAINTED SCENERY, CYCLORAMAS, DRAPERY Curtains for Night Clubs, Tent Shows, Etc. Reasonable prices. **KNOXVILLE SCENIC STUDIOS**, Knoxville, Tenn. ap3

THEATRICAL PRINTING

SPECIAL — 200 (14x22), 6 PLY WINDOW Cards, \$6.00. Half Sheets, Dodgers, Stationery, Complimentaries, Tickets. Your copy. **"DOC" ANGEL**, Leavittsburg, O.

WINDOW CARDS—FLASHY COLORED DE- signs for carnival, circus, minstrel, magician, theater, rodeo, orchestra, etc. **HASSLER-NUNN SHOW PRINT**, Albany, Ky.

WINDOW CARDS, 14x22, 100, \$2.50; 11x14, 100, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS**, Winton, Pa.

6x12 CIRCULARS, 1,000, \$1.75; 1,000 3x6 OR 3x8, \$1.00; 5,000, \$3.00. Postpaid zone 4. **LAWDALE PRESS**, Box 303, Franklin, N. H. ap3

85c PER THOUSAND — 6x9 CIRCULARS IN five thousand lots. F. O. B., 1/3 Deposit. Fast service. **QUAKER**, 643 Washington St., Atlanta, Ga.

100 LETTERHEADS, 100 ENVELOPES, 100 CALL- ing Cards, your name and address, postpaid, \$1.00. Cash with order. **NOICE PRINTING CO.**, Columbus, O. ap17

WANTED TO BUY, LEASE OR RENT

WANTED—400 PAIR ROLLER SKATES AND Complete Rink Equipment, also Merry-Go-Round, in good shape. **WALDMAN**, 2910 Stickney, Toledo, O.

At Liberty Advertisements

50 WORD, CASH (First Line Large Black Type). **20 WORD, CASH (First Line and Name Black Type).** **10 WORD, CASH (Small Type).** (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

AT LIBERTY ACROBATS

MATER AND METER, HAND BALANCING. Tumbling Sensation of Western New York. Would consider vaudeville, night spots, circus. **RUSSELL MATER**, 1136 Linwood, Niagara Falls, N. Y.

PHILIP PIANTONE, age 27, Tumbler, Handbalancer, cont. 146 No. Ashland Blvd., Chicago, Ill. Telephone Monroe 0641. Will take any job to be with Cole or Haggenbeck show all season.

AT LIBERTY AGENTS AND MANAGERS

GENERAL AGENT AT LIB- erty—Sober and reliable, twenty-five years experience with carnivals. Have car. Address **(DOC) B. B. SNOW**, Box 730, Wichita, Kan.

AT LIBERTY—MANAGER, WITH TENT OUT-FIT; also Advance Man. **C. F. CROSBY**, Thompsonville, Mich.

HARLIN TALBERT, Experienced Showman, want to advance Box-Office Attraction with attractive billing and lobby or bally. Central States to Pacific Coast, percent basis. Have car. Attention, Dramatic Tent Shows, experienced advancing, could do some small parts, would like banner and popcorn-stand concession and some salary. Winnsboro, Tex., General Delivery. ap10

**AT LIBERTY
BANDS AND ORCHESTRAS**

FAST COLORED DANCE ORCHESTRA OPEN for One Nighters in New York, Connecticut and New Jersey. **E. D. ROBERTS**, 125 Bay 17th St., Brooklyn, N. Y. Phone: BEeachview 2-2975. ap10

MISSOURI'S MOST VERSATILE BAND—12 Pieces, complete Wardrobe, Library, Three Trombones, Electric Singing Guitar, Lights, Fronts, P. A. Invites correspondence with reputable hotel or booker. Fine line of photography, excellent references, union. At liberty from June 5 to June 26. **CHARLIE ARMSTEAD**, 205 N. Church St., Fayette, Mo. ap10

BOB TOMLINSON—Three-Piece Dance Orchestra, introducing 16 different specialties. Singing, Tap Dancing, Comedy, Ventiloquism, Juggling, Musical Saw, Magic, Rope Spinning, Baton Swinging, Punch and Judy, Accordion, Minstrel Acts. Suitable for lodges, schools, theaters, organizations, parks. Circular available. 64 E. Jackson, Chicago, Ill.

DON PHILLIPS' Radio Orchestra at liberty middle May for reliable summer location; 11 or 12 young men. Read anything, ad lib, swing, girl or male vocalist. Due to doubles, feature 5 Saxs, 6 Brass, Piano Trio, 4 Clarinets, Vocal Trio. Special arrangements, novelties, five vocalists, two arrangers included in band. Complete library, amplifier, uniforms, latest equipment. Attention hotels, lake resorts, bookers. Address or call Don Phillips' Orchestra Headquarters, Seymour, Ind. ap8

NEW ENGLANDERS, attention! Fine dance band, own modern arranger, radio experience. Organized, young, reliable, neat. Finest references. Write **WALTER N. DEXTER**, 88 Appleton Ave., Beverly, Mass.

NINE-PIECE BAND—available for Ballroom, Resort, Hotel, etc. Will augment. Feature Special Arrangements, Vocalists, Sober and reliable. **THE MELODIANS**, LaBelle, Mo. ap10

WORLD'S ONLY ALL-TWING Orchestra—New, novel, unique. 10 pieces, including 6 Singers and M. O. Amplifier. Go anywhere; Radio, Stage, Hotel, Summer Resort, etc. Good references. **JACK WRIGHT**, Frolics Ballroom, 6220 4th Ave., Brooklyn, N. Y.

**AT LIBERTY
CIRCUS AND CARNIVAL**

AT LIBERTY—CALF ROPER FOR COMING season. Have a good high-school horse that can be featured. Also is a good roping horse. **F. C. GOFFERT**, Edna, Tex. ap3

AT LIBERTY—THE X MAN. UNUSUAL hands and feet. Deformed since birth. Demonstrates use of hands. Comic Cartoonist. Clean lecture on Deformity. Graduate, sober, reliable. Never exhibited before. Will book for season with reliable A-1 circus or carnival. No moustums. Write best proposition. Photo on request. **HUBERT W. DAY**, 703 Walnut, N. E., Canton, O. ap10

FREE ACT—GIBSON'S HIGH DIVING CAT and Dogs. Fifty feet. The only high-diving cat. A thriller. Tight-wire performing, both species, day or night. New outfit, nice flash. Join reliable show or other bookings. **GIBSON & GIBSON**, Carthage, Ind. ap10

AT LIBERTY—Horse, Pony and Domestic Animal Trainer. Ticket if jump is over 100 miles. Ask board and transportation. **FRANK B. KELSO**, care Walker L. Main Circus, Boylston, Ala., till March 27. ap8

DASHINGTON'S CIRCUS—2 or 4 Pones, 8 Dogs, 2 Cats, 1 Monkey, for circus, carnival or fairs. Three acts, have sound system, own transportation. Lakeland, Fla.

PAMAHASIKA'S FAMOUS ACTING BIRDS—A wonderful attraction for outdoors anywhere. A feature; the last word. Presented by Prof. Pamahasika himself. 515 W. Erie Ave., Philadelphia, Pa. SAGmore 5536.

**AT LIBERTY
COLORED PEOPLE**

EXPERIENCED PIANIST—READ, FAKE, transpose. Want medicine show or beer garden work. State salary and full details in first letter. Will also consider salary, room and board proposition, or what have you. **PIANIST-DIRECTOR**, Box C-212, The Billboard, Cincinnati, O. ap10

ENTERTAINER, SINGER—Young man, single, with very good Baritone Voice, open for engagement of handling and traveling in any worthwhile proposition. Education, good appearance, personality, etc. What have you? **BOX C-199**, Billboard, Cincinnati.

**AT LIBERTY
DRAMATIC ARTISTS**

AT LIBERTY—DRAMATIC Team, tent rep. Woman, general business. Man, Character Comedian, Director. Exceptional versatile people, produce concerts, specialties. Good appearance. Photo on request. **NINA AND PHIL MILLER**, 2403 Prospect Ave., Cleveland, O.

AT LIBERTY—Man, wife, account disappointment. Man, General Business, Singing and Dancing Specialties. A-1 Drummer, have my own Drums; also Wife for Parts, do Double Specialties also. Car and trailer. Wire your best offer. **HARRY DIXON**, Centerville, Tenn.

NOW—JACK AND MYRTLE ALBRIGHT as cast. Myrtle feature Singing, Dancing Specialties. Jack A-No. 1 Advertising Man. Have car. General Delivery, Memphis, Tenn.

**AT LIBERTY
MUSICIANS**

A-1 TENOR SAX, DOUBLE Alto and Clarinet. All essentials. Prefer summer location. **MUSICIAN**, 903-14 1/2 St., Rock Island, Ill. ap10

A-1 TROMBONE—AGE 30—EXPERIENCED. Anything legitimate. **LEIBEL**, 25 East 193d St., New York City. ap10

A-1 TRUMPET—UNION, AGE 25. PLENTY swing, read any clef. Stage, radio, dance and club experience. Have wife, 19, Swing Singer and Dancer. Plenty experience. Appearance, personality plus and talented. **BUD WILLIAMS**, Flute Hotel, Denver, Colo.

ALTO SAX, FLUTE, CLARINET, BARITONE Sax, smooth, not hot, also arrange and sing some. Solid tone execution, phrase. Locations preferred, no joints. Please state all. Cut or no notice. **BOX C-211**, Billboard, Cincinnati, O. ap10

DANCE TRUMPET—FEATURED VOCALIST, young, single, sober, union; voice different, sells out, no trouble with keys, sing any type popular song, sweet or hot; go anywhere. **DON DECKER**, Box 6, Jamestown, O.

DRUMMER—EXPERIENCED SHOW AND dancer. Young, union. Address **BOX C-213**, 1564 Broadway, New York.

PIANO TUNER DESIRES CONNECTION WITH music store. Accurately tuner with experience, rebuilding pianos. Write **BOX C-208**, Billboard, Cincinnati.

SOLID SWING TRUMPET, ARRANGER, VOICE. Prefer small band on location. East only. **BOX C-210**, Billboard, Cincinnati, O. ap10

STRING BASS—AGE 20, DOUBLING TENOR Sax and Clarinet. Some voice. Read and fake anything. Desire contact with good band. Strictly sober, reliable and neat. **FABYAN WRIGHT**, Reedsburg, Wis.

TENOR SAX-CLARINET. TRAVELING SHOWS, Dance or Concert Bands. Age 33, single. Write **ART MYERS**, 172 W. 98th, New York City. ap10

TRUMPET—YOUNG, SINGLE, EXPERIENCED. First preferred, sober, reliable, union, neat appearance. **FRED FARNSWORTH**, 1723 Kenyon St., N. W., Washington, D. C.

TRUMPET, DOUBLING MELOPHONE, SWING or sweet, solid musicianship. Arrange some. Have complete library. Radio and ballroom experience. Age 22, single, union, neat and sober, will go anywhere, for reliable party. Prefer West Coast. Please state all first—panics lay off, reason for this ad. Write or wire, **MENTON SCHMOLCKE**, R. R. Waynoka, Okla.

TRUMPET—HOT FOUR-BEAT JAZZ. CUT floor shows. **MUSICIAN**, 6200 Kimbark, Chicago.

TRUMPET PLAYER—DESIRES BAND OR Dance Orchestra work. Fifteen years' experience, non-union. References. **H. T. CHANDLER**, Loveland, O.

TRUMPET—AGE 24, EXPERIENCED IN dance, stage and radio work. Good tone and phrasing. Sober, reliable and neat appearance. Union. **MUSICIAN**, 1201 Third Ave., E., Cedar Rapids, Ia.

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 inquire. Write to **STEPHEN J. NANCE**, Knoxville, Utah. ap8

AT LIBERTY—Lady Trumpet Player for summer season opening May. Location only. A-1; union. Write **LOTTA MAY** Keafoor, Waynesville, O.

EXPERIENCED SAX MAN, Tenor, Clarinet, Flute, Alto, Baritone. Sight read, tone, phrase perfect. Job. Need ticket. Complete outfit. **R. MILLER**, 628 S. W. 26th, Oklahoma City, Okla.

PROFESSIONAL DRUMMER—15 years' experience. Young, single, reliable and sober. Cut it with anything. Only steady, reliable job considered. Can join on wire, need ticket. Nice outfit. Write or write stating all immediately to **BEN FAVISH**, 3792 Talman Ave., Bellaire, O. ap10

PROFESSIONAL DRUMMER—Reliable, sober, cut it any place. Night Club, Show. Steady, reliable job. Need ticket. Complete outfit. **ALEXANDER T. JOHNSON**, 207 E. Nelson, Longview, Tex.

TENOR SAX, Arranger; prefers location. Young, married, fake, read, transpose anything. Ideal first, second or third sax. **GEORGE WINSLOW**, R. P. D. 1, Townview, Pa.

**AT LIBERTY
PARKS AND FAIRS**

BALLOONISTS—BOYS AND Girls in jumps from Airplanes and Balloons. Men and equipment now in Florida. **THOMPSON BROS. BALLOON & PARACHUTE CO.**, Aurora, Ill. Established 1903. ap3

BALLOON ASCENSIONS—Boy and Girl Parachute Jumpers. Modern equipment. **JACKSONVILLE BALLOON CO.**, Jacksonville, Ill. my1

POLLY JENKINS AND HER

Ploughboys open for fairs anywhere. America's leading Rural Comedy Musical Act. Two Sound Cars for advertising. Full line of paper. Permanent address, Iliou, N. Y.

AMERICA'S FOREMOST AERONAUTS—PARA-chutes drops in large or small balloons, reasonable. **TROPE BALLOON CO.**, Toledo, O. ap17

ARMSTRONG'S FAMOUS COMEDY FORD ACT—Well known. Literature. **ROSCOE ACT** **STRONG**, Montezuma, Ind. ap24

THREE NICE ACTS—COMEDY TRIPLE HOR-zontal Bar, Tight Wire and Trampoline or Bounding Net Act. Playing fairs, home parties, parks, etc. Write for prices. **LA-BLONDE TROUPE**, 215 Court St., Pekin, Ill.

AERIAL COWDENS—Standard attractions, high double trapeze, comedy revolving ladder. Good acts, plenty flash, satisfaction assured. If interested send for literature. Address Billboard, Cincinnati, O. ap8

CHARLES LA BROIX—Original. Outstanding Trapeze Act. Booked for outdoor. Indoor events. Flashy equipment. Special advertising posters. Real act. Price reasonable. 1304 South Anthony Boulevard, Fort Wayne, Ind.

IF YOU WANT A REAL FEATURE Book York's Four-Act Combination. Big drawing card. Real flash, indoor or outdoor. 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. ap8

PAMAHASIKA'S Dog, Pony, Monkey, Bird Circus and other animal acts. Big drawing card. You evidently want the best. **GEO. E. ROBERTS**, Mgr., Pamahasika's Studio, 615 W. Erie Ave., Philadelphia, Pa. SAGmore 5536.

THREE NOVELTY ACTS—America's best lady Trapeze Act. Situated on tower stairs and uses an inside globe. Something that is different. Two people wire and a juggling act. Write for prices and literature. **THE CHRISTYS**, Keokuk, Ia. my3

STEINER TRIO—America's Outstanding Comedy Bar Act. One Young Lady, Two Gents; also 3 Peers. Comedy Acrobatic Novelty, including big screen Clown Number. Literature and terms on request. 13802 Glenwood Ave., Detroit, Mich. ap10

WILLIAMS & BERNICE COMPANY, three standard acts. Comedy Bounding Trampoline, Burlesque Trapeze Act, Comedy Aerial Rings, Perpendicular Rope Act; Comedy Novelty Act, with Three Dogs, one that although partly new, never surpassed. Bona-fide surety bond guarantees appearance. Secretaries, managers (note), these "sure-fire" comedy acts, most consistent "laugh-getters" essential for well-kept circus entertainment. Address care Billboard, Cincinnati, O. my1

**AT LIBERTY
PIANO PLAYERS**

PIANO PLAYER—AGE 23, READ, FAKE. Qualified for modern dance work. Location job. **JOHNNY O'BRIEN**, KLCN, Blytheville, Ark.

PIANO PLAYER, MODERN STYLE, READ, fake, transpose; neat appearance, sober, dependable; double bits, acts; good banner painter and solicitor. Have car. Go anywhere, North preferred. Don't ask my lowest, state your best. Join immediately or later. **CHESTER HUGHES**, Savannah, Tenn.

PIANO SOLOIST—COCKTAIL ROOM OR show; good vaudeville accompanist. **CARL WHYTE**, Allison Hotel, Cedar Rapids, Ia.

A-1 PIANIST—Dance, night club, tab, tent show. Read, fake, transpose, all essentials. **A. J. MARSHALL**, General Delivery, Little Rock, Ark.

PIANIST—Schooled experienced. Union. Con-cert and dance. Location. No room and board offers. Best references. Reliable paying offers only. Go anywhere. Allow time for forwarding. Write stating everything. **BOX C-209**, Billboard, Cincinnati.

PIANIST—Young man, desiring reliable opening with good wages and guaranteed salary. Professional experience all lines. Write details in full. **RAYMOND DEMPSEY**, Franklinville, N. Y.

PIANO PLAYER—Red spots, Fake, Rep, tab, tavern or what have you. Sober. Have car, consider anything. State all in wire, write. **KARL SAPP**, 402 1/2 N. Franklin, Danville, Ill.

**AT LIBERTY
VAUDEVILLE ARTISTS**

AT LIBERTY—LECTURER FOR MEDICINE Show. Good, straight in all acts. A-1 Talker. Sober and reliable. Let me hear your offer. Join anywhere. **JOSEPH F. STEELE**, 206 E. 96th St., New York City. ap10

AT LIBERTY MAY FIRST FOR SUMMER EN-gagement under canvas—Original Indiana Hoch Marmyarks, featured over Radio Station WVVV, Wheeling, W. Va., for two years. Flashy wardrobe, Packard Sedan, Pa. System. Furnish Full-Evening Show. Hill Billy Music, Songs, Comedy and Dancing. Would consider partnership with party owning complete tent theater. Can be heard daily at 6:30 a.m. till May first. Anyone interested write **LOCKHART**, 1338 Madison Ave., Toronto, O.

TEAM—MAN: NOVELTIES, TRAPS, JUC-gling, Acrobats, change for week. Up in acts. Lady; Piano, Single Specialties, work in acts. Experienced, sober, reliable. Salary your limit. Address **JIM BERWIN**, General Delivery, La Crosse, Wis.

AT LIBERTY—Lady Performer doing Singing, Dancing and Talking Specialties; changing ten nights. A-1 in acts, bits, good medicine woman. Neat, reliable. **MISS GUSSIE FLAMME**, my3 Del., Troy, N. Y.

DANCER AT LIBERTY—Young Man, age twenty, 6ft., 155 lb., blonde, blue eyes. A natural-born acrobatic dancer. Bookers and nite clubs take notice. Also first-class M. P. Operator, also secretary and accountant, necessary in wiring, keep books on the side. **H. E. LUHTALA**, Box 1102, Red Lodge, Mont.

YOUNG ATTRACTIVE TEAM for tent show. Woman as cast and high-class Singer for specialties. Man fill in small parts, handle front, etc. Car and house car. Write or wire. **H. B. KURTZ**, Trenton, Mo.

YOUNG IRISHMAN, 20, desires experience in exhibition ballroom dancing. Frankly an amateur, but advancing. Anything dancing welcome. Willing to learn tap. Anxious in fact. Personable. Ambitious. **F. OSLEER**, 1106 North 14th Avenue, Melrose Park, Ill. ap17

BIG PROGRAM—
(Continued from page 43)

of the Amusement Circle. A Chicago consultant has been established in general offices of the resort.

On the program to be completed by opening date most outstanding is construction of an air-cooled convention hall in the present theater building, to facilitate the handling of convention groups and kindred activities. An open-air cocktail terrace between Breakers Tavern and Exhibit Hall will be landscaped and a concrete dance floor will be laid. An orchestra will be employed nightly here and there will be other entertainment and features.

Lagoons are to be dredged for canoeing, boating and other entertainment and modern lighting effects will be installed for night activities. Paralleling the lagoons will be a new bridle path thru that picturesque section and riding horses will be available from stables in vicinity of the Hotel Breakers. Further modernization will be carried on at the Hotel Breakers, new furniture and equipment will be installed and room redecoration will proceed. Lobby changes are contemplated for 1937. Another plan entails installation of a solarium on roof of the veranda.

On the Amusement Circle attractive lighting effects and installation of new rides and attractions will be in evidence this year. At the entrance on Ohio Route 2, U. S. 6, will be erected two immense neon signs with double-acting arrows to direct traffic onto the resort's Chaussee drive. Officials are enthusiastic for the program outlined and accepted by the board of directors and they anticipate a record season. A far-flung advertising program is being formulated.

RECREATIONAL—
(Continued from page 43)

out there a year-round rental value and materially increase realty values, but from the amusement point of view is likely to do to Rockaway what the universal 5-cent fare did to Coney Island, N. Y. Low transportation rates bring crowds which do not spend the money. We did better at Coney Island when it cost 15 cents to get there than we have ever done since the reduction to a nickel. Things are relative and there is no mistake about it.

New England park men meet in New Bedford, Mass., after the severe March weather is over, we hope. It should draw a larger crowd than came thru the snow last February to attend the Boston meeting. Bad weather or good, these men get together and unite on some important course of action for the general good of the industry. They usually know what they want and how to get it. That quiet secretary of theirs never overlooks any good bets and knows how to get the best of them up for timely attention. He is always busy but never too much occupied that he cannot find time to meet everybody.

Bauer as "Old Salt"

Danny Bauer is a walking encyclopedia on whaling. Touch him off if you would know how it was done and why New Bedford was once "The Light of the World." No better guide, except an old whaling captain, could be found to take one to the completely equipped whaling vessel in New Bedford, made available thru the generosity of the late Col. Green. The sails are of copper to stand the weather but they convey correct impressions. The whole process of obtaining whale oil and bone to the extent of a quarter-million cargo is well demonstrated. Danny can talk like an old salt. To any one interested in the once-flourishing whaling industry of New Bedford the trip is well worth its cost. Add the New England park men's meeting to the trip at no extra expense and you have the magnet which should draw an old-time attendance.

Yes, Tudor, Harry E., will be at the meeting. He can give you an earful on the Belgium Exposition of 1934, Paris Exposition of 1937 and can tell much of what it means to operate rides at the Olympia in London during the fun fair each year. He has not operated there but knows his London and the English conditions to be met.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

Merchants Reverse Depression Tactics; Begin Buying Spree

PHILADELPHIA, March 27.—A wave of quantity buying by merchants to lay in stock ahead of price advances on virtually all lines of merchandise is sweeping the country, according to Harry Boyd Brown, national merchandise manager of the Philco Radio and Television Corporation, who observed this trend during a 12,000-mile tour of country in the last two months.

"The wise wholesaler and retailer is reversing his depression era tactics," Brown said on his return. "When things were bad the smart merchant kept his stocks down, particularly on high-priced goods. Now, faced with advancing prices, the smart merchant is laying in heavy stocks at present low prices in order to cash in on the higher selling levels just ahead."

Impressions received by Brown are supported by figures just received by the U. S. Department of Commerce, which show rapidly climbing sales in most lines. In the wholesale division of electrical goods the report reveals that sales at the end of 1936 had approached to within 90 per cent of the 1929 level as against about 70 per cent of the 1929 total a year ago.

Comeback of consumer buying power is disclosed, Brown said, in the growing demand for higher priced merchandise. This is so marked, he said, that wholesalers and retailers are laying in heavy stocks of such merchandise, with the result that quality and price lining has now reached a much higher overall average.

Along with these trends, Brown observed a profound change which presages new life in several merchandising lines. This, he said, was most noticeable in the hardware business. Wide-awake hardware retailers, he said, are modernizing their methods, paying more attention to store location, consumer traffic, displays, and are branching out with electrical and specialty departments.

"Banks, too, have adjusted themselves

to these changes, and they now are exhibiting a more liberal and broader attitude toward loans of all kinds, though without 'in any degree assuming undue risks.' Management and personal character never before loomed so large as factors in commercial loans as today, where the bank has confidence in those factors," Brown added.

Pre-Easter Shoppers Choke Boston Stores

BOSTON, March 27.—Easter shopping the past week has been the most brisk and enthusiastic in years, according to Boston merchants, who last week predicted a banner year. Thousands of shoppers choked downtown stores all week.

Last Saturday showed an increase from 12 to 20 per cent over the same day in 1936, and the entire New England area claimed pre-depression business in seasonal merchandising, according to reported retailers' sales.

Prevalent spring weather egged miffy on in the purchase of all spring and Easter fineries.

Children's departments were packed to cop first place in activity, with millinery sections running a close second. Solid sales were found in suit and dress departments and business in men's haberdashery shops showed an appreciable increase over last season. Also

Industry Sets Fastest Pace in Last 7 Years

Answering the spring urge for more action, the nation's industrial machine last week traveled at its fastest pace since 1929 or early 1930, according to an observation by the Associated Press. The steel industry, driving to fill the largest accumulation of orders in years, stepped on the accelerator, showing the way to other heavy industries. Associated Press index rose to a new recovery peak, despite a lag in motor output attributable to sit-down strikes in some big plants.

Retail trade, poised for the Easter shopping spurge, was jolted a bit both by unfavorable weather and strike inertia, altho levels well ahead of last year were maintained.

Department of Commerce, in its weekly business survey of leading cities, said: "Farflung labor difficulties did not seem to have much effect on trade. Wholesale lines were very active."

popular were counters of kaleidoscopic accessories, including purses, belts, jewelry and gloves. Sales were higher than in the last several seasons.

Boston retail and wholesale houses are gathering steady momentum for a record of records year. Of special interest in the wholesale firmament was the increasing number of buyers from January-flooded zones, who not only had sufficient funds for accumulating new stocks, but had balance enough to pay off old debts and accounts and to obtain fresh credit.

Asbury Park Preps For Biggest Season

ASBURY PARK, N. J., March 27.—This famed summer resort is cleaning up and getting dressed for what men here believe will be the greatest season in history. Many concessions here have been open all year, enjoying good business. But, with the official opening of the boardwalk and resort within another month, great doings and crowds are expected. Concessioners feel that the coming season will supersede the banner one enjoyed here last year. Famed resort concessioners, such as A. A. Seeger, of this city, have increased their attractions tremendously. Seeger's display of bowling, roll down and pin games and other coin machines is said to be one of the most outstanding and attractive in the country.

Seeger is considered one of the most progressive of the coin machine resort men and the merchandise that he features is the best in its category. His displays are unique. Completely attractive in every respect, they compel eye attention from the moment the visitor steps into his large arcade until he has covered every one of the other spots Seeger operates along the boardwalk.

General belief is that this spot will be crowded with vacationers unusually early this year, due to the bad winter which most have endured.

Many of the men here are already prepared with merchandise, most of which is completely new. The merchandise being featured is of the highest quality and attractiveness and has the necessary flash to get the players interested in the games.

Bingo Vote Stimulator For Jersey Politicians

NEWARK, N. J., March 27.—Leave it to the politician to recognize what the public wants and use it as a lever to attract votes. Large political clubs in this city have adopted bingo play and are attracting large crowds. Political talks are being made in behalf of the candidates the clubs are desirous of having elected, before, during and after the games.

Play is attractive because of the fine merchandise being featured and because of a speedier issuance of merchandise prizes.

In some instances, the clubs are so crowded that microphone play has become the vogue. Political clubs using bingo as a vote stimulator have helped increase the popularity of the game generally and more spots, featuring bingo nights, are opening in the city, with merchandise sales mounting everywhere.

Merchandise men report that crowds exceeding 500 persons attend the bingo parties in spots where refreshments are served free and where the play continues at a red-hot pace. Merchandise has become extremely popular with the players and the demand for the better quality items increases daily. Major prizes usually comprise console radios of nationally known make. Glassware is one of the biggest features and electrical specialties continue to lead in their own right.

Commodity Prices Advance

WASHINGTON, March 27.—Bureau of Labor Statistics index of wholesale commodity prices advanced 1.3 per cent during the week to 87.2 per cent of the 1926 average. Commodity price rise was registered by nine of the 10 major group classifications maintained by the bureau. The index of 87.2 per cent was the highest level reached in the last seven years. It is now 1.9 per cent above a month ago and 10.1 per cent above a year ago.

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

I CAN'T say that I enjoy talking about higher prices, because it's a subject that keeps some of my friends worried. However, it does not pay to get jittery about a condition against which nothing can be done. So we might as well make the best of it. I have been talking with concessioners and others in an effort to find out how they propose to meet the situation. First step in the setup will be to keep a finger on the pulse of the market and place orders for merchandise that shows an upward tendency; second, look for merchandise that can be substituted for articles which become too expensive to be profitably handled; third, collect a good-sized stock of novelties; fourth, push the merchandise where the profit is highest (this will aid in cushioning smaller profits and eventual losses in articles where prices rise too fast); fifth, raise the ante on all games and start off at a more promising level; sixth, raise the number of scoring points; seventh, work harder and increase the number of your games; eighth, watch your stock and fill in immediately; ninth, keep stock varied to average profits at correct level; tenth, discontinue all items where profits fall below safe level. I believe that the operator who follows this plan will have no difficulty making large turnovers and showing a nice profit.

Even so operators will have to use their brains and watch their step. Mounting prices call for deft handling because such prices mean a decline in money values. In other words, it is more profitable to turn earnings immediately into merchandise instead of building up a cash reserve, because new merchandise can always be sold again at a higher price. Experts say that we are far away from inflation, but I would rather be prepared.

I do not believe the present strike wave will hurt carnival business. On the contrary, I believe that it will do it good. Ready cash, and plenty of it, helps fair business. However, customers have been accustomed to spend nickels for so long a time that it will not be easy to make them play the dime and quarter games right away. Yet this will have to be done and merchandise displays must be sufficiently attractive to make them loosen up.

My advice is: buy showy articles for your displays this year. Don't be afraid if you have to spend a little more for them. The display must look like a lot for the money. Make games more attractive. Acquire the newest in games and don't save money on equipment. Fortunately, there is a lot of good stuff around and the man who has it first will be the winner.

Readers of this column will remember that I mentioned some time ago the possibilities of developing new outlets in connection with small amusement parks near the larger cities. My attention is now drawn to an important fact bearing on this situation. Much WPA and PWA money is being spent for automobile road development near large cities. These various projects will be completed during the spring. When ready they will materially change the motor routes surrounding these cities. Motor traffic, in consequence, will flow in new directions which in turn will open new districts for motorists to congregate during week-ends. Some of these points may make valuable stands for amusement enterprises. This seems like a worth-while suggestion, and concessioners may find it advantageous to look into the situation.

Nothing new this week, unless you are interested in knowing that small mechanical tail-wagging dogs and similar mechanical items have appeared upon the street and are creating much favorable comment among customers.

Terry-Toon Novelties Get Heavy Promotion

With several lines of Kiko the Kangaroo toy and novelty items now being manufactured, preparations are being made by Educational Pictures and 20th Century-Fox Film Corporation for extensive exploitation thru the film theaters of this new Terry-Toons cartoon character. The remarkable success of Shirley Temple items, together with the same staff of publicity experts who launched them on the market, should readily be able to promote these Kiko characters.

Kiko items now on the market or in actual process of making for quick release include stuffed and inflatable rubber toys and costumes and masks. Other items expected to be licensed in the future include several rubber articles, such as balloons, molded toys and balls and wooden push-and-pull toys, Christmas tree electric light decorations and book-lets.

NED TORTI

Writes on

Merchandise Trends and Forecasts for the Outdoor Amusement Business

In the Spring Number of The Billboard Dated

April 10, 1937

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.

Auto Vacuum Cleaner

A brand-new device that not only performs a real service but makes its own powerful demonstration is the new vacuum cleaner for cars which has just been placed on the market by the Chicago Appliance Company. It operates without motor or electricity and uses the same free air used to inflate tires in developing its powerful vacuum action. Its low price not only makes it possible for every car to have it but makes it easy for every garage, filling station,

auto repair shop or auto storage place to render a free vacuuming service to its trade. In this way these businesses can hold their regular trade and add many new ones. A number of easy and powerful demonstrations are possible with the cleaner, such as picking up a half dollar, pebbles and gravel and shooting them out thru the air exhaust. Possibilities on this item are great for agents.

Radio Demonstrator Outfit

"The special radio demonstrating outfit manufactured by Super Engineering Company has been quite popular with radio filter workers," says Bill Ray, of that company. It is beautifully streamlined and mounted on balloon tires for easy moving. It has an instrument board with all the noise makers found in the home—electric fan, telephone dial, air meter, switches, lights, etc. With the set a filter worker can give an effective demonstration, which helps develop maximum plug sales.



BIGGER, BETTER VALUES



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 Shackles for Chain. Size of Knife Closed, 3 1/2". One Dozen in Package.

PER GROSS **12.00** PER DOZEN **1.05**



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.

NOVELTY CANDY VENDER OPERATORS
Write for Special Circular of Merchandise Assortments.
Plenty of Flash and Big Profit for You!

N. SHURE CO.
Adams and Wells Sts., CHICAGO, ILL.

AMERICAN-MADE
LAPEL WATCH, 14 S.
Enamel bezel and back with Chrome center case. Assorted colors: Black, Ivory, Tan, Red, Green and Blue. Each with braided 6-inch cord attached to match color of enamel.
No. B100. Ea. \$.92 1/2
TEN for..... 9.00
Send for Catalog.
ROHDE - SPENCER CO.
WHOLESALE HOUSE
223-225 W. MADISON ST. CHICAGO

Every \$1.00 Gets you \$5.00
Yes, sir, real profit. Goodrich Home Workers always have dough, and when you talk prospects, Home are made by the Goodrich Co. Est. 1864, they buy with confidence. Pitchmen, Window Workers, Distr. write for low prices. Best season ahead. Sample 10c.
GOODRICH,
1500 West Madison, Chicago.
Dept. BQ-4.

Portable Ironing Board

A new lightweight portable ironing board is the latest convenience for the housewife, just introduced to the direct-selling trade by the Woodbury Shops, Inc. Board is small, 17 inches long and 1 inch thick when folded, and fits into the cover of a small suitcase for traveling. It is set up instantly and comes complete with padded pre-shrunk cover. Girls living in apartments and housewives whose families are constantly faced with the problem of a quick ironing job offer a wide market for this handy item.

MINIATURE LUCKY CHARMS!
SELLING LIKE WILD FIRE!
MINIATURE LUCKY CHARMS
Large assortment of Donkeys, Elephants, Lions, Dogs, Fish, Boats, Chickens, Scotty Dogs, etc. Made of Imitation Ivory with Colored Corals. Gross \$1.00. Postpaid.
INGERSOLL LAPEL WATCHES 85c
Regular \$1.49. Each.
SEND FOR GIANT 1937 CATALOG CONTAINING 3,000 FAST SELLERS.

BENGOR PRODUCTS CO.
876 BROADWAY, NEW YORK, N. Y.

1000 STANDARD DRUG ITEMS AT LOWEST PRICES
Send for New 1937 Wholesale Catalog.
UNIVERSAL DRUG CO. 24 E. 21st Street, New York City.

GORGEOUS HAND-MADE FEATHER PICTURES
of Birds in their brilliant NATURAL COLORS, made of actual feathers pasted together. Set of 12, size 3 1/2 x 5 1/2, each with bird's name — \$1.00 Postpaid.
MARQUEZ,
Apartado 1176-B, - - - Mexico City.

ELGIN & WALTHAM WATCHES \$1.85
In New Cases, As Low As...
Send for Circular, showing the Biggest Bargains in Rebuilt Watches and Unredeemed Diamonds in the country.
H. SPARBER & CO.
106 North 7th Street, St. Louis, Mo.

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

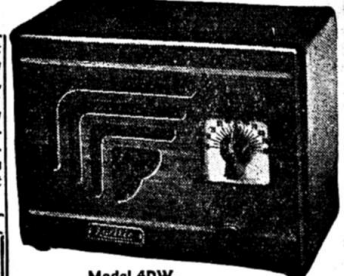
You Don't Need Any Free Trials. Our Sets Really Work. Continuous repeat orders is our best proof.

Send for New Catalog

Raw Materials Are Advancing. Buy Before Prices Increase.

Model 4DW.
\$6.10 each
\$6.75 each
in lots of six samples
F. O. B. N. Y. 25% deposit

PLAYLAND SUPPLY CO., INC.
14 West 17th St. New York City
The Smallest Radio in the world with a full sized 5" Dynamic Speaker



DON'T BUY UNTIL YOU GET OUR PRICES!

BEN HOFF NOW CARRYING A FULL AND COMPLETE LINE OF NOVELTIES, TOYS, CANES and DOLLS

OUR SPECIALTY FOR OVER 15 YEARS
NOVELTY MEN, SCALE MEN, BALL GAMES, SKEE BALLS, CARNIVAL AND PARK CONCESSIONAIRES

WATCH FOR SENSATIONAL ANNOUNCEMENT OF ALL ITEMS AT LOWEST PRICES EVER IN THE SPRING SPECIAL.

NEW ART TOY & FEATHER CO.
29 EAST 10TH ST. (Stuy 9-0688) NEW YORK CITY

Candy Floss and Snow Cone Machines. Cone Shape Pop Corn Bags. Hoop La Blocks and Hoops. Bingo Number Cages, Wheels, Games, Doll Rack Dolls, Milk Bottles, Dart Games, Canoe Racks. Wood Rings. Write us your requirements and if we cannot supply you we will direct you.	LASH WHIPS (Imported). Gro..... \$ 4.50
SWAGGERS, Best Quality. Gro..... \$ 6.00	LAPEL WATCHES, Lots of 10. Each... .90
BOUNDER BASEBALLS. Doz..... 1.00	LARGE SIZE OUTSIDE WHISTLE FLYING BIRDS. Gro..... 2.75
GIVE AWAY CANDY, 1,000 boxes... 10.00	CELLOPHANE HULA SKIRTS, 36 Inch. Each..... 2.50
CIRCUS PRINT BALLOONS. Big asst. of colors and prints. Gro..... 2.00	ASSORTED SLUM, 20 gro. lots. Gro... .60
HEAVY WEIGHT BALLOON STICKS, Gro..... .25	1937 Assortment China, Slum, 20 gro. Lots. Gro..... .90
TWO TONE PARADE CANES. Gro.... 7.50	POCKET KNIVES, 2 and 3 blades. Doz. 2.00

Complete new line of Art Statuary, Lamps, Clocks, Smoking Stands, Beacon and Esmond Blankets at lowest prices.

ORDER FROM THIS AD. — 25% WITH ORDER, BALANCE C. O. D. — USE AIR MAIL.

MIDWEST MERCHANDISE CO.

FREE SAMPLE CASE Write for Details Today!
ROYAL KNIGHT BLUE BLADES
D. E. 20-5—Cello., in Display Card. 50c
20 Pks. 5 in Per Display Card. 40c
Per 1000..... \$3.50
25% Deposit on C. O. Ds.—Incl. Postage.

MOTH CAKES GIANT 100 for \$3.50
CELLOPHANED — GIANT, Dozen... 44c
LATEST STYLE
● SUN GLASSES LOWEST PRICES
● DOUBLE EDGE BLADES, Cello. 40c
● Complete line for House-to-House Canvasette, Wagon Salesmen, Agents, Catalog Free. Write.

CHAMPION SPECIALTY CO., 814-G Central St., Kansas City, Mo.

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.

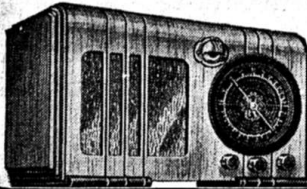
Bargains in Watches

Each 69c
America's Biggest Watch Value. Popular 14 Size Polished Nickel Pocket Watch with Unbreakable Crystal. New Type Low Bow. Black Track or Plain Dial.
BB311—Each 69c
American Made Wrist Watch with Unbreakable Crystal and Choice of Leather or Metal Band.
BB204—Each \$1.72

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.

MAGNO'S NEW ITEMS
GIANT NOVELTY METER or COMIC BLOOD Tester, 10" long on 12" Spiky RED HOT card. Sells fast at 50c. \$2.50 doz. HOPE CHEST, very funny Action Novelty in wooden chest, 3x5". \$1.00 doz. No! Not a 1,000 Times No with metal lock and Chain, in a new 5x7" WRAP box, \$1.20 doz. SHAME, The RUBBER GLOVE Joke (we started it and it's sweeping the country), \$8.00 gross. SQUIRT CIGARETTES, best domestic, \$5.00 gr. (Foam Squirt Cigs) works from hand and gives 'em a Faceful, doz. 75c. IN STOCK AGAIN. The Wet Parade & West Squirt Novelties, BIG 25c Sellers, doz. \$1.00. Snake Lipstick, Snake Pen, Snake Lighter, Shooting Book, etc., 50c doz. Samples of all above and comp. Catalog, \$1.00.
MAGNATRIX NOV. CORP., 136 Park Row, N. Y.

Our 1937 Catalog will be ready about May 1. All orders being filled at lowest prices, regardless of former quotations.
25% deposit required with all C. O. D. orders.
LEVIN BROS., TERRE HAUTE, IND.



Get Europe
on this 7-TUBE 3-BAND
RCA LIC. RADIO
\$17.94
With MAGIC-EYE



ORDER SAMPLE TODAY ON
MONEY-BACK Guarantee
Rush \$2.00 deposit with order,
balance C. O. D. Purchase
price refunded if not 100%
satisfied.
ONE YEAR GUARANTEE.
Sold exclusively by
SILVER MFG. CO.

LOTS OF SIX . . \$17.54
GUARANTEED to get everything
on the air—at home and abroad.
Maglo "Eye" tunes stations scien-
tifically, 7" dial in 5 colors,
8 1/2" dyn. speaker, Size 16" x
10" x 7 1/2". Weighs 17 lbs. Beauti-
ful walnut cabinet. AC-DC.
80 cycles, 110 volts.
24 hr. Shipping Service
612 No. MICHIGAN AVENUE,
Dept. 147, CHICAGO, ILL.

FREE!
NEW CATALOG
Farm, home and auto radios,
4 to 14 tubes, as low as
\$6.70. Send postcard.
**GIVE AWAY RADIOS
FREE**
The sweetest deal you ever
saw! Give away radio shown
FREE and make \$20.48 on
every deal. Send 10c for
sample push card and plan.

L. F. Grammes & Sons, metal product
manufacturers, announce their entrance
into the field of gift merchandise. Some
30 articles in metal print crafts are
listed by Grammes, with 20 more to be
added to the gift list this year. The
concern has dealt exclusively with in-
dustrial metal firms for the last 61 years,
and is unique in that it is an employee-
owned corporation with more than 500
persons on its pay roll. Fred Weindl Jr.
is president of the company.

per cent more than it did at the cor-
responding date 12 months before.
Sharp gains in investment income,
wages and, to a lesser extent, salary
increases were mainly responsible for
the bulge in pocketbooks of average
Americans. Equally important, however,
in the marked improvement in real in-
come was the slow rise in average liv-
ing costs. Despite general increases in
living costs, with rents continuing to
lead all expenditures, real income in-
creased 32 cents on the dollar in the
12 months ended February 1, 1937, while
living costs were up only 5 cents on
the dollar.

SHOWMEN'S LEAGUE

(Continued from page 60)
George Johnson advises that he will be
able to get some valuable figures re
this action. Brother Dave Tennyson, in
town for a few days, spends part of his
time with the kibitzers at the rooms.
Brother Alex Lobban, on his way to
Hamilton, spent a few days with the
boys. Brother Jimmy Morrissey was a
welcome visitor during the week.
Pop Wheeler in town for a short stay.
J. Frank Hatch and John A. Pollitt, of
the Hagenbeck-Wallace Circus, were
guests of President McCaffery at the
League rooms.

Brother Sam Gluskin, in town for a
short time, visited with the boys.
Just received the first route card of
the year. It came from the Al G. Barnes
Circus. Be sure to send yours as soon
as it is ready.
Brother Nick Buduson visited at the
club before leaving for Cincinnati to
join the Seltzer Roller Derby. Brother
Viril Hill also visited. Brother Denny
Howard left for Shreveport. He will be
with Hennies Bros.' Shows this season.
A welcome letter from Brother John
E. Castle infos that he was well sat-
isfied with results at Wichita, Kan.
Brother Mike Rosen, Nate Nelburger,
Max Brantman and Morry Brod left for
the South, where they will join the Blue
Ribbon Shows.

