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APRIL 24, 1937

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The Billboard

The World's Foremost Amusement Weekly

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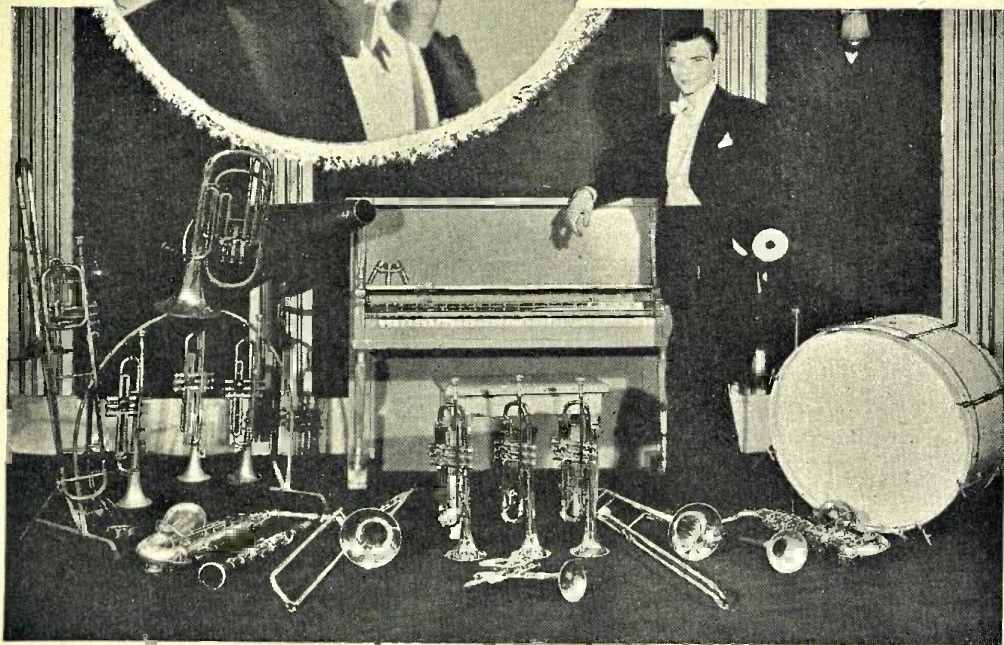
KEN MAYNARD

Famous Western Screen Star, and His Horse, "Tarzan"
Feature of Cole Brothers' Circus

"THE BUCOLIC AMBIDEXTROUS SYMPHONIST"

VIC HYDE

"NILES MICHIGAN'S ONE MAN SWING BAND"



CLUB MIRADOR, N. Y.—The headliner is a lad named Vic Hyde, whom Rudy Vallee whisked out of Niles, Michigan, to introduce to metropolitan audiences. The kid's pretty much of a riot in his one-man band act and his startling performance on three trumpets at one wallop, but that's not all—he is blessed with a special brand of hayseed humor that cannot be dimmed by the elegant dress suit they made him wear (he gets even by sporting a ready-made tie). He is ingratiating and witty, and where Will Rogers had his Claremore, Oklahoma, and a rope, and Bob Burns sells Van Buren, Arkansas, and his bazooka, Hyde glories in Niles, Michigan, and all the brasses in an orchestra.

NEW YORK POST,
January 9, 1937.

CLUB MIRADOR, N. Y.—Unusual and sensational! as his offering of freak instrumental versatility is, should he drop all that entirely he still should have no trouble clicking with his glib and homey chattering.
—G. C., BILLBOARD, January 30, 1937.

BOSTON MET. THEATRE—Lad is a sensation. Definitely okeh and will go a long way.
—Sid Payne, BILLBOARD, April 3, 1937.

CLUB MIRADOR, N. Y.—Vic Hyde, from the hinterland, is likely to go places—good ones. He has a novelty instrumental act, set off by a little talk, which is a sure click.
—Char., VARIETY, January 20, 1937.



MICHIGAN THEATRE—Detroit,
April 23.

CHICAGO THEATRE—Chicago,
June 4.

● 15th WEEK CLUB MIRADOR,
● New York.

● Held Over Indefinitely
● BOSTON METROPOLITAN,
● March 25-31.

● Scheduled for

● PARAMOUNT THEATRE,

● May.

management

RUDY VALLEÉ ORCHESTRA UNITS CORPORATION

515 Madison Avenue

New York, N. Y.

Per. Rep. LESTER LADEN

The Billboard

Vol. XLIX
No. 17

The World's Foremost Amusement Weekly

April 24,
1937

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WPA SHOWS DRAW 2,161,452

Wired Outdoor News Flashes

CINCINNATI, April 19.—J. E. Garner, city editor *Times Record*, Fort Smith, Ark., wired *The Billboard*: "Hennies Bros.' Shows, youngest of the larger carnivals, launched its season here Saturday with the largest opening day's business in the history of this city's outdoor show events. The show appeared here with 15 shows and 18 rides."

CINCINNATI, April 19.—With ideal weather conditions, the Goodman Wonder Shows made its debut at Raleigh, N. C., Saturday night before immense crowds assembled in the old baseball park. In the center of the midway, gorgeously colored and ablaze with thousands of lights, Mayor George Iseley broke a bottle of champagne on the bull ring of the office wagon, saying, "I christen thee the Goodman Wonder Shows." Max Goodman had his staff present and all joined in launching the season. Clay M. Greene, general agent, went to his hotel afterwards and died at midnight.

NORFOLK, Va., April 19.—West World Wonder Shows, a railroad carnival, opened the season here Saturday. The appearance of the shows indicates that much work and money has been expended on equipment and other essentials.

CHICAGO, April 17.—Cole Bros. Circus has obtained injunctions against Ira Millette and son, Cress Troupe and Upside-Down White, appearing with Hagenbeck-Wallace Circus, barring them from appearing with the show for the remainder of the Chicago engagement. The acts were under contract to Cole for the Stadium engagement but switched to Hagenbeck when offered season contracts. They will not appear in the Stadium show.

Joan Spaulding, member of the Flying

Millers Troupe with H-W, fell yesterday afternoon while doing a single trap act and suffered a broken arm and other injuries not thought to be serious.

SPENCER, Ia., April 17.—It was announced here this week that the midway contract for the annual Clay County Fair has been let to the Fairly-Martone Shows.

DETROIT, April 17.—W. G. Wade has purchased a new Big Eli power unit for his shows, currently playing on the east side.

N. Y. Burlesque Cleaning Up; Other Fields Spared

Gotham burly loses license and is fined—no drive, say police—guns aimed at burly, no campaign on night clubs—burly cleaning up—Republic handed summons

NEW YORK, April 17.—While emphatically denying there is any sort of a drive being waged against "indecent" performances in theaters and night clubs, the police and licensing authorities are devoting much time to a cleanup. The guns are trained on burlesque only at present, with the authorities disclaiming any concern with night clubs or other forms of amusement. In burlesque the punishment meted out to Minsky's New Gotham Theater in the form of a court conviction and fine and license revocation was sufficient action to bring about a cleanup in burlesque by the theater managements themselves, with the shows toned down to new levels. That the police meant action was also seen in the summons handed the Republic Theater on West 42d street last Saturday.

Following the conviction April 8 in Special Sessions of the Burly Amusement Corporation and Sam Krutz, manager, connected with the Gotham Theater. (See N. Y. BURLESQUE on page 18)

Based on 68 N. Y. Shows Since 1934 and Up to January 1, 1937

Combined attendance of all FTP divisions, including circus, vaudeville, marionettes, pictures, radio, etc., comes to 6,078,020—11 plays produced since January 1

NEW YORK, April 17.—Whether or not the complaints of Broadway legit managers that the WPA Federal Theater is cutting into private enterprise are justified may now be more adequately aired, comparative attendance figures being available for both Federal and Broadway drama. Since the Federal Theater's drama units began to function in New York in December, 1934, and up to January 1, 1937, the WPA presented 68 so-called "professional productions" for a total of 2,369 performances to a total attendance of 2,161,452. According to a previous checkup on Broadway commercial theater attendance records, as indicated by statistics on the distribution of *The Playbill*, 18,000,000 programs were distributed during the combined 1934-'35 and 1935-'36 seasons. Playbill distribution is, of course, not to be taken as an exact indication of Broadway attendance, but is a close approximation.

One important factor to be remembered in connection with the Federal Theater's statement that it is creating a new audience and is not cutting into the commercial theater is that houses used by the FTP are not concentrated in the Times Square area, some of them lying on the fringe of this section, some of them being completely outside it though still in Manhattan, and others being in Harlem and Brooklyn. On the other hand, the Federal Theater has consistently increased its rate of production.

(See WPA SHOWS on page 18)

New Film Craft Formed To Negotiate for Recognition

HOLLYWOOD, April 17.—Formation of a Federation of Film Crafts to negotiate

producer recognition of all unrecognized studio unions under rulings of the Wagner Act was effected here late this week. Creation of the Federation was approved by 50 delegates of unions not in the basic agreement pact, with the understanding that no organization would attempt to negotiate a contract detrimental to other crafts.

First move by the group is expected Monday, with each craft making individual petition for recognition to studio heads as soon as union leaders determine that they represent a majority. Federation will operate in advisory capacity, with each craft retaining autonomy. Group includes hairdressers, make-up artists, actors, painters, plasterers, script girls, machinists, culinary workers and laborers.

Presence of representatives of Studio Utility Workers, Local 724, and United Brotherhood of Carpenters and Joiners, Local 644, at the initial meeting indicated the Federation would be looking for support in its recognition drive from organizations already included in the basic agreement.

Calif. Outdoor Bill Is Tabled

SACRAMENTO, Calif., April 17.—Assembly Bill No. 532, proposed by Assemblyman Gene Flint, of Los Angeles, to impose a \$250 daily tax on circuses and carnivals, has been tabled by the judiciary committee of the California (See CALIF OUTDOOR on page 99)

Bary in Control of H-W Circus

Buys Interest Of J. F. Hatch

Personnel is to stay same with a few exceptions — Hanneford Family joining

CINCINNATI, April 19.—Howard Y. Bary shortly after midnight Sunday entered the ranks of circus managers by purchasing J. Frank Hatch's interest in the Hagenbeck-Wallace Circus, now running in Chicago. This places him in full control of the show, and while there will be a reorganization Bary expects to retain, with few exceptions, everybody who has been engaged. The deal was closed in Chicago.

Edward Arlington and R. M. Harvey, who have been handling the advance of the show, have been called to Chicago by Bary. Arlington from Pittsburgh and Harvey from Cincinnati. C. W. Finney, who has been associated with Bary during the winter, will have an active part

in the advance under the new management.

Foodies Hanneford and family of riders are leaving New York today to join H-W for the Windy City engagement. Hanneford will also act as assistant to Orrin

Davenport, the equestrian director. Two baggage cars of menage horses are being shipped from New York, some of these having been obtained thru S. W. Gumpertz's co-operation. The baggage horses (See BARY CONTROL on page 99)

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DEP'T STORES USE FLESH

Find Acts for Kids Make Best Bait for Attracting Shoppers

Out-of-way stores are biggest users of circuses, vaude, marionettes—pay for most talent—stars usually in on publicity tieups—New York and Chicago mostly

NEW YORK, April 17.—From spasmodic stunt acts staged four years ago to attract a large crowd of potential shoppers to a particular sale, at least two New York department stores now conduct vaudeville, circus and other flesh entertainment gratis for their customers almost every week. Both Hearn's and Wanamaker's list this form of bait as a major promotional device. On the other hand, uptown stores such as Saks at 34th street, Gimbel's and Macy's make little use of variety talent. That which they do employ is incidental to the general scheme of exploitation and usually specialized in relation to a particular product.

The downtown location of Hearn's and Wanamaker's, away from the city's popular shopping centers, accounts for the importance these two establishments place on such extra-mural activities. Their problem is to bring crowds to 14th (See DEP'T STORES on page 32)

Illinois Court Bars Bank Night

CHICAGO, April 17.—Illinois Supreme Court yesterday, in a third decision, ruled down theater bank nights, thus upholding local authorities for arresting 46 theater owners last winter. Lotteries being forbidden in this State, the high court ruled that to give money away by lucky-number drawings constitutes a lottery.

To the exhibitors' argument that the drawings were not a lottery because customers who had registered some other night could wait in front of the theater and collect if their number turned up, the court said: "Those who paid to get in paid for those on the outside and the giving of free chances to those who did not come in could not alter the character of the transaction."

At the time of their arrest the theater owners were fined \$15 and costs each. They filed motions for new trials and now must pay up.

"No More Peace" To Have Cincy Premiere April 23

CINCINNATI, April 17.—Ernest Toller's comedy satire, *No More Peace*, will have its premiere at Emery Auditorium April 23 under the direction of the Federal Theater.

Play is being rehearsed under the direction of Franklin Raymond, State director of Federal Theater Activities, and the music was written expressly by Theodore Hahn Sr., local supervisor. Play is a satire on dictatorship and the trouble resulting therefrom. It will run from April 23 to May 1, with two Saturday matinees.

WPA Presents "Prof. Mamlock," Wolf's Blast Against Nazi Rule

NEW YORK, April 17.—WPA Jewish Theater's *Professor Mamlock*, anti-Nazi opus which was in rehearsal for some nine months, came to Daly's Theater Tuesday with its message of persecution and German insanity. Play is well written by Friedrich Wolf, translated by Anne Bromberger, and performed with a fine measure of success by the cast. Yet the presentation of factors damning the Nazi regime does not jell into the catastrophic tragedy such a theme warrants. And this despite the fact that Dr. Mamlock, the protagonist in the piece, commits suicide when he is unable to cope single-handed with the edicts of the storm troopers.

Legislated Into Pix?

DES MOINES, April 17.—C. C. (Dixie) Rowe, colored tapper and former Senate cloakroom attendant, passed around a petition in the State house recently with which he hopes to get an entire row into the movies in Hollywood. Headed by the names of Gov. N. G. Kraschel and Lieut. Gov. John Valentine, the petition carries practically all signatures of House and Senate members. Several of those signing required Rowe to give an exhibition of his dancing.

One-Act Play Mag Appears

NEW YORK, April 17.—Contemporary Play Publications has issued its first number of *One-Act Play Magazine*. Edited by William Kozienco, publication is concerned primarily with publishing the dramatic efforts of known and unknown playwrights, both of America and Europe. No restrictions are placed on theme, subject or treatment, the mag being interested therefore in sketches, skits, comedies, satires, farce and all the other classifications coming under the one-act-play category.

First issue, for the month of May, is exceptional as to format, the printing and entire setup of the 95 pages being particularly fine. In addition to four plays, A. A. Milne's *Miss Marlowe at Play*, Gabriel Timmory's *To Kill a Man*, Philip Freund's *Simon-Simon* and Michael Blankfort's *The Brave and the Blind*, contents include these departments: Play in Print, Notes on the One-Act Play, Curtain Calls and Off Stage.

Quoting Kozienco in the lead-off editorial: "It might be stated that the one-act play as it is now has been discovered anew. It has vindicated its brilliant heritage while at the same time experiencing the thrill of a rebirth."

"Life" Set To Reopen

NEW YORK, April 17.—Ludwig Satz, leading Jewish comedian, has been signed by Edwin A. Relkin, producer, for the leading role in *Bet Your Life*, the Fritz Blocki-Wille Howard comedy. Show, which recently opened and closed at the Golden, will be renamed *Money Mad*. Slated to reopen the end of April at the 49th Street Theater, after recasting and general overhauling.

NEW YORK, April 17.—Leland Hayward and David Hampton receive agency permits, according to a decision of the council of Actors' Equity Association.

Business Rep Guild Asks CIO Affiliation

NEW YORK, April 17.—Theatrical Business Representatives' Guild, organized originally as a social and benevolent organization, recently applied for a CIO certificate of affiliation, according to a statement issued.

Guild claims to have built up a membership in the New York metropolitan district of over 1,600 members and has authorized the issuance of certificates of affiliation to locals thruout the country. Breakdown of this figure, according to the Guild's statistics, shows they represent more than 53 per cent of all theater managers in the metropolitan district; 31 per cent of all theater managers in the United States, and 42 per cent of the press agents and treasurers thruout the country.

Guild states it has no demands to make upon employers at this time but warns them, calling attention of theater owners, producers and employers to the provisions set forth in the Wagner Labor Relations Act.

SAG Renominates All Its Officers

HOLLYWOOD, April 17.—Entire slate of present officers of the Screen Actors' Guild has been nominated for re-election May 9. Voting was unanimous. Executives are Robert Montgomery, president; James Cagney, first vice-president; Joan Crawford, second vice-president; Chester Morris, third vice-president; Noel Madison, treasurer; Murray Kinnell, assistant treasurer; Kenneth Thomson, secretary, and Boris Karloff, assistant secretary. Nominations to fill 11 vacancies on the board of directors were as follows: J. Edward Bromberg, Lucille Gleason, Porter Hall, Russell Hicks, Karloff, Victor Kilian, Kinnell, Madison, Ralph Morgan, Jean Muir, Erin O'Brien-Moore, Irving Pichel, Edwin Stanley, Gloria Stuart and Franchot Tone.

Jr. Screen Guild Elects

HOLLYWOOD, April 17.—Larry Steers was elected president of the Junior Screen Actors' Guild this week. Other officers include Bob Ellsworth, first vice-president; Jay Eaton, second vice-president; Aubrey Blair, secretary-treasurer; Nate Edwards, assistant secretary. Pat Somerset, president of the Junior Guild the past two years, refused the nomination this year.

Directors are Steers, Edwards, Red Burger, Anita Wilson, Charles Drubin, Bill O'Brien, Antrim Short, Bee Stephens, Harvey Perry and Peter DuRey.

KEN MAYNARD

(This Week's Cover Subject)

KEN MAYNARD, leading Western film star, with his equally noted "equine pal," Tarzan, will be featured this season with the Cole Bros.' Circus, with Maynard leading his "Congress of Rough Riders and Plains Indians." In working under canvas this season Maynard returns to the field in which he started in the show business. It was while he was a rider with the Ringling show in 1922 that he caught the eyes of film talent scouts and went into that branch of the business.

Today much of the renaissance of the Western picture in the film trade is traced to Maynard, who was responsible for producing the first talking "hoss opera" just when the majority of opinion was that the Westerns were in the discard. Youngsters all over the country supported his claim, as exhibitors learned.

Maynard hails from Mission, Tex., getting his first knowledge of horses on the ranches in that territory. His acting and riding abilities are supplemented by his study of cowboy songs and stories, which he has put in book form. He plays the violin and banjo and practically all the string instruments. In addition, Maynard is an accomplished airplane pilot; his flying time totals close to 3,000 hours.

In his circus work this year Maynard will be associated with Jess Adkins and Zack Terrell, outstanding showman in their field.

P. A.



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W. Va. Clubs Worried by Law

WHEELING, W. Va., April 17.—Over 100 beer dealers, many of them proprietors of leading night spots, anxiously await a decision of the State Supreme Court, to which they carried the local "purge" against hard liquor dispensers.

Tax Commissioner Ernest K. James halted his wholesale revocation of licenses of spots that carried federal liquor licenses, proof that they were handling whisky contrary to law, until constitutionality of the statutes is determined.

Purge had its first effect when the Marble Inn closed and numerous other spots made preparations to draw the curtain. Hollywood Grill canceled its show but retained Bobby Peters as emcee and Jay Miller's Orchestra, expecting the storm to blow over. Club Diamond may run the gauntlet, since Harvey Bell and Verne Wilcox were signed. Bill Culliton's Band replaces Richard Bros. Orchestra April 24. Emil Veloszo's Band will follow.

Amusement Industry Preps For Chi Charter Jubilee

CHICAGO, April 17.—Local amusement industry, thoroly coached by the recent World's Fair, is planning to take full advantage of Chicago's Charter Jubilee, which will extend thruout the summer and which promises to attract heavy crowds from this country and many foreign nations. Nation-wide publicity being given the event and co-operation of railroads are expected to flood the city with visitors during the summer.

Jubilee committee, headed by John McKinlay, is planning to dot the celebration with many civic and entertainment events, few of which, however, will be staged for commercial reasons outside of the fact that each will help sell Chicago to the world. Night club and theater showmen will attempt to cash in on the heavy traffic by feeding their places with prominent attractions. Legit people look for the best summer in seasons because of the jubilee, expecting a number of productions on the boards thruout its duration.

Prepare Short for Drive

NEW YORK, April 17.—Frank Whitebeck, at Metro studios, will produce the Will Rogers short to be used during the Rogers Memorial Drive, beginning April 30 for the purpose of raising funds for the hospital at Saranac. Featured players will be Gary Cooper, Harry Carey and Allan Jones.

Personal Appearance

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He Felt Good

DES MOINES, April 17.—Lawrence Tibbett got more than a train-window view of Iowa last week-end. Complaining at lunch in Ames, Ia., that he had spent all of his time gazing out of train windows and rehearsing in hotel rooms for concerts, he expressed a wish to go for an auto ride. Helen Kluber, petite waitress in the coffee shop, overheard his complaint and offered to take him for a ride. He accepted with alacrity and the couple motored about the Iowa State College and the vicinity of Ames.

People who heard the lusty caroling of Figaro and Negro spirituals on the peaceful Iowa countryside that day were not hearing the usual college boy songster, but America's premier baritone.

In commenting on her experience the little waitress said: "It was swell. He told me about his work and I told him about mine. He didn't sing all the time—just once in a while, because he felt good and said he always sings when he feels good."

Benefit's Perfume Pay Draws Ire of TA

NEW YORK, April 17.—What constitutes "payment commensurate with an artist's ability" became a mooted question on Broadway last week following a fracas between sponsors of a benefit for the Wall Street Synagogue and Theater Authority. Later intervened when it heard that Equity members slated to appear were being paid in gifts. One actress was given a bottle of perfume.

Sponsors of the benefit claimed that Theater Authority had gumped up the show and threats of a suit were kicked about. Alan Corelli, Theater Authority secretary, backed his action prohibiting the stars to appear with the statement that a gift of perfume was merely a subterfuge used by the benefit sponsor to get around the rulings of TA and was not commensurate with the artist's ability. Determination of what is "commensurate," according to Corelli, could be made by Actors' Equity.

Frank Gillmore, AEA president, said an artist's pay should be computed on the basis of his or her regular salary.

Chi French Casino Given the Needle

CHICAGO, April 17.—Appointment of Fred Bethke, of Henri's, as manager of the Casino Parisienne here is giving this spot revived hopes of making it a profitable venture. Heavy nut, expensive shows and little business have put Windy City's French Casino in the red the last several weeks.

Among new policies instituted by Bethke is the omission of the double minimum that had been in effect Saturdays for customers who wished to remain for the second show. It's a "stay as late as you wish for one minimum" tag that is now decorating the spot's ads. A new show comes in April 27 and Bethke, with Tom Kearns, his press agent, is mapping a heavy exploitation campaign.

3-Way Commission Split on Gypsy Lee

NEW YORK, April 17.—Suit by the Morris Agency against Gypsy Rose Lee over commissions was settled Thursday in Municipal Court at the suggestion of Justice Ben Shalleck, husband of Lillian Roth. Morris office claimed that Miss Lee signed with the firm on a five-year contract May 27, 1936, but Miss Lee pointed out that inasmuch as the agency did not get her anything in three months the contract was terminated and that she had so notified the office.

Settlement provides that the Morris office not share in commissions from Miss Lee on the two pictures to be done this summer for 20th Century-Fox nor on her contract with the Shuberts for next season, starting September 1. Thereafter the commission split will be a three-way affair between Morris Agency, Curtis & Allen and Irving Sherman, latter her personal representative. The split will be one-third each of 10 per cent. Curtis & Allen and Sherman now represent Miss Lee.

MBS Invasion of Southeast Likely

NEW YORK, April 19.—Expansion of Mutual Broadcasting System into the Southeastern section of country below Charlotte, N. C. is more than likely. Fred Weber, general manager of chain, met last week with executives of nine Southern stations, meeting taking place in Charlotte. Discussion centered around advisability and practicability of stations hooking up with Mutual.

A major consideration is the line charges involved and which, it is understood, the stations would have to absorb themselves. This problem raises the corollary problem of whether business accruing the stations and network would make these fees worth while. Decision of the meeting was that both sides continue to think it over for later definite judgment either way.

RCA Victor Sponsor Of Philly Ork Tour

NEW YORK, April 17.—Under sponsorship of RCA Victor Company the Philadelphia Symphony Orchestra will soon start a cross-country tour bringing with it Eugene Ormandy, maestro, and Jose Iturbi, pianist and conductor.

Publicity arrangements call for tieups between the ork's appearance and sale of recordings and radio activities in the various cities. In addition to ads in national magazines, one-half million deluxe programs will be distributed free at the concerts. Featured in programs will be a complete line of RCA Victor radio and phonograph instruments and the list of the Philadelphia Orchestra's recordings.

One G for Joe Sullivan

CHICAGO, April 19.—Over 750 persons, including many noted musicians, jammed the Congress Casino Saturday to enjoy Bob Crosby's three-hour swing concert, staged for the benefit of Joe Sullivan, ork's former pianist, now ailing on the Coast. Pitching in with Bob's band were other hot outfits from local spots and Bobby Sharpe, 10-year-old colored pianist. Entire proceeds, exceeding \$1,000, went for the worthy cause.

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FILMS WANT RADIO TALENT

Raids That Starved Legit and Vaude Now Slated for the Air

Hollywood's crying need for new faces sends scouts to ether—numerous radio acts recently signed—all picture studios adopting plans to sieve radio talent

By SEYMOUR PEISER

HOLLYWOOD, April 17.—Hollywood's growing need of new faces and talent for pictures is causing an extensive raid of radio for entertainers and dramatic players, with scouting talons reaching out to virtually every broadcasting studio using live talent. Continuous stream of super-musicals in production and in preparation has practically every producer and studio battling one another for new names and personalities. Another factor figuring in the matter is the belief expressed by many producers that night club and vaude players have been wised up to the money situation in films by agents and have been holding out for ridiculous offers, with agents sometimes even ballooning demands higher.

With radio remaining virtually the only virgin field for new and untried talent, most of the major studios are establishing intelligence boards in the larger cities to look over and pass temporary judgment on local air talent. First to effect such a tieup is RKO-Radio, thru its new head of the scouting department, Bill Brady. First person spied by Brady's department was Patricia Dunlap, Chicago air entertainer, who was brought here several weeks for tests.

Joe Rivkin, recently named talent head of Columbia, is organizing a similar "discovery" machine independent of the studio's regular casting and agent channels, while 20th Century-Fox, first studio to recognize in radio's Don Ameche a potential dramatic star, has set dates for a series of screen tests of ether actors and entertainers soon to be brought west. Tyrone Power, at this studio, is also a former NBC Chicago personality, as well as Sidney Fields, former Cantor-CBS comic.

Universal and Warner Bros. are depending upon radio to round out and strengthen their contract lists before another year, with many newcomers penciled in for buildups. Recent Universal acquisitions are William Lundigan, WFBL, Syracuse, announcer; Ella Logan from radio and clubs, currently featured in the studio's *Top of the Town*, and Michael Fitzmaurice, Los Angeles announcer and radio actor. Warners have Walter Cassel and Doris Weston, both NBC contractees, and Dutch Bagen, WHO announcer.

Small Money

At RKO Mark Sandrich has issued special orders to agents and his talent scouts to be on the lookout for radio personalities for his next directorial effort, *The Joy of Loving*, while Rockwell O'Keefe, artists' representatives, are the first agents to recognize the value of signing talented radio people to be peddled to pictures for what future 10 per cent profits might accrue after studio buildups. Thru their extensive band connections the agency is giving talent in Detroit, Chicago, Cincinnati, Minneapolis, Dallas, New York and New Orleans the once over.

All this radio-minded activity on the part of the studios is entirely independent of their dickering for and signing top air talent. New talent is being taken from radio and given film contracts at figures ranging from \$75 to \$200 per week. Probability is that the studios will spot these players on important network radio shows as a part of the buildup. Evidence of this is seen in Paramount allowing Shirley Ross' singing contract with the Ken Murray-Campbell's broadcast and the appearance of Ella Logan on Eddie Cantor's show April 11, with a possible featured singing-comedienne spot on the show thereafter.

Meanwhile, NBC and Columbia, thru their artists' bureaus here are planning also to cash in on some of the talent. NBC, which has been selling to films on and off for some time now, is currently looking over its national talent crop, with the intention of bringing some of its most promising bets to the Coast, (See FILMS WANT on page 9)

Campbell's, OG's Seeking New Acts

NEW YORK, April 17.—Talent-buying market continued fairly active past week or so, altho it is due to really hit the heights in a few weeks as the new fall shows start getting under way. *Showboat* and its shift to the Coast soon has caused the greatest flurry, with agents all over the city submitting acts for the new schedule.

There are three shows slated to select talent soon. Shell Oil, which now has a variety show under Joe Cook, is rumored as being scheduled for a change shortly thru its agency, J. Walter Thompson. Old Gold cigarets, which has been off the air for some time now, is definitely slated thru Lennen & Mitchell to return to radio next year. Old Gold was one of the first major radio customers years back with Paul Whiteman.

Campbell's soups, with two big shows on the air now, *Hollywood Hotel* and *Ken Murray*, will start a third one next fall, it is stated. Program is to be built around a name to plug one of the company's soups.

SESAC Giving U. S. Outlets Music Aid

NEW YORK, April 17.—Society of European Stage Authors and Composers, Inc., organization which controls the performing rights to the compositions of some 72 publishing houses, including a number of small independent American pubs, is offering a program service to radio stations with which it has licensing agreements. Items included are suggestions by SESAC's representatives as to how certain music may be used in

Right Idea Anyway

SAN FRANCISCO, April 17.—Last week Maurie Savage, radio editor of *The San Diego Union*, was in town and was being guided about by Jerry Bundsen, of the Columbia Broadcasting System press staff. They stopped in Lloyd Yoder's office at NBC to chew the fat with Yoder and Milton Samuel, chief and assistant chief of NBC's Coast press department. In came Don E. Gilman, head of NBC on the Pacific Coast, who was introduced to Savage by Yoder, who added "and you know Jerry Bundsen, of course," not knowing they had never met. Gilman, thinking Bundsen was a member of NBC's rather large staff and figuring that perhaps he should know him, said "Oh, yes." When leaving, he added: "I hope you're taking good care of Mr. Savage, Jerry. It's up to you to see that he takes a good impression of us when he returns home." "Oh, yes, Mr. Gilman," replied the somewhat confused CBS press agent to the NBC executive, "Maurie is being well taken care of." And he was—by CBS.

Keating-Myers for Chevy

HOLLYWOOD, April 17.—Fred Keating and Carmel Myers have been set in featured spots on the Rubinfoff Chevrolet broadcast when it begins Coast production tomorrow. Keating takes the emcee spot, writing his own material, while Miss Myers will contribute dramatic songs and monologs. Both contracts are for five weeks with options.

specific programs, installation of music libraries in stations and aid making music available. This service is not a part of the licensing agreement, but is a voluntary gesture on the part of SESAC. Thus, a station wanting to obtain certain music does not necessarily have to send letters to a half-dozen pubs asking whether they have the number, but instead sends its request to SESAC. Latter contacts the right publisher, who then sends the piece to the station.

Library service is particularly helpful to small stations, some of whom have difficulty in creating a catalog. SESAC's representatives show these broadcasters the fundamental details of classifying. Currently, practically all radio stations have signed up with the society, those remaining without the fold being minor spots. Before the end of the year SESAC expects to have licensing agreements with the entire field, after which a concerted effort to line up the hotel industry will be made.

Society's catalog, enabling broadcasters to get away from the Tin Pan Alley grind, is distinctly on the arty side, but also includes operetta and hillbilly items.

Expect Announcers' Guild Will Affiliate Soon; CBS Pact Pends

NEW YORK, April 17.—Relations of Columbia Broadcasting System and the American Guild of Radio Announcers and Producers, independent union, are in the formative stage, but an agreement is expected next week. CBS and Guild representatives met this week. Guild recognition, minimum pay and hours were discussed, but no final settlements were reached. An all-night meeting was held Thursday by the Guild and procedure and objectives were threshed out.

Guild had one meeting with company officials before the Wagner Act decision by the Supreme Court and was told that the decision would in no way affect the company's attitude toward the Guild. It is understood that all discussions have been amicable tho, at times, heated. Guild claims 26 out of a possible 28 membership.

Guild is headed by Roy S. Langham and is composed of announcers and assistant directors. Directors are not included at this time, but provisions may be made for their membership. Thus far the AGRAP has no affiliations with other unions, but questioned about the

possibility of tying-in with an American Federation of Labor or Committee for Industrial Organization union, Langham declared "I am not in a position at this time to make any statement on possible affiliation."

Guild plans to be independent, meaning it wants to keep away from the company union idea. During the NRA period, Columbia engineers attempted to unionize, but now have an organization which has been termed a "company union."

Union bug is beginning to bite radio and hard. Actors are talking union, either in or out of Equity, which has jurisdiction over them. Engineers, too, are becoming increasingly union-minded. Recent strike at WBNX, New York, by members of the American Radio Telegraphists' Association, crippled station until a settlement was reached. The telegraphists' union was recently granted a charter by John L. Lewis' CIO and has jurisdiction over 2,500 technicians and service men engaged in radio station work. Union, it is understood, is attempting to organize other stations in the New York area.

Dionnes Due As Radio Act

Deal for cereal program is pending—\$5,000 per show—to start in 1938

NEW YORK, April 17.—Dionne quintuplets are slated to start a radio commercial next year, when they reach their third year. Deal pending this week has them slated for a spot on a cereal sponsored program, youngsters being used on a kid's revue headlined by Mary Small. Asking price for the five Canadian sisters is said to be about \$5,000 per broadcast.

Ed Wolf Associates are representing the Dionnes for commercial radio having made arrangements with the Canadian government, whose wards the quintuplets are. Wolf was in Chicago this week on the deal.

Dionnes have already appeared in pictures for Universal and have "testified" for any number of products, foodstuffs, etc. In connection with the proposed commercials the youngsters are presently being taught how to sing and recite. Their program appearances will be short shots, piped directly from their Canadian home.

Dr. Allen Roy Dafeo, quintuplets' doctor, is now broadcasting for Lehn & Fink.

Henderson's Youth Campaigns on XEPN

NEW ORLEANS, April 17.—The one-time stormy petrel of the radio waves returned to the air this week when W. K. (Hello, World) Henderson launched "another campaign to make individual opportunity for the present and future youth of the land," over XEPN, Piedras Negras, across the Rio Grande from Del Rio, Tex. Henderson promises to make nightly appearances, 8:45 to 9 p.m., CST, over the 100,000-watt station operating on 730 band.

Henderson's broadcast is reported sponsored by a group of Shreveport merchants who have signified their intention of airing Henderson "because we believe to see out of it a nation-wide movement for the aid of youth of the land." All of his airings will be from an elaborately equipped automobile trailer, which is to stand near the main studio. He intends to make this trailer his living quarters while in Mexico.

Henderson retired from the radio field in 1933 after 10 years as one of the most colorful figures in radio. His vigorous fight for better radio facilities in the deep South, bitter charges against the radio commission of other years, his invective campaign against certain lines of business and a stormy radio battle against President Hoover in behalf of Al Smith in 1928, attracted national attention.

His nightly fight against the desire of KVOO, Tulsa, to acquire the 850 band, occupied by his KWKH, Shreveport, was the sensation of a few years ago. When the case came up for hearing at Washington, Henderson brought along a carload of affidavits protesting the change. He was victorious against all previous odds.

His new backers promise him freedom of the air, but ask that he will not indulge in any individual attacks against officials. They are assuring that he will resort to all of his old-time "fire and vigor."

Luckies Remaining on Radio; Both Networks

NEW YORK, April 17.—Spiking contrary reports, American Tobacco Company has decided to continue in radio for the rest of this year, appropriation accordingly having been made. Story circulated was that the Lucky Strike manufacturers were quitting radio.

Appropriation provides for continuance of both the NBC and CBS programs now broadcast.

Disputed KTHS Sale Approved

Long-drawn battle over Hot Springs spot sale to Barton ends—moving station

HOT SPRINGS, Ark., April 17.—Sale of Station KTHS by the board of governors of the Hot Springs Chamber of Commerce to Colonel T. H. Barton, head of the Lion Oil Company, for \$75,000 was held valid in the Chancery Court of Little Rock early this week. Colonel Barton plans to move this pioneer station to another location near Little Rock, with an application pending before the FCC for authority to transfer the license and change the location.

The chancellor's decision was in the case brought by L. L. Asbury and others against the board and others seeking to have the sale set aside, "because it was fraudulent, that the price was inadequate and that the board of governors was acting without authority." Following these accusations, the board resigned and a new board was elected. It was after this action that defense attorneys obtained a temporary injunction against withdrawal of application before the FCC for transfer of the station.

The chancellor made his decision known in a letter, a copy of which he had mailed to each of the attorneys in the suit. He suggested that the defense attorneys prepare a decree for submission to the plaintiff counsel for approval as to form before being entered of record.

In this letter, the chancellor said that he had decided that the first two accusations, that transfer was fraudulent and prices inadequate, were unfounded and that the old board had acted with authority.

"In conclusion," the letter said, "we find the contract was made in good faith and for a highly valuable consideration by the board of governors, which, under the circumstances, not only had the full power to bind the corporation, but we further find that under the emergency which existed, they would have been poor trustees had they not acted to save the city a highly valuable asset."

The emergency referred to by the chancellor, as he pointed out, that the station was about to lose its favorable wave-length due to the fact that mineral and other deposits surrounding Hot Springs made a satisfactory coverage impossible. He said that there was no question that had the chamber desired to continue operation of the station, as requested by the officials of the Arlington Hotel who originally gave the station to the city thru its Chamber of Commerce, it was faced with the necessity of moving it from Hot Springs, which would have made it lose its identity as a Hot Springs station anyway.

The chancellor expressed the opinion that daily 30 minutes of "free time" agreed to for advertising Hot Springs as long as the license was held by the Barton interests or their assigns would be of more value than continued operation of the station in its present location. The chancellor also added that he believed the sale was "highly advantageous to the Chamber of Commerce of Hot Springs."

Dealers Picked Act For New Willys Show

NEW YORK, April 17.—Deal whereby Kay Kyser and orchestra start shortly on MBS for Willys autos was settled by the dealers for the cars. After his audition in Toledo a week or so ago, before the dealers, the salesmen were asked if they wanted the organization on their program and came up with an affirmative answer. Dealers are contributing towards the Willys advertising schedule, it is said, by paying \$3 on each car delivered to them.

Willys is plugging its radio program as part of a large spring sales campaign, with Kyser, making one-nighters, to be given big dealer splurges upon arrival in each town or city. Willys is also giving its dealers free five and 15-minute records, dealers to pay the time cost.

United States Advertising agency.

Popularity

MELBOURNE, Australia, April 6.—Incensed at having lost a conductor who had led the community singing over Station 3AR, Melbourne, for some years, a crowd of 1,500 made an extraordinary demonstration. They wouldn't give the new leader a hearing, and after an hour and three quarters of uproar the session was abandoned.

Decca in Case of Crumit Vs. WHN

Court approves plea of firm to intervene—complicated action—NAPA

NEW YORK, April 17.—Action by Decca Records to intervene in the case brought by Frank Crumit against WHN, New York, has been upheld by Judge Hammer, of the New York Supreme Court. Judge Hammer's ruling on Decca's intervention plea, handed down this week, was based on the allegation that Decca, not Crumit, was the injured party, based on the claim that WHN's playing of a Decca record deprived Decca, not Crumit, of income. Crumit is suing on the count that WHN has no right to use recordings made for home use.

Judge Hammer's ruling provides that Crumit must now serve, thru his attorneys, Maurice J. Spelser and A. Walter Socolow, Decca and give Decca three days in which to file its answering brief. Crumit then has the right to make a motion seeking to have Decca taken out of the case.

Crumit's suit against WHN is one of many started by members of the National Association of Performing Artists in its campaign to bring a stop to use of home recordings by radio stations, NAPA seeking regulation of this practice, with a possible method of reimbursement to the artists and recorders. Crumit case has been entangled by not only Decca's intervention motion but by WHN's answer, which claimed that Crumit, as a member of ASCAP, has and does receive reimbursement for the use of records by radio stations. Temporary injunction verdict went against Crumit in favor of WHN. In Judge Hammer's ruling it was provided that approval of Decca's motion does not substantiate the validity of the record company's claims. In effect Decca charges that Crumit was reimbursed by them for his work as an artist in making the records; that the use of records on the air has ruined the record business; that the records were the principal product of Decca's laboratories and ingenuity rather than Crumit's talent and that Decca has been grievously injured. It's the first time a record company has entered such a suit and is regarded as a test case in this problem.

A further complication was added to the picture shortly after the original Crumit-WHN action when Crumit sued Decca, alleging nonpayment of royalties.

BOSTON, April 17.—W. Cort Treat, former Episcopalian clergyman turned radio time salesman for WCOF, Boston, has resigned as radio director of the Commonwealth Advertising Agency, Boston, to assume the resident managership of the Harold A. Lafount-operated Station WORL, Boston.

WMCA Closes \$125,000 Contract With General Mills; 3 Hours Daily

NEW YORK, April 17.—General Mills closed yesterday for one of its largest sports programs in setting a 25-week contract for a three-hour daily show on WMCA. Program will have every kind of entertainment in it that can possibly be included and stacks up as one of the most pretentious programs to be produced by either a network or local station. An estimated \$125,000 is involved in the deal, which was closed by Bertram Lehar Jr., WMCA general manager, and William Wiseman, vice-president of the station, in Minneapolis.

Program is tagged *Sports Flashes and Extra Helpings* and will start at 2:30 each afternoon, running seven days

WIP Pays \$15,000 for Baseball Rights But Can't Find Sponsor

PHILADELPHIA, April 17.—While everything is peaches and cream at WCAU, station starting baseball broadcasts this week for Wheaties and Socony and rating more than \$60,000 on the contract, "Play ball!" finds WIP left holding the bag. Not only is the proverbial sack empty-handed, but WIP finds itself nicked for a pretty penny.

Games were sponsored last season over WIP by Atlantic Refining, meaning a cool \$40,000 for Ben Gimbel's station. While it is generally believed that the N. W. Ayer agency got the barren headgear when General Mills doubled up with a rival oil company over WCAU, final

reckoning shows that the red ink is all on the WIP ledger. Instead of retaining an option on the game rights it is now disclosed that WIP actually bought the games, hoping there would be no hitch in grabbing off a sponsor. Figure practically donated to the ball clubs is reliably reported as being \$15,000. Having the games, station now finds itself stuck with them.

As a result, where once there was a \$40,000 nugget, station must now carry thru on a sustaining basis. In the mad rush to recoup some of the revenue WIP sales staff is concentrating on the smaller fry instead of trying to get it back in one big sock. Either ball club, the Athletics or the Phillies, is being peddled for \$25,000. Same figure holding if sponsors double up as on WCAU. Time sellers are even offering the games for a single day sponsorship, asking \$300 for week days and an added \$100 for week-ends and holidays.

In addition to the original 15 grand figure for the rights, WIP has dished out plenty in promotional baits.

Coast Musicians In Contract Drive

LOS ANGELES, April 17.—Next stations slated to receive the prod from Musicians' Union, Local 47, in the union's drive for increased employment and wages will probably be the Earl C. Anthony spots, KFT and KECA, outlets for NBC Red and Blue nets, respectively. Both stations come under the A classification, which would require them to maintain music crews of 18 men each at \$45 per week. Neither station has a studio orchestra.

Understood that until now KFI-KECA have not been approached by the union because of the great deal of NBC time on the networks and due to the fact that the chain uses many more musicians than minimum requirements. Harrison Hollway, manager of the stations, stated that he had not yet been approached by union spokesmen, while Frank D. Pendleton, president of Local 47, declared that several deals with radio stations were on the fire but had made no threats to discontinue dance band remotes from any of the transmitters.

In a further effort to solidify its stand in the radio situation, Local 47 last Wednesday night set up a new Class D group in this area. Ruling affects six stations, KMTR, KMPC, KFVD, KGFJ, KRKD and KIEV, and would make the outlets staff with three studio musicians each at \$30 per man per week. None of the stations maintains studio orks at present. Failure to comply with the union's quota-scale would cause the outlets to be barred from remote control dance music.

While formal notice of the establishment of the new classification has not yet been given, it is improbable that any early results will be had; since KMTR is the only station in the group carrying dance remotes. Remainder either are shut down after sundown or depend exclusively on transcriptions for dance tunes. KMTR, on the other hand, has a great deal of its evening time taken up by band remotes and will probably meet union demands upon formal notice.

Shults Leaves WBNY

BUFFALO, April 17.—Elliott Shults is no longer commercial manager of WBNY, Roy W. Albertson, station manager, announced. A replacement has not yet been made.

Poster W. Fort has been appointed manager of KCMC, Texarkana, Ark. Resigned recently as manager of KABC, San Antonio.

Hall Named KOCA Manager

CHICAGO, April 17.—Burton Hall, formerly associated with the late ABC network, has been named manager of Station KOCA, Kilgore, Tex. He left town by plane yesterday to assume his new duties.

ACCOUNT PLANS

STAR CARPET Cleaning Company has resumed its summer *Gossip of the Stars* on WWJ. Herschell Hart does the chatting.

H. J. HEINZ goes into Boston over WNAC with participations in the *Musical Roundup* program, thru Maxon, Inc.

AMERICAN CEREAL Company has planned 39 participations in the Gretchen McMullen household program from WNAC, Boston, thru WTIC, Hartford; WEAN, Providence; WTAG, Worcester; WIBC, Bridgeport; WCSH, Portland, Me.; WLBB, Bangor, Me.; WFBA, Manchester, N. H.; WSAR, Fall River; WNBH, New Bedford; WLLH, Lowell; WLNH, Laconia, N. H., and WRDO, Augusta, Me. Placed thru H. B. Humphrey Company.

FELLOWS MEDICAL Company, Inc., thru Nelson, Gillian Associates, has 234 announcements on WNAC, Boston.

LACO PRODUCTS, Inc., Waltham, Mass., 13 30-minute child-talent programs: *Stars of Tomorrow*, emceed by William Earle, once weekly on Saturdays from April 10 thru July 3. Placed thru Joseph Katz Company on WAAB, Boston.

VICK CHEMICAL Company, time signals, thru Morse International, Inc., on WAAB, Boston.

SNOW KING Baking Company, of Cincinnati, has contracted for 10 one-minute announcements weekly, morning and afternoon, over WBT, of Charlotte. Contract placed by H. W. Kaator & Sons.

PURE OIL Company of the Carolinas, Charlotte, has increased its contract to two 100-word announcements weekly for 52 weeks over WBT, Charlotte, in behalf of Yale tires. Contract handled by Freitag, Atlanta agency.

REFRIGERATION and Air-Conditioning Training Corporation is using two 16-minute test programs over WBT, Charlotte, advertising its training course. Contract placed by National Classified Agency.

SOVEREIGN Service is using two one-minute transcriptions per day on KRNT, Des Moines, and WMT, Waterloo and Cedar Rapids. Account is handled by Potts-Turnbull, Kansas City.

SKELGAS is using two quarter hours per week on WMT, Cedar Rapids and Waterloo; KSO, Des Moines, and KMA, Shenandoah. Les Hartman's German Band is featured. The Ferry-Hardy Agency, Kansas City, places the account.

GARDNER NURSERY, Osage, Ia., will sponsor 15 minutes on the Iowa Barn Dance Frolic of Station WHO, Des Moines, April 17 and 24.

Admen's Shorts

By DAVID A. MUNRO

THERE was a rift in the lute when the potent Nited Brewers' Industrial Foundation piped its first tune at the Waldorf. The Foundation represents all the brewers in the U. S. and aims to keep the public in line so that there won't be any comeback of prohibition. Ways were greased with an estimated \$300,000 initial kick-in from big-shot brewers, notably from Foundation president, Col. Jacob Ruppert. Everything was thought of by Publicist Edward L. Bernays, from weighty words by civic dignitaries to the introduction of beer in cookery for housewives. But even before the great luncheon, with its 350 guests, was under way publishers and broadcasters had let it be known that they operated on paid space, not free. Their contention was that the estimated \$50,000 Bernays fee turned no presses. Result was that, tho the whole outline of the Foundation and its first party was Bernays at his best, the brewers went into many an anxious huddle last week to figure out how to allay the suspicions of the space and time men that it's all a publicity stunt.

Report: *People's Press* is financed, 'tis said, by Corliss Lamont's dough, turned red. Other data: Protest sheet now at 220,000 weekly under Editor Frank Palmer, is 18 months old; young Corliss is the son of Thomas W. Lamont, executive head of J. P. Morgan & Company.

It seems definite now that James A. Farley, despite the attractiveness to a politico of \$75,000, will not become an adman, at least not at Brown & Tarcher's. (Tho at the mention of Farley, Board Chairman Stanley Brown, smart business-getter tho he is, shakes his head and looks blank.) Allegation was that the split came in the Farley-Brown relations when the Administration heard that the promise to deliver Farley services and prestige had been used by business-getter Brown as bait for a big liquor account. Stanley Brown's other inducement,

Copy Chief Charles E. Clifford, has already produced the first samples of his first-rate wares. Copy played the "Friendly Schenley" theme.

Another Brown & Tarcher item to be noted is that rumor persists the agency will take C. I. T. from Lord & Thomas, tho this too is just as roundly denied by Chairman Brown. Sharpsters noted that business-getter Brown and C. I. T.'s Henry Ittleson just Palm Beached it together and that B. & T. practically had the thing last year when it was on the move anyway.

People thought when they saw the red motorized scooter contrivance in practically all the Chesterfield ads of late that the gimmick was a new vogue with the smarties, due to spread over the U. S. Writers-in for that kind of thing wrote Chesterfield, who turned the letters over to Agents Newell-Emmett, who borrowed the scooter in the first place from Abercrombie & Fitch with the promise that they'd hand over inquiries. A. & F. chilled the prospects by announcing the price, \$99.75! A. & F. are frankly not interested in the masses; they skim the cream.

Meanwhile what will happen nobody knows for sure. Scooters have received some hundred-odd thousands in free plugs. *The New Yorker* is due any day now with a scooter tale, people line up in front of the A. & F. window and look gloomily at the price tag. A. & F. men, who are pretty cool to anything that looks like a Movement, say they shouldn't be surprised if somebody brought out a cheaper number, say at \$25.

The man over at J. Walter Thompson's who's responsible for *People* is Lynn Baker, new man in from the Coast.

In the time-honored J. Walter way, no editor's name is given in the publication, none is given out to reporters. Monthly sheet is an attempt to say that the job of an agency is to manage people by manipulating the ideas and symbols to which they react, but attempt falls afoul of agency conservatism plus obvious this-may-cost-me-my-job feeling on the part of scribes.

Air Briefs

New York

SHEILA BARRETT appeared on the Kate Smith show instead of the Vailee production because of the difference between \$500 and \$750. J. Walter Thompson crowd burned up because releases et al. had been sent out when Miss Barrett changed her mind. . . . Required reading for sponsors and agencies producing shows for the younger generation, Don Herold's lambasting screed in the April *Judge*. Jean Dickinson being set for a glamour buildup. She goes on the *Album of Familiar Music* on NBC May 2.

Paramount tested a bunch of commentators last week for newsreel work. Gabe Heatter, Joe Bolton and Mark Hawley were among the boys. Bob Carter, WMCA chief announcer, screen tested by the same firm. . . . While Harry Leedy is on the Pacific slope Billy Burton, of the Rockwell-O'Keefe office, is handling pix matters. . . . Prof. Quiz broadcasts from Springfield, Mass., April 24. Kelvinator dealers wanted it that way. . . . Jim Bealie has a piece on the new Rust cotton machine in the April *Forum*. . . . Dot Haas joins Fanchon & Marco in charge of promotion and publicity Wednesday. She leaves the WOR

press department after 30 months. With *The Newark Star-Eagle* before that.

Radio men to be on the hop this week because of the American Newspaper Publishers' Association powwow. Newspaper-owned radio stations and the like, John Blair, Chicago station rep., to New York to see some of his radio clients at the meeting. . . . Dexter Fellows turned down offer to air circus talent in conjunction with a radio show. . . . Considers it wiser to ballyhoo the Big Show by itself rather than tying up with other productions. . . . Charlie Martin trying new effect to produce weird human sounds. Voice is recorded at regular speed but is reproduced at more than twice regular speed. Effect is eerie. . . . Knooders, novelty musical act, and Ruby Elzy, Negro soprano, will guest on the Fred Allen April 28 show. Phil Regan will guest on Ed Wynn's May 1 production. . . . Arthur Boran, comic, will emcee Buffalo's charity show April 29. . . . *Grandma's Night* Out cast of WMCA will bus it to Atlantic City April 27. . . . *Send a Hand*, new sponsored show on WNEW, had 28 applicants for jobs the first show. Nine of them received positions.

Chicago

HAL A. HOLMAN, formerly with Paul Block and Associates, joined the sales staff of the local office of William G. Rambeau Company, ad agency. . . . Vagabond Varieties, new hillbilly show, was ushered in on the WGN airwaves Saturday morning and will continue weekly.

The new NBC minstrel show is beginning a series of broadcasts April 21, originating in the local studios. Gene Arnold will act as interlocutor. Talbot Mundy, author of the Jack Armstrong serial, had his new novel, *The Thunder Dragon Gate*, published by D. Appleton-Century Company. . . . Vic and Sade are now heard 13 times a week on NBC-Red, adding a program on Tuesdays at 9:45 p.m., CST. . . . Because of its more central location, the radio people are rejoicing that the NAB convention here, June 20-23, will be held at the Sherman Hotel. . . . Henry Weber, WGN concert orchestra director, is back from his vacation. . . . Incidentally, General Mills replaced its *Cactus Kate* show on that station with *Arnold Grimm's Daughter*, new radio drama now heard Monday thru Friday mornings at 10:30, CST. . . . Lois LaShance, songstress

and composer who came to note on WGN's *Bowman Fireside Theater*, is filling a week's engagement at the Chicago Theater.

Seventh anniversary of Marshall Field's Musical Clock, piped each morning except Sunday over WBBM, 7 to 9, was celebrated by the program's cast, the sponsors and newspapermen at a breakfast party Thursday. . . . Ina Phillips, script writer, returned from a rest in Arizona. . . . While most Windy City stations are changing to Daylight-Saving Time on Saturday, WLS will remain on Central Standard Time.

Frank Dane returned in the male lead of "Virginia Lee and Sunbeam" at WLS. G. J. Irving, formerly of Operadio, was named head of the sales promotion division of Webster-Chicago, makers of sound equipment. . . . June Baker, of WGN's home management program, will be off to New York Friday for two weeks. . . . Louise Massey and the Westerners, 1934-'35 notables on the *National Barn Dance*, are back in the Windy City filling an engagement at the Chicago Theater.

From All Around

RED BARBEE and daughter, Nancy Ruth, sponsored on WDNC, Durham, N. C. . . . Louise Bode, of WEB, Atlanta, has a pet song. It starts, "If a Bode Meets a Bode," etc. . . . WNOX, Knoxville, has started a series of remote broadcasts. . . . John Frantz transferred from WNOX's dramatic to continuity staff. . . . Lee Kirby now has a program to acquaint the fans with the workings of WBT.

Gene Shumate, WHO announcer, attended the baseball conference in Chicago. . . . At breakfast he tried his sponsor's product, Wheaties, for the first time. . . . Les Hartman's German band sponsored over WMT, KSO and KMA. . . . Reggie Martin, KOIL, to broadcast the Drake relays in Des Moines for the NBC network. . . . KFOR, Lincoln, now represented in New York by Weed & Company. . . . Shorty Myette and Tex Marks, the Melody Wranglers, now on KWOS, Jefferson City, Mo.

News staff of Station KVOB, Denver, has added another member, Harry Hill. . . . Arthur Hemsley, popular Australian comedian, is to produce radio plays for Station 6WF, Perth, Western Australia. . . . Station 2UW, one of Sydney's foremost radio stations, is reported to be buying into a number of Queensland stations.

Ted Andrews, ace sports announcer,

made his debut last week over KWKH, Shreveport, with a new series of sport-photographs. Programs are being heard daily except Sunday. . . . Jim Wells, WBY, joins the announcing staff of *The Buffalo Evening News* station, WEBR, next week. . . . Edith Mae Doerr, daughter of WEBR's sales manager, Bill Doerr, made her radio debut as a dramatic actress this week. . . . Beginning April 16, WDRC, Hartford, Conn., will present a new program feature, "Readin' and Writin' with Bob Provan." . . . Amateur broadcast from the Fairfield County Jail over WICC, Bridgeport, Conn., is making a great hit, with dancers, yodelers and crooners "doing their stuff," and with Joe Lopez, manager of the station, personally handling the announcing. Participants are announced by number only, with listeners being requested to phone in their votes for their favorites.

Mrs. Adelle Gahnz, singer and pianist, has signed a 13-week contract with WSAU, Wausau, Wis., for weekly 15-minute broadcasts. . . . Vent Callahan, former member of WTMJ, *The Milwaukee Journal's* Badger State Barn Dance, now has his own show, Cal's Barn Dance Round-Up. . . . Roy Brant, former publicity director for the North Dakota highway department, has joined the staff of KFVR, Bismarck, as announcer. . . . Pat Murphy, WDAY announcer, has joined the staff of KSTP, St. Paul.

Promotional Shorts

WBNX, New York, has nicked extra publicity thru its squawk against other stations presenting racket expose programs and using similar titles to WBNX's racket series. This is the second

time in recent months that this station, well known in the foreign-language field, has crashed thru with announcements about its English-language programs.

Last time station made the English language dailies and trade press was with its *Medical Clinic*. Station sent out a release on a medical clinic production. Idea was for a "medical technician" to diagnose "patients" over the air. Radio editors and trade tore their hair at the announcement and station withdrew the idea, blaming it all on a "misunderstanding" of its intentions. It all drew plenty of space. After several weeks a series of medical sketches was inaugurated. Opening attracted much attention for a small station offering.

Angle is that publicity in English language press focuses attention on the station and keeps its name around the agencies. Which helps sell foreign language accounts.

Powers Gouraud, dramatic critic at WCAU, Philadelphia, brings a new type of movie review to the air audience, this (See *PROMOTIONAL SHORTS* page 10)

ROY ★★ ★★
Dramatic Baritone
Address Communication
THE BILLBOARD,
1584 Broadway, N. Y.

GOBEY

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

Daily and Weekly
News Features

Daily News in
Foreign Languages

VanCronkhite Associates, Inc.

360 North Michigan Ave.

Chicago

State 6088

RADIO'S ONLY NEWS COUNSELLORS

New Radio Firm "Clipping Bureau"

NEW YORK, April 17.—Newest organization designed to service radio and public is Radio Reports. Firm acts as a "clipping bureau of radio" and keeps notes and records news programs pertaining to clients. Reports now has several large corporations, including Chrysler, U. S. and Bethlehem Steel, on its customer list. Basic rate is \$200 monthly.

While the list of individuals who might become clients of the service may be limited, the number of industrial organizations is large. It's more than the usual vanity idea with the business firms. Lately they have become sensitive to public reaction to their activities as well as publicity minded.

Reports has a day and night staff in order to catch as many chain and local newscasts as possible. Staff also listens to other stations in near-by sections. Notes are taken, but when a commentator seems about to devote particular attention to a client, his talk is recorded. Digests, rather than verbatim reports, are forwarded to subscribers. Complete reports are kept on file and are available to clients on request.

Reports claims that "it now is impossible for anyone to keep track of what was said of any particular organization or group. When an organization or individual heard that mention had been made of him on the air, he could, of course, request the station to supply it. While, legally, stations would not have to furnish such material without a court order, they seldom made an issue of the matter but, instead, furnished the scripts.

No legal angles have cropped up as yet. Edward F. Loomis, head of the organization, reports that while the copyright angle is not quite clear, he has been advised that he has no worries about the matter. While according to pre-radio copyright provisions and the old English law, Loomis said that the full ownership of radio speeches may be the permanent property of the commentator, the sponsor, or station dependent on the contract, the fact that the public has a right to news and records of such news could possibly offset such interpretation of the law.

Loomis was formerly on the editorial staff of *The Springfield Republican*. Gorton V. Carruth, assistant editor, was also on that paper and, more recently, editor of *The Jeffersonian*, official New York Democratic magazine.

Radio News Men Reject Guild Bid

CHICAGO, April 17.—Association of Radio News Editors and Writers will turn down an invitation to join the Newspaper Guild during its national executive board conference to be held here Saturday and Sunday. Organization has been formed to advance the stage of radio news writing and editing and will not, at this time, ally itself with any union.

Among other subjects to be settled during the coming week-end meetings will be the formation of a permanent constitution and membership regulations.

Those who will attend the conference include John Van Cronkhite, president; H. Lee Macewen, of WLW, and Kendall B. McClure, WOAI, San Antonio, vice-presidents, and the exec board, which lists Jack Harris, of WSM, Nashville; Walter Paschall, of WSB, Atlanta; John B. Hughes, of KFRC, San Francisco; G. W. Johnstone, of WOR, New York; Al Hollander, of WJJD-WIND, Chicago; Dixon Stewart, Transradio; W. J. Heggen, UP, and Ted Christie, Universal Service, all of New York.

Hat Stuff, Eh Boss?

CHICAGO, April 17.—Some of the General Mills baseball announcers attending a national convention here this week discovered that it pays to practice what they preach. During one of the business sessions, H. A. Bellows, radio consultant for General Mills, asked all boys who have had Wheaties for breakfast to raise their hands.

Only several of the 50 in the hall admitted that they used their sponsor's product in the morning. Each was awarded with a \$10 hat.

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.

Those wishing to establish idea or material priority are asked to inclose descriptions of same in a sealed envelope, bearing on its face their name, permanent address and other information deemed necessary. Upon receipt the 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 Elias E. Sugarman, The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

The *Billboard* takes every reasonable precaution to safeguard packets submitted for registration with the Bureau but does not guarantee or assume any liability in connection with same.

The Bureau is not designed to supplant in any way the service performed by the U. S. Copyright Office, Washington, D. C. The *Billboard's* intention with regard to the Bureau is to provide a means of establishing priority of ideas that is not within the scope of the Copyright Office.

Makelin in New York on Proposed CBS-KXBY Deal

NEW YORK, April 17.—Hal Makelin, of KXBY, Kansas City, hopped into New York this week on a combination trip. Makelin is understood to have made offers to CBS for his station to join that network. Additionally he came in on a biz-signing mission and was scheduled to leave early next week with several contracts in his pocket. Makelin also spoke to NBC station relations men.

CBS deal in the trade is open to doubts, because Columbia has a contract with Arthur Church's KMBC in the same city. Possibility is said to exist, however, of KXBY going sup. Station is one of three high fidelity stations in the country and moves into new studios in the Fidelity Bank Building the first of next month.

FILMS WANT

(Continued from page 6)

spotting them in local originations and selling them to films. CBS bureau is still marking time in its reorganization, tho Larry White has been here several weeks lining up personnel. Indications are that they, too, will make a play at picture agenting.

Film raids on radio are strictly in the film method of getting much of its talent. Legit's a pretty dry source for pictures and ditto vaude, both due to the Hollywood custom of disregarding the replenishments of talent sources. No minor factor in the shrinkage of both legit and vaude as entertainment media was the picture industry. Ironic twist is, that radio, in the past two or three years, hasn't built a name act strictly radio, those names made by radio coming from other fields, such as Milton Berle or Ken Murray. Meanwhile, many of the radio star shows have relied on outside fields, such as pictures, for their topliners.

Small Stations Flood Chain In Rush of Affiliation Bids

NEW YORK, April 17.—No fear of any proposed Congressional monopoly threat is evidenced in the flood of stations all over the country now seeking a major network affiliation. In an unprecedented amount of requests and proffered deals, NBC, CBS and MBS are receiving daily currently more station bids than ever before in the history of the trade. Partly accountable, it is held, is NBC's recent decision upon policy of having 150 stations on its two chains by the end of this year if at all possible, altho station men in New York, declaring that this is a minor factor, are at a loss to explain the overflow of bids.

Network itch appears to have hit the smaller stations, especially those in the

"Never Rainy, Hot or Cold" Is Credo for Baseball Announcers

First convention of game's spiekers tells 'em how to sell Wheaties, gas, "erl" and tires—"must oversell"—pep talks galore—another get-together in 1938

CHICAGO, April 17.—General Mills, Socony-Vacuum Oil Company and B. F. Goodrich Company, sponsors of over 8,000 baseball games to be broadcast this season, turned teachers for their announcers during two "school-day" sessions held this week. Advertising agencies for the sponsors brought the boys from all over the country, all expenses paid, and taught them how to sell gas, oil, Wheaties and tires while getting the fans all excited over a baseball game. This was the first convention of its type ever held. On opening day, Brad Robinson, scout for the Knox-Reeves advertising agency, representing General Mills, stressed that the boys are expected to build attendance at the games by playing up personalities and color, by making games as interesting and as exciting as possible and by playing up the rivalry of the teams.

"As far as the announcer is concerned," Robinson stated, "it's never cold, it's never hot and it never rains in the ball park. Always build up the fact that everybody is having the time of his life watching the game. Build up the interest for women and children, for other sports, such as softball, tennis and golf, have been attracting a good number of them of late." He added that the announcer is the biggest promoter of the sport behind the mike; he can dramatize the game and make it a swell show.

Lloyd Griffin, field man for Knox-Reeves, explained that promotion of attendance in ball parks benefits clubs and builds a greater listening audience for the sponsors.

L. C. McEvoy, scout for the American League and the "czar" of baseball broadcasting, gave assurance that his department will co-operate 100 per cent for mutual interest. He emphasized

"Radeo" Claimed First In Ether Lotto Games

AKRON, April 17.—"Radeo," radio version of film bank nights idea, is being merchandised to potential sponsors by K. L. Swortzel and Ralph C. Busbey, local advertising men. Backers stress that the game is legal, copyrighted and will build up a product rather than expensive talent.

Idea of airing a game similar to lotto has interested sponsors, but webs and stations have thumbed-down the idea. Several groups, including backers of "Radeo," have maintained that their games are law-proof.

Game is said to be flexible so that any sponsor's name can be substituted for "Radeo." Is played on cards which are mailed to station or sponsor. These also serve as a market and station check. Rules provide that cards must be distributed free and contestants know at the end of the game if they have won. Losers may use their cards over again for the next contest.

Game was copyrighted February 12. Busbey is a University of Akron prof, runs an ad agency and edits *The Review and Central States Architect*. Claim is made that "Radeo" was copyrighted before the radio lotto game in which former New York Mayor James J. Walker is interested was reported being offered sponsors. Walker's game is "Lucky," owned by Dennis Game Company.

Announcers attending the two-day conference were Royden N. Rand, WOKO, Albany, N. Y.; John Fulton, WGST, Atlanta; Lou Bristol, WEDW, Augusta, Ga.; Lee Davis, WCBM, Baltimore; Eugene Connor, WBRC, Birmingham, Ala.; Fred Hoey, WAAB, Boston; George Sutherland and Pat Flanagan, WBBM, Chicago; Harry Hartman, WCPO, Cincinnati; Jack Craney, WIKI, Cleveland; Victor Lund, WIS, Columbia, S. C.; Charles Jordan, WRR, Dallas; Harry Thomas, WRR, Dallas; Dutch Regan, WHO, Des Moines; Ty Tyson, WWJ, Detroit; Zack Hurt and Gene Cagle, KFJZ, Fort Worth; Norman Perry Jr. and Morris Hicks, WIRE, Indianapolis; Dick Altman, KBTM, Jonesboro, Ark.; Walter Lochman, KXBY, Kansas City, Mo.; Lowell Blanchard, WNOX, Knoxville; Bennie Craig, KIRA, Little Rock, Ark.; George Higgins, WTCM, St. Paul. Byrum Saam, WCCO, Minneapolis; Joseph H. Hunt, WALA, Mobile, Ala.; J. R. Bozeman, WSWA, Montgomery, Ala.; Heriman Grizzard, WLAC, Nashville; Earl Smith, WDSU, New Orleans; Earl Harper, WNEW, Newark; Joseph E. Bolton, WHN, New York; Ed Shelton and Bob Elliston, KEKX, Oklahoma City; William Dyer, WGAU, Philadelphia; A. K. Roswell, WJAS, Pittsburgh; John O'Hara, KWK, St. Louis; Charlie Casper, KTSA, San Antonio; Weldon Herrin, WTOC, Savannah, Ga.; Harry McTigue, WHAM, Rochester, N. Y.; Nick Stemmer, WSYR, Syracuse, N. Y.; Eddie Galfaher, KTUL, Tulsa, Okla.; Arch McDonald, WJSV, Washington; Roger Baker, WGR, Buffalo; Pat Barnes, WINS, New York; Red Barber, WBAI, Cincinnati; Bill Griffiths, WJW, Akron, O.; Jack Rathburn, WJAX, Jacksonville, Fla.; Ted Andrews, KWKH, Shreveport, La.; William McKinnon and James Yerlan, WBNS, Columbus, O.; Gene Shumate, KSO, Des Moines; Harry Johnson, KPAB, Lincoln, Neb., and Connie Desmond, WSPD, Toledo.

Knox-Reeves was represented by Wayne Hunt, president; John H. Sarles, vice-president; Brad Robinson, Lloyd Griffin, Jim Kelley and Ken Pottle, contact men; Ken Torgerson, secretary, and Haak Groseth.

Program Reviews

EST Unless Otherwise Indicated

"A Toast to Romance"

Reviewed Sunday, 3:45-4 p.m. Style—Singing. Sponsor—Sure Laboratories. Station—WGN (Chicago).

Helen Burt, glorious-voiced soprano, and Bob Craddock, capable tenor, are co-starred in this weekly affair, aired to sell a half-tons-killing product. Their voices blend nicely in duets and stand out singularly as well. Alice Blue, staff pianist, impresses thruout the program with her rhythmic key tickling. Also singled with *There's Something in the Air*.

Commercial plugs deserve particular attention. Handled with intelligence by Kenyon Lynn, the messages are well written. HON.

"Legion of Future Stars"

Reviewed Sunday, 2:30-3 p.m. Style—Variety hour. Sponsor—Sis Ice Box Absorbent. Station—WAAF (Chicago).

Another one of those programs that are supposed to give new talent a break. Judging by the entertainers selected at this hearing, the Windy City has been milked dry of all radio artist possibilities. Singers were pretty bad and the production of the entire affair quite amateurish.

Jack Hallen emceeds the program and his voice, lacking in inspiration, does not help matters. Novel note on such concoctions is the mythical tour around the world which tuners-in are supposed to be taking, with Hallen as the guide. Song selections typical of the visited nations are piped between travelogue chats. A very silly bit was some dialog between two homesick U. S. men forced to live in a foreign land. Lines must have been written by a child.

Staff announcer plugs the product several times: an ice box air conditioner, regularly sold at 60 cents, which the program listeners can secure for a dime by sending the cash to the station. HON.

"It's a Racket"

Reviewed Saturday, 9-9:15 p.m. Style—Sketch. Sustaining on WOR (MBS network).

This is one of several shows somewhat similar in nature starting locally around New York. Other program, on WMCB, is, as this one, working in co-operation with the Better Business Bureau.

Program caught, opening effectively, dealt with the racket in which gullible customers are sold house furnishings by the gyp who has to leave town immediately because of "illness in the family." Goods are sold to several people, who are left holding the bag.

Production was poorly acted and none too deftly written. Action and outcome telegraphed in advance, and pretty far in advance. That it's interest holding is due to innate curiosity in flim-flam gimmicks, new or old. J. F.

"Women in the Headlines"

Reviewed Thursday, 4:30-4:45 p.m. Style—Women's news and features. Sponsor—Roberts & Oake. Station—WBBM (Chicago).

Here is a good news idea that is in need of development. Staged to sell products of meat packers, it is a logical program for women listeners. As it stands, it goes overboard on commercials, especially in the beginning, and features an obviously inexperienced commentator (Ruth Brine). She displays mink fright and, while the material is well written, it suffers thru immature delivery.

Opening the show is a long commercial by George Watson, announcer, who, following two or three brief news flashes, returns with another sales talk. Miss Brine then develops the flashes which, at this hearing, included a story of an exiled Spanish princess who predicts a monarchical restoration in Spain, the fact that Peggy Hopkins Joyce is looking for a ghost writer and then details of an experience with a spiritualist. While the latter subject divulged nothing new, it was well written.

Slower delivery and increasing confidence in speech on Miss Brine's part and a shrewd application of the scissors to the commercials will definitely estab-

lish this feature as a worth-while news show.

Aired thrice weekly, Saturday mornings and Tuesday and Thursday afternoons. HON.

"Remember With Joy"

Reviewed Sunday 4-4:15 p.m. Style—Songs. Sponsor—Joy Candy Company. Station—WAAF (Chicago).

A new and entertaining weekly quarter session featuring Russ Perkins, rich-voiced baritone; Estelle Barnes, pianist, and Barry Becker, announcer and emcee. It is a good idea which can be easily piped in any city.

Listeners are asked to submit titles of old songs. Anyone who stumps Perkins with an oldie he can't remember is awarded with a pound box of the sponsor's candy. Successful letter writer inclosing top of firm's box get a double award. At this hearing four listeners won prizes.

Frequent plugs are brief, well handled and intelligent. Sponsor announced a special offer for listeners only to test the following of this show. HON.

"For Men Only"

Reviewed Tuesday, 7:30-7:45 p.m. Style—Music and chatter. Sponsor—P. B. White & Company. Station—WIP (Philadelphia).

Designed to sell the pop-priced made-to-order suits peddled by P. B. White & Company, Murray Arnold, station's space grabber, nightly assumes a Tom Rocab moniker to snare the male listeners with trite twitter and recorded music. *For Men Only* is the come-on gag and this stanza was the piece de resistance by ringing in Ann Corio. Undoubtedly Miss Corio is a hot fave with the pants wearers when she is displaying the epidemics. But in front of a mike, even the cracker-barrel boys out in the keroseene areas wouldn't bat an eyelash. Sounded more like a nightmare Jack Benny would have, with every pun except the one about "who was that woman I saw you with" dragged in. Commendable, of course, is the standard synopsis offered, but the turntable operator deserves the nod on that score. Arnold sells the commercials convincingly, which, after all, is the only thing the sponsor is interested in. As for its entertainment value, the score equals

an even zero. But since it's the corn and canebrokes they're after for an audience, P. B. White & Company can't go much wrong on it. Anyone caught listening to this one wouldn't want network caliber anyway. ORO.

"Her Second Husband"

Reviewed Wednesday, 8:30-9 p.m. Style—Sketch. Sponsor—Sterling Products. Station—WJZ (NBC network).

Script furnished Helen Menken hits a happy medium for users and potential users of Bayer's aspirin. It's not high-falutin, but at the same time it's not buried in corn. Miss Menken portrays the role of a widow, Brenda Williams, striving to bring up two youngsters from the earnings of her dress shop. Things look dreary indeed when the wealthy landlord, a Prince Charming in the opening stanza at least, turns up and goes for her in a major way.

Whether the children will take to him is to be a question. Script is loaded with heart-appeal and receives excellent production. Miss Menken is the least bit inclined to oversentimentalize her role, and should use a bit of restraint on the sob.

Aspirin salesmen are to be heartily commended for their spels. They announce at the opening that there'll be no breaks for plugs, that the commercials will be aired fore and aft. B. H.

Burns and Allen

Reviewed Monday 8-8:30 p.m. Style—Comedy and music. Sponsor—General Foods. Station—WEAF (NBC network).

Gracie Allen and George Burns, bearing the Grapenuts banner for the Young and Rubicam Agency, continue to do right well by their faithful public. Their gags move along fast, merrily and quite madly. The same shrewd showmanship, timing and feel of radio are revealed.

Dick Foran, flicker cowpuncher, reveals pleasant vocal abilities. He's no Tibbett but ranks ahead of many radio singers. Ray Noble's Orchestra contributed the musical portion of the show in a fair manner. But it's Burns and Allen's show.

Sales chatter was handled neatly. B. H.

Jimmy Corbin

Reviewed Friday, 5:15-5:30 p.m. Style—Music, comedy. Sustaining over KRNT (Des Moines).

This 15-minute program isn't up to par for this station. Music end of it isn't bad, but the comedy is far below average. Using such old gags as "I must

gin and beer it" is hardly in keeping with the policy of the station, which dropped all beer advertising a few months ago.

Wayne Ackley and Corbin attempt to divide the comedy honors, but since there isn't any comedy in it there's nothing gained here for either one. It is surprising that they would even resort to using a version of a recent Fred Allen gag, to wit: "So yellow he could give a transducer to a lemon." Not only do they make it clear they are dragging their jokes by the clock, but it is apparent they aren't enjoying them either.

Musical selections, by Corbin, are in fair voice but with little personality. No amount of talent could stand up against the pseudo-comedy background. This program is definitely sustaining for a short space. E. W. M.

"Sisters of the Skillet"

Reviewed Monday, 7:45 to 8 p.m. Style—Sketch. Sponsor—Kellogg Company. Station—WJZ (NBC network).

Eddie East and Ralph Dumke will be kept busy in their new series. A potential sponsor, Joe Rogers, representing the Kellogg Company, is after the boys, who are supposed to be holding down a sustaining spot. Opening show revealed that the "sisters" resented the rude intrusion of a sponsor.

An enjoyable bit of nonsense and a good idea, altho reminiscent of Stoopnagle and Budd. Temptation will probably be to overdo the anxious sponsor bit in order to drag in the name Kellogg. But if proper restraint is used and East and Dumke hand in as pleasant work as they did in the opening show the idea should wear well. An annoying laugh caused by some female player seemed automatic and totally unnecessary. Its elimination is hoped for.

Commercials were natural, of course, on this unusual angle, but there was a tendency to overdo them. Kenyon & Eckhardt the agency. B. H.

PROMOTIONAL SHORTS—

(Continued from page 8)

one actually being a revue. After viewing the picture, Gouraud cuts the interesting music, dialog and scenes from the sound track. High spots are arranged for a quarter-hour broadcast and aired on a special radiofilm machine with side comment from the critic. Show is sponsored by Seebasco Company, vaporizers.

A special series of dealer mat ads is being distributed by Philco for dealers' insertion in local newspapers. Portfolio contains seven mats, ranging from two columns wide to five columns, and the lineage from 300 to 700. Four of the ads feature Philco home sets; two the new Philco radio, and one a combination offer for selling both sets on a special trade-in deal.

WROK, Rockford, Ill., has arranged a tieup with labor unions designed to create good will between union workers and the station. A "Builders" program, half-hour weekly shot, is given by the station to the Central Labor Union. Union bands and musical groups furnish the body of the entertainment and are supplemented by talks and occasional skits. Individual programs are dedicated to each of the 26 unions affiliated with the central body. Program copy, prepared by the union, is of an educational nature.

WNEW's Police Court meller gets an occasional plug from a New Jersey justice or copper. A police judge, in addition to fining two motorists; also "sentenced" them to listen to the program. Reports of the two were also required. One of the offenders, properly awed by the law, had his report notarized.

Sachs' furniture store ran a full page teaser ad recently in *The New York Daily News*. Copy consisted of questions based on commercial talks which have been used on the air for years. Name of the store was not used in the ad, but a set of passes to the furniture house's radio program was offered to all who wrote in identifying the sponsor.

KEEL, Denver, has issued a vivid, sharp bulletin of its coverage and market data. The station claims 54 per cent of Colorado's radio homes in its primary area.

A swap arrangement is being used on the Fred Astaire show. The air production tips its hat to his forthcoming picture, *Shall We Dance?*, and trailers for the film will mention his air program.

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.

FIBBER MCGEE AND MOLLY when reviewed as the proprietors of a night club went thru their paces neatly. The humor contained no belly-laughs but was well spotted, accumulative and kept to a faster pace than several other productions. A bit more of Ted Weems' *Ork* would probably eliminate a tendency for the program to drag. In any event, drag or no drag, more of Weems would be no slighting of McGee and Molly, but would make for a better rounded production.

Kaltenborn Edits the News, a CBS Sunday night sustainer, will probably continue on as a sustainer. News on the radio is a delicate commodity. To handle straight spot news is one matter; to dish it out as color is another horse, but to attempt to editorialize it is still another matter. Kaltenborn lacks the physical advantage of a particularly pleasant voice—he slips into a sing-song style at times and lacks vocal vigor. His interpretation of late news is rather flimsy and on delicate matters he tends to shy away from opinions. A news-editorial program to mean anything must express opinions—concisely and with vigor. Naturally a vigorous program would step on toes. Kaltenborn's editing and dodging may not step on toes but, by the same token, they will not attract an audience that cares for thoughtful but forceful discussions. Maybe the whole thing is too dangerous for a large network to feature as a sustainer. Maybe toes might

be stepped on. In any event, following a program of this nature with a newscast, partly repetitious of Kaltenborn, is poor spotting.

IRVING KAUFMAN (Lazy Dan) is doing his stint now for National Silver Company on a Sunday morn WOR program running a half hour. Kaufman is an ingratiating and pleasing worker and in his new show concentrates on singing rather than his many voiced character work. With him are LOUISE WILSHIRE and PAULINE ALPERT, aces on organ and piano, respectively. Commercials are palatable and stress the low cost of the silverware offered. Program, however, needs something; as it shapes up how it falls to hold interest for half an hour. Either Kaufman should work in more comedy and script material on his character interpretations or more talent should be added.

Brown & Williamson are on a large spot campaign for their cheaper cigaret brands. One such show is a labor news commentary by CHESTER WRIGHT (or so it sounded) on WEVD, New York. Commercials stress the union label and working conditions under which the product is made and are definitely indicative of a new advertising approach by some leaders, in which B. & W. are among the forefront. WEVD is the first in New York's labor audience. Wright's comments are well paced, rapid enough and intelligent.

FIGHT ON RECORDS LOOMS

Chi ASCAP Head Hits Anti-Org Bill

CHICAGO, April 17.—E. S. Hartman, local ASCAP head, is out to show some of the boys in the current session of the Legislature at Springfield, Ill., the futility of passing the bill introduced by Representative Leo D. Crowley, which provides for the breakup of all author, composer and publisher organizations.

He is contacting House representatives to point out the stone wall they are bucking, because, in his opinion, odds are against the U. S. Supreme Court upholding the validity of bill even if the House and Senate make the measure a law in this State. Hartman states that legislators will be putting themselves on the spot for the future, as abolishing ASCAP in the State still does not take Illinois out of the jurisdiction of the federal copyright laws.

According to Hartman, the State lawmakers will have a boomerang on their hands when a violation of the federal act occurs and the victims come looking for the protection the State is supposedly promising them now.

Per piece dealing with copyright owners will prove an expensive proposition alongside of the present arrangement with ASCAP, Hartman says, and those in the business of buying music, acts, stories, etc., will be looking for another solution to their problems when they've had a taste of trying to deal with a lot of individuals instead of ASCAP.

No definite date for the bill's appearance in the House has been set.

National Music Week May 2 to 9

NEW YORK, April 17.—National Music Week will be celebrated in more than 2,000 towns and cities throughout the country May 2 to 9, according to an announcement of the American Federation of Musicians. Idea is to stimulate interest in music programs rendered by living performers, and an effort will be made to provide live music to those areas normally without it.

National Music Week committee, now under the leadership of C. M. Tremain, first began to guide the destinies of music week back in 1924. The number of cities participating in the festival since then has grown to the present figure of more than 2,000.

Added interest attaches to the affair this year insofar as President Roosevelt is heading an honorary committee of governors sponsoring the nation-wide celebration.

Master Records' Big Sale

NEW YORK, April 17.—According to Master Records, present indications point to a 250,000 mark in sales for the Master and Variety discs from its premier monthly catalog.

Latest recruits for recording for the Irving Mills setup include Franklin Marks to record for Master plates; Irving Mills and his Swingphonic Orchestra to wax for Variety, and Duke Ellington, who has just recorded the score for *Wake Up and Live*.

Mills' Swingphonic Band

NEW YORK, April 17.—Irving Mills, an old hand at rounding up and pushing to the fore novel recording groups, has done it again with the formation of a new instrumental outfit, to be known as Mills' Swingphonic Orchestra. Ensemble is composed of Babe Rusin, Larry Binyon and Paul Ricci; saxes; Manny Weinstein and Charles Spivak; trumpets; Frank Marks, piano; Sam Weiss, drums; Arthur Bernstein, bass, and Karl Kress, guitar.

Mills was responsible for the early Red Nichols' Five Pennies discs, as well as giving first recording employment to Manny Dorsey, Benny Goodman, Tommy Dorsey, Jimmy Dorsey, Duke Ellington, Barney Bigard, Cootie Williams and others.

Society Gal Song Plugger

NEW YORK, April 17.—The revolution is coming to show business not from the bottom, but the top. Latest to confound the plebeians is Betty Shevlin Smith, society gal, who is credited with introducing the tune *Veronica* to these shores. This makes Betty a song plugger in spite of herself, to paraphrase the words of a noted frog.

The legend goes (in the society columns) that the blue-blooded lassie heard the melody in Rome, liked it, and brought a record back to these, our United States. Prince (this is where the peerage come in) Serge Obolensky, of the St. Regis, caught an earful and had it arranged for the ork in the *Maisonette* Ruse.

Tune now is doing gastronomic duty like any other Tin Pan Alley offspring.

ROC Adds to Bookings

NEW YORK, April 17.—Radio Orchestra Corporation has acquired exclusive handling of band booking into the Show Bar, Forest Hills, Long Island; the Merry-Go-Round, Brooklyn; the Farms, White Plains, and the Arcola Inn on the Jersey side of the Washington Bridge.

Irving Mills for Europe

NEW YORK, April 17.—Irving Mills is planning a European trip early in May to make arrangements for distribution of his records in foreign markets.

N. Y. Musicians' Union Hopes To Make It Chief Convention Issue

Will also fight sound-on-film—meanwhile American Society of Recording Artists plans "avalanche" of suits against "unlicensed" machine operators

NEW YORK, April 17.—Jack Rosenberg, president of musicians' Local 802, hopes to make the problem of controlling recordings the paramount issue of the musicians' annual convention in June. Along with this attack on mechanization, the local will try to get action on curbing Muzak, wired music service, and will urge a definite policy with regard to alleged inroads on employment caused by dubbing sound on film. Rosenberg will also attempt to make the theater drive, now confined to RKO theaters in Greater New York, a national issue. Local feels that if the American Federation of Musicians could be persuaded to put on the screws, something could be done to alleviate present theater unemployment conditions. Picketing drive locally, according to Rosenberg, is denting the grosses of RKO theaters and upping receipts of opposition circuits, notably Loew's.

Determination of 802 to get action on mechanization at the convention means that the two largest locals in the country, New York and Chicago, will exert pressure on the AFM to inaugurate a definite line of national action. Rosenberg, together with the delegates who will go with him to Louisville, is working out a plan whereby recordings may be regulated. Special effort will be made to prevent the broadcasting of records intended for home use.

"The menace of records," says 802's president, "is unbelievable" as to the extent of damage to musicians.

Actress Turns Band Leader

NEW YORK, April 17.—Radio Orchestra Corporation has signed Sally Westfall, actress, who is betrothed to Guy Stapes, cousin to the Reynolds family, millionaire tobacco heir, to lead her own orchestra.

Blanche Calloway will fill theater engagements for ROC after termination of her run at the Southland, Boston. She plays New England for Jerry Cook then comes to the 125th Street Apollo May 14, after which she heads westward.

Charlie Strong-Werde Meyer Band is playing Spartanburg, S. C., for the Junior League May 14, and follows with a two-week tour of Southern States, repeating the spring tour of last season.

Reviews of Records

By M. H. ORODENKER

Decca

With JIMMY DORSEY synchronizing the swing potions for *Shall We Dance?*, it's natural that he wax the Gershwin notes. Turns in four sides, with Bob Eberle croaking the *They Can't Take That Away From Me* and *Slap That Bass* couplet, and Don Matteson piping the *They All Laughed* and *Let's Call the Whole Thing Off* plate (1203 and 1204). But not until they reach the last side do the lads really let their hair down, the commercial aspects of this thing called swing characterizing the others. Barrel-house gangs back the larynx unleashings of DICK ROBERTSON for *Little Old Lady* and *Too Marvelous for Words* (1209), and BOB HOWARD for *Me, Myself, and I* and *You Can't Take It With You* (1205). Worth cupping an ear if only for the stomp-boxing. HENRY BUSSE digs up an undistinguished pair from the dusty blue book, Walter Donaldson's *Changes*, and a ja-da treatment for W. C. Hand's *Aunt Hagar's Blues* (1207). BERT AMBROSE rides rhythmic on *Tarantula* and *Champagne Cocktail* (1208) with a Piccadilly pattern of swingere that's plenty urge for the syncophants.

FRANCES LANGFORD wails 'em with the warbling of *Sweet Heartache* and *Was It Rain?* (1202). BING CROSBY once again gets under a lyric, this time *The One Rose* (waltz) and *Sentimental and Melancholy* (1201). Both lids are abetted with the sterling accomp of VICTOR YOUNG'S Ork. Chunes were combed from the cinema gases.

DECCA'S Personality Series, the 12-inches, gives a collector's classic for those who take their conservatory music toasted with jam. JIMMY DORSEY started something when he heated the horns for *Lily Pons' The Blue Danube*, *Waltz* sequence in *That Girl From Paris*. He now waxes it with JOSEPHINE TUMMINIA, coloratura soprano with the San Francisco Opera Company, hitting the high C's. Coupled with *The Wren* (La Capinera) (29009). In ditto doings, prima donna pipes according to Hoyle, while the gang goes bucketing. You can credit FUD LIVINGSTON for the arrangements.

Master

Catering to the cats, the RAYMOND SCOTT QUINTET starts where most of

the others leave off. It's really a sextet coming out of Leith Stevens' house band at CBS (Dave Harris gives a tenor blow-pipe, Pete Pimillo licks the black stick, Dave Wade sends satch-mo, Louis Shoubel manhandles the bull, Johnny Williams beats the suitcases, and Scott—nee Harry Warnow, Mark's frere—knuckles the keys). *Twilight in Turkey* (108) is a musician's mana, Harris sending his horn high and Williams getting off a 16-bar drum break. Only a four-button suit guy will shun this one. Turnover, *Minuet in Jazz*, takes the Pole premier for a rhythm ride.

DUKE ELLINGTON cashes in with a couplet, *I've Got To Be a Rag Cutter* and *The New East St. Louis Toodle-O* (101), Freddie Jenkins dropping 'in to hit the chimes on Duke's thematic tome. Vocal ensemble for the *Rag Cutter* side has for the first time a trio from the band, Rex Stewart, Harry Carney and Hayes Alvis, and Ivy Anderson. HUDSON-DELANE turn in a two-some, rockin' it without tearing it to pieces for *Will's Sophisticated Swing* and taking the horns out of the hats for *The Maid's Night Off* (103). RUDOLPH FRIML JR.'S turning stick sells it smooth and suave with a tango-twist to *Begin the Beguine* and *Sorority Waltz* (107), Sonny Schuyler balladering the waltzer.

Variety

REX STEWART, Ellington's iron-lipped artillery gent, has his own label for *Lazy Man's Shuffle* and *Reactions* (517). A clambake fest from Ellington's Band with the Duke per se at the stomp-box. Lawrence Brown slides the slip, while Johnny Hodges gives inspired alto tootings. Topping Rex is the recording unit directed by BARNEY BIGARD, giving *Caravan* and *Stompy Jones* (515). With the Duke again on tap to whip the solid section, Bigard puffs a highly spirited licorice stick, Cootie Williams hits 'em high on the waffle horn, Harry Carney gives aplenty tenor saxing and Juan Tizol has the *Caravan* side to himself to demonstrate his rare wizardry on the valve trombone. With FRANKIE NEWTON bringing his Gabriel's horn back East, jittersbugs can clap yo' hands to the solid sendings of these barrel-housers on *You Showed Me the Way* and *Please Don't Talk About Me When I'm Gone* (518). Rhythm section with Cozy Cole, John Smith, Dick Fulbright and

DETROIT, April 17.—A veritable avalanche of long deferred lawsuits by the American Society of Recording Artists against operators of cafes, night clubs, dance halls and other establishments in which recorded music is played by slot-machine phonographs has been prepared by ASRA attorneys and is ready for filing by lawyers in every part of the United States. The suits will be filed simultaneously, following the decision to be handed down within the next two weeks here against the appeal of Herbert S. Cope, charged by the society with commercializing records made by Ted Lewis without permission or license.

Plans of ASRA, which has been making an intensive undercover survey of music machines throughout the country for several months, is to make claim against owners and operators of machines unlicensed by the organization for complete accounting of profits derived from the use of recorded talents of ASRA members and demand damages to the fullest extent. No efforts will be made to reach the manufacturers of the machines thru court procedure unless there are instances of the manufacturers also being operators. The suits are primarily against unlicensed owners.

ASRA, claiming to represent a major portion of American and European recording talent, is currently functioning in 14 States on a license and fee basis and recently won several record-talent suits in various parts of the country.

A comprehensive survey has been carried on for several years by the society in checking the use of recorded talent by radio stations. Several suits against stations are now pending in a number of States, but no special attempts have yet been made to gather station operators into a licensed group.

Don Frye lifts Fats Brown (alto), Edmund Hall (clary) and Cecil Scott (tenor). Clarence Palmer sings scat for the *Showed Me the Way* side. MIDGE WILLIAMS, who heats the hymnals for the hurdy-gurdy gates, pipes her figurations to *Walkin' the Dog* and *In the Shade of the Old Apple Tree* (519). Label lists the tooters as her JAZZ JESTERS, but they sound more like RAYMOND SCOTT'S Master recorders. RED NICHOLS has a commercial couplet in *Let's Call the Whole Thing Off* and *They All Laughed* (502), his *Three Songs*. (See REVIEWS OF RECORDS page 12)

Neb. ASCAP Bill Looks Set

LINCOLN, Neb., April 19.—Nebraska's attorney-general, Richard C. Hunter, this week promised to back Senator Frank Brady's Anti-ASCAP Bill if it should become a law and be forced into Supreme Court on a test. Brady's bill has been under consideration for almost a month now and is expected up this week.

Although promising backing after passage of the bill, Hunter declined to rule on the constitutionality of the measure, since he felt it was progressive legislation into an unexplored legal field. He declared he believed the bill had merits and would welcome a chance to defend it.

The measure on which radio station operators, theater managers and dance hall proprietors were heard a few weeks ago would knock ASCAP out of existence in Nebraska and make its practice illegal. The Legislature's constitutional committee divided its opinion 2 to 1 on constitutionality, declaring it would be found illegal if passed.

Chi Music Notes

CHICAGO, April 17.—Richard Vollier, vice-president of Shapiro-Bernstein, and Billy Hill, songwriter, tossed a cocktail party for local orchestra leaders at the Drake Hotel Sunday. George Pinous, manager of the local S-B office, was in charge.

Al J. Nelberg and Jerry Levinson's latest, *You're Looking for Romance*, is now in the Ager, Yellen & Bornstein catalog. Their *Trust in Me*, incidentally, is still riding the wave of popularity after six months of top listing.

Leroy Dalheim, veteran in the music printing business, has opened the American Dalheim Company here.

Lou Irwin Set on Coast

NEW YORK, April 17.—Lou Irwin left for the Coast Monday to open new offices in Hollywood, and will, in addition to being an artists' representative, handle writers, directors, script writers and also represent the Herman Bernie and Harry Besty offices on the Coast.

Larry Puck and Frances Coons will take care of the local offices.

Eddie Peyton Reopens Cafe

PITTSBURGH, April 17.—Eddie Peyton returned to the ranks of night club bigwigs after 15 months' layoff with the opening of his Steubenville pike roadhouse.

A tenant of the county bastille for a year as result of an altercation with a patron, Peyton is giving Jimmy Bray's Band; Bonnie Bay, vocalist, and a floor show on a no-cover no-admission charge.

Club was last operated as Plaza Villa by John Maganotti-Steva Andolina combine that runs Plaza Cafe in city, closed after New Year's Eve as unprofitable undertaking.

Goodman Is Tops at U.; Kostelanetz Good, Too

DES MOINES, April 17.—Benny Goodman's Band and Andre Kostelanetz's orchestras are the favorites of Drake University students here, according to a survey of 100 students.

Goodman's Band led because it is the "ultimate in swing" and that of Kostelanetz because of its symphonic arrangements.

Opinions showed a three-to-one belief that classical music is not declining, while a few believed it was gaining in popularity due to the radio.

Benny's Going To Jive

CHICAGO, April 17.—If Benny Meroff has his way, jive music will be the next sensation among dancers. Its basic idea is the continued "bomb-bomb" of two bass riddies, with prominent support from the tenor sax, clarinet and drums. Idea, Benny states, originated in the "Land of Jive," New Orleans hot spot, where the musicians join after working hours. Local night clubbers may jive away starting May 15 when Benny and his boys may open a run at the Congress Hotel.

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, April 9, thru Thursday, April 15, and also, for comparative purposes, from Friday, April 2, thru Thursday, April 8. 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	
			April 9-15	April 2-8
			Net. Ind.	Net. Ind.
1.	Too Marvelous for Words (F)	Harms	32	26
2.	Boo Hoo	Shapiro, Bernstein	28	22
3.	Carelessly	Berlin	28	19
4.	Where Are You? (F)	Felst	26	18
5.	September in the Rain (F)	Remick	23	22
6.	How Could You?	Remick	22	16
7.	Little Old Lady (M)	Chappell	21	18
8.	Moonlight and Shadows (F)	Popular	20	17
9.	When Love Is Young (F)	Miller	20	14
10.	Swing High, Swing Low (F)	Famous	19	18
11.	I've Got My Love To Keep Me Warm (F)	Berlin	18	11
12.	When the Popples Bloom Again	Shapiro, Bernstein	18	11
13.	Let's Call the Whole Thing Off (F)	Chappell	18	10
14.	What Will I Tell My Heart?	Crawford	17	21
15.	Sweet Is the Word for You (F)	Famous	16	21
16.	Love Bug Will Bite You	Santly-Joy	16	17
17.	Slumming on Park Avenue (F)	Berlin	15	16
18.	That Foolish Feeling (F)	Felst	15	6
19.	Big Boy Blue	Schuster	14	16
20.	You're Here, You're There, You're Everywhere	Marlo	14	12
21.	My Last Affair (F)	Chappell	14	10
22.	Never in a Million Years (F)	Robbins	14	7
23.	Sweet Lullaby (F)	Select	13	9
24.	Blue Hawaii (F)	Famous	13	9
25.	To a Sweet and Pretty Thing	Shapiro, Bernstein	13	8
26.	My Little Buckaroo	Witmark	13	2
27.	It's Swell of You (F)	Robbins	12	4
28.	There's a Lull in My Life (F)	Robbins	12	8
29.	Trust in Me	Ager, Yellen	11	16
30.	Was It Rain? (F)	Santly-Joy	11	16
31.	Serenade in the Night	Mills	11	13
32.	The Mood That I'm In	Broadway	11	5
33.	Just To Remind You	Donaldson	10	18
34.	This Year's Kisses (F)	Berlin	10	15
35.	Stardust	Mills	10	10
36.	They Can't Take That Away From Me (F)	Chappell	10	6
37.	Love Is Good for Anything That Ails You (F)	Santly-Joy	10	5
38.	On a Little Dream Ranch	Shapiro, Bernstein	10	3
39.	You're Precious to Me	Marks	9	13
40.	They All Laughed (F)	Chappell	9	10
41.	Just a Quiet Evening (F)	Harms	9	10
42.	When My Dreamboat Comes Home	Witmark	9	9
43.	Wake Up and Live (F)	Robbins	9	9
44.	Wanted	Sherman Clay	9	8
45.	With Plenty of Money and You (F)	Harms	9	5
46.	Rockin' Chair Swing	Red Star	9	5
47.	On a Little Bamboo Bridge	Morris	9	4
48.	You Showed Me the Way	Robbins	8	10
49.	May I Have the Next Romance With You? (F)	Felst	8	9
50.	One in a Million (F)	Hollywood	8	8
51.	I Can't Lose That Longing for You	Donaldson	8	7
52.	I Can't Break the Habit of You	Davis	8	4
53.	He Ain't Got Rhythm (F)	Berlin	7	22
54.	You're Laughing at Me (F)	Berlin	7	9
55.	Spring Cleaning	Berlin	7	8
56.	Where or When? (M)	Chappell	7	4
57.	Vienna Dreams (F)	Harms	7	3
58.	Choir Boy	Schuster	7	2
59.	Love Is News (F)	Movietone	7	1
60.	Where Is the Sun?	Mills	6	16
61.	Gee, But You're Swell (F)	Remick	6	15
62.	I've Got Rain in My Eyes	Lincoln	6	7
63.	Night Ride	Mills	6	6
64.	Seventh Heaven (F)	Hollywood	6	5
65.	In a Little Hula Heaven (F)	Famous	6	5
66.	Organ Grinder's Swing	Exclusive	6	5
67.	I've Got Beginner's Luck (F)	Chappell	6	4
68.	Did Your Mother Come From Ireland?	Crawford	6	3
69.	When Day Is Done (M)	Harms	6	3
70.	Sentimental and Melancholy (F)	Harms	6	1
71.	Study in Brown	Simon	6	0

Turn to our Amusement Machines, Music Section, for listing of seven best records (Bluebird, Brunswick, Decca, Master, Variety, Victor and Vocalion) for the week ended April 19.

Band Leases Summer Inn

FARGO, N. D., April 17.—After spending the winter at the High Hat Club, Mandan, N. D., the Four Counts, Fargo orchestra, are moving to Wadena, Minn., where they have leased the Wheeler Inn for the summer. Orchestra comprises Bub Scott, Dale Fitzsimmons, Milt Golden and Bud Hancock.

Penny Tax Extended

HARRISBURG, Pa., April 17.—Penny nitry operators will continue to pay

a 10 per cent tax on liquor purchased from the State stores system, which is their only legitimate source of supply. Governor Earle has signed a bill which extends the "temporary" levy for another two years.

American Acts Abroad

PARIS, April 17.—Olive May is at the Casanova Night Club in Le Touquet-Paris Plage. The Hazel Manganen Girls and Sis and Buddy Roberts are at the Casino in Juan-les-Pins. Joan Warner is at the Palais de la Mediterranee in Nice.

Club Gets Award On Band Breach

DES MOINES, April 17.—Failure of Fletcher Henderson and his orchestra to fulfill a contract to appear last November 25 at the El Producto Club here has resulted in the American Federation of Musicians allowing a \$500 claim against Jesse Johnson, booker, by Nelson Thompson, attorney and business manager of the spot.

Johnson was recently advised of the AFM's decision. Failure to comply will result in his name being placed on the Unfair and Defaulters lists of the Federation, a move which will automatically cancel his booker's license.

Understood that the non-arrival of Henderson disappointed a crowd of 2,000 people, by far the largest assembled for a dance attraction in this city. Sponsors of the affair are reported to have conducted a terrific publicity campaign, the upshot being that the El Producto management had to refund the patrons' money.

Two New Ones in N. O.

NEW ORLEANS, April 17.—Two new night clubs opened their season with local orks and floor shows this past week-end. The New Slipper Club in the Vieux Carre (Old New Orleans) started under new management of Alex Achulman. Music by Vincent Cass' Band.

Out at West End Park on Lake Pontchartrain Leon Prima reopened his Penthouse, closing down his Vieux Carre spot. Floor show is headed by Sammy Cohen and band is Tony Almerico.

ASCAP Cash Box Not Yet Dented by State Attacks

NEW YORK, April 17.—American Society of Composers, Authors and Publishers has not as yet lost any money in fees for use of music, despite the anti-ASCAP legislative moves in various States, according to E. C. Mills, general manager.

Mills says payments are still going on pending final disposition of the cases by the courts.

Frolics, N. Y., Opens

NEW YORK, April 17.—Newest spot, The Frolics, on Broadway between 50th and 51st streets and adjacent to the Winter Garden, opens as a popular-priced nitery Tuesday. Initial show will include Joe Lewis, Terry Lawler, Oshins and Lesly and music by Ralph Watkins and orchestra.

Mayfield, Detroit, Opens

DETROIT, April 17.—Mayfield Club, formerly Peacock Alley, opened last week. Proprietors are Ted Lipsitz and George Marco. Floor show was produced by Scott Humbert.

Carl Spaeth and band furnish the music.

REVIEWS OF RECORDS—

(Continued from page 11)
male harmonizers, churning out the words: CAB CALLOWAY hi-de-ho's *That Man Is Here Again* and beats out a crudish *Swing, Swing, Swing* (501). PAUL ASH adds an umpteenth version of the jazzlike anthem, *Tiger Rag* (805), but this one is hardly worth batting an eyelash. Turnover, *Jamboree*, pushes Paul back for the familiar vocalists of ROY CAMPBELL'S Royalists. LUCKY MILLINDER has whipped together a new combo for the MILLS BLUE RHYTHM BAND and fans should take to *Blue Rhythm Fantasy* and *Jungle Madness* (503). Sounds like the right hand of Father Hines and the left of Teddy Wilson stomping the black and whites to a pulp, but the keyboarder is Billy Kyle, who left Philadelphia honkey-tonkeries to make the hot cults howl.

Nothing New

DETROIT, Mich., April 17.—Sit-downs have spread into the dancing field with the introduction of a new waltz at the annual convention of the State dancing masters here. Dance does not entail an actual sit-down, but is a swaying step in which the dancers root in one spot and sway back and forth. So that's new, eh!

Music Items

RICHARD MILLS, recently installed at the helm of Exclusive Publications, New York, has gone to Chicago to establish a branch. He will be succeeded by his brother, Sidney, who leaves the Mills Artists' Bureau, which he took over after his kin's departure. Young Richard will also devote his time to increasing the sales of Master and Variety recordings, controlled by his dad, Irving Mills.

FRED DEMPSEY has succeeded Billy Lund as Chicago representative of Words and Music, with Al Compante going to Cleveland for the firm.

E. B. MARKS will publish the entire score of *Orchids Preferred*, new musical comedy by Fred Herenden and Dave Stamper, produced under direction of Charles A. Bramson, with staging by Alexander Leftwich.

In spite of the fact that publishers say that they are always willing to consider song manuscripts even though the names of their creators happen to be unfamiliar, there are concrete instances where a good number might be passed up thru lackadaisical interest. Take the case of "Coronation Waltz." This composition, although sponsored by two writers who are quite well known in Tin Pan Alley, was turned down by various firms. Max Preval, of Major Music Company, just starting in business, liked it. Today it is among the best sellers and rapidly climbing.

ROCCO VOCCO has accepted *Little Old-Fashioned Music Box*. Authors are George Meyer, Pete Wendling and Mack David. Harms, Inc., is publishing.

REMICK MUSIC CORPORATION has made a brass band arrangement of *Song of the Marines*, furnished by Harry Warren and Al Dubin for Warner's *The Singing Marine*.

CHARLEY MCCARTHY evidently has a successful number in *The Address Is Still the Same*. Music by Sammy Mysels.

A **BUSY WEEK** is ahead for Leonard Green, publicity director of the Movie-tone Publishing Company. Reason, the latest Shirley Temple effusion, *Curley Top's Birthday*.

BOB LEE is now with Sam Fox music subsidiaries as contact man.

JACK MILLS has sold the English rights of *When Is the Sun, Old Plantation* and *Don't Know Whether I'm Comin' or Goin'* to the Lawrence Wright Company, of London. Mills further announces that the latest addition to his firm's new instrumental series of *Tone Poems in Swing Is Wood and Ivory*, by the British composer Sid Phillips, whose two previous creations in the series, *Night Ride* and *Escapada*, are included.

RAYMOND WALKER, tunesmith, whose *She Used To Be the Slowest Girl in Town* was introduced by Al Jolson at the Winter Garden, New York, in 1914, was featured with his piano accordion on the Chamberlain Brown hour over WMCA Monday. Walker played some of his old tunes, including *Yiddish Rag* and *Good Night Nurse*. Also introduced a new tune written together with Thomas Connell and E. P. LaFreniere, titled *Ka-Loo*. Published by Roy Music Company.

TED WHITE, who formerly collaborated with Jack Meskill, has done one on his own, *Moonlight on the Water*, placed with Robbins.

Ross-Pierre-Schuster Unite

CHICAGO, April 17.—Harold Ross reports that the act of Ross, Pierre and Schuster reunited after a five-month separation, during which Ross and his wife formed a trio with Shavo Sherman.

Looks Like Steady Job

CHICAGO, April 17.—Herbert Foote, organist, lays claim to one of the longest records achieved by any act in this area. He is now in his seventh consecutive year at the Edgewater Beach Hotel, playing organology in the Marine Room for luncheon and supper guests.

Mex Spots Showless Under Actor Ruling

EL PASO, Tex., April 17.—Night spots in Juarez, Old Mexico, today were without floor shows for the first time in their operation.

Shows were closed Monday night when entertainers refused to comply with a Mexican government ruling that they must live in Mexico. Fred Boyland, manager of the Lobby Cafe, and Roberto Holguin, manager of the New Tivoli, said they were unable to book acts under the ruling.

Six performers at the Lobby Cafe and five at the New Tivoli were on closing bills.

Dud Wright, emcee at the Lobby Cafe, received word last week his government permit would be canceled. Lou Lockett was emcee at the New Tivoli.

New Sacramento Spots; Business Holding Up

SACRAMENTO, Calif., April 17.—Newest night spot to lure California legislators in session here is Kearney's, a few steps from the State Capitol buildings.

Bill Kearney has transformed a dingy saloon into a swank layout.

All Sacramento spots have been doing okeh. Frank Farrell's Silver Bowl, across the Sacramento River in Yolo County, still tops all in total take, with Les Poe's music and emceeing and a floor show booked out of San Francisco.

Latest roadhouse to debut is the Bungalow Cafe, operated by Mrs. Marg Ogle. Jerry Edwards' Ork is permanent. Feature single acts are booked.

Joe Cotton's Cotton Club is still a rendezvous. Gay Paree, now known as Dorsa's Buffet and operated by Vic Dorsa, offers a three-piece ork.

The upper strata "dances" in Manager Dick Scollin's Hotel Senator Saturday evenings to the music of George Breece's Orchestra.

The Empire Room, cocktail annex at the hotel, harbors scores of lawmakers nightly.

Frisco Hotel Disappointed; May Switch to Local Bands

SAN FRANCISCO, April 17.—Persian Room of the Sir Francis Drake Hotel, one of the better spots offering a Grade A floor show, may change band policy and put local combinations on the stand.

The move is motivated by the eggs being laid by traveling name bands, including Al Lyons and Herman Waldman, who is currently featured. Local groups being considered are those of Roger Burke, who plays the cocktail hour, and Bob Saunders. Persian Room bands air regularly over Don Lee and Mutual webs thruout KFRC.

Louisiana Club Burns

ALEXANDRIA, La., April 17.—Hollywood night club, located two miles northeast of Pineville, has been destroyed by fire. Property was not insured. Neal Andrews, owner, announced.

Bob Crosby Dates Set

CHICAGO, April 17.—Bob Crosby and orchestra open at the Ambassador Hotel, Atlantic City, the middle of June. Boys are closing their local stay at the Congress Hotel the middle of next month to open a four-week theater tour.

Mexican Combo To Tour U. S.

SANTA FE, N. M., April 17.—Hermanos Salvatti Mexican Marimba Band, of Chiapas, Mexico, which made a successful tour of Western United States last year, will make an extensive tour of the country, according to Daniel C. Ortiz, their American rep. Senior Felipe Salvatti is director of the group. Tour begins in June.

Bryden Adds Erie Club

DETROIT, April 17.—Betty Bryden Booking Office added a second spot at Erie, Pa., with both the Moose and Turner clubs there now booked thru this office.

Miss Bryden has made an affiliation with Joe Hiller, Pittsburgh agent, who will handle her ballet lines in that territory.

Sheet-Music Leaders

(Week Ending April 17)

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) (1)
2. Boo Hoo (Shapiro) (2)
3. Moonlight and Shadows (Popular) (3)
4. What Will I Tell My Heart? (Crawford) (4)
5. When the Poppies Bloom Again (Shapiro) (6)
6. Will You Remember? (Schirmer) (8)
7. When My Dream Boat Comes Home (Witmark) (5)
8. Love Bug Will Bite You (Santly) (14)
9. Sweet Leilani (Select)
10. Trust in Me (Ager) (10)
11. Too Marvelous for Words (Harms) (15)
12. Blue Hawaii (Famous) (12)
13. September in the Rain (Remick)
14. Sweet Is the Word for You (Famous)
15. Swing High, Swing Low (Famous)

PHONOGRAPH RECORD best sellers will be found on page 87.

Kit Kat Gives Kittens

PHILADELPHIA, April 17.—With giveaways on radio and bank nights in the movie houses, niteries now promise to take on a promotional pattern. Al Brown has figured one to bolster the blue Monday eves at his Kit Kat Club. Starting this week, each patron got a kitten.

Cabaret's 20-Week Series

DETROIT, April 17.—Corktown Tavern is producing floor shows in a series of 20 weeks known as the *Round the World Cruise*. Show is produced by Harry Jarkey, with Mme. Etienne producing the line.

Klein Agency Adds Bookers

DETROIT, April 17.—Jules Klein's Orchestras and Entertainments is currently expanding. Office staff is being enlarged, with Mel Lowe, formerly with Fanchon and Marco, and Danny Demetry, formerly of the Arlington Hotel, Hot Springs, Ark., and the Club Madrid, Chicago, joining as bookers.

George Kavanaugh's Band, opening this week at the Chalet, Detroit, and Henry Foster's Band, now at the Surf Club, Miami, have just been taken over, making 11 bands now with the office.

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SUMMER SEASON LOOMS BIG

Hotels Opening Roof Gardens; Hundreds of Summer Spots Set

New York leads country with raft of roof gardens, new clubs—resorts prepare for big season—news of clubs opening thruout the country

NEW YORK, April 19.—Night club business is preparing for its biggest summer season in years. Hundreds of new clubs are being opened thruout the country, a great number of summer resorts are preparing to reopen, and many hotels are dusting off their roof gardens and other summer rooms. Locally, the summer bug has bitten the hotels first. The Pierre roof opens May 5, with Basil Fomeen and band set. The St. Regis opens its Viennese Roof the middle of May, with Jacques Fray's music booked. The Park Lane opens its English Garden May 5. The Boesert resumes its Marine Roof May 20. Ben Marden's Riviera, burned down a few months ago, will reopen, after being completely rebuilt, May 31. Josephine Huston will head the first show. Set for four weeks, with Irene Beasley following for the next four. Other new clubs are Jimmy Dwyer's Sawdust Trail, adding a floor show; the Frolics, opening Tuesday on the site of the old Montmartre. Long Island, Westchester and New Jersey roadhouses will begin announcing opening dates next week.

PHILADELPHIA, April 17.—Brown Derby in Pennsauken, N. J., has lit up again as the Penn-Villa, with Paul Miller's music. Walber's on the Delaware, at Essington, Pa., will make it a week-end until summer, offering a floor show and the band. Yorktown Tavern, at Elkins Park, Pa., has Fil Oakland back again to emcee, with a band billed as the Televisionaires.

BUFFALO, April 17.—Doc Schuman's Hollywood Restaurant is open again following many months of idleness. Crowds are again flocking to see their local favorite who made good in the big town. Chauncey Cromwell and band.

ALBANY, N. Y., April 17.—Canton Restaurant, Albany's newest night club, opened Thursday with a large crowd attending, among them city and State officials. It is most advantageously located on South Pearl street.

Mike Pantome and orchestra, which closed a 35 weeks' engagement at the Ambassador last week, is assisted by Skip De Sair and Red Matteo, vocalist.

LA CROSSE, Wis., April 17.—Plans for complete remodeling of the Avalon Ballroom here have been announced. Avalon was partially destroyed by fire with a loss of \$15,000. It is expected to be ready by May 15.

KENOSHA, Wis., April 17.—Club Caliente, new niterly 12 miles south of here, opened April 9 with Antonio Del Val and Conchita as high spots of the floor show. Gus Mayr, owner, also operates the Chick-Inn, Chicago.

HOLLYWOOD, April 17.—Newest night spot in town is Hawaiian Paradise, operated by Bill Calhoun and George Mason. Features island entertainers, the hula by Wanda and Sol Bright's Orchestra. KFWE takes the orn on remote nightly.

CANTON, O., April 17.—Operation of Moonlight Ballroom at Meyers Lake Park here, one of the largest in the Middle West, is back on pre-depression schedule, with sessions every Tuesday, Thursday, Saturday and Sunday. Ballroom was dark two weeks. Carl Sinclair, manager, has announced the Sunday policy of name bands. Emerson Gill, Glen Gray and Ted Weems will appear here on consecutive Sundays. For several years the ballroom here has been the stopping-off place of MCA bands.

Ferriday Spot Enlarged

FERRIDAY, La., April 17.—Bob's Place has undergone repairs during the past two weeks. Dance floor has been enlarged to take care of over 300 people. Bob Lancaster, owner, says that during the coming summer name bands will be offered.

Des Moines Dansant

DES MOINES, April 17.—Red Norvo's Band, with singer Mildred Bailey, opened the new Tromar Ballroom here Thursday.

Tom Archer, who also operates dance halls in Omaha, Sioux City and Sioux Falls, has moved to Des Moines and expects to make Des Moines headquarters for his ballroom organization after next September.

Archer expects the new dance floor to accommodate 800 couples, with table space for more than that.

Readering Twins for London

DES MOINES, April 17.—The Readering Twins will be in London for the Coronation. Open in Dorchester House May 10 for six weeks. Now taking a rest at their home here.

New York City:

VELOZ AND YOLANDA are dated for a British pix later in the season and for a followup on *Champagne Waltz* this fall. . . . ESTELLE AND LEROY sail for London and Coronation dates April 24. Temporarily released by Walter Wanger from doing *Vogues*, they will return after trip for that or another picture. . . . SANDINO AND FAIRCHILD opened at the Commodore April 15, featuring their satiric mask novelty routines. . . . WILL WEBER office recently placed Three Racketeers, Ann Pennington, Johnny and George and Buddy Walker into the Yacht Club; Charlie King, Reeves Sisters and Morrison, Muriel Martin and Lona and Dee into the Venezia; also Toni Lane to follow Belle Baker into the Beverly Hills Casino, Newport, Ky., May 13. . . . GLOVER AND LAMAE have been selected to open the new show at the Rainbow Grill April 21. . . . DEMAYO AND DULCE, dance team, have recently returned from South America after a year and three months there. They have incorporated Francesca de Sousa, singer, in their act.

Chicago:

VARIETY BOYS (Hank Henry, Cliff Conrad and Lou Starr) have been held over again at the Mayflower Casino. . . . THREE SHORT WAVES added to Harry's New York Cabaret Show. . . . SAMMY CLARK, booker, is taking Sylvia Clark, his attractive sister of air-wave fame, to Peru, Ind., Wednesday to star in a night spot there. . . . SONY JOY has been added to the Blackhawk's bill. . . . MARION MORGAN, strip-tease artist, has been held for another four weeks at Harry's New York Cabaret, making it 12 weeks in all. Longest run ever achieved by a disrober in that spot. . . . HOWARD BROOKS, magician, opened at the Congress Casino, and Barbara Biane, dancer of that spot, left for the South. . . . THE CONDOS BROTHERS replaced Jack Williams at the Chez Paree, where Pierre Andre took over Norm Ruwell's emcee job. . . . CHARLIE HEPP, operator of Harry's New York Cabaret, has landed the River-

Old Wine in New Bottles

PHILADELPHIA, April 17.—If teacup readers can stimulate the out-and-out eateries, Purple Derby Cafe figures a modification should go great guns at the drinkery. Spot has brought Tanya Garth, clairvoyant, to demonstrate her abilities by reading the future from the cocktail glass.

N. Dakota Cafes Menaced by Bill

BISMARCK, N. D., April 17.—North Dakota tavern owners are circulating referendum petitions seeking to suspend a new law prohibiting dancing wherever liquor is sold. Seven thousand signatures are necessary to bring the law to a vote at the next State-wide election, L. R. Coman, of Mandan, chairman of the committee sponsoring the referendum, states.

Coman says the law prohibits dancing on premises or premises immediately adjacent to taverns. "It would seriously cripple night club business in North Dakota," said Coman, operator of one of the largest night spots in the State.

Bridgeport Club Reopens

BRIDGEPORT, Conn., April 17.—Cocoanut Grove, which has been closed for alterations, has reopened. Floor show includes Eddie Schery, Silver Twins, a company of female impersonators headed by Jacke Adams, Gene Dana and Tony Dea's Swing Band. Jim McNamara, formerly at the White House Inn, is manager.

Club Chatter

side Hotel, McHenry, Ill., which he will convert into a roadhouse. . . . The STROUD TWINS have been awarded with a Metro picture contract. . . . POW-WOW GARDENS, country cafe, opened in Franklin Park. . . . MCA has landed the Jefferson Beach and Westwood Gardens, Detroit summer spots.

CARL ROSINI, magician, opened at the La Salle Hotel direct from the New Yorker, New York. . . . CARL AND FAITH SIMPSON to play the Oriental Theater following their current run at the Palmer House.

Here and There:

FRED (FRITZ) WALTER, singing accordionist, is in his 204th consecutive week in the Gibson Hotel Rathskeller, Cincinnati, the longest any performer has ever remained at a local hotel spot.

BORDINE AND CAROLE, dancers, have been held over at Wivel's, New York. . . . DUE TO BUILDING delays the opening of Beverly Hills Casino, swanky Newport, Ky., spot being erected by Pete Smith, has been postponed until May 5. . . . DUMM AND WISE (Tony Ross and Big Ben Wise), new turn booked by Val Campbell, of the Detroit Gus Sun office, closed Sunday (18) at the Cat and the Fiddle, Cincinnati, and are current at the Greystone Cafe, Mansfield, O. . . . MISS SHARON, PA. and her revue, after a fortnight's stand at the Lido Club, Tulsa, Okla., have opened at Grand Terrace, Wichita, Kan., with the Husk O'Hare Ork. . . . ZITA AND MARSEILLE, ballroom dancers, have opened at the Gladstone Hotel, Casper, Wyo., after winding up at the Tabor Theater, Denver. . . . COLLETTE AND GALLE opened the New Bowery, Kansas City, Mo., April 17. Club is booked by Vic Allen. . . . CORTEZ AND MARQUIS, dancers, are appearing with Emerson Gill's Band at Lotus Gardens, Cleveland.

LOPER AND HAYES have been set by the Morris Agency to open June 14 at the Mayfair, London. . . . RODNEY McLENNON, current at the Biltmore Hotel, New York, will go to the Coast April 30 for picture making. . . . HUGHIE PRINCE, formerly of Raye, Prince and Clark, now has his own trio,

Chicago Acts Are Doubling

Vaude houses like cafe acts —comprised 20% of vaude bills past four months

CHICAGO, April 17.—Local club and cafe talent suitable for theater work is welcomed into local combo houses, a checkup reveals. The Balaban & Katz Oriental, State-Lake and Chicago theaters not only look away from the fact that playable acts have recently closed local club engagements or are currently working in some niterly here, but also go out of the way to welcome them into Loop-house dates.

Eddie Elkort, theater department head for Music Corporation of America, points out that theater managers are frequent business visitors in night spots in search of talent. Such acts have been given a publicity buildup by the club manager or press agent which reflects at the theater box office when they move in for a date.

In the last four months nearly 20 per cent of the local vaude bills either doubled into club dates or had just closed night-spot engagements in this area. With a majority of the leading clubs on the air nightly, performers doubling in theaters have their double duties exploited on the air waves for the benefit of both the club and theater.

Before shoving off on a six-week vacation trip to Europe, Lou Lipstone, stage production manager for B & K., has set several shows for which he picked many acts from local night spots.

Recent acts falling under this trend include Gertrude Niesen; Ward, Pinkie and Terry; Don Enrico, Four Vespers, Four Dictators, Simpson's Marionettes; King, King and King; June St. Clair and Le Paul.

Illiana Sets Record at Lookout House, Cincinnati

CINCINNATI, April 17.—Illiana, comely singer of classical tunes, scored a smash hit with patrons of Jimmy Brink's Lookout House, Covington, Ky., just across the river from here, this week. The spot's ads in today's local dailies credit Illiana with shattering all attendance records at the Lookout House.

Aiding Illiana no little in establishing the enviable mark is a crack floor show comprising South and Lane, Don Arden, Charles and Celeste, the Bailey Sisters, Terry and Walker, Bonnie Baker and the Eight Adorables.

The usually conservative *Cincinnati Times-Star* and *Cincinnati Post* weighed in with human interest yarns on Illiana during the week. She was heard over Station WCPO and aired several of her favorites over a new hookup emanating from WLW Sunday directly from the Lookout House.

Illiana closes her Lookout House engagement April 23 and moves to the Brown Hotel, Louisville, for a fortnight's stand.

the Mayfairs; and opens Thursday at the Powatan, Detroit.

RUTH DORSHA just concluded four weeks at the Bienna Grill, Montreal. . . . JACK, JERRY AND JESSIE are playing Montreal night spots. . . . THREE SWING-COPATERS signed a year's contract with Arthur Fisher. . . . RULSON, TAMARA AND DEE will be at the Casino de Paree, Montreal, indefinitely. . . . PAUL SAVOY is handling colored shows for Frank Sebastian's Cotton Club, Culver City, Calif. . . . BILLY REEVES is on an indefinite emcee engagement at the French Casino, Detroit. . . . BOB STANLEY AND ELVA played a return engagement at the Shoreham Hotel, Washington. . . . MAURICE AND KAYE are dancing at the Oaks Club, Winona, Minn.

Hotel Audition Plan Dropped

N. Y. Piccadilly shifts to amateur college auditions —AFA raps new plan also

NEW YORK, April 17.—Meeting with unfavorable response to his much-publicized "audition theater" scheme, which planned to show professional acts to bookers and talent scout audiences in the Georgian Room of the Hotel Piccadilly, Lee Rossum, publicity counsel for the Dreier chain of hotels, is seeking a new source channel for talent in furtherance of his idea.

In a circular letter sent to editors of college sheets in the entire metropolitan district, as well as some of the bigger out-of-town schools, Rossum points out that show business has up to now neglected colleges as possible sources of talent for its many fields and, accordingly, invites all schools to send representatives to a meeting to be held in Rossum's offices to outline and formulate a College Theatrical Club. The club would serve as springboard of school talent in making direct contact with the profession.

Meeting will be held Monday afternoon and, should resultant support warrant it, Rossum plans to run *College Talent Nights* once a week in the Grill of the Piccadilly Hotel.

Meanwhile "audition theater" angle for pro talent has not been completely abandoned, according to Rossum.

The American Federation of Actors, which threatened to picket the hotel if it launched the "auditions," says: "The AFA is happy Rossum has apparently abandoned his audition plan, but we are opposed also to the college talent idea, as this is merely another subterfuge for getting free talent. Anything that deprives professional talent from paid work will be opposed by the AFA."

N. Y. Paramount's 2-for-1 Band Show

NEW YORK, April 19.—Local Paramount will give another two-for-one pit band show May 5, following the Louis Armstrong three weeks, when Xavier Cugat's Ork heads the show with the Original Dixieland Jazz Band as an extra feature. Mary Small and Rosita Ortega will be included on that show.

Other bands definitely set for the house are Ina Ray Hutton, opening May 19; Ozzie Nelson and Shep Fields.

306 Delegate Convicted

NEW YORK, April 17.—Joseph Kelban, business agent and delegate for Local 306 of the operators' union, was convicted Tuesday in the Brooklyn Court of Special Sessions of endangering the safety of persons in a public place. He will be sentenced next Saturday. According to the evidence presented, Kelban entered the Folly, Brooklyn, December 12 and, because he had been refused \$500 for alleged back salaries due operators, pulled the switch in the projection room. Manager of the theater testified that the theater was in darkness for 15 minutes.

Dick Bergen Doubling

CHICAGO, April 17.—Dick Bergen, of the Theater Booking Office, is handling the booking and staging of shows at the Balaban & Katz Chicago and Oriental theaters during the absence of Lou Lipstone, who is spending a six-week vacation in Europe. For the next few weeks Bergen will spend part of his time in Lipstone's office in the Chicago Theater Building.

Loew Booker Moving

NEW YORK, April 17.—Marcus Loew Booking Agency will move its office this week from the sixth floor of Loew's State Annex to smaller quarters on the fourth floor. Booking office had the whole sixth floor since May, 1921, but moves out to make way for Loew's Projection and Sound Department, which will occupy that floor and part of the fifth.

Peg Garcia in A. C.

NEW YORK, April 17.—Peggy Garcia, whom Samuel Briskman, operator of the Casino, Brooklyn, burly stock house, went ball for in the Rubinoff case, contacted and contracted by Stanley Woolf, agent, for the Nomad Club, Atlantic City. Opened April 10. Photoed and interviewed by newspaper men upon arrival at that resort.

Rush Reorg of Fox in Detroit

DETROIT, April 17.—Alleged threats on the part of the real estate owners to build a solid wall thru the Fox Theater were cited in court this week as a reason for hastening reorganization of the various interests involved in refinancing.

Plan for reorganization has been drawn up by George A. Marston, federal referee in bankruptcy, and the case is being heard before U. S. District Judge Ernest A. O'Brien. The Colwood Company, owners of the building, listed liabilities of \$10,686,361 in its petition for voluntary bankruptcy. Marston's plan provides for a 15-year lease for National Theaters Corporation, headed by Spyros Skouras. Plan calls for the realty interests taking a 50-year lease on the building, except the theater, for \$1 per year and grant a 50-year lease to the reorganized Colwood Company at one-third of the annual net rental, not to exceed \$16,666.

Sailings for Europe

NEW YORK, April 17.—Sailings this month for European engagements include Lambert, sailing tomorrow on the Bremen, and Rudy Vallee, Stone and Lee and the Duffins, sailing next Saturday on the Ile de France. Terry Lawlor will sail May 4 on the Paris; Aileen Stanley, May 14 on the Ile de France, and June Marshall (stripper) and the Rhythm Boys, May 19 on the Normandie.

Clark's Fourth Unit

CHICAGO, April 17.—Harry Clark is opening his fourth unit in Athens, O., today. Show is titled *Monte Carlo Revue* and includes Bernie Fisk's Orchestra, Three Laminos, Arizona Duo, Irene Kay, Lucienne Scheret, Buddy Wilson and a line of six girls. Of Clark's other shows *Penthouse Follies* is touring in Ohio, while *March of Rhythm* and *Wintergarden Revue* are in Southern territory.

Break for Specialty Acts In Busy Burlesque Field

Cleanup of N. Y. burly necessitates using variety talent —11 houses in town paying from \$40 up—seek singers, dancers and novelties—strippers exiting

NEW YORK, April 17.—With burlesque houses cleaning up in town, as a result of the court conviction and license revocation of the New Gotham Theater because of indecent performances, acts in vaude and night clubs will benefit considerably. Burlesque has been using variety talent to a lesser degree to bolster shows, but now with the shows being toned down the operators of burlesque houses reveal that more variety talent will have to be used. Their preferences at present are for singing and dancing acts, but they

Loew Gives Ohio Spots Flesh Break

NEW YORK, April 17.—Loew is continuing to spot-book occasional stage shows into straight picture houses, with Ted Lewis and ork the latest attraction to do the honors.

Lewis and his unit goes into the State, Cleveland, this Friday and follows with the Broad, Columbus, O., the next week. Circuit will put flesh into these houses whenever the attractions are available.

Olsen & Johnson for Europe

CHICAGO, April 17.—Olsen and Johnson, now touring with their *Fun Marches On* unit, are planning to leave for Europe in August following the completion of a picture for Republic this summer. Happy Moore, corpulent comedian, formerly associated with the team, will rejoin them before their departure.

Drake, Chicago, Flesh

CHICAGO, April 17.—The G. C. S. Theater Circuit here has added vaude in its Drake Theater Saturdays, starting today. Initial bill included Raftone Sisters, Joe Arena and Company; Burns, Moriarty and Dell, and Sully and Thomas. Booked by Billy Diamond.

De Pinto's, Philly, Opens

PHILADELPHIA, April 17.—Di Pinto's Cafe lights up again. Reopening show had Phil Fletcher emceeing, Edward and Mayo, Crosetti Sisters, Milo and Patsy O'Neil.

Vaudeville Notes

LILLIAN GILMAN, of the North & Flaum Agency, New York, has joined the Loew booking office as secretary to Sid Piermont.

Fanchon & Marco Agency has placed Marty May under a long-term contract. . . . Fuzzy Knight returns to theater. . . . dates in the East, opening April 29 at the Metropolitan, Boston. . . . Clyde Lucas and ork have been booked for the Michigan, Detroit, May 21, a repeat within five months.

Bowling is the latest fad among New York bookers and agents, with Phil Affin, a beginner, revealing he beat Leonard Romm, self-styled ohamp among black book carriers. . . . A heavy show is being lined up for the annual ball of the U. S. Customs employees of the Port of New York, to be held Friday night at the Hotel Commodore. . . . When the French Casino show goes into the Chicago, Chicago, April 30 there will be two extra acts, Gine, DeQuincey and Lewis, and Mariori. . . . Todd Daniel, attorney for the Philadelphia Entertainers Contractors' Association, has been named secretary of the city's new civil service commission.

MAJOR BOWES' all-girl unit has been booked by Paramount for Omaha the week of May 14. . . . Rose Marie, who has dropped her bangs and the "Baby" from her name, opens Wednesday (21) at the State, Hartford, Conn. . . . Horace Heidt and ork go into Shea's, Buffalo, May 14 for Paramount. . . . Everett Marshall goes to Detroit week of May 7 at the Fox, placed by the Morris office. . . . Matt Duffin, of the Duffins, who closed Saturday at the Club Esquire, Toronto, and sails for Europe Saturday, writes a weekly travel column for his dad's paper, *The Culver City Citizen*. . . . Paul Regan, mimic,

is being tested by 20th Century-Fox, arranged by Nick Agneta, of the Curtis & Allen office.

FOUR RHYTHM KINGS left by auto for the Coast and with them went Oscar Lisee, of the Broadway Camera Exchange, which is the French Besson Agency in the United States. . . . Cay Baird, novelty dancer, is currently in Montreal playing theaters and clubs.

The Jay Dennis Girls, current at the Roxy, New York, for three or more weeks, is a 12-girl singing ensemble presented by Ben Greene and Bill Duffield. Two other shows being produced by Greene and Duffield are *Big City Minstrels*, with Al Bernard, and one with Vernon Dalhart. . . . Raymond Driscoll, costume designer, is doing Harry L. Cort's show, *Feathers Up*.

Al Weston's *Breezing Along* unit, playing the Cushman Circuit, comprises Royal Whirlwinds, Gaby Brothers, Russell Collins, Davis and Wyler, Buddy Lake, Dell Childs, Ray Oswald and Toots and Jackie Richards.

BENNY MEROFF'S show left for the Fox, Detroit, to be followed with dates in Indianapolis and Milwaukee. Mickey Bond is now Benny's personal representative. . . . Count Berni-Viel has been in Chicago reshaping his unit. . . . Joe Holton and Ben Piermont, 20th Century-Fox talent scouts, screen-tested a crop of vaude turns in Chicago last week. . . . Barbara Parks, songstress at the Blackhawk Cafe, Chicago, will fill a week at the State-Lake there starting Friday as an added attraction with the *Casa Manana Revue*. . . . Texas Tommy and Pony is filling a week at the Tower, Kansas City, before opening at the College Inn, Chicago.

for novelties and comedy acts. There are 11 theaters in town using or planning to use vaude and night club talent. They are the Apollo, Republic, Eltinge, Gaety, Oriental and Irving Place in Manhattan and the Star, Oxford, Minsky's, Casino and Century in Brooklyn. Salaries range anywhere from \$40 to \$175 a week, with all the houses running four and more shows a day except the Irving Place, which plays two-a-day. Vaude acts playing burlesque have to join the Burlesque Artists' Association, which involves initiation fee and dues, and for all extra shows, such as midnight performances, the acts are paid pro rata of the week's salary.

Before the authorities won their point against the Gotham Theater the burlesque houses used from four to six strip girls. With the girls having to tone down and as a result a sameness in technique developing, there will be less strippers used. These spots will be filled with specialty people. Comedy in burlesque is being toned down also, and with this situation it will be found lacking. As a result vaude and night club comedy will be wanted.

The use of variety talent in burlesque will not take shape to any sizable degree between now and the fall, but with the start of the cooler season that move will be taken. Another big avenue for specialties in the burly field is the Independent Burlesque Circuit, which operates between here and the Midwest. This season each road show, and there were as many as 25 a week, used two acts apiece, and next season's plans call for a more extensive use of acts.

Strippers from burlesque, already finding the field shutting down on them, are moving into night clubs and legit. Many clubs are featuring strip numbers, but the volume is not enough to take care of the many strippers. Those strippers who cannot land principal spots are seeking jobs as showgirls both in clubs and in musical revues.

Loew's 8 Million Net in 28 Weeks

NEW YORK, April 19.—For the period of 28 weeks ended March 11 Loew's, Inc., showed a net profit of \$8,606,130 as against \$5,033,038 for the same period last year. The operating profit for this year was \$12,390,097 as against \$7,878,998 of last year. Depreciation and taxes for this year amounted to \$3,783,967.

Preferred stock, per share, earned \$62.95, while average common stock per share, earned \$5.26.

Pier's 3 "Name" Bands

ATLANTIC CITY, April 19.—The Steel Pier Ballroom here will have three "name" bands over the Decoration Day week-end. Guy Lombardo will play May 29, with Benny Goodman and Tommy Dorsey appearing there on the other two days.

Billy Diamond's Week Plus

CHICAGO, April 17.—Continuation of flesh at Essaness' Sheridan Theater here Saturdays and Sundays enables the Billy Diamond Agency to offer some acts a full week at the State-Lake with a week-end to follow. Acts to work both spots in this manner include Sue Ryan and Company and the *Casa Manana Revue*.

Veloz-Yolanda Get Release

NEW YORK, April 17.—Veloz and Yolanda have gotten out of their contract with the Greater Texas and Pan-American Exposition, to be held in Dallas, which is as they wanted. Their replacement on the opening show, set for June 12, is Georges and Jalna.

Vaudeville Reviews

Palace, Chicago

(Reviewed Friday Afternoon, April 16)

The song and dance departments received the reception out front during the second show opening day. The comedy corner, filled by Billy House, was sadly deserted by the hand clappers chiefly because of the surprisingly poor house and also because of worn material. The reason behind the mass of empty seats remains a mystery, the screen attraction being *The Woman I Love* (Warners), co-starring Paul Muni and Miriam Hopkins.

The expert Stuart Morgan Dancers opened with a production number that was tops thruout its seven-minute way. Unfold the turn with a cat and mouse tid-bit and go into an adagio routine that few can equal. The shapely blonde is a human rubber ball in the skillful hands of three youths. At the finish they have the gal in a thrilling aerial merry-go-round and loop-o-plane collection.

Billy House, corpulent funster who just left *White Horse Inn*, follows and makes exits and entrances for the rest of the bill. Billy is a funny guy, but his material is woefully dull. At this show he was a lot of fun only to the musicians and show biz slaves with his "inside dope" gagging. His own act carries two blondes, one of them the dancing Nina Olivette, who is at a disadvantage in this mixup. Nina's act is sliced to bits and she remains a stooge as far as the customers are concerned. Deserves more attention. Billy and his other partner close the act with an oddly named *We, the People, Peek* skit. Not so forte.

Phil Regan, personable Irish tenor, went over despite the yawning house cavities. His start was slow, chiefly because of his selections, which included bits from songs he introduced in pictures. Should change to a faster opening. Also piped *Trust in Me: Good Night, My Love; When Irish Eyes Are Smiling* and encored with *It Was So Beautiful*. His pleasing mannerisms coupled with a sincere ring in his voice earned him a nice mitting.

Fritz and Jean Hubert precede Regan with their stand-out drunk act that still looks good from out front. They act ingloriously tight and are a lot of fun to watch. SAM HONIGBERG.

Capitol, Washington, D. C.

(Reviewed Friday Evening, April 16)

Current flesh offering at this Loew house represents compromise between unit show and usual four-act lineup. Ork plus featured performers takes most of time allotment, but two routine acts are sent in ahead. Result is oke, altho Glen Gray outfit probably could carry full period. Pix is *Love From a Stranger*, with biz fair supper show opening day.

Opener, tumbling turn which is a bit better than usual run, not hard to take. Garish drop behind doesn't do it any good, however, and there is too much light. Mady and Cord, boy and girl, contrive to be funny at times, but gal's supple stuff is principal asset. Effect would be much better if duo worked in two spots, stage otherwise dark.

Probably close to all-time low among comedy tries is contribution of Fred Lightner, with Rosella McQueen as fem foil. Dies all the way, going off to scant hand on soft shoe and song.

Casa Loma Ork comes thru this time, with Gray as baton welder, which, at this point at least, impresses as poor move. Nothing to offer in stick-waving

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Loew's State, New York

(Reviewed Thursday Evening, April 15)

Romeo and Juliet isn't exactly a b.-o. picture for State audiences, with the result that biz wasn't what it should be at this last show opening day, but the Horace Heidt Alemite Brigadiers is a stage show made to order for the house. This band show is tops in stage entertainment, replete with all sorts of showmanly novelties. It's amazing that so much can be crowded into the 57-minute running time. Close to eight years since Heidt has played a Broadway house and he has come a long way since then. His turn is better than ever now—and it was great in the old days—and his rep has been tilted considerably, as has the show's salary, which is in the neighborhood of eight grand. Audience came thru with a big entrance hand, worked overtime on applause all the way, and at the finish the reception was terrific.

Including Heidt, about 32 people are on stage, and with the exception of one they are on thruout, mounted very effectively. Heidt, Larry Cotton and Burton Pierce sport evening clothes, but the other lads are red-coated. There are five girls in the lineup. Heidt is a showmanly leader, not aggressive by any means, but a quiet showman who holds the reins very cleverly and oversees and announces the work of his performers in grand style.

The novelties and specialties come so fast and furious that it's something like a three-ring circus; at least it's hard to keep track of what's going on. There are comedy novelties, musical innings, choral sessions and dancing. Among the top ensemble items are the corn band of toy instruments, choral numbers such as hits from *Desert Song* and the *Building of the Band* finale.

Billed performers are many and they're all sock. Larry Cotton's tenoring is a rare treat, especially in the *Desert Song* session with Lysbeth Hughes, a grand soprano, and the choral group. Alyce King is a delightful comedienne and with her sisters, Yvonne, Donna and Louise, provides nice harmony singing. Burton Pierce is a class tap dancer whose legwork and taps are excellent. Yet he's overstepping on ballet attempts, with the result that his work lacks sureness. Jerry Browne, short chap, is the band's comedian, and a good one, while Art Thorsen, also of the band, provides further laughs with amusing femme takeoffs. Alvino Rey does grand work on the guitar, which is amplified. Bob McCoy is a brilliant bass singer, while Charles (Bing) Goodman furnishes other tuneful warbling. Excellent instrumental solos are turned in by Ernie Passajo, trombone, and Bernie Mattinson, drums.

Ruby Zwierling and the pit band are on tap, but strictly as a stand-by outfit. SIDNEY HARRIS.

Oriental, Chicago

(Reviewed Friday Afternoon, April 16)

An entertaining 60-minute bill, with enough variety to please most flesh fans. The Hild Ballet is used to good advantage in two of its three numbers, doing a Harlem strut to introduce the Dixie Four and a gay toyland novelty to usher in Simson's Marionettes.

Dixie Four on first, and while they continue with the same routines their versatility in both the song and dance departments is reason for their prolonged favor. Do the *Diziland* and *Heaven* ditties and exit with their itchy-feet affair. Nice hand.

Les Triunes, three youthful athletes, do an outstanding hand-balancing act. They make themselves useful in a number of difficult tricks that display both strength and ease. Work in brief tights. Bill Telaak does his old comedy act, dotted with worn-out gags. In all justice, however, the ticket-stub holders enjoyed the gab. Assisted by a cute redhead who is a good talker. Did 10 minutes.

Mr. and Mrs. Carl Simpson again pleased with their clever marionette act. Their characters are amazingly lifelike. Particularly outstanding are their hand balancers, magician and ghost figures.

A winner of a local weekly amateur hour followed. This week it is Glen Pickering, a 10-year-old sailor-uniformed

tapplst, who did two numbers. Home-town reception.

Medley and Dupree had them laughing with a 12-minute act of nonsense. The collapsible phonograph is still one of the highlights. Another good feature, by the way, is Harvey Gudenus, the white-chalked stooge, who surprises with a good tenor voice. Closed with a warming version of *When Irish Eyes Are Smiling*.

Midnight Taxi (20th Century-Fox) on screen. House not up to average first show opening day. SAM HONIGBERG.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, April 15)

Titled *Magic*, the Music Hall stage show this week is cleverly worked up so that the illusion of a magical show is obtained thruout the entire bill. Ade Duval, magician, who appears between each of the acts and ensemble numbers, sustains this impression thruout with superb colored silk work, his ace bit being the familiar piece of business whereby he pulls a tremendous quantity of silk out of a cylinder. Turn is often done by magi, but hardly ever with such fine effect as Duval's routine. His other tricks are managed with finesse and stage presence and done to the accompaniment of suave chatter.

Music Hall Glee Club takes the stage next, preading Bill Bailey, colored hooper. Group sings an unusual arrangement of *I've Got My Love To Keep Me Warm*, interpolating the tune with snatches of lyrics from similar tunes, including *Love in Bloom* and *Button Up Your Overcoat*.

Bailey, doubling from the Cotton Club, appears in white evening dress. Size of the stage seems at first to dwarf the act, but the hoofing gains in impressiveness thruout. Rhythm is clean, stepping is intricate and in general up to Bailey's standard. Interestingly enough, Bailey does not slack down after his climaxes, but follows them up with a continuous stream of ace legwork, his body held slackly all thru the turn. Went off nicely.

Rhapsody in Silk, by the Corps de Ballet, is a delicate number contrasting pleasantly with Bailey's tapping and the precision work of the Rockettes. Latter, dressed as rabbits, appear out of a backdrop simulating magicians' hats. Go thru their routines with superlative aplomb, as usual, drawing applause before the termination of the number.

Show is varied, well produced and introduced by the symphony's rendition of the *Overture to Kienet*.

Pix, *The Woman I Love* (RKO-Radio). Biz up to par. PAUL ACKERMAN.

Roxy, New York

(Reviewed Friday Evening, April 16)

Altho there are a couple of top-notch acts in the stage show of the Roxy this week, the layout as a whole doesn't shape up any top well, lacking punch all the way. Only four acts in addition to the house troupe of Gae Foster Girls—which is still the best dancing troupe in the world for this reporter's money.

The Four Kraddocks are in feature spot with their smooth and consistently amusing acro-comedy turn, in which they go thru a series of amazingly difficult tricks, spiced by some nice comedy. It's an excellent turn, but it's hardly the type to hold down feature spot; the applause returns, which were big, would have been even bigger if the act had been worked in somewhere else on the bill.

Also scoring solidly are Kay, Katya and Kay, ace dance trio, appearing in the opening flash and also in the center-spot production number. They have ease, grace, appearance and huge ability, getting one of the biggest hands this reporter can remember for a dance act at this house. Paul Regan, imitator, is on early in the show for a series of impersonations that vary markedly in ability. Some of them are excellent. The other act is a group of 12 tall young ladies, billed as the Jay Dennis Girls, who are on in the midspot production, the whole crew of them crooning into three mikes. They do two numbers, one a modern piece and the other, of all things, *Sweet and Lov*.

The Foster kids, as usual, do three routines, scoring handily in each. Picture is *When Love Is Young* (Universal), which doesn't give the stage show any support at all, and house was good last show opening day. EUGENE BURR.

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line and frequent turns toward audience, wearing sickly smile don't help. Sweet stuff and hot sending are excellent as always and travelers close on fine demonstration out front. Reliable *Casa Loma Stomp* does best, of course, *Stompin' at the Savoy* taking neat hand among straight efforts.

Hardest worker and best liked is Pee Wee Hunt, with rhythm warbling and trombone hot licks. Duel with trumpeter gets with house particularly. Likewise *Big Boy Blue*. Terry Green offers *Goonie Goo* as principal sing-and-tap contribution, and it's fair enough, but less noise or footlight mike to catch taps would put it over in more acceptable fashion. Kenny Sargent proves a natural in netting the mitt massaging, each selection finishing on a fine outburst, *I Cried for You* tops among them.

CHRIS MATHISEN.

RKO Keith, Boston

(Reviewed Thursday Evening, April 15)
Gay Paree comes to these boards in a 53-minute session of the *Slums of Paris*. Show is clean thruout and it's on its own, what with *Make Way for a Lady* (Radio) using quite a lot of gelatin on the screen to no avail. But to get back to the flesh section. A pictorial flicker of Paris intros the town's highlights. Opening shows a beautiful "Seine Water Front," with Parisienne Dancing Dolls

(16), clad in ankle-length orange coats, going thru nice dancing paces and injecting a bit of novelty thru their back inanimate costumes.

Monroe and Grant, ace trampoline artists, have been here before with their detachable trampoline truck. Sockoff with their single and double hair-raising work. Good entertainment.

Dot and Dash, tasty chocolate drops, are in a class by themselves with emeritus tapping, scintillating all the way. Fast challenge output rates full-fledged smiles. Welcome any time.

Sid Marion teams with Olive Sibley in "The Tourist Bureau" and laugh-inventory the audience for a high percentage. Small comic, with a hat wiggle, beside his tall and well-proportioned brunet straight, does some burlesquing that doesn't need explanation. Fem warbles nicely with *Play, Fiddle, Play* and strikes out the notes in good clear stead. Sid sings *Write Myself a Letter*, and after getting himself into the mood, which is laugh-provoking, endeavors to put over *Sonny Boy*, but the ork drowns him out, so in desperation he quits and becomes a pansy. Miss Sibley vocals *With All My Heart*, and they both go into a love-making scene, with Sid using the toasted-bread gag. Generous applause.

First of two production numbers is "Café De La Paix," vocally opened by Roy Williams, baritone. Marion Belétt and the English Brothers, as Americans in Paris, definitely sock with their tap and knockabout stuff, with none of it pulled. Garner heavy applause for comedy antics. Might say their act is a wow. Swell line military drill is a novel toe routine. Windup is an X-ray manual of arms setup, very effective, particularly with the girls rising on their toes as tho they were marching over breastwork. Good hand.

"Cafe Apache" is the next production setting, with Williams warbling *Midnight in Paris* to Miss Sibley, and with her they team for a striking number. Line works an effective number as an intro to Mlle. Renee Villon's fan bit. Sheds her body veil and does some somers, returning to her illuminated fans. Shape okeh.

Sylvia Mannon and Company of three lads go thru their adagio paces in true professional style, with some interesting twists to their routine. Finale has the complete billing on stage. Biz good.
SIDNEY J. PAINE.

Orpheum, Lincoln, Neb.

(Reviewed Friday Evening, April 16)
Called *Around the Town Revue*, Joe Roberts' opus is larger than most of the units to touch here. About 30 people in all, and the talent generally leans to strict family fare. No off-color stuff except a pansy bit, which can go in or out, but it's no offender.

Reason for its shape is probably because it wasn't constructed for theaters, but was produced with an eye on the prevalence of food shows about this season. Only reason for taking this theater date was to cover a two-week stretch of blanks.

Feature of the presentation is the Four Clovers, comedy teeter-boarders. They do all the usual flips and three-highs, then go into ear-pulling, puss-slapping routines for the sole giggles in the near hour. Close to them in applause and topping them in class are the Burns Twins, male dancers, who both dress and step their parts.

Star and Lee, latter to the heavy side, is a man-woman musical novelty turn. Miss Lee sings on the bounce and has an effective delivery. Star plays a good accordion and highspots with barnyard imitations on the instrument. Colleen Lowder, juvenile songstress, is a charming youngster. Sings and dances well.

Bobby and Billy Carr, skaters, start off the show after the ice is broken by the girls. Carrs do their wheeling fast and perform all the tricks. Dave Roberts is the master of ceremonies and


attempts comedy midway in the show. Does a street cleaner and echo of Al Jolson (cork and all). Latter the best.

Evelyn Price, besides being the captain of the line, does a toe tap, an excellent job. Girl is attractive and her work snappy. Girls, under label of the Eight Price Tags, are out four times—the opening, a picture number, a tom-tom and a military finish.

Runs 53 minutes, sharing billing with *Midnight Taxi* (20th Century-Fox). Business good. B. OWE.

Renews Memphis Lease

MEMPHIS, Tenn., April 17.—H. W. Johnson, Texas oil magnate, has renewed the lease for the Orpheum Theater, town's only flesh house, effective June 1, for two years for total of \$50,000. Present lease by Johnson is for six months at \$1,500 a month, with option for two-year renewal. Johnson says that his representatives are now in New York seeking vaude attractions for coming season.



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R K O THEATRES
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The Versailles, New York

Main interest in the new show is Everett Marshall's night club debut. Once a Metropolitan Opera singer and a more lately a revue and vaude favorite, Marshall got off to a solid start the opening night.

Altho still a fine personality, Marshall is a distinct disappointment vocally. His once vibrant baritone just isn't there any more, and he is compelled to labor manfully to cover this up. He does just that and, at this showing, drew four encores, offering *Old Man River*, *Wagon Wheels*, *The Night Is Young* and *Until We Meet Again*. His opening numbers were *There's Something in the Air* and *May I Have the Next Romance?* Lack of carrying power may, of course, have been due to bad acoustics, as he sang without a mike—something unusual in this spacious, high-ceilinged spot.

Rosita and Fontana, both old hands at the ballroom game, drew cheers from hosts of old friends. Rosita, plumpish but still attractive, and Fontana, engagingly mature, glide about in interesting routines that drew repeated calls for encores. Both graceful, they present dances that successfully get away from the conventional. Their hand and arm work is outstanding, giving the back-seaters a chance to follow their movements, while their spectacular spin finish is a clever and showmanly stunt.

The other act is an old vaude standby, Van Cello, the foot juggler. More dramatic because of proximity to his audience, Van Cello's amazing leg work with barrels is something to rave about. A real novelty in night spots, it proves

Night Club Reviews

once more that standard novelty vaude turns can slay 'em in the clubs.

The Meadowbrook Boys provide the show and dance music. Business is still substantial and service, food, liquor and atmosphere are still excellent.

Paul Dents.

Colosimo's, Chicago

Operator Mike Potson deserves a hand from the profession for his generous weekly pay roll for talent at his Colosimo's. Few spots in town use as many acts. The club, recently enlarged, resembles an elaborate ballroom and has a seating capacity of 450. Show is presented on a front platform and is usually repeated four times nightly. Paul Bergamini, veteran of night clubs here, serves as host.

Bob Tinsley and his seven-piece orchestra, who furnish the dance tunes, open the bill. Usher in Willie Shore, energetic and youthful emcee, who keeps quite busy thruout the affair. Comes on next-to-closing to do his own act, which includes a couple of magic tricks, well done, and some fancy tap and spinning dance combinations. Was well received.

The 12-girl line is used in only two numbers, opening with a sports novelty and closing the show with a modernistic strut to the tune of *Midnight Blue*. Their first offering has the cuties playing an inning of baseball, followed by a three-round boxing match. All in fun and the customers get a kick watching them.

Betty and Dorothy Gould, attractive and talented dance team, do some smooth prancing to waltz music. The kids are young and display promise. Betty, a blonde, returns for a fast acrobatic number that was nicely executed.

Bob Gilbert, another talented acrobat dancer, is spotted in two scenes. Comes on first for a manly turn, in which he proves himself both an athlete and an artist, and returns for the finale to dance to jungle rhythm.

Louise Miller precedes Gilbert with

some hot blues singing and clever arrangements. Warbled *You Turned the Tables on Me* and *Pennies From Heaven*. Makes a nice appearance.

June St. Clair is featured on the bill with her strip-teasing turn. Recites some clever couplets about *Sadie's New Tattooed Strip Dance* and then loses no time discarding her Theda Bara costume. In shape and beauty she is tops.

Don Enrico, operatic tenor, is on for a couple of Italian tunes. He is a personable fellow and has a good strong voice. Ann Suter, comedienne, does her familiar vaude act recently caught at the State-Lake. Customers liked her immensely.

Bob and Fluerette Gilbert, dancers, open with a Rev. Davidson and Sadie Thompson number and close with an engaging *Sust-Q*. Ward, Finkle and Terry, knockabout comedians, do an abbreviated version of their act and are well liked.

No cover charge here and only a \$1.50 dinner, entitling the patron to take in the show. Sam Honigberg.

El Gauchó, New York

Dimitri's El Gauchó is and has been a stand-by Greenwich Village spot for years and is currently on a campaign to enlarge its clientele. It's an intimate spot with a warm and friendly atmosphere and something doing practically all the time. Dinners are from \$1.75 up and good, with a \$2 minnie after 10 p.m.

Presentation of the spot's floor shows was changed this week. Previously, each act was intro'd and worked solo, new setup providing some slight change in

that the talent is offered more in a revue style. Show caught was the first performance and, with the exception of two of the four acts, didn't have much to offer. Dimitri is working on a series of Latin shows. This, the first, being a Mexican offering, to be followed by Cuban, Spanish etc. It's a smart idea all around, for publicity, among other factors, none of which hurt.

Talent includes Bacarro's Gauchos, four-piece dance outfit of piano, accordion, guitar and violin, and a good and zippy outfit. All but the piano are on the floor for the show.

Other acts are Mariuz, dancer; Trini Plaza, singer, and Dimitri (the host) and Helen Virgil. This last pair constitute a good dancing duo. Working on a small floor, they're graceful and capable and draw good hands. Mariuz did a brace of Mexican dances consisting of a stomping around on her heels, mainly. It may be Mexican hoofing but it's nothing to watch. Gal is plenty cute and may go some place if given a chance to show her ability. Miss Plaza sings. Jerry Franken.

Silver Bowl, Sacramento, California

Lunard and Perkova, ballroom team, are a sensation here with their doll dance.

Les Poe, emcee, is offering five other acts, with Peggy Bright, a cute songstress with an original presentation, better than average. The Leon Sisters, tap dancers; Virginia Dale, high C teacher; Mona White and Nella Palagi, blues warblers, round out the show.

In Poe's band are Carol Swasey, trumpet; Glenn Kerr, bass and vocalist; Kenny Burt, guitar; Lee Artz, sax, and Vern Phillips, drums.

With Legislature in session, spot does best business in the capital. Kirt MacBride.

N. Y. BURLESQUE

(Continued from page 3)

ter, a hearing as to why the theater's license should not be revoked was held by Commissioner Paul Moss on Thursday. Following a two-hour hearing, marked by reports of inspectors on the shows, complaints from various religious organizations and a tirade against the commissioner by Abe Minsky, who claimed he was not a defendant in the case and who was ejected from the building, the license was revoked, action to take effect at midnight tonight. In summing up, Moss said by this action he was doing his duty to the people of the city, that he has been very considerate of the theaters and has labored with them for three and a half years in attempts for a cleanup, that Minsky's attitude is indicative of the attitude of burlesque operators, that he is not sure how far the burlesque shows have gone toward motivating sex crimes of the city, and that by closing down theaters the field is being done a favor so that burlesque can be properly run for the majority of the people instead of the minority now attending.

Coming up for sentence Friday, the Gotham corporation was fined \$500, getting until April 23 to pay the fine. Sam Kraus, manager, escaped with a suspended sentence when it was pointed out that he was a "glorified janitor" and a "figurehead."

The police summons on the Republic Theater was served last Saturday, those served being the Holly Holding Corporation and Edward Goodman, manager. The summons is answerable this Thursday in Magistrates Court. Other summonses will be served on burlesque theaters, based on checkups of the shows and complaints being made to the police. Second Deputy Police Commissioner Sullivan said this week that there is no drive, that his department is merely enforcing the law and that the judges of the Special Sessions have interpreted that law.

Burlesque theaters are in a panic to tone down their shows, with dimmed colored lights trained on strippers and the latter warned against using hand movements and taking off gadgets. Comedy dialog has been gone over in fine-comb fashion and all supposedly objectionable material eliminated. Performers have been warned on penalty of dismissal against going beyond bounds. Morton Minsky, of the Oriental, revealed that Thursday night one of the women principals was fired for disobeying orders involving the cleanliness of the show.

John S. Sumner, secretary of the Society for the Suppression of Vice, one of the leading factors in making complaints

against "indecent" performances, believes that if strip acts are banned in burlesque they should also be forbidden in night spots, but that he does not intend to use the big stick on night clubs. "Because of the different type patron frequenting night clubs and the comparative lack of school-age children attending them, I feel that it is more a police regulation matter than mine," said Sumner. He reveals that few complaints against clubs have reached him, compared to the number received damning burlesque shows. One burlesque house on 42d street, according to Sumner, telephoned this week and asked that he inspect the show, reporting that it had cleaned up.

WPA SHOWS

(Continued from page 3)

11 plays being produced since January 1, 1937.

Other pertinent facts covering the career of the New York FTP since it began to function in September, 1934, and up to January 1, 1937, are:

- (1) Vaudeville project has given 1,753 performances to an attendance of 623,568.
- (2) Circus project has given 350 performances to an attendance of 292,650.
- (3) Marionettes, 1,098 performances to attendance of 636,002.
- (4) Amateur drama, 1,902 performances to attendance of 584,278.
- (5) Classes, 58,186 performances to attendance of 1,691,793.
- (6) Motion pictures, 1,725 performances to 302,279.
- (7) Radio, 300 broadcasts.
- (8) Grand totals for all divisions on the New York FTP are 87,370 performances to an attendance of 6,078,020 for two years and three months, ending January 1, 1937.
- (9) Earliest New York FTP activity on record is credited to the Variety project, some 30 units going out around September 8, 1934. Next in sequence is the Yiddish Theater's Yiddish *King Lear*, which had a run of 20 performances beginning December 4, 1934.

Altho accurate figures on grosses of the Federal Theater are not available, FTP officials claim 80 to 90 per cent of attendance at the "professional productions" are paid admissions. Figuring even more conservatively, if 75 per cent of the admissions were paid, it would mean 1,621,089 paying patrons. Since the FTP price scale is 25, 40 and 55 cents, this would mean \$486,326 in the FTP cash box, if computed on a 30-cent "average" admission. Commercial Broadway productions, on the other hand, have often grossed over \$500,000 during their runs.

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Chez Florence, Paris

One of the few de luxe Montmartre night clubs that have been able to successfully weather the "crisis," Chez Florence consistently sticks to its formula of intimate, sophisticated entertainment.

Spot has always featured its dance music, being one of the few boasting an all-American combo. Management sent Jimmie Witterled to New York to engage a real "swing" band and he brought back Sye Devereaux and his Blue Shades Harmony Boys, proving a real drawing card since opening April 2. Band consists of Sye Devereaux, sax and clarinet; Henry Robert Mason, trumpet; Tommy Benford, drums; Norman Lester, piano; Newman Langlois, guitar, and Myers, bass. All the boys double as vocalists.

In addition Witterled brought over Olive May, radio vocalist, who has clicked solidly here. Miss May is easy to look at, has an excellent voice and sells her songs with real showmanship.

Bobby Morrow, lean, lanky fem blues singer, dispenses much pep and an overdose of mugging in her rendering of pop songs but gets across okeh in spite of that.

Vola and his boys alternate with Sye Devereaux's Band in furnishing the dance rhythms. *Theodore Wolfram.*

Southland, Boston

Beantown's newest addition to its nitery belt, the former Lido Venice, opened for biz with a 70-minute bill loaded with ace, sepiia entertainment, featuring Blanche Calloway and her Harlemaniacs.

Revue is a hot, peppy pudding of acts, nicely paced and produced by Hazel Green. Seating 700—including the first floor's cocktail lounge, it is the biggest night club locally. Max Grace, owner, with Bob Levin, manager, favors a sepiia name band and revue policy.

Arrangement allows New York Cotton Club shows to play here. A WAAB-Colonial Network wire airs Calloway's music nightly for 15 minutes. No covert: Minimum \$1.50 thruout the week. Food delicious. Service okeh.

Rubberlegs Williams, originator of truckin', who comes thru with appealing vocals and vulcanized leg work. Little Bits and Yoyo offer appealing tap and prance work, with Little Bits standing out with muscle-work and perpetual bumps. Tuffy Hawkins and Horace Payne click with novel taps combining humor, William Wall very okeh on tapology. Noma, comely, well-shaped sepiia Sally Rand, impresses with a corking offering under subdued lights. Four Lindy Hoppers are sensational in their characteristic dancing. The Georgia Feaches, selected fast-stepping gals, do line tepsichore. Sammy Cochran tickles the keys for Williams and incidental music. El Brown, in full dress, surprised pleasantly with her singing. Her *Ell, Ell* was great. Miss Calloway closed with her own *Take It From Me They're in Love*. *Sidney J. Paine.*

Marine Room, Edgewater Beach Hotel, Chicago

Here's a heavenly spot, looking out into Lake Michigan and typifying an ideal dance nitery. There is room for 650 around the dance floor, with two wings providing space for 250 more.

A 30-minute show is repeated twice nightly, with dance sessions and organologs rounding out the evening's bill of entertainment. Anson Weeks and orchestra continue to furnish the dance tunes. The outfit has proved a favorite with patrons here. While providing good floor bill music, it is strictly a dance band and as such rates tops. Fourteen men, including Anson, dish out the tunes, with comely Margie Dee pitching in with vocals.

The bill listed three acts and Harriet Smith's lovely line of eight girls. The line is a fixture here for 14 months. Harriet, former *Follies* beauty, contrives the four weekly routines, two numbers at each show. A colorful number is their parade in costumes used in Ziegfeld hits.

Rodrigo and Francine, talented and graceful dance team, followed the line's opening number with two offerings that stamped them as class. Started with a *Jealousy* tango which had a beautiful statuesque whirl finish and closed with a reserved Cuban rumba. Well received.

Three Flames, roller skaters, worked on a platform in radium-effect costumes that lent spectacle to their difficult turn. Two men and one girl.

King, King and King, personable tap

trio, scored with their neat and rhythmic work. Did three numbers, closing with a competition contest. Boys make a nice appearance in tails.

Jack Schoemaker, announcer for the band when on the air, emceed the show.

Marine Room is one of few clubs having a regular cover charge policy in effect. Dinner guests pay 25 cents week nights and 50 cents Saturdays. Others are charged 75 cents during the week and \$1 Saturdays. Bellman D. Jones has been doing a good job exploiting this spot. *Sam Honigberg.*

Theatrical Club, Philadelphia

This spot has had a long and varied career in providing Harlemitics for night-lifers. Starting way back when, when gin was a bathroom industry, this cellar room made light of night as the Plantation. Now it turns up again as the Theatrical Club. Open only to club members, but everybody becomes a member once you pass the doorman, with a bona fide membership card in the Charleston Theatrical and Musical Club, Inc., to prove it just in case the flat feet come snooping around after the legal closing hours wondering why the town never sleeps.

Being cloaked with a charter, spot carries on every night of the week, and that means all night long. Bonifacing is in the keeping of Harry Slatko, well-known producer of the sepiia variety shows at the Lincoln and Nixon-Grand theaters here. Has a terrific following among the colored folks, who consider him the "white angel" of their flock for the many opportunities he has given the struggling colored entertainer. And Harlem society doesn't forget. Unfortunately the club will have to labor along without Slatko after this month. Is readying the Broad Street Theater, legit landmark, for a fall opening with a new type of entertainment that promises to revolutionize Sleepytown after dark. He won't talk beyond that, but the industry knows that Slatko has never fallen down on a promise yet.

With no closing hour to be reckoned, floor showings are slotted to meet the immediate demands of the membership, adding heat to the tempo as dawn approaches. Line of six brownskins kick the heel and toe around in the approved pony fashion. Babe De Leon, captain of the choir, steps out for heated hoofing. Connie and Hollie, sister team, sport a nice display of pipe ability on the pops. Helen Page, a Slatko protege, plenty oke on looks and pipes, heats the hymnals. Fats Finer, looking more like Waller, mugs the ceremonies. The Three Chocolate Drops, male tap terpseters, were showing elsewhere at a benefit on this innng.

Bill Doggett, at the stomp box, with a dozen tooters on tap, makes you wanna swing and snap your fingers. Tooters also steam it out via the WDAS airlines every night.

Tariff is in keeping with the clientele, operating on a two-bit basis. Anything and everything on the house can be had for a quarter a throw, one at a time for each 25-cent piece. Nor is it a losing proposish, with the clubroom accommodating more than 500. There is also a Thursday matinee for the maids who have the night off and want to make a day of it. Spot's appeal is to the Harlem population, the tempo being a bit more than the average ofay bon vivant can take, not forgetting the hours. *Oro.*

Club Mayfair, Detroit

This class spot in Grosse Pointe, exclusive suburb, reopened this week under management of Jack Arens, with Harold Berg doing the publicity job. Ultra-modern setting makes this a natural for novelty attractions.

A 45-minute show emseed thruout by

Dr. Frederick Merrill, billed as "Dean of American Nudism," uses plenty of doc's soft-voiced patter, including some fanciful passages giving the setting for a prehistoric dance number and the *Sacrifice to the Sun* finale. Opener is *Evolution of Costume*, including Eve and her fig leaf.

Gaston and Andre in a fast ballroom number, returning later for waltz and classic-style swing specialties, drew a good hand.

Faith Foster, blues balladist, opened with the dramatic *Louisville River* but did a better job with the more melodious *Good Night, My Love*.

Captain Carl Sorenson did a fine juggling act, climax being balancing a 30-pound ball on a column perched on his nose while twirling a plate on a wand with his right hand and tossing two plates with his left.

Smokey Wells and Virginia Gilmore have a fast unique number, including adagio waltz and a rhythmic shimmy to *Egyptiarella* by the girl, with rubberlegs and comic dances by Smokey, and smart dialog and song numbers by both.

Finale was the break-in of Zorine and her Nudists, done with considerable restraint. Actual exposure to audience was less than noted recently in local burlesque houses, but effective use of costuming and routine built up impression of nudity.

Dance is an impressive ceremonial number with elaborate costuming and lighting effects. Lighting, in fact, was a bit too complicated at this show for Terry Thomas' Orchestra, who play thruout and control the lighting. Dance routine is of the aesthetic and symbolic school, with Zorine, personable brunet, featured and carried off in the arms of a bronze dancer as the Sun God for the climax. *H. F. Reeves.*

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Orchestra Notes

DON MARIO and band go into the Forest Club, Atlanta, for four weeks and follow with an engagement at Seaside Park, Virginia Beach, Va., May 28.

HORACIO ZITO and orchestra opened at the Coq Rouge, New York, April 20.

JUNE MURLEY'S eight-piece girl band made its debut at the Civic Theater Mardl Gras Masquerade, Madison, Wis., April 10.

DISTINCTIVE FOUR, featuring Dorothy Carter, vocalist, and Alton F. Gritzner's Casino Rhythm Kings played the policeman's ball April 6 at the Turner Hall, Watertown, Wis. Event drew 1,200 people.

EARL HOFFMAN and orchestra open the season at the Bon Air Country Club, Chicago, April 24.

DON KIESTA and band filled a three-day date at the Bismarck Hotel, Chicago, before opening an indefinite stay at the Medina Club, that city, April 19.

GEORGE WHITNEY has replaced Ellis Kimball at Topsy's Roost, San Francisco, until June 1. Kimball is doing one-nighters.

JOE REICHMAN opened at the Fairmont Hotel, San Francisco, Tuesday, coming from the Los Angeles Coconut Grove.

JACK TRENT has been held over for two weeks at the Uptown Ballroom, Portland, Ore., where he was set last month by Associated American Artists.

LES HITE closes at Los Angeles Cotton Club April 24. Will do one-nighters.

FRED NAGEL will stay at the Hotel Del Monte, San Francisco, thru October. AL KAVELIN scheduled to follow Griff Williams into the Mark Hopkins, San Francisco, when later goes east for the summer.

SHEP FIELD'S Rippling Rhythm Band and Polly Jenkins and Her Plowboys will be featured at the Charity Ball to be held at the Armory, Mohawk, N. Y., April 28, under Knights of Columbus auspices.

BILL SMITH and his Cornellians opened April 5 at Tumble Inn, Croton-on-Hudson, N. Y.

DONALD HIXON and his year-old band are making a one-night tour of Mississippi, Alabama, Tennessee, Kentucky, Illinois and Iowa.

PERC WAGNER and orchestra opened the New Forrest Club, Atlanta, April 2. Set by Billy Austin, of the Paul Wimbish office, New York.

DON BESTOR goes into the Adolphus Hotel, Dallas, April 23 and follows with four weeks at the Rice Hotel, Houston, beginning June 11.

DEAN HUDSON and his Florida Clubmen will play the Azalea Festival, Charleston, S. C., May 17 and follow with a college prom tour. Also signed for six weeks at the King and Prince Club, St. Simons Island, Fla., starting May 15.

JOHNNY BURKARTH and ork are now in their sixth week at the Casa Madrid, Louisville, and will remain till the end of the season, about May 10.

THELMA WHITE and her Melody Men, new ORA combo, open at the Kenmore Hotel, Albany, N. Y., April 24. Engagement at the Cleveland Exposition follows. Has NBC wire from the Albany spot, her first date with the new band.

MIKE RILEY and band open an engagement at the Meadowbrook, Cedar Grove, N. J., April 20.

BUDDY HARRIS opened at Murray's, Tuckahoe, N. Y., April 10, with a Mutual wire.

HAL ROUS is back spotting his band at the Kit Kat Klub, Philadelphia. At the Purple Derby Cafe Ray Allen is set for an indefinite stay.

MAYFLOWER CASINO, Cape May, N. J., reopens for the new season with the music of Al Abrams.

REOPENING of the Penn-Villa, Pennsauken, N. J., brings in Paul Miller's Band.

SUNNYBROOK BALLROOM, Pottstown, Pa., carries on its parade of name bands with Horace Heldt, Sammy Kay and Joe Haymes.

JACK ADCOCK holds over at Philadelphia's newest rendezvous, the Continental Room.

BOB KETTNER and ork have left the Anchor Club, Sandusky, O., to open La Belle Gardens, Gull Lake, Mich. They will remain there four weeks, then jump to Northern Michigan for the summer.

BERNIE CUMMINS and orchestra will succeed Anson Weeks' outfit at Edgewater Beach Hotel, Chicago, June 12.

PHIL LEVANT and orchestra closed at the Bismarck Hotel, Chicago, last week to open a two-week stand at the Gibson Hotel, Cincinnati, to be followed by a long series of one-nighters. Returns to the Bismarck September 15.

BOB FOSTER and his Swingang are still holding the bright spot at Reno's night club, Clarksdale, Miss.

SUNSET ROYAL ENTERTAINERS are appearing at the Three-Mile Inn, Monroe, La.

BUDDY ROCCO, organist and piano swingster, opened at the Club Paragon on the Hartford-New Britain road April 2 with a new orchestra.

TOMMYE STEVENSON, formerly with Jimmie Lunceford, has opened at the Coconut Grove, Bridgeport, Conn., for an indefinite run with his new 14-piece combo.

EDDY DUCHIN will follow Henry King's outfit into the Palmer House, Chicago. Next two bands set are Guy Lombardo and a return for George Hamilton.

WALLY STOEFLER and band, coming direct from Kansas City, Mo., are now in the Hotel Utah Empire Room, Salt Lake City.

DICK FOSCUIT is now managing and directing his own band at the new Louvre Cabaret, Salt Lake City, taking over the place from Claude Ellis. Foscutt played here for seven consecutive years.

LAGOON, Salt Lake City resort, is again featuring Verdi Breinholt and band.

JERRY GILBERT has finished a two-month contract at the Edgewater Gulf Hotel, Biloxi, Miss., and is set there for another month.

JAN CAMPBELL will close at the Club Patee, Hartford, Conn., April 30 to play New England college dates for 10 days. Will then return to the Club Patee for a three-week stay.

LARRY GIBSON and ork have finished a theater run and are now playing at Macomb, Ill.

FREDDY ENGEL continues to click at the University Grill, Albany, N. Y., where he provides the music with his band of "Million-aires" and acts as emcee.

Waller at Detroit Spot; New 8,000 Ballroom Set

DETROIT, April 17.—Fats Waller and orchestra have been booked for the ballroom at Eastwood Amusement Park, opening last night. Bookings thru MCA.

Henry Wagner's ballroom at Eastwood will follow a policy of name bands this summer. New spot is planned as the largest permanent ballroom in the world and will hold about 8,000 people.

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Reviews of Acts and Bands

Ran Wilde's Orchestra

Reviewed in the French Casino of the Club Deauville, San Francisco. Show and dance band.

Up from Oakland, Calif., Pacific-Coast cradle of bands, comes another young outfit to take its place among the West's best. Ran Wilde and his orchestra have just completed a year in the Deauville and the smooth group now asks no quarter of any of the six other major Frisco dance bands. In fact, many say Ran's is the best of the lot when it comes to dishing up smooth, rhythmic dance melodies.

Instrumentation: Ran Wilde, piano; Virginia Mills, harp; Joe Luke, guitar; Russ Garcia, trumpet; "Batsie" Cerimille, Jimmie Ginn and Larry Cappell, saxes; Dudley Hix, drums; Harold Olsen, bass; Arthur Kloth, George Traeger and Oskar Schreiber, violins.

From an inexperienced, styleless second-rate ballroom outfit to a versatile, well-knit individualistic music machine in little over a year is the story of Wilde, and no young leader ever deserved success more or wears it better.

Recently signed by Rockwell-O'Keefe (thru Associated American Artists, their San Francisco representative), Wilde will stay on at the Deauville for a few more months and then out on the road to top-hole big time. Fresh, versatile, young and competent, the Wilde Band will be missed wherever it leaves and welcomed wherever it goes.

Regularly heard on Coast and t. c. NBC nets, with Joe Luke handling most of the vocals. All that is lacking is a lovely girl singer. P. K.

Michael Mells and Band

Reviewed at the Top Hat Club, Union City, N. J. Style—Show and dance band.

Instrumentation: Harold Murrell, trombone; Frank Langwig, trumpet; Sidney Gleach, piano; Solly Rio, trumpet; Lon Silvers, Chester Mandel and Joe Chance, saxes; Joe Santeremo, guitar; Waccki, drums; Bill Beck, bass fiddle, and Michael Mells, leader and trumpet.

Mells is a veteran band man, having been with NBC for 10 years. He came in here four weeks ago, succeeding Julie Wintz's outfit. His new band is okeh for this sort of spot. The men are obviously good dance band musicians, with Mells himself leading with his excellent muted trumpet. One of the sax men stands up for occasional vocals.

The arrangements are standard and the men give them competent treatment. Band airs over WNEW 10 times a week, which is plenty. P. D.

Graf and Dayton

Reviewed at Stratford Theater, Chicago. Style—Hand balancing. Setting—In one. Time—Seven minutes.

Jack Graf and Madeline Dayton, billing their work as a "Sophisticated Study in Motion," do a pleasing hand-balancing routine. Team works in black and white costume color combinations, which gives their turn a classy appearance. An unusual feature is Madeline's work, balancing Graf with grace and competence. Jack, in several difficult tricks, proves himself a veteran in the game. HON.

Cook and Brown

Reviewed at 125th Street Apollo, New York. Style—Dancing. Setting—In one. Time—Four minutes.

Two colored boys, one short, the other of above average height, offer some slick dancing plus comedy hoofing. The funny stepping is above par. The team does not merely rely on knock-about business to get guffaws, but indulges in mugging that is really funny. Even more mugging, particularly by the shorter man, along with the eccentric legging would please audiences. B. H.

Frances Faye

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

This zazz-zu-zazz song shouter of the night spots is an outstanding performer, one who's shouter voice is imbued with quality as well as volume and in addition she's as clever a song-seller as ever to trod an apron. She looks the part of a shouter, heavy-set yet quiet in dress. Her singing is done to her own piano accompaniment, tho her work on the keyboard is simply to see how hard she could hit the keys and how much noise she can make. It builds up to the theme of the act.

She's an untiring singer and very obliging. An 18-minute straight stretch for a singer is a whole lot, but neither she nor the audience seemed tired. Among her songs were *He Ain't Got Rhythm*, *Copper-Colored Gal*, *52d Street* and *I've Got You Under My Skin*. Her reception was terrific and it was well earned. S. H.

Marjorie Gainsworth

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

Preceded by a terrific buildup from columnist Ed Sullivan as a member of his *Dawn Patrol Revue*, Miss Gainsworth's showing indicated the buildup was beyond her reach at present. She's a soprano of fair enough merit, the natural quality of her voice evidenced as top notch, but its imperfect control and delivery showing the need of more experience. Sullivan claims to have discovered her in Jack Dempsey's hotel spot in Miami.

Miss Gainsworth is an impressive-looking girl, being tall and a platinum blonde. She wore an attractive gown and white fur-piece. Her opening number was her weakest, a special number. Her voice showed up as shaky, which might be attributed to nervousness. She

was a little better in handling *Smoke Gets in Your Eyes*, and a whole lot better in *Napoli* and *Trust in Me*. Her forte is hitting the higher registers, and she does it well, which in vaude always brings down the house. Went very well, and Sullivan told the audience on her get-away that she's the great-granddaughter of General Lee. S. H.

Thelma Middleton

Reviewed at the Harlem Uproar House, New York. Setting—Floor show. Style—Singing and dancing. Time—Five minutes.

Hefty colored miss, young but in the neighborhood of 230 pounds, in a combination offering of peppy songs and steps. Following each of her blues (and sometimes blue) numbers, she tops off with bits of *Truckin'* and *Suzi-Q*. Despite misleading avoiddupols, young lady not only gets around on the floor with surprising agility in intricate steps, but also attempts straight splits and the like.

Her voice is clear and flexible, registering with good expression and contagious selling. Several numbers, including a lusty *Big Boy Blue*, are thoroly ingratiating. G. C.

New Mexico Night Spots Gain Draw With Lawmakers

SANTA FE, N. M., April 17.—Night spots got a draw in the legislature which just adjourned here. Proposed bill barring outside musical groups from being engaged by New Mexico hotels, theaters and night clubs didn't reach first base and none of the legislators had the courage to introduce it, as the press bitterly denounced it. In that the night clubs obtained a victory.

Where the night clubs were socked was in the liquor regulations. One regulation, which regulates the hours of closing, prohibits the sale of liquor on Sundays. Only consolation they get out of that regulation is that they are allowed to sell liquor until 2 a.m. Sundays. Other liquor law raises the State liquor tax considerably, which will send the liquor prices skyrocketing.

Detroit Cafe Burns; Band Loses Instruments

DETROIT, April 17.—Schneider's Cafe was destroyed last week by fire. It was one of the most elaborately outfitted beer gardens in the State. Joe Schneider, proprietor, was badly burned and cut about the hands.

Nine members of Floyd Snyder's Band, which had been playing there for seven weeks, lost their equipment in the fire. Bob Storch stated the instruments had been purchased two weeks ago at a cost of \$1,000. Jack Cooper was the only member of the band who saved his instruments, as he had taken them home Sunday night.

Steve White Back in Tucson

TUCSON, Ariz., April 17.—Steve White, mimic, who appeared on two previous engagements in the Santa Rita Hotel Rendezvous with Don Cave's orchestra, has returned to that spot to a new and brilliant floor show. Bob Lightner's orchestra furnishes the rhythm. Show also includes Earl and Josephine Leach, known as the Texas Redheads. They are here for a limited engagement and are scheduled to play a return engagement at the Cocoman Grove, Los Angeles, opening April 13 with the Phil Harris orchestra.

CRA in Dallas Territory

DALLAS, April 17.—First important bookings of Consolidated Radio Artists in this territory are Don Bestor for the Adolphus Hotel here, beginning April 23, and the Rice Hotel, Houston, for 24 weeks beginning June 11, and Bob Grayson and orchestra set for a summer's engagement at the Gunter Hotel, San Antonio, starting May 20. Deals were consummated by Billy Rubuski, CRA's new Dallas manager.

Glass Dance Floor

NEW YORK, April 17.—Additional space has been leased by the Show Barnight spot in Forest Hills, to provide for a 44-foot glass dance floor lined with aquatic murals. Spot operated by Herbert Moss and J. Patrick McEnroe.

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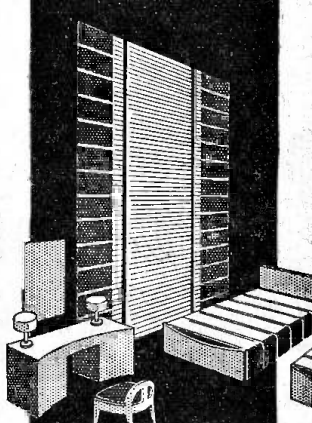
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Loop Houses Get Big Play

Three Chicago attractions score tidily—"limited engagements" help at b. o.

CHICAGO, April 17.—A prosperity wave pervaded the box offices of a trio of local legit houses which ushered in new attractions this week. By far in the lead at this stage is the Theater Guild's *Idiot's Delight*, co-starring Alfred Lunt and Lynn Fontanne, which opened a month's stay at the Erlanger Monday. Because the return engagement of Columbia's *Lost Horizon*, starting May 9 in that house, has already been announced, the customers are assured that the show will not be held over and are flocking to the box office for seats. It's been capacity so far, with most of the good seats for the management gone.

Seat demands for *Red, Hot and Blue*, which postponed its scheduled Tuesday opening until Wednesday, have been heavy. Karl Bernstein and Gertrude Bromberg have done a good exploitation job, and the names of Jimmy Durante and Ethel Merman are expected to hold up at the box office for weeks to come. A "limited engagement" for this one is also being announced, the headliners having other contracts to fill.

The New York cast of *Red, Hot and Blue* has been trimmed slightly, affecting some of the bit players and about half a dozen showgirls. Kay Picture, dancer, is also out of the cast. Changes in the cast include Ruth Gormly, who replaced Polly Walters, and Betty Allen, who has been given the role formerly handled by Dorothy Vernon.

The third opening, Maurice Schwartz in *The Water Carrier* at the Selwyn on Monday, has given local Jewry a rare opportunity to see one of their favorites. Came in for one week only, and the veteran Yiddish theater patrons have been giving it a good play. The Schwartz company is staying over Monday for a one-performance showing of *Borderline*. Top price for the musical has been upped from \$3.30 to \$3.85, while highs of \$2.75 and \$3.30 are in effect for *The Water Carrier* and *Idiot's Delight*, respectively.

Scenery Holds Up Chi "Blue" Opening

CHICAGO, April 17.—The failure of Vinton Freedley's *Red, Hot and Blue* to open Tuesday as scheduled only caused some excitement among the opening-night throng and is not expected to make any dent on its run or its future box-office receipts. The delayed arrival of the scenery and the consequent rush by the stage crew to set it up in time was a little too much for the local boys. Freedley's belief that it could be done packed the theater and had all the cast made up and ready to go. Around 8:50 p.m. Jimmy Durante, in his jailer's costume, made an appearance and in a forced humorous speech told the customers to get their refunds. He invited the skeptics backstage to see the puzzling arrangement of the show's settings. The regular first-nighters were annoyed, as most of the choice seats for the following night had already gone.

Swanky night spots reaped some extra change from the carriage trade, and the critics turned news reporters, giving the story ample space. Of the morning dailies, Hearst's *Herald-Examiner* carried a front-page report of the postponed opening. It was the first story of its kind in more than seven years when, since Christmas night, 1930, Leslie Howard halted his performance in *Berkeley Square* at the Selwyn because of a bronchitis attack and dismissed the audience.

Red, Hot and Blue opened Wednesday night, postponing its first matinee to Thursday.

Cornelia Skinner to London

LONDON, April 13.—Cornelia Otis Skinner arrives here tomorrow for her third visit. She opens a two weeks' season with her one-woman show at the Little Theater April 15.

Double-Duty Scalpers

CHICAGO, April 17.—Ticket scalpers worked on double duty in front of the Grand Opera House Tuesday when Vinton Freedley's *Red, Hot and Blue* was scheduled to open. At first they kept busy selling "choice seats" to those who had waited until the last minute for their tickets, and at 3:50, when Jimmy Durante, in his jailer's costume, popped up on the stage to announce a postponement of the opening, the sidewalk boys bought tickets at less than cost from the disgruntled carriage trade who wouldn't wait in line for their money.

Brunnes, Greenwood Leave

CHICAGO, April 17.—Martin Brunnes, composer, and his wife, Charlotte Greenwood, star of the locally successful *Leaning on Letty*, are leaving for London and a summer vacation May 4. Brunnes will work on a new musical show to be produced over there next season. Miss Greenwood ended a 20-week engagement with the *Letty* piece at the Selwyn and is now taking a three-week Midwest tour before booking passage.

"Hannibal" Cast Wants Money

NEW YORK, April 17.—Dispute between the cast of *Return of Hannibal*, operating out of Hollywood, and Farmor Corporation and Adrian Morrison, management, will be settled by arbitration, no date having been set as yet. Company wound up in Frisco and, upon closing, members claimed settlement on rehearsal coin was inadequate.

"Orchids" for Philly

PHILADELPHIA, April 17.—Lawrence Shubert Lawrence announces a new booking for his Forrest here April 26 following a fortnight of *Susan and God*. Season is assured of running into May with Charles L. Abrahamson's new musical, *Orchids*. *Preferred*, with Benay Venuta and Eddie Foy Jr. heading the cast.

English Actors for Scandinavia

LONDON, April 10.—Patrick Ide heads the company of English actors who leave London today to play a season in Sweden and Norway. Tour commences at Oslo, Sweden, with *The Circle*, followed by *Arms and the Man* and *Outward Bound*.

From Out Front

By EUGENE BURR

Last week in this space there appeared something which by courtesy may be called a discussion of acting as against type performing. It made various points, among them that a real actor can tackle successfully all aspects of his craft, just as a real playwright can tackle all aspects of his. It was a pretty dull discussion, as I remember it, and it's about to be followed by an even duller on the same subject. At the risk of waking the sleepers I warn you loudly that you can't really expect much. The State of New York presently feels that the Burr phiz looks nice in a jury box and willy-nilly I'm presently giving much more time to the question of whether New York City or the Wilson Packing Company owns a bit of filled-in land that used to be Turtle Bay than I am to the question of what is or what is not an actor. It would really be the wisest course, I suppose, to let the whole thing go by saying that an actor is anyone afflicted with an incurable exhibitionist complex—and it wouldn't be so far wrong either, what with the present universality of type casting.

There may be some objection, tho, to the analogy drawn last week between the actor and the playwright; the playwright, it may be argued, is a creative artist (one or two of them really are, I suppose), while the actor, if an artist at all, is simply interpretive. That may be so—tho the suspicion remains that the real actor often creates more of a given part than does the playwright.

Granting that it is so, however, the general proposition still holds. It holds even granting that the actor isn't even an interpretive artist but simply an instrument to utter the playwright's words—a position, as a matter of fact, that actors often actually have to fill when they work under one or another of the world-famous "Great" directors, who consider players simply automata assigned to carry out their orders. That doesn't seem to me the right way in which to consider players, but that's neither here nor there.

Even if the actor is only an instrument, type playing is still on a lower level than acting. In that view an actor who can do only one type of part—the type that fits his personality—is like a Stradivarius with only one string; it may play beautifully on its one string but it's not a real fiddle until it gets itself three strings more. Surely the instrument (still judging the actor simply as an instrument) with the wider range and the greater potentialities is the better instrument.

One certainly can't blame Debussy because he didn't write like Beethoven—or vice versa. But one certainly can and should blame an instrument so constructed that it cannot hit the notes written by both.

Keeping the analogy in the same field but changing the viewpoint so as to regard the actor as an interpretive artist, the same thing holds true. We need not, of course, insist that a conductor be equally successful in interpreting Debussy and Beethoven; as a matter of fact the degree of his "success" after all is a personal thing, depending on how closely his interpretation happens to approximate our own. It is quite permissible to call a man a great conductor who can't do much with certain composers; but it has always seemed to me ridiculous to call a man great who is noted for his interpretations of only one composer or only one group of composers. The same thing goes for acting.

To repeat, a conductor may be more successful with Debussy than with Beethoven and still be a fine musician in every sense of the word, but a conductor who insists upon interpreting Debussy in precisely the same way as Beethoven—or, worse still, interpreting them arbitrarily in terms of his own ego, regardless of the effect so produced—is no musician at all. Similarly a type player is no actor.

It is, of course, possible for a fine player to differ so greatly in personality from the author or the character at hand that any true interpretation of that particular role is impossible to him and he can still remain a fine actor. But in such a case—and, the actor having as a natural prerequisite an enormous sensitivity to various types of personality, such cases would be rare—in such a case he should most emphatically refuse to play the role at all. If he can't interpret it he shouldn't touch it.

For the actor must (regarded as an interpretive artist) interpret—a bromide so obvious that a great many people overlook it. We may disagree with his interpretation—just as we may disagree with the conductor's interpretation of Moussorgsky, just as I disagree emphatically with Gielgud's interpretation of Hamlet—and still admit wholeheartedly that he is entitled to the honor (and too many people nowadays forget that it is an honor) of being called an actor. But there must be an honest interpretation of the role in terms of the role itself—no matter how much we may happen to disagree with its premises.

The point is that personality players don't interpret at all. They simply sell thru parts, fitting them, as best they may, to their own personalities, pushing in a loose end here, combing out a rough edge there, until the original character is lost. When the character happens to fit the personality it's all right, but still such players can hardly be called actors. Their interpretations of Shylock and of Cyrano would be essentially the same—and neither interpretation would be built upon any conception of either Shylock or Cyrano unless the actor's personality happened to coincide with one or the other. For the personality players are able to play all the notes—but no more; if they happen to appreciate it they can probably bang the bejeezus out of *I Can't Give You Anything But Love, Baby*, but the Lord help them—and us—if they attempt the *Moonlight Sonata*!

Equity Adds To Pay Survey

Brings out some points in salary question, tho saying they're minor angles

NEW YORK, April 17.—*Equity Magazine*, commenting upon *The Billboard's* recent story to the effect that the average yearly incomes of the great majority of legit actors in Broadway productions during 1936 were less than yearly incomes earned by actors on the WPA Federal Theater Project, offers the opinion that these figures were all right but did not go quite far enough, altho admitting that additional considerations wouldn't make much difference. *The Billboard's* story was based upon a breakdown of salary contracts cleared thru Actors' Equity during the year. *Equity* article claims that it "does not seem quite fair to eliminate the 52 weeks worked in 1936 by the *Dead End* and *Tobacco Road* companies." Deduction is made that inclusion of salary figures for these productions would have revised the figures upward slightly.

Other points mentioned by *Equity Magazine* are that casts of companies which played less than two weeks were given two weeks' pay, and that *The Billboard* story did not take into account money for rehearsal, the latter factor meaning a difference in income of between \$45 and \$60 for each member in each show in which he worked. Previous survey shows, however, that six out of seven legitters appear in only one show per year.

Insofar as other nations less wealthy than the United States have solved the problem of giving the actor continuous employment, *Equity* feels it ought not to be impossible for the American theater to find a solution and advocates that the American Theater Council convention consider the matter.

Red Gate Signs Soo Yung

SAN FRANCISCO, April 17.—Soo Yung, Chinese dancer, has signed with the Red Gate Players, New York group offering Chinese plays, dances and puppet productions. Miss Yung worked with Mei Lan Fang on his American tour and also appeared in the film *Good Earth*.

Red Gate Players will play several local dates before heading east. Pauline Benton and Lee Ruttle, of the company, plan a second troupe this fall.

BROADWAY RUNS

Performances to April 17, inclusive.

Dramatic	Opened	Perf.
<i>Amazing Dr. Clitterhouse</i>	Mar.	2... 50
<i>Behind Red Lights</i> (Miami field)	Jan.	18... 111
<i>Boy Meets Girl</i> (Court)	Nov.	27... 689
<i>Brother Rat</i> (Biltmore)	Dec.	16... 144
<i>Coriell</i> (Repertory (Empire))	Mar.	10... 25
<i>Candida</i>	Dec.	28... 108
<i>Wingless Victory</i> , The	Dec.	28... 108
<i>Dead End</i> (Belasco)	Jan.	9... 11
<i>Eternal Road</i> , The (Manhattan Opera House)	Jan.	7... 113
<i>Excursion</i> (Vanderbilt)	Apr.	9... 11
<i>Having Wonderful Time</i> (Lyceum)	Feb.	19... 68
<i>High Tor</i> (Beck)	Jan.	8... 115
<i>Elch Your Wagon</i> (48th St.)	Apr.	8... 12
<i>King Richard II</i> (St. James)	Feb.	5... 84
<i>Marching Song</i> (Bayes)	Feb.	17... 02
<i>Masque of Kings</i> , The (Shubert)	Apr.	8... 80
<i>Miss Quix</i> (Miller's)	Apr.	7... 14
<i>Storm Over Fates</i> (Guild)	Mar.	8... 48
<i>Sun Kissed</i> (Little)	Apr.	10... 46
<i>Tobacco Road</i> (Forrest)	Dec.	4... 1444
<i>Tovarich</i> (Plymouth)	Oct.	15... 207
<i>You Can't Take It With You</i> (Booth)	Dec.	14... 147
<i>Victoria Regina</i> (2d engage.) (Broadhurst)	Aug.	31... 282
<i>Women</i> , The (Barrymore)	Dec.	28... 131
<i>Yes, My Darling Daughter</i> (Playhouse)	Feb.	9... 82
<i>Young Madame Conté</i> (Music Box)	Mar.	31... 22
<i>Musical Comedy</i>		
<i>Rubes In Arms</i> (Shubert)	Apr.	14... 5
<i>Fredrika</i> (Imperial)	Feb.	4... 76
<i>Show Is On</i> , The (Winter Garden)	Dec.	25... 132

Equity Curb On Managers

Council resolution aims at those evading rulings and spirit of AEA Cuts Board

NEW YORK, April 17.—Council of Actors' Equity recently passed a resolution clamping down on managers who attempt to circumvent the ruling of the Cuts Board. Problem was given to a committee to study after Equity learned that some managers, in order to make their casts acquiescent to agreements to cuts before Equity's board, threatened actors with two weeks' notice, further inferring that they would be replaced with actors at lower salaries. *Equity Magazine*, stating the practice was legal, tho an evasion of the rulings of the Cuts Board and the spirit of its functions, says:

"Resolved, That when in direct contravention to the rules of the Cuts Board, a manager, in order to circumvent appearing before the board, hands out a notice to one or more actors, or if, after appearing before the board, a manager refuses to abide by the spirit and wishes of the Cuts Board and gives a notice to one or more actors, then in such cases no actor may replace another actor in the same part at a lesser salary, without the consent of the Actors' Equity Association.

"This rule shall not apply when an actor refuses to abide by the decision of a majority of the company involved in a cut and refuses to accept such cut, or when an actor gives in his notice."

Rule applies to both Equity and Chorus Equity, and went into effect Tuesday.

OUT-OF-TOWN OPENINGS

"Susan and God"

(Philadelphia)

A play in three acts and six scenes by Rachel Crothers, produced by John Golden, directed by Miss Crothers; settings by Jo Mielzner. At the Forrest, for two weeks, beginning April 12.

Nancy Kelly, Audrey Barlow, Harriet Caron, Edna Finn, Madelyn Carroll, Anita Houston, Eleanor Goodrich, Bert Lytell, Olive Reeves-Smith, Edith Atwater, Walter Dressel, Paul McGrath, Derek Fairman, Vera Allen, Douglas Gilmore and Gertrude Lawrence in the cast. Rachel Crothers once again comes thru with a woman's play, the male of the species once again literally stooping for the fems. This one has Barrie Trexel drinking his very soul away. Our author has decided that the inspiration for sober blessedness must come from within, from the very soul itself. Thus, Susan Trexel, his wife, brings forth a "new" doctrine, one she picked up in England. It's called "Lady Wiggin's movement," but Almee McPherson will immediately accuse Lady Wiggin of lifting her bread and board. That an honest confession is good for the soul is the sum and substance. Susan preaches it to her set, but has a heck of a time believing it herself until her husband gets the fever. And to make it all end happily, and at the same time to save God's face, the ole devil rum leaves the Trexel mansion. Tea is served at the cocktail hour and the Trexel family, including daughter Blossom, lives happily once more until Barrie falls off the wagon. But that we never know. Nor do we care.

The play's only excuse for being is that Gertrude Lawrence does the Sister Almee stuff. At times it was even hard for her to keep a straight face in reading her lines with the dramatic force they demanded.

In making the most of so much nothingness, Miss Lawrence's impressive performance keeps one from acquiring Barrie Trexel's habits after viewing the play.

The unhappy lot of Barrie falls upon Bert Lytell—a most ungrateful assignment for any author to delegate to the seasoned capacities of Mr. Lytell. The remainder of the cast is excellent, and if Miss Crother's play was as good as her direction, this story might have been different. A sincere and sober nod goes to Jo Mielzner, whose settings deserve something much better than *Ten Nights in a Barroom* transplanted to the society of economic royalists. ORO.

Hampden Petition Still Circulating

NEW YORK, April 17.—Opposition faction of Actors' Equity Association is going right ahead with its petition aiming at drafting Walter Hampden as a candidate for the presidency. Signatures a few days ago numbered in the neighborhood of 400, and petition has been sent to Coast in order to bolster up this figure.

Despite the fact that Hampden has already said he would not run, the hope is that the number of Equity members, whether or not they have voting privileges, will convince Hampden the membership wants him to be a candidate.

Equity Referendum Set

NEW YORK, April 17.—Actors' Equity Association will send out the referendum on the secret ballot not later than April 27, according to Frank Gillmore, president. The polls will close June 15.

ATC Planning N. Y. Convention

Group aiming to revivify the theater will hold meeting to discuss problems

NEW YORK, April 17.—Program committee of American Theater Council, group composed of various legit interests aiming at reviving the theater thruout the country, has already drawn up preliminary agenda to be discussed at the first convention starting May 24 in New York. Subjects include *The Road, The Theater and the Public, The Producers and the Theater, The Dramatists and the Theater, The Actor and the Theater and Co-Operation From Outside Sources*. Speakers will be selected from the foremost authorities available in each field.

Delegates to the convention will be appointed by the principal groups concerned. Individuals or groups in any way connected with the theater are invited to attend, the admission fee of \$10 including the opening luncheon, three succeeding luncheons, the official banquet to be held Thursday night and badges of identification.

Among those who have already signified their willingness to serve on ATC's advisory board are Martin Beck, William A. Brady, Marc Connelly, Rachel Crothers, Augustin Duncan, Maurice Evans, Lynn Fontanne, Max Gordon, Sam H. Harris, Helen Hayes, Katharine Hepburn, Arthur Hopkins, Alfred Lunt, Guthrie McClintic, Gilbert Miller, Brock Pemberton, Robert E. Sherwood, Lee Shubert, Herman Shumlin, Otis Skinner, Rowland Stebbins, Lucile Watson, Dwight Deere Wiman, Peggy Wood, and Eugene Burr, of *The Billboard*.

New Play on Broadway

Reviewed by Eugene Burr

VANDERBILT EXCURSION

Beginning Friday Evening, April 9, 1937

A comedy by Victor Wolfson. Staged by Worthington Miner. Settings designed by C. E. Calthrop, built by T. B. McDonald Construction Company, and painted by Triangle Studios. Presented by John C. Wilson.

- | | |
|------------------|---------------------|
| Obediah Rich | Whitford Kane |
| Linton | John Chery |
| Stevens | Fred Stewart |
| Pop | William Foran |
| Gilchrist | William H. Malone |
| Matson | John L. Kearney |
| Jonathan Rich | J. Hammond Dailey |
| Candy Boy | Lester Wald |
| Mr. Boomer | Henry Clark |
| Mrs. Boomer | Kathryn Grace |
| Mrs. Ceasling | Irene Cattell |
| Mike | Jackie Grimes |
| Mac Colman | Conway Washburne |
| Miss Dowdie | Nellie Thorne |
| Lollie | Frances Fuller |
| Martha | Connie Gilchrist |
| Aiken | Robert Thomsen |
| Mrs. Fitchel | Jennie Moscowitz |
| Mr. Fitchel | James R. Waters |
| Tessie | Sylvia Leigh |
| Mrs. Loschavio | Shirley Booth |
| Red Magoon | Robert Williams |
| Eileen Loschavio | Marilyn Erskine |
| Lee Pitman | Flora Campbell |
| Richard Pitman | Richard Kendrick |
| Pat Sloan | William H. Chambers |
| Woods | Anthony Ross |
| Tony | Joseph Olney |

Other Passengers: Eric Walz, Mae Grimes, Billy Redfield, John Lawrence, Sylvia Weld, Dorothy Brackett, Julie O'Shaughnessy, Lesly Woods.

The Entire Action of the Play Takes Place Aboard the "S. S. Happiness."

ACT I—Scene 1: The Captain's Cabin (Sunday Morning). Scene 2: The Deck (Monday Morning). ACT II—Scene 1: The Captain's Cabin (Sunday Evening). Scene 2: The Deck (Immediately Following). ACT III—Scene 1: The Deck (2 A.M. Monday). Scene 2: The Captain's Cabin. Scene 3: The Deck.

A gentle and star-strewn fantasy came to the Vanderbilt Theater last Friday night under the auspices of John C. Wilson to prove that, despite *Bet Your Life* and other manifestations of spring, the season isn't yet entirely over. Victor Wolfson, the author, has looked sympathetically upon common people, has seen and perhaps shared in their humor and heartbreaking plight. It is a plight that centers around the necessity of going on endlessly in warping, enervating everyday life, while dreamlands and dream deeds lurk ever around the corners of the mind, always just beyond reach, vanishing as soon as a tentative hand is stretched out to reach them. He has seen and sympathized and perhaps shared; and he has poured out his findings in a play that is richly human.

Yet along with his warm-hearted sympathy Mr. Wolfson possesses courage. He has had the courage to turn away from hysterical indictments of the World and the System, from drab and pointless recitals of stultified and stultifying lives, from overpointed case histories of special problems; he has had the courage to turn, unashamed and joyous, his head in the stars and high song swelling from his throat, to the magic fields of fantasy, fantasy that is tender, gentle and splendidly stirring. His *Excursion* is one of the most glorious examples of wish-fulfillment known to the modern stage.

His plan is simple. He takes an old New York-to-Coney Island excursion boat on its last Sunday passage just before it is to be junked. He takes a kindly old captain who has sailed the seven seas in the days when they were wine-dark and mysterious, a penetrating understanding man who sees that his passengers, on their pitiful excursions,

are seeking to forget momentarily the lives they are forced to lead in offices and factories and kitchens. The captain sees them wistfully and pathetically searching on one golden afternoon for the dim-seen fleece of dignified, joyous and meaningful living.

The captain's brother, a grizzled and retired old seadog, comes down from New England to share his brother's last trip and hears with mingled pity and contempt of the sorrowful cargo of the S. S. Happiness—a cargo that is sorrowful because, just as surely as there is a Sunday afternoon of pleasure there is a subsequent Monday morning waiting to reaffirm the tenets of a muffling world. He brings from New England the charts of an old crony, charts that show the location of a forgotten island that is literally a Promised Land—and it is his simple suggestion that the captain, instead of steering back to New York on the return trip, steer straight across the sea to the island. The captain after some hesitation agrees.

But first he asks his passengers what they think; and at first, of course, the chains, unseen but horribly powerful, that bind them to their lives still exert strong force. But one or two of the freer spirits make the break and then the wistful, waiting, eager crowd, seeing its dreams almost fulfilled, floods across the stage to the captain's party in one of the most heart-lifting and glorious scenes that I can remember seeing. The S. S. Happiness sets sail across the sea.

Of course, it is reported as missing and the Coast Guard sets out after it, finally capturing it by force—for a befuddled steersman has been going around in circles in the bay all the while. The unwilling passengers again face the imminence of Monday morning—but they face it at least with a new light, for the sudden and brief thought that dreams may come true has served to clarify those dreams, to show the passengers what they really want, to place their lives in true perspective, to give them a glimpse of the things that truly matter.

Mr. Wolfson has worked it all out in glowingly human terms. His cross-section of the human cargo of the Happiness is detailed, vital, believable and thoroly human. Many types are represented, warmly, sympathetically and fully—and it is not the least of Mr. Wolfson's many auctorial virtues that he manages to combine the star-swept reaches of his general thesis with the warm and powerful, the glowing and specific humanity of his treatment of individuals. The two aspects are welded beautifully and powerfully—and between them they make a beautiful and powerful play.

Unfortunately (unfortunate because any flaw, no matter how small, in so fine a work is to be deplored) there are numerous structural drawbacks. Thus the play really begins only with the gentle, lovely and nostalgic scene that starts the second act. Thus, too, Mr. Wolfson seems to write himself out in the third act, which occasionally fringes dangerously upon the ridiculous. But these are relatively minor matters, fading

ing palely before the general theme and the warm humanity of the characters, before the glorious wish-fulfillment of the second-act finale, before the heart-breaking futility of the revelation that the Happiness has, after all, been circling round and round. They don't matter much. *Excursion* is a lovely, strong and pointed fantasy, thoughtful, moving and tender.

A large and excellent cast, led by Whitford Kane, who gives a moving and finely effective performance as the captain, carries out Mr. Wolfson's intent beautifully. Special mention must go to Frances Fuller (whose great charm is too often apt to obscure her really excellent acting), to the splendid, sympathetic and understanding job contributed by Shirley Booth, and to a host of other players, including Jennie Moskowitz, Robert Thomsen, Richard Kendrick, Robert Williams, Flora Campbell, Fred Stewart and Sylvia Leigh.

If the Critics' Circle, which gave its prize to *High Tor* recently, insisted upon naming a fantasy it should have waited a week or so before making its award.

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Thru Sugar's Domino

IS RADIO old enough to suffer from the same ailments and infirmities as its companion branches of the show business? According to a thesis obligingly developed by our demon radio editor, Jerry Franken, it most assuredly is. Below we present with our own embellishments the substance of Br'er Franken's interesting thought.

Maxwell House Showboat will discard this summer its long familiar form of presentation. This sponsor will originate its programs from Hollywood, capital of the films and soon-to-be-capital of radio. Maxwell House will rely on the guest-star principle for the manning and continuity of its Coast shows. It is reported that the Palmolive program—also produced by the Benton & Bowles agency—will be patterned along the same general lines. If we were to credit less tangible reports at least half a dozen other shows are slated for the same revamping process.

To this trend we address a hypothetical question: "How long will it last?" And we add: "If this continues for any length of time how long will radio as a thriving branch of the show-business last?" The answer to the first question is lost in the mists of speculation but if we are to guess at an answer a good stab at it would be: Ad infinitum ad nauseam. For those who watched baseball games instead of studying Latin the rough translation is: Until the listening public starts to store its radio sets in the attic together with overstuffed horsehair chairs, horn phonographs and kerosene lamps,

Rudy Vallee's program for Fleischmann's Yeast was probably the first of the guest-star policy programs. Most assuredly the first successful one. It has been the leader in that field and will probably continue to lead and maybe like the Pied Piper of Hamelin entice the unthinking ones to the caverns of destruction. The Vallee program, it must be borne in mind at all times, did not adopt the guest-star slant for the same reasons that other programs have since Vallee began to shine above the other points on the radio map as a light-house's beacon on a flat, lonely isle. The sponsor, Standard Brands, and the agency, J. Walter Thompson, agreed upon the need for a variety program—and Vallee—swell showman that he is—must have heartily concurred, because nobody knows better than he his or anybody's talents and limitations as a solo entertainer and band leader. In developing the idea of a variety program, the factors involved in the Fleischmann's Yeast show sought and found new and excellent talent to lend true variety. While in the course of its triumphant march across the ever-widening vistas of radio this program used the biggest names available, the interesting and important point is that it has not by any means depended solely on them. Vallee always develops new names; lends renewed vigor and new facets of talent to old ones that up until the time he exploits them seem to be definitely on the way out of the picture.]

Most other programs have admittedly adopted guest-star policies for other reasons. The outstanding motive, it seems, is to obtain publicity the easiest way. Guest stars serve their purpose well in this connection. Bored radio editors are constantly looking for new personalities to exploit in their "best bets" listings and gossip columns. Names make news. Any copy boy knows that. Dailies will swallow whole items about names—even if they are the same old names and used over and over again.

There is still another reason for the stampede to the guest-star technic of building and presenting an air show. This, incidentally, is what we are battling about, thanks again to the way pointed by Franken.

IT'S EASIER TO USE A NAME AND FORMAT DEVELOPED BY SOMEBODY ELSE THAN TO DEVELOP AND BUILD TALENT ON ONE'S OWN. RADIO IS DOING LESS TODAY TO DEVELOP ITS OWN STARS THAN IN YEARS. THIS APPLIES EVEN MORE TO ITS MAIN OUTLETS—NBC AND CBS—THAN TO THE INDIES, WHOSE LITTLE NOTICED PROGRAMS OF TODAY ARE THE TITANS OF TOMORROW.

It is claimed by those who would support the very evident apathy of the big chains that there are pitifully few good sustaining spots left open; that it is impossible to develop a Kate Smith, a Crosby or a Vallee. But how long can the guest-star feast last? Close to 30 programs on NBC and CBS are employing this style of casting and presentation. Radio has become almost overnight a field day for big names of other fields, principally films. Most of these guest artists contribute little or nothing in the way of entertainment. The public is inferred to be interested in their stories, the manifestation of their personalities via interviews and skits. But radio cannot expect to hold the interest of the masses if it fails to produce and develop a technic of its own; a special slant on the exploitation of real talent that other fields cannot compete with on equal terms.

So even radio has come to the point where it is running on a treadmill—getting nowhere and expounding the insane philosophy of "the same thing over and over again." This was what put the kibosh on vaudeville, weakening this once great field beyond measure of recovery, it seems. It almost happened to the picture business before sound and talk were introduced. If somebody doesn't do something revolutionary in radio to stop this guest-star business there will be dire results. At this time it doesn't look as if television will play the role of Handsome Harry coming to the rescue of the heroine tied to the board sliding down to its position next to the buzz saw for the sawing-a-lady-in-half act.

The Broadway Beat

By GEORGE SPELVIN

LATEST thing on Broadway is a so-called Hawaiian drink joint, with the gals (kinda stout) wearing phony skirts and wreaths and the men with would-be-pith helmets. No leis. But this is just another indication of the pseudo romanticism that is flooding the town. A more real token of far-away places is Prince Chichibu, Japanese peer who arrives here in time for the cherry blossoms and for a spot on the newsreel. Were Gilbert and Sullivan alive Chichibu would be immortalized in light opera, the euphonious quality of his name being sufficient excuse for such procedure.

Place Concorde, niterly which nestles amidst the hot spots on West 52d street, is the latest to go in for freak appeals to the public. A veritable oasis in a sea of iniquity, Concorde flaunts a sign crying: "Positively No Liquor Sold Here." Recalls a spot which, last year, tried to cash in on a spiel to the effect that the management did not wish to disconcert the diners with music. In the same classic vein of restraint Vincent Travers, French Casino maestro, guarantees listeners-in to his Wednesday night airings that no swing music whatever will be played.

The staid *New York Times* (and this breaks Mr. Spelvin's heart) goes even more democratic. A radio has been installed in Mr. Sulzberger's hash house and a vote is being taken to see whether the eaters want music with their coffee and. Ballot is counted via punched checks and ardent fans are trying to vote at least twice or more. . . . The Seeing Eye (not the outfit which trains dogs for blind men) reports that the first photographer to snap Morris Watson after the Wagner Act decision was an Associated Press picture taker.

Morris Gest hopes to pick up a nice stream of coin when he tours *Lady Precious Stream* this fall. . . . Dave (Letter-to-Garcia) Rubinoff scrambled to Hollywood last week. . . . Dave Gudebrod, of N. W. Ayer ad agency, and Norman Livingston, of Rooke Productions, are two more camera fiends. . . . Looks like the radio gang really want to set up the radio editors as house-keepers. National Silver recently sent each a spoon, Kellogg's sent a frying pan and NBC finished it off with a mouse (rubber).

Strange rumors are filtering out of El Morocco, snooty niterly. Latest tumult is caused by the style in form-fitting women's corsets, gadgets which make feminine intimacies so complex that the architectural design of the ladies' room had to be altered. This is not a good item, but the very best. . . . A gent with a nice growth of beard tossed a brick thru the window of Lindy's Wednesday night and was last seen under the wing of a cop. . . . Sign in the Palace Building lobby: "Artists doing business in this building will please not loiter." Remnant of the old Keith regime. . . . Paul Duke tells he has been married 16 years and still goes out with his own wife.

The Savoy Ballroom whooped it up Tuesday night with a "Swing Battle of the Century"—the battlers being Chick Webb, Benny Goodman and Teddy Hill. . . . Ray LeStrange flew to the Coast last week and may stay out there. . . . Harold Mickey, known somewhat as the "Rudy Vallee of South America," is in town vacationing and picking up pointers on American methods of big-time program conducting. Mickey has the Shell Oil and Ford programs in his paese (country, lads).

Chicago Chat

By NAT GREEN

NOVELTY acts should have one of the biggest and best seasons in their history this year. . . . There are several reasons for this. . . . One is the renaissance of outdoor shows—not that outdoor shows had died or become passe but that improved conditions have been responsible for many new shows being launched and for an increased demand for acts by parks and fairs. . . . Another reason is the growing popularity of novelty acts in night clubs. . . . A perusal of night spot ads in any large city will reveal an astonishing number of novelty acts. . . . And they run the gamut from juggling and acrobatic turns to perch pole and aerial artists. . . . A prominent Chicago hotel spot only recently played a trained seal act. . . . With suburban spots opening shortly there will be a demand for every sort of novelty turn. . . . They will be difficult to obtain because the outdoor booking agencies have most of the better attractions under contract to play parks and fairs, the carnivals are using more "free attractions," and the circuses, too, are taking their quota. . . . This leaves only a comparatively few good acts available for night clubs. . . . For the mediocre ones there is little chance, for the public has become educated to appreciate merit. . . . At the present time there is greater incentive for the development of novelty turns than there has been in years. Many of the better attractions are foreign importations, but there is no reason why our own artists cannot develop just as good or better material if they receive the proper encouragement. . . . Those who are progressive and up-and-coming now have an opportunity that they should not overlook.

The circus has contributed many fine artists to the stage. . . . Bobby Clark, recently here with the *Follies*, comes from the sawdust ring. . . . Con Colleano, wire artist, long a feature of the Ringling show, has played all of the better vaudeville houses of the United States and Europe. . . . Macahua, Brazilian wire walker here with the Hagenbeck-Wallace Circus, and Bee Stark, aerialist here with the Cole Bros.-Clyde Beatty Circus, have appeared many times at the Palace and other local theaters. . . . Albert Powell, aerialist, has toured the theaters of Europe many times, and for years May Wirth, equestrienne, was as well known in the vaudeville houses as under the white tops. . . . The circus is a wonderful training ground and for the performer with ambition is a stepping stone to bigger things. . . . On the horizon at the present moment is Emmett Kelly, pantomime clown with the Cole-Beatty show. . . . It is seldom that clowns are mentioned by name in circus stories in the dailies, but Kelly was such an outstanding hit during the New York engagement of the show that he drew praise from every paper. . . . His act in revised form would undoubtedly be a big hit in night spots and he also has picture possibilities. . . . Another clown on the same show who drew very favorable mention was Otto Crebling. . . . In his particular line he is tops, and he, too, has possibilities for the stage or night spots. . . . All that these boys need is a producer who can provide the proper sort of routine for them without destroying their native ability. . . . No doubt someone soon will sense their possibilities and the white tops will lose two of their finest jockeys.

"China Passage"
(RKO-RADIO)

Time, 60 minutes. Release date, March 12. Director, Edward Killy. Screen play by Edmund L. Hartmann and J. Robert Bren. Cast—Constance Worth, Vinton Haworth, Leslie Fenton, Gordon Jones, Alec Craig, Dick Elliott, Frank M. Thomas, George Irving, Joyce Compton, Phillip Ahn and others. Reviewed at the Palace, New York.

The plot thickens but the complications are without finesse or entertainment. This picture is satisfactory neither as a mystery yarn nor as a romance. In the hackneyed story of a gem theft, with intent to smuggle the goods into the United States, most of the action takes place aboard the S. S. Asiatic bound for San Francisco. A female custom's agent, a female insurance company representative, two American military attaches and a Chinese official are all in quest of the Soo Diamond, suspecting each other and each being unaware of the others' mission. For lack of a better solution, Hollywood murders a few characters. Detective work is stilted and obvious, even to the finding of the gem in a circus freak's stomach via the X-ray.

It is doubtful if even the movie colony's best cast could have made a worthwhile show of so feeble a script.

Weiss.

"The Woman I Love"
(RKO-RADIO)

Time, 88 minutes. Release date, April 23. Director, Anatole Litvak. From Joseph Kessel's novel, "Equipage." Cast—Paul Muni, Miriam Hopkins, Louis Hayward, Colin Clive, Minor Watson, Elizabeth Risdon, Paul Guilfoyle, Mady Christians, Alec Craig, Owen Davis Jr., Sterling Holloway, Vince Barnett, Adrian Morris and Donald Barry. Reviewed at Radio City Music Hall, New York.

The Hollywood producers are still working up yarns based on the World War. This, in itself, is no crime and is perhaps even praiseworthy; the objection lies in the feeble attempt on the part of the moguls to rehash the theme of two soldiers in love with the same girl. Latter, of course, is the wife of one of them, and her illicit relationship with the other throws a monkey wrench into the oh so beautiful kinship between the men.

Muni, an aviator, plays the role of husband, and Hayward is his impetuous flying mate who, innocently enough, makes love to and is loved by the wife. Latter, suddenly confronted with the tragedy of it all, emotes in the "this is fate" manner and lets it go at that. Hayward is killed in battle and husband and wife are once more united, the sequences showing in some detail that poor Muni is not a bad guy after all. Picture is neither profound nor a good tear-jerker, but possesses good battle scenes.

Muni's performance is hampered by his role; ditto for Hopkins'. Hayward appealing as a youth with joie de vivre.

Ackerman.

"Personal Property"
(MGM)

Time, 84 minutes. Release date, March 19. Screen play by Hugh Mills and Ernest Vajda from a play by H. M. Harwood. Directed by W. S. Van Dyke and produced by John W. Considine Jr. Cast—Jean Harlow, Robert Taylor, Reginald Owen, Una O'Connor, Cora Witherspoon and others. Reviewed at the Capitol, New York.

It's too bad that Hollywood brains always deem it best to follow a bang-up performance of some new or current star with a weak story or vehicle that just about ruins whatever illusion of continued excellence and appeal may have been attached to that person by an avid public. Such a fate has befallen Robert Taylor. In the first place he was given

a role in a farce, and in the second place he was paired with Miss Harlow—both calamities immediately following *Camille* and *La Garbo*. But the public (or the general run, anyway) being what it is, it will probably gobble it up and smack its lips.

It must be said of Prettyboy Taylor, however, that he surmounts the hurdle of being cast in practically a bedroom farce, because he has physical attributes that lend a note of romanticism, and besides, he has the capabilities of coloring it all with the sophisticated nonsense of a Robert Montgomery. He does well by all that's given him, but the role does not flatter him.

Jean Harlow is Jean Harlow. No more, maybe less. She has proven by now that her expression, delivery, material and all other requisites are unalterable. She supplies what they expect of her: name, sex-appeal and a wooden performance.

It falls to the lot of the bit players, particularly Reginald Owen, Una O'Connor and Cora Witherspoon, to make the picture the acceptable fodder it is. It is their sparkling comedy support, and nothing else, fortunately, that sticks with the audience and which will be responsible for whatever favor the film finds.

Colson.

"Swing High—Swing Low"
(PARAMOUNT)

Time, 96 minutes. Release date, March 12. Directed by Mitchell Leisen. Based on play by George M. Watters and Arthur Hopkins. Screen play by Virginia Van Upp and Oscar Hammerstein II. Music by Sam Coslow, Al Siegel, Ralph Freed, Charley Kisco, Burton Lane, Leo Robin and Ralph Rainger. Cast—Carole Lombard, Fred MacMurray, Charles Butterworth, Jean Dixon, Dorothy Lamour, Harvey Stephens, Charles Judels and others. Reviewed at the Paramount, N. Y.

The famed play, *Burlesque*, of 1927 vintage, is given a swing version for this Paramount picture, only recognizable by the two character names, Skid and Harvey Howell, and the now hackneyed plot. Now it deals with a likable but unambitious trumpet blower instead of a burlesque comic. It is right up the alley for picturegoers, with plenty of love interest, strong comedy, smart dialog and plenty of swing music featuring a hot trumpet. Otherwise it's spotty, the interest dragging in the heavy love sequences and the direction occasionally going haywire. MacMurray grand as usual, and Lombard n. s. g. Butterworth and Dixon steal all the thunder with their comedy; Lamour is good as a love-stealing soubrette.

Down in Panama a crack trumpet player is mustered out of the army, meeting up with a singer who's trying to work her way to the Coast and a rich boy friend by employment as a ship's beautician. Her heart immediately does a flipflop for the musician, and she instills some ambition into him. He gets a job in one of the Panama joints, the girl teaming up with him, and before long they're a big attraction there. Fame calls to the trumpet blower, the girl friend insisting that he go to New York to seek his fortune and send for her when he makes the grade. He goes to the top, and runs into a dame who keeps him on the rounds of drinking and gambling and also intercepts messages from the girl in Panama, now his wife. The wife comes to New York when she doesn't hear from him, learns of his escapades, announces plans for a divorce and also her intent to marry the old boy friend. Kid trumpet hits the skids at this blow, sinking right into the gutter, but wife pulls him out for the happy finish.

Harris.

"The Soldier and the Lady"
(RKO-RADIO)

Time, 83 minutes. Release date, March 19. Directed by George Nicholls Jr. Screen play by Mortimer Offner and Anthony Veiller from Jules Verne's novel, "Michael Strogoff." Cast—Anton Walbrook, Elizabeth Allan, Margot Grahame, Akim Tamiroff, Fay Bainter, Eric Blore, Edward Brophy, Paul Guilfoyle and others. Reviewed at the Roxy, New York.

The title of this film is misleading, in that you'd imagine it to be a heavily romantic vehicle, whereas it is really an interest-packed flicker that includes everything. It contains all the elements for favorable audience reaction, from the

lowly 10-cent audience to the carriage trade. Generally very well done, altho at times overboard in dramatics that slow up the tempo. Nicely handled technically, including smart direction, an interesting story and splendid photography. Casting excellent also, with Walbrook a newcomer most welcome for his fine acting. Allan lovely as the femme lead, as are Grahame and Bainter. Tamiroff outstanding also as the menace.

Picture dates back to the uprising of the Tartars in Russia, when they terrorized the countryside under the leadership of as cruel a villain as you could find, and were of considerable annoyance to the Tsar and his followers. But they had to reckon with a captain of the Tsar's guards, a courier, who more or less single-handedly defeated the uprising. He did it thru bravery and good looks, a femme member of the Tartars falling for him and helping him out.

The courier is delivering important papers to the Tsar's brother, but he can't get thru, being captured and tortured. One of the tortures is blinding, but the enemy femme fixes it so that he's not blinded. Results in his getting away and capturing the Tartar chieftain and saving the Tsar's army. For the finish he's promoted to a colonelcy and weds a cute miss he picked up in his travel.

Harris.

"Marked Woman"
(FIRST NATIONAL)

Time, 97 minutes. Release date, April 10. Directed by Lloyd Bacon. Screen play by Robert Rosson and Abem Finkel. Music and lyrics by Harry Warren and Al Dubin. Cast—Bette Davis, Humphrey Bogart, Isabel Jewell, Eduardo Ciannelli, Rosalind Marquis, Lola Lane, Jane Bryan, Mayo Merhot, John Litel and others. Reviewed at the Strand, New York.

To an adult New York audience which has been witnessing vice and racket inquiries for years *Marked Woman* is a vivid condensation of a local calamity. How a throbbed criminal monopolized all the profit-making angles of the night club business, bled protection money in the form of salary kickback from hostesses and coerced hotel clerks into guiding convention delegates to the clip joints so that they could be drained of their money has been reported in complete and more gruesome detail by newspapers than it can be in a dramatization by a motion picture, which has to be censored and which is produced for profit. Nevertheless there is gratification in the precise implications portrayed in these 97 minutes. The reality of the presentation knocks home the deplorable state of affairs.

Outside of New York, Chicago and about 50 large metropolitan cities no theater crowd would have applauded at the close of the picture as did the local patrons. This is not because others are not social-minded, but because other people lack the experience with similar conditions and consequently fail to appreciate them.

Bette Davis, as Mary Dwight, and the four other hostesses take raps and suffer in silence as hired hands for Johnny Vanzing until the racketeer kills Mary's kid sister. The act is his undoing, for now fear of reprisals no longer stymie the girls. They testify with considerable decorum when they describe their trade and bring about the conviction of gangdom.

Obviously the text is beyond the most sophisticated of 18-year-olds. The account is reasonable and convincing, de-

Film Shorts

"Rhythm on the Rampage"
(RKO RADIO)

TED FIO-RITO and orchestra occupy the main spot on this short. Plot is negligible, beginning with a recording being made by the orchestra and winding up with the capture of an escaped convict, Ted being instrumental in the seizure. Material, of course, is handled lightly, with the ork finally playing to the boys in the State prison.

Fio-Rito's music is rather engaging, the arrangements shying away from extremes. Clicks best in three tunes, *I Can't Escape From You*, *Reflections*, one of Ted's earlier numbers, and a novelty. Ted takes the spotlight a few times for piano bits, displaying a sure technique and style. Trio of girls, unbilled, together with ork's vocalist, come on twice, their renditions closely following the smooth orchestral style.

For purposes of entertainment plot sequence might just as well have been eliminated.

P. A.

Walter Walters
(PATHE TOPICS)

Walters' ventriloquist turn here is part of series of subjects including an exposition on skiing and a travel bit on Southward, Eng.

Walters works with two dummies, the turn being prefixed by an explanatory note telling of the sensational rise of ventriloquism as a factor in night club entertainment. Skill of the turn is graphically brought to the audience by close photography, showing the minute muscular facial quirks while the dummy chatters.

Bits where Walters drinks, smokes and has the dummies chatter and cry are amazingly well done.

Turn lasts about four minutes, with Walters screening well.

P. A.

In spite of a few stogy and melodramatic shortcomings which Davis can't help committing. Bogart, in the role of prosecutor, sounds much like a school-boy reciting pretty speeches, but he does no real harm, for the public's conception of a district attorney is well fixed by now. For a moment following the climax he appears much like an Uncle Dudley, and the picture staggers thru a couple of scenes dripping with sob stuff, but fortunately a fog comes up rapidly and envelops everything. The picture is not light entertainment. It doesn't glorify anyone, nor does it shout, "Crime does not pay." Yet it is good propaganda for a clean-up campaign.

Weiss.

TMA Initiation Held

CHICAGO, April 17.—Theatrical Mutual Association, Lodge No. 4, initiated 12 new members at its last regular meeting. These are Fred Kinsack, Dave Lubin, Edward Seltzer, Sidney Goltz, William Phillips, Milton Henneberg, Irving Goldman, Joseph Salerno, Oscar Swanson, Jack Pope, Anthony DiAndrea and Walter Dietz.