Dues received during the week were
from brothers Drew McKenna, Louis C.
Collins, Lawrence J. Benner and R. N.
Adams.
We again inform you that this is the
Silver Jubilee year of the Showmen's
League of America. Twenty-five years
of doing good for its fellowmen. Quite a
record and one of which we can be very
proud. Better give this your considera-
tion. If you aren't a member make ap-
plication at once. We are out to make
this the banner year of the organiza-
tion's existence.

Another welcome message was card
from Past President and Mrs. J. W. Patty
Conklin, who are in Europe with Brother
Edwood A. Hughes.
Chairman M. J. Doolan reports many
favorable comments on the card which
the ways and means committee are plan-
ning. More news of this after the next
meeting. This committee has other
things in mind which will be given
publicity as they are presented.

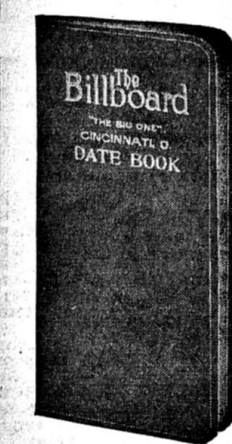
W. E. (Candy) Hammer was the guest
of Brothers F. H. Kressman and Sam J.
Levy at the League rooms. Harry
Lessinger, of fireworks fame, was the
guest of Brother Dave Tennyson. Brother
William F. Troyk (Bluey Bluey),
your mother is inquiring for you; why
not drop her a line? Brother Neil Webb
writes that he regrets he must forego
the pleasure of being with us on April
5. Just a line from our good Brother
Charles C. Blue. We assure you it was
indeed a welcome message. Write us
often, Charlie. Brother A. L. Rossman
off to Cleveland on a trip. Brothers A.
E. Cohn and Lou Leonard in Milwaukee.
Just a few weeks and most of the
brothers will be on their way for the
summer. Our message of good wishes
accompanies each and every one.

Chairman Brother Carl J. Sedlmayr
advises that he is making extensive plans
for the 1937 Cemetery Fund Drive. He
is planning to put this over in a big
way and make it the most outstanding
ever held by the League. Literature will
be ready for mailing early in June.
Don't forget to send in your dues.

**Hutchens' Museum Opens
With a Carnival**

DYERSBURG, Tenn., March 27.—John
T. Hutchens' Museum opened here with
the McClellan Shows last week under
canvases. The outfit presents many at-
tractions, including Ester-Lester, in the
Annex. Mr. and Mrs. Walter Montgo-
mery arrived from their home town
in time for the opening. He is assist-
ant manager. Others to join were Mr.
and Mrs. Leopold Williams and Happy
Sam Hall, fat man.

NEW DATE BOOKS



**FOR 1937
NOW ON SALE**
Arranged Especially for Your Needs
Dated From January 1, 1937, to
January 1, 1938.

The most convenient memorandum book for
Managers, Agents and Performers in all
branches of the show world. Actual size
2 3/4 x 5 1/2 inches—just fits the vest pocket.
Contains complete calendars for years 1937-
1938, U. S. and World Maps, 110 pages for
daily memorandums, space for recording
receipts and disbursements of money, census
figures, and much other valuable information.

**PLENTY OF SPACE FOR BOOKINGS,
ROUTES AND SPECIAL NOTATIONS**
For sale at all offices of The Billboard. Mailed
to any part of the world for 25c each.
Cash With Order
ALL MAIL ORDERS SHOULD BE SENT TO
CINCINNATI OFFICE

The Billboard Publishing Co.
25 Opera Place, Cincinnati, O.

Nussbaum Novelty Company reports a
consistent growth in demand for its line
of miniature chests for premium and
prize purposes since the introduction of
this group to the trade about a year ago.
The novel chests are made in cedar, wal-
nut and maple, which because of their
utility as well as beauty, make a power-
ful appeal to women. Finished in natural
woods, the chests have all the features
of a big box and can be used for safe-
guarding a wide variety of small articles
about the home. Company reports that
they have proved effective sales stimu-
lators in many fields as premium awards
and on straight premium offers. The
chests are also being widely used in
salesboard deals.

**Retailers Anticipated Best
Easter Business in Years**

WASHINGTON, March 27.—Generous
response of buyers to early offerings has
led retailers to anticipate the best Easter
business in seven years, a Dun & Brad-
street review reported. Agency said
temporary hesitation in some branches
during the week was generally viewed as
preparatory to more progress as the
spring season advances.
"Volume in some wholesale lines was
restricted only by the inability to meet
specified deliveries," the review said. "As
last-minute order items could not be
filled buyers turned to April require-
ments."

"Industrial operations widened, as
stocks have been slow to accumulate, and
more divisions received third-quarter
commitments."
Review estimated retail sales for the
country as a whole at from 2 to 6 per
cent ahead of the preceding week. Total
at some centers was held down by ad-
verse weather conditions. But all of
the reporting cities had a good advan-
tage over the same week a year ago, with
the average estimated at from 10 to 25
per cent.

Percentage increases over a year ago in
the major geographical areas were: New
England, 12 to 20; East, 10 to 30; Middle
West, 12 to 20; Northwest, 18 to 22;
South, 15 to 35; Southwest, 14 to 20, and
Pacific Coast, 8 to 15.
Notwithstanding bad weather, sit-down
strikes in some stores and other adverse
factors, the agency said pre-Easter de-
mands were better than expected and
extended to all departments. A bright
spot in the wholesale front was noted in
the increasing number of buyers from
recently flooded districts who not only
had sufficient funds to accumulate new
stocks but to pay off old accounts.

**Buying Power Up 25%
Over a Year Ago**

The average American citizen has 25
per cent more purchasing power than he
had a year ago, according to the current
consumer's study reported monthly by
Investors' Syndicate, of Minneapolis.
Report seems to justify the prediction
of leading wholesale merchandisers that
the coming spring and summer will be
the best in history for practically every
phase of the industry.
The study disclosed that the amount
of cash income flowing into the hands
of the average citizen was nearly a third
greater than it was February 1, 1936,
with the same living scale costs only 5

highest type of reception obtainable.
Whereas in the last few years the greater
demand was for sets in the lowest price
range, present-day trend is unmistakably
toward better quality sets at advanced
prices.

**OUR PRICES
DEFY ALL COMPETITION**

Razor Blades, Double Edge, 100	\$.27	Lotions and Creams Special, Dozen	\$.54
Shaving Cream, Special, 7 Cake Wonder Asst. Soap, Bulk Assorted	4.75 .09 1.44	Shoe Laces, 27 in. Black, Patent, Boxed, Gross, Army & Navy Needle Books, 1.15 Vanilla Extract, Good Quality, 18 oz. Doz.	.33 1.15 .84

Deposit with all C. O. D. orders, 1,000's of Other Big Values.
POLICY: Only One Shipping Point for Low Overhead and Lowest Prices. "We Sell the World Over." Buys of a Lifetime.
UNIVERSAL WHOLESALERS,
901 Broadway, New York, N. Y.

**Predict Boom on
Summer Furniture**

Arrival of spring and warm weather
is bringing smiles to the faces of the
leading distributors of garden and lawn
ornaments and accessories, as well as
summer porch furniture. In fact,
healthy orders for summer furniture of
all types have furnished the main source
of activity in the wholesale furniture
market the last several weeks. Programs
are already being launched for the most
extensive promotion of this type of
goods in the industry's history.

Arrival of fair weather always sounds
the note for revival of interest in gar-
dening general activity on the part of
the country's garden clubs. With this
in mind, manufacturers and designers
have collaborated in producing the most
complete line of outdoor merchandise
ever available. This year improved con-
ditions not only assured a much broader
demand for this class of spring mer-
chandise, but are already being reflected
in a definite trend toward merchandise
in the higher price range, meaning a
greater margin of profit for the industry.

In more and more gardens this year
jars of every description, crocks, jugs
and more unusual pieces of pottery that
are colorful as well as useful will be
found. Colorful ornaments, such as
birds, rabbits and the like for spotting

in the garden are also enjoying an early
demand, as are birdbaths and crystal
balls. For porch or terrace, a lounging
chair, garden bench or seat, sturdy
cushions and the like are being offered
in a wider variety and in newer designs
for the season at hand.

For the concessioner, the promotion
of garden and porch ornaments and ac-
cessories offers one of the most power-
ful appeals for sustained heavy play.
The group includes items for men and
women, boys and girls—articles of genu-
ine usefulness as well as gifts that are
strictly in the luxury class.

Premium men, too, are taking ad-
vantage of the anticipated lively interest
in lawn and garden by adopting some
new and effective methods for promot-
ing goods of this class. Many retail firms
now use these items effectively in in-
ducing the sale of substantial pieces of
home equipment thru the medium of
porch or garden accessories as premiums.
An important factor in this heavier
trend toward semi-luxury merchandise
is the heavy promotion already being
given it by gift departments and spe-
cialty shops thruout the country.

**Auto Radios Getting
Industry's Attention**

Demand for auto radio installations
offers the wholesale merchandise indus-
try one of its greatest profit-getting op-
portunities during the spring and sum-
mer. Already many leaders are featur-
ing the sets for distribution in various
ways.

The stamp of approval which many
safety authorities have placed on car
radios and the rapid growth in demand
for sets by the general public have caused
many salesboard firms to feature them.
Their use for straight premium purposes
and prize awards is making great strides
and they are now being used in count-
less ways to stimulate play on amuse-
ment machines and to induce the pur-
chase of other merchandise.

Merchandisers are provided an oppor-
tunity to distribute a great quantity of
sets at a good margin of profit, because
not only do more motorists want radios
today, but a majority of them want the

COMING



SENSATIONAL NEW LINE OF NOVELTIES

OAK
Brand
HYTEX
BALLOONS

Don't fail to see Oak's ad in "Pipes" in next week's Spring Special.

The OAK RUBBER CO. RAVENNA, OHIO.

NEW POPULAR STYLES



Yellow and Rhodium lines of Rings - includes Men's & Ladies' La Rhoda GEMS, Three NEW Birthstone Numbers and Cameo Rings. Sample Line.

able—18 Rings, \$2.00. Sold only to Dealers.

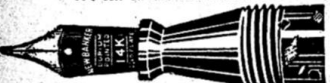
Write for 32-Page Jewelry Catalog containing Best Selling Items.

HARRY PAKULA & CO., Chicago, 5 North Wabash Ave., Chicago.

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 in a copper. They set on a small Paper Ensel. \$4.00 a 100. Sample, 10c. DAVE MARKUS, 8 East Roosevelt Rd. (New Address), Chicago, Ill.

MY NEW BANKER PENS ARE NOW READY. "It's All In the Pen Point."



JAS. KELLEY, The Banker Pen Co. 487 B'way, N. Y. C.; CHICAGO, 180 W. Adams St. 784 Mission St., San Francisco, Calif.

Save 80%

Buy your Sundries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail-Order Department. Orders mailed postpaid. We have everything. Send for FREE mail-order catalog.

THE N-R MFG. CO., Dept. H-61, Box 353, Hamilton, Ontario.

BOYS, Here's a New One



New Stropper, 2-inch Strop. Strop Dressing.

\$12.00 Per Gross

No Split. All Sell.

RADIO STROPPER CO., Sandwich, Ill.

AGENTS

EASTER, BIRTHDAY AND CONVALESCENT GREETING CARDS, in Boxed Assortments. Very liberal commissions. Write for particulars.

DOROTHEA ANTEL

226 West 72d Street, New York, N. Y.

MEDICINE HEADQUARTERS

A complete Medicine Show, private label, and Office Special Line of SUPPLIES SERVICE. Wholesale Catalog and Office Special Price List upon request.

GENERAL PRODUCTS LABORATORIES Mfg. Pharmacists, 137 E. Spring Street, Columbus, O.

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.

VETERANS' BIG SELLERS!

Our sales are increasing. Get your share. New! Great Flash Cover. Primer of Constitution. Everyone must have one. Will Rogers' Latest Jokes, 3c. Magazine. Holiday Fishes, 3c. Veterans' Joke Books, 2c. 3c. Patriotic Calendar. Hot Season, 5c. Samples, 10c. VETERANS' SERVICE MAGAZINE, 157 Leonard Street, New York.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER

(Cincinnati Office)

CLARENCE (KID) SMITH . . . stick solder and run-mender worker, who has been in Cincinnati since the big flood, is demonstrating egg colorings in a Queen City 10-cent store. In a visit to the Pipes desk, last week he infoed that business has been fair. The town is open to parking lots only, and they are very few.

IF YOU DON'T believe a pitchman has pioneer blood and the courage of the daring adventurer, try this. Pay your way on what you earn on a stock that fits in a case 18 inches long and two feet wide, meanwhile traveling across the continent and back, facing the elements and obstructions that the average pitchman must endure.

LEW GREEN . . . scribes from Salineville, O., that his Golden Gift Show will open its outdoor season on lots near Anderson, Ind., featuring a vaudeville-med show. He says the organization will work Indiana territory and especially that section of the State which is known as the Fisherman's Paradise.

GEORGE PHILLIPS . . . is working windshield flukem to good business there. He plans to leave for Spokane, Wash., soon to join the Greater Patrick Shows for the summer. He says he will have the exclusive on the wheels and expects to enjoy a good season's work.

THE BEST SOLUTION for a pitchman's troubles is a good spot and the necessary amount of energy.

HAP E. HUGHES . . . after a long silence, blasts from Hollywood under date of March 19: "Just returned from the Imperial Fair and it was, as the boys say, 'The biggest thing since the bridge went out.' Not many of us were there, and those who did make the spot were mum about what they collected. Those I noticed were David Singer, Mr. and Mrs. Elliot, Push-'Em-Up Tony and the missus and George Harris and the missus. Everyone seems to be busy in Los Angeles. Louis Clement is working knife sharpeners on Main street and the stores are full of Easter dye workers and curler demonstrators. As I passed thru Pershing square I saw some peeler workers on a sit-down strike. The group included Frank Polk, Fido Kerr, J. P. Ackerman, George Harris, George Nagus, Claude Laws, Frank Bush, Frank Sullivan, Harry Aising and Jack Waller. The reason they gave was that some firm was giving a five-piece garnishing set with a can of cleaner. And were they peeved! They refuse to work until the government makes an adjustment."

DOROTHY SULLIVAN . . . is reported to be going strong with her curler demonstration in a chain store at Belleville, Ill.

OFFTIMES a pitchman's swelled head takes him to an altitude far above his tip—and their pursestrings.

RAY HERBERS . . . tells from New Orleans under date of March 20: "Made Jacksonville, Tallahassee and Pensacola, all in Florida, recently to fair business. Mobile, Ala., was n. g. Have been here a week and

doing okeh but will leave soon for Memphis. There are plenty of sit-downers here with general merchandise, such as razor blades, shoestrings, shoe polish, perfume and what have you. Tripes and kelster boys are conspicuous by their absence. Plan to work the flood district in a few weeks with an item that should go sailing in Louisville and Cincinnati."

LORAIN HULIN . . . comes thru from St. Louis with her first pipe: "My husband, F. B. Hulin, has been working this territory all winter to fairly good business. We plan to return to the East about April 1 in the same Reo car in which we came here. I sold identification bracelets at the fairs last year, while my husband pitched blades and watches. We are readying a new outfit with plenty of flash for the New England fairs this season. There are several good Saturday locations in this spot, but it's seldom that one sees a pitchman clicking on week days. Would like to see pipes from Leonard Rosen, Bill Perry and the Murphy brothers."

MONEY SPOTS: Now that most of the flood debris has been cleaned away, it seems as if it would pay a fellow to look over Lawrenceburg and Aurora, Ind. Business is certain to be good there as distilleries are trying to catch up on orders delayed by the flood and are working full capacity with overtime pay for most employees.

"HERE I AM . . ." letters Sam Berman from Alma, Mich. "Mt. Pleasant is closed tight and cannot be worked. Shops in Saginaw and Bay City, however, are going strong and I worked them to good business. Also made a few shops in Lansing and Grand Rapids with corn punk to fair takes. It seemed that the weather was a little too cold for the boys to come out. Pipe in, Art Engle."

IRVING CRONIN . . . continues to work dots and dashes in Pittsburgh when the weather permits.

THE DAY of the ordinary pitchman is past. The pitchman of today and the future must have sales appeal. He must think in the terms of originality. Did you ever stop to think of the number of people who have seen your same pitch—made by others? And do you know that those pitches have become old and worn? To succeed, you must get the old thinking cap to working—working for sales appeal and new ideas.

J. ARTHUR (DOC) MCCOOL . . . under date of March 18: "I'm a weekly reader of The Billboard and I'd like to correct a pipe which appeared in the March 13 issue concerning myself. I have never sold a novelty in my life, nor have I ever been in New Orleans. There are not two Red McCools and I sell nothing but medicine. January was a hard month for me with all the rain in Houston. February, however, was successful. Worked Texas towns with Al Rice and Tim O'Day and paid the readers. Two weeks ago I rejoined Dick Jacobs, king of all med workers, and have been making money ever since. Plan to take it easy and work, weather permitting, until the fairs open."

SOME OF THE BOYS are wont to pass up a town because someone made it before they did with the item they are handling. Why worry about how many are ahead of you? Think of the ones coming behind.

"THIS IS MY FIRST . . ." letters Harry H. Walker from Winnipeg. "Have been working coils, pens and razor stropps in Canada to fair business since August, 1936. Most of the work has been done in stores because it isn't so comfortable outdoors when the thermometer registers between 20 and 40 degrees below zero. Met R. H. Smith working jewelry and handwriting charts to good passouts in a department store here. Al

Simms, working glass cutters, is also getting his share of the gelt. Crops have been very poor in Western Canada and everyone is hoping for a banner season this time. Plan to stay here for the remainder of the year and cover Eastern Canada as well."

H. TENNEY . . . of paper fame, pipes from Eureka, Calif., that he is still going strong and eating regularly.

IT'S A GRAND and glorious feeling to be able to return to a spot you left clean, just when you need a spot badly and the ones all around you are closed.

CHARLES (YIDDEL) GAMEISER . . . is reported to be wintering in West Palm Beach, Fla.

JOHNNY EGGERT . . . former road man, is now settled in West Palm Beach, Fla., where he is operating what is said to be one of the largest trick and novelty stores on the East Coast. Reports indicate that he is doing a swell business.

"HAVE MY TRIPES . . ." and kelster polished and ready for another season's grind," scribes Bob (Blades) Cook from Houlton, Me. "Many towns in this State have been closed, while others are demanding plenty for a reader. Plan to spring a new sharpener along with the blades this year."

"JUST A PIPE . . ." to let the boys and girls know that I'm in good shape," exclaims Professor Kay Buden from Wilkes-Barre, Pa. "Have been laying low this winter and occupying myself with my printing plant making up a big stock of books and horoscopes for the coming season. Plan to open my astrology show in stores soon in Buffalo or Syracuse, N. Y., where there are plenty of factories going full blast. Will lug a huge telescope around this year for a flash. Will also have a new gadget for fairs to use with my handwriting analysis. Would like to read pipes from Harry Graves, Prince Charles and Lemoyne the Great. I wonder if some oldtimer could tell me what happened to the famous seven-in-one opera scope workers and the seven-in-one scope."

BE A LIVE-WIRE and you won't get stepped on. The dead ones are the only ones used for door mats.

RALPH RUHL . . . O., that he blew into that town three weeks ago and has been working solder, horn nuts, penny machine and flukem to satisfactory business ever since. Writing from the Ohio city, he says: "Plants are working good. Warren, Alliance and Salem, in this State, are all good Saturday spots. Met Beef Collins, Red Gardner and several other boys here and they all seem to be

REMINGTON

PENS • PENCILS • COMBOS

JOHN F. SULLIVAN
458 Broadway, NEW YORK CITY.

LATEST STYLES IN RINGS
Cameo and Whitestone.
Highest grade Rhodium and Gold Finish. Send \$3 for 30 Samples of popular styles.
FREE Catalog OLYMPIC BEAD CO., 307 5th Ave., New York.

Amazing New Popular PICTORIAL RING

Marvelous new secret process! Any photo or picture reproduced, permanently on exquisite gem-like ring. A price less keepsake! Guaranteed! Sample ring from any photo sent only 59c. SEND NO MONEY—Everyone wants PICTURE RING. Show ring—take orders—make money! Just send photo with strip of paper trimmed so ends meet around finger for size. Pay postman only 59c, plus few cents postage. Photo returned with ring. Money back if not delighted. Order NOW!
PICTORIAL RING CO., Dept. Y-77, Cincinnati, O.

★ INTRODUCTORY OFFER ★

PEARL PLUNGERS \$22 1/3 Deposit, balance C.O.D. Per Gross

Send \$1 for sample line. Dollar refunded on first order for 2 gross. Get my combination prices.
PHILCO PEN CO. Chas. J. Morley (prop.), 15 Park Row, New York City.

HUBERT POTTER

Writes on

Medicine Shows and Their Future

In the Spring Number of The Billboard Dated

April 10, 1937

getting their share of the filthy lucre. Still living in my own trailer and figuring on going places this summer."

JOHNNY McLANE . . . cracks from Wheeling, W. Va.: "Things look okeh here. Ran into that long-lost Walter Barry working sharpeners here. Walter is wont to get isolated in 'them thar hills' so that when he emerges his hair is a cross between Rip Van Winkle's and Buffalo Bill's (I mean in length). By the way, Buffalo Cody, let's have a pipe. I'm thinking of starting a school for embryo pitchmen with a \$50 tuition, which includes a set of trapes and keister, and if they decide on paddles I'll throw in a jack knife."

REMEMBER that self-praise is no recommendation. It's always the empty kettle that makes the loudest noise.

THE FOLLOWING . . . according to "2-10" Daniel, magician, appeared under the "It Takes All Kinds" column in the April issue of *American* magazine: "Edith Troy, 15-year-old daughter of a medicine show proprietor, has attended 98 different schools in four States. In the last 10 years she has gone to schools in Kansas, Oklahoma, Arkansas, Texas, Arizona, New Mexico, Utah, Nevada, Mississippi and California."

"WORKED SCOTTSBORO, ALA. . . . to good business," pens C. O. Swanson from Dalton, Ga. "Among the fraternity represented there was Lady Harcourt and the professor, with health books, and the writer and M. W. Matheny, with sharpeners. Met Pat Flynn in Rome, Ga., recently and he was getting the gelt with his razor hone deal. This city can be worked for \$1 reader by seeing the mayor. Certainly saved time and gas after reading Jeff Farmer's recent pipe concerning open and closed towns. Matheny and myself are headed for the strawberry sales in Milan, Tenn."

MURRAY SCHROTT . . . who has been clerking in a pitch and agents' supply house for the last two years, writes that he is now in business for himself in Detroit. He adds that business thus far has been satisfactory.

PITCHMEN'S SAYINGS: "The Chinaman's name is Fool You Too!"—Joe Wall.

UNDERWOOD



IF IT'S COMBOS—SEE GRODIN
The Grodin line is "Tops." Don't buy anything in Pens or Pencils till you get our high quality, low price list of bargains. Write today.
GRODIN PEN CO., 398 B'dway, New York, N. Y.

Get Set for Life!
IN COUNTER CARD BUSINESS

MAKE BIG MONEY
In new kind of wholesale business. Place famous line 50-100 goods with stores. Merchants grab our FREE GOODS Deal. World's finest, largest, best selling line. Almost 200 daily necessities. Included is 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. 488, Spencer, Ind.

Streetmen's Special
No. 507—Mechanical Cowboy on Horse With Spinning Lariat.
Made of Metal and Beautifully Lithographed in Four Colors.
Cowboy Dold of Col. Guaranteed for Quality and Value. Each in Attractive Box.
DOZEN \$1.10 GROSS \$2.00
Sample 25c Prepaid
Send for our Special List of Merchandise for BINGO—PREMIUM—CIRCUS—STREETMEN—SOUVENIR and BEACH RESORTS. Same Day Shipment.
GOLDFARB NOV. CO.
("The House of Service")
20 West 23rd St., New York.

Pitchdom Five Years Ago

Tommy Hoy, med worker, was making some sweet spots around Detroit and other Michigan towns to good takes. . . Bert Glauner and the missus left Detroit and headed west with their jewelry and novelties. They were clicking too. . . Jack Sabbathstein, former Detroit playing card purveyor, was knocking 'em cold with the crystal necklaces. . . Chicago was a red one for Harold Newman and his inksticks. . . King Baile quit the paddles and magic in favor of joining out with Henry Pollie on the latter's show. . . National Health Society opened its season on the Boardwalk, Coney Island, Easter Sunday to unfavorable weather and small crowds. . . Dr. Victor Edison Perry had just taken over the "Man from India" store at 125th street and Seventh avenue, New York. . . Chief Lone Bird and Texas Jack Jones concluded a winter's stay in Georgia and were headed for Nashville. . . Dr. Arthur T. Leighton was reported to be convalescing at the Veterans' Hospital, Dayton, O. . . Bennie J. Long had his perfume deal clicking at the factories in Columbus and Springfield, O. . . Despite inclement weather, Joseph Jackson was working razor blades and managing to get by in Rochester, N. Y. . . Charley Oakley, former sidekick and co-worker of Jack Dillon, quit the road in favor of opening an eating emporium in Dayton, O. . . Frank Thornton was still clicking with razors and strops at Dayton, O., after working the same spot for two years. . . Roving Al Burdick, pitchman and sign painter, was holding his own in Oklahoma City. . . Hattie Brooks, former cookhouse operator and well known to the boys and girls of Kelesterland, was doing a land-office business in her newly opened dining car at Indianapolis. . . Rajah Jabo, herb worker; Dr. Foster, seed worker, and Zangar, the astrologer, had just been added to the staff of NBS workers in New York. . . Happy O'Curran was listening to the bluebird's singing in Bald Knob, Ark., and planning to head northward. . . Cotton Williams and St Ullman were pocketing advance contracts for space to work the leaf at the Indianapolis home show. . . That's all.

RAYMOND OOSTELLO . . . has a number of agents out working song sheets. The sheets are made up in the size of a newspaper and carry parodies on popular songs. In this way he does not violate the federal law.

BILL WESTFALL . . . has been collecting the folding dough with tie-forms in a Pittsburgh chain-store, where he has been holding forth for the last 10 weeks. He also has a few agents working other stores in surrounding territory.

DOWNTOWN PITTSBURGH . . . is closed tight, but the North Side can be worked by the home guards.

IT'S DISCREDITING a successful pitchman to say he is lucky. Success comes mostly from one's efforts. When a person finds anything or wins something, that's luck. To acquire anything means energy and effort. Persons who accuse others of being lucky usually are lax in their efforts and even go so far as to refuse Lady Luck to pay them a visit if it requires effort on their part. The boys who are on the bandwagon of success will likely remain there, for they found that success is a habit and acquired it.

JAY M. CODY . . . "Marvo" the Magician, well known to pitchmen and carnival folk, advises from Cynthiana, Ky., that any of the boys who plan to make that town will get the gray as long as they have something legitimate to offer.

TOM KENNEDY . . . has been getting real dough with horn nuts. Reports indicate that he is going for a new Chevy and is carrying his folding sheaves in pads.

SID GOODMAN . . . and the missus, who were reported to be working the mag in St. Louis to satisfactory business, have left that spot with a truckload of the magazines and novelties and are headed for some good spots in the East.

HARRY COHN . . . and Francis Deegan are reported to be working a prominent corner in St. Louis with razor blade sharpeners to a

Pitchmen I Have Met

By SID SIDENBERG

"Some of the boys believe that a fellow has to work off a platform, box or stand, behind a set of tripods, to be classed as a first-class pitchman. I am willing to wager that the man classed as the best pitchman, regardless of how he works or what he sells, is the fellow who gets the biggest take and winds up with the most money," said Francis Key to me when I asked him if selling salesboards can be classed as a division of Pitchdom.

I agree with Key that working a la pitchman style in a lot of cases is a thing of the past. I really believe that the man is best when he takes his best hold. Because a guy works behind a set of tripods and blabbers a whole lot just to hear his head rattle and never gets any money is no indication that he is a pitchman. Many who formerly worked behind tripods and off soap boxes are some of the biggest money getters in the business. Included in this gossip is Francis Key, who makes it a business to sell and consign salesboards to every establishment in the States of Kentucky and Tennessee that are in line to increase their volume of business. He certainly must impress them with that line of sales talk, for hundreds of merchants in all lines are taking on his boards and are always calling for more.

The last time I had the pleasure of meeting him was when he entered a store I was working and left two salesboards and a half gross of cedar chests with the proprietor on consignment. To my amazement the entire lot was gone in less than four days. The deal made the proprietor a good-sized profit. With all winners satisfied customers it was no wonder when he rushed off a special delivery letter asking Key to shoot some more boards and merchandise as quickly as possible.

Key entered Pitchdom's portals as an assistant to the late Tom Rogers. He gave a good account of himself while working with Rogers, who was rated one of the best jam men of all times.

Francis is now 30 years old and works out of Carthage, Tenn., the town he calls home.

A. D. POWERS . . . and the missus, who really went to town in a Dayton, O., chain store with pens, ties and leather goods during the holiday season, have a new vegetable knife which they will put in stores after Easter. He has already booked an itinerary that will keep him busy until the hot weather sets in.

good take. The boys are negotiating for a new Chevy and will head east as soon as they have taken delivery on it.

TONY DUGO . . . and Jake Sidenberg are buying stores and reselling them in St. Louis. Harry Corry is reported to be staying at a high-class hostelry in the Mound City and indications are that this gent is really in the big money.

FRED MILLER . . . who blew into Pittsburgh a few days ago from St. Louis, is still working watches and blades.

TED McFARLAND . . . erstwhile pitchman, is now writing sheet in Pittsburgh and adjacent territory.

VINCE BOGGS . . . penny engraving machine worker, is reported to be getting his share of the gelt with that item. He worked it in several chain stores this winter.

TRIPOD OPININGS: Wonder what the chief really did tell some of those fellows who, after being turned down, bragged about how they got the chief told.

J. W. KEON . . . cracks from Antler, O., under date of March 15: "The court week at Many, La., was the best I've had on the street in four years. It sure seems like old

times again when you can get 100 bona fide orders. Met Hot-Shot Holman in Ashdown, Ark., and Curly Brown in Idabel, Okla. They were both working paper. Plan to make Kansas, Iowa, North Dakota and South Dakota this year."

MASON R. POINTER . . . after a long silence, tells from Fairfax, Va., under March 16: "Had a fair year in Maine and New Hampshire. Have been in Northern Virginia and District of Columbia all winter. I found Virginia open to your o. m. in most places without a license. No med is allowed here, however, and some places are closed to everything. Alexandria, Newport News, Richmond, Charlottesville and Waynesboro are asking \$10.50 per day for a reader. The remaining towns are open to your o. m. and are really good. Have been managing to make a living working Saturdays with the pan lifter."

MEMORIES: When the boys worked with impunity in front of the Old Masonic Temple, Main street, Dayton, O., and when the \$100 passouts were real and not conversation money. Those were the days when the late George Wine held forth in the old Antler Hotel on Sixth street; when Ed Downley took care of the boys coming to town c. o. d., and when Kent sat out the feed for those who would pay.

"LONG TIME . . . no pipe," scribbles Ray Redding from Topeka, Kan., "go, here goes with the dope on a few Kansas towns. Junction City is a good Saturday spot to a \$3 reader. Manhattan, \$5 reader, n. g. Lawrence has a prohibitive reader. Sales in Oskaloosa, Tuesday; Lawrence, Wednesday; Tonganoxie, Thursday; Topeka, Friday, and Ottawa and Junction City, Saturday, are all good spots. License at Fort Scott, Kan., is \$1, but the town is n. g. Pittsburg, at a \$1 reader, is fair, and Nevada, Mo., is free on your o. m. Plan to leave here soon for spots in Missouri. Would like to see pipes from Joe Morris, Frenchy Thibault, Whitley Alm, Bill Goforth and Beaman Yancy."

MILTON (CURLY) BARTOK . . . pens that he is planning to work thru a group of drug stores soon. He infos that he worked from his car in Picher, Okla., recently free on his o. m., but advises the boys not to go into the zinc lead mine area, of which Picher is the center, because, despite the propaganda as to how good it is, workers there are on strike.

CHIEF ROLLING CLOUD . . . tells from Paris, Ill.: "Return of winter weather has sort of slowed things up in quarters here. It's been too cold to do much of anything, but I expect to be hitting the highways by April. The missus was the lucky winner at the bank drawing at the local theater recently. The jackpot totaled \$180. Not a bad take, eh? Plan to head north for Chicago because that territory was good to me four years ago."

HARRY MAIERS . . . erstwhile mayor of park row, is still going strong in Washington and is beginning his 11th week in that city.

Parkersburg for Wallace

PARKERSBURG, W. Va., March 27.—General Agent Oscar Wiley of Wallace Bros.' Circus was here recently and contracted for April 17. He also contracted with Col. Ed Stephenson, owner of Stephenson's Field, which is situated in center of city and has been used by shows for more than 40 years.

RADIO STATION WDAS, Philadelphia, is experiencing a little difficulty with its man-on-the-street interview broadcasts. When the microphone is placed on the sidewalk a crowd immediately gathers to watch the proceedings and perhaps to say a few words. Pitchmen have discovered that this ready-made crowd is right up their alley. They make their pitch on the edge of the crowd, and WDAS announcers report they have discovered that the man on the street would much rather listen to a sales talk on a combination potato peeler and fountain pen than a discourse on the air on timely topics of the day.

Cole Giving 3-a-Day During Easter Week

NEW YORK, March 27.—Despite inclement weather first four days and occasional showers early part of this week, business at the Hippodrome has been more than satisfactory for the Cole Bros.-Clyde Beatty Circus. Considering that it is the week before Easter, management of show and house claim to be satisfied.

Beginning next Monday three shows will be given daily thru April 3. It is probably the first time in circus history that a show will offer three-a-day in New York City.

Jess Adkins, in an attempt to cut and trim the show to three hours' running time, has rerouted the program, dropping altogether Harold Barnes' tight-wire number and Jorgen M. Christiansen's Great Dane act, besides a couple of numbers by the line of 40 girls. Clyde Beatty, who closed the show originally, has been moved up to the second spot following the intermission, and the flying acts are back in their usual closing position.

Adkins plans to leave for Chicago tomorrow and Zack Terrell is due in from Rochester winter quarters same day. Floyd King, general agent, will return to New York from Chicago early next week.

Stream of visiting showmen and celebs continues, hardly a show passing without some sort of a big shot in the audience. Among those noted this week were Paul Whiteman, Bugs Baer, Joe Cook and party, William E. Hearst Jr. and party, Robert L. Ripley; Harry Metz, slated for Hagenbeck-Wallace Side Show managership, and Felix Adler, Ringling-Barnum producing clown.

Business at Baltimore Museum Is Pretty Good

BALTIMORE, March 27.—The co-partners of the Baltimore Odditorium, Buck Dangler and Whitey Sutton, report that business is running along smoothly at their place. Sutton is all smiles these days and it's not entirely due to good business, but mainly because he just recently became the proud father of a 7-pound baby girl. New acts in the Odditorium include the Rag Picture Artists and Gilbert Tracey in magic and sword swallowing. Other acts brought back are Capt. Martinez and his animal circus, Morris' Bohemian glass blowers; Van, tattooed man, and Frank Randall, contortionist. In the Annex three new girls are being paraded, Mary Moore, Cecille McGuire and Peggy Rogers. Jimmy Shaefer and Robert Flynn are still working the front. Visitors: Oliver Haas, Canarie Tashly, Jimmy Hellman, Doc Garfield and Ralph Decker, operator of this museum last year.

R-B Press Staff Arrives in New York

NEW YORK, March 27.—Headed by Roland Butler, general press representative, the publicity and promotion department of the Ringling-Barnum Circus arrived in New York this week to prepare for the Big Show's opening April 8 at Madison Square Garden. Besides Butler and the billing crews, other men in town include Dexter Fellows, Frank Braden and Sam R. Stratton, story men, and Edward Johnson, contracting press representative. Stories and art work, said to be superior to anything ever before, are due to break on March 28 and 29.

Sam Gumpertz, Pat Valdo and the show proper are due to arrive April 3 or 4.

Arp Preparing Show

DAVENPORT, Ia., March 27.—Emil A. Arp has arrived here from his home in Indianapolis, Ind. Will again have Arp's Great American Circus on road, opening middle of May in Eastern Iowa with about 18 people. With Arp here at quarters are his two boys, Lawrence and Kenneth. Mrs. Arp and son, Dale, are still in Indianapolis, but will arrive here in about 10 days. Show will use a 50-foot round top, with a 20-foot middle. Will have small Side Show, also dog and pony features, circus acts and small band.

Peru Pickups

The past Sunday saw the greatest crowd to visit quarters here in years. Besides spectators and visiting troupes moving thru to fill contract dates, many circus fans, news photographers and news hounds were at farm.

Mabel Stark was here several days, guest of Capt. Terrell Jacobs and Eddie Trees. En route to Benson Animal Farm, Nashua, N. H.

Joe Lewis, clown cop, left for Omaha to work Shrine show, then goes to New York City to open with Big One.

Superintendents Frank Siegar and Russell Reed, car and paint shops, are readying train, equipment and props for Chicago opening of Hagenbeck show. Coaches are red, trimmed in gold; flats white and gold, with dens, cages, parade features silver and gold leaf. Danny Dristol in charge of boilers.

Charles Brady, superintendent wagon rebuilding shop, has back lot filled with cages, dens and prop wagons awaiting movement to paint shop. John Shestanski is again blowing anvil in shop.

Dan Fast and wife, Virginia, arrived from Benson Farm, Nashua, N. H. Fast will be chief electrician with H-W, assisted by Frank Sanders. Virginia will be featured in program. Stated here that Jack Biggars will be with Ringling-Barnum.

Jakle Canfield is boss woodworker at Peru.

Steve Finn's 350 head of baggage stock moving R-B property is causing traffic congestion on highway across from farm.

Frank Miller, who has frozen custard, and Joe Wallace, candy butcher, are here awaiting call. Jimmy Albanese is back from Columbus, O. Noncommittal as to 1937 activities.

Terrell Jacobs is breaking a new mixed group—Great Dane dog, two cub bears, two pigs and two goats. Frank Rotondi is in charge of private troupe of high school horses. Betty Stevens and assistants are busy in wardrobe department.

John Chatlish renewed acquaintances here past week. Carl Preston arrived and stated will have concert on H-W. Cheerful Gardner, superintendent of bulls, assisted by Hurley Woodson, are supervising construction of cage and den covers. Gardner is daily breaking 29 elephants. Will have new routine.

Five new Chevrolet trucks for H-W advance arrived. Four new Bulldog Mack trucks are on back lot. Stated that Ray Chronister will be superintendent of lead stock. Emory Stiles is seen daily at the farm.

Charles Brown, seal breaker and trainer, will be with Big One. Harry Parkhurst Jr. is artist on dens and cages. Mrs. Clara Cheney, of vaude act Stapleton and Cheney, retired, seriously ill the past month, is recovering.

Fred Torrence will be superintendent of dining cars and boss porter on H-W. Buddy Rockwell and Perry Plank are with Snyder & Williams' Circus Club. Flank will be with commissary on R-B. Mel Hamlin, George Page and Red Ball have arrived.

Ruth Zaken, niece of Ralph J. Clawson, who has been in a critical condition at Methodist Hospital, Indianapolis, after a number of blood transfusions, is said to be recovering. Mac McDougle states he will be boss ticket seller with H-W.

Harry Miller, hot-dog king, is here awaiting call. Walter Reardon is here from Kansas City. Is connected with front office at farm. Ole (Johnny) Olsen, stage and screen star, with partner, Chic Johnson, visited mother, Mrs. Katherine Olsen, here, also renewed acquaintances at circus farm.

Miller Visits Russell

SPRINGFIELD, Mo., March 27.—Art Miller, general agent of Seils-Sterling Circus, while en route from Little Rock, Ark., where he completed a business deal for the Lindemann show, stopped off at quarters of Russell Bros.' Circus at Rolla, Mo., and enjoyed a visit with the executive staff of the Russell organization, including Mr. and Mrs. C. W. Webb, Ray Blankenship, Justus Edwards and James Webb.

Miller also spent a day with friends in Macon, Mo., on his way to Mason City, Ia. Louise McCluskey, of Walnut Ridge, Ark., recently spent a week in Springfield visiting with friends on Seils-Sterling. Pearl Lake, who will again have opposition brigade, will arrive in quarters about April 1.

CASH MILLER WANTS

For International Congress of Strange and Curious People, Season 1937, with Rubin & Cherry Exposition, Inc., two Outstanding Freaks to Feature. Also Ossified Man, Leo Edwine, Roy or White, wire at once. CASH MILLER, care Rubin & Cherry Exposition, Inc.; Robert Fulton Hotel, Atlanta, Georgia.

F. H. BEE SHOWS

OPENING SATURDAY, APRIL 17

Want Cook House, \$50 week. Privilege Meal Tickets. Cash deposit required. Want Athletic Show Manager. If you drink liquor, please don't answer. Also want White Band. Joe Rossi, wire quick. Can place Stock Concessions and one more show with own outfit. All people expecting to be with us, write. Allow time for answer before joining. Address F. H. BEE SHOWS, INC., Box 1702, Jackson, Tenn.

Capitol, Washington, Has Circus Bill

WASHINGTON, March 27.—Sawdust atmosphere permeates Capitol this week. Loew combo house here getting complete indoor circus for stage bill. Favorable response to experiment last year brought repeat, with Producer Gene Ford traveling to York, S. C., recruiting acts and animals for cages of lobby menagerie from Wallace Bros.' Circus, wintering there. Col. Wally Sharples is ringmaster, Ford building show, which runs 75 minutes, almost half-hour over usual flesh allotment.

Ramps have been provided for two elephants, 50 orchestra seats coming out for the week; pink lemonade and peanuts free to all, animals getting exercise in alley adjoining theater and house ork leader, Phil Lampkin, leading grand entry on horse, a la Paul Whitman. Acts include Woolford's Wienies, dachshunds trained by daughter of Alf Loyal; Paul Jung (Boo, the Clown); Pallenberg's Bears; St. Leon Troupe, riders; Liazeed Arabian Troupe, acrobats; Ted Allen, trick horseshoe tossing.

Pickups From France

PARIS, March 22.—The Cirque Poutier opened at Bordeaux, under canvas, with a big bill, including the Algevoles, flying trapeze; Four Statix, perch; Wong Chio Tsching Troupe, Chinese bar act; Two Harris, hand-to-hand; Rosanoff Ballet, Beby and Lole and the Diaz, clowns. Besides the Cirque Poutier the following tent shows are playing month stands at the street fair in Bordeaux: Morlaas' vaude show, the Lambert, Van de Wall, Desfaves and Rouffin menageries, and the Mazetti and Kerwich dog shows.

The famous French runner Jules Ladoumege has joined the Cirque Medrano tent circus. The Cristianis, tumblers, are with the Cirque Bureau. Otto Kemmerich's tame lion, "Lea"; Four Elysees, tumblers, and Joe Laurin, juggler, are at the Casino Municipal in Nice. The Athenas, hand-to-hand; Miss Dora, contortionist, and the Epsom Trio, acrobats, are at the Casino Municipal in Cannes.

Albert Powell, the American trapezist, is at the Krystall Palast in Leipzig.

Would Have Towns Regulate

ALBANY, N. Y., March 27.—A bill introduced by Assemblyman Harry A. Reoux in the Legislature Thursday is designed to amend the town law so as to permit towns to regulate carnival, circus and other shows, skating rinks, amusement parks and picture houses.

FITCHBURG, Mass.—President Henry G. Bowen, Fitchburg & Leominster Street Railway Company, owner of Whalom Park here, will attend the ninth annual meeting of New England Section, National Association of Amusement Parks, Pools and Beaches, in New Bedford, Mass., on March 30 and 31, first time the company has been represented at a meeting of the section.