Association's next meeting, slated for April 28, will be held at the org's new quarters on Seventh street and Wabash avenue.

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A STORY dealing with the activity of New York police and licensing authorities against indecent performances, including the latest information on the case of Minsky's New Gotham Theater, appears on page 3 of this week's issue.

Philly Benefit Show

PHILADELPHIA, April 19.—Local burly performers are rallying for a benefit performance to be held this Sunday at the Bijou Theater to provide hospitalization for Carol Day, former treasurer at Issy Hirst's Bijou and Troc theaters here. Acts from the local vaude houses and nighties will supplement the entertainers from the Bijou, Troc and Shubert houses to make it a banner performance, the first of its kind ever held here. In order to evade the Sunday blue laws, which frown upon live performances on the Sabbath, box office will remain closed and all tickets are being sold in advance.

HARRY (HARLEM) ROSE, comic and stage manager, Casino, Brooklyn, to celebrate a six months' stay April 25. To be guest of honor at a banquet tendered him by friends at Frank's Tavern near by.

Keen Interest in Colored Units for Burly Theaters

NEW YORK, April 17.—Colored shows are increasing in popularity in burlesque theaters, latest house to be interested being the Century, Brooklyn. Theater will shelve burlesque for the summer in two weeks and is figuring on using Irvin Miller's *Brownskin Models* for one week. The colored unit has already been booked for the Hudson, Union City, on the tailend of its burly season. Empire, Newark, is also planning to use a similar show at the end of the season.

New Frisco House

SAN FRANCISCO, April 17.—Town will have its fourth burlesque house April 30 with the opening of the Marion Davies on Market street. Deal is being set by Tony Bow, of the Rex Theater, Fresno, and Harry Farros, local theater man. Plans call for a circuit, which will rotate the talent in four houses. Theaters are the Liberty and Davies here; Moulin Rouge, Oakland, and Rex, Fresno.

Busy Stripper

CHICAGO, April 17.—June St. Clair, stripper, has been doing 8 and 10 shows a day this month doubling at the Rialto Theater and Colosimo's Cafe. She dons her makeup shortly after noon and doesn't remove it until after 4 the next morning. Does four shows in each spot on week days, adding two extra appearances at the Rialto Saturdays.

Philly Mayor Clamps Down

PHILADELPHIA, April 17.—In view of the blast voiced against burly shows in Philadelphia by the mayor's crime commission, Mayor S. Davis Wilson has ordered all local operators to meet with him this week to receive instructions as to the type of shows they may and may not produce here. City chief said he would threaten houses with cancellation of their licenses if they did not follow his orders.

Burlesque Reviews

Oriental, New York

(Reviewed Wednesday Evening, April 14)

The Minskys are successfully maintaining their original intention of keeping burlesque at a high level at the Oriental, with the result that the house continues to draw a high percentage of women patrons. In keeping with this idea, perhaps reinforced by the police drive to clean up burly, the comedy sketches are practically devoid of the raw humor so evident in usual burlesque shows. The Oriental, tho, was one of the cleaner houses even before the cops became agitated. Sketches perhaps lack the robust quality of rowdy burlesque, but the carriage trade flock in.

Staged by Bobby Sanford, the show's production reaches a high peak, true class being substituted for garish drapes and costumes. Line of 12 and 8 showgirls fill in the big numbers, with Ben Hamilton, tenor, singing the show with fine aplomb.

Phil Silvers still leads the comic contingent, aided by diminutive Tommy Raft and Hank Henry. Raft, of the old school of burly, is restrained by his

material, but gets plenty of belly laughs in a dancing school number. Silvers and Henry come thru best in a takeoff on Bowes amateur hour, in which different girls of the line do bits. One of them, singing *This Year's Kisses*, displays a good, tho untrained voice. Straights are Joe Lyons, cool and suave as usual, and Al Golden Jr. in the supporting spot.

Strippers do the latter part of their peeling to dim lights, exhibiting a rather chaste technique and making no enclosures. Lineup includes Miss Annette, good-looking blonde; Crystal Ames, of the teaser type; Gladys Fox, brunet, long a favorite here; Della Carroll, another blonde, new to the Oriental, and Julie Bryan, a girl who really merits the appellations of "gorgeous" bestowed upon her.

Bob Allen, dancer, varies the bill with a few neat hoofing turns, displaying good change of pace and rhythm work. Other novelties are a singing and instrumental turn by Tommy Raft, who strums a guitar and sings a la Louis Armstrong, and a clarinet number by Phil Silvers. Valda, colored torso twister, is the high (See *Burlesque Reviews* opposite page)

Burly Briefs

NADJA'S appearance at the Old Howard, Boston, brought a terrific play at the b. o., with standees every night. . . . Joyce Breazelle goes into the Oriental, New York, this week. Her sister, Maxine, left the Casino, Brooklyn, last week and went home to Tennessee. . . . Ann Corlo closed an eight-week run Thursday night at the Shubert, Philadelphia, and opened Sunday at the Howard, Boston, following with Newark, Brooklyn, Washington, Baltimore, Toronto and Cleveland, which takes her into June. She will then go into the Apollo, New York. During her appearance in Philly, which was thru Lent, the house grossed as high as \$11,000, while the low gross (Holy Week) was

\$7,800. . . . The appearance of Beef Trust Billy Watson and Billy Spencer on the Indie Circuit is bringing great newspaper boosts for the burly field, as well as big b.-o. returns for the Indie houses. In Washington Nelson B. Bell, Post columnist, gave Watson and burly a big sendoff.

WHITE SISTERS (June and Margie) went into the National, Detroit, placed by Tommy Levene. . . . Tom Phillips, of the BAA, made a trip out of town last week, visiting Pittsburgh as one of the stops. . . . Coquette, Virginia Woods, Margot Lopez and Billie Holmes opened Friday at the Eltinge, New York. . . . Mary Woods and Dolores Leland left the Bijou, Philadelphia, Saturday to work for Stanley Woolf in night spots. . . . Annette will close in two weeks at the Oriental, New York, and then drive in her new car to her home in Miami. . . . Della Carroll and the Minskys got into a tiff at the Oriental over her refusal to do a paint number unless she got more do-re-mi.

HELENE COLLINS turned in her resignation as secretary to Tom Phillips, of the BAA, to return to her old job with the East Coast Steamship Company. . . . Vio Puree, comic, is now at the Roxy, Cleveland. . . . Isabel Watson, daughter of "Beef Trust" Billy, came down from Paterson, N. J., to spend the week with pater during Washington engagement and to see the capital's cherry blossoms. . . . Charles (Red) Marshall and Murray Leonard are booked to open May 9 at the Casino, Toronto, (See *BURLY BRIEFS* opposite page)

U-Notes

By UNO

HELEN BARRY, Dorothy Frances, Pearl Shutta and Virginia Mann, Oriental, New York, showgirls, given a chance by H. K. and Morton Minsky to double as strip-teasers last week.

PHIL SILVERS, at the Oriental, New York, taking Warner pix tests arranged thru the Walter Batchelor office.

LORRIE LAMONT, when her Indie season closes, plans to undergo a tonsil operation. Also to vacash between New York and a Long Island farm.

MIMI LYNNE last week sprang a new audience number that had the Star, Brooklyn, customers clamoring for repeats. Ditto Julia Bryan at the Oriental, New York.

LEW FINE, comic, left the Eltinge, New York, April 15 to go to Minneapolis, where, beginning May 1, he will take part in various golf tournaments during the months of May, June and July. Also will teach golf on the side.

BEVERLY CARR, Westminster producer, completed 26 weeks April 10 and signed a new contract, this time for 52 weeks and with a three-week vacation.

JOE QUITNER will again present burlesque this summer at the Globe, Atlantic City. Plans are to open Decoration Day and with Paul Marakoff returned from the Coast as producer. Markie Wood first to be engaged.

JULES RONIGER, office assistant for the Westminster, was host to many members of companies of the Republic, New York, and Minsky's, Brooklyn, April 17 at a reception in his home following synagog services attending the confirmation of his son, Bernard Martin Roniger.

LEA PERRIN, at Leon and Eddie's nitery, New York, after she left burlesque, recovering from injuries sustained in a recent auto accident.

BABS BARTLETT, showgirl for the Westminster, dubbed as a strip-teaser for Dorothy May during latter's illness one day last week at Minsky's, Brooklyn.

CARRIE FINNELL returned to Apollo, New York, April 9 after a record stay (See *U-NOTES* on opposite page)

THE
TITIAN-TOPPED
THRILL TEASER
lovely
**LORRIE
LAMONT**



TALKING

SINGING

A Dynamic Strip-Tease Personality

Now Concluding a Very Pleasant and Successful Season on the I. B. Circuit.

Thanks to
ISSY HIRST and JACK BECK

Also to My Personal
Representatives

PHIL ROSENBERG (East)

and

MILT SCHUSTER (West)

COQUETTE

IN DANCES-SENSUOUS AND NOVELTY STRIPS

FEATURING MY OWN ORIGINAL

"DANCE OF HELL"

SINGER TALKER

At the Eltinge Theatre, N. Y. City,

Indefinitely.

Direction DAVE COHN.



The Essence of
Tease-Tap
Dancing.
**MADGE
CARMYLE**
Ultra Nudes Modernistic
NOW TOURING INDIE CIRCUIT.

PROFESSIONAL CARDS
"SLATS" ERMAIN
TAYLOR & PARKER
Comic, Talking-Strip.
In the East after 2 years with Popkin & Ringier, California.
DAVE COHN, Eastern Representative.

Ray—LeRoy & Rappee—Arlie
Juvenile Straight, Talking Strips.
QUEEN OF BURLESK
GLADYS FOX
Truckin' on Down at Minsky's Oriental, N. Y. C.

WADE & WADE
SINGING—DANCING—COMEDY.
"Top Hat Revue"—2nd Time Around Indie Circuit This Season.

DONNA WAMBY
SOPRANO AND TALK SCENES.
Paris By Rite Co., Indie Circuit.

THE PERSONALITY GIRL
JUNE LACEY
Superior Strip-Teasing, Singing and Talking.

BENNY "WOP" LUCY
MOORE & BAXTER
Enjoying This Season on the Indie Circ.

WINSOME
WINNIE GARRETT
Burlesk's Newest Strip Sensation.

Tab Tattles

CHARLES (KID) KOSTER, who has been out all season in advance of George Abbott's *Boy Meets Girl*, is planning to spend the summer at one of the Eastern seashore resorts. He is slated to open early in September with Abbott's new success, *Room Service*, for another trip to the Coast. Writing from Philly, Koster typewrites: "Happy to note Charles V. Turner has been thoroughly cleansed at Hot Springs, both by the nags and the baths. Charles is another one of the few who know what it's all about." . . . Mrs. James S. Fraser writes that she recently succeeded in locating her brother, whom she had not heard from in 18 years, thru the International Directory of Rochester, N. Y., which she saw in *The Billboard*. . . . Jack G. Van was a recent visitor at the tab desk while in Cincy scouting for several ork lads. His unit is set for a tour of the Kemp and Lucus & Jenkins houses in the South after playing a string of dates for Bob Shaw, of the Sun office. . . . Stan Davis, of tabs and vaude and until recently a field representative for Ernie Creech, of the Gus Sun office in Columbus, O., was a visitor at the desk Monday of last week, en route to Louisville to play a club date. Stan has been concentrating on night clubs for quite some time.

PAUL FALCONY, bass-singing straight man of a few years ago, has forsaken theatricals permanently. He is now Southern Ohio representative for Oldetyme Distilleries, Inc., working out of Cincinnati. Paul, reeking with prosperity, was a visitor at the tab desk last Thursday (15). He has promised to load us down with samples of his product. Swell guy! . . . Selzer Sisters, who closed recently with one of Ed Gardiner's units, are now working clubs in and around Houston. . . . Dave Workman, former ork leader, is now being featured in a rube act on Ed Gardiner's new show and is said to be clicking in handy fashion. . . . Walter Herod, "wizard of the tight-wire" is still confined in a hospital in Sheridan, Wyo., as a result of a fall on the stage some time ago. He asks to be remembered to all his tab friends. . . . Connelly and Radcliffe played the food show at Evansville, Ind., April 12 to 17, with Lloyd Connelly emceeing the job.

JIM BOVA, veteran tab and burly comic, now engaged in the cafe business in Cincinnati, emceed the show presented at the Judge Samuel Bell Home for the Blind, Cincinnati, Thursday night of last week. Frankie Harris, Curly Brooks and acts from the Gayety Theater and the Jack Middleton office donated their services. . . . Frankie and Gladys Harris, who have been working club dates in the Cincinnati area the last several weeks, left Monday (19) for Chicago to join a stock tab unit. . . . Red Fletcher, now in his 12th week at the Mutual Theater, Indianapolis, will leave there May 8 for his home in San Antonio to participate in the final settlement of his late father's estate. . . . Warren Candler, tab and burly funny man, closed at the Mutual, Indianapolis, April 17, after a run of 31 weeks. After visiting his mother in Greensboro, S. C., Warren will join his brother, Att, in launching a tent opry to play the Carolinas and Virginias. . . . Corinne Burns, strip artist, is entering her seventh month at the State Theater, Fort Worth. . . . After numerous disappointments on people, "SeeBee" Hayworth says he finally has his show all set. Company will use a circle in Hayworth's established territory for the next four weeks. Roster includes "SeeBee" and Marion Hayworth, Kay and Al Rickie, Paul Campbell, Walter Walton, Marie Curley, Ervil Hart and Red Curley and his Four

Swingsters. Outfit makes the jumps in two Packards. . . . Jake Kokenski and Bill Miller, with the "SeeBee" Hayworth Show all winter, have joined the Kay Bros.' Circus for the season.

BURLY BRIEFS

(Continued from page 3)

for a four-week run. . . . Tony Miccio, operating the Irving Place, New York, threw a party April 6 on the occasion of the new trimmings at the theater. Those in attendance included Joe Wilton, Dave Cohn, Tommy Levene, Al Terry, Tommy Seltito, Solly Celambrino and Johnny Miccio.

BLOCK AND HARMAN, colored dance team, opened with Indle's *Teases and Whistles* at the Gayety, Baltimore, last week. James Coughlin, with the same show, made his first appearance in Baltimore in 10 years. . . . Jim Hall, formerly carpenter on Indie road shows, is now with the Maryland race tracks. . . . Les Sponsler is now staging fights at John Carlin's amusement park in Newark, O. . . . Mrs. Mary Flaig, mother of Baltimore's Gus Flaig, will undergo an eye operation in Cincinnati. . . . Dave Levy, manager of *Oriental Girls*, at the close of this season will return as manager of the Globe Theater, Atlantic City. . . . Milt Schuster placed Alice Sohn, prim, with Bozo Snyder's show, succeeding Kay Andre, who was injured in an auto accident in Detroit. Margie Kelly, stripper with the show, leaves in Cincinnati next week to return to stock at the Rialto, Chicago, May 7.

Ben Rumley Fox is back at the Little Theater on Chicago's South State street, producing and doing straight.

CHICAGO BRIEFS: Frances Abrams, Milt Schuster's secretary, is back on the job following a seven-week vacation in Hot Springs. . . . Arthur Clamague, operator of the Gayety and Avenue, Detroit, and the Gayety, Cincinnati, returned home after a business visit here. . . . Helen Colby, June St. Clair's sister, landed a 12-week engagement at the Capitol, San Francisco, starting Friday. . . . Paul Morokoff, producer, moved to Milwaukee, where he connected with the Gayety. . . . Milt Schuster reports placing Chee Ling into the Roxy, Toronto, to be followed by week stands at the Palace, Buffalo, and Gayety, Cincinnati; Madge Carmyle into the Palace, Buffalo, and Roxy, Cleveland; Collette and Dolly Dawson into the Gayety, Milwaukee; Dolores Weeks and Leona Thurston into the Palace, Buffalo; Joan

LaBrae into Casino, Toronto, for two weeks; Natalie Cartier into Rialto here, and Charmaine into Gayety, Minneapolis, for two weeks.

BURLESQUE REVIEWS

(Continued from page 3)

spot of the show as far as paise quickening goes. Really a queen of shake. . . . Scenery and costumes, by Mischa Salmon and Eva Collins, are tops for burlesque. **PAUL ACKERMAN.**

Old Howard, Boston

(Reviewed Monday Afternoon, April 12)
A SRO house greeted the old Hub favorite, Mike Sachs, who, teamed with Alice Kennedy, did much to bolster *Ladies in Lingerie*. This team's parody of *Sonny Boy* virtually brought the house down. Sachs' brand of comedy is loved by the local burly fans.

Line varies between 16 and 12 in the production numbers and their own challenge work. Chorines are a group of lively gals and do well with their chores. Burly brethren howled at the five scenes in which Sachs cavorted with Miss Kennedy. Mandy Kaye is runner-up comedian who clicked. In *The Experiment* he becomes a child replete with diaper and his chest and lower anatomy crayoned with face contours. *The Peacemaker* teams him with Marion Hollis, a drunk bit, in which Kaye guzzles and soaks himself and the stage with quarts of "liquor." Bits are okeh. Show is lengthy and should be tightened up for quicker pating.

Zita, septa strip-teaser, appears three times, first in a fan number that received mild attention because of lack of finesse. Two assists take her fans while she snake hips. Second effort is a writhing affair, while her third is a torrid, blood-rushing *Dance of Sacrifice*. This lass features ebony sophistication. Thru-out, she has nice spot effect. Lillian Dixon got nice applause for her two strip appearances. Brunet has appealing pipes and sparkled with her waltzing while stripping. Ina Thomas is a pretty blonde who showed to advantage via warbling and teasing.

Sam Gould furnishes front and back stage vocals. Reynard and Rennie come on frequently with ballroom hoofing. Larry Family (mother, dad, sis and brother) vocal and tap, with the oldsters plenty good. Lew Petel is a good straight. Marion Hollis sings, taps nicely, and plays okeh as a straight. Line tap interprets a fine *Poet and Peasant* routine. Wardrobe, scenery, okeh.

SIDNEY J. PAINE.

U-NOTES

(Continued from page 3)
of 29 weeks at the Shubert, Philadelphia. Has signed a new Wilner contract for 100 weeks, including a salary raise every 20 weeks. New deal started February, 1937.

WINNIE GARRETT spotted by Milt Schuster into the Roxy, Cleveland, for an indefinite stay.

KENNETH ROGERS, producer at Casino, Brooklyn, celebrated his recovery from a recent illness by gifting himself with a 1937 auto. George Pronath, producer at the Eltinge, New York, purchased a new car to drive to his Chicago home when he vacations this summer.

JOHNNY MICCIO, manager, topped all the recent interior improvements at the People's, New York, with a new marquee. Also new massive neon signs.

HARRY LEVINE and Jack Little, current at the Eltinge, New York, have teamed up as a comedy combo.

JEAN CARTER, with the Weinstock shows, being tested for pix by Fox.

MIKE SACHS, with *Ladies in Lingerie*, Indie show, while in Boston last week was visited by his daughter, Mrs. Bella Garner, and husband, Barney, from Roxbury, Mass. They are on their way for a six-week cruise to Bermuda.

JERYL DEAN, featured at the Star, Brooklyn, just received a zippered gown made especially for her by Marty Dean and ordered a few months ago. Made of gold mesh and weighs in the neighborhood of 40 pounds.

BETTY BROOKS replaced Dorsae April 9 at the People's, New York, and Renee DeArmond, another new burlesque principal, replaced Jeanne Pardou April 16.

LILYON LAW, with the Weinstock show at Miami Beach all winter and who closed at the Republic, New York, April 10, in receipt of a flattering offer from H. K. and Morton Minsky for a long stay at the Oriental, New York.

JOAN MELLER, Parisian, copyright holder of a swan dance and with a new radium strip-tease specialty in the making, also with a claim to being the first fan dancer at Jmmle Kelly's, New York, made her debut as a burlesquer at the Oriental, New York, April 9. Was known as Joan Letournel while at the Folies Bergere and other spots in Paris.

Endurance Shows

MICKEY BRENNAN, who has been head floor judge for International, writes that the firm has contracted for three locations, all sponsored by American Legion posts. Shows will be operated on a 24-hour basis. First show opens at Salina, Kan., with practically the same staff as appeared at the recent Rochester, Minn., show. Jack Kelly will handle the chief comedy role, assisted by Roy Meyers. Locations booked will keep the organization busy thru September, Brennan says. He advises that International will not operate any tent shows this year.

JIMMIE PARKER is resting between shows at the home of Mr. and Mrs. Russell G. Haack in Janesville, Wis. The Haacks recently became the parents of a nine-pound boy. Mrs. Haack was formerly known in the endurance field as Jennie Costello. She is anxious to read a line from her many friends, especially Alice Krug.

WOLFE-KITCHENS ENTERPRISES, Josh Kitchens, manager, will open its first show of the season in Wilmington, Del., May 6. Walkie will be presented under canvas.

A REPORT from Brooklyn says that Mrs. Clara Guilfoyle, of Grand Rapids, Mich., wife of Johnny Guilfoyle, was

FOLLOWING a new policy, this column will no longer run the monotonous "— would like to hear from —s." Those wishing to contact members of the profession may do so by addressing mail in care of *The Billboard* Letter List.

killed recently in an auto accident in the latter city. A few years ago Mrs. Guilfoyle won the Miss Grand Rapids title in a beauty contest.

WE HAVE HAD INQUIRIES recently on Kay Wilson, Anjie Oger, Eddie Snyder, Jack Christinson, Lew Stutz, Mickey Britton, Ernie Bernard, Al (Buffalo) Brinkley, Ernie Gilbertti, Lita Garcia, Margie Van Ramm, Harry Smyth, Junior Jack Kelly, Roy Richards, Mickey Brennan, Jimmy (Schnozle) Carr, Vic Puree, Art Powell, Jed Marshall, Doug Mills, (See *ENDURANCE SHOWS* on page 32)

INTERNATIONAL
Announces
SALINA, KANSAS
Opens
May 4th at Auditorium
Sponsored by
AMERICAN LEGION
This is a virgin town and looks bigger than our Rochester, Minn., show.
All former employees and contestants write, don't wire
DERBY SHOW
Mickey Brennan, Warren Hotel,
Salina, Kan.

Wanted Immediately
STRIP WOMEN AND NUDE DANCERS.
Also Beautiful Girls willing to learn. Good Summer Engagements in Smart Night Clubs.
Stanley Woolf
Brill Bldg., 1619 B'way,
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Good Stock Burlesque People Wanted
In all lines. State all in first letter. Specialty Strip Women send photos. Will return.
LONG SUMMER ENGAGEMENT.
Also Chorus Girls and Parade Girls. Extra for Specialties. Wire or write
GEORGE YOUNG, Roxy Theatre, Cleveland, O.

WARNING TO ALL CONTESTANTS
If You Are Planning on Entering
Ray E. "Pop" Dunlap's European Walkathon
which opens at Haledon, N. J., May 13
You must make your application early to RAY "POP" DUNLAP, care Alexander Hamilton Hotel, Paterson, N. J.
\$2,000.00 Prize Money
Lane Jasper and Dick Robinson, contact me immediately.

ATTENTION CONTESTANTS
All flash teams that can entertain and take good fast sprint show communicate at once. This is a virgin spot in Delaware; 350,000 people to draw from. All those connected with me before wire or wire at once. Emcees, Judges, Trainers, Nurses, good 10-Piece Band, Boss Canvasman and men to handle the biggest spread in the Walkathon field.
Watch for Big Ad in next week's issue of *The Billboard*.
Start the year off with a good one.
OPENING MAY 6th, 1937
WOLFE - KITCHENS ENTERPRISES
"THE RINGINGS OF THE WALKATHON"
JOSEPH KITCHENS, Mgr., care Radio Station WDEL, Wilmington, Del.

Heffner-Vinson Co. Heading Northward

ATHENS, Tenn., April 17.—Heffner-Vinson Tent Show, said to be one of the liveliest and best costumed of the tent reps on the road today, showed here Monday night to a well-filled top. Locals accepted the performance with much enthusiasm. Show is headed northward into Ohio and Pennsylvania.

Company roster numbers nearly 50 people. Big top is a 40 by 120. Among the featured players are Billy and Marigold Armand, Frieda Sharp, Alice Randall, Little Betty Noble, Dorothy Gwinn, Herman Lewis, Jimmie Heffner and others.

Cowboy Gwinn leads the eight-piece orchestra, comprising Ralph Herber, Danny Sharp, Slats Randall, Otto Daventi, Dave Sibert, Joe McDurham, Leslie Baker and Oliver O'Toole.

Show's motor and other equipment is in tip-top shape and make an attractive appearance. A well-dressed line of 12 attractive girls adds much to the presentation.

Hoxley Cooper is boss canvasman, with eight assistants. Mrs. Jimmie Heffner is business manager, assisted by Mother Vinson. Ben and Lillie Heffner have the advance.

Majestic Showboat Begins Annual Tour

POINT PLEASANT, W. Va., April 17.—Majestic Showboat, T. J. Reynolds, manager, which began its new season here April 1, is now making its annual trip cruise up the Kanawha River. The floating theater will stop off at Charleston, W. Va., on the way downstream for a 10-day stand.

Spick and span appearance of the boat and the quality of the entertainment offered has won the favor of the showboat fans along the route.

In the Majestic roster are T. J. Reynolds, owner-manager; Garnet Reynolds, treasurer; Vernon Smoot, head usher; Tommy Reynolds, featured drummer; Jack Griffith, director; Earl Whitaker, piano, calliope and parts; Katherine and Margaret Reynolds, specialties and parts; Harry L. Clarke, characters and general business; Frank Reynolds, chief engineer; Agnes Young, general business; Toby Vevay, comedian; Jean Whitaker, parts and specialties, and Margaret Griffith, character comedy and specialties.

Billroy Show Briefs

CORDELE, Ga., April 17.—Amid a blaze of glory and a fanfare of trumpets, Billroy's Comedians, consisting of 30 people, opened its 13th annual tour in Valdosta, Ga., April 8 to a large crowd. With the exception of a couple of missed cues, several balky travelers and one brasserie which refused to stay in place, the show went off smoothly.

Manager Billy Wehle was a bit jittery in his concert-sale announcement and muffed a few important points, probably because of hoarseness from his usual long and protracted lecture during the afternoon on the morals and habits of the young people of today and what is expected of the members of the company during the coming season.

The system and method of presenting the show have changed considerably. The speed and tempo have been stepped up. For instance, if during the main show you stop to comb a couple of unruly locks or take a few drags from a cigaret you are liable to find that the second scene of the concert is on, but you probably haven't been missed. We hope to adjust ourselves after a few weeks, however.

The decoration of the trucks has been beautifully done by Johnny Finch, who won't be on the road this season, as he has decided to rest up.

Quite a number of visitors this week, including Hubert and Patsy Lyons, John Van Arnam, Al Fox, Norman and Ivey Henkle, Roddy and Jean Jordan and others.

Boyes Returning to Lincoln

LINCOLN, Neb., April 19.—Mr. and Mrs. Chick Boyes were here last week making arrangements for the opening of the Boyes Players on the West Lincoln tent site. Date of the opening is not set, but it's definitely understood to be some time in May. Boyes had two seasons (1934 and 1935) on the same lot, but dodged the stand in 1936.

Rep Ripples

JACK ROONEY, veteran trail blazer, is reported to be doing a crackerjack job in advance of the Harley Sadler Show thru Texas. He has been finding a number of "sleepers" in license ordinances in various parts of the Lone Star State and has succeeded in spotting the Sadler show in several towns which were supposed to be tightly closed to all traveling tent attractions.

OTIS OLIVER, now visiting his mother in California, reports that he will open his season about May 15 in that State. He says his No. 2 show is still in Oklahoma under L. E. Martelle's management.

CHARLES CLEMONS, veteran rep and stock performer, is now posing for the eminent Cincinnati artist, H. H. Wessel. He is also serving as a subject for the life classes at the Cincinnati Art Museum, using the various character make-ups he has employed on the stage.

GREG ROULEAU, now resting at his home in Wausau, Wis., after a five-month stock engagement with the Federal Players at the Majestic Theater, Peoria, Ill., begins rehearsals with the Norma Ginnivan Company in Fayette, O., April 22. This will be his second season with the Ginnivan troupe. During his layoff at home Rouleau worked several magic dates, including a full evening show in association with Doc Glover.

SOAPY AUSTIN Stock Company, which had been playing the Rialto Theater, Knoxville, Tenn., was forced to close April 10 when business at the house took a nose dive due to several stench bombings at the theater recently. In the company were Soapy Austin, (See REP RIPPLES on opposite page)

Palmerton Props Damaged in Fire

WORCESTER, Mass., April 17.—Fire of undetermined origin did several hundred dollars' worth of damage to the Worcester Theater here early this week and caused a hitch in the plans of the Guy Palmerton Players, who are here for 10 weeks of stock.

The blaze ruined two curtains and much of the scenery for *It's a Wise Child*. Confined to the area about the stage, the fire and water made the section a general mess.

Opening of *It's a Wise Child* was delayed a week to April 19, with the house management getting things back into shape quickly. Regular schedule of the Palmerton Players will be carried out except that the original dates have been set back one week.

Hammond to Keene House

PITTSBURGH, April 17.—Freeman Hammond, character actor with the Pittsburgh Playhouse, will operate the Keene (N. H.) summer theater and apprentice school for founder Herbert Gellendre, who sails for Scandinavia in mid-June for a vacation.

LeVant Gets Going May 10

THOMPSONVILLE, Mich., April 17.—Lee LeVant is whipping into shape his vaudeville and picture show to open under canvas here May 10. Outfit will play week-stands in its established Michigan territory. O. Henry Tent & Awning Company is making a new top for LeVant. A new truck and other equipment are also being added.

MARQUIS PATTERSON has replaced Chalmers Stover, juvenile lead in Morris Fierst's *Snatched From the Noose*, in its fourth month at the Fort Pitt Hotel, Pittsburgh.

Kansas City Jottings

KANSAS CITY, Mo., April 17.—Marcella Clifford, formerly with various West Coast companies, was spotted on the local rialto this week. She will be seen this summer with a Midwest repertoire company.

Wally and Betty Wallace, formerly with Big Ole Company, have joined the Hank Neal Players.

Keith and Edna Gingles have closed their chautauque attraction and signed with the Frank Smith Players for the run under canvas.

Creston Wright, character and heavy man, left here recently to join the Norma Ginnivan Company in Ohio.

Robert Deu Free, leading man, left here this week to join the Kinsey Comedy Company.

George L. Barton, veteran advance agent, left here recently to join a circus. P. Agar Lyons, formerly with the Princess Stock Company, has joined the Harvey Players for the tent season.

Sid Winters left here this week to join Bisbee's Comedians in the South.

Mal Murray is now manager of the Mystic Theater, Picher, Okla.

Bisbee's Comedians opened the tent season last week in Tennessee.

Billy Fortner's circle closed last week in Southern Missouri. Mr. and Mrs. Fortner have joined Jack Collier's Comedians.

Aileen Gibbs recently joined Frank Wilder's circle in Minnesota.

Roster of the Dunbar Players, now showing three-night stands in Minnesota, includes Harry Dunbar, manager; Maudena Dunbar, Deb Forrester, Harry Martin, Blanche Bradley and Norine Anstett.

L. Verne Slout, former manager of the Slout Players, has signed as press agent with Jack Hoxie's Circus for the summer.

Aulger Bros.' circle closed last week to prepare for the opening of the tent season.

Clyde and Gladys McWhirter are again with Bisbee's Comedians for their fifth consecutive year.

Tilton-Guthrie Players will begin rehearsals at Lake City, Ia., soon.

Long-Balfour circle is reported to have closed in Wisconsin.

Leo and Maxine Lacey have joined the Phil Duncan circle in Texas.

Gaynor McCauley, formerly with Her-

bert Walters' Comedians, is now announcer for the radio station at Pecos, Tex.

Jimmie and Mildred Tubbs are said to be closing with the Hank Neal Players and will join Eddie and Mona Hart for the summer.

Lew and Thelma Walrath are signed with Kinsey Comedy Company for the summer.

Emile Conley has signed with the Vincent Dennis show for the summer.

Harry Page, advance man, closed recently with Scotty's Comedians and is now visiting friends in Illinois.

Mona Rapier was spotted on the main stem here this week after closing with Frank Wilder's circle in Minnesota.

The M. & M. Show will begin rehearsals soon in South Sioux City, Neb. Ted North, manager of the North Players, now playing an indefinite engagement at Topeka, Kan., was spotted on the main drag here this week.

Charles Worthan, who deserted the rep field several years ago, is contemplating the launching of a tent show this spring.

Nixon and Norris, formerly with the Princess Stock Company, are reported to be with a show playing Canada.

Orpheum Players, management Perry Hoddis, recently closed in Ohio. Freddie and Lilyan Poole were spotted in town this week.

Ben Wilkes will begin rehearsals April 20 and will open in Illinois May 3.

Al E. Root, who managed the Chase-Lister Show three years ago, is making tentative arrangements to launch a tent show this spring.

Frank Wilder's circle, which has been playing a loop of towns around Fairmont, Minn., will move to the northern part of the State the last of this month.

Phil Whitmore has signed with the Aulger Bros.' for the summer.

Film Men Ogle Pitts Talent

PITTSBURGH, April 17.—Representatives from 20th Century-Fox, Paramount, Columbia and Warner Brothers were here yesterday to look over talent in three one-act premieres sponsored by the Federation of Non-Commercial Theaters.

While in town Carleton Hoagland, Fox rep, caught two nights of little theater Drama Festival acted by selected amateur casts; Carnegie Tech drama version of *As You Like It*, city Recreation Bureau opus, and interviewed 15 juveniles and ingenues between acts.

Biehl Sisters' Stock On Tour in Oklahoma

PERRY, Okla., April 17.—Biehl Sisters' Stock Company opened a week's engagement here Monday to satisfactory business. The large tent was well filled each night. A change of bill and vaude specialties are offered nightly.

Show is scheduled to play several weeks in Oklahoma and Kansas and then move into its regular territory in Missouri. Roster includes Cleve Terhune, manager; Grace Biehl, orchestra director; Al W. Clark, director; Lawrence Deming, advance agent; Arthur J. Kelly, Wayne and Loretta Huff, Dick Woiever, Gene and Audrey Bradley, Maxine Martens and Mickey and Bertha May Arthur.

Schaffner Players Will Usher in Season May 24

CHICAGO, April 17.—Neil and Caroline Schaffner Players open their 12th season May 24 in Wapello, Ia., for a tour thru Eastern Iowa.

Company begins the season with a number of well-known radio performers, including Toby and Susie from the Alka-Selzer National Barn Dance.

Route this summer includes 16 cities, according to Neil Schaffner, director.

Gordon Players Open May 17

CHICAGO, April 17.—George Gordon, manager of the Gordon Players, was in Chicago this week lining up the cast for his repertoire show, which will open under canvas May 17 at Covington, Ind. In addition to Gordon, the personnel of the show includes Roy Lewis, director; Peggy Wilton, Helen Kilduff, Lynne Townsend, Estelle Ramsey, Del Hager, Arthur May, Wellington Ross and Eddie Burke. Several others will be added.

Sign Joyce Kilmer Players

MILWAUKEE, April 17.—St. Coletta's Institute of Jefferson, Wis., is importing the Joyce Kilmer Players of Chicago to present *Driftwood* at the Pabst Theater here April 24 and 25 under the sponsorship of the Lalumier League.

ORIGINAL MILT TOLBERT SHOW

H. D. HALE, OWNER

Featuring "Lasses" White and "Honey" Wild. Wants A-1 Banner Solicitor with car to do 24-hour work. Big proposition for good man that can sell banners. Want to hear from Bill Stennett, also Harry Crigler. Wire H. D. HALE, Dothan, Ala.

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WANTS—Five clever Comedy Teams, men with wires; must Sing and have good Specialties. Girls, double Chorus. All versatile Performers write. Five-piece singing, entertaining Orchestra with Leader, all young performers. Send latest photographs; don't misrepresent. Rehearsals May 15; open May 24. Late starting, long season, close December. All performers have own transportation. We pay gas and oil when you arrive. Performers must have best of wardrobe. We furnish wardrobe for Chorus. Will consider 10 or 15 people high-class organized Show with Orchestra with real Specialties, with own transportation. WANT Banner Man or Woman. Playing one-night stands. State all in first letter, including lowest, sure salary. Boozers and agitators lay off. We furnish rooms. Boss Canvasman to take full charge. Three Helpers to work on canvas and seats. Must be A-1 truck drivers.

NATHAN O. OBAN, 14 Fulton Street, Nashua, N. H.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

KARSTON THE MAGICIAN, now on tour with his own unit, played the Rialto Theater, Cincinnati, Sunday of last week, booked by Bob Shaw, of the Sun office.

ISOLA BROTHERS are presenting their tricks at the St. Marcel-Pathé in Paris.

CARRINGTON AND COMPANY are touring Morocco.

RAY BILDERBACK, former Indianapolis magician, has moved to Detroit. He has perfected a new type of trick deck, which he is manufacturing under the name of the Mtric Company. He and Mrs. Bilderback are planning to leave in June for a three months' tour of Mexico.

DONALD HENDRICKS, editor and publisher of *The Magicians' Digest*, writes from East Moline, Ill., to say that business is good in the Quad Cities. He played the VFW Indoor Carnival in East Moline April 7, 8 and 10, and April 9 played the Central Casino night club, Rock Island, Ill. He features the needle trick.

DE CLEO THE MAGICIAN, who has been working clubs and schools, recently joined the Chief Rolling Cloud med opny at Paris, Ill. He will feature his magic and escapes.

THE GREAT GEORGE (Grover G. George) suffered the loss of several of his favorite tricks in an unusual accident recently. It happened when an express wagon struck a cable attached to a chimney, the impact pulling the chimney down, a section falling thru the roof of George's 15-foot baggage trailer. Badly damaged or completely wrecked were his Chinese water fountains, the piercing of a woman, the levitation and several other numbers. Substitutions were made and the show was enabled to play Salem, Mass., the following day. Damage to the trailer alone was \$200. Losses were quickly adjusted by the express company, George reports.

WILLARD CALDWELL, prominent Kansas City, Mo., magician who is assisted by his wife, Edythe, headed the contingent of acts from the Shrine Circus, held in Kansas City April 3 to 11, which played the various hospitals and institutions in that city during the run of the circus there. Caldwell is an active member of the Ararat Shrine.

RAJAH RABOID was a visitor to the magic desk the other day, en route from the South to Columbus, O., for a visit with his friend Bob Nelson, of the Nelson Enterprises. He also stopped off in Gallon, O., for a visit with Marquis the Magician, who was playing the State Theater there. Raboid's trip to the inland territory was for the purpose of booking his *Miracles of 1937*, now laying off in the East.

JEAN FOLEY has left the Raboid mystery attraction in the East to return to his home in Pittsburgh. He has been indisposed the last several weeks.

PHILADELPHIA ITEMS: Hardeen, magician and illusionist, brother of the late Houdini, is making a series of personal appearances in the local Warner Brothers' houses. . . Prof. Kunkel Miller, mentalist, is doubling his dates at the neighborhood vaudeville houses with personal appearances in the center-city department stores. . . Tanya Garth, mentalist, is appearing as master of ceremonies at the Purple Derby Cafe and further demonstrating her ability by reading the cocktail glasses between shows. . . *Philadelphia Record*, morning paper, is featuring a pictorial series showing how Harry Blackstone performs many of his feats.

KENNETH SPENCER, ventriloquist and marionette man, jumped into Chicago from Minneapolis last week.

FRED LANDRUS, of Harrisburg, Pa., presented several of his new effects during a luncheon show sponsored by the local branch of the National Insurance Company at the Penn-Harris Hotel, Harrisburg, April 12.

HOWARD BROOKS, who opened at the Congress Casino, Chicago, April 9,

has just been signed for a London appearance, opening May 31 at the May Fair Hotel there. Deal was set by Mark Leddy, of Leddy & Smith, New York.

LOZANO is now at the Hungarian Club in New York City's Yorkville, where he says he is "raising the devil with Grant's wishing bag."

PALMER AND DOREEN are in their second week at Old Vienna, one of Cincinnati's better downtown spots. Palmer has been going great guns there with his magic kettle, from which he pours an endless variety of mixed drinks.

JOHN LEONARD (Hadji Baba), now in his ninth week with the *Secrets of the Harem* unit, was a visitor at the magic desk Wednesday of last week during the show's engagement at the Nine-Mile House, Cincinnati. Leonard renewed acquaintance with Jay Palmer, of Palmer and Doreen, who also had stopped off at the desk for a chat. Hadji Baba is set with the unit until way up into summer.

DANTINI is appearing as an added attraction with the floor show at the New Broadway Hotel night club, Baltimore. On the same bill with him is Marvello, girl mentalist.

HUNTINGTON THE MAGICIAN writes from Mexico that he recently saw a Vitaphone short in which a well-known magic worker does a bit of exposing. "Seems to be an epidemic of exposing right now," Huntington pens. "Too bad a former national president of the SAM has to sell the rest of us short. Biz a little spotted thru the Lone Star State, but have found it good elsewhere in the South."

BOB GYSEL, "Potentate of Padlocks" of Toledo, O., is offering the sum of \$50 in a challenge that he can open any known make of padlock manufactured in this country. No second key is used in the test, Gysel says. The limit on each padlock is to be 15 minutes, and after the lock is opened the original key is supposed to open the same lock. Three people will serve as a committee to see that he does it according to Hoyle. Gysel expects to be in High Point, N. C., three days before the International Brotherhood of Magicians' Convention to be held there in June so that the High Point newspapers may pick up the event. From High Point Gysel will journey to the Pacific Coast Magicians' Convention in Reno.

A. F. DAVIDSON (The Great Gravity), lecturer and inside manager at Sivan's Museum, Chicago, will return to Duneside Show at Riverview Park, Chicago, which opens the season May 19. Davidson has been featuring magic and escapes at the Sivan Museum the last three months. Early in the winter season he played night clubs in Chicago, Indianapolis and Cincinnati.

BILL SIROS, Texas magish, has an illusion attraction with the Greater Exposition. Shows this season. Fran Dessereau is his chief assistant and is also doing a bit of magic.

HENRY HAVILAND, magician, formerly with Rajah Raboid, was to have opened Monday at Leon and Eddie's nitery, New York.

U. F. GRANT, formerly of Pittsfield, Mass., has opened Grant's Magic Studio in New York. Spot is rapidly becoming a rendezvous for magis. Grant's first name is Ulysses and he claims distant relationship with the noted general. Before going into trade he played clubs with his magic act.

THE GREAT MAURICE played the Hotel Men's Association affair last week at the Waldorf-Astoria, New York.

WELBERN, magician, going into his eighth week at Gilmore's Magic Bar, Chicago. Will probably run indefinitely.

London Magic Briefs

LONDON, April 13.—A movement is on foot to again provide London with a permanent theater devoted entirely to



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 VAUDE For LEGIT MUSICAL

MASY-BRACH DUO—Mixed team, in this country for the first time with the Ringling-Barnum show, perform agilely on an unsupported ladder and intersperse their whole routine with an amazing variety of juggling. Finish sock is a two-high stunt on a unicycle. Couple should be able to work vaude stages and click in practically any opening spot.

FRANCES PAYE—A revue could well employ the singing talents of this performer, who was seen last week at the State, New York, and who has built up a reputation in the night spots. She's a song shouter, yet she is not raucous. Has a better voice than most shouters and, what's more, she is a showmanly seller. Accompanies herself on the piano, banging away galore.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

AL BLAND, prominent in the production of amateur minstrels in the Ohio Valley the last several years, is now fea-

magical and kindrad acts. Such a theater existed for many years at St. George's Hall, now devoted to a section of the British Broadcasting Corporation studios.

Back in London after two years' absence, Cardini, the suave prestidigitator, opened last week for Kurt Robitschek at the Victoria Palace and was a great hit, taking four tab calls at the end of his first showing.

Henri Hilton is presenting a neat magical act with comedy relief at Penge Empire.

The Great Carmo, comedy magician, presents his own unit at the Empire, Birmingham.

Kuda Bux, the "man with the X-ray eyes," continues his successful tour of the Syndicate Theaters. He leaves for America shortly to play a series of club dates.

Coronation festivities look like a bumper period for magicians, most of whom have fixed up plenty of club and private shows over this time.

REP RIPPLES

(Continued from opposite page)

Anabelle Austin, Maurice Luckett, Gene Ray, Verna and Norman Robinson, Ernest Candler and others.

DON D. KIMMEL, of Don D. and Myrtle Kimmel, musical song and dance act, was a visitor at the rep desk Tuesday of last week during the act's run at the Wonder Bar, Cincinnati. Turn was slated to move to Bucyrus, O., for this week.

MR. AND MRS. JOHN JUSTUS, of the Justus-Romain Company, who have been readying their new show for the 1937 season in Tilden, Neb., are slated to get under way this week. Justus reports that they have added several new features this year. A number of new faces also will be seen in the Justus-Romain roster this season.

BILLY DE ARMO, Joe Fanton and Company, Connelly and Radcliffe, the Lane Sisters and Margaret Andrews are joining the Kelly Stock Company in St. Charles, Mich., this week. Lloyd Connelly will direct the stage. Connelly and Radcliffe are sporting a new house-trailer.

F. D. WHETTEN, rep oldtimer, after playing a number of spots in Ohio for Shea and Warners with his one-man circus, has joined Freeman's Exposition for the season as lot superintendent.

tured on the Dawn Patrol program over Station WKRC, Cincinnati, each morning, except Sunday, from 7:15 to 8:30. He features bits of minstrelsy in his programs. Bland was a visitor at the minstrel desk Monday of last week.

OTE BALDWIN posts from Henderson, Ky., that "Hi-Brown" Bobby Burns is back with the Walter L. Main Circus this season as press agent.

SILAS GREEN SHOW played City Auditorium, Savannah, Ga., April 5 and did good business, according to reports. New show is entitled *I've Coming, Corlusia*. Featured are Lassie Brown, Ford Wiggins, Billy Mills, Harry Fiddler, "Jazz Lips" Richardson, Fred Durrah, Marguerite Richardson, Emmett Crosby, Fred Thompson, James Harris, Boisey DeLegge, Leo Dupre, James Anderson, John Jackson, Princess Durrah, the Gaines Brothers, Ma'ion Blue, Charley Rue and 12 dancing girls. Band is headed by Edward Washington. Charles Collier is owner and Johnson Rooks manager.

WALTER BROWN LEONARD'S Minstrel Memoirs:

X
Then a colored man named Thatcher. In a suit of grotesque clothes, promptly makes a rapid entrance. While from his lips there flows eloquence of doubtful meaning on the topics of the day. As he gestures and he poses 'Til he has his final say. Then a family called Nelson. All aglow in spangled tights, (These're the parents and the children) Famous acrobatic lights. How they flip and leap and tumble; See they do the giant fall. When at last their act is finished, Then they take a curtain call.

SEVERAL FORMER minstrel men are this season with the Walter L. Main Circus. Jingles Corsey and Benny Kenner are with Jack Irwin's Band on the show, and "Hi-Brown" Bobby Burns is handling the press and uptown ticket sale.

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The Forum

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

Says Hustling Magi Will Not Need U. S. Aid

Burns, Tenn. I noted in *The Billboard* where WPA magicians are making it plenty tough for us old boys who are not on relief. I have a few words to say regarding this. In my estimation, these units sponsored by the taxpayers of the country should have never taken place. I have worked all thru this depression and I believe any man with a little gray matter under his hat can do the same, providing he does not want to lie in bed until 10 or 11 o'clock each day. Nowadays you have got to get out and get your bookings. I have met a number of so-called showmen, besides the would-be magics who are playing the South, working three or four nights free and the last three nights for 5 cents a head. That is the climax; that is even worse than the project artist. I believe in keeping the prices up. I make my prices vary but never under 10 cents, and I only use these prices in small schools. If these boys had any business ability about them they would not have to stoop for one of the project jobs and they would not have to show three free nights in order to make a living. Give the public something and charge them for it and they will like it, but give them a snide show absolutely free and they are not satisfied. I am sure that our brothers who have given up hope can come back again by using a little energy instead of crying for help. Of course, we have always had performers who don't have the brains to take care of themselves. Such performers do not deserve to be in the most hustling line of business in the amusement world—magic. Keep your show, your appearance and your advertising up and the public will keep you up. And remember it is not what you do, but how you do it.

BILLY STILES.

His Version Of Precedence In Carnivals

Cleveland. In reply to a recent query in *The Billboard* as to which is the oldest show, Johnny J. Jones', Barkoot's or Dodson's, I will say Barkoot is ahead of the class, which I will prove and which any living De Kreko will corroborate. Following the Spanish-American War and the first great Galveston flood or tidal wave, I was in Paris, Tex., and, having seen a Ferris Wheel, a Conderman, operating on the streets of Paris, I bought one for \$1,850 and had it shipped to Paris. The makers were Bill and Jay Conderman, manufacturers of carriages and elliptical swings. Thru all the years the elliptical swing, so called and classified on page 105 of all railroad classifications, and has taken one and one-half first-class rate, for when a boy under age 1 "shot" them from Coast to Coast, baggage-car movements or freight. The wheel came to Paris and lay three weeks in the railroad yards. A Mr. Griffith was agent and I was looking for a Ferris Wheel. Finally we found the elliptical swing. Look in the dictionary and you will find what it is. I put it up after cutting down a tree for a gin pole. Clarence Wortham, a boy then, helped me erect it. The Confederate Reunion was to be in Dallas. I went over and met Sidney Smith, the secretary, and he wanted \$50 for ground to put the wheel on. I finally gave him \$27. I shipped it over a week ahead and someone showed me where a crane was used on one of the standpipes after we had shipped the tree. I opened the wheel, the first one on the Texas Fairgrounds. After shaking them up we mastered the contraction and at 15 cents, two for a quarter, I crossed nearly the cost of the wheel. It was there that I saw my first "showmen's bible." It sold for a dime and was not then the big, wonderful masterpiece of *The Billboard* of today, reaching the furthest corners of civilization. I bought the little 52-page book and saw about a Bakersfield (Calif.) celebration by Buckle by to be opened by the late Teddy Roosevelt. I loaded the wheel in a box car and started for California. In Dallas were Baba Delgarlan and K. G. Barkoot with

Streets of Cairo. Later in Memphis, where the post office now stands, Baba and K. G. showed years and years before Dodson. In after years Irv J. Polack played Chillicothe, O., with Rutherford Greater Shows. I was there with wheel concessions. The owner of the present Royal Palm Shows, Bernay Smuckler, was there also, working concessions for Irv J. and me. This was a year before C. Guy Dodson came on from Frankfort, Ind., and put up on the streets. It was my first time to see a Motordrome. The following week we bucked Barkoot, streets versus streets, at Ironton Apple Show. Two crows were there, Dodson's and Tubby Snyder's. This eliminates Dodson, even as a starter against Barkoot. K. G. had already made a fortune with shows, gone to Norfolk, Va., lost it in a big restaurant and returned to the show world with Merrill Kinsel, a first of them all. Merrill and his daddy put K. G. over. Now who was the first? Nat Reiss, Southern Amusement Company, J. Frank Hatch, Smith's Greater, Great Empire? There are a dozen ahead of Dodson but none ahead of Barkoot. Frank W. Gaskill with his Canton Carnival Company is in there; also the Assyrian, George J. Jabour, and another one overlooked in 1902. I shipped a Ferris Wheel from Paris, Tex., to W. S. Layton's Days of Pompeii in Newport News, Va., years before Dodson's Shows. Mel Dodson as late as 1911 joined the Famous Aiken Shows with his girl show, called the "Limit," at Indianapolis on Fountain Square. The first time I ever saw Gully Gully Mike, who was with Jabour in Winnipeg. That was two years before P. J. Mundy was in there to get the greatest gross an animal show ever had. The year following the split of Gaskill and Mundy on the State capitol grounds in Austin, Tex., my wheel stood there three weeks. I went broke in St. Louis. So Dodson is young, but K. G. goes way back. He was in it before even I, and I was in it four years before C. A. Wortham. Now which is the older, Jones or Barkoot? Danny Robinson and John Berger come in there. J. Frank Hatch, whom the carnival show world has lost, his soul having returned to his first and only love, can answer this question correctly, for he belongs back yonder. I have written this to show how long K. G. Barkoot has been in the carnival world. He still has one to open in Toledo, as have Dodson's and the Jones organization. I could continue to call to mind many more, such as W. H. (Bill) Rice, Jean De Kreko, John

R. Castle and many more of the carnival world as it has risen and grown from perhaps three shows to 300. I will go out again this season. BILL AIKEN.

Real Show Biz Forget-Me-Notes Occur to Cole

Detroit. Some forget-me-nots. Listening to a clown singing a song in a one-ring show. Eliza crossing the ice and being helped up on the bank of the Ohio River. "Where am I?" "You're on Ohio's free soil, man." "Thank God." Men with bloodhounds and Lawyer Marks on the opposite side of the stage. That scene was always a thriller in the old play that had plenty of them, *Uncle Tom's Cabin*. A one-night-stand company in *East Lynne*. You remembered it because that was where you heard the song *Then You'll Remember Me*. Hi Henry's parade the first time you saw a minstrel show. Hi Henry playing a cornet in the band. Waiting for a Barnum & Bailey parade the first time you saw a big circus parade. Nobody ever complained of being tired while he waited for it to appear in the Gay '90s. The only time you saw Lillian Russell with Weber and Fields and you never forgot how stunning the radiant Lillian looked. Thomas Jefferson, in *Rip Van Winkle*, with his unforgettable "Nobody knows me now. Are we so soon forgot when we are no longer here?" The one time you saw the fascinating Anna Held, and were you tickled to be there! Nat Goodwin standing on a table in the toast scene of *When We Were Twenty-One*. Harry Kellar holding up a newspaper, rolling it into a funnel, then shaking out a pile of paper flowers while the goofs wondered how he did it. Houdini nailed up in a box which was roped; Houdini, a bit disheveled, bowing to the audience in about four minutes while a sap ahead of you told a friend how it was done. The cocksure detective's speech in *The House of Glass*. "They all come back to New York and we always get them. I've been on the force 20 years and I never knew it to fail." Carrie Turner's reply in *Within the Law* to the taunt that she never got any time off for good behavior. "Ask the keepers why." The climax in *The Typhoon*, with Walker Whiteside as the Japanese hero, "Tokarama is dead." The train scenes in Lincoln J. Carter's *Fast Mail*, when it was so quiet you couldn't hear anything except the trains. Mindreader and hypnotist driving from the hotel to a grocery store blindfolded and going into the store and picking an apple out of the top of a barrel with a key in it. A man sat on each side of him, with his mind concentrated on the apple's location and holding onto the mindreader's wrist with both hands. Was it a trick? Prof. John E. DeMotte on the same stage two

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Vol. XLIX. APRIL 24, 1937. No. 17

years later delivering a lecture and saying: "There is no such thing as mind-reading or what is known as thought transference. I will give \$1,000 to any man in this audience who will tell me the words that I will write on a piece of paper and place under my foot. I have made this offer repeatedly and it has never been accepted. I don't expect it to be." HARRY W. COLE.

Washington. I have been reading the Forum, which I enjoy very much, a great many years and have seen many letters from circus fans asking why some circuses do not print their routes in *The Billboard*. I believe these circuses lose a good many dollars each season by not having their routes printed. There are many people who enjoy circuses who would go many miles to see the circuses if they knew where to find them. SPENCER A. STINE.

Saranac Lake
By JOHN C. LOUDEN
Dr. Karl Fischel, superintendent of the William Rogers Memorial Hospital, has returned after a brief business trip to New York. Eddie Dowd is our latest guest-patient. He hails from Portland, Me., and was formerly of the vaudeville team of Del Rio and Dowd. The Three Madwags and Larry Rich's Orchestra. Martha Gill has been added to the up-patient list and is enjoying a meal in the dining room and a movie once a week. She is showing splendid improvement. Charley Foster, who has been curing at the lodge for the last 10 months, will leave within the next fortnight for his home in Racine, Wis. Mrs. Foster and the boys down home are anxiously awaiting Charley's return. Jack Edwards celebrated another birthday last week. He is coming along nicely and seemed to thoroughly enjoy his birthday cake. Eddie Ross, who is about to be okehed, is busy dismantling his photographic dark room. Eddie has been appointed official shopper for the boys. Melvin Fox bargains for the girls. Needless to say, the patients are very grateful. Melvin Fox left the lodge last week to spend a few weeks' vacation with his parents in Washington. Write to those you know in Saranac Lake.

Circus and Crippled Children

EVERYONE knows or should know what joy the circus puts in the lives of children. The mere mention of the word and their interest is aroused. This applies to crippled kiddies just like other children. A beautiful word picture of their appreciation appeared in the 1935-'36 Year Book of the House of St. Giles the Cripple, whose hospital is in Brooklyn and home and school at Garden City, L. I., on the occasion of a visit to the Ringling Bros. and Barnum & Bailey Combined Circus. Everyone in show business, we feel, will appreciate this word picture, headed "The Circus Is in Town." Reproduction of it is appropriate at this time with the "Big One" holding forth in New York City. It follows:
"For weeks the children lie on their beds or are wheeled thru the corridors excitedly telling each other: 'We're going to the circus next week.'
"And go they do—all of them. Busses, porters, policemen assist in transporting the crippled boys and girls to the special seats near the huge arena. Everyone comes early because it takes so long to help the whole group. But no one minds waiting. The smell of circus is in the air coming up from the trampled sawdust of the rings. Venders pass out peanuts and balloons.
"Now a solitary clown tumbles out. How they wave and shout to him. The band strikes up, the parade begins! The whole colorful pageant carries these physically bound children into the realms of romance, adventure, jungles, the Wild West.
"Lying strapped to a frame this little girl claps her hands for the lady in pink satin astride a white horse. 'Oh,' she cries, her face beaming, 'it's the princess and the fairy steed!'
"At her side a tiny chap forgets his crutches and brace enough to jump in his seat as a screen cowboy tears down the course. 'Hurrah,' he shouts, 'Ride 'em cowboy. Hurrah!'
"Hurrah! comes the echo. Hurrah for the excitement, the color, the happiness of seeing the circus, the experience of going out just like other children for a wonderful show."

The Final Curtain

ADAMS—Charles, one-time booking manager of the Gulliver Circuit of English vaude theaters and father of Wyn and Ivy, English sister team, in London March 30.

ADAMS—Harry J., showman and pitcher, killed in an auto accident near Birmingham recently. American Legion took charge of his body.

ALBERINI—Filoteo, 70, inventor of motion picture apparatus, April 12 in Rome after an operation. In 1895 he completed the Kinetograph, an early type of motion picture camera. He also developed a miniature film now used in amateur motion picture cameras, and a system for reducing the length of film by making two exposures side by side. He had been working recently on a system to project three-dimensional films without the necessity of a spectator using glasses.

AITKEN—George (Pambr), snake charmer, recently in Melbourne, Australia, of poison from snake bites suffered during his acts.

BAUDIUS—Auguste Willbrandt, 93, veteran Viennese actress, March 28 in Vienna.

BRANSEY—Harry C., 72, one of the oldest motion picture operators in the country, April 5 during a visit in New York. Until recently he was employed at the Colonial Theater, Atlantic City. His widow, Sarah K., survives.

BUTCHER—Enoch, 61, owner and operator of riding devices, at his home in Kansas City, Mo., recently. He had been in the carnival business for the last 36 years. Survived by a daughter, Mary, 16; two sisters, Mrs. Alice Hanley and Mrs. Mary Hillock; two brothers, James and J. C. Butcher.

CHALFONTE—Mrs. Frances Kaufman, mother of Reba and Inez Chalfonte, of the Famous Sisters' vaude act, at her home in Lake Worth, Fla., April 4. She toured the world with her daughters, whose last act was the *Birds of Paradise*. Since 1930 the Chalfontes have operated a dance studio in West Palm Beach. Body was cremated.

COSTELLO—Margaret, better known as Jolly Babe, fat girl, in Shreveport, La., April 6 of heart trouble.

DABB—Mrs. Ellen, 82, widow of Richard Dabb, theater operator, April 4 at her home in Shenandoah, Pa. Her husband had established the Lyric Theater there, which is now managed by a surviving son, William.

DENISH—Saulle, 80, father of Paul N. Denish, manager of the Boston office of George A. Hamid, Inc., in Providence, March 28 of pneumonia. Survived by five daughters, Edith, Aurora, Annie, Mannie and Adeline, all married, and three sons, Paul, Edward and Anthony. Burial in St. Francis Cemetery, Providence.

DONNELLY—James, 72, stage and screen actor, in Los Angeles April 13. He was born in Boston and had been an actor 43 years. He spent the last 22 years in Hollywood, working from time to time in pictures.

FEELEY—Andrew J., 74, prominent theater operator in Hazleton, Pa., April 6 at his winter home in Miami. He was also associated with the Comerford Amusement Company. His widow and six children survive.

FINALY—Pierre, French stage and screen actor and for several years manager of the Theater des Mathurins, Paris, in that city April 4.

FISK—Fred M., 71, father of Cleo Fisk, now appearing in filming of *The Toast of the Town* in Hollywood, suddenly April 11 at his home in Traverse City, Mich. The well-known Jim Fisk, of Wall Street, the story of whose life is depicted in *The Toast of the Town*, was a cousin of deceased. A daughter and one son, Klou B., survive.

FOOTE—Arthur William, 84, composer and organist, in the Massachusetts General Hospital, Boston, April 9. *The Night Has a Thousand Eyes* is among his best known compositions. He leaves his wife and daughter.

POWLER—Frank, for many years with Jack Hooglan horses and with Cole Bros. Circus in 1935, at the Methodist Hospital, Indianapolis, March 31, of lockjaw and pneumonia. Burial in Hardinsville, Ill.

POWLER—Lee, 32, night club entertainer, April 9 in Florida.

FREDUS—42, manager of the important French tent circus, Cirque Pinder, at Toulouse, France, recently.

FROHMAN—Emma, sister of Daniel Frohman, dean of the American stage, April 15 at Mount Sinai Hospital, New York, of pneumonia after a brief illness. She helped her brother, Daniel, in activities of the Actors' Fund of America, and was active in charitable work on behalf of indigent and aged actors. She leaves, besides her brother, a sister, Etta.

GLAENZER—Richard Butler, 80, sce-

narist, April 15 at the Far Rockaway Hospital, Far Rockaway, N. Y., of a stroke suffered the week before. He wrote for Goldwyn during the last years of the silent film period and was with Associated Producers in 1921-'22. He leaves two daughters and two brothers.

GOLDSTEIN—Samuel J., father of Manny Goldstein, executive of Republic Productions, April 11 in New York. He was father-in-law of Sam Liggett, head of Columbia Pictures non-theatrical department. He leaves also two daughters. Burial at Beth Olem, Cypress Hills, L. I., N. Y.

GUSTIN—Mrs. Ben, 79, mother of Dennie Curtis, well-known Shrine circus producer, at her home in Denver April 15. Besides Dennie Curtis she leaves three other sons, Bert and Floyd Curtis and Guy R. Kyle. Burial in Denver.

HARRIS—Henry Lawrence, one-time manager of several London theaters, in London March 27.

HART—John, chairman of a group of vaude theaters in north England and producer in association with Robert Courtneidge of several West End plays and shows, March 29 at Bournemouth, England.

HAYNES—Mary B., vaudeville performer, of a heart attack April 9 at Boston.

HILL—George H., 55, former business manager for theatrical shows and motion picture producing companies, April 13 at his home, Fall River, Mass., following a long illness. Leaves his wife, Mrs. Margaret M. (Mullins) Hill; two daughters, May June and Barbara Ann Hill; three sons, George H. Jr., James K. and John M. Hill, and four sisters, Mrs. William B. Blake, Mrs. Frederick J. Lough, Ida A. and Mary E. Hill, all of Fall River.

Funeral services at the home of his sister, Ida, April 15, with burial in Fall River.

HILL—Sherman, 82, former Metropolitan Opera tenor, professionally known as Cremonini, in Los Angeles recently as a result of flu and arthritis. He had appeared during the '90s with such singers as Schumann-Heink, Mme. Melba, Tetrazzini, Caruso, Antonio Scotti and others. For several years he had been maintaining a studio in Los Angeles.

HODGINS—George H., 67, police chief of Wichita Falls, Tex., and former troupier of heart attack in Wichita (Kan.) General Hospital April 6. Born in Brooklyn, Hodgins began his show career at 14 as a song-and-dance artist. Later he became a vaudeville performer.

HOLM—Mrs. Lulu Blair, 63, mother of John Cecil Holm, playwright, April 11 at her home in Philadelphia. Other survivors are her husband, a son, a daughter and two brothers.

INCE—Ralph W., 50, director and actor, killed in an automobile accident in Kensington, England, April 11, as mentioned briefly under Late Deaths last week. His first stage appearance was with the late Richard Mansfield. Later he became associated with the motion picture industry in the days of Vitagraph. He was one of the first directors in the one-reel era, and a melodramatic actor of the silent screen. As a director of Vitagraph he supervised the production of *The Juggernaut*, *The Battle Hymn of the Republic*, *Back to Broadway* and the *Patty* series, featuring Hughie Mack. As actor, one of his best roles was Pete Montana in *Little Caesar*, the film in which Edward G. Robinson starred. He directed and starred in *The Goddess*, one of the first and biggest serial pictures ever filmed. He was a

brother of the late Thomas Ince, producer. He had been married three times and leaves his wife (former Helen Tigges) and a son, Joe E., whom he had named after Joe E. Brown, comedian.

JARRETT—J. Edward, 70, Canadian representative of AFM national executive board, in Toronto, Ont., April 10. He served on the national board since 1921, having succeeded Bert Henderson.

JORDAN—Mrs. M. L., mother of Mrs. Velma Ross Wray, of Joyland Shows, in Batesville, Ark., April 1 from injuries sustained in a fall from a door of an ambulance. Four other daughters, May, Norine, Helen and Eula; two sons, Robert and Byers; two sisters, Mrs. Cynthia Ohlmer and Mrs. Nan Burnop, and three brothers, Hugh, Lewis and John Minard, also survive.

KILBY—Louis, veteran theater manager and member of the BPOE, at his home in West Hartford, Conn., April 16. He managed S. Z. Poli's theater in that city. Survived by widow.

KIMBALL—William, 44, veteran film studio technician, in Culver City, Calif., April 11 of heart attack. He had been working as head grip on the Joe E. Brown picture for David Loew productions, *All Is Confusion*. Survived by widow and four-year-old child.

KINGDON—Frank, 72, actor, of bronchial pneumonia in Englewood, N. J., April 9, as briefly mentioned under Late Deaths last week. He had been an actor for 40 years, playing with E. H. Sothern and Julia Marlowe in *Ben-Hur* and with H. B. Warner in *Alias Jimmy Valentine*. His first professional appearance was in the company of Richard Mansfield in *Richard III*. Under the management of George C. Tyler he played in *The Garden of Allah*. More recently he was with the Theater Guild production of *Reunion in Vienna* and supported Marilyn Miller in Ziegfeld's musical *Sally* at the New Amsterdam Theater. His last engagement was in *The Great Waltz* last season. He leaves a son, Leslie.

LEVIN—Martin, 45, Chicago musician for 25 years, in that city April 11. Funeral the following day.

LUBY—Matthew Francis, 46, suddenly at Moncton, N. B., April 10. For several years he had been manager of the Capitol and Empress theaters there. He had been in theater work in Newfoundland, Nova Scotia and New Brunswick for the last 25 years. Surviving are the widow, who was his second wife; one son, Andrew, a theater employee in St. John's; a sister and three brothers. Burial at Moncton, after requiem mass in St. Bernard's Church there.

McCABE—George R., 54, retired insurance broker and for several years in charge of all entertainment at the Shrine, Peoria, Ill., booking acts thru Joe Bren, in West Palm Beach, Fla., April 13, two months after suffering a stroke. He was a great lover of the circus and was well acquainted with many in that field. He was also a 33d Degree Mason. Survived by widow, Frances Claudon McCabe; two brothers and a sister. Body taken to Peoria for burial.

MALLIA—Maudie Dunedin, 51, of the well-known Dunedin troupe of cyclists and wife of Harry Mallia, formerly of Mallia and Bart, April 9 at Glendale Sanitarium, Glendale, Calif., of heart failure. Born in Melbourne, Australia, she came to America with her father's act, James E. Donegan's Dunedin troupe, in 1904, opening with the Forepaugh-Sells Bros. Circus. Survived by a sister, Nellie Donegan Reynolds, of Reynolds and Donegan skating act; a brother, Jimmy Donegan Dunedin, and her husband, Harry.

MAUGER—Ralph A., 57, supervisor in Photophone division of RCA-Victor Company, April 6 at his home in Westmont, N. J., of a heart attack. Surviving are his widow, two daughters, his father, three brothers and two sisters.

MILNE—Frank, 42, comedian of the English vaude act of Milne and West, after a long illness at his home in Leicester, England, March 28. He had appeared with his partner in South Africa, Australia and England.

MITCHELL—Harry A., 56, musician at Hahnemann Hospital, Worcester, Mass., April 11 after a brief illness. He was one of the organizers of the old Shrewsbury, Mass., brass band, of which he was the director. Survived by widow, mother, sister and three brothers. Interment in Mountain View Cemetery, Shrewsbury.

MOHWALD—August, 24, trapeze performer, recently in Narranderra, New South Wales, Australia, from a broken neck, suffered in a head-first fall from a trapeze into a net. He was a member of the Seven Nelsons, who were known also as the Flying Meteors.

MOLLER—Mathias P., 82, owner of the M. P. Moller Organ Works, April 13 in

CHARLES C. FOLTZ (BLUE)

Charles C. Foltz, 59, professionally known as Charles Blue, carnival editor of *The Billboard* and a troupier for more than 20 years, died Monday noon, April 12, at the National Military Home, Hospital Division, Dayton, O. He passed away peacefully and was conscious until the end. Death was caused by a complication of diseases.

Altho ailing occasionally for some time, it was not until July of last year while on vacation that his illness became so serious that it was necessary for him to get a leave of absence from *The Billboard*. After taking treatments from several specialists in and out of Cincinnati, he went to the National Military Home about three weeks before his death.



A showman to the core, Mr. Foltz's friends and acquaintances in show business were legion. Especially was this true in the circus, carnival and free-act fields. Most of his life was spent in show business and with *The Billboard*. He was only 13 when he contracted the fever to trouble. This was in 1890, three years before the Columbian Exposition in Chicago, which was his first big engagement. About 1900 he gave up show business and worked on a railroad for four years braking cars. His next position was as an auditor with the Savannah (Ga.) Street Railway Company for several years. He then re-entered show business and remained until the early part of 1918, when he became employed on *The Billboard*.

During his many years of troupier Mr. Foltz became an expert in performing, especially on the trapeze. He was also quite a wrestler in his day. He derived the name of Blue thru being a member of the Blue Family, a widely known act in years gone by. For nine months he worked with Jack St. Julian in a bar act.

Among the circuses with which Mr. Foltz was connected were McDonald Bros., John Robinson, Aille Reed's European, Forepaugh-Sells and Hagenbeck-Wallace. He was also with Tiger Bill's Wild West. His carnival connections included Seeman & Milligan, Paul's United, Roy Gray, Big 4 Amusement Company and Greater Sheesley Shows. His last troupier was with the Sheesley show, where he was superintendent of concessions.

During his 17 years with *The Billboard* he was editor of several departments at different times, but his principal work was handling the carnival end. The deceased was born in Auburn, Ind., May 1, 1877, the son of Azam P. and Nancy J. Foltz. His father was a school teacher. He had four brothers thru his father's first marriage, Edward P., LeRoy A., Rollin D. and Harry H. Foltz, all of whom, along with his parents, are dead. Thru his father's second marriage he had a half brother, Ray Foltz, of Ft. Wayne, Ind., and a half sister, Mrs. Nina Aloother, also of Ft. Wayne.

On December 29, 1917, Mr. Foltz (Blue) was married to Mrs. Lillie B. Hays at Newport, Ky., and a short time later joined the editorial staff of *The Billboard*. Besides his widow, half brother and half sister, he is survived by two stepsons and a stepdaughter, Mrs. Harry Coffin, who with her husband spent quite a few years in show business.

Mr. Foltz was a Spanish-American War veteran, a member of the Showmen's League of America, a member of the Cuvier Press Club of Cincinnati and a 32d degree Mason, belonging to Newport (Ky.) Lodge No. 358.

The body was shipped to Terre Haute, Ind., where funeral services were held at the chapel of the Gillis Funeral Home Thursday afternoon under Masonic auspices. The eight participating in the Masonic rites acted as pallbearers. Altho the news of Mr. Foltz's death was not known to many of his showfolk friends, there were numerous beautiful floral offerings. Besides relatives the funeral was attended by a number of friends, among them being Mr. and Mrs. Jack St. Julian and daughter; Mrs. E. (Pee Wee) Lunsford, and E. W. Evans and A. C. Hartmann, of *The Billboard*. Burial was in Highland Lawn Cemetery, Terre Haute.

Hagerstown, Md., of pneumonia. His firm installed organs in theaters, including the New York Hippodrome. He leaves his wife, a son and three daughters.

MONEY—Infant son of Mr. and Mrs. E. M. (Whitie) Money at St. Joseph's Hospital, Parkersburg, W. Va., April 8 shortly after birth.

MORRIS—Martha, 33, known as the Armless Wonder, in Mt. Sinai Hospital, Chicago, of pneumonia April 5. She worked in Riverview Park, Chicago, last summer and had been with outdoor shows and museums. Surviving are her mother, Mrs. Jennie Morris; five brothers, Joseph, Louis, Ralph, Manuel and Ben, and two sisters, Mrs. Dorothy Wolfson and Mrs. Rose Korth. Burial in Waldheim Cemetery, Chicago.

NAGEL—Dr. Frank, 65, father of Conrad Nagel, film actor, at his home in Hollywood April 15 after a long illness. He was formerly dean of the College of Music at Highland Park College, Des Moines.

NASE—Mrs. Eugenia, mother of Ted Healy, musical comedy, vaude and film star, April 8 in Santa Monica, Calif. She leaves also a daughter, Marcia.

NEWMAN—William C., 61, motion machine operator and former vaudeville performer, at his home in Cincinnati April 13. For nearly 20 years he toured in vaudeville, chiefly with a troupe known as *The Devil's Auction*. He went to Cincinnati in 1909 and operated a spotlight at Keith's Theater there during the 15 years that the house played vaudeville. Survived by a son, Clifford, also a picture machine operator; a brother, Arthur, a performer, and a sister, Mrs. Edna Montgomery.

NICOL—Irene Wentworth, 70, actress, in the Manhattan State Hospital, New York, April 9. She was on the stage 49 years, making her debut in Rice's *Evangeline*. As a member of the DeWolf Hopper company she had a role in *El Capitán* and was in the original cast of *The Burgomaster*. She played with the late Anna Held under Ziegfeld's management. Her sister, Mrs. Virginia Falkenberg, survives.

OSBORN—Roscoe, motion picture operator. In Detroit recently of pneumonia.

PAMIES—Sanora Pauletta, 87, for 62 years teacher of dancing at the Barcelona Opera at Barcelona, Spain, April 1. Among her pupils were Argentina, Teresa and Anna Pavlova.

PANZER—Carl, 71, contortionist, at the St. Paul Hotel, New York, April 11. In the 51 years that he was in the show business, he founded the Panzer Trio, played vaudeville, appeared in legit and was recently associated with the WPA circus. He leaves two daughters.

PARNELL—Charles (Texas Charley), 76, hossier, in Ashtabula, O., recently. He was associated for some time with the P. T. Barnum Shows, and in later years acted as policeman and dock watchman.

PEARSON—Roger Bard, advertising agent for Majestic Theater, Chicago, of pneumonia at his home in Villa Park, Ill., April 10.

RIEGER—Mrs. Anna T., mother of Carl Rieger, circus billy, at Cohoes, N. Y., April 9.

ROBBINS—Verona, professionally known as Verona Miko, cymbal soloist and for many years in vaudeville and later in concert, recently in Cleveland of a blood clot on the heart. A native of Hungary, she came to America after the World War and married Carl Robbins, publisher. Survived by her husband; a sister, Mrs. Mary Bella, and three brothers, Louis, Julius and Jerry Miko.

SCHILLER—George A., 81, actor, April 13 in St. Luke's Hospital, New York, from infirmities. His career began at the Boston Museum in a minor part supporting E. H. Sothern. Soon after he became associated with comic opera and joined Mrs. John Drew's famous company at the Arch Street Theater, Philadelphia. Among his Edward E. Rice affiliations were *Babes in the Woods*, *Fun on the Bristol* and *Surprise Party*. In 1885 he appeared as Captain Dietrich in the revival of *Evangelina* at Bartley Campbell's 14th Street Theater. After appearing in London with Edna May, Schiller returned to America and appeared in *Passing Show*, and with Lew Fields in *Midnight Sons* at the Broadway Theater, New York. In recent years he was in *Good News*, *Hold Your Horses* and *Fine and Dandy*.

SIMONS—William A., veteran theater operator, at Missoula, Mont., recently after a brief illness.

SINCLAIR—Bert, 65, associated with his brother, George Sinclair, in the operation of Meyers Lake Park, Canton, O., April 12 in his cottage at park after an extended illness. For last several years he had been in charge of frozen custard concession at park, and previously had been a ride operator there. He also had

been identified with other Eastern Ohio amusement parks, and on several occasions had made tours with concessions. Besides his brother, a sister survives. Burial was at Hanoverton, O.

SKIDMORE—Eddie, 51, in St. Louis April 7. He formerly operated concessions on Johnny J. Jones Exposition and Dee Lang's Famous Shows. During the past winter he had been pitching in St. Louis, his home city.

SMITH—George C. Jr., 45, publisher, April 7 in the Fifth Avenue Hospital, New York, after a brief illness. He was president of Street & Smith, which lists *Picture Play* among its 26 publications. He leaves two sisters.

STEFFEN—J. Hal, 60, newspaper photographer, of lobar pneumonia, April 13 at Post Graduate Hospital, New York. He has been credited with being among the first to use a carbon lamp for enlargement and for contact prints.

TURNER—Richard V., proprietor of a theater, hotel and restaurant in Burlington, Kan., recently in Topeka, Kan.

VAN GILLUWE—Francis Louis, 88, musician, who is credited with founding New Jersey's school orchestra system in 1895, April 10 at his home in Asbury Park, N. J., suddenly. There are no survivors.

Marriages

BRENT-MALO—Romney Brent, Mexican actor and playwright, and Gina Malo, American musical comedy actress, in London April 13.

BRISBANE-GRISWOLD—William Brisbane, RKO-Radio actor, and Jane Griswold, nonprofessional, in Los Angeles April 17.

DIAZ-NUNN—Don E. Diaz, carnival attache, to Lorraine Nunn at Osborne, Kan., February 18, it has just been learned.

FARMER-CAUDET—Arch Farmer, news writer for WBBM, Chicago, and Suzette Caudet, nonprofessional, in Chicago April 15.

FRANKLIN-NAGEL—Sidney Franklin, screen director, to Ruth Helms Nagel, former wife of Conrad Nagel, actor, at Las Vegas, Nev., April 12.

JACOBSON-SCHREIBER—Mervin Jacobson, nonprofessional, and Elaine Schreiber, sister of Ray Schreiber, owner of Crystal Theater, Detroit, April 11 in that city.

KENT-GERMO—Percy R. Kent, executive of National Theaters, and Margaret Gerimo, his former secretary, at Riverside, Calif., April 4.

KIPKE-MELIA—Hans Adelbert Kipke, circus and carnival midget show operator, to Kathryn Monica Melia, known professionally as Madam Gladys, at New Orleans December 3, 1936, it has just been learned.

LAWRENCE-FRASER—Kenneth B. Lawrence and Anna Josephine Fraser, both members of Noel Lester's magic revue, on the stage of the Ottawa Theater, Ottawa, O., April 12.

PEZZO-KOPP—Johnny Pezzo and Mrs. Norma Rush Kopp, both members of the *Hollywood Midget Revue* with the Foley & Burk Shows, at Oakland, Calif., April 3.

ROZELLE-IRELAND—Richard Rozelle and Helen Ireland, film studio musicians, at Los Angeles April 13.

SHANBERG-MARKS—M. B. Shanberg, former Midwestern theater operator, and Mrs. Pauline Marks, Spartanburg, S. C., at Miami Beach, Fla., April 8.

SHELLEY-FLETCHER—Jack Shelley, assistant news editor at Station WHO, Des Moines, and Catherine Fletcher in Boone, Ia., April 17.

TROMBELL-ALLESSANDRINI—James Trombelli, projectionist at Park Theater, Wilmington, Del., and Nellie Alessandrini, nonprofessional, April 4.

WHITE-PAIGE—Matty White and Carol Paige, well known in burlesque and tab circles, in New York April 7.

Coming Marriages

Clifford Whitver, nonprofessional, and Henrietta Brown, secretary to Bobby Brown, WBBM program director, Chicago, soon.

"Little" Jack Smith, orchestra leader at Pocono Manor Hotel, Pocono Manor, Pa., and Mildred Malko, Wilkes-Barre, Pa., nonprofessional, in New York this summer.

Lewis Adams Riley Jr., Mexico City, and Rosamond Margaret Rosenbaum, daughter of Samuel R. Rosenbaum, president of Station WFIL, Philadelphia, in that city late in May.

Dr. William Ezerman, son of the late D. Hendrick Ezerman, pianist and

teacher, and Elsa Hilger, violinist of Philadelphia Orchestra, soon.

Zeva (Skee) Yovanovich, of Loew theaters, Harrisburg, Pa., and Doris Gaines, nonprofessional, in Philadelphia early this summer.

Baron Pattil, conductor, and Sylvia Bernati (Joan Allen) in Sydney, Australia, soon.

Charles Gehler, nonprofessional, and Mildred Dahlman, of United Artists, in August.

Ken O'Brien, member of United Artists publicity department, and Katherine Keller, April 24 at Del Mar, Calif.

Births

To Mr. and Mrs. H. W. Anderson a daughter, Marcia Jacquelin, in Los Angeles recently. Father is chief engineer at Station KFAC.

A 10-pound son, Thomas Carroll, to Mr. and Mrs. Thomas Lucet in Boston March 25. Father is salesman at Station WHDH.

An eight-pound son to Mr. and Mrs. Tommie O. Laughlin recently. Father is athletic show manager with Byers & Beach Shows.

An eight-pound son to Mr. and Mrs. Herbert Ratner April 13. Father is appearing in Arthur Kober comedy, *Having Wonderful Time*, at the Lyceum Theater, New York.

A daughter to Mr. and Mrs. J. Darby in Sydney, Australia, February 21. Mother is the daughter of Sir Ben Fuller, Australian impresario.

To Mr. and Mrs. Myron Blank a daughter, Beverly Ann, in Des Moines April 3. Father is associated with A. H. Blank in operation of Central States Theaters.

Divorces

Judith Allen, film actress, from Jack Doyle, boxer, in Los Angeles April 15.

Basha Malinoff, Russian concert singer, from Lloyd R. Maxwell, nonprofessional, in Chicago April 14.

Dorothy Gilbert, actress and dancer, from William L. Price, night club musician, in Los Angeles recently.

James Hilton, British novelist and screen writer, from Alice Helen Brown Hilton at Juarez, Mex., recently.

Claudine H. McCrary, nonprofessional, from E. D. McCrary, concessioner with (See *DIVORCES* on page 101)

DEPT STORES

(Continued from page 4)
and Eighth streets from outlying districts and make the customers' trip worth while, being confident the patrons will buy.

The character of the programs billed coincide with the stores' regular merchandising policies and the type of clientele each seeks to attract. At Wanamaker's Arthur Murray's dancers, supplemented by a six-piece band, proved highly successful. In keeping with the store's sophisticated, adult and cultural appeal, Wanamaker's lists such programs as lectures, musicales and choral concerts. For the amusement of children, the store presents magicians, midgets and marionettes, as has been projected on three consecutive Saturdays this month. Wanamaker's has found the marionette show the most successful attraction for both old and young, and hence offers it about a dozen times a year besides special shows given at Easter and Christmas. The performances range from 30 to 45 minutes and are given twice a day, except during the holidays, when the number of shows runs as high as five.

Gimbel's offered a marionette production two years ago at Easter, but has made no elaborate use of the project again. Nor has Saks repeated a ventriloquial entertainment since its first rendition two years ago.

Hearn's uses perhaps the greatest diversity of entertainment, directing the majority of its programs to children. Such a policy is expedient, they found, for parents generally accompany the youngsters. Macy's also reported good results from children's entertainments, since they draw the parent shopper more subtly.

Both Wanamaker's and Hearn's have featured children's programs in the toy departments. At Christmas the latter produced an extravagant World's Fair. Annually, at Thanksgiving, the store also conducts vast outdoor circuses at both Central and Prospect parks, just as Macy's features an annual Thanksgiving Day parade. For this number the store hires music, but mans its balloons with its own employees. Hearn's utilizes professional talent. On one such circus program were billed 12 clowns; Hazel Wil-

liams, aerialist; a Punch and Judy show; Dagmar, the magician; Mighty Andy, the strong man; Tate's comedy dog and an emcee. Usually there are from 10 to 12 acts.

When smaller circus programs are arranged for indoor presentation the store conducts them in the midway manner, waiting for a crowd to assemble before a performance starts. They average five shows a day. Twenty-seven midgets from the Chicago exposition were starred on one of these programs.

Some acts have been held over as long as seven weeks, while others are given a one-time spot. Frequently Hearn's produces the entertainment in a specially constructed auditorium. But, just as there is no rule about the location of the show, so there is no rule governing the nature and periodicity of programs and the uniformity in the manner of recruiting talent. Wanamaker's books thru agents. Hearn's has used the offices of George Hamid, James F. Victor, William Morris, Fanchon & Marco and Edgar A. Benson. In addition, the promotion department does its own scouting, auditioning bands, visiting night clubs, theaters and ballrooms where floor shows are given.

From among these, only a few headline names have been included. Hearn's used Mrs. Pennyfeather and Lazy Dan from the radio and Earl Carroll and George White showgirls. Elsa Maxwell, mistress of ceremonies in New York smart spots, is now fashion director here. On occasion, Eddie Cantor and legit actors have also appeared on these programs, but on a publicity basis only. The downtown stores use extensive advertising display in the papers to publicize their exploitations.

PITTSBURGH, April 17.—Kaufman's Department Store engaged Grace Katz to produce a play for presentation in the auditorium during the recent Easter season.

CHICAGO, April 17.—Promotion departments in such big stores as the Fair Store, Goldblatt Brothers and Marshall Field & Company admit talent brings in added traffic. The reason little buying is being done, however, is due to the fact that names appearing in local theaters are available for personal appearances thru publicity touts.

A performance of Jane Withers at the Fair Store served to introduce dresses bearing her name and plug her appearance in a local theater. Same holds true of Gertrude Nielsen's personal at Goldblatt's last week.

Stores have been spending money, however, for more novel acts, especially during the Christmas and Easter seasons. Miniature circus and marionette revues are in the lead.

ENDURANCE SHOWS

(Continued from page 27)
Hughie Hendrixson, Roy Sanderson, Tom Day and George Golden.

VIC PUREE, "the man with 1,000 faces," formerly of the endurance field, is now playing Moonlight Gardens, Saginaw, Mich.

FAT H. O'BRYAN, who has been working fairs and celebrations since the Racine, Wis., contest, making candy, burning grease and scorching biscuits, is now enjoying the salty breezes in Corpus Christi, Tex.

EARL CLARK, now singing in a night club in Omaha, infos that he expects to be back in the endurance field very soon. "Since my last show," Earl pens, "I have had a good rest, put on weight, got a divorce and feel like a million dollars. Would like to see my name in the Letter List. There will be some good shows within the next few months. I'm sure the endurance field is coming back."

MARIO ALESSANDRO writes that he is taking a bit of a vacation with Helen Tyne and Jimmy Valentine at the latter's home in Chicago, while waiting for his partner, Ruth Carroll, to join him for an early show. Ruth is at present dancing in George W. Pugh's show in Fresno, Calif., with Billy Willis.

REPORTS REACHING the desk say that George W. Pugh is packing 'em in with his Fresno, Calif., show. They have already begun the sprits there, the report says.

BOB (INKY) INGRAM pencils from Columbus, O., that he has been in that vicinity for the last several months working night clubs. He advises, however, that he's all set for the new show.

James, Mark
Jones, Owen
Jones, William
Jordan, Dave
Jump, Edward
Kahnroff, Maurice
Kalani, A. I.

Lover, Sam
Lowe, Harold
Lucas, Harold
Ludwig, Chas.
Ludwig, Blount
Ludwig, Frank
Lusk, Jack

Mitchell, Jimmie
Mitchell, John C.
Mitchell, Nick
Mitchell, Mike S.

Presler, Johnnie
Price, W. M. W.
Primrose, Al T.
Pritchard, Jack

Tuckersey, Joe K.
Tullo, Tom
Turner, Sam
Turner, Jos.
Tuttles, Hank

NEW YORK OFFICE

Ladies' List

Adairs, Louise
Allen, Florence
Allen, Frank J.

Gentlemen's List

Adams, Richard
Albert-Alberta
Alcott, Edwin K.

CHICAGO OFFICE

Ladies' List

Armstrong, Mrs.
Isabelle
Hart, Ervil

WANTS ALIEN ACTOR BOND

WASHINGTON, April 17.—Measure requiring a bond of at least \$1,000 for each alien entertainer admitted to this country on a non-quota arrangement has been drawn up by Representative Edward H. Rees, of Kansas. Idea is to prevent all foreign singers, actors and other artists from remaining permanently in this country and competing with home talent.

Gentlemen's List

Aboud, Salem
Allen, L. C. Kixxy
Armando, Mr.

Gentlemen's List

Barrow, Miss
Basas, Mrs. Bill
Block, Laura

Gentlemen's List

Allen, Ed & Taxie
Akers, Fred
Anderson, Ch.

Gentlemen's List

Allen, Ed & Taxie
Akers, Fred
Anderson, Ch.

ACTS, UNITS AND ATTRACTIONS

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

Abbott Dancers (Palmer House) Chi, h.
Abbott, Merril, Dancers (St. Regis) NYC, h.
Aero Aces (National) Greensboro, N. C.; (Rialto) Danville, Va., 25-26 t.

Alma & Roland (Town Casino) Miami Beach, Fla., nc.
Almoute, Marie (Maria's) NYC, nc.
Amrose, Ruth & Billy (Blackhawk) Chi, nc.

Bailey, Bill (Cotton Club) NYC, nc.
Baker, Bonnie (Lookout House) Covington, Ky., nc.
Baldwin & Bristol (Reo) Van Buren, Ark., t.

Barnes Trio (El Bolero) NYC, nc.
Banks, Badio (Old Rumanian) NYC, re.
Barber, Hal (Flamingo Club) Orlando, Fla., nc.

Blaine, Barbara (Congress) Chi, h.
Blanchard, Jerry (18) NYC, nc.
Blake, Charles (Ambassador) NYC, h.

Brenker, Roy (Kit Kat) NYC, nc.
Bris, Lanny (Villa D) Detroit, nc.
Brito, Phil (Monte Carlo) Montreal, h.

Caldos & Baline (Roosevelt) New Orleans, h.
Calean, Hazel (Kit Kat) NYC, nc.
Calgary Bros. (Cocoon Grove) Hollywood, nc.

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

Carll & Carlyle (National) Greensboro, N. C.; (Rialto) Danville, Va., 25-26 t.
Carlton & Juliette (Biltmore) Providence, h.
Carlton, Lydia (Frolic) Albany, N. Y., nc.

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

Courtney, Ann (Montclair) NYC, h.
Crane, Ford (Nixon Cafe) Pittsburgh, h.
Craven, Fran (Bertolotti) NYC, re.

D'Arcy Girls: Emporia, Kan.
Dale, Marion (Le Mirage) NYC, nc.
Danders, Bobby (Colosimo's) Chi, re.

Edwards & Farney (Royale-Frolles) Chi, nc.
Elsine & Barry (Park Central) NYC, h.
Elliott, Baron (Showboat) Pittsburgh, h.

Hawthorne & Whitney (Nixon Cafe) Pitts- burgh, nc.
Hayes, Carol (Crisis) NYC, re.
Hayes, Georgia (Casino Parisien) Chi, nc.

Idler's Trio (Roosevelt) Pittsburgh, Pa., h.
Illian (Lookout House) Dayton, Ky., h.
Internationals, Three (Roosevelt) NYC, h.

Jackson & Brown (Uproar House) NYC, nc.
Jackson, Paul (Old Mill Tavern) Jackson, Mich., nc.
James, Fred (Kit Kat) NYC, nc.

Kane, Allen & Boys (Monte Carlo Bar Hotel) Chi, h.
Karney, Jim (Le Mirage) NYC, re.
Kearson Duo (Jerry's) Scranton, Pa., h.

La Centre, Peg (Meadowbrook) Cedar Grove, N. C., nc.
LaChance, Lois (Chicago) Chi, t.
Laverne Quartet (Frolles) Miami, nc.

Lanny & Leta (Mayflower Casino) Chi, re.
LaRue, Bobbie (Ballyho) Columbus, O., nc.
Lathrops & Virginia Lee (Michigan) Detroit, h.

Lewis & Ames (Tower) Kansas City, Mo., t.
Lewis, Phil (New Casino) Chi, nc.
Lewis, Grete (Bertolotti) NYC, re.

R-B Advance Sale Is Heavy

First seven days' business at Garden on par with Easter week of last year

NEW YORK, April 17.—First seven days' business for the Ringling-Barnum show at Madison Square Garden here has been on a par with Easter week of last year. Garden, seating approximately 15,000, has been housing near-capacity afternoon crowds, unusually heavy evening audiences and a big turnaway first Sunday matinee. S. W. Gumpertz, general manager, reports caliber of business to date indicates that much can be expected of the 1937 Manhattan engagement, especially in view of the fact that the advance sale continues to be the heaviest in several years.

Pat Valdo, personnel director, and Fred Bradna, arena pace setter, have whittled the show down to a three-hour running without drastically cutting any of the big displays. Ed Rooney, producer of the aerial ballet, has rearranged some of the 28 girls to facilitate the number, and by the first of the week had the big display, one of the most difficult to routine, clicking like clockwork.

Press department continues to land plenty of stuff in the dailies and over the ether. Robert Wadlow, 19-year-old Alton, Ill., giant, is probably the individual attraction getting most breaks in the public prints. Fred Bradna appeared as a guest on the nation-wide *Esquire* radio program Tuesday night.

Stream of visiting showfolk continues to roll in as date progresses. Among those in attendance at one time or another during the first week were Mr. and Mrs. George A. Hamid, just back from a sojourn in Bermuda; Dr. Robert Caruthers, veteran circus enthusiast from Cincinnati; John Robinson IV, of Cincinnati; Bert Cole, and John Tibbitt, one-time Sells Bros. staff man and later a leader in the film industry. Mrs. Aubrey Ringling came in over the weekend. A. J. Ruch, life insurance expert from Peoria, Ill., has been around since the opening.

PERSONNEL

Department Heads

Frank Woska, manager; Peter March, assistant to Woska; Larry Davis, elephants; Steve Flinn, baggage stock; Frank Asher, ring stock, assisted by Johnny West; Rudy Rudynoff, Gordon Orton and William Heyer, horse trainers; James Whalen, canvas; Lawrence Banci, wardrobe, assisted by Mrs. Ed Millette; Bobby Worth, ushers; William Yeske, blacksmith; Raleigh Davidson, illumination; Joe Dan Miller, sleeping cars; Jack Bigger and Ray Milton, trainmasters; George Blood, cookhouse; Mayer Bros., programs, commissary and chameleons; Frank Miller, privileges, except novelties, which are in charge of Sam Crowell; Mike Carey, paint.

Michael Bergen, M. D., is head physician; John Brice, special officer; Ralph A. Gram, announcer.

Roland Butler is general press representative; Frank Braden, Dexter Fellows, Sam R. Stratton, story men; Edward Johnson, contracting press agent.

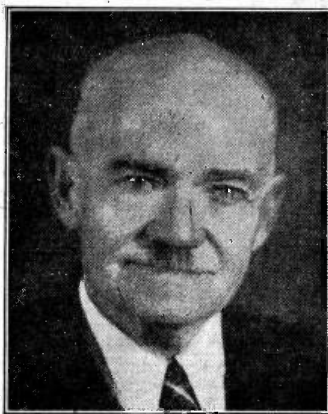
William J. Conway and Al Butler are contracting agents; Walter Wappenstein, Willie Carr and O. F. (Curley) Stewart, 24-hour men.

Mickey Graves again heads the property department and he has his usual three assistants, Bob Reynolds, Ralph Hill and Ray Oleck.

Charles A. (Chick) Bell is superintendent of reserved seats and staff includes Matthew McGowan, uptown tickets; Thomas Haynes, Richard Smith, Harry Minor, Pete Grace, Leroy Howerton, Fred Harris, Herman Mussita, George Neville, Harry Creamer. Ticket wagons will include Joe Boyton, Gene Graves and Lou (See R-B ADVANCE on page 42)

Social Security Act

Questions and Answers on the Social Security Act will be found in the park department.



R. L. ATTERBURY, manager of Atterbury Bros. Circus. This season is his 54th in the circus business. He started with Col. Burr Robbins in 1883.

Wallace Bros. Opens in Rain

Two packed houses at York, S. C. — equipment practically all new—Gibson a hit

YORK, S. C., April 17.—Wallace Bros. Circus made its bow with two performances here April 8, playing to capacity business and winning unanimous praise. The new show and its feature, Hoot Gibson, cowboy film star, overcame the obstacle of terrific rainfall to draw packed houses. Equipment, which is practically all new, and the magnificence of the costumes, as well as the variety and quality of the acts, evoked high commendation.

Gibson was an outstanding hit. He appears twice in the big show performance and heads a company of 15 for the Wild West concert. In the after-show he rides, ropes, talks and is a clever master of ceremonies. His arrival from the West Coast had splendid press buildup, with receptions in Atlanta; Columbia, S. C., and Charlotte. (See WALLACE BROS. on page 42)

Downie Bros. Has Youth, Color; Many New Acts in Performance

MACON, Ga., April 17.—Playing to packed houses, Downie Bros. Circus opened here April 12 with performances noted for youth and color and their accompanying vitality.

In shaping the program Charles Sparks emphasized novelty and made many changes in personnel of performers. Standard acts, featured with the show for many seasons, were replaced by acts entirely new to this show. There are few so-called oldtimers, and most of the performers are youthful and were unknown to circusgoers a decade ago.

This year the show has a troupe of 16 Indians, who appear in the big-show performance, as well as with Reb Russell in the concert. Also there is the Eno Japanese family.

Albert Hodgini Jr.'s riding act is the answer to a circus manager's quest for a riding act that is different. Hodgini's act does not have the usual riding comedian, but it is a fast-moving, thrilling exhibition, gorgeously costumed and, too, there is comedy. The two feminine members of troupe, Cleone and Claudine Hodgini, are breath-takingly lovely. In finale troupe doubles in Indian riding act that is one of the outstanding novelties.

Larkin Has New Act

Carl Larkin, of "Furniture Movers" act fame, has a new hoop and club juggling act, discarding the old act. Mickey Larkin's head slide and the foot slide of Miss Georgiana are retained.

H-W Smashes Some Records

Big business at Coliseum, Chicago, April 10-11 — billing is greatly increased

CHICAGO, April 17.—Now in its second week at the Coliseum, the new Hagenbeck-Wallace Circus has made a very fine start; in fact, it has smashed some records. First couple of days after the opening business was light, as is always the case here, but on Saturday night the house was almost a sellout; Sunday matinee was a turnaway, and Sunday night a big house. Receipts for Saturday were more than the combined receipts of the Hagenbeck-Wallace and Cole shows on the first Saturday of their 1934 engagement, and the Sunday business was, according to Charles R. Hall, manager of the Coliseum, the best since before-depression days. Business during the last few days has been very fair in spite of some bad weather.

Billing, which was light in its earlier stages, has been largely increased and an excellent showing has been made. The press staff, at first handicapped by the lack of adequate pictures, has hit its stride and has been getting fine breaks. Last Sunday's papers carried a world of circus material, and the dailies have been giving excellent support since the show opened. Robert E. Hickey and his staff are doing a good job.

The show has greatly improved since the opening. Routine has been changed and trimmed to shorter running time. Performance is now much speedier. Comments of the customers indicate that they are highly pleased with the type of entertainment being presented.

Show closes here April 25. First stand under canvas will be Marlon, Ind. Troupe goes from here to Peru, where remainder of the train and people will be picked up, and the show will move on 35 cars.

Rosters

The band: Henry Kyes, bandmaster; cornets, Joe Browning, Jess Walton, Hal Hutchinson, Ned Nishan; clarinets and saxophones, W. T. Holt, Eugene Slick, Bill Michaels, Al Martin; trombones, Spine McKechnie, Walter Bowne; baritone, Vern Miller; basses, Jim Rundell, Edgar Sack; drums, Ray Brownell, Henry Paulsen; callopie, Fred Mullen.

Clown Alley: Joe Coyle, producing clown; Arthur Borella, Curly Phillips. (See H-W SMASHES on page 42)



DUKE DRUKENBROD, manager of the Side Show with the A.G. Barnes-Sells-Floto Circus. Kid show is doing very good business on the West Coast.

Barnes Business Better Than 1936

LOS ANGELES, April 17.—The A. G. Barnes-Sells-Floto Circus with the Santa Monica, Calif., date April 8 closed the Southern California tour and the Los Angeles sector. Business was better than last year. The Hollywood business was much ahead of any previous showing in that district. On April 6 and 7 there big matinees and night turnaways, Santa Monica another big day, straw matinee and turnaway at night.

Each season at Hollywood there is a gathering of movie folk, newsreel and studio camera men. Bill Newberry was sort of guide to the flicker folks, who took in everything in the backyard. Milt Taylor, producing clown, had his boys in many intimate shots with the stars. Walter McClain and the big elephant, Ruth, also were "shot" with them.

Among noted personages of the screen seen were Mr. and Mrs. James Cagney, Wesley Ruggles, Eddie Cantor, Hal Rogén and family, Lupe Velez, Al Jolson, Cary Grant, Robert Taylor, Barbara Stanwyck; Leo Carrillo and daughter, Antoinette; Olivia De Havilland, Charley Murray, Wallace Beery and wife, Mr. and Mrs. Chester Morris, Mr. and Mrs. Guy Kibbee, Bobby Breen, Edith Fellows, Jackie Cooper, Shirley Temple, Henry Fonda. (See BARNES BUSINESS opposite page)

Downie Second Show In Upper Ohio Valley

EAST LIVERPOOL, O., April 17.—With the contracting of the Pottery City for May 4 the Downie Bros. Circus will be the second motorized show to invade the upper Ohio Valley. The Downie show has not been in the territory in two seasons.

Wallace Bros. Circus has changed its date from April 22 to April 28 here, the date being under auspices of the Elks' lodge. Coming soon paper has been up for more than a month.

Haag, Main Day, Date Biz Is Satisfactory

FAYETTEVILLE, Tenn., April 17.—Two circuses, Haag Bros. and Walter L. Main, were here last Saturday. Both gave two complete performances and representatives of each show stated that business was satisfactory considering conditions. Both gave very good performances.

The Haag advance crew was the first to bill the town and was followed two days later by the Main advance brigade.

Charles C. Foltz (Blue) Dies

Full details of the death of Charles C. Foltz (Blue) will be found in The Final Curtain page.

Lewis Executives Hold Final Meeting

JACKSON, Mich., April 17.—A final get-together meeting of executive staff of Lewis Bros. Circus was held at quarters here this week. Those present were Paul M. Lewis, owner-manager; Mae (See LEWIS EXECUTIVES on page 53)

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*With the
Circus Fans*

By THE RINGMASTER

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

ROCHELLE, Ill., April 17. — Stan Rogers, CFA, art director at MGM studios, writes that he caught the closing performance of the Barnes Circus at Hollywood and that it had customers on the straw in front of the blues. Thinks the performance is the best that the show has presented.

W. B. Hohenadel, of Rochelle, made the opening performance of Hagenbeck-Wallace in Chicago.

F. E. Loxley, of Cranston, R. I., caught Cole Bros.' Circus at New York Hippodrome evening of April 9 and the following afternoon attended the Big One at Madison Square Garden.

Harry Sharrock, assistant moving picture director of Los Angeles, is a new member of the CFA.

The 1937 roster of membership of the Circus Fans' Association is now on the press and will be distributed to members and circuses about May 1. The roster also contains the constitution and by-laws of the association.

As this is being written we are planning to attend the opening of Cole Bros.' Circus at the Stadium in Chicago and will have a report of the part taken by Circus Fans next week and at the same time will find out something of the Fans' activities during Hagenbeck-Wallace opening.

Walter M. Buckingham writes that he and Bugs Raymond, of Norwich, went to Hartford, Conn., night of April 9 and attended the Shrine Circus produced by Frank Wirth. Both were of the opinion that this was the finest show Wirth has produced there during the many years he has furnished the show.

BARNES BUSINESS—

(Continued from opposite page)

Ben Plaza, Emanuel Cohen, Harry Carey, Bill Whitbeck, Arline Judge. Steve Henry had a party of which were Mrs. Joe E. Brown and daughters, Mary and Katherine Frances; Barbara Stanwyck's young son, Dion, and Mrs. E. Wiener. The kids and elders were the center of attraction, being photographed in what seemed unusual poses, several with Big Ruth holding them in the air on her trunk. News-reel camera men had the kids in a number of shots with the Del Rio Leprahons. Ben Tobin, Harriet Parsons, Pat O'Brien were noted several times as visitors. The show surely had opportunity to get a lot of art for publicity with Gardner Wilson and Harry Chipman, the latter joining as press agent back on show, directing the camera men in the backyard.

Los Angeles and Hollywood papers gave the show more space and picture spreads than in any former year. Alex Swan, of *The Hollywood Citizen News*, and assistants gave the show a great deal of space. The after-notices were highly complimentary. Capt. W. H. Curtis came in for much mention in the news stories. The concert and Side Show did nice business.

Virginia Butterfield, whose acquaintance among the movie folks is extensive, said that she had to be most tactful at times when these friends came along to take care of her business. John Miller, George Hines and John Talbott were much in evidence on the lots.

MODESTO, Calif., April 17.—The trains of the Barnes show were late arriving at Ventura on account of bad grades and layovers for southbound traffic, but by corraling the menagerie the show started only a small wait after the scheduled hour. Mrs. William Gumpertz and family visited here and were entertained by Manager S. L. Cronin thru-out the day.

Bob Wallace, who has been special photographer on the show since the rehearsals started in Baldwin Park, has returned home and will visit the show on his vacation at Oakland.

Eddie Woeckener, *The Billboard* agent, mail agent and musical director, had little trouble in disposing of his supply of "Spring Specials"; in fact, Eddie stated he hung up the S. R. O. sign three hours after the arrival of his stock, also had to reorder on the route books.

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**WANTED MUSICIANS!
POLACK BROS. CIRCUS**

Opening in Hutchinson, Kan., May 1. Those that know me wire, care Duke Mills, Grotto Circus, Hutchinson, Kansas. CHAS. "SPUD" REDRICK.

The show has been receiving hundreds of requests from Circus Fans all over the country for copies of the 1937 program, which is the best ever produced on the show. The front cover is adorned by a large animal head and Bert Nelson, the great wild-animal trainer.

J. D. Newman, general agent, left for a hurried visit northward and will again catch the show around the bay district. The advance department has been receiving wonderful showings everywhere, the paper being all new and is the last word in show paper. Also the booklets and special advertising merit much credit to Messrs. Cronin and Newman.

Evelyn Hanson, brilliant young editor of *The Daily Telegram*, of San Luis Obispo, was entertained by the writer, Harry B. Chipman, as well as several newsboys who were contestants to attend the circus.

Manager S. L. Cronin deserves a lot of credit for the fine program this season.

The Rough Riders' Club, which was organized in the backyard by the women performers, has progressed rapidly. It is purely for social activities.

Will Irwin Jr. and family visited the show at Santa Cruz and were entertained by the writer. Graham Dean, publisher of *The Salinas Journal-Index-Post*, was a visitor of the writer all day and again at Santa Cruz for the afternoon performance, three being circus subjects, thru Goldsmith Publishing Company, of Chicago. He has obtained sufficient material now for another. He is considering building a radio station in Salinas, of which application is now up before the board. He likewise owns five papers in California, besides some in Iowa and Colorado.

Fred McPherson and family were visitors all day at Santa Cruz. McPherson publishes *The Santa Cruz Sentinel*. Miss Miller, of *The Santa Cruz News*, also reviewed the show and had dinner in the cookhouse, which is visited nearly every day by the press and all congratulate George Tipton on the fine menus and cleanliness of the department. Edward G. Robinson and his young son enjoyed going thru the cookhouse from front to back and entertained the boys in the kitchen with some of his noted phrases in *Little Caesar*, etc.

The contracted lot in Salinas was canceled the morning of the show on account of bad condition. Even tho a late arrival, Mr. Cronin switched to the old lot across from the rodeo grounds (nearly two miles further out) and the show was only 30 minutes off schedule. The 18 working elephants are a real flash on the streets, besides the many baggage horses, which are routed daily up thru the main thoroughfares by our 24-hour men, Karl Knudsen and Mr. Peterson.

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 RALPH WILLIAMS, Story
 BOB HICKEY, Story

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HENRY KYES, Musical Director

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JESS WALTON, Cornet	SPIKE McKECHNIE, Trombone
HAL HUTCHINSON, Cornet	WALTER BOWNE, Trombone
NED NISHAN, Cornet	JIM RUNDELL, Bass
EUGENE SLICK, Clarinet & Sax	RAY BROWNELL, Drums
BILL MICHAELS, Clarinet & Sax	HENRY PAULSEN, Drums
AL MARTIN, Clarinet & Sax	FRED MULLEN, Calliope

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Coliseum, Chicago

MARTHA and JACK JOYCE

IN CHARGE OF ALL
PERFORMING HORSES

ALICIA VILLA

(Daughter of Pancho Villa)

AND HER
MEXICAN ROUGH RIDERS

CONCELLO'S TWO FLYING ACTS

THE FLYING DEVARDS AND THE FLYING VASSARDS

MANAGEMENT OF
OSCAR JORDAN

THE CRESS TROUPE

Teeter Board Artists

"UNIQUE, UNUSUAL AND EXTRAORDINARY"

—SAYS CHICAGO PRESS

WALLACE CIRCUS

DAVENPORT-HODGINI TROUPE OF RIDERS

JOE HODGINI
FREDDIE FREEMAN
ROSE WALLET
JOE HODGINI, JR.
FRANK FLANAGAN — PAUL DANOVSKY — MARSHALL TOLIVER

ETTA HODGINI
ETHEL FREEMAN
DOROTHY DAVENPORT
TOM HODGINI
MARSHALL TOLIVER

ORRIN DAVENPORT—Ring Master

TICKET DEPARTMENT

W. P. McGOUGH
SUPT. TICKET DEPARTMENT

J. A. JONES
WILLIAM MEINHART
HARRY FAY
TOMMY PENCE

ERNIE KESTLER
AL SHANNON
LEO LYONS
LAWRENCE ARNOLD

ARTHUR LEONARD, Head Usher

IYLA LEE STEVENS PRODUCER OF BALLET AND STATUES

EVA KELLY TRAPEZE AND CLOUD SWING

TOM and BETTY WATERS

PHENOMENAL EXPONENTS
OF THE SILVER THREAD

JANET MAY

AMERICA'S SUPREME AERIALIST

CONCESSION DEPARTMENT MILLER BROS.

FRANK PAUL
Manager—JAMES MEL HAMLIN
Cashier—MILLY HAMLIN
Assistant—A. R. (RED) BALL
Auditor—GEORGE PAIGE
Stock—HARRY PHILLIPS

STANDS

Eats—TONY PELCHER
Popcorn—SAM DELANEY
Floss—JOHNNY KILPATRICK
Chameleons—PAUL DELANEY
Novelties—JOE WALTERS
STEVE BYRD
GUS SIGNER

Special Assistant—ECHARD LAWSON
Midway Supt.—JOE URBAN
Menagerie—ROY McKEON
Dry Stock—C. E. WOOD, JOE THOMAS
Custard—HERMAN MOSS

WILD WEST and CONCERT

UNDER DIRECTION OF
COL. CARL PRESTON

EDDIE TREES

Boss Animal Man

ROY CHRONISTER

Boss Lead Stock

SENSATIONAL HIGH PERCH ACTS

THE ANDRESENS THE KAROLIS
A BIG HIT ANYWHERE

CLOWN ALLEY

JOE COYLE
Producing Clown—Chicago Date

CURLEY PHILLIPS
TOBY TYLER
JOHN TERRY
BARNEY (MICKY) O'BRIEN
DANNY McAVOY
GEORGE DE MOTT
AL DION
AL C. MEE
"Here's Me"
ARTHUR BORELLA

MARCO SONGINI
FRANK LULEY
EDGAR TURNER
LEO KERN
JIMMY MOONEY
SIMON D. J. COLLINS
RUBE SIMONDS
PINKIE HOLLIS
"The Diminutive Clown"
ALVA L. EVANS

"UPSIDE DOWN" MILLETTES

IRA AND JAMES

Special Command Performance Before
Judge Alle Gretti During Chicago Engagement

WALLACE BROS.—

(Continued from page 38)

N. C. Many newspaper men from the two Carolinas attended special party in York prior to opening performance.

With its new canvas and new trucks, the show makes an imposing flash on the lot. On account of the heavy down-pour for several days preceding opening the show had to use a crowded lot near winter quarters and there was not sufficient space for menagerie top.

Seventh Opening in York

It was the seventh opening of a show in York managed by Ray W. Rogers, and in every instance except one there has been a heavy rainfall. Schools were closed in York County and city and, despite the inclement weather, the top was filled to capacity 20 minutes before opening time for the matinee.

A delegation of citizens of York stepped into the center ring during a change in displays at the afternoon show and presented floral tributes to the show, making the presentation to Mrs. Josephine Rogers, wife of Manager Rogers.

In dress rehearsal one of the featured acts, Thomas Shaw, high-wire performer, made a misstep and fell about 20 feet to the ground, crushing his left elbow. He will be unable to work for several weeks.

W. M. (Bill) Moore, former circus legal adjuster, who this season is manager of the Hoot Gibson tour, was a familiar figure missing from the lot. He has been critically ill for three weeks with influenza and heart complications. He is now improving and his room in the home of Postmaster G. C. Cartwright was the mecca for scores on opening day.

26 Displays in Show

There are 26 displays in the show and the performance runs one hour and 55 minutes. The three rings are used in every display except four, when the center ring is used by the Tan Araki Japs, Capt. Dalbeane, the Rogintosh troupe of riders and the Rogers Sisters' wire act.

Circus entertainment of practically every description is in the program. Special comment was heard on the three bar acts of Charles Forrest Duo, Valera Brothers and the Kotch Brothers. Valera Brothers also have a flying act. Outstanding in the trapeze numbers are the head-balancing feats of Viola Rooks and Johnny Knarr.

Jack and Sills have a sensational perch number, employing several novel props. The Dalbeane act is a remarkable demonstration of acrobatic and balancing ability thru use of a huge wagon wheel. The Rooks troupe has another novel perch act. In the Rogintosh troupe are Helene Rogers, Flo McIntosh, Eddie Hendricks and T. P. Lewis. Pearl Harris and Eddie Hendricks are in heel-and-toe catch numbers.

Several new elephant routines are performed. The bulls are worked by Ursaline McIntosh, Ruth Wood and Helen Rogers, assisted by Capt. Tommy Burns, Bill Ward and Joe Secastian. A 12-horse Liberty act is worked by Texas Ted Lewis.

Clowns are another feature, three principal displays being devoted to elaborate comedy acts. Ed Raymond is principal clown, and other joeys include Grover Nitchman, LaBird and LaBird, Searle Simmons, Jake Knarr, Rad Harris, Billy Ware and Cecil Dearing.

Ira Haynes' Band offers an interesting concert preceding the performance. Two soloists are Jean Lincoln, soprano, and Charles Ward Jr., xylophone player. Personnel of band: Haynes, leader; Zoe

Dalanches, Jimmy Vinson, Avery Fletcher and Harry Lincoln, cornets; Nick Altroph, clarinet and alto sax; Dan Williams, clarinet and tenor sax; Carl Berggren, sousaphone; Ray Woodworth, baritone; Tommy Robertson and Walter Cook, trombones; Bill Wymore, bass drum, and Charles Ward Sr., snare drum.

Show opens with a tournament lavishly costumed in the Spanish style, Jean Lincoln sings during the march.

The Staff

Ray W. Rogers, manager; O. C. Cox, legal adjuster; Oscar Wiley, general agent; James Cotter, contracting agent; Virgil Pruitt, manager brigade; Vestal Pruitt, manager advertising cars; Hershel Rapp, checker-up; Champ Simpson, treasurer; Walter Rogers, auditor; Paul Moore, Social Security secretary; A. A. (Shorty) Gilson, boss canvas man; James Rear, assistant; Enoch Bradford, side-show canvas; Bugs Kelly, menagerie canvas; George Reed, 24-hour agent; H. W. Morris, advertising banners; Dan Hanson, superintendent animals.

Robert Newell is superintendent of transportation; Alec McIntosh, chief mechanic; David McIntosh, assistant; R. L. Dick, chief electrician; Frank Snyder, assistant; John Neal, head usher; C. LaBird Jr., banner puller. Capt. Tommy Burns, equestrian director; Charles Porrest, assistant; Rae Ross, wardrobe mistress. W. R. Tumber, manager side show; Charles LaBird Sr., inside; Jones Bell, band leader, with nine musicians. Ralph Cautin, superintendent inside tickets; Walter Holm, Dallas Dever, Doc Butler and Harold Pearce, ticket sellers; Albert Tierney, tax box. Keller Pressly, superintendent front door; Guy Coddling, superintendent cookhouse; Henry Cassibo, superintendent props. John A. Fox, superintendent privileges; Mose Becker, assistant; butchers, Louis Weiss, Charles Campbell, Bob Graves, H. K. Rankin, James A. Lewis, Mike Nidos, Jyrd Whaley, Shorty Goode, Frank Murray, Daniel E. McIntyre, Josef Braze and Arthur Jordan.

Harold Lengs is contracting press agent; Dory E. Miller, story man, and W. R. Tumber, press agent back. Jack Cavanaugh and James Hill have side-show tickets, with Harry Shrank on the door. Acts include Charles Raimer, accordionist; Arizona Gordon and Miss Oliva, impalemtent; Mary Sylvilla, mentalist; Ann Cavanaugh, Barbara Jensen, Lucille Cautin, dancers; Georgia Minstrels, Punch and Judy, etc.

High-school horse display, easily one of the highlights of this year's show, has the following riders: Rudy Rudynoff, Mr. and Mrs. William Heyer, Dr. Ostermaier, Dorothy Herbert, Mary Erdlitz, Ella Bradna, Lavon Bornhauser, Bobby Cropper, Erma Canastrelli, Cora Davis, Elfrida Fredersdorf, Daisy Guillame (Pollidor), Ann Hamilton, Gloria and Bonnie Hunt, Mildred Millette, Anne Louise McCarthy, Dolores Nemo, Erna Rudynoff, Betty Reiffenach, Trella Smiletta, Betty Stewart, Judith Sothorn, Harriet Snellen, Margaret Strecker, Martha Wallenda, Lucille Walberg and Maria Yacopi. Rudy Rudynoff Jr. assists his father.

The high jumpers are Bobby Cropper, Ann Hamilton, Lucille Walberg, Tommy Cropper and Dorothy Herbert, who is featured.

Tim McCoy's Wild West show features the live-snake dance of several Indians brought from the Southwestern section of the United States. Indian stint is cleverly done and undoubtedly adds to the adult-interest value of the Western stanza. McCoy prefers to remain in the background most of the time, altho he describes the Indian dance and indulges in bits of fancy roping. He has approximately 35 head of stock, the same as last year.

Personnel includes Dave Nimmo, Tommy Cropper, Art Bodin, Tommy Prevett, Booger McCarthy, Del Paos and Johnny Farthing, cowboys; Bobbie Cropper, Dolores Nimmo, Frankie Farthing, Ann Hamilton and Anne Louise McCarthy, cowgirls, and a group of seven Cossack riders, including Gabriel Solohudin, Lou Solohudin, Theodore Erashoff, Dinnis Maroz, Jack Stegletsky, Basil Glasgoff and Herma Canestrelli. Australian Waites again display their adeptness at

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Lineup for Garden includes Mr. and

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Mrs. Al Tomains, giant and half-girl; Egan Twist, anatomical wonder; Miss Jean, girl with the iron tongue; Eko and Iko; Jack Earl, Texas giant; midgets, consisting of the Doll Family—Harry, Grace, Tiny and Daisy; Major Mite, the smallest of 'em all; Baron Faucci, Jenny Reynolds and Thasia Gardener. Habib is back as the Egyptian fakir; Carlsson Sisters, boxing fat girls; Baby Lee, fat girl; Kongee, the Marvel; Miss Suzanne, snake trainer; Mac Williams, big mouth; Slim the Shadow and Sister; Miss Betty, tattooed girl, and Pop Eye, the Sailorman.

Band

Merle Evans is generally conceded to be the leader of just about the best of circus bands, and this year he surpasses anything in the past in the way of musical offerings. Improvement in the music lies chiefly in the fact that this year's aggregation has been augmented by nine tooters. Evans has shown judgment in adding the extras at the right spots, rounding out his organization in just the right proportion.

Personnel includes Evans, bandmaster and trumpet; cornets, O. A. Kircheis, Joe Dobie, George Fee, Al Hiltonsmith, Maurice Gelder, H. C. Werner, Paul Prager and Paul Schimmel; flute and piccolo, A. V. Riggs; E-flat clarinet, Oscar Matthes; clarinets, James Austin, Don Baker, Tony Ramirez, Al Evans and Anthony Palma (all reads double saxophones); horns, Paul Davis, Leroy Mondereau and Robert Brown; baritones, Noble Howard and George Curtis; trombones, Lew Bader, Harry Hughes, Stanley Czerwinski and Henry Forthman; basses, Clinton Evans, Gerhard Worthman and Earl Hurst; drummers, Ray Floyd and Charles Green. Art Reis handles the callope.

Menage

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whip cracking, assisted by Shorty Flenum for the comical side.

Clowns

Producing clowns are Felix Adler, Charles Bell, Hart Trio, Edward Guillaume (Pollidor), Bluch Landolf, Billy Denaro, Tad Tosky, Ring Duo, Paul Jerome and Paul Wenzel. Joeys—Louis Bell, Lawrence Anderson, Dick Bell, Frederico Canestrelli, Paul Mortier, Harry Rittico, John Nelson, Skip Greenwood, Johnny Powell, Jacque Oldman, Splinters, Edes Trio, Jack Santos and Johnny Guice, Chesty and company, Willie Moser and troupe, Applegate Octet, Elmer Petrie, Moon Davis, Rusty Moon, Wally Becker, Dudley Pond and troupe, Bob Klicky, Rudy Newmeyer, Ora Sparks, Bill Houston, Bell Trio, Luke Le Croix, Johnny Grady, Dan Blencoe, Tony Spragg, Lou Jacobs, Harry Nelson, Jeff Wenzel, Bill Barlow, Boots Berry, Clint Tinney, Floyd Ring, Gus Davis, Oscar Mince and Billy DeBaugh, Joe Louis and Paul Jung.

Lilliputians: Henry Bedow, Howard Marco, Henri Duchin, Charlie George, Frankie Saluto, Albert Moore, Franz Heldt, Con Cordon, Paul Horompo, Paul Prince, Monty Dell, Luis Mendoza.

H-W SMASHES—

(Continued from page 38)

Toby Tyler, John Terry, Barney O'Brien, Danny McAvoy, George DeMott, Al Deon, Al G. Mee, Marco Songini, Alva L. Adams, Burt Lamson, Frank Luley, Edgar Turner, Robert Nelson and Leo Kerns.

Wild West: Col. Carl Preston is in charge of the Wild West, with the following lineup of clever riders and ropers: Weaver Gray, Juanita Gray, Ted Merchant, Betty Case, Frank Gilbert, Mabel Kilne, Bessie Gardner, Marion Nolan, Beulah (Boots) Myer, Harry Taylor, Eva Taylor, Steve Selma, Valeria Selma and Bert Northrup.

Notes of the Show

Among visitors noticed at the opening performance were Howard Y. Bary and his general agent, Oint W. Finney; E. K. Fernandez, Honolulu showman; Ken Maynard, Western screen star; H. A. Atwell, circus photographer; several members of the Cole Bros.' staff, and a number of well-known circus fans.

Four members of the famous Hodgini family of riders are in the big riding act billed as the Riding Davenport. They are Joe Hodgini, Mrs. Joe Hodgini, Joe Jr. and Tommy Hodgini. Others in the act are Dorothy Davenport, Freddie Freeman, Ethel Freeman and Rose Wallett.

Floyd Nelson, with the Flying Levards, is back in the harness after seven years away from the white tops and is doing an excellent job. This also is the first time in several years that John Schubert and wife, contortionists, have trouped. A morning performance of show was given Saturday for the children of Shriners.

Leonard Karsh is proving himself a competent man in charge of the front door and has an efficient, courteous staff.

Ernie Tucker, former concession man, has the banners. Associated with him is Jack Beach, veteran banner man. They have made an excellent showing in the building.

Al Humke is working with Fred Seymour as a legal adjuster.

The Jim Wong Troupe, one of the feature attractions, was unintentionally omitted from the review last week. They are a colorful combo presenting a fine exhibition of contortion, head and hand balancing, plate spinning and other Oriental gymnastics. Are featured in center ring with a special announcement.

The Dorothy Martin Troupe of adagio artists has been the subject of much favorable comment. The girl member of the troupe is petite and graceful and some of the routines offered border on the sensational. The act would be a knockout in any night club and it adds a pleasing touch of novelty to the performance.

Fancho Villa's daughter arrived Thursday. She is touted as a daring and accomplished rider and will be featured in the Wild West. Should be a great publicity feature.

Manager J. Frank Hatch and Ralph Clawson are immensely pleased with the excellent showing so far made by the show. Clawson has been busy during the last few days arranging the program for the road.

Mrs. Dolly-Jacobs, who was laid up with a cold for a few days, has recovered and is back working the riding lion act.

CLOWNS WANTED**ONE FOR HUGE FUN HOUSE**

Working Primarily for Children
Also opportunity for capable Producing Clown
with up-to-the-minute routines for midway work.
Full Summer Season if Satisfactory.

CARLIN'S PARK, Baltimore, Md.

WINDOW CARDS

14x22, 22x28 paper and
cardboard posters, one sheets
heralds, etc. for all occasions.
Quick service, low prices.
Write for free catalog.

BOWER SHOW PRINT MADE IN U.S.A. FOWLER, IND.

Graham To Launch Midget Show At Dallas; 20-Car Organization

CHICAGO, April 17.—Stanley R. Graham, impresario, who made his start in show business at a Century of Progress with the Midget Village and has since become the producer of various other attractions at large expositions, has entered the circus business. On May 21 he will launch Graham's International Midget Circus at Dallas, Tex., and will tour the country, playing many of the larger cities.

John R. McMahan, who was interested in the Streets of Paris at a Century of Progress and is now associated with Graham, is in Chicago in the interest of the circus. The show is already booked for a number of Midwest cities, among them Tulsa, Wichita, Kansas City and St. Louis, with strong newspaper and other tieups in each place. It also is

booked for the Canadian National Exhibition, Toronto.

Show will move on 20 cars and will play two and three-day stands. Will use a 120x270 khaki top seating about 4,800. Personnel will include 180 people. Practically all of the performers will be midgets. There are a few exceptions. The young McLaughlin boys, riders and ropers, who were a hit at Madison Square Garden, New York, two years ago, will be with the show. So also will the 7-year-old daughter of Tad Lucas, famous Wild West rider. Kenneth Waitte will handle clown alley.

Graham has had the idea of a midget circus for some time and he feels, from the interest already shown, that it will prove a huge success.

Under the Marquee

By CIRCUS SOLLY

W. W. CLARK is with Haag Bros.' Circus as treasurer.

DR. DICK and wife recently visited P. G. Lowery and Bill May in Cleveland.

PURCELL'S STAGE CIRCUS has been doing good business in schools this winter, the best since 1930.

KANSAS CITY STAR, in issue of April 11, carried a story, illustrated, of Russell Bros.' Circus.

E. E. MAXON has replaced Tucker Key as advance agent of Purcell's Stage Circus.

FRANK T. KELLY is now in the wholesale and retail novelty business at Galesburg, Ill.

BECAUSE they are astute showmen and have surrounded themselves with the best lieutenants that money can buy, Adkins and Terrell have gone places.

SLATS BEESON has closed the Circus Cafe in Houston and is back in harness with Seal Bros.' Circus.

STERLING ROSE Troupe presented their novelty hand-balancing gymnastic act, also their comedy clown acrobatic table act at St. Louis Police Circus.

CHARLES (KID) KOSTER had a nice visit with two old-time circus men in Atlantic City—Jim Brown, former legal adjuster, and Frank E. Hubin.

ALLIE REED, who had Reed's Great European Circus, on the road for many years, is'bedfast at his home at Vernon, Ind.

KENNETH L. PECK will be superintendent of concessions with Lewis Bros.' Circus. He visited *The Billboard* offices in Cincinnati last week.

RUSSELL BROS. has issued a dandy herald with many illustrations done in rotogravure. It is 11 by 8½ and has 16 pages.

ED TAVALA is with Sells-Sterling Circus as usher. Says that he did some carpenter work in quarters. Show will be in Missouri two weeks, also in Illinois about same number of weeks.

COLE BROS. will be in Terre Haute, Ind., May 11. It will be second circus there this season, Tom Mix playing the city April 19. One of the Gooding units will be there week of May 17.

ROBERT WADLOW, the Alton giant, was featured on the Ripley Sunday program. The manner of his presentation on the Ringling-Barnum show is marked with great dignity, and he is creating intense interest.

EDDIE (RED) LAKE is still at the B. & O. Restaurant, 2800 West Third street, Cleveland, O., as night chef and will not troupe this season. Lake, a trombone player, was with James M. Cole Circus last year.

MR. PRESS AGENT: Please get some new pictures. You have had some of them in the briefcase 10 years. Give them to the man at the stake and chain wagon or to the pie car man for their display.

JACK GEYER, former police officer for Tom Mix and Sells-Floto show, is now at the Ford plant in Dearborn, Mich., as service man. Allen King and Kid McCoy also are in the service department, King doing investigation work.

FRANK B. HUBIN states that he will take to the road, campaigning for A. Harry Moore, U. S. Senator of New Jersey, who will be a candidate for governor of New Jersey. He adds that Moore is a great friend of showfolk.

APPARENTLY circus opposition stimulates business. On April 9 it was SRO at the Ringling show, while at the same time the Hippodrome was packed for Cole Bros. Intensive billing has made the New York public circus-minded.

LILLIAN HAMPTON saw Tom Mix Circus at Huntsville, Ala., and Walter L. Main and Haag Bros.' shows, playing day and date at Fayetteville, Tenn. Saw

the Main show again at Shelbyville, Tenn. Enjoyed the performances of all.

WHETHER OR NOT a performer is an independent contractor is the pressing problem now facing the Social Security Commission. The expected ruling is anxiously awaited by both performers and circus owners.

THE COMMITTEE on Immigration and Naturalization has tabled the Dickstein Foreign Actors' Bill, a measure vigorously opposed by the Legislative Committee of the Circus Fans Association.

HARRY SHELL, who was scheduled to take the place of the late Al Massey as musical director of Lewis Bros.' Circus, states that he is involved in some legal difficulties and a possible lawsuit, therefore will be unable to troupe at present. May go on road after June 1.

THE KLINES (Elmer and Elvira) closed at Detroit Exposition, 10-day engagement, and left April 21 for the road. C. W. McClure, of that city, was stage doorman. For years he was with the Barnum & Bailey show, and made European tour with show.

CIRCUSES may play Springfield, Mass., but not on Saturday, according to Mayor Henry Martens, who on April 11 said that he would refuse a permit for a Saturday billing. This is in accordance with the wishes of the merchants. Ringling-Barnum has made that city a Saturday date for a number of years.

GEORGE SMITH, well known and popular former Ringling executive, is considering an offer to take a responsible position with the recently organized United States Maritime Commission. If he accepts, George will have important duties in connection with transportation.

MELVIN D. HILDRETH had as his guest at Ringling-Barnum Circus in New York Alfredo Codona, famous triple somersault star of the white tops. Alfredo does not expect to be with any circus this year, but will spend the summer in travel, recuperating from a shoulder injury.

JUST BECAUSE you brought a few cuts back to the lot from a newspaper office you can't qualify as a press agent. Don't expect your newspaper man to do the impossible. He must have his tools. Supply him liberally with cuts, mats and clear and sharp photographs.

"SLIVERS" JOHNSON, clown, who has been spending the off-season at New Waterford, O., has joined the Barker Bros.' circus unit, now playing Ohio theaters, and will remain with the troupe until almost time for the start next month of a long string of amusement park bookings for Johnson's funny Ford act.

SHEBA, Capt. Terrell Jacobs' rollover lion, should feel chesty. On her cage is a large bronze tablet bearing her name, presented by the Young Men's (See UNDER THE MARQUEE on page 48)

15 Years Ago

(From The Billboard Dated April 22, 1922)

Sparks' Circus had just concluded a very profitable two-day engagement at Atlanta under Shrine auspices. . . . The Hamburg-American liner Bayern arrived in New York from Hamburg with 89 cases of wild animals, said to have been the largest collection brought to this country on any vessel since 1814. A number of the animals and a 28-foot python were assigned to the Ringling-Barnum Circus, with the other portion of the menagerie bound for Dreamland. . . . Billie Burke, well-known showman and vaudeville producer, left New York to attend the opening of the Sells-Floto Circus in Chicago in the interest of Mugivan, Bowers and Ballard.

Final preparations at West Baden, Ind., were being made for Hagenbeck-Wallace show's annual pilgrimage, which was to begin April 22 at Louisville. . . . Robert Ringling announced that he had signed a two-year contract for concert, operatic and phonograph work under R. E. Johnson, manager for Tetrizzini and Titta Ruffo. . . . During a visit to *The Billboard* Bob Hickey declared that he would handle the press in advance of the John Robinson Circus. He was in Cincinnati lining up local newspapers for the organization's showing here May 1 and 2.

Ludwig & Ludwig, drum manufacturers, announced that they had received the contract for all drum equipment from the Sells-Floto, John Robinson, Hagenbeck-Wallace and Gollmar Bros.' shows. . . . Walter D. Nealand, last season press agent with the John Robinson Circus, had just been engaged to fill a similar position with the Con T. Kennedy (Carnival) Shows. . . . Sunny Hovey was still with the Six Tip-Tops, playing the Pantages Circuit. . . . The Casting Campbells were playing the Shriners' Circus, Pittsburgh, after completing a successful tour of the Poli Circuit.


Paris Bills

PARIS, April 12.—Circus numbers appearing at the Cirque d'Hiver are Miss Tamara, trapeze; Three Marcellos, hand-to-hand balancers; Five Colorados, Western novelty; Guldans' bears and the Three Horodeschi, bar act. Albert Powell, the American trapezist, heads the bill at the Cirque Medrano.

Circus numbers at the Empire are the Four Ortons, comedy wire; Five Astony Sisters, aerial flash; Three Ennags, comedy acrobatic, and O'Donnell, Biar and Company, bumps. The Margie Clifton Trio, perch; Liazeed Troupe, Arab tumblers; Miss Cooky, contortionist; Max and Eddy, clowns, and Reator, roller skater, are at the Bobino. Flore, Jack and Harry, acrobats, are at the Petit Casino. The Wolken's Trio, flying trapeze, are at the Cigale. Gray and Garden, comedy cyclists, are at the Moulin Rouge. Barbara La May, contortionist, is at the Lyon Pathe. The Aicardi Troupe, jugglers, are at the Paramount. Smoll and Conny, equilibrists, and Berth and Partner, acrobats, are at the Rex. Samson II, strong man, is at the Belleville.

Free circus programs are being presented in the open-air arena at the Jardin d'Acclimatation.

OAK-HYTEX BALLOONS



DONALD DUCK

Unique combination of balloon and cardboard feet in a colorful envelope.

Also in bulk with or without feet.

It's a money getter.

For Sale by Leading Jobbers.

The OAK RUBBER CO.
RAVENNA, OHIO.

CALL FOR LEWIS BROS. CIRCUS

All people contacted, if you have not already acknowledged call for May 1, do so. WANT Colored Help for Big Top, Boss Caravanman that can get it up, Musicians for Side Show Band, Girl Dancers, Truck Drivers. We pay off cash, not in tickets. Sam Hatfield, Dell Graham answer. Need two more Mechanics. Winter Quarters, Six Miles East of Jackson, Mich. All Big Top Help, white or colored, come on in.

WANTED

To hear from first-class Circus Musicians on all instruments. Must be able to play popular dance orchestration correctly, as well as regular circus program. Best food and sleeping accommodations. Salary union scale. BOX D-72, Care The Billboard, Cincinnati, O.

CIRCUS PEOPLE WANTED AT ONCE

Acts of all kinds, Mechanic, Circus Cook, Working-men who drive. Acts via **ROBERTS CIRCUS**, Somerville, N. J. All others report Somerville, N. J., April 23.

WHITE MUSICIANS WANTED FOR BIG SHOW BAND.

Strong Bass, Trombone and Trumpet. Wire now, per route. JACK ERWIN, Band Leader. ALSO Colored Musicians, Singers, Comedians, male and female, to strengthen Minstrels with our Big Show. Also White Man with cur to handle Merchants' Tickets. Answer fast, per route; Whitesburg April 22; Hazard, 23; Neon, 24; all Kentucky. WM. NEWTON, Manager, Walter L. Main Circus.

London Briefs

LONDON, April 6.—G. B. Chapman's circus revue, *Hip Hip Zoo Ray*, concludes its long and successful vaude tour at the Alhambra, Bradford, this week. Show goes out again in the fall.

Charles Judge's chimpanzees are one of the featured acts at the Holborn Empire, leading English music hall.

Talo Brothers, sensational springboard and comedy acrobats of circus fame, star on the Moss Empires Theaters. Act is going over big at Empire, Edinburgh.

The Flying Codonas, now in Sweden, and the Karollys, daring horse act, are offerings booked by Stanley W. Wathon for this year's Tower Circus, Blackpool, which starts its 19th weeks' season in June.

Sobsky's dogs, well-known European circus act, click in vaude at the Empire, Nottingham.

Stratford Empire, important London vaude house, has three good circus acts in its current nine-act lineup. Acts are Kafka Stanleys and Gray Sisters, sensational aerialists; Olsen's sea lions, and Ringle Brothers and Renee, clown jugglers.

Chapman's Royal Bengal Circus played to good business at the Hippodrome, Salford.

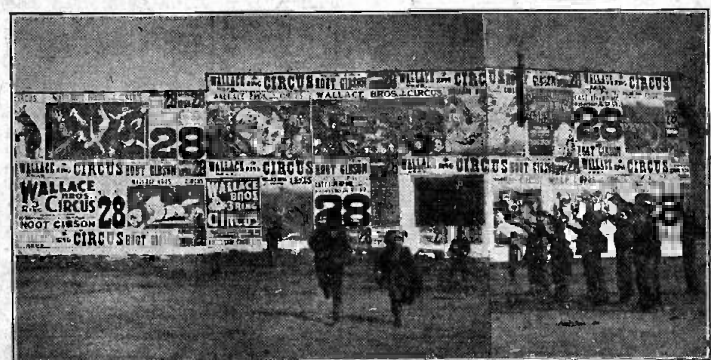
Lai Foun Troupe of Chinese wonders are presenting own unit entitled "The Chinese Cabaret" over the Broadhead Tour.

De Long Sisters, acrobats and contortionists of Ringling-Barnum fame, have completed their English dates and are now a feature at the Scala, Berlin.

Five Juggling Jewels, girl jugglers, now starring at the Dominion, London, are due to return to the States in the early fall.

Maximo, slack-wire artist, is knocking them cold at the Trocadero, Elephant and Castlé.

Jules Cheroy, balancing novelty; Mitsuko, juggler, and Elida Sisters, acrobats, are at the Palace, Blackpool.



ONE of the walls in East Liverpool, O., covered by Oscar Wiley and his brigade with Wallace Bros.' Circus.

The Corral

By ROWDY WADDY

TED MERCANT info that his unit has been contracted to take part in the Wild West with Hagenbeck-Wallace Circus.

CALIFORNIA RODEO season will get under way with the King City Stampede, which will be held here soon. Entries from some of the best Western bronco busters have been pouring in and the show is expected to furnish plenty of early-season competition. Features will include bull and bareback riding, steer wrestling, wild-cow milking and special roping acts. Prizes for many of the events run as high as \$250.

EDNA ALEE, champion woman revolver shot, who appeared in the Barnes & Carruthers Chicago rodeo last fall, has been spending the winter playing vaudeville dates in and around Los Angeles. She is also making a short for the Jam Handy Film Company. With her associates, Harry Pijut and Ralph del Orto, she will leave about the middle of next month to play a number of theaters for the Bert Pittman office, Denver, to be followed by another season of fairs for Barnes & Carruthers.

WEST SIDE Horse Show Association, of Taft, Calif., which recently agreed to sponsor a West Side Rodeo at Franklin Field there, has accepted the Saugus Ranch's bid to handle the show. Tentative plans call for special non-professional events for Kern County riders. Professional riders will be barred from these special events, but they will be permitted to enter any of the professional events in which they care to participate. Profit accrued from the event will be used to defray expenses for the annual West Side Horse Show. Leonard Ward, who with W. P. Hill is handling the event for the Saugus Ranch, was all-round champion rodeo rider of 1934.

INCLUDED AMONG the contestants at the San Fernando, Calif., Rodeo were John Bowman, Adolph Aber, Smoky Snyder, Harold Mueller, Andy Juaregui, Canada Kid, Bud Anthony, Lee Farris, Earl Crain, Russell McCarty, Bud Cook, Tom Woods, Joe Cunha, Lee Smith, Ken Hargis, Frankie Hargis, Andy Gibson, Chick Hannan, Holway Grace, Lloyd Saunders, Bill McMacken, Steve Hancock, Ervina Collins, Homer Pettigrew, Mickey McCrorey, Lee Simon, R. R. Engersoll, Babe Tannahill, Jack Cunningham, T. D. Paxton, Joe Wade, Carl Shepard, Joe Yanez, H. H. Mueller, Henry Snively, John Beach, Bud Gilland, Buck Sorrels, Maynard Gaylor, Hugh Strickland, Al Allen, Bill McFarland, Dick Robbins, Doc Simon, Noel Wagner, Cole Romer, Blundy Bronzell, Bob Walden, Fritz Truan, Jimmie McGee, Bob Luckie, Harry Logue, Jack Casey, Buck Bucko, Buck Moulton, Nick Knight and Milt Moe.

JE RANCH RODEO's engagement at the 109th Field Artillery Armory, Wilkes-Barre, Pa., was concluded April 10. Six-day event played to increasing daily crowds and did capacity business the last half of the week despite inclement weather. It marked the opening stand of the organization and 21 events were programed at each performance, with Col. Jim Eskew directing the arena. Monte Reger announced the event in addition to showing his trained jumping steer Bobby. His three kiddies, Buddy, Virginia and Dixie, also do a number, showing their trained Shetlands and trick riding. Junior Eskew held a full arena spot doing trick roping. His work with the lariet was a revelation to oldtimers. John Beasley, Mexican Joe Garcia and Dave Sanborn all sustained injuries during the week's engagement, none serious, however. Herbert S. Maddy, general representative, was called into a sponsor's meeting the day before the event was concluded and

was asked to sign a contract for the show's appearance at the armory next April. Fog Horn Clancy is show's publicity director.

HIGH-CLASS entertainment was provided by the champion and near-champion contestants at the two-day San Fernando, Calif., first annual rodeo April 3 and 4 under Traditions of the Old West Company auspices. Event did capacity business both days. Producing company is an organization of Southern California business men who have for their objective the perpetuation of the traditions of the Old West. Rodeo officials included Andy Juaregui, arena director, with Art Manning assisting; Abe Lefton, announcer; Barry O. Daniels and Cal Godshell, timers; Lloyd Saunders and Oscar Warren, judges. Special features included Hank Durnell, trick and fancy roping; Homer Holcomb and his comedy mule, May West and Jess Kell clowning the show. San Fernando High-School Band and the Valley Range Riders, Cowgirl Band, with Ruth Stokes directing, furnished the music. Other featured performers were Smoky and I. Loomis, Buck Stevenson, Jerris and Bonnie Knowlton, high-school and me-
(See CORRAL on page 52)

Huge Crowds Attend Indianapolis Rodeo

INDIANAPOLIS, April 17.—Milt Hinkle's Texas Rangers Rodeo concluded a successful eight-day engagement here April 11 at the Coliseum under Indianapolis Press Club auspices. Despite extremely cold weather, with snow and rain every day, event had two turnaway crowds and played to more than 25,000 people. Final checkup is expected to reveal a gross of \$40,000. Event marked this city's first glimpse of a contract rodeo.

Sponsors believe that a contracted show is faster and more pleasing to the public than previous contests held here and, according to secretary, Gerald Bowman, they have signed a five-year contract with Hinkle to produce a show at the Coliseum each year.

Features of the show included Alice Sixty and her Roman jump over an auto, Cy Compton's big horse catches and Armstrong's comedy Ford act. Lineup of rodeo and Wild West performers includes Ruth Benson, Marge Greenough, Alice Adams, Heavy Hanson, Morman Mason, Sam and Tine Conley and others. Show's staff comprises Milt Hinkle, producer; Jack Knight, secretary and business manager; Rube Roberts, assistant arena director; Cy Compton, chief of cowboys; Earl Sutton, contracting, and Pete Adams, announcer.

Colburn and Knight Obtain Johnson's Stock, Saddles

BOSTON, April 17.—An important move in the rodeo world transpired in Boston and New York last week when Colonel William T. Johnson, Everett Colburn and Harry Knight came on to the East to sit in with Madison Square Garden, New York, and Boston Garden officials and promoters on the transfer of Colonel Johnson's stock and saddles to Colburn and Knight.

For the first time since the Colonel has been conducting world championship rodeos, Madison Square Garden and the Boston Garden will run their own shows, using Colburn's and Knight's stock and saddles. Latter two will operate on a flat rate policy in Boston, according to Les Stout, Garden publicity and advertising chief, on behalf of George V. Brown, general manager.

Boston rodeo will be held next fall. Les Stout and a corps of assistants will handle the local show.

Dexter Fellows (CSCCA)

Tent Tattles

By FRED PITZER

NEW YORK, April 17.—Selma Zimmerman, who formerly worked the elephant act on the 101 Ranch Show, writes from Scituate, Mass., that her old herd is with the Cole Bros.' Circus.

Replying to several inquiries as to the absence of the Gaff Bros.' show letters, the writer sold the title with all concessions to Starr DeBelle, author of Ballyhoo Bros., each week in the carnival section of *The Billboard*.

Saw Dexter Fellows on the street and asked after the health of Mrs. Fellows. Dexter said she was well and spent April 6 at home with her mother. The mother of Mrs. Fellows was 77 years of age on that date.

Saw Bob Courtney, of the Cole Bros.' show, at the Hippodrome. First time he has been seen by the writer since the night he and Charles Hutchinson, late treasurer of the Ringling-Barnum Circus; his son, Buddy, and myself had a long drive out on Long Island and a fine sea-food dinner. Mr. Hutchinson and Bob dozed off and Buddy and I turned in and drove over one of those roller coaster tracks that replaced miniature golf. It was only funny to Buddy and I, we couldn't stop until we went all the way. Looking back, it wasn't so funny to us either. Bob appears in the best of health.

Harry B. Chipman is head of the Edward D. Shipp Tent, Hollywood, Calif. Says his mother, former aerialist Maybelle, is well, also his father, Bert, author of *Hey, Rube!* Address is 6840 Hollywood boulevard, Hollywood. Would like to hear from CSCCA members.

Hoffman at Saranac Lake

Eugene Hoffman, president of Poodles Hanneford Tent, of Wheeling, W. Va., is at 68 Franklin avenue, Saranac Lake, N. Y. Will appreciate letters and circus pictures, autographed if possible, as he is fixing up his room with circus atmosphere. Gene is the skipper of the ship, restaurant, etc., in Wheeling and also owner of the boat Saints and Sinners. Gene sent photos showing his boat and the Poodles, owned by Jack Colvig, right up to the bridge between Wheeling and the Island during the flood. The Island is the showgrounds for Wheeling. The show trains unload in Bridgeport, O.

Jack Colvig, of Wheeling, was in town but was so busy buying for his department store that he missed the opening of the Big Show. Says he and the CSCCA are looking forward to visiting all circuses and entertaining the folks that will show his town this summer. That's good news for Felix Adler, producing clown and man about Wheeling, when the show's in. Circus girls will do well to shop at Colvig's and make themselves known. Jack gives special discount to circus folks.

V. L. (Bluepoint) Redford writes from his Virginia plantation that as soon as the roads dry up he will go to Richmond and visit old Ben Tucker; John C. Goode, collector of internal revenue, and other CSCCA. Bluepoint is the author of "Whittling While Whistling" or "Whistling While Whittling," we are not quite sure. V. L. was first national sergeant at arms of CSCCA.

When Ossa Johnson gave her one and only lecture at Carnegie Hall in New York she was chaperoned by F. Darius Benham, who presented her with the Tent's fine memorial. When she read it tears streamed down her face. Only one word came from her lips. It was "Martin." . . . We miss Dick Ettinger and Charley Parkes from our executive committee meetings. . . . Many of the members have gotten up circus parties for the Big Show. . . . Before the Clyde Beattys left New York for Chicago they were breakfasted by the Kilborns. . . . Ray Schindler is in sunny California wearing out a pair of gum shoes and a magnifying glass. . . . Al Pach sent in his first application toward qualifying him for the Hollywood trip. . . . Johnny Carey was busy attending the soundless effects at our recent luncheon. . . . The writer has just come in possession of a bundle of old heralds, some of them scarcer than Hen's (we've forgotten his last name) teeth. "I got them from an old advance man," stated the donor.

Mann Visits Shows in Orient

WASHINGTON, April 17.—Dr. William M. Mann, leader of the National Geographic Society-Smithsonian Institution East Indies Expedition and director of the United States National Zoological Park, has written an interesting letter to Melvin D. Hildreth, of this city, about circuses in Japan and India. Dr. Mann is chairman of the James E. Cooper Top of the Circus Fans' Association. The letter, written from Medan, Sumatra, March 28, follows:

"Wish you could drop in at our headquarters in Siantar. We have rented a large empty hospital on the outskirts of town and the four of us are here. We have a long table with a plaid oilcloth on it and the row of condiments and jams is such that all we need is somebody tuning a cornet in the distance to make us feel as tho we were on the show.

"In Japan we caught the Ariti Circus, the biggest in that country. It carries about 150 people, 3 elephants, kangaroos and a regular little circus band that reminded me of Charlie Hunt's.

"As usual, I was headhunted in and took up a lot of the manager's time. He was a cheerful, fat chap in a luxurious silk kimono and served us coffee while the performance was going on. I shall have to tell you later about the tent (not so different from your plans), which of course, was quite different from ours. The poles are bamboo roped together. There are no seats, but a long, inclined platform on which the public squats. Instead of lemonade, little braziers with live charcoal in them are sold. On the right-hand side of the main entrance was a pit containing charcoal to be dished up into the small braziers. The flash in front of the tent was very good.

"In Singapore we had a couple of days with what is, now Bell's Circus, formerly Hamston's, the oldest in the Orient. Bell married into the Hamston family and put his own name on the show, which indicates that titles here have not the same value as they have in the States.

"As we approached the tent the first evening we saw a sign 'House full. Come back early tomorrow night.' We understand that the rider, Bruce, of the Ringling show, and Maximo, as well as a number of other well-known American performers, have appeared with this show. The tent was the usual one-ring top. It was a 50-foot center, two 55-foot ends, with a 42-foot ring curb. There was good straight riding, some really funny clowns (Chinese, by the way, but doing their stuff in Malay). There was one performer that I should like to have grabbed and brought to the States—a Burmese juggler who was simply superb. He would be tops in any small tent and a wonder in the Side Show. I spoke about this to Mr. Bell, but he showed a lack of enthusiasm. Bell, by the way, formerly worked the Keith Circuit in the States with Bell's Gladiators, a troupe of Chinese athletes and acrobats.

"The show was playing under auspices at a carnival called the Great World. It is a permanent affair, about three times as large as Johnny Jones Exposition, with taxi dancers, a half dozen theaters, Chinese, Japanese and Malay, and an open-air circus with a family of Philippine jugglers. The food sold would surprise even Jimmy Madigan. A nice dried fish if you like or raw squid—whole small ones or dissected large ones—shrimps, roast young chickens, lichee nuts, water chestnuts. The audience, of course, was quite as interesting as the show, but the best time I had was sitting by a sidewalk and drinking beer with the manager and some of the performers. One of them was a Polish trapeze performer, who did a swell comedy act on the flying trapeze.

"Since reaching Sumatra we have been busy, as you might imagine, getting established and starting a collection. At present we have about 100 birds and a dozen mammals 'unique in captivity.' In our room Mrs. Mann and I have two baby tigers and a baby pygmy leopard cat, who take turns in keeping us from sleeping. Otherwise, we are in fine physical trim and full of hope for a successful expedition."

Laws and Lawsuits

The first of a series of articles on Laws and Lawsuits Pertaining to the Amusement Business appears in the carnival department of this issue.

MILT HINKLE'S TEXAS RANGERS RODEO

Is very happy to announce that we have contracted for the months of June, August, September and October the exclusive services of what we think and can prove is the greatest individual Rodeo Attraction in the World.

Alice Sixty, The Greatest of All Rodeo Stars

Yes, George A. Hamid is booking us, but those holding contracts with us will be fulfilled. We have a signed contract for the services of the one and only PONCHO VILLA, JR., Famous Bull Fighter, which we will enforce. Other Rodeo Producers are warned to lay off. CAN USE more real Rodeo Acts and People. Long season, opening Firemen's Rodeo, May 9, La Fayette, Ind. and working each week thereafter all season. Write MILT HINKLE, La Fayette, Ind.

Preachers and Publicity

BUCKROE BEACH, Va., April 17.—An effort by resolution of a group of ministers to ban church picnics here resulted in a grand jury investigation and boomeranged to the extent that it has brought reams of what operators call valuable publicity to the resort.

Ministers recommended shunting Sunday school picnics in other directions because of "moral conditions." Citizens of Buckroe, affronted, asked for and got a special grand jury investigation with ministers called to testify.

Result was the grand jury made a number of recommendations for improvement, ministers claimed justification, citizens were satisfied, resort got lots of publicity and everybody seems happy.

Paris Expo Causes Resort Project Boom

PARIS, April 12.—Paris International Exposition of 1937, slated to open on May 2, is responsible for a boom in amusement park projects for Paris. In addition to the official amusement park on exposition grounds at least three other park projects are being promoted.

Competing with the expo park will be a new amusement resort called Centre Parisien, installed on a large plot facing the Centre Regional section of the exposition and only a few blocks away from the exposition amusement zone. A group headed by M. Tranchant, of Boulevard Hausmann, is promoting a big amusement park to be constructed on a large plot near Porte d'Italie. This will be in a heavily populated section which lacks amusement spots and is well provided with transportation facilities.

A temporary project is a two months' exposition of rides and amusement park attractions which will be promoted by the Liberte Forain, street fair showmen's association, in connection with the international convention of outdoor showmen to be held in Paris at the end of July. Exposition will be in the form of a temporary park or street carnival and will operate on August 1-September 26.

New Attractions Lined Up For Navy Pier in Chicago

CHICAGO, April 17.—Kenneth H. Burns, representing Lake Shore Service Company, new operator of Navy Pier on Chicago's lake front, declares the coming season, scheduled to open on May 29, will see that spot, the brightest in many years.

Pier presents a problem in arrangement of attractions due to small space and various obstructions, but idea is to have small rides for children and booths with shooting galleries, games, other concessions and unusual attractions. Redecorating and minor repairs will start immediately.

Promenade on Navy Pier has always been popular and an estimated 2,000,000 strollers and sightseers visit it every summer.

Cedar Point Opens June 12.

SANDUSKY, O., April 17.—Cedar Point-on-Lake Erie, operated by G. A. Boeckling Company, will inaugurate its season on June 12 and extensive improvements will include better hotel accommodations and ground facilities, several new rides and a number of novelties. Bookings, officials said, are heaviest since pre-depression days, with marked increase in number industrial picnics.

New Rides at Buckeye Lake

NEWARK, O., April 17.—A. M. Brown, general manager of near-by Buckeye Lake Park, announced pre-season sessions in Crystal Ballroom opening tomorrow. New rides are being installed and considerable construction work is planned before the season opens late in May, Mr. Brown said.

Laws and Lawsuits

The first of a series of articles on Laws and Lawsuits Pertaining to the Amusement Business appears in the carnival department of this issue.

RISK SAVINGS LARGE

Contracts Let At Akron Spot

Rides and midway features going in at Summit Beach —to build German Village

AKRON, April 17.—Rebuilding of Summit Beach Park here by a new operating corporation, Summit Beach, Inc., is progressing on schedule and the rejuvenated amusement center probably will be ready for public inspection on May 29, officials said.

Roy Gooding, Columbus, O., has booked three kiddie rides and a Lindy Loop. Alfred Kennedy, Huntington, W. Va., has booked a Ferris Wheel for the season. Other contracts for rides are pending. George P. Smith Jr., of the Harry C. Baker organization, and H. B. Schmeck, Philadelphia Toboggan Company, were here to bid on building a new high ride on site of the one razed several years ago. This will be one of the fastest rides of its type, it is said. Fred Fansher, New York, has been assigned space for installation of a Pretzel ride and John Padlock, Wilkes-Barre, Pa., will install a Heyday.

One of the major building projects on the midway will be a German Village to be under management of Amos Twig, Akron, who expects the cost to be about \$10,000. Bids have been received for redecorating the spacious ballroom. Pavilion, operated for the past three seasons by H. W. Perry, probably will be managed by someone else this season, it was said. It will open in advance of the park.

In recent weeks many well-known park executives have visited offices of the company in the park, among these being Carl Sinclair, general manager of Meyers Lake Park, Canton; Miller and Lehr, Rocky Springs, Lancaster, Pa., and Leo Maytiner and Parker Beach, Chipewagan Lake Park, according to John P. Flanagan, in charge of exploitation.

Will Develop Jersey Spot

WATSONTOWN, N. J., April 17.—Lake Worth Park on White Horse Pike, 12 miles from Philadelphia, will be developed into a complete amusement park in the future, said Royden Haines, owner and operator of the 30-acre tract, which has swimming beach, roller rink and other attractions. The rink, 60 by 125 feet, is one of the largest in the East and is operated all year. A new floor will be laid for the 1937-'38 winter season and a trailer camp will be added, he said.

Future of Ballrooms Is Discussed By Clair at Meet of N. E. Section

Address of Arch E. Clair, manager of Norumbega Park and Ballroom, Auburn-dale, Mass., at ninth annual meeting of New England Section, National Association of Amusement Parks, Pools and Beaches, in Daniel E. Bauer's Acushnet Park Pavilion, New Bedford, Mass., on March 30.

The future of ballrooms is a question that confronts all operators or owners of ballrooms. Just what has the future in store for us? The operator or owner who keeps abreast of the times, making necessary changes, modernizing his ballroom with good music and strict supervision, is here definitely to stay. The fellow who continues to operate with the same old policy, with little or no change and careless management, is on the way out.

There are many ballrooms that have had wonderful success during depression. What is the reason? Their music has been of the best, they have made changes and kept abreast of the times. The public demands new things. We are living in a world of continuous changes.



JOHN LOGAN CAMPBELL, Baltimore, originator of the public liability insurance plan sponsored by the National Association of Amusement Parks, Pools and Beaches, which covered operations of more than 600 individuals during 1936. He predicts that this year will see an increase in premium volume of more than 100 per cent and that in the near future the plan will cover the entire field of amusement parks, piers, pools and beaches.

Economy Seen In NAAPPB Plan

Advantages to policy holders pointed out in special bulletin—pools come in

CHICAGO, April 17.—A special bulletin issued by the office of Secretary A. R. Hodge, National Association of Amusement Parks, Pools and Beaches, Chicago, on April 12 contains much of interest to every operator of a park, pier, pool or beach in this country, whether he be an owner, manager or concessioner, declare association officials.

The secretary's office has been pounding away thru the mails and thru the columns of *The Billboard* since mid-winter and the results are most gratifying, as it looks very much as tho the 600 and more operators who enjoyed the benefits of these facilities afforded by the association will be doubled for 1937 and the savings to be enjoyed will increase as the gross volume increases, perhaps not proportionately, but in a very satisfying measure, said Secretary Hodge.

Increase in Pools

Those who have not made a careful study and sent in their questionnaires to the secretary's office are urged to do so without further delay, as no obligation is involved thru this procedure, it is pointed out.

John Logan Campbell, Baltimore, broker of record, who perfected the plan (See RISK SAVINGS on page 48)

Waukesha Beach Is Bid In by T. M. Toll

MILWAUKEE, Wis., April 17.—Theodore M. Toll, manager of Waukesha Beach near Pewaukee, Wis., was the only bidder at a foreclosure sale of the 60-acre property on April 9.

He bid the property in at \$30,000, minimum necessary to satisfy a mortgage held by Walter R. Frame, B. C. Bugbee and Charles C. Brown.

Mr. Toll, one of the chief stockholders of the beach, said that Edward Wirth, former operator of Modernistic Ballroom in State Fair Park, West Allis, Wis., would be associated with him in operation of the beach this year. Opening is scheduled for about May 30.

Heinze Busy in Edgewater

DETROIT, April 17.—Building, repainting and other operations are in progress in Edgewater Amusement Park, in charge of General Manager Paul Heinze, preparatory to reopening. One addition will be a new shooting gallery, constructed by Morey Kutzen, one of Detroit's best known concession and amusement operators.

Features Added for Idora

YOUNGSTOWN, O., April 17.—With season's opening set for May 15, work is being rushed in Idora Park on a number of new midway features, said Manager Charles Deibel. A streamlined miniature railroad will run from north end of the park to the old street-car platform opposite the dance pavilion. A Shock-Shoe Oriental thrill house will replace the roller-skating rink at north end of the park. Raisinell is name of a new dark ride, and several other novelties are being installed. Ten pre-season dances have been booked in the pavilion.

Swedish Park Books Acts

GOTHENBERG, April 12.—Liseberg Amusement Park will open its season on April 30 but circus and vaude programs on the open-air stage and in the park cabaret will not get under way until May 16. Among acts booked for the early season are Howard Nichols, American hoop juggler; Camilla Mayer, aerialist; Maurice Coleleano Family, acrobatic dancing and tumbling; Four Franks, tap dancing and instrumental music; Freddy Dosch, imitations; Two Battons, comedians; Jackson Girls, English dance troupe; Francis Dorny, harmonica player; Little Wicky, musical; Fortunato Ballet and Gsovsky Ballet.

Euclid Opens for Dancing

CLEVELAND, April 17.—Euclid Beach Park started pre-season series of week-end dances in the pavilion, when Larry Funk brought his band for the opening. June Kemp and Howard Dulaney are singers with the band. Dancing will be continued thruout summer, as in the past, but until season's opening of the park it will be offered on week-ends.

Acts at Kennywood Opening

PITTSBURGH, April 17.—Kennywood Park will open tomorrow, earliest in years, with the Three Connellys, aerialists, and Will Morris and Bobby, comics, as free attractions. On May 18 the regular daily season will start with picnic bookings. J. J. Reis is new press representative and advertising manager for Kennywood.

(See FUTURE OF BALLROOMS page 48)



This Act Is Available for
**FAIRS—PARKS
CELEBRATIONS**
Address
THE STRATOSPHERE MAN
Care of The Billboard, Cincinnati, O.

**LOOP-O-PLANE
FOR SALE**

1935, Single. New 1936, 5-H. P. Motor, Single Phase. Platform, Fence, Ticket Booth and Festoon Wiring. Price, \$1,100 cash. Perfect condition. Used three months. Can be seen at Cleveland, Ohio.

CHAS. MICHALSKE
525 Society for Savings Bldg.,
Cleveland, Ohio.



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PERMANENT • PORTABLE
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Coney Island, N. Y.

RIDE OWNERS NOTICE
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MOXAHALA PARK
ZANESVILLE, O.
Great opportunity for right parties. Will give exclusive, except Coaster. Park opens Decoration Day. Big Picnics being booked now. Write or wire today.

LARGEST MANUFACTURERS OF MECHANICAL
SHOOTING GALLERIES
PARKS-RESORTS SPORTSLANDS-CARNIVALS
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W. F. MANGELS CO. CONEY ISLAND, N. Y.

ATTENTION! WHEEL CONCESSIONERS
At Last the **PERFECT WHEEL**
For Information, Address A. ATLAS,
1450 Broadway, Room 2010, New York City.

**American Recreational
Equipment Association**

By R. S. UZZELL

Wallace St. Clair Jones will make an efficient president of the New England Park Men's Association, having been active in it from its inception. Always ready and willing to reason things out, he encourages suggestions and constructive criticism. These qualities have made him a success with his company, the William B. Berry Company, Boston.

It is worthy of note that his son comes into the organization this spring, a company founded by the boy's great-grandfather in 1867. Young Jones is a Harvard man and has gone out and worked in other fields to get an experience and viewpoint not handed to him ready-made by dad. It's quite likely that he has a greater respect than ever for his sire's opinions. We welcome you, young Jones, to that fine group of sons and younger men who are coming along to take leadership when present leaders become trailer tourists, art collectors and statesmen.

The Barnum Flair

John T. Benson gets publicity material each spring that the press cannot turn down. Surely he has the Barnum flair for compelling publicity items. When Harry E. Tudor landed in Boston with the Shetland ponies direct from the late King Edward's barn the papers just could not stop the story and illustrations with much less than one-quarter of a page. Every kid in Boston will want to go to the Benson Wild Animal Farm to see the ponies once owned by a king. People around Boston ask, "What will Benson do next?" Park men can do it by exercise of ingenuity.

Robert Lusse told us over the phone that it is not a question of selling cars but one of getting delivery of the raw material. The irony of fate, Bob! There is always a fly in the ointment. When it is easy to obtain material and labor selling is hard and, conversely, when selling is easy we must beg and importune for material. We are like the girl who said those she could get she did not want, while the one she wanted she could not get.

More Seasoned Men

W. F. Mangels is experiencing a revival of the Whip. This ride has had a remarkable record over the world. It is pleasing to us all to see a man who has been so useful to the industry have another chance at a popular ride before turning the reins of the business over to his sons. It will surely add years to his life and we are in no hurry to get rid of him. A man with his fine habits is good for a long race.

Robert Lochr and Jack Miller have been doing some work together in Cleveland. It was a pleasure to meet them again coming into the business. Each expresses the spirit that made America. Neither is yet old and each has had a ripe experience. They are determined to profit by past experiences and never let another depression catch them unprepared. We shall have a large band of seasoned men who will help to counsel moderation when danger signals appear in abundance. Each of these men had extensive interests once in our industry and has a lot of usefulness to us still before them.

World's Fair a Reality

Herbert O'Malley is not a veteran park manager but he writes like one. Best of all, he follows his own teachings. Better read again what he had to say about spring cleanup and opening up in *The Billboard* of April 17. It would be nothing short of a crime to let beautiful Playland deteriorate. He just is not going to permit decadence.

Your World's Fair committee met on April 15 with the powers that be. Soon we shall write personally to each of our members on this question in which you have manifested such keen interest. The fair is really taking shape and now wears the cloak of reality. The eating and drink concessions, as well as vended articles, will be put up for competitive bidding. The cash on the line for front and square footage will be an added burden on the man with an expensive ride or show. There is always the possibility that published rates are inaccurate or later are modified. You shall be kept informed.



LOUIS VOGEL, owner and operator of Natatorium Park, Spokane, Wash., who foresees his biggest season since 1930. He was set up in the park in a small way by Charles I. D. Looft, his father-in-law, in 1909. In 1928 he purchased the 43 wooded acres, all buildings, swimming pool, rides and all concessions. Dance hall is 101 by 130 feet, and name bands, popular with patrons, will be used again this season.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, April 17.—Children's Week committee got together this week for the fourth planning of this event on June 24-July 1 and which has brought thousands of children to the resort from all parts of the country. Amusement interests, including Steel Pier and Million-Dollar Pier, play a big part in the affair with special parties.

Alvin Poffenberger, chairman, has outlined a series of events, including a freckle contest, WPG radio party, pier parties, theater and pool attractions, as well as drills by Coast Guards. Refreshment concessioners welcome Children's Week in a big way. Other special events for extra biz scheduled include the Horse Show in Auditorium on May 11-15, and Atlantic City motor-boat race around Absecon Island.

Mays Landing Park is due for revival this year with plenty of new attractions. Roller-skating rink is proposed for Garden Pier following success of a winter rink at Ventnor Pier. Charley Doolin, ex-minstrel and night spot operator, will be advisory coach to the new baseball club here.

Alex Bartha presided at Steel Pier's initial Sunday afternoon dance session last week and reports it clicked and will be continued into summer. Allen Gale, of Tracey, Gale and Leonard, tripped into town over the week-end. Bill Kelly, old-time minstrel, directed the successful Harvey Post Minstrels in Ventnor.

**Frisco Playland Is Scene
Of Boys' Big Yearly Fete**

SAN FRANCISCO, April 17.—Playland-at-the-Beach will draw thousands to worship at the shrine of boyhood on May 3-9 when it becomes locale for San Francisco Boys' Club's Exposition and Carnival. It is staged under sponsorship of the Rotary Club and Big Brothers of the Boys' Club and is an annual event to raise funds for the Boys' Club work.

Last year the exposition and carnival netted the club \$6,000 toward swimming pool in the boys' clubhouse. The pool is to cost about \$35,000 and it is hoped that the fete will produce the amount still needed. More than 2,000 club members are creating handicraft for more than 100 exhibits. There will be boxing and wrestling, band concerts and acrobatic exhibitions.

To stimulate ticket sales, Whitney Brothers, operators of Playland, have approved sale of five ride thriller tickets at a 50 per cent reduction. A 1937 model sedan, which Whitney Brothers donated, will be given away.

POTTSTOWN, Pa.—A good 1936 season in Sanatoga Park here will be eclipsed this year, from all indications, declared Manager Robert H. Albright, who said improvements are being installed in anticipation of increased business.

**Getting Most
Out of Games**

Address of Maurice Piesen, Piesen Manufacturing Company, Coney Island, N. Y., at ninth annual meeting of New England Section, National Association of Amusement Parks, Pools and Beaches, in Daniel E. Bauer's Acushnet Park Pavilion, New Bedford, Mass., on March 30.

In many parks and resorts games are treated either as stepchildren or as a bothersome side line handled by concessioners. This attitude toward games is unsound because they will provide the best short-time investment and return if properly handled. The operator of legitimate games can look anyone straight in the eye. He provides amusement that all enjoy and satisfies a harmless gambling interest with no damage to the family budget.

Successful operation of a game is no hit-or-miss proposition dependent upon luck or chance. A properly selected game must have sound, intelligent operation in its presentation to the public to make it a financial success. Cleanliness of the game and premises, combined with perfect mechanical maintenance, lay the groundwork. Neatly dressed, polite and courteous attendants furnish the direct contact between game and public. Smart alecks and short-tempered roughnecks drive business away and antagonize players.

For Steady Customers

Few few locations can operate games without prize awards in one form or another. Usually a prize display is featured as part of the game installation. This display can be artistically arranged with unusual items to attract attention of passersby who otherwise might not be interested in stopping.

Lamps, pictures, large dolls and stuffed animals, radios, ship models, cocktail sets, luggage and similar items form the background of an attractive display. Steady customers will be interested in obtaining a large worthwhile prize at the end of the season.

Prizes can be awarded in two different ways. A direct prize can be given for a certain score or result obtained. This prize is inexpensive but gives the player a chance to win something in one game. More valuable prizes can be given by exchanging a number of the small direct prizes for other displayed items.

Flexibility of Coupons

For steady, regular customers a coupon system is usually more effective. Coupons can be valued at a set amount and prize display articles are marked with the number of coupons required to obtain each item. This system brings the player in closer contact with the game. His name should be entered and remembered by the attendant, who now considers him a regular patron. The coupon system is very flexible. It can provide for special prize awards and extra coupons for special occasions. One very successful game operator in Coney Island, N. Y., combines a coupon system with a direct prize reward of a pack of cigarettes or a good specialty item where only one direct award is made to a player.

Percentage of prize awards to gross returns varies considerably in different locations. This percentage can run from 10 to 50 per cent of receipts, depending on the type of game used, class of customers playing, rental, overhead and other factors.

Spectators Desirable

The importance of spectators cannot be overstressed. Attendants should talk to them as well as to players. They must understand the game and be able to follow its action. They are an important part of the show. People are attracted by a crowd; what interests others interests them. When the game is quiet, the attendants should play. A dead game is worse than an empty ballroom floor. Attendants must always appear interested in what is going on.

Popular interest, evident enjoyment of players, interest of spectators and plenty of action will put a game across.

NEW PHILADELPHIA, O.—Construction has been started on a concession building in Tuscora Amusement Park here, municipally owned. It is being erected on site of an obsolete building which has been razed. Other improvements include installation of water mains and further beautification.

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of Cincinnati Office, The Billboard)

Case Dismissed

Regarding the alleged Billy Rose high-diving controversy, the Blakes, Ken and Viola, write from the Great Exposition Shows in St. Louis: "After reading Billy Rose's letter giving his version regarding our act and his reasons why he made us leave Fort Worth, we are very sorry we condemned him as we did. Your column surely can straighten out many misunderstandings and we thank you with gratitude. To show our appreciation to Billy Rose, we will gladly show him any consideration we can, regarding divers or swimmers for his show."

And so the Blakes retract those things said about the producer. Case dismissed. However, there may be other controversies in the offing. This department is always willing to voice the opinions of those in the industry, providing, of course, it is not purely a personal squawk.

Swim Poster Contest

Growing interest in swimming for health, concurrent with the assignment of men and women by New York City board of education to positions as teachers of swimming, brings forth announcement by Wilfrid Sloane, London swimming suit designer, agent awards to be made for outstanding Swim-for-Health posters. Contest, which starts this week and continues until May 15, is said to be open to all art students connected with local schools, private and public. Posters must be drawn in color and be legible, outstanding and to the point. Prizes will be \$25 for first, with smaller additional awards ranging from \$10 to \$5. Announcement of the judges has yet to be made.

Baby Meet

Juvenile swim stars, all under 10 years of age, will have their day in Park Central indoor tank on the morning of May 9, when the first city-wide children's aquatic meet will be held by the New York City pool. Eligible for entry are all children who have not yet reached the age of 11. Sidney Silbert, new manager of Park Central, is in charge of the unique competition, with Mary Jane Kroll, Park Central p. a., assisting.

Windy Note

Chicago's Lakeshore A. C. inclosed natatorium attracted the aquatic spotlight of the past week. Noted mermaids were photographed competing there, notably Claudia Eckhart, who seems to have taken the top-seat in amateur ranks in the hearts of the press boys. As a matter of fact, understand that nation-wide publicity that the Lakeshore tank received last week, focusing attention of all swimmers towards the Windy City, apparently had good effect on the other pools in that vicinity all of which reported swell biz.

After the Trailers

With the popularity of trailers thruout the country, reports reached this desk last week of plans being made by outdoor tanks and bathing establishments to accommodate and attract such trade. Of course, aquadromes in the hearts of cities cannot do much to make a play for this type of patronage, except, of course, if the city pools have very large parking facilities. But the success of trailer camps everywhere seem to prove that those suburban tanks, especially those on State highways, can get additional business if they would only do something to entice this new biz. The first thing, of course, is to advertise directly to the hundreds of thousands of owners of trailers said to be on the road these days. Some announce that signs are already being posted announcing "Regular trailer facilities at _____ pool. Rest and relax with a swim." When summer arrives with its additional thousands of trailers on the road, other tanks will no doubt turn towards that field also. To my way of thinking, it's a new avenue of revenue that most certainly shouldn't be overlooked.

PHILADELPHIA.—A portable pool is being installed in Arena Skating Rink for a three-day showing of the Water Carnival of 1937, presenting Eleanor Holm Jarrett, and in the cast will be Bill Lewin, water comic. Novelty numbers will include night-shirt relay race, pie race and Gay '90s race.

Friday or Not

ATLANTIC CITY, April 17.—When Atlantic City again "Goes to Town" on one of its ballyhoo trips, the free samples of taffy and beach sand are to be augmented by fish. Fishing in near-by waters, as well as evening amusements and entertainment offered by the resort, will be stressed on this trip, to start on April 22. Each fish will be wrapped in wax paper and presented at luncheons and other gatherings. Trip will take about 150 resort people into Harrisburg, Hershey, Yorktown, Old Point Comfort, Richmond, Norfolk and Williamsburg.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Little bit of colder weather thus far than is usually experienced around the Island during spring, but it's not stopping preparations for summer. U. S. department of commerce figures reveal that Queens Borough employs 1,877 persons in the amusement field, which, according to the statement, is a \$12,000,000 annual business.

J. Gilbert's Ork expected back from Coast to play local spots for summer. Eddie (Moonglow) De Lange, ork chauffeur, a product of Island roadside spots, is expected back from a road tour shortly. Long Island food show drew thousands to the Jamaica Armory, perhaps topping attendance mark set last month by the Wirth Circus.

Frank (Bring 'Em Back Alive) Buck speaking at all kinds of gatherings on the Island. Dick Linehan, Island amusement figure, is now night club editor of Joe Coufal's World Fair News. Opening announcement in connection with the Pavillon Royal, Valley Stream, ace spot in this neck of the woods, expected soon. Twenty-five cents will be average charge for bathing lockers at most beach spots hereabouts.

ROCKAWAY BEACH: Fireworks shows, under sponsorship of Rockaway Chamber of Commerce, are unassured as far as next summer is concerned, George Wolpert, executive secretary of the group, declared. Pyrotechnics have been features at Rockaway for three seasons, but the monetary matter has been a problem, with concessioners and merchants showing reluctance in supplying necessary funds. Drive for money to finance the shows for the ensuing season is now in swing. If enough gold is raised, the shows will go on.

John Gordon's huge kid amusement park is functioning, off to an early opening. Gordon started with a single ride, plugged along, accumulating a little money here and there, until finally he had enough to underwrite part of the cost of construction for a kid amusement park. Banks, impressed by Gordon's industrious attitude, came across with the rest of the coin. He undertook the big venture during depress when many business folks were of the pessimistic sort in regards the future.

LONG BEACH: Charley (Tents) Tenneyman, ex-circus Joey, led a gang of local Boardwalkers to the Ringling show in Madison Square Garden, New York. How about a roller-skating rink to satisfy the local demand for the pastime? . . . Johnny Mannix's bar here opened for biz, and within a few weeks New York City's prominent newspaper and theatrical folks will gather there. Town would like to get Walter Winchell, a former summer dweller, back as a resident.

Lincoln To See New Dress

LINCOLN, Neb., April 17.—Meeting to set opening date and plans for 1937 will be held next week by Hoyt Hawke, Capitol Beach Park manager, with all concessioners and assistants. New season, what with heavy rains and better crop prospect so far, combined with a practically new park due to three months of extensive rebuilding, is expected to be good. Manager Hawke's first assistant will be Ralph Beechner, former Lincoln high school coach, who has been profit-winning pool manager several years.

MILWAUKEE.—Beer will be sold with lunches in Washington, Lake and Lincoln parks here this year, according to the county park commission. It marks the first time the beverage is being sold in city parks in two years. Its sale will be continued in county parks as well.

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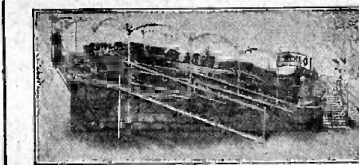
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THE NATIONAL AMUSEMENT DEVICE CO., DAYTON, O.

With the Zoos

PARIS — Director Urbain, Vincennes Zoo, arrived here with a shipment of more than 100 animals for his zoo, including 4 elephants, 10 bears, 7 panthers, 20 monkeys, wild oxen and other rare animals from Indo-China and the Far East.

CHICAGO—"If you have any to spare, will you please send us some alligators?" was a message from Ross Allen, owner of a reptile park at Silver Springs, Fla., received by Edward H. Bean, director of Chicago Zoological Park, Brookfield, Ill. Plea was answered with shipment of 12 young alligators from the zoo collection of 70. Mr. Bean was unable to account for the request, unless a shortage had occurred in the alligators' native land.

MILWAUKEE.—Serum used for prevention of dysentery in human beings will be injected into newly born, prong-horned antelope and Rocky Mountain sheep at Washington Park Zoo this spring. These animals are susceptible to the ailment soon after birth in their natural state as well as in captivity, according to Ernest Untermyer, zoo director. Many of them die. It is diffi-

cult for many zoos to raise prong-horned antelope, but the Milwaukee Zoo has been quite successful. Untermyer said. There is no danger of animals transmitting the ailment to human beings, he said.

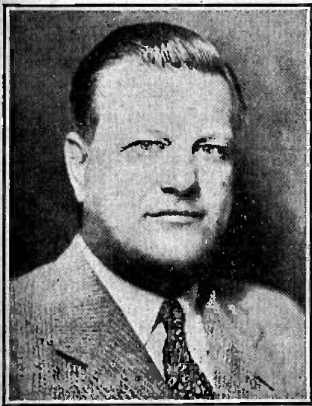
PHILADELPHIA—In Philadelphia Zoological Gardens, only a few days after six European wild pigs were born, lion fanciers lost a friend when Prince Jr. dropped suddenly beside his mate in his cage. Attendants said it was a heart attack. Prince was born here in July, 1931. Keeper Pat Cronin is busy with his hacksaw giving the elephants their spring manicure.

CINCINNATI.—A dancer's slipper, lost of which held up a zoo performance of Pinafore for an hour 40 years ago, was found when workmen were using fire hose to wash muck from the water-fowl lake, recently drained for cleaning. The lake had not been drained completely for 50 years, zoo officials said, because it had no low outlet, a matter which is to be repaired now. Workmen encountered a pile of rotten timbers, identified as having formed the foundation for the non-floating good ship Pinafore. Among the timbers was the once-dainty leather slipper, not so dainty (See WITH THE ZOOS on page 48)

We Are on Our Way

By Harry C. Baker

EMBARKING on a new era of activity, the amusement park industry is confronted with the greatest possibilities since 1929. Factories are humming, orders are being placed for new rides and equipment to such an extent that it is taxing to the limit the capacity of many manufacturers. If we can expect usual demands from last-minute buyers someone is sure to be disap-



HARRY C. BAKER, New York, president of the National Association of Amusement Parks, Pools and Beaches and president of Park and Beach Supply Company.

pointed by not having the item wanted in time for formal openings. "Place orders early" is the request made to everyone.

Limited in trained employees, several manufacturers are compelled to resort to many hours of overtime to fill orders. While not entirely unexpected, the velocity of action on the part of parks, beaches and pool managers to be ready for this renewed evidence of a national return to prosperity has already exceeded all expectations. Confidence tinged with certainty seems to prevail.

Not only is this general condition noticeable with manufacturers and builders but can be found in all sections of the country in the resorts themselves. The past five years many operators were content to wait until a few weeks before opening to prepare for the day for which they waited seven or eight months. Repairs were limited in innumerable cases to those absolutely essential to safe operation. Painting was limited to touching up here and there, and the entire opening program showed fear for the season's outcome. To operate and get thru the summer without involving a loss appeared to be the goal.

Attitude Different Now

How different the attitude toward the 1937 season! Amusement parks which during the past five years were dormant at this early date have become beehives of activity. Alterations, construction and renovations have reached major proportions. The experience of the various world's fairs has left its impressions. Buildings and stores are having their faces lifted with modernistic fronts. New rides and equipment are being installed. And speaking of new rides, we are again reminded of the great need for flat and aerial rides of a new nature. Proof of this is evident when we consider the demands made on manufacturers of the Loop-O-Plane and Octopus, as well as the Flying Scooter. We are advised that these firms are taxed to the limit with orders and no longer can guarantee delivery in time for opening.

All of this is encouraging to our industry. The horizon of success is once again in sight, the day is brighter and as our ship sails into port we are confident it carries a cargo of golden harvest.

The battle has been a hard one. Many fell by the wayside, never to return.

Others will recuperate and live anew, but the majority of those members of the great outdoor show world who thru sheer tenacity and perseverance have triumphed will again make history to be added to that of one of the oldest professions the world knows—the business of entertaining others. Since time immemorial it can be traced and will continue as long as there is life.

Opportunity Is Greater

An opportunity exists, greater than ever before, for every amusement park, bathing beach and swimming pool. General improvements in economic conditions, increased wages to employees and more leisure time available to the masses are subjects of your concern.

Whether or not you will enjoy these changes that have come about as an aftermath to the hectic past only you can determine. However, it is gratifying to note in my travels thruout the country in the interests of my firm or as president of the National Association of Amusement Parks, Pools and Beaches that the majority of our colleagues will be prepared.

In numerous articles prepared by me from time to time and published in *The Billboard* and other publications it was my prediction that an opportunity such as exists today was in the offing. We have had economic distress in the past and, if history holds true to form, we will experience it again in the future.

True, federal legislation has been enacted and considerable more is proposed designed to eliminate or alleviate any such recurrence. Whether or not it will prove effective only time will tell. One thing is certain; the experience gained as a result of the last one will certainly prove a guide to be followed for many years to come. From the lips of operators everywhere comes the expression of a determination to be prepared in the season of bountiful harvest for the detested specter of drought.

Word for Association

Thruout all these depressed years your national association has carried on most gallantly. It is but fair to mention a word about it during this period of optimism. It has been pleasantly surprising but expected to witness the loyalty of our members. I say expected because it is composed of members with a common bond and a heritage of coming thru in the face of greatest adversity.

It rightly should be and us an honor to be associated with this group of men and women. The results that have been accomplished by them in the matter of public liability insurance and many other matters have reached the highest pinnacle of success. Not only have the members of the NAAPB benefited by these results but the entire park, pool and beach industry has had its dividend. You owe it to yourself to become a member. My sincerest best wishes to park, pool and beach operators everywhere. May 1937 season top them all!

RISK SAVINGS

(Continued from page 45)

in co-operation with the special public liability insurance committee of the NAAPB, headed by Norman S. Alexander, Woodside Park, Philadelphia, and officials of the Associated Indemnity Corporation of California, reports a tremendous increase on the part of operators of pools and beaches thruout the country.

Questionnaires to Hodge

While the premium on public liability insurance has not been so great with pool operators as it has with park operators because of the total costs of coverage involved, many pool men are glad to take advantage of the saving nevertheless and also to lend their support to building up a bigger premium volume for the benefit of the entire industry because this spells greater savings for each individual operator, Mr. Campbell said.

Questionnaires must be forwarded to Secretary A. R. Hodge, Suite 295, Hotel Sherman, Chicago. As the opening of the 1937 season is close at hand, everyone who has not acted in this connection thus far is urged by him to do so immediately.

FUTURE OF BALLROOMS

(Continued from page 45)

came interested in dance business. This has made competition very keen. However, not all of these are now in business; many cut prices to such an extent that it was impossible to make a profit and give the public anything at all. The result has been they are definitely out.

Almost every business has felt depression to some extent and the ballroom business is no exception. However, we have not shown a decline any greater (and I would say less) than the majority of other lines of business.

Some Essential Rules

I would suggest some of the essential rules for all of us to follow:

First, set a fair price of admission and stick to it. Price cutting is bad practice and will get nowhere.

Second, courteous employees. This is most essential; the employee who does not have the interest of your place at heart can drive away more business than you can ever regain.

Third, good music is always essential. Know the band you are booking. You may think you cannot afford to pay the price that bookers are asking for this or that band, but, remember, a band would not be getting good prices very long if it could not deliver the goods and bring business. Good bands are always in demand. Don't let yourself be the judge of whether a band is good. You may not care for hot music or swing music or the style of a certain orchestra, but your patrons are the ones to be pleased. Having been in the music business in my earlier days, some of the most famous dance bands of today gripe me terribly, but I am not the one to be pleased. So, I repeat, please your patrons.

Fourth, change your decorative scheme from time to time. Patrons will like it.

Fifth, advertising. Let the public know of your business. The proper placing of advertising requires a lot of thought and study. You can spend much money in advertising with no results if it is not properly placed. Personally, I think broadcasting one of the most effective ways of advertising a ballroom, with a proviso, of course, if you have good music. Otherwise, I would say no; don't broadcast.

Sixth, operate in the strictest manner as to conduct of dancers. Allowing anyone in your ballroom at any time who cannot conduct himself properly is a sure way of ruining your business.

Individual Study Needed

Regardless of what my ideas might be regarding the operation of ballrooms, each ballroom requires individual study and the ideas set forth are from personal experience and a general idea of what we all should do if we expect to stay in the business. Opinions of those business men who should know tell us that we may expect in the next few years prosperity such as we have never before experienced. Let's be ready to take advantage of these opportunities.

Dancing is a national pastime and was long before you and I can remember, so who am I to say that we haven't a future? Keep abreast of the times, and, above all, have faith in your business.

BEDFORD, O.—The large dance pavilion in Bedford Glens near here has inaugurated a summer schedule with sessions Monday, Thursday and Saturday nights and Sunday afternoon and night. Ed Day's Band, featured for several seasons, is again playing for dancing.

ATHOL, Mass.—Ballroom in Brookside Park, between Athol and Orange, opened with a capacity crowd to Ray Belaire and his Southernaires, with Sylvia King, vocalist. Other departments of the park will open next month.

SCRANTON, Pa.—Amateur and pro boxing and wrestling will be added attractions in Rocky Glen Amusement Park this summer. Management has arranged to construct a wooden bowl to seat 4,500, which promoters from Scranton and Wilkes-Barre will be allowed to rent.

Woodside Features Started

PHILADELPHIA, April 17.—In Woodside Amusement Park among features opening today will be week-end concerts in Sylvan Hall; Kladders' Hour under direction of Jack Steck, who will also be emcee of the amateur radio auditions every Thursday, and fireworks every Friday. Among new devices are the Octopus, Laif Trail, Whip and Sensation. There is also a new restaurant. Joseph Barnes will again be in charge of the Rollerdomo.

WITH THE ZOOS

(Continued from page 47)

after its 40 years among leaves and mud of the lake bottom. Sol A. Stephan, general manager of the zoo, recalled that the lady whose shoe tumbled overboard, holding up the show for the hour while a search was being conducted and another shoe supplied, was a principal tho not the leading lady of the production. Stephan remembered that a few years after the slipper's loss a fireworks display, *The Burning of Rome*, was to be offered. A musician was being rowed out to the stand in the lake. His cornet slipped overboard! It is still there altho he and others fished for it several days.

UNDER THE MARQUEE

(Continued from page 43)

Business Association of Peru, Ind., as a mark of their esteem for Sheba and her trainer, Capt. Jacobs. The roll-over is an outstanding feature of Capt. Jacobs' act with the Hagenbeck-Wallace Circus.

ROSTER of band with Dan Rice Circus: A. Lee Hinckley, director; Meredith, Bowen, Watson, Carter, trumpets; Banke, Keifer, Newham, clarinets and saxophones; Heine, Henrich, Eb clarinet; Sawyer and Palmore, basses; Godou and Bennett, baritones; Tobias, Allen, Chappell, trombones; Walter Scott and George Cravens, drums; Lew Friebe, calliope.

MANAGERS who want the best should not let a few extra dollars stand in their way when doing business with performers. You will be repaid in the matter of performance.

WORCESTER, (Mass.) Sunday Telegram, Cincinnati Enquirer and others, in their issues of April 11, had a story regarding Pat Valdo, of Ringling-Barnum, titled *Biggest Boss Under the Big Top*. Story described circus life of Valdo and also mentioned names of Dorothy Herbert and Antoinette Concello, also of the Big Show.

TIGE HALE, trombonist with Haag Bros. Circus, pens that while playing day and date with the Main show at Fayetteville, Tenn., he had a nice visit with Bobby Burns, old-time minstrel man who is doing publicity for the Main show. Haag Bros. band of 12 men is under direction of Wesley Floyd.

TIM MCCOY, with Ringling-Barnum, has a group of Hopi Indians who, for the first time in a circus program, perform their sacred snake dance, which is an appeal for rain. "By an unusual coincidence, at the opening performance in New York, rain commenced falling very shortly after the conclusion of their dance, a fact which was not unnoticed by the press.

CHARLES R. HALL, manager of the Coliseum, Chicago, arranged some fine entertainment for the weekly Medinah Shrine luncheon at the Hamilton Club last Thursday. Thru the co-operation of the management of the Hagenbeck-Wallace Circus and Orin Davenport, the show's equestrian director, a show consisting of following acts was presented at the luncheon: Al Mee, comedian and drummer; the Acevedos, juggling; the Great Shubert and Gertrude Carpenter, contortionists; Arthur Borella, old-time clown; Jim Wong Troupe, Oriental acrobats and gymnasts; Joe Coyle and his comedy horse; and the Dorothy Martin Troupe, adagio artists.

GEORGE VALENTINE, manager of the Flying Valentinos, writes from San Antonio, where the Valentinos have spent the winter, that the opening of the act was postponed until May because of accidents. While practicing to put in shape the flying act with all-girl flyers, the catcher, George, broke his thumb catching a sack double, and the principal flyer, Lorraine, fell and hurt her neck seriously while doing a passing under and over. George Valentine's brothers, Roy and Fred, are on the Western States Shows and are known as the Flying Valentinos.

THE BILLBOARD has again received many inquiries in regard to the Social Security Act and its interpretations for the outdoor show world. The most pressing inquiries have been answered by mail by this department to avoid delays, but here we are giving again a number of questions and our answers to points that are of special interest to big groups of the outdoor amusement world.

A Big Park Asks Questions

One of the biggest amusement parks in the East has sent to this department several questions on the Social Security Act which are of interest to every amusement park management. Therefore we have answered these questions with special care and have gone into many points heretofore not mentioned.

"We have noted with particular interest," the park management writes, "the following excerpts from your articles, to wit: 'It is against the law to employ anyone who refuses to obtain such an employee account card,' and also 'No employee is allowed by law to work in a park without securing his or her account number.'"

Our answer: The law is not a voluntary or optional proposition, but is absolutely obligatory to all employees falling under its regulations. An employee has absolutely no choice in the matter and the employer must see that the employee lives up to the law.

Naturally you can hire any employee without him or her having an account card, but it is up to you to see that as soon as possible application for such a card is made by the employee.

We are referring you to Treasury Decision 4704 which applies to this point. Article 5, Paragraph B, of this decision reads as follows: "Every individual not an employee on November 24, 1936, who becomes an employee after such date, shall file an application for an account number on Form SS-5. The employee shall insert in the blank space the date on which he became an employee and shall file the application on or before the 30th day after such date."

The employer's responsibility in regard to the account card for his employees is found in numerous quotations in the law and especially in Paragraph C of the same Article 5, which reads: "If an individual who is an employee on the last day of the period covered by any information return (to be made by the employer) has failed to file an application for an account number on Form SS-5, the employer shall file an application for the employee on or before the 10th day after such last day. . . . An employee is not relieved from his duty to file an application on Form SS-5 by reason of his employer having filed an application for him."

Both employer and employee can and will be held responsible by the government under Section 807 (c) of the Social Security Act if they fail to apply for either employer's identification or employee's account card, and it will be advisable to enforce this rule very strictly in your own interest.

Bands, Orchestras in Parks

The next question asked by the park management covers the employment of bands and orchestras. The question reads: "Our park engages under contract bands and orchestras for varying periods during its operating season. It has no control or supervision over the individual musicians of such bands and orchestras; neither has it any knowledge of the names of or the amounts paid to such individuals, its contract being with an independent contractor, usually the band leader himself, who engages and pays his men. Are the individual members of these bands and orchestras employees of the park within the meaning of the Social Security Act? If not, what responsibility, if any, devolves upon the park management with respect to such bands and orchestras?"

Under the original ruling as given out by Mrs. Anna M. Rosenberg, Regional Director of the Social Security Board at New York, it was held that leaders of bands and orchestras having a permanent organization would be considered as independent contractors and would have to pay the employer's 1 per cent and collect from their musicians, making their own tax returns to the internal revenue collectors.

But the American Federation of Musicians has been very active at Washington, thru its attorney, Mr. Feinberg, to upset this ruling and make the management of a park responsible for the payment of the 1 per cent employer's tax on the entire band, keep the records and make the payments.

While at this writing a definite ruling

Social Security Act

Questions and Answers

has not been made, we are reliably informed that the Commissioner of Internal Revenue seems to be very much inclined to accept the viewpoint of the AFM, because the government wants to deal with as few employers as possible and is afraid that bands may play only a week or two and leave before tax payments are made.

If the musicians have their way, your band or orchestra leader will have to turn his reports on every man over to you. You will receive from him the tax payments for himself and his musicians, which you will have to match, and you will have to make all the official returns to the government. All musicians will be in your direct employ and you will be considered as the final employer, responsible for it all. We would not be surprised if this will be the outcome of this question, which will be decided definitely in the near future.

In case it is decided that the band leaders are independent contractors, responsible for the tax, the park management will have to make sure that the band leader has his identification card and lives up to the letter of the law, while he is in your employ, because you will always be held responsible by the government that everything within your gates lives up to the law.

Circus, Vaudeville Acts in Parks

The next question pertains to "circus and vaudeville acts engaged under contract for varying periods during the park's operating season": "While the contracts specify the number of performances to be given and the hours thereof, the park management has no control or supervision over the actual performances; neither has it any knowledge of the names of or the amounts paid to the individual members of these acts. Here again the contract is made with an independent contractor, who engages and pays the individual performers of this act or troupe. In most instances such acts consist of not only one or more persons but also of animals and special equipment, all of which is covered by the contract price. Are the individual members of these acts employees of the park within the meaning of the Social Security Act? If not, what responsibility, if any, devolves upon the park management with respect to such acts?"

The interpretation of the law toward this question is as follows: At present the individual members of these acts are considered as employees of the park management. You are considered as the final employer of these acts, while the owners of the acts have the obligation to furnish you with all the necessary information, so you can make out your reports to the internal revenue collector. The salaries received by the different members of the acts must be itemized, so the government can credit the wages earned by each employee on the individual account cards.

The government claims that this is the only possible way to collect these taxes according to the law, because it would be an impossibility for an internal revenue collector to hunt up every act and see that the owner pays its taxes. The fact that you specify the number of performances and the hours thereof is sufficient under the law to make you the final employer, because it is especially stated in the law that the employer does not need to have actual control or supervision of an employee as long as he directs the fulfillment of the work of the employees in general terms, and you are doing that by specifying the number of performances and hours. You cannot claim that you do not employ the act, because, as a matter of fact, you are employing the act in the routine of your business. In regard to animal acts we would say that only the salaries of the trainers, keepers of the stock and helpers are subject to the tax.

Concession Employees in Parks

The next and last question of this park concerns concession employees: "The park leases buildings, stands and spaces within the park gates on a rental

basis for its entire season, or for parts of its season. Such lessees, in turn, hire employees necessary to their respective operations. The park management has no knowledge of the number nor the names of or the amounts paid to such hired employees of these lessees; neither has it any control or supervision over such employees of these lessees. Are these employees of its lessees within the park employees of the park management within the meaning of the Social Security Act? If not, what responsibility, if any, devolves upon the park management with respect to such employees of its lessees?"

Employees of concessions within your gates must live up to your general regulations of conduct and they are therefore considered as employees for whom you are responsible. Naturally, every concession man is an independent business man and as such personally not subject to the tax, but all his employees are. Your concessions are considered by the government in the same way as leased-out departments in a big department store. Every independent concession man should collect the tax from his own employees and pay his own 1 per cent share, but should turn the entire amount and the necessary records regularly into your office for the final handling with the internal revenue collector. This also gives you a guarantee that everyone within your gates observes the regulations of the law.

Did Not Receive Card

A fish fry concession which is during the winter in business at the home town, Redmon, Ill., complains about not having received an identification card: "We sent in our first application for an identification number at the time the postmaster passed the cards among the merchants. We have not received our number so far, while other merchants have. They also received their report cards for the January returns. As the January amount is due I would like to know what to do."

We advise you to get in touch immediately with the regional office of the Social Security Board in your district—in your case, 211 West Wacker drive, Chicago, and explain that you have made application for your employer's identification card, but that you did not receive it. This board office will see to it that you get your card at once.

Your January tax has been due since February 28 and your February tax since March 31, as the tax has to be paid within 30 days after the end of each given month. We would advise that you send the amounts due the government for January and February immediately to the internal revenue collector of your district. Your postmaster will give you the correct address. Mention in your letter to the collector the fact that you did not make the payments because you did not receive your identification card despite having made application for same. This may save you the penalty of 10 per cent for the January amount and 5 per cent for the February amount, which would have to be paid otherwise on account of the delay. We do not believe that in your special case the government will collect the penalties if you get busy right away as suggested.

Government Bookkeeping

Mr. Charles L., secretary of a carnival, is especially interested to know how the government can keep track of all wages earned by all employees during the long years until they are entitled to their pensions. "I have quite a job," he writes, "to keep my accounts for the 300 people with our show straight. How can the government handle such a tremendous job and get away with it?"

The entire bookkeeping for the Social Security Act is done at the executive headquarters in Baltimore, Md. Everything is posted by the most up-to-date machinery ever used by any enterprise. Already cards have been made ready for more than 25,000,000 employees who received their account numbers by the

regional offices of the Security Board. Only the name of the employee is typewritten on his card. All other information, even to the wages credited to the individual account, is punched into the cards so it cannot be altered or destroyed. It is only a matter of minutes for a file supervisor to get a card out for an individual and see how much wages has been credited to him. The cards are filed in duplicate, once under the name of the employee and secondly under the account number, which is to be same during the lifetime of an employee. However, if there are special reasons an employee can apply to a regional office of the Security Board for a change in his card, especially when there has been a mistake in the spelling of his name. Any showman that goes to Baltimore and is interested in this majestic bookkeeping system can visit the board offices and see how it is done.

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DEL. TO MODERNIZE

Harrington Plant To Be Enlarged

Grand stand, vaude stage and grounds projects included—ready by July

HARRINGTON, Del., April 17.—Plans for an elaborate building program to make Kent and Sussex Fair Association grounds here one of the most modern in the East were completed by directors last Monday. Extensive building operations probably will be completed in July. The new program includes enlargement of the grand stand, a new section to be added to the east end of the structure. When this is completed it will be 300 feet long and will have seating capacity of 5,000.

A fireproof vaudeville stage will be constructed, replacing and nearly doubling in size the present one. New stage will be 70 by 40 feet. Almost 50 per cent of the new vaudeville building will be underground, comprising 10 large dressing rooms, stage manager's office, electric supply room, storage room and modern lavatories and showers. There will also be a more modern designed steel judges' stand.

Improvements also will include two 70-foot sections of modern lavatories, new pumping station with water mains, fire hydrants, new sewerage system and disposal plant and filter system. This project will be large enough to take care of a daily crowd of 50,000. This will be the most extensive building program adopted in any year since the fair was organized.

Directors discussed further building projects, which may include a Boy Scout headquarters of log-cabin type and a commercial building. Cost of the new program was not announced. Work will begin immediately.

Boston Indoors for Teter

BOSTON, April 17.—An innovation in indoor amusement attractions will be presented on April 21-24 to Boston Garden thrill fans when Lucky Teter and his Hell Drivers will present their program. Robert F. Murphy, superintendent of the Garden, assisted by Ed Lee, deputy, and a crew of workers have constructed an indoor replica of a race track.

Sloan Races for Atlanta

ATLANTA, April 17.—Contracts for IMCA auto races on July 4, Labor Day and four days during annual Southeastern Fair here were entered into with John A. Sloan Jr., American Booking Agency, Inc., said Mike Benton, president of Southeastern Fair. John Sloan, son of the late J. Alex Sloan, who conducted auto races at Southeastern Fair last fall, came especially to renew the contracts.

Two State Shows for Young

CHICAGO, April 17.—Ernie Young's Revue has been booked for the 1937 North Dakota State Fair for Grand Forks, this announcement following the recent one that Young's Revue also has been contracted for Mississippi Free State Fair, Jackson. The Jackson engagement will mark the fourth consecutive year for Producer Young at this progressive Southern State fair.

BOSTON—Contracting Lamolille Valley Fair, Morrisville, and Tunbridge Fair by Paul N. Denish, Boston manager of George A. Hamid, Inc., office give to the Hamid organization 100 per cent bookings of fairs in Vermont, it was announced.

Social Security Act

Questions and Answers on the Social Security Act will be found in the park department.



J. W. Conklin



Elwood A. Hughes

PARIS, April 5.—ELWOOD A. HUGHES, general manager of the Canadian National Exhibition, Toronto, and J. W. (PATTY) CONKLIN, popular Canadian showman, have been keenly occupied since their arrival in Paris looking over construction work on grounds of the Paris International Exposition of 1937 and visiting the famous "Gingerbread Street Fair" in quest of ideas for the children's amusement park which will be a new feature this year in Toronto. While they found little of worth in the way of new or novel riding devices, they were much impressed by the many finely constructed and elaborately decorated kiddie rides of all types at the "Gingerbread Fair" and Mr. Conklin filmed many of these rides in operation and made note of their mechanical details. Mr. Hughes and Mr. Conklin left for a visit to the Riviera but will return to Paris before sailing for New York.

Midway Regulations Approved by Badgers

MANITOWOC, Wis., April 17.—A sectional meeting of Wisconsin Association of Fairs on April 8 in the Hotel Manitowoc, attended by representatives of about 20 fairs in Northeastern Wisconsin, went on record as unanimously approving midway regulations for 1937 as suggested by the Wisconsin association and State Department of Agriculture and Markets.

Co-operation of city councils and town boards in refusing licenses to carnivals and circuses for at least six weeks before a fair opens was suggested as a means of curtailing activities of counter attractions which might cut in on fair revenues.

Speakers included Ralph E. Ammon, Milwaukee, chief of Wisconsin fairs; A. W. Kalbus, Madison, State Board of Health; E. G. Dowe, Beaver Dam, who advocated cutting down number of complimentary tickets to concession workers as a means of eliminating the pass evil, and Ben S. Rusy, Madison, who pointed to necessity of securing the co-operation of county agents.

Dufour and Rogers Increase Area In Dallas to 169,000 Square Feet

DALLAS, April 17.—Activities at Greater Texas and Pan-American Exposition here this summer of Lew Dufour and Joe Rogers will be on a larger scale than at Texas Centennial Exposition on the same grounds last year. They have signed contracts for the space they had last year, said Mr. Dufour, and in addition 90,000 square feet, a plot 300 by 300 feet, that was occupied by Hollywood, Rocket Ride and Mermals.

On this site Dufour and Rogers are installing Kiddyland. They will operate a Maytag Auto Ride, Allan Herschell Blue Goose and Kiddy Auto Ride, Kiddy Ferris Wheel, Kiddy Airplane Swing, Kiddy Merry-Go-Round and a large Merry-Go-Round, Pony Track, Miniature Railway and Kiddy Whip.

In addition to the rides in this area they will have a Punch and Judy Theater, Zoo, picnic grove and several stands for food, drinks, ice cream, candy floss and a small store selling books, marbles and toys. A maid will be in attendance in a nursery where children can be checked and cared for. Besides Kiddyland they will operate Octopus and Loop-o-Plane rides.

Budget Tilted for Bigger Chippewa District Annual

CHIPPWEA FALLS, Wis., April 17.—With improved economic conditions and bigger plans for 1937, Northern Wisconsin District Fair management here has an increased advertising budget and a boost in premiums of \$2,500 over last year, said Secretary-Manager A. L. Putnam.

Amusement program has been upped and a big night show booked thru Barnes-Carruthers. There will be three days of harness racing and two days of motor events. Hennies Bros. Shows will be on the midway.

Manager Putnam said much space for commercial exhibits and concessions has already been taken.

Expo Drug Building Urged

SAN FRANCISCO, April 17.—Juanita Hansen, movie star, who became a drug addict, said she has been in conference with officials of the 1939 Golden Gate International Exposition regarding her plans for an expo building devoted to the drug problem.

Laws and Lawsuits

The first of a series of articles on Laws and Lawsuits Pertaining to the Amusement Business appears in the carnival department of this issue.

Winterland Set at G. L.

New ice attraction will be on site of Parade of Years—fed aid bill advanced

CLEVELAND, April 17.—Winterland, latest attraction decided upon by Great Lakes Exposition management, will be on the site occupied last year by Parade of the Years. It will cost, it is estimated, \$200,000. Following the plan of Billy Rose's Aquacade with famous swimmers, nationally known skaters and an ice ballet will be employed. Setting includes a sky with stars, iceberg background and an expanse of ice where clowns, speed skaters, performers, acrobats and chorus appear to music. A machine is being installed whereby a real snowstorm can be created.

Harry P. Harrison and Isaac Van Grove, latter formerly associated with Max Reinhardt, are producing the show. It is being designed by Harry Horner, stage designer for Reinhardt's theater in Vienna. Many big ice names are being contacted.

League Games Arranged

Another important move is forwarding of an appropriation bill for \$175,000 for federal exhibits. This has passed the House of Representatives and was in hands of the bureau of the budget at last reports. Bill passed the Senate several weeks ago, having been introduced by Representative Robert Crosser, Cleveland. A Harry Zychick, U. S. commissioner general for the expo, states that he has \$19,500 left from last year which can be employed for exhibits.

Three double-headers and three Sunday games between the Cleveland In- (See WINTERLAND on page 52)

Norfolk Supporting Tidewater's Annual

NORFOLK, Va., April 17.—Gratifying support is reported by Tidewater Agricultural State Fair, Inc., for the 1937 Tidewater State Fair to be initiated on the fairgrounds here. M. B. Howard is president and manager; O. E. Lewter, vice-president; E. C. Powell, general counsel; Otto Wells, L. C. Johnson, George Badrin, advisory committee.

Attractions, to be furnished by George A. Hamid, Inc., will include Jinx Hoagland, horse show, races and auto polo; Four Laddies, aerialists; Three Comics, acros; Four Lads, teeterboard; Wagner's Concert Band. Lucky Teter's Hell Drivers will appear on two days. There will be Ohio Fireworks Company displays, floral, auto, agricultural and merchants' exhibits and Cetlin & Wilson Shows will be on the midway.

A big advertising campaign embraces auto banners, 24-sheet stands, newspapers and radio, with distribution of 200,000 free tickets to merchants for prize awards daily. Free admission will be given kids on Tuesday, Children's Day, and Thursday will be Governors' Day for Virginia and the Carolinas. Manager Howard, Southern representative for George Hamid, will be released by Mr. Hamid for duration of fair preparations.

Jax Fourth Annual Opens

JACKSONVILLE, Fla., April 17.—Last of Florida's 1936-'37 fairs, marking departure north of the Royal American Shows, opened here on Thursday when the fourth annual Duval County Fair and Exposition began an 11-day event. Exhibition buildings were filled and a dozen feature exhibits were arranged in ultra-modern fashion. Since its inception four years ago President R. L. Millican and General Manager E. Ross Jordan, who also manages Georgia State Fair, Macon, have gained much civic support for the fair.

New Buildings For Fort Worth

Group of artistic structures planned — fiesta opening set for June 26

FORT WORTH, Tex., April 17.—All of last year's small buildings on Fort Worth Frontier Fiesta grounds have been removed, including Rand Nude Ranch, Milk Bath Building, Watermelon Patch, novelty stand, auction store, snake show building, palmistry booth, shooting gallery and others. Eat and drink stands operated by O'Reilly-Beresin have not yet been removed.

James F. Pollock, secretary-manager of the Fiesta, said some new-type small structures will be erected, but plans have not been completed by Albert Johnson, designer. New group is to be more artistic, to augment the new colored Casa Manana Building, as well as Jumbo, Pioneer Palace, West Texas Chamber of Commerce Building, also to be painted, and Sunset Trail Building.

For Umbrella Garden

Triangle occupied last year by the ranch and other attractions will be used as an Umbrella Garden, to contain a number of large beach umbrellas and tables and a band stand. Hackberry trees will be set out in the garden for shade. The umbrella idea, to have been used last year, was discarded for lack of space.

On a trip to Hollywood last week Billy Rose signed Harriet Hootor, ballerina, for featured role in Casa Manana, and Cabin Kids, four Negro singers. Stewart Morgan Dancers, adagio team, also have been engaged for Casa Manana. It is said officials plan to charge an admission price for Casa Manana rehearsals prior to the show opening if crowds warrant it.

Altho date for opening the Fiesta had previously been set for June 5, signboards at the showgrounds now say opening will be on June 26.

W. J. Hammond, new mayor, has named E. S. Hooper, T. J. Harrell and George Seaman, of the new city council elected on April 6, to the executive board of the Fiesta association. Board membership will be increased from 11 to 15, to include the three new councilmen and one other member. Increased membership was voted on suggestion of President W. K. Stripling.

Contract With City

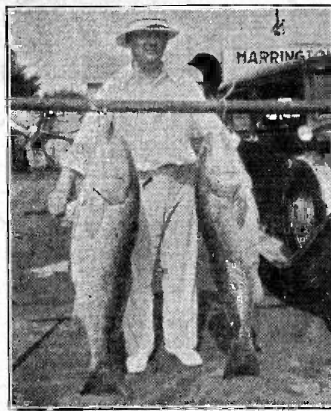
City Manager Larry Hoelscher is preparing a proposal on rental figures of the Coliseum and Auditorium to be used by the Fiesta this summer to submit to the council for study. Lease between city and Frontier Fiesta Association for use of the temporary buildings was adopted as the last act of the outgoing city council last week. Under this contract the city leases 22 acres to the association for five years at \$100 per year. At end of the contract Fiesta buildings will become city property.

Contract has been let for a new floor on the revolving stage of Casa Manana. Brooks Costume Company contract also has been approved. Rehearsals for Casa Manana start on May 7.

Women's clubs here are vying for prizes offered by the Fiesta association to clubs raising the most money for the financial campaign as their part in this year's show. It has been suggested that women's clubs take over the Last Frontier arena, which will not be used this year, for weekly programs and concerts as a free attraction.

Stanley Joseloff is here to collaborate with Rose and Dana Suesse on lyrics for Fiesta music. Visitors last week included Mr. and Mrs. Barry Gray, concessioners from the Dallas Exposition, and Douglas S. McLean, who was in the publicity department of Chicago's A Century of Progress and who is doing publicity for a Dallas night club.

READING, Pa.—Contest board of the American Automobile Association in Washington having declared April 25 opening of the racing season, Hankinson Speedways, Inc., will open its 27th season of auto races on Reading Fair grounds on that day. Reading meets in the past have been sellouts and 35,000 are expected this year.



ERNEST RAUGHLEY, veteran secretary of Kent and Sussex Fair Association, Harrington, Del., a noted fisherman, will take time out this summer to supervise a big building program approved by the board of directors. Grand stand will be enlarged, vaude stage and building installed and other improvements will include much modernization work on grounds.

Speakers and Reports Set For MAPA Spring Gathering

BOSTON, April 17.—Annual spring meeting of Massachusetts Agricultural Fairs Association will be held at the Hotel Bancroft, Worcester, on April 22, with President Frank H. Kingman, Brockton, presiding.

Alfred W. Lombard, assistant director, Massachusetts department of agriculture and secretary-treasurer of the MAPA, will report, as will the executive committee, and President Kingman will announce committees for 1937.

An interesting report from the legislative committee is expected. Earle S. Carpenter, Massachusetts State College, Amherst, will speak on *A Word About Premium Lists*. Report of committee on judging, by L. B. Boston, chairman, Springfield, is scheduled, plus a talk on *The Division of Fairs' Latest*, by Mr. Lombard.

General discussion will precede luncheon in the afternoon and there will be addresses by Leonard Traube, promotion manager of George A. Hamid, Inc.; Floyd Bell, publicity director, Eastern Racing Association, Brookline, and Sandy McVarish, sales promotion manager, WNAC and Yankee network. Date and place for the 1938 annual meeting will be set.

Thousands of Jobs Being Created In Building of Frisco's Exposition

SAN FRANCISCO, April 17.—Spurring re-employment throught the West, Treasure Island, San Francisco Bay site of Golden Gate International Exposition of 1939, will provide more than 3,000 new jobs within the next three months. In rock quarries and steel plants, lumber mills and other industries the expo's building program calls for many new jobs daily.

About 3,200 already are employed on the island itself, and within three months, according to William P. Day, director of works, close to 7,000 will be engaged in building the "magic city" on Exposition Island.

Foreign participation is moving forward rapidly and Major O. J. Keatinge, in charge of governmental participation, announced that France is planning a comprehensive exhibit. Hawaii is raising \$500,000, which will be divided between New York and San Francisco fairs, with major portion going to the Pacific pageant, it is said.

Lucy Ann MacLean, blond Los Angeles co-ed, has been chosen Miss California to compete with representatives from 12 other Western States for the title of "Miss Western America," winner to travel internationally to boom the 1939 show inside the Golden Gate.

More than \$1,000,000 was raised in less than a week following start of a drive to raise \$7,500,000 by popular subscription in and around the bay area. All major

Fair Elections

BROOKHAVEN, Miss.—Lincoln County Fair Association re-elected Eddie M. Young, president; Louise Entrica, vice-president; Sarah Jane Craig, secretary, and an advisory committee of nine.

MARKSVILLE, La.—Marksville was selected as permanent location for annual Avoyelles Parish Fair and Percy A. Lemoine was elected president; J. B. Luke Jr., secretary-manager, and Earl Edwards, treasurer.

CHIPPEWA FALLS, Wis.—Northern Wisconsin District Fair elected L. J. Vaudreuil, president; C. E. Stiles, treasurer; A. L. Putnam, secretary and manager.

MARKS, Miss.—Permanent organization for Quitman County Fair, for which a tract has been bought and buildings will be erected, comprises Sam Jones, president; Mrs. Sam Jones, vice-president; S. L. Barnes, secretary; Harry Lipson, treasurer. McClelland Shows have been contracted for the 1937 fair.

Executives Meet in Mass.

WEST SPRINGFIELD, Mass., April 17.—At a meeting called by L. B. Boston, managing director of Hampden County Improvement League, in the League Building here, 75 delegates from agricultural societies and grange and community fairs in Hampden and adjoining counties attended. Among fair secretaries active on the program were Leon A. Stevens, Cummington; Willard A. Pease, Chester, and George H. Bean, Northampton. Seventeen fairs were represented and new ideas for improving 1937 fairs were offered. Regional fairs meetings have been carried on in Hampden County for nine years. Alfred W. Lombard, secretary of Massachusetts Agricultural Fairs Association, suggested that other sections might benefit by trying out Hampden County's way of creating interest.

500,000 Sec Free Ford Show

MIAMI, Fla., April 17.—Ford Florida Exposition, which opened here two months ago, is drawing big free audiences daily, more than 500,000 having visited the decorated open-air spot where exhibits are on display and Jose Manzanera's South American Orchestra plays afternoon and evening.

ST. JOHN, N. B.—Thieves who broke into the main building of St. John Fair plant took 2,000 feet of copper wiring and caused damage estimated at \$200. Despite vigilance of the staff, thefts have been committed in the last few years late at night and in early morning.

Pawnee Bill Adds Congrats to Hamid

NEW YORK, April 17.—Major Gordon W. Lillie (Pawnee Bill) sent the following letter to George A. Hamid from his Pawnee (Okla.) trading post:

"When I received my copy of *The Billboard's* Spring Number I noted many pages of congratulatory messages to you, which were sent on your 30th year, as I remember it, in the amusement line. I would have been very glad to add a message to the list, but did not know of it until I received *The Billboard*. However, I do want to send a message of congratulations on your wonderful success in the outdoor amusement world. You undoubtedly have made greater progress than any other person in that field. I am very proud to say this on account of our early days' association, which I look back to with a great deal of pleasure. With my best wishes and trusting that the great success which you have had will grow better with the years—Pawnee Bill."

Major Lillie befriended George Hamid when the latter was a tumbler on the Buffalo Bill show. The major was then associated with Colonel Cody.

PORT GIBSON, Miss.—Ten acres have been donated to Southwest Mississippi Fat Stock Show Association by a prominent supply house president of New Orleans. Association closed its second and financially successful show with record attendance and exhibits and with more than \$1,500 in premium awards.

OAK-HYTEX BALLOONS



The OAK RUBBER CO. RAVENNA, OHIO.



NEW STATE JERSEY FAIR

TRENTON, N. J.

SEVEN (7) DAYS || Golden Jubilee Year (1888-1937) || SEVEN (7) NITES

September 26—October 2

Opening SUNDAY, SEPT. 26, with "LUCKY" TETER and his HELL DRIVERS (Afternoon), Dr. EDWIN FRANKO GOLDMAN and his BAND (Evening). Balance of week will be devoted to Sensational Attractions and Imposing Program of Historical and Theatrical Features aimed at making NEW JERSEY STATE FAIR the Best Show, Industrial and Agricultural Exposition on the Atlantic Seaboard.

Applications being considered for Cookhouses, Grind Stores, Eating Stands, Walking Privileges, Guess-Weight Scales, Frozen Custard, Novelties.

Limited Space Available in Buildings for Suitable Concessions.

HARRY E. LABREQUE,
State Fair Grounds,
Trenton, N. J.

Broader Fields for Fairs

By Maurice W. Jencks

ALTHO fairs in this hemisphere have played an important part in the tremendous progress which has been made in a relatively short period of time, it is my conviction that many of us in the fair business have overlooked a field of development which has been knocking at our doors for several decades.

Down thru history fairs have contributed liberally to great masses of peo-



MAURICE W. JENCKS, president of the International Association of Fairs and Expositions and secretary-manager of Kansas Free Fair, Topeka.

ple. Often while reading about such expositions I have been impressed by the never-varying reference to county and State fairs. We have come to regard fairs as almost entirely agricultural expositions.

Our publicity efforts for the most part stress service to agriculture. Up and down the highways of the nation I observe advertising regarding fairs and almost without exception the message is the same. We are inclined to cling to our age-worn appeal that another parade of agriculture will be held on such and such a date.

Into Long Trousers

I want no one to think that it is my wish to play down the agricultural side of our expositions. What I do hope to do during coming years for our own Kansas Free Fair is to see that it renders an even greater service to agriculture by impressing people, both on farms and in urban communities, that our annual exposition can be just as helpful to a professional man as it is to the thousands of exhibitors from our agricultural areas.

Speaking frankly, I think it is time for fairs, particularly the larger institutions, to step out of well-worn knee pants and go into long trousers. Every well-balanced fair is an outdoor university. Any man or woman, whether doctor, lawyer, dentist or farmer, becomes a more capable individual as his or her education is broadened.

During the past two or three years in Topeka we have laid the groundwork for a sound, sensible appeal to our urban population. It was only a few years ago that I came into close contact with the fair world. I had been a visitor to the Kansas Free Fair for many years, but I noticed that few city people attended.

Surprises in Topeka

There is no reason why the office worker should not broaden his or her education, and if there ever was an institution which provides unlimited educational opportunities, it is our fairs. Our towns and cities all present fields for development, and every fair manager might do well to consider an educational program which will attract individuals from all walks of life. There is no phase of education which a fair cannot incorporate, and most of our larger fairs have departments which house exhibits of interest to the members of every profession.

This year in Topeka our week's program is going to carry some surprises.

We are going to have a Lawyers' Day, a Doctors' Day, Clerks' Day, Business Men's Day, etc., at the Kansas Free Fair. Advance publicity is going to notify the people of Kansas of this desire on our part to better serve Kansas agriculture, the live-stock industry and the industrial institutions of the Sunflower State. We shall call special attention to educational facilities which all may investigate with profit to themselves.

Appeal to Taxpayers

Thru various mediums we shall make our appeal to the professions and, in advance of the fair, get them on record as to the part they are going to play. We propose an educational campaign which will induce representative men and women of all occupations to come together for a week on a common meeting ground. Each will go away from the fair better fitted for the solution of their own and the State's problems.

Let us keep in mind that every State appropriation makes every taxpayer a part of a fair. In plain English, every taxpayer is in the fair business . . . each will respond to a campaign if it is presented intelligently.

It is human nature for a man to want to see his business grow, and we are looking forward to a genuine response to an appeal which we feel has never been stressed adequately. The 1937 Kansas Free Fair is to be the people's fair, and we are confident it will reach a new and broader plane of service.

Wonderful Job Done

Thru depression years fairs amazed observers by their remarkable success. To the surprise of many, fairs went forward while many lines of business marked time. In the fair world we proved that where honest, helpful service is provided the correct measure of an institution is determined.

Fairs did a wonderful job, and now we are challenged by an opportunity of tremendous magnitude. We must grow or we shall lose a hard-earned momentum. Let us reach out into new fields . . . and thus rededicate our institutions not only to agriculture but also in the broader sense . . . to all human betterment.

Fair Grounds

TROY, Ala.—Littlejohn Fair Circuit in 1937 will embrace eight fairs, said Thomas P. Littlejohn, of this city, dates already having been set for Pike County Fair, Troy; Covington County Fair, Andalusia, Ala., and Crenshaw County Fair, Luverne, Ala.

DES MOINES.—A State-wide "bridal beauty contest," open to Iowa girls between 18 and 25, will be a feature of the 1937 Iowa State Fair. Cash prizes to winners will total \$500. More than 200 local contests will be held thruout the State. Finals will be at the State fair, with about 50 winners of local contests competing each day.

CEDAR RAPIDS, Ia.—Auto racing will be revived this year during Cedar Rapids Fair and Exposition when a six-event program will be staged by Hankinson Speedways, sanctioned by the contest board, American Automobile Association. Contracts were closed by Fair Manager Charles D. Moore and Jim Malone, vice-president of the speedways.

SALT LAKE CITY.—Maurine McKenzie, 23-year-old clerk for the board of education, was chosen Miss Utah to represent the State in the Miss America contest in San Francisco on April 28. Miss McKenzie won over a field of 40 Utah girls, judges including Mayor Erwin, Salt Lake City, and Mayor Perry, Ogden. Contest is a feature of preparations for Golden Gate Bridge Fiesta and Utah will be represented with a float in the parade.

LINCOLN, Neb.—State Fair Board will meet for the dual purpose of building up a lobby for the proposed refinancing bill before the Legislature which would help cut interest payments on grandstand bonds annually and to talk over entertainment plans. Jack Polk is in

from Chicago to put in a bid from Barnes-Carruthers.

LISBON, O.—H. E. Marsden, secretary of Columbiana County Fair, has been appointed to Ohio Fair Managers' Association executive committee. He has been a member of the county organization 18 years.

DOVER, O.—More than 300 attended the annual banquet sponsored by directors of Tuscarawas County Fair here to ballyhoo the 87th annual fair. Myers Y. Cooper, Cincinnati, former governor and 12 years president of Ohio Fair Managers' Association, principal speaker, pointed out that fair officials need the public's suggestions and co-operation if they are to succeed.

ST. JOHN, N. B.—St. John Exhibition Association has been granted \$1,000 by city council for repairs to buildings. Altho no announcement has been made, it is understood the midway contract will again go to Ben Williams' Shows, which have been on the midway the past 14 years. George A. Hamid, Inc., has been supplying revue and vaudeville acts the past three years.

OKLAHOMA CITY.—Senate approval of a bill for participation in the New York World's Fair in 1939 was given, with the bill soon up for vote in the lower House. It now calls for appropriation of \$50,000 and sets up a four-man commission to be appointed by the governor. Only a full-time secretary will be paid a salary at the rate of \$3,000 annually.

BOSTON.—A list of 121 applications for allotments of State prize money for fairs has been received by Alfred W. Lombard, secretary of Massachusetts Agricultural Fairs Association, and notification of amounts allotable to each will be released pending passage of the budget and signing by Governor Hurley. Applications are itemized: Major fairs, 14; community fairs, 32; grange fairs, 66; poultry and rabbit association shows, 9.

MARLBORO (Mass.) business and professional men, in co-operation with Marlboro Grange, are planning an agricultural fair there for next September. Several meetings have been held.

WINTERLAND

(Continued from page 50)

dians and league opponents were assured for the Stadium when Cleveland city council and expo management got together on the question of repairs for the Stadium, partially wrecked last season by a gas explosion while occupied by expo employees. Attorney C. W. Sellers, Great Lakes, agreed to pay the \$10,000 damage incurred and to start action against an insurance company to collect the amount. Arrangements will be made whereby those attending the expo may return from games to the grounds without extra admission. The Stadium adjoins the expo grounds and last year was an intrinsic part of it.

Rose Picking Material

Billy Rose is lining up material for his Aquacade. Jake Gezell, who opened the Hotel Winton, now the Hotel Cater, 20 years ago, has come back to handle the cuisine.

Picnic and play grounds will be allocated in space between the midway and Streets of the World, which last season was given over to rides and amusements. It is planned to put on daily programs for youngsters, with free matinees for oldsters who come to eat and look.

Among visitors to headquarters this week were Robert A. Nelson, mentalist and dealer, Columbus, O., and Rajah Raboid, illusionist, who has just concluded an Eastern engagement.

CORRAL

(Continued from page 44)

nage horses; Johnny Sonney, Paul Soncrant and Monte Montana, trick riders and ropers. William S. Hart was master of ceremonies, and \$1,920 in prize money was awarded winners. Results: Bronk Riding—Bob Walde; Stub Bartlemay and Ken Hargis split second and third. Bareback Bronk Riding—Frankie Snyder,

Casino Main Dallas Show

Roller Derby, added by Marshall to sports program—small buildings down

DALLAS, April 17.—George Marshall, director of entertainment and sports, announced tariffs and additional plans for Pan-American Casino, to open on June 12 as main amusement of Greater Texas and Pan-American Exposition here. He also revealed that a roller-skating derby from Chicago to Dallas will be first feature on a long sports program. Leo A. Seltzer will stage the event, it was said. Daily luncheons and teas with stage programs and dancing will be on the casino calendar, in addition to regular nightly programs, Marshall said. He also said he is endeavoring to obtain rights to Ravel's Bolero for use as background music to finale of the casino's stage production.

Planning Under Way

Other construction and show planning has gotten well under way in all areas of the 187-acre park. Reservations for exhibit space are being received daily by wire from virtually all parts of South America and Cuba. Charles Abbott, one of the fair's two flying exhibit salesmen to South America, is due to return next week. After he reached Cuba last week he was ordered to return to Puerto Rico. Dr. Roscoe Hill, his partner, was to return to Washington this week. Plans were being considered for air conditioning the 6,500-seat live-stock arena for possible use in a six-day bicycle race and other sports events.

Construction of the Cavalcade of the Americas large outdoors stage is almost finished. Many of the wagon stages are completed and skeletons of several ships for the production have been built. Sound rehearsals began Saturday. Combined rehearsals with the pantomime cast have been set for May 1.

William H. Clark Jr., regional FHA director, and Director General Frank L. McNeny completed a contract for the Federal Housing exhibit, which will occupy 25,000 square feet in the Varied Industries Building for duration of the expo. Demolition of all temporary stands and small buildings on grounds is almost completed, and maintenance crews are preparing to rebuild them to conform with the theme of the new exposition.