WANTED FOR BARNEY BROS. CIRCUS

Boss Canvasman, Pop Martin, sent you money for Side Show, Colored Band, Novelty Acts, Portales, N. M., April 3; Fort Sumner, N. M., April 5.

WANTED UNBORN SHOW SPECIMENS

Describe and quote best cash offer. Woman wanted to lecture on same. Address J. E. ARNOLD, General Delivery, Detroit, Mich.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Spring Brings Out 150,000 On Coney Island Boardwalk

NEW YORK, March 27.—First day of spring brought out a crowd estimated at 150,000 on the Boardwalk of Coney Island. Despite a stiff west wind and a chill in the air, amusement men had their first taste of genuine business since the show front closed last fall.

Concessioners reported little business, most of the visitors evidently being out chiefly for exercise and fresh air.

Coney's River Season Open

CINCINNATI, March 27.—When the Island Queen, Ohio River steamer of Coney Island, Inc., opens its spring season with two moonlight dance excursions tonight and tomorrow night and afternoon Easter sightseeing excursion, it will be offered by Captain Charles N. Hall, master; Earl Wagner, mate; O. H. Callahan, purser; Robert Ryan, head steward; Fred Dickow, chief engineer; Captain Harry Doss, pilot, and Wesley Doss, second pilot. The boat's official family was announced by Edward L. Schott, president and general manager of Coney Island. Clyde Trask and his orchestra will provide dance music and entertainment on board. Carol Gable will be the featured soloist.

State Center Preps for Fete

STATE CENTER, Ia., March 27.—Fifth annual Fall Festival to be held here this summer under State Center Commercial Club sponsorship will have L. C. Hilleman as general manager. Bert Merrill is secretary. Committees have also been appointed on the following: Advertising, baby beef show, bands, concessions, dance, decorations, finances, home cooking, lighting, baseball, parade, platform and grounds, program and sports.

THIBODAUX, La.—Lafourche Amusement Association voted to dissolve and cease operation of A-Muz-U Park, an amusement center for the bayou country for over 25 years.

With the Zoos

SAN FRANCISCO—New Fleischhacker Zoo, being constructed on a 40-acre tract next to the present zoo at western end of Golden Gate Park, is more than two-thirds completed. Project, being done by the WPA under direction of E. E. Whittaker, will cost \$1,650,000. Among units being constructed are pachyderm house for rhinos and elephants, monkey island on which will be a large pool for a species of swimming monkey, bear dens, using moats instead of bars; feline house for lions, tigers and leopards, African veldt for hoofed animals, aquatic bird house and song-bird house. Job employs nearly 1,000 men and by summer the African veldt, bear dens and monkey island will be occupied.

MILWAUKEE—WPA employees have made numerous improvements in Washington Park Zoo, including completion of a sheep mountain, concrete floors for small carnivore dens, retaining walls for small cages, shelter for eagles in flight cages, painting buildings and fences and improving roads and walks.

MADISON, Wis.—Work is under way on a monkey island, deer refuge and buffalo corral in Vilas Park Zoo. Deer refuge will cover almost an acre and will include a lagoon and miniature mountain, while the buffalo corral will be surrounded on three sides by a 14-foot moat and six-foot concrete embankment. New quarters are expected to be ready about May 1, when animals will be moved from winter homes.

DAYTON, O.—Interviewed here when appearing under auspices of Antioch Temple of Shriners in the showing of her Borneo pictures, Mrs. Martin Johnson, appearing in public in a wheel chair, said she hoped to go back to Borneo in two years to look for 600-pound gorillas and rare species of ante-lope known as okapi.

PHILADELPHIA—Roger Conant, curator of reptiles at Philadelphia Zoo, who has returned from a tour of European zoos, resumed his radio talks over KYW, entitled *Let's Visit the Zoo*. A battle to the death between a cobra and a mongoose is being shown in motion pictures in Philadelphia colleges by C. Emerson Brown, former director of Philadelphia Zoo.

Need's Band Booked With Modernistic Shows

COLUMBIA, Tenn., March 27.—James Need, director of Need's all-white band of 14 pieces, has signed to appear this season with the Modernistic Shows of Middlesboro, Ky.

General Manager R. C. McCarter of the shows announced this week that the band is well known in its home section of Tennessee and is spotted with several soloists of note and fully uniformed. The band is scheduled to open the season with the Modernistic Shows at Knoxville, Tenn. After booking the band, McCarter said, "We have just added another feature to the entertainment end of the Modernistic Shows, which is in keeping with our policy."

Yellowstone Shows Add More Fairs, Celebrations to Route

SALT LAKE CITY, Utah, March 27.—Don M. Brashear, general agent of the Yellowstone Shows, was in the city this

week. He announced the booking of the Western Slope Pioneer Days celebration, Grand Junction, Colo.; Banhook County Fair, Pocatello; Pioneer Days Rodeo, St. Anthony, and the Labor Day event, Idaho Falls, Ida. These events are in addition to those previously announced by the shows, Brashear stated.

MAGIC

(Continued from page 26)

ties to headline the floor shows. Hof-Brau, Camden, features Martinelli, who recently completed long runs in Philadelphia niteries; Silver Lake Inn, near Clementon, has Williams Ebs contributing mirth with a ventriloquist specialty, and Browning Lane Inn, Bellmawr, has Al Behren. Latter has added additional eye appeal, being assisted by Betty Newman, who features an *Electric Veil* dance. In the Philadelphia spots, Pablo holds forth at the Evergreen Casino, and the Two Mystics, after a run at Leon & Eddie's, New York, show at the Hotel Walton Roof.

PALMER AND DOREEN, after engagements in Cincinnati, Indianapolis; Lexington, Ky., and Louisville for Jack Middleton, Cincinnati booker, are current this week at the Anchor night club, Hamilton, O.

HAROLD (BUD) ROSE, handling the advance for Princess Yvonne and Baby Yvonne, managed by Doc M. Irving, was

owner of all theaters in Everett, Wash., of monoxide gas recently.

WAEDEKIN—Arthur, 66, assistant manager of the Columbia, Milwaukee neighborhood house recently dismantled, March 23 in a Milwaukee hospital. He had been associated with the theater for 12 years. Survived by three sisters and four brothers.

WEINBLATT—Charles, 55, lawyer who represented Yiddish actors during the last 16 years, March 24 in Polyclinic Hospital, New York. He was counsel for Jewish theaters for the Hebrew Actors' Union. His widow, Fannie; his mother, two brothers and two sisters survive.

WHITE—William L., 71, amusement man and founder of the Whiteway Amusement Company at Old Orchard Beach, Me.

Marriages

AUSTIN-WALLRICH—Martin Austin, Warner Bros. advertising sales clerk, Denver, and Beryl Wallrich, cashier at the State Theater there, in that city recently.

DUFFY-DRURY—Norman Duffy, pit band trombonist at the Gayety Theater, Washington, and Glenn Mae Drury, non-professional, in Washington March 18.

Watch for These Name Articles

Beginning at an early date, The Billboard has arranged to publish a series of by-line articles as regular-issue features—articles by men who have established a name for themselves and are authorities in their respective fields. These articles should be not only interesting but helpful to those engaged in the amusement industry. Following are the names of some of the authors and their topics, also some of the names of other writers:

Fairs

Ralph T. Hemphill: "Is the Day of the Fair Over?" **Maurice W. Jencks**: "Broader Fields for the Fairs." **Fred A. Chapman**: "Popularity of County Fairs Returning." **P. T. Strieder**: "Prosperity and 'Fairs.'" **W. R. Hirsch**: "Carnivals' Connection With Expositions and Fairs." **L. B. Herring Jr.**, **Charles A. Nash**, **E. L. Richardson**, **Raymond A. Lee**, **Frank H. Kingman**, **A. W. Lombard** and **Howard W. Power**.

Parks

Herbert F. O'Malley: "How Parks Will Meet Added Public Interest." **Harry C. Baker**: "We Are on Our Way." **Henry Wagner**: "Park Lessons of 33 Years." **Rex D. Billings**, **Paul H. Huedepohl**, **Paul C. Morris**, **A. R. Hodge**, **A. Brady McSwain**, **Hoyt Hawk** and **Otto Wells**.

Circuses

Paul M. Lewis: "Should the Circuses Adopt a Code of Fair Trade Practices?" **Jess Adkins**, **Zack Terrell**, **Floyd King**, **R. M. Harvey** and **Robert E. Hickey**.

Carnivals

Chris M. Smith: "Forty Years of Carnivals." **Thomas W. Kelly**: "Two Midway Evils—Promiscuous Use of Passes and Jam Openings." **Walton de Pallaton**: "Hilderbrand—the Showman." **Starr DeBelle**: "Humorous Side of Trouping." **R. L. Lohmar**, **W. R. Harris**, **Orville W. Hennies**, **Tom Terrell** and **Eric B. Hyde**, **Joe S. Scholibo** and **Jack V. Lyles**.

a visitor at the desk Wednesday of last week. Rose was in Cincinnati with a view to lining up one of the local radio works for Baby Yvonne. He jumped into Cincy after setting Huntington and Charleston, W. Va., for radio engagements, opening April 5. Rose is planning to head westward.

GEORGE WHITE, for more than 30 years Howard Thurston's man Friday, is now residing in Whitestone, L. I., N. Y., where he is employed by a lumber company.

ACE MASON, Toledo magish, info that he has been keeping busy doing a comedy magic act in clubs there. Says he has bookings to take him up into May.

DOC M. IRVING presided as master of ceremonies at the annual show presented in Camden, N. J., by the National Council of Jewish Women last week. Princess Yvonne and Baby Yvonne, whose mental feats were demonstrated in a local department store the previous week, participated in the show, in addition to other professional vaudeville acts.

FINAL CURTAIN

(Continued from page 30)

Joyce shows. Survived by his widow. Burial in Madisonville Cemetery.

SWANSON—Charles A., 60, former

EASTO-RUSSELL—Howard Easto and Ronny Russell (formerly Mrs. Ronny Denis) at Lawrenceville, Ill., March 20.

FLYNN-FILLMORE—Emmett J. Flynn, former film director, and Mrs. Margaret Shelby Fillmore, sister of Mary Miles Minter, recently at Yuma, Ariz.

HASSEL-CARTER—Verne Hassel, of the Barn Dance Trio, Chicago, and Lavelle Carter, of the Hayloft Octet, in that city March 24.

HILL-HEIDERLING—Hie Hill, endurance showman, to Dorothy Heiderling, nonprofessional, of Plainfield, N. J., at Elkton, Md., March 20.

LOEFF-LITZ—Ted Loeff, free-lance film press agent, and Florence Litz, non-pro, at Westwood Hills, Calif., March 19.

MARROW-ORTHWAIN—Marklin Marrow, musician at the Hotel Shelton, New York, and Violet Orthwein, in that city March 24.

PANKEY-ROONEY—Dr. Fred Pankey and Nell Rooney, former actress and mother of Mickey Rooney, juvenile screen actor, at Las Vegas, Nev., March 19.

STEWART-RUSSELL—Orville F. Stewart, maintenance man with the Ringling-Barnum Circus, and Emma Marie Russell, former repertoire and stock actress known professionally as Emma Marie Davis, recently at Sarasota, Fla.

STONE-PLEET—George E. Stone, stage and screen actor, and Ida Pleet, nonprofessional, in Philadelphia March 25.

TUCKER-SPANGLER—Harlan Tucker, screen actor, and Grace Spangler at Yuma, Ariz., March 19.

Coming Marriages

Dorothy McNulty, stage and screen actress, and Dr. Lawrence Scroggs in California soon.

Lola January, actress, to Abe Meyer, film musical supervisor, in June on West Coast.

Sara Compinsky, violinist with the Compinsky Trio, to Fred Rosenbaum, New York attorney, April 11 in Hollywood.

Paul L. Nadell, Boston musician, and Frances E. Dussault, nonprofessional, in Boston soon.

Hugh Conover, CBS announcer, and Marj Naylor, night club singer, in Washington soon.

Abe Gruber, nonprofessional, and Sylvia Shenkman, concessioner at Casino Arcade, Wildwood, N. J., in September at Philadelphia.

Births

A son, **Terrell**, to Mr. and Mrs. Albert Kellems, of Evansville, Ind., recently. Father is a former circus man. Child has been named after Capt. Terrell Jacobs, of the Hagenbeck-Wallace Circus, and is a nephew of Happy Kellems and Van Wells, formerly of the Al G. Barnes Circus.

A son, **Sidney James**, to Percy and Gladys Abbott, of Colon, Mich., at Three Rivers Hospital, Three Rivers, Mich., March 6. Father is a well-known magician and manufacturer of magic paraphernalia.

A seven-pound son to Mr. and Mrs. Emil Waeltis in Chicago March 22. Father is engineer in the WBEM-CBS studios in that city.

To Mr. and Mrs. Norman H. Young a 10-pound daughter, **Claire Lavina**, at the Melrose, Mass., Hospital March 5. Father is engineer at Station WEEI, Boston.

A daughter, **Marella Rae**, to Mr. and Mrs. Hamilton Goodrich (Tiger) Flowers in Brookline, Mass., March 15. Father is announcer at Station WMEX, Boston.

A son, **Russell Barry**, to Mr. and Mrs. Raymond Schreiber recently in Detroit. Father is part owner of the Crystal Theater, that city.

A daughter **March 20** to Mr. and Mrs. Hal Dieker in Hollywood. Father is in sound effects department for NBC in that city.

A seven-pound son to Mr. and Mrs. Edwin Knopf March 24 in Los Angeles.

An eight-pound son to Mr. and Mrs. Eddie Edwards at Los Angeles recently. Father is property man for Warner Bros. Studios.

To Mr. and Mrs. Paul Slone a daughter in Los Angeles recently. Father is production secretary at Columbia Pictures.

Divorces

Mrs. Isabelle Lagander, night club entertainer, from John Lagander in Camden, N. J., March 17.

Betty Compson, former film actress, from Irving Weinberg at Hollywood March 25.

Julia Laird, actress, from John M. Kirkland, playwright, at Reno March 25.

Ruth Selwyn, former actress, from Edgar Selwyn, screen writer and producer, in Los Angeles recently.

Lorraine Eddy MacLean from Douglas MacLean, film producer, in Los Angeles recently.

Lucille McIntyre from Arnold McIntyre at Graham, N. C., January 26. Both (See DIVORCES on page 93)

NEWTON KELLY WANTS

For World's Exposition Shows, FREAKS TO FEATURE and Side-Show Working Acts. Alligator-Skin Boy or Girl, Armless and Legless Wonders, Frog Boy, Pin Cushion, Glass Blower, Mind Reader, Inside Man that can lecture on show. Lloyd Fowler, Mary Casey, Rex, Harry & Lil MacGregor, Chief Wona Pony and Red Tripp answer at once. All people state all and lowest salary for long season. Address **NEWTON KELLY**, P. O. Box 35, Bishopville, S. C.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Old-Time Showmen

By CHARLES BERNARD

It is difficult in reviewing the careers of 19th century circus owners to give the full credit that should be given to some of the notables that made outstanding records thru several decades of circus management. John H. Murray is one among those identified as a trainer and exhibitor, whose name should be given pages of biographical prominence in the historical literature placed before the future generations of circus fans.

As early as 1858, his connection with the Hough & Cushing Circus during its long engagement at the Alhambra Palace, London, England, gave him the prominence of presenting the famous trained horse, "Black Eagle," as the feature of the program, and to the extent of exhibiting that act before the Royalty in a special performance at their call. In the 20 years following his return to America, the John H. Murray Circus became one of the best known and most popular of that period; his tours included one covering the entire West Indies, an engagement in Havana, Cuba, and in the United States, east of Pennsylvania, his popularity gave competitors much concern.

Season of 1878, "John H. Murray's Grand Circus" was the title used for his organization; the itinerary was a tour of the New England States, across the border into the New Brunswick and other Canadian cities for the mid-summer months; his newspaper advertising had a catchline preceding the city and date, which read, "GRAND GALA DAY." The program offered an exceptionally popular list of equestrian numbers and trained horse acts. James Melville, the great Australian bareback rider, headed the list; Lizzie Marcellus was announced as the "Unapproachable, and Thoroly Schooled Equestrienne"; Wooda Cook, Champion Somersault Rider of the World; William O'Dell, great American trick and somersault rider; Little Alexander, "Wonder of the Age" in hurdle act on two diminutive ponies; Senorita Millie Tournour, equestrienne, and as "Queen of the Air"; six riders, whose names and reputation for skill and thrills was established with patrons of the circus thruout New England.

A Favorite Number

Professor Stowe's Troupe of Educated Dogs were presented as the favorite number of the program for children visitors to Mr. Murray's exhibition. The training and exhibiting of dogs had been Mr. Stowe's specialty for years. He was a member of the Stowe family, born and practically raised on a circus lot, and his great ambition was to give circus patrons entertainment better than the average. The Murray stud of trained horses numbered 15, including the intelligent and marvelous "Black Eagle" and the beautiful "Black Bess, both educated by Mr. Murray and prized by him for their ABILITY TO ENTERTAIN his patrons. The 1878 program was not exclusively equestrian and trained animal acts. There were ample diversified circus numbers in acrobatic, athletic, trapeze and the usual routine to satisfy the most exacting visitor. It was the period of talking and singing clowns. Will Snow and Grimaldi Bibb filled the comedy requirements by their respective clown specialties. Music for the performance and street parade was under the direction of Oscar P. Perry, who was noted for furnishing circus musicians picked for their known ability.

Manager Murray called public attention to his daily free street procession, headed by the "Great Golden Car, Triumph," bearing Professor Perry's Georgeously Uniformed Band. This golden car was drawn by 16 Arabian horses, driven by Mons. E. Kelly. There was also a "Fairly Phaeton" drawn by 16 Shetland ponies, with Master Edward Lockwood driving. Another free outside exhibition was given preceding the afternoon performance. It was the perilous feat of ascending from the ground to the top of the center pole of the main tent on a slender wire. This free act was by Professor Wambold, who was described in the advertising as a rival for the celebrated Blondin. Admission price to the performance was 50 cents; reserved chairs, 75 cents. Children half price.

Operate Stowe Circus

It is historically appropriate to remind readers of *The Billboard* that after the 1878 season with John H. Murray's Circus, W. H. Stowe and his wife, Lizzie Marcellus, by thrift and professional ability had acquired sufficient show

Buffalo Giovanni?

Col. William F. Cody went thru life thinking he was born in Iowa, and considering himself a typical American frontiersman, Indian scout and Wild West showman. He was laid to rest in a Denver grave in 1917, five years before Mussolini's march on Rome brought the term Fascism to the headlines of American newspapers.

Now a newspaper in Bologna has "discovered" that Buffalo Bill's real name was Giovanni Tambini, that he was born in Barbigarezzo about 1840, and that he was "a typical Italian—who was full of Fascist courage and daring."

So don't be surprised if some Moscow newspaper should "discover" that Daniel Boone was Joseph Stalin's grandpa, and led buckskinned bands of Communist trappers across the steppes of Siberia long before he braved the wilderness of Kentucky. Or if one of Adolph Hitler's propaganda organs should "reveal" that Will Rogers wasn't an Oklahoma Cherokee at all, but a Nordic Nazi spawned in a Munich beer cellar.

Such are the delights of a "free press" in the lands of dictators.—*The Cincinnati Post.*

property to equip and operate the W. H. Stowe Circus. It toured by both railroad and wagon during the 1881 season, mostly in the Southern States. For the 1882 season Mr. Stowe chartered a steamer at Mobile, Ala., for a tour of the towns on the rivers of the South. Preparations for the summer of 1882 had been completed. The steamer "Golden City" was carrying the equipment and company up the Mississippi River to Cairo, Ill., where the show was to open in April. Morning of March 30, near Memphis, Tenn., the "Golden City" was discovered on fire. It raged with such sudden fierceness that in attempting to escape Mr. Stowe, his wife and their two children lost their lives. It was one of the saddest and most destructive disasters ever recorded in river transportation of circus people and show equipment.

Amars Drop Paris House

PARIS, March 15.—The Amar Brothers, prominent tent circus operators, have disposed of their control of the Empire Music Hall here and are confining their efforts to their big tent shows. The Amars invaded the Paris indoor circus field two years ago by taking over the Empire, where they put on big circus-vaude programs, and last season endeavored to install their semi-demountable arena in various quarters in Paris. Both ventures were money losers. Empire will switch to straight vaude under new management.

Easter Program At Blackpool Show

LONDON, March 12.—Easter program for the Tower Circus, Blackpool, annual event at England's foremost seacoast pleasure resort, has again been booked by Stanley W. Wathon.

The lineup: Quinoy, American high diver, with gigantic water spectacle; Bertram Mills' six elephants; Four Cosmayers, high-school riders; Ten Cumberlands, Cossack riders; Two Yeldings, bar gymnasts; Two Clerans, perch novelty; Five Marschany's, acrobats and tumblers; Nico and Alex, Danish clowns; Gordon and Lester, comedy trapeze artists; Fiery Jack, local clown, and Three Van Normans, musical clowns. Program runs from March 22 to April 3.

Long season at Blackpool Tower Circus is set from early June till late October and will once again be booked by Stanley Wathon.

Billett's Long Jumps

SAN FRANCISCO, March 27.—The Billett Troupe, which left home at Bloomington, Ill., February 25, went to Jamaica, L. I., to play date for Frank Wirth, then jumped here to appear at Shrine Circus. Will return to Bloomington to play the YMCA Circus, then to Hartford, Conn., for Wirth. When this date is played troupe will have traveled more than 8,000 miles in 42 days and played 27 days.

Rawlings Ahead of Eakin

INGALLS, Ind., March 27.—Bill Rawlings will be general agent for Eakin Bros.' One-Ring Circus, motorized, which will carry about 22 working acts, dog and pony turn, small band and Side Show. Canvas will be new. Management is planning to open May 1.

DEXTER FELLOWS—

(Continued from page 38)

and demanded the zebra wagon with all the wild zebras. . . . In another 10 minutes he'd be the talk of the neighborhood. . . . But, alack and alas, the man in the stable roared back: "There ain't no zebras and there ain't no zebra wagon in this barn—run along about your business, kid." . . . It didn't take Jimmy long to understand that he'd been taken. . . . He ran back to the corner, looking for the roustabout. . . . Of course, the gent wasn't to be found. . . . And Jimmy hasn't found him yet. . . . But he's still peering for him and has been for 50 years in all."

Osa Johnson Lectures

Osa Johnson got into the big burg March 26 and on March 29 lectures at Carnegie Hall, showing pictures taken with the late Martin on their last trip

to Borneo. The lecture is entitled *Jungle Depths of Borneo*. Osa was presented with the Tent's handsome memorial prepared in honor of her late husband, who was an ardent member of the Tent.

We have before us the March issue of *Programs*, Bim Fond's paper, and *Adventurer*, the official organ of the Adventurers' Club. The one sad note in the latter is the recital of the death of P. J. Donohue, the secretary and beloved member of the club, and we extend our belated sympathy. . . . Many of our members attended the opening of the Cole Bros.' Circus and are anxiously awaiting the entrance into town of the Big One. One of the greatest kids in this respect is Ollie Oliphant. Another is Tex O'Rourke. . . . The Fall Guy for March 31 will be Clyde Beatty and a great initiation is planned for him. . . . The County Fair Bingo Bango Party is progressing rapidly. Five dollars is the price of a ticket, and if there are any Circus Fans in town that night be sure to visit the Commodore. Governor Hoffman will be the Fall Guy.

We have received the following news bits about activities of the National CSSCA:

"The tents are certainly booming in Virginia. Norfolk now has 98 members and is holding regular meetings, having big entertainments and doing things in a big way. Petersburg has 30 members and is holding its membership at 30. The Tent has the mayor, judges and all city officials and is holding it to the highest standard.

"The semi-annual national convention will be held in Petersburg the last of April or first of May. Norfolk did not want the national in October, so Richmond is going to hold the annual convention as usual. We are having inquiries from all over the country and it seems that we are getting wonderful publicity.

"We are doing lots of charity work among show people. We are having our regular meeting this month at Tom Scott's milk dairy."

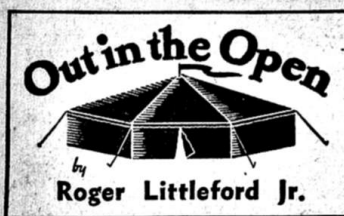
H-W SET—

(Continued from page 36)

at the Coliseum are Captain Terrall Jacobs, wild animal act; the Human Rocket; Janette May, aerialist; the Flying Vassards; the LeVards, flying act; the Flying Behrs; the Otaris, criss-cross flyers; Bob Eugene Troupe, aerial bar; Jim Wong Troupe, Chinese acrobats; the Demnat Arab; Cress Troupe, teeterboard; Dorothy Martin Troupe, adagio dancers, in spec; Miacahua, wire act; Tom and Betty Waters, wire act; the Arleys, perch; Andresen, perch; the Riding Davenport, seven people, including Joe Hodgini and wife, Freddie Freeman, Rose Wallatt and Dorothy Davenport; Sir Victor and Mme. Bedini; Jack Joyce, menage; Cheerful Gardner, elephants, and the Act Beautiful.



Officers of Michigan Showmen's Association



Circus Goes Minsky

WE ENJOYED the Cole Bros.-Clyde Beatty show. The new occupant of the old Hippodrome is chock-full of color and glamour, of calliope and brass horns, of clowns and acrobats and animals. Clyde Beatty and his lions and tigers, nearly 40 of them in the cage at the same time, are as spectacular as ever and the young showman firmly stamps himself as the greatest circus attraction of the day. Jorgen M. Christiansen's Liberty horse number, in which the hard-working trainer works 24 handsome equines, is another high spot that filled us with awe and admiration. It's truly a remarkable act, probably more so, unfortunately, than the average New York circusgoer realizes. And we usually are not especially amused by present-day clowns, but over at the Hipp we again succumbed, as we always do, to the hilarious antics of cocky little Otto Griebeling and sad-faced Emmett Kelly. We'll laugh every day of the year at those two exponents of tomfoolery.

But for some reason or other we just couldn't work up enthusiasm over the highly touted ballet. Allan K. Foster, an expert at training young lassies in the art of chorus routine, has done a good job with 40 girls, and their costuming by Mahieu is refreshingly different from the usual run of circus wardrobe. But the misses are miscast. They come on time and again after the Ziegfeld-Carroll-White manner, parade in and out again, and occasionally indulge in bits of simplified dancing.

In the final analysis scanty costumes and filmy tresses seem definitely out of place in the sawdust ring. Circus acts are circus acts and chorus girls have sex appeal, but the two do not mix. In recent years the American circus has prided itself as the only sex-free remnant of American amusements. That fact has been of material aid to circuses time and again and it seems logical to assume that it should continue to be so for many years to come. The Hippodrome date of the Cole show is not supposed to be a circus in the real sense of the word, but it is being billed and advertised as a circus. Chronic pessimists might term it the beginning of the end for American circuses. We don't believe it is as bad as all that—we have merely related the thoughts that passed thru our mind as we watched the show Thursday night at the Hipp.

NEW YORK, and the Hippodrome in particular, has been a mecca for traveling delegates of the show world recently, the lobby of the big playhouse taking on an aspect similar to that of the Magic Carpet of the Hotel Sherman in Chicago. Out-of-towners noted at one time or another since the show opened include Frank Duffield, Chicago, of the Theatre-Duffield Fireworks Company; Cy Bond, of the Dodgem Corporation; Harper Joy, former prey of the Circus Fans of America, in from Seattle for a brief round of the town; Leo Abernathy, Pittsburgh, president of the International Alliance of Billposters and Billers of the United States and Canada (Leo was at the height of his annual grouse about the complexity of circus titles); Melvin D. Hildreth, Washington, D. C., and George Smith, Worcester, Mass., erstwhile Ringling-Barnum staff man. Smith will probably be on one of the big shows this year.

Big Show on Way

ADVANCE delegation of the Ringling-Barnum show, opening at Madison Square Garden April 8, arrived early in the week and got down to work immediately. Roland Butler, Dexter Fellows and Frank Braden, of the press and promotion division, have assembled a marvelous assortment of stories and art work for the dailies, and the billing that is already up around town is really outstanding. Sam Gumpertz, together with other staff men, will arrive next week. Boris Aronson recently closed a showing at the Boyer Galleries on 57th

street of an interesting display of oils, gouaches and drawings of intimate glances of the Ringling show while at the Garden last year. . . . Fred Smythe, managing director of the WPA Federal Theater Project's three-ring circus, has been engaged for the season by the Tom Mix show as announcer. Smythe's departure brings the total of WPAers who have entered private circus companies this year to 11.

C. C. Sullivan, father of Con Colleano, wizard of the tight wire, dropped around the Hipp long enough to see what was going on and to report Con's departure for Australia last week. Colleano is set for approximately three months' work "down under" before returning to this country in early fall.

Amusement Industry in the Eyes Of British Parliament Members

THE following deals mainly with excerpts from speeches of various prominent Englishmen in which they paid tribute to the amusement industry at the recent annual public meeting of the Showmen's Guild in Caxton Hall, Westminster, England. Most of the testimonial speeches markedly had the ring of sincerity about them and they should prove of interest to showmen everywhere.

All showmen should take pride in the fact that their calling is capable of eliciting such genuine praise from men prominent in public life, many of them esteemed members of the British Parliament. Obviously the tributes were directed to, and occasioned by, members of the amusement field who have done their utmost to keep faith with the public and themselves by maintaining the highest and most praiseworthy standards of showmanship and decency.

The mayor of Westminster said, in part: "I want to say how genuinely pleased we are to have you here for your annual meeting. It is true that, living as we do in the midst of a great city, the opportunities we get of sharing in the amusement and entertainment that you provide throughout the country are not very great, but I should think that there are few people who have not at some time or other been extremely grateful to you. When I get away from my official duties and go to my home in the country I find every year a member of your Guild who comes along with some of his extraordinary arrangements for the entertainment of the people. We have a habit of thinking ourselves cleverer than he is, but we always find afterwards that we have lost a bit of money. We enjoy losing it, however, far more than we enjoy many other things. Probably in the towns people do not realize the immense amount of good the best members of your Guild do to help the people who live in the country. I do know that you have been able to maintain an extraordinarily good standard. There was a day when some of the people who took part in traveling shows were not of the highest repute, but today no one can say a word against them, they are well run, well managed, clean and straight and the people of the countryside know that they are going to get a square deal. As long as you live up to these standards I wish your Guild continued and increased prosperity."

J. R. Styles, of the Guild: "Our good friend the mayor said that we performed a useful function in the life of this country. Perhaps we perform a function more useful than many people imagine. In the first place there are roughly 200 fairs held in this country every week all thru our all too short season. These fairs usually coincide with the holiday of the district in which the fair is held. The great majority of the people have the opportunity of traveling to their favorite holiday resort by cheap excursion or in some other manner, but there are still millions of people in this country who cannot afford to go to the seaside and we take the seaside to them. . . . In view of our efforts to make the people happy I would like the corporations and councils to remember that we too suffer during periods of national depression. This is to be the year of the Coronation and I want those councils and corporations to feel that that does not give them the opportunity to exploit us. . . ."

F. Montague, M. P.: "I feel sure that Mr. Styles is quite right when he says that the entertainment of the people is a great factor in the contentment of the community. . . . if some other people and leaders of people in Europe and elsewhere had the sense of humor that the average Englishman has, with the aid largely of the amusement industry, Europe would be in a much more peaceful and happy condition than at the present time. . . . The people of the country require the entertainment, and should have it good and clean, and I believe that it is provided in that way by the showmen of England. . . . I hope that the business represented here will have a year of great prosperity and that it will go on increasing in influence, also that the public will be more and more inclined to respect the usefulness of the side of British life that the Showmen's Guild represents."

Major J. Milner, M. P.: ". . . I think of the difficulties under which you gentlemen carry on your trade or profession thruout the land, alike in large organizations such as that controlled by Bertram Mills, down to the smallest fairgrounds in the country, and when I remember that you have carried on those traditions now for 1,000 years or more I am full of admiration. You are carrying on a perfectly legitimate business and one which gives amusement to millions of people. Its disappearance would be a heavy loss to the public and social life of this country. . . . As a lawyer I can appreciate many of your difficulties, especially those matters under the Betting Act, 1853, which is applied to a hundred and one activities of showmen to whom it was never intended to apply. There are numerous anomalies and difficulties which I hope will be removed.

"In these modern days, ladies and gentlemen—and I must not forget the ladies because I can appreciate what a great part they play in the satisfactory administration of the showman industry—whether you be showmen or politicians, or common or garden solicitors, you have to unite. United you stand, divided you fall. It is not sufficient merely to unite on paper by paying a subscription, you have to unite in spirit if you are going to obtain success. In your own private and business affairs, just as in international affairs, it is often desirable to give up a little for the greater benefit of the whole. I hope the Guild will go from strength to strength."

Several other prominent speakers were heard from and without exception they gladly extended themselves to swell this notable compendium of praise for the outdoor amusement business in England as exemplified by the most worthy members.

Schumann Show Opens

STOCKHOLM, March 22.—The Circus Schumann opened its season on March 6 at Gothenberg with a bill including the Three Carithops, aerial; Five Karolyis, jockeys; William Kirks Company, Risley act; Baby Twins, fem acrobats; the Edmondos, jugglers on horseback; Aqua, trained seal; Johnny Company, dogs and monkeys; Aussie and Czech, whipcrackers; Recha, illusionist; Miss Karoly, equestrienne; Cecille and Albert Schumann, high-school riders; Albert Schumann, Liberty horses and cowboy, and the clowns, Manetti and Rhum. Schumann plays end of the month at Stockholm, with the Three Codonas, flying trapeze, heading the bill.

Business Good For French Shows

PARIS, March 15.—Practically all the big tent circuses are already on the road and in spite of generally unfavorable weather, business appears good. First out were the Cirque Medrano and Cirque Amar. Cirque Pinder opened with three days' stand at Tours on March 2. Cirque 4 Freres Bouglione (Cirque d'Hiver) opened at Saint-Denis, Paris suburb, on March 6. Cirque Lamy opened at Romorantin on March 6 and Cirque Bureau opened at Bourges. Cirque Pournier playing four weeks' street fair at Bordeaux. Cirque Medrano playing outskirts of Paris but other circuses widely scattered, contrary to tactics employed last season.

Bouglione Circus featuring animal acts, musical spec and Walter Powell, American wire walker. Cirque Lamy has big bill, including the Two Luganos, trapeze; Bergs' bears; Two Hensens, perch; Two Wilkes, jockeys; Hellas, comedy wire; Miss Valeska, high-school horses; Bob Wilke, Western; Molinoff Troupe, acro dancers, and Michel and Tonino, clowns.

Trubka, animal trainer, has recovered from recent injuries and is presenting his tigers with the Cirque Medrano Tent Circus.

Seal Show Ready At Emporia, Kan.

EMPORIA, Kan., March 27.—All departments of Seal Bros.' Circus are working overtime getting ready for the opening. Parade wagons and wild animal cages are about completed and painted. William Mitchell, master mechanic, returned recently with a 24-foot semi-trailer. Will be used to transport 12 head of high-school horses, which are being worked daily by Capt. Tige McCue and his assistants.

Pete Hanagan is getting the Wild West stock ready, Captain Bowman is working the elephants. New animals are arriving daily, the latest a large male Royal Bengal tiger from the Barnes quarters. Show recently lost a large Hamadryas, having swallowed a nail, and a large dog-faced baboon, cause unknown.

Jack Koffron, band leader, rehearsing his 12-piece band. Frank Ellis, banner man, and J. C. Moberie, Side Show manager, are here. Bert Rickman, equestrian director, is expected here soon, also John J. Lynn, general superintendent. Loren Dolle, superintendent of wagon and cage building, has been on the job all winter. Fred Brad and wife are dividing the time between quarters and Kansas City. W. F. (Bill) Wilcox and wife have the advance brigade ready to go. Advance will have new trucks.

Joe B. Webb, legal adjuster, is here. Manager Bud E. Anderson is feeling much better. Recently bought horses for the show. Wardrobe department has been busy for the new spec, *Mardi Gras of Morocco*.

Paris Bills

PARIS, March 22.—Cirque Medrano is presenting a very weak bill. Feature numbers are Mago, well-trained elephant, and George Dorlis, dead-pan comedian. Only sensational act is that of the Two Salagurs, man and girl, who perform risky iron-jaw and other aerial bits at extreme altitude without a net.

Charley Roberts on in good contortion routine. Clever fem contortionist is the only member of the Shoun-Foun Troupe who does anything. The Three Horodeschis present neat but badly routinized bar act. Three Blondos, juvenile accordionists, are good musicians but too young for stage work.

Strassburger presents his horses, ponies and camels in interesting evolutions. The house clowns, Alex and Porto, Tony, and Iles and Loyal, are amusing, but the Montal Ballet ensembles are a flop.

The Albertinis, good perch and tumbling acts, are at the European. Finks and Ayres and the Avalon Sisters, roller skaters, are at the Bobino. The M's Dogs are at the Petit Casino. The Seven Racos, Risley acrobats, and the Willy Jos, equestrienne, are at the Moulin Rouge. Concha and Concha, contortionists, and Edith and Aldino, leapers, are at the Rex. Berkey and Deen, comedy tumblers; Two Talmys, aerial, and the George Wong Company, acrobats, are at the Gaumont Palace. Barbara La May, contortionist, is at the Pathe Orleans. The Two Friends, hand-to-hand, are at the Paramount.

HUMOR On the Front

By BARRY GRAY

I HAVE quite frequently written in special editions of *The Billboard* of humorous incidents and happenings during my many years' experience with the circus and during the several years that I was lecturer at the Ninth and Arch Museum in Philadelphia as well as at Dreamland, Coney Island. I will now relate a few I have in mind that occurred during the past four seasons while "on the front" with Dufour & Rogers' Life Show at a Century of Progress, Chicago, the San Diego Exposition and the Texas Centennial. My position on the last-named show, that of splicing thru the mike and watching the turnstiles, afforded me a rare opportunity to observe and remember quite a number of humorous happenings. Will the reader kindly receive them as I did?

A countryman rushed up to the turnstyle one evening and asked, "What time does the next bus leave?" I answered, "This isn't a bus station, it's a show." "Well, show me whar I can git a bus," said he. "Well," I remarked, "there's a woman going out that's been annoying me for some time. She's pretty well teed up; go out and 'bus' her."

Another evening a chunky foreign woman came rushing up the entrance aisle with a coin in her outstretched hand. "There do I put de nickel?" she asked. "What do you mean, put the nickel—what do you think this is?" I queried, stopping her before she could ring up another fare. "Vell, isn't it a comfort station?" She made a hurried exit.

The following year the Life Show was transferred to a location opposite the Belgian Village and adjoining Dufour & Rogers' Hawaiian Village. Down the line from us and Hawaii was located Dr. Cony's Baby Incubator Show. One evening a Chinaman on his way out of Life stopped and said, "You plee tellee me now whereabouts go seee whare makee babee by masheen."

Shortly after that incident on a big night a party of 42 men and two women were passing by and one of the men, a good-natured looking sort of chap, stepped aside from the others and asked, "Is Joe Rogers interested in this show?" I answered, "Yes, but he is not in here now." "Well, whare is he?" pressed the man, and I replied, "Next door—Hawaii." "Where did you say?" "Ha-wi-yeer," I again shouted, endeavoring to make it plain to him. Back came his retort, "Oh, I'm okeh, thank yer."

Last summer at the Centennial in Dallas many humorous incidents happened. So many in fact that I failed to record most of them in my memory. One or two tho I do recall.

In one section of the Life Show was a space devoted to prehistoric men—about a half-dozen lifelike wax figures standing as if awaiting an enemy, and with ancient weapons in hand. So natural were they that they appeared to some visitors to be alive. Many of the Texans would stand for many minutes gazing at them and reading the printed descriptions of them, consequently missing the very important part of the show—the lecture on the wonderful collections of real human specimens. One afternoon a "backwoodsman" approached me and asked, "Say, hev yer got enny naked folks in thar? Yer know what I mean—without enny duds on? I don't want to blow in a quarter without bein' sure uv hit." "Well, yes, we have," I answered. "Not entirely naked, but we have, that is to say, we have

several prehistoric people with about as little on them as had Adam and Eve in the Garden. I can't tell you more or I'd get into trouble." "I git ye," he replied and rushed to the ticket window, bought his ducat and went in. In about two minutes he rushed out as fast as he entered and shyly asked, "Say, does them 'ere free-hysterick folks git enny performance? You know, cut-up and wiggle or nuthin' uv thar kine?" "Nothing but what you've seen," I replied. "Wal then guess I'm hont-swoogled." And he went his way. I felt really sorry for him, but it's business, don't cher know?

Fed Participation At Dallas Is Set Up

WASHINGTON, March 27.—Measure providing for governmental participation in Greater Texas-Pan-American Exposition, Dallas, passed the House of Representatives this week, but a minor amendment sent it to conference, holding up final Congressional action. Called up under unanimous consent by Representative Johnson, Texas, resolution establishes United States Greater Texas and Pan-American Commission, authorizes use of up to \$300,000, representing unexpended balance of appropriation for federal activity in last year's edition, Texas Centennial Exposition.

Business of the body will be administered by a commissioner-general, to be appointed by the President, given duty

worst flood ever experienced by this organization. Had only one clear day and business was fair.

"The West Coast outfit opened with eight rides, seven shows and 27 concessions. The midway looks good with its new lighting system, perfected by Bert Clauson of the Zotter interests. Carl Holt is using an entire baggage car to transport his new girl show, which is really a mammoth spread."

Kelty Flashlights Cole

NEW YORK, March 27.—E. J. Kelty, local circus photographer, had a remarkable shot of the entire personnel of the Cole Bros.-Clyde Beatty show now playing New York Hippodrome. Bleachers used at prizefights at the Hipp were used to group the company.

Al G. Hodge Shows Complete Work, Ready To Open

CROWN POINT, Ind., March 27.—The opening of the season has been set for next Saturday at Belleville, Ill. The last-minute touches have been made by ride mechanics, carpenters and painters on the show property and motor equipment. Three trucks were delivered this week to Manager W. M. Tucker, as well as the new office and housecar combined. This is equipped with all modern appliances and was turned out by the Covered Wagon Company as per specifications of Tucker.

Bill and Betty Harrington and their crew are on hand with their three shows.

"Laws and Lawsuits Pertaining To the Amusement Business"

Under the above title there will appear in *The Billboard*, starting with an early issue, a series of legal articles pertaining to various branches of the amusement business. The articles will be authored by Leo T. Parker, a prominent attorney of Cincinnati, and should be exceedingly interesting to readers of *The Billboard*.

All of the material will be treated in such a way as to be readily understandable and to the point. Variations of the law will be discussed, and each statement and explanation of the law will be based upon a higher court decision, which will be digested in the fewest possible words.

Advice will also be given on how to avoid litigations, but if suits are filed the late citations being included in the articles should assist those concerned and their lawyers in fighting the cases.

No attempt will be made to offer advice on personal inquiries, but if a sufficient number of suggestions are received, a special article on the subject will be published at a subsequent date.

and authority to exhibit "such articles and materials and documents as will best tend to illustrate the functions and administrative faculty of the government in the advancement of industry, science, invention, agriculture, the arts and peace and demonstrate the nature of our institutions, particularly as regards their adaptation to the needs of the people."

Commission is vested with power to maintain buildings to house exhibits at the exposition.

W. Coast Amusement Flooded Out

ALEMEDA, Calif., March 27.—The West Coast Amusement Company, sponsored by Mike Krekos as general manager and W. T. Jessop as general agent, ended a week's engagement here last Sunday, March 21, auspices the AYE Baseball Club. This was the opening date for the No. 1 unit of the West Coast enterprise and proved disastrous from every standpoint due to rain and flood.

In reporting the situation to *The Billboard*, W. T. Jessop said: "It started to rain Friday, March 19, and rained day and night until Saturday night. Two and a half feet of water had then covered the entire midway. It seemed that we dug miles of drainage ditches in order to get the water off the show-grounds. Loads of cinders were hauled and spread but to no avail. The show-folk tried to tear down between showers but soon abandoned that idea and waited until it had stopped pouring from the heavens. It took just five days altogether to get the last wagon out of the sea of mud. As a result of this condition the show had to pass up the second spot booked and went to Menlo Park, Calif., for a ten-day stand to dry out and repair the damage done by the

Con Cunningham has reported with his cookhouse at the opening spot. Mark Watkins and his concessions are en route from Florida. Max Schafer will have the Diggers and C. Parker the corn game.

Quite a bit of money has been expended by Tucker, who now has a show with the color scheme of red, cream and blue. The new additions to the system of illumination are expected to give plenty of color and glow to the midway. Andy Carson will be assistant manager and this reporter, Art Singor, is looking forward to two very important events, the arrival of the stork and the opening of the 1937 season.

Bill in N. J. To Regulate Fireworks Passes Assembly

TRENTON, N. J., March 27.—A bill to regulate fireworks displays thru municipal control will be taken up in the State Senate on April 5, having passed the Assembly. Measure prohibits sale, possession or use of pyrotechnics except where chiefs of police and fire depart-

ments in any municipality have made a thoro investigation and local governing body grants permission for a public display.

Permission may be granted for fireworks displays to be conducted by municipalities, amusement parks, fair associations, religious or civic organizations or other organizations or groups approved by the municipality. Licensees would be compelled to place bond of \$5,000 for payment of any damages. Bill aims to eliminate toll of accidents each year on Independence Day.

Another bill before the Assembly provides licensing for manufacture, storage, transportation and sale of fireworks.

EASY \$5. A DAY
possible with new perfected invention that lights gas instantly without sparks or flame. A sure sale wherever artificial gas is used.



AUTOMATIC GAS LIGHTER
No Flint or Friction. Lights Instantly. Retail \$25. Costs you \$1 a Doz., or \$8.00 a Gro., post-paid. Sample Free. NEW METHOD CO., Box BB-22, Bradford, Pa.

THE GREAT SUTTON SHOWS
AMERICA'S CLEANEST CARNIVAL
Grand Opening Saturday, April 10.
CAN PLACE one more Flat Ride. Will furnish new Tents and Panel Fronts to capable showmen. CAN ALWAYS PLACE clean Concessions. Will sell exclusive on Frozen Custard. Major Bowman wants Acts for his big 13 in 1. Can use good Talker for the Minstrel Show. This is a railroad show and we pick PAY SPOTS. Address Osceola, Ark.

MOTOR-DROME RIDERS WANTED
LADY AND MEN TRICK AND FANCY RIDERS, AND GOOD, STEADY STRAIGHT RIDERS.
Capable of riding Criss Cross Race with one and two other Riders. Sober and reliable. We give lots of Shows and expect you to do your part. Good, sure salaries every week, and long season on Royal American Shows. New Machines, new Drome. Write
WALTER B. KEMP
P. O. Box 910, TAMPA, FLA.

DANCING GIRLS WANTED
Oriental, Rumba, Tease and Balloon Dancers. Salary, \$20.00 per week. Also Fan Dancer to feature. Alice Bright, Joe Higgins, Roxy Ryan and girls who have worked for me before get in touch at once. Write or wire **AL PAULERT**, Hotel Broad, 529 S. Broad St., Philadelphia, Pa., until April 6. After that, care John Marks Shows, Richmond, Va. Show opens April 10.

EDDY BROS. CIRCUS
WANTS Trumpets and Sousaphone for Big Show Band, 2 more Combination Billers; must drive truck. Cook and Assistant Cook. Cleanliness a necessity. Side Show Boss Canvas Man, Working Men that drive truck. Lowest salary in first letter and be ready to join.
2050 S. Broad Street, Trenton, N. J.

WANTED
Concessions, Ball Games, Bingo, High Striker, Hoop-La, Pitch-Till-You-Bowling, Hoop-La, Long Range Shooting Gallery.
JERE SHAW,
405 Real Estate Trust Bldg., Philadelphia, Pa.

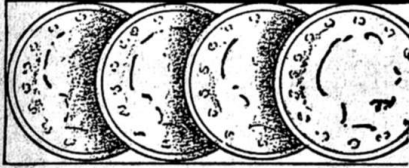
LOOK
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

WORLD OF FUN SHOWS
OPENING—INMAN, S. C., APRIL 5th—OPENING, ALL MILLS WORKING DAY AND NIGHT. PLACE Bingo, Photo, Lead Gallery, Pitch-To-Win, String Game, Palmist, or any legitimate Concessions. Ride Help wanted. WANT Ten-in-One, organized Show of merit. WANT Kiddie Ride, Tilt-a-Whirl, Caterpillar, or any Flat Ride that can gilly. We move from here to coal fields. Eddie Eger write or come on. Address
N. P. ROLAND or J. J. STEBLAR, Fountain Inn, S. C.

WANTED FOR AL C. HANSEN SHOWS, INC.
Photo Gallery, Frozen Custard and any other legitimate Concessions. Have complete Outfits for Girl Show, Athletic Show (McMullins wire), Snake Show and Ten-in-One Show (Bozo Jacobsen wire). Load on Wagons. WANT capable Managers for same who can produce real show. CAN PLACE Mechanic, Show of merit. WANT Kiddie Ride, Tilt-a-Whirl, Caterpillar, or any Flat Ride that can gilly. We move from here to coal fields. Eddie Eger write or come on. Address
AL C. HANSEN, Manager, this week, Franklin, Tenn.; next week, Princeton, Ky.

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.

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AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

HOTELS

The second Midwest Hotel Show was in session at the Hotel Sherman, Chicago, from March 23 to 26. Here were gathered progressive hotel men from not only the 10 States of the Middle West, which the convention officially includes, but also from all parts of the country. The attendance and the exhibits were highly pleasing to the management of the show and convention.

Conditions were seen as definitely favorable for the hotel trade, altho hotels have their trade problems as all other trades do. Otto K. Eitel, chairman of the Midwest Hotel Show, expressed the optimistic setting of the 1937 convention in these words: "When we gathered in Chicago a year ago for the first hotel show that had been held here for 18 years, general business conditions were not in the best shape. I'm happy to say that there has been a very noticeable change for the better in the last 12 months and it is up to all of us to take advantage of the progress made and to bend our efforts for further improvements."

The vast exhibit during the hotel show included about 246 booths displaying mostly supplies and accessories for hotels. As many as 30,000 visitors were expected to register during the four days of the convention. The program included discussion by leaders in the hotel field of the many problems and opportunities that face the trade today.

That there is some ground for mutual and friendly relations between the progressive hotel business today and the coin-operated machine industry could be seen by the fact that two well-known manufacturers of coin-operated machines had attractive exhibits at the hotel show.

During the years of the depression, when the hotel men felt that they must disband their annual conventions for the time being, the coin machine industry has been developing a vast array of the most modern types of amusement, merchandising and service machines of any country in the world. During these years many progressive hotels have already accepted modern coin-operated machines into their hotels within well-defined limits. That they have proved mutually profitable to hotel management and owners of the machines can be witnessed to by many.

The Hotel Sherman in Chicago was among the first hotels in the country to accept modern amusement machines into its lobby and annexes. During the recent hotel convention a game room was open for inspection

by visiting hotel men. In this room were such modern coin-operated machines as phonographs, bowling games, target machines, photomatic machines, etc. The lobby games room was displaced during the convention by the convention registration desk.

Thus some idea may be gained as to the many types of machines available today for use in hotels. Many large hotels in all parts of the country now accept machines from professional operators when suitable floor space is available. When the Hotel Tulsa recently completed its \$150,000 modernization program, it was noticeable that a modern target machine was available for the amusement of the patrons of this progressive hotel. So many examples of the profitable use of coin machines in hotels are available that it is only fair to suggest that all modern hotels should consider making some space available for these machines.



The modern hotel must cater to the human desire for amusement and sociability, or scare the crowds away.

(Illustration From The Hotel World-Review)

The discussions of hotel problems during the recent convention indicated that hotel men are thoroly alive to present-day conditions and trends. Modernization was specifically the theme and such advances as air-conditioning were carefully considered. In catering to the public, modern hotels must not only consider the comfort of patrons but must also find new ways to satisfy the basic desires of human beings for sociability and amusement. Hotels definitely cater to transients and these transients are the most frequent patrons of coin-

operated machines.

There is a deeper appeal also in coin machines which hotels can use to advantage. Hotels are recognized as centers for many kinds of meetings and conventions and minor forms of amusement are appreciated by attendants at these meetings. A large hotel in Pittsburgh reported recently that middle-aged ladies who attend the various club meetings in the hotel like the coin-operated bowling games (in a game room on the main floor) as a mild form of exercise and amusement. Hotels that cater to local club and organization meetings of all kinds will find many new appeals in modern coin-operated devices.

The coin machine industry is creating new amusement and service ideas rapidly. The most modern designs are available to hotels from professional operators, requiring no investment by the hotel. The idea is growing and every progressive hotel man may well consider the advantages of such machines.

KEENEY'S new MAKE OR BREAK



THE FAMOUS OLD BLACK JACK OR "21" CARD GAME BUILT INTO A...

5 BALLS (or less)

over 21. When he decides to let score (or hand) in front of cabinet and number flashes in Dealer's hand on backboard. If Player's score beats Dealer's number, or if Dealer deals himself a BUST hand, then Player is awarded with Score Points ranging from 2 to 20 points.

NOVELTY GAME

First ball hitting first spiral spring post starts Player's hand off with 8—adding 1 for each hit thereafter. Player tries to get score (or hand) of not less than 16 and not

SANTA ANITA

1—Ball, Odds-Changing Payout with "added purses" of \$2 and \$4



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J. H. KEENEY & CO. 2001 CALUMET AVE., CHICAGO, ILLINOIS
 "The House that Jack Built"

OTHER CURRENT KEENEY HITS: FIRECRACKER • LITE-A-PAIR • TEN STRIKE • BOWLETTE

New Bell Offers Seven-Play Idea

DETROIT, March 27.—A. C. Novelty Company's new Multi Bell, also known as the Lucky Seven, is the result of three years of research into modern developments in coin machine operation and construction, company officials announced. The machine has fewer parts than ordinary bell-type machines, despite its seven-play feature, it is said, and accordingly has less chance of requiring additional servicing. Commenting on the development and features of the product, G. W. Rapid, general sales manager, said:

"Distributors have needed something new to offer operators—something that would stimulate business and sustain player interest to the extent that operators would be justified in replacing their old equipment. With new tools, up-to-date machinery, modern methods and experienced coin machine builders, the new machine was put into production. So confident were the Cailles, father and son, of the outcome that they personally financed the entire project themselves.

"This new Lucky Seven gives seven machines in one, seven winning combinations, a winner on each play—resulting in seven times the player-appeal and interest, and seven times the profit

—plus seven times less operating expense. "This is the fastest seven-play machine on the market. It earns dollars while others earn cents. No players need to wait; no one player can monopolize play—there is no lost income because of delay. Instead, every player is accommodated and satisfied."

Legion Calls It Jim Mangan Day

CHICAGO, March 29.—Advertising Men's Post of the American Legion designated its luncheon today at the Sherman Hotel as "Jim Mangan Day." Mangan was the speaker for the occasion and delivered a lecture on "Selling by Giving" to a record attendance. Mangan is well known to the coin machine industry as advertising manager of the Mills Novelty Company.

Local newspapers had given wide publicity to the event. The coin machine trade was represented by a number of visitors who had made reservations for the event to do honor to Mangan.

Chereton Heads New Gadco Firm

DETROIT, March 27.—General Amusement Devices Company, Inc., was reorganized this week, with the appointment of Harold Chereton, formerly Michigan and Canadian representative for the company, as general manager, succeeding Donald I. Coney.

Company is expanding, with the addition of two mechanics, two salesmen to contact the Michigan territory and a new bookkeeper to handle office routine. Organization will carry on in the same fields in the general distribution of coin machines, Chereton said.

Company is going ahead with the distribution of Seeburg phonographs and will, in fact, establish a separate department in order to handle this promotion work especially. Commenting on business trends, Chereton said: "We hired a truck Mon-

day night to go to the Stoner Manufacturing Company plant, Aurora, Ill., and it returned the next morning with 96 Ricochet machines. By 3 o'clock there were only 29 of them left on our floor.

"Pacific's Three Stars are selling as fast as they can be secured, averaging 20 a day. Gottlieb's new Electric Score Board looked so good to the first man who watched it being uncrated that he bought 12 right away.

"We are, in fact, 270 orders in arrears on machines in some models, because we can't get delivery fast enough for the territory."

Record Books for Salesboards Now

BALTIMORE, March 27.—Mr. Fleischmann, of the Baltimore Salesbook Company, reports increasing interest in the new collection book for salesboard operators. According to Fleischmann, the book is the first of its kind to handle collections from salesboards until the entire board is completed. The book is made up in triplicate style, that is, three copies are made of a transaction. The original copy is the office record and has all the information necessary regarding the collections, such as the serial number, date, location, number of sales made and other important details.

On the reverse side of the original copy is a merchandise report for merchandise deals to that the operator may record the merchandise actually left on location at the time the collection is made. The tissue copy is not perforated and remains in the book as a permanent record for future reference. The third copy is given to the location as his record so that he has a receipt of the transactions.

Epstein Boosts Stoner Machines

CLEVELAND, March 27.—American Novelty Company officials report excellent sales on the Ricochet and Air Races games made by Stoner Corporation. Harry Epstein, president of the

B 4 "B" SPECIALS B
IN RECONDITIONED AUTOMATIC PAYOUTS

TURF CHAMPS (TKL.)	\$59.50
DELUXE "48"	12.50
PEARL HARBOR	10.00
CARIBEA	12.00
BIG CASINO	12.50
ACE	12.50
DOUBLE UP	12.50
ALAMO	20.00
DAILY RACES (Multiple)	20.00
TYCOON	20.00
DOUBLE SCORE	20.00
CREDIT (TKL.)	20.00
ALL STARS	22.50
BALLY BONUS	22.50
SUNSHINE BASEBALL	25.00
WESTERN RACES (Mystery)	32.50
PEERLESS (TKL.)	32.50
DAILY RACES (Mys. TKL.)	55.00
DERBY DAY (TKL.)	55.00

1/3 Deposit, Balance C. O. D.
BESSER NOVELTY CO.
 3020 OLIVE ST., ST. LOUIS, MO. **B**

The MASKED MARVEL
IN NOVELTY GAMES
Appears
THURSDAY, APRIL 15th
NO HOLES—NO BUMPERS
REVOLUTIONARY

firm, says: "Here are two games which definitely rank among the best that the industry has ever produced.

"Not only are they earning more money for operators on locations, but they are causing other storekeepers in the neighborhood to demand the games. These are the first games I have ever featured that are really gaining so much praise from operators. The demand for the Ricochet and Air Races has exceeded the sales of almost all other games. The perfect mechanical workmanship of the games has had much to do with their success. We are constantly wiring the factory for more games."

RALPH G. NEAL
 Writes on
A Music Operator Analyzes His Business
In the Spring Number of The Billboard Dated
April 10, 1937

AMERICAN SALES CORPORATION
 CHICAGO, ILL.
 936 WRIGHTWOOD AVE.,
 The bluebirds are warbling their roundelay of springs—but the sweetest music to wise operators is our Extended Credit Plan which, with no carrying charge added, enables ops to extend their business. Learn more about it! **YOU CAN'T GO WRONG!**

WRITE FOR CREDIT!
Lee D. Jones

P. S.: Need ivory-hound who can tickle 'em sweet or hot!

gambling devices and that our plan of high-score awards was not gambling.

"This decision has never been published and inasmuch as the pleadings in the case were very ably prepared, I am inclosing herewith a complete set of pleadings and the opinions which I know that you will enjoy reading over at your convenience and that you will want to keep them on hand and possibly make copies of them just as we are doing to supply different operators who are in trouble from time to time."

S. L. STANLEY,
 Automatic Amusement Co.,
 Memphis, Tenn.

Philadelphia
 By B. WITT

Tuesday evening, February 23, Philadelphia coin-machine operators, their wives, girl friends and guests hied themselves to Mercantile Hall, where the fifth annual dinner and show sponsored by the Philadelphia Coin-Machine Operators' Association took place. The turnout set a record for attendance here.

It was a convivial evening replete with the kind of fun that left a warm after-glow to be remembered in anecdotal fashion for a long time. While dinner was served Bob Fitzgerald, State Department of Revenue official, a friend of the operators, serving as master of ceremonies, introduced a number of big-time acts playing at local hot spots and who danced and sang their way into favor with the crowd.

Bob, himself an entertainer of no mean ability, kept the audience in gales of laughter with his wisecracks and gags. Cy Marcus, a local jobber of pin games and a former vaudevillian, mystified everyone with feats of legerdemain that brought forth audible gasps of wonderment. Irv Newman's raven-tressed daughter, Myrna, and Sam Lerner's son, Junior, who shows the same aptitude for tap dancing as his daddy, brought the house to its feet with their dance routines. Sam Lerner was prevailed upon to do his classic buck and wing, a regular feature of every banquet held in the past, and to delight of the crowd proved that he had lost none of the agility which had made him a big-time act before he resorted to providing amusement for the public in a mechanical way by becoming an operator.

A short address was made by Bernard Cohn, associate counsel for the Philadelphia Coin-Machine Operators' Association, and guests of honor were then introduced by the speaker. Lemuel Schofield, former director of public safety and chief attorney for the local operators' group; Congressman Ira Drew, Magistrates John Dogole and Elias Myers arose to receive the plaudits of the assembled guests.

In appreciation of the inestimable services rendered the operators in this region, toasts were made to Marty Mitnick, president of the Philadelphia Coin-Machine Operators' Association; Frank Engel, vice-president; Morris Stein, treasurer; Jack Brandt, secretary, and the following members of the board of directors: S. Sussman, Dave Goldsmith, Meyer Frank and Cy Glickman. A special tribute was paid Marty Mitnick, whose indefatigable services in behalf of members during the many crises in the past, whose fairness coupled with his level-headedness in handling organization business has placed him far in the vanguard of executives of similar business groups. Albert Cohan, chairman of the entertainment committee, incidentally did Trojan service in making the evening the success it was.

It was a sensational affair which was attested to by the fact that Jack Kaufman, the Ned Sparks of local machine jobbers, was even heard to chuckle, and believe you me, that's something.

Southern Trade Welcomes Hoppes

NEW ORLEANS, March 27.—Operators and jobbers of Texas and Louisiana have appropriately voted Harry and Hanni Hoppe to be royalty in the coin machine industry. Mr. and Mrs. Hoppe have been around the world with Exhibit coin machines and are known and loved by the entire industry.

Now they are in the South, renewing friendships with Texas and Louisiana coinmen, and Harry reports a brisk business on Exhibit's new Chuck-a-Lette, Jockey Club and Novelty Candy Vender. Harry has been in the coin machine business since the days of the first diggers and has grown up with the business. Operators have learned to respect his advice and rely on his information.

While in France Hoppe was given official recognition for having started a new industry there—the novelty merchandiser business. He was responsible for more than 2,000 Exhibit diggers being placed in Paris alone.

But don't get the idea from this that Harry is the more important of the Hoppes; Hanni, his charming wife, can stay up as long and talk coin machines equally as much as the highly conversational Harry.

The Hoppes are winding up their Southern tour and will be back in the Windy City soon to get the low-down on several new machines that will be announced by Exhibit in April.

Gisser on Bowling Unit

NEWARK, N. J., March 27.—Sam Gisser, formerly of Hercules Sales Organization, is now with Target Roll Distributing Company, this city, representative for the new bowling-game stimulator, Bowl-a-50. Gisser reports that he will cover a wide territory thru the East and Middle West with the unit.

Gisser knows the coin-machine business and is also well acquainted with many of the leading coinmen. He intends to leave for the South soon to demonstrate the unit, and from there will go to the Southwest. He will move up from the Southwest to cover the Midwest and then back east by the northern route to visit the many operators, jobbers and distributors on the way.

Plan Carefully For Test Cases

To the Editor: "I have received several encouraging and complimentary letters on my guest editorial which you were so kind in publishing in *The Billboard* last week. I wish to thank you very much for the space that you have given to my ideas.

"However, there were any number of operators with whom my ideas did not register, or else they do not understand the danger of taking hasty action in test cases when they get into trouble in their territory. I subscribe to the clipping bureaus of several States and every morning I have a large number of clippings telling of new test cases being filed on outright gambling equipment.

"My theory regarding this business is that it has enough legality to survive in every territory if operators will just use judgment and not try to file test cases on those types of machines that are entirely out of the realm of legality. How these operators can ever come to the belief that one-ball pay tables with changeable odds have any legal aspects is beyond me, unless it is because they are not familiar with the gaming statutes of their individual States.

"A year ago in Tennessee we planned a test case on a plain marble table awarding a high-score prize. Instead of putting this table out on location, having it picked up, and having to fight some hostile district attorney, we arranged for our test case to be brought under the Declaratory Judgment Act, which is a statute existing in a number of States for quickly determining the exact status of matters in dispute or in question. In those States which do not have declaratory judgment statutes there is some other procedure very similar.

"We elected to go into court on an issue brought about by the breach of a contract between a jobber and an operator over the purchase of machines. We were successful in fighting this case thru the Supreme Court and, while the Supreme Court refused to go into expectant matters in the future, yet they did give us a favorable decision to the effect that marble games were not per se

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BARGAINS

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BALLY BELMONT	45.00
KEENEY GRAND SLAM	15.00
EXHIBIT BIG SHOT	10.00
GOTTIE'S SUNSHINE BASEBALL	15.00
BALLY MULTIPLE	22.50
BALLY PEERLESS	12.50
KEENEY DOUBLE SCORE	10.00
BALLY DERBY	27.50
BALLY ALL STARS	27.50
PAGES RACES (Check Model)	225.00
WATLING, PACE & JENNINGS PEN	22.50
NY SLOTS	27.50
BALLY'S RAY'S TRACK	175.00
GOTTIEB'S DAILY RACE (Mystery Pay)	30.00

TERMS: 1/3 With Order, Balance C. O. D.
SANTONE COIN MACHINE CO.
 1524 MAIN AVE., SAN ANTONIO, TEX.

5 GENCO 'BANKROLL' SKEE BALL
 Machine for immediate sale. Three months old in first-class condition. Will sell for \$150.00 a machine; cost \$285.00 new.
MALONEY VENDING, INC.
 207 1/2 W. Drinker St., Dunmore, Pa.

COVER TOP JACKPOT
 When top Jack Pot is empty players think it may be a long time before the three bars come up again. Get Fairbanks' small ALUMINUM INSERT, modeled the same as machine. Quickly and substantially adjusted. Improves the appearance of machine, and reduces service calls. \$1.00 each with equipment for attaching in a few minutes.
 W. C. FAIRBANKS, Sioux Falls, S. D.

PORTERS, CONCESSIONERS, TAVERN KEEPERS
 Install Special Vending Machines in Nite Clubs, Gas Stations, Recreation Parlors, Taverns, Etc. Buy merchandise and machines from us. These new machines are \$3.00 each. Big Profits.
KAPLAN
 1615 S. Kostner Ave., Chicago, Ill.

The MASKED MARVEL IN NOVELTY GAMES
 Appears
THURSDAY, APRIL 15th
 NO HOLES—NO BUMPERS
 REVOLUTIONARY

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



CHARLIE CAESTECKER, of Guardian Electric Manufacturing Company, on behalf of Coin Machine Suppliers' Association, presents the Bumper Trophy to Ray Moloney (right), president of Bally Manufacturing Company.

Rearmament Move Has Reaction on Industry

Edward Graves, coin machine editor of *The World's Fair*, British amusement weekly, discusses the important topic of armaments and its effect on the coin machine trade in the coin machine department of the publication, issue of March 13:

"Rearmament and Ourselves—British industry is undoubtedly generally enjoying a great boom. This is due in no inconsiderable part to the government's great rearmament program which also, it appears, has led to a sudden shortage of steel. It is to be hoped that this will not affect the British manufacturers of coin-operated amusement machines who, taking the Coin-Operated Machine Exhibition as a criterion, seem well set also for a period of comparative prosperity. One, talking to me at the Royal Hotel, expressed his disgust at the independent attitude adopted by certain concerns upon whom he relied for vital parts. A year or two back they were only too glad to accept his business; now they are interested in big figure orders and nothing else. This strikes me as being a very shortsighted attitude; wheels have a habit of turning round."

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and **SHOWROOMS in**
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WE PROMISE YOU WURLITZER HOSPITALITY

Appreciating the fact that hundreds of Operators visit Chicago during the course of a year, we have opened a Chicago Factory Branch Office in the Furniture Mart, 666 Lake Shore Drive. We are confident that this addition to Wurlitzer facilities will enable us to better serve our customers and prospective customers from all parts of the United States and Canada.

Here you will find a complete display of Wurlitzer-Simplex Automatic Phonographs and personnel that is familiar with the latest developments in automatic music. The manager will be in close touch with the Wurlitzer Plant at

North Tonawanda by teletype and can give you the same kind of prompt, courteous and intelligent service you would get if you were to visit our main offices at North Tonawanda.

Just as Wurlitzer's showrooms are the high spot of the Coin Machine Show, so too we expect to make our Chicago factory branch office, the one place you will want to come first and leave last, when you are in Chicago.

Pay us a visit the next time you are in Chicago.

We promise you Wurlitzer hospitality.

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IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

ROCK-BOTTOM PRICES!

- TURF CHAMPS (Ticket) . . . \$54.50
- JUMBO (Cash) 17.50
- JUMBO (Ticket) 24.50
- TYCOON . . . 22.50
- PAMCO
- PARLAY . . . 22.50
- ROCK-OLA
- ALAMO . . . 19.50
- JENNINGS
- HIT IT . . . 19.50

SPECIAL FLICKERS \$39.50

- STEWART McGUIRE
- 7-Col. Cigarette Machine . . . \$69.50
- RELIANCE 5c 32.50
- RELANCE 25c 37.50
- HIALEAH . . . 22.50
- DAILY RACES 27.50
- PALOOKA JR. . 27.50
- PEERLESS (Ticket) . . . 32.50
- LEATHERNECK 19.50
- P12
- WURLITZER 124.50

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

Orders Reported From 40 States

NEWARK, N. J., March 27.—Leo Waldor, distributing the Bowl-a-50 unit for Add-a-Unit Company of this city, reports that the firm has received orders from 40 States in answer to its first announcement on the unit.

Waldor claims that this is the first time the firm realized the true magnitude of the coin machine industry. "In less than a week's time from the appearance of our first announcement in *The Billboard* we found that we had received letters from 40 States," he said. "We are sure that every operator who ordered Bowl-a-50 will reorder before a week is past."

"There is no doubt that bowling profits are going to come back stronger than ever before with Bowl-a-50. The orders from 40 of the 48 States is considered a record here by other advertisers. Many claim to have received orders from all the States as well as from Europe, but very few accomplished this in only a week's time."

Scrapbook Wins

To the Editor: "For several years I have kept a scrapbook containing clippings from trade magazines of all test cases and articles that deal on laws and regulations, etc., pertaining to pin games. The other day this little book pulled me out of a tough spot. In a certain territory it was suddenly decided by the officials that payoff games were illegal and all such games were ordered removed.

"Here is where I did some fast thinking, as I could see a lot of good, cold cash rolling right out of my hands. Going to the officials, I tried to convince them that if the machines were made to pay off in no-value checks, to be replayed in the machines for free games only, that the machines would then meet with all the requirements of the law.

"I brought out my little scrapbook and showed them a clipping under the heading of Pinball May Use Free Game Idea (from the January 27, 1936, issue of *The Billboard*, which gave the case in Beloit, Wis., and a decision handed down by District Attorney John H. Matheson and Attorney W. H. Arnold that pin games would be considered legal when the machines paid off with no-value checks not redeemable in trade or cash, and to be replayed in the machines for free games and amusement only.

"I am happy to report that my little sales talk, with the aid of my most valuable scrapbook, put over the idea with a bang and now all machines have been converted into check payouts and are back on location. Pass the word along to other operators, that if they can't carry a lawyer around with them to win their arguments, then carry a scrapbook."—James F. Conover, Paramount Amusement Company, Avon, N. J.

MACO Moves to Larger Space

NEWARK, N. J., March 27.—Major Amusement Company, Inc., widely known for the MACO emblem of a marching drum major on its service trucks, recently moved to the impressive Industrial Office Building here.

The offices are being furnished in the latest mode. The firm has installed a record department that is claimed to be among the most complete in the industry, also dictaphones and other modern office equipment. Howard and Archie Kass, who captain the Major Amusement Company, claim that they are preparing to surprise the industry soon with some unique plans.

Ponser Salesmen Turned Loose in Big Campaign

NEW YORK, March 27.—George Ponser, president of the George Ponser Company, foresees one of the greatest sales records in the history of the firm with the Genco Wizard and the Gottlieb Score Board games.

"Our salesmen," Ponser says, "have been turned loose on one of the greatest sales campaigns we have ever planned and will make a complete coverage of our territory. Wizard and Score Board are two of the greatest games that this industry has ever had. The large repeat orders for Wizard are a sure sign of this game's tremendous money-making power and the advance orders for the Score Board are certainly the best indication of how quickly the industry here and in surrounding cities has indorsed the game."

Graduated Tax Rejected

LINCOLN, Neb., March 27.—Bill to legalize slot machines by a graduated occupational tax was killed in committee this week by a vote of five to four.

The bill provided for a tax of \$1,000 for the first 10 machines owned; \$30 each for the next 10; \$20 each for the next 10, and \$10 each for all other machines owned. The bill was reported to have had the support of owners of slot machines.

Nebraska Legislature is being closely watched by the nation, as this is the first session since the State adopted a unicameral or one-house body to make its laws. Bills of all kinds are reported to be receiving more serious consideration than is customary in Legislatures composed of upper and lower houses. This is the first action reported by the Nebraska body on coin-machine legislation.

Triple Feature In Gum Machine

PHILADELPHIA, March 27.—A new gum machine that has the earmarks of being a winner is being introduced by Roy Torr. New machine is a vander for 5-cent ball gum. The same machine has an automatic reward feature. The idea of making one machine so versatile that it may be used for three distinct purposes is without parallel in the vending-machine industry, Torr claims.

"This machine has a powerful appeal to the operator who is on his toes and wants to make some real money," Torr says. "The machine may be used as a straight numbered ball gum vander, as a merchandise reward vander, or as a straight bulk vander. It is equipped with a bell and a visible sign to indicate merchandise payout, such as free beer, cigars and other merchandise.

"The automatic built-in merchandise reward mechanism is designed for payoff on a fixed ratio basis and may be adjusted for various payouts. Other features include a triple-vision coin platform which shows the last three coins played."



MORRIE GINSBURG, Atlas Novelty Company, Chicago, is now enjoying a much-needed vacation at Hot Springs.

The MASKED MARVEL IN NOVELTY GAMES

Appears THURSDAY, APRIL 15th NO HOLES—NO BUMPERS REVOLUTIONARY



Mills 5c Blue Front M. C. V.

MILLS BLUE FRONTS

THOROUGHLY RECONDITIONED — GUARANTEED LIKE NEW. NOW OFFERED FOR

ONLY (dark cab.) \$69.50 EA. (light cab.) \$74.50

Don't hesitate! Get yours while they last.—Wire order with \$10.00 deposit on each machine wanted today.—Instant shipment.

THE VENDING MACHINE COMPANY 209-11 FRANKLIN ST., FAYETTEVILLE, N. C.

LIKE THIS Only \$39⁵⁰ each

GUARANTEED MECHANICALLY O. K. Wire \$10.00 deposit with order. We ship balance C. O. D. Instant shipment. Write for complete bargain list slots and games.

The Vending Machine Co. 209-11 FRANKLIN ST. FAYETTEVILLE, N. C.



Mills 5c Silent J. P. FOK

PAN'S CHARM-MIX

Thirty pounds of VENDING MACHINE CANDY and a box of small Novelties which can be mixed and vended with the candy.

Write for Prices

PAN CONFECTION FACTORY

(National Candy Co.)

343 W. ERIE ST.

CHICAGO, ILL.

RECONDITIONED GAMES --- PRICED FOR QUICK SALE

PIN GAMES	COUNTER GAMES	PHONOGRAPHS
Excel \$12.50	High Stakes (New) \$12.50	Mills Bancomaster . . . \$ 75.00
Madcap 10.00	High Tension 3.00	Mills Troubadour . . . 45.00
Short Box 15.00	Mysterious Eye (Auto Dice) . 15.00	Seeburg Audiphone . . . 39.50
Exhibit Ticket 10.00	Reel Races 9.00	Seeburg Selectophone . . 65.00
Totallite 7.50	Reel Dice 10.00	Wurlitzer P-10 110.00

TERMS: 1/3 Deposit With Order, Balance C. O. D.

W.B. Specialty Company "THE HOUSE OF FAIR DEALINGS" 3800 N. Grand, St. Louis, Mo.

50 DAVAL REEL 21's \$6.00 LIKE NEW — LOTS OF 10 SINGLE MACHINES \$7.00 EACH.

20 WURLITZER MODEL P-12 \$120.00 PHONOGRAPHS

Reconditioned — Ready For Location.

One-Third Deposit.

AUTOMATIC AMUSEMENT CO.

101-103 N. FULTON AVE.,

EVANSVILLE, IND.

OUT THEY GO

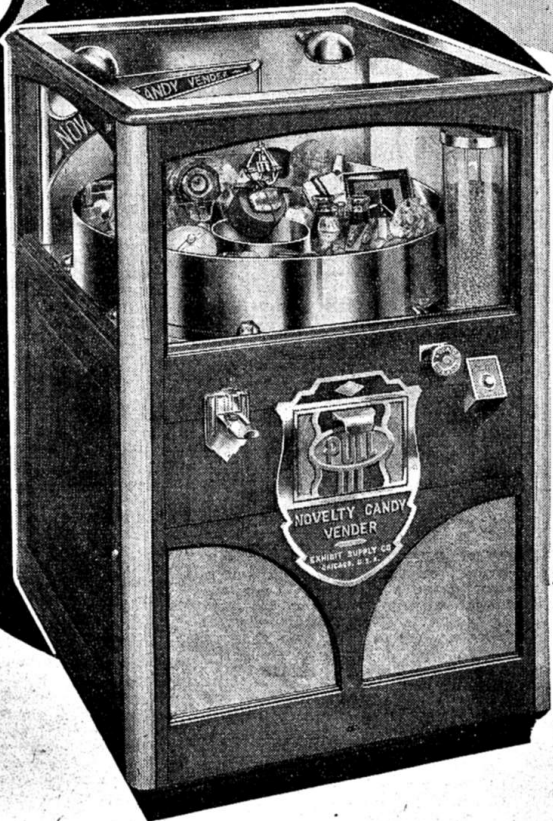
1500 PIN GAMES SACRIFICED

MUST BE SOLD REGARDLESS OF COST THE GREATEST SALE IN COIN MACHINE HISTORY

HUBER COIN MACHINE SALES CO.

600-610 W. VAN BUREN STREET, CHICAGO, ILL.

OPEN *Closed Territory* NOW



WITH EXHIBIT'S NOVELTY CANDY VENDER

Merchandising machines have always been in a strong position legally . . . where other types of equipment are banned, merchandisers continue to operate without interference.

Exhibit's new Novelty Candy Vender is in the strongest possible legal position. It is a magnetic new merchandising attraction backed by 100% legal theory. It not only permits player complete two-way skill control during the entire course of play, but automatically vends full value in candy with every play.

It combines the proven "money-getting" features of digger, vender and rotating type machines. It not only has the proven player appeal, but the legal aspects to open a wider, more profitable operating field to every coin machine operator in America.

\$\$\$\$

Join the **BIG INCOME GROUP**. Operate merchandisers for steady, year around profits. ***WRITE TODAY** FOR legal and operating information, prices and liberal **TIME PAYMENT PLAN** on Exhibit's Novelty Candy Vender.

EXHIBIT SUPPLY COMPANY 4222 W. LAKE ST., CHICAGO, ILL.

Detroit

DETROIT, March 27.—"Business in all departments of the trade is showing a pleasing improvement," James Ashley, manager of the American Novelty Company, said this week. "Phonographs, vending machines and game machines alike are profiting from the pickup. The only territories which are suffering now are those right near the Chrysler strike areas. There has been a noticeable increase in the number of bowling-type machines in Northern Michigan in recent weeks. We operate extensively in this territory and are familiar with the field."

"We are selling more machines today than we ever sold before," James A. Pasante, manager of the J. & J. Novelty Company, said this week. "We have had to work nights to get out our orders lately for our customers." This live jobbing organization decided this week to go ahead with construction on a new building on Mount Elliott avenue to house offices, display rooms and warehouse space.

Business is improving after a drop in recent weeks, L. V. Rohr, head of the Rohr Sales Company, reported this week.

Leo Kelly, of Exhibit Supply Company, Chicago, was a Detroit visitor this week, spending some time with Henry C. Lemke.

George Rambaum, the oldest employee of the Lemke Coin Machine Company in length of service, is recovering from serious illness. Starting with an attack of double pneumonia, he next suffered from pleurisy, but is now convalescing.

"There is a new sentiment in Detroit for membership in the Skill Game Op-

erators' Association," Max Falk, manager of the O. D. Griffin Company, said this week. "Operators are convinced that the association can do them good and I believe they will join in large numbers."

Mrs. H. E. Graseck, manager of the H. E. Graseck Company, is now in Chicago. Graseck, who has been ill for some time, has suffered a relapse, and Mrs. Graseck is managing the business.

"Detroit operators are rushing to buy new-model amusement games," B. J. Marshall, Detroit jobber, stated this week. "Local conditions have caused a temporary cessation of buying and operators have been clearing out their older machines, many of which were shipped to other parts of the country. Now the field is open and Detroit is about as fertile a field for machine sales as we have had in a long time."

Frank Healey, head of the American Coin Machine Company, has returned from a flying trip to his native Ireland and to London, enthused to resume his business activity here.

Samuel Rosenthal, National Novelty & Amusement Company, is reorganizing his store for more effective display of new machines. He reports heavy sales of Bally's Bumper models and Keeney's Fire Cracker. Rosenthal is specializing almost exclusively in the jobbing of novelty games at the present time.

Difficulty in securing licensing of new machines was reported this week by Detroit jobbers. Detroit police have been so busy with action in the wave of sit-down strikes that they have been unable to have men devote time necessary to inspection and routine of machine approval. Some jobbers have been unable to deliver signed orders on machines as a result of this condition,

which is another example of how the strikes are affecting the coin machine field.

The old idea of drawing people to a bargain basement sale is being worked out successfully by the Angott Coin Machine Exchange Company on used machines. The advertising technique is similar to that used successfully by the largest department stores, and the result is that operators in quest of used machines make it a point to visit the Angott basement regularly. "We've just taken over the distributorship for this territory for a new machine that's going to beat every pin game on the market," Michael A. Angott said this week. "This is the new Bally game, Booster, which is just being announced."

Calcutt Presses To Meet Orders

FAYETTEVILLE, N. C., March 27.—Joe Calcutt, president of the Vending Machine Company, reports that sales of the Aristocrat billiard table continue at a brisk pace since the new model was introduced soon after the coin-machine show.

"Our complete production is shipped each day," Calcutt says. "The game seems to be gathering more and more friends as it goes along and I am certain that before the outdoor season is fully under way the Aristocrat will be one of the leading games of the year."

"Being definitely in the de luxe machine category, many operators are enthusiastic about it. These men seek de luxe equipment because they can enjoy, more or less, an exclusive run in their territory for a long period of time. We are hoping that we shall be able to step up our production sufficiently to fill all orders promptly."

BEST VALUES

NEW AND USED—NOW IN STOCK

Bally's BOOSTER, Daval's BASEBALL and TRI-O-PACK, Gottlieb's SCOREBOARD. As well as all late model novelty games.

Used Bargains As Follows:

- PAMCO MARKSMAN \$100.00
- Wurlitzer SKEE BALL 75.00
- BALLY ROLL 75.00
- Keeney's BOWLETTE 75.00
- (Unrated—add \$10.00 each for crating.)
- 30 One Ball Payouts from \$10.00 to \$50.00
- Each, Write for List.

Paces Races, serial num. over 2500. \$210.00
1 Mills Futurity 55.00
Every Machine Guaranteed Perfect. Send 1/3 Deposit—Reference First Nat'l Bank.

BASCH NOVELTY COMPANY
139 Franklin Ave., Scranton, Pa.
Phone 3-7916.

"Buy From Basch and Save Cash."

Midwest Most Reliable Distributors

EXTRA SPECIAL EXCEL \$9.75 EACH

(DAVAL) 1 OR 100

All guaranteed—ready to operate. Each machine has been thoroughly reconditioned and put in A-1 condition throughout. A Tremendous Bargain.

CALL NOVELTY CO.
2230 PINE ST.
FLOUZZY, MO.

ELECTRIC SHAVERS

JOBBERS AND BOARD OPERATORS—A Genuine Nationally Advertised Electric Razor. No blades, no brush, no lather—at wholesale prices.
Write **MARYLAND SALES CO.**
900 Rush St., Chicago, Ill.

Michigan AMA in Annual Gathering

DETROIT, March 27.—Annual meeting of the Automatic Merchandisers' Association of Michigan was held March 23 at the Detroit-Leland Hotel, with an attendance of 14 out of 17 eligible representatives of the unit association. Under the reorganization plan adopted a year ago at Flint, the State association is composed of local associations, which are represented by members of the State Council, according to the number of their own membership.

Discussion at the meeting was confined almost entirely to discussion of State legislation. The meeting was a closed session. All bills now in the Legislature are in committee and may not be brought out on the floor.

All principal officers were re-elected, including Frederick E. Turner, Detroit, president; James Underwood, Grand Rapids, vice-president; H. C. Engelhart, Flint, secretary and treasurer. The list of six directors, one from each member group, was not available at this date.

No Venders on Public Streets

CHICAGO, March 27.—Failure of operators to pay the city license fee was given as the reason for the order this week to remove vending and service machines from public streets and places in the city of Chicago. Police captains were ordered to see that the outdoor vending machines and scales are taken down.

The order covers the penny scales which stand on the sidewalk in front of many stores and the gum and peanut machines which are bolted to store fronts. The peanut machines on the "L" platforms will escape because they are on private property.

There are several hundred of the machines in the city. Theoretically, each was assessed a fee of \$5 a year until January this year. At that time a survey showed that very few of the operators bothered to pay. The city council then repealed the ordinance and passed a new one forbidding the machines.

Detroit

DETROIT, March 27.—"An operator in the nut-vending business should have a sizable route of machines in order to make money," C. Ray Lester, manager of the Penny King System, said this week. Smaller operators, who expect to devote much time to the business and have only three or four machines, should not expect large returns, also one can start in the business with a small investment like that."

United Vending Company, organized five years ago to manufacture a new type of aspirin vender, has been for-

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 vender 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 vender. 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. 13, JACKSON, MICH.

FOR SALE or TRADE

40 Paces Comet, 5 and 10c. Serial nos. over 35000; 1 Jennings Chief 5c; 1 Mills B. F. 10c; 1 Mills B. F. 25c. All built bought new Dec. 1. Used 8 weeks. 35 Steel Cabinet Stands, also 3 Bally Eagle Eyes. Will trade for 1936 Model Phonographs, Wurlitzer Skee-Balls or Genco Bank Rolls. Make us an offer.

SMITH & SMITH
1264 E. Market St., Akron, O.

OFFER WANTED

ALL OR ANY PART. MUST SELL!!
All Machines A-1 Condition, Appearance. Many Electro-Pak equipped. Gottlieb Fence Buster (Mystery Slot); 2 Bally Naturals, Bally Derby, Double Header, Parnco Speedway, 2 Jumbos, 2 DeLuxe 46, 8 Mills QT Pay Tables. Write or wire

WEWOKA NOVELTY CO.
BOX 755, WEWOKA, OKLA.



mally dissolved, according to C. Herman Otto Jr., general manager of the company.

"Spring and summer business in the cigaret-vending field should be good, as soon as the present strike situation is settled," Albert A. Weidman, manager of the Weidman National Sales Company, said this week. "Some operators are going right ahead with plans for route expansion, while a few others are placing their orders, but making delivery contingent upon end of the strikes."