Ernie Young Visitor

Latest dates set for main sports events are Pan-American games, June 30-July 3; Pan-American boxing championships, August 12-14; 300-mile auto classic, August 1. Other contests to be conducted on a Pan-American scale will include women's soft-ball tournament, horse-shoe pitching contest, marble tournament and rifle contest, dates for which have not been set.

Special events program is fast being rounded out. Promotion Director Frank N. Watson said. It includes many special days already carded for cities of Texas, stunt nights and other features designed to build the gate.

Gene Cooper, assistant to Virg Claran, director of publicity, and Mrs. Cooper are on their honeymoon in San Antonio. Mrs. Cooper was Miss Lila Linde of Radio Station WFAA, before they were married in San Antonio last Saturday. Ernie Young was a visitor on grounds last week, admittedly to look for a show spot, but left for Chicago without announcing any plans. Jane Crawford, who left as head of an Ernie Young revue in Pittsburgh to return home, is expected back soon. She is daughter of Garfield Crawford, also of the publicity staff.

Smoky Snyder, Blondy Brunzell, Steer Bulldogging—Irvin Collins, Lee Farris, Homer Pettigrew, Brahma Steer Riding—Frank Snyder, Smoky Snyder, Lee Farris. Cal Roping—John Bowman, Maynard Gaylor, Buck Sorrels. Traditions of the Old West Company include Andy Juaregui, president; Harry Fink, first vice-president; Harold Mueller, second vice-president; Steve Henry, public relations director; Leo J. Haggerty, auditor, and George Moffat and Bill Harvey, superintendents. Mr. and Mrs. Cal Godshell and daughters were special guests.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

THAT no time is being lost in furtherance of the new Roller Skating Operators' Association of the United States is evidenced by the fact that Fred Martin, manager of Arena Gardens Rink, Detroit, and secretary and treasurer of the new body, is already in the field. Following close of the national amateur speed roller-skating championships in Arena Gardens on April 2-4, he left on April 12 from a trip thru New York and other Eastern States. He will contact rink managers and operators regarding the latest move to organize the industry and promised to report his findings upon his return to Detroit, probably late this week. While remaining in the background during the preliminary steps to organize during the Detroit meet and not taking any active part, the important office was wished upon him, it being known that he was not opposed to the new association, and he has shown every disposition to function to the best of his well-known capabilities in plans to speedily build up a strong and greatly needed organization.

SELTZER'S Arcadia Gardens Rink, Chicago, will feature figure skating thru the summer season, with R. L. Hudson instructing high school groups and some contests later. A hockey league is planned.

OLYMPIC TRIO, following an engagement at the Chicago Theater, left for New York and club dates there. Act, going to the Coast in September, will appear in an RKO short and fill a spot in Goldwyn Films.

FRED LEISER'S Army Rink, Chicago, started a graceful skating contest on March 31, with semi-finals on April 28 and finals on May 5. Business is reported good. Additions are being built to checking and skate rooms.

CARL COWELL, manager of Milton Gardens Roller Rink, Lake Milton, O., will close the rink for the summer on May 7. After a short vacation he will resume duties as assistant to Manager Art Mallory, Craig Beach (O.) Park. He reports Milton Gardens had a fair season, despite adverse weather.

MADISON GARDENS Rink, Detroit, has been having sell-out business on week-end nights for several weeks, Manager Orville Godfrey reports. He will double again this summer as manager of the rink in Walled Lake (Mich.) Amusement Park.

LEO MAYTNIER, operating roller rinks in Akron and Canton, O., will retain the rink in Summit Beach Park, Akron, for summer, said officials of Summit Beach, Inc., new park owner. Rink will be improved before opening late in May. He is also planning a summer rink in Chippewa Lake Park near Medina, O.

FLYING ACES, reports J. F. Enthor, of the act, visited a portable in an Atlanta park recently and found biz running to about 250 skaters nightly. Another act, Whirlwind Duo, was also in Atlanta. Aces played the Capitol Theater there.

CURLEY MOLAN, Minerva, O., won first heat in the third annual tri-State roller speed tournament recently in Windland Auditorium, East Liverpool, O., pressed closely by Ed Hudspeth, Sharon, Pa., and Johnny Jones, East Liverpool.



WINNERS OF MANY OF THE MEDALS AND TROPHIES in the amateur men's United States championships and women's intercity championship roller-skating meet in Arena Gardens, Detroit, on April 2-4. Left to right: Fred Martin, manager of Arena Gardens; Nancy Flick, Cincinnati Roller-drome, women's champion; Norman McGinnis, Arena Gardens, U. S. men's one-mile champion and tied for third place in meet; Lloyd Christopher, Palladium, St. Louis, U. S. 1937 amateur champion; Ed Theiner, Arena Gardens, U. S. men's 880-yard champion and runner-up in meet; Ed Chudy, Chicago C. Y. O. and Armory Rink, tied for third place in meet; Vivian Bell, Cincinnati Roller-drome, runner-up in women's meet; front, Mickey Dunn Jr. and Ray Gene Bell, Arena Gardens baby-class skaters, both 5 years old. Christopher is holding the Adam Weissmuller memorial gold trophy and the Chicago Roller Skate Company cup for 1937. Nancy Flick is holding the Universal Cooler trophy, title cup for women.

Other skaters in the heat were Red Montgomery, Warren; Frank Koontz, New Kensington; George Myers, Bill Palmer and Cliff Calhoun, East Liverpool. Hap Jackson was starter. Judges were Tommy Sayers and Ray Clark, East Liverpool, and Hank Allison, Warren. Second of six heats will be held soon.

RIVERSIDE Roller Aces, incorporated club, skates in Riverside Amusement Park Rink, Indianapolis, and the club's editorial committee is headed by Ray Woods. There are monthly meetings in one of the big hotels and trips are made to rinks in neighboring cities.

ALTHO weather in the East has been springlike, roller rinks, especially in Philadelphia territory, are reported as still reaping capacity crowds.

JAMES DELVY, former vaudeville skater and now proprietor of Delvy's Skate and Sport Club and Delvy's Dinner Club, Bridgeport, Conn., will operate a new roller rink in Lordship, near Bridgeport, this summer.

SHIRLEY FOSTER, seven-year-old roller skater, who has given many artistic exhibitions in the East, made her debut as an ice skater and exhibitionist on a program of the Philadelphia skating championships sponsored jointly by Philadelphia Figure Skating Club and International Figure Skating Club in Philadelphia Ice Arena on April 7. E. M. Moorar declares she proved that as a skater she is a "natural." It is said the sponsors were warned against allowing her to appear but that after much phoning and a final telegram to Governor Earle with no encouragement and feeling that her talent should receive recognition, they accepted a stiff fine and her exhibition went on.

FOURTH annual ice skating carnival, sponsored by the Skating Club of New York, drew practically capacity houses for each performance of its run in Madison Square Garden on March 28-31. About 16,000 paying customers passed thru the turnstiles for each of the four shows, bringing total attendance to nearly 64,000.

HOWARD FOX, operating White City and Riverview Roller Rinks, Chicago, will conduct a city championship late in May, contestants to be the winners of plain and graceful contests now on in each rink. Harry Palmer, White City manager, says contests are pulling big crowds. Bigger checking room and first-aid section will be built in White City Rink. Both spots will operate all summer.

FINKS AND AYRES and Avalon Sisters, roller skaters, are with the Cirque Leonce in Rheims. Charlie Hessel, comedy roller skater, is with the Circus Schumann in Stockholm.

FOUR MACKS, American roller skaters, are with the Cirque Franco-Belge in

Roubaix. Realtor, roller skater, is at the Bobino in Paris. Lindgreen Brothers, comedy roller skaters, are at the Empire in Brussels.

Notes of English Rinks

By CYRIL BEASTALL

DERBY, Eng.—Municipal Roller Rink, Derby, ended its 28th successive season of operation on March 24 with a special long session attended by 400 skaters and many spectators. This rink has generally speaking, always done excellent business and this season has certainly been a good one. Manager Turnbull, who succeeded to management on the death of A. Mainprize two seasons ago, has shown himself an enterprising and courteous official.

New Palais Rink, Derby, will remain open all year as usual. It has been withdrawn from auction, and the proprietor, John R. Clarke, has no longer any desire to sell out owing to business at his rink remaining above average.

The luxurious Embassy Rink, Birmingham, will also remain open all summer again. The amateur figure-skating championship will be contested here and Jimmie Lidstone should retain the title. He was recently under suspension from the NSA for alleged violation of amateur status, but the general meeting found the Derby skater innocent of the charge, as about all of us expected, and he is now free to demonstrate the real art of roller skating again as few can do.

Revival of the British professional roller-dance championship after 11 years

Detroit Meeting In Afterthoughts

DETROIT.—Highlights and personalities of the national amateur contests in Arena Gardens here on April 2-4, as seen from the sidelines by Ezra Walters: Jesse Carey, first to arrive and last to depart, a habit since Christmas Eve in Paris, 1910. . . . Rodney Peters, fattest old-timer. . . . Walter Sutphen, the thin (nest) man. . . . Vic Brown, biggest short man there. . . . Baby MacNeill, world's youngest speedster. . . . Ann Fivek, busiest lady seen. . . . Jack Shuman, quietest figure attending, with a cold for an alibi. . . . Armand J. Schaub Sr., Cincinnati (privately known as Poker Face), noisist gent present, not including his wooden shoes. . . . Mel Crawford, would-be protesters found he was slightly hard of hearing. . . . Von Hagen, Cincinnati, voted the best speaker. . . . Ed Theiner took rank as the Trophy King. . . . "Skatie" (Lloyd Christopher) rode in a Cadillac from St. Louis. . . . Lotis Bick voted the hard-luck skater. . . . Jules Mahl, Chicago, proved a good listener. . . . Al Kish, "the keen observer." . . . Most unfortunate skater was Jack Fotch, still smiling thru his auto accident. . . . Oldtimers were Jesse Bell, still active; W. H. (Billy) Carpenter, with plenty of spins, and Fred Murree (Bright Star), a much-admired two-stepper.

is significant of the revived interest in our sport over here. Revival of the pro roller-speed championship after 10 years is not actually significant of the same thing. Fact is the roller speed center of the NSA is endeavoring not to be outdone in enterprise by the roller dance and figure center of the same body. There is a certain amount of rivalry between the two centers of the NSA (roller department) that should work for a common end.

Samuels, senior instructor in Forest Gate Rink, London, partnered by Miss Hannel, Cricklewood Rink, London, are the new pro dance champions, and in the pro speed event in Alexandra Palace Rink, London, shortly it will be surprising if Benny Lee does not hold his title. There is a woeful lack of class speed talent in England today.

This is a list of some cities here with more than one rink operating at present: London, 5; Liverpool, 2; Derby, 2; Nottingham, 4; Dudley, 2; Coventry, 2; Newcastle-on-Tyne, 2; Birmingham, 2; Folkestone, 2; Southend, 2; Yarmouth, 2; Sunderland, 2; Norwich, 2.

LEWIS EXECUTIVES

(Continued from page 38)

Lewis, secretary-treasurer; C. S. Primrose, general agent, and his assistant, Al Oake; James Dewey, the writer; advance press representative; Harry Stearns, advertising; Bob Parsons, legal adjuter.

A tour of the fine quarters was made by the group. Excellent meals are prepared under personal direction of Mae Lewis.

WALTZ on "CHICAGO"



Every one is learning. If you can't Waltz on Skates order one of our Waltz Instruction Books Now, 35c each, and Join a Waltz Class at your Favorite Rink.

New Display Card FREE With Order of 10 or More Window Cards

CHICAGO ROLLER SKATE CO.,

4427 W. LAKE ST., CHICAGO



RICHARDSON BALL BEARING SKATE CO.

Established 1884.

3312-3318 Ravenswood Avenue, Chicago, Ill.

The Best Skate Today

Royal American Shows Open; Present Innovations Galore

Gray tops, larger tent theaters, two more light towers—giant mechanical elephant for street advertising—press department augmented—show now on 60 cars

JACKSONVILLE, Fla., April 17.—A quarter of a million dollars' worth of new equipment made its initial bow to the midway world at the Duval County Fair here when Royal American Shows opened a 10-day engagement Thursday. But the same staff which for three years has had charge of phenomenal developments of this portable amusement organization were here to begin the 1937 season that again will take this midway over the Class A circuit of Canadian exhibitions, many large Midwestern fairs and over Florida's next midwinter season of events at the end of the year's journey. In addition to Carl J. Sedlmayr, general manager; Elmer V. Velare, business manager; Curtis J. Velare, concession manager, constituting the executive directors, the staff includes Mrs. Ruby Velare, treasurer; Walter H. DeVoyne, secretary; Jack E. Dadswell, publicity director; Sam Gluskin, special agent; Vince T. Book, designing engineer; Ed Nelson, construction foreman; Charles Davis, superintendent; Nath Nelson, electrical superintendent, and Sam Smith, trainmaster. Fred Burd continues as previously and Dan Harrison as night grounds superintendent.

Feature Shows and Rides

Outstanding among those who are operating attractions on this midway are Walter P. Kemp, Kemp Lion Motor-drome; Mrs. Nellie Johns, Raynell's "Chez Paree" girl show; Dick Best, World's Fair Living Freaks; Cliff Wilson, Sandusky Sea Monsters; Harry Illions, group of riding devices; Leon Claxton's "Swing Stars"; Goodhue's new "Fountain of Youth"; Aldrich's "Imperial Hawallans"; Cortez Lorow's "House of Torture" and "Streets of Paris"; Baby Ruth Pontico's fat show; Frank Graham's wax "Outlaws"; Larry Bantlin's "Monkey Town," and V. N. John's "Parisian Models."

Virtually every top is new this season and the color scheme is gray instead of the conventional green that has marked the midway for the last two seasons. Stages have been enlarged from 40 by 50 feet as used last season to a 60-foot width and 50-foot depth and are uniformly constructed of truss steel fabrication to accommodate large aggregations of entertainers simultaneously.

Stage scenery and decorations are of a far more elaborate nature and each tent theater has been equipped with elaborate theatrical lighting effects. (See ROYAL AMERICAN on page 57)

Foley & Burk Shows Open Big in Oakland

OAKLAND, Calif., April 17.—Foley & Burk Shows opened what will probably be at least a 30-week season here last Saturday, when a nine-day stand got under way on a large vacant lot in the broad East Oakland residential district.

The outlay consists of many units, including 10 rides and 10 shows. Among the latter are Billy Bozell's Circus Side Show; Gillman's Illusion, "The Miracle"; Clyde Gooding's Hollywood Midgets, A. Koeppl McMartin's White London Sleeps, John Ruel's Flea Circus and "Husky" Bird's Athletic Show.

Many new attractions and concessions have been added, bringing the show to such large proportions that the big lot opposite the Southern Pacific Fruitvale Station was filled to capacity. The midway is brilliantly lighted and colorfully decorated. Tents, rides and shows are systematically and geometrically laid out so as to give a neat and roomy appearance. Color is fresh, bright and rampant, what with plenty of new paint to shine in the daytime and hundreds of bright lights at night.

Among attractions are the Octopus, Dual Loop-o-Plane, Roc-Ket, Whip, midget cars, and bingo game had a big play. Charles Albright is in charge of most of the concessions. Other concessioners are James Schute, Jack Bullock, Thomas Rhode, Irving Price, Arden (See FOLEY & BURK on page 57)

Social Security Act

Questions and Answers on the Social Security Act will be found in the park department.

World Exposition Shows Opened in Lake Charles

LAKE CHARLES, La., April 17.—World Exposition Shows, after wintering here, inaugurated their season last week-end with large crowd and with a fine break in weather. Coupons in the local daily offering three rides for a dime proved popular with both grownups and kids.

Show is ballyhooing fact that 90 per cent of employees are from this locality and visitors feel that they are spending the evening with people they know. A fine boost in the local daily that show attaches spent over \$30,000 wintering in community went over big. Show is under joint management of Cliff Liles and S. B. Doyle. Personnel is 130.



THIS SCENE WAS FLASHED ON OPENING DAY of the Rubtn & Cherry Exposition at Tuscaloosa, Ala., where the "Silver Jubilee" tour was inaugurated Monday, April 12. Those shown in the picture are Mayor Luther Davis, who cut the silver cord stretched across the main entrance and bought the first ticket, of admission; Mr. and Mrs. Rubtn Gruberg; Bruce Shelton, publisher of The Tuscaloosa Evening News; Col. Everett Jackson, who represented Mayor William A. Gunter of Montgomery; Lou (Peezee) Hoffman, special representative of the exposition, and several of the city commissioners of Tuscaloosa. In back of the party is seen a portion of the bank of flowers sent by friends of the organization as token of esteem held for its sponsors.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Permanent Wave, Va.
Week ended April 10, 1937

Dear Onion:

This spot was the most unusual one of the show's career. The city is almost entirely inhabited by sea-going women and has a population of 75,000, but only 5,000 of them are men. The city is a seaport town boasting of 500 home-owned freighters and ocean liners. They also boast of the fact that each craft is owned and manned or womaned by the fair sex. Even the city business

houses are operated by lady tradeswomen. Due to the big demand for female labor, men steer clear of this burg.

Our auspices here was the All-Women Stevedore Union. On the train's arrival it was met by our committee of 500 buxom, peroxidized, hennaed (died in the wool) human female derricks that insisted in polling the train and making themselves generally useful in unloading in a spirit that is so seldom shown by other committees. So swiftly was the (See BALLYHOO on page 57)

Ultimate in Tattooing!

PHILADELPHIA, April 17.—Local tattoo establishments are aiming to keep abreast with the times. In packing up their pins and needles for a spot on the midways, the boys are having new posters painted which read: "Get Your Social Security Number Tattooed On."

French Showmen Set Dates for Meet

PARIS, April 12.—The dates for the meetings of the Congress Forain International (International Convention of Outdoor Showmen), organized by the "Liberte Forain," group of French street fair showmen, have been definitely set for July 22 and 23. Among the countries from which showmen's associations have already agreed to send delegates are England, France, Germany, Italy and Czechoslovakia. The promoters hope to increase the participation of showmen's organizations of the United States and other countries.

In conjunction with the international convention an exposition of modern rides, amusement park devices and attractions is being promoted. The project envisages a practical display of rides and attractions in operation, in a public square of Paris, from August 1 to September 26. Complete details are available for manufacturers of riding devices or park attractions desiring to exhibit at this exposition from the correspondent's office of The Billboard, Paris, France.

Marks Shows Get Off Good

Eighth season launched—has free acts and band—moves on cars and trucks

RICHMOND, Va., April 17.—Marks Shows, under personal management of John H. Marks, launched its eighth annual tour at Petersburg pike and Maury street, South Richmond, Monday. Altho it was a new lot for Marks it has been used in the past by other amusement organizations. The usual opening lot, about half mile further out the Petersburg pike, was passed up this year because of a prohibitive license fee placed on carnivals by the supervisors of Chesterfield County.

The entire Southside had been heavily billed, with some newspaper co-operation, resulting in large crowds, with loose purse strings, attending. The Four Aces, this year's principal free act, was late in arriving from Los Angeles, but the rigging was in the air in time for the first show Monday night. George Stoltz's Band played an opening concert.

James M. Hurd's "Wall of Death," with new front, offered a wonderful flash and drew top money in the back end.

The opening was without a side show, owing to another last-minute disappointment, and three rides were absent from the lineup that will grace "Pleasure Trail" later.

Free Act: Four Aces (Jack Schaffer, booking agent), Paul Nickel, manager. Marks Shows' Band, George Stoltz, cornet and director; Carl Woolrich, James Stock, cornets; George White, Henry Smith, clarinets; Percy Olds, John Oberlick, trombones; Charles Burns, baritone; Sam Stull, bass; Phil Stull, drums.

Front Gate: Percy Johnson, superintendent and tickets; James Hester, tickets; Rufus Flemington, convasman. Executive Staff: John H. Marks, president and general manager; James M. Rafferty, assistant manager and secretary. (See MARKS SHOWS on page 57)

Dodson's American Legion Post Holds Annual Meeting

SAVANNAH, Ga., April 17.—The Arthur E. Dodson American Legion Post 784 of the Dodson World's Fair Shows held its first meeting of the season Sunday afternoon, April 1, in the Minstrel Show tent. It was a real get-together party for all the comrades. Following the regular business session a motion was made and unanimously adopted to commence an active drive for new members during the season. The election of officers held the attention of all during the lively meeting. Keen interest for the good and welfare of the organization held sway while the meeting was in progress.

The Post wagon has been completely renovated and attractively decorated. Many interesting decorations, flags and displays adorn the interior.

The following officers were elected for the coming year: Charles Clark, commander; Abe Stark, first vice-commander; George Gardner, second vice-commander; Howard Piercy, adjutant; Vernon Korhn, finance officer; M. Shoemaker, service officer; Joseph Phelps, sergeant at arms and custodian, and Jack Tempkin, chaplain. Past Commander Clarence E. Sherman appears well on the road to complete recovery following his recent illness suffered during the last two months.

League Theatrical Night Netted Close to Grand

CHICAGO, April 17.—Final report on the fourth annual Showmen's League Theatrical Night was presented Thursday night at the regular league meeting by Walter F. Driver, co-chairman. Total net receipts were \$961.25. This amount goes to the American Hospital. Of the total, \$830.75 was from the banquet and show, and \$130.50 from the program.

Charles C. Foltz (Blue) Dies

Full details of the death of Charles C. Foltz (Blue) will be found in The Final Curtain page.

Johnny J. Jones Exposition Is Resplendent in New Features

"Show Beautiful" justifies slogan—director pleased with work done—more attractions to be added at Washington, D. C.—weather kills opening day

COLUMBIA, S. C., April 17.—The new Johnny J. Jones Exposition opened the season here last Saturday to be greeted by extremely cold weather which marred the attendance, the front gate registering 800 paid admissions. All showmen, ride operators, concessioners and all connected with this enterprise being compelled to don heavy coats and wraps. The slogan "The Show Beautiful" more than holds true to its mast head, as the midway is a thing of beauty and dazzle, encompassed with myriads of lights on fronts and rides embellished with neon, chromium, gold and silver leaf, a brilliant color scheme glistening with new paint and artistic creations embodying the up-to-date modernistic trend. With many new green tents in the air and new riding devices directly from various manufacturers the management can rightfully boast that the 1937 edition of the Johnny J. Jones Exposition presents the most complete and elaborate midway of the long career of the Jones title. The layout even makes a flash in the daylight, which is seldom the case with this class of outdoor amusements. To back up all this color and flash there are presentations behind the fronts and under the tops in the back end of the midway that reveal talented performers and presentations worthy of the showman's art in all the term implies.

Management Pleased

Director General E. Lawrence Phillips and General Manager Walter A. White

are not boasting but are truly proud of the achievements accomplished by the artisans and artist who labored without stint in brain and brawn to carry out the plans laid out and to justify the money expended to create innovations in fronts, shows and to interest show women and showmen to have their presentations worthy of the term "shows" and public patronage, not just merely from a scenic and electrical standpoint but from box-office value as well.

The 36 attractions scheduled to open here were up and ready to go when the signal was given by Director Phillips that the season was on. Several attractions will augment the lineup for the season when it opens in Washington, D. C., the home office of the new Johnny J. Jones Exposition. At that time a complete roster will be issued from the office thru the Social Security secretary for the exposition.

At midnight April 8 the exposition's orange special of 35 cars pulled out of quarters at Augusta, Ga., and made the first run of the season in record time and arriving here at dawn. George Shannon, veteran trainmaster, and crew had all the loading pieces on or on the way to the lot at 9 a.m.

The show was honored on opening day by visits from Dr. J. S. Dorton, secretary-manager North Carolina State Fair, Raleigh, and Cleveland County Fair, Shelby, N. C., and by J. A. Mitchell, secretary-manager Anderson Fair, Anderson, S. C. Reported by Starr DeBelle.

Augusta Reported Bloomer for Page

KINGSPORT, Tenn., April 17.—With near-frigid weather prevailing the show made its 1937 debut at the fairgrounds, Augusta, Ga., for seven days, starting Saturday, March 27.

Every angle known to properly exploit the show was used, but the stand wound up on the wrong side of the ledger. There was a large population to draw from, so the consensus was that they were not show-going people. Manager Page spared no expense to bring his show out of quarters with a nice line of meritorious attractions. Lights aplenty in the back end of the midway and the rides are also ablaze with light. This with all the new banners at the various attractions gives the show a brand-new appearance.

Visitors: E. Lawrence Phillips and Walter A. White, of Johnny J. Jones Exposition, and the whole personnel of that show paid a visit at least once during the engagement.

Shows and personnel: Side Show, with a 140-foot banner line; Don MacIver, magic and inside lecturer; El Fuego, fire eater; the Alfords, Australian whip crackers; Ramah, mentalist; Allica, electric exhibition; Sailor Jack, tattooed man, and Roy Vincent, cowboy rope spinner; Frank Jervis, tickets and grinder. Athletic Show, Tex Thorpe, taker and manager; Battling Bill Smith, boxer; Herb Andrews, wrestler; Tex White, tickets. Bertha-Bert, Jack Moran, tickets and grinders. Crime Show, Walter A. Howell, tickets and grinder. Monkey Circus, E. S. Rotup, manager and (See AUGUSTA REPORTED on page 57)

They Can't Keep Away! It's a Natural

New "MIKE" Sensation Stops Them All!

DO YOU want something new and red hot that will bring in cash without any headaches . . . a concession that's like a magnet to the crowds . . . that not only stops them, but makes them spend money? Here's the answer . . . a 25c record of their own voice! And do they love it! Man, you should see them flock around the Speak-O-Phone on Broadway!



Makes 1 1/2, 3, 4 and 5 Minute Records.

Small Space . . . Low Operating Cost

Speak-O-Phone is a perfect set-up for concessionaires at parks, circuses, carnivals, fairs or celebrations. Its value has been proved in a few cities . . . but it's flash news to the rest of the country. Only a small space needed for each unit. One man can easily handle \$100 business a day without help. No breakable, perishable or bulky stock.



A Money Maker in WURLITZER MUSIC STORE, New York, for 7 Years!

Compact, portable equipment. Quickly set up. Simple to operate. Ideal for short stands. Loud Speaker for Ballyhoon Included. Work on any current.

SPEAK-O-PHONE



Appeals to Vanity of Man, Woman & Child

Everyone wants to hear how they would sound on the radio, the talkies or a phonograph record. Everyone has a hidden desire to talk into a "mike." Give them what they want. For only 25c each they get a permanent, unbreakable record, easy to carry away, easy to mail to parents, friends, sweethearts. They speak, sing or play an instrument for 1 1/2 minutes. The record is played back instantly and the crowd hears the clear, fine reproduction. The record can be played hundreds of times. You give REAL value . . . and they come back for more.

Send for Free Information!

Give them the biggest novelty sensation of the day . . . be among the first to introduce Speak-O-Phone. Mail the coupon today for complete details about this new money-maker! Or come in to see it work at SPEAK-O-PHONE Recording & Equipment Co. 23 West 60th St., New York City

SPEAK-O-PHONE RECORDING & EQUIPMENT CO., DEPT. B-3, 23 West 60th St., New York City.

Gentlemen: I want complete details on how to cash in on the popularity of Speak-O-Phone Personal Phonograph Records.

Name
 Address
 City State

Sensational! REEL-SKILL BALL GAME

?

Yes, Sir! Something REALLY NEW under the Sun! It will put you in the Big Money! A sensational super-attraction in a new, fast, flashy Grind Store that keeps 'em spending! No high-powered ball queens needed to make big money with REEL-SKILL—any inexperienced agent can clean up top profits easily.

Makes every foot of space pay big. 3 games can be handled in a 10-foot store, 4 games in 12-feet. Ready for delivery before Decoration Day. Leading parks already placing heavy orders.

Write at once for complete details!

L. B. ELLIOTT PRODUCTS CO., Inc.
 3017 Carroll Ave., Chicago, Ill.

NEW USED

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FOR SALE OR RENT
WRITE FOR FREE CATALOG.

VANDERHERCHEN, INC.
 2846 Emerald St., Philadelphia, Pa.

1937 SEASON HERE

SHOWS SHOWS

MOTORIZE

THE SHOW MUST MOVE
 Write: CHARLIE T. GOSB, STANDARD CHEVROLET CO., EAST ST. LOUIS, ILL.

IT'S TIME TO GET GOING!

Get Set To Break All Your Ride Records With the

1937 TILT-A-WHIRL

Dazzling Beauty—Quick Portability—Real Money-Getting Power.

FOR PARTICULARS WRITE

SELLNER MFG. CO., Faribault, Minn.



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.

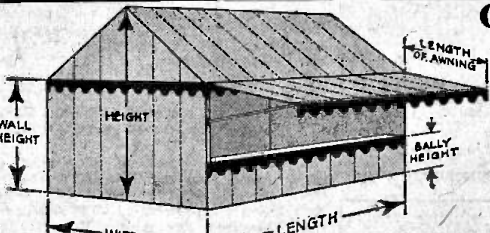
Our plant is working day and night—get details quick for early delivery.

SPILLMAN ENGINEERING CORPORATION

NORTH TONAWANDA, N. Y.

Concession Tents

Give Measurements as Indicated BUY from Factory SAVE Money



POWERS & CO., Inc., 26th & Reed Sts., Phila., Pa.

Rubin & Cherry Exposition Launches Its Jubilee Tour

Twenty-fifth annual debut greeted with ideal weather—40-car organization most impressive in completeness and merit—populated and staffed by outstanding talent

TUSCALOOSA, Ala., April 17.—With Rubin & Cherry Exposition opened its "Silver Jubilee Tour" here Monday night at an attendance of 9,000. It was truly Ala. in the year 1912 by Rubin Gruberg, sociate, the show has steadily grown till years has been acclaimed as the "Aristocrat of the Tented World," and has entertained millions of patrons over the North engagement, was selected as the opening stand because it is located in the home State and its inhabitants turned out virtually en masse to welcome the shows and its personnel.

With several thousand looking on, Mayor Luther Davis, attended by members of the city commission; Bruce Shelton, publisher of *The Tuscaloosa Evening News*; Col. Everett Jackson, personal envoy of William A. Gunter, of Montgomery, and ladies of the party, cut the silken ribbon stretched across the entrance gates and in a neat speech welcomed President Rubin Gruberg and his company to Tuscaloosa. Mayor Davis also issued a proclamation several days prior to the opening, designating the week of April 12-17 as "Rubin & Cherry Week."

Thousands of lights flashed, rides revolved and shows started ballyhooing after the silken cord had been cut by the mayor and the 25th annual "Silver Jubilee Tour" was under way. Telegrams of congratulation from Gov. Bibb Graves and hundreds of friends of Mr. and Mrs. Gruberg were received and several huge floral offerings were received and placed on display.

Innovations at Main Gate

The new main entrance arch used for the first time is a beautiful creation, huge deep purple, tinted pylons, 30 feet in height, neon lighted and illuminated by three huge floodlights requiring the use of a 15-kilowatt electric lighting plant, which also supplies lighting facilities for the lighted parking space—20-foot steel towers being utilized for this purpose.

Massive and beautiful show fronts,

1350 BINGO

Heavyweight cards, black on white. Wood markers printed in red. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$8; 75 cards, \$9.50; 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 theaters, etc. They are marked or punched in playing and then discarded. 1,350 different cards, per 100, \$1.25, without markers. Set of markers, \$5.00. Automatic Bingo Shaker, real class, \$12.50. Bingo Blackboard, cloth, size 24x36 (Rolls up), \$2.00. Bingo Record Sheets, 24x36, 20 for \$1.00. Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO.
19 W. Jackson Blvd., Chicago

SUNSET AMUSEMENT CO.

Have New Top, Front and Banners for Side Show, 40x60.

Want Mechanical and other Small Grand Shows. Opening for Flat Top, Cigarette Gallery, Custard, Snow and Bumper. Want Mule Dancer with Wardrobe.

Taylorville, Ill., this week.

Bought 50,000 Government Flags

Best quality for immediate delivery. Fine for decorations, all colors and sizes, from 15 cents up. Special flags and banners made to order. Write for list. **WELL'S OUBIOUSITY SHOP**, 20 S. Second St., Philadelphia, Pa.

ideal weather, a summer temperature, the "Silver Jubilee Tour" here Monday night a gala event. Founded in Montgomery, with the late Wilbur S. Cherry as an associate, today it's a 40-car organization, that for tradition of the Tented World," and has entertained millions of patrons over the North American continent. Tuscaloosa, a return

brilliantly illuminated all green tent theaters, heavy velvet drapes and scenery of modernistic design, several new rides and everything new except the long-established title are the keynotes of Rubin & Cherry's "Silver Jubilee Tour."

Among attractions were "La Bomba Rhumba," with 26 Spanish singers, dancers and a marimba band, brought intact from the Teatro Payrete, Havana, Cuba. Senorita Rosita, exotic Castilian dancer, is the featured star with Senor Rudy Velez and his dancing partner, Senorita Marquita Lopez; Senor Fermene and other Spanish talent enhanced by a chorus of 12 Spanish dancing girls and Senor Don Jose Ricco and his marimba band and orchestra. Nate T. Eagle is manager of this stellar attraction.

Other offerings are the "Mighty Midget Revue," with Max H. Kimerer as manager, and the Lilliputian talent, Stella, Helen and Charles Royal, Princess Bernice Leonard, Buddy Coggeswell and Charles Harley. Ward Caldwell, orchestra leader, and Dolly Kramer is mistress of ceremonies. The presentation is elaborate and artistic.

"Diamond Kitty" managed by E. V. McGarry; "Wall of Death" Motordrome, Joe Doblsh, manager; "Odditorium and Congress of Freaks" Cash Miller, manager; Monkey Circus, Joe Julien, manager; Great Richard's "Chong Leen Mysteries of China" illusion revue, Great Richard, manager; Life Begins, Nate T. Eagle, manager; Casino de Fares, girl-seque musical revue—Whitey Woods on the front and Jimmy Dawsonport, manager; U. S. Crime Prevention Show and Squintorium, Charles Shepherd, manager; Jesters' Palace, Charles De Kreko, manager; Honeymoon Castle; Miss America posing revue, Nate T. Eagle, manager.

Other attractions ready to open week of April 20 are Max H. Kimerer's Jungle Monsters and S. H. Dudley Jr.'s Club Plantation Revue with 30 artists; the new \$25,000 20-car Auto Skooter and the new Octopus rides.

The following rides were in operation here: Merry-Go-Round, Ell Wheels, Twin Loop-o-Planes, Caterpillar, Grand Whip, Waltzer, Ridee-O, Heyday and Pony Ride, managed by Harry Julian. All ride help is nattily attired in new dark gray uniforms and caps.

Twenty-six concessions are show-owned and managed by J. J. (Chickie) Allen, with 40 assistants, all booths uniform in size and the new bingo game is one of the finest ever built.

Most Formidable Staff

Rubin Gruberg, after spending several days with the show, departed for Hot Springs, Ark., for a rest. Mrs. Annie Gruberg, assisted by Joe Redding, general manager, will manage the show until Gruberg's return later in the season.

The executive staff: Rubin Gruberg, president; Mrs. Annie Gruberg, vice-president and treasurer; Joe Redding, general manager; Nate T. Eagle, assistant manager and director of presentations; J. C. McCaffery, general representative; Arthur E. Sharpe, auditor; Frank S. Reed, secretary, postmaster and *The Billboard* agent; Walter D. Nealand, publicity director; Louis (Peezee) Hoffman, contracting agent; P. J. McLane, master of transportation and superintendent; Clyde Halstead, manager of advertising car. William E. Cain, chief electrician; J. J. (Chickie) Allen, concession manager; C. A. Mercier, chief technician; Whitey Beloit, lot superintendent; Jake Gruberg, manager of midway cafeteria; Gus Woodall, dining car manager; Robert F. Wicks and Eddie Marconi, artists; Dr. W. B. Davis, show physician. Reported by Walter D. Nealand.

Detroit Councilmen Air Views Church and Fraternal Auspices

DETROIT, April 17.—Action by the city council which may bar carnivals playing on lots not owned by the organization sponsoring them was taken this week. Application of the Vernor Post Auxiliary, American Legion, for a carnival permit was denied, an almost unprecedented step, when some of the neighbors at the proposed location changed their minds after once signing the papers requiring consent of a majority of neighboring residents or property owners.

Attacks on gambling at carnivals have been made periodically in the past two seasons, during which carnivals have played almost entirely under auspices of churches, lodges and fraternal organizations. When this sponsorship policy went into effect the jurisdiction of Lieutenant Lester Potter, police censor, was withdrawn, and police have naturally been reluctant to attack sponsoring churches for gambling. As a result, games that had been barred by Potter for 20 years were restored.

Attitude of the council was expressed by Councilman William D. Bradley, who said: "I think we should talk over this whole carnival question with the Allied Veterans' Council. Organizations which lend their name to a carnival's appearance almost never get as much out of it as they expect. Stories of children gambling at carnivals and other bad things are common."

Councilman Engel said: "If an organization wants to operate a carnival on its own property, that is all right. But I am against letting any organization go out and locate in someone else's neighborhood."

Max McFadden Must Remain In Hospital for Long Time

STAMFORD, Tex., April 17.—Max (Texas Max) McFadden, of trained monkey note, is still in the hospital here and, according to doctors, will have to remain in a long time for treatment, according to Mrs. McFadden, who is here with her husband.

In speaking of the illness, Mrs. McFadden said: "On February 5 he was in an auto accident and suffered a broken hip and was sick at home for eight weeks before being taken to the hospital. It was thought at the time of the mishap that he had only sprained a ligament. By reason of the delay in getting proper medical attention the doctors say it will be a long time before he can get out. At present he is in a plaster cast, and it is expected he will have to remain in a set position of at least from three to four months, then will be on crutches for about the same length of time. Necessarily we will have to remain here, which is our home town, until McFadden is well again."

Crystal Exposition Shows Get Rain on Opening Day

GAFFNEY, S. C., April 17.—The Crystal Exposition Shows opened the season here Thursday, April 8, for a 10-day engagement, auspices American Legion. The weather was rainy and cold and attendance light. No rain Friday or Saturday but it remained cold. At that there was a nice crowd Saturday night and everyone got a little money. The new Octopus ride was up and ready for the opening and caused comment. The show really presents a fine appearance from front to back. All shows and rides were spick and span and plenty of light on the midway. This is the 15th anniversary for Manager Bunts as owner and manager of a show and he has worked wonders during those years in building up a clean and well-equipped carnival. Three free acts, featuring the Fearless Flying Flemings with a casting act and the Carver Brothers with two acts, trampoline and Roman rings, are presented. Reported by Punch Allen.

Street Fairs in France

PARIS, April 5.—Among the important street fairs under way this month are Bayonne, April 1 to 30; Caen, April 11 to May 2; Chalons sur Marne, April 18 to May 9; Gennevilliers, March 20 to April 11; Longwy Haut, March 27 to April 11; Lyons (Perrache), April 9 to May 9; Marseille, April 11 to 26, and St. Etienne, April 10 to 18.

Season Now Open In New York Sector

NEW YORK, April 17.—The Eastern carnival business has no official opening date, but Thursday (15) marked the nearest thing to it. No less than eight traveling outfits inaugurated their seasons on that day and all within a comparatively few miles of New York City. Almost without exception show operators are expecting to do big things this season, and in most instances the appearance of their shows indicates that money "has gone with the wind" at quarters throughout the East.

New rides, new shows, novel and expensive illumination effects, classy fronts and paint galore verify the pre-season statements of show owners that "we made money last season and have put it all back into this year's presentation."

Among the shows debuting on Thursday were the Art Lewis Shows at Bridgeport, Conn.; O. C. Buck's, at Mount Vernon, N. Y.; Coleman Bros., at Middletown, Conn., for 10 days; Ben Williams', Maspeth, L. I.; Harry Hellers', Dunellen, N. J.; Mike Centanni, Newark, N. J.; Mike Buck Shows, Garfield, N. J.; Joe Bosco's Liberty Amusement Shows, Jersey City, N. J., and New England Shows, Fairfield, Conn. Frank Murphy will open his season Tuesday (20), Bells' No. 2, at Newark, N. J. today, and the Hamilton Amusement Company, in Jersey City later in the month.

Sol's Liberty Shows Start Very Good

CARUTHERSVILLE, Mo., April 17.—Showmen who were on hand for the opening of Sol's Liberty Shows, Inc., here on Saturday, April 10, report the show as much larger than last year and that everything is brand new on the midway. All new canvas, panel fronts, adorns every show; riding devices and the concessions are most attractive.

Sam Solomon accomplished wonders during the months in quarters in enlarging and beautifying the show. The show is styled "America's Largest Motorized Show," an actual count of the pieces of motor equipment, owned by the show and individuals with the show, were 115 units.

The temperature was 35 degrees on opening night, yet 3,700 people passed thru the gate, and according to the showmen, all spent money freely.

Staff: Sam Solomon, owner and manager; William Solomon, general agent; Tom Berry, business manager; Leonard Whitman, superintendent; Rube Liebman, special agent; Howard A. Burdge, billposter; William A. Mooneyhan, secretary, and W. H. Owens, auditor.

Rides and shows are Octopus, Skootlet, Merry-Go-Round, Twin Ell Wheels, Chair-o-Plane, Tilt-a-Whirl, Loop-o-Plane, Loop the Loop, Ridee-O, Kiddie Autos, Kiddie Goose Ride, the House That Jack Built (Funhouse), Johnny Webb's side show, Life, Freak Animals, Bombay, Hollywood Monkey Hotel, Jim Dunlevy's India (Snake Show), Mystery Funhouse and Folles of 1937.

Rogers & Powell Amusement Co. Gets Going; Good Weather

FAYETTE, Miss., April 17.—Show opened April 10. The weather was fine and business was good. Show made a pleasing appearance with its new lighting system and a background of newly painted trucks and house trailers. Joe Hobbs has the Eric Diggers; Jimmy Lamb, cigaret gallery, ball game and pitch-till-you-win; Billie Bowder joined with concessions; H. D. Starbuck, of Memphis, also, and Pat Wynnegar has the photo machine. Reported by Lucy James.

Jones Show Talent Entertains Exchange Club Members

AUGUSTA, Ga., April 17.—After entertainment by the stars of Johnny J. Jones Exposition, the Exchange Club of this city Thursday planned for the State convention here this summer.

E. Lawrence Phillips, owner, and Walter A. White, general manager of the Jones organization, were introduced. They made brief talks.

Arrangements were also made for the show's return next fall for the Exchange Club Fair to be held in November.

Dodson's World's Fair Shows Bow to Season Auspiciously

Weather ideal—attendance good—6 steel light towers augment illumination features—free acts and band enhance display—now on train of 35 cars

SAVANNAH, Ga., April 17.—Dodson's World's Fair Shows opened the season on the fairgrounds, quarters of the shows here, April 10. A more beautiful day could never be desired as the one which greeted the initial date, a typical Georgia spring day. Balmey warm sunshine played overhead upon the finest spread of shows, rides, attractions, display booths and concessions the Dodson brothers have ever presented during their long career in the carnival business. The gigantic task of preparing this mammoth aggregation for its 28th annual tour is one that C. Guy Dodson, general manager, and his able staff and department heads can proudly point to with pride and pleasure, feeling satisfied that they have accomplished much and added something to the outdoor show world that will cause much favorable comment. To honestly and truthfully describe the many new and novel show fronts designed, built and decorated during the winter months would require an endless flow of adjectives. C. G. Dodson and M. G. Dodson have truly added much to their past achievements.

The lighting arrangements with six all-steel light towers rising to a height of 70 feet gives a dazzling effect to the entire showgrounds and the adjoining parking lot. This is a new feature this year and greatly enhances the mammoth spread.

Business at the opening was very gratifying. Sunday afternoon and evening the show band rendered a concert on the midway, as grounds are located in country. All rides and concessions did good business. Monday night showed a big improvement in attendance. The weather continuing warm and pleasant. All the personnel is well, happy and contented and everything running smooth.

Free Acts and Band

The added entertainment features are Zacchini, human cannon ball act, in which a human being is shot over two Big Ell Wheels, and Rita and Dunn, high wire. These acts are featured in billing and are presented twice daily. Music is furnished by Dodson's Concert Band, 16 pieces costumed as Zeuaves, under the leadership of Charles Clark and includes the following instrumentalists: Frank Thompson, Walter Elkins, George Bunts and John Strond, saxophones and clarinets; Tobin Virgil, E. Fletcher, J. A. Courtney and Jack Williams, trombones; C. L. Birckett, H. McElroy and Al King, horns; C. W. Smith, bass; George Gardner, baritone; Cecil Hudson and William Brown, drums.

Staff: C. Guy Dodson, general manager; Mel G. Dodson, general agent; Vernon Korhn, secretary; Bert Minor, general superintendent; Edward Bruer, special agent; Charles Clark, musical director; Joseph Phelps, purchasing agent; Robert Nolan, manager advance advertising; Dave Carroll, general press agent; Harry Field, superintendent of main entrance. Bandmaster Clark, mail man and *The Billboard* agent.

The shows are now transported on 35 cars, 6 Pullmans, 4 baggage and 25 72-foot flats. Reported by Dave Carroll. Note: Complete roster of shows, rides, concessions and train crew will be published in *The Billboard* issue May 1.—Editor.

MARKS SHOWS

(Continued from page 54)
treasurer: Roy B. Jones, contracting agent; Carleton Collins, publicity director and Marks' secretary; Frank Lafferty, superintendent of billposters; Charles Horton, billposter; Clarence McCafferty, advance publicity and assistant contracting agent; Joseph Payne, superintendent of concessions; Bert H. Britt, chief electrician; J. H. Batten, assistant electrician; James Zabreskie, superintendent of motor transportation; Al Palmer, superintendent rail transportation; Myron Hall, auto mechanic; James Hester, mail and *The Billboard* agent.

Joseph Marks will be connected with the concession department and will operate a for-hire truck with Furman E. Peake as assistant.

Marks announced that Marks' Shows will move on 56 trucks and semi-trailers and five baggage cars. Reported by Carleton Collins. Roster and personnel of shows, rides and concessions will appear in May 1 issue.—Editor.

FOLEY & BURK

(Continued from page 54)

Baker and B. C. Polson, who has the cookhouse and candy stand.

Executive staff: L. G. Chapman, M. Lee Barnes, S. W. Shepherd, R. E. Foltz, J. S. Endress, Frank Selby, Ray Lampman and General Manager Lee Brandon, who anticipates one of the best seasons Foley & Burk Shows have ever known.

The nine-day Oakland engagement is drawing great throngs made up of good spenders. Monday night the carrier boys of *The Oakland Tribune* were guests of the show management. The lads from *The Post-Enquirer* had their turn on Wednesday. It has long been a tradition of Foley & Burk to entertain the hometown's newsboys during the opening engagement.

Two new steel flat cars, each 70 feet long, have been added to the train.

BALLYHOO

(Continued from page 54)

train unloaded that Manager Pete Ballyhoo has decided to carry an all-women train crew. Immediately contracting 20 of the huskiest amazons, with their union leader automatically becoming the Train Madame, with the understanding that they were all soon to be married off to the help as a bonus if they stayed with it and that each wedding is to be a public one on the midway. The bosses are heating up the marriage contest by offering as a capital prize to the couple that draws the largest gate two mileage books to Florida when the show closes.

Monday night the gates were opened, with 2,000 crashing in thru sex appeal. The office then switched to girl ticket sellers and saved the night. By 9 p.m. 20,000 people were on the lot and not a man in sight. Then our midway turned out to be the longest lovers' lane on earth. At midnight the bosses checked up on the help and found out there wasn't a prospective groom left on the lot to marry the train crew, our single male members having been picked over and woman-handled like goods on a rummage-sale counter.

Tuesday a special meeting was called to determine whether to hold what we had or take on more weight, the men insisted that they would marry the girls and their boats and stay or leave at once. All claimed that "their ships had come in." It was then decided to put on the biggest public wedding of all time and the date set for Friday night.

Wednesday Jake Ballyhoo made a flying trip to the county seat to adjust the marriage licenses and to contact a judge that was willing to perform the ceremony at a deuce a couple, cutting 50-50 with the office after the nut.

Thursday night lovers' lane enjoyed a bit of heat, all caused by the fair sex that hadn't been properly propositioned being left out. Single girls started snatching and grabbing prospective husbands regardless of whether they were married or single. This was straightened out by pulling the light switch.

Friday night, promptly at 8 p.m., 500 couples stood in front of Unborn Show and all in one chorus said, "I do," thus the greatest publicity stunt of all time and tide.

Saturday the show lay idle. All employees leaving by boat on their honeymoons. It is a damn good thing we still have our all-women train crew.

MAJOR PRIVILEGE.

MADISON, Wis., April 17.—E. C. (Eddie) Kilgore, ventriloquist and magician, and Carl Panzer, known professionally as Don Carlos, fire eater, both of this city, left to join the Graves Amusement Company. Carlos is introducing a new electric chair act.

ROYAL AMERICAN

(Continued from page 54)

tuming, too, is of a unique character for midway operation and is designed to meet demands of the elaborate stage settings of the 1937 edition.

10 Light Towers

Neon illumination, which was introduced to the midway world by this show last season and which developed into 25,000 feet of delicate glass equipment, this season exceeds 100,000 feet, according to officials. The battery of four warship searchlights went back into service with minor improvements, but 10 overhead lighting towers, equipped with Caterpillar Diesel-Electric power plants, are being used now instead of eight as a year ago.

Fronts are the most elaborate ever attempted in portable midway history, according to officials. Captain John's new "Parisian Models" attraction, with a revolving stage and a "top" lined in black but with the standard gray external color scheme, is a massive one approximately 160 feet in length. Goodhue's "Fountain of Youth," which, he says, is the most carefully built and fully equipped arrangement of its kind in history, has a front of an unusually novel nature and Lorow's new "House of Torture" attraction is framed in modernistic architecture in unique style.

More than 300 men were at work all winter designing and building the new equipment which Sedlmayr and Velare Brothers claim is the most elaborate, massive and modern portable amusement equipment ever presented on the North American continent.

One of the new attractions features performing baby elephants. It promises to become one of the most commanding on the midway. Kemp's Motordrome, still featuring Marjorie Kemp's joy ride with a full grown lion in an automobile, now has a group of new performing lions, including a baby which Miss Kemp will take with her to civic club luncheons and on shopping tours of the cities on this year's circuit.

Another innovation is the requirement for uniform sound amplifying units on each attraction. Acoustic systems for improved sound-on-stage shows are another innovation that promises to bring the midway tent theater business to a new era of theaterlike development.

Baby Ruth Pontico, said to weigh 757 pounds, appears in a bathing suit this season and she's forsaken her skinny man teammate for several beautiful bathing girls. Dick Best's "freak show" has gone girlesk, too, for this season he is featuring women freaks that run the gauntlet from the alligator girl and rubber-skin girl to a girl with one head, two bodies, three arms and four legs. Zilla, too, continues as one of his leading stars and Ginger Ray holds the limelight of featured star in Raynell's girl show.

More Wagons and Cars

This year's equipment, with 22 new wagons and a number of others that have been enlarged, requires 60 instead of 50 railroad cars. The tour will include in addition to the Canadian Class A exhibitions Tri-State Fair, Superior, Wis.; Gogebic Fair, Ironwood, Mich.; Minnesota State Fair, St. Paul; Jackson Fair, Jackson, Tenn.; Tennessee State Fair, Nashville; Alabama State Fair, Birmingham; and Mississippi State Fair, Jackson.

Even Larry Bantlin's "Monkey Town" attraction has stepped out of the usual carnival class this season. He has more than 50 animals, representing 14 species, and featuring a high-school chimpanzee.

The four-in-one El! Wheels now are neon lighted almost entirely with studding of white electric lights around the rims. Three separate groups of radio entertainers, with chainlike programs designed especially for the purpose, have been organized. They include Aldrich's "Imperial Hawaiians"; Claxton's "Swing Stars," who were popular in this work last season, and the comedy song and dialog team of Bozo Mack and Carsky.

New Street Feature

"Jumbo," a giant mechanical elephant built this winter at a cost of more than 10,000 and capable of walking and dancing on the streets, replaced the sound truck which has become commonplace and considered obsolete. Ray Thompson, builder, has charge of the "iron beast" that weighs five tons. It stands 11 feet tall and can be handled safely in downtown city traffic. A commodious howdah on its back accommodates 20 children for joy rides. This is the only such advertising device in show business and Sedlmayr and Velare

Brothers control patents on its operating mechanism and design.

Dadswell has Charles Helt as an assistant. He replaced Velma Fuller, who recently retired as secretary of the show's house organ, *The Royal American Showmen's Journal*. While Dadswell will supervise radio, newspaper and magazine publicity and advertising he will devote himself largely to his newspaper column "Strolling the Fairgrounds With X. Y. Z." and his radio broadcasts of "The Romance Reporter."

Fewer engagements will be played this season than in previous years because the strength of Royal American's midway, it is said by officials, necessitates longer sojourns in several cities to meet public demand. Reported by Jack E. Dadswell.

AUGUSTA REPORTED

(Continued from page 55)

talker; Bill James, tickets. Sunnybrook Farm, E. L. Lamb, tickets and talker. Red Swamp Devil, Jack Auburn, manager; Tommy Devon, tickets. Sahara Rose, Bob Owings, tickets and grinder. Dixieland Minstrel, William (Pig) Jones, producer and specialties; Daybreak Bell, comedian; Willi King, comedian; Hattie Hawkins, comedienne; Bell and Bell, specialties. Chorus, Viola, Drake, Ola Scott, Eloise Bell, Helen Britt, Cecilia Jones; Fred Jones, talker and tickets. Hollywood Revue, Jimmie Mason, talker and tickets; Neil Brancier, Gladys Allen, Pearly Burk, Jean Stanley, Evelyn Smith and Millie York.

Rides: Tilt-a-Whirl, Jimmy York, platform; James Patterson, clutch; Trevor Montgomery, tickets. Chairplane, C. C. Brooks, clutch; Frank White, tickets. Twin Big Ell Wheels, Emory Pendergrass, clutch on No. 1 wheel; Frank Durham, clutch on No. 2; Mrs. J. A. Montgomery, tickets. Merry-Go-Round, Edgar Brown, foreman; Joe Cushman, tickets. Loop-o-Plane, Earl Coffman, foreman and clutch; Charlie Thomas, tickets. Lindy Loop, A. W. Howell, manager; Earl Merryweather, Mrs. A. W. Howell, No. 1 ticket box; Bob Rich No. 2 ticket box. Kiddie Automobiles, Frank Neister and Joe Longmore. Kiddie Airplanes, Red Gates, foreman.

Concessions: Mr. and Mrs. W. L. Borror, cookhouse; Mr. and Mrs. Lee Ward, grab; Zeke Webb, frozen custard; R. A. Gordon, diggers; V. E. Hamby, strip pictures; Levi Barnes, long-range gallery; corn game, Spot Bassinger; Roy Fann, ball game and penny pitch; Billie Clark, radio wheel and fishpond, cigar shooting gallery, penny pitch and jewelry wheel; Carl Jackson and Dot Earle, country store, pitch-tilt-u-win and clock wheel; Bill and Helen Moore and Leo Claude, radio wheel and ham and bacon wheel, blankets and hoop-la; W. Brown, Barney Sisson, pop corn and candy apples; Tommie Allen, ball game; Jesse Bingham, cats and big wheel; Ed Dugan, ball game and duck shooting gallery; A. E. Smith, swingers.

The band: Willie Sloss, leader and baritone; Richard Sloss, drummer; Pig Jones, bass drummer; Gilbert Scott, trombone; Mike Bridgford, cornet; Bill Basham, cornet; Cashin Coleman, bass; Emory Jones, cornet.

Staff: J. J. Page, owner-manager; Billie Clark, business manager; R. E. Savage, agent and publicity; Mrs. R. E. Savage, secretary; Mrs. J. J. Page, treasurer; Roy Fann, lot superintendent and trainmaster; D. T. Morrisey, electrician, and Rance Boyd, general utility. Reported by R. E. Savage.

POPCORN

SPANISH, SOUTH AMERICAN, JAPANESE, BABY GOLDEN, ETC., ALSO GLASSINE BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, ETC.

A Penny Postal Card to us will bring you our 16-page Descriptive Booklet Price List of Popcorn Supplies.

PRUNTY SEED & GRAIN CO.
16 S. FIRST STREET, ST. LOUIS, MO.
"Over Sixty Years Distributing Popcorn."

RED HOT COOKER

White porcelain, chrome plated. Capacity 8 Wiener sausages. Cooks by electricity—no odor, no steam, no heat. Takes only 1 or 2 minutes. Factory close-out; formerly sold for \$35. While 100 of them last, \$6.50 each. F. O. B. Chicago. Send for illustrated circular free. C. D. order, \$2 deposit. J. M. SHAWMONS & CO., 19 W. Jackson Blvd., Chicago.

Midway Confab

By THE MIXER

FROM the old world: Twenty-five "flats." Joints or cars?

TRAINED honey and bumble bees!

E. LAWRENCE PHILLIPS—When is tomorrow? Remember?

MR. AND MRS. BENNY ROCKFORD—Hell-o!

CLASS A CHUMPS! Red Onion admits he is one.

BECKMANN & GERETY'S first big leap is from San Antonio to St. Louis.

WONDER WHERE Sam Golden, talker and side-show manager, is.

CURTIS J. VELARE, concession manager Royal American Shows, wrote a nice letter in appreciation of The Billboard service recently.

GEORGE CAIN, general agent Harris Carnival, says prospects for the season looks mighty good to him.

JACK V. LYLES letters from New York: "The Billboard spring issue is the best I have ever seen."



CLIF WILSON, prominent in exposition and carnival circles as an independent show producer and operator. He is with the Royal American Shows again this season and is one of the leading boosters of the Showmen's League of America.

FLOYD NEWELL has a lot of publicity directors beat when it comes to putting things over the radio. Get jealous, you press agents.

MIKE ZEIGLER is reported to be around Philadelphia operating a small amusement unit of the bazaar variety.

SPEEDBALL MORTENSEN, wrestler, cards from Washington, D. C.: "Here for some wrestling dates en route to New York."

WELL! What carnival is going to have the first 25-cent gate admission charge to see a big name band and sensational free act?

REMEMBER Liberty Shows and Blue Ribbon Shows that operated in and around New York State? They may come back, it is believed.

BEN H. VOORHEIS letters that he is getting out a tabloid sheet and is busy on radio hookups for the Strates Shows at Portsmouth, Va.

CLAUDE R. ELLIS says carnivals not having nor wanting their routes published might well be titled "Peek-a-Boo" shows.

SHOW LETTER WRITERS—Please spell names in full with initials always when sending in writeups or rosters. Mr. and Mrs. "so and so" don't mean a thing! Thank you.

CHARLEY COHEN letters from Greensboro, N. C.: "Dr. E. Garfield is now with Cetlin & Wilson Shows. He has a nice framed attraction and should get in the money."

AS TO oldest active carnival title, Berkoot,

Dodson or Jones: Read Bill Aiken's letter on The Forum page.

HARRY EDWARDS letters from Montreal: "Strange as it may seem, there will be no blowoff in the girl revue on the Conklin Shows. Jean DeKreko made that plain when I signed with him as talker."

JERRY HIGGINS cards from Wilkes-Barre, Pa.: "Will be off road until fair time. Am taking my dancing girls of all nations into parks, in and around the coal regions of Pennsylvania."

A GUESS is only a guess, except when it is a right guess, and then it still remains a guess.—Henry Heyn.

DAVE LACHMAN letters from Phoenix, Ariz.: "Mel Vaught is really building up a big show. He is not afraid to shoot straight. The three new fronts are about complete."

BUGGS BROOKS cards from Pittsburgh: "Will open with Spencer & Clark Shows featuring "Elsena." Our night club work around here turned out all right."

SOME carnivals are under auspices, while others think they are under cover and that nobody knows where they are.—Soapy Gluc.

K. W. FRANKLIN cards from Birmingham: "No longer with Barfield Shows. This city is very popular with shows. All doing fair business. Saw L. J. Heth, Hugh Hill and Blue Ribbon Shows."



THEODORE ROOSEVELT LeFORS (STIGLER), of the aerial act Marlo and LeFors. Ted, as he is familiarly known, is also very prominent in the various activities of the Pacific Coast Showmen's Association.

TOM E. ROGERS visited The Billboard offices last week en route to Columbus, O., to join one of the F. E. Gooding units. His third season. He will have the glass show and reports that Princess Yucania will be in the side show.

REAL SHOWMEN publish their routes weekly. Pretenders to the laurels of showmanship hide out as it were, for no reason whatever.

R. F. McLENDON letters from Greenville, S. C.: "Regarding story of George F. Dorman joining Tinsley Shows. He accepted and then canceled." So we take it that George F. is not with John T. Tinsley.

W. H. SMITH cards from Columbus, O.: "Have booked pit show and four concessions with Howard Bros.' Shows. This will make second season. Phil Hand and myself did the repairs and painting on show and concessions."

WHAT has become of the "New Deal" fair? Who originated them—John M. Sheesley? Let's settle this question.

DOC WADDELL, while sitting on the horn of a Texas longhorn steer, lettered from Corsicana, Tex., that Pete Freeman, former ride foreman, has turned farmer and would like to hear from his and Mrs. Freeman's old friends.

PETE PULLMAN letters from Jacksonville, Fla.: "Pete and Dorothy Pullman have completed their new cook-house and will play the fair here. Will join Roscoe Wade Shows in Michigan for the season."

HALF the men in the world are trying to break even and the other half are trying to get even with someone. The latter is a no good policy.

JAMES HILL cards from Shirley, Ark.: "K & G Amusement Company had cold weather at Clinton, Ark., and only fair crowds. Rides and girl show did good Saturday night. Marie Ralph is framing a show of the sex variety."

MRS. FLOYD GREENLEE, of Parkersburg, W. Va., wants E. M. (Whitie) Money to communicate with her at once. She reports that Mrs. Money is ill in a hospital and that her baby son died April 3 shortly after birth.

SUCKERS IN FULL BLOOM: If it were not for suckers what would some of the bad boys around a show lot do to amuse themselves and to annoy honest showmen?—Tillie Few Clothes.

MRS. L. E. ROTH letters from Phenix City, Ala.: "Wish us luck. Mary Ann and Art Alexander wish to be remembered. Regards to all The Billboard from L. Eddie and myself and our organization, the Blue Ribbon Shows."

E. W. WEAVER was one of the first carnival general agents. He owned and operated carnivals of his own for years. E. W. is now on the F. E. Gooding executive staff, fact of the matter he has been for a long time. Dear "Old Elmer!"

MURRAH for Oscar V. Babcock. He is still in the business with his act, the only one of its kind. Good "Old Oscar V.," a grand showman.

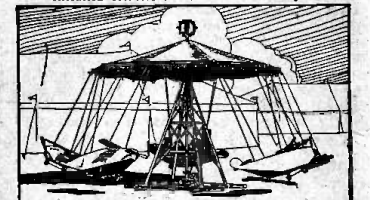
WALTER D. NEALAND letters from Atlanta: "Glad my old friend Beverly White is in harness again. Beverly is one of the best. With Dick Collins on his job and a lot of oldtimers showing 'em how, it looks like big times ahead."

WHAT A COMBINATION: John T. Benson and Harry E. Tudor. You know that they know their business. Watch for some big surprises. They are mere boys, too, trying to get along. Both over 60 years young.

A MOST interesting feature in The Billboard each week is the Show Family Album. It has scored a solid hit. Just an idea A. C. Hartmann is putting over to a howling success.

MRS. CLATTE VARNER letters from Gary, Ind.: "Spent a very nice winter in this good old burg. Was with Happy Days Shows last season and did pretty

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, Springfield, Erie Co., N. Y.

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.

ATTENTION

Novelty and Concession Men, a new seller or give-away for small premiums. "The Lord's Prayer or the Ten Commandments on a Copper. Retail at 6c. to you 1 1/2c each, or \$1 per 100 plus postage. They set on a paper easel. Sample, 10c.

DAVE MARKUS

8 E. Roosevelt Rd., Chicago, Ill.

BINGO

SPECIALS—LAP BOARDS—MARKERS, in fact, everything for Bingo Games. 1,000 Specimens, \$2.00; 3,000, \$6.00. Each 1,000 Different Colors. Send for catalog. Lowest prices.

HILLSIDE PRESS, Providence, R. I.
189 Eddy Street.

WHEELS
Park Special
80 in. in diameter. Beautifully painted. We carry in stock 12-16-20-24 and 30 numbers. Special Price, **\$12.00**

BINGO GAME
75-Player, complete, \$8.25. Including Tax.

Send for our new 1938 Catalog, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Fans, Confetti, Artificial Flowers, Novelties.
Send for Catalog No. 238.
Heavy Convention Walking Canes.
Bark Mahogany Finish.
Price Per Gross, \$21.00.
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. Each03
Analysis, 8-p., with White Cover. Each18
Forecast and Analysis, 8-p., Fancy Covers. Ea.05
Samples of the 4 Readings. Four for 25c.
No. 1, 34-Page, Gold and Silver Covers. Each30
Wall Charts, Heavy Paper, Size 28x34, Each 1.00
Gazing Crystals, Oilje Beads, Planchettes, Etc.

NEW DREAM BOOK
120 Pages, 2 Sets Numbers, Clearing and Poling, 1200 Dreams, Bound in Heavy Gold Paper Cover, One & Ready Paper, Sample, \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound. Samples, 25c.

FORTUNE TELLING WITH CARDS. Same Binding, 24 Pages. Samples, 25c.
ZODIAC FORTUNE CARDS. Fine Set of 30 Cards, 35c.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name or ads do not appear in any merchandise.

SIMMONS & CO.
19 West Jackson Blvd., CHICAGO.
Instant delivery. Send for Wholesale Prices.

OCTOPUS
"World's Newest Ride Sensation"
50 UNITS
Sold to date to Major Ride Operators of United States and Canada.
Accepting Orders for June and July Delivery
NOW
EVERLY AIRCRAFT CORPORATION
Salem, Oregon.
ABNER K. KLINE, Factory Representative.

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, Mitt Clamps, Hooks, Graphology Charts.
New 140-Page CATALOGUE now out of the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 80c. None free.

NELSON ENTERPRISES
198 S. Third Street, Columbus, O.

It takes 30 TON PRESSURE
to emboss the Lord's Prayer on a Penny. Fancy toys or meatgrinders can't stand up. Buy a proven, guaranteed product. (Feeds 5 times faster.) Send 40c for sample Penny and facts to
BLUE DOT STAMP CO.
Established 1928.
124 E. Larned St., DETROIT, MICH.

HUBERT'S MUSEUM Inc.
228 W. 42d Street, NEW YORK CITY.
Open All Year Round.
Want Freaks and Novelty Acts of merit at all times.
SCHORK & SCHAFER.

POPCORN
5c AND 10c PACKAGE
DELICIOUS—Good Profits. Also Popping Corn of All Kinds. Write for Samples and Prices.
STAR BRAND POPCORN CO.
394 Hudson St., New York.

good. Traded my Chevrolet for an Oldsmobile. Will go on road about May 1 with two new concessions."

BOB HALLOCK, general agent Miller Bros. Shows, cards from Newcastle, Ind., that the show received so many replies to its advertisement in *The Billboard* that the office was swamped. Bob continues with the information that the show is about set to open.

LOOKS like a good year for press agents. All of them have scored up to now. Some spread themselves all over the pages of many newspapers.

MICKEY CARROLL called at *The Billboard* offices recently. He reported that he is now in the racing game and had just come up from Hot Springs, Ark., and saw the Gold Medal Shows while en route. Mickey reports that last season he was with W. N. Chalkias' Side Show on the Snapp Bros. Shows.

J. FRANK HATCH once said that the average carnival man seemed to lack versatility and that they all wanted to be specialists. J. Frank has some carnival boys around the Hagenbeck-Wallace Circus because he knows that many of them are most capable men and he understands their language.

NEVER MIND about the good old days. What are you doing now? The more a human being cultivates a weak mind the weaker it gets. What a strange contradiction.—Wadley Tif.

HAROLD G. CASE letters from Rushville, Ind.: "Been hibernating like a bear. Been training my high-diving dog. Don't know what has become of Frank Meeker and wife, of Midwest Shows. This season looks like it will be good. Never missed a copy of *The Billboard* this winter and surely enjoyed every issue."

ERNIE ROSS cards from Cartersville, Ga.: "Bull Montana and Johnny Ellis, wrestlers, were visitors with Campbell's United Shows here on their way to spots in Tennessee. Bull had quite a chat with Wally Blair, his old pal, who has the girl show. Montana will have the Athletic Arena on the Pine Tree State Shows."

IKE (TRAMP) FREEMAN, of New York, reports that the "sticks" are going on a holdout strike this season. They have been on a sit-down all winter, concludes one of the most unique characters one can hope to encounter.

MRS. FRED NEWMAN, wife of the well-known concessioner of the Model Exposition Shows, passed thru Cincinnati recently en route from Atlanta to Detroit to buy a new trailer, according to J. W. Stevens. Stevens wintered in the Queen City of the West and was with the Newmans several years, he stated in a call at *The Billboard* offices.

"IRISH" JACK LYNCH cards from Carbondale, Ill.: "Here from Florida. Stopped in Selma, Ala., and visited with Jack L. Murray and boys on the Happy Days Shows. At Jonesboro, Ark., saw the Great Superior Shows. Here this week with Pan-American Shows and it is very cold. Not quite decided on where for the season yet."

OWNERS AND MANAGERS—When you state that you have so many rides and shows it would be a good idea to name them if you expect to have this kind of matter appear in print.

R. S. QUAINANCE, of the Pacific Whaling Company and personal representative of M. C. Hutton, was a visitor at *The Billboard* offices last week while en route to Chicago. He wanted to know where John Alexander Pollitt was. He was told that he was with the Hagenbeck-Wallace Circus. Being a good promoter, R. S. sprang a new idea and then departed on his merry way.

WADLEY TIF reports that he has noticed the appearance of quite a number of "sit-down" general agents and for which he sees no particular reason. His advice is that if the general agent is peeved with his manager that he should at once get a new manager.

FRANK LABARR letters that he has been employed all winter at Playland, Washington, D. C., but is now back with the tops and Merry-Go-Rounds. He was given a banquet by his friends in the capital city before he departed for Norfolk, Va., to take up his season's work. The affair was held in Hotel Ritz and 200 were present. Frank frankly says he is 71 years on earth.

TOM RICHARDS, press agent, letters from Prattville, Ala.: "Vivian Nickerson's griesous show with the Imperial United Shows seems to be pleasing, as it has been topping since joining. Vivian is supported by "Little Bit" Jackson, Eva Lee Smith and Ann D'Orsay. Her dance *The Lady in Blue* about her performances. Doc Seymour is handling the front."

NEVER promise a child that you are going to do a certain thing for it and never do it. Keep faith with the children if you want their respect. Make Children's Day all that you promise the Kids it will be, Mr. Showman.—Tillie Few Clothes.

JOHN WHITAKER cards from Cartersville, Ga.: "While en route from Florida to join the Model Shows at Rome, Ga., Earl Reid and myself visited Wally Blair, who has the girl show on Campbell's Shows playing here. I bought two new trucks to carry five concessions. Reid has a new house car and will have a show and three concessions. Reid and myself wintered in Bradentown, Fla."

DR. HENRI CLAYTON lettered from Jonesboro, Ark., recently: "Here I am back in the carnival business again. Bought a Loop-o-Plane and lunch car. Charles Blue is real. Charles one time got into a fight with some towners down in Alabama—a mere matter of 30 years ago. We both went to the hoosegow, all over a dog. A fellow kicked my dog and Blue tore into him. Me—just 63 and feeling wonderful."



MRS. MAUDE KEEL WILLIAMS, whose activities in the carnival field are confined to advance publicity and promotion matters. She is now of the McClellan Shows for the 10th season.

EVER notice those fellers on a carnival lot who seem to be absolutely detached and set apart from the world in general and the carnival business in particular—Soapy Glue. They are always with it, but not for it. They are just passing thru life with no objective.—Red Onion.

F. Z. VASCHE, manager Brown Novelty Shows, letters from Thomasville, Ga.: "The *Billboard's* plea for cleaner carnivals is to be commended. No carnival featuring the questionable concessions is ever welcomed for a return engagement. Our shows are now on their second season and feature a midway free from questionable shows. Note inclosed editorial. This town was closed to carnivals for several years."

ELLAVISE LOWRY letters from Hattiesburg, Miss.: "During the engagement of the Buckeye State Shows at Pidayune, Miss., week April 5, Joe Galler, owner-manager of the shows, was painfully burned. On Saturday, April 10, Galler was assisting the writer to repair the gasoline burner on her pop-corn stand stove. The stove caught fire and the combustion flames severely burned Galler about the face, hands and chest."

THERE is plenty of territory for every carnival that will stay in its class. It is silly business for small motorized shows to compete with a big motorized one and doubly foolish for a baggage car outfit to assume the attitude that it is in the same class with the large flat car organizations.

MRS. F. PERCY MORENCY letters from New York: "March 26 was the sixth wedding anniversary of Mr. and Mrs. F. Percy

Morency and it was a momentous evening for both concerned. Jack V. Lyles, general agent O. C. Buck Exposition, was host at a chicken dinner at the Southern Country Club here. Following the dinner the entire party visited the Cole Bros.-Clyde Beatty Circus at the Hippodrome as guest of Dr. E. F. Partello, legal adjuster, who has been a close friend of the husband for many years.

WHEN a carnival leaves a town the least the mail man or individuals with the show could do is to leave the Forwarding Address with the local Post Office for several weeks in advance. Those who do not know where they are headed for should then leave the permanent address, which is necessary under the Social Security Act.

L. R. NIGG letters from Suminton, Ala.: "Southern United Shows did not consolidate with Kellie Grady Shows. After average winter trouping SUS, featuring Ugandi, wild woman, along with two other shows and six concessions, closed the season at Sumrall, Miss. Part went to Large & Lange Shows and others went to Nauvoo, Ala., and joined Kellie Grady Shows. They were H. V. Haskill, with three concessions, and L. E. Nigg, with illusion show and photo gallery. Roster of SUS when they closed was Mr. and Mrs. O. K. Kelly, with Hawaiian show, and R. E. Yager, manager and part owner."

The Young Man May Be Right at That

If there were such a thing as fair being able to talk, many of the successful ones could truthfully say, "An ear of corn and a carnival made me what I am today."

A Colonel with the average carnival used to be a man who was once a cowboy in Wyoming but who had really never been in that State.

Public necking in front of grab joints has caused many a "hot dog" to scorch.

In reading ads in *The Billboard*, Tilly, Soapy, Wadley, Red Onion and I often see where money will be paid for new ideas, but we have never been fortunate enough to see a canceled check showing anyone has ever received any extra compensation for them.

Should you not care for the carnival you are now with and cannot make yourself agreeable to the entire personnel you will be tickled pink if you will join another. There are nearly 300 of them, so you won't be out a great sight for transportation.

If you do not crave the manner in which some fair officials treated your carnival early this season, all on earth you have got to do to get even is to send your general agent in there next fall and let him book a spot right across from this offending fairgrounds. Go there, set up your outfit, put a sidewalk around it, invite these fellows to bring their little squash over and spend the week as your guest. The public won't mind. **LEON HEWITT.**

ANENT Rubin & Cherry Silver Jubilee: It was just that many years ago in the old Wellington Hotel, Chicago. It was snowing, the lobby was full of showfolk, Rubin Gruberger arrived from Montgomery, Ala. Many had told what they were going to do that coming season. Rubin announced that he and Wilbur S. Cherry were going to launch a carnival. They did. Rubin Gruberger is still in

EVANS

MONEY MAKERS
Rely on Evans 44 Years' Experience for the Best Amusement Equipment.

SHOOTING GALLERIES
IMMEDIATE DELIVERY.
Complete line of Shooting Galleries. Supplies for All Makes.

EVANS DICE WHEEL
One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, handsomely plated and polished. Write for Prices.

PADDLE WHEELS \$7.50 up
of All Kinds

FREE CATALOG

Evans' latest **PARK and CARNIVAL** Catalog contains a Complete Line of Amusement Equipment for Parks, Beaches, Fairs, Carnivals, Florists, Homecomings, etc. All kinds of Wheels, Shooting Galleries, Sots, Creepers, Grind Stoves, P. O.s and Cases, Parts and Supplies—in fact, everything for the midway. This 80-page, fully illustrated Catalog is yours for the asking.

Write for It Today!

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1937 DE LUXE KIDDIE AUTO RIDES

PRICED FROM \$1,150.00 Up

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.

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NORTH TONAWANDA, N. Y.

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Excellent for demonstration purposes. Very attractive, nicely finished, nickel trimmings and aluminum base—Motor driven, varied sizes and styles.

REBUILT MACHINES AVAILABLE
Guaranteed Rebuilt Machines at substantial savings.

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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.

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DIVISION OF
THE UNITED STATES PRINTING & LITHOGRAPH CO.
NORWOOD, CINCINNATI, OHIO

FOR SALE

10-Car Whip, in good condition. Not a mar or scratch on it. Been in storage four years. Price \$1,500.00, F. O. B. Detroit.

AMERICAN CIRCUS
1583B Burgess Street, Detroit, Mich.

MERRY-GO-ROUND FOR SALE

3-Abreast Allan Horschell Ideal. No junk. Original paint on horses. Price \$2,750.00. No trades; must be cash.

N. J. DOOLAN
342 W. 89th Street, Chicago, Ill.

the business. The title still prevails the Wilbur S. has passed to his reward. This is an example of what it takes to keep a carnival going—determination and concentration. Gruberg has exemplified these qualities.

IT CERTAINLY did take a lot of carnival owners and managers a long time to decide when and where they were going to open. Real executives make up their minds and stick to the decision. All the big ones knew months back when and where they were going to start the season and they are now carrying out their plans accordingly. This is probably one of the reasons they are big institutions.

FELIX BLEY stopped at The Mixer's desk recently and stated that he had the American Exposition Shows booked solid. The Mixer asked him what he was going to do following this general agent achievement. Bley replied that he was from now on going to see that the spots he booked were handled properly as regarding promotions, publicity and like matters. This must be a new era indeed when a general agent takes it upon himself to attend to such matters. High praise should go to Bley for not desiring to loaf in hotel lobbies for the rest of the season just because his show had been booked solid.

SPEAKING of the age of youth: Just look at the boys that are now engaged in outdoor show business who range from 60 years up. There is no record to date wherein any one of them is not making good in his respective job. Many of them have just started to show some of the younger ones what this outdoor show business is all about. Youth can learn a lot if they will take counsel from some of these young-old boys.

DOC WADDELL—Some wise guy of

the early ages said that self-praise is half scandal. However, you have done some big publicity things during your life and would that it were humanly possible to give all credit where credit is due, forever and anon. Your visualization of the carnival of the future was a good piece of work and you were highly praised for it, but can a man preach and press agent? Red Onion has the highest possible respect for ministers of the gospel of whatever denomination, but he does not think that the gospel nor politics should be mixed up with show business to the extent that you would have it.

**Have a Laugh Shows!
But Be Careful**

Work at shows' quarters is going speedily onward, ever onward. The one baggage car has been completely rebuilt and now glistens with an external coat of roof and barn paint. The "Jinney" sweeps have been lengthened and the Chairplane seats have been attached to the ends. This will eliminate one ride crew and while the "Jinney" crew is already beefing this will be smoothed out as soon as the continuous cook-house soup meals are eliminated.

Novelty Slim will be general agent in addition to operating the juice joint. In writing for ticket he promised to refrain from writing sheet while ahead.

Roughhouse Moocher is building a massive front for his monkey factory. Same will probably have about a 150-foot frontage and use large four-foot square banners.

Skinny Finnish has received a wonderful \$5 order of reptiles excluding some real large ones. Will use a pig on the bally and work the feeding pig gag.

Candy Apples is building a concession trailer, but will devote most of his time to the wiggle show.

Saucy Such will again do her bubble gum dance.

Wanna Bite has been busy enameling her joint flash, as it has become somewhat seedy looking in the last seven years, altho the management simply will not tolerate grift in any form.

Ida Liketo will be allowed to work her ball game as it usually moves the outfit.

The large shipment of the season's paper has arrived—1,000 4x12 heralds and they certainly are beauties—all mimeographed.

Due to several lengthy hauls last season, the management states it positively will not play any spots that do not boast of a railroad or bus station.

Due to the good weather anticipated no tents will be used—all sidewall. An additional saving will be made in illumination as the El' lights will shine in the pits.

Only 800 men are now eating and sleeping in spring quarters.—Art Miller.

VISUALIZATION of the Carnival of the Future: Years ago it was the wont of many to visualize the carnival of the future, which future is as of today. We now have six



JAMES M. RAFTERY, secretary-treasurer of the John H. Marks Shows, James M. to prove his versatility pinch-hit this winter for the shows as general agent. This photo was snapped recently in front of L'Abner's restaurant, a popular rendezvous for carnival folk in Richmond, Va.

carnivals of merit and magnitude the like of which the business has never before known. Several of them are generally recognized as being beyond the pale of competition. 'Tis well. They should prove to be an inspiration to those who would achieve in this field of human endeavor. Each of the "Big Six" should hold to its own territory. Take this or leave it for what it is worth.

STEVE HENRY says, "Showfolk! Your business is just as important to you as the other fellow, no matter what business he may be in. With this thought in mind there is no denying the value of an organization. All of you are urged to join some showmen's organization. Better lay aside the small sum that is necessary to join some showmen's organization and properly identify yourself as a showman worthy of the title. The cost is very small for joining, so no one in show business can justify his objection by saying he cannot afford the expense. It is not an expense. A membership card is an asset. All the showmen's organizations are good and worthy of your membership. I am a great booster for the Pacific Coast Showmen's Association and all the others as well. Join some one of the showmen's organizations and do it now."

QUITE a few of the carnivals that started out too early and with quite enough "racket" blew up before the season had hardly started. The merry chase goes on and plenty of consolidations are now in order. Survival of the fittest is ever and always will be. The fittest are strictly legitimate in dealings with their fellow showman and the public.



FOR SALE TROUT FARM HUNTING and FISHING RESORT

TROUT FARM with five naturally aerated pools fed with cold mountain water, capable of handling 200,000 marketable trout and fingerlings. Pure mountain water piped into home. WATER POWER—Your exclusive water fall with approximately 200 foot fall generates electricity from own plant for lighting home and charging batteries commercially. WILD GAME PLENTIFUL—Deer from back porch. Bear, cougar, marvelous duck hunting hundred yards from home. Small game grouse abundant. Demand for CABINS AND BOATS during hunting and fishing season; also tourist trade. TWENTY BOATS bring excellent returns. Filling station and lunch counter can be added for additional income. COMMERCIAL FISHING—Excellent drift grounds for net within twenty yards of house. Greatest runs of commercial fish in Pacific Northwest. Includes: spring and fall runs of famous Chinook salmon, steel head salmon, silverside salmon, sea trout, sea bass, pilchards and enormous runs of shad. Excellent native trout fishing. SPORTSMEN FROM ALL OVER THE UNITED STATES come to these waters for fishing and hunting. Bass and catfish available in adjacent lakes. FUEL—Greatest forests in the world; fuel available for the cutting. CLIMATE—Very mild winters and cool summers. Blankets desirable every night. Snow has fallen only once in ten years. Warm Chinook winds. LOCATION—On Umpqua Highway, seventeen miles from Pacific Ocean. Umpqua Highway most important road in Southwest Oregon; connects seaport with interior over lowest pass and straightest route from seaport to interior. IDEAL FOR RETIRED COUPLE who wish lucrative hobby or business and desire to escape a rigorous climate. Or young couple who wish to develop a large business with little overhead. Widowed owner, restless, wishes to sell. Price, Six Thousand Dollars. Terms. Write ROBIN REED, Box 237, Salem, Ore.

CONCESSIONAIRES ATTENTION

We Manufacture a Large Assortment of First-Class Finished Plaster ALL NUMBERS, SUCH AS INDIAN, RIDE 'EM COWBOY, ELEPHANTS, CIRCUS HORSE, ETC., 15c EACH. (Packed 12 to a carton.) 7 1/2c Merchandise packed 25 to a carton. 5c Plaster also packed 25 to a carton. Terms: 1/3 Deposit, Balance C. O. D. Orders shipped same day received. SEND FOR PRICE LIST TODAY. SPECIAL PRICES TO JOBBERS. SOUTHWEST ART NOVELTY CO. 321 SOUTHWEST BLVD., KANSAS CITY, MO.

WANT SHOWS T. J. TIDWELL SHOWS WANT SHOWS

Side Show (have Top and Banner Line for same), Motor Drome; Midget Show, Fun House, Mickey Mouse, Animal Show, Illusion Show, or any Show that can stand to make money. Good Spring Route, 15 weeks of Fairs and Celebrations to follow. Wire T. J. TIDWELL, Odessa, Tex., week April 19; Monahans, Tex., week April 26.



HARRY EDWARDS, who will talk on the front of Jean DeKrekos show on Conklin's All-Canadian Shows this season. Harry has a very facile pen, is a keen observer and has on several occasions contributed to the carnival columns of The Billboard. Photo snapped in Montreal, Can., recently.

WANTED WANTED WANTED

Shows and Concessions, Merchandise Wheels, Cigarette Shooting, Galleries, Pitch Till You Win. Terms for Shows, 25 per cent of gross; Grand Stores, \$20 per week. On the streets of Port Reading, N. J., April 24. Two celebrations following week, Passaic, N. J., Street Festival; West New York, N. J., Street Festival! No time to write. Wire by Western Union or telephone Humboldt 2-6938.

CENTANNI'S GREATEST SHOWS

TILLEY SHOWS

Opens April 24
Wants one more Show to feature.
Will furnish outfit. Experienced Ride Help. Concessions.
Address Ladd, III.

TENTS CANVAS
TARPAULINS - AWNINGS
TRUCK COVERS - DROP CLOTHS
CONTRACTORS COVERS - SPECIALTIES
High Quality - Low Prices
HUDSON CANVAS PRODUCTS, INC.
329 CANAL ST., NEW YORK CITY

White City Shows Open in Trinidad

WALSENBURG, Colo., April 17.—White City Shows opened the season at Trinidad, Colo., Saturday, April 3, with ideal weather and to capacity crowds.

The entire show was renovated and newly painted, the color scheme being white, blue and gold leaf. Every ride and show front was refitted by Chief Electrician Mac Millen and his assistants and presented something new in carnival illumination.

One of Downie Bros.' new striped marquees will be added and gate will be put on and free acts carried. The lot was considerably smaller than last year, due to new lumber being adjacent, but management located all rides, shows and concessions which made a compact midway. The showgrounds were in the heart of the city, across the street from City Hall.

Shows: Girl revue, featuring Paris After Midnight, Fred Webster, manager; Jack Hanley, talker. Dancers, Alice Black, Billie Tastige and Frances Car-dron. This show has a new public-address system, canvas, stages, drapes, costumes and banners. Ten-in-One, Harry Warren, manager; John Polock, assistant manager and talker; Frank Webb, lecturer; tickets, Chester Le Roy and Victor Thompson. Attractions, four-legged girl, Jane Green; Hi-Kl, fire eater and glass blower; Elizabeth Simms, sword box; Nick Nelson, tattoo artist; Baby Eva, fat girl, and Zoma Andre, mentalist. Nell Show, Mr. and Mrs. Art Davis, managers. Athletic Show, Big Irishman MacMillan, manager; Terrible Turk, assistant; tickets, Hubert Claxton. Nudist Colony, Gertie Leathe, manager and "Queen of Nudists." Posers, Janet Dawn and Jowea Fanell; tickets, George Burmaster; lecturer, Sam Barber. Believe It or Not, a man frozen in ice living; Jack Armstrong, manager; Mrs. Jack Armstrong, tickets.

Rides: Merry-Go-Round, C. F. Corey, owner; foreman, Eddie Kent; Grace Green, tickets; Lee Young, Cliff Gog-lisid; assistants, Ell Wheel, Roy Green, foreman; Slim Coleman, assistant; tick-ets, Lillian MacMallan. Tilt-a-Whirl, Clarence Tillis, foreman; Jim Hagerman, assistant; tickets, Mrs. Morgan. Baby Autos, Chris Hagerman, foreman; Mrs. Harry Sucker, tickets. Loop-o-Plane, Nelson Waddell, foreman; S. Kidmore, assistant. Mixup, Harry Taylor, fore-man; John Frank, assistant; tickets, Mary Brown.

Marquee, Roger Neal, foreman; Zack Lilly and Dale Hensley, ticket takers, and Betty Corey, ticket seller.

Concessions, bingo and rolldown, Harry Sucker, owner and manager; agent, Joe Entwistle. Milk bottle game, cat rack and watch-la, Jack Elhart, owner and manager; agents, Jerry Foster and Gun-nard Hermansen. Glass wheel, Joe Barrall. Clothes pin store, Happy Whit-man. Ham and bacon, Johnny Sterling. Two mentalist booths, Ruby Mitchell, owner. Pop corn and peanuts, Mrs. Jack Elhart, owner and manager; agents, Aggie Thompson and Tommy Elhart. Cookhouse, Jack Lambert, owner and manager; assistants, Mrs. Jack Lambert and Mickey Coe. Iron claw and slum wheel, Monty Montgomery, owner and manager; agents, Cowboy and Frank White. Staff: C. F. Corey, manager; Frank Morgan, general agent; Mrs. C. F. Corey, treasurer, and Mrs. C. D. Mur-ray, secretary. Reported by Jack Elhart.

John R. Ward Builds New Home; Shows Prospering

OPELOUSAS, La., April 17.—Show is now in its third week with business good. The natives of Baton Rouge took to the show from the opening night until the engagement terminated.

All shows and rides are owned by the management. Everything put thru a thorow overhauling in quarters. Manager Ward established permanent headquar-ters on his property near Baton Rouge, where new buildings have been built and a seven-room home built for his own use. The rest of the property has been leased for farming purposes.

Show fronts were made over with new color schemes and electrical effects. Three more rides have been added, including another Ell Wheel. The twin wheels with a new Berni band organ placed be-tween them adds their amusement value. The Merry-Go-Round is most attractive. All painting and decorating was under the direction of Jack Connors, designer. Reported by Jeffie Jean Ward.



Wortham World's Greatest Shows in- augurated its new season at Dallas April 15 with a presentation of beautiful equipment and pretentious attractions, while the Con T. Kennedy Shows, fea- turing the greatest array of attractions in the history of the organization, had an auspicious opening in La Fayette, Ind., on the same day. . . . Lor-man-Robinson's Shows was in its fourth week touring the coal regions of Eastern Ken- tucky and West Virginia. . . . Mexia (Tex.) Shriners' Club was satisfactorily impressed with the results of the first week's engagement of the John T. Wortham Shows under its auspices and the show was held over for a second week.

Progress was being maintained in the winter quarters of the Ed A. Evans Shows and all departments were speed- ing up their tasks under Evans' per- sonal supervision. . . . Personnel of the K. G. Barkoot Shows was in Dayton, O., and "just a-rarin' to go" for the organi- zation's opening there under Disabled Veterans' auspices. . . . Hanover, Pa., winter quarters of the Matthew J. Riley Shows, presented a busy scene and everything was being put in shipshape under direction of General Superin- tendent William George (Bill) Everett. . . . Wynn Amusement Company had just opened its season to good business in St. Louis under South Broadway Boosters' auspices.

International Amusement Company's opening at Vancouver, Wash., was marked by good attendance and busi- ness. . . . Ed Scott Amusement Com- pany had just concluded preparations for its opening at Parkersburg, W. Va. . . . Miller Bros.' Shows was playing to fairly good business in its second week at Columbus, Ga. . . . Johnny J. Jones Exposition was playing to splendid at- tendance at Jacksonville, Fla. . . . Despite unfavorable weather conditions, McIntyre Bros.' Shows, a small new organization, was playing to good busi- ness in Southern Texas. . . . James Strates and Nick Bozins, wrestlers, had just signed with Ep's Greater Shows to produce and manage the Athletic Show with that organization.

Bobby Housels, general agent of the Beasley-Boucher Shows, succeeded in opening Eureka, Utah, for his organiza- tion to play there under local fire de- partment sponsorship. . . . Jack Dur- ham had just been awarded the "ex" on platform and pit shows with the Old Kentucky Shows. . . . Billie Clark an- nounced that, he signed Miss Quincy with her sensational high-diving act as the feature attraction with his Billie Clark's Broadway Shows.

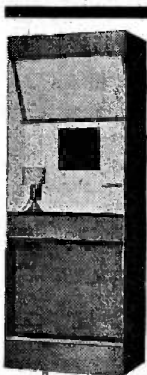
World Wonder Car Museum Encounters Some Bad Days

GOLDSBORO, N. C., April 17.—Heavy rain in five of the six towns made last week by World Wonder Car hurt business plenty.

Car was in Burlington and Leaksville under American Legion auspices; Rox- boro, American Legion auxiliary, and in Reidsville, Oxford and Henderson under Boy Scouts. At Reidsville, Lee Somers, cousin of Mrs. Ingham, local scout exec- utive, made scout arrangements. Car has been getting good co-operation from all newspapers en route.

Parked on main street in heart of business section of every town, the big car, which is 55 feet long, is a fine flash. Rex M. Ingham, general agent, visited billers of the Downie Bros.' Circus while they were billing Danville, Va., and later visited Charles Castello, of the Cas- tello circus family, at Henderson, N. C. Car has one more week in North Caro- lina, all under Boy Scout auspices.

LITTLE ROCK, Ark., April 17.—Follow- ing 10 days at Fair Park, winter quarters this year, under sponsorship of the Forty-and-Eights, V. F. W., the Gold Medal Shows moved to North Little Rock this week for a prolonged stay under sponsorship of the Missouri Pacific Boosters' Club. Majority of days of first week were cool and dry.



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Here is an outfit which enables you to build your own cabinet to fit your own space requirements. This outfit includes complete wiring assembly, lighting unit with re- flectors, dimming light control and camera.

PANEL, Complete with Cam- \$175 Crating Charge, \$5.00 Extra.

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This camera makes three-quarter or full view pictures. It takes a roll of Direct Positive Paper 3 in. by 250 ft. at \$9.00 per roll. CAMERA Camera with Special F.3.5 Lens and Shutter.....\$105.00 Camera only, without Lens and Shutter..... 55.00

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Soft Drink and Ice-Ball Concessionaires. Get our prices on Fruit Concentrates and Supplies. Gold Medal Fruit Concentrates have the flavor of the natural fruit, the rich full-bodied flavor that brings the customers back for "seconds." Get started right this year. Our flavors cost no more than the ordinary kind. Send for price list and full particulars.

GOLD MEDAL PRODUCTS CO.

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ANCHOR SUPPLY CO., Inc. EVANSVILLE, IND.

LAST CALL J. F. SPARKS SHOWS

OPENING SATURDAY, APRIL 24 TO MAY 1 (TWO SATURDAYS), BUCYRUS, O.
SHOWS WANTED—Midget, Monkey Speedway, Illusion, Crime, Unborn. Good opening for 5 or 10-in-1. RIDES: Loop-o-Plane, Drive-Your-Own-Car, Octopus, Ride-o- Ride Help come on.
CONCESSIONS: Will sell X on Custard. All legitimate Concessions come on. We will place You. We hold contracts for a route of choice spots: Bucyrus, O., April 24 to May 1; Kenton, May 3 to 8; Maryville, May 10 to 15; Chillicothe, May 17 to 22; Middleport, May 24 to 29; Lancaster, May 31; Logan, June 7 to 12; all Ohio. All sponsored by Veterans of Foreign Wars. Well advertised. Committees in Ohio look us over.
J. F. SPARKS, Manager, Box 63, Bucyrus, O. Quarters: Flying Red Horse Garage.

LIBERTY NATIONAL SHOW

Marion, Ky., This Week; Providence, April 28; Earlington, May 3; Dawson Springs, May 10. WE HAVE EIGHT FREE FAIRS.
WILL SELL X ON CORN GAME, PHOTO, MITT CAMP, DEPOSIT REQUIRED FOR X. Want Concessions that can work for ten cents. Have new 20x30 Top and Banner Front. Will furnish for Grand Show for 25%. Want Ferris Wheel Foreman; also Ride Help that will stay on lot five minutes without chasing and boozing. Cash, not brass. Painter and Carpenter to repair Horses. Tony Martini answer. Stoddard, Russell, Wire Quick. READING & WHITEFIELD.

CALL CALL HOWARD BROTHERS SHOWS

OPENING MAY 1, ATHENS, O.

WANTS Athletic Show, Penny Arcade, CeeK Show, Fat Show, Midget People. WILL BOOK Octopus, Drive-Yourself Autos. Concessions: Long-Range Gallery, Pitch Wins, Tuffy Candy, Diggers, High Striker, Cat Rack, Blankets. WANT one more Free Act on account of disappointment. WANT Ferris Wheel Operator and Merry-Go-Round Foreman.

RAY S. HOWARD, Millfield, O.

FOR SALE

A USED LOOP-THE-LOOP RIDE.
SPILLMAN ENGINEERING CORP.
NORTH TONAWANDA, N. Y.

Curl Greater Shows

OPENING MAY 15, LONDON, O.
WANTED—Loop-o-Plane, Kiddie Ride, Concessions that work for stock. People and Freaks for Slide Show. Will give very good proposition to Oriental Dancer, also Girls for Fosing, Dancing, Toss and Singing. Will consider amateurs. Send photos.
W. S. CURL, Box 27, London, O.

LORDS PRAYER
SAMPLE PENNY FREE

GO IN BUSINESS FOR YOURSELF BE YOUR OWN BOSS MAKE \$2 TO \$5 AN HOUR OPERATING THE MOST BEAUTIFUL LEASING MACHINES

BRACLES'S LAVALLES 7-7 BROADWAY
WRITE FOR ILLUSTRATED LITERATURE
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DARE-DEVIL OLIVER

WORLD'S PREMIER HIGH DIVER.
A Guaranteed Attraction.
Write for Particulars

Permanent Address, Tonawanda, N. Y.

WANTED

Experienced Scenery and Horse Painter. Good pay

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ELECTRIC BULBS

Buy Direct From Manufacturer and Save Money.
Write for Price List.

BRIGHTON LAMP CO., Inc.

17 Hudson St., New York, N. Y.

WANT CHAIRPLANE

Because of disappointment. CAN PLACE one more show. What have you? All of Michigan's best show spots. Open May 1, downtown Grand Rapids, Mich. Address FOLIE SHOWS, 29 S. Division Avenue, Grand Rapids, Mich.

OPENING MAY 1, in Illinois!

JOHNNY TOFFEL SHOWS

Now booking for the season Caramel Corn, Pop Corn, Frozen Custard, Country Store. All Grand Shows. Will book a few more Rides and Shows that do not conflict. This show has 9 fairs and 17 celebrations booked for this coming season. Positively new all new address all mail to JOHNNY TOFFEL SHOWS, 2051 North Kilbourn Ave., Chicago, Ill.

WANTED AT ONCE

A-1 Talker. Jack Monroe wire. Mechanical Man of Woman. Good Mental Act. Prefer Team. Have 15 fairs starting in July. Wire or write DR. R. GARFIELD, Hall of Bolonzo, CETLIN & ALBSON SHOWS, High Point, N. C.; Winston-Salem, N. C., to follow.

GOODING GREATER SHOWS WANTED

GOOD CIRCUS SIDE SHOW, also other shows of merit. Have opening for American Palmist, Penny Arcade, Skee Ball Alleys, Hoop-La and other legitimate Concessions. Would like to book Smith & Smith Chair-O-Plane. address inquiries to THE F. E. GOODING AMUSEMENT CO., Box 386, Columbus, Ohio.

POPCORN

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Full Week Carnival Show Letters

(As Reported by News Representatives for the Shows)

West Coast Amusement Co.

Monterey, Calif. Five days ended April 11. Auspices, none. Weather, one afternoon lost. Business, very good.

Crowds, all day and most of night. Show played from 1 p. m. till past midnight four days. Saturday matinee looked like a fair instead of a still date. General Agent W. T. Jessup broke in a new lot in the heart of town directly across from the Presidio. Show could be seen for miles around. Carl Holt and his musical revue again broke midway records. Lu Verne and his four shows did extra good business. On Saturday Octopus and Double Loop-o-Plane topped the rides. George Costello and Ed Helwig packed them nightly in the athletic arena. Huie Bowan and the missus did fine with their seven concessions. Bert Claussen was busy arranging for fishing party. Andy Cocan is feeding 326 men daily. William Bradley had Big Eli Wheel filled with banners and used baby rides to finish the display. Howdy Walker gets his show up on time. Harry Meyers added a new radio store to the midway. Monty Stefans visited from Clark's show. Jack Christenson added another pop corn and candy apple stand. Tony Soares joined with new grab concession. Mrs. Leo Leos and party visited with her husband, the show's secretary. Returned to her home in Los Banos, Calif. Cable from Manager Mike Krokos that he is sailing from France April 18. Major Branson, of the Presidio, was a nightly visitor, as were several other high officials from the fort here. Writer entertained with a dinner party for Mayor Teaby and several of the city fathers. Mrs. Guy Osborne is arranging a get-together party along with Mrs. Bill Messino and other ladies of the Kit Kat Club. Mrs. Huie Bowan entertained with a lavish luncheon at Hotel Del Monte in honor of some out-of-town friends. They presented her as a present an English bulldog from their kennels, Carmel, Calif. Nick Krokos has taken over front door of musical revue. Joe Zotter was a visitor en route from San Francisco to Phoenix, Ariz. W. T. JESSUP.

McClellan Shows

Mayfield, Ky. Week ended April 10. Weather, fair. Business, good. Location, downtown lot. Auspices, Veterans of Foreign Wars.

Rained Monday. Tuesday was a red one. The rest of the week good business. Saturday matinee and Saturday night the midway was crowded. Committee gave its full support. Mayor and chief of police nightly visitors. Rides-O and J. Hutchins' Museum were top money. T. Neal added a mouse-race concession, and Roy Goldstone two more concessions. Jack Holliday and Mrs. Maud Keel Williams are in advance. Flags and pennants are strung thruout the midway. This was Mayfield's second carnival this season. L. OPSAL.

World of Fun Shows

Inman, S. C. Week ended April 10. Location, Landson street. Auspices, State, county and town officials. Weather, rain and cold. Business, only fair.

First carnival here in three years. Monday night was lost because of rain. Manager Roland has a new panel front

lighted and painted. He and John J. Steblar are away on a booking trip. Three new tops were purchased from the Dize Tent Company. Ike and Jake Faust have some concessions. J. J. Steblar entertained visitors from Crystal, Tinsley and Mad Cody Fleming shows. Show moves in baggage cars. W. DAVIS.

Wallace Bros.' Shows

Union City, Tenn. Week ended April 10. Auspices, Legion Drum and Bugle Corps. Location, ball park. Weather, cold and rain. Business, fair.

Third week of season and weather man still serving 67 varieties of weather, mostly bad. Had fair week at Mayfield, Ky., but extremely cold weather at Dyersburg kept attendance down to practically nothing. Charles T. Goss, East St. Louis, was a visitor, as was Frank Cross, late trainmaster of Al C. Hansen Shows. Mr. and Mrs. M. F. Tillotson came on from New Orleans, where they spent the winter. Manager E. E. Farrow and R. L. Grissom purchased new cars. Bob Fox is under the weather with bad cold. Danny Klein wrote from Tuscaloosa, Ala., that he is still confined to Veterans' Hospital there and will be for several weeks. WALTER B. FOX.

Eric B. Hyde Shows

Gainesville, Ga. Week ended April 10. Auspices, American Legion. Location, city playgrounds. Weather, cold and rain all week. Business, excellent two days, balance nothing.

Show arrived in downpour of rain and three inches of water on the lot. No set-up Sunday or Monday. Opened Tuesday night to poor business. Wednesday warmed up and excellent business. Thursday worst rainstorm of the season. Rain turned to mist at night and few people came out. Friday very cold, no business. Saturday good business. American Legion boys stuck thru the ordeal and deserve credit. Captain Simon opened with midway circus. A fire to fire dive into a tank decorated with spears and lances around the tank. Charles Siegrist's flying return act in a class by itself. Aerial Bars (Harry and Mitzie) please. Athletic Show ready to open. Eric B. Hyde building a mystery show with 150-foot banner front. Hyde for years built illusions and was a magician, so the correct form and operation of this show is assured. Joe Decker is changing size and shape of cookhouse, has new green 30x40 canvas. O. F. Struble in from Miami with Kiddie Auto ride and concessions. Clay Mantley keeping pace by springing a new green corn game unique in the fact that the side wall has numerous windows, which Mantley claims will enable him to work in cold and rainy weather. Social Security Act entails much investigation and work for Electrician Turney, who has been appointed Social Security secretary. Turney also is the mail man and The-Billboard agent. A de luxe split coach has been remodeled into an office. JAN HYTER.

Hilderbrand United Shows

Los Angeles, Calif. Six days ended April 3. Location, Vermont at Fifth streets. Auspices, Spanish War Veterans. Business, none. Weather, fair.

Show will head for Northwest following a 10-day engagement in suburban location. With enforced idleness on their hands, the showfolks discovered time for social activities. Lucille King entertained the following guests from Al G. Barnes-Sells-Floto Circus at a spaghetti dinner: Mr. and Mrs. Theodore Forstall, Mr. and Mrs. Mark Kirkendall, Mr. and Mrs. George Tipton and Mr. and Mrs. Harry Levine. A farewell dinner party was tendered the Four Jacks upon their departure to join the C. F. Zelger Shows at Stafford, Ariz. Four Jacks are Mr. and Mrs. Johnnie Gibson, Charles Marshall and Robert Wilson. The Four Queens, under the direction of Tony Strubey, replaced the Four Jacks as the free attraction until their departure to join an Eastern show. Bud Cross entertained at a luncheon Lucille Kimball, Claire Herti, John Herti, Charles Marshall, Dixie Olson and writer. Charles Soderberg has finally recovered

from his accident and will open with the show again. C. A. Wheeler's miniature train from Denver, Colo., creates a nifty appearance. Mr. and Mrs. Harry Baron joined Danny Callahan's concessions. General Agent and Mrs. E. Pickard departed for the Northwest. Mrs. Emmy Clifford was slightly injured while stepping into a hole on the midway. Monkeyland Show, erected on a special constructed semi-truck for R. C. Richards, will be in readiness for future dates. Jane and Jerry Godfrey departed to join the J. L. Landes Shows. The entire show attended the Pacific Coast Showmen's night as the guests of the Al G. Barnes-Sells-Floto Circus and witnessed a splendid performance. Clarence H. Alton departed for Reno, Nev., on a business trip. Wishes for a prosperous season were extended to Mr. and Mrs. Frank Kennedy upon the opening of their show in Glendale on the night of April 3. Mrs. Fred Stewart, who has been sightless for years, has mastered the typewriter after having the exact position of the letters on the keys explained to her, much to the amazement of the showfolks. WALTON DE PELLATON.

Funland Shows

Tullahoma, Tenn. Week ended April 10. Weather, moderate. Business, good.

A new outfit and off to a good start. Located on a lot next to a large shoe factory. The employees, together with those from the other seven working factories, came each night with money and spent it. Four of the shows have panel fronts, painted and modernistic lighting. Jack Orr has a 125-foot banner line on his Ten-in-One. All tops are green canvas. Rides are T. Burns' five major and three kiddies. Curtis Reeves has cookhouse. Concessionaires are George Gooft; Mrs. Arthur Buggs' cigaret shooting gallery, penny pitch and fishpond; Max Saunders' photo booth; Madam Stella, mentalist; J. S. Inmon's corn game; Harry Schrimacher and family, frozen custard, and Paul Wilson's glass turn-around. Show moves on six semi-trailers. Sam Kravitz is business manager. L. E. HOLMES.

Golden State Shows

Santa Paula, Calif. Week ended April 4. Auspices, Veterans Foreign Wars. Location, Ninth and Main. Weather, cool. Business, very good.

First time since opening week weather was with the show, and altho evenings were cool good crowds turned out all week, with exceptional crowds Saturday. Dick Kanthe did good business with Athletic Stadium. Hickman's Circus is getting plenty of publicity with resultant good business. C. Elliott, with the show last year, has joined with diggers, while C. Ramussen joined with age guessing and scales. Mrs. Will Wright left for Hayward to place concessions on World Fair Shows. Homer Rees, lot superintendent with show for second year, has introduced several new ideas to speed up the movement of show and was personally complimented by Manager Wright. Great interest is being taken by everyone on show on the articles now running in The Billboard regarding Social Security Act and it is undoubtedly helping quite a bit in simplifying the situation. LEIGH PRINGLE.

Texas Longhorn Show

Corsicana, Tex. Week ended April 10. Location, circus grounds. Auspices, American Legion. Ten-cent pay gate. Weather, stormy, rain, cold. Business, nil.

One night's business and people without wraps visited midway. Noticeable! entire families came. Tom Morris and "Bud" Ryan, Dallas showmen; Harley Sadler and Players, with Jack Rooney, Sadler's director general, picking spots, and J. W. Kelly, en route to San Antonio "Battle of Flowers," honored with Texas Longhorn midnight luncheon Friday night. Tobe McFarland, special guest thru week and banqueted, will operate shows, rides and concessions at Galveston Beach this year. Consignment of monkeys arrived for Happy Everett's Gorilla Show. Gilmore Fry added trained birds to his dog and monkey theater. New band wagon, color effects by the Gambiens, official painters. Blue prints for new wrinkle in reserved seats circling aerial acts arrived from W. H. Curtis, general superintendent of Al G. Barnes-Sells-Floto Circus. E. J. Spencer, manager, away scouting. J. T. Malone, assistant manager, recovered from Merry Mixup head injury. New position of

H. T. Chastain Jr. is now director general. Tom S. Irwin, owner Marks Bros. picture and vaudeville tent show, with people, a visitor. Chappell and Drumb at their Denison home. J. C. (Red) Rogers unable to work. B. C. McDonald passed thru en route to Big State Shows to general agent. John Thomas and Pete Farmer, old ride foreman, and missus entertained. Mel Jackson and wife, Marie, operating new idea ball game. Cecil Dentler in concession row with line of stores. Louis Bright, a visitor, celebrated a birthday.

DOC WADDELL

Zimdars Greater Shows

Blytheville, Ark. Week ended April 3. Auspices, none. Location, South Division street and Highway No. 61. Attendance, poor. Weather, cold. Business, none.

Rube Liebman, of Sol's Liberty Shows, was a visitor, as was Red Scott, Mary and Johnny Webb and Frank Sutton. Tom Mix Circus advertising car stopped at lot. Cotton Ellis looked it over.

Flat River, Mo. Week ended April 10. Auspices, Lions' Club. Location, intersection Highway 61 and 32. Attendance, good. Weather, cool rain. Business, fair.

Account of trouble getting off Blytheville, Ark., lot and lot here a mud puddle, show did not open until Wednesday. Manager Zimdars concluded to stay another week here hoping we will get a break of weather. New autos for Auto Kiddie Ride arrived. Everly Aircraft Corporation wrote to expect the Octopus ride soon. Lou Hoffman, former carnival manager; Al Baysinger, carnival manager; Ted Reed, formerly scenic artist and builder; Bill, Louis and Nelson, of mirror fame, and Charles T. Goss were visitors. CHARLES SEIP.

One Hundred Rides, Shows at Paris Fair

PARIS, April 5.—The famous Gingerbread street fair, which was inaugurated on March 27, has close to 300 rides, shows and concessions in operation, with no less than 100 rides and attractions of real importance.

Among the big rides ranged in three circles around the huge Place de la Nation are seven Auto Scooter rides, two Caterpillars, Water Skooter, Ferris Wheel, Aeroplane ride, two groups of Loop-the-Loop Swings, three Mont Blanc rides, Electric Railway, Carousels and kiddy rides.

Among the big rides and shows located along the wide Cours de Vincennes are three Auto Scooter rides, Pretzel ride, Miniature Railway, kiddy rides, the Cirque Fanni, Cirque Zanfretta, Durwal's dog show; Jouviano's, Georgiano's and two other menageries; the Van Droyesen Sisters (fat girls), 10 freak shows, three girls shows, two wrestling shows, Fun-house, motorcycle wall, illusion shows, glass blowers, two museums of anatomy and several penny arcades and automatic rifle stands.

Fair runs full month and draws tremendous crowds. Fair weather during the Easter holidays gave it a good start.

Flack and Others Hit

By Bad Weather in Detroit

DETROIT, April 17.—F. L. Flack's Northwestern Shows were visited by fire Friday night in their first stand of the season at West Vernor highway and Staur avenue. A large tent was destroyed at an approximate cost of \$400 and will be replaced. Victor Horowitz and Julius Graff, concessioners, who were in the tent when the fire started, escaped without injury. Loss was apparently due to a carelessly thrown cigaret. No insurance coverage was given, Flack reported.

The carnival has had consistently poor weather due to rain or cold like the other shows playing Detroit lots for the past week, but Sunday with a bright day proved the first good day of the season in proportion to the large number of shows out on the lots.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., April 17.—As has been previously reported in brief, we conferred with N. W. Hawkes, chairman of the Freight Traffic Managers' Committee of the Trunk Line Association, at his offices at New York on Wednesday, April 7, with reference to the request of the association in behalf of its members for a reduction in rates and elimination of demurrage charges.

In our efforts we were ably assisted by Jack V. Lyles, general agent of the O. C. Buck Exposition.

At the close of the conference the subject was summarized in a communication then and there prepared, in which we pointed out that we were this year requesting the carriers in Trunk Line territory to increase free demurrage to our member shows from 48 to 96 hours so that the railroad show members of the association shall be entitled to 48 hours' free demurrage on arrival and a similar number of free hours demurrage on departure.

Liability Insurance

A conference was also held in New York with reference to providing the members of the association with public liability and workmen's compensation insurance, and within the immediate future a questionnaire will be sent to each member of the association requesting certain general information to be submitted to the insurance companies, from which a temporary rate can be determined so that such shows desiring insurance this season will be able to obtain same.

The insurance phase of this matter is being handled by John Logan Campbell, of J. L. Campbell & Company, of Baltimore, Md. Campbell has informed us that in order to qualify for insurance coverage under his plan it will be essential that the assured be a member of the ACA, which is similar to the plan in operation by Campbell's firm for the National Association of Amusement Parks, Pools and Beaches.

Postal Telegraph Bulletin

A conference was also held in New York with the manager of the Trans-

portation Department of the Postal Telegraph Company, and within a very short time the members of the association will receive a circular setting forth a plan proposed by that concern which, we feel certain, will prove of interest and profit to each ACA member.

The number of inquiries at this ACA office with reference to various phases of the new Social Security Laws, both State and Federal, has been increasing, and we again remind the members of the association that the facilities of this office are available with reference to any inquiries which they may have.

Modern "Noah's Ark" Rolls Merrily Along

BATON ROUGE, La., April 17.—Modern Noah's Ark opened a four-day engagement here under canvas Monday. Closing a two-week showing in New Orleans, the fleet of trucks and trailers made the 85-mile jump in here in good time and opened to a big crowd on the midway.

Both local papers gave the show a good play with special story writers covering the features opening day.

J. B. Francioni Jr., professor of animal husbandry for the University of Louisiana, was an early visitor as the show had arranged in advance for Francioni and Harry P. Gayden, instructor of animal husbandry and dairying, to bring 200 students from the university and go all thru the animal tent. Great interest was displayed in the 3,000-pound cow, the many different varieties of steers and the Royal Shetland ponies which had just been added. Local papers played the visit up strongly with plenty of pictures of the students with the cattle.

Ed Maxwell, general agent, has the show booked for many weeks in advance.

Several new concessions came on before the show left New Orleans. The Shepherd of the Holy Land, with a magnificent display of handwork made from mother of pearl and wood from the olive trees of Nazareth, is now one of the features. Reported by Jack Grimes.