Recent developments on the new drink and ice-cream dispenser being perfected by the Mechanical Merchandisers Inc., include perfection of the dry-ice principle and development of the thermos-bottle principle for use of dry ice. A steel rather than glass construction will be used. Some experimental machines will be placed on location this summer, but machines will not be ready for the market until later, A. M. Williams, general manager, stated. Locations have been secured for 100 test machines which will be carefully studied in their operation before the final model is released for general distribution.

Hackett Vending Machine Company, manufacturer of a new cigaret-vending machine, is planning to have the new machine ready for the market in about three months, D. A. Hackett, head of the company, said this week.

"Detroit nut machine operators are showing a substantial improvement in business over last year," Edwin Brede, head of Brede, Inc., said this week. Brede organization is ranked locally as the leading supplier of nuts to vending-machine operators in this territory.

O. H. Feinberg, Detroit representative of Stewart & McGuire, has been spending much of his time recently in the territory he covers—Illinois, Indiana and Michigan—and has just returned from a two-week visit to headquarters in New York. He commented: "We are being flooded with inquiries regarding the new nine-column machine which is expected to be a big seller in this territory. We are hoping we can get machines fast enough to fill orders promptly."

Vending Incorporations

CHICAGO, March 27.—Office of the Secretary of State reported several new vending and service machine incorporations this week. The list included the following:

Lessor's Machines Corporation, Chicago; 1,000 shares p. v. common at \$1 per share; deal in selling, vending, merchandising and advertising machines.

Service Placement Corporation, Chicago; 1,000 shares p. v. common at \$1 per share; deal in selling, merchandising, vending and advertising machines.

Taylor Weigh Master Corporation, Chicago; 1,000 shares p. v. common at \$1 per share; deal in selling, merchandising and advertising machines.

Roto Way Corporation, Chicago; 1,000 shares p. v. common at \$1 per share; deal in vending, merchandising and advertising machines.

The record shows H. E. Taylor, Albert G. Burns and Gordon Lee as the incorporators of each of the above firms.

Slogan Defends Mechanical Age

CHICAGO, March 27.—Coin-operated vending machine and phonograph trades are the publicity slogan used to best indicate the value of the wonderful exhibit of office machines and devices of all kinds. The slogan is considered appropriate in view of the present public sentiment that regards any type of machine that displaces labor with misgiving.

"Not labor-saving, but wage-raising" is the publicity slogan used to best indicate the value of the wonderful exhibit of office machines and devices of all kinds. The slogan is considered appropriate in view of the present public sentiment that regards any type of machine that displaces labor with misgiving.

Vending machines and automatic phonographs have already been criticized from the labor angle. The fact that a slogan may be used to present the true facts concerning such machines may be highly suggestive to the coin-machine industry.

Banner Clears Floor of Games

PHILADELPHIA, March 27.—Big sale recently put on to clear the warehouse floors of Banner Specialty Company did the job so quickly and so well, according to I. H. (Izz) Rothstein, that they were at a loss after the first 24 hours wondering how they were going to fill all the orders. "We received so many phone calls in answer to our letters and telegrams that I believe we broke the record of phone calls received by anyone in the city for one day's time," Rothstein says.

"Operators just kept coming into our offices all day long. I must say that our announcement in *The Billboard* had much to do with this.

"At the present time the game that is getting all the attention here is the new Daval Baseball, which is sure to be one of the best-games of the year. The game has some unique features never before used on any game."

Ponser Sits Down To Demand Games

CHICAGO, March 27.—George Ponsler, Eastern distributor, staged a one-man sitdown strike at the D. Gottlieb & Company factory last week and it ended in a victory for George.

The occasion of his visiting Chicago was to arrange for delivery of a large order placed for the new Gottlieb baseball novelty, Electric Score Board, which he says is running into a boom in his territory. However, at the factory orders have been coming in so fast that delivery is a problem. Taking no chances on the delivery of his order, George Ponsler decided to sit down at the assembly line and earmark the machines for his company as they passed him until his quota had been filled. No amount of coaxing on the part of the

Honor Sphinx in Naming New Game

CHICAGO, March 27.—"Silent Bill" Cohen, the sphinx of Minneapolis, was in Chicago this week on his monthly tour of inspection to look for winners behind the scenes. He was accompanied by his sales manager, Ben Friedman, who acted as spokesman and interpreter during their stay in the city.

Before returning to the metropolis, Cohen revealed that Jimmy Johnson, of Western Equipment & Supply Company here, had named the latest Western development in games as The Winner. The name was chosen, Johnson stated, in a suggestion from the slogan, "House of Winners," used by the Silent Sales Company, which Cohen heads.

While no details of the new game were given out, Cohen stated that he felt it a signal honor to have a Western product bear a name which is definitely attributed to the slogan of his firm. His firm is featuring Fast Track and Beat 'Em, two games made by Western, and will also push The Winner.

Asked to define a winner, the Sphinx mused that "a machine is a winner when the ops don't want to trade it in. But, oh, what a lemon it is when trading time comes around—it never took in any money."

Schlesinger With Maine Novelty Co.

PORTLAND, Me., March 27.—Al Schlesinger, well known as president of Square Amusement Company, Poughkeepsie, N. Y., and recently affiliated with Joe Fishman in the Fishman-Schlesinger Distributing Company, New York, announces that he has joined with R. Stein in the Maine Novelty Company, this city.

The firm plans a strong promotion campaign in New England territory. It intends to cover every inch of this territory and will present a more aggressive program than ever before. Quarters will be enlarged to make room for the new game. A larger service department is also planned, based on the experience of the Square Amusement Company.

"We believe that the big New England territory, especially the State of Maine, deserves the finest type of service and co-operation as well as a better publicity and advertising campaign so as to acquaint the entire industry with the fine work that is being done by the Maine Novelty Company," Schlesinger stated. "Our firm is not new. With the plans which we have just completed we feel that it will soon be the largest in all New England and that no one will be able to dispute this fact."

Rosenberg Is Gratified

NEW YORK, March 27.—Herman (Hymie) Rosenberg, who recently opened a jobbing office here, reports that his location is proving popular with operators in the uptown sector.

Rosenberg is one of the best liked column here. He has many friends among operators who have been visiting his offices since the grand opening of the firm as H. Rosenberg Company. He is trying to introduce a new type of service which should prove most beneficial to operators here.

Gottlieb officials could budge him. "No, sir," said George, "I'll stick it out on this line if it takes all week, but I'm going to get my games before I leave here and that's all. When our customers call for a game they're going to get it or I'll know the reason why."

Ponsler reported business highly satisfactory, both in New York and Newark, where the firm operates sales offices. "Operators in the East," he said, "have been yearning for a low-priced non-payout type of game that has the good features and earning power of a first-class payout. Well, Gottlieb has it, believe me, and our operators are going to get it!"

Dave Gottlieb got a big kick out of the one-man strike. "George was good-natured about it," he said with a laugh, "but he really meant business and wouldn't give up until he had the games he wanted. The result is that we had to adopt a new production schedule to speed up delivery still more, as we anticipate a greater demand for Electric Score Board when the baseball season opens."

Operators' Forum

Read the editorial on HOTELS in this issue and then write us your opinions on this important subject. You may use the following question as a guide or write about any phase of hotels as locations for coin machines. Send your letter to Walter W. Hurd, *The Billboard*, 54 West Randolph street, Chicago.

QUESTIONS

1. What types of machines do you find best for hotel locations?
2. What is the attitude generally of hotel managers toward coin machines?
3. What has been your experience in finding floor space for machines in hotels?
4. How do hotel guests seem to take to the playing of amusement machines?

Competitive Play In Double Deck

CHICAGO, March 27.—Double Deck, the latest counter-game device offered by Daval Manufacturing Company, is acclaimed the perfect machine for competitive play by its makers.

"Double Deck, by its reel action, shuffles and deals the player two hands of poker," says Al S. Douglis, Daval president. "One complete poker hand appears at the top opening and another at the lower window. The player takes his choice when playing against the machine by naturally choosing the best hand."

"Originally, most operators felt that Double Deck would appeal to all players from this standpoint alone. They were right to a certain extent. But they have since discovered that Double Deck instantly brings two players to the game and larger crowds, who forget all about the award while they play against each other. The players usually put down wagers as to which hand of the two that appears will be the best, according to the rules of poker."

"In this way there have been a lot of new appeals developed in the play, while the profits for the operator have been big. Wherever the operator has worked up this competitive play idea by first selling the idea to the storekeeper, who usually starts it by playing against one of the players, the profits have more than doubled."

"There is a definite competitive play angle in Double Deck that attracts the players and holds them at the game for hours at a stretch. Operators using this idea are bringing into action the best play stimulant in the game and are earning greater profits than from operation in the usual manner."

Samples Rushed By Fitzgibbons

NEW YORK, March 27.—John A. Fitzgibbons, president of Fitzgibbons, Inc., gave the jobbers in this territory a surprise recently when he shipped each firm a sample of the new Bally Booster game while he was visiting the factory in Chicago.

Fitzgibbons also claims a record in placing an order for 1,000 games of one type, and all of them to be delivered on a single day in New York. The arrival of the games is to be made a big occasion, he says.

"Since returning to New York, our office force has been busy in making out shipping labels for the games. Many of these games will never be brought to our warehouse, but will be reshipped right from the freight terminal. Our trucks will be there when the games arrive to take them to customers in all sections of the territory we cover."

"More than 165 sample games were shipped to our jobbers. These samples have already brought in orders for more than 2,000 Bally Booster games. I expect this quantity to be doubled almost before we have shipped the present orders. If bumper sales are an indication of what the new game is going to be, then Bally Booster will soon pass the 5,000 mark in this area alone. Last week we shipped more than 500 Bumper games in this territory."

Fitzgibbons spent St. Patrick's Day in Chicago, where he is an honorary member of the Irish organization. He was in the company of two gentlemen known as Ray Moloney and Jim Buckley.

Bally Letterhead Shows Milestones

CHICAGO, March 27.—Cleverly portraying coin machine history during the past few years, the new style letterhead which Bally Manufacturing Company supplies to jobbers will bring many fond memories to the minds of old-time operators.

The name Bally across the top of the letterhead appears in white, each letter superimposed on a gold coin. Each gold coin, in turn, carries a date and the name of a game: 1932, Ballyhoo; 1933, Airway; 1934, Rocket; 1935, Jumbo; 1936, Preakness.

A larger coin in the foreground carries the legend "1937, Bumper," to indicate that Bumper, and bumper-type games, such as Skipper, Carom and Bally Booster, represent the present peak of progress by the Bally firm.

Coin Machines No Longer Side Line

By JACK NELSON

The new trend in the coin machine business has been definitely reached in the quality equipment now being offered location owners thru their operators. The new type of equipment actually makes more money for operators because it enables them to place the equipment in location owners' establishments at a more desirable commission.

Many of the quality machines nowadays are being placed for 25 per cent and very seldom do they give more than 40 per cent. This extra amount for the operator soon goes to make up for the difference in the cost of quality equipment and in the long run the operator benefits materially by these new-type games because they remain popular for a longer period.

Another interesting angle to the new trend in the coin machine business is the care and thought that a location owner places in quality equipment. As one operator stated: "Since I have been operating the higher quality equipment my customers address me as 'Mister,' whereas they used to call me most anything. But now it is 'Mister this' and 'Mister that,' and the storekeepers are my best salesmen. They go out of their way to sell the customers on playing the new-type games because they are sold on the games themselves."

In many locations operators claim the storekeepers are their best customers because these new type de luxe games act as business stimulators and the storekeeper feels that he is part of the picture and often joins in the game with customers, the same as a billiard parlor operator would join in a game of billiards, or a bowling alley operator would join in a game with one of his customers. The coin machine industry shows progress along many lines, and conditions improve every day, although sometimes they are very dark; but underneath it all progress is actually being shown and if there were any way to measure it, no doubt the advance shown in the coin machine industry would surpass that of almost any other business.

With the new type machines it is a common occurrence for a storekeeper to move counters and cases and do all sorts of remodeling in order to place the new equipment in his establishment, something that has not been done previously. This proves conclusively that the merchant has learned over a period of years that coin-operated equipment should be made part of his business, rather than just a sideline proposition. The merchant realizes that coin machines are justified in getting as much consideration as his soda fountain, cash register, telephone booth, refrigerator, scales and other equipment necessary for successful store business.

Broad Street Develops Into Coin Machine Row

NEWARK, N. J., March 27.—Broad street, one of the local main stems, is becoming known to the trade as "coin machine row." The section so called is only a short distance from the main

Baseball Game Has Fast Intake

CHICAGO, March 27.—An intake faster than in any other game of its kind is made possible by the construction of the new Baseball game made by Daval Manufacturing Company, according to Al S. Douglis, head of the firm.

According to Douglis, the playing field has been so arranged that it allows for lightning-fast action and also the scoring of more runs than is featured by any other baseball game. "The player can get as many as 20 runs per game on Baseball," Douglis stated. "This is the thrill that he seeks. Furthermore, by arranging the playing field to correspond as scientifically as possible with the big league diamond on a small scale we get the necessary action in the lights that circle the bases and faster action for the ball as it travels down the field."

"The principal idea of the game is for faster intake, for compact arrangement of space and for thrilling action in every direction. To top this off we have a perfect payout register on Baseball that has an adjustable starting point. It is so perfect that in hundreds of tests it has never once failed to correctly register the payout. Many other features are also arranged, especially the two extra-score skill shots. Greatest of all is the compactness of the game and the playing field, allowing for faster playing action and quicker intake of coins."

Coney Forms New Detroit Concern

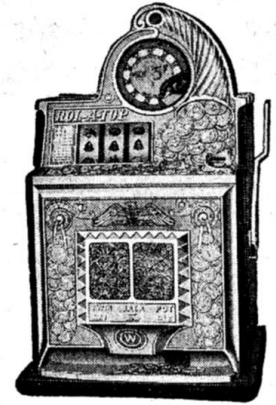
DETROIT, March 27.—Donald I. Coney, former general manager of the General Amusement Devices Company, Inc., has formed the new firm of See-Com, Inc., this week, with a capitalization of \$5,000. A new plant for manufacturing and display purposes is being equipped in the northwestern part of the city.

Coney announces taking over the Seeburg phonograph distributing division in this territory. In addition, the new company will manufacture a number of new coin machine devices. Exact details have been withheld, but it is understood these will be in several fields. The first item is intended to be a new money-making amusement game of the pin table type, but sufficiently different to require a new designation.

business center of the city at Broad and Market streets.

Here are gathered, within a section of four blocks, six prominent jobbers and distributors. They are Major Amusement Company, Inc.; Ace Vending Company, American Sales & Distributing Company and Hercules Machine Exchange, Inc.

One block off Broad street is found Loudon & Company. A short distance further up is the Target Roll Distributing Company and the Add-a-Unit Company. Other firms, but not in this section, are George Ponsler Company, Jersey Trading Company, Fitzgibbons of Newark, Inc., and the Eastern Machine Exchange.



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.

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.,
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No Personal Checks, Please

SPECIAL CLOSE OUT!

Buckley Cent-A-Pack
Daval Clearing Houses
Daval Tit Tat Toe **\$5.50 EACH**

All in A-1 Condition.

\$5.00 Each in Lots of 10.
1/3 Deposit, Balance C. O. D.

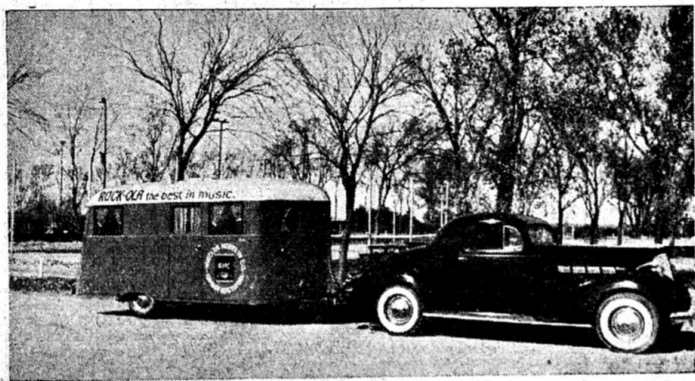
ROY F. TORR

2047-C South 68th St., Philadelphia, Pa.

The MASKED MARVEL IN NOVELTY GAMES

Appears
THURSDAY, APRIL 15th
NO HOLES—NO BUMPERS
REVOLUTIONARY

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS



TRAILING TRAILS WITH A NEW TRAILER: Bob Wheeler, dynamic Rock-Ola representative of Topeka, Kan., travels his territory in his beautiful new trailer. Bob says that the trailer has actually doubled his business. The trailer idea as a showroom is becoming extremely popular.

BALLY

Distributors

National Scale Co.
1415 Wash. Ave. So.
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1-3 Deposit Bal. C.O.D.

Pay-Out Floor Sam-
ples Like New

GOTTLIEB
6 High Card \$109.00
6 Derby Day
5 College
Football

8 Daily Races . . . \$89.00
BALLY
Eagle Eye, Complete . . \$149.00
Snappy, Like New . . . 59.00
Bally Roll, New . . . 99.50
Bee Jay, Like New . . . 37.50
Rover, Like New . . . 89.00
Reliance Dice Game, 5c . . 37.50
Preakness, Like New . . 75.00
Belmont, Like New . . . 69.00

NEW NOVELTY GAMES

Totalizer
Sequence \$29.00
Hold 'Em
Rockets
Lights Out

GET - GET - GET
OUR ON OUR
PRICE MAILING
FIRST LIST
SAVE

USED GAMES

De Luxe, Trojan . . . \$9.00
Stampede, Put 'n' Take . \$6.50

Baffle Ball
Repeater, 1 Ball \$12.00
Repeater, Free Game
Mystery 3

Big Richard \$15.00
Jumbos,
Little Duke

Sunshine Derby \$19.00
Alamo, Silver Cup

Pamco Parlay,
Tycoon, Rainbow,
Roundup, Harmony
Bells, Credit,
Leatherneck, \$22.50
Peerless, Daily
Races, Bonus,
Red Sails, All-Star,
Bally Derby,
Challenger

Multiple, Palooka Sr. \$39.00
Fence Buster, Daily
Races, Mystery,

Flicker, Like New . . . \$45.00

Slot Machines

100
\$12.50 to \$49.00

Editor's Note—The following address was delivered by James T. Mangun, advertising manager of Mills Novelty Company, at a luncheon of the Advertising Men's Post of the American Legion, Hotel Sherman, March 29. This classic on salesmanship will be profitable to coin-machine operators, who must be good salesmen to succeed.

In the history of American industry there have been many men who have made anywhere from \$10,000 to \$1,000,000 a year at selling. To a man, they have all been GIVERS.

A giver is a salesman who gives the prospect something. Not a Santa Claus. Not a philanthropist. Just a giver. Give—and you will surely sell.

You know how you yourself feel towards the man who buys you your lunch; towards the friend who gives you a fine Christmas present; towards the chap who gave you the tip that brought you a fat commission. You will do anything for those who have given to YOU. Then why not go out to generate that same feeling in your own behalf?

You're no Andrew Carnegie or John D. Rockefeller. You can't give away a private fortune just to make your prospects like you.

No money to give away? Well, you don't have to give money. You have a treasure chest full of priceless gifts that money can't buy, but which bring you the same results as if you were giving away real money.

I will tell you what these gifts are. I'm going to show you a little white magic.

But before revealing these secrets (and remember these are the things that put all salesmen in the "star" class) I just want to point out to you one big drawback.

Oh, these gifts are free, and they all exist right inside your own storehouse—and tho you never lose, but always gain by giving them away—THEY ARE JUST AS HARD TO PART WITH AS REAL MONEY. They are free to you and me—but oh, how we hate to let go of them! Oh, how we hate to give!

But as practical people, we must do things which work. Gifts work! If you'll accept the human challenge to give away things that are free, we'll both see the sparks fly and a lot of orders signed within the next few weeks.

Gift of Attention

Give to the "You" of the prospect all of your "I." Compliment him with that superb gift, the Gift of Attention.

Is he talking? Listen. Just don't wait for him to stop and meanwhile be thinking of what you are going to say. Dwell on his words. Take in their meaning. Attend to him. Every human being somehow or other knows when the second person is listening and when he is not. It is not enough to APPEAR to listen. Actually listen. Pay attention.

You learn by paying attention. If the prospect says something of importance to you, or to your situation, take a pencil and paper and make a note of it right in front of his eyes. He will be delighted to think that you consider his statements good enough to record. There is no thrill greater than having another's "ear."

And what you hear, remember! Even the things the prospect says which don't pertain to business, remember those things! If his children have mumps, or his wife's relatives are in town, or his special hobby is going to fires, remember! You will get a chance no doubt on a later call to prove by your memory that you have given him your attention. You will be mystified on your own part at realizing how much you know about your prospect. You find out these things and you develop a good memory by submerging your "I" and paying attention to his "You."

Hear everything the prospect says. If he asks a question, answer it directly, simply, immediately. If in a swirl of the conversation a question of his may happen to go unanswered, come back to that question as soon as possible and answer it. He will be overcome at your remembering what he himself forgot to push thru to a conclusion.

And if you properly imbue yourself with the spirit of attention call-backs are easy, natural, even delightful to you. A call-back ceases to be a pestering "follow-up," with you shouldering a terrible inferiority complex; the call-back becomes just another friendly visit, towards which the prospect also looks

Selling by Giving



JAMES T. MANGUN

with anticipation, for you have proved to him that you are a man in a million—just because you have given him that incomparable gift of ATTENTION!

Gift of Praise

Some famous philosopher said: "Man's greatest desire is to be praised." You love praise. So do other men. Then why not praise the prospect? Whatever you say to him that compliments him draws him closer to you and makes it easy to get all the time you need for your sales message.

Put your praising shoes on as you approach the store. Strike the praising mood by entirely forgetting yourself and thinking only of the prospect.

Remember, praise truly. Praise is never praise unless it is true and appropriate.

Has the prospect a good-looking store? Tell him so. Don't beat around the bush. Say simply, "Gee, you have a nice-looking store." Or, "I like the way your showcases are laid out—that's smart!" "You have a good location." "Your stock is so fresh and attractive." "You know how to merchandise." "You have been recommended to me as the right man to see." "I've heard several people speak highly of you."

Look around. Praise. Listen. Praise. Study. And praise.

Praise is the magical ointment before which the stiffest and sorest resistance gives way immediately. *Liberty* magazine a short time ago made an exhaustive study of the different appeals which move people to buy. VANITY appeal was easily first. Praise your man personally and praise him commercially. Praise will always work—if it be true and appropriate.

Develop your praising faculty. Drop the word "I." Use the word "You." Praise! Results will come instantly. Not only will the prospect succumb to the gift of praise, but you, the giver, will feel like a million dollars. You'll feel the same way you feel when you part with any other gift. Strong. Powerful. Monarch of all your survey. Try it. GIVE!

Gift of Consideration

Perhaps the greatest of all gifts is the gift of consideration. Thru consideration you put yourself completely in the prospect's place. You feel, understand and know everything that's happening both to his body and to his mind. Then you conduct yourself in such a way that he sees you realize his position fully.

Ask yourself: "If I were this man (the prospect), how would I feel toward me (the salesman)?"

As soon as you enter his store he catalogs you as a salesman. Hence he is antagonistic to anything you may have to offer. He is not only opposed to you, he is afraid of you—which feeling tends to consolidate his hostility. He doesn't want to buy anything—any kind of buying requires a tremendous effort which he never feels like making except in such rare cases as when popular demand forces him to stock certain goods.

And his strongest resistance to you flows out of the bitter lesson of experience: you are going to talk about yourself, about your product, about your desires and emotions, and never about his. He is convinced you are going to show him no consideration!

Here's your great chance. Here's your strategic wedge. Perform the miracle of being him, instead of you, and show by word, phrase or gesture that you are conversant with his role.

If you were a druggist today, just what work and detail would you pass thru from the time you arrived at the store up to the present moment?

Start by opening the door. Does the burglar-alarm system require your doing something else? Will you pick up the letters on the floor that the mail man shoved thru the slot in the door? Is the store stuffy, cold, hot or damp? What lights to turn on? Where to hang your coat and hat? Are you going to sweep up, mop up, wash windows or have you a porter for that? What hangover chores from yesterday that must be done at once? What's the condition of your stock, what goods must be ordered at once?

Do you approach a druggist thinking that all he has to do is listen to your story and consider your side of the case? Just think of the swarm of details surrounding his fountain alone—the water, the gas, the flavors, the drinks, the ice, the ice cream, the glasses. Then please remember that every one of his activities is enveloped by a mass of similar details.

Of course, you are not to think of the reasons why you can't sell him. But if you know the reasons why he may not buy you will be better able to present the motives which can induce him to buy.

The first step in consideration is to let him know that you KNOW. Hardly a salesman in his whole experience has shown him consideration, and when you give him that precious gift you instantly stand out above all others.

Can you make your interview comfortable, easy, peaceful, pleasant to the prospect? Study the way to bring about this result.

What information does he need? What unspoken questions is he asking? First try to understand what he wants to know, then tell him.

The ever-present question in his mind is HOW. How does it work? How much does it do? How do you install it, how do you operate it, how do you clean it, HOW, HOW, HOW! Explain, demonstrate with simple, easily understood diagrams. Take a pencil and paper. DRAW OR WRITE so he can take in what you're saying.

Give him credit for what he has achieved. Consider his handicaps as if they were your own. When he objects consider the objection—just don't try to knock it down arbitrarily.

When you look at the purchase thru the purchaser's eyes you do not act and you do not talk in ordinary salesman's terms. Your message comes as a welcome change from the selfish patter of other salesmen. You identify yourself as practical, intelligent, honest. When you give consideration you give yourself. And you have no greater gift to give.

Gift of Concession

There's a certain New York salesman whose disregard for traffic rules while driving is notorious.

It is said that he has been stopped by policemen at least 200 times, but he has never been arrested, never even received a slip. (We don't condone speeding or the breaking of traffic rules, but there's a principle behind this culprit and the principle is interesting in itself.) Consider it only.

He sells his way out of the pinch! He bribes the officers not with \$5 or \$10 bills, but with something just as effective: The Gift of Concession.

When they stop him he admits he was speeding. If the policeman insists, "You were doing 60," he answers, "You're right!" Not in a brash way or a brazen way, but in a humble and honest fashion he grants the cop his point. Astonishing? Well, if not to you, if you were a cop yourself it would be.

You've read in sales books and salesmen's manuals: "Don't argue with the prospect!" A better tip by far is "Concede the man his point." Sweet indeed are the words: "I'm wrong; you're right."

Remember this: No sales proposition is ironclad, flawless or free from sound sensible objection. If the prospect intelligently attacks some part of your proposition don't be a bullhead or a bonehead. Think quickly, quickly and see if by granting his contention your sale will be ultimately damaged. If not,

Evans' DE-LUXE PAYOUTS Unequaled FOR PERFORMANCE AND PROFITS

Evans' famous Precision Engineering, the result of 45 years pioneering experience, is your guarantee of PERFECT PERFORMANCE. Brand new, original, not copied or changed over from older models. Every machine is built RIGHT. Evans games are absolutely free from "bugs."

For top profits and unflinching performance, these De-Luxe Payouts stand alone in their class! Reports prove an earning capacity far greater than "bell" machines! • Ask any operator who owns one! Better still, see them at your jobber or write direct for complete details.



GALLOPING DOMINOS

Fascinating Dice Payout \$325

BANGTAILS
Superb Horse Race Payout \$335

ROLLETTO JR.
Automatic Roulette Payout \$345

5c or
25c
Play

PLAYING FIELDS INTERCHANGEABLE AT NOMINAL CHARGE

Check Separator \$10 Extra. Concealed Payout Drawer or Open Cup Optional.

All Prices F. O. B. Chicago. Federal Tax Paid.

H. C. EVANS & CO. 1522-28 W. Adams St., Chicago, Ill.



7 TIMES EARNING POWER

7-coin visible drop chute accepts one to seven coins at each play!

SPINNING FLASHER LIGHT

Whirling, sparkling lights reflect thru the playing field and come to rest on the winner!

MIRROR-BAK-FIELD

An illuminated modernistic mirrored top, decorated in dazzling colors. Marvelously rich!

MODERNE CABINET

Absolutely class! Ebony black trimmed in silver. 38" high, 36" long, 19" deep.

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then by all means concede the point. Let the prospect be victor.

Every such victory the prospect wins over you is another lap covered on your journey to the sale.

Give by conceding. It costs you nothing; it brings you everything. Give in!

Gift of Confidence

Who are the world's best salesmen? (Leaving out the matter of honesty or legitimacy and again just to establish a principle.)

The world's best salesmen are the nefarious, ignoble, despised con men. The con man nearly always "gets his man." How?

They call him a con man or confidence man because he puts over his crooked deals by relying to a great extent on confidence. He sells his victim by first gaining his confidence and he gains his confidence by giving him the gift of faith.

Don't be a con man. But don't be afraid to employ the magic wand of confidence in your sales work.

The gift of confidence is the gift of faith!

Trust your prospect! Believe what he says to you, no matter how absurd or silly the statement. Be loyal to him and to his situation and problems. He is YOUR prospect. You give him the gift of confidence. Sell him with that gift.

Everyone knows how effective is the use of testimonials in selling. The written testimony of what others have done always goes a long way toward convincing a man. So use your testimonials, use your proofs, use your references and recommendations faithfully. They create confidence. They GIVE the prospect something.

But even more unusual is the direct gift of trust. Trust your prospect right from the bottom of your heart. Approach him with that trusting mood, a definite part of the impression you carry. Trust him by sincerely feeling that he will give you all the time you need for your sales message. Trust him by showing you believe in his intellect, his fairness, his sense of opportunity.

Give the prospect the gift of confidence. If he gives you his word accept

it like a gentleman. At no time doubt him.

If you do these things and follow the rules religiously then you need at no time doubt your own ability to make the sale.

Gift of Inspiration

Please remember, a gift always works. Inspiration always works because it is a real gift.

Inspiration literally means: "Breathing in." You breathe into your prospect such priceless gifts as hope, courage, pep and power.

Lift up the man you call on. If he's blue, depressed, pessimistic, listless, do your best to change his mood. Plant in his heart the seed of hope, buck him up with the power of courage; energize him with the forces of action.

You've heard of miracles. You wonder if such things are possible. Yet you can be a miracle worker yourself—at once! Just be an inspirationalist. Just inspire others, in particular your prospects.

Every man you call on can be the subject of a modern miracle of inspiration—a miracle performed by you. You can change your man from ordinary to extraordinary, you can make a monarch of merchandising out of an ordinary merchant. Give him the ideal; face him toward the goal and then tell him to reach it. He will. For inspiration always works.

You begin inspiring by being enthusiastic. Put enthusiasm into your work. Put enthusiasm into your product. Have an enthusiastic mind, an enthusiastic heart and an enthusiastic voice.

Enthusiasm is contagious. If you're enthusiastic you will quickly make your prospect enthusiastic, too.

Then be a booster. Boost your product, boost your prospect—boost. But always on the PLUS side—that is, always strive for and foster improvement and achievement! Inspiration is such a great gift simply because it's PLUS. It's a miraculous agency simply because it creates more and more and more. Give inspiration and be a salesman! Give inspiration and the world will be eternally grateful to you. Give inspira-

tion and the prospect WILL BUY FROM YOU!

Gift of Service

When you serve you give. Be ready at all times to help your prospect.

Give him a hand. Remember when you had that dead battery in your car and someone gave you a push to get started? Remember how you appreciated the service? Well, you have 1,000 chances to gain your prospect's appreciation by the same gift.

Help him carry that heavy box; open the door for his customers whose arms are full of packages; give him a ride if he's going some place.

Whether it's getting him bananas for an emergency banana split or helping him buy his shirts wholesale, service is one of the easiest and most direct ways to sell.

Never limit your service just to your own particular proposition. As a matter of fact what help you give which has no relation to your product is clearly unselfish and therefore most effective.

Once you develop the spirit of helping before you make the sale you will be ideally fitted to serve your customer after he buys. You will stay with him to see him make a success out of the product he has taken from you. You will study out 1,000 different plans and ideas for boosting his sales.

And all of your good deeds of service will pay you endless dividends thru the boosting you receive from your customer and his recommendations of personal friends as your prospects.

Gift of Gratitude

One of the finest things any human being can say to another is "Thank you!"

Gratitude is the spiritual return for a favor received. The prospect who has inquired about the product you sell deserves your gratitude for the interest he has displayed. He deserves your thanks for the time he gave for your interview. Acknowledge these thanks by the spoken or written word. Let the man know you are truly grateful.

Express your thanks for any favor of whatever character you receive from the prospect.

Give gratitude. It costs you nothing. It is the most worthy of all the gifts in your power.

And business men like to buy from grateful salesmen.

Wis. Assembly Rejects Motion To Reconsider

MADISON, Wis., March 27.—State Assembly, which defeated the Franz-kowiak Bill (28 A) earlier in the week, definitely doomed the measure March 24 by rejecting, 43 to 47, a motion for reconsideration. The bill sought to outlaw pinball games and similar devices.

At Kenosha the city attorney has been instructed by the common council to draft an ordinance to license non-gambling pinball machines. It is expected that the proposed measure will be presented at the April 6 meeting of the council.

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500 USED
WURLITZER PHONOGRAPHS

•

25 PHOTOMATICS

Will pay spot cash. Write or wire,
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914 Diversey Pkwy. Chicago, Ill.

The MASKED MARVEL
IN NOVELTY GAMES

Appears

THURSDAY, APRIL 15th
NO HOLES—NO BUMPERS
REVOLUTIONARY

Gifts to Blind Idea Is Growing

CHICAGO, March 27.—That the music division of the coin machine trade may have an opportunity to share in the magnificent work of aiding the blind became more evident this week, as details were made public in Chicago newspapers of what "talking books" mean to the blind. A letter from the American Printing House for the Blind addressed to coin machine firms suggested that old or broken records were useful in the work of the Louisville institution. The records are shaved and then recording of books is done on the disk. The distribution of phonograph machines to the blind in the Chicago area revealed the possibility of the music division of the trade taking steps to contribute old phonographs also.

According to *The Chicago Daily News*, increasing opportunities for needy blind persons in Illinois to become familiar with literary classics appeared with the announcement that 374 electric reading machines which play talking books have been shipped to Chicago by the American Foundation for the Blind.

The machines will be distributed to blind persons in the State by E. J. Komorous, managing officer of the division of visitation of adult blind. The machine, similar to a phonograph, plays discs on which standard or popular reading matter has been recorded. Each side of the disc runs 15 minutes and the average talking book requires 15 double-sided records.

In addition to the electric machines, Komorous expects that 50 spring-driven machines will arrive from New York soon. These he plans to place in homes where no electric current is available.

The managing officer estimates that there are 5,500 blind persons in Illinois, and that 1,000 talking-book machines will be necessary for a thoro distribution. Only 25 per cent of the adult blind read Braille, he said.

In June, 1936, the division of visitation received 305 talking-book machines



Weekly MUSIC Notes

for distribution. With the new allotment the total in the State will be 729.

Talking books for the machines are handled on a circulating library basis by the State School for the Blind at Jacksonville and the Chicago Public Library. One hundred titles are now available. In many of the modern books transcribed onto discs the author has read the opening chapter, with trained readers concluding the reading.

Manufacture of the talking-book machines is done under the supervision of the American Foundation for the Blind as a WPA project. Thru federal relief funds they are distributed for use by blind persons without cost to the recipients.

Coast Sales Are Upped

CHICAGO, March 27.—Sales of amusement machines on the West Coast are on the upgrade, according to reports received from that section. National Amusement Company of Hollywood and San Francisco states there has been a substantial upturn in its business. Jack McClelland, firm pilot, expresses confident expectations for a splendid summer business.

McClelland spoke of increased revenue from "music boxes" during the last few weeks, adding that the increase has been gradual but steady. He states that there has been a steady increase in sales of Rock-Ola Rhythm Master and Rhythm King phonographs. He recently placed another large order for Rhythm Masters.

Give Old Records To Aid the Blind

To the Editor: "Attached is a letter from the American Printing House for the Blind. This seems to be a very good work in which operators of phonographs will be happy to have a small part in promoting.

"The letters that follow are self-explanatory and I think if you will be kind enough to give a special notice in your coin machine section, operators all over the country would be happy to send in their old and broken records for this work."—Leo J. Kelly, Exhibit Supply Company, Chicago.

The following is the letter to which Kelly refers, and which explains that this institution for the aid of the blind can well use old or broken phonograph records:

"We have been doing some small experimenting with old or broken phonograph records which we have ground and attempted to use in making new records of talking books for the blind. We are hereby taking this opportunity of contacting you, hoping that we may secure some old or broken records from you to be used in connection with our philanthropic work for the blind."

Any phonograph operator desiring to contribute old or broken records for the above purpose may send them to Earl P. Carter, American Printing House for the Blind, 1839 Frankfort avenue, Louisville, Ky.

Report Larger Phono Earnings

CHICAGO, March 27.—Officials of the J. P. Seeburg Corporation say that reports are piling up from all sections of the country to show that the Seeburg Melody King phonograph is breaking all previous records for earnings.

A. C. Hughes, phonograph division manager of the Electro Ball Company, Dallas, forwarded a letter recently which says that three Seeburg Melody Kings grossed as follows the last three weeks: one at \$123, and two at \$148.45 each. This is an average of \$46.20 gross per week for each machine. Highest average previous to installing Melody King was \$28 per week gross. "I am delighted with the pickup on Melody King," the letter continued. "There is no question but what it will save a great deal of records and needles. Veeder meter on one Melody King shows 3,386 plays and needle was not worn out. I think this is the greatest phonograph that has ever been manufactured."

"Our awareness of an operator's needs and our experience with phonographs

Sheet-Music Leaders

(Week ending March 27)

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.

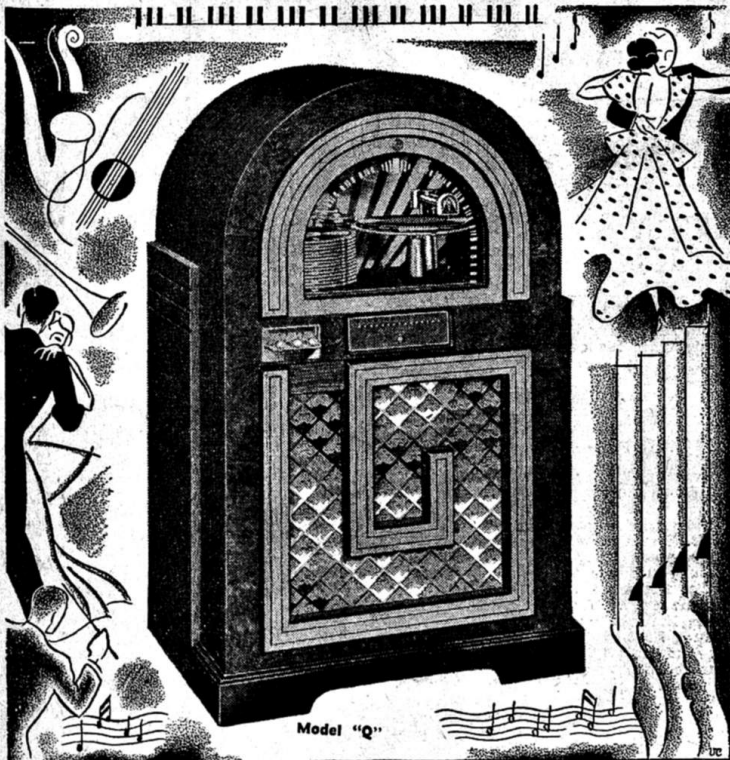
1. Little Old Lady (Chappell) (5)
2. Boo Hoo (Shapiro) (4)
3. Moonlight and Shadows (Popular) (1)
4. When My Dream Boat Comes Home (Witmark) (3)
5. This Year's Kisses (Berlin) (2)
6. Goodnight, My Love (Robbins) (6)
7. What Will I Tell My Heart? (Crawford) (10)
8. Serenade in the Night (Mills) (8)
9. Trust in Me (Ager) (7)
10. I've Got My Love To Keep Me Warm (Berlin) (13)
11. When the Poppies Bloom Again (Shapiro) (9)
12. On a Little Bamboo Bridge (Morris) (11)
13. Too Marvelous for Words (Harms)
14. Sweet Is the Word for You (Famous)
15. My Little Buckeroo (Witmark)

for more than 30 years makes it possible for us to build the instruments that mean more in profits and genuine operating enjoyment for every operator," says N. Marshall Seeburg, head of the J. P. Seeburg Corporation.

Phono Ops Given Wide Co-Operation

HARRISBURG, Pa., March 27.—At the call of Frank Engel, president, and Edward N. Polisher, counsel for the Phonograph Operators of Eastern Pennsylvania and New Jersey, a meeting of all coin-operated machine associations was called here March 22. In attendance were Frank Bowlin, president, and Morris M. Berger, counsel for the Music Operators of Western Pennsylvania; Marty Mitnick, president of the Philadelphia Amusement Association; Norman Fuhrman, counsel for the Eastern Pennsylvania Cigaret Machine Association, and many others representing the various coin-operated vending and service machines thruout the State of Pennsylvania.

Legislation destructive of the coin-operated machine industry is pending before the Legislature of Pennsylvania and a committee was organized to resist this unfair legislation. It is headed by Engel and Bowlin. Committee was given wide powers to take necessary steps, and each representative arranged to call a meeting of his respective association to inform it of the progress that is being made. The legislation is being closely watched and the operators expect to be able to present formidable resistance to any unfair legislation.



THE NEW 1937 SEEBURG MULTI-SELECTOR
MELODY KING . . . combines rare beauty with exclusive features
that bring location patrons back again and again to enjoy the marvelous
reproduction of their favorite recordings!

THE SEEBURG FRANCHISE IS MORE VALUABLE!

J. P. SEEBURG CORP.

1510 Dayton St.



Chicago, Ill.



LISTENING TO RHYTHM MASTER—Jack Nelson, sales manager of Rock-Ola; Earl Montgomery, Memphis distributor; I. F. Webb, manager Rock-Ola phonograph division, and Jack and C. N. McClelland, of National Amusement Company, seem deeply interested.

Effective June 1st

**OWING TO STEADILY INCREASING
COSTS, THE PRICE OF**

**WURLITZER
SIMPLEX**

AUTOMATIC PHONOGRAPHS

Will be Increased

• • • • •

THE RUDOLPH WURLITZER COMPANY

FACTORY—GENERAL OFFICES, NORTH TONAWANDA, N. Y.

**Chicago Office
Furniture Mart, 666 Lake Shore Drive**

**Canadian Factory, RCA-Victor Co., Ltd.
Montreal, Quebec, Canada**

Brunswick Distrib For Master Discs

NEW YORK, March 27.—Brunswick Record Corporation will act as sole distributor for all records released by Master Records, Inc. These will be distributed thru Brunswick branches under two labels, Variety (35-cent record) and Master (75-cent record), in addition to the regular Brunswick, Vocalion and Melotone records issued by the Brunswick corporation.

Leonard Schneider will be in charge of Master record sales with home offices in New York.

Bands that have already recorded for either Master or Variety plates include Jerry Blaine, Rodolf Priml Jr., Cab Calloway, Jim Mundy, Willard Robeson, Jay Freeman, Zinn Arthur, Frank Newton, Duke Ellington, Jan Savitt, Tommy Tompkins, Jack Denny, Mario Braggiotti, Barney Rapp, Jesse Stone, Red McKenzie, Eliseo Grenet, McKenzie and Rollini, Ray Block, Billy Kyle, Zeke Manners, Red Nichols, Paul Ash, David Tarris, Barre Wood, Cooke Williams, Edgar Hayes, Hudson-Delange and Harry Reser. Also Lew White, organist, and the Three Peppers, novelty instrumentalists.

Other late recordings include Hudson-Delange Band making eight sides for Master (75-cent) records; Eliseo Grenet, three sides, all Cuban, for Master; Red McKenzie and Adrian Rollini, four sides for Variety; Paul Ash, four sides for Variety; Harry Reser, four sides for Variety; and the Trump Band, recently at the Cotton Club, two sides for Variety.

Detroit

DETROIT, March 27.—Louis C. Knopp, representing the Mills Novelty Company music division for the last two years, has resigned from that organization to enter the ice-cream freezer selling field. Henry Harks will represent the Mills company in this territory.

Improvement in the music-machine field is continuing steadily, with new sales of machines to operators reported almost daily. Among those of the past week were sales by the Mills Novelty

Company of new-model phonographs to Frank D. Noble, Detroit operator, and to Charles Crowley, of Dearborn.

Arnold R. Miller, east side operator, is another who bought a group of new Mills phonographs this week.

Henry C. Lemke, Detroit pioneer, is entering the music-machine field for the first time in his career. He has just taken over distribution of machines for the Capehart phonographs and will operate them as well. "I believe this is a sound field for the operator," Lemke said. "It is something entirely new to me, as we have never had a phonograph department before. We are definitely planning to move into the more stable lines in the coin-machine field, restricting our novelty-machine operation. The permanence of the investment is one thing that interests me. Incidentally, I am closely following the weekly list of the best records from leading manufacturers published in *The Billboard*. This list is just about the best thing that ever happened in this department."

New Orleans

NEW ORLEANS, March 27.—First days of spring find the local coin-machine circle enthusiastically reporting the best business in some time, with all operators looking forward to continued good play as warmer weather comes. Many operators are anxiously awaiting further shipments of new machines, as distributors of Bally, Rock-Ola, Gottlieb, Evans, Western Equipment and other nationally known manufacturers' lines of goods find difficulty in filling orders quickly enough.

Dom Fazio is one of those ops who is pacing the floor of his office, anxious to get his hands on more Fair Grounds and Carom. Dom recently bought his second shipment of the two Bally games and says that the first lot has been so profitable he can hardly wait for the second lot.

American-Southern Coin Machine Company reports the receipt of its first sample of Fast Track. Jim Talen, co-owner of the local distributing house, is enthusiastic over the new machine,

which seven people can play at once. "It will make a fine spring feature and we expect to make a fine play for de luxe club spots in the city and out in the larger communities of the State," Talen predicts.

Out-of-town visitors to New Orleans this week included George Rossi, of Hammond, La.; Ralph Falsetta, of Donaldsonville, and "Doc" Hidalgo, the latter coming in long enough to take on a new line of various machines for early delivery, reporting business good enough in his community to warrant added equipment.

F. P. (Buster) Clesi, popular secretary of the United Music Operators of New Orleans and head of the Great Southern Novelty Company, has been confined to his home for several days with an attack of the flu.

Also back at his office, after being confined to his home for over two weeks with an attack of influenza, was Melvin Mallory, manager here for Stelle & Horton. Mallory came back just in time to help entertain those Texas figures of the coin-machine business, H. H. Horton, of the firm's home office, Houston, and Fisher Brown, president of the big Dallas distributing house. Both of the Lone Star boys were optimistic after an extensive trip thru Louisiana. They left for their home State this week.

Louisiana Amusement Company, local office of Stelle & Horton, has equipped its service men with distinguished-looking olive green uniforms with large red letters spread across the back, "Louisiana Amusement Company, Phone Raymond 1770." It's another feather in the cap of Melvin Mallory, local manager, who always manages to keep his business ideas up to the minute.

There is a new contender in New Orleans for the crown of best dressed operator in the person of Elmo Gonzales. The reason may be over that good-looking, petite secretary on Carondelet street. She, too, seems to sense the change for the better.

Ed Kramer, of the Southern Coin Machine Company, is pleased with the demand for Gottlieb's Miss America and

reports the sale of several of these machines in the past week.

Frank Gleeson, resident manager for Mills Novelty Company, Chicago, returned this week from an extensive trip on the Mississippi Gulf Coast, where he worked the field in the interest of the firm's two phonograph favorites, Do Re Mi and Studio. Gleeson also reported the sale of several new Mills' ice cream counters to New Orleans confectioners and ice cream parlors.

L. M. Thomas, district manager for Mills in Louisiana, Arkansas and Texas, and C. B. Jones, zone manager with headquarters in St. Louis, are in New Orleans this week on their periodical tour of the territory. Jones announces the promotion to district manager at Memphis of John L. Granberry, connected with the company for some time. He replaces the manager there who resigned due to ill health.

L. H. Brand, Southern territory manager for H. C. Evans & Company, paid a visit here this week and left for a trip on the Mississippi Gulf Coast. He is expected to return to New Orleans late this week and then spend several days to inaugurate the spring campaign for the new big three products, Gallop'n' Dominos, Bang Tails and Roulette Jr.

Wisconsin Kills Restrictive Law

MADISON, Wis., March 27.—The State Assembly March 19 killed the Frankzkowiak Bill (28 A), which sought to ban pinball machines. The measure came to the Assembly with a committee report recommending its indefinite postponement.

Members of the committee took the position that another law was unnecessary, that they didn't wish to do anything which might imperil a business from which 25,000 men and women earn their livelihood and that the banning of such machines would help to keep tourists from Wisconsin.

Before the Assembly killed the measure, it voted down an amendment to change the bill so that the games would be outlawed only in drug stores, restaurants and other retail establishments frequented by children.

Detroit Tavern Order Rescinded

DETROIT, March 27.—A temporary ban on pin games and other types of amusement machines in beer gardens in Detroit by the Michigan Liquor Control Commission was rescinded this week. Announcement followed negotiations with the commission in which the latter body said it had had numerous protests from operators.

"There is no commission policy other than respecting the policy of the local police," Edward W. MacFarland, chairman of the commission, said.


Superintendent of Police Fred W. Frahm said that police would interfere with the boards in gardens only if there was definite evidence or reasonable suspicion of gambling. Detroit machines are licensed and, under the Detroit ordinance, prizes are not allowed.

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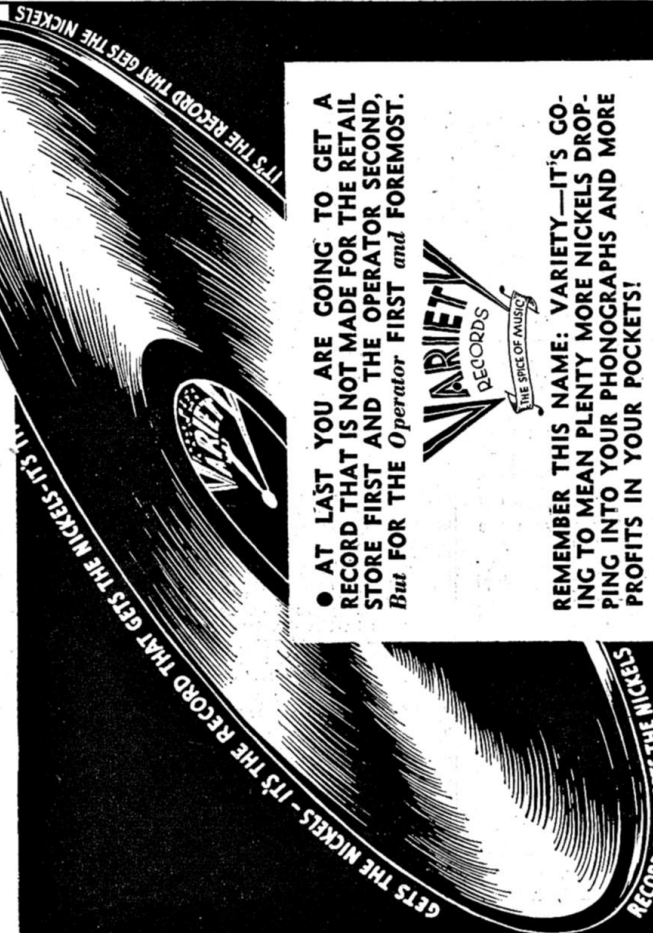
Ten Best Records for Week Ended Mar. 29

	BLUEBIRD	BRUNSWICK	VICTOR	VOCALION
1	B6873—"They Can't Take That Away From Me" and "They All Laughed." Ozzie Nelson and orchestra.	7844—"The Mood That I'm In" and "Sentimental and Melancholy." Teddy Wilson and orchestra.	25522—"I Can't Lose That Longing for You" and "Boo-Hoo." Guy Lombardo and orchestra.	3467—"Rhythm Sundae" and "I Can't Believe That You're in Love With Me." Earl Hines and orchestra.
2	B6803—"Moonlight and Shadows" and "Dedicated to You." Shep Fields and orchestra.	7845—"Blue Hawaii" and "When the Poppies Bloom Again." Music in Russ Morgan Manner.	25523—"Song of India" and "Marie." Tommy Dorsey and orchestra.	3449—"Trust in Me" and "My Last Affair." Mildred Bailey and orchestra.
3	B6838—"My Little Buckaroo" and "Moonlight on the Prairie, Mary." Johnny Hamp and orchestra.	7843—"My Wild Irish Rose" and "When Irish Eyes Are Smiling." Jan Garber and orchestra.	25530—"You're Laughing at Me" and "I Can't Break the Habit of You." Fats Waller and orchestra.	3431—"I've Got My Love To Keep Me Warm" and "One Never Knows." Billie Holiday and orchestra.
4	B6780—"Swing High, Swing Low" and "Floating on a Bubble." Tempo King and orchestra.	7840—"My Last Affair" and "You Showed Me the Way." Perry Wilson and orchestra.	25536—"The Meanest Thing You Ever Did Was Kiss Me" and "Bach Up to Me." Fats Waller and orchestra.	3466—"Swingin' for the King" and "Woodman, Woodman, Spare That Tree." Phil Harris and orchestra.
5	B6875—"Poor Robinson Crusoe" and "Whoa, Babe." Ozzie Nelson and orchestra.	7812—"This Year's Kisses" and "You're Laughing at Me." Hal Kemp and orchestra.	25529—"Runnin' Wild" and "Tea for Two." Benny Goodman and orchestra.	3468—"Love and Learn" and "I Can't Break the Habit of You." Miff Mole and his Mollers.
6	B6757—"This Year's Kisses" and "The Girl on the Police Gazette." Shep Fields and orchestra.	7846—"Who?" and "Blues." Kay Kyser and orchestra.	25505—"This Year's Kisses" and "He Ain't Got Rhythm." Benny Goodman and orchestra.	3470—"Swing! Like a Rusty Gate" and "Swingin' on the Swanee Shore." Sharkey and his Sharks of Rhythm.
7	B6796—"What Will I Tell My Heart?" and "I Can't Break the Habit of You." Dolly Dawn and orchestra.	7847—"I'm Gonna Kiss Myself Goodbye" and "Big Boy Blue." Bunny Berigan and orchestra.	25519—"Melody in F" and Buy My Violets." Tommy Dorsey and orchestra.	3456—"You're Laughing at Me" and "Where Are You?" Mildred Bailey and orchestra.
8	B6747—"Serenade in the Night" and "Little Old Lady." Shep Fields and orchestra.	7848—"Mammy Bong" and "Havana's Calling Me." Antonio's Cubans.	25532—"Sweet Is the Word for You" and "In a Little Hula Heaven." Tommy Dorsey and orchestra.	3439—"Moonlight and Shadows" and "Trouble Don't Like Music." Red Jessup and Melody Makers.
9	B6876—"The Arkansas Bazooka Swing" and "The Bazooka Stomp." Bob Skyles and orchestra.	7830—"What Will I Tell My Heart?" and "Sweet Is the Word for You." Hal Kemp and orchestra.	25526—"September in the Rain" and "What Will I Tell My Heart?" Guy Lombardo and orchestra.	3469—"There's No Two Ways About It" and "May I Have the Next Romance With You?" Dick Porter and orchestra.
10	B6849—"The Kid in the Three-Cornered Pants" and "You Oughta Learn to Dance." Jimmy Livingston and orchestra.	7814—"Boo-Hoo" and "If My Heart Could Only Talk." Music in the Russ Morgan Manner.	25539—"Mendelssohn's Spring Song" and "Liebestraum." Tommy Dorsey and orchestra.	3389—"Here's Love In Your Eye" and "When My Dream Boat Comes Home." Henry (Red) Allen and orchestra.

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"A RECORD TO BEAT ALL RECORDS!"

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KEENEY'S TARGETTE	FACTORY PRICE \$339.50	Our Price, \$167.50
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COMPLETE WITH NEW WINCHESTER REPEATER, 1-2 CASE BULLETS AND 500 SPECIAL TARGETS! CAN BE OPERATED IN OPEN OR CLOSED TERRITORY.

\$169.50

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1/3 Deposit With Order — Balance C. O. D.

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Bally Ace	11.00	Snooker	13.00	Pamco Saratoga	33.50
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Alamo	15.00	Credit	15.00	One Better	37.50
Ten Grand	20.00	Daily Limits	14.00	Policy of Fortune	17.50
DeLuxe 48	10.00	Top Row	12.50	Wheel of Fortune	17.50
Stoner Double Up	10.00	Pamco Parlay	15.00	Mammoth	9.00
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Bally Bumper	\$37.50	Hold 'Em	\$20.00	Excol	\$15.00
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Jennings Flicker	\$49.50	Turf Champs, Late		Bally Jumbo	\$17.50
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Pamco Parlay, Sr.	24.50	Betty Belmonts	45.50	Bally Prospector	12.50
Bally All Stars	29.50	Mills McCoy	29.50	Big Richard	14.50

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BADGER NOVELTY COMPANY

BUMPERS (Slightly Used) Special \$45.00

DOUBLE NUGGETS	\$20.00	MAD CAPS (E.Packs)	\$15.00	SHORT BOX (Pack)	\$15.00
BIG SHOTS	10.00	TACKLE	12.50	LIGHTS OUT	20.00
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Machines Are All Perfect Condition. — 1/3 Deposit, Cashier Check or Money Order.

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CHATTANOOGA, TENN.

Bally Honored On Bumper Idea

CHICAGO, March 27.—Describing the giant coil of bumper spring as one of the most outstanding contributions ever made to coin machine industry progress, members of the Coin Machine Suppliers' Association voted unanimously to award its 1937 Trophy of Merit to Bally Manufacturing Company, whose engineering staff originated and developed the bumper spring.

The trophy is unusually beautiful and strikingly symbolic in its glorification of the bumper-spring as a contribution to marble game design. The solid walnut pedestal is more than two feet high and surmounting this is a giant bumper spring, which was wound by hand from wire one-fourth inch in diameter. Directly in front of the major pedestal is a smaller gold pedestal bearing a gigantic metal ball. Engraving on the gold plate reads: "To Bally Manufacturing Company in recognition of the most outstanding achievement in the coin machine industry."

In his speech of presentation Charlie Caestecker, of Guardian Electric Company, stated: "The bumper-spring idea, which has revolutionized the industry, ranks with such historical developments as the totalizer, the changing-odds idea and the automatic payout, and it is interesting to note that Bally had a major part in the development of all of these milestones of progress; in fact, was the first to design and build an automatic payout pin game."

The Bumper Trophy represents the third signal honor received by Bally this year. The first was the Ray Moloney testimonial dinner during the convention, when several hundred jobbers and operators joined in honoring Bally's popular president, and the second was the unique tribute to Bumper published in various coin machine papers by Jack Fitzgibbons, of New York.

Gingold Has Pleasant Trip

SPRINGFIELD, Ill., March 27.—Max M. Gingold, of the Independent Novelty Company here, spent the last four weeks on an extensive tour of the Southwest, calling on distributors and jobbers in Missouri, Arkansas, Oklahoma, Kansas and Texas. Gingold reports that the trip was a highly profitable one. He was impressed with the hospitality shown him by the Southern distributors and jobbers, especially Mr. Lynch, of the Electro Ball Company, Dallas and the Frankrich Brothers, of Fort Worth.

Editor-Operator Travels

TAFT, Calif., March 27.—California's wandering editor, publisher and coin machine operator, Arthur M. Keene, again has itchy feet. Tho he recently

Publicity

By GAIL BORDEN

Every time I read of a raid or "investigation" by John Sumner, the high priest of New York's Society for the Prevention of Vice, I think the evil-minded boys are missing a lot. For instance, a lout who goes in for so-called "stags" must sneak away into the night, watch out for the police and be as furtive about it all as the best second-story man now at large.

But what does a vice-preventor do? He attends the "stag," if he can clout an invitation, sits thru the whole affair, and then runs to the police shouting that the exhibition was "horrible." Thus he becomes, to some people, a species of noble-minded citizen when, as a matter of fact, he is probably a dandy subject for Doc Freud. Besides that he usually gets an honorarium.

Then there is the matter of movies and books. The average dodo in search of a synthetic kick has to pay the tariff on such stuff and, besides, he has to hide the tome from his wife and friends or, in the case of movies, hide himself from the strait-laced gentry. But how about the Crusader?

Does he hide himself or the book he thinks is "horrible"? Not a bit. He rushes into court waving Exhibit A, does a lot of shouting about "morals," and winds up by giving the producer or publisher enough publicity to warrant raising the prices on his commodity.

People inevitably hear of the things Mr. Sumner and his crowd "discover" and, in the fallacious belief that John and his boys know a racy thing when they see it, dig into their jeans for the requisite price.

Now John has dragged some strip-teasers into a New York court—and this should boom the Minsky business. Last month it was a book which John didn't like, and sales of the volume have increased. What it will be in another 30 days, only John can say.

But I still believe that fellows who worry about the morals of other people at the expense of their own might take a tip from John.

Think of the libraries they could collect, the movies they could see without blushing (for "duty calls them"), the courtroom "strip-acts," and all the other junk which most people would never give a thought but for the great "pre-venters" of vice who, in preventing, turn out to be better publicity agents than money could buy.—(Copyright by Chicago Daily Times.)

returned from Mexico City and also visited Alaska and Australia in 1936, he is now on the way round the world in an endeavor to prove that Columbus had the right idea. He will take a few peeps at Singapore and other places to see if they have any coin-operated machines, maybe.

Keene sailed from San Francisco March 25 on the Dollar liner President Coolidge.



BECAUSE OF HEAVY REORDERS on its Jungle Dodger and other electric-ray rifle ranges, the Universal Manufacturing Corporation announces the opening of a No. 2 plant in South Bend, Ind. New addition is shown above. The new unit will be used exclusively for final assembly and experimental work. General offices and salesrooms will remain at Plant No. 1 in South Bend.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Meet the Coin Machine Man

By LEO J. KELLY

His is the hardy spirit of the pioneer. He blazes new trails for commerce and industry, usually unaided.

He loves fair play, hates bigots, detests oppression. He is God-fearing, family-loving, taxpaying, an American citizen. Respecting the property rights of others, he desires in return only that his inalienable rights be respected and preserved. He fights confidently against the false accusations of prejudiced minorities who fanatically attempt to foist their fallacies of morality upon the fair-minded, progressive, yet unorganized majority. He is long of memory—he has not forgotten that crime of the most hideous nature was bred and still runs rampant as a result of the noble experiment (?) of prohibition.

The Coin Machine Man carries no brief for those that squander their money, wreck their homes and health drinking to excess intoxicating liquors—yet he does not insist that the liquor industry be abolished!

He knows that banks have been closed, widows made penniless by absconding bank employees who unsuccessfully attempted to "beat the horses"—yet he enjoys horse racing and approves the progress made in legalizing and regulating race tracks!

He knows that morals cannot be legislated into mortal man and believes that excesses practiced by individuals should result in individual punishment!

Never would he condemn a people, a nation nor an industry for the acts of a single person or group.

The Coin Machine Man knows that churches, Sunday schools and religious organizations conduct lotteries and chance enterprises—that playing cards are sold in drug stores and that poker and bridge and euchre parties are conducted at which prizes are awarded—yet the Coin Machine Man doesn't condemn the churches, neither does he desire that the druggist be put out of business for having sold playing cards that someone else used for gambling (?) purposes.

Minorities Exist

The Coin Machine Man knows that minorities cherish deep puritanical ideas. . . . That these same minorities desire to tell the majority how their lives should be lived; that anything they determine is a sin must be sinful, including Sunday baseball and Sunday moving pictures.

The Coin Machine Man recognizes today's "Down-with-everything" evangelist as the offspring of the early tyrants of this continent who put pilgrims in stocks for non-attendance at church—burned so-called witches at the stake and passed laws prohibiting the use of horseless carriages not so long ago. He

knows that this same fanatic shouted long and loud, "A life for a pint," and by perpetrating his prohibition theory on the American people created one of the most disgraceful episodes in the annals of present-day history.

The Coin Machine Man knows that politicians, misguided by the loud voice of agitators, frequently mistake noise for numbers and direct unjust laws and ordinances against coin machines without fully considering the evil and hardship these unjust laws create.

The Coin Machine Man knows that thousands of storekeepers could not have survived the depression without the new income coin machines created for them, that commerce and industry in every branch—transportation, electric current, gas, oil, lumber, iron, steel, paint, wire, glass, paper, ink, etc.—was immeasurably aided by the coin machine industry during this same depression and that today many, many thousands indirectly owe their employment to the coin machine industry and coin machines. And that thousands more are employed directly as a result of the coin machine

he purchases and uses.

The Coin Machine Man knows that 10 per cent of the price he pays for coin machines of the amusement type goes to the Federal Government and that without this 10 per cent Federal taxes would of necessity be greatly increased, placing additional tax burdens upon everyone.

Skill Awards

The Coin Machine Man knows, and theologians agree, that there is absolutely nothing morally wrong in playing games of skill or even of pure chance, that there is nothing immoral in agreeing to accept a reward if skill or chance so ordains.

The Coin Machine Man knows that tremendous sums of money are being expended to popularize horse racing and sell intoxicating liquors, yet no one is ever solicited or forced to patronize coin machines. He knows that this fact alone is conclusive proof that the great majority of the American public want the service, amusement and entertainment coin machines provide them.

The Coin Machine Man agrees fully

with the Chicago Crime Commission, which stated in its report to Governor Horner June, 1935, that:

"The gambling impulse is inherent in human nature.

"Gambling is non-rational behavior, but it is not immoral nor a vice in and of itself.

"The United States with its strong Puritan tradition is the only large country in the civilized world that does not permit and sanction gambling on a large scale.

"It has never been possible to repress gambling over any long period of time despite the many moral crusades and police clean-up campaigns that have been launched against it.

"Reformers, if they find no pleasure in a non-rational activity, such as gambling, are prone to attempt by legislation to prevent other persons from getting pleasure out of this activity. It is impossible, history has shown over and over again, to make people good by legislation."

Majority Interests

The Coin Machine Man knows that lawmaking bodies that follow the dictates of a puritanical minority and pass ordinances and enact laws aimed at destroying the coin machine industry do so against the best interests of the majority of citizens and suggests that if lawmakers are willing to aid their constituents they will see that properly prepared amendments to State constitutions are proposed and submitted to the voters, whereby all coin machines of all types may be licensed, supervised and regulated.

The Coin Machine Man knows that such a proposal would win the overwhelming majority vote of all fair-minded citizens and forever set at rest the evils attending every attempt of the minority to make the majority "good" (?) by legislation.

Discourage Selling To Location Owners

(Reprinted From the Rowe-Gram, Rowe Manufacturing Company)

The old scheme of selling cigaret merchandising machines, which may be new to some operators in the business, is once again making a feeble attempt to stage a comeback. Briefly, the plan is as follows:

A certain manufacturer of cigaret machines finds that his product is not acceptable to regular cigaret machine operators for many reasons—his machine is far from a first-class device, from the standpoint of mechanical performance and appearance it cannot measure up to those which are readily accepted by legitimate operators thruout the country, etc. Therefore this manufacturer must devise some scheme to enable him to sell this machine direct to retail accounts, irrespective of their ability to pay for it.

He proceeds to carry out the plan by the appointment of an operator or jobber in a local territory thru whom he offers to give the machine away free to the location owner after it has sold a certain number of packages of cigarets, usually 4,500 packages. In the meantime he retains the entire profits until the required number of packages is sold. This plan is so replete with flaws and fallacies which cannot be overcome that in every case where it has been tried complete failure was the ultimate result. On the basis of the 4,500 pack arrangement the location owner is paying \$90 for this machine (inasmuch as he would ordinarily get 2 cents per pack from an operator). This manufacturer regularly sells his machine for about \$60 or less, so that the location owner in paying \$90 is being charged an exorbitant price.

\$90 for \$30

Assuming that an average location sells about 400 packages of cigarets per month, the proprietor of such location would own his machine at about the end of 12 months, during which time he would receive absolutely no profit on his cigaret sales, and when he comes into possession of the machine after 12 months' usage it would be worth about one-half of its original cost. In other words, he actually pays \$90 for a used shop-worn machine worth about \$30.

Poor Service

During these 12 months the loss from slugs would be substantial, since these machines are incapable of ejecting the average spurious coins. Obviously, the seller of the machine will not absorb this loss, with the result that more than 12 months would actually be required to pay for it. In signing an agreement to retain the machine until the designated number of packages have been sold without any profit at all to him the location owner legally binds himself to the service of the seller, regardless of how poor it may be. Operators conduct-

ing normal cigaret-machine businesses are very careful in handling a customer, realizing that inefficiency and poor service on their part would result in the loss of this account to a competitor, while the sponsor of this unsound plan realizes he has absolute control over the customer and in all probability renders service which is very poor by comparison. Even if he wanted to render satisfactory service, the small profit which he makes in selling a machine would not permit this. There is the salesman's commission to pay when the machine is sold—regardless on what basis—and if the seller of the machine actually has a representative call to replenish the stock in the machine as often as necessary this cost would far exceed what little profit there might be in the sale of the machine.

Burden on Location

When the location owner comes into possession of the shop-worn ill-appearing and antiquated cigaret machine the burden of repairs is imposed squarely on his shoulders. Every time the machine goes out of order he must summon a mechanic and order parts from the manufacturer at whatever price the manufacturer sees fit to charge. Under such an arrangement the customer would necessarily have to retain the same machine during the agreement period, whereas were he to receive the service of a regular cigaret-machine operator he would at all times have in his establishment an up-to-date and neat-appearing machine and at all times receive satisfactory service. Under this deceiving plan, once the customer owns his own machine he would in effect be going back to the old method of handling cigarets. He would always have to keep a stock of cigarets on hand in order to fill the machine. Consequently he would still be subjected to losses incurred by employees helping themselves. Several people would require access to the machine since it may be necessary to fill it during the absence of the proprietor—especially if there is a day and a night shift. He would be required to purchase his book matches, pay any sales tax or license fee which might be in effect in his locality and again be subjected to the bookkeeping expense and inconvenience attached to the handling of cigarets over the counter, which is eliminated when one receives the services of a legitimate operator.

Variations of Plan

Altho the plan used to sell machines direct to the location owner may be somewhat different than what has been explained in principle they are all alike and the arguments against them are pretty much the same. Occasionally a (See DISCOURAGE SELLING on page 96)

SPECIAL
BRAND NEW! ONE CENT
STICK GUM, PEANUT,
HERSHEY VENDORS.
Only **\$2.50** Each

A. M. WALZER CO.
426 Stinson Blvd.
Minneapolis, Minn.

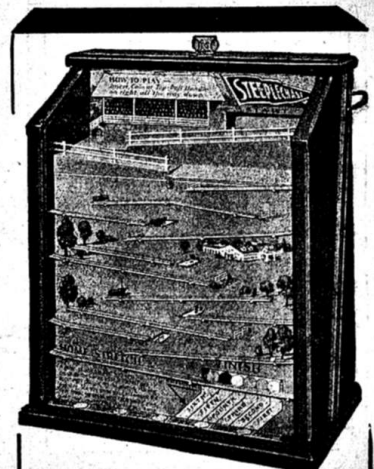
INCREASE PROFITS

MAKE OLD SLOT MACHINES AND PIN TABLES LIKE NEW

8-oz. bottle of "Cote-O-Var" at 65c and 4-oz. can of "RustOff" at 25c will polish and clean 10 machines. Good for all furniture, nickel, etc.

UNIVERSAL LABORATORIES

P. O. Box 1127
Leamington, Ontario, Canada



**STEEPLECHASE
CIGARETTE SCORE CARD**
Only **\$12.50** Penny or
Nickel Play
\$5.00 Cash, Balance C. O. D.
AUTOMATIC AMUSEMENT CO.
628 Madison Ave., Memphis, Tenn.

SPURS
WHOLESALE
4000 ITEMS
FREE
WHOLESALE
CATALOG
Hot off the press. Shows 4,000 world-wide Bargains. 256 pages of Fast Sellers of Every Description and 15 Money-Making Plans. This Catalog is FREE. Send for it today.
SPURS CO.,
4-37 Erie St.,
Lo Center,
Iowa.

PONSER PROUDLY PRESENTS

*The Baseball
Bumper Game
that's the talk
of the Country*

GOTTLIEB'S ELECTRIC SCORE BOARD

Wherever there's a baseball fan Electric SCORE-BOARD is the super hit they can't pass up. The baseball season opens April 20. NOW is the time to cash in with a Bumper Crop of SCORE-BOARD profits. \$69.50 F. O. B. Chicago.

**TO MAKE ROOM FOR
5 CARLOADS**

of
**ELECTRIC
SCORE BOARDS**

en route to us this week

we are

CLOSING OUT

TOP 'EM at \$75.00 F.O.B. N. Y.
SWING TIME at \$32.50 F.O.B. N. Y.
all brand new in original cartons.

Also write for Our Prices on
WIZARD and other popular games.

**READY FOR
IMMEDIATE
DELIVERY**

!

**GEORGE PONSER
COMPANY**

1140 Broadway, New York City
(ASH. 4-3915)

11-15 East Runyon Street,
Newark, N. J. (BIG 3-6272)

Spring Smiles at Chicago Coin Co.

CHICAGO, March 27—"We have reason enough to be wearing a spring smile at Chicago Coin Corporation," Sam Wolberg explained this week. "Our new automatic payout game, Springtime, is proving to be a tremendous hit with payable operators all over the country and orders are pouring in as fast as we can handle them.

"I am sure that we here at the factory are not alone in our spring mood. The unusual bumper-spring application in Springtime, combined with a number of other outstanding features such as the exclusive Chicago Coin motor driven payout unit, are making a real hit on every location.

"Operators really know that spring is here regardless of what the weather man might have to say. Springtime has a fresh, breezy appeal that keeps players continually coming back for more, and John Operator is dishing out for new spring duds for the family, knowing that the money to pay for them will be waiting for him in the cash boxes of his Springtime games.

"Our novelty game, Home Run, is still in heavy production and promises to continue so for an indefinite time. Operators who have tried only a few of them are ordering them as fast as they can in order to get all of their locations lined up early."

ROUTES

(Continued from page 35)

Toylard; (Gayety) Cincinnati 29-Apr. 3;
(Gayety) Detroit 5-10.
Twinkle Toes: (Rialto) Chi 29-Apr. 3.

MISCELLANEOUS

Cannon Show: Hiawasse, Ga., 29-Apr. 3.
Birch, Magician: Hillsboro, Tex., 31; Sulphur, Okla., Apr. 1; Norman 2-3; Perry 5; (Fine Arts Aud.) Oklahoma City 6; Hominy 8; Ponca City 9.
Blackburn, Geo. W., Med. Show: Richmondale, O., 29-Apr. 3.
Black's, Lewis E., Bears: Greenfield, Ind., 29-Apr. 2.
Coward, Linden, Magician: Rutledge, Ga., 1-3.
Daniel, Magician: Louisville, Ky., 1; Ashland 2-3; Grayson 5; Sharpsburg 6; Moorehead 7.
DeCleo, Harry, Magician: Marysville, O., 1-14.
Delmar, Hypnotist, Escape: (Crystal) Salinas, Calif., 1-3.
Dressen's Circus Capers: Bloomington, Ill., 31-Apr. 3; Peoria 2-10.
Green, Lew, Golden Gift Show: Navarre, O., 29-Apr. 3; Reedsville 5-10.
Huntington, Magician: Meridian, Miss., 31; Waynesboro Apr. 1; Hattiesburg 2; New Orleans, La., 3; Beaumont, Tex., 5.
Lewis, H. Kay, & Hollywood Varieties: Little Rock, Ark., 3-6; Du Quoin, Ill., 8-10.
Liggett's Tent Theater: Cobtown, Ga., 29-Apr. 3.
McNally Variety Show: Henderson, Md., 29-Apr. 3.
Marquis, Magician: (State) Postoria, O., 31; (Aud.) Attica Apr. 1; Marion 2; (Castamba) Shelby 5-7; (State) Gallon 8-10.
Miller, Al H., Show: Coleman, Ga., 29-Apr. 3.
Nemars, Magicians: Frankfort, Ind., 31; Lebanon Apr. 1; Crawfordsville 2; Danville, Ill., 5-10.
Ricton's Show: Canoochee, Ga., 24-25; Garfield 26-27.
Toby Players: Deport, Tex., 29-Apr. 3.
Van Arnam Radio Barn Dance: La Belle, Fla., 1.

REPERTOIRE

Blythe Players: Millington, Md., 29-Apr. 3.
Carter, Mack, Dramatic Co.: Walkerville, Mich., 29-Apr. 3.
Harvey's Players: Dyersburg, Tenn., 29-Apr. 3.
Hayworth, Seabee, Players: (Avon) Lenoir, N. C., 1-3.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo: Sandersville, Ga.; McIntyre 5-10.
Badger & Briggs: Pittstown, Okla.
Baldwin United: Walhalla, S. C.
Barfield's Cosmopolitan: Webster, Fla.; Bushnell 5-10.
Barker: Charleston, Mo., 3-10.
Blue Light: Cheraw, S. C.
Blue Ribbon: Columbus, Ga.
Brown Family Rides: Sardis, Ga.
Brown Novelty: Valdosta, Ga.; Thomasville 5-10.
Buckeye State: Wiggins, Miss.
Bullock Am. Co.: Whitmire, S. C.
Burke, Harry: Reserve, La.
Byers Greater: Hayti, Mo., 5-10.
Central State: Greensburg, Kan., 5-10.
Crowley United: Moberly, Mo., 5-17.
Dalley Bros.: Galena, Kan., 3-10.
De Luxe: Darlington, S. C.
Dixie Expo.: Mobile, Ala.
Dyer's Greater: Vardaman, Miss.
Eliane: Sumter, S. C.
Evangeline: Danville, Ark.
Fairly-Martone: Texarkana, Tex.; Ft. Smith, Ark., 5-10.
Florida Expo.: Jesup, Ga.; Denmark, S. C., 5-10.
Georgia Attrs.: Williston, S. C.
Gold Medal: Little Rock, Ark., 3-10.
Golden State: Santa Paula, Calif.; Ventura 5-11.

(See ROUTES on page 94)



**CANDY CRUSHED
CHERRIES
SUNSET CHOCOLATES**
Contains Chocolate Crushed Cherries, in a Beautiful Box, Wrapped with Assorted Colored Cellophane.
100 to carton—Per Carton \$5.00
20% Deposit, Bal. C. O. D. Send for Free Illustrated Catalog.
DELIGHT SWEETS, Inc. 50 EAST 11th St., NEW YORK CITY



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FOR OUR NEW CATALOGUE
NEW MERCHANDISE WITH A FLASH!
The Largest and Most Elaborate Line in the History of Our Organization.

Send for a Copy—Ready Soon

Wisconsin "DeLuxe" Corp.
1902-12 N. 3D STREET, MILWAUKEE, WISCONSIN

ATTENTION CARNIVAL MEN ATTENTION

AS USUAL THE LOWEST PRICES IN THE COUNTRY.

THE JOHN ROBBINS COMPANY

340-42 THIRD AVENUE, PITTSBURGH, PA.
LARGEST LINE OF FAIR — CARNIVAL — BAZAAR — AND BINGO MERCHANDISE.
Slum of Every Description. No Catalogue.

WANTED GOODING GREATER SHOWS

Chair-o-Plane, Dual Loop-O-Plane, Kiddie Rides, Bingo Game, Penny Arcade, Skee Ball Alleys, Cook House, other Legitimate Concessions. On account disappointment can use good Ten-in-One Show. Address inquiries The F. E. GOODING AMUSEMENT CO., Operators, Box 386, Columbus, Ohio.

JOIN ON WIRE

Comedy Free Act. Prefer act with one woman. Those who wrote me wire again, also Hillbilly, Rube or Clown Band to work with four big acts. Will book Corn Game and Ten Concessions for the season with bona fide money-making show playing Texas only. Will book Ferris Wheel, Single or Double Ell Parker, or Swooper. All season work, plenty fairs, celebrations. Have for sale Light Plants, Railroad Cars, Animals, Tents, Banners, Paint, Lumber, House Cars and Trailers, Trucks and what not. Mister Showman, Ride Man or anything pertaining to the show business will sell, book or represent you in anything pertaining to the show business on commission only. Will not buy anything but am selling everything for everybody.

ROY GRAY, 1012 PACIFIC AVE., DALLAS, TEXAS. Phone 22647

CRYSTAL EXPOSITION SHOWS

OPENS AT GAFFNEY, S. C., APRIL 8th, FOR 10 DAYS

WANT Grind Concessions all kinds, Fish Pond, Pitch-Tilt-U-Win, Ball Games or any Concession that will work for Stock. Ride Help: Want Foremen for Ferris Wheel, Merry-Go-Round, Loop-the-Loop, Octopus, also second men for same. Want General Agent, also Advertising Man. Free Acts, want two more. Will consider a good Return Act. State lowest price. Address W. J. BUNTS, Gaffney, S. C.

BROWN NOVELTY SHOWS

FOOD AND AUTO SHOW, AUSPICES JR. CHAMBER OF COMMERCE

THOMASVILLE, GA., APRIL 5 TO 10

Want concessions working for stock only. Shows with own outfits. Can use good ride man.
VALDOSTA, GA., WEEK MARCH 29. F. C. VASCHE, Gen. Mgr.

AT LIBERTY---W. H. (BILL) RICE

General Agent for show playing auspices or wanting special exploitations, such as Weddings, Gate Giveaways, Advance Sale of Tickets, Baby Shows, Queen and Industrious Boys' and Girls' Contests. 1936 I booked 3 Shrines, 2 C of C, 2 Elks, 1 Legion, 1 Scouts. Every spot made money but one. Have a new \$2,000 New York Hippodrome Disappearing Water Ballet and Circus Outfit complete. Address Care The Billboard, Cincinnati, O.

NEXT WEEK - NEXT WEEK GAINESVILLE, GA., SPRING FESTIVAL

City Center Playgrounds Under Legion. Then the Big One, Athens. A Spring Mardi Gras. Want for these two outstanding dates: Shows, Monkey Circus, Minstrel, Small Circus, Wild West, Motordrome, Merry-Go-Round and Kiddie Rides. Any Flat Ride except Tilt-a-Whirl. Concessions of all kinds using stock only. Will place two more Free Acts for these dates. Must be high. We have five acts now. Want Dancers for Lewis Girlsque Revue.
Address This Week, Marietta, Ga. ERIC B. HYDE SHOWS.

LAST CALL----TINSLEY SHOWS----LAST CALL

Opens Perry Avenue Circus Grounds, Thursday, April 1, Greenville, S. C.

WANT Double Loop, Kiddie Auto, Octopus. CAN PLACE Single Pit or Platform Attractions. WANT White Concert Band, also Colored Musicians, all instruments; Concessions of all kinds, except Cookhouse and Bingo. Eddie Lynch, concession manager, would like to hear from Whittie Archer and Johnny Graves. Roy Smith, get in touch with Bill Strode at once.

New Pacific Line Features Variety

CHICAGO, March 27.—With the announcement of Pacific's Ball Game of recent date, followed by news of Heavyweight, the company's new payout table, together with another new novelty game, Pacific boasts of as complete a line of games as anyone would expect to see in production at one time.

The new baseball game is said to be quite the pride of Pacific's engineering staff. For, in addition to ball anima-

tion on the playfield, new motion picture light effects depict runners actually swinging their arms and legs as they chase one another around the bases. Meanwhile, the ball is automatically thrown from the pitcher's box at various speeds toward home plate. The player attempts to swing the bat in such a manner that the ball hits on a line, along the ground, or into the stands for a home run. The progress of each play is automatically recorded on the light board, keeping the player posted on his scoring status at all times. Interest in Pacific's Ball Game is said to be sustained right up to the close of each play, because there's always an opportunity to score as long as a hitter comes up to the plate.

The handiwork of Paul M. Fuller is said to be reflected in the modern design of the game. Pacific praises Fuller's work as being the best they have had on their heavier types of coin-operated equipment.

In the new game Heavyweight, Pacific heralds another event for distributors of pay tables. Paul Bennett, general sales manager of the company, says it has produced exceptionally good results on pre-release location tests. It incorporates a large light board showing round-by-round results as the ball goes punching and looping its way down the field. Even as it passes out of the ring, a single contact with one bumper in the right manner is apt to score a knockout and a payout. Odds range from 10 to 150, with plenty of opportunities to score at any stage of the game.

Pacific is also showing a new novelty table which has not been generally announced. It is said to possess extraordinary appeal and ready for releasing within a few days' time. Then they are reported to have a new console job in the works that is getting good reactions from visitors at Pacific's plants, according to Bennett.

Meanwhile the Gum Merchant and Shinette are quoted as coming along in great shape to round out the present Pacific line, which the company's executives assert to be the most complete and widely diversified in the history of their business.

Coin-Operated Games at St. Louis Charity Show

ST. LOUIS, March 27.—At the recent International Sportmen's Boat and Trailer Show, under the auspices of Welcome Inn, Mrs. Nat Brown, chairman, selected a number of coin-operated games from the Ideal Novelty Company, owned by Carl Trippe. Proceeds from the games were used for the benefit of Welcome Inn's fund.

Welcome Inn is one of St. Louis' largest charity organizations and was started some six years ago in the interest of the unemployed. It is kept entirely by voluntary contributions, maintaining playgrounds, shoe repairing and sewing departments, barber shop, canning factory, junk yard and furniture department. It is estimated that over 300,000 families are passed thru the food line daily and that over 1,000,000 people receive free food three meals per day.

Mrs. Brown and her co-workers deserve great credit for the work, and Carl Trippe is proud of the privilege of being able to be of service to them in this work. The Bally Eagle Eye got a very good play at the show.

DIVORCES

(Continued from page 72) are connected with the Cetlin & Wilson Shows.

Pacific Coast Shows Start Season Early to Fair Returns

SNOQUALMIE, Wash., March 27.—The Pacific Coast Shows, under management of James Barber, owner, opened the season March 13 at Issaquah, Wash., with cold weather but to fair returns. This event marked the earliest opening for these shows in 10 years.

Visitors: Mr. and Mrs. H. G. Avery, O. H. Allin, Dad Allin and Mr. and Mrs. Wayne Endicott, of the American United Shows; Mr. and Mrs. Bill Myers; Harry Myers, of the Ziegler Shows; Gene McDonald, E. Roberts, Walter O'Neil, Ted Schultz, Arthur Smith, Ernie Sautini and Fritz Hinkle, of the West Coast Shows; Pete Kortess and Prince Dennis (midget) of Kortess' traveling museum.

The show moved here March 20 and put up in a snowstorm. Reported by Mrs. James Barber.

WE HAVE IN STOCK Ready for Immediate Delivery

ABT'S PISTOL TARGETTE MACHINE OPERATORS PRICE

39⁵⁰

Jobbers Write For Quantity Prices



MILLS' POST TIME, STONER'S AIR RACES, PACIFIC'S AIR RACES AND BASEBALL GAME, BALLY'S CROM, BOOSTER, SKIF, PER, BUMPER, FAIRGROUND; GOTTLIEB'S BASEBALL; GENCO'S WIZARD, PADDLE WHEEL; A.B.T. TARGETTS; WURLITZER PHONOGRAPHS; ROCK-O-LA PHONOGRAPHS AND WORLD'S SERIES; KEENEY'S MAKE OR BREAK AND PARADISE; EXHIBIT SUPPLY CO. CHUCKALLETTE, EITHER CASH OR TICKET MODEL; EVANS' GALLOPING DOMINOS, BANG TAILS AND ROLETTA JR.; GROETCHEN'S TRIO PACK; DAVAL'S BASEBALL AND TRIO PACK. Jobbers write us your orders with third deposit. Will make immediate shipment at Jobbers' prices. We meet any clean competitor's prices. But try to respect the prices of each respective manufacturer.