HATTIESBURG, Miss., April 17.—Favored with fine weather, cool and dry, the Buckeye State Shows spent April 12 thru today in this city after a fine past week in Pica-yuna. Show is featuring the Flying Lesters.

Rosters of Carnivals

(As Reported by Show Representatives)

Martin's Shows and Carnival

WATTS, Calif., April 17.—Following is roster of the show: Staff—B. H. Martin, owner and manager; Mrs. B. H. Martin, treasurer; C. M. Webber, assistant manager and lot superintendent; Sommie Fuller Jr., secretary; Arthur Gibson, advance agent; John L. Osborn, electrician; Harold Dickie, night watchman; Buck Kinney, utility man and painter.

Concessions—Leon Whitney, lead gallery; R. J. Williams, agent. Cat rack, K. O. Price, agent. Hoop-la, Mrs. Leon Whitney, agent. Bottle game, Jerry O'Brien, agent. William Groff, clothes pin game; Mario DeSilver, agent; Jack Morris and Leon McLendon, assistant agents. Blanket game, James Scrugg, agent; Ernie Madsen, assistant agent. Penny-pitch, Ruthie Groff, agent. Ham and bacon game, Scotty Clark, agent; Harry Williams and Jack Marsden, assistant agents. Cookhouse and 'bingo. Mr. and Mrs. J. M. Brown and Constant DuFrene, candy and pop corn. Mr. and Mrs. Clyde McGahan, cork gallery, punk rack and slum store. Louie Cecchini and Fred McNeill, string game. Mr. and Mrs. Gordon Pickard, photo gallery. Mr. and Mrs. Mel-Roy and family, Temple of Knowledge. Bob Wessel, Penny Arcade. Office, roll-down, Harry Hillman, agent; Charley Hillman, assistant agent. Bowling alley, Max Hillman, agent. Mr. and Mrs. R. D. Uttke, balloon game. Rides—Office, Loop-o-Plane, Sammie Fuller Jr., operator. Ferris Wheel, H. F. Coleman, operator; Mrs. B. H. Martin, tickets. Auto Speedway, Alvin Ross, operator; William Stephens, tickets. Wendell Foss and family, Mixup. Jimmie Dorgan, sound car and broadcasting. Following are other names of the personnel: Mr. and Mrs. F. A. Campbell, Edna Farney, G. E. York and Fred Renslow. Reported by B. H. Martin.

John R. Ward Shows

OPELOUSAS, La.—Following roster reported as for the third week of the season, which opened at Baton Rouge: Rides—Merry-Go-Round, Otis Sell, foreman. Twin Big Ell' Wheels, Walter Malinowski and Carl Jarvi, foremen. Tilt-a-Whirl, William Bame, foreman. Chair-plane, Bert Williams, foreman. Autos, James Beckwith, foreman. Aeroplane Swing, Leonard Kilanaukas, foreman. Pony Track, James Pilley, boss hostler.

Shows—Hawaiian, Charlie Payne, manager. Coney Island Slide Show, Billy Wilson, manager. Dixie Smart Set Minstrel, Joe Rogers, manager; Bubber Mack, producer. Mongo Jungleland, Stick Brown, manager. Athletic Arena, Tommy Ryan, manager. Illusion, V. Mattison, manager. Popeye Hotel, Frank Glese, manager. Monkey Circus, Howard Munson, manager. Feature attraction is Ward's Lion Drome, with "King and Queen" jungle beasts, on the wall, Bob Norris, manager. Sims (Reckless Red) Meadows and Ernie (Dare-Devil) Slaven on motorcycles.

Concessions—O. E. Girard, corn game and clothes pins. Sam Kaplan, photos. Ward's cookhouse. Frank Hearn, Jack Connors, Mr. and Mrs. Billy Wilson, Clifford Knox, O. C. Weeks, Bill Cooley, Paul Kearns, Baldy Wilson, Harry Bernard, P. Wellington, George Atkins, F. C. Lavell each have one or more. Little Joy and Julie Ward are in school. Mrs. Ward will remain at home until the close of school.

Staff—John R. Ward, owner and manager; J. Bill Carneer, general agent; Bob Sickels, secretary; Jeffie Jean Ward, assistant secretary; Jack Connors, train-master and builder; Ted Martin, superintendent rides; Frank Hearn, lot superintendent, and R. H. Kennedy, electrician. Reported by Jeffie Jean Ward.

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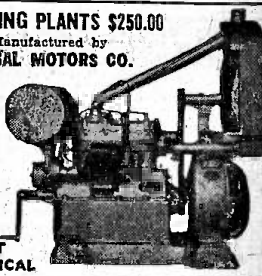
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HENNIES BROS. SHOWS

Joplin, Mo., April 26 to 30; East St. Louis, Ill., May 3 to 8.

Harris Carnival

FINDLAY, O., April 17.—All rides have been repaired and painted under the supervision of Harris. The trucks, tractors and trailers have been put into shape and several new ones have been added. The opening will be in Kokomo, Ind., May 1. Staff: Roxie Harris, owner and general manager; Jack Doty, in charge of concessions; Mack Weaver, ride superintendent; Anna Belle Wherley, secretary; Mrs. Bessie Harris, treasurer, and George Cain, general agent. Concessioners are Cliff Thomas, bingo; Al and Fay Fromuth, cookhouse; Clint Brandon, pitch-till-you-win; C. C. Kent, crackerjack and candy; Lee Stein, mentalist; C. Fisher, ball games; Chick Wagner, hoop-la and ball game; Harry Campbell, pop corn; Jack Lee, shooting gallery; Charles Sloan, penny pitch. Show roster: Case Corbin, girl show; Frank Sager, Streets of Paris, nudist colony and pit show, and Chick Wagner, athletic show. Reported by George Cain.

Strates Shows

PORTSMOUTH, Va., April 17.—All work completed on wagons and show fronts and painted. Nate Workman turned out new fronts for the Nudist Art Gallery, Jungle Oddities for Rodney Krail, and Mystic India, which will house the attractions to be presented by Dr. Zangar and Company; Jack and Frances Falge's Redhead Mammals, musi-

Spring-Quarters News and Gossip

(Reported by Show Representatives)

cal comedy; Lion Autodrome for Wally Smithly and Wild Bill Moore. Rides have been thoroly gone over and new ones have been purchased by Manager Strates. Electrical Superintendent Giff Ralyea has remodeled the electrical wagon to house an additional transformer. New stateroom car is being remodeled and will have one end as a dining car under the direction of Mrs. Grace Breese.

General Agent Billy Breese has been away attending to bookings. Pete Stamos has completed the cookhouse. Rube Nixon was a recent visitor. Mr. and Mrs. Fred Fornier will have the Skooter. Harry Duval arrived from California and will have the prize candy concession in the sit-down shows.

A crowd of 5,000 was at Portsmouth quarters on Sunday, April 11, to witness Wally Smithly put his lions thru their paces. The writer has a hookup with WGH for six spot announcements daily. A parade has been scheduled for the opening night, Thursday, April 22, and the crack championship drum and bugle corps of Portsmouth Post 993 of the Veterans of Foreign Wars will head the parade. Drum and bugle corps from

Norfolk's veteran organizations will also be in the parade.

A farewell party was given by George Spirides, Louis Strates and James Vaselekos at the latter's home in Ocean View, Va. Menu consisted of roast turkey and lamb and all trimmings. Those present: James E. Strates, Louis Strates, George Spirides, Florence Dickens, Mr. and Mrs. Gus Boogades, James Vaselekos, Robert Mansfield, James E. Strates Jr., Theodora Joanne Strates, Elizabeth Strates, John Boogades, Marie Boogades. Mrs. James E. Strates was unable to be present due to illness. Mrs. Boogades entertained with a number of vocal selections and dancing was enjoyed in Greek and American. Jimmie Strates and George Spirides made farewell speeches. The party then went to the home of Mr. and Mrs. Boogades for a midnight lunch. Reported by Ben H. Voorheis.

Cetlin & Wilson Shows

GREENSBORO, N. C., April 17.—Everyone is hustling as opening date draws near. With all the work that was done in quarters, there still remains a lot to do after the opening. Every night at the Clegg Hotel looks as tho there is a convention. J. W. Wilson presides at all meetings. Doc Garfield joined with his Hall of Science and will have a 100-foot panel front. Phil Hamburg returned from New York, where he purchased new wardrobe and brought additional people for the Streets of Cairo. Paradise Revue will carry a five-piece orchestra. George Welch arrived with a brand-new outfit for the midway cafe. Duke Jeannette and crew also in, as is Leo Carrell, who just returned from Cuba. Harry Dunkel is back and will remain for the opening. Frank Massick and his crew are working day and night trying to finish as much as possible before opening. C. D. Crump, special agent, is working and Eddie Eger is expected before the hand plays. Reported by George Hirschberg.

Gruberg's Exposition Shows

BISHOPVILLE, S. C., April 17.—As show entered into last week at quarters everyone put on algarion finish. Whitey Hewett worked his men from daylight to 10:30 p.m. and had 85 of them in various departments. Doc B. Warren and wife will operate Jungle Mysterles Show. William Monroe, Jack Monroe and Mrs. Jack Monroe will operate the Illusion Show. Dr. John Fisher and Doc Spencer came in, former will be show's physician. Fisher brought with him 100 specimens for Life Show. Jolly Joy Gramlich is producing comedian for Jack Montague's Rainbow Frolics with following line of girls: Dardanella, acrobatic specialty dancer, is feature, with Mesdames Lucy Wilde, Fanny Brisbane, Clara Bizet, Lucile Gardner, Molly Dwyer, Peggy Chapman representing blondes, and Mary Streeter, Jennie Simpson, Millie Lindeman, Clara Hayes, Joyce Berlin and Alice Green brunets.

Norman Wolf is busy with his six artist models for his sex show. His models represent six nations: Fifi Bizet, France; Nellie Hemingway, England; Greta Schultz, Germany; Marguerita Gatti, Italy; Emily Lundstrum, Norway, and Bridget O'Brien, Ireland.

Bob Holmes and his Lilliputians will be with it. Gerals Weeks, with assistants Harvey Davidson, Willie Schumaker and Bobby Jones, is readying his Monkey Circus.

New Caterpillar and Lindy Loop arrived, also an additional Eli Wheel, making three. Motordrome front has been extended to 100 feet, highest drome in existence to be ridden by the celebrated English lady rider Dorothy Stone, with Del Crouch and Speedy Dawkins.

Louis Firpo and his assistants are finishing up such wagons as require re-decking and William Weber fed the hundred daily.

Max Gruberg returned from a short journey. He and the writer paid a visit to Max Goodman at Raleigh and saw wonderful show property. Regret we did not have pleasure of seeing Beverly White, his ace press agent. Edward Rahn is general agent. J. E. Manheimer is promoter. Reported by Dick Collins.

Bantly's Shows

REYNOLDSVILLE, Pa., April 17.—Opening date two weeks off, work in

quarters has been speeded up. Crew now consists of 11 men. Sammy Franks arrived from Miami and is getting his concessions ready. W. L. Kunselman and his partner, who will have three concessions, have placed a Shoot-a-Lite machine in Imperial Hotel, where all showfolk are stopping. Frank Shephard and wife are here. Frank is the show electrician. Slim Hetrick, foreman of all rides, is on the job, as is Pete Zanin, manager of Sportland. John Long, a local mechanic, has been signed as chief mechanic for the show. Dick Keller and assistant, Dick Smith, who are in charge of quarters, are still building fronts and painting. Jack White, of burlesque fame, has been signed to furnish the Miniature Musical Comedy Show. Frank Zorda is expected daily; has signed as manager of Side Show. The new office wagon is completed and is an innovation, with secretary's office, press office, reception room and manager's office all in one. George F. Dorman and Candy Apples Filbert, of Krause Greater Shows, were visitors. Mr. and Mrs. Herman Bantly, owners, and Bert Rosenberger are making trips and adding attractions. Rosenberger, who will handle publicity in advance, has reported and started working. Reported by an executive of the show.

Wm. Bazinet & Sons Shows

MINNEAPOLIS, April 17.—Everything is moving fast in quarters, getting all equipment in shape for opening in St. Paul April 24. New Allan Herschell three-abreast Merry-Go-Round will arrive from the factory in time, as will show tops from Sigmund Bros. Management has purchased a semitrailer from the Fruhauf Trailer Company and also Chevrolet truck, which brings rolling stock up to a total of 15 units.

Idaho Slim has completed 15 new banners. Henry Hanson, in charge of construction, has turned out some very creditable work. Thomas B. Bird contracted for corn game; Nels Doibec, cookhouse; Adolph Revard, shooting gallery; Ivan Merric, photo machine; Ed Lippert, Athletic Show, and will have Ralph Lasher with him. Lippert will also have three concessions. George Harrison, trained animal show; Doc Wilson, Life Show; Howard Elliot, Geek Show; Cap Mathews, Hula Show; Buddie Mathews, monkeydrome; Bill Cordie will again be the Merry-Go-Round foreman, making his fifth season. Larry Terway will operate Eli Wheel again. Swede Hanson will handle the Allan Herschell Kiddie Auto Ride; Bill Rebrovich will judge midget racers; Ed Cordie is being groomed to care for Chairplane; Bert Onsgard's Tilt-a-Whirl will be used in several spots until the management has received the new one from the factory. Visitors: Billy Wolf, George Sharpe, Jim Lasker, Bob Odekirk and Leo Maelg. The show has been gone over from the front marquee to the smallest stob. Lowell Bazinet, general agent, reports good bookings. Reported by Dwight Bazinet.

Sparks Carnival

BUCYRUS, O., April 17.—Truckloads of new canvas, barrels of paint and cartloads of new lumber mark the work being done by the employees of the new Sparks Carnival, which opens in this city April 28.

This show has spent the entire winter in the old market building near the center of the town. A few days ago, persons living in the city were permitted to visit the workshops to view the inside workings of the show, which has been under construction for the past three months.

The show will be equipped with the latest motorized units. Manager J. F. Sparks has not spared time or money to make this show attractive. Reported by Donovan Bowen.

Miner Model Shows

PHILLIPSBURG, N. J., April 17.—Shows are in a hustle and a bustle in Pennsburg, Pa., where 18th season opens. All rides and shows painted and repairs made. New Eli Wheel covers have arrived and a truck added, also two new show tops from the Van Company. Harry Davenport is building two new show fronts for his shows. Tom Morrow has booked his Dixieland Follies show with a seven-piece band. Meyer Pimentell, Louis Kauffman and Don Carr are on their way to Pennsburg, also Bill Goodrich. William Davis sold out his junkyards and bought himself a new truck and house trailer. Mrs. R. H. Miner's New Quaker trailer received a new coat of paint. Harry Davenport is *The Billboard* and mail man. Reported by R. H. Miner.

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Will finance reliable Showmen with new ideas. Good proposition for Side Show or Platform Shows, Rides, Loop-o-Plains, Kiddie Auto or any Flat Ride that does not conflict. All Concessions open except Cook House and Corn Game. Experienced Ride Help for all Rides. Must drive trucks. Johnnie Riddick wants Performers and Musicians for Minstrel Show. First-class Scenic Artist wire at once or come on. All address SAM LAWRENCE SHOWS, Newport, Tenn., this week; Bristol, Va., next week.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, April 17.—Attendance at the meetings continues to hold up despite the fact that many members have departed for the summer. President J. C. McCaffery presided. Seated with him were Treasurer A. L. Rossman, Secretary Joe Streiblich and Past President C. R. Fisher.

Chairman Ernie A. Young and Co-Chairman Walter F. Driver presented the final report on the spring benefit. Affairs was a real success and the American Hospital will realize a swell sum.

Brother John Lorman and his committee are doing a good job of their investigation regarding the question of an old showmen's home. They expect to give a full report at the next meeting. Brother Harry Coddington is still confined in the American Hospital. He is resting nicely, however, and expects to be up soon.

Action was taken to hold the final

spring meeting April 29: Meetings will be resumed October 7.

Everyone enjoyed a pleasant evening as the guest of Frank J. Hatch at the Hagenbeck-Wallace Circus April 12. Past President Sam J. Levy advises that the club has been invited to be guest of Brothers Zack Terrell and Jess Adkins at the Cole Bros. showing April 18. Message was received amid much applause and many intend to take advantage of this kind courtesy.

Brother Al H. Fine was in town for a few days and spent part of his time visiting at the rooms. Brother Al R. Cohn has left for Canada. Brother Nat Hirsch will be gone for the summer. Brother and Mrs. Maxie Herman and Brother Al Kaufman leave today. Thus they go one by one and soon we will have but few callers.

We have not heard much from you, Brother J. C. Simpson, on the work of the membership committee. You are getting real support from the various boys, including Fitzle Brown, Elmer C. Velare, Morris Lipsky, Fred H. Kressman, Frank D. Shean, John W. Galligan, Sam J. Levy, H. A. Lehrter, William Carsky, Frank R. Conkin and Joe Allen. Let's whoop it up, Jim, and put over a bang-up year. A number of the brothers are planning a visit with the Rubin & Cherry Shows at their Peoria, Ill., stand. Brothers E. Courtemanche and Louis Hoekner were of great assistance to the spring benefit party. These brothers donated the flowers which were sold by the Ladies' Auxiliary of the hospital and a nice sum was realized from the sale.

Brother John Lorman is planning a season on the road with several concessions. Brothers Charles and Richard Miller and M. J. Doolan are opening their season on Chicago lots.

Brother Max Harris is making extensive plans for a summer's work in Chicago. Did you read the article in Hartmann's Broadcast, issue of April 17? Quite a boost for the League and for showmen in general. Well, boys, remember your pledge to the membership committee. Our motto for 1937, "Every member get a member," and we'll sure surpass the excellent record of 1936.

Ladies' Auxiliary

Season is rapidly drawing to a close and only one more business meeting is anticipated ere we disband for the summer.

President Mrs. Lew Keller presided at Thursday night's meeting. Other executives present were Vice-Presidents Mrs. Bob Brumleve, Mrs. James Chase and Mrs. Paddy Ernst; Edith Streiblich, treasurer, and Cora Yeldham, secretary.

Final arrangements for the big fare-well party were made. It will be held in the League rooms May 1, with Phoebe Carsky as chaperone. She is working diligently to make the affair a success and all members have pledged their co-operation.

As formerly announced, the regular bi-weekly socials will be continued thruout the summer.

Committees are showing real activity and the membership committee is working hard to exceed the total for 1936.

Coffee and cake were served at the close of the meeting thru courtesy of President Keller.

Mrs. Clara Harker will be hostess at next Thursday's social.

SACRAMENTO, Calif., April 17.—For the 25th consecutive year Foley & Burk have been granted the carnival midway for the California State Fair, to be held here, it was announced by Robert Muckler, fair secretary.

Pacific Coast Showmen's Assn



730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, April 17.—It was rather surprising to note that in spite of the fact that nearly all club members are now on the road 47 attended Monday night's meeting. Dr. Ralph E. Smith, first vice-president, presided and put the meeting thru in record time. Ross R. Davis, treasurer, was also present. As no one has been selected for the post left vacant by the resignation of John T. Backman, Johnny Klein filled the secretary's seat at this meeting.

Financial report showed such a swell gain that it was voted to take \$1,500 from the general fund and deposit it in the savings account, where a sizeable sum now exists. Communications: Hotel Biltmore lettered announcing that the Salon de Oro Ballroom and Foyer has been reserved for the club's annual Charity Banquet and Ball, which will be held December 15. Harry Taylor, event's committee chairman, wrote that he will announce his staff at a later date and that intensive work on the affair will get under way in June. Dick Wayne Barlow weighed in with his usual interesting notes. A note of thanks was received from Mrs. Frank Foley for services given to her by the club in her recent bereavement.

One new member, Louis Manly, was credited to Doc Cunningham and Eddie Gamble. Membership drive gets under way May 1. No initiation fee will prevail and \$10 pays one up until September 1, 1938. This, however, applies to new memberships only. Will Wright was in town for a short visit, but returned to the Golden State Shows at Ventura, Calif. He is keeping close tab on the club's affairs. Altho a bit reticent about telling what he and Harry Taylor had up their sleeves, he did announce that some new and novel ideas were in the making for the Charity Banquet and Ball.

Meeting was tagged Will Wright Night, he being the donor of the lunch and refreshments. He was the recipient of a vote of thanks for the swell spread. Weekly award went to Jack Bigelow.

St. Louis

ST. LOUIS, April 17.—E. K. Fernandez, Hawaiian showman, visiting in St. Louis for the past two weeks with his American representative, Sidney Belmont, departed Wednesday at midnight for Los Angeles and San Francisco, where after spending several days he will take a steamer for Honolulu for his string of fair dates, which start next month on the islands.

Al H. Fine, part owner, and Sherman Husted, special agent of the Imperial United Shows, were *The Billboard* office visitors Wednesday, en route from the South to Chicago, where Fine will meet Mrs. Fine. Following a visit in Chicago they will return via auto to the show.

James C. Simpson, general agent Johnny J. Jones Exposition, departed from these environs after spending 10 days here. Mrs. Simpson, whose original home is in St. Louis, left after visiting with relatives for Birmingham.

Charles T. Goss, of the Standard Chevrolet Company, East St. Louis, returned after visiting Sol's Liberty Shows at their opening Cape Girardeau, Mo. Mrs. Goss and Mrs. Tom W. Allen accompanied Charlie on the trip.

Carl Byers, of the Byers & Beach Shows, was in the city Monday on a buying expedition. While here he purchased two trucks for his show from Charles T. Goss.

Mr. and Mrs. Jack Wish and their 9-month-old daughter, Betty Mae, were *The Billboard* visitors Thursday. The Wishes, who have been residing in New Orleans, arrived here last week and Wish booked his string of his concessions with the Al G. Hodge Shows.

Harry Zimdar, owner; Charles Reed, general agent; E. L. Brown, special agent, and Jake Miller, concessioner, all with Zimdars Greater Shows, were *The Billboard* visitors on Tuesday, when they

drove up from Flat River, Mo. Sonny Bernet is in the city and showing his boss, Myron F. Shapiro, general manager Globe Poster Corporation, St. Louis, the ropes, taking him nightly to the various carnivals playing in this vicinity.

A. F. Beard, for the past six years operating carnival attractions, passed thru Tuesday, when he was here visiting the various shows. Beard is now a manufacturer's representative for hand-hammered aluminumware and is also carrying a line of dice lamps and miniature ships. He is selling exclusively to the concession trade.

Mr. and Mrs. Ralph Lacey arrived last week from Seattle, Wash. They plan on booking their string of concessions with one of the shows playing in the Middle West. During the past few years they have operated exclusively along the West Coast.

Clyde Holtschaw, who has been handling the front of the Greater Exposition Shows' Girl Show, left Thursday to join Crowley's United Shows.

Philadelphia

PHILADELPHIA, April 17.—South Street Museum has Black Bottom Colored Revue; Aloa, Alligator Boy; Simms, juggler; Anna Corey, electric chair demonstration; Ray McConnell, mechanical man; Boola Boola, ballyhoo, and Mme. Camille, mentalist, in Annex dancing girls.

Eighth Street Museum has Nagani, Japanese juggler; Scott Wilson Minstrels, four people; Valanni, magician; Poses Plastique; Spidora illusion and Mysteria illusion. Mary Morris and dancing girls in Annex.

L. Harvey Cann, representing World of Mirth Shows, was a visitor, looking after some interests in addition to railroad contracting.

Hazel Hasson returned from a short vacation to Bermuda. She will be secretary and treasurer to her father with his attractions on the F. E. Gooding Shows.

H. A. Shockett, local promoter of carnivals for several years, is now in the insurance business.

Reed McDonald, operator of girl shows with various carnivals, was a visitor during the week, purchasing material.

The wife of Aloa, Alligator Boy, is at present confined to John Hopkins Hospital in Baltimore expecting a visit from the stork. They were married in a public wedding on the Royal American Shows last season.

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Laws and Lawsuits Pertaining to Amusement Biz

FREQUENTLY owners and operators of carnivals, circuses, amusement parks, concessions and shows are confronted with the problem of ejecting or "getting rid of" disorderly and undesirable persons without incurring liability.

A review of leading cases discloses that the higher courts have laid down certain and well-defined rules which, if adhered to, may be safely followed when ejecting undesirable patrons from the premises. However, if these established rules are not carefully followed heavy liability in damages may result.

For example, in a leading case (149 S. E. 331) a proprietor of a place of amusement was held liable for \$3,500 damages where the evidence proved that he struck and seriously injured a patron who was stubborn and refused to leave the premises when he was requested to leave. In this case the proprietor did not attempt to use ordinary force to eject the patron, but he immediately struck him when he said that he would not leave. This court stated important law, as follows:

"If one conducts himself as to become offensive to the proprietor . . . the proprietor has the right to eject. Now how must he eject him? He must proceed, first, by ordering him to leave the premises; if he declines to go and does not go he must first use *gentle* means and lay his hand upon him *gently*, if he resents and refuses to go the proprietor . . . may use *whatever force is necessary* to eject the trespasser; *but he must not use more force than is necessary.*"

How To Avoid Liability

To avoid liability for forcefully ejecting a patron it is necessary that the amusement place owner understand that numerous higher courts have held that a proprietor is not liable in damages for ejecting from his place of amusement a disorderly or undesirable patron if it is proved that, first, the patron was requested in a low tone and peaceful manner by the proprietor or his authorized employee to leave the premises; second, the patron refused to go; third, a small degree of force was exerted to eject the patron and the patron resisted the effort to eject him; fourth, no greater degree of force was used to eject the patron than was necessary.

On the other hand, it is well established that a proprietor is liable in damages where the evidence indicates that an unusual or unnecessary degree of force was used in ejecting a patron. This rule of the law is particularly applicable if the patron proves that he was assaulted, injured, arrested or otherwise humiliated without justification by an authorized employee of the owner of the place of amusement.

For illustration, in the recent case of Wineland vs. Shaw, 14 P. (2d) 226, it was shown that a person was employed by the owner of a place of amusement and authorized by him to eject disorderly patrons and arrest them. In

How to Deal With Disorderly, Undesirable Patron By Leo T. Parker, Attorney at Law

SERIES No. 1

This is the first of a series of legal articles pertaining to various branches of the amusement business authored by Leo T. Parker, a prominent attorney.

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.

Mr. Parker can be reached in care of The Billboard, Cincinnati, O.

other words, the employee's authority was not limited, but he had full power to deal with patrons as he desired.

One night the employee accused a patron of smoking in a location against the rules of the proprietor. The patron denied that he was smoking and an argument ensued, during which the employee violently assaulted him, threw him against a wall, violently struck him over the left eye, cursed and abused him, forced and dragged him into the street and placed him under arrest.

The patron filed suit for damages and proved that the employee did not peacefully request him to leave but immediately, after denial that he was smoking, the argument began during which the employee roughly handled him. The jury rendered a verdict allowing the patron \$500 damages, and the proprietor appealed to the higher court, contending that the verdict was not justifiable. However, the higher court upheld the lower court's decision and said:

"It was in evidence and not disputed that the defendant Wineland (proprietor) approved of Schmelback's (employee's) conduct. . . . It was in evidence that the authority of the officer was not limited to ejecting disturbers. . . ."

It may be important for readers to know that in this case the proprietor may have avoided liability for damages if he had proved that the employee was not authorized to eject disorderly patrons. In other words, an employer never is liable in damages for an act performed by an employee outside the scope of the employment.

For instance, in one case the court held a proprietor not liable for an injury effected a patron by an employee whose duty it was to clean the premises. In this case the court explained that since the employee's sole authority was to clean the premises his employer could not be held liable for an injury inflicted a patron because such act was completely outside the scope of the employment.

This is important because it is advisable that all owners and proprietors of amusement places shall be informed

that an employer is liable for all acts of every employee *who acts within the scope of the employment.*

For instance, any employee who is either expressly or impliedly authorized to conduct or operate a business or department of a business may lawfully bind his employer with respect to all acts, motives, contracts and agreements within the scope of his authority in the particular business or department.

Moreover, the proprietor of a place of amusement may, if he desires to do so, authorize any employee to assume special duties for which the former is responsible. If, for example, an employer authorizes a common employee, as a teamster, tent man, ticket seller or other employee, to maintain order such employer is responsible for injurious acts negligently inflicted by the specially authorized employee.

Obviously owners of places of amusement may avoid liability by giving explicit instructions to common workmen and other employees that under no circumstances may a patron be ejected from the premises without receiving expressed authority from the proprietor or manager. If a patron is disorderly or violates the regulations he may be approached and peacefully informed of such violations and requested to leave. When he refuses to do so the proprietor may authorize his employees to eject him, using only such force as is necessary. If the patron violently resists then great force and violence may be used in ejecting him without subjecting the proprietor to liability.

When May Eject Patron

Various courts have held that the owner of a place of amusement or his authorized employees may without liability eject a patron if the latter is disorderly or has disobeyed reasonable rules and regulations.

As to what is "disorderly conduct" is clearly explained by a higher court in the case of Bennettsville vs. Godbold, 148 S. E. 710. Here an amusement park patron was arrested and convicted by a lower court on a charge of disorderly conduct upon proof that he had attempted to force himself into the dressing rooms.

The accused appealed the case to the higher court, contending that his act was not legally disorderly conduct. However, the higher court sustained the lower court's conviction, explaining the legal meaning of the term "disorderly conduct" as follows:

"There are different ways that one can be disorderly. One may go into your place of business and get into an argument with some of you gentlemen, get mad, and you invite him out and he refuses to go, that would be disorderly conduct. A party can be sitting in the show and get to talking out loud and cause a disturbance and that would be considered disorderly, whereas the legal definition of disorderly conduct is as follows: 'The term is usually held to embrace all such acts and conduct as are of a nature to corrupt the public morals or to outrage the sense of public decency, whether committed by words or acts.'"

Special Police Officers

While the owner of a place of amusement is liable for his acts while unlawfully assaulting or ejecting a patron, yet if an officer is appointed by State, county or municipal officials the proprietor is not liable for acts performed while he is attempting to arrest a patron. For example, in Hutchinson Amuse-

ment Company, 139 Atl. 671, it was shown that a man was appointed by city officials to act as a special policeman at a place of amusement. His services were paid for by the proprietor. These services included cleaning up, distributing advertising posters, selling tickets, and during certain hours he put on his uniform and acted as a policeman.

One evening a young man came to the place of amusement and purchased general admission seats. Instead of entering the general admission section he walked into a reserved section. He explained that he did so because he wished to speak to a man in that section. The policeman immediately began to push and drive the patron, using his club. The policeman struck the patron a hard blow with his club on the back of the head. The patron sued the proprietor for the injury sustained.

The outcome of the litigation depended upon whether or not the patron had committed any acts for which he was subject to arrest by a duly authorized special officer, and if not whether the patron had been guilty of a breach of the peace; whether the policeman used only the amount or degree of force necessary to eject the patron, and whether the policeman was an authorized employee of the proprietor.

In other words, if a special policeman is justified in arresting a patron he is acting for the State, county or municipality which appointed him and the proprietor of the place of amusement is not liable for any unlawful acts committed by the policeman. However, if the latter attempts to eject a patron then he is acting for the proprietor of the place of amusement, and if the policeman is not justified in attempting to eject the patron the proprietor may be liable.

It is interesting to know that the court held the owner of the place of amusement liable in damages because insufficient evidence was introduced to prove that the patron had committed a criminal act or breached the peace for which the policeman had power to make an arrest. This court said:

"If Behson (policeman) was at the time of the assault making an arrest for the commission of a crime he was acting as a police officer and the defendant (proprietor) would not be responsible, altho he used excessive force in so doing. If he was not so acting but had been employed to protect the business of the defendant (proprietor) and to maintain order on the premises, and he was at the time discharging the duties of such employment but as he did so in a negligent or wanton manner, the defendant was liable."

In view of this leading case it is quite apparent that a proprietor of an amusement place is not liable under any circumstances for injurious acts committed by a regular police officer assigned to special duty; or for injuries effected by a special officer employed by the proprietor of a place of amusement and who has police powers conferred by the proper police authorities if the injuries are effected while the police officer is justified in attempting to arrest the patron; or for injuries inflicted by a common workman who has special police powers conferred by the proper police authorities, providing the injury is effected while the officer is in the act of arresting the patron for doing a criminal act or any other act, as breach of the peace, for which he may be legally arrested by a regular police officer. Moreover, under the latter circumstances it is immaterial whether the injury is inflicted wantonly and maliciously. However, if the officer is not a special policeman, with powers conferred by proper police authorities, but he is merely a person employed by the proprietor to maintain order, then the proprietor is liable in damages for injuries inflicted by such an officer as a result of using undue force arresting the patron, in maintaining order or ejecting the patron.

FAIRS 14 Veterans of Foreign Wars Carnival FAIRS 14

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Double Loop-o-Plane owners not satisfied where you are, better write us. A moderate sized company (only four other Rides), excellent route (booked solid to July 18), reasonable percentage. Now showing in Detroit to very good business.

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K. C. Shrine Sets a Record

Circus and bazaar attracts over 100,000—success may mean bigger show in '38

KANSAS CITY, Mo., April 17.—Shrine Circus concluded a nine-day presentation in Municipal Auditorium on April 17 to a record total attendance of more than 100,000. Show was a big success financially and Ararat Temple, sponsor, is contemplating presenting a larger circus next year.

Program was assembled by William H. Witte, past potentate of Ararat Temple, who made official announcements, assisted by Clyde Whitson, who made program announcements. Bob Fisher's Fearless Flyers, Six Lucky Boys, Aerial Solts and Billy Finkle missed the opening performance due to previous contracts, but appeared at the matinee after making an all-night jump from Omaha, where they were appearing at Tangier Shrine Circus.

Show, a combination circus and bazaar, was presented in two parts. During intermission spectators were entertained by Billy Finkle, whose extemporaneous pantomime kept them in an uproar. Farmer Burns was contracted to appear in the main program, but, due to a recent ruling by auditorium officials that no animal acts could be presented, had to confine his activities to charity shows. Shrine committee, however, paid Burns' contract in full.

Program lineup included Shrine Band, Shrine Ballet of local girls, Joe Melville, Francis Fisher, Van Cello and Mary, the La Volias, Suicide Sorsky, Capt. Willie Mauss, Wright Duo, the Baers, Six Lucky Boys and Bob Fisher's Fearless Flyers. Acts making hospital and county home visits were Farmer Burns, Joe Kramer, Billy Finkle and Williard and Edythe Caldwell.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

St. Louis Police Circus, Under Belmont, Voted Best in History

ST. LOUIS, April 17.—When flints is written tomorrow night on the 1937 St. Louis Police Circus it will go down as by far the most successful ever presented by the St. Louis Police Department. According to the committee, the police relief fund will be enriched by about \$150,000. Exact figures will be available on completion of the auditing committee report.

The show opened on the afternoon of

April 9 to the largest crowds for opening matinee and night performances and records have been established for all other performances. More than 200,000 tickets were sold and additional seats were put up to ring curbs and grand entry was abandoned because of overflow crowds since opening night. Thousands were turned away nightly beginning on Tuesday and after that no more tickets were sold.

Souvenir program has 390 pages and, according to the committee, \$54,000 worth of advertising is contained in it. Police officials, public and press all had high praise for the show, declaring it the best ever presented by the department.

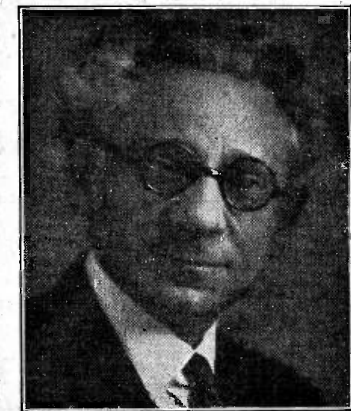
Credit for Belmont

Sidney Belmont again produced, arranged and directed the big annual event and great credit is given him for the smooth, fast performance, there being not a second's delay in the presentation. Altho all of the traveling circuses are open or preparing for the road, he lined up an impressive array of stellar acts, and as about 90 per cent of the acts have never appeared at any previous Police Circus here, he gave St. Louisans practically a new show. He has produced all Police Circuses here since 1924, this year using 286 performers, 40 clowns and 172 stagehands, electricians, musicians, sound technicians and ushers, with hundreds of policemen who assist.

Mr. Belmont, also equestrian director and announcer, had on his executive staff: Jules Blattner Jr. and his band of 35; T. W. (Toby) Cooper, superintendent of properties, with 20 assistants; Kenneth Waite, producing clown, with 40 clowns; Edward Bickel, master electrician, with 10 assistants; W. L. Church, sound technician, and four assistants, and Rolla Denness, superintendent of ushers, with 100 uniformed ushers.

Many Outstanding Acts

The show has more outstanding feature acts than at any previous one held under auspices of St. Louis Police Relief Association. Program follows: Tournament and Grand Entry (dispensed with after Monday night to make room for additional seats). O'Neill Brothers, featuring Jimmy in backward jackley drop from a 16-foot ladder; Tom-Jerry-Butts, acrobatic absurdities; Carl and Arthur, comedy acrobats; Hazel Cotter and Grace Sykes, at each end of arena, in series of iron-jaw feats. Donalds, comic antics; Ski-Hi, swaying tables comedy. Kenneth Waite's Button Busters, new and novel walkarounds and gags. Waite featuring all-white wardrobe in numbers. Display of athletes; Merrill Brothers and Sister, (See ST. LOUIS POLICE on page 73)



SIDNEY BELMONT, director of the 1937 St. Louis Police Circus in the Coliseum, declared the most successful in the long history of that annual event. Police relief fund will realize about \$150,000 from the show, more than 200,000 tickets having been sold, with thousands turned away nightly. Mr. Belmont has produced and directed St. Louis police circuses since 1924.

Shrine Circus in Hartford Has Big Gate and Concert

HARTFORD, Conn., April 17.—Shrine Circus here last week played to 75,000 admissions, with the aftershow or concert playing to 40,000. Ford cars were given away the first three nights, with electric refrigerators gate prizes the latter three nights.

Concert attractions were presented by Max Kassow. Frank Wirth furnished the circus attractions. Officials included Jeff Phelps, treasurer; Ralph Thompson, secretary; Jerry Scott, committee chairman; Fred Williams, general manager; Bill Hunter, potentate; Bill Dressler, Poodles Hanneford, equestrienne director; Welby Cook, assistant, and Max Kassow, announcer.

Detroit Expo Draws Heavily

DETROIT, April 17. — Little World's Fair, third annual Detroit and Michigan Exposition in Convention Hall, which closed last week, sponsored by Detroit Convention and Tourist Bureau, had total attendance of 333,611, according to Milton Herman, of the bureau.

Home-Coming for Glenwood

GLENWOOD, Ill., April 17.—Alumni of Glenwood Manual Training School here are planning a June home-coming to celebrate the school's 50th anniversary. There are some 10,000 Glenwood boys scattered throught this and other countries and an intensive effort is being made to round up as many as possible for the reunion. George Steiner, Chicago, is handling the work of rounding up former Glenwoodians.

Morton in Toronto Again

CINCINNATI, April 17.—Bob Morton wired that he had just signed a contract to produce Rameses Shrine Circus in October in Maple Leaf Gardens, Toronto, making his sixth consecutive year with Toronto Shrine Circus. Last year all attendance records were broken with more than 90,000 in one week. Advance work is to be started soon.

Milwaukee Board Votes for Carnival

MILWAUKEE, Wis., April 17.—Midsummer Festival executive board on April 8 voted to have a carnival in connection with this summer's event whether the county park commission favors it or not.

The committee approved engagement of a water ballet at a cost of \$1,500 and plans to have 20 rides, 16 shows and refreshment stands on the harbor property.

Park commission, which controls the \$15,000 festival fund, has not yet declared its intentions as a result of the festival board's action.

Shorts

CARNIVAL, free attractions and dancing are scheduled for the 44th Annual Tournament and Home-Coming of Badger Firemen's Association in Barton, Wis.

HUBERT T. HUDDLE is chairman of the annual Lancaster (O.) Food and Appliance Show to be held in Sherman (See SHORTS on page 73)

WHEELS - SKILLOS
Spindles, Blowers, Coupon Roll Downs. Prices way below others. New circular tells all.
POP BAKER
5161 Trumbull, Detroit, Mich.

WANTED CARNIVAL
OR INDEPENDENT RIDES AND CONCESSIONS FOR TWO-DAY CELEBRATION, SUNDAY AND MONDAY, JULY 4 AND 5.
AUSPICES JOHN JODA POST 54, AMERICAN LEGION, FAIRBURY, ILL.
H. W. MEISENHELDER, Chairman.

WANTED CARNIVAL
LAST OF MAY, FIRST OF JUNE
LEGION DRUM CORP.
Washington, Ind.
Dr. C. T. Seal, Chm.

WANTED
RIDES AND SHOWS ON COMMISSION. JULY 5 TO 10.
FIFTH ANNUAL CELEBRATION. Fourth Annual Crowd 5,000.
GLOVERPORT VOLUNTEER FIRE DEPT.
All communications be in by June 1. EDGER WEDBMAN, Secy.; C. I. BLACK, Chairman, Gloverport, Ky.

TAMA, IOWA
LEGION AND FIREMEN
TO SPONSOR CELEBRATION JULY 5. WANT High-Class Carnival for Entire Week. No Outside Concessions.
Write FRANK L. RUGH, Tama, Ia.

THE ERNIE YOUNG AGENCY
DEPT. A
162 N. STATE ST.
CHICAGO
Can furnish any type of Entertainment for FAIRS, INDOOR SHOWS and CELEBRATIONS
Write us when your attractions committee is going to meet.

WANTED GOOD CARNIVAL
To show in Dubuque, Ia., during early summer if possible.
DUBUQUE PRINTING PRESSMEN UNION.
JACK BROWN, Secretary.

SEYMOUR, WIS.
For Celebration and Festival
JUNE 19 AND 20
Wants Rides and Concessions. Everything fully what you have to offer. Will be held on Fair Grounds. C. A. VAN VUREN, Chairman.

WANTED CARNIVAL
For Fourth and Fifth July, with plenty of Rides. Free Gate. Should draw six to eight thousand people both days.
DEWEY CASE, Watska, Ill.

CARNIVAL WANTED
Annual American Legion Celebration—Fireworks Week June 28-July 3 or July 5-10
CECIL L. DAY, Adm., Dextpr, Mo.

WANTED SMALL CARNIVAL
for three-day stand at Harvest Festival, August 11-13. State equipment and terms.
FOUNTAIN CLUB,
Box 79, Fountain, Minn.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

WANTED FOR TOLEDO, OHIO, EXPOSITION AND MAY FESTIVAL
MAY 24 - 29 - 1937
Auspices United Civitas Clubs, Inc.
NOVEL RIDING DEVICES, SHOWS, LEGITIMATE CONCESSIONS
THIS IS TOLEDO'S HUNDRETH BIRTHDAY.
NOTHING TOO BIG FOR THIS CELEBRATION.
WANT experienced Phone Salesmen for Advertising and Exhibit Space. Promoters for Contest, Baby Show and Public Wedding.
Phone Men, Promoters Write | Rides, Shows, Concessions Write
DONALD CAMERON. | CHAS. SCHAFER,
Room 253 SUMMIT-CHERRY BLDG., TOLEDO, O.

NEW JERSEY STATE FIREMEN'S FIELD DAY & NIGHT FIREWORKS SPECTACLE
NEW JERSEY STATE FAIR GROUNDS, TRENTON, NEW JERSEY DAY AND NIGHT, SATURDAY, JULY 3, 1937
100 Fire Companies Competing—100 Pieces of Fire Fighting Apparatus—5,000 Uniformed Fire Fighters—50,000 Spectators
All Legitimate Privileges for Sale. Want Two Capable Advertising Solicitors. Want Good Producer for "Fighting the Flames" Show.
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12 MILLS SILENT ESCALATOR, DOUBLE JACK-pots, serials over 300,000. Regular payouts, 20-reel stops, with meters, factory rebuilt, guaranteed like new. Money back if returned in 10 days, \$42.50. Also 11 Daval Reel "21," latest model, serials over 20,000, \$8.00. 4 Tom Mix Rifle Machines, \$150.00; 1/3 deposit balance C. O. D. KEENEY MFG. CO., 2611 Indiana, Chicago. myl

300 MODEL ZM COLUMBUS PISTACHIO MACHINES, porcelain, \$2.25 each; 5 Mills Mystery Extraordinary, rebuilt, \$50.00 each; Jennings Chiefs, late model, \$30.00 each; King Six In, \$6.00. Hundreds of bargains! NATIONAL HANDBOOK, 110 East 31st, Erie, Pa. myl

COSTUMES, UNIFORMS, WARDROBE

BEAUTIFUL CURTAIN, 11 x 32, PERFECT, \$25.00; Cellophane Hulas, Ostrich Feather Fans; Red Band Caps, White Mess Jackets, \$3.00. WALLACE, 2416 North Halsted, Chicago.

FINE, PERFECT CUT, DIAMOND-LIKE ZIR-cons from Asia. For personal use or resale. Cheap. Write BOX 894, Wheeling, W. Va. x

INDIAN COSTUMES, CURIOS AND BEAD-work. Buying direct from Indian. Prices reasonable. Free catalogue. PAWNEE BILL'S INDIAN TRADING POST, Pawnee, Okla. mylx

WE BUY—WE SELL—WE RENT COSTUMES for all occasions. Write for list. SKEETS MAYO COSTUME CO., Church St., Nashville, Tenn. ap24x

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ANALYZE FAST SELLERS. DUPLICATION guaranteed. Money-making, demonstrating, pitching and all formulas. 3 Winners in contests, \$2.00. ASSOCIATED CHEMISTS, Indianapolis, Ind.

EARN MORE MONEY—VALUABLE RECEIPTS and formulas for making money with small capital. Samples 25c. Circulars free. WAR-RENT, 15 Park Row, New York City. my15x

EXPERT ANALYSIS. RESEARCH. INDUSTRIAL Development. Newest guaranteed formulas. Biggest catalog free. Special prices. LEADS GIBSON LABORATORY, Chemists, 8H-1142 Sunnyside, Chicago. x

FORMULAS—LATEST MONEY MAKERS. Write for free literature describing newest formulas for fast sellers. H-BELFORD, 4042 N. Keeler, Chicago.

HAMBURGER SECRET RELEASED—MAKE Duncan's Hamburger Spread. Licks competition. Make more money. It's different. Formulas, \$1.00. HAMBURGER DUNCAN, Box 355, DeLeon, Tex.

MAKE MONEY WITH FORMULA "35." Ingredients obtainable anywhere. Product sells wherever people live. SENECA SPECIALTIES, Geneva, N. Y. myl

FOR SALE—SECOND-HAND GOODS

CORN POPPERS, GASOLINE, ALL ELECTRICS, geared 12 quart kettles; Crispette Outfit, Caramel Corn Equipment. NORTHSIDE CO., 2117 Harding, Des Moines, Ia. mylx

DEAGAN ORGAN CHIMES WITH TRUNK. Eight feet high, seven long erected. Also Beaded Buckskin Sioux Costume. Complete Novelty Musical Act. Write W. JACKSON, R. D. No. 2, Cato, N. Y.

FOR SALE—3 LARGE SKEE BALL, ALLEYS. Good condition, ready for use, \$125.00 cash. F. SEYFRIED, Manassas, N. J.

FOR SALE—USED BUSES. 15 to 21 Passenger Studebaker and Dodge. Barlow Coaches. Write JOHN HUTCHINS, Macomb, Ill.

KENTUCKY DUBBY WONDERFUL CONDITION; also twelve Japanese Roll-down Tables. For particulars write P. D. PORTER, 37 Whitfield Ave., Buffalo, N. Y.

YORK MAKE FROZEN CUSTARD MACHINES. In good shape, complete with motor, price, \$125.00. C. T. CASEY, 333 Richard St., Dayton, O.

200 PAIRS CHICAGO SKATES, GRINDER, Tangley Calliophone, Holmes Portable Talkie Projector, Amplifier. Films. Sale or trade. GREEN, 615 Locust, Evansville, Ind.

FOR SALE—SECOND-HAND SHOW PROPERTY

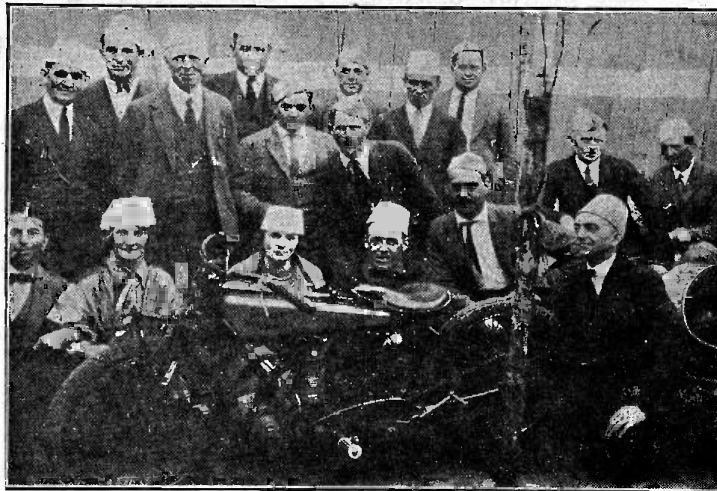
A-1 WAX FIGURES—HUMAN FLY ACT. TWO-Headed Baby, Girl in Aquarium, Unborn Show. Thousands bargains. UNIVERSAL, 849 Cornelia, Chicago.

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CHAIRPLANE FOR SALE. GOOD AS NEW. Price reasonable. Write, phone or call HENRY BODNAR, 710 W. 118 St., Chicago, Ill.

Show Family Album



TWO of the executives and members of Conklin & Garrett Shows, as well as members of the Elks' lodge of Drumheller, Alta., Can., photographed in the Motordrome of that show when it played Drumheller in 1924. The executives are J. W. (Patty) Conklin, in second row near center, and Frank R. Conklin, second from left in back.

Other showmen in the picture are, in second row, left to right: Sammy Robinson, concessioner, now deceased; Will Wright, now manager Golden State Shows; J. J. Moran, local Elk, last year with Glick Shows. To the right of J. W. Conklin is Percy Wheeler, who is still a concessioner with the Conklin show.

Front row, left to right: Harry Fermi, at that time side-show manager, now retired; Mrs. Williams, motorcycle rider; Mrs. Wilson, cook-house manager, now living in California; Speedy Williams, motorcycle rider, now working in film studios.

The Billboard invites its readers to submit old-time photos for reproduction herein. It is especially 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.

CIRCUS BLEACHER SEATS, ALL SIZES, NEW and used, out or indoors, with or without foot rests. PENN BLEACHER SEAT CO., 1207 West Thompson, Philadelphia, Pa. myl

PARK MANAGERS, ATTENTION. CONEY RAB-bit Race, portable, cheap. Practically new. Will lease for season. MICHAEL CONNOLLY, Copper Engraving, Topeka, Kan.

PORTABLE SKATING RINK, FORTY BY ninety. New floor, tent. One hundred seventy pairs Chicago Skates. MARRIES DINER, Decatur, Ill.

TWO GOOD USED BALLOONS AND TWO Riding Parachutes. JOHNSON BALLOON CO., Clayton, N. J. ap24

400 WATT SPOTLIGHTS, \$4.75; 1,000 WATT Spotlights, \$15.00. New equipment. Literature on request. F. A. BOHLING, 328 West 44th St., New York City. my8

HELP WANTED

ADVANCE AGENT WITH GOOD CONNECTIONS and car. Strip Teaser, youth, beauty, personality essential. Line Girls. High class unit performers. Musicians. HARDIN, 1646 National Bank Bldg., Detroit.

CANVASMAN WANTED TO HANDLE A MEDICINE Show Platform Outfit. State salary in first. DR. V. SHARPSTEIN, Marshall, Mich.

DANCERS—GIRLS FOR PEEP SHOW. MILLER Bros' Shows. Open May 1. Write or wire GEORGE MILLER, Newcastle, Ind.

DRUMMER, TENOR AND ALTO SAX DOUBLING Clarinets; also Trumpet for unit. Immediate opening. Wire BOB KNAPP, Mitscher Theater, Altoona, Pa.

EXPERIENCED STAGE WOMEN OVER 60 YRS. old. Weight about 125. Write BOX 244, Elliboard, Chicago. Phone Mrs. Scott, Bradley Hill, Chicago.

I WANT A SINGLE, MIDDLE-AGED FEMALE Pianist, who reads and fakes, to play for dance studio. A grand opportunity for a congenial person without incumbences or bad habits. Write particulars with lowest salary with or without board and room. VIRGINIA ROSE, 211 4th St., Fremont, O.

PIANIST FOR ORCHESTRA—ENTIRE SUMMER. Room, board, \$15 weekly. Write OTT'S HOTEL, St. James, L. I., or phone St. James 589.

MEDICINE PERFORMERS WANTED QUICK—Young, sober people, doubling instruments, Piano, Sax, Drums, Black, who produces. Tell all. State lowest. DOC F. C. KEITH, Union City, Tenn.

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SWING MUSICIANS IMMEDIATELY. Troupe and broadcast. Join April 30th. Wire, state all. Spot in July. HAROLD ELERDING, Minot, N. D.

WANT FREE ACT AND TWO OR THREE Shows. Doc Stanton write me. Show opens at Powhatan Point, O. April 24. GUNNING-HAM EXPOSITION SHOWS, New Matamoras, Ohio.

WANTED—FERRIS WHEEL FOREMAN AND Ride Help. Address HARRY D. WEYDIT, River Falls, Wis.

WANTED NOW FOR HOLLYWOOD VARIETIES. Experienced Agents with car. Small Road Show Unit with all essentials. Theatres, clubs, gov't camps, auspices, etc. H. KAY LEWIS, Winchester, Ind.

WANTED—BALL GAME AGENTS. AL CAMP-BELL, Care Strates Shows, Portsmouth, Va.

WANTED—MUSICIANS, ALL INSTRUMENTS. Must be union, able to cut, willing to work as female impersonators. Eight-piece band. Write BOX C-228, Billboard, Cincinnati, O.

WANTED—FIRST OR SECOND CORNET AND Pianist. Steady work and salary. State all. ALLYN CASSEL, Sunflower Hotel, Abilene, Kan.

WANTED—SKETCH TEAM FOR MEDICINE Company. State all in first letter. DR. R. J. ATKINS, Shirling, Ill.

YOUNG LADY ASSISTANT—STATE AGE, height, late photo, salary expected. Must have costumes, be trouper. MOELLER-MAGICIAN, Rockwell City, Ia.

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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 40 illustrated page catalogue, 30c. Leaders since 1921. NELSON ENTERPRISES, 198 South Third, Columbus, O. my8

ATTENTION MAGICIANS! NEW DOLLAR Bill Lemon Gimmick, \$1.00. Forty Best Pocket Tricks, \$1.00. Lists, catalogues, 10c. LONERGAN, Box 1898, Chicago.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City. my8x

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ALL PURPOSE ELECTRIC WATER HEATER, placed in water boils quick wherever wanted. Universal convenience includes camps, cabins, garages, tourists' trailers, \$1.50 prepaid. Postal brings more news. BECK O. K. PRODUCTS, 501 Foote Bldg., Syracuse, N. Y. ap24x

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HEAVY GOLD PLATED WHITE STONE RINGS, to close out, \$4.50 gross; value \$10.00 gross. Send 50 cents for samples. BERK BROS., 26 East 17 St., New York City.

NEW "VELVO" FROZEN CUSTARD AND ICE-Cream Machines, complete freezing and storage unit, \$159.00. Write FROZEN CUSTARD CO., Gastonia, N. C. ap24

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MOVIE ROADSHOW BARGAINS—35MM. Sound Portables, complete. Limited quantities. DeVry Sound Projectors, complete with Amplification, Speaker, \$50 value, now \$195. Weber Sound Projectors with Amplifiers, Speakers, \$600 value, now \$245; also Universal Sound Projectors with Amplifiers, Speakers, \$700 value, now \$285. Every equipment fully guaranteed—money back warranty. Slight additional charge for above equipment with 2,000 ft. magazines. CONSOLIDATED THEATRE SUPPLY CORP., 1600-B Broadway, New York. my8x

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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.

TARZAN THE FEARLESS, 12 EPISODES WILD Animal Thriller. Greatest money getter in the country, \$125.00. Condition perfect. 2. Rebuilt Powers 6B Projectors, suitable for sound, valued \$350.00; our bargain price \$190.00. New condition, Single Reel Sound on Film Novelty Reels, \$6.00; three for \$12.00. Reel Western Talkies, \$35.00. E. ABRAMSON, 7204 Sheridan Road, Chicago, Ill.

AT LIBERTY—Outstanding Ideas! To sell more ice cream, candy, cookies, novelties, soft drinks...

CHARLES LA CROIX — Original. Outstanding Novelty Trapeze Act. A high-class platform free attraction...

IF YOU WANT A REAL FEATURE Book York's Four-Act Combination. A big drawing card. Real flash, indoor or out...

STEINER TRIO—America's Outstanding Comedy Act. One Young Lady, two Gents; also 3 People Comedy Acrobatic Novelty...

THREE NOVELTY ACTS — America's best lady globe act. She comes down stair steps and uses an inside globe...

WILLIAMS & BERNICE COMPANY, three standard acts. Comedy Bounding Trampoline, Burlesque Trapeze Act...

AT LIBERTY PIANO PLAYERS

EXPERIENCED PIANIST — SONGS, SOLOS, ability, appearance, reliable. MAURICE LUCKETT, Eddyville, Ky.

PIANIST—YOUNG, RELIABLE, UNION. CAN ride and cut any show. Prefer location at summer resort...

RHYTHM DANCE PIANO—ALL ESSENTIALS. Go anywhere. PIANIST, 600 Peralta, Berkeley, Calif. ap24

AT LIBERTY SINGERS

AT LIBERTY—SINGER, GOOD VOICE AND personality. Orchestra or vaudeville; experienced. Address W., 300 Uhler Terrace, Alexandria, Va.

GILF ALLEN — Vocalist extraordinary. Jackie Heiler style. Double Spanish guitar, mandolin, banjo, lute...

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY—SINGLE MAN ENTERTAINER, talker for Gents, boulevard Show Play mandolin, harmonica, Mgrs. who dance preferred...

JACQUES AND LAVERNE — Young versatile Colored team. Brother and Sister. Doing fast flash, Rhythm and Acrobatic Tap Dances...

VERSATILE TEAM—Man comedy, general business, as cast. Producer, novelty acts, banners, Lady A-1 pianist...

VERSATILE NOVELTY TEAM—Salary or percentage. Have complete road outfit. Performer or teams write GLENNY AND FORD, Billboard, Cincinnati, O. my2

Organization played Rocky Mount, N. C., before returning to Richmond, Ind.

HENNIES BROS.' SHOWS will present midway features at the third annual Fiesta in Joplin, Mo., next week...

IN AN EFFORT to make it one of the biggest festivals ever held in the Everglades, many new features are being presented at Everglades Fair and Beach Festival...

MICKEY MARTIN and Thrill Drivers, 12 acts, appeared at Cramton Bowl, Montgomery, Ala., on April 13, under American Legion Post auspices.

MILLER AMUSEMENT COMPANY has been contracted by Opelousas (La.) American Legion Post to furnish midway attractions for an event to raise funds toward building a permanent Legion home...

PLANS are under way in Lavallette, N. J., for a spring and summer celebration of the 50th anniversary of the incorporation of the summer resort...

ST. LOUIS POLICE

(Continued from page 67) featuring Howard Merrill's rope-jumping on hands; Boers Brothers, midgeet athletes, featuring fast hand-to-hand balancing...

LISTS

(Continued from page 63)

MICHIGAN Benton Harbor—May 8-9. Harry A. Lally.

MINNESOTA Mankato—Apr. 21. C. N. Watson, Smiths Mill, Minn.

Minnesota—Apr. 24-25. Henry W. Norton, 600 New York Life Bldg., Minneapolis.

Rochester—Apr. 22. Arthur E. Gates.

MISSOURI Kansas City—May 1-2. F. H. Servatius, 200 Livestock Exch. Bldg.

NEBRASKA Omaha—Apr. 28-29. Mrs. Helen Elliott.

NEW JERSEY Madison—May 29. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

South Orange—May 16. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

Summit—May 28. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

Trenton—May 8. Mrs. Lulu C. Haskell, 1433 Lawrence road.

NEW YORK Buffalo—May 9. John F. Collins, R. 1, Box 436, St. Petersburg, Fla.

Cedarhurst, L. I.—May 23. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

Mineola, L. I.—May 23. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

Rye—May 30. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

White Plains—May 2. Mrs. M. C. McGlone, 1422 Pelham Pkwy., S., New York City.

NORTH CAROLINA Durham—Apr. 33-24. Dr. E. R. Tyler.

PENNSYLVANIA Noble—May 18. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

Philadelphia—May 8. Foley, Inc., 2009 Chestnut st.

Wilmington—May 31. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

Whittemars—May 30. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

UTAH Salt Lake City—May 14-15. Edw. P. Smith, 275 W. 2d South st.

VIRGINIA Norfolk—Apr. 27. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

Richmond—Apr. 28-29. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

SHORTS

(Continued from page 67) Armory. Radio and vaude acts and bands will be used.

JOHN A. SERVAS, who last year staged exhibitions in co-operation with the National Real Estate Board and FHA in Chicago, Baltimore, Miami, Houston and Fort Worth, is manager of the Chicago National House and Garden Exposition to be held in the Coliseum.

J. R. EDWARDS SHOWS will furnish midway attractions at Northwestern Volunteer Firemen's Convention, Defiance, O.; American Legion Celebration, North Baltimore, O., and Cuyahoga County Fair, Berea, O.

IN CELEBRATION of opening of the baseball season in Roanoke Rapids, N. C., April 3, Jimmie Goodwin presented his Thrill Show under Lions' Club auspices.

cyclists; Pallenberg's Bears, featuring one of bruins riding high bicycle; Sanger and DeLenz, cycling comedians, St. Louis Police Quartet, Walter Imhoff, first tenor; Frederick Johannimgreyer, second tenor; Otto Lehr, baritone; John Tudor, bass; Lester Canning, pianist, rendering Boo Hoo, The World Is Mine Tonight and Gee, But You're Swell...

DOWNIE BROS.

(Continued from page 38) dians are from Russell's home county in Oklahoma. Chief Standing Still is head of group, which includes members of Otos, Pawnee and Fottowatomite tribes...

Equipment in Fine Condition

Equipment looks in fine condition, but only new canvas at opening was Side Show. Charles Katz had charge of work in quarters and for the first time since Downie show has wintered here...

Horse numbers came in for special praise, with big menage number and specialty horses getting applause honors. Marian Shuford, who rides the waltz and rear horse and is talented performer, is a native of Macon.

Ideal weather conditions prevailed on opening day. Matinee crowd was capacity and night show had some on the ground. Receipts were 30 per cent ahead of last year...

Plenty of visitors on opening day. Wells Brothers trio, bar act formerly of Cole show, caught matinee. C. J. Mc Knight and Albert Chatbot, circus fans of Gardner, Mass., were on lot afternoon and night...

Mrs. Albert Hodglin Sr., Chicago, and her daughter, Mrs. Harold Van Orman, Evansville, Ind., latter the former Harriet Hodglin, came to see young Albert's opening performances and ate in the cookhouse as guests of Manager Sparks.

Frank McGuyre, legal adjuster, returned to the Downie fold day before opening, after winter trouping with Dan Rice and Mighty Haag shows.

The Program

Program opens with Pageant of Splendor tournament, in which 122 persons take part. No side-show performers are used in opening spec this year.

Reb Russell, concert star, and his troupe of 15 Indians are introduced immediately after tournament.

Display 3—Foot juggling. Ring 1, Taki Eno; Ring 2, Suyko Eno, and Ring 3 by Lena Eno.

Display 4—Leaps over horses and elephants by Tony Scala, Stanley White, Johnny Bossler, Roy Leonhart, Eddie Keck, Lee Smith, Tom Thornton and Eddie Carr.

Display 5—Slides. Mickey Larkin in head slide and Georgiana Larkin in foot slide.

Display 6—Swinging ladders with Ella Harris, prima donna, and Alverda Rozina, Jeanette Wallace, Inez Butters, Helen

Tudor, Marlon Tudor, Belle Roberts, Dora Widener, Ida Mills and Martha Principena. Display 7—Elephants, performed in Ring 1 by Frances Widener, Ring 2 by Edw. Dougherty and Ring 3 by Ella Harris.

Display 8—Comedy acrobats. Tudor Sisters and Avery (five persons) in Ring 1 and Roy Leonhart, Stanley White, Tony Scala and Johnny Bossler in Ring 3.

Display 9—High bar act by Stewart Roberts and company (four).

Display 10—Clown walkaround.

Display 11—Concert announcement.

Display 12—Ring 1, Bella Roberts in iron-jaw feats; Ring 2, Ella Harris, trapeze, and Ring 3, Martha Principena, iron jaw.

Display 13—Ring 1, Tudor Sisters and Avery in contortion act; Ring 2, Eno Japanese troupe in Riskey act, and Ring 3, Larkin trio in hoop and club juggling.

Display 14—Riding act of Albert Hodglin Jr. and company.

Display 15—Clown walkaround.

Display 16—Ring 1, Liberty act worked by Carlos Carreon; Ring 2, ponies, Jeanette Wallace, and Ring 3, Liberty act, Irvin Arnold.

Display 17—Clown walkaround.

Display 18—Butters troupe on wire (six persons).

Display 19—Rings 1 and 3, tight-rope elephant acts, worked by Georgiana Lund and Jeanette Wallace.

Display 20—Frisco seals, Capt. H. O. Pickard.

Display 21—Second concert announcement.

Display 22—Menage act with Jewell Poplin, Marion Shuford, Carlos and Etta Carreon, Georgia Larkin, Ella Harris, Belle Roberts, Inez Butters, Frances Widener, Jeanette Wallace, Ida Mills, Jasper Davis and Irvin Arnold.

Display 23—High-jumping horses under direction of Carlos Carreon. Clyde Widener on Barney, Jasper Davis on Blisco, Etta Carreon on Lucky Strike, Irvin Arnold riding Kentucky in fire jump, and Flyer in Liberty jump.

Display 24—Ring 1, Eno troupe in perch act; Ring 3, Carl and Mickey Larkin in perch act.

Display 25—Indians and cowboys and cowgirls in finale.

The Staff

There were exceptionally few changes in the staff this year. Charles Sparks is manager; Charles Katz, assistant manager; Clint Shuford, treasurer; William Morgan, auditor; Chester Mays, Social Security secretary; Everett Bridgeman, superintendent front door; M. Mallman, superintendent concessions; Bert Wallace, equestrian director; Irvin Arnold, superintendent ring stock; Rodney Harris, band leader; Joe Gilligan, superintendent transportation; Anthony Laska, superintendent of lights; Barney (Soldier) Dougherty, superintendent props; Edw. Longshot, superintendent menagerie; Perley Houser, superintendent canvas; Harold Chaplin, superintendent side-show canvas; Frank (Mitt) Carl, superintendent cookhouse; Frank Detre, head waiter; C. O. Landers, master mechanic.

W. E. DeBarrie is manager of Side Show; Archie Blue, bandmaster; A. W. McAskill and Bert Myers, ticket boxes, and J. S. Kritchfield, on door. Chanda is inside lecturer and has mental act; Myrna Karsey, snakes; Pauline King, illusions; Milo Laroway, sword swallower; Miss DeBarrie's Australian Bird Circus; Mac's South Sea Islanders, Hawaiian troupe, and Karavan, magician.

Jerome Harriman is general agent; Fred C. Kilgore, contractor, and Walter F. Gilbey, manager of advertising cars. Will L. Wilken is story man, a week ahead of show. Harry Mack, who has a distinguished record for press work for a long period of years under the Sparks banner, continues as press agent back with show and announcer.

Ticket sellers: Harry Miller, Albert McCarty and Chester Mays. Leslie Avery is on tax box and Bob Parker is head usher.

Rodney Harris is in his 10th consecutive year as band leader on the show. In his band are Philip Garkow, Bill Swihart and Jake Mills, cornets; George Blshop and Leon Gorthy, clarinets; Jack Walkup and Ray Henshaw, trombones; Richard DeCarlo, baritone; Frank Eccles, bass; Frank Laugesen, snare drum; Harry Bowman, bass drum, and R. L. (Sandy) Sanderson, callopee.

Roy Leonhart is producing clown, a position he has filled for many years. Other jokers are Lee Smith, Stanley White, Johnny Bossler, Eddie Keck, Flo White, Harold Hall, Tom Thornton, Mickey O'Brien, John Avery and Billy Spencer.

R. O. Scatterday has the advertising banners and works a day ahead of show

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

Huge Sales Boom Seen by Wholesale Merchandisers

NEW YORK, April 17.—Wholesale merchandise industry faces a sales boom for the coming season, according to predictions of many leaders of the industry.

It is their opinion that certain legal conditions throughout the country will aid in bringing the coin machine industry back to the use of premium merchandise.

Diggers are entering more territory with the revival of table-topped machines and the merchandise used by these machines is always indicative of great sales. Increased sales in various cities are already being noted here.

Feeling here is that a boom summer will soon be upon the trade. Reason for the statements is due to the fact that a great winter season was enjoyed by Miami and spending was freer than ever before.

A return to old-time merchandise is also predicted and items that were sold years ago are again returning to popular favor. Slacking of prejudices everywhere in resort territory is also expected to increase sales. This is claimed as due to the revival felt throughout the Florida resort territory by the wholesale merchandiser men.

"Generally," it was stated here, "a

Fair Season for Winter Resorts

NEW YORK, April 17.—Sportland men returning from Lakewood, N. J., and other near-by winter resorts report enjoying a fair season.

Winter resorts around New York plan to spread out and spend more money next year than they ever did before. In an effort to have the metropolitan public remain close to home for their winter vacations, the men stated.

"Many of us," they continued, "are going to join into a campaign to get greater attention for the resorts here and we believe that the wholesale merchandisers will help us out, for they get more business from us than anyone else.

"If we can organize for next year we should be able to more than double our business at such near-by resorts as Lakewood, Asbury Park, Atlantic City, Chambers of Commerce in these cities promise to aid us in every possible way."

Leather Goods Line Gains in Prominence

Leading merchandise distributors of leather goods report that the present season has gotten off to one of the best early spring starts in many years and that the spring and summer of 1937 will likely rank as one of the most active of all time in leather lines. From the variety of leather items already in demand, it is apparent that gifts of leather and leather accessories are going to be counted on more heavily than ever in every type of promotion.

For the outdoor showman, the premium user, concessioner and pitchman, as well as the direct selling agent, the line of leather goods available this year leaves nothing to be desired in the way of variety or usefulness. Included among the novelties and specialties are items that appeal to both young and old—articles of genuine usefulness as well as gifts that are definite in the luxury class.

Leather luggage units are being promoted in a number of unique and effective methods to take advantage of the anticipated boom tourist trade, which in some sections of the country has already started. Automobile clubs, fraternal organizations, trade groups and (See LEATHER GOODS on page 79)

freer spending public always tends to create a sales boom."

More items for outdoor use are being featured than ever before and beautiful combinations which are being shown by advertisers in *The Billboard* are certain to help stimulate sales.

Prices are being kept down to a reasonable level in the belief that this will also help the revival.

Chain Stores Enjoy Record Easter Biz

Chain stores during the month of March enjoyed their largest business in history, according to an analysis on chain store sales issued by Childs-Jeffries & Thorndike, Inc. First 25 chains to report did an aggregate business of \$251,018,035, as contrasted with only \$199,137,325 in March a year ago, or a 26 per cent increase. It was the largest percentage gain ever reported for the chains during any single month. "Sales for March," the report continued, "topped all previous March records and compared favorably with any of the last three months of last year, when the heavy buying movement was getting under way.

For the first three months of the current year the sales of these chains were substantially ahead of last year or any previous first quarter for which records are available.

The sharp increase, both in volume

Retail Trade Makes Gain During Week

Retail trade surpassed the same week a year ago in a surprising number of instances, even tho it compared with the 1936 pre-Easter period, the Department of Commerce said in its report on business conditions in 37 cities during the past week. Unusually favorable weather vigorously exploited post-Easter sales and increases in the public's purchasing power were factors in this situation.

Wholesale trade on the whole continued its advance movement, the Commerce Department said, with much interest being shown in summer apparel and accessories.

Business showed "marked improvement" during the first quarter of 1937, with industrial production one-fifth greater than for the comparative period last year, the Commerce Department said in a three-month summary. Cash income during the quarter was considerably larger than in the 1936 period because of higher prices, while factory pay rolls and employment also turned upward.

and percentage, was due in part, it was explained, to the fact that Easter buying came in March this year, whereas a year ago a great deal of the volume was recorded in April, due to a late Easter season. However, last year there was a substantial amount of pre-Easter buying, because of the unusually warm season, and this helped the March sales

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

THE fair end of the premium trade is coming of age. It's getting to be big business and it acts like big business. Hand-to-mouth policies of former days have gone into discard and operators have begun to plan ahead. There are some who are already talking of 1938 and very few who do not know at this time where they will be on Labor Day. That's a good sign, as it brings stability into the business. I believe the fair operator of today is not only a better man to deal with than those of yore, but he also makes more money, which, after all, is his purpose for being in business.

May is going to be a lively month with plenty of opportunities for good promotions. It starts with National Baby Week, May 3 to 8, and you also have the choice of National Restaurant Week and National Music Week for the same dates. Mothers' Day follows on the 9th and the British Coronation May 12. The 15th is Straw Hat Day and Memorial Day will be observed May 31. May 15 also marks the opening of many amusement parks, weather permitting. It's a good program and worth your while to follow. Toys should make good items for curb and pitch selling during the first week. I don't know about Restaurant Week, but I believe National Music Week might present an opportunity for selling sheet music, song volumes, mouth organs and similar articles. For Mother's Day, push flowers, perfumes and articles for personal use. Coronation Day is somewhat of a puzzle. Stores plan big promotions and there may be something in crowned and uncrowned king stuff. However, the whole thing may turn out a fizzle in this country. I know of several pitchmen who have made good profits on quick straw-hat promotions. This, however, depends upon the weather. For Memorial Day shoot the entire line. It will be a three-day holiday, Saturday included, so lay your plans now.

In line with the growing prominence of the fair trade in the nation's business is the influence of large exhibitions upon fashions. Greater Texas and Pan-American Exposition is featured by the Textile Color Card Association by giving it four official colors. These are Mayan blue, Toltec green, Aztec red and Incan gold. Hues are taken from Indian designs and will be seen much this year. Branching off from the same stem one may also find a demand for Indian jewelry, pottery, blankets, baskets, hats, etc., all of which should make good sellers everywhere. It pays to follow the trend because it makes for easier selling and brings a topical touch into premium displays.

And while I am about this question of color: Have you ever noticed how much the color scheme of a premium display affects the number of plays? I watched this last year, counting the players at various exhibits. The most effectively decorated one, which stood out because of its color and lighting, attracted the largest number of players. Eye appeal doubtless counts.

Business seems to have been a little quieter during the beginning of April as compared with last year, altho figures will probably be higher when counted at the end of the month. Wholesalers are inclined to make light of this condition, contending that the early date of Easter is responsible. Pre-Easter business has also been active. Customers know what they want and they look around. Most often the early season demand is covered. There is real interest for novelties. Don't forget your fall dates. The agricultural fairs are beginning to fill up.

Huge Display at N. Y. Toy Fair

NEW YORK, April 17.—More than 15,000 new toys are displayed at the Toy Fair, which covers more than seven acres of space at the Hotel McAlpin and at the Toy Center here.

With prices rising in the industry, there is a greater buying rush than at any time in the history of the business. Prices already are noted to be about 10 per cent higher than in 1936.

With the industry expecting at least a 10 per cent sales increase, Toy Fair officials estimate the sales will go over the \$220,000,000 mark this year.

Children's toys, ranging from elaborate coaches, autos and construction items to marbles, as usual are the biggest feature. A big increase in marble production has been noted and the display of this common toy this year is greater than ever.

All types of dolls are on display. The wholesale merchandise industry will be interested in many of the less expensive doll exhibits because they continue to be one of the best carnival and bingo attractions.

Sportlands and arcades have adopted toys of all sorts and beaches and outdoor spots are featuring dolls.

It is suggested that orders to wholesale merchandise firms be placed far in advance, for buying at the Toy Fair has been brisk. The larger chains, in an effort to beat the rising market, have already taken care of their requirements by contracting for the toys at present prices.

Many wholesale merchandisers are doing the same thing.

Approximately 400 manufacturers are participating in this year's fair, which ends today. More than 3,000 buyers were registered, many from foreign countries.

There has been a strong move toward educational toys with a 20 per cent increase noted in this direction. There is one of the greatest displays of adult games ever seen at any fair.

Adult games have captured the fancy of the public, and with such successes as Monopoly to stimulate construction in this direction, many new games will find their way into the wholesale merchandise industry.

Wholesale merchandisers attending the fair state that it is one of the biggest that has been held in many years. It is believed that many of the showmen are turning back to merchandise.

Concessioners with carnivals and circuses are ordering more toys and games than ever before.

Chicago To Have Big Premium Exposition

Plans already made for the seventh annual National Premium Exposition to be held at the Palmer House, Chicago, beginning May 3 and continuing thru May 7, indicate that the event this year will top all former years in both interest and value to premium users.

That premium users have come to appreciate the fact that quality merchandise as premiums is the only class of merchandise that should be used is reflected in the number of reputable national manufacturers represented in the more than 100 producers already signed for exhibit space. Introduction of considerable new merchandise to the premium field, as well as the suggestion of new ways to offer them, is planned to occupy an important place on the program.

The greatest attendance of premium users and buyers, including their advertising agencies, in the history of the exposition is expected and plans are being made to present an entirely new type of entertainment, in addition to the varied program of business activities.

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.

Foolproof Ash Tray

"The safest and sanest ash tray in the history of smoking" is what the American Cyanamid Company calls its new foolproof ash tray for premium use. Item is so called because it holds the cigaret in its teeth. If it burns down it must fall inside—never over the edge. The stub slides thru a trap opening into an inner chamber, where it is extinguished by suffocation. Molded of beetle in a

range of beautiful colors, it's a clean break in ash tray tradition—a new idea that is sure to appeal.

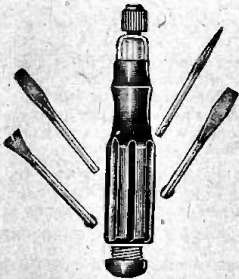
Coin Counter

A coin counter with revolutionary features should be a boon to all coin machine operators. The announcement describes the device as follows: "Unusually small overall dimensions, yet gives an accurate count up to 99,999. It is of the non-reset type, with outer case so designed that it is closed at the bottom. It is easily installed so as to be proof against tampering. Is adaptable to every type of coin-operated machine."

Ivory Cabinet Radio

Salesmen, distributors and salesboard operators are reporting good sales of the new antique ivory radio recently introduced by the Silver Manufacturing Com-

GOOD FOR DEMONSTRATORS



TOOL KIT—Hollow Wood Handle, cherry colored, highly varnished. Fitted with Knurled Steel Chuck, 4 hardened steel Tools inside handle. Each Set in Box. No 15C77—Per Dozen 1.25



COMBINATION GLASS CUTTER KNIFE—Two Blades, Clip and Pen, Glass Cutter and Cork-screw, Nickel Finish, Metal Handle, Center with Fancy Colored Celluloid Inlay, Equipped with Shackle for Chain. Size of Knife Closed, 3 1/2". One Dozen in Package. B10C178.

PER GROSS 12.00 PER DOZEN 1.05

N. SHURE CO.
Adams and Wells Sts.,
CHICAGO, ILL.

Big Premium Item!

MODEL AF
Univex
MADE IN U.S.A.

No. B101
EACH 69c

Case Metal. Assorted Colors. Snap or Time Pictures, Size 1 1/2 x 1 1/2 in. Ten for \$6.50. Send for New 1937 Catalog.

ROHDE-SPENCER CO.
Wholesale House
223-225 W. Madison St., Chicago.

JEWELLED LADIES BAQUETTE WATCH
With 50 Sparkling Fac-Simile Diamonds

SPECIAL—No. 111—Model—died From a \$300 Article. In 1/2 doz. \$4.50 Each, Ea.

Sample, 50c Extra, 25% Deposit, Bal. C. O. D. Send for New 1937 Catalogue

FRANK POLLAK
86 Bowers, NEW YORK CITY

Joe Louis Plaque

A new plaque designed as an immediate seasonal seller is being released for the market this week by Zimmerman-Post, Inc. in the form of a heavy relief design of Joe Louis, the Detroit Bomber. Plaque is made of a processed fiber material and is about 8 1/2 by 11 inches in size. It is designed to be hung on the wall or elsewhere and a special hook or fastener is provided for this purpose. Plaque is sold with a facsimile of a good-luck letter signed by Joe Louis. What makes the plaque so important as a novelty seller at this time is Louis' steady climb toward the top, which will have a climax of popular attention with his fight with Braddock for the world's heavyweight championship June 22.

New Sponge Mop

A new self-wringing sponge mop just introduced by World Specialties, Inc., is not only going over big for agents and demonstrators but is being used to good advantage for many premium uses. Mop is said to banish putting hands in dirty water by simply dampening it under a faucet. Mop the floor then rinse and wring out by working the simple mechanism. Item is beautifully finished in cadmium non-rust and comes equipped with assorted colored sponges. Low retail price, around \$1, makes it ideal for a number of promotions.

STATIC ELIMINATORS
JOINTS FRAMED
KNIFE SHARPENERS,
MOUSE TRAPS,
JAR WRENCHES.

BLACKHAWK MFG. CO.
455 No. Artesian Avenue, Chicago, Ill.

The Smallest DUAL SPEAKER Radio Made

Size, 12 3/8 x 4 3/8 x 6 5/8
Weight, 9 1/2 lbs.

Samples, \$9.25 Ea., \$8.40 Ea.,

Lots of 6. Model 376. Operates AC or DC Current.

- INLAID STRIPED WALNUT CABINET.
- LATEST TYPE BENT ENDS.
- LATEST DIRECT TUNING.
- DUAL FIVE-INCH SPEAKERS.
- LITZ BANK WOUND COILS.
- FILTERED SIGNAL DETECTOR, ETC.
- IDEAL FLASH FOR SALESDRAGS.
- CARNIVALS, WHEELS AND BINGO.
- MOVING COIL SPEAKERS.
- EXCLUSIVE ORIGINAL DESIGN.
- SET AND TUBES GUARANTEED.
- BUY BEFORE PRICES ADVANCE.

25% Deposit, Balance C. O. D., F. O. B. New York.

PLAYLAND SUPPLY CO., Inc., 14 West 17th St., N. Y. C.

BIGGEST NOVELTY SELLER
or PREMIUM GIFT

genuine

RABBIT FEET

AND KEY CHAIN NOVELTIES

3c each and up | SPECIAL PRICES TO QUANTITY USERS.

Rabbit Feet, \$3.00 per 100.
Lucky or Mystic Key Chain, with Rabbit Foot, \$5.00 per 100 Bulk.
1/3 Dep. With Order, Bal. C. O. D. Samples 10c.

MYSTIC KEY CHAIN

J. E. BREWER,
220 W. 26th St., New York, N. Y.
Sole Manufacturer

Carnival Novelties *New Stock—Just Arrived*

BB1 Men's Toy Wrist Watches, 1 in. Box. Gro. 53.75
BB2 Gillette Style Blue Blades. Per 1000 3.50
BB3 Flying Birds, Outside Whistle. Gro. 1.85
BB4 Flying Birds, Inside Whistle. Gro. 2.35
BB5 High Hat Fur Monks, 6 1/4 in. Gro. 3.75
Parade Games, Bullion Tow-Ins, Dairy Cork Grins and Corks, Wood, Aluminum and Iron Milk Bottles, Game Rings, Hoopla Rings, Cowboy and Mex Hints, all sizes, Min. Straw Hats, Hayon, Cloth and Paper Parasols, Corn Game Merchandise, Blankets and Plaster Novelties.

BB6 High Hat Fur Monks, 8 in. Gro. \$7.00
BB7 Flurry Winger, Compo, 8 3/4 in. Doz. 1.25
BB8 Cell. Doll, 7 in., with Flunce Dress. Gro. 8.50
BB9 Swagger Sticks, 30 in. Gro. 8.50
BB10 China Head Swagger Sticks, Gro. 8.75
BB11 Jap. Cig. Cases, Pearl Inlay, Gro. 4.50
BB12 Reach Bounder Balls. Doz. 1.16
BB13 Carnival Print Balloons No. 8. Gro. 2.35
BB14 Serpentine Balloons, 45 in. Gro. 3.75

1937 CATALOG WILL BE READY MAY 1
25% DEPOSIT REQUIRED ON C. O. D. ORDERS

LEVIN BROS. **TERRE HAUTE, IND.**

ATTENTION FRIENDS

Start the season right with an assorted case of 50 of these three money getters, for only \$7.50. Flashy and attractive finish. Terms: POSITIVELY HALF DEPOSIT WITH ORDER, BALANCE C. O. D. Prompt service. We manufacture a complete line of Quality Plaster. Send for our 1937 Catalog.

CLEVELAND STATUARY MFRS.
3921-27-33 PAYNE AVE. CLEVELAND, OHIO

FREE SAMPLE CASE Write for Details Today!
ROYAL KNIGHT BLUE BLADES
D. E. 20-5—Cello., in Display \$3.50
Box—UNIFORM. QUALITY. Per 1000
25% Deposit on C. O. Ds.—Incl. Postage.

MOTH CAKES GIANT 100 for \$3.50
GIANT, Doz. 44c; Gellophaned, Doz., 55c
FLY SWATERS
• SUN GLASSES—Latest Styles, Lowest Prices
• BALLOONS—SALES BOARD DEALS
• Complete line for House-to-House Canvasers, Wagon Salesmen, Agents, Catalog Free. Write:

CHAMPION SPECIALTY CO., 814-K Central St., Kansas City, Mo.

SALESMEN! DISTRIBUTORS! CARDMEN!

1054 **RCA RADIO**
New! Smart! Different!

LICENSED QUALITY RADIOS

NOW IN IVORY

The new vogue in Radio—IVORY—everybody wants it. Comes in with this smart cream color. 5 Tubes including one Metal Tube. Both Set and Tubes RCA Licensed. AC-DC 60 cycle. 11 D. volts—**ONE YEAR GUARANTEE.** Oversize SUPER-dynamic speaker. Long and short wave—gets police calls, amateurs, etc. Size 15 1/2" x 8 1/4" x 6 1/4". Complete with aerial.

FREE CATALOG
 25 beautiful models, 5 to 15 tubes, for farms, homes and autos, as low as \$6.70.

GIVE-AWAY RADIOS FREE!
 Make \$14.92 on every deal. Send 10c for push card, photo and plan.

SILVER MFG. CO.
 612 N. Michigan, Dept. BB, CHICAGO.

ANTIQUE IVORY \$1.00 EXTRA

ORDER NOW! MONEY-BACK GUARANTEE

RUSH \$2 DEPOSIT. Pay balance C. O. D. Money back, no questions asked, if not satisfied. 24-hour service.

NOTES from SUPPLY HOUSES

Business activity in the Philadelphia trading area for the past week continued at a high level, despite seasonal decreases in retail trade volume due to the usual post-Easter dullness. Unweighted averages in volume of preliminary unaudited dollar sales of department stores reported a decrease of 30.7 per cent from the preceding week and 28.2 per cent from the corresponding week of 1936. Similar averages for the specialty shops showed losses of 15.2 and 2.5 per cent respectively. Wholesale trade, however, was stimulated by sales for summer goods, especially in the novelty, glassware and electrical appliance lines.

Convention and Tourists' Bureau of the Philadelphia Chamber of Commerce announces that the 1938 convention and exhibit of the Pennsylvania and Atlantic Seaboard Hardware Association will be held there February 1 to 4. Convention is expected to attract retail hardware dealers from all the Atlantic States with exhibits filling Convention Hall to make it the largest display of hardware ever held in this country.

Open the can and there's an oyster! Open the oyster and embedded in its flesh is a pearl—perhaps a large one. Many of the thrills of the diver searching for pearl oysters on the sea bottom are offered purchasers of cans of Deep Sea Jewel, packed with pearl oysters, and now being offered by the Smith-Dawe Company. Upon opening the cans, which are shipped to the United States from Japan, the treasure hunter pours off the sea water, lifts the oyster from the native sea weed and searches for the pearl embedded in the oyster's flesh. Pearls are of varying size, so the result may be a large gem of great beauty. In several instances pearls valued at from \$2 to \$89 have been found. Then, too, as many as five pearls have been found in cans. Item has been proving highly popular at various resorts, hotels and night clubs.

Nupoint Pen & Pencil Company brings to the market the idea of a quality product to be sold at prices which will insure wide acceptance everywhere. R. A. Posner, president of the concern, says: "We are not trying to see how cheap a product we can turn out, but to find the lowest price at which a good, sound product can be produced and sold."

Nupoint factory has been enlarged to keep pace with the large demands which have been made upon it in recent months and is in charge of Samuel Kanner, originator of the modern plunger-type fountain pen and of the continuous feed pencil, which has been popularized under the slogan "Snap the Cap for a New Lead." Kanner has had years of experience in the manufacture of pens and pencils and is well known for his ability to continuously supply the market with new ideas and new products in the pen and pencil line. This will be the policy at the Nupoint factory.

Ben Y. Maisel, of the Blossom Doll Company, has just left on a 10-day business trip thru the New England States.

The "Mother-o-Mine" doll and the "Miss Carnival" doll, recently introduced by Blossom, are meeting the usual wide acceptance which all other Blossom creations have received. Orders have been coming in heavy for both numbers and Maisel is definitely convinced that there will be a big outdoor season for the company this year.

The three deals now being offered by Advance Distributors, Inc., are proving very successful, according to reports from the manager of company. "The test of a good deal," says he, "is the repeat orders received after a sample shipment has been made, and an unusually large number of repeats have come thru in the last few weeks."

The three deals are a radio deal, a Silex deal and Moviematic camera deal. All are worked on a small salescard and are extremely fast.

The rise of the kazoo in 30 years from its humble beginning as a comb and tissue paper gadget to the glorified

(See SUPPLY HOUSES on page 79)



PRIZES that boost profits

Stimulate play with sparkling aluminum—prizes that a winner is proud to take home. The 2-Qt. Beverage Pitcher and Salad Set (illustrated) are ideal for merchandise games, wheels, bingo or sales boards.

Ask your jobber or write for quantity prices on our complete line of utensil and gift ware prizes!

WEST BEND ALUMINUM COMPANY
 Dept. 634, West Bend, Wis.



MYER'S CIRCUS SPECIALS

A Full and Complete Line of Novelties, Toys and Games

MYCO-SPECIAL. 7-in. Feather Dolls—a Hot Number. Hundred \$5.00

FLYING BIRDS. Gross \$1.75

FUR MONKEY — Hi Hat, Colored. Gross \$4.00

LARGE FUR MONKEY — Hi Hat, Colored. Gross \$7.50

ASSORTED CHINA HEAD SWAGGER CANES. Gross \$6.00

MINIATURE COWBOY HATS. Gross \$7.20

WHISTLE HANDLE LASH WHIPS. Gross \$7.00

No. 8 **MICKEY MOUSE BALLOONS.** Gross \$3.25

No. 9 **CIRCUS SPECIAL BALLOONS.** Gross . . . \$2.50

25% DEPOSIT ON ALL ORDERS, BALANCE C. O. D.

MILTON D. MYER CO.
 332 THIRD AVENUE PITTSBURGH, PA.
 THE UNDERSSELLING SUPPLY HOUSE

Moto Scoot.

CONCESSION MEN, OPERATORS, DISTRIBUTORS

HERE'S A REAL WINNER

The most widely advertised and publicized item on the market today—everyone is talking about it. Easy to operate—Immediate profits—Astonishingly inexpensive. It is the biggest money making sensation since miniature golf. Provides fun for young and old. It is truly the glorified scooter. Speed, 5-30 miles per hour—120 miles per gallon of gas. Safe, sturdy and fool-proof.

Write or wire **MOTO SCOOT**
 217 So. Western Ave., Chicago, Ill. Dept. 615.

SQUIRT DOG ASH TRAY—CARNIVAL SPECIALS

BB22—NOV-ELTY CIGARETTE EXTINGUISHER ASH TRAY. Bisque dog standing on ash tray made of bright colored bisque. Dog has rubber tail. When squeezed, the dog performs. A very clever new item. Per Dozen, \$12.00. 25c in Stamps.

B109—Two-Tone PARADE CANES. \$7.50 Gross

B110—Floral Cloth PARASOLS. 8.50 Gross

B111—BALLOONS. Assorted Carnival and Circus Prints. Inflate to 9 Inches. 2.00 Gross

B112—BOUNDER BASE BALLS. 1.10 Dozen

Write for immediate shipment, complete line of Merchandise for Corn Games—Ball Games—Snow Cone and Pop Corn Cones—Hoop-La Blocks and Hoops. Write us for your requirements. Order from this ad. NEW CATALOG SOON.

25% With Order, Balance C. O. D.

MIDWEST MERCHANDISE CO.
 1026-28 BROADWAY, KANSAS CITY, MISSOURI.

ROSEN & MALTZ 801 Sansom Street Philadelphia, Pa.

REBUILT WATCHES

12 SIZE | 7 JEWEL . . . \$3.25
 ELGIN OR | 15 JEWEL . . 4.25
 WALTHAM | 17 JEWEL . . 5.00

18 SIZE | 7 JEWEL . . \$3.00
 ELGIN OR | 15 JEWEL . . 4.00
 WALTHAM | 17 JEWEL . . 4.50

Swiss Ladies' 8 1/2" | 6 Jewel, \$3.50
 8 1/2" Chrome Cases | 15 Jewel, 4.00
 and Bands. | 17 Jewel, 4.50

Yellow Case add 75c.

7 JEWEL \$4.00
 15 JEWEL 5.00

RAILROAD WATCHES OF ALL MAKES
 Complete Line of Watch Cases—
 Rebuilt Watches of All Descriptions.

TERMS: 25% WITH ORDER, BALANCE C. O. D.

OUR PRICES REMAIN LOW

WHILE THEY LAST! MEN'S WRIST WATCHES—Assorted Shapes 10 1/2 Links, 10K Rolled Gold Plate Case.

6 Jewel, Each \$3.50
 15 Jewel, Each 4.50
 ELGIN or WALTHAM 7 1/2, 12 1/2 Octagon Shape, in Doz. \$2.75
 Lots, Each \$3.00
 Less than Doz. Lots, Ea. \$3.00
 18 1/2, in Dozen Lots, Ea. \$3.50

LADIES' GENUINE DIAMOND RINGS—10 Karat Solid Gold, \$3.50 mid Up; 14 Karat, \$4.50 and Up.

ELGIN & WALTHAM—18 Size, Railroad Model Case, 7-Jewel, Hunting Movement. \$2.00 Each

15-Jewel, \$2.50; 17-Jewel, \$2.75.

SPECIAL PRICES FOR QUANTITY USERS
 Sample 50c Extra
 25% Deposit, Balance C. O. D. Send for Catalog.

N. SEIDMAN,
 178 Canal Street, NEW YORK, N. Y.

REX HONES Now Less Than 3c Each

\$4.25 a Gross

Send \$1.00, Bal. C. O. D., Plus Postage.

Each Hone in flashy silver box, priced 50c. A real fast cutting abrasive stone of good quality. Wonderful demonstrator for Pitchman. Hone men are cleaning up. ACT QUICK. REX-HONE MFRS., 1500 West Madison, BR-4, Chicago, Ill.

ELGIN or WALTHAM \$1.95 Ea.

7-Jewel, 18 Size Watches, in New White Cases. Flash 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 MELTING CO.,
 Old Gold and Silver Buyers and Refiners,
 413 N. Broadway, St. Louis, Mo.

SPORTS WHOLESALE CATALOG

SHOWS 4000 Fast Sellers.

280+ Pages of World-Wide Bargains.

15 New Selling Plans.

30 Money Making Ideas.

New creations phenomenal sellers. Outstanding values—all from one source of supply. Illustrated in our Catalog. Send for it today.

SPORTS CO., 4-37 Erie St., Le Center, Minn.

REMINGTON
PENS • PENCILS • COMBOS



JOHN F. SULLIVAN
468 Broadway, NEW YORK CITY.

AGENTS
BIRTHDAY AND CONVALESCENT GREETING CARDS,
In Boxed Assortments.
Very liberal commissions. Write for particulars.
DOROTHEA ANTEL
226 West 72d Street, New York, N. Y.

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.

UNDERWOOD
SPECIAL
BLACK JUMBOS \$18.00 Buy Now, Quantity Limited.
GRODIN PEN CO. 396 Broadway, New York City.

Save 80%
Buy your Sundries, Specialties, Supplies, Blades, etc. direct from manufacturer through our "Mail-Order" Department. All orders mailed postpaid by us. We have everything. Send for **FREE** mail-order catalog.
THE N-R MFG. CO.
Dept. H-97, Box 353, Hamilton, Ontario.

MEDICINE MEN
Send 50c for our dry **HERB COMPOUND CONCENTRATE**, enough to make sixteen 8-oz. bottles of tonic. Labels Free. A scientific preparation that really repeats. A trial order will convince you.
THE OZARK HERB CO.
419 Main St., Nashville, Tenn.

DISTRIBUTORS WANTED
200% Profit. Sell Trouble Lights, Electrol Bulbs and Supplies. Free Catalogue.
PYRAMID SALES CO.
137 Chrystie St., New York City.

New Improved Blotter Pens DEMONSTRATORS PROFIT MAKER
Send 50c for Sample No. 2. Complete line pens, price as low as 20c each in gross lots. Pen and Pencil Sets 42c each in gross lots. Advertising Pencils 26c each. Your name in gold or colors.
HARTLINE PEN & PENCIL FACTORY
407 W. Fortune St., Tampa, Fla.

SHOE LACES and SHOE FINDINGS
We manufacture shoe laces and shoe findings. I guarantee lowest prices, perfect merchandise and prompt delivery.
Send 25c for sample assortment and prices.
CAPITOL SHOE LACE & FINDINGS CORP.
317 BOWERY, NEW YORK, N. Y.

A new Type of COMBINATION PEN - PENCIL
6 EXTRA FEATURES
and still no bigger than a standard size fountain pen. Self starter one stroke plunger. Large Visible Ink Supply. **LEAK PROOF!** Long 1 1/4" leads. Propels, Repels, Expels.
\$30 PER DOZ. PEARL COLORS \$36 PER DOZ. SEND \$34 FOR PAID SAMPLE
LIFE-TIME GUARANTEE BUY DIRECT FROM MANUFACTURER. Better Quality—No Extra Cost!
NUPOINT PEN & PENCIL 11 EAST 19 ST. NEW YORK, N.Y.

PITCHMEN
A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

TOM PATTY . . . razor-blade worker, blew into Cincinnati last week after working thru Indiana. Duffing a short visit to the Pipes desk he advised that he plans to work the item in the Queen City for a few weeks.

TOM SIGOURNEY comes thru from Muscatine, Ia., with his weekly epigram: "Ask the guy who brags about his big passouts if he can change a "fin."

J. MARGOLEN is working in and around Nashville, Tenn., with a coupon fountain pen deal to good business.

MEMORIES: Remember when Doc Floyd Johnstone and Harry Alson pitched for the dentists on Madison street in Chicago? The boys made plenty of money for the teeth fixers, and when they talked of painless dentists they really meant the dentists were painless—even when it came to extracting the dough. Those were the good old days.

BENNIE LAWSON is reported to be working out of Alton, Ill., with the sheet and coralling the folding dough.

DOROTHY SULLIVAN is clicking with her hair-curler demonstration in a Chicago chain store.

JOE CLARK and the missus are now in St. Louis, where Mrs. Clark will take hospital treatment.

FAMOUS LAST WORDS in Pitchdom: "What would you do with this money if you had it?"

NOW THAT the coal-mine agreement has been signed, you boys who are in need of a good territory should start in at the beginning of the Appalachian Mountains in Pennsylvania and keep going thru the coal fields and into Colorado.

BEDFORD with ties and tieforms, did a sell-out business with the items in a Lexington (Ky.) chain store recently. His next stop is Paducah, Ky., on the same chain.

SOME OF THE BETTER spots open in Southern Kentucky are Middlesboro, Barboursville, Pineville, Pikeville, Whitesburg, Richmond, Harrodsburg and Springfield. Spots are open either in courthouse yards, corners or doorways. Spots in Kentucky known to be positively closed are Monticello, Winchester, Mt. Sterling, Columbia and Franklin.

KING JOY tells from Pikeville, Ky., that he has been working that spot to good results. He adds that the reader is rather high but it's worth it.

MUSTLER'S TIPS: Many a housewife has begrated her hubby for neglecting to bring home that light bulb for the bathroom or some other spot in the home. Why not receive the blessings of the housewife and the gratitude of the hubby by offering a full line of bulbs for sale right at the door?

SINCE OLD SOL is threatening to make both sides of the street with the blasts that call for a heavy run on lemonades and ice-cream cones, the boys and girls of Pitchdom who go in for purveying an attractive demonstration item will find the very thing they want by picking a shady spot and showing the shade buggers intricacies of the punch needle and the stocking darners. These two items have proved to be top money getters and anyone taking a shot at them early can

make the grade thruout the fair season and wind up with a fistful of the filthy lucre at the termination of the season.

BLACKIE KESSLER with gummy, and DeGast, with the liquid solder, are working Sixth street spots in St. Louis.

INCREASE your earning power by devoting more spare time to perfecting your pitch.

MILTON BARTOK aced med worker, is clicking with his med sales, working drug-store windows with his up-to-date p. a. system. Bartok, the missus and baby are headed for one of those fashionable summer resorts where Milt gets in his best lectures and takes.

W. G. BARNARD tells from Detroit under date of April 9: "The big Detroit and Michigan Exposition closes here Sunday after a 10-day run to an estimated attendance of 250,000, which is a huge increase over last year, despite the automobile strikes. The assembly of our department includes Murray Goldberg's two guess-you-weights, with Peter MacCoully, Louise Costa and Sam Spalla, operators. Ben and Polly Lexal, astrology; the Budjacks, silhouettes; Bert Rhodo and daughter, Dorothy, scopes; Mr. and Mrs. Mosio, clearview; Sam Siegel and wife, photos; Mrs. Campton, perfume; William Weiss, Barney Kaplan and Clarence Reinstock, penny machines; Leister and Harnadez, wire jewelry; Elmer and Elmira (Mr. and Mrs. Charles Kline), as rubes; Charles Stapleton, checkroom; Cy Rappaport, Dick Wells, E. E. Sutton, Al Abelson and Race Horse Kelley, sheet, and myself with two stands of peelers, with Clarence Zelger; my son, William, and myself in charge. Everyone seems to be getting money and well pleased with the show."

TRIPOD OPININGS: The public does not play favorites with pitchmen. The ones who collect are those who put it over.

"HAVE BEEN HIBERNATING here since I left Mayfield, Ky., blasts Dr. Vandy V. Cooper from Terre Haute, Ind., under date of May 5: "Have been working here a long time now and I'm getting nervous. I believe a road man is always a road man. I don't have to work on Saturdays, however, so I pick up my tripes and keister and step out, either here in Terre Haute or some small town near by. I've been getting a day's work, too, on these treks. George Reed and the missus were here for two weeks recently working in McCrosery's store and they came up to my home for Sunday dinner. We had a swell spread and cut up plenty of jackpots. George and I are contemplating doubling up this summer, and if we do we'll be Columbus bound in June. I have my kiddies in school here and that's why we won't go out until June."

B. E. (FRENCHY) THIBAUT is again headed for the smokestacks after spending a pleasant winter on the Coast. Writing from Salt Lake City under date of April 7, he says: "Left Tom Barrett and Matt Herman in Frisco. Gilles Furryear is holding forth in Oakland, and I saw Irish Owen, Stewart and Rockwell in Sacramento. You boys in that section, don't overlook the plants in Oakland. They are okeh. What's become of Jimmie Miller? Pipe in, some of you guys."

MONEY SPOTS: Any good live-wire pitchman working small towns and neighborhood sections of a large city can make himself a real bank roll this summer if he will devote some of his time to making a demonstration to school children at the school gate. Any meritorious toy or novelty of educational variety which will pass inspection and approval of the school teachers and school board can be worked if the proposition is handled correctly.

WITH THE SUN getting ready to shoot forth its fiery blasts, motorists will be seeking the cool spots on the highways and byways.

OAK-HYTEX BALLOONS



MICKEY MOUSE & PALS

New toss-ups that take in top money. Includes Mickey and Minnie Mouse, Donald Duck and Elmer Elephant. Packed, with feet, in envelopes. Stand 20 inches high. An exclusive Oak line.
Sold by all the live-wire jobbers.

The OAK RUBBER CO.
RAVENNA, OHIO.

Get Set for Life!
IN COUNTER CARD BUSINESS



MAKE BIG MONEY
In new kind of wholesale business. Place famous line 5c-10c goods with stores. Merchants grab our **FREE GOODS** Deal. World's finest, largest, best selling line. Almost 200 daily necessities. Included is Layman'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-C, Spencer, Ind.

Have a BIG-PAY STORE ROUTE

PEARL \$24.00 PLUNGERS
Ink Gauge—Tells When to Refill—Fillfree Band—Streamline Design.
New Line of Pens, Pencils Combinations and Sets at Low Prices Now Ready.
3 Different Samples. **50c** Prepaid
JACKWIN PEN COMPANY
50 W. 28th St., New York, N. Y.

MEDICINE HEADQUARTERS

A complete Medicine Show, private label, and Office Special Line. **SUPERIOR SERVICE.** Wholesale Catalog and Office Special Price List upon request.
GENERAL PRODUCTS LABORATORIES
Mfg. Pharmacists, Columbus, O.
137 E. Spring Street.

PREMIUM USERS—Desk Sets, Pen, Pencil and Knife Sets, Combinations. 14k Gold Plated Points.



JAS. KELLEY, The Fountain Pen King,
487 B'way, N. Y. C.; CHICAGO, 450 W. Adams St.
784 Mission St., San Francisco, Calif.

Self-Starter PLUNGER PEN
ONE PULL-IT'S FULL
An Extraordinary Value! 5 times greater ink capacity. Inner Cap makes each pen a "SELF STARTER!" A smooth writing pen that STANDS UP! Adjustable Plunger! **LEAK PROOF!**
\$30 PER DOZ. PEARL COLORS \$36 PER DOZ. SEND \$34 FOR PAID SAMPLE
LIFE-TIME GUARANTEE BUY DIRECT FROM MANUFACTURER. Better Quality—No Extra Cost!
NUPOINT PEN & PENCIL 11 EAST 19 ST. NEW YORK, N.Y.

Laws and Lawsuits
The first of a series of articles on Laws and Lawsuits Pertaining to the Amusement Business appears in the carnival department of this issue.

FOR VALUES TO GET

● EXCITED OVER ●
BUY FROM THE WORLD'S
LOWEST PRICED
WHOLESALE

- Razor Blades, Toiletries, Notions.
 - Novelties, Gifts and Premiums.
 - Sales Boards and Deals.
- 196-Page Catalog FREE with All Orders

Our Only Mailing Address
MILLS SALES CO.
 of New York, Inc.
 901 Broadway,
 New York, N. Y.

Those are the places where an energetic hustler can cash in: The pin-on tails, balloons, novelty hats and caps and the spinning birds are almost certain to make a fistful of do-re-me for any good hustler.

BILLY LOCKHART . . . ever-hustling novelty purveyor of Dayton, O., made his season's highway debut last Sunday to a sell-out business with the balloons and novelties.

TRUMAN BARKER . . . of med note, is busy readying his organization for action this summer. Reports reaching the Pipes desk indicate that the Barkers are planning a big-time med opra instead of working double as in the past.

SMALL TOWNS often yield the biggest takes.

THE WARDS . . . are preparing to embark on their season's tour with their med aggregation from Alva, Okla. Plenty of activity around winter quarters in anticipation of a big season has been noted.

JACK FULLER . . . working Springfield, Ill., with the tonic pipes that he is going good with that package at the corner of Seventh and Washington streets in that city.

GEORGE SAUERWEIN . . . working the liniment in Memphis and adjacent territory, shoots that he has enjoyed a remarkably good business the past winter. He adds that he will be satisfied if this season's sales are as great as those of last year.

BOYS WORKING . . . the astro-charts with the lucky-star birthstone rings are getting some real money. The rings are enhancing the sales of the charts and the people are going for the combination in a big way.

LET'S HEAR . . . from you fellows working peeler sets at the markets.

JACK SHELFORD . . . writes that he is ordering plenty of laurel and artificial flowers for Mother's Day in anticipation of big business.

IRVING CRONIN . . . is reported to be working the dot-and-dash pamphlets in Pittsburgh and surrounding territory and finding business to be on the uptrend.

THE ABILITY to make a good pitch with some folks is like learning to eat olives. It has to be cultivated.

REPORTS DRIFTING IN . . . indicate that the ties and tieforms are the best sellers for the boys working the stores and indoor shows this spring.

THE PIN-ON TAILS . . . are starting out with a bang this season. Looks like the supply will run low.

LUTHER FRYE . . . has been getting a good share of the lucre working the farm sales in Illinois and Indiana. Frye's hot-iron demonstration has been going over in a big way, with the barnyard constituents attending the sales.

DEWITT SHANES . . . has been making himself conspicuous by his absence around Knoxville, Tenn. DeWitt is reported to be back in the get with a new angle he has on making med talks. Ellis Whitaker, of pen fame, is reported to be holding down a city position in the Tennessee metropolis, while his daughter, Eisle, is making some real passouts with cosmetics in a chain store in the town.

THOMAS A. (SLIM) RHODES . . . is reported to be corralling plenty of the long green working his short jam with the blades and watches.

GUY WARNER . . . of health massage fame, is working to a good take in Nashville, Tenn. George Cleveland is reported to be in that neck of the woods, too.

A SUCCESSFUL business man never pans an honest competitor. He might hit him a little, but more often works in sort of cahoots with him. They have an understanding, which is good business.

TOM DEAN . . . is getting his show ready for the big drive. He is enlarging his opra and plans to have one of the most formidable med opries in the business when he starts out from his Arkansas balliwick.

Pitchdom Five Years Ago

George Grooms and the missus were cliking with their olls and tonics in Dayton, O. . . . After a short business jaunt thru Illinois Ernie Atherton and the missus returned to Indianapolis. . . . Harry Austin, ventriloquist-pitchman, was working a store med opra in Columbus, O. to fair business. . . . Lloyd Walker, erstwhile silverware purveyor, was working hair tonic to an okeh business in Piqua, O. . . . Ben Gelber, of Berk Brothers, was setting up the drinks in celebration of the arrival of a girl. He evidently didn't believe the story going the rounds that the country was in the throes of a depression. . . . Joe Miller and Harry Rosenblatt were working knife sharpeners, eradicators and novelties to so-so business in St. Louis. . . . Despite age, depression and poor eyesight, Dr. John W. Geer, of the Becker Chemical Company, was at the Soldiers' Home, Dayton, O., preparing a new layout to pitch med and planning for the coming season's business.

Ted Baer reported from the City of Bang-Bang that conditions in Chicago were not so hot. . . . Sighted and spoken to in and around Philadelphia by Syl LaVelle, who was cruising in that section with his specialties and gathering a few cocoons, were Joe (Count) Kenner, Bill Getty, Johnny McLane, George Partington and partner, Marie Woolsey, Jack Ball, P. LeRoy, H. W. Merrell. . . . Jim (Razzle-Dazzle) Haworth infoed that matters were breaking tolerably well for him in Huntington, W. Va. He was presenting a radio act over Station WSAZ that was curling the hair of the fans listening in. . . . H. J. Lonsdale, secretary of the National Pitchmen and Salesmen's Protective Association, Los Angeles, was rapidly recovering from a recent surgical operation. . . . Doc Carlton V. La Monte was getting his own show ready for the coming season after a pleasant 'six-month engagement with the Franklini Never-Stop Entertainers as assistant manager and lecturer. . . . Sl Stebbins and Mary were doing a clown act for a baking concern in Altoona, Pa. . . . That's all.

DON'T EVER think that all the really wise guys are in the large cities—far from it. A good point to remember.

BURT ROBERTS . . . of mineral-judging water note, is making the Cracker State to a good take. If the time spent by this ace in Georgia is any indication, business has been tops with him.

TOM (CURELY) FORREST . . . of soap and escape fame, is reported to be working in the Ford plant in Atlanta. Tom threatens to leave Henry's shop soon to take up the old bally again.

SALEM BEDONI . . . is readying to take them over with the "are you satisfied?" talks this summer. Reports indicate that he has been dickering with the Blue Ribbon Shows for the summer.

OUTDOOR WORKERS, let's hear what you contemplate doing this summer. During the winter the med fellows generally take the lead in sending in pipes. Let's sorta even the old column up a little with squibs from the specialty boys, as well.

GEORGE SHIELDS . . . infoes that he is making a few spots in St. Louis with his book sale to a none too hot business.

OAL HICKS . . . working to good takes in Dallas, will leave there soon to make some spots in Oklahoma. Writing from the Texas city under date of April 9, he says: "Made an error in my last pipe. Blackie-Slebert is the jam man, not Joe Abbot and Phil Presson. The latter two are med workers."

WHY NOT have the city dads furnish electric fans and the juice along with readers this summer? (Now, now, boys, put those bricks down!)

JEFF FARMER . . . under date of April 12: "Rehashed Union City, Tenn., the other day for the 10th time in the last two months and had the best day of all."

"HAVEN'T PIPED . . . for many years, but here goes," scribes J. Edgar Smith, leaf artist, from Elkins.

JOE LOUIS

America's Best Advertised Man
Hero and Idol of His Race

Millions of admirers will buy this bas-relief wall plaque of Joe Louis' head with the facsimile Good-Luck letter signed by Joe. Size 11 1/2 x 9, practically indestructible, ready to hang, individually packed in carton. The only authorized and approved Joe Louis head in relief. Fully protected and not to be obtained elsewhere.



This is the hottest item right now—before and after the big World's Championship fight on June 22. Get these big profits quick. Send 65c today for postpaid sample and full information.

ZIMMERMAN-POST, Inc.
 519 Donovan Bldg., Detroit, Mich.

PEN WORKERS!

CREAM OF THEM ALL!
 Why Buy Milk When Cream Costs No More!

Sensational New Pens Draw the Crowds. Sample illustrated, 25c. Write for Price List.
BENSON PEN CO. 348-Z Plymouth Bldg. Minneapolis, Minn.

PUBLISHERS REMAINDERS **HOT-CHA BOOKS**

Health, Astrology, Psychology, Fiction and Non-Fiction, to retail at 5c and 10c. Small investment—BIG PROFITS. Send stamps for latest list. None free. **P. LEWIS & CO.**, 117 East 23rd Street, New York, N. Y.

SUBSCRIPTION MEN

Try **POULTRY TRIBUNE**, America's leading poultry magazine. Every farmer a prospect. Women are interested. Good side line for rural territory. \$1.00 deal. Good territory now open. Write today.
POULTRY TRIBUNE, Mount Morris, Ill.

EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE

Write us your needs.
ARGO PEN-PENCIL CO., Inc.
 206 Broadway, NEW YORK CITY.

GUM 22¢ BOX

Each box holds 20 Full Size 5c Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 50c for sample box (prepaid). **GREAT FIELD FOR AGENTS.** Write **AMERICAN CHEWING PRODUCTS CORP.**, 4th and Mt. Pleasant Ave., Newark, N. J.

MONOGRAM EMBROIDERY MACHINE

Big daily profits with this machine that beautifully embroiders names or monograms on any kind of material. Easily operated. Big money maker at parks, fairs and resorts. For free sample of your name and full particulars address
RUPERT WEIDNER, Inc.
 20, West 22d St., New York City

SLUM JEWELRY \$1.00

Full Line of Rings, ladies' and gents' (signets) . . . \$1.00 doz. up
 Wildemar Watch Chains, assorted . . . \$1.00 doz. up
 Knives, Chromium plated . . . \$1.25 doz. up
 Collar Holders, assorted . . . \$1.50 gross up
 Tie Holders, assorted . . . \$1.50 gross up
 Pen and Pencil Sets—Chromium or chrome, 14k, plated points; handsome display boxes . . . \$3.75 doz. sets
 25% Deposit With Orders—No Catalogs
FELDMAN BROS., 159 Canal St., New York

BUY DIRECT SILK HOSE DEAL

Wm. A. Woodbury Powder, Perfume and 3 Pairs of 230 Needle Ladies' Charmeuse Silk Hose (Cellonhatic). Complete Deal, 49c; Sample, Prepaid, 75c.
WILLIAMS SALES CO.
 210 West 8th St.; Kansas City, Mo.

EZ WAY STROPPER, Sample 35c
RADIO STROPPER CO.
 Sandwich, Ill.

Big Profits!
 Own your own business stamping X Checks, Social Security Tags, Name Plates. Sample, with name and address, 25 cents.
HART MFG. CO.
 311 Degraw Street, Brooklyn, New York.

★ INTRODUCTORY OFFER ★
PEARL SLINGERS \$22 1/3 Op. 1/3 0c. 1/3 0c. 1/3 0c.
 Pw Gross 1/3 0c. 1/3 0c. 1/3 0c.
 Send \$1 for sample line. Dollar refunded on first order for 2 gross. Get my combination prices.
PHILCO PEN CO. 311 Degraw Street, New York City.

ART LITHOGRAPHS
 A Colorful Line of High Grade Lithographs—12x16 inches—20 subjects. Suitable for framing. The finest selection of high-grade pictures offered at such a low price. Complete set of 20 Pictures, 50c postpaid.
 100 Assorted 12x16-inch Lithographs . . . \$ 2.00
 500 Assorted 12x16-inch Lithographs . . . 6.00
 1000 Assorted 12x16-inch Lithographs . . . 10.00
RELIABLE SALES CO.
 1141 Broadway (Dept. BD), New York City.

ROYAL
 Complete Line
 PENS—PENCILS—COMBOS.
 Write for New Spring Price List.
ADLER PEN & PENCIL CO.
 395 Broadway, New York.

Medicine Men Sell Our
 Water Soluble Herb Compound. One pound makes two gallons of Diuretic-Laxative Tonic. 32 labels free. Price, \$1.00 a Pound. Samples, 10c. Write for prices on Tooth Powder, Corn Salve, Rubbing Oil and Compound in package form.
FINLEY LABORATORIES, INC.
 4205 Olive Street, ST. LOUIS, MO.

TELL US PRICE YOU WANT TO PAY. WE HAVE IT!
NASSAU PEN & PENCIL CORP.
 118 Nassau St., New York City.

ADVERTISE IN THE BILLBOARD
 YOU'LL BE SATISFIED WITH RESULTS

W. Va., under date of April 8. "While passing thru the gateway to the mountains today I met one of the boys from the old school of the leaf. It was none other than J. H. McCaskey and he was passing out charts to good business. He's one of the cleverest workers I ever saw. He looks prosperous but seems to be depressed. Nevertheless he got the folding dough. I'm going to Michigan for the summer. It looks like a good summer, boys; hope you all get the shekels."

B. STARLING
blasts from Lexington, Ky.: "Bill Hynes, who came in here from New Haven,

Conn., recently has been working tie-forms in a Kresge store to swell business. His success can be attributed to hard work, plus a fine personality. Joe E. Bailey has been getting some real dough around the stock sales here."

PITCHMEN'S SAYINGS: "Are you satisfied?"—Morris Kahntroff.

S. N. ULLMAN scribbles from La Salle, Ill., under date of April 8: "Just joined L. A. Sweeney and the missus for a trip up north. I went out to their trailer for Sunday dinner and we really had a swell spread. Two huge chickens and all the trimmings. We ate one and the dogs ate the other. We worked last Monday and when we returned for supper, lo and behold, the missus was on a sit-down strike for more cooking utensils and she wouldn't get out of the doorway until we went to town and obtained them."

NEVER LET it be said that things are breaking tough, what with Mother's Day coming on when any novice in the business can cash in by working flowers on that day. A house-to-house canvass with Mother's Day cards or a rack with the cards set up in front of any factory gate along with Mother's Day gifts will get the dough. It's one day that the sentiment of mankind is keenly shown. A fellow who is on his toes is bound to cash in. Those of you who are interested, the day is May 9.

E. A. (DANNY) DANN letters from Sherman, Tex.: "Met several of the boys down here and they all seem to be doing nicely. Doc Murdoch is really clicking with the med. Several of the boys are heading east. P. A. Murphy, who has been going strong on the sheet here, is driving a new Ford and headed for the smokestacks. Would like to hear from some of the boys around Tennessee, Mississippi and Alabama. Jimmie Booker, where are you?"

SUPPLY HOUSES

(Continued from page 76)
musical and educational creations of today is described in a brochure just published by M. M. Pochapin, Inc., novelty musical instrument house.

After three decades the kazoo has achieved the unique position of being a staple novelty, widely appreciated for its educational and entertainment value. Most recently it attained great prominence both here and abroad thru its adoption by public schools as part of the development of sound and rhythm in elementary training.

Instruments embodying the kazoo principle pictured in the brochure include the Bob Burns Bazooka, the Cab Calloway He-Dee-Ho; the Kazoocane, a walking stick and musical instrument in one, and the MegAzo, which combines the essential features of a kazoo, megaphone and hat.

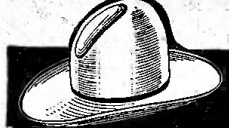
Exquisite Cravat Company announces that it has just issued its new 1937 catalog featuring the newest in men's silk-lined neckwear, bow ties, hand-made cravats, tie and handkerchief sets and other sure-fire neckwear money-makers. A big feature number for pitchmen, demonstrators and agents is the high-priced label, which helps them to triple their sales. Company also reports a larger trend toward de luxe quality hand-tailored cravats. Manufacturing neckwear in its own factory, the company can give big values. A special plan keeps its agents' capital and stock turning over so fast that with a start of only a few dollars one can do as much business in a year as a store does. Company works ahead and always has stock ready for immediate shipment.

Sam Gordon, proprietor of United Balloon Company, sprang a surprise on the trade the past week when he married a former stage beauty, Adele Weiner. Ceremony took place April 10 in Brooklyn. Gordon is internationally known as the originator of many innovations in the novelty toy balloon business. Some of his creations have been the airship, monoplane, Santa Claus, Toss-Up, Dr. Zip, Fido, etc.

The affair was attended by his brothers, Louis, who acted as master of ceremonies; Ben, of Bengor Products, and Jack, of Gordon Novelty Company, all well known in the trade. After the ceremony the couple left for a honeymoon trip to Bermuda, Puerto Rico and South America.

LEATHER GOODS

(Continued from page 74)
bingo operators are big users of leather



For Circus-Rodeo-Carnival and Concessions
10 (TEN) GALLON HAT
DURABLE—WATER PROOF—EXTRA LARGE SIZE. Made of Moulded Poplin. Guaranteed to withstand Rough Use. Measures 16x15". Crown 7" High. Colors: Cowboy Tan, Bright Red, Oxford Gray. 6 Dozen to a Carton.
No. 306—DOZEN \$1.75 GROSS \$19.50

No. 1208. SILK FLORAL DESIGN PARASOLS
With Straight Handles, 12 1/2" Spread. Dozen 90c. Gross.....\$10.50
25% Deposit With Orders, Balance C. O. D.
SEND FOR SPECIAL LIST OF OTHER FEATURE CIRCUS AND CARNIVAL ITEMS.
GOLDFARB NOV. CO., 20 WEST 23d ST., NEW YORK CITY
"THE HOUSE OF SERVICE"

DEMONSTRATORS PEELER WORKERS

Make Big Money With Our Complete Line of Kitchenware and Household Specialties.

We manufacture Safety Graters—Garnishing Sets—Rotary Mincers—Orange Juicers—Spiral Slicers—Rosette Cutters—Kitchen Tongs—Can Openers—Sharpening Stones—Gas Stove Lighters, etc. Attractively packed—prices right—reliable service.

AGME METAL GOODS MFG. CO., 2-24 ORANGE ST. NEWARK, N. J.



Epstein's Circus and Carnival Specials

FELT SPANISH HAT with Bright Color Ball Fringe and Chin Cord. Regular Head Size. Doz. \$1.75. Gross.....\$19.50
FELT REGULATION COWBOY HAT. Doz. \$1.50. Gross.....\$16.50
NEW GIANT SIZE SERPENTINE BALLOON. Gross.....3.25
Demonstrators (Workers). Each......25
TWO-TONE MEN'S WALKING CANES. Gross.....7.20
(Write for prices on each lot.)

DRUM MAJOR DOLL with Imitation Fur Hat, Flash Uniform and Baton. This will be the Season's Winner. Dozen.....2.00
FUR MONKEYS, with Metallic High Hats. Gross.....3.50
FEATHER DOLLS, 7 in., with High Hat, Tinted Head and Chest. Gross.....9.00
LUCKY CHARMS: New and Large Selection. Send for Special Charm Price List No. 501. 1937 Carnival and Seashore Price List now ready. Send for Free Copy today.

EPSTEIN NOVELTY CO., Inc., 116 Park Row, New York
25% Deposit With Orders, Balance C. O. D. (Our New and Larger Headquarters.)

SMASH BARGAIN FOR CONCESSIONERS, BINGO OPERATORS, ETC.

Blue-White Fur **CAT** \$1.80 Doz. \$1.75 Each
Comb. Furside Fur \$1.00 Doz. \$9.00
Made of real goat white fur. 25% Deposit, Bal. C.O.D. like, appealing. A real hit for all Premium and Novelty Users. **WRITE FOR FREE CATALOG.** All Complete line of Stuffed Fur Animals, Novelties. All Finest Quality and Workmanship. Lowest Prices. Write Today.

MAJESTIC NOVELTY CO., 2407 Valentine Ave., Bronx, N. Y. C.

merchandise during the summer months and orders from these groups are being received with greater frequency. Items popular with this class are key cases of several types, including the key-lighter, portfolios, letter carriers, traveling kits, overnight bags and suitcases. Handbags are also popular with the gentler sex. Among the newer items now in demand because of their powerful appeal for sustained and lively patronage in the amusement world are the matched bill-fold and key case sets, Social Security card holders and zipper tobacco pouches. In addition; such semi-luxury leather goods as scrap baskets, book ends, travel picture frames, telephone and bridge pads, desk sets, cigaret boxes, etc., are in high favor. Many of these items may be had in a variety of colors and designs.

NEW POPULAR STYLES



Yellow and Rhodium line of Rings — includes Men's & Ladies' LaRonda GEM & T. H. W. E. R. C. B. S. T. A. T. I. O. N. Sample Line

able—18 Rings, \$2.00, Sold only to Dealers.

Write for 32-Page Jewelry Catalog containing Best Selling Items.
HARRY PAKULA & CO., 5 North Wabash Ave., Chicago.

Kansas City

KANSAS CITY, Mo., April 17—Harold Elliott and wife passed thru to join Beckmann & Gerety Shows at San Antonio.

Jim Heart and wife, Lola, left to join J. L. Landes Shows.

W. J. Allman and Neal Walters, of U. S. Printing and Engraving Company; Frank Capp, of Baker-Lockwood Company, and Howard Brandt, of the Howard Brandt Candy Company, all motored to Emporia, Kan., for the opening of the Seal Bros.' Circus. They reported a capacity attendance and all on the circus well pleased with the opening.

Letter from John R. Castle from Shreveport, where he visited the Fairly-Martone and the Hennies Bros.' Shows. He stated both shows were equipped to get real money and both have many improvements.

Ed Strassburg and wife, Juanita, left this week for the East, where they join the F. E. Gooding Shows. He has purchased new trucks and all other equipment. His new trucks will be all white, trim red.

The Sportsman's Show will open in the American Royal Building, sponsored by local Police Department. Horse show at night and during the days dog show, cat show, and fish and wild fowls of the State will be on display.

Ralph Rhoades returned from a three

NEW REDUCED PRICES!
GENUINE IMPORTED
RUGS 55c AND UP.
All Sizes From 18" x 30" to 8' x 12' Feet.
(ORIENTAL DESIGNS)
REAL FLASH! BIG VALUES!
Rugs are in demand everywhere. And these rugs have a startling appeal to the eye and to the pocketbook. Get in the big-money class now. Send today for FREE ILLUSTRATED CIRCULAR giving descriptions, sizes and new, reduced prices for the most complete line of low-priced rugs on the market.

M. SEIDEL & SON 243 West 30th St., New York, N. Y.
Established Since 1910.

ELGIN & WALTHAM WATCHES \$1.85

In New Cases As Low As...
Send for Circular, showing the Biggest Bargains in Rebuilt Watches and unrecoded Diamonds in the country.
H. SPARBER & CO., 108 North 7th Street, St. Louis, Mo.

months' visit with his brother at Asheville, N. C.

George Howk and wife, Hattie, will move to Fairlyland Park to take up their duties and will reside there during the summer months.

SPRING SPECIALS

FOOT POWDER—8 Oz. Metal Can. Dozen.....25c
SUN GLASSES—Glass Lens. Dozen.....50c
FLY SWATTERS—Extra Long Handle. Dozen.....20c
FLY RIBBON—Sealed Tops and Bottoms. 100 Rolls.....70c
ALKALINE TABLETS—30 in. Reliable Display Card. Resale Value, \$1.50. Each. Card.....22c

Send for Giant 1937 Catalog Containing 3,000 Fast Sellers.

BENGOR PRODUCTS CO.
878 BROADWAY, NEW YORK, N. Y.

LAPEL WATCHES

If it can be sold for less, Hagen does it! This Fine Lapel Watch with lustrous black enamel cases and leather cord attachments in flashy display boxes. Reliable Amer. made mt. and fully guaranteed. Retail price \$1.50. Order No. B17 at our feature price. Each.....79c
In lots of 30 or more, Each.....77c
Package additional. If you don't have our catalog, ask for it and please mention your business.

JOS. HAGEN CO.
WHOLESALE AND IMPORTERS
222 W. MADISON CHICAGO



BUY DIRECT! SAVE ON BLADES

The wise bird buys direct and saves money on our finest quality, super-keen razor blades. Dynamic razor blades are made from specially tempered Swedish Charcoal Steel—they give smoother shaves and stay sharp longer. Minimum order of 1,000 blades required to get factory price. 1,000 Dynamic double-edge blades, \$5.00. 1,000 Dynamic single-edge blades \$7.50. Choice of cartons or display cards. Packed 5 in a package. 20 packages of 5's in a carton. Order today and begin to cash in on these better selling blades.

DYNAMIC RAZOR BLADE CO.
250 W. Lafayette Blvd., Detroit, Mich.

GENUINE FUR FOX TAILS

Genuine giant size Fox Tails with two strong cords for tying to bicycle, cap, radiator hood, motorcycle, etc. and flashy, first-grade red, white and blue silk streamer. For workers, concessioners and special events workers, premium users in all fields are stocking up now for a big profit season. **ORDER TODAY!** Don't delay. Write today. **BIG PROFITS AWAIT YOU.**

H. M. J. FUR CO., 150 W. 26th St., New York, N. Y.

PHOTO MEN!

Cash in on our sensational new line of Photo Jewelry. For \$1.00 we will send complete sample line of Photo Rings, Brooches, Bracelets, Pendants, Tie Holders and Stick Pins. Don't delay. Write today. **BIG PROFITS AWAIT YOU.**

J. N. HUGHES CO.
Box 47, East Side Station, Providence, R. I.

FUNLAND SHOW
LEWISBURG, TENN. BUSINESS DISTRICT, APRIL 19-24.
WANT MERRY GO-ROUND. Have complete outfit for Side Show. Sobor Talker for Minstrel. Can use more Musicians. GENERAL AGENT with car. Must produce. One more Free Act. Sound Truck. ALL LEGITIMATE CONCESSIONS. \$72.00. For details, contact, Join at once. Mgr. FUNLAND SHOW.

WANTED AT ONCE
Foreman for Merry-Go-Round and Bill Wheel. Percentage or salary. Shows with or without outfits. WANT Side Show People. Will furnish outfit for same. Place good. Colored Minstrel with Band. Will furnish outfit. CAN PLACE Girl Show.
CONCESSIONS of all kinds except Corn Game, Grind Stores, Popcorn, 4-for-10 Photo Outfit, Lead Gallery. Also Cook House, Advance Man, Electrician. WILL BOOK Tilt-a-Whirl, Chairplane, Centopus or any Ride that don't conflict. Free Act, Percentage of gate, Family Band with Shows or Concessions. Organ and Gallop Man write Fair and Homecoming committees in Illinois, Indiana, Missouri and Arkansas, get in touch with us. Have a few open dates. Motorized show opening April 20 in Nokomis, Ill. First show in three years. Mining town, everybody working. Address
C. G. WAGNER SHOWS,
General Delivery, Nokomis, Ill.

B. & V. SHOWS
WILLINGTON, N. J., APRIL 29
Want Grind Stores and Stock Wheels. Due to disappointment 10 ft. or any Grind Show with or without outfit, Kiddie Rides, Ferris Wheel and Merry-Go-Round Foreman. Can place Merry and Wheel for 16 weeks' work. On grounds from April 24. 5 Westminister Pl., Garfield, N. J. Phone Passaic 2-3195 R.

TO LEASE—1937
Ballroom, fully equipped and decorated. Want Hustling Dance Man. Have roller rink; will lease to man with skates and organ. 10 ft. Stock Wheel photo, no competition. Location, Highland Gardens, Grand Haven, Mich. Next 10 days wire or write R. HUSTLING HAYNES, 2325 Central Ave., Middletown, O. P.S.—Free acts for beach; write.

COREY GREATER SHOWS
WANTED—Big Bill Wheel First Man, Colored Performers and Musicians, Side Show, Acts, Freaks, Talker, one more Free Act, Loop-o-Plane, Flat Rides, Kiddie Autos, Stock Wheels, Ball Games and Grind Stores. Address P. O. BOX 918, Johnstown, Pa.

FAIRLY-MARTONE SHOWS WANT
Organized Minstrel Show. Can place Unborn; have complete frame up.
Emporia, Kan., Week April 19; Nevada, Week of April 26.

STRATES SHOWS CORP.
OPENING APRIL 22, PORTSMOUTH, VA.
Want Organized Minstrel Show or Performers for Same.
Such as Chorus Girls, Comedians, Musicians. Help in all departments, Train Help, Polers and Chalkers. Legitimate Concessions. Rod Krall wants Frank Pentur, Duke Gaudrew, A. Merchant, Albert Roberts, come on. Will Buy Working Monks and Baboons, also new stock at right figure. Write or wire JAMES E. STRATES.

BARFIELD COSMOPOLITAN SHOWS
Will open Griffin, Ga., week April 26. Want Shows and Rides, especially Chairplane and Loop-o-Plane. Also want a few more legitimate Grind Stock Concessions. Can use another Capable Special Agent. Write or wire Macclenny, Fla., all this week.
P. S.: Frank Bizzell wants couple to handle photo studio.

SHOWMEN DON'T OVERLOOK MONEY SPOTS
BOOK OR BUY NOTORDROME. WANT Illusion or any other Show not conflicting. Girls for Revue. All legitimate Concessions open. Gallatin, Tenn., this week; Bowling Green, Ky., week April 26; Owensboro, Ky., week May 8; Evansville, Ind., week May 10.
L. J. HETH SHOWS, Inc.

DIXIE BELLE ATTRACTIONS
OPENING MAY 1, TWO SATURDAYS, OWENSBORO, KY., HEART OF BUSINESS DISTRICT, MAIN AND LOCUST, WITH REAL SPRING ROUTE TO FOLLOW.
All People Contacted Answer This Call.
CAN PLACE Cracker-Jack (Sammy Hall answer), Devil's Bowling Alley, Diggers, String Game, Knife Tack, Merchandise Wheels that work strictly for stock (Little Joe Miller, answer). Positively no gift tolerated. Will finance any new or novel attraction, Shows, with or without outfit, not conflicting. Have outfits for worth-while Attractions. WILL BOOK Penny Arcade (Geo. Haverstick, answer). Sobor and reliable Foreman for Loop-o-Plane. Good proposition. Address mail and wires
COL. LOUIS T. RILEY, Owensboro, Ky.

Majestic Shows Want for balance of season.
WANT Flat Ride, Tilt-a-Whirl, Whip or Caterpillar, Working Acts for Ten-In-One, such as Half-and-Half, Fire Eater, Sword Box, or any Acts that can be lectured on; Performers and Musicians for Minstrel Show, or will book complete Show with Band. Delbert Payne answer. Salary out of office. Will furnish outfits for any worth-while Show that can get money. Concessions all open. Will sell X on Corn Game, Diggers, Custard. All Concessions must be lashed with merchandise. Everything open except Cook House. WANT Man that can repair Merry-Go-Round Organ. The following people answer this ad: Mitzie and Harry, Chief, pony boy. All address
R. G. McHENDRIX or L. W. LEEBMAN, Cookeville, Tenn., this week.

Hartmann's Broadcast

HE has answered his last call to the road, but a road different from the one that troupers take season after season—a road from which no one returns. His name is now only a memory, a very pleasant one to be sure—a memory that will be cherished for years to come by all those of The Billboard and his countless friends in show business and allied fields in this country as well as in Canada and abroad.

We are referring to that dyed-in-the-wool trouper who loved show business, who fought hard for its uplift and all those who made a real profession of it, who was a faithful employee and loyal to the core—Charles C. Foltz, "our Charley Blue," as he was better known to The Billboard family and showfolk alike.

Better-liked men in show circles one would have a difficult time finding. For 17 years he worked both alongside of the writer and under him on The Billboard, and if he had an enemy it was not apparent during that long period. Unassuming, a man who always preferred to stay in the background yet was not timid when there was occasion for courage, a man who always wanted to do good for others, who really knew outdoor show business and especially the finer points of acting—that was "Charley Blue."

And as husband and father he was

simply wonderful. Nothing was too good for his family. No more devoted couple ever lived than the Blues. Tho missus was always "Mom" to him and he was always "Daddy" to her.
He fought hard to overcome his ailments. He wanted to enjoy still more happiness on this earth, but he was not unprepared to go. Shortly before he breathed his last he uttered these words to his family: "I don't want to die, but if I must, I have all arrangements made to go."

IN The Daily Herald of Columbia, Tenn., dated April 5 and 6, copies of which are before us, we see spread all over the front pages stories and cuts of the Muld Day celebration held in that town April 5. The headlines tell of 25,000 people turning out in this town of 10,000 population to see the parade in which were seen about 2,000 head of live stock (1,000 of these mules) raised in Maury County, floats, bands, etc. Before the two-mile parade ended rain fell but this failed to dampen the spirits of the crowd, nor materially curtail the number of entries. The local Chamber of Commerce offered \$500 in prize money in six separate classes in the live-stock show.

This exhibition has been held in Columbia the first Monday in April each year for the last 75 years, but this year was the first time that it had a nation-wide broadcast over a 61-station NBC Farm and Home Hour hookup.

Strange as it may seem, we have been informed that there was only a 10-cent store show in Columbia to entertain these people. Which makes it appear that some showmen are passing up a good bet. Our informant further says: "I have talked to a number of the leading business men and they think that a carnival or circus should have been booked to entertain the people. Looks to me that a live agent would have known about this as it is held every year on the first Monday in April and, rain or shine, has for the last 10 years packed the town."

FRED FANSHER took time between trains in Cincinnati April 13 to express his opinion of the coming season via a postcard, as follows: "There is a wholesome enthusiasm based on 'facts,' not merely a 'hope,' for real business in the outdoor field. Those who have vision and put in 'something new' will have a good bank roll by October 1, 1937."

We think you are 100 per cent correct, Fred.

LEON HEWITT, brother of Bill, feels that one more issue like The Billboard's Spring Special and George Hamid could be elected president of the United States by an overwhelming majority of votes from every branch of the amusement business. "Congratulations to you and staff as well as to your farseeing advertisers," he added. "Truly a wonderful edition and everyone who had any part in its makeup should feel proud of such an achievement."

Runabout Sales Up
Record spring sales of its Arrow Junior One-horsepower gasoline runabouts are announced by Aircraft Mechanics, Inc., as a result of the development of a midget two-passenger machine that eliminates the need for a wooden-floor arena.
Extensive proving ground tests on hard-surfaced ground show that the "drive-it-yourself" can be set up on any suitable lot near a main traveled highway, declares Proctor W. Nichols, president of the company. The concern has made midget cars since 1934.
Minister Gray, Not Showman Gray, Buys Houston Property

Notes From the Crossroads
By NAT GREEN

PEORIA, Ill., is again going to be a favorite spot for carnivals this spring. Rubin & Cherry Exposition comes in Wednesday for a 10-day engagement, and the Royal American Shows and Hennies Bros.' Shows also have early bookings there. The town is in fine shape, but whether it will prove profitable for three shows so close together is a question. It doubtless would be more satisfactory to all the shows if they could avoid this ganging up, but at this time of year spots considered good are not numerous, hence the scramble for any spot that looks like a winner. Rubin & Cherry are breaking in a new lot in Peoria.

Noel Van Tilburg, chairman of Zurich Shrine Temple, Minneapolis, came into Chicago for the Hagenbeck-Wallace opening. . . . Van Tilburg has been handling the annual Shrine midwinter circus in Minneapolis since the death of "Buzz" Bainbridge. . . . This year was his first season and it was one of the most successful in years. . . . Clyde Beatty, noted animal trainer, has sold a big story to The Saturday Evening Post and it will appear in an early issue. . . . Ernie Young off for a conference with fair men in Raleigh, N. C. . . . Ernie says he has one of his biggest seasons ahead—already has 76 fairs signed. . . . We're expecting Frank (Doc) Stuart, Oklahoma City billposting magnate, to swoop in at any minute. . . . With two circuses in town only death or high water could keep Doc away—and now that he's taken to high flying, high water doesn't faze him! . . . Hagenbeck-Wallace Circus will have more than 200 children from famous Mooseheart as guests Tuesday. . . . William H. (Billy) Finkle, Charlie Chaplin clown, who played San Francisco, Omaha and Kansas City Shrine circuses, stopped off in Chi on his way to St. Louis to prepare for park and fair dates. . . . The original Wolters Trio, rated as among the best novelty balancing acts in the business, have been stopping the show at Colosimo's, Chi night spot. . . . Arizona Charlie, old-time cowboy, has passed out circulars advertising a free dance for members of the two circuses now playing Chi, on April 22. . . . Miacahua, Brazilian wire walker, will not remain with H-W, as she is booked solid for celebrations and fairs, starting May 15.

Many outdoor show people will be interested in the book *Big Top Rhythms*, by Irving K. Pond, noted architect and former president of the national association of architects. . . . His book deals with acrobatics as a fine art. . . . Mr. Pond, who is 77 years old, is himself an accomplished acrobat and can still do a back flip with the ease of a youngster. . . . Frank Luley, clown, is proudly showing a letter of appreciation he and his former partner, Paul Jung, received from Mrs. Franklin D. Roosevelt in appreciation of their work at a White House lawn party last Easter. . . . Irvin S. Cobb, famous humorist, was one of the many noted guests whom Harry Bert entertained during the engagement of the Al G. Barnes Circus in Hollywood. . . . Harry writes that the show has been doing great business and had two straw houses in Hollywood. . . . J. Frank Hatch, manager H-W Circus, must be the original "fair-haired boy." . . . Says his hair has been white since he was 18 years old. . . . Just received the 16-page pictorial of Russell Bros.' Circus and must say it is an artistic piece of work. . . . Show got a swell break in *The Kansas City Star* of April 11 when nearly half a page of pictures and story was given it under the title *Hurrah! The Circus Is Coming Soon*. . . . Name of man shot out of a cannon on the Hagenbeck-Wallace Circus is Boys! Fendrick and not Bill Parent, as it has been given in press stories. . . . Sig Arcarius, veteran showman, knife thrower and gun spinner, in from his home in Ohio to visit his daughter, Virginia Butterfield, and the H-W show.

It should have been Rev. Russel C. Gray, brother of Roy Gray, who bought the property, says Russel A. Bonham, attorney of Houston, in a letter to *The Billboard*.

CINCINNATI, April 17—It was reported to *The Billboard* from Houston and printed in the issue of April 3 that Roy Gray had purchased a lot in Houston on Rumble road and extending to the S. P. R. R. tracks for a consideration.



Roger Littleford Jr.

Garden Gossip

COL. W. T. JOHNSON, the Texas rodeo impresario, slipped into Madison Square Garden last week and departed a couple of days later for parts unknown. Altho the Colonel would not comment on the outcome of his brief conference with the Garden management, it seems probable that New York's cowboy opera next fall will be operated under a different banner. Johnson is supposed to dispose of his extensive rodeo stock, including mustangs, bronks and several kinds of steers.

During the 1936 Garden engagement the Colonel informed this commentator that his then current New York contest would probably be his last—chiefly "because producing a big rodeo of this kind carries too many unnecessary headaches for a man in my position." The Colonel opined that he had accomplished his goal—that of putting on the best and biggest rodeo show New York had ever seen—and that "it's about time I turned over the reins to someone else."

HOWARD Y. BARY, former scout for the Ringling corporation, has just taken over J. Frank Hatch's interest in the lease and property of the Hagenbeck-Wallace Circus.

The Ringling-Barnum show is packing 'em in at the Garden this year and advance sale indicates that there will be plenty of sellouts and turnaways before the big contingent moves on to Boston in May. Samuel Gumpertz, the big boss, went on record the other evening with the prediction that the 1937 Madison Square Garden engagement "will set an all-time attendance high in spite of the fact that we missed Easter week for the first time in years."

The performance is moving along at a rapid clip under the expert eyes of Pat Valdo and Fred Bradna, and it is truly one of the most beautiful presentations the Ringling and Barnum names have ever boasted. Ralph J. Clawson evidently accomplished a remarkable job of assembling the Hagenbeck-Wallace show for the season—so remarkable that it looks like he might transferred to the mechanical end of the big show. Altho he is being officially tabbed as head of the legal adjusting department, we would not be surprised if he understudies Carl Hathaway, general superintendent. Robert Frazer, a newcomer, would then be appointed for the position left vacant by the untimely demise of Frank A. Cook last winter. Frazer, who until last fall was a member of the Washington, D. C., police force, is handling the Social Security details on the show this year.

GUY WEADICK writes from the West that he is trying his best to get to New York before the rodeo season begins out in the wide open spaces. . . . Tiny Kline, she of slide-for-life fame, will remain in California indefinitely. . . . Maybelle Kidder spent several days in New York last week while preparing her No. 2 illusion show for the O. C. Buck contingent. She will spend most of her time with the No. 1 unit, however, on the World of Mirrh Shows. Reports plenty of new fronts, novel illuminating effects, etc., in the making for the Linderman show. It opens early in May. . . . George W. Traver, New York

carnival operator, is back from Florida sporting a handsome sun-tan and working overtime in preparation for his 1937 season. Commenting on the Florida season, Traver says that it was good, despite an overabundance of show people trying to make a living in close quarters.

Cue, rapidly growing New York weekly, contains an interesting story on the life and accomplishments of George A. Hamid. The work of Leonard Traube? . . . Show people thruout the city were noticeably saddened by the news of Charley Blue's passing. It is hard to find words to express our feelings. Charley was a grand man to work with.

Heart of America Showmen's Club

Coates House Hotel

KANSAS CITY, April 17.—As President Ruback called the meeting to order it was noted that many members who have already opened the season, but back in town on business or visiting, were in attendance. They were sorry to learn of the death of President Ruback's sister.

Regular club business was taken care of with much time and discussion given to the matter of raising money for the Monument Fund. Plans were completed and before long Art Brainerd, committee chairman, will begin his drive for funds. President Ruback started it off by pledging \$200 from his Western States Shows.

He promised to advise the club concerning what means he would use to raise the money. Several other show-owner members have promised to put on a benefit performance or otherwise raise money for the Monument Fund.

Membership drive will probably show an increase in members before the season is over. President Ruback has offered to donate \$100 to the members securing the greatest number of new members. Those who end in first, second and third places will be in the money.

Many requests for application blanks have been received and, altho Benny Hyman is in first place, with Harry Althuser and Dave Stevens running a close second and third, there's no telling what the future will bring.

The club will not hold regular meetings during the summer. Secretary and treasurer, however, will be here on hand to take care of any mail received.

Herbert E. Doolittle, owner of the Kansas City Ticket Company here, was voted into the club.

12,000 at Cole Bros.' Opening In Chicago; Program Augmented

CHICAGO, April 17.—Cole Bros.-Clyde Beatty Circus opened its Chicago engagement last night to what was probably the largest attendance ever seen at a circus opening in the Stadium. Crowd numbered approximately 12,000.

The show, fresh from its New York engagement, arrived in Chicago late Tuesday and immediately began preparations for its stay in the Stadium. Rigging was hung and stages and rings set Wednesday, and first rehearsal was held Thursday morning. On Thursday evening there was a dress rehearsal, preceded by an informal party for the press. The local engagement runs until May 2.

Show is a beautiful production abounding in color and packing plenty of thrills. It has been largely augmented for the Chicago engagement and has 20 or more acts that did not appear in New York.

Inaugural pageant, Allah's Garden, is presented in its entirety here and is a kaleidoscopic extravaganza of song, music and dance. Rex de Rosselli, who staged it, has done a magnificent job, and wardrobe, designed by Josephine McFarlan, is beautiful. Dancers, directed by Betty Jones, are well trained and make a colorful picture.

Managers Adkins and Terrell and entire staff here for the opening. Show ran extremely long but is rapidly being trimmed to proper proportions. Has amazing amount of high-grade talent and is far superior to last year's show. The building is arranged differently from last year. Section of seats extending entirely around arena has been removed to make room for animal cages, which make a pleasing display. Lou Delmore's Side Show attractions are set up on



ATTENTION, Carnival Men Before Buying GET OUR LOW-CUT PRICES ON NOVELTIES, CANES, PLASTER AND TOSS UPS.

MILTON D. MYER CO., 332 3rd Ave. Pittsburgh, Pa.

THE UNDERSELLING SUPPLY HOUSE.



WEST BROS. AMUSEMENT CO.

WANT Motordrome, Fun House, Girl Review. Must have string music. Don't misrepresent. Good Girl Show territory. Two spots a week in North Dakota, Canada, Montana, Ferris Wheel Foreman, Ride Help come on. Concessions come on, you will have good season. First Celebration starts June 10, Battineau, N. D. Pana, Ill., week April 19; Canton, Ill., week April 26; Quincy, Ill., week May 3.

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.

Ladies' Auxiliary

Club's last meeting of the season was a combination of business and social affair. After the regular business was handled the ladies played contract bridge.

At the request of the ladies the men's club gave permission for the ladies to take over the boosters' page of the program for the annual banquet and ball, which will be held this fall. The ladies pledged to work hard and secure names during the summer months for that page.

Anyone can have his name on the booster page by contacting any member of the Auxiliary and paying the regular 50-cent fee. Money derived from this source will be used by the Auxiliary for a good cause. All Auxiliary members should co-operate.

Myrtle Duncan, president, appointed Bird Brainerd, Hattie Howk and Etta Smith to pass on applications for membership in the club during the summer.

Art Brainerd, chairman of the Monument Fund for the Heart of America Showmen's Club, visited the ladies' club, presenting a drawing of the monument and receiving a \$100 pledge for his efforts.

Ladies were served soft drinks and barbecue sandwiches. Prizes at cards were won by Lucille Hemingway and Etta Smith.

BASKETS Fancy Grocery and Fruit Baskets. New designs and colors. Specially manufactured for Concession Trade. 3.60 & 4.50 per doz. CARL GREENBAUM & SON Manufacturers (Est. 1907) 524 Grand St., New York City. Orchard 4-9521

Slip-Not-Ties New Spring and Summer Colors — Silk Lined. \$2.50 Doz., Post Paid. Send for Sample. Dozen. Money Back Guarantee. Free Catalog. GILT EDGE MFG. CO. Original. Patented. 13 N. 13th St., Phila., Pa.

EDDY BROTHERS CIRCUS TRUMPET and OBLARINET, DOUBLE SAX. Must join on wire. Trenton, April 22 and 23; Freehold, 24; Asbury Park, 26; Mattewan, 27. All in New Jersey.

STONEMAN'S PLAYLAND SHOW South Pittsburgh, Tenn., This Week; Tracy City, Next. CAN PLACE Cock Show Manager, legitimate Concessions, Fish Pond, String Game. All Merchandise Wheels still open. Advance Agent that knows the North.

ENLARGING WANT Feature Acts for Big Show. Clowns, Seal Act or any suitable Wild Animal Act, Comedy Bar Man, Skippy, I wired you. Wild West Team with Stock, Ross Convasman. KAY BROS. CIRCUS, Harrisonburg, Va., Thursday; Winchester, Va., Friday; Hagerstown, Md., Saturday.

BARLOW BIG CITY SHOWS WANT Corn Game, Palmistry, Petny Pitch, Custard, Diggers. Have Tents and Outfits for Shows. Help on Merry-Go-Round, Ferris Wheel, Chalroplane, Electrician, Carpenter and Useful Carnival People. Kingshighway & Patton, St. Louis, Mo., until April 24.

WANTED FOR Jere Shaw's Unit No. 1—Opening at Bordentown, N. J., April 28. Duck or Fish Pond, Devil's Bowling Alley, High Striker, Country Store, Ball Games. WANT Foreman for Merry-Go-Round and Chalroplane. JERE SHAW, 405 Real Estate Trust Bldg., Phila., Pa.

the Allen Foster Girls from the East a number of girls from the Betty Jones School of Dancing, Evanston, have been added. Costuming of entire show is gorgeous and pageant presents a magnificent appearance. Concludes in a burst of fireworks provided by Thearle-Duffield.

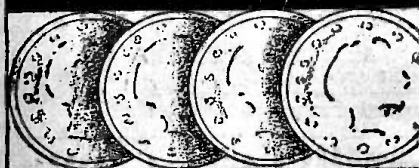
In Display 2 the Arnold Trio, the La Plaz Brothers and the Hardigg Troupe of acrobats provide a pleasing melange of gymnastics, acrobatics and pantomime.

Display 3 presents Harriet Beatty with lion and tiger riding an elephant. Miss Beatty handles the act with skill and grace, putting the animals thru their paces in a manner that gives the audience a thrill. In Ring 1 John Smith presents a group of well-trained ponies, and in Ring 3 Juan Zavatta has a novel act that includes a Shetland pony and a Siamese elephant.

Display 5—in Rings 1 and 3 Juanita Hobson and Rita La Vata doing lady principal, and in center ring Fred (See COLE BROS. on page 101)

GERARD'S GREATER SHOWS 24 WEEKS IN NEW YORK CITY Best of locations—work 7 days per week. WANTED—Octopus, Loop-o-Plane with own Generator, Grand Concessions, all open. Crab Joint, Popcorn, Peanuts, Candy, Floss, High Striker. WANTED—Experienced Foreman on Ell Wheel, Whip, Carrousel. All help must be sober, reliable and know how to set up and tear down. ADDRESS CHARLES GERARD 25-15 Newtown Ave., Astoria, Long Island, N. Y.

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Pin Game Control

Editorial reprinted from *The Poughkeepsie (N. Y.) Sunday Courier*, April 11, 1937

What to do with the game of the dancing, glittering marbles in Poughkeepsie is the question city fathers are trying to decide these days.

Arenas featuring every conceivable type of mechanical device, with gifts for high scores, have always been popular not only with the sports crowd out of town but also with a number of the business men who patronize the stores which have the glass bagatelle cases.

Should these games be licensed and should the city's Board of Aldermen adopt an ordinance to control the game? One faction claims that the games are nothing more than a racket, while at least 125 men in business in this city insist that they have a legitimate business which should be recognized as such.

Sponsors of the game insist that the indoor machine sport is helping to improve business. They argue that hundreds of men have been given employment while countless others have been given the opportunity of enjoying a game of skill.

Stopping the gaming instinct of people is a difficult thing for any government to try and authorities seldom attempt to curb it beyond reason. If the law meant what it says more than half of the charitable benefits could not be held. The biggest objection to lotteries and gambling comes from honest citizens who state that if they were sure that the games would be conducted honestly and the money used rightfully for good purposes they would have no objection to their operation.

The 125 business men of Poughkeepsie who signed the petition to the Common Council for legalizing pin games apparently have the right idea when they say, "we feel that this is a type of business that can be readily abused and that any act that would regulate the business and assist in keeping undesirable elements from participating in the same and give the authorities control over the same as similar regulations in the alcoholic retail industry have done would tend to benefit all of us. We sincerely urge the Common Council to give thought to such an ordinance."

Certain businesses require regulation and we believe that pin games should be licensed and controlled if we are to have them at all. The larger cities of Los Angeles,

New York and Detroit have seen fit to pass ordinances regulating pin games and locally we find that the cities of Utica, Rochester and Mt. Vernon have also passed ordinances. With more than 300 pin games now in operation in the city, there is every reason to believe that licensing would bring revenue as well as take gaming out of the "racket" bracket.

Our Industry's Debt to The Pinball Machines

Reprinted from *The Tobacco Record*, April 7, 1937

The tobacco industry is indebted to pin machines. Were it not for these ingenious contraptions many a dealer would have failed during the recent depression, and not only he and his dependents would have suffered but his creditors, distributors and manufacturers of tobacco and allied products would have been dragged down with him. Therefore our industry should be truly grateful for their existence. We can mention some of the most prominent dealers who were saved from embarrassment by these gadgets.

In some sections these machines are frowned upon by well-meaning, perhaps, but thoughtless legislators, police officials and reformers. They say pin games encourage gambling—perhaps they do. Essentially they are games of skill, and it would indeed be difficult to name any sport which requires some element of skill the outcome of which is not gambled on.

We cannot eliminate billiards, bowling, boxing or any other game in which persons vie with each other simply because men are prone to bet on the results. In some States where horse racing is legal pin games are outlawed—hence the expression, "horse laugh," because the horse is about the only one who doesn't bet on the outcome of a race.

We have known men to bet on the license plates on autos. One would take odds, and collect on every odd number, while the other would bet on even. Now which would it be logical to outlaw—the auto or the license plate?

Pin games are a harmless sport and also the most economical way of passing a pleasant evening—and as far as our retailers are concerned the games produce more profits for the space they occupy than any item they sell.

"Here's the
Pay off"
Payout edition of Fire Ball

MAGIC LAMP

NO HOLES or BUMPERS!

ODDS-CHANGING
ONE BALL
ELECTRONIC

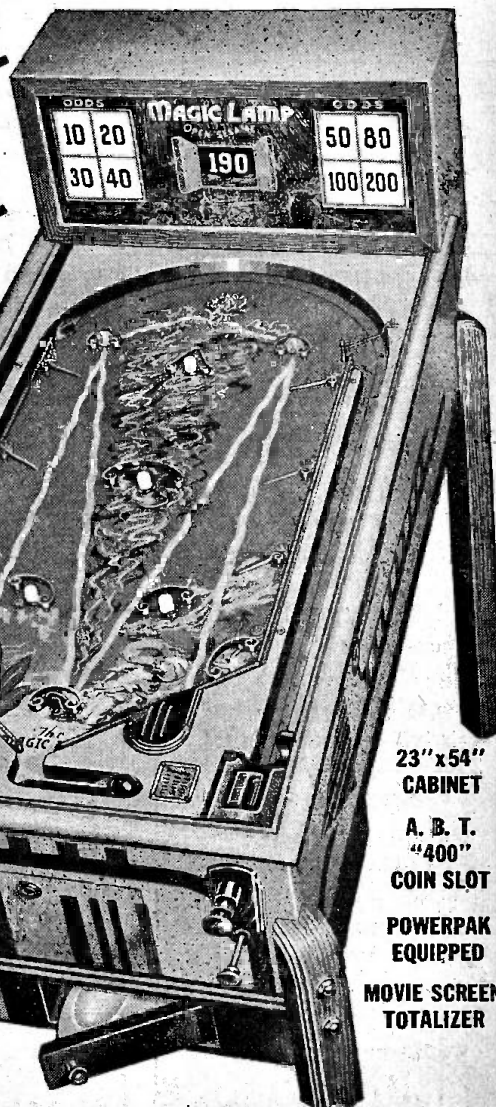
PAYOUT GAME

You've seen Fire Ball. You know how it has proved to be the greatest novelty game the coin game industry has ever seen. And now comes the PAYOUT model called, "MAGIC LAMP."

Zip—every time that ball goes thru one of the five Electronic beams on the board, there's a score or a hit. The score card shows what scores have to be made, and the backboard odds indicator shows what those scores (if made) will pay on that play. Odds run from 2 to 1 up to 40 to 1.

More flash—more skill shots—and greater play thrill with a greater play appeal than any payout table ever introduced. Now in production at the rate of 250 daily.

SENSATIONAL
LOW
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23" x 54"
CABINET
A. B. T.
"400"
COIN SLOT
POWERPAK
EQUIPPED
MOVIE SCREEN
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Check Separator Unit Standard

FIRE BALL

5 BALL
"Electronic"
NOVELTY
GAME

No Holes or
Bumpers
SEE DESCRIPTION
BELOW



23" x 54"
CABINET

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\$69.50

● FIRE BALL has stopped every other novelty game cold. Never before has such a game made such a nationwide hit. Players everywhere are standing in line waiting to play the game that "does it with mirrors." No holes or bumpers. Scores or hits are made by balls passing thru five Electronic beams on playing field. Now in production at rate of 350 FIRE BALLS daily.

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AMERICAN SALES CORPORATION
CHICAGO, ILL.
936 WRIGHTWOOD AVE.,

There's no carrying charge connected with our extended credit Plan of buying machines. You can purchase new and proven games on most convenient terms with no added charge and thus extend your business and increase profits with only moderate investment.

WRITE FOR CREDIT!

Lee D. Jones

P. S.—Opening for mitt-reader who can double as prin in spec. condition. 1/3 deposit with order.

Kreis and Simon, Operators, in Cleveland Distributing Agency

CLEVELAND, April 17.—Milton F. Kreis and Albert Simon today announced the opening of their new jobbing and distributing center, the Cleveland Automatic Vending Company, at 2637 Superior avenue here.

Both Kreis and Simon, well known in the Cleveland territory, have had more than a little experience with coin machines of every type. Kreis has been an operator of all types of amusement devices for more than seven years. He began his career in Chicago, where thru constant contact with all types of locations he gained experience that proved invaluable to him when he migrated to Cleveland. Here success also met his efforts, and in addition to his regular operating activities he, with Al Simon, established the Hollenden Sportland in the Hollenden Hotel. This sportland is known from Coast to Coast as a model for amusement centers of that type.

Al Simon has also spent approximately the same number of years in the coin-machine industry, beginning activities in New York, where for several years he was considered one of the outstanding operators. He continued his operations after moving to Cleveland and joined Kreis in the sportland venture. Hundreds of coinmen, according to Kreis and Simon, have made visits to Cleveland for the sole purpose of getting tips on proper sportland operation from the sportland in the Hollenden.

The two-story building which is occupied in its entirety by the new Cleveland Automatic Vending Company is owned by the organization and will house modern display rooms, general offices and warehouse, as well as highly efficient shops. Under the direction of factory-trained mechanics, employing factory

methods, the shops are designed to supply a complete service to operators.

"Extra service will be the watchword of our entire organization from sales office to shops," Kreis says. Altho we are new to this angle of the coin-machine industry; that is, jobbing and distributing, we are old in point of experience with operating, and we feel that we have more than adequate knowledge of operating requirements in the Cleveland territory."

To celebrate the launching of their new venture Kreis and Simon will feature a special lot of new floor samples at low prices, they state, along with a group of used late model digger machines. The grand opening date is shortly to be announced.

O'Toole Photog Is Kept Busy

NEW YORK, April 17.—Official photographer of Fitzgibbons Distributors, Inc., Eastern wigwag of the Bally Company, is one of the busiest men in the city. Every day operators come in for repeat orders on Bally Booster, it is reported. While waiting for the games to be arranged for them they are inducted into the popular O'Toole Indian Tribe and have their pictures taken in full Indian regalia.

John A. Fitzgibbons is as busy as a bee trying to satisfy the demands for Bally Booster. He's rushing out the games, he says, as fast as they come in. As he puts it: "It seems that the more Bally Boosters we sell the more the operators want. The factory is working day and night trying to keep up with the demand and we will supply every one of those waiting for the game if they will only have a little patience. We have been assured by Jim Buckley and Ray Moloney that we will soon be getting even faster and bigger shipments of Bally Booster."

Gottlieb Cheers East on Delivery

CHICAGO, April 17.—Dave Gottlieb, president of D. Gottlieb & Company, was obliged to make a flying trip to the East quite unexpectedly last week to see about delivery of the firm's Electric Score Board game. It seems they can't turn out the game in large enough quantities to keep everybody satisfied.

"Eastern distribs are keeping us swamped with orders," Gottlieb said upon his return, "and something had to be done about it. We found many ordering in such quantities that it has become necessary to secure additional facilities to make deliveries on time.

"The same condition prevails in other sections," he went on. "Orders are so heavy that no one could supply games in the quantities demanded. However, it is mighty gratifying to see such a boom in the industry and I believe it is genuine proof of the healthy conditions underlying the coin machine business. Everywhere I went I was greeted with more optimism than I have seen in years. The popularity of Electric Score Board is growing by leaps and bounds. For a novelty game this one sure went to the top in a single jump. Its phenomenal rise is easy to understand, however, when you stop to consider the earnings operators report all over the country."

Mutoscope Girl

NEW YORK, April 17.—Ruth Shapiro, of International Mutoscope Reel Company, Inc., has announced her engagement to Irving Katz, of Paterson, N. J. Miss Shapiro is well known to all the coinmen and has been regarded for years as one of the best informed girls in the coin-machine industry.

Miss Shapiro is a member of the Explorers' Club. Some time ago her membership was made certain by her refusal to believe that the Explorers' Club did not have its headquarters in the Mutoscope factory.

BIG CLOSE OUT

On all Bowling and Pin Games. Write for Special Price List.

SOUTHERN AUTOMATIC SALES CO.

540-542 2d St., Louisville, Ky.

GOTTLIEB'S SCOREBOARD (New) . \$69.50	RACK 'EM UP (Slightly Used) . . . \$35.00
KEENEY'S FIRE BALL (New) . . . 69.50	BALLY BUMPERS (Slightly Used) . . 40.00
KEENEY'S MAKE OR BREAK (New) 69.50	LIGHTS OUT (Slightly Used) 17.50
BALLY BOOSTERS (Slightly Used) . 50.00	HOLD 'EM (Slightly Used) 17.50

All machines absolutely in A-1 condition. 1/3 deposit with order.

SADIKOFF SALES CO.

123 W. SIXTH STREET

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ATTENTION -- NORTHWEST OPERATORS

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SPECIALS!

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Coin Escalator

Same as New \$96.00

Mills DANCE MASTERS

All Just Repainted

And Reconditioned

Look Like New . . . \$75.00

Keeney's, **BOWLETTE, SR.**

Only 2,000 Plays . . \$75.00

250 AUTOMATIC PAYOUTS

(Used)

Each One a Bargain!

Mills

BLUE FRONTS

YELLOW FRONTS

Reconditioned and Guaranteed

Biggest Stock in Northwest

ANY NEW GAME AT

FACTORY PRICE

Get on Our

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AMUSEMENT GAMES INC.
1679 UNIVERSITY AVE. ST. PAUL, MINN.

Big Response To Test Offer

CHICAGO, April 17.—Bill Woollen, sales manager for Buckley Manufacturing Company, reports an overwhelming response to the company's recent offer to run location tests for any operator in any location he desires on the new Buckley game, Track Odds.

"It will take some time to complete all of the requested location tests," Woollen states. "We expect almost 100 per cent success with each test and an equally high percentage of acceptances for the game. The first tests, which were run a few days after our announce-

ment, have produced pleasing results. Operators were glad to take advantage of our offer and were astonished at the earning records made by the game. In not a single instance was a game returned, and many operators have purchased additional games.

"The locations in which we tested Track Odds are not good for 'softies.' They are being carried on in the toughest spots the operators can dig up. Yet this machine is doing a bang-up job of operating without a hitch. We were greatly surprised to receive a quantity of outright orders for the game. It seems that this was due to the fact that many operators heard from friends about the unusual features and earning power of this game and did not want to wait for a test."

According to Buckley officials, the game is a de luxe seven-slot payout game based on the "sport of kings" that incorporates a new principle of play and construction which presents an entirely new appeal.

Chi ASCAP Head Hits Anti-Org Bill

CHICAGO, April 17.—E. S. Hartman, local ASCAP head, is out to show some

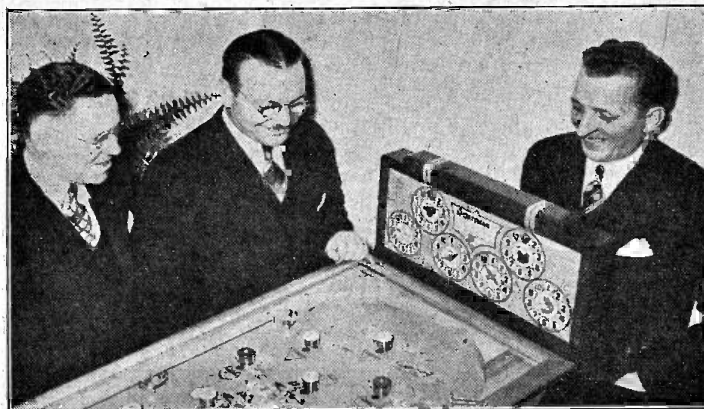
of the boys in the current session of the Legislature at Springfield, Ill., the futility of passing the bill introduced by Representative Leo D. Crowley, which provides for the breakup of all author, composer and publisher organizations.

He is contacting House representatives to point out the stone wall they are bucking, because, in his opinion, odds are against the U. S. Supreme Court upholding the validity of bill even if the House and Senate make the measure a law in this State. Hartman states that legislators will be putting themselves on the spot for the future, as abolishing ASCAP in the State still does not take Illinois out of the jurisdiction of the federal copyright laws.

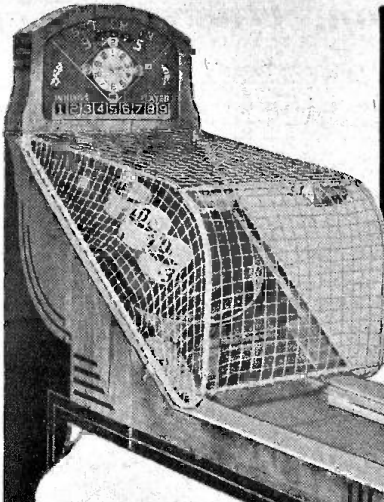
According to Hartman, the State lawmakers will have a boomerang on their hands when a violation of the federal act occurs and the victims come looking for the protection the State is supposedly promising them now.

Per piece dealing with copyright owners will prove an expensive proposition alongside of the present arrangement with ASCAP, Hartman says, and those in the business of buying music, acts, stories, etc., will be looking for another solution to their problems when they've had a taste of trying to deal with a lot of individuals instead of ASCAP.

No definite date for the bill's appearance in the House has been set.



A. J. LA BEAU (center), of St. Paul, Minn., enjoys a preview of the new Sportsman De Luxe soon to be announced by O. D. Jennings & Company, Chicago. W. J. Ryan (left) is general manager, and Phil Burgess (right), Northwest distributor for the Jennings firm.



NEW "BAT 'EM IN" MODEL BOWLETTE* 194⁵⁰ 14-FOOT SIZE

We've made the price unusually—yes, even lower than the former distributors' price. Cash in at once on the timeliness of the "Bat 'Em In" model of the greatest of all bowling games, Bowlette! Everybody is talking, thinking baseball. Let 'em play baseball with "Bat 'Em In". 50 scores a home run and leaves a man on first, 40 scores a home run, 30 a triple, 20 a double and 10 a base hit. Animated score board depicts all plays and total scores. Loads of fun for the players—steady big profits for you.

"BAT 'EM IN"
**BACKBOARD GLASS
AND SCORING UNIT**

Capitalize on the long baseball season just starting. This unit is easily installed in just 5 minutes—makes a new game of your Bowlettes.

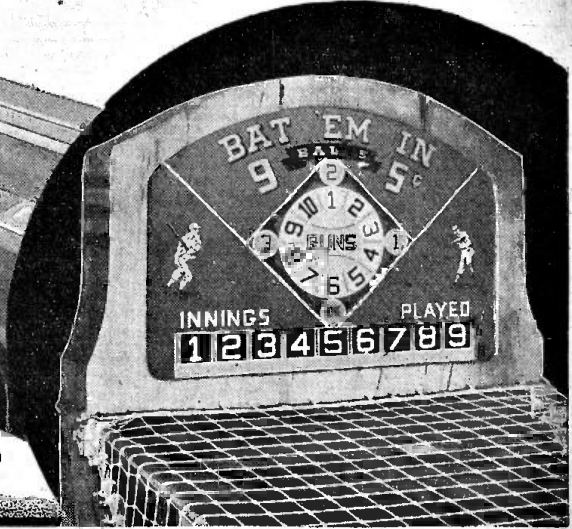
\$25.00

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2001 CALUMET

CHICAGO



Electric Kick Gives Suspense

CHICAGO, April 17.—Discussing what he termed the unparalleled success of the Bally Booster bumper-type baseball game, Jim Buckley, general sales manager of Bally Manufacturing Company, pointed out that much of the game's appeal is due to the suspense created by the electric kicker at the bottom of the board.

"A player may hit this kicker with his last ball and thus stage the equivalent of a ninth-inning rally on a real baseball diamond," Buckley stated. "Simply by hitting the kicker any man on base automatically goes home, scoring a run. Moreover, if the ball is kicked clear to the top of the field and hits the Home-Bumper an additional home-run is scored. Then as the ball bump-bumps down the field again more hits are registered, players advance on bases and a few more runs are chalked up. Operators tell me that this kicker feature is scoring a real hit with the public, and players have been heard to make remarks about heavy hitting pulling the game out of a hole in the ninth inning. Demand for Bally Booster continues unabated and will no doubt increase as the baseball season gets into full swing."

Strong Guarantee Made by Supreme

BROOKLYN, April 17.—Bill Blatt, president of Supreme Vending Company, Inc., reports that his firm has placed its personal guarantee on the Daval Baseball games which are now arriving from the factory in large quantities. Blatt states that the game is one of the most perfect on the market and that his firm has helped to overcome some of the minor defects.

"After making complete tests of the games now arriving from the factory," Blatt states, "we are ready to guarantee them as 100 per cent perfect in every

detail. The game is so well built that it will withstand the worst abuse it can be given on any location. Our own mechanics had much to do with the perfecting of the game and operators can now be certain that the Baseballs they get from us will be better than any game they ever before operated. Daval Baseball is the kind of a game that will last for a long time and will earn big profits for the operator because it meets the demand for a fast-action game with plenty thrills."

Racing Figures In Miami Paper

MIAMI, April 17.—The Miami Herald comments with zest on the bigness of the racing business in Florida. The following editorial appeared in *The Herald* on April 12:

"If there is any doubt as to the popularity of horse racing or its importance as big business, that doubt would be removed by the reports on the Miami season just closed. Records, as usual, were

broken, millions of dollars poured in and out of the betting machines from 765,955 patrons that passed thru the gates at Hialeah and Tropical parks.

"A total of \$30,825,164 was played in the mutuels, an increase of more than \$7,000,000 over the preceding year. From the 3 per cent tax on this, the occupational and admission taxes, there will be a total of \$1,086,581.47 paid into the State coffers and divided among the 67 counties. That is a very pleasant windfall for these other counties, and, coupled with taxes from dog tracks and our gasoline taxes, it again demonstrates how active Dade County helps to support many other counties, to say nothing of the State itself.

"These little northern counties which manage to live off Dade ought to be appreciative of our generosity, but somehow they are not as thankful as they might be. They are inclined to devise other methods of hitting us.

"Horse racing is the sport of kings and of the people. It draws the many, it draws the money, and it pays dividends to the community and to the State. Horses are still in the running."



ATTRACTIVE EXHIBIT BY LEMKE COIN MACHINE COMPANY at the recent Michigan and Detroit Sportsmen's Show, Detroit. The tall man in the rear with the big cigar is Henry G. Lemke himself.

CENTER FOR BARGAINS

RECONDITIONED AUTOMATIC PAYOUT TABLES

- STAMPEDE
 - COLD RUSH
 - BAFFLE BALL
 - BIG CASINO
 - MONOPOLEE
 - ACES
 - PROSPECTOR
 - TEN GRAND
 - ROUND UP
 - SKY HIGH (5 ball)
 - DOUBLE SCORE
 - PAMCO FARLAY
 - MULTIPLAY
 - SARATOGA
 - TURF CHAMPS
 - DERBY DAY (Mystery Payout)
 - COLLEGE FOOTBALL
 - HIGH CARD
- \$8.50 each
- \$19.50 each
- \$35.00
- \$52.50
- \$55.00 each

1/3 Deposit, Balance C. O. D.
F. O. B. Milwaukee, Wis.
NEW GAMES—Get Out Prices!
MILWAUKEE COIN MACHINE CO.
3725 W. Center St., Milwaukee, Wis.

B 4 "B" SPECIALS B

- IN COUNTER GAMES.
- Daval Races \$5.00
 - Flying C 0-1
 - Ort. Jr. . . . 4.00
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 - High Tension 4.00
 - Hold & Draw 5.00
 - Horses (Buckley) . . . 5.00
 - Horse Shoes . . . 4.00
 - Merchandise (Exhibit) . . . 6.00
 - Real Dice . . . 7.50
 - Real "24" . . . 7.50
 - Select 'Em . . . 4.00
 - Sweepstakes . . . 4.00
 - Three Jacks (5c) . . . \$4.50
 - Tit Tat Too 5.00
 - Twins 4.00
- RECONDITIONED SLOTS.
- Mills 8 k y-scraper (5c) . . . \$30.00
 - Mills Front Vndr. Mystery (5c) 42.50
 - Walding Dbt. Jackpot
 - Jackpot (10c) . . . 27.50
- 1/3 Deposit, Balance C. O. D.
WRITE FOR PRICE LIST No. 232.

BESSER NOVELTY CO.
3020 OLIVE ST., ST. LOUIS, MO.

Melody King Volume Grows

CHICAGO, April 17.—N. Marshall Seeburg, head of the J. P. Seeburg Corporation, announces that due to the success of Seeburg phonographs in all sections of the country orders for their Melody Kings and Symphonolas are daily growing in volume.

"Melody King continues to draw public interest and profits for operators above all other phonographs," said Seeburg. "The recent campaign carried on by Mr. Hughes, of the Electro Ball Company, in Texas, brought forth glowing praise of our instruments and has inspired similar research on the part of many other distributors. Now from every part of the country come stories supported by facts and figures of almost phenomenal increases in earnings and profits.

"Pleased as we are with the success of our machines, we know that progress demands continued research. Therefore our engineers are constantly at work developing and improving so that the next Seeburg models will continue to remain far ahead of the field in point of appeal and efficient operation."

Gadco Promotes Phonos in Mich.

DETROIT, April 17.—A special promotion of Seeburg phonographs is planned for up-State Michigan by Harold Chereton, general manager of General Amusement Devices Company, Inc., who is leaving for a trip of several days thru the State.

"Music is not the coming, but the present thing," Chereton said. "Music is closely involved wherever we are today. The only trouble is that sometimes the factories cannot get the machines to us as fast as we can place them.

"The phonograph business is something that every operator is thinking of



taking up seriously today. Men who have had only pin games or vending machines, perhaps for years, are now entering this field where the field of operation is fertile and stable, and business can be developed almost for a lifetime."

Five operators from Flint, Mich., were among Gadco's visitors last week, spending a whole day and enjoying the company's sociability before returning to their homes.

Strange Phono Service Call

To the Editor: "I had an unusual service call recently which I think should interest your readers. A phonograph operator of Barbourville, Ky., recently showed a location owner, near Mt. Vernon, Ky., how to trip his phonograph. The operator told him that he could have free music whenever he wished.

"A few mornings later the owner decided to have some music while his wife was preparing breakfast. He reached in to the mechanism and pressed the trip coil. The selector mechanism started revolving, and a sharp projecting metal point pierced his hand and wedged it tightly against an upright. Passers-by stopped and tried to release him. After an hour and a half of futile effort, I was called. I hurried over 60 miles of rough roads to release him. Needless to say, his first words, after being crucified for over three hours by this pencil-sized barb, were, 'From now on I'll use a nickel.'"—J. W. L., Kentucky.

Music Org in Detroit Field

DETROIT, April 17.—Swift growth of the music-machine field, with the development of new fields for this type of machine in the past two years, has brought about the need for a local organization of music operators, in the opinion of Detroit men in the field. Plans for such a group were started this week, with the leading part taken by Frederick E. Turner, president of the Automatic Merchandisers' Association of Michigan.

Turner, who was formerly secretary-treasurer of the old national association, operates only in the vending-machine field, but his experienced services have been in demand for a long time in organization work, and he was practically forced to take the post of secretary of the Greater Detroit Vending Machine Operators' Association despite his reluctance to assume office last year. In the present instance plans for separate organization of a group of phonograph men will allow them to be represented in their own body and discuss common problems, joining for State-wide purposes in the A. M. A., which was set up last year to provide for such a form of organization. Music men are not at present represented in the A. M. A. units. Turner's offices in the Lafayette Building are serving as temporary organization headquarters.

Wurlitzer Execs On Business Tour

CINCINNATI, April 17.—Officials of the Rudolph Wurlitzer Company established headquarters at the Sinton Hotel here Thursday for an all-day sales and business session with operators of automatic phonographs in this territory.

In the Wurlitzer entourage which visited here were Homer E. Capehart, Wurlitzer vice-president in charge of sales; R. G. Norman, Wurlitzer advertising manager; R. C. Halmbaugh, firm's chief engineer; Harry Payne, Ohio district manager for Wurlitzer, and L. P. Branson, company's Ohio service instructor.

Similar meetings will be held in practically all the cities in which the Wurlitzer organization held its good-will banquets last winter. Tour began at Pittsburgh Tuesday, and followed with Cleveland, Wednesday; Cincinnati, Thursday, and St. Louis, Friday. Philadelphia, Baltimore and other Eastern cities are included in next week's itinerary.

Homer E. Capehart, in a talk with a representative of *The Billboard* here Thursday, expressed himself as highly elated with the results of the tour so far. "Even with our North Tonawanda factory running full force on the Wurlitzer-Simplex phonographs," Capehart said, "it is running behind to the tune of some \$2,500,000 worth of back orders, with more sales pouring in every day. We are filling the orders as rapidly as our vast facilities will permit without sacrificing quality or workmanship.

"Our shipments on automatic phonographs are running far ahead of the same period last year, and if business done in Pittsburgh and Cleveland is a criterion of what the other cities will do our phono business for 1937 will far exceed that of last year. Our visit to Cleveland alone netted us nearly \$100,000 in Wurlitzer-Simplex orders."

Capehart also reported that the music ops in Pittsburgh and Cleveland have noticed a sharp increase in their music machine takes the last 90 days.

I. F. Webb, Rock-Ola Exec., Has Successful Biz Trip

CHICAGO, April 17.—Making every major city in the East, I. F. Webb, manager of the phonograph division of Rock-

Sheet-Music Leaders

(Week Ending April 17)

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) (1)
2. Boo Hoo (Shapiro) (2)
3. Moonlight and Shadows (Popular) (3)
4. What Will I Tell My Heart? (Crowford) (4)
5. When the Poppies Bloom Again (Shapiro) (5)
6. Will You Remember? (Schirmer) (8)
7. When My Dream Boat Comes Home (Witmark) (5)
8. Love Bug Will Bite You (Santly) (14)
9. Sweet Lullaby (Select)
10. Trust in Me (Ager) (10)
11. Too Marvelous for Words (Harms) (15)
12. Blue Hawaii (Famous) (12)
13. September in the Rain (Remick)
14. Sweet Is the Word for You (Famous)
15. Swing High, Swing Low (Famous)

In "Dog House"

By BIOGRAPHER

It can truthfully be said that E. H. Petering, assistant general sales manager for Rudolph Wurlitzer Company, is one of the most harried and preoccupied individuals around the place. It is Ernie's job to appease the phonograph-hungry appetites of music operators all over the country.

From the early morning hours until late at night he is deluged with a stream of telegrams, telephone calls, special letters, personal visits from operators and the like, begging and imploring him to ship more Simplex phonographs. It is not at all unusual for operators to phone him one night to say that a truck is on the way from several hundred miles away and that it's up to him to see that the needed phonographs are ready and waiting when the truck arrives the next morning.

Many are the times that Petering has been on the verge of "getting behind the nine-ball," but thru the complete cooperation of his co-workers in the production department he has been able to "save the day" and "carry the message to Garcia," to put it in the phraseology of that well-known essay.

Petering is ever-ready to lend a helping hand to any operator needing shipments for emergency cases. A lot of operators have him to thank for the way in which he handles their phonograph requirements. If the day's shipping schedules are completely worked out he'll go to extremes in his endeavor to get "just one more" phonograph thru on the day's production to take care of some operator who "must have at least one box" today. And so it goes, day after day.

ola Manufacturing Corporation, has just completed a successful selling trip during which 18 carloads of instruments were scheduled for spring delivery.

"Conditions thruout the East are so improved right now that every music operator is enjoying increased earnings," said Webb. "Of course, the end of the Lenten period has had a lot to do with these better earnings. However, the fact remains that practically every factory and every office have a larger pay roll now than a year ago. This means that the average person has more money in his pockets for amusement, which naturally includes many nickels for automatic phonographs.

"The most popular Rock-Ola model with the operators is the Rhythm Master 16. This model seems to have exactly what the music operator wants. Closely following this model is the popular; of the Rhythm King and the Imperial 25. The Imperial model is of a gorgeous cabinet design and has 20 records."



Full Range High Fidelity Reproduction
THE SEEBURG MULTI-SELECTOR MODEL "J"

SYMPHONOLA

J. P. SEEBURG CORPORATION
1510 DAYTON STREET • CHICAGO

CLOSING OUT — 10 only Rockola Phonographs

Walnut Cabinets—FIRST-CLASS MECHANICAL CONDITION GUARANTEED.

\$99.00

F. O. B. Atlanta. One-Third Deposit with Order.

FRIEDMAN AMUSEMENT CO.

186 Georgia Avenue, S. E.,

ATLANTA, GA.

Moves to Detroit Field

DETROIT, April 17.—W. M. Raeck, who has operated music machines in Upstate Michigan for several years, with headquarters at Bay City, is invading the Detroit territory. Operating with the assistance of friends in the field locally, he has placed a number of machines in the Detroit area.

Raeck bought a new consignment of phonographs this week from B. J. Marshall, Inc., and is planning further expansion of his routes.

Business has shown considerable improvement in the past month, he told *The Billboard* correspondent, largely as a result of settlement of the major strikes which affected many cities, as well as Detroit and Flint. Play on machines has now returned to normal, he said.

Harry Wish, well-known concessioner, is another Detroitier who is buying new phonographs for his local routes.

Detroit

DETROIT, April 17.—Detroit Police Department approved a number of new coin machines this week for local operation under the city ordinance, Henry C. Lemke, of the Lemke Coin Machine Company, stated. Among the games approved were School Days, Jungle Dodger, Fireball, Running Wild and Buttons.

Harold Chereton, manager of Gacdo, reports that a large number of Pacific Marksman machines were shipped this week to various parts of the country. Included in the shipments were 15 outfits for a new rifle range at Coney Island, New York.

Eddie Clemons, proprietor of the National Coin Machine Corporation, acquired a new shipment of phonographs this week. Clemons has been expanding his business steadily since entering the field two years ago, and is now one of the largest operators in the local field.

Pacent's novelty baseball machine was formally approved this week by the Detroit Police Department, Harold Chereton, manager of General Amusement Devices Company, Inc., reports. Chereton, local distributor for the machine, states

that it is expected to be a major seller in this territory.

Henry C. Lemke felt pretty good this week. His popular Boxing Cats are booked for a four-week engagement at the swanky Hotel New Yorker, to be followed by a seven-week movie engagement in Hollywood.

General Amusement Devices, Inc., shipped a large consignment of amusement machines to Southeastern Ontario during the past week. Pacific's Royal Races and Western's Grand Prize made up the greater portion of the shipment. Harold Chereton reported that the only trouble he had getting the machines thru customs was trying to keep the inspectors from playing the machines.

George Wright, Jackson, Mich., operator, lost the contents of a newly filled cigaret-vending machine last week when the barber shop in which the machine was located was robbed. This is the latest of several thefts from Michigan machines in recent weeks.

M. L. Joslin, general manager of the Pack-It Company of America, has left the city on an extended business trip, plans for renewed activity and the promotion of new products are under way.

James A. Passante and J. R. Walsh, partners in the J. J. Novelty Company, are also out of town on business. Both are expected back next week.

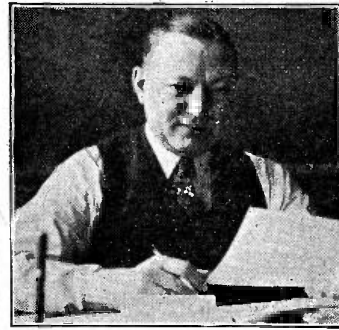
Mrs. L. V. Rohr, wife of the Rohr Sales Company's head, has been confined in the Henry Ford Hospital with pernicious anemia. At present she is being held under observation.

Larry Smith, with General Amusement Devices, Inc., for a long time, has just been promoted to the position of chief bookkeeper.

Wurlitzer's Chi Branch Popular With Music Men

CHICAGO, April 17.—Smiling Mac McIlhenny, manager in charge of the newly opened Wurlitzer branch office here, reports a huge influx of automatic music operators to the local branch since its opening a few weeks ago.

"Music men in this territory who



E. H. PETERING, assistant general sales manager Rudolph Wurlitzer Company, North Tonawanda, N. Y.

formerly made periodic trips to our North Tonawanda plant," McIlhenny says, "are now making it a habit to visit our Chicago branch regularly. Not only are the local Wurlitzer headquarters more convenient to them, but they are finding the service here just as they would find it at our main plant. Factory men at our local branch are ever-ready to answer their questions and aid in solving their music machine problems."

Business, since the opening of the Chicago branch, has been above expectations, McIlhenny announces. The Chicago office is in direct touch by teletype with the Wurlitzer plant in North Tonawanda.

Mt. Vernon Firm Plans Campaign

MOUNT VERNON, N. Y., April 17.—N. S. Crisanello, manager of the Oakwood Amusement Machine Company, intends to release a campaign in the near future to acquaint operators in Westchester and Rockland counties with the fact that the Oakwood firm is distributor for the leading manufacturers. Now that the firm is well established in this city it intends to go after the business in the surrounding territory in an aggressive fashion.

The campaign will feature the fact that the firm carries a complete stock of the latest games, as well as a large supply of reconditioned and guaranteed used machines. In addition, stress will be laid on the up-to-date repair service which the firm maintains.

It pays 3 ways to use these two batteries in pin games



1. They Last Longer
2. They're More Dependable
3. They're Available Everywhere

And, of course, "Eveready" Batteries present no fire hazard

Distributors! Jobbers! Operators!

Get in on this special trade discount!

Five Best Record Sellers for Week Ended April 19

	BLUEBIRD	BRUNSWICK	DECCA	MASTER	VARIETY	VICTOR	VOCALION
1	86876—"The Arkansas Bazooka Swing" and "The Bazooka Stomp" Bob Skyles and orchestra.	7855—"They Can't Take That Away From Me" and "Beginner's Luck." Fred Astaire with Johnny Green and orchestra.	1175—"Sweet Lellani" and "Blue H a w a i i." Bing Crosby.	108—"Minuet in Jazz" and "Two Light in Turkey." Raymond Scott Quintet.	501—"That Man is Here Again" and "Swing, Swing, Swing." Cab Calloway and orchestra.	25559—"Jam Session" "Honey-suckle Rose" and "Jam Session" "Blues." Tommy Dorsey, Bunny Berigan, Dick McDonough, George Wettling.	3487—"It's Wear-in' Me Down" and "Rhythm of the Tambourine." Fletcher Henderson and orchestra.
2	86873—"They Can't Take That Away From Me" and "They All Laughed." Ozzie Nelson and orchestra.	7856—"They All Laughed" and "Slap That Bass." Fred Astaire with Johnny Green and orchestra.	1185—"What Will I Tell My Heart?" and "Too Marvelous for Words." Bing Crosby.	101—"I've Got To Be a Rug Cutter" and "The New East St. Louis Toodle-O." Duke Ellington and orchestra.	515—"Caravan" and "Stompy Jones." Barney Bigard and Jazzopaters.	25554—"Spring Cleaning" and "You've Been Reading My Mail." Bigard and orchestra.	3486—"Just To Remind You" and "Thanks for Everything" I s h a m Jones and orchestra.
3	86878—"I've Got Beginner's Luck" and "Let's Call the Whole Thing Off." Shep Fields and orchestra.	7857—"Shall We Dance?" and "Let's Call the Whole Thing Off." Fred Astaire with Johnny Green and orchestra.	1184—"Sweet Is the Word for You" and "I Have So Little To Give." Bing Crosby.	103—"The Maid's Night Off" and "Sophisticated Swing." Hudson-DeLange Orchestra.	502—"They All Laughed" and "Let's Call the Whole Thing Off." Red Nichols and orchestra.	25553—"Turn Off the Moon" and "Jammin'." Tommy Dorsey and orchestra.	3431—"I've Got My Love To Keep Me Warm" and "One Never Knows." Billie Holiday and orchestra.
4	86875—"Poor Robinson Crusoe" and "Whoa Babe." Ozzie Nelson and orchestra.	7859—"Why Was I Born?" and "I Must Have That Man!" Teddy Wilson and orchestra.	1192—"Melody for Two" and "September in the Rain." Henry King and orchestra.	109—"Memphis Blues" and "My Melancholy Baby." Willard Robison and Deep River Orchestra.	519—"In the Shade of the Old Apple Tree" and "Walkin' the Dog." Midge Williams and Jazz Jesters.	25549—"They Can't Take That Away From Me" and "I've Got Rain in My Eyes." Tommy Dorsey and orchestra.	3449—"Trust in Me" and "My Last Affair." Mildred Bailey and orchestra.
5	86897—"The Love Bug Will Bite You" and "Wood You Like To Buy a Dream?" Teddy Hill and orchestra.	7854—"The Love Bug Will Bite You" and "On the Isle of Kitchy-Mi-Boko." Hal Kemp and orchestra.	1187—"The Love Bug Will Bite You" and "Listen to the Mocking Bird." Jimmy Dorsey and orchestra.	105—"Blue Hawaii" and "No More Tears." Jack Denny and orchestra.	503—"Blue Rhythm Fantasy" and "Jungle Madness." Mills Blue Rhythm Band under direction of Lucky Millinder.	25548—"The Love Bug Will Bite You" and "Dreamy Eyes." Guy Lombardo and Royal Canadians.	3451—"Get Along Home" "Cindy" and "Right or Wrong." Bob Wills and Texas Playboys.

SEND THIS COUPON FOR INFORMATION ON SPECIAL TRADE PRICES

If you are a legitimate distributor, jobber or operator of pin games you can take advantage of our special trade quantity prices. For complete information fill out this coupon and send it to—

NATIONAL CARBON COMPANY, Inc.
P. O. Box No. 600
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New York, N. Y.

Name.....
Address.....

Distributor Jobber Operator
[] [] []

PLEASE CHECK
Unit of Union Carbide and Carbon Corporation

Drushell Opens New Department

CHICAGO, April 17.—J. D. Drushell Company announces that it is arranging to open up a new department for the purpose of supplying operators with the various vending items used in the several types of machines now being distributed by the firm. This addition to the present organization will be known as the candy division.

"The innovation was brought about by the swift developments that followed the introduction of Automatic Stores," stated J. H. Drushell, president of the firm. "Before marketing this four-way penny vender we scouted the field to locate confectionery items of quality and appeal at a price that would enable the operator to resell at a handsome margin of profit. So successful were the items we finally decided to present that we were unexpectedly deluged with orders for candy.

"Ordinarily we confine ourselves strictly to the handling of machines, but with this new machine we tied in a list of attractively priced items calculated to give the inexperienced operator a good start in his venture."

THE KING OF VENDORS IS SILVER KING

VENDS EVERYTHING Size 7x7x14" 6 LBS. MERCHANDISE PRICE ONLY \$6.50

F.O.B. Chicago, 30 DAYS FREE TRIAL. Hundreds of them now on location. A proven money maker with a written guarantee. Baked enamel or porcelain finish. Write now for complete details.



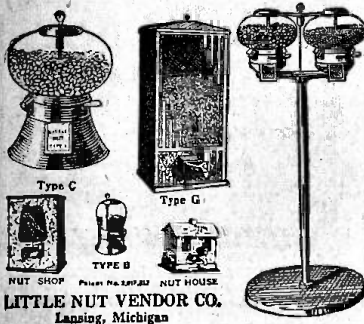
NATIONAL VENDORS CO.
4157 W. BYRON ST. CHICAGO

TOYS For VENDING MACHINES

Sales increase when you give your customers something for nothing. Here is something that costs next to nothing but gets results. Send for samples, mix them in one of your vending machines and watch the pennies roll in.

SEND 25c
For a Complete Set of Samples. SPECIAL ASSORTMENT. 4 Gross (144 Pieces), 50 Different Styles. Elephants, horses, camels, dogs, roosters, lions, skulls, etc. Both kids and grown-ups go for them. Superior to any assortment ever offered. Before placing your business, get our Special Lot on a money back guarantee. Price **75c**

EPSTEIN NOV. CO., Inc.
116 Park Row, New York City.

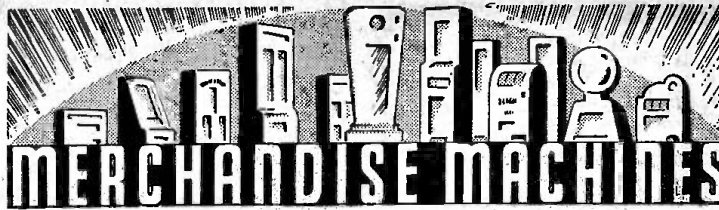


KO-PAK-TA PEANUT MACHINES

Cost \$21.50 new, will sell \$5.00 Each, five or more \$4.00.

JOE ORARETZ
331 W. Chaple St., Hazleton, Pa.

End your correspondence to advertisers by mentioning The Billboard.



Report Outlines Cigaret Profit

WASHINGTON, April 17.—Operators of cigaret vending machines will be interested in the report of the Securities Commission published recently. This report disclosed that each of the big three tobacco companies sold substantially more than \$200,000,000 worth of products in both 1934 and 1935. Chairman James M. Laridis, terming the figures one of the deepest trade secrets in American business, made public the reports of five major tobacco companies after four of them agreed to withdraw suits to prevent publication of the figures. The data had been included in statements filed in connection with their securities.

The reports also disclosed for the first time the cost of production in the tobacco manufacturing industry and in three cases also the overhead cost of selling, advertising and administration. The former practice of the companies was to disclose only net profits. The 1935 figures include:

American Tobacco Company—Sales, \$217,224,080.85; cost of production, \$165,026,274.42; selling, advertising and administrative costs, \$19,045,608.89; operating profit, \$33,152,197.54.

Liggett & Myers Tobacco Company—Sales, \$221,736,295.53; cost of production, \$180,791,561.12; selling, advertising and administrative expenses, \$21,221,248.34; operating profit, \$19,723,486.07.

R. J. Reynolds Tobacco Company—Sales, \$250,635,962.01; cost of production, \$202,279,882.26; selling and other overhead costs not shown.

P. Lorillard Company—Sales, \$59,155,156.39; cost of production, \$44,392,399.71; selling, advertising and administrative expense, \$10,787,208.22; operating profit, \$3,975,548.46.

United States Tobacco Company—Sales, \$16,495,527.07; cost of production, \$9,990,714.25 (other costs not shown). Laridis termed tobacco's capitulation as "the beginning of the end of a two-year campaign to force companies selling securities to the public to publish their sales and cost data."

He estimated 94 per cent of companies whose securities are listed on exchanges now publish the figures and expressed hope that nearly all of 23 remaining suits to prevent the disclosures will be withdrawn.

"These figures," he said, "are the most important figures in an income statement. They really allow you to judge the earning ability of a company. I think it is important to note good investment counsel will not permit their

clients to buy securities of companies which do not disclose sales and cost data. I agree with them."

He said suits were withdrawn by the American Tobacco Company, P. Lorillard Company, R. J. Reynolds Tobacco Company and United States Tobacco Company.

New Firm Plans Using 400 Snacks

DETROIT, April 17.—C. H. Potter, formerly a partner in the Freeland Specialty Company, and Robert Maskell, Wayne, Mich., operator, have established a new jobbing business in a store at Wayne, some 18 miles west of Detroit. Company is being formed under the name of the Michigan Snacks Company, and will both operate and job thruout the State. About 125 machines have been received and a majority have already been placed in operation.

"We plan to place about 400 on location," Potter said. "We will sell machines, as well as operate them. The ones we have had out so far have proved very good and returned a satisfactory dividend."

"We have decided to operate in a more stable field, as well as in the amusement field in which we have formerly been active."

Scale Operator Is Optimistic

DETROIT, April 17.—Dale O. Lee reports a general pickup in the coin machine field. Lee is operating both vending and amusement machines, and has plenty of experience in both fields, covering some two years of operation.

"There is more money in circulation and people are spending more on the machines than formerly. In the baffle board field," he said, "there are more operators than before and this certainly indicates better operating conditions, even tho it does increase competition."

"I don't believe in putting all my eggs in one basket—just for that reason I have several different types of machines going at one time, and there is always something solid to fall back on if the one particular type of machine gets a period of poor play, as is bound to happen now and then."

Lee has recently purchased a new consignment of scales from the Watling Scale Company, and is operating these as well as peanut venders and several other varieties of machines.

Tri-Selector Is Booming in East

NEW YORK, April 17.—Sam Strahl, Eastern representative for the Northwestern Corporation, is busy with the Tri-Selector, the firm's new three-column merchandiser. The Tri-Selector has captured the attention of the leading firms, Sam says, and he is working hard to keep up with the demand. "There is a definite turn to merchandising equipment and the operators naturally regard the Northwestern merchandisers as the leaders in this field," Sam states.

"The de luxe model has been acclaimed to be one of the leading machines of its kind. The new Tri-Selector has gained even greater attention and operators are already setting up big routes with these new three-column beauties. Operators have realized that the steady long-time pull and the sure money-making power of these machines is to be regarded seriously in present operating methods."

Defends Machine Age for Creating Many New Jobs

DETROIT, April 17.—Operators of merchandising machines may be able to profit by ideas advanced here in an address by Benjamin M. Anderson, of the Chase National Bank, New York. In an address in the capital of the highly mechanized automotive industry, Anderson defended the principles of a mechanical age. Since some of the most subtle attacks on vending machines have been made that such machines displace labor, Anderson's address was seen to be timely for the vending machine trade as well.

Far from destroying jobs, he urged, the advance of the machine had multiplied opportunities for employment and creation of comfort for the masses.

"A wise public policy," he said before the Economic Club of Detroit, "will work with and not against the great dynamic forces which, since the beginning of the industrial revolution, have been lifting the masses of men out of starved, narrow and brutal lives."

But the worker temporarily displaced by technological advance, he contended, was entitled to a "square deal" from society benefiting from evolution of the machine age.

"Unemployment insurance or the dismissal wage, well handled public labor exchanges, institutions for the re-education in industrial techniques of displaced workers that will prevent tragedy we can afford and should provide," he said.

Towel Vender Is Awaiting Patent

DETROIT, April 17.—Development of a new towel-vending machine for washrooms and similar industrial and other locations is being handled by the Automatic Towel Cabinet Company here.

Completion of the machine and plans for marketing are now depending solely upon patent developments at Washington, Frank Dreyfuss, part owner of the business, said this week. Samuel Lachman is the other proprietor.

Wisconsin Bill Contains Double License Feature

MADISON, Wis., April 17.—Annual license fees of \$250 for operators of coin machines and \$25 for each machine is provided for under the Theisen Bill introduced in the State Assembly.

The measure provides that operators of coin machines be residents of Wisconsin for three years before being granted a license. The same requirement is imposed on corporations by specifying that a majority of the stockholders and officers must have similar residence.

Counties in which the machines are located would collect the fees, with digger machine operators paying a \$300 annual fee and the machine itself a \$50 tax. Slot machines, mint venders or jackpots are not intended to be legalized under the provisions of the bill.

It is estimated that there are approximately 400 operators and some 14,000 machines in Wisconsin, with the annual revenue from licenses estimated at \$450,000. After deducting the cost of collection 50 per cent of the license and registration fees would be retained by the State for old-age assistance and the other 50 per cent to the counties.



AL JOHNSON, president of National Premium Company, Omaha, is shown (right) giving operators Jack (Bluey) Morey and Mason Colbert (left) a first-hand demonstration of the company's new miniature rifle game. Morey operates rifle games exclusively in Omaha and Colbert purchased two machines for his location at Nebraska City. Johnson reports that public acceptance of the game is increasing by leaps and bounds.

GOLD RUSH GUN CLUB

The ORIGINAL -- the BEST -- the SAFEST
Portable Shooting Gallery
De Luxe Sound-Proof Models designed especially for
Hotel Lobbies, Taverns, Stores, Etc!

Exclusively Equipped with Caswell Patented Bullet Trap! The trap which catches and pulverizes the bullet, preventing splashing back, ricocheting or any other damage. THIS IS THE MOST IMPORTANT THING TO CONSIDER IN A PORTABLE SHOOTING GALLERY! Beware of imitations that do not completely control flying lead. Gold Rush Gun Club is SAFE!

\$164.50 and Up

Complete with Rifle, Ammunition, Targets, Signs, etc. There's nothing else to compare with Gold Rush Gun Club nothing "just as good." Get Gold Rush and Get the BEST!

ELECTRO-BALL CO., INC.

1200 CAMP Manufacturers DALLAS

Seven New Games Soon To Appear

KENOSHA, Wis., April 17.—A new entry into the amusement games field is about to be made by the Hannahs Manufacturing Company, a \$1,000,000 corporation and one of the oldest and largest furniture manufacturers in the State. The firm has abundant facilities for manufacturing games, and officials state that ample capital and high-priced technical talent are being put into the building of the games now under way. Their aim is to capture an important place in the games world, it is stated.

The management says that seven different games, each with an entirely new playing principle, have been designed and two of these games are already in production. Novelty games exclusively will be produced, at least at the outset, but these may readily be converted into payout games.

The designer of the new games is a well-known figure in the table games industry who has turned out a number of national successes in the last five years. He is now associated with the Hannahs Company as technical director. First of the Hannahs games will be on the market May 1. Company will use the channels of distribution now established in the field.

The Hannahs Company is 55 years old. Lynn T. Hannahs, president, now gives most of his time to his duties as president of both the First National and the Brown National banks, Kenosha. Fred C. Hannahs, vice-president and treasurer, is active manager of the factory, with George H. Cook, secretary of the company.

"The new games to be put out by our company have been given extensive tests in public locations," Fred C. Hannahs stated. "The response has indicated such an active welcome for the new types of games that a production schedule up to 500 games a day has been set. This may be increased rapidly as required.

"The new playing principles which we are presenting make every one of our games an actual game of skill," said Hannahs. "Whether one of our games is a payout or not, the results of the play will always depend on the skill of the player. The ball is under the player's control at all times until the very end of the game.

"In order to keep up interest in table games, and especially in order to have novelty games that will command a large public and be money earners without the stimulus of greater interest. They must be different. We have got to get away from the simple old bagatelle game principle. We are introducing scientific engineering into games design. The whole secret of success or failure in games is whether the game is gripping enough so that a player will play it with enthralled interest even without payout.

"It is also necessary that the game be simple enough so that any player can make some kind of a score. The average player should be able to do pretty well. And from then on there must be possibilities to hold the interest of play-

ers who can develop high skill. Our ideal has been to produce games distinctly different in background and character, with new and surprising mechanical effects and with novel and surprising methods of always having the ball under control."

Exchange Board Aids Ops To Sell Machines

DETROIT, April 17.—A new exchange service for customers is being installed by the General Amusement Devices Company, Inc., at its store here. A large blackboard is being installed for listing of machines (used) for exchange. The operators who have machines to dispose of may list them without charge upon the board. Similarly other operators who want particular types of used machines may list their wants.

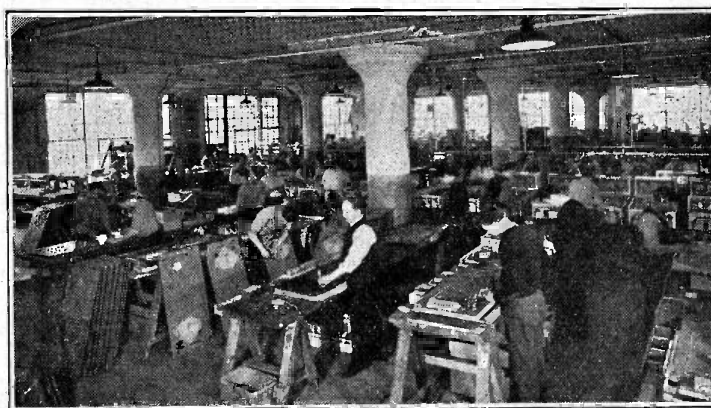
Selling price and telephone number are listed, and the board will serve as a free exchange service for all customers of the organization in the pin-game field. It will be operated without direct control by the company and serve to keep proper distribution of used machines in the territory.

The Gadco shop itself is finding the service department almost inadequate to meet the present demand for new machines, and it is necessary to work overtime in order to prepare the new orders for operators.

Marshall Orders Large Number Baseball Games

DETROIT, April 17.—B. J. Marshall, head of B. J. Marshall, Inc., Detroit jobbing house, has just placed an order for a large quantity of the new World's Series baseball games. Marshall expects the item to be a best seller in this territory, with Detroit one of the most baseball-minded towns in the country.

Five operators have placed orders with Marshall already, and the machine is going well on location and attracting the interest of operators despite its expensive construction.



SECTION OF HUGE ASSEMBLY ROOM at J. H. Keeney & Company, Chicago, said to be turning out 600 Fire Ball and Magic Lamps table games per day.

Haskell Travels For Sticker Idea

NEW YORK, April 17.—Benjamin H. Haskell, attorney representing the Amuse-U Advertising Company, St. Louis, announces that rapid progress is being made on the plan to place advertising stickers on amusement games, paying the operator or owner a fee for the space or privilege. The first release of stickers will be made in New York City at an early date, he said, but the plan is waiting at present for the completion of arrangements with a number of operators in up-State New York.

According to Haskell, the St. Louis firm has already made arrangements with a large national advertiser to use the sticker advertising plan. A new sticker will be released about every 60 days, according to the plan, and operators who permit them to be placed on their amusement games on locations will be paid a certain fee. It is an additional source of revenue for operators, according to the promoters, and at the same time is effective advertising for any national concerns that may use it.

Haskell plans a trip thru the State soon to contact operators and explain the idea to them. Many inquiries are coming in, he said, asking for details of the advertising plan.

Approves Forum Idea for Ops

To the Editor: "There are so many new things developing these days that anything might happen. But I honestly believe that the coin machine future has still greater possibilities and if we stick it out we will win accordingly.

"Our company is now a corporation and I own 96 per cent of all the stock, which, by the way, was pushed off on me. I had earned a good sum of money, only to put into a factory which is well equipped with no large amount of capital to run on—something which is hard to get.

"Keep up the good work about cutting out too much free advertising of the hokey class. Try to make your section more of a forum, where operators can spill their griefs. Because the man on the route after all must be heard before a sale is made.

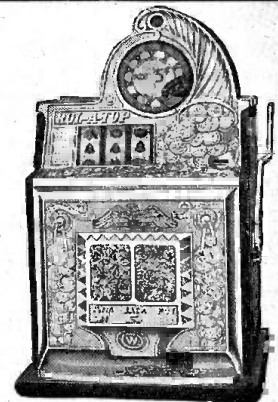
"I feel sure there are many things which could be published to enlighten people. But the truth hurts sometimes, and even the operator today is too secretive. So do all you can to get them to fight for the cause."—W. C. F., Indiana.

Robbins Takes Idea to Stoner

BROOKLYN, April 17.—Dave Robbins, of D. Robbins & Company, has again gone to Chicago and expects to stay in the Windy City until about April 21.

While Stoner's Ricochet is still in heavy demand, Dave is taking a new machine of his own construction to present to Stoner.

Robbins was due to leave New York earlier than he did but postponed the trip until after his son's birthday, April 15.



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. 1989—Tel.: COlumbus 2770. Cable address "WATLINGITE," Chicago.

PEP UP YOUR VENDING CANDY SALES WITH PAN'S CHARM-MIX

A Carton of Candy and a Box of Charms that vend thru Penny Venders.

Write for Price List

PAN CONFECTION FACTORY

(National Candy Co., Inc.)

345 W. Erie St. Chicago

FREE TRIPE... **\$30.00 DOZ.**

NOVELTY PIN GAMES

All Light-Up or Kicker Games. Late Models—Reconditioned.
(An Assortment of 12 to Each Shipment.)

Satisfaction Guaranteed.
NO ASSORTMENTS WILL BE SHIPPED UNLESS A 50% DEPOSIT IS SENT WITH ORDER.

IDEAL NOVELTY CO. 1518 WABLER ST. CHICAGO, ILL.

FOR SALE

10 Novelty Bumpers, Like Now...	\$35.00 Each
8 Madcaps	7.50 Each
5 Short Sox	8.00 Each
25 So D. J. Slots	\$25.00 to 40.00 Each
25 Select 'Ems, Boosters and Wagon Wheels	3.00 Each
8 Diggers, Exhibit (Merchantmen) Roll Chute	60.00 Each
Rays Track, above 2500	135.00

One-third With Order, Balance C. O. D.
S. & R. AMUSEMENT CO.
BOX 82, BATON ROUGE, LA.

End your correspondence to advertisers by mentioning The Billboard.

THE GREATEST MONEY-MAKER EVER OFFERED!!

.... Say Operators

**IT'S SAFE !!
IT'S SURE !!
IT'S LEGAL !!**
(everywhere)



10 Feet Long.
7 Feet High.
36 Inches Wide.

● Everywhere Operators are reporting amazing profits. \$1,700 in 6 weeks. \$45 in 2 hours. \$400 in one week! **THERE'S NO DOUBT ABOUT IT.** Here is the year's outstanding amusement game! New! Different! Fascinating! Sold to you completely equipped with 1 Winchester Repeating Rifle, and 1 Bolt Action Repeating (or) 4 Remington Automatic—all .22 Caliber—1,000 Target Cards—5,000 Spatter-Proof Cartridges—all Lighting Fixtures—Spare Loading Tubes. Nothing extra to buy. Assembling time, 15 minutes. Just the thing for Clubs, Hotels, Taverns, Recreation Parlors, Fairs, Carnivals, etc. Noise reduced to minimum. **DON'T WAIT!** Make this a **BIG Money Year.**

Write, Wire or Phone Your Order Today

NATIONAL PREMIUM CO.
1312 Farnam St. — Omaha, Nebr.
CHICAGO 154 East Erie St.

OPERATORS PRICE
\$199.50

Write for Attractive Quantity Prices

Newark

NEWARK, N. J., April 17.—Dave Stern deserves congratulations for using the newspapers to popularize Northwesters. General opinion is that the campaign will not only bring Stern big business but that it will also make people merchandiser-conscious. Stern's advertising is building good will for the local industry.

Tom Burke's party for his employees at the Cotton Club has been postponed for a week. It is reported that it will be a larger affair than originally planned.

Dick Steinberg has returned from Miami with a swell coat of tan. He looks fit.

Roll-o-Matic, Inc., has been sold at public auction. Some of the boys were on hand to bid for parts and tools.

The association is working hard for a 100 per cent membership. Right now they are formulating plans to combat local conditions. They suggest that some of the boys stick more closely to the letter of the law. Association leaders say that storekeepers should listen to reason or games should be withdrawn entirely for the next few weeks.

Al Cohen is back from Miami, where his wife regained her health.

Jack Kay, reported to be New Jersey's largest operator, is said to be increasing his business every day.

Sam Broudy is displaying fishing tackle again. That means that summer has definitely arrived. Local operators report that rods, reels and other equipment are brisk trade stimulants.

Bingo continues to grow bigger every day. Right now political organizations are trying to outdo each other in staging the biggest Bingo.

At the Fitzgibbons Building down on Mulberry street Jerry can't talk of anything but Bally Booster. He's reported to be selling them faster than they come in.

"Senator" Joe Darwin, Wurlitzer's popular representative, again became a proud papa. The Darwins have named her Donna.

Irv Orenstein is chasing around the hospitals again. Some of the members of his family are seriously ill.

The association has asked us to state that they need the co-operation of every single operator in the State. This is the time to get together.

Lichtman Takes On Elliott Line

NEW YORK, April 17.—Charley Lichtman reports that the Midtown New York Vending Company, which has just opened up offices at 31 West 60th street, will feature two new novelty pin games manufactured by the L. B. Elliott Company, of Chicago.

Lichtman states: "The two games will impress every operator, for they incorporate the biggest money-making ideas with a new-style action. When the games arrive, operators and jobbers will see the first really different bumper-action pin games ever made."

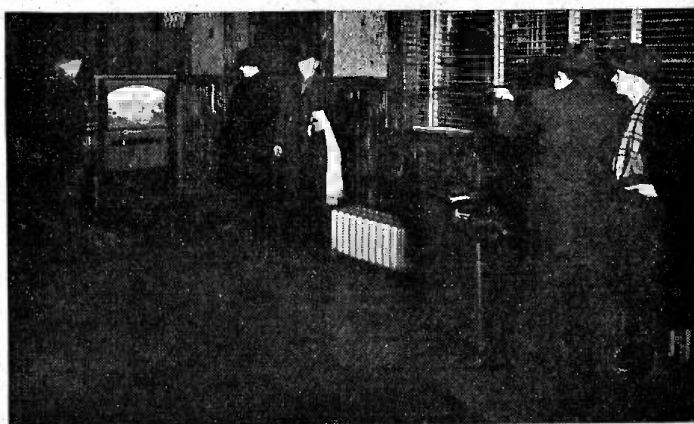
Lichtman reports that he will distribute the games from his new offices to jobbers and distributors in this vicinity.

Designer Knupp Off to Florida

DETROIT, April 17.—Harry E. Knupp, secretary and designing engineer of the A. C. Novelty Company, manufacturer of the new Multi-Bell, is spending a short combined business and vacation trip at Daytona Beach, Fla. The Florida territory incidentally is a bonanza for operators in this particular field, sales reports indicate at the present time.

Arthur Calle, president and general manager of the company, left this week for a short trip to contact distributors in Illinois and Wisconsin.

Company has made some plant ex-



WINONA CAFE, located adjacent to Chicago's famous Gold Coast and patronized by a high-class clientele, has proved a good spot for Rock-Ola's Tom Mix Radio Rifle, getting a big play nightly.

Details Soon On Crossline

CHICAGO, April 17.—Ray Moloney, president of Bally Manufacturing Company, is pepped up over the interest created by a teaser advertisement on Crossline in last week's issue of *The Billboard*. "We got 'em guessing," Moloney exclaimed, "and I don't know how many letters, wires and phone calls we've received from operators and jobbers who want to know just what does happen when balls cross the line."

"Everybody realizes that, being a Bally game, Crossline must be a sensation, and they can hardly wait for complete details. I want to assure all our friends that Crossline is by far the most revolutionary, most startling idea ever built into a game. And furthermore it is 100 per cent mechanically right. Our engineers have been working on Crossline for the last six months and now have it so positively trouble-proof that operators will be amazed to see a machine accomplish such wonders and yet require practically no servicing."

"Complete details on Crossline will be released any minute now, and I promise that operators will then have at their command probably the most powerful money maker ever seen in the novelty class," Moloney concluded.

Dakota Coin Man Gives His Views

To the Editor: Answering your questions in the operators' forum recently, I submit the following:

1. What experience or observations have you had about injunction suits? "We have had considerable experience with injunction suits and the results have been beneficial."

2. Is the present revival of novelty pinball due to public demand or to legality of the novelty games? "All slot machine business has been good for the past 12 months. Pin games have only scored a harvest where slot machines have been banned."

3. Does your State have one of these "any device that may be used for gambling" statutes? "Yes, it has just been passed by the State Legislature."

4. Do you take your games off location as soon as trouble is rumored, or do you wait as long as possible? "Wait as long as possible, and then some."—W. C. F., Inc., South Dakota.

pansion in the past two weeks, including construction of a fireproof vault to hold a stock of some 500 finished machines or machines in progress. New spot welding equipment has been installed, doubling the former capacity, and the present plant production is about 15 machines a day.

Plans are being completed this week for a new layout of the plant, including taking over of the remainder of the building now occupied by another company. The units will then be laid out in two separate production lines, one for the mechanism and one for the cabinet, with the two units meeting at the end.

truly amazing

VANAK

SLUG REJECTOR

Over 5,000 new, satisfied Customers since January 1, 1937.

See Your Jobber or Write
A. DALVIN CO.
4311-13 Ravenswood Ave., Chicago.

Electronic Beam In Keeney Game

CHICAGO, April 17.—The electronic beam used in the new J. H. Keeney & Company novelty game, Fire Ball, is now featured in its latest pay table, Magic Lamp.

"Magic Lamp," says Jack Keeney, "is the payout edition of Fire Ball and it, too, is without holes or bumpers. In addition to the appeal furnished by the electronic beam it features changing odds, which vary from 2 to 1 up to 40 to 1. Jobbers, distributors and operators agree that the game has more skill shots, greater play thrill and a wider appeal than any other payout table. This opinion is backed up by the fact that the game is in production at the rate of 250 per day. This quantity production is especially astonishing in view of the fact that the game was not released until just a few days ago."

"The electronic beam principle has eliminated the necessity for bumper springs and holes on amusement games and has roused the interest of the playing public. This beam is projected across the playing fields of Fire Ball and Magic Lamp in five rays. On Fire Ball each time one of the five balls crosses the beam it breaks the light and the movie-screen totalizer automatically registers the score. The same action takes place on the one-ball payout, Magic Lamp.

"The boards on both machines are without any dead space and the continual action is greatly enhanced by the reflections of the beam on the steel balls as they pass thru the light rays. In both performance and application the electronic beam principle is considered foolproof. The fine construction of the machines, together with the proven electronic beam principle, makes them absolutely dependable."

Kelly Submits Editorial

To the Editor: "Enclosed is an article which appeared in *The Tobacco Record*, entitled 'Our Industry's Debt to the Pinball Machines.' (See this article elsewhere in this issue.—Ed.)

"It seems as if this article would be repeating in your columns, as it shows conclusively that the retail merchants are aware of the fact that pinball games and coin machines in general have done much to keep them in business during the depression.

"In connection with this article, I wrote one addressed to the retail merchant, which may prove of interest to your readers."

LEO J. KELLY, Sales Manager,
Exhibit Supply Company, Chicago.

In Alexandria

Lee S. Jones postcards from Alexandria, Egypt, saying:

"There are very few feuds here. They just kill them off and let it go at that. Thanks for *The Billboard*, which reaches me at various points, altho we broke up our schedule and are about two weeks late in reaching points as planned. We have seen Paris, Berlin, Venice, Nice, etc. Regards to all."

The reference to feuds is either meant for Walter Tratsch, of the A. B. T. Manufacturing Company, who used to hunt oil in the Kentucky mountains, or ye editor, who used to chase possum and coons in them thar hills.

I See By The Papers

By Leo J. Kelly

The opinions in this column are those of the author and not necessarily those of the publication.

A. H. Bechtol, of Daytona Beach, Fla., sends us the following, which he reports appeared in the editorial columns of a Kansas City paper dated July 16, 1936, and attributed to City Manager Judge H. F. McElroy:

"I'm glad to see the slot machines come out in the open. As city manager, I am looking the situation squarely in the face. I won't dodge. I'm willing to accept responsibility.

"The man who plays a slot machine is a sucker pure and simple. He gets the thrill and the slot machine gets the money. There you are. It's up to him whether he can afford the thrill.

"Anybody knows you can't beat a slot machine. It's there to make money for the owner. Put in \$10 and you get back \$5. You may win today, but you will pay the bill if you keep on playing.

"There isn't a city or town where the slot machine isn't accepted as an institution except perhaps in towns of 300 population, where it doesn't pay to install them.

"If there is an agitation in this city against slot machines I will order their removal from the larger stores that can afford to pay for morality. But I will not remove them from small, independent stores. Why? Because they are keeping small, independent stores in business. I am not going to force the owners of those stores to close and walk the streets looking for work. If the neighborhood objects to the slot machine let it complain to the storekeeper. Nobody required him to keep a slot machine. It is his business and if his customers are willing to pay for it all right.

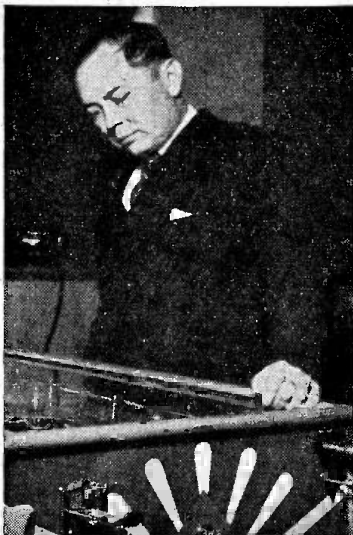
"Furthermore I do not believe slot machines corrupt children. Their parents corrupt them. Any child who must be reared by the police probably will turn out to be a police character.

"Slot machines are in the stores of substantial, reputable citizens. They maintain them so they can live. They get 50 per cent of the money in the till. The owner of the machine gets the other half of it. He pays out his half for the machine and the maintenance of it.

"To my knowledge slot machines have been in Kansas City for 38 years. For the first time in the history of the city the police department is not getting any of the profits.

"God pity the man who has to have a law passed to bring up his children. And the adult who is spoiled by a slot machine has very little moral margin. 'I'll look any man in the face and repeat what I've said.'

"Bravo! Would that we had more fearless men in public office—men unafraid of the organized minorities who



PENSIVE S. L. STANLEY, Automatic Amusement Company, Memphis, studies the Bally Booster game during a recent visit to the Bally plant, Chicago.

are so eager to condemn the free action of the majority. This country does not need more laws to determine the conduct of its citizens. The statute books of every State have ample laws that "prohibit." What is needed is more laws that will license and regulate. Laws that prohibit cost the taxpayers billions of dollars. Remember when liquor was prohibited? Laws that license and regulate benefit all taxpayers. Fifteen thousand coin machines licensed in Florida produced a revenue of \$1,867,750. If coin machines had not produced this revenue it is only reasonable to presume that the citizens of the State of Florida would be obliged to raise a similar amount thru other more burdensome taxation. Quoting from the Chicago Crime Commission report of June 24, 1935: "To put a harmless and pleasurable activity under a ban is a sure way to increase the intensity of the impulse motivating that activity." And that we believe is a definition all legislatures would do well to have before them. Keeping this thought constantly in mind, they would quickly kill every bill coming before them that attempted to make people good by legislation.

Schlesinger To Start Big Drive

POUGHKEEPSIE, N. Y., April 17.—Plans for one of the biggest promotion and advertising campaigns by the Square Amusement Company will soon be released to all operators in the territory covered by the firm, states Al Schlesinger. Opening shot of the campaign will be fired in the pages of *The Billboard* in the near future.

Schlesinger is being kept busy traveling between the three offices of the firm, contacting Joe Fishman, of the New York office, and George N. Brown, former Olympic walking champion, of the Portland, Me., office. Both of these men are co-operating with Schlesinger in working out the details of the campaign. All of the employees of the firm are being asked to submit ideas for the campaign also. Fishman is preparing to open up new offices in the uptown section of New York and will start his campaign as soon as his new quarters are ready. Brown is contacting Portland operators and will be one of the active forces in the campaign.

Coinmen Promise Swordfish Bout

MIAMI BEACH, Fla., April 17.—Al S. Douglis, president of the Deval Manufacturing Company, Chicago, and Mrs. Douglis are down here on the beach almost every day. Usually they are accompanied by Mr. and Mrs. Harry Rosen, Mr. and Mrs. Nat Cohen, Modern Vending Company of New York, and other coinmen vacationing here. These men

CASH IN ON THE GROWING POPULARITY of SKEE BALL



Wherever installed SKEE BALLS become the center of attraction and the source of steady and substantial profits. Packed with play stimulating features, and real athletic appeal, everybody gladly plays to play this great competitive game. Get America's biggest money making bowling game operating for you. It's easy to get and hold the big locations with WURLITZER'S SKEE BALL. Write or wire for information and prices today. The Rudolph Wurlitzer Company, North Tonawanda New York.

Operate
**WURLITZER'S
SKEE BALL**

REG. U. S. PAT. OFF.

America's Biggest Money Making Game

Exhibit Ships Two New Games

CHICAGO, April 17.—Altho shipments have been going forward to the trade for the past week, the first general advertising of Silver Bells and Exhibit Races, manufactured by Exhibit Supply Company, has just been released to the trade. "Our tests of the machines on location prove conclusively that they are two of the finest coin machines on the market," said Sales Manager Kelly.

Kelly explained that Silver Bells is a seven-bell machine combined in one. "Imagine a bell machine with seven jackpots that will take seven coins at one time and permit one to seven people to play and then put this machine in a handsome de luxe floor model cabinet with flashing lights and you can begin to picture the money-making possibilities of such a machine," Kelly stated.

"We are proud of Exhibit Races, too," continued Kelly. "This race game has three spinning reels that pay out win, place, show and purse odds. It also has separate jackpot combinations that pay as high as \$3. Special operating instructions permit both machines to be adjusted to every operating need. We've been hard pressed to fill present orders without advertising, and now that we're telling the world about these winners, well, it looks like another night shift."

report, however, that business is barred from their conversations because Douglas is down here to get a rest.

In fact, Douglis and Cohen intend to settle a fishing feud in the near future. They have put up a prize for the one who lands the largest swordfish. Both are already claiming the prize.

Mr. and Mrs. Douglis may stay here for some weeks. Evidently they are not worrying about when they'll get back home, for Douglas states: "Dave Helfenbein is in charge of all the work at the factory, and he says that he soon will present the outstanding game of the year without my knowing anything about it. All he tells me is to stay down here and get sunburned."

★ **REBUILT GUARANTEED PACES RACES** ★

30 to 1 Odds
\$215.00

RAYS TRACK
\$200.00

GERBER & GLASS
914 Diversey Blvd., Chicago, Illinois

★

BASEBALL TALLY CARDS

and all kinds Coupons for Operators. Daily and Weekly Series, Names and Numbers in Nat. and Amer. Leagues, with either Amor, 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.

BARGAINS IN GAMES

Portable Balloon Race, 14-Unit, \$100; 4 Electric Penny Boards, \$40; 1 Frame and Top, 12x8, \$25; 6 Wheels, \$60; 24 Cats and Bottle, \$10; 50 Pin Game Machines, \$50; 3 Iron Claws, \$60; 1 Motorcycle Crane, \$25; 4 Erie Diggers, \$20.