PACES RACES

2 NICKEL PLAY CASH PAYOUT, 20 to 1, Serials 1114, 2906, Each	\$210.00
9 5c CHEEK SEPARATORS, 20 to 1, serials 4162, 2711, 2698, 2893, 2710, 2892, 2895, 2070, Each	220.00
4 5c CHEEK SEPARATORS, 20 to 1, serials 3577, 4250, 4253, 4147, Each	230.00
9 5c 30 to 1, serials 4402 up, C. Sample, \$325. In Lots of five, Each	310.00
1 25c, 20 to 1, C.P. 3764, Brand New 1937, Each	235.00
1 25c, 20 to 1, C.P. 3764, F.S. PACES RACES, Cash Payout, Each	354.00
4 Brand New Black Cabinet PACES RACES, 30 to 1 Pay, Check Separator, Each	355.00
1 Brand New 5c Check Separator, Black Cabinet, 20 to 1 Pay, 35.00	
Last Two Items Are In Original Crates, Never Unpacked.	

20 1c Mystery Blue Fronts JP Gold Award Venders, serials from 319,000 to 325,000, Each	\$40.00
30 5c Mystery Blue Front JP Gold Award Vdrs., serials 322,000 to 395,000, Perfect condition Ea.	57.50
10 Waiting Twin JP to Front Venders, Each	21.50
4 Waiting to Play Twin JP Treasury Venders, like new, Each	35.00
10 Mills Mystery Blue Front, 10c Play, Like new, serials 360,000 to 382,000, Each	59.50
6 25c Play Mystery Blue Fronts JP Gold Award Venders, 360,000 to 380,000, Each	60.00
4 1c Pace Bantams JP Venders, perfect condition, Each	15.00
1 Duchess to Play JP Vender	15.00

Write us for prices on anything that is coin operated, either new or used, as we make guarantee and lowest possible price and prompt deliveries to be as represented.

Slightly Used Machines Offered Subject to Prior Sale

3 PALOOKA SRs, Perfect Condition	\$35.00	Each
1 SKY HIGH, Ticket	18.00	Each
1 LEATHER FLOK	22.00	Each
2 PREAKNESS, Ticket	75.00	Each
2 PREAKNESS, Cash Payout	72.50	Each
2 PALOOKA, JR., Ticket	20.00	Each
1 PALOOKA, JR., Cash Payout	20.00	Each
5 PAMCO PARLAYS	17.50	Each
3 ACE MACHINES, Like New	10.00	Each
1 BIG FIVE, Like New	7.50	Each
1 SNAPPY, Like New	40.00	Each
4 JUMBOS	17.00	Each

All orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph money order. All used machines are offered subject to prior sale.

MOSELEY VENDING MACHINE EXCHANGE

90 Broad Street Richmond, Virginia
Day Phone, 3-4511—Night Phone, 5-5323
WRITE AND ASK US TO PUT YOU ON OUR MAILING LIST.

WANTED

Dancers, Singers, Rhumba, Oriental or other exotic dancers that can be featured. Also few more Chorus Girls with Specialties. Open with Conklin Shows April 29, Hamilton, Ont. Like hear from Canadians as well.

JEAN DEKREKO
1819 West Jefferson, Louisville, Ky.

WANTED

A-1 Ticket Seller capable making second openings, Tattoo Artist, good strong bally, Fire Eater, Glass Eater or (Human Ostrich) and Boss Canvasman, capable moving show up and down and taking care of complete new Side Show.

ART L. CONVERSE
Care O. C. Buck Expo., Mineola, L. I., N. Y.

WANTED

FOR BARNEY BROS. CIRCUS, Performer doing two or more Acts. Also Clowns. Al Martin come on, Pop Martin, why don't you come on? Musicians on all instruments for Big Show only. Musicians on all instruments for Big Show only. Band Wire PUD HEADLEY, Band Leader. Scotch Band or Small Colored Band for Side Show. Acts with BARNEY BROS. Vern Corriel come on. Acts with BARNEY BROS. Vern Corriel come on. New Mexico; after that 1640 Central St., Kansas City, Mo.

WANTED

For Side Show—Lecturer for Inside who can do Magic, Pit Show People in all lines, except Front. WANT Blower, Agents for Concessions; must be reliable and sober. Address W. H. McCLANAHAN, Care Reynolds & Wells Show, Springfield, Mo.

WANT STANDARD CIRCUS ACTS

Open June 2, Side Show People, Concessions, Phone Salesmen, Promoters, Contest Man, DEACON DAVIS, JUMBO CIRCUS AND EXPOSITION, 339 West Federal Street, Youngstown, O.

ELANE'S SHOWS

CAN PLACE Shows, Rides, Concessions. No racket. Cook House open. Geek, Fat, Midget, good Freaks write. Positively jumping from here to Virginia. Write or wire JOHN GEOMA, Sumter, S. C., this week.

CASTLE'S UNITED SHOWS

WANTS Special Agent, Rides, Shows, Concessions that do not conflict. Concession Agents, Ride and Show Help. Ten-Car Railroad Show. Prescott, Ark., April 3 to 10; Arkadelphia, Ark., week 12.

WEST BROS. AMUSEMENT CO.

WANTS, account of disappointment, Pit Show, Athletic Show, any other money-getting Show. Cape Girardeau, Mo., this week; Sikeston, week of April 6.

Due to Disappointment

WANT Pit Show. Have new 110' Top and Front for same. Chas. Zerm wire.

BYERS & BEACH SHOWS
Winterquarters: Cardwell, Mo.

WANTED FOR DOKK

BIG 40th CELEBRATION AND EXPOSITION INDOOR CARNIVAL, COLISEUM, TULSA, OKLA., April 29-30-May 1.

DYER SHOWS WANT

Neat Cook House, join at once, privilege right. Shows all open except Monkey Drome, Flat Rides or Merry-Go-Round. Must be in good condition. Milk Bottle, Ball Game Workers and other Agents. Yardman, Miss., this week.

Penny Cigarette Boards

3000 1c Cigarette Boards to close out. Send \$1.00 for samples of 1 1000-hole, 1 1200-hole and 1 1500. Also list of other specials.

ASSOCIATED SALES AGENCY
108 No. 17th Street, Birmingham, Ala.

O. C. BUCK EXPOSITION, INC.

← FREE ATTRACTIONS →

BENCH BENTUM'S DE LUXE WATER CIRCUS

SIX A-1 NEW YORK STATE FAIRS, STARTING JULY 26.

10—Rides—10 8—Shows—8
OPENS MT. VERNON, N. Y., APRIL 15 to 24, INCLUSIVE.
Asplices of Veterans of Foreign Wars, and Carnival Dates.
CREAM OF THE EAST, Under Strong Auspices.

NO Controlled Games Any Kind Tolerated.

THE FLYING UNICORN, Aerialists Supreme.

SIX OUTSTANDING BONA-FIDE NORTH CAROLINA FAIRS IN THE HEART OF THE TOBACCO BELT UNTIL NOV. 6.

Will book few Legitimate Grind Concessions, Wheel Agents who can work for stock. CAN PLACE Lead Gallery, Scales (Winslow note). CAN PLACE Ride Help, Man to operate "U" Drive It Kiddie Ride, A-1 Talker for brand-new Drome. Address JOCKEY ROLAND, General Delivery, Mineola, N. Y. Art Converse wants for Side Show, sober Boss Canvasman capable handling brand-new outfit, Tattooer, Human Ostrich, A-1 Ticket Seller capable making Second Openings. Address ART CONVERSE, Mineola, L. I., N. Y.

Committees desiring Cleanest Show in the East address JACK V. LYLES, Gen'l Rep., Hotel Cadillac, New York, N. Y.

All Others Address
OSCAR C. BUCK, General Mgr.,
104-33 128th St., Richmond Hill, L. I., N. Y.

L. J. HETH SHOWS, INC., WANT

Organized Minstrel Show with Band, salary and percentage. Will finance small Autodrome for party who can furnish Motorcycles and Riders. WANT organized Girl Revue. WILL BOOK Flat Show, Midget Show, Monkey Speedway, or any Show of merit. Have outfit for same. Loop-o-Plane with or without transportation. All legitimate Concessions open. Photo Gallery, Pop Corn and Peanuts. Have for sale new Green Tent, 14x20, with frame, for Corn Game. Mrs. Heth want Agents for Ball Game, Penny Pitch and Experienced Photograph Man.

Week March 29, Enstoy, Ala.
All Replies Birmingham, Ala.

Week April 5, North Birmingham, On the Streets.

BROADWAY OF AMERICA CHAUTAUQUA SHOWS

OPENING ARKADAPHEA, ARK., APRIL 10 TO 17, INCLUSIVE

WANT first-class Cookhouse and Legitimate Concessions of all kinds. EXTRA GOOD PROPOSITION FOR GOOD SHOWS WITH OWN OUTFITS.

WANT LOOP-O-PLANE and Chairplane Foremen. This show will play Arkansas, Missouri, Kansas, Iowa and Minnesota.

Address BROADWAY OF AMERICA SHOWS, Ambassador Hotel, Memphis, Tenn.



WESTERN'S FAST TRACK

WITH *Moviegraph Action* IS READY!

● A multiple 7-slot automatic machine that offers the greatest playing "come-on" in the history of coin-operated amusement devices!

Available in Nickel or Quarter Play, Cash, Check or Ticket Pay-out.

SEE YOUR DISTRIBUTOR OR WRITE DIRECT.

WESTERN EQUIPMENT & SUPPLY COMPANY
925 W. NORTH AVENUE CHICAGO, ILL.

me unflinching service. Naturally, for my equipment this year I selected new Buckley diggers.

"With business in general showing such marvelous gains recently, carnivals are going to enjoy a fine season, and my batteries of diggers will be more profitable than ever before."

Pat Buckley, of the Buckley Manufacturing Company, was lavish in praise of the type of truck which Dinty Moore drove into Chicago and which he used to transport a number of new diggers to his headquarters. Moore plans to make several more trips to Chicago for more equipment to use on his carnival routes.

Wurlitzer Makes Record Shipments

NORTH TONAWANDA, N. Y., March 29.—According to a statement released by H. E. Capehart, vice-president of the Rudolph Wurlitzer Company, shipments of Wurlitzer-Simplex Automatic Phonographs for 1937 to date are the greatest in Wurlitzer history. "That," said Capehart, "means the greatest in the history of the industry. Our shipments are breaking all records. We are running far ahead for the same period last year."

"This condition," observed Capehart, "reflects the sound business judgment of operators all over the United States and Canada. It is substantial proof of their confidence in both the present and future of automatic music. In most cases, and in most sections of the country, business is good with them—and I am confident that it is going to be even better. People are making more money. This is being reflected in the number of nickels, dimes and quarters slipped into the coin slots of Wurlitzer-Simplex Automatic Phonographs. Thousands of locations that have never had an automatic phonograph before are waiting for the operators to install machines."

"All these things are stimulating big purchases by operators and making it possible for the business of the Rudolph Wurlitzer Company to set an all-time high."

"Of course," said Capehart, "much credit must be given our designing and engineering departments for producing an instrument so beautiful that it fairly entices people to play it—so perfect in its faithful reproduction of music that it is difficult even for trained ears to tell the difference between Wurlitzer-Simplex music and that of live talent. The contributions made by Wurlitzer engineers to the art of reproduction and amplification of automatic music have played an important part in the popularity that this form of music is now enjoying."

ROUTES

(Continued from page 92)

- Great Olympic: McKenzie, Tenn.
- Great Superior: Jonesboro, Ark.
- Greater Expo: Wallston, Mo., 3-10.
- Greater United: Wichita Falls, Tex.
- Hansen, Al C.: Franklin, Tenn.; Princeton, Ky., 5-10.
- Happy Days: Fayetteville, Tenn.; Tullahoma 5-10.
- Heth, L. J.: Ensley, Ala.; North Birmingham 5-10.
- Hilderbrand's United: (Vermont at 5th) Los Angeles 29-Apr. 4.
- Hodge, Al C.: Belleville, Ill., 3-10.
- Hyde, Eric R.: Marietta, Ga.
- Imperial United: Alexander City, Ala.
- K. G. Am. Co.: Clinton, Ark.
- Leggette, C. R.: Danville, Ark.
- Lang's, Dee, Famous: St. Louis, Mo.
- Large & Lane: Duck Hill, Miss.
- McClellan: Fulton, Ky.
- McGregor, Donald: E. St. Louis, Ill., 3-10.
- McKee Am. Co.: Davis, Okla.
- Majestic: Bessemer, Ala.
- Model Expo: Tifton, Ga.
- Modernistic: Knoxville, Tenn., 5-10.

Concessionaires... NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, COGN GAMES, ETC. Catalog with New Low Prices THE TIPP NOVELTY COMPANY TIPPICANOE CITY, OHIO

- Northwestern: Detroit, Mich., 3-10.
- Orange State: (Sunset Park) Atlanta, Ga.
- Page, J. J.: Augusta, Ga.; Kingsport, Tenn., 5-10.
- Fan-American: Cairo, Ill., 3-10.
- Pilbeam & Carpenter: Wyandotte, Mich.; Wayne 5-10.
- Reid Greater: Jacksonville Beach, Fla.
- Rogers Greater: Nashville, Tenn.
- Rogers & Powell: Yazoo City, Miss.; Payette 5-10.
- Royal Palm: Moultrie, Ga.
- Santa Fe Expo: Las Vegas, N. M.
- Smith Greater: Atlantic, Columbia, S. C.
- Stanley Bros.: Etowah, Tenn.; Bristol, Va., 5-10.
- State Fair: Phoenix, Ariz., 30-Apr. 4.
- Stoneman's Playland: Browns Station, Bessemer, Ala.
- Sunset Am. Co.: Marion, Ill., 3-10.
- Texas Long Horn: Corsicana, Tex.; Athens 5-10.
- Texas: Lyford, Tex.; Raymondville 5-15.
- Tidwell, T. J.: Sweetwater, Tex.
- Tinsley: Greenville, S. C., 1-10.
- Wallace Bros.: Mayfield, Ky.
- Ward, John R.: Baton Rouge, La.; Alexandria 5-10.
- West Bros. Am. Co.: Cape Girardeau, Mo.
- West Coast Am. Co.: Menlo Park, Calif., 29-Apr. 4; Sacramento 6-12.
- Western State: Alice, Tex.
- West's World's Wonder: Portsmouth, Va., 5-10.
- White City: Trinidad, Colo., 3-10.
- Work R. H.: Charleston, S. C.
- World Am. Co.: West Point, Miss.
- World of Fun: Fountain Inn, S. C.; Inman 5-10.
- Zeiger, C. F., United: Safford, Ariz.
- Zindars Greater: Blytheville, Ark.; Flat River, Mo., 5-10.

CIRCUS AND WILD WEST

- Barnes-Sells-Floto: Los Angeles, Calif., 29-Apr. 1; Glendale 2; Long Beach 3-4; Hollywood 5-7; Santa Monica 8; Ventura 9; Santa Barbara 10.
- Barnes Bros.: Portales, N. M., 3; Fort Sumner 5; Phoenix, Ariz., 8-10.
- Cole Bros.: (Hippodrome) New York City until Apr. 11.
- Hagenbeck-Wallace-4-Paw-Sells Bros.: (Coliseum) Chicago, Ill., 7-25.
- Hall's Animal: Sumnertown, Ga., 30; Middleville 31; Riddellville Apr. 1; Harrison 2; Ocoee 3.
- Hove Bros.: Indio, Calif., 31; Banning Apr. 1; Redlands 2; Victoryville 3; Barstow 4; Lancaster 5; Mojave 6.
- Main, Walter L.: Montgomery, Ala., 5.
- Mix, Tom: Anniston, Ala., 31; Birmingham Apr. 2-3; Gadsden 5; Huntsville 6; Columbia, Tenn., 7; Nashville 8; Clarksville 9; Paris 10.
- Polack Bros.: (Armory) Portland, Ore., 29-Apr. 11.
- Rice, Dan: Jackson, Tenn., 3.
- Ringling Bros. & Barnum & Bailey: (Madison Sq. Garden) New York City 8-May 1.
- Royal Bros.: Johnson City, Tex., 30; Stone-wall 31; Willow City Apr. 1; Liano 2; Valley Spring 3.
- W. P. A.: (Bronx Coliseum) New York City 31-Apr. 4.
- Wallace Bros.: York, S. C., 8.

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.

PHOENIX, Ariz., March 27.—L. Clifton Kelly, general agent for the Mel Vaught State Fair Shows, arrived here recently for a rest due to a slight attack of stomach trouble.

The Perfect SHOOTING GALLERY

LEGAL EVERYWHERE



The Money-Maker FOR 1937

Uses Real Rifles—Real Bullets—Absolutely Safe—Bullet Proof. Not an experiment—location tested 5 months—gets the play and keeps it. Price complete with Winchester Rifle, Shells, Target Cards

\$155.00

Operators, rush your order with deposit for immediate deliveries.

L. H. HOOKER NOVELTY COMPANY
ARNOLDS PARK IOWA

ANDERSON-SRADER SHOWS, Inc.

Open at Wichita, Kan., April 24.

WANT TO BOOK Cook House, also Single Loop-Plane. Would consider buying a Single Loop if priced right. Address all mail to Wichita, Kan.

WANT TO BOOK

Some one with one good Ride or Fun-on-the-Farm; will buy same if in good condition.

WM. GAUSE, Roann, Ind.

Dinty Sees Big Digger Season

CHICAGO, March 27.—Probably the world's largest operator of digger machines, Dinty Moore was a recent visitor at the Buckley Manufacturing Company offices here, where he told officials that he is set for the biggest season in his career. Moore's operating activities are carried on from Coast to Coast and the majority of his equipment is made up of Buckley diggers. His operations this spring and summer will, as usual, be carried on as part of a series of traveling carnivals, and in order to facilitate the transportation of his equipment he has purchased a fleet of huge vans.

"In the past I have had only the most enjoyable experience with Buckley diggers," Moore says. "If there is any kind of a test that will bring out flaws in a digger operating them on a carnival route is that test. Concentrated heavy play day after day, month after month, and constant moving and loading and unloading will show up inferior equipment, but Buckley diggers have given

The MASKED MARVEL IN NOVELTY GAMES

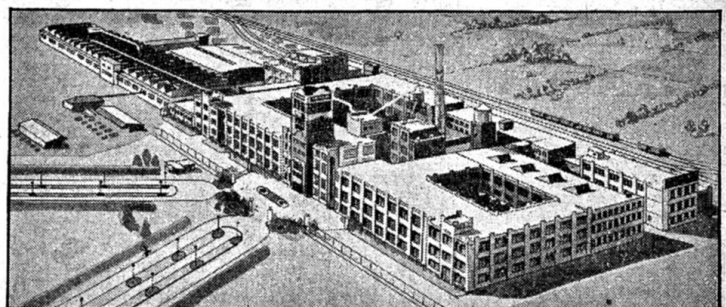
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THURSDAY, APRIL 15th

NO HOLES—NO BUMPERS

REVOLUTIONARY

Send your correspondence to advertisers by mention *The Billboard*.



WURLITZER'S MAMMOTH PLANT, North Tonawanda, N. Y., working day and night to fill unprecedented demand for Wurlitzer-Simplex Automatic Phonographs.

CANADIAN OPERATORS AND JOBBERS

GREAT NEWS! Now you can buy Jennings machines direct from the manufacturer — machines like the Chief, Flicker, Daily Limit, Sportsman and other sensational money-makers. Write us today and ask to have your name put on our new Canadian mailing list.

O. D. JENNINGS AND COMPANY

4309 WEST LAKE ST., CHICAGO, ILL.

Good Operators Do Most To Help Prevent Saturation of Machines

By H. B. TAYLOR, Indianapolis

To the Editor: In your editorial you suggested an operator's forum and left it open for people to express themselves in regard to "Saturation," and, of course, owing to vast territories being closed for one reason or another it has reached the point where some of the following ideas may be used to help the wide-awake operator to exist.

The habit and desire to play games is world wide and if operators as a whole would convert the desire to play the game into a merchandise sale there would be less opposition today. It can be argued that a free-play proposition is more profitable. However, if all games being operated would allow the customer to receive approximately 75 per cent of the gross collection in the form of merchandise, premiums, etc., there would be more good will established. For instance, if a player had 25 cents and put it into a game and received three free plays, walking out of the store with nothing, it is possible that he might have some resentment toward the game. On the other hand, if the same player had been allowed to receive 15 cents in trade he would feel better toward the game, and as more good will is created the longer the life of the game business and the more outstanding the operator will be.

A successful game operator today, in order to break the saturation point, will test his mettle and ability to control all

circumstances and surmount various obstacles that confront him each time he makes his route. He must have or develop ambition to be a leader and learn to sway all of his locations into his idea of operation thru his ability to keep his game profitable to him. This will be impossible if he allows his game to set in a place of business week in and week out without showing results. If the game does not show results he as an operator is wholly to blame. If he is operating a successful business and cares to enlarge it he must have a knowledge of approach to enter a store or location. He should not go in with the idea that the merchant will jump at the chance to place a game in his place of business. He must go in with logical reasons, he should point out results of other operators and present his proposition to the merchant in a businesslike way instead of the old methods that have been used by previous operators or men that have been in the so-called "pin game business." Make it possible for the merchant to see that this is a real proposition that he has before him and that as an operator you are a higher type man than has ever presented a game proposition to him before.

More Than a Game

Make the merchant see that there is something definite and that it isn't altogether the game, but it is the combination of the game, idea, operation, service and knowledge. When the operator makes him understand this the operator will then know something of how to present his proposition.

He must have a thoro knowledge of the game he is operating, its mechanical operation, its workmanship, its smoothness and how to bring out these points and show the merchant. The next item is the most important of all, the operator must know how to overcome every difficulty that might show up on each game, the reason why different things develop different ways on different games. Know how to overcome them. Know what to add to or take from. The operator must know how to tear down the game, work over the whole thing; be able to see why the lift doesn't raise the marble the right way; see why the plunger doesn't act properly; see why the marble won't come out without jolting the game; see why the rebound won't throw the marble in the right place, etc.; also know how and what to do if the game is overpaying; how to raise the legs to make the marbles roll faster, and a thousand more things to learn before he understands the business or knows what it is all about.

Know where to place a game, the kind of business to solicit. Know why it is necessary to bow yourself out of certain locations. Know when your game is in the wrong kind of a place; know when it is in a nice place, but the merchant behind the location isn't the type of man you want to do business with.

Ability To Sell

Back of all these in operating games is the operator's ability to sell the merchant on three things: (1) A high-type game. (2) Co-operation. (3) Service and knowledge. It is necessary that the

Father Inquires About Lost Son

To the Editor: "Our son left San Diego (ran away) March 16, 1937. He is only 14 years old, but very large for his age. As he is a good pinball machine repair boy, as well as a good mechanic and electrician on all makes of phonographs, I am positive that he will become employed with some operator, as he knows all such work very well, and has worked with me for the past years.

"If you should go to any cost, I will be only too glad to have you send me a bill for the amount and I shall at once forward you a check for the amount.

"As far as I am concerned, I am positive that the boy will get along very well, but as far as Mrs. Peterson is concerned, it is a mother's love for her only child.

"Thanking you kindly in advance for anything that you can do for us in this matter. It will be highly appreciated."

E. E. PETERSON,
2309 Bancroft Street,
San Diego, Calif.

Editor's Note—The above letter was forwarded to us by James T. Mangan, Mills Novelty Company, Chicago. Naturally, any information given to the father will be greatly appreciated by him.

Kentucky Winner Board Based on New Principle

CHICAGO, March 27.—James Novelty Company, which recently announced a new salesboard deal called Kentucky Winners, is headed by an oldtimer in the business. He is A. T. Robinson and likes to recall the good old days when people spent money just to make room for more which was always coming in. Those were the days, he says, when there were deals with \$50 and \$100 awards.

"Today," Robinson explains, "it is necessary to make the deal called Kentucky Winners so attractive that the public can't pass it up. Four elements are necessary to make a deal a big success. First: It must have lots of flash and plenty of player appeal. The premiums must be worth while, such as people want and can't easily buy. Second: The operator must have a good profit. After all, operators are not in business for their health. Third: Many winners, not just one big prize, but enough winners to make the board go to the end. Fourth: It must be simple, easy to understand and interesting to all sorts of people, so it will be patronized heavily.

In Kentucky Winners, Robinson says, a large hammered-gold front finish display stand carries 10 chromium statuettes of horses. "Each one is modeled after a Kentucky winner and stands in a celluloid-covered stall on which the name of the horse is embossed. These horses make highly-prized ornaments for home or den. Around the neck of each horse is a seal indicating the cash award up to \$10. In all, there are 130 winners, yet this 5-cent board pays a handsome profit to the operator."

operator use tact in the highest stages in the servicing of his games. Here is the point that will make or break the operator. You must gain the confidence of the merchant as to honesty and as to your ability towards keeping the game well serviced and also keep the game profitable to all parties concerned.

When servicing a game don't be egotistical, don't be a smart aleck, don't be boastful, don't be stubborn, but talk things over with the merchant to show him that you are trained in the operation of the game; show him that you are not hoggish but are willing for him to put out his merchandise or a fair percentage of payout.

Here is where you need salesmanship in a high degree and here is the place that you will be able to go further in the business or you will continue to be just a collector. A successful operator today must be a salesman, not an ordinary collector or service man. By using proper methods a successful operator need never worry about "Saturation."

(Editor's Note—As head of a large operating organization Mr. Taylor once initiated one of the most interesting plans for using merchandise premiums with pinball games in the history of the trade.)

NOW!
BIGGER PROFITS FROM ANY ANGLE
WITH DAVAL
COUNTER GAMES
and SICKING'S
SENSATIONAL NEW
TURNTABLE



The greatest counter game necessarily ever built. Enables storekeeper to check awards from any position in store. Layer swings it around without effort. Show storekeeper, ORDER ONE FOR EVERY DAVAL COUNTER GAME NOW!

ONLY \$1.25 EACH

DOUBLE-DECK



Double Deck is Doubling PROF. IT'S Everywhere! Shuffles and deals 2 COMPLETE POKER HANDS. Players choose best Counter Game in History, 2 or more players can play. Balance each other. ORDER NOW! C. O. D. 1/3 Deposit—Balance FREE TRIAL FOR 7 DAYS.

ONLY... \$22.50
Tax Paid

TRI-O-PACK



TRI-O-PACK is acclaimed and PROVEN the BEST to play Counter Game. GETS ALL the PLAYERS! Everyone plays TRI-O-PACK to get MYSTERY AWARDS and ON PLAYERS! ORDER NOW! Enclose 1/3 Deposit—Balance C. O. D. FREE TRIAL FOR 7 DAYS!

ONLY... \$24.75
Tax Paid

BALL GUM 15c a Box (100 Pieces) Case Lots (100 Boxes) \$12.00

SICKING
MANUFACTURING CO., INC.
19 22 FREEMAN AVE.
CINCINNATI, OHIO.

MONARCH
THAT'S THE NAME...
REMEMBER IT FOR EVERY GAME

Guaranteed O.K. SPECIALS!

PERFECTLY RECONDITIONED AUTOMATICS

Bally Bonus \$22.50	Mystery 3... \$13.50
Bally Belmont 49.50	Pancho Parlay Sr. 22.50
Bally Derby 31.50	Sunshine Derby 18.50
Bally Challenge 32.50	Sportsman Visible 7.50
Bally Jumbo 19.50	Ton Grand 19.50
Bally Sky 21.50	Trojan 22.50
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Barre Ball 42.50	
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NOVELTY GAMES \$4.50 EACH 3 FOR \$12.00

Big Game Score-A-Lite Beamite

Angello Par Golf Three-in-Line Kings of Turf

Write for latest price list.

MONARCH COIN MACHINE CO.
2304-08 ARMITAGE AVE.
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READY
For Delivery This Week
GENCO'S NEWEST TYPE BUMPER GAME

something different than any other bumper game on the market.

RUNNING WILD

Free Play Kickers and Skill Lane Shots make the player wonder what is going to happen next.

Genco's newest payout recorder — something the operator has been looking for in years.

BEAUTIFUL PLAYBOARD — MODERNISTIC CABINET.

GENCO INC.
2621 N. ASHLAND AVE. CHICAGO

ATLAS GAMES MUST BE OK OR YOUR MONEY REFUNDED

IMMEDIATE DELIVERY

PAYTABLES
AIR RACES
WINNER
FAST TRACK
CAROM
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NOVELTY GAMES
RICOCHET
BOOSTER
MAKE or BREAK
RUNNING WILD
BATTER UP
HIGHWAY

ATLAS NOVELTY CORPORATION

2200 N. WESTERN AVE., CHICAGO, ILL.

1903 FIFTH AVE. PITTSBURGH, PA.

Personal Services

New Keeney Game Good All Year

CHICAGO, March 27.—But a short time in production, Make or Break, the new Keeney novelty game featuring spiral springs, has already achieved popularity among pin game operators in all sections of the country, according to Ray Becker, sales manager for J. H. Keeney & Company.

"Make or Break is a year round game," says Becker. "Whether there is snow or green grass all around, players will get the same unvarying kick out of it day after day, month after month. There is nothing seasonal about Make or Break because the idea on which play is based is one which from time immemorial has appealed to those with sporting blood in their veins.

"To illustrate the appeal that lies in Make or Break, I invited an acquaintance who is a regular army man and who has served in campaigns both at home and abroad to play Make or Break. After he had finished several games, he told me that altho he had played blackjack almost incessantly with fellow troopers to pass away the time during his various campaigns and that the fascination of the game never palled, the gripping appeal of Make or Break had the old army game skinned six ways from the jack!"

Becker further states: "Production on Santa Anita, our new payout game, is continuing at a highly satisfactory rate. Operators heartily indorse the added purses feature of the game by repeating their original orders. Distributors are clamoring for more and more Santa Anita games and, as we were sure it would, Jack Keeney's highly original idea has proved its worth. Hundreds of games have been shipped since the first general announcement of Santa Anita."

DISCOURAGE SELLING

(Continued from page 91)

tobacco jobber who is not engaged in the operation of cigaret vending machines will be sold on the idea of purchasing machines for resale, with the purpose of preventing the legitimate operator from securing locations. They sometimes vary the plan by immediately turning over the key to the location owner provided he agrees to purchase all his cigarets at \$1.20 per carton from this jobber, with the understanding that 5 cents per carton—in other words, a half a cent a pack—is to go toward the purchase price of the machine. On this basis it can readily be seen that the location owner would not own the machine for a long period of time; in fact, not until it was completely useless. But in effect he would be actually making 3 cents per pack gross on his cigaret sales and be subjected to all of the losses and inconveniences that existed when cigarets were carried loose. In fact, he would be considerably better off buying cigarets at \$1.15 per carton and carrying them loose.

Sometimes these machines are sold outright on small installments, without any consideration given to cigaret sales. The dealer merely makes an agreement to purchase the machine by making regular monthly payments, and again arguments against this plan are the same.

At times you may find it impossible to unsell a few location owners who insist on purchasing their own machines. Where such instances occur, and there is no possibility of changing his mind,

your only alternative is to sell him your machine, which undoubtedly is a better product. This, of course, is your last resort in order to prevent any distributor who aims to sell machines direct to the location owner from gaining a foothold in your territory. You, of course, should command a higher price for your machine because of its superiority over the inferior unit of the competition.

A Suggested Plan

We suggest as a substitute for the first plan the following arrangement wherever possible. Instead of giving the customer his usual commission, to which he is entitled at the end of each month, offer him a half a cent less per package with the understanding that the half cent will be withheld to apply against the purchase price of the machine. In this way the customer commences to make payments toward the outright purchase of the machine without the outlay of any sum and he still receives some compensation while paying for the machine, and it affords him an opportunity to change his mind at any time about owning the machine and receive from the operator the money which has accumulated toward the purchase price.

We believe it is safe to estimate that fully 85 per cent of those location owners who has tried the idea of owning their own machine have given it up within a few months and have willingly taken a substantial loss on whatever they paid toward the purchase price of the machines. It is because of this that we recommend meeting this type of competition where it is necessary as the location will ultimately come back on the old basis. Schemes of selling machines direct to the location owner have been tried at various times throughout the country over a period of many years and have definitely proved a dismal failure. Campaigns developed to carry out this plan are short lived. Where the experiments have been conducted the manufacturer was forced to abandon this outright sales scheme since it met with a very poor reaction from the operator and the location owner.

CBS NAYS

(Continued from page 3)

versal public issues or propaganda to influence legislation." Levy offered to allow free time to the speakers over WCAU, provided their opponents were given the same opportunity. The chain store firm accepted and, later, without offering a reason, declined the time.

Day after speeches had been ruled off A. & P. used full-page advertisements in Pennsylvania newspapers with the streamer: "This is the story the radio kept from you." Condensations of the two radio addresses intended for the Thursday night broadcast were used as copy. The following line was also used in this ad: "Altho the Columbia Broadcasting System insisted that these talks be withheld from you on the A. & P. program, the newspapers of Pennsylvania are willing to let these two citizens exercise their rights of free speech."

ROYALTY PONIES

(Continued from page 3)

among animals as he was in the days of the late Frank C. Bostock. While in West Africa, Benson, alert to the unusual features, booked a native woman flea and ant trainer, who will also be added to the sights of his farm. He estimated an expenditure of \$14,000 on the trip in boat and airplane travel and the purchase of domestic and wild animals for circuses, his own presentation and the movies.

Operator's Creed

By DAVE ROBBINS

I believe in the future of the coin machine business because of the unlimited opportunity for expansion that it offers to me. I believe in my ability to achieve success. I believe that coin-operated vending and amusement machines are needed by the public because they serve a necessary purpose. I believe in working, not weeping; in boosting, not knocking, and in the pleasure of my job, which allows me to be my own boss. I believe in courtesy, in kindness, in generosity, in good cheer, in friendship and in honest competition.

Masked Marvel Promised As New Novelty Machine

CHICAGO, March 27.—"Operators are warned to keep an eye out for the Masked Marvel" reads an unidentified announcement recently given out for publication. "The Masked Marvel will make its bow to the operating world on April 15, at which time all operators will be privileged to learn about the most revolutionary game in the history of the amusement device industry!" it reads.

Beyond saying that the game is a novelty game without holes and without bumpers, the message gives no further information and fails to reveal the identity of the maker of the mystery game or its actual name. Efforts on the part of many distributors and operators to discover just what the game might be have proved fruitless and the message further states that until the date announced the game must remain veiled in mystery.

OLIVER OPENING

(Continued from page 3)

well as a light plant and truck, to Marx Bros. Circus at Waterbury, Conn.; complete tent outfit to Radio Barn Dance, Savannah, Ga., and tents to Deacon Jones' Circus, Youngstown, 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, Oigar 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, 13 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 184 pages of Novelties, Jewelry and Premiums. **JOSEPH HAGN CO.** "The World's Bargain House." 217-225 W. Madison St., Chicago, Ill.

Midwest Most Reliable Distributors
\$3.00 SPECIAL SALE

Balance Big Game	High Hand Star Lite	Screamo Signal
Cheer Leader	Line-O-Luck Star	Totallite
Disko Frisky	Pippin Rapid	Six-Sixty-Six
Gold Medal	Transit	Big Shot Champs

CALL NOVELTY CO.
2130 PINE ST. ST. LOUIS, MO.

MEN & MACHINES

Mr. and Mrs. A. R. Tigerman, Chicago, are the proud parents of a baby girl, thus boosting the crop of future players of coin machines. The young lady made her debut March 13 at Henrotin Hospital, Chicago, and mother and child are reported as doing well. Tigerman himself is still on a diet. They have a seven-year-old son, born on a Friday, March 13. They were in a quandary when the new baby arrived, since the only name they had picked out was for a boy.

American Bowling Congress opened in New York March 10 and will run for 56 days. It's great publicity for bowling in general and the coin-operated bowling games ought to be glad that such a national meet is going on.

"What the h--l do you mean by publishing that story about New York asking for the 1938 convention?" says Joe Huber. "Next week I will give you a convention story that will stand all the fellows on their ears from Mexico City to—what's the capital of Greenland?" So there you are folks. We have the promise of a story from Joe Huber, convention manager per se.

Dave Robbins seems always lit up with a smile. Reason, he says, is Ricochet game. "When the machines are delivered I allot a certain number to jobbers and operators thruout my territory, and in a very short time they are all back clamoring for more," he says.

Phil Greenberg, manager of the Atlas office in Pittsburgh, says his chief billing clerk, Belle Slavkin, appears to be a sit-down striker since she is kept so busy writing out orders for Ricochet games. Ann Hlitz, bookkeeper, says she feels the same way having to make so many entries. But the girls are not complaining after all.

An efficient force of girls is said to be one of the pleasant secrets of Atlas Novelty success at the home office in Chicago. They include Eve Ginsburg, office manager; Adele Glasberg, secretary to Morrie Ginsburg; Sylvia Freeman, head stenographer; Rochelle Berkson, file clerk, and Mae Ruber, bookkeeper. Quite a group of coin-machine sorority girls.

A. B. Chereton, president of Electrical Products Company, Detroit, was in New York recently to visit Leon Berman, New York representative for Epco. Chereton and Berman were showing the new converter for DC locations.

Joe Calcutt, the Vending Machine Company, Fayetteville, N. C., reports that his firm broke all previous records for counter-game sales in 1936. Dival counter games helped them do it, he said. The force has already started to make 1937 a record year, too.

Among the visitors reported by Bally Manufacturing Company last week were Jack Fitzgibbons, of Fitzgibbons, Inc., New York, and S. L. Stanley, of Automatic Amusement Company, Memphis.

George Ponsler Company, New York, celebrated St. Patrick's Day by presenting the new Gottlieb game, Score Board, to jobbers and distributors at the regular weekly meeting. Orders placed immediately at the meeting led Ponsler to wire an report to the factory for 500 games, it is reported.

Pat Buckley, Buckley Manufacturing Company, Chicago, reports that Robert K. Gibbs recently sailed on the matrimonial sea in Florida with Cleo Murad, his former secretary. The news will be hailed by all the girls in the coin-machine sorority, for it is proof there's still a chance to marry your boss if you do your stenography well. Gibbs formerly represented the Buckley firm in New York and lately has been in Miami.

G. Sutton, here from the Goddard Novelty Company, London, recently

started on his way home after visiting manufacturers in Chicago. He reported a lot of difficulty in getting around during Chicago's taxi strike. Sutton won many friends on his visit, proving to be an intelligent young man and well informed on trade conditions in Britain. Bon voyage!

Silent Bill Cohen, the Sphinx of Minneapolis, here with sales manager Ben Friedman, says that a new Keeney game will prove to be another "winner." Silent Sales engineers are watching 10 of them on as many test locations in Minneapolis and results so far have been favorable. The new one combines best features of Lite-a-Pair and Ten Strike, Cohen says. He placed a substantial order for Keeney's Santa Anita while in Chicago.

"If there is a chance for music operators to contribute old or broken records to aid the organizations that help the blind, I think we should all be only too glad to help in that way. It is a humane and creditable thing to do and we should put human kindness into business whenever possible. Since there are organizations in each State to aid the blind, it will be possible for music operators to contribute to their own State work perhaps."—Helen L. Bindel, J. P. Seeburg Corporation, Chicago.


The following reaction to a *Billboard* editorial, January 16 issue, crept into the coin-machine section of *The World's Fair*, London:

"Some of the American coin machine trade magazines are pleading with the manufacturers, who are their display advertisers, to refrain during 1937 from burdening them down with publicity matter, which they have been carrying to excess in their general news columns. There has been so much of this kind of reading material that space for operators' items and articles has been lacking. This writer feels that the operators will appreciate this consideration from the advertisers and that the manufacturers will grant this reasonable request."

Joe A. Darwin, "senator of the music machine business," East Orange, N. J., is holding a surprise for operators with an aura of mystery. He represents the Rudolph Wurlitzer Company. "It will be a sensation," he says.

Dave Robbins is reported to be suffering from a new ailment which he calls "telephonitis," since the doctors don't know. "It is caused by so many calls for the Ricochet game," Robbins affirms.

Two progressive operators' associa-



MILLS POST TIME PAY TABLE HAS TURNED THE WHOLE OPERATING WORLD UPSIDE DOWN. ORDER FROM MILLS NOVELTY COMPANY 4100 FULLERTON AVE. CHICAGO. PRICE \$139.50

tions sent in news items this week. While everybody has his own opinions about news, it is a certainty that if the trade plans to gain any favorable public consideration at all it must maintain businesslike organizations and keep news of its progressive activities before the industry and the public. The secretive attitude smacks too much like racketeering.

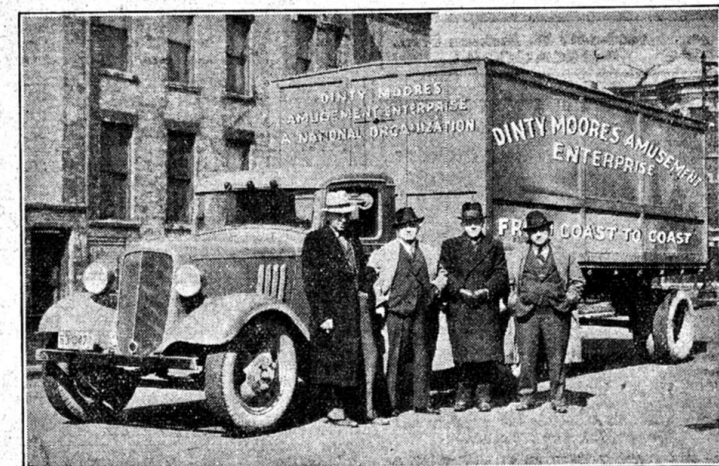
News items came this week from the Phonograph Operators of Eastern Pennsylvania and New Jersey, Philadelphia, and the Philadelphia Coin Machine Operators' Association.

"An Ohio operator reports using a Tri-o-Pack counter game in conjunction with his cigaret machine route. The counter device is placed on counters in locations where cigaret venders are lo-

cated and awards on the counter device made in cigarets from the vender. Location owners co-operate splendidly, the operator says, and in one location the cigaret machine requires servicing twice a day."—Al S. Douglis.

Letters from operators in all parts of the country are beginning to reach the editor more frequently. They express varied and intelligent opinion. An informal meeting of manufacturers and distributors in Chicago recently suggested that an "operator's forum" would greatly improve the reader interest of the coin machine section. That forum is now in the making.

C. E. (Peachy) Davenport, Poplar Bluff, Mo., says his company will introduce a new idea in baseball salesboards during the baseball season. It will take the fans by storm, he says. Davenport is an oldtimer in the field.



PAT BUCKLEY AND BILL WOOLLEN, Buckley Manufacturing Company, Chicago, with Dinty Moore and one of his new vans in which Moore transports Buckley diggers to locations.

UNITED

MACHINE COMPANY
1124 HARMON PLACE
MINNEAPOLIS, MINN.

ONE-BALL, AUTOMATIC, RECONDITIONED 17.50

BALLY DERBY
BALLY ROUND UP
BALLY ALL STAR
BALLY JUMBO
PAMCO PARLAY, Sr.

BALLY'S BLUE BIRD\$32.50
PAMCO SARATOGA 27.50
REPEATER 9.50
1/3 deposit with order, balance C. O. D.

THRILLING, REALISTIC, BIG LEAGUE PLAY—That's DAVAL BASEBALL

THE Fastest, Most Realistic, Big League Baseball Bumper Coil Game! "Daval Baseball" Has All the Biggest Thrills and All the Best Features! "Daval Baseball" Earns Bigger, Steadier Profits on Any Location! It's the Big Hit of the Year—the Game You Need! And—the One Game That is Bringing Back Real Big Profits for Operators! Order Now! Get the Biggest Profits of Your Life!!

"A DAVAL GAME GIVES YOU MORE FOR YOUR MONEY!"

JUST Look at These Features!!— Compact Playing Field for Speedier Action and Faster Take! Controlled Payout by 100% Perfect Pay-out Register! As High as 20 Runs Per Game! 2 Skill Shots that Score from 2 Extra Bases to 2 Extra Runs! Animated Lights! Big, Juicy, Tempting, Controlled Odds! And a Hundred Other Better Features! Order Now!



IMMEDIATE DELIVERIES GUARANTEED

Get Busy! RUSH YOUR ORDER!



PRICE ONLY
\$64.50 TAX PAID
PAYOUT REGISTER \$5.00 EXTRA

★ DAVAL MFG. CO. ★ 200 SO. PEORIA ST. ★ CHICAGO ★

FOUR SQUARE JACK POT

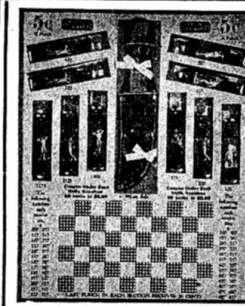
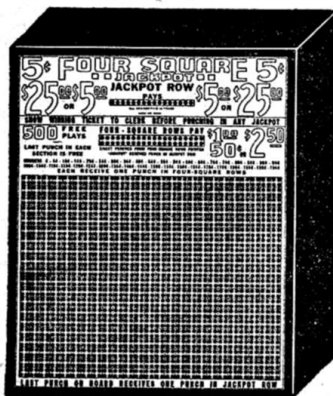
**TWO SHOTS AT \$25.00
500 FREE PLAYS**

No. 2010 --- 2000 HOLES
Takes In \$75.00
Average Payout 35.00
Average Gross Profit . \$40.00

A HARLICH JUMBO BOARD
PRICE **\$3.96** Plus 10% Tax.
EACH

Price includes easels and Fraud-Proof Tickets.
Our New 4-Color Catalog Will Be Ready Soon — Send for Your Copy.

HARLICH MFG. CO. 1401-1417 W. Jackson Blvd. CHICAGO, ILL.



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.

BARGAINS WITH A GUARANTEE THAT COUNTS

- | | | | |
|-----------------------------------|--------------|---------------------------------------|---------------|
| RED SAILS BALLY DERBY'S HIALEAH'S |\$29.50 | GOLD AWARDS, STAMPEDES |\$10.00 |
| JUMBOS DE LUXE 46 |\$19.50 | WESTERN BEAT-EM (New) Original Crates |\$147.50 |
| | | WAGON WHEELS (Used) | 5.00 |
- 1/3 deposit with order, balance C. O. D.

TWIN CITY AMUSEMENT COMPANY, Texarkana, Arkansas
"QUALITY COIN MACHINES" TRUTHFULLY ADVERTISED

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.



Sales Board Operator's What's Your Bid?

The Fastest Selling Salesboard on the Market.

It's Simple Pays Big Cash Awards and Big Profits

BELIEVE IT OR NOT—This Board is always a complete sell out. As high as \$90.00 has been taken in on one board; the payout is \$24.00.

50 of these Boards placed right will make you a handsome income. ONE SAMPLE BOARD WILL CONVINCING YOU IT'S A WINNER. SHIPPED ANYWHERE BY EXPRESS PREPAID.

\$3.95 C. O. D.
Order Yours Today
PEACHY NOVELTY CO., BOX 264-B, POPLAR BLUFF, MO.

DAVAL BASEBALL

DOES THE ONE
BIG JOB... The
Final Acid Test
For Any Game...
"EARN'S
BIGGER
PROFITS
ON
LOCATION"



Make...

THIS "BIG TEST" TODAY! PUT Daval Baseball ON LOCATION—the best and final acid test for ANY game—and watch those BIG PROFITS come bumping into the cash box. DO IT NOW! IMMEDIATE DELIVERY GUARANTEED!

PRICE ONLY
\$64.50
TAX PAID
PAYOUT REGISTER
\$5.00 EXTRA

RUSH YOUR ORDER TODAY!!

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

Big Response to The Winner Game

CHICAGO, March 27.—Hard on the heels of the announcement of Jimmy Johnson's surprise one-shot payout game, The Winner, Hugh Burras, sales manager for Western Equipment & Supply Company, was submerged under a flood of orders from every section of the country.

"The Winner embodies Western's exclusive moviegraph action, plus an entirely different application of the bumper-spring principle," Burras stated. "The machine is played in this manner: Immediately upon the insertion of a coin, odds are posted on the lightup panel and lifting the ball to shooting position automatically lines up the horses for the race. Horses are entered in the race by the contact of the ball with a numbered bumper, and one bumper may enter from one to eight horses. An unusual feature of the game is that fact that the horses advance down the stretch on the moviegraph panel by impulses from the bumper spring when contacted, and after all horses advance on the first six bumps, only those horses which have been entered continue to advance on the remaining bumps. Odds change on each race and are posted for win, place and show position. The come-on feature of the game which has already put The Winner in the big money class is the field bumper near the bottom of the playing field which, when contacted, enters all eight horses. If the ball drops into a pocket at the bottom of the field numbered to correspond with the horse entered in the race, that horse wins, places or shows, according to position on lightup panel, and the award is paid out automatically as indicated by the odds for the finishing position for that race.

"In The Winner Jimmy Johnson, head of Western Equipment & Supply Company, is living up to his reputation for producing surprises that not only delight the operating world for their unusual features, but also provide new means for enlivening operating locations and for reviving and increasing profits on those locations, according to many operators who are operating The Winner."

ROLLING ON TO BIGGER PROFITS on all Locations!

BUCKLEY'S COUNTER GAMES WITH ODDS REELS! America's Finest



ALWIN

The jackpot counter game \$25.00 changing odds "3-of-a-kind" awards Straight 5c Play Tax Paid, F.O.B. Chicago



Seeks Info on Vender

To the Editor: "Inclosed is a letter I would like to have you forward to the makers of the Snax Automatic Stores as referred to by C. S. George in his interesting article in The Billboard of March 20.

George says that W. H. Cornell is the maker and distributor, but as there is no address given in the article I am at a loss how to get in touch with Cornell unless you will help me by forwarding this letter."—V. E. M., San Francisco.



JOE HUBER brings his own cushion and stages a one-man sit-down strike at Bally Manufacturing Company to enforce demand for bigger shipments of the Carom game.

Drastic Clearance Prices on Coin Operated Devices

Rare Bargains in Electro-Ball Quality Reconditioned and New Games. Shipped F. O. B. Town Shown By Item.

BOWLING TYPE GAMES.		
1 NEW BOWLETTE (In Houston)	New Type Unit	Each \$139.50
3 USED ROCK-A-BALL (Dallas)	New Type Unit	Each 99.50
1 USED ROCK-A-BALL (Waco)	New Type Unit	Each 99.50
RADIO RIFLE GAMES.		
1 NEW SHOOT-A-LITE (New Orleans)		\$139.50
1 NEW SHOOT-A-LITE (Memphis)		139.50
1 USED SHOOT-A-LITE (Wichita Falls, Tex.)		99.50
1 USED SHOOT-A-LITE (San Antonio)		99.50
1 USED EAGLE EYE (Dallas)		129.50
4 USED ELECTRIC EYE (3 Dallas, 1 San Antonio)		Each 19.50
DIGGERS.		
1 NEW ELECTRIC TRAVELING CRANE, International Microscope Co. (Houston)		\$149.50
4 USED NOVELTY MERCHANTMEN, Nos. EW 1115, EW 2409, M 2234, 2575, (Dallas), Each		39.50
3 USED ELECTRIC TRAVELING CRANE, Nos. WL 12, NJ 21, NJ 22 (Dallas), Ea.		99.50
1 NEW MAGIC FINGER, International Microscope (Houston)		119.50
1 USED MAGIC FINGER (Dallas)		99.50
MISCELLANEOUS.		
2 USED SEEBURG ASTROGRAPHS (Dallas), Each		\$ 59.50
3 USED LOBOY SCALES (Dallas), Each		27.50
8 NEW DAVAL AUTO PUNCH (Dallas), Each		19.50
12 USED DAVAL AUTO PUNCH (Dallas), Each		12.50
PIN GAMES, 1 Ball, Automatic Pay		
BALLY DERBY	\$24.50	MULTIPLE \$27.50
CHALLENGER	24.50	ALAMO 9.95
CREDIT	17.50	RED SAILS 17.50
DAILY LIMIT	9.95	STAMPEDE 9.95
DE LUXE "46"	9.95	SUNSHINE DERBY 14.50
GOLD RUSH	9.95	TROJAN 9.95

TERMS: 1/3 Cash With Order, Balance C. O. D.

ELECTRO-BALL CO., Inc.
1200 CAMP, DALLAS

Nagel Makes Buying Trip

CHICAGO, March 27.—Art Nagel, head of the Avon Novelty Sales Company, Cleveland, was a visitor in Chicago this past week on one of his frequent buying tours. Nagel visited the various factories and selected a number of games which he will present to his customers immediately upon his return to Cleveland.

"I am looking forward to one of the

biggest coin machine seasons in history," said Nagel. "Every indication points to bigger business for all industries, and the coin machine industry is no exception. I feel that in selecting a number of lines and making heavy purchases of new games I am not making any error. My customers expect me to keep them supplied with the newest machines and I have every late model of the very best equipment to offer them for their spring and summer operating activities."

De Luxe CENT-A-PACK

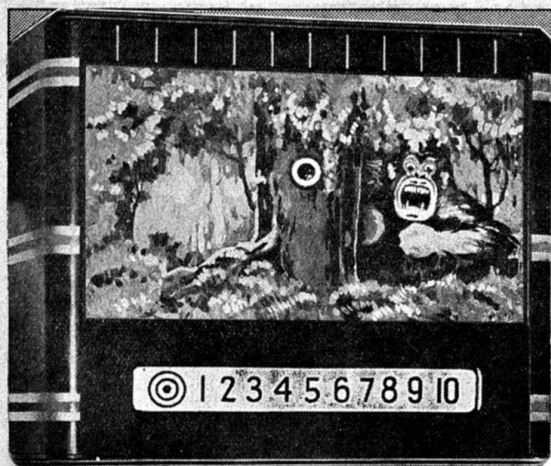
Growing in popularity day by day. With changing odds! \$22.00 Tax Paid, F.O.B. Chicago



BUCKLEY'S COUNTER GAMES

Counter Horse Race Game with odds for Win, Place, Show, Daily Double! \$22.00 Tax Paid, F.O.B. Chicago 1c, 5c, 10c, 25c Play.

BUCKLEY MFG. CO.
2156 W. WASHINGTON BLVD., CHICAGO, ILL.



96% Re-Order!
 9 out of 10 Operators who bought
 Jungle Dodgers in the Last 30
 days Re-Ordered!
WHY?

Jungle Dodger

ELECTRIC EYE RIFLE RANGE

HERE'S THE REAL "LOW DOWN"
 The Jungle Dodger takes in more money than any target made. All you do is plug it in and watch the nickels roll in! A complete rifle range at less than the cost of a pin game. **THE LOWEST PRICED AND FINEST MOVING TARGET ON THE MARKET!**

TRY IT FIVE DAYS AT OUR RISK!
 Rush your sample order today! Try it five days on location. If you are not perfectly satisfied send it back and your money will be refunded in full.

**DISTRIBUTORS: WIRE OR PHONE
 TODAY FOR YOUR TIE-UP.**

\$99⁵⁰
 Wall Model
 TAX PAID
 PEDESTAL MODEL AS
 SHOWN \$109.50
 TAX PAID

*Immediate
 Delivery!*

UNIVERSAL MANUFACTURING CORPORATION
 420-425 So. ST. JOSEPH STREET • SOUTH BEND, INDIANA

CENTER FOR BARGAINS

RECONDITIONED AUTOMATIC
 PAYOUT TABLES

- SPORTSMAN PUT 'N' TAKE } \$5.00 EACH
- GOLD RUSH ACES } \$9.00 EACH
- PROSPECTOR BIG FIVE JR. } \$9.00 EACH
- SIG CASINO } \$9.00 EACH
- BAFFLE BALL MONOPOLEE (with power pack 1 or 2 balls) } \$19.50 EACH
- SUNSHINE DERBY PEERLESS ROUND UP } \$19.50 EACH
- TEN GRAND FENCE BUSTER MULTIPLE MULTIPLAY BALLY DERBY BALLY ALL STAR } \$25.00 EACH

SUNSHINE BASEBALL \$27.50
 McOOY \$2.50

SPECIAL
 NEW BEE JAY \$49.50
 1/3 Deposit, Balance C. O. D.,
 F. O. B. Milwaukee, Wis.

NEW GAMES—Get Our Prices!
MILWAUKEE COIN MACHINE CO.
 3725 W. Center St., Milwaukee, Wis.

TOM THUMB JAR GAMES

4 Big Winners in Every Jar—135 Small Ones.
 5c Sale. Profit \$16 to \$38. Price, express pre-
 paid, \$9.50. Write for Details 39 Other Games.
 TOM THUMB, Dept. 77, Nauvoo, Ill.

Operator Urges United Program

To the Editor: "Inasmuch as there has been much said in the last few weeks in reference to the pinball games I, as an operator of such games, take the liberty of writing to you to offer a few suggestions and my opinion towards this industry.

"Both in local communities and in the State of Pennsylvania, public officials and ministerial associations have taken it upon themselves to condemn this modern amusement device.

"They do not take into consideration the fact that a vast number of men are maintaining a mediocre livelihood both in the manufacture and upkeep of the games, but also the little revenue that a merchant receives for the small space that is given to the cabinet in his store. The big revenue which the State receives in taxes and licenses from the same game does not enter into the argument inasmuch as many people are not interested in tax and revenue figures.

"I believe the time has come when operators and jobbers should defend themselves from this menace to their livelihood. It is true that there should be some corrections made within the ranks of the operators. A few operators have taken advantage of the pin table and have used them to cover up some games which I admit are not legal. In some communities officials have gladly granted permission to operate pin games after investigating their merits, but have at the same time warned against devices which they termed as gambling, but some greedy operators pay little attention to the warning and take the local situation into their own hands. When such a situation arises there is naturally

cause for dissension and perhaps drastic orders from officials.

"It is true that there are, in some cities, local organizations of operators and jobbers who try hard to keep the game clean, but they can hardly control conditions in cities which are not organized and whose unfair practices reflect badly on their local situations.

"I believe that the future of the pin game industry is important to your paper. It has been the means of voicing opinions and advertising of the pin game business. I believe that all operators of novelty and vending machines in Pennsylvania are desirous of having a united voice in the State of Pennsylvania for their business. I believe that an organization of all operators in the State would be advantageous to the industry.

"I am appealing to you to sound the note in your next issue and ask for opinions. I hope you will give my letter some consideration and would appreciate a reply from you as to the merits of my letter in your estimation.—Operator, Hazleton, Pa."

Editor's Note—The writer of the above letter takes a forward step in criticizing opponents of amusement games by admitting faults within our own ranks. One of the best ways to win consideration from others is to admit your own mistakes.

Our files show the Pennsylvania Association of the Coin Machine Industry, headquarters at 1527 North Third street, Harrisburg, Pa. Perhaps our friend can get information on a State association for them.

The suggestion that local agreements for the operation of games should be strictly observed is very pertinent. The experience of operators in Detroit and Los Angeles will bear this out.

PROVEN PROFITS NOT WILD PROMISES

With
THE JUNGLE DODGER

Electric Eye Rifle Range

\$99.50 Complete (Tax Included)

Get Our Prices on All Makes of
 New and Used Machines.

Central Novelty Co.

3426 Cherokee St., St. Louis, Mo.

BASEBALL 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.

RICOCHET



\$59⁵⁰ OPERATORS
CALL IT
"THE GAME
of the YEAR"

Electropak Equipped

Size 21" x 41"

AIR RACES

Now \$159⁵⁰

Electropak Equipped

STONER

THE STONER CORPORATION
AURORA, ILLINOIS, U. S. A.

IMMEDIATE DELIVERY
RICOCHET AIR RACES
● \$59.50 ● Write For Price ●

PERFECTLY RE-CONDITIONED PIN GAMES
Genco Kings \$3.75 Tackle \$7.00 Short Box \$15.00
Hop Scotch \$7.00 Neck 'N Neck \$15.00 Hold 'Em \$17.50

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

2 in 1 Vendor Vends Over 20 Different Items.

CIGARETTES
Steady Money Maker.

53 43 HIT JACKPOT TICKET

\$500 \$100 \$300 \$200 \$100

TICKETS NO. 101-102 EACH RECEIVE \$4.00
TICKETS NO. 103-104 EACH RECEIVE \$5.00
TICKETS NO. 107-109 EACH RECEIVE \$25
TICKETS NO. 109-111 EACH RECEIVE \$50
TICKETS NO. 111-113 EACH RECEIVE \$25
TICKETS NO. 113-115 EACH RECEIVE \$50

LAST PUNCH ON BOARD RECEIVES ONE PUNCH IN SMALL BOARD.

BARRELS OF WEALTH
ANOTHER GARDNER HIT
A 720 HOLE THICK BOARD

720 — WEF (5c) 720 — WET (10c)
720 Holes 720 Holes
@ 5c . . . \$36.00 @ 10c . . . \$72.00
Aver. Payout . . . 20.22 Aver. Payout . . . 40.44

PROFIT . . . \$15.78 PROFIT . . . \$31.56

Choice, \$1.75, Plus 10% U. S. Tax

Write For Literature — State Your Business.

GARDNER & CO.,
2309 ARCHER AVE., CHICAGO, ILL.

CARL TRIPPE *Price Plus Guaranteed Satisfaction* **Always! A SQUARE DEAL WITH IDEAL**

IDEAL WILL NOT BE UNDERSOLD
COMPARE THESE PRICES AND CONVINCE YOURSELF
Cash—No Trade-Ins at These Prices. Lots of 10 or more 5% Discount.

RECONDITIONED AUTOMATICS	Grand Champion . . . \$17.50	Rocket (New Model) \$ 7.50
All Stars . . . \$32.50	Grand Slam . . . 12.50	Excal Round Up . . . 27.50
Bally Derby . . . 32.50	Hit or Miss . . . 7.50	Stampede . . . 7.50
Bonus . . . 27.50	Jumbo, 1 Ball . . . 15.00	Ten Grand . . . 22.50
Brokers Tip . . . 20.00	Jumbo, Tkt. 1 Ball . . . 20.00	Turf Champs . . . 57.50
Challenger . . . 25.00	Monopoly . . . 10.00	Snappy . . . 45.00
Champion, 10 Balls, 7.50	Multiple . . . 27.50	
Cocktail Hour, 10 Balls . . . 17.50	Natural . . . 25.00	RECONDITIONED NOVELTY GAMES.
Daily Limit . . . 25.00	New Yorker . . . 7.50	Hold 'Em . . . \$15.00
Daily Races, Mult. . . 25.00	One Better . . . 32.50	Excels . . . 10.00
De Luxe '46' . . . 7.50	Paces Races . . . 150.00	Happy Days . . . 17.50
Do or Don't . . . 10.00	Pamco Parlay . . . 25.00	Short Sox . . . 10.00
Blue Bird . . . 39.50	Parl-Mutuel . . . 35.00	Mad Cap . . . 8.50
Double Score . . . 12.50	Peerless . . . 17.50	Great Gun, Register . . . 8.00
Electric Eye . . . 27.50	Queen Mary . . . 35.00	Ponies . . . 8.00
Football, Exhibit 10 Ball . . . 12.50	Ray's Track . . . 150.00	Bank Night . . . 10.00
Flicker . . . 45.00	Sky High . . . 15.00	Whirlpool . . . 9.00
Galloping Plugs . . . 20.00	Prospector . . . 10.00	Fifty Grand . . . 10.00
	Put 'N Take . . . 9.00	Torpedo . . . 6.00
	Red Balls . . . 25.00	
	Reliance (D) . . . 32.50	
	Repeater, Free Play . . . 7.50	

JOBBERS—WRITE FOR QUANTITY PRICES.
Terms: 1/3 Deposit, Balance C. O. D. State Method of Shipment Preferred.

IDEAL NOVELTY CO. 1518 MARKET ST. ST. LOUIS MO.

COME AND GET THEM! REAL BARGAINS!

WURLITZER P-12 Perfect Condition **\$139.50**
Single — \$149.50 Lots of 10

USED PAYOUTS Perfect Condition **\$49.50** LATEST NOVELTY GAMES ON HAND.

WRITE FOR INFORMATION.
BABE KAUFMAN, Inc. (CIRCLE 250 W. 54th St., N. Y. C. 6-1642)

LADY LUCK

1200 Hole Form 4190
Takes In . . . \$40.00
Pays Out . . . 19.00
Price With Easel . . 1.22
Plus 10% Federal Tax

Holiday Boards, Holiday Cards and Holiday Headings.

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

CHAS. A. BREWER & SONS
Largest Board & Card House in the World
6320-32 Harvard Ave., Chicago, U. S. A.

Slug Visible Slotted Coin Counter
The Operator's Friend. Transparent, with slot gauge giving absolute accuracy in count, shows up slugs, easily emptied into roll tubes. The best hand counter doing work of mechanical counter. Try a sample. \$1.25 each, or \$2.50 a set consisting of penny and nickel counter. The penny counter can also be used for tubing dimes.

ACCURATE COIN COUNTER CO.

50 PENNIES
THE ACCURATE COIN COUNTER COMPANY
Patented in U. S. & Canada

Wrapper Tubes, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes.
Write for Big Lot Prices.
PATTON, PENNSYLVANIA



Western's BUMPER 1 BALL PAYOUT
WITH *Moviegraph Action*
The WINNER

MORE ACTION! MORE THRILLS! MORE PLAY!
More Profit than has ever been built into any automatic amusement table before!
See Your Dealer or Write Direct!
Immediate Delivery!

Immediate Delivery!
No Charge for Check Separator.

WESTERN EQUIPMENT & SUPPLY CO.
925 WEST NORTH AVENUE, CHICAGO, ILLINOIS

\$159⁵⁰
TICKET MODEL
\$169⁵⁰

Superior
"WORLD'S FASTEST GROWING SALESBOARD FACTORY"

Earn Big Money Giving Away Autos, Trailers, European Trips, Summer Cottages



Complete Details About Auto Sensation and Other Series in March Issue of Superior's Scoops—The Operator's Paper, It's Free. Write for your copy.

Make Real Money Raising Fund

For American Legion, Elks, Lodges, Charitable Funds and Institutions with Superior's 100,000 hole AUTO SENSATION SERIES. Loyal Workers Place Boards, Locations Eager to Help Because of Sponsoring Organization Shares in Profits. You superintend the work and reap big profits. Opens new territory. Now is good time to start, before Election.

500 Two Hundred Hole Boards in 5 or 10c per sale.
10c Deal Takes In \$10,000.00
Pays Out 5,036 Cash Awards and 2,750.00 Two Autos. Total.....

PROFIT \$ 7,250.00

Dept. B SUPERIOR PRODUCTS Inc. 14 North Peoria Street Chicago, Illinois



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 Assn. 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 Assns. at the lowest prices.
LEE-MOORE & CO., 180-182 W. Adams St., Chicago, Ill.

AVON NOVELTY SALES CO., Inc.

"Service That Merits Sales"

Be the Leader in Your Territory With

PAYTABLES

Fast Track — Winner — Heavyweight — Royal Races — Spring Time

ELECTRIC SCOREBOARD

Gottlieb's Smashing Return to the Novelty Game Field

DELIVERIES NOW

AVON NOVELTY SALES CO., Inc.

5907 Euclid Avenue

Cleveland, Ohio

ANOTHER NEW ONE LUCKY CIRCLES

15 NUMBERS ON A TICKET
600 HOLES 10c A PLAY THICK BOARD

TAKES IN \$60.00
PAYS OUT 36.50
\$5.00 AND \$10.00 PRIZES PROTECTED.

PRICE \$1.28
Plus 10% Tax.

GLOBE PRINTING CO.
1023-27 RACE ST., PHILADELPHIA, PA.
Send For Catalog.

NEW MACHINES -- LOWEST PRICES

Payout Tables		Novelty Tables	
BUMPER	\$ 92.50	BUMPER	\$64.50
CAROM	159.50	BALLY BOOSTER	69.50
PREAKNESS	149.50	HOME RUN	62.50
SANTA ANITA	149.50	MAKE OR BREAK	69.50
SKIPPER	109.50	RIOCHET	59.50

OPERATORS: We will gladly arrange to ship you on our liberal deferred terms.
JOBBER: Send us your orders for all machines and we will ship immediately at lowest prices.
TERMS: \$10.00 deposit each machine, Balance C. O. D.

AUTOMATIC AMUSEMENT COMPANY

628 Madison Ave., Memphis, Tenn. 1304 Throckmorton, Ft. Worth, Tex. 508 Seventh St., San Antonio, Tex.

FOR SALE

WURLITZER'S PHONOGRAPHS ON LOCATIONS, MODELS 412 AND 616, DOING NICE BUSINESS.

PANCO CHASE	USED MACHINES GUARANTEED, A-1 CONDITION.	
SUNSHINE DERBY	\$22.50	PANCO PALOOKA JR.
BALLY DERBY	17.00	MULTI-PLAY
	25.00	REPEATERS
		15.00

TERMS: 1/3 Deposit, Balance C. O. D.
We Will Pay Cash for Mills Blue Fronts; Must be in Good Condition.

COX VENDING MACHINE CO. 115 E. Fisher St., Salisbury, N. C.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co.	D. Gottlieb Co.	Daval Mfg. Co.
Pacific Am. Mfg.	A. B. T. Co.	Western Equip. Co.
Groetchen Mfg. Co.	Exhibit Supply Co.	

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

Announcement Extraordinary
CHICAGO COIN PRESENTS THEIR NEW

Spring Time

ONEBALL BUMPER SPRING AUTOMATIC PAY TABLE

A spectacular new pay table. High score bumper spring principle with added features that make SPRING TIME incomparable. Free pay hole . . . 21 colored bumpers . . . controlled adjustable payout . . . A. B. T. escalator coin chute . . . new type check separator at no extra cost . . . 100% mechanically perfect.

Because we want (and will get) a large run on SPRING TIME we are presenting this \$159.50 game at only **\$129.50**

TAX PAID • F. O. B. CHICAGO

STILL THE OUTSTANDING NOVELTY GAME

HOME RUN \$62.50

The bumper type baseball game all novelty operators are demanding. Don't be fooled by imitations! Thousands on location earning tremendous profits!

CHICAGO COIN CORPORATION

1725 DIVERSEY BLVD., CHICAGO, ILLINOIS



We have 'em
READY FOR
DELIVERY

**HOME
RUN**

CHICAGO COINS BASEBALL
BUMPER NOVELTY GAME! **\$62.50**

McCALL NOVELTY COMPANY
2230 PINE ST. ★ ST. LOUIS, MO.

The MASKED MARVEL
IN NOVELTY GAMES

Appears

THURSDAY, APRIL 15th
NO HOLES—NO BUMBERS
REVOLUTIONARY

TELL THE ADVERTISER IN THE
BILLBOARD WHERE YOU GOT
HIS ADDRESS

Need Translator On Foreign Mail

NEWARK, N. J., March 27.—Receiving as many as 27 letters in one week from almost as many foreign countries in Europe and Asia, Dave Stern, of Royal Distributors, Inc., was frantically seeking an interpreter to read some of the letters. Stern claims that he never before realized there were so many foreign ops. One letter coming from France, he says, reports that there are over 2,000 operators in that country and that at the present time Paris is running wild with slot machines, tho the law still requires paying out only three for one at the most. The franc is used in the slots.

Letters from Jugoslavia, Czecho-Slovakia, England, British East Africa, Palestine, Belgium, Switzerland and many other countries report conditions favorable, with operators in all these countries seeking slots for immediate use.

Babe Kaufman Sets Precedent

NEW YORK, March 29.—Babe Kaufman is reported seeking new worlds to conquer. Babe has just completed a large deal in her territory whereby she is able to put together quite a substantial amount of cash reserve. Now Babe is on her way to Chicago to tie up with one of the coin machine manufacturers for an exclusive in the East.

Babe has become quite a factor in this part of the country with her large operations of music, cigaret and novelty games, and with her ultra-modern business methods of distributing games for manufacturers.

"I shall have a very special announcement to make upon my return from Chicago," says Babe.

SEE US TODAY FOR CHICAGO COIN'S SENSATIONAL NEW 1 BALL AUTOMATIC PAYOUT

SPRINGTIME

IMMEDIATE DELIVERY.

WRITE FOR OUR COMPLETE LIST OF USED GAMES.

HY-G GAMES COMPANY

1641 HENNEPIN AVE.,



MINNEAPOLIS, MINN.



BASEBALL WILL PAY YOU BIG MONEY with "WERTS" products

BASEBALL DAILY BOOKS. We stock all leagues and have many variations of the two major leagues.

DAILY AND WEEKLY SERIES. All sizes of series books from 28 tickets to 10,626 tickets.

"MATEO" DAILY BOOK. Creates more interest with baseball fans. Ask about this big money-maker.

SPECIALS OF ALL KINDS. We are prepared to make any type of Special Ticket or Book according to your requirements. Your Inquiry Will Be Appreciated.

WERTS NOVELTY CO., Inc., DEPT. BBB-4 Muncie, Ind.

Special! 50 BALLY BUMPERS \$47.50

IMMEDIATE DELIVERY

STONER RICOCHET \$59.50

GOTTLIEB SCOREBOARD . . 69.50

BALLY BOOSTER 69.50

GENCO WIZARD \$62.50

HOME RUN 62.50

DAVAL BASEBALL 64.50

1/3 With Order — Balance C. O. D.

BUSINESS STIMULATORS

935 N. Illinois St.,
INDIANAPOLIS, IND.



Way up on top!

One week ago today, a picture of Pacific's BALL GAME was shown on this page for the first time. Instantly a thousand operators sat up and took notice. Overnight, orders for close to 3000 games came rushing in by wire and phonel It was just like batting a thousand percent. Like getting a hit every time you walk up to the plate. Pacific's BALL GAME is a natural for these times. It misses nothing. And it gives you everything: box seat quality at bleacher prices. . . . year-round appeal . . . big time profits . . . and 100% legality. Complete to the last detail—from the automatic pitcher to the giant electric "movie board". And remember that even though Pacific's BALL GAME is way up on top in profits and quality, it is way under the market in price. Only \$199.50.

Pacific's
BALL GAME

Only
\$199.50



ROYAL RACES
PAYOUT TABLE

You know it's the best pay table today! You know Royal Races has flashing, whirling, changing odds. Flags and bumpers alive with action. Top to bottom. Good for a C-note a week in any location!

PAYOUT \$169.50
TICKET \$179.50
NOVELTY \$99.50

On the Way - a Great New Novelty Game!

It is the cleverest table the coin business has ever set eyes on. Ask your nearest distributor about it - or wire Pacific for advance facts!

The million dollar Louis-Braddock fight has nothing on Pacific's HEAVYWEIGHT. Heavyweight is a \$169.50 bumper type one shot pay table priced down to \$149.50. It's a knockout. A fast moving, smooth working game. A game that piles up the receipts hand over fist. And it's different from anything you have ever known. It shows the fighters in action, round by round. And it gives odds on every round all the way from ten to one hundred fifty. You can't help but be in front of the crowd with HEAVYWEIGHT. Watch for future announcements. But in the meantime, wire or phone your advance shipping instructions for fast deliveries. Beat your competition to the punch!

\$149.50

PACIFIC MFG. CORPORATION
4225 Lake St., Chicago * Los Angeles Office, 1520 S. Hope St.

GREATEST BASEBALL NOVELTY HIT CLEANS UP PHENOMENAL EARNINGS!
JUST THINK OF IT! OUT-EARNING PAYOUT TABLES!

ELECTRIC
SCORE BOARD
 BUMPER-SPRING • 5-BALL
 NON-PAYOUT

★ADJUSTABLE MECHANICAL AWARDS

★MYSTERY SLOT
 The Outstanding Feature of Gottlieb Payouts!

★FLASHOGRAPH
 Movie-type Projector records Hits and Runs!

● All the best features of both Novelty Games and Payouts are combined in ELECTRIC SCORE BOARD.

ELECTRIC SCORE BOARD'S colorful field represents a major-league ball park. The player is 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 score board. 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!



22" x 44"

FEATURES

Flashograph, Movie-type score projector. Mystery Slot the outstanding feature of Gottlieb payouts. Positive mechanical adjustment of odds. Entire Mechanism mounted on sliding Chassis in back of Scoreboard, removable in a jiffy. Tilt-foiler on score-board lights up and cuts off all playing lights when tilted. Illuminated A. B. T. Coin Slot, Last coin visible.

IMMEDIATE DELIVERY!

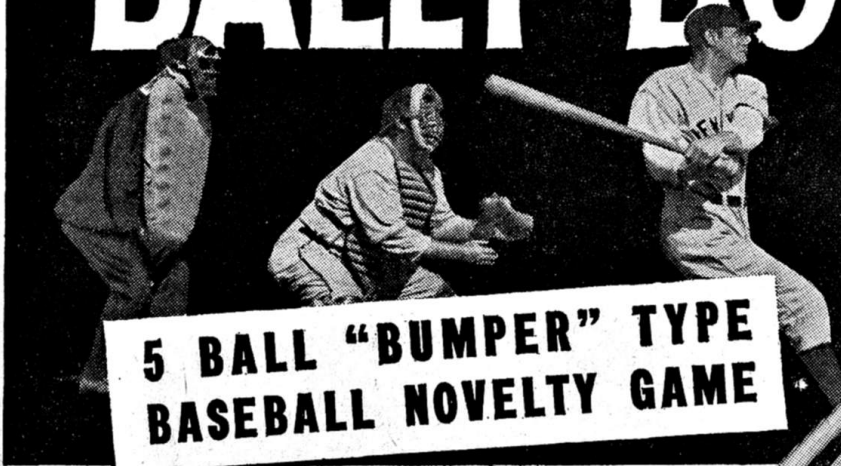
A. C. Current Only.

\$69⁵⁰

—And Gottlieb Still Leads in Payouts!

D. GOTTLIEB & CO. 2736-42 N. PAULINA ST. • CHICAGO

You'll cop the PROFIT PENNANT with
BALLY BOOSTER



**5 BALL "BUMPER" TYPE
 BASEBALL NOVELTY GAME**

"BALLY BOOSTER, greatest amusement machine ever made!" That's what one of America's leading distributors wired after checking reports on the first two hundred placed in his city. And you'll agree when you see how BALLY BOOSTER holds the crowds!

BALLY BOOSTER features GENUINE Bally BUMPER Action. . . REAL BASEBALL THRILLS with "players" running bases on the Light-up Backboard. . . Totalizer scoring UP TO 16 RUNS PER GAME . . . and ELECTRIC KICKER insuring "Last Ball Suspense" and all the wild excitement of a "ninth-inning rally" on a real diamond!

Avoid Delay! Order Today!

Repeat orders now pouring in far exceed daily production! Don't get "caught off base" when you need BALLY BOOSTERS to hold your choice locations. Order today while you can still get reasonably prompt delivery!



\$69⁵⁰
 F. O. B. CHICAGO

CAROM
"BUMPER" ONE SHOT

Combines 1-Shot Appeal and "Bumper" Spring Action—plus Electric Kicker and CHANGING ODDS! No wonder it's topping all previous profit records!

PAYOUT \$159⁵⁰
 TICKET: \$169.50
 F. O. B. CHICAGO

54 IN. by 26 IN.

BUMPER
 WORLD'S GREATEST *Novelty* HIT

Thousands on location 60 days or more still earning \$150.00 per week and up! Smart operators demand the one and only Bally BUMPER!

\$64⁵⁰
 F.O.B. CHICAGO

44 IN. x 20 IN.

SKIPPER
 AUTOMATIC FREE GAMES or PAYOUT
New REMOVABLE PAYOUT

Player can play off his Free Games without depositing coins—or press button and get payout. Genuine "Bumper" action insures record-smashing play!

Only \$109⁵⁰
 COMPLETE WITH REMOVABLE AUTOMATIC PAYOUT CHECK SEPARATOR.
 \$5.00 Extra

44 IN. by 22 IN.

WRITE FOR LITERATURE ON FAIR GROUNDS • BALLY'S EAGLE EYE • RAY'S TRACK • RELIANCE • BALLY BABY
BALLY MANUFACTURING CO. CHICAGO, ILL. 2642 BELMONT AVENUE



BASEBALL TIME and BIG MONEY TIME is here!

It is also time for the operator to think about wisely choosing his Baseball games.

WORLD SERIES has definitely proved over a period of time that it is an actual baseball game.

WORLD SERIES is built for a LONG PULL, and is pulling in more money than anything operators ever dreamed of.

The almost human Pitcher "winds up" and pitches in 15 different positions. He throws curves, strikes, fast balls, slow balls—and tries to out-smart the batter, with every pitch. Out-fielders shift around. The Umpire raises his left arm for balls, and his right arm for strikes. He makes perfect, quick, correct decisions. He can't go wrong.

The player can actually knock out singles, doubles, triples and home-runs.

Instantaneous scoring on a perfect score-board gives the exact status of the game at all times. The player is actually up there at the bat, just as intently and as enthusiastically as though he were playing in an actual game of baseball.

WORLD SERIES is the BIG QUALITY game, built to last for years and years to come.

Easy terms, and easily pays for itself in a few weeks. Ask your distributors to tell you why WORLD SERIES is the biggest investment ever made in any game, at any time.



TOM MIX RADIO RIFLE SCHOOL DAYS!

TOM MIX RIFLE is the "TOPS" in Rifles.

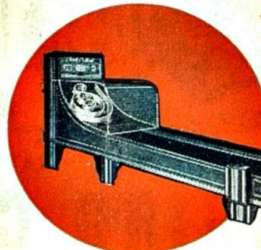
Operators reports from all over show TOM MIX RIFLES pay for themselves in a very short period of time.

Do not delay putting this game with the big name TOM MIX on location. Convenient time payment plan, if desired.

The RIFLE at a mere payoff table price.

Think of it—less than \$8.00 a week pays for this Comedy Rifle—adjustable to various heights. Nothing like it for a quick return.

A small down payment will bring **SCHOOLDAYS** to you **IMMEDIATELY**.

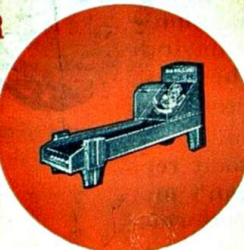


ROCK-O-BALL SENIOR ROCK-O-BALL JUNIOR

Still the big winner, as easy to move as a phonograph.

The exclusive **TRIPLE-SCORE** feature makes this the outstanding alley. The terms are easy and simple.

JUNIOR ROCK-O-BALL is made to order for those exclusive, yet small-space spots. Just over 9 feet in length, and proving to be the **BIGGEST "LITTLE" ALLEY** ever made. See your distributor quick. He will tell you about an extended plan with small down payment and easy-to-make weekly payments. You really owe it to yourself to investigate these quality games, with terms you can afford to arrange for.



ROCK-OLA MFG.
800 NORTH KEDZIE AVENUE



CORPORATION
CHICAGO, ILLINOIS, U. S. A.

PEOPLE GO WHERE THEY GET GOOD MUSIC

Says Denny Lyons

ADVISES TAVERN AND RESTAURANT MEN TO REPLACE PHONOGRAPHS THAT DO NOT MEASURE UP TO WURLITZER PERFORMANCE . . . WITH A WURLITZER - SIMPLEX

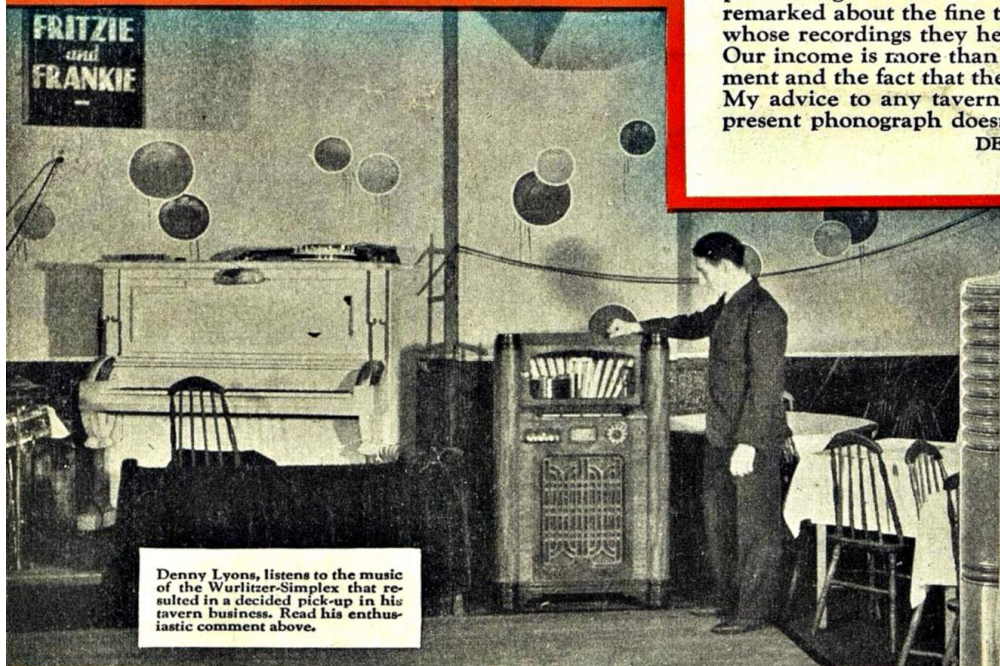
"Income Has More Than Doubled"

Previous to installing a Wurlitzer-Simplex Automatic Phonograph in our place we had various kinds of automatic phonographs. Since we have had the Wurlitzer we have noticed a decided pick-up in our business—which backs up your statement that people are attracted by good music and are patronizing the taverns that provide it. Our patrons have repeatedly remarked about the fine tone quality and true reproduction of orchestras whose recordings they hear over the Wurlitzer-Simplex.

Our income is more than double because of the superiority of this equipment and the fact that the operator is changing the records properly.

My advice to any tavern owner is to install a Wurlitzer-Simplex if his present phonograph doesn't measure up to Wurlitzer-Simplex standards.

DENNY LYONS, Proprietor of tavern in Northeastern Ohio
(Address on request)

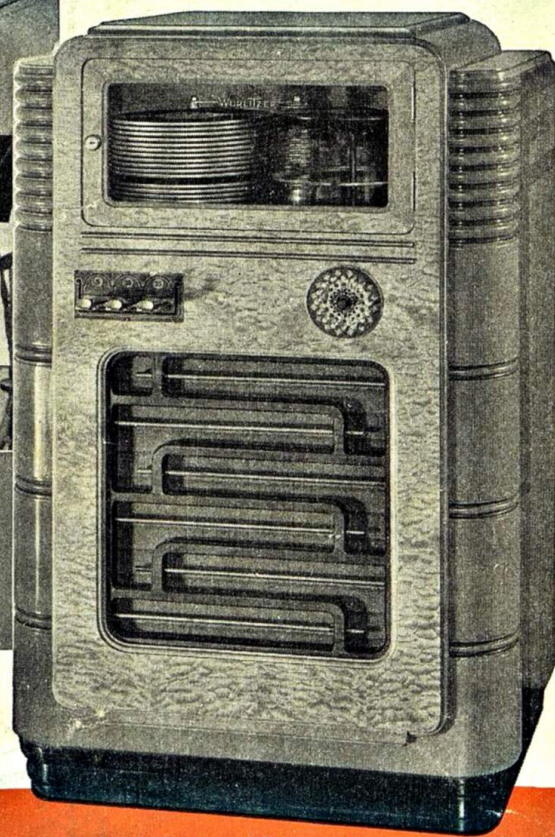


Denny Lyons, listens to the music of the Wurlitzer-Simplex that resulted in a decided pick-up in his tavern business. Read his enthusiastic comment above.

DEMAND FOR BETTER MUSIC OPENS UP PROFITABLE LOCATIONS FOR WURLITZER - SIMPLEX OPERATORS

Read what happened in Denny Lyons's tavern when a Simplex operator replaced for him a less appealing phonograph with a Wurlitzer-Simplex. His income more than doubled. Realize that location owners everywhere are enjoying similar results. Either they start right with the magic, crowd pulling, profit producing music of the Simplex - or - they soon replace instruments that can't measure up to Wurlitzer performance with one of these proven money makers.

Let the swing to Wurlitzer-Simplex be your guide as a music operator. Put your money on a winner from the start. Find out if there is room in your locality for another Simplex operator—the machine that gets and holds the big locations—that packs the most appeal—that produces the greatest profits. Mail the coupon today. The Rudolph Wurlitzer Company, North Tonawanda, N. Y. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Can.



Get and hold the Best Locations with
WURLITZER-SIMPLEX
AUTOMATIC PHONOGRAPHS

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N. Y.

Please let me know if there is room for another Wurlitzer-Simplex operator in my locality.

NAME _____

ADDRESS _____

CITY _____ STATE _____

PRESENT OCCUPATION _____

SOLD ONLY TO OPERATORS