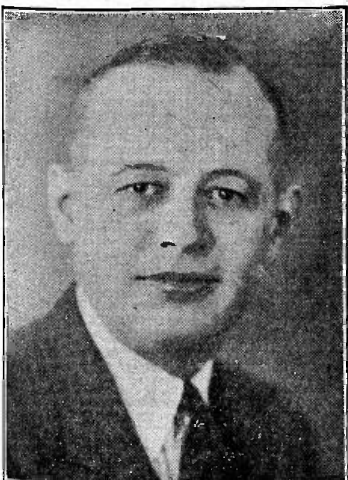
T. ODDO, 104 Boardwalk, South Beach, S. I.

BALLYS BUMPERS USED

3 weeks, \$30.00; Wurlitzer Skee Balls, \$95.00; Jennings Favorites Ball Gum Venders, \$4.00.

D. & S. NOVELTY CO.
1005 Broadway, Rockford, Ill.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS



ED GAYLORD introduces a 1937 model of the Gaylord air circulator.

127 PRIZES PAY TO \$10 EACH

POK-er-Bok

AVERAGE PROFIT \$28.00 PER DEAL

More fascinating than Poker. Pays 85% to players. Two \$5 Jackpots—Nine \$2 to \$10 Prizes, 37—\$1.00 Prizes on Jackpot Card—114 Jar Winners from 25c to \$2.00 each.

OPERATORS CLEANING UP!

No expensive equipment to buy. Small initial cost. Jars used over and over again with low cost refills, gives operators increased profits. NEW Tickets and Seals are TAMPER-PROOF.

SAMPLE DEAL, \$6.50 Send for sample. Ask for quantity operator and distributor discounts with complete money-making facts.



"WERTS" COMPLETE LINE OF BASEBALL SERIES BOOKS WILL PAY YOU HUGE PROFITS

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. 85-45 Muncie, Ind.



MEN & MACHINES

With two adverse bills passed in Oregon colmen in Portland are promoting petitions for a referendum vote on the laws, otherwise they become effective in 90 days from passage. Only 12,512 signatures are necessary to get a referendum vote, but the workers are setting their mark at 50,000 signatures. If the petition is successful the laws will be suspended until after the next general election. A similar situation developed in Oklahoma last year, but with reform agencies getting up the petition to prevent the licensing of coin machines.

The Colorado Supreme Court, by a vote of 4 to 3, ruled that old-age pension amendment repealed the prohibition against saloons. The pension act voted 85 per cent of the liquor revenue to old-age pensions. Colmen will be interested in the following principle contained in the court's decision:

"No law providing revenue for the old-age pension funds shall be repealed,

nor shall any such law be amended so as to reduce the revenue provided. . . ."

Miami Herald, opposed to Florida slot-machine license, had the following paragraph on its editorial page April 6, 1937: "Miami horse racing raised \$1,000,000 in State taxes. The neighs seem to have it."

Richard Groetchen, Groetchen Tool Company, Chicago, just returned from an extensive trip over Eastern States, also Florida and Texas. In New Orleans he reported a pleasant visit with Jules Pace, affectionately known as "Kingfish" to the boys. Groetchen is well pleased with the reception his machines are getting.

A. S. Douglis, Daval Manufacturing Company, Chicago, is sojourning with his family in Southern Florida. Dave Helfenbein, other half of Daval, recently returned from Florida, where he spent several weeks to recuperate from a stay in the hospital.

H. J. (Heine) Fisher, the gun behind L. B. Elliott Products Company, Chicago, is on another business trip. The firm is one of the newest in the manufacturing field and is making big progress. It is taking over two floors in the building and expects to have the entire building soon. Pop 'Em is its newest game.

Paul Gerber returned from his visit to the West Coast. He went with the Chicago Cubs to Catalina and has brought back a lot of yarns for the hot-stove league.

Altho Charlie Lichtman leaves New York Distributing Company to manage the Midtown New York Vending Company, the former will continue at the same location under the management of Morris Lichtman, who has had many years of experience in the coin-machine field.

Lew Wolf, traveling representative of Fitzgibbons Distributors, Inc., New York, reports that he is acquiring the title of the "traveling O'Toole Indian." Operators all over his territory are joining the Bally Fraternity, he reports.

Hymie Rosenberg, head of H. Rosen-

berg & Company, New York, reports the adoption of the slogan "We are in business to save you money" as his ideal of trying to help the operators.

Irving Orenstein, Hercules Machine Exchange, Inc., Newark, N. J., put himself on record emphatically this week as favoring faster delivery of games by manufacturers after the first public announcement to the trade. "Either manufacturers should delay announcement or be ready to make speedy delivery upon announcement of the game," he said. The delays are causing jobbers no end of trouble and ill will among operators, he added.

Henry Seiden, Albany, N. Y., was in Chi this week for important conferences with manufacturers. There may be a real news story in about two weeks, he said. (It relates to two new games). Seiden says he is watching carefully the progress of an adverse bill thru the New York Assembly, since he only lives about two blocks from the State house. "Nobody else seems to be watching out for the bill, he said," so I'm not crying about it. In fact, it doesn't make much difference whether it passes or not."

The coin-machine trade ought to study the fictional fights going on about the Maryland law which licenses bookies. It is a shining example of what pitting one section of a trade or business against another will do. If the law gets an upset in all probability it will be due to the strife between bookies and the race-track proprietors. One group is afraid the other will make a little money. In the coin-machine trade we sometimes see slots vs. payout games vs. novelty games vs. photographs, merchandising machines and so on. Such division causes a lot of legal troubles.

The governor of Maryland vetoed the relief bill April 15, when it had been expected generally that instead of a definite veto he would let the bill die without his signature. The relief bill contained provisions to license games and diggers at \$25 per year, also to license bookies. The bill had been passed by both houses of the Assembly. Widespread opposition, due to politics, racing factions and newspaper opposition, is thought to have brought pressure for a veto of the measure.

The following would sound more familiar if it concerned coin machines rather than baseball:

"As the Oklahoma City Indians officially opened the baseball season at Tulsa, deputy sheriffs opened a series of raids to discourage operation of baseball betting places."

Ray James, business manager of McCall Novelty Company, St. Louis, made his first airplane trip when he left for Chicago recently. While in Chi he visited many of the manufacturing plants.

The Florida League of Municipalities, an organization of city officials, offered a 10-point program to the State Legislature for helping cities to meet revenue losses. Broader municipal licensing authority was one of the suggestions.

In a recent trip to Chicago A. J. La Beau, of St. Paul, enjoyed a preview of the Sportsman De Luxe game soon to be announced by O. D. Jennings & Company. The new game is said to include features of the original Sportsman table game, with many important advances.

Harry W. Goldberg, New York attorney, some time ago won the title of the "Bronx Crusader" among colmen for his work in behalf of their games. Recent developments show that he is still on the job and is more than ever living up to his reputation.

Of all the clever invitations that of Mr. and Mrs. Jack C. McClelland to a bucking good party at their new home in Los Angeles sets a record. Apt caricatures of local personalities in the trade seem to be the theme. A beautiful swimming pool is one of the attractions at the new McClelland home and it inspires the following bit of verse:

"Under the spreading chestnut tree Lies the new McClelland pool, For amusement only is the new decree So that's going to be our rule.

"So come on out, you men and women, And bring something on your hips, Water may be good for swimmin' But it shouldn't touch your lips."

Genuine
ELECTROPAKS
COST NO MORE THAN THE CHEAPEST IMITATIONS!
So be sure to Buy as Specified
GENUINE ELECTROPAKS!
USED BY 98% of the Manufacturers
ELECTRICAL PRODUCTS CO.
6838 RUSSELL AVE. DETROIT, MICH.
NEW YORK OFFICE: CHICAGO OFFICE: 626 WEST JACKSON
8 WEST 29th ST.

PUT AND TAKE JARS
Sample Jar, 5c Sale, 200 Winners, \$18.50 profit. Price express prepaid, \$2.15. Low prices on quantities. Write for details on other Games.
TOM THUMB, DEPT. 66, Npvcou, Ill.

Annual Stoner Get Together

AURORA, Ill., April 17—More than 400 employees of the Stoner Corporation enjoyed a gala evening of fun, music and entertainment at its annual "get together" a few nights ago. There was a peppy floor show, with music furnished by a band that was really "hot." All the guests came in masquerade costumes and prizes were awarded for the most novel creations.

Mr. and Mrs. Bartell's long-eared Easter-bunny costumes captured first prize. Second prize went to Heien Bloss for her "farmer's daughter" outfit. Mr. and Mrs. Clarence Adelberg were awarded the dancing prize. Adelberg, the genial Stoner sales manager, supplied the Southern atmosphere to the party. He appeared as a Kentucky colonel and his wife as a Southern belle.

Lovely Mrs. Ted Stoner's novel costume represented a characteristic feature of the firm's new Ricochet amusement game. Harry Stoner's charming wife was dressed as a beauty of the Gay '90s. Her husband's rube costume brought many laughs from the guests. Among the other guests whose costumes attracted attention were Rodney Phillips, dressed as a Keystone comedy cop, and Misses Stoner and Hansen's Topsy and Eva.

Ted Stoner was host for the evening and introduced the guests of the company, the mayor-elect of Aurora and Mr. Tratsch, president of the A. B. T. Manufacturing Company. Stoner was elated over the success of the party. "It even exceeded last year's jamboree," he stated. "Everyone entered wholeheartedly into the spirit of the affair. Even the weather" man co-operated by providing us with a balmy spring evening for the affair."



ROY BAZELON, smiling boss of Monarch Coin Machine Company, Chicago distributor.



LEON BURMAN, manager New York office of Electrical Products Company.

New Orleans

NEW ORLEANS, April 17.—Thirty-five of the leading operators here paid honors to a real leader in the industry the past week-end when they spent two happy days at a near-by lakeside resort to do homage to President Julius Pace of the New Orleans Coin Venders' Association. It was a real surprise party for the genial Julius, and when Jules H. Peres, association secretary, presented him with a large diamond stud surrounded with a cluster of diamond chips, it was plainly visible that the "little man in the black derby" was deeply touched. The stag party was planned for several weeks by Peres and Frank Alessi. All of the ops chipped in for Pace's present.

As predicted recently the big Carondelet street operator and man with the "school-boy complexion," Melvin Mallory, is about to take the fatal step. The date is May 6 and the place, the First Baptist Church chapel, where he will be wedded to Cecelia Philips.

Harry Batt, popular six-foot sportland operator and coin-machine distributor, is devoting plenty of time in planning the biggest season in the history of his Pontchartrain Beach. Big free acts are booked for the season, which is due to open May 2. He is planning to feature an immense coin-machine sportland at the beach, with no less than two dozen machines already lined up.

Louis Boasberg, of the New Orleans Novelty Company, reports continued heavy demand for the line of Gottlieb pin machines and the especially designed blue-front Walling slots being manufactured principally for his firm for distribution in rural Louisiana. Going in for the candid camera on a big scale Boasberg is having plenty of fun on the side these days. His chief complaint is that his business is so good he can't find enough time to devote to his new pet hobby.

The first weeks of spring have seen little lull in sales of Wurliitzer phonographs, Jerry Germentis reports. The new 16-record line, he says, has stimulated renewed interest thruout the State.

Dixie Coin Machine Company has received a large shipment of the new Charles Fay counter game, Home Plate. "These little machines are in demand both in New Orleans and out in the country towns," Julius Pace, head of the firm, says.

Local candy manufacturers are going strong with salesboards on cans of nut flakes. When one large company did a big business by district canvassing on the canned brittle the other companies fell in line. Recently the Elmer Candy Company started a salesboard campaign with four choices of nuts. Now all of the others are following suit.

New York

NEW YORK, April 17.—Irving C. Sommer, of Modern Vending Company, has just returned from an 18-week sojourn in Miami. He's all sunburned and rarin' to go. He reports that he spent most of his time fishing, golfing and horseback riding. And, of course, gazing at some of Miami's beauties.

Mr. and Mrs. Dave Gottlieb were in town to visit George Fonger, their local distributor. They also spent part of their time contacting distribs all over the city.

Joe Einsen, of Philly, came into town with the news that he may again make the trip to England. According to Irv Sommer, Einsen has gone Limey.

Those five Bank Rolls in the 42d street subway station continue to get a big play all day long. They are placed in a small but expensive store all by them-



EASTERN OPERATORS "grab" Ricochet games at D. Robbins & Company, Brooklyn.

selves. Wonder how much money they have taken in by this time.

In this same crowded spot the electric rifle range keeps ringing away all day long. Each rifle is a different make and they all keep taking in the coin continuously. Sometimes spectators line up as many as 10 deep to watch the sharpshooters.

Sam Strahl, of Northwestern Sales Company, is one of the busiest coinmen in town. He's always on the go.

Jack Fitzgibbons is anxiously awaiting opening day at Yankee Stadium and the Polo Grounds. He is going to present a Bally Booster to both the Yankee and Giant clubs. There's a real publicity stunt.

Al Schlesinger popped into town on his way to Portland, Me. He got away so quickly, however, that a lot of the boys who wanted to see him didn't get a chance to even say "hello." He's busy with new plans and ideas.

The Skill Games meeting at the Broadway Central got a lot of attention. It had to do with the license problem of a few operators who violated the rules.

That single-page *Amalgamated Bulletin* is very useful in keeping the members posted on important events.

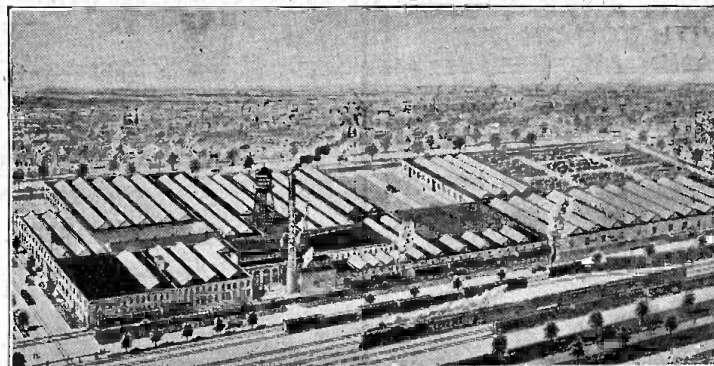
Willie Blatt is creating something of a super-mechanical department for the reviving of games.

Mutoscope Photomatics, the automatic picture takers, are going to be placed all the way up and down Broadway this summer. Arrangements are reported being made to have them at the 1939 World's Fair, too.

Charley Lichtman's new quarters in midtown New York are tops for size, impressiveness and beauty. They look very much like bank quarters.

Hymie Rosenberg, one of the most popular of the uptown boys, is said to be growing more popular every day.

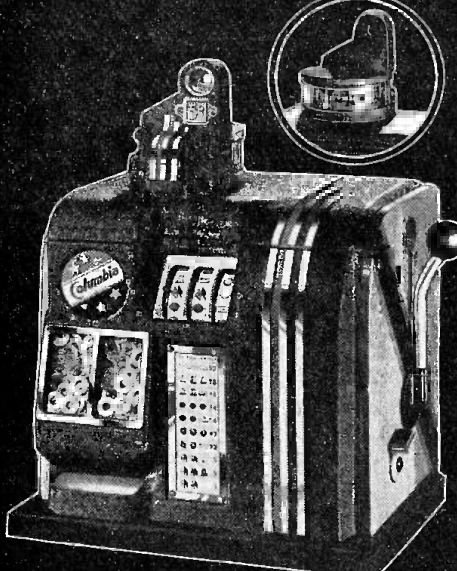
Attorney Ben Haskell hasn't been seen



HANNAHS MANUFACTURING COMPANY, with immense factory at Kenosha, Wis., is ready to enter coin machine field with two new games about May 1.

IT'S SPRING TIME

For Your LOCATIONS



Yes, locations too want a new Easter Ouff! They are asking for those sparkling new COLUMBIAS Machines which are already in the rage at most of the smart spots.

It's good business for you to replace old equipment with these colorful, smooth working Columbias and capture all of the Spending Money at your Locations.

Where you have made the change to Columbia, you will quickly notice a great increase in collections, a joyous Parade of liberal spenders will give your Columbias a whirl of a Play.

Consider too, that no slugs will water your collections, it's all good United States Coin you will find in your Cash Box.

No wonder, they are all buying COLUMBIAS this Spring.

COLUMBIA is that famous new Bell Machine which can be changed from Nickel to Penny, Dime or Quarter Play, right-on Location.

Available with Double Jackpots or Goldward, Standard or Mystery Payout. Also with Cigarette Reels for one cent or five cent Play.

Hundreds of Operators are changing to Columbia—there is a reason.

GROETCHEN TOOL CO.

124 NORTH UNION STREET • CHICAGO

UNHEARD OF VALUES

Rock-Ola's Payout Tables—Brand New, in Original Cases

"ALAMOS"—Formerly Sold for \$149.50—now Only \$59.50

"ONE-BETTERS"—Formerly Sold for \$137.50—Now Only \$59.50

B. J. MARSHALL, Inc., 3726 Woodward, Detroit, Mich.

very much in Jersey of late. The boys are wondering whether Haskell will contract a good case of spring fever. If he does you can bet he'll head for his favorite horse in the country. Ben surely knows how to ride the jumpers.

E. M. T. Subway Station on 34th street tries out a new slug ejector every once in a while. So far, it doesn't seem to have found the perfect one.

The new D. C. Inverter is being manufactured right here in town. It is said to be a honey.

They're waiting for Nat Cohen to get back from Florida and start the fireworks.

Bill Rabkin is still tramping all over the globe. It is reported that there will be a big blowout when he returns home.

MONARCH

THAT'S THE NAME . . .

REMEMBER IT FOR EVERY GAME

Guaranteed O.K.

RECONDITIONED PAYOUT TABLES

All Stars . . . \$29.50	Baffle Ball . . . \$14.50
Bonus 22.50	Ballot 34.50
Belmont . . . 45.50	Fillets 17.50
Derby 27.50	Marmoth . . . 13.50
Challenger . 25.50	Mystery 3 . . . 19.50
Jumbo 17.50	Par 22.50
Golden Harvest . 17.50	Rambler . . . 16.50
Sky High . . . 32.50	Trojan 16.50
Round Up . . . 17.50	Tycoon 22.50

NOVELTY GAMES

BIG GAME	THREE-IN-LINE
BEANLITE	KINGS OF TURF
ANGELITE	PAR GOLF
SCORE-A-LITE	

\$4.50 each. 3 for \$12.00

COUNTER GAMES:

Penny Smoke \$6.50	Groetchen 21 . . . \$11.00
Daval R 61 . . . 7.50	Sportland . . . 7.50
Daval Races . 8.50	Red Dics . . . 9.50
Catch 'n' Match . . . 6.50	Tit Tat Toe . . 6.00

Write for complete list.
1/3 deposit with order, Bal. C. O. D.

MONARCH COIN MACHINE CO.

2304.08 ARMITAGE AVE. CHICAGO, ILL.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Philadelphia! We are here!

WITH ALL THE LATEST AND BEST MACHINES AND THE FINEST DIRECT OPERATOR SERVICE AND COOPERATION



FROM ONE WINNER to ANOTHER!

Congratulations

GEORGE PONSER
 On the Opening of Your New PHILADELPHIA OFFICES
 Operators Will Go Places With You and "THE WINNER"
 Western's De Luxe Horse Race 1-Ball Bumper Type Payout With "Moviegraph Action!"

\$159.50
 Ticket Model
\$169.50
 No Charge for Check Separation.

WESTERN EQUIPMENT & SUPPLY CO.
 925 WEST NORTH AVENUE, CHICAGO, ILLINOIS

Congratulations . . .
George

on the splendid steady progress of your firm as so clearly shown in the opening of your new and impressive Philadelphia offices.

Dave Gottlieb

D. Gottlieb & Company
 2736-42 N. Paulina St., Chicago
 P. S. -

. . . We know you'll break all Philadelphia records with the **ELECTRIC SCORE BOARD** and our world-famous Pay Tables.

OUR BEST WISHES TO YOU GEORGE: -

You've got what it takes to keep climbing!

Ted Stoner

WE CONSIDER IT A PRIVILEGE TO WORK WITH YOU ON OUR RICOCHET AND AIR RACES!



STONER CORPORATION
 Aurora, Illinois

We note with pleasure your ever increasing service to operators in the East.

We feel confident **BANGTAILS, GALLOPING DOMINOS** and **ROL-ETTO, JR.**, will play an important part in your expansion plans.

Our Best Wishes for your continued progress

H. C. EVANS & CO.
 1522-28 West Adams St., CHICAGO

GEORGE PONSER CO. of PENNA. INC

900 NORTH FRANKLIN

PHILADELPHIA—PENNSYLVANIA

OUR SINCEREST BEST WISHES AND CONGRATULATIONS ON THE APPROPRIATE AND TIMELY OPENING OF YOUR PHILADELPHIA OFFICES.

THE REASON WE SAY APPROPRIATE AND TIMELY IS BECAUSE YOU CAN NOW OFFER ALL PHILADELPHIA OPERATORS 100% COVERAGE WITH OUR SENSATIONAL NEW PIN GAMES—BATTER UP AND RUNNING WILD.

GENCO, INC.
2621 No. Ashland Ave.
CHICAGO

Good Luck George

YOUR RISE in this industry is the best proof that sincerity, conservatism and square dealing pay big dividends.

Bill Rabkin

WE ARE PROUD TO HAVE YOU AS OUR DISTRIBUTOR FOR . . .

**Pokerino
Numberino
Hockey
Red Top Crane
Rotomatic
and
Photomatic**



MANUFACTURED BY **INTERNATIONAL MUTOSCOPE REEL CO. INC.** 516 W. 34th ST. NEW YORK CITY
THE HOME OF THE WORLD FAMOUS "ELECTRIC TRAVELING CRANE"



" . . . to bring to all Pennsylvania operators the type of service that has made the George Ponsler organization one of the outstanding distributing firms in the coin machine industry.

" . . . to aid in creating an era of prosperity for Pennsylvania operators and jobbers with the better games of the leading manufacturers whom we represent.

" . . . to work with all the operators and jobbers in the true spirit of co-operation to help increase profits, ease routine duties and aid the general welfare of all concerned by fair trade practices.

" . . . to abide by the rules of good business policy and to thereby help create greater respect and appreciation of Pennsylvania's operators and jobbers as a progressive unit of the nation's industry."

SIGNED . . . *George Ponsler*

George Ponsler Co., Inc., 1140 Broadway, New York — — — 11-15 East Runyon Street, Newark, New Jersey
P. S. — (GRAND OPENING DAY — SATURDAY, APRIL 24, 1937! EVERYBODY WELCOME!)

Quick Profits **Marvelous OPPORTUNITY** **A Permanent Connection**

Brand New 1937 Models with Exclusive AIR-CONDITIONING FEATURES

Fresh'nd-Aire

JOBBER DISTRIBUTORS DEALERS WANTED
MANY GOOD TERRITORIES STILL WIDE OPEN

REAL FRESHENING DEODORIZING PURIFYING FEATURES WITHOUT DELICATE COMPLICATED PARTS.

Combined with the most powerful, beautiful, silent, air circulator in the world!

A wonderful combination of new, exclusive, incomparable advantages. Fresh'nd-Aire for 1937 is so far ahead of the field, there is no comparison, making it the

LIVEST, EASIEST SELLING PROPOSITION ON THE MARKET!

Write! Wire! Get Full Details Today Without Obligation!

FRESH'ND-AIRE CO.
430 West Erie St. Chicago, U. S. A.

PIN TO YOUR LETTERHEAD AND MAIL COUPON NOW!

Here's a **ONCE-IN-A-LIFETIME OPPORTUNITY** ready to BURST WIDE-OPEN a **MILLION-DOLLAR PROFIT FIELD** for Alert Distributors—Jobbers—and Operators. It's "FRESH'ND-AIRE"—New Fan-Type Unit with **PATENTED AIR CONDITIONING** features. The "very thing" Stores—Taverns—Hotels—Institutions—Clubs—in fact, **EVERY Business House** in YOUR territory is **READY to TALK and ACT** on right NOW! Others **CLEANING UP BIGGEST MONEY** ever experienced.

ACT QUICK! The SEASON is HERE!

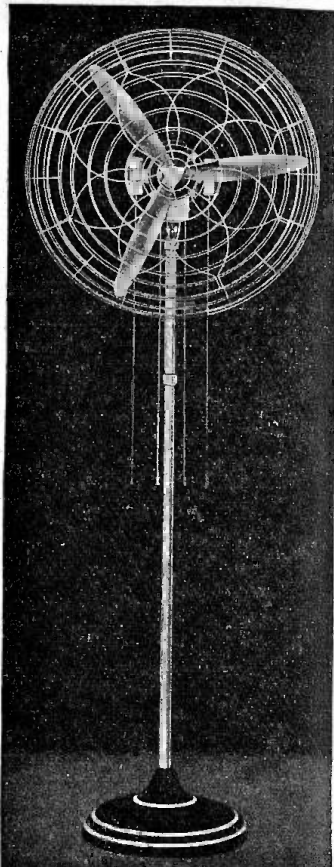
CASH-IN on your set-up **IMMEDIATELY**. No better way to place "FRESH'ND-AIRE" than through Jobbers and Operators to Stores and other locations. **ACCEPTED on SIGHT** wherever shown in **HIGH STAND—LOW STAND—or WALL BRACKET Models**. **REPEAT ORDERS MULTIPLY FAST**. Be **FIRST** in YOUR territory with "FRESH'ND-AIRE"—your **BEST Business Opportunity Today!**

Circle 10 on Reader Service Card

FRESH'ND-AIRE CO.
430 West Erie St., Chicago, Ill., Department B,

Gentlemen—Kindly **RUSH FULL DETAILS** on your "FRESH'ND-AIRE" sales proposition. I am a () distributor, () jobber, () operator—of and consider "FRESH'ND-AIRE" an item that should fit in well with our present line.

NAME
ADDRESS



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.

Mills 5c Blue Front M. C. V.

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

HEY YOU! DO YOU NEED COIN MACHINES

If you are in need of Coin-Operated Machines whether new or used WRITE US. We have all makes and types of Coin Machines . . . both new and used. Get our **LOW PRICES** on **SLOT MACHINES, PIN BALL GAMES, PHONOGRAPHS and MERCHANDISE MACHINES.**

IF IT OPERATES WITH A COIN WE HAVE IT

HUBER COIN MACHINE SALES CO., 600-610 VAN BUREN, CHICAGO, ILL.

Writer Views Lottery Issue

CHICAGO, April 17.—Howard Vincent O'Brien, liberal columnist for the conservative *Chicago Daily News*, expressed a comparison in his column recently of lotteries and the various contests in vogue by national advertisers.

"With scorn and indignation most Americans reject the idea of a lottery," he said. "Such iniquitous devices may be all right for backward people, they argue, but for an enlightened country like ours it would never do. Call it any high-sounding name you will, they say: it remains nothing but gambling.

"Well, all right. But if the present craze for prize contests isn't rooted in gambling I don't know where its roots are. The plain fact is that when the makers of the Lady Diana Woven Wire Face Cloth offer \$10,000 and a trip to Europe to the person who contributes the best last line to a limerick it is conducting a lottery and nothing else.

"Oh, yes, lotteries are forbidden by law, while prize contests enjoy the blessing of the post office. But the prize contest is a lottery nonetheless. Instead of buying a ticket, as is done in more primitive countries, you get a label or a couple of box tops to go with your entry. Your last line or puzzle solution will be one of perhaps a million. It will be carefully read—the law is always observed; and out of several carloads of entries yours may be one of the hundred or so which go to the final judges.

"The difference between the best and the worst of the answers being negligible, one person's chance of winning is precisely as good as any other person's chances. Ergo, as the philosophers say, the prize contest, with rare and unimportant exceptions, is a lottery.

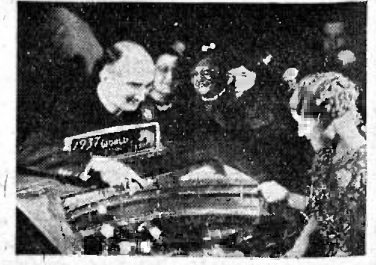
"A foreigner listening to our radio programs would conclude that not only are we a people given to sticking our heads in the sand and scorning lotteries while we go enthusiastically for prize contests but we are also the most gullible race on which the sun shines."

Pastor Praises Games

CHICAGO, April 17.—Instances of the use of various amusement games by churches continue to multiply. One recently brought to attention is that of a well-known operator who on several occasions has placed a Rock-Ola World Series game "on location" in the recreation basement of Our Lady of Grace Church here. The Rev. Frank Coyle, of the church, was so elated over results of the game as pleasing entertainment for his congregation that he wrote the manufacturer, in part:

"I gladly give a prompt and sincere recommendation to your various games, which we have had in our church and also at Logan Square Temple. They prove to be quite an attraction and real money-takers, if such a word can be used in their regard. I deeply appreciate the various games and have no hesitancy in saying that I am mighty glad to be able to recommend them, for they certainly proved to be popular and the only difficulty seemed to be that everyone wanted to keep on playing and not give someone else a chance."

Rev. Coyle is well known on Chicago's northwest side for his unusual efforts in charity work and the Rock-Ola World Series and other games helped him materially in his work.



RECREATION ROOM of church proves popular spot for Rock-Ola World Series game.



ZEPHYR
CIGARETTE VENDER
or BELL FRUIT GUM
VENDER

Two Machines in one when you buy this streamlined ZEPHYR Machine! Extra Fruit Gum strips included free of charge, together with the fascinating new "Star Award" Mystery Reward Card.

Decorated in thrilling new colors, set off with gleaming chromium, this ZEPHYR will be a Spring Tonic to your Locations. It will step up weekly collections to new highs.

Groetchen Engineers designed an entirely new Mechanism for it. As a result, Reels spin much faster, completely without noise and are brought to a positive stop from which they cannot be shaken to different combinations.

Bell Gum Vender, with visible display. Large Cigarette or Fruit Symbols, 4 kinds of reward cards.

Ask your Jobber to show you the new ZEPHYR.

Price \$18.75 each, Tax Paid.
GROETCHEN TOOL CO.
110 N. UNION STREET, CHICAGO

Pacific's Skooky Features Animation

CHICAGO, April 17.—Something new in light-up animation is said to be offered by Pacific Manufacturing Corporation in its new game Skooky. In place of regular light-up symbols on the backboard there's a new effect which backs up all numbers, names and designs with a far-reaching, deep-dimensional appearance. You see every symbol on the backboard in an easy-to-read form. Yet you also see deeper and deeper into a myriad array of colors beautiful to behold.

The illusion is so mystifying in appearance that it is difficult to explain how the inventors have accomplished such unusual effects, even when the backglass is removed to expose what's inside Skooky's light-up board.

The scoring principle is reported to be most unique. As each nickel is inserted into the coin chute odds ranging from 2 to 40 to 1 are instantly posted on Skooky's stereopticon flashograph board in the center at back. At the same time a scoreboard is posted in a smaller panel on one side of the flashograph panel showing the odds. The player gets five balls to equal the score he must get to succeed. And as they dart back and forth on their roving way down the bumper-spring playfield the scores total up in full view. Players always come close and make the grade frequently enough to

keep their interest whetted up to a high point at all times.

The new game of Skooky reflects the handiwork of Irwin Eisenberg, chief engineer, and Bon McDougall, ace designer out Pacific way. Both have been responsible for many outstanding hits that have put Pacific products in the limelight time and again.

From Operator To Jobbing Biz

To the Editor: "I have been an operator for years and have just recently become a jobber as well. I like the business very much. Of course, unsettled legal conditions are annoying, but I believe they will be less and less a major problem as times goes on.

"There are a few practices in this business, however, which are extremely harmful. Fortunately they can easily be eliminated.

"One is the extravagant claims made by manufacturers and distributors as to the value, earning power, number of sales, etc., of their machines. For a responsible party to advertise that his machine is averaging \$100 a day in some location is simply an indirect lie which cannot be proved. It may have happened one day. Perhaps the prizes were not deducted or a crew was planted to play the machine.

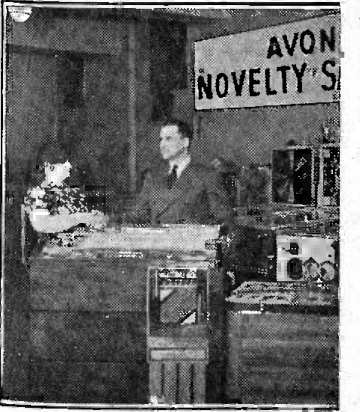
"Another harmful practice is that of the distributor who announces that three carloads of one machine have been sold. Where? Have they been delivered or are the distributors just adding up hopes?

"The result of these extravagant claims is that the operator won't believe anything and when the truth is told about a really good product it isn't believed.

"Another injurious practice is that of the manufacturer who ships out machines which he knows very well won't work. New parts are announced to be on the way the very day after the operator receives the machine. Years ago, when the business was young and machines were manufactured under trying conditions, there was some excuse. Today, however, for a manufacturer to turn out a really good game with a couple of imperfect parts which would have shown up if a few machines had been tried out as the line was being manufactured and, in addition, to make a lot of absurd statements about the earning power of the machine seems to be an excellent way to kill good will.

"Yet with all the bad features, business is better than ever and has grown much more dependable. There is little doubt that a great future is ahead for all of us.

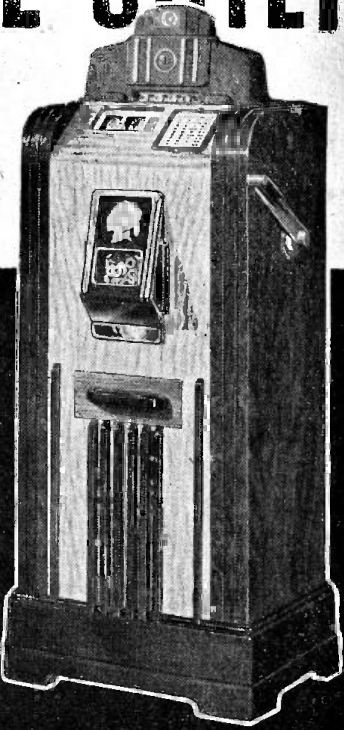
"Thanks very much for the opportunity to express my poor opinion."—N. N. Company, New York.



HUGH BURRAS, sales manager of Western Equipment & Supply Company, visits the Avon Novelty Company, Cleveland, and exchanges congratulations with Helen Maroon, one of the most active operators in Cleveland territory.

JENNING'S CONSOLE CHIEF

PLUS
IN LOOKS
PLUS
IN EARNINGS



A highly successful operator says this about the Console Chief.

"The Console Chief is made to order for high class night spots. But it's also the ticket for any good spot. We've tried Consoles on dozens of good locations and they outplay and outclass anything we've ever used."

Take that tip. If you have any plus locations, get this plus machine—plus in looks and plus in earnings.

Let us send you one on 10 DAY TRIAL

O. D. JENNINGS & COMPANY
4309 WEST LAKE STREET, CHICAGO, ILLINOIS

Sail For Treasure Island On The MAYFLOWER

FLOOR SAMPLES	
BALLY BUMPER	\$32.50
DAVAL'S BUTTONS	48.50
USED GAMES	
POCKETS	\$17.50
PREAKNESS	69.50
DERBY DAY	52.50
DAILY RACES	25.00
DAILY RACES (Multiple)	22.50
BALLY MULTIPLE	25.00
CHALLENGER	25.00
SARATOGA	20.00
FLICKER	25.00
GUNS	
MARKSMAN	\$99.00
FLYING DUCK	79.00

BARGAINS
ALAMO DE LUXE PINCHITTER-MAMMOTH JUMBO } **3 Games for \$20.00 ACT FAST**

AT A SACRIFICE
ROTARY MERCHANTISER \$9.90
412 WURLITZER 164.50
ROLL-A-SCORE 55.00

NEW GAMES
We Have on Hand All Games. Write or Wire for Our Prices.

All Makes of Counter Games, Salesboards, Tickets, Etc.
Terms: 1/3 Deposit, Balance C. O. D.

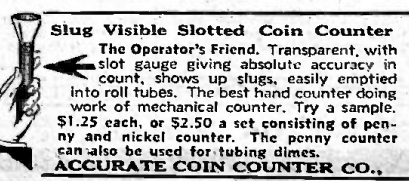
MAYFLOWER NOVELTY CO., Inc.
369 UNIVERSITY AVE., ELK. 5678 ST. PAUL, MINN.

★ GUARANTEED RECONDITIONED, LATE MODEL AUTOMATICS ★

Jennings Flicker... \$49.50	Turf Champs. Late Comb. Models... \$54.50	Bally Jumbo \$14.50
Bally Round Up... 48.50	Daily Limit 24.50	Bally Preakness ... 69.50
Bally Challenger... 39.50	Golden Harvest... 16.50	Bally Blue Bird... 39.50
Bally Bonus 16.50	Ten Grands 24.50	Bally Multiple ... 39.50
Bally Sky High... 19.50	Bally Belmonts... 39.50	Bally Hi-leah 22.50
Pamco Parlay, Sr... 24.50	Mills McCoy 29.50	Bally Prospector... 9.50
Bally All Stars... 24.50		Keeney Ten-Strike. 59.50

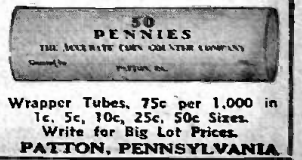
TERMS: ONE-THIRD CERTIFIED DEPOSIT WITH ORDER.
Reconditioned Ready For Immediate Delivery.

BADGER NOVELTY COMPANY
2546 N. 30th STREET MILWAUKEE, WIS.



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 BEST RATE EVER FOR YOUR COMPANY

Wrapper Tubes, 75¢ per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes. Write for Big Lot Prices.

PATTON, PENNSYLVANIA

AVON SAVES YOU Many Dollars!

Bargains IN PAYOUT TABLES AT PRICES SO LOW WE CANNOT QUOTE THEM IN PRINT!

WRITE FOR PRICE AND PARTICULARS TODAY!

SAVE MORE - PROFIT MORE with AVON!

"SERVICE THAT MERITS SALES"

AVON NOVELTY SALES CO.
5907 EUCLID AVE. CLEVELAND, O.

Gottlieb Builds New Electric 21

CHICAGO, April 17.—Electric 21, a new novelty game based upon the popular Blackjack or 21 card game, was announced by D. Gottlieb & Company this week. The game will be a companion to the company's baseball novelty, Electric Score Board. Company states that the game was built at the request of distributors and operators who have had good success with Electric Score Board and wanted a game with the same intense player interest that would appeal to card fans.

"Our ambition was to capture the furious excitement of a red-hot game of Blackjack and build it into a game," said Dave Gottlieb. "It was necessary to make it more than something similar to Blackjack. In the card game there are high spots of excitement and suspense and operators tell us that we have put the same qualities into this game. Preliminary tests in typical locations in many parts of the country prove this to be true. The new game, from its beautiful casino field to the Flashograph tally board, is every inch Blackjack. From the very start the player knows what the dealer's points are and he's got to be careful, for if he exceeds 21 the Flashograph signals "22-Bust" and the game is over.

"Another interesting feature is the new card tally board, which is optional on these games without extra charge. Instead of odds coming up at the beginning of the play this tally board turns up one of the four card suits, no trumps or double, which indicate awards according to the award card on the field. An assortment of award cards is furnished with each game so the operator may choose odds that best fit each location.

"Luckily the mechanical parts of the game are identical to Electric Score Board. Many of them are interchangeable in production. If it were not for this fact we would find it impossible to produce another game in the rush of business we have at this time."

Woman Foresees Stable License

BALTIMORE, April 17.—While the Maryland relief bill, containing license provisions for amusement games and diggers, apparently moved toward a pocket veto, Mrs. William Bauernschmidt, in an address before the Women's Traffic and Transportation Club; said the present bill to license bookies was a case of spite work due to divisions among racing interests. After explaining her reasons for the statement, she then voiced approval of a more carefully planned and permanent form of licensing than that contained in the recent bill.

"We ought to have licensing of book-making as a preventive measure against what these people are doing in our community," she said. "When the time comes to draft that bill it should be done by the ablest minds in the State—and, let me tell you, they aren't in the present Legislature."

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

USED & GUARANTEED - READY TO OPERATE

TURF CHAMP (LATE SERIES) \$5450

Flicker . . . \$39.50 (Late Green Cabinet)
Daily Races . 22.50
Brokers Tip . 22.50
Tycoon . . . 19.50
Pamco Bell . 19.50

Reliance, 5c \$32.50
Reliance, 25c 37.50
Palooka Jr. . 27.50
Jumbo, Ticket 24.50
Paces Races 195.00
Ray's Track 225.00

STEWART McGUIRE 7-Col. De Luxe Cigarette Machines . . . \$69.50

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

Liberal Policy Best for Trade

MINNEAPOLIS, April 17.—Silent Bill Cohen, the sphinx of Minneapolis, broke his silence long enough recently to indite an editorial which puts him decidedly on the side of the Liberal League of the coin machine business.

"The basis of successful operating," Cohen said, "is liberal percentage. Most operators prefer to give the public a run for their money because they make more money that way, but they also please the general public, who, after all, are the ones that must be satisfied.

"Most of the time the operator yields to the demands of the majority of location owners who are greedy and hate to see a customer winning. Don't yield. The right arguments will convince your location owner that a liberal machine is the best paying dividend he can have.

"Lose a location rather than be a party to an outright gyp, whose spot will peter out and be a detriment to the operating business in the long run. I don't believe in shorting machines even for special events because of the adverse publicity. Seventy-five to 80 per cent is fair to all.

"In summer resorts tight machines also are very bad for our business. Law-makers, law enforcers and others who are on a vacation or just for a few days' recreation in resorts play the machines, and find that they are so badly bugged it is impossible to get back 25 per cent of what they put in. No wonder a lot of people get hostile against the machines. Whenever the opportunity presents itself they take drastic action to close territory.

"Complaints are lessened when you operate liberal machines. Do you know that when you buy a jackpot that the machine pays 6 1/2 per cent more because the smaller payouts come up oftener, yet the customers when they find they cannot get a jackpot are sore?

"Why not try a tight machine alongside a liberal one and satisfy your location customer which one pays the best.

For example, in one location try a dime liberal and nickel tight. In another a tight dime and a liberal nickel. Do this to satisfy yourself also.

"Do it now! Don't wait. Give the public a run for their money and I am sure that you will create a different public opinion regarding machines.

"Of course, there are soreheads you will never satisfy. Those that are out to win and will declare the machine a gyp because they lose a little, even though they were ahead and could have quit a winner. They naturally stay until they lose, but you will find the majority of the public know that they will lose when they play the machine but if they can get a run for their money are satisfied."

Ponser Opens In Philadelphia

PHILADELPHIA, April 17.—Promising the most complete coin machine distributing facilities in the State, the George Ponser Company of Pennsylvania, Inc., opened local quarters at 900 North Franklin avenue in an impressive three-story building. Local office is a branch, said to be the third, of the George Ponser Company of New York and Newark.

Local quarters have ample general offices, salesrooms, warehouse space and also large quarters for a modern repair department. A grand opening has been announced for April 24, at which time many manufacturers will be present. George Ponser, head of the firm, is extending personal invitations to every operator in the State and many others outside the territory.

Ponser, in outlining his plans, said that the local offices will be made the most complete distributing headquarters in the State.

There will be a teletype system of communication between the local and home office. At least three of the most recent games, ready just in time, are promised for display at the grand opening event. A new plan of financing will be announced also, Ponser said.

The management of the Philadelphia office will be in the hands of Joe Ash, trained in the Ponser organization.

Editors Urge News Fairness

WASHINGTON, April 17.—Coinmen who fear that it will always be the policy of newspapers to print only the publicity which is adverse to the industry should be interested to learn that some newspaper editors are crusading for a fair, equitable presentation of all news to the public. In an address this week before the American Society of Newspaper Editors, George Fort Milton, editor of *The Chattanooga News*, stated: "Some enemies of freedom of the press are in the press itself.

"These are the men who ignore the public trusteeship in their institution; who give only one side of the picture; who deal in half truths or whole lies, whether about government, political parties, labor and capital or about the poor, helpless individual caught in the hideous glare of some news event.

"Such men put weapons in the hands of those who would end freedom of the press."

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!"

STAR SALES CO.
3921 Wayne Ave., Kansas City, Mo.

No Personal Checks, Please

SPECIAL - SPECIAL - SPECIAL - SPECIAL

Chiefs, late serials, bells like new \$ 57.50
Mills Blue Fronts, late serials 80.00
Jennings Consoles, like new 50.00
Pace Blue Fronts, like new 45.00
Pace Bantam, 10c play 15.00
Jennings Dutchess, 5c play 15.00
New Jennings Consoles, 10c play 110.00
Single Jackpots, good shape 15.00

MARBLE TABLES

Bally Bonus \$ 22.50
Challenger 15.00
Jumbos 15.00
Pamco Parlay 22.50
Grab Stake 25.00
Mills McCoy 30.00
Credit 20.00
Double Header 20.00
Aces 10.00

Pace Races, 3500 Serials, \$176.00

We are the largest slot machine jobbers in Missouri. One-third deposit with all orders.

T. & T. NOVELTY CO.
114 N. Main St., JOPLIN, MO.

BARGAIN PRICES USED MACHINES

JUMBOS, Cash Payout \$10.00 Each
JUMBOS, Ticket Payout 15.00 Each
TURF CHAMPS, A-1 50.00 Each
WHIRLPOOL, Ticket 12.00 Each
DUCK SOUP, Novelty Game 1.00 Each
Turf Champ, Jumbo Tickets, 25c per 100.

About 1,000 Automatic Payout Machines. Advise us your needs.

AAA NOVELTY & SALES CO.
2186-2172 N. Illinois St., Indianapolis, Ind.



LEO J. KELLY, BRUNO RADTKE AND PERC SMITH (left to right), of Exhibit Supply Company, Chicago, inspect the new Silver Bells, seven-jackpot spinning-reel de luxe cabinet game.

Genco Novelty Games in Boom

CHICAGO, April 17.—"Altho the assembly line has been augmented by scores of mechanics and the plant is working 24 hours daily," Genco, Inc., officials state, "we are finding it difficult to keep up with orders on our 100 per cent coverage games, Batter Up and Running Wild.

"These two new five-ball novelty games have so captured the fancy of the public during the short time they have been on the market that distributors are unable to keep a supply of games on hand. Wires and telephone calls pour into the office of the organization every hour of the day begging for more and more games.

"With dozens of jobbers and distributors reporting the phenomenal success of the games and asking us to increase their standing orders, it looks as tho we will have to petition Congress for a 28-hour day," laughingly state Genco execs.

"One enthusiastic operator reported that one of his location owners had to call out the reserves so that he could get the players away from the games and close up for the evening. Inasmuch as the location is in a very small village the reserves consisted of one very sleepy constable. The entire affair only sharpened the interest of the players and promised heavy cash receipts for the two games the following day."



BEAUTIFULLY ENGRAVED scroll presented to Bally Manufacturing Company by Fitzgibbons Distributors, Inc., New York, in appreciation of the Bumper game, for "attracting the biggest and steadiest profits in all amusement game history."

Production Line For Used Games

CHICAGO, April 17.—In response to the demand for better reconditioned games, Roy Bazelon, owner of the Monarch Coin Machine Company, announces the inauguration of his "production line" for reconditioning used games.

"This system is an adaptation of the assembly line used in the building of new games," Bazelon states, "and we have it operating efficiently and rapidly. All activities connected with the reconditioning of games are under the supervision of head mechanic John Howanle, who checks each game as it comes in and passes it on to the specialists who handle the reconditioning processes.

"The first process in Monarch reconditioning is the complete cleaning and conditioning of the playing field. After the board has been cleaned and retouched it is sprayed with a special chemical solution which insures protection to those parts most affected by heavy play.

"All metal parts of every game are buffed and polished and rechromed when necessary. Plungers, locks, coin chutes, legs and body bolts are carefully checked and replaced if they fail to pass our rigid tests. A special feature of Monarch reconditioning is the installation on all used games of new tempered springs which insure proper ball action on the field and new game action in the mechanism and working parts of the games." According to Bazelon, this is a special conditioning feature originated by Monarch.

CALIF. OUTDOOR

(Continued from page 3)

State Assembly. Under Section 3368 the bill also provided that counties may levy a maximum tax of \$200 per day and cities \$125.

William Hill, representing circus interests, told the committee it would be impossible for circuses and carnivals to operate in California if the bill were passed. Showmen and others interested in outdoor tented attractions who appeared before the committee included J. D. Newman, L. G. Chapman, O. N. Crafts, Ed Vollman and C. B. Afferbaugh.

BARY IN CONTROL

(Continued from page 3)

purchased by Bary several months ago will also be added to the show.

The H-W Circus will play the road route as originally laid out. The first date on tour will be Marion, Ind., April 26, Marion having been substituted for South Bend. From Marion the show will go to Kokomo, Muncie and Anderson, Ind., then Dayton and Cincinnati, O. In Cincinnati it will play the Cummins-ville lot for a two-day stay, Saturday and Sunday, May 1 and 2. Advertising car, in charge of Barney Kern, billed the city today.

The show will have all new canvas.



IT'S READY NOW!

Send for a Copy and Save Money

Our new catalogue contains thousands of new items—Novelty, Toys, Concessionaire Goods, Specialties, Sales-boards, Premiums, Imported and Domestic Merchandise at remarkably low prices.

ONE DAY SERVICE.

DON'T FAIL TO SEND FOR YOUR FREE COPY TODAY.

BADGER NOVELTY Company

2546 N. 30TH STREET—MILWAUKEE, WIS.

CLEAN-UP SALES OF USED MACHINES

<p>AUTOMATICS.</p> <p>Exhibit (Late Model) \$10.00</p> <p>Sportsman (Late Model) 7.00</p> <p>Gold Rush 5.00</p> <p>Put 'N' Take 5.00</p> <p>Red Arrow 4.00</p> <p>PIN GAMES.</p> <p>Whirlpool (Tkt.) \$ 7.00</p>	<p>PIN GAMES.</p> <p>System 4.00</p> <p>Champs (Genco) 3.00</p> <p>COUNTER GAMES.</p> <p>Jennings Little Duke 8.00</p> <p>Slots (10) 8.00</p>	<p>COUNTER GAMES.</p> <p>Hold & Draw (New Model) \$4.00</p> <p>Punchette (Extra Rolls) 75c Each. 3.00</p> <p>Catch 'N' Match 2.00</p> <p>Mills Ticketto 2.00</p>
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ALL MACHINES IN GOOD CONDITION.

EXTRA SPECIAL

1,000-HOLE 1c GIGARETTE SALESBOARDS—Clean Stock. Large Holes. Late Style. New, 34 to 50 Packages Payout. Lots of 100, 35c Each; Lots of 50, 37 1/2 c Each; Lots of 25, 39c Each. Sample Board, 50c. Tax Paid, F. O. B. Washington, Mo.

RUSH YOUR ORDERS WITH 1/3 DEPOSIT. BALANCE C. O. D

WASHINGTON NOVELTY CO., WASHINGTON, MO.

ENDY BROS. SHOWS, Inc.

SHOWING CHESTER, PA., 10 DAYS OPENING APRIL 28th

WANT—Ride Help, Track Drivers, Ferris Wheel Foremen.
WANT—Ten-in-One complete; Illusion Show, Fun House.
ALL CONCESSIONS OPEN. Except Bingo, Diggers and Ball Games. Come on.
WANT Man to handle Frozen Custard.
All Answer DAVID B. ENDY, Manager, Chester, Pa.

P. J. SPERONI SHOWS

OPENING APRIL 24 AT ROCK FALLS, ILL.

Wants Merchandise Concessions; organized Side Show, will furnish complete outfit or will book one with own frame up; Grind Show Foreman for Ell Wheel; also Whip, Corn Game help. Capable ride men come on. Communications address Rock Falls, Ill.

GREAT SUPERIOR SHOWS WANT

Man take full charge 10-in-1, new top, 150-foot banner line, all new. Want Half-and-Half to feature, must be strong; also twenty other features for Side Show. State lowest salary, you get it. Want Kiddie Auto Ride. Will book any stock concession. Want Foreman for Whip and Ell Wheel. Have Two-Abreast Merry-Go-Round, first class, will sell or trade. This week Centralia, Ill.; next week Decatur, Ill.

J. J. PAGE SHOWS CAN PLACE

Girl Revue or Hawaiian Show with Music. Furnish complete new outfit with Panel Front. Want Performers and Musicians for Minstrel Show. Can place legitimate Concessions. Address J. J. PAGE SHOWS, Johnson City, Tenn.

AL G. HODGE SHOWS, INC.

WANT A FEW MORE CONCESSIONS THAT DO NOT CONFLICT.
WANT SHOWS WITH OR WITHOUT OWN TRANSPORTATION.
Will offer exceptional propositions, and will finance any reliable Showmen.
WANT STEEL GUITAR PLAYER FOR HAWAIIAN SHOW.
Want to hear from Milo Anthony, Sailor Joe Simmons, "Minstrel Show" Sammy Green, Earl Chambers, Carey Jones, Tom Scully and Henry and Teddy Boers. Address W. M. TUCKER, Manager, 3800 Bond Ave., East St. Louis, Ill., this week; Pekin, Ill., next week.

Wanted Ferris Wheel, Kiddie Rides

and other rides not conflicting with Merry-Go-Round, Caterpillar, Tilt and Octopus. Strong Freak to feature, Musicians for Minstrel, Talkers and Grinders, Can Place Shows of all kinds, Foreman for Octopus and Tilt help. Legitimate Concessions, Frozen Custard, Novelties. Open Harlan, Ky., this week.

MODERNISTIC SHOWS, INC.

This has already been completed by Baker & Lockwood.

WPA at Ridgewood Stadium

NEW YORK, April 17.—WPA Federal Theater Project's three-ring circus opened the first of a series of week-end runs at the Ridgewood Grove Stadium, Brooklyn, last Sunday to a packed house. Night biz was fair; Monday and Tuesday found well-filled houses.

It has been announced by the headquarters of the WPA Federal Theater Project that the all-Negro show *Bassa Moona* will be combined with the circus for the tenting season. Plans call for an 18-minute spectacle and pageant to be called *Savage Africa*, to be followed by the regular circus performance. The Negroes are being rehearsed by Walter Diggs, supervisor of the circus.

No official date has been set as yet for the opening of the show under canvas, but it is believed that the date will be around middle of May, reports Wendell J. Goodwin.

Publicity for Shows

PHILADELPHIA, April 17.—With the opening of the circus season the Children's Theater, given under auspices of The Women's International League, gives the big tent some unintentional publicity which should get it off to a good start. Group is presenting *Toby Tyler, or Ten Weeks in a Circus* this week at the Erlanger Theater. And since the juvenile play concerns the adventures of Toby Tyler, who at the age of 13 was fascinated by the sights and sounds of a circus, the Erlanger itself takes on the atmosphere of a circus with physical decorations to approximate a big tent.

CORRECTION NOTICE!!

In Last Week's BILLBOARD \$119.50 Was Listed as The Price of **SPRING-TIME** INSTEAD OF **\$129.50**

CHICAGO COIN CORPORATION

1725 Diversey Blvd. Chicago Illinois

Midwest's Most Reliable Distributors

McCALL'S SPECIALS

Malestic (Tkt.) \$16.50	Daily Limit \$10.00
Pearless (Tkt.) 18.50	Multiples 27.50
Rambler Repeater 10.00	Alamo (Tkt.) 20.00
	Two-rod (New Model) 200.00

Complete Line of All Late-Model Typo Bumper Games in Stock for Immediate Delivery.

McCALL NOVELTY CO.

SOUTHERN EXPOSITION SHOWS

CAN PLACE Bingo, Frozen Custard, any Stock Concessions, Shows of all kinds, Wrestlers and Boxes for Athletic Show, Girls for Girl Revue. Address Louisa, Va., this week; Orange, Va., next.

Carrollton, Ky., Spring Festival

Auspices Junior Chamber of Commerce, Week April 28. Downtown Location.

WANT Tilt-a-Whirl, Chairplane, Shows with own outfits and transportation. 20% of gross. Owing to disappointment, want sensational Free Act, Sound Truck, Grind Concessions. J. HARRY SIX SHOWS, Owenton, Ky., this week.

ZIP SERVICE FLASH
START THE SEASON RIGHT
WRITE FOR CATALOG TODAY!

WISCONSIN DELUXE CORPORATION
 902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

CATALOG READY MAY 1st

DELUXE CORPORATION
 902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

Mrs. To Take In Ponsler Philly Party

NEW YORK, April 17.—By letter and wire manufacturers have advised George Ponsler that they will be happy to be present at the grand opening of his Philadelphia offices April 24.

Such outstanding manufacturers as Genco, Inc.; D. Gottlieb & Company; International Mutoscope Reel Company, Inc.; Western Equipment and Supply Company and H. C. Evans & Company have signified their intentions of being present.

New games of these manufacturers will be on display at the new offices and will be ready for immediate delivery.

Ponsler reports that he intends to give the boys one of the greatest parties the Philadelphia territory has ever seen. Entertainment will be provided and all the officers of the firm will be present to meet with the operators. Gifts will be given and many new ideas will be used for the grand opening party.

Grand opening party at 900 North Franklin street, Philadelphia, will be in progress all day, giving out-of-town operators an opportunity to be present.

ROUTES

(Continued from page 37)
 Ricton's Show: Avera, Ga., 20; Mitchell 21-22; Warrenton, Ore., 26-27; Deep Step 28-29; Riddleville 30-May 1.

REPERTOIRE

Bilroy's Comedians, Billy Wehle's: Dalton, Ga., 21; Cleveland, Tenn., 22; Athens 23; Harriman 24; Morristown 26; Greenville 27. Harvey's Players: Dyersburg, Tenn., 19-24. Hayworth, Seabee, Players: (Elk) Elkin, N. C., 22; (State) Cherrysville 23; (Avon) Lenoir 24. Blythe Players: Milton, Del., 19-24. Orecht Show: Elbow Lake, Minn., 22-27.

CIRCUS AND WILD WEST

Barnes-Sells-Floto: Napa, Calif., 20; San Rafael 21; Alameda 22; Oakland 23-25; San Jose 26; Redwood City 27; San Mateo 28; San Francisco 29-May 2.
 Cole Bros.: (Stadium) Chicago 16-May 2.
 Hays Bros.: Carthage, Tenn., 22.
 Hagenbeck-Wallace: (Coliseum) Chicago 7-25. Hall's Animal: Gordonsburg, Tenn., 20; Flatwoods 21; Perryville 22.
 Howe Bros.: Auburn, Calif., 22; Truckee 23; Carson City, Nev., 24.
 Main, Walter L.: Harlan, Ky., 20; Cumberland 21; Whitesburg 22; Hazard 23; Neon 24.
 Mix, Tom: La Fayette, Ind., 20; Anderson 21; Richmond 22; Hamilton, O., 23; Springfield 24; Columbus 25.
 Polack Bros.: (Convention Hall) Hutchinson, Kan., 22-May 8.
 Ringling Bros. and Barnum & Bailey: (Madison Sq. Garden) New York City 8-May 1. Seal Bros.: Howard, Kan., 21; Cedarvale 22; Winfield 23; Wellington 24; Stafford 25.
 WPA: (Ridgewood Grove Stadium) Brooklyn, N. Y., 25-27.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

American Expo: Middletown, O., 23-May 1.
 American United: Everett, Wash., Anderson-Grader: Wichita, Kan., 24-May 8.
 Bach, O. J.: South Glens Falls, N. Y., 30-May 8.
 Barfield's Cosmopolitan: Macclenny, Fla.
 Barker: W. Frankfort, Ill.
 Barkoot Bros.: Toledo, O.
 Bazinet, Wm., & Sons: St. Paul, Minn., 24-May 8.
 Beckmann & Gerety: San Antonio, Tex.
 Bee, F. H.: Jackson, Tenn.
 Blue Light: Lancaster, S. C.
 Blue Ridge: Tuscarora, S. C.
 Broadway Shows of Amer.: Newport, Ky., 22-May 1.
 Brown Novelty: Sylvester, Ga.
 Buck, O. O., Expo.: Mt. Vernon, N. Y.
 Buckeye State: Columbia, Miss.
 Bullock Am. Co.: Cherryville, N. C.
 Burke, Harry: Independence, Ia.
 Byers & Beach: West Plains, Mo.
 Caylor Bros.: Johnstown, Pa., 22-May 1.
 Campbell United: Shannon, Ga.; Aragon 26-May 1.
 Castle's United: Arkadelphia, Ark.
 Centanni: Port Reading, N. J., 24-May 1.
 Central State: Pratt, Kan.; Great Bend 26-May 1.
 Cetlin & Wilson: High Point, N. C.; Winston-Salem 26-May 1.
 Clint's Expo.: W. Brownsville, Pa., 24-May 1.
 Coleman Bros.: Middletown, Conn., 22-May 1.
 Crowley United: Columbia, Mo.
 Cumberland Valley: Cowan, Tenn., 22-May 1.
 Cunningham: Powhatan Point, O., 24-May 1.
 Crystal Expo.: Forest City, N. C.
 Dallye Bros.: Rich Hill, Mo.
 De Luxe: Concord, N. C.
 Douglas Greater: Beattick, Wash.
 Endy Bros.: South Boston, Va.; Chester, Pa., 26-May 1.
 Evangeline: Poteau, Okla.
 Early-Marlene: Emporia, Kan.
 Florida Expo.: Tabor City, N. C.; Chadbourne 26-May 1.
 Funland: Lewisburg, Tenn.
 Gibbs, W. A.: Coffeyville, Kan.; Independence 26-May 1.

(See ROUTES on page 102)

200
BRAND NEW FACTORY
CLOSE-OUT BUMPER-TYPE
NOVELTY GAMES

Write for Names of Games and Prices.

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 2204 N. Western Av., Chicago
 1901 Fifth Ave., Pittsburgh

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THE TIPP NOVELTY COMPANY
 TIPPECANOE CITY, OHIO

HIGH AERIAL ACT WANTED
 To join at once. Wire, don't write, full details and lowest salary to
STANLEY BROS.' SHOWS
 East Radford, Va.

DIXIE EXPOSITION SHOWS
 Want Ferris Wheel, one Flat Ride, Athletic Man, have outfit, Musicians and Performers. Lead Gallery, Photo, Mitt Camp, Hoop-La open. Address
 C. D. SCOTT, Camden, Ala., this week.

WANTED
 Pitch-U-Win, Fish Pond, Devils Bowling Alley, Photo Booth and all stock joints that will work for stock. Can place a No. 1 Kidney Rides. Shows: Illusion, Fun House, Monkey Circus, Girl Show or other shows that do not conflict. Must be flashy and transport own. Wire or write
REYNOLDS & WELLS UNITED SHOWS
 Hannibal, Mo., April 19-24.

WANTED
 FOR BIG OUTDOOR EXPOSITION, YOUNGSTOWN, O., JUNE 17 TO 26. INCLUSIVE. Salesmen and Saleswomen to sell Banners, Parade Floats and Exhibition Space. Also Contest Man or Woman for Baby Contest. Address
 J. W. McDONALD,
 338 W. Federal St., Phone: 76245, Youngstown, O.

BLUE RIDGE SHOWS
 Want Stock Concessions, also Bingo. Can place Free Act with Concessions. Shows with own outfit 25 per cent. Want Ferris Wheel, Merry-Go-Round, Whip Foreman to superintend other Rides, also other Ride Help for Whip, Chair-Or-Plane. Address **GEORGE SMITH or JOE GARR**, Tuscarora, S. C., 19 to 24; then as per route.

WANTED SHOWS
 with or without outfits, Aerial Act. Dava Winnie wire, Opening May 3d.
GUERTIN AMUSEMENT CO.
 EDCERTON, WIS.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



CANDY CRUSHED CHERRIES
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 Contains Chocolate Crushed Cherries, in a Beautiful Box, Wrapped with Assorted Colored Calophano.
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SEND FOR IT TODAY!

OUR NEW 1937 CATALOG
 Will be ready May 1st.

If you're a live-wire Concessionaire, Corn Game Operator, Pitchman, Novelty Worker or Hustler, you simply can't afford to miss the hundreds of "money-makers" our New 1937 General Catalog presents. Don't fail to send for your Free Copy today!

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 119 North Fourth Street
 MINNEAPOLIS MINNESOTA

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- * PITCHMEN
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- * AUCTIONEERS
- * STREET WORKERS
- * SPECIALTY MEN

CETLIN & WILSON SHOWS
 Want Tilt-A-Whirl Foreman, must be capable. Want Workingmen in all departments; best of treatment and salary assured.
 All come, this week, High Point, N. C., with Winston-Salem, N. C., to follow.

CALL--DIXIE MODEL SHOWS--CALL
 OPENING PRINCETON, W. VA., MAY 3.
 Calling all people contracted with this show to acknowledge this notice. Capt. Leo Simon, Eagle Sons Animal Show, Curly Ray, Martin Lozier and others answer quick. Will Book Octopus on very liberal proposition if you have own transportation, also want Ridee-O. Shows with own outfits and transportation at 25 per cent. Want Colored Musicians that can cut it, Singers, Dancers and Comedians for Minstrel Revue. Fred Griffin Wants Acts, Lecturer and Front Man for 10-in-1. Will Book Merchandise Concessions, except Bingo, Custard and Popcorn. Verne Giles, Larry Bedwell and Doc Hall address F. E. Kelly here at once. We can use Eight-Piece Band that can cut it. All address here to J. P. BOLT, General Manager, High Point, N. C.

CALL - KEYSTONE SHOWS - CALL
 Opening date Waynesboro, Pa., April 29th. Want worthwhile Shows not conflicting; Concessions, Grind Stores, Wheels, Diggers, Shooting Gallery, American Palmistry, Jack Stevens wire. Want good Talker to manage and operate Monkey Speedway and party to manage and operate Panny Arcade. Jack Melrose wants two good Wheel Agents to deal percentage. Walter wire. Committees wanting a clean, up-to-date Carnival look us over. Have open time latter part July and August.
 Address WINTER QUARTERS, FAIR GROUNDS, McConnellsburg, Pa.

Jimmy Johnson To Tour the South

CHICAGO, April 17.—Jimmy Johnson, owner of Western Equipment & Supply Company, is leaving shortly for an extended tour thru the South. He intends to combine both business and pleasure and will visit many of his distributors and jobbers. Among the various coinmen he will call on are "Booby" Obodal, of the Sunset Novelty Company; the firm of Stelle & Horton; St. Lynch, of the Electro Ball Company, and Fisher Brown.

Johnson plans to aid in the distribution of his latest payout successes, Winner and Fast Track. "Both games," he maintains, "have been heartily accepted by coinmen thruout Texas and in all sections of the South and West. Carload orders of the Winner and Fast Track have been leaving the plant daily for all sections of the country and distributors have placed heavy orders for both games."

Hugh Burras, sales manager for the firm, states that he already is making preparations to take care of the heavy orders which Jimmy is planning to send back.

DIVORCES

(Continued from page 32)
the Silver State Shows, at Great Bend, Kan., April 1.

Late Deaths

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

GREENE—Clay M., general agent for Goodman Wonder Shows, at Raleigh, N. C., April 18.

NESTLE—Charles, 88, world-famous midget, at his home in Fort Wayne, Ind., April 17 of senility.

COLE BROS.

(Continued from page 81)
Zoeppe in an excellent solo exhibition. Miss La Vata is a recent importation from France, and Miss Hobson has for years been among the top-notch eques-

NOTICE Opening May 1st NOTICE
CHRIST UNITED SHOWS
ASHLAND, OHIO
Downtown Location.

All people contracted please report or acknowledge to Winter Quarters, NORWALK, O. Have opening for a few more legitimate Concessions. Attractive proposition for Five or Ten-in-One. Also Grand or Platform Shows. Bart Sneider wants to hear from all people that worked for him before. Write or wire. CAN USE Ride Help.

CHRIST UNITED SHOWS, Norwalk, O.

GREATER EXPOSITION SHOWS
—WANT—
MANAGER FOR SIDE SHOW. MAN WHO CAN HANDLE LIONS. SIDE SHOW ACTS. LEGITIMATE CONCESSIONS.

Granite City, Ill., This Week.

Musicians For Downie Bros. Circus

Bass Drummer to join on wire. Other Musicians Write. Roanoke, Va., April 21; Covington, 22; Hinton, W. Va., Monday, W. Va. 24; Address **RODNEY HARRIS, Bandmaster.**

WANTED
For a Four-Day Picnic at the Devil's Promenade, three miles S. E. of Quasaw, Okla., July 1, 2, 3, 4. Private Shows wanted, also Private Rides, Merry-Go-Round, Ferris Wheel and other good Rides. Also a good Minstrel Show, good Wild West Show. All stand rights will be sold and all Shows will be booked by O. S. HAMPTON.

BYERS & BEACH SHOWS

WANT Octopus Ride—Fit Show Manager and Acts or new 120-ft. Frumcup. Girls for Girl Show Agents for Guess-Your-Weight Scales. Attractive proposition for Independent Shows not conflicting. West Plains, Mo., April 19-24; Rolla, Mo., April 18-May 1.

MOUNTAIN STATE SHOWS

Want Seasonal Free Act, small uniformed Band, no more Rides and Show with or without outfits. Can place a few more Concessions. Advise what you have. Only carry one kind, so get placed before you come. Address **JOSEPH LEE, Mgr., this week Whitesville, W. Va.**

triennes of this country. Both do exceptionally fine work.

Display 6—Aerial gymnasts. Over Rings 1 and 3 Edwards Sisters and Tacoma Sisters doing iron jaw, and spotted about the dome a number of ladder girls. Among those taking part in this number or who will appear on the road are Mary Matson, Louise Drier, Joy Clark, Ann Meyers, Norma Humes, Ruby Cutshall, Bertha Benham, Wanda Wentz, Pat Lindsey, Betty Stevens, Bobbie Patterson, Viola Barnett, Georgie Sweet, Helen Sharon, Dot Jewell, Joan La Rue, Jackie La Rue and Ann Winnicki.

Display 7—Clyde Beatty in his incomparable mixed animal group presentation. Handled with consummate showmanship, this offering packs the ultimate in thrills, climaxing with the roller and spinning tiger. A great attraction.

Display 10—In addition to the Toyama Troupe and the Zoeppe Family the Nagami Troupe works here, doing clever equilibristic and gymnastic feats.

Display 11—Besides Prof. Christian's well-trained group of ponies in Ring 3, this display is augmented here with the Torellios in center ring presenting ponies, dogs, monkeys and mules in a clever and entertaining routine and Dennis Curtis in Ring 1 with a finely trained group of Shetland ponies.

Display 13—Dennis Curtis's Taximeter mule act, in center ring, is as great a laugh getter as ever. In Ring 1 Jorgen Christiansen presents a clever act, using dogs that impersonate Shetland ponies, while in Ring 3 Grover McCabe garners laughs with his bucking mules.

Display 15—Elephants. Only the group worked by Gene Allen was used in New York. Here two other groups are added, worked by Wanda Wentz and Estel Clark. Fine looking herds, all of approximately one size and trained to perfection by Eddie Allen. Climaxes with the long mount on the track.

Display 16—The Amazing Parroffs. An Argentine trio of aerial gymnasts, who keep the audience gasping with their ladder-balancing feats on a small platform high over the arena. A breathtaking turn.

Display 17—Ken Maynard, Western picture star and Wild West expert, presents a picturesque and colorful display of trick and fancy riding, roping, whip-cracking and shooting. Maynard himself is a commanding figure and he has gathered about him a talented troupe of cowboys, cowgirls, Cossacks and Indians that includes Sultan Shakamoff, Prince Louvenski, Prince Wouffienoff, Al Jones, Ed and Rose Davis, Alice and Jimmie Foster, Mary Jeanne Keene, Barbara and Terry Bordole and others.

Display 19—Altho Jorgen Christiansen's Liberty horse act was reviewed in New York, it deserves a repetition here. Seldom if ever has there been a more beautiful horse act than this. Christiansen puts his 24 magnificent cream-colored stallions thru a series of entertaining routines with the greatest of ease and precision and makes a tremendous hit.

Display 21—The Picchianni Troupe, the Beehee-Rublette Bros. and the Bell-Kress Troupe are here presented in the three rings, at the same time and win applause with marvelous acrobatic and equilibristic feats.

Display 23—High school horses. In New York only eight were used because of limited space. Here the hippodrome track presents an imposing array of wonderfully trained horses, working ensemble and solo. All magnificent animals, expertly handled by attractive equestriennes. Riders include Norma Humes, Ruby Cutshall, Bertha Denham, Wanda Wentz, Pat Lindsey, Betty Stevens, Bobbie Patterson, Billie Cooke, Georgie Sweet, Josephine Tatum, Viola Barnett, Gladys Wickoff, Alice Foster, Louise Bell, Adraine Bell, Dortha Carter, Helen Sharon, Mrs. Ralph Clark, Anita McCree, Gayl Thomas, Peggie Baker, Anna Butler, Mary Keene, Polly Courtney, Darlene Harding, Rose Davis, Marie Kress, Marlene Kress, Dorothy Jewell, Ruth Orothe, Ann Winnicki, Jacqueline Roberts, Jackie La Rue, Mary Matson, Gene Allen and Esma Wilson Maley.

Display 25—Flying acts over three rings. The Imperial Illingtons, Peerless Lelands and Flying Harolds presenting a very fine exhibition of flying feats.

Concluding feature is the Great Wilno, man shot from a cannon. Act is put on in a spectacular manner and provides a parting thrill for the customers.

No complete review of the show is given this week, inasmuch as most of the acts were reviewed during the New York engagement.

Its LOCATION PERFORMANCE

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RICOCHET

"THE GAME OF THE YEAR"

\$59.50



SIZE 21" x 41"

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"AIR RACES" -- Now \$159.50

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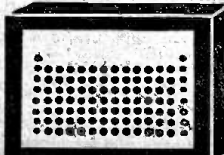
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Penny Cigarette Boards

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.

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108 No. 17th Street, Birmingham, Ala.

An Open Letter to Operators . . .

The TRUTH about DAVAL BASEBALL

"When Daval Baseball was previewed by prominent distributors, it was heralded as the 'finest baseball bumper game of them all.'

"We immediately went into production and shipped samples of Daval Baseball to all our distributors.

"The result was an overwhelming volume of rush orders by phone, wire and airmail.

"Daval Baseball was a hit! We went into big scale production.

"We were securing certain essential electrical parts from a very reliable standard source. UNKNOWN TO THEM OR TO OURSELVES SOME PARTS WERE MALICIOUSLY DAMAGED DURING A STRIKE BY DISGRUNTLED EMPLOYEES in such a manner that, while the games worked perfectly when our inspectors tested them, by the time the operators received them some did not operate properly.

"Immediately upon our discovery of these hidden faults, we made good every game by replacing them free of all charges.

"Now, Daval Baseball games are operating flawlessly. Every game is UNCONDITIONALLY GUARANTEED to be 100 per cent perfect in every respect.

"We want to thank all our customers for their splendid co-operation, and to assure them that we are working at unprecedented speed to fill their urgent rush orders."

(Signed) A. S. Douglass

DAVAL MFG. CO., 200 S. PEORIA ST., CHICAGO

Hotel Patrons Go For Radio Rifles

CHICAGO, April 17.—The popularity of School Days Rifle in Paul Gerber's playroom in Hotel Sherman is increasing daily with the many people who shoot the radio rifle, which is located right next to the famous Tom Mix Radio Rifle, who has been in Gerber's location for eight months.

It is remarkable to see the continuous play of these machines and how entertaining they are at all hours of the day. It is common to pass thru the lobby of Hotel Sherman and see a crowd of from 15 to 30 people waiting to shoot the School Days and Tom Mix Radio Rifles. This exhibition of entertaining hotel patrons is having an effect thruout the country, as the Rock-Ola plant is taxed to capacity in supplying equipment for operators in locations such as hotel lobbies, clubs, lodges and all other places where people gather.

ROUTES

(Continued from page 160)

Gold Medal: North Little Rock, Ark.; Jonesboro 26-May 1.
Golden Gate: Alendale, Ill.
Golden State: Santa Maria, Calif., 20-26; Monterey 27-May 2.
Goodman Wonder: Raleigh, N. C.
Groves Am. Co.: Clinton, Ind., 24-May 1.
Great Olympic: Central City, Ky.
Great Superior: Centralia, Ill.; Decatur 26-May 1.
Greater Expo.: Granite City, Ill.
Greater Patrick: Grand Coulee Dam, Wash.
Greater United: Wewoka, Okla.
Gruberg's World's Expo.: Alexandria, Va.
Hanes: Ardmore, Okla.
Happy Days: Lewisburg, Tenn.
Heller's Acme: Dunellen, N. J.
Hennies Bros.: Ft. Smith, Ark.; Joplin, Mo., 26-May 1.
Heib, L. J.: Gallatin, Tenn.
Hilderbrand's United: Woodland, Calif., 19-23.
Hodge, Al G.: E. St. Louis, Ill.
Hughey Bros.: Blue Mound, Ill.
Hurst, Bob: Pittsburg, Tex., 24-May 1.
Hyde, Eric B.: Dalton, Ga.
Hyde Park: Cibaurne, Tex.
Imperial: Anderson, Ind.; Muncie 26-May 1.
Imperial United: Tusculuma, Ala.
Jonas, Johnny A., Expo.: Washington, D. C., 19-May 1.
Klaus United: Baltimore, Md.
Keystone: Waynesboro, Pa. 29-May 1.
Landes, J. L.: Manhattan, Kan.; Junction City 26-May 1.
Lang, Dee, Famous: (19th & Penrose sts.) St. Louis, Mo.
Lattig: Charleston, W. Va.
Lawrence, Sam: Newport, Tenn.; Bristol, Va., 26-May 1.
Lewis, Art: New Britain, Conn., 21-May 1.
Liberty National: Marion, Ky.; Providence 26-May 1.

McClellan: Mt. Vernon, Ill.
McKee Am. Co.: Stroud, Okla.
Majestic: Cookeville, Tenn.
Marks: (Church Hill) Richmond, Va.
Marlin's United: Chino, Calif.; Azusa 26-May 1.
Midwest: Deming, N. M., 20-24; Alamogordo 26-28; Carrizozo 29-May 2.
Miller Amusements: Ponchatoula, La.
Miner Model: Painsburg, Pa., 24-May 1.
Models: Carleton, Ga.
Modernistic: Harlan, Ky.
Nail, C. W.: Monroe, La.; Bastrop 26-May 1.
New England: Fairfield, Conn.; Poughkeepsie, N. Y., 26-May 1.
Page, J. J.: Johnson City, Tenn.; Harlan, Pa., 26-May 1.
Pan-American: Johnston City, Ill.
Peerless Expo.: Athens, O., 24-May 1.
Reading's United: Springfield, Tenn.
Regal United: Fittstown, Okla.; Maud 26-May 1.
Reid: Greater: Jacksonville Beach, Fla.
Reynolds & Wells: Hannibal, Mo.
Rogers & Powell: Glouster, Miss.
Royal American: Jacksonville, Fla.
Rubin & Cherry Expo.: Peoria, Ill., 21-May 1.
Santa Fe Expo.: Magna, Utah.
Sheesley Midway: Knoxville, Tenn.; Norwood, O., 26-May 1.
Shenandoah Valley: Phenix, Va.; Pamplin 26-May 1.
Slebrand Bros.: Grass Valley, Calif.
Silver State: Plainview, Tex.
Sims Greater: Windsor, Ont., Can., 24-May 1.
Six, J. Harry: Owenton, Ky.
Smith Greater Atlantic: Chester, S. C.
Snapp Greater: Ficher, Miss.
Sol's Liberty: Madison, Ill.
Southern Expo.: Louisa, Va.
Sparks, J. F.: Bucyrus, O., 24-May 1.
Spencer & Clark Expo.: Washington, Pa.; Kittanning 26-May 1.
Stanley Bros.: E. Radford, Va.; Waynesboro, Pa., 26-May 1.
State Fair: Needles, Calif., 19-25.
Stoneman's Playland: South Pittsburg, Tenn.; Tracy City 26-May 1.
Strates: Portsmouth, Va., 22-May 1.
Sunset Am. Co.: Taylorville, Ill.; Peoria 26-May 1.

Sutton: Sikeston, Mo.; Pustus 26-May 1.
Texas: Brownsville, Tex.; Corpus Christi 26-May 1.
Texas Longhorn: Tyler, Tex.
Tidwell, T. J.: Odessa, Tex.; Monahans 26-May 1.
Tinsley: Erwin, Tenn.
Tri-State: Detroit, Mich.
Wallace Bros.: Hopkinsville, Ky.; Henderson 26-May 1.
Ward, John R.: Eldorado, Ark.; Pine Bluff 26-May 1.
Wenley Attrs.: Indianapolis, Ind.
West Bros.: Am. Co.: Pana, Ill.
West Coast Am. Co.: Albany, Calif.; Lodi May 1, 3.
West Coast: Spokane, Wash., 24-May 1.

West, W. E., Motorized: Perry, Okla.
Western State: San Antonio, Tex.; Austin 26-May 1.
West's World's Wonder: Norfolk, Va.
White City: Salida, Colo.
Winters Expo.: Carmichael, Pa., 24-May 1.
World: R. H.: Woodruff, S. C.
World: Am. Co.: Woodbury, Tenn.
World of Fun: Gate City, Va.
World of Miris: Richmond, Va.
Yellowstone: Gallup, N. M.; Albuquerque 28-May 8.
Zeiger, C. F., United: Needles, Calif.
Zimdars Greater: East St. Louis, Ill.; Wood River 26-May 1.

Additional Routes

(Received too late for classification)

Baxter-Leonard Players: Hampton, Tenn., 19-24.
Bink Circus Revue: Slinger, Wis., 19-24.
McNally Variety Show: Groton, Vt., 19-24.
Princess Edna Show: Leary, Tex., 19-24.
Sharpsteen Show: Litchfield, Mich., 19-24.
Craig's Vaudeville Med. Show: Mich., N. Y., 19-24.
Deerfoot's Fun Show: New Richmond, Ind., 19-24.
Daniel, Magician: Vincennes, Ind., 22-23; Paris, Ill., 24; Morris 26; Joliet 27.
Jordans, Musical: (West Shows) Perry, Okla., 19-24.
O'Day's Cannibal Exhbn.: Odessa, Tex., 19-24; Monahans 26-May 1.

CALL CALL CALL ELANE'S EXPOSITION SHOWS

Spring Festival and Grand Opening, South Hill, Va., week April 26, under strong auspices.
Can Place Shows, Rides, Concessions and Free Acts of all kinds not conflicting with what we have. All Wheels open. Will sell exclusive for same. Girls for Girl Show, Half-Half, Cook, Truck Drivers, Grinders, Ticket Sellers, Concession Agents. Want good P. C. workers. Monkey Joe write. Show heading North. Write or wire
JOHN CECOMA, Mgr., Victoria, Va., this week.

ORANGE STATE SHOWS WANT

Loop-o-Plane and Kiddie Ride. Will book Shows with own outfit or will furnish outfit, liberal percentage. Let me know what you have. Any legitimate concessions, Bingo, Palmistry, etc. Long season, good route of fairs and winter in Florida. Want to hear from two high-class Free Acts. LEO M. BISTANY, Mgr., Blue Ridge, Ga., this week, then Copperhill, Tenn.

CAN PLACE

High and Sensational Free Act to open Saturday, May 1. Address
W. G. WADE SHOWS, Detroit, Mich.
289 Elmhurst, Phone: Longfellow 1508.

CARROUSEL and FLAT RIDES WANTED

Also Concessions, in 7-Day Park 30 miles from Philadelphia. Have buildings.
H. G. G., 214 E. 4th St., Lansdale, Pa.

FOR SALE No. 12 Ell Wheel with Leighton, used five seasons. Baggage Car all lined inside. 80 feet long. Star Blusion with 14-foot banner mirror and front Office Trailer. House Trailer, Lead Wire, Switch Blocks, Show Toys, Ticket Boxes, Two Trucks with 8 by 13 bodies. Address WM. WOLF, Box 2725, Bloom and Lake Sta., Minneapolis, Minn. P.S.—Will buy small Merry-Go-Round for cash, must be in good shape.

LATLIP SHOWS

WANT COOKHOUSE
Privilege \$50.00 guaranteed with meat tickets. Join on wire. Will buy Trained Poodles, Dogs, Goats and other Animals for One-Ring Circus. LATLIP SHOWS, 209 Elm St., Charleston, W. Va.

HUGHEY BROS. SHOWS

Open May 1, Two Saturdays, Blue Mound, Ill. American Legion Shows not conflicting. Reasonable rates to Legitimate Concessions. Want Ell Operator and Ride Help.
Address Blue Mound, Ill.
P.S.—O. A. Clark communicate with us.

FRISK GREATER SHOWS

3719 Emerson Ave., No., Minneapolis, Minn. Rides and Concessions except Diggers. Pentis Arcade. Start season May 7 at St. Paul. Entire show opens May 19 at Northfield, Minn. Ride Men report April 27. Want clean Shows and Concessions. No racket. Want Ride Help and Side Show People, Athletic People. T. Wells, Dugan write.

WANT QUICK

Side Show Manager. Have complete Side Show outfit. Will furnish same to capable party who can produce show. Will open April 28 at Griffin, Ga. Wire BARRFIELD'S COSMOPOLITAN SHOWS, Washington, D. C. or write F. S.—Opening for experienced Whip Man.

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SUPREME CONFECTIONS. This attractive package is packed with High Grade Candy, guaranteed to stand up in all weather. Assorted Color Cellophane wrapped. Packed 100 to Carton.
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ART LEWIS SHOWS

"EASTERN STATES BEST."
CAN PLACE Fun House or Walk-Thru Show, Monkey Circus, or any Show not conflicting with what we have.
FOR SALE—40' Panel Front suitable for any Show, complete set of Side Show Banners, first-class condition. U-Drive-It Auto Ride with Board Track.
Openings for legitimate Grind Concessions, also Scales.
WANT—Attractions for Rideshow, Talkers, Ride Help and Working Men in all departments.
Address ART LEWIS, Gen. Mgr., April 21 to May 1, New Britain, Conn.

BARKOOT BROS. SHOW

WANT SHOWS—Vaudeville, Dixie Minstrel, Pit, Illusion, Monkey Speedway or Monkey Drome, Mechanical, Mickey Mouse, Snake or any other show that does not conflict. Tilt-a-Whirl, Chairplane, Kiddie Rides. Merchandise Concessions of all kinds, except Cook House and Corn Game. Viers Lash and Sailor Regan, wire. GLEN WYBLE, Barkoot Bros.' Shows, Toledo, Ohio.

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SEVEN CAN PLAY

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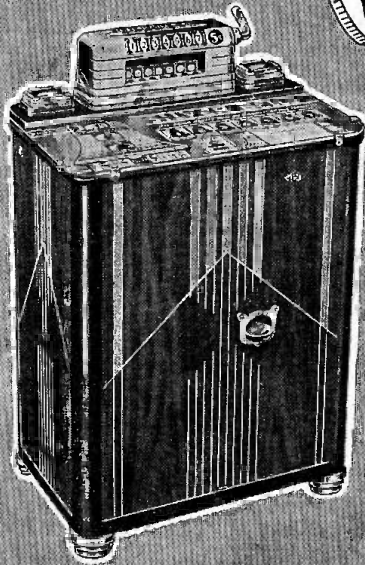
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the World's **GREATEST**
the World's **FINEST** Coin Machines!!

"Silver Bells" for territory that demands Bell Fruit symbols on the reels and "Exhibit Races" for territory that prefers Horse Race symbols. Both "Silver Bells" and "Exhibit Races" gives the player 7 SEPARATE JACK POT COMBINATIONS—7 CAN PLAY AT ONE TIME—7 COINS PER GAME—7 TIMES MORE PROFIT! "Silver Bells" pays on Cherry, Bell, Bar Fruit symbols in proper combinations - 2 - 4 - 8 - 12 - 16 and \$3.00 Jack pots. "Exhibit Races" pays on Win, Place, Show and Purse. Complete and special operating information accompanies each machine. ■ Nothing can equal the money getting ability of these great spinning reel machines . . . Nothing can please location and player as does "Silver Bells" and "Exhibit Races". We guarantee you'll say they are the most beautiful and the **GREATEST MONEY MAKERS YOU EVER OPERATED!** ■ Remember, these money makers are the result of over two years of constant engineering research. For mechanical perfection they have no equal. There can be no substitute—there is absolutely nothing so good—so profitable to operate as "Silver Bells" and "Exhibit Races". Demand them from your jobber now or wire us immediately.



Both Models
28" x 36" x 19"
Shipping Weight 210 lbs.



Order Today... NOW!
EXHIBIT SUPPLY COMPANY
4222 WEST LAKE STREET • CHICAGO



Rock-Ola Plant Goes Full Blast

CHICAGO, April 17.—With the approach of summer the huge Rock-Ola plant is working night and day to supply the demand for Tom Mix Radio Rifles, School Days Radio Rifles, Rock-o-Ball Senior, Rock-o-Ball Junior; their newest game, the 1937 World Series, and the new Rock-Ola 18 and 20-record phonographs.

Operators have been quick to grasp the opportunity to cash in on the thousands of summer-resort locations for this legal equipment, and an avalanche of orders has forced Rock-Ola to increase production four different times in the past two weeks. Many operators are placing complete Rock-Ola arcades in summer-resort locations thruout the States of Michigan, Wisconsin, Minnesota, Illinois and Indiana, and there are many rich summer-resort locations which have never had the opportunity to have complete arcades in their establishments. The resort owners have learned that their patrons enjoy playing legal amusement machines because of the generous amount of amusement they get for only 5 cents.

In some of the larger resorts operators have been successful in placing as many as 10 machines scattered thruout the grounds. In one Wisconsin resort, which has accommodations for more than 500 people, one operator placed four Rock-o-Balls, one Tom Mix Rifle, two School Days and four World Series machines.

The approach of the baseball season has caused an increase in production of the 1937 World Series baseball machine, making it necessary to work the production line two shifts in order to keep up with the demand of the machine. The baseball machine is so thrilling that players actually stand in line to play it. Everything is recorded automatically on a scoreboard right before the player's eyes. The lineup used in Rock-Ola's 1937 World Series is made up of all-star players selected thru nation-wide poll of 128 newspapers. No matter where World Series is located the playing public is acquainted with all of the players.

The beauty of the cabinet construction and the general appearance of Rock-Ola's World Series is so rich in quality that location owners are proud to have this machine in their establishments. In many instances location owners have moved their store equipment around to give the 1937 World Series a prominent spot, which, of course, increases the revenue for the operator. The cabinet construction of World Series is comparable to the very best equipment used in any establishment. In fact, the machine is so beautiful that it is usually better looking than the storekeeper's own fixtures.

Atlas Novelty Ships to Paris

CHICAGO, April 17.—Two important announcements were made by Eddie and Morrie Ginsberg, of the Atlas Novelty Company, during the past week. One was that the company had installed new teletype machines in both its Chicago and Pittsburgh offices to expedite the handling of orders from operators in the Eastern territory. Morrie Ginsberg states that the teletype is but one of the new services of the Atlas Novelty Company aimed to increase their "personal service" efficiency.

The other announcement was that the company had completed arrangements to ship a large number of late model amusement machines to Paris, for the International Exposition to be held there this summer. Officials of the company stated that they began negotiations with representatives of the Continental companies that placed the order at the coin machine show last winter.

"It is evident," said Eddie Ginsberg, "that reports of the type of service we render have made a deep impression upon our Continental friends. For several years we have been shipping games to practically every country in Europe and Asia, as well as to Australia and Africa. We are well equipped to handle export business because we have a tremendous stock of games always available. Thru our experience with export requirements we know just what these games should be and the games we have shipped to our foreign customers have been highly satisfactory."

Ginsberg says that it's hard for him to resist the temptation of making the trip to the exposition just to see how

SPRING CLEARANCE SALE

ON USED PAY-OUT TABLES

Daily Limit, \$25.00; Electric Barfle Ball, \$15.00; Mystery Three, \$15.00; Peerless, \$25.00; Put and Take (Front Door), \$7.50; Derby Day (Clock Model), \$7.50; Exhibit Ticket Baseball (Power Pack), \$15.00; Prokness, \$7.50; Prospector, \$12.00; Tycoon, Last Model with Power Pack, \$27.50; Tycoon, First Model with Power Pack, \$22.00.

NOVELTY GAMES: Rock-Ola (Power Pack), \$8.50; Jennings Football (Power Pack), \$12.50; Forward Pass, \$5.00; Spot Lite, \$8.00.

SPECIAL: Electric Hoist Crons with Flat Delivery Door, \$99.50.

Will Trade in Mills Blue Fronts on Any of the Above. 1/3 Deposit, Balance C. O. D., F. O. B. Fort Wayne, Ind.

PARAMOUNT AMUSEMENT CO.
1428 Wells St., Ft. Wayne, Ind.

the games are operated on the Continent. However, with business as good as it is here, brother Morrie believes that no member of the organization will be able to be spared.

Gaylord Markets New Circulator

CHICAGO, April 17.—Gaylord Company, manufacturer of the Gaylord air circulators, has taken larger quarters at 605 West Washington boulevard, according to an announcement by the firm. The air circulator was introduced to the coin machine trade in 1936 and a number of distributors and jobbers are said to have profited by carrying the device in connection with their coin machines. A number of new features are said to be incorporated in the 1937 model circulator.

"Several of the new features," according to C. W. Dippel, sales manager, "are covered by exclusive patents and are made possible only because of the exceptional manufacturing facilities behind the product. Engineers from all over the nation have acclaimed the 1937 model to be one of the finest pieces of fan craftsmanship yet to be developed. The Gaylord circulator does much more than just blow the air. Mechanically, from the motor and blade standpoint, it is also sturdy and efficient. In addition, it provides a means for deodorizing the air to make it fresh like a clean breeze from out of the North woods. This is accomplished by the combination of an ozone generator and fragrance generator attached to the sides of the motor. The device will clear a smoke-filled, smelly room in less than half an hour. So important are these features that the circulator can be used both winter and summer."

The circulator is recommended for offices and all kinds of business establishments that cater to the public. All types of locations are said to need the circulator.

Re-Play Demand Cheers Chicoin

CHICAGO, April 17.—Officials of the Chicago Coin Corporation state that the production records hung up by their novelty baseball game, Home Run, are being threatened by the new five-ball novelty bumper spring game, Re-Play.

"Naturally," said Sam Wolberg, "we expected great things of Re-Play, but the unusual response has exceeded our fondest hopes. We had made provisions for a larger than average run on the game but this was not enough. Since the release of this game we have already shipped twice as many as we originally planned. Arrangements have been made, however, to keep production up to the demand and, in spite of the daily growing quantity of orders, we are making prompt deliveries.

"Without a doubt the free game features, as incorporated in the special modified A. B. T. chute which permits the playing of every sixth game free and in the free game bumper springs, have proved to be a strong appeal. The special step-up switch which is attached to the chute is an exclusive Chicago Coin development and has caused an unusual stir of interest in the coin machine industry.

"As popular as Re-Play is, Springtime, our one-ball pay table, continues to rank first in popularity with players. Production on the game continues at a fast clip and prompt deliveries are being made."

Amazing Play-Getter!

POP-EM

1 TO 5-BALL BUMPER-TYPE PAY TABLE.

★ Sensational Back Panel with Irresistible "Come On."

★ Nothing like it ever before produced.

★ Tremendous Earning Capacity.

★ In-A-Drawer Mechanism, absolutely trouble proof due to simple, positive, one-way action solenoids.

★ Payout Percentage Never Varies.

★ Instantly changed from 1-Ball to as many as 5-Balls by moving one screw.

★ Odds up to 20 to 1.

DISTRIBUTORS!
A Few Choice Territories Still Open!



53" x 24"

\$169⁵⁰

F. O. B. Chicago.

No score or direction chart needed. All in Light-up Back Panel.

Order From Your Dealer or

L. B. ELLIOTT PRODUCTS CO.
3017 CARROLL AVENUE CHICAGO

LOOK AT THESE BARGAINS

Write or wire Your Order, as They Will be sold in a Few Days at These Prices.

3 POST TIME F. S.	Each \$110.00	1 PALOOKA JR., cash and ticket . . .	\$ 20.00
5 RACK-EM-UP, brand new	35.00	2 TOTALIZERS, F. S.	17.50
2 BUMBERS	37.50	1 WHEEL OF FORTUNE	25.00
2 BREAKNESS	70.00	4 BOLOS, like new (novelty)	125.00
1 GALLOPING PLUG, used 3 weeks, like new	22.50	1 PARADISE F. S.	355.00
6 JUMBOS	15.00	1 BALLY TARGET EAGLE EYE	140.00
1 HALEAH	22.50	4 GABEL, 24 record	32.50
1 TURF CHAMP	55.00	2 GABEL, 24 record	37.50
11 HI-DE-MO, used 10 days, cash and ticket model	77.50	59 A.B.T. TARGETS, equipped with meters, 1c play	27.50
2 BALLY DERBY, perfect	35.00	18 REEL 21 used 30 days, like new	6.00
1 BALLY BONUS, cash pay	20.00	3 REEL DICE, perfect	6.00
1 SKY HIGH, like new	15.00	1 CARDINAL beer machine	6.00
1 DOUBLE HEADER, perfect	18.00	1 HIGH TENSION	6.00
2 DAILY LIMITS, like new	10.00	1 PENNY PACK	7.50
1 DE LUXE, Keeney's	7.50	2 DUCK SOUP, brand new sample per dozen	12.00
1 QUEEN MARY, like new	10.00		
1 FIFTY GRAND, like new	5.00		
1 HURDLE HOP, like new	20.00		

Write us for the price on any new machine on the market.

All used machines are offered subject to prior sale and all orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph money order. Write and ask us to put you on our mailing list.

MOSELEY VENDING MACHINE EX., Inc. 80 Broad Street Richmond, Virginia
Day Phone, 3-4511 - Night Phone, 5-5222

FOR THE FIRST TIME IN HISTORY GRADED GUARANTEED USED GAMES

NO. 1 GRADE		NO. 2 GRADE		NO. 3 GRADE	
BUMPER	\$38.50	LIVE WIRE	\$22.00	EXCEL	\$ 7.00
MATCH 'EM	35.00	RUGBY	19.00	NECK 'N' NECK	7.00
HI-DE-MO	20.00	BOLO	7.50	BANK NITE	5.00
3 STAR	22.00	HOLD 'EM	10.00	SPORTSMAN	5.00
RACK 'EM UP	20.00	HAPPY DAYS	15.00	MAD CAP	7.50
RED 'N' BLUE	30.00	TOTALIZER	15.00	SHORT SOX	9.50
BOUNCE 'EM	25.00	LIGHTS OUT	15.00	ROUND 'N' ROUND	10.00

1/3 Cash With Order, Balance C. O. D.

GET OUR GRADED LIST FREE

of all the LATEST and BEST MACHINES TODAY! PAY TABLES—SKEE BALLS—DE LUXE GAMES—RIFLES—ETC. Most Complete List Out!

FISHMAN-SCHLESINGER DIST. CO. 5 SQUARE AMUSEMENT CO.
682 BROADWAY NEW YORK CITY 335 MILL ST. Poughkeepsie, N.Y.

CASH IN ON THIS TIMED TO THE MINUTE—BIG PROFIT BASEBALL TICKET DEAL

IT'S YOUR INNING---NOW!

"PLAY BALL" OPERATORS



This Ticket can be opened faster than any other on the market!

BASE BALL IS GOOD BUSINESS. You can show every tavern, drug store, restaurant, cigar parlor, pool room, service station, etc. In your own way how to make more money by telling their customers **PLAY BALL.**

PLAY BALL

75 50 35 20 10

HOME RUN 2.50

SAVE 10¢ COUPON WHEN YOU HAVE THE LETTERS **B-A-S-E-B-A-L-L** YOU WILL RECEIVE **\$1.00**

FREE BASEBALL COUPON

COUNTER DISPLAY PAYOUT SCOREBOARD, 9x12 Inches. Printed in 3 colors.

Here it is, boys... the fastest working, quickest paying deal ever advertised. It's **BASEBALL**, the multi-million dollar national craze that makes hundreds of fellows rich every year.

If you're tired of the same old stuff—if you're looking for a better way to make big money... then **HERE'S WHAT YOU WANT!** Not a Sales Card and not any of those old familiar devices. **THIS IS NEW!** Just place it on any dealer's counter and let his customers play the game. Folks go wild over this new way to play the nation's favorite sport. Dealers everywhere are happy. You can sell it to dealer or work on percentage. Also makes fine give away trade booster deal for any retail store. You can work it other way or all three ways.

Brand New!

HOME RUNS GALORE

The greatest game in the world, and the greatest business as we do for wherever it has been offered. Dealers who are sick and tired of the "same old story" have "gubbed" this up on sight. It's entirely new and different. Based upon a fundamental human craving to get something for nothing—plus the world-wide appeal of real Base Ball.

PLAY BALL! Get Started

WRITE or WIRE quick for complete information. FREE samples and full details.

Dealer's Price **\$9.95**
Your Commission **\$3.00**
SPECIAL OPERATORS' DEAL
\$3.50

ACT NOW!

WORTHMORE SALES PROMOTION SERVICE, INC. 221 EAST 20th STREET, Dept. B. CHICAGO, ILLINOIS
Pioneers and Originators of Sealed Coupon Trade Stimulators.

Target Sales Up With Trial Plan

CHICAGO, April 17.—Paul Gerber and Max Glass announce that the seven-day free trial offer made by their firm on the Jungle Dodger rifle range is proving to be quite a success. "The South Bend plants of the Universal Manufacturing Company, for which we are exclusive representatives," states Gerber, "are working at top speed to meet our demands for more games."

"Our offices are busy from morning to night in an effort to fill orders on the same day they arrive," Gerber added. "I am astonished with the way operators are receiving Jungle Dodger. Naturally, Glass and I are greatly pleased with the flow of orders that have increased day by day. Every operator to whom we have sent the game has sent us payment in full within two days' time and in the majority of cases has ordered additional machines."

Glass says: "We intend to continue our seven-day free trial offer indefinitely. We want every operator in the country to take advantage of this opportunity to try the game free of charge. We know by this time that once he gets this machine on location he will have to put up a fight with both the location

owners and players in order to remove it. "Our prediction as to the performance of Jungle Dodger has come true in every instance. Reports that tell of 12 to 16 hours of continuous play each day without a single service call or hitch in operation indicate that the machine is perfectly constructed in every detail."

McClellan Points To Complete Line

CHICAGO, April 17.—Much attention is being directed to Pacific products these days, according to Fred C. McClellan, president of Pacific Amusement Manufacturing Company. He attributes the long run of popularity accorded the Pacific line to the fact that the company is now producing a more complete array of machines than ever before.

This array of machines includes the new Pacific Ball Game, a table game that shows the ball players chasing around the bases on its light-up board; the new five-ball novelty game, Skooty, recently announced; Heavyweight, a payout table; Royal Races, another table game, and a vending machine not yet revealed, which is to be called the Pacific Gum Merchant.

McClellan explained that the De Luxe Bell, a new console job incorporating cherries, bells, bars and the old familiar fruit-reel symbols, plus flashing light-up odds, is also said to be clamoring for favor. Both Paul Bennett and Bob McDougall, ace designer, have been checking De Luxe Bell nightly on a number of test locations. "The cash results the machine is bringing to the Chicago operator who bought the first early production jobs are more than gratifying," said McClellan.

"Being equipped with two chutes, one for nickels to start the game spinning and another taking quarters to give players an opportunity to try to get ahead, the play is great when measured by the earnings of the new bell machine. Players can operate one or both coin chutes at the same time, with a top payout of \$9 when both chutes are in play."

AT LAST! A PERFECT D.C. INVERTER

Guaranteed 100% Perfect or Your Money Refunded



Operator's Price **\$13.50** Each

1/3 Cash with Order, Balance O. O. D., P. O. B., New York.

The easiest, most simple D. C. location inverter ever built! Made especially for operators by one of America's biggest corporations. Will convert any D. C. location to your machine perfectly without intricate wiring or trouble. RUSH YOUR ORDER NOW! BUY THE BEST AND SAVE MONEY!

Jobbers, Distributors! Wire IMMEDIATELY for Territory Franchise and Special Proposition!
MIDTOWN N. Y. MFG CO., 31 West 60th St., NEW YORK



OPERATORS TIME IS RIGHT NOW FOR THIS BIG PROFIT MAKER

6 LARGE ASSORTED PEARL COLORED Fishing & Hunting Knives

On 300-Hole 5c Board. Pays Out 14 Pkgs. Cigarettes, \$2.10
Takes In \$15.00. BIG PROFIT, \$12.90

No. B115—Sample, \$3.25. 12 Lots, Each **\$3.00**

25% Deposit With Order, Balance O. O. D.

Write for Our **LARGE CATALOG** of 1c, 2c, 5c Salesboard Assortments, Counter Games, Salesboards.

BALL GUM 15c per Box (100 Pieces); 100 Boxes, \$12.00.

LEE-MOORE & CO., 180-182 W. Adams St., Chicago, Ill.

CARL TRIPPE Price Plus Guaranteed Satisfaction

IMMEDIATE DELIVERY

BALLY'S NUGGET (The Great Gold Mine Counter Game.) **\$19.75**

BALLY'S CROSSLINE (The Pin Game with the Revolutionary New Idea.) "Write for Price."
Southern Illinois and Missouri Distributors for Bally Products.

IDEAL NOVELTY CO. 1518 MARKET ST. ST. LOUIS MO.

PRICES SLASHED

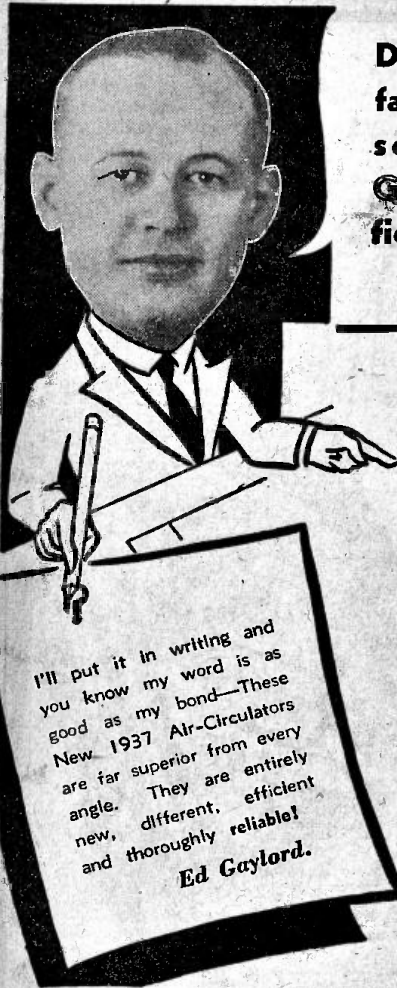
Two Hi-De-Ho C. P., Like New... \$ 65.00
Two Mills 25c Dice, Like New... 125.00
Two Blue Birds... 25.00
Two Alamos... 5.00

1/3 Cash. Balance O. O. D. Guaranteed.

M. A. AMUSEMENT COMPANY
Jackson, Tenn.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES



Don't waste your time trying to sell ordinary fans--No other fan has even **ONE** of these sensational features which together put **Gaylord Air-Circulators YEARS** ahead of the field! That's something to **THINK** about!..

Ed Gaylord

IT TAKES THESE 5 FEATURES TO MAKE A GOOD AIR-CIRCULATOR!

- No Other Fan Has It. 1** Amazing new Gaylord 2-blade Air Screw Impeller—delivers the largest volume of air farther with less power consumption!
- No Other Fan Has It. 2** Patented Ballentine Motor of balanced "overhung" rotor construction with sealed grease-packed high grade ball bearings. Never need oiling or attention of any kind!
- No Other Fan Has It. 3** The Master 8-Speed Switch—for the first time puts accurate control of air speed, air volume and air noise right in your own hands. You can "tune" the fan to any room condition.
- No Other Fan Has It. 4** **OZONE UNIT** attached to the motor. Ozone is concentrated and activated oxygen. Its action on the organic impurities in the air is similar to the action of direct sunlight. It quickly removes odors and staleness from the air, leaving it fresh and sweet as the air in the north woods. Think what this means to smoky, stuffy locations!
- No Other Fan Has It. 5** **FRAGRANCE UNIT** releases a delightful north woods pine fragrance into the air, which in combination with ozone produces a truly remarkable feeling of comfort. Boy—they love it!

So great is the **EXTRA VALUE** put into Gaylord Air Circulators, that all other fans become obsolete in comparison! And they're priced **LOW**—from \$24.50 up!

Distributors and Jobbers Can Get Bigger and Easier Profits with Gaylord's New Discount Set-up Than Ever Before. Your Territory May Still Be Wide Open! Write—Wire—Phone Today!!

GAYLORD COMPANY
605 West Washington Blvd., Chicago, Illinois



I'll put it in writing and you know my word is as good as my bond—These New 1937 Air-Circulators are far superior from every angle. They are entirely new, different, efficient and thoroughly reliable!

Ed Gaylord.

BARGAIN SPOT
TURF CHAMPS
Thoroughly Reconditioned \$55.00

BARGAINS IN RECONDITIONED MACHINES

Rotary Merchandiser (serial over 4000) ... \$113.00	Challenger ... \$27.50	Gold Rush ... \$9.00	
Preakness ... 78.00	Western Races ... 27.00	Carjaca ... 8.00	
Derby Day, with clock ... 89.00	Mystery ... 27.00	Rocket ... 5.00	
Hi-De-Ho ... 59.00	Sunshine Baseball ... 25.00	Champion ... 5.00	
College Football ... 65.00	All Stars ... 25.00	PIN GAMES	
Grab Stake ... 40.00	Peerless ... 21.50	Mad Cap ... \$10.00	
Fence Buster (ticket) ... 39.00	Bonus ... 21.50	Bank Nite ... 10.00	
Daily Races (ticket) ... 39.00	Stop & Go ... 20.00	Top Hat ... 8.00	
Gottlieb Daily Races Mys. ... 35.00	Credit ... 19.00	\$4.50 Each	
Fence Buster Mystery ... 35.00	Sunshine Derby ... 19.00	Crisp Cross, plain	
Pamco Pa-looka Sr. ... 35.00	Jumbo ... 18.00	Big Game Contact	
Top 'Em ... 34.50	Hollywood ... 18.00	Nocontact Signal Jr.	
Pamco Belle ... 29.00	Ten Grand ... 18.00	Drop Kick Signal Sr.	
	Alamo ... 18.00	Action Jr. Beam Lite	
	Grand Slam ... 17.00	Action Sr. Sensation	
	Multi-Play ... 17.00	COUNTER GAMES	
	Sky High ... 17.00	NEW Real	
	Prospector ... 15.00	Dice ... \$12.00	
	Golden Harvest ... 14.00	Wagon Wheels ... 8.00	
	Big Five Sr. ... 12.00	Daval Races ... 8.00	
	Big Five Jr. ... 8.00	Daval 21 ... 7.00	
	Baffle Ball ... 8.00	Hold and Draw ... 7.00	
	Stampede ... 8.00	Cent-A-Pak ... 7.00	

TERMS: 1/3 Deposit, Bal. O. O. D., F. O. B. Chicago.

NATIONAL COIN MACHINE EXCHANGE, 1407 Diversey Blvd., Chicago, Ill.
First With the Latest New Games—Get Your Name on Our Mailing List.

Silent Sales To Show Its Wares

MINNEAPOLIS, April 17.—Altho known as the sphinx of the industry, William (Bill) Cohen, of the Silent Sales Company, is not at all backward about letting Northwest operators know where they can get their "winners." Cohen reports that he has made arrangements for a coin machine show to be held April 30 and May 1 at the display rooms in the Silent Sales Building.

As he phrases it: "You'll be glad you are in the coin machine industry. The surprise of your life awaits you. Take a week off, bring your wife and be prepared for a good time and a real show of shows!"

Cohen would not divulge any further details of the affair, except that all the latest games will be on hand. However, those who know Cohen and the type of entertainment he presents are looking forward to a real time. Undoubtedly the sphinx will speak within a few days and give further details about the Silent Sales show.

Lemke Displays At Sports Show

DETROIT, April 17.—Since the success of his Rifle Range exhibit at the recent Sportsman's Show, Henry C. Lemke, president of the Lemke Coin Machine Company, is able to smoke 3 for \$1 jumbo cigars all day long. Lemke had three Tom Mix and two School Day machines on display, and they were the only coin-operated machines at the exposition. George Rambaum, company's oldest employee in length of service, was in charge of the exhibit.

"Our machines had a gross earning capacity of \$4.50 per hour for each machine," stated Lemke. "No prizes were necessary, for there were as many as five rows of people waiting to play the machines. We have lined up nine different shows in Michigan and other near-by States at which we will display these same machines during the coming year."

a man who is alleged to have played a specially prepared board.

Helmar Pytkas, gasoline station operator in Highland Park, Detroit suburb, was approached by a salesboard salesman and finally took the board "just to get rid of him." Some hours later three men entered the station and started playing the board despite Pytkas' warning to them not to play it. They won \$49.65 according to the setup of the board and became violent when Pytkas refused to pay. One of the trio was later caught and arraigned on the robbery unarmed charge.

According to evidence submitted, every number on the board was fixed to be a winner, hence the high favorable score, and the trio were evidently in a conspiracy to play and win.

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.

Prosecute Fraudulent Salesboard Operators

DETROIT, April 17.—Protection against fraudulent operation of salesboards is indicated for both operators and location owners, as well as the general public, in the recommendation of the Wayne County prosecutor this week for a warrant charging robbery unarmed against

LUCKY CIRCLES
15 NUMBERS ON EACH TICKET
600 HOLES
10c A PLAY
THICK BOARD

PIN GAME AND SALESBOARD OPERATORS DOUBLE YOUR WEEKLY INCOME
From Your Location, With Our **SALESBOARD NOVELTY DEALS**
Plenty of Profit — Small Investment
CHARRIS' SPECIALTY CO.
946 DIVERSEY PARKWAY CHICAGO, ILL.
100% Wholesale — Free Catalog

SAVE MONEY
DEAL WITH SUPREME

LIGHTS OUT	\$15.00
HOLD 'EM	9.50
ROUND & ROUND	9.50
SHORT SOX	9.50
NECK 'N' NECK	9.50
BOLO	7.50
MAD CAP	7.50
DRAW BALL	7.50
EXCEL	7.50
THRILLER	7.50
UNDER	\$10.00 FULL

Orders Over 1/3 Deposit, bal. C. O. D., f. o. b. N. Y. WRITE FOR FREE COMPLETE LIST!

SUPREME
LENDING COMPANY, INC.
84 BRASSMUS ST., BROOKLYN, N.Y.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

RE-PLAY

Spring Time

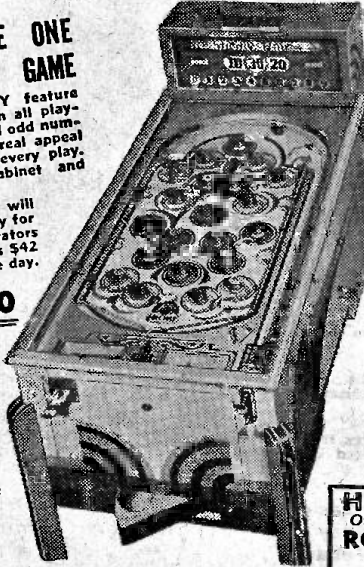
BUMPER TYPE ONE BALL PAYOUT GAME

The FREE PLAY feature goes over big with all players. Also even and odd number payouts give real appeal and suspense on every play. Big de luxe cabinet and backrack.

SPRINGTIME will make more money for you. Some operators report as high as \$42 profit in just one day.

\$129⁵⁰

Tax Paid F. O. B. the Factory. An additional charge of \$10 for the Ticket Model.



THE NEWEST THING IN NOVELTY GAMES

With 1 Game In 6 Played FREE



ALSO Extra Free Game Bumpers And An Extra 100 Bumper Feature.

\$64⁵⁰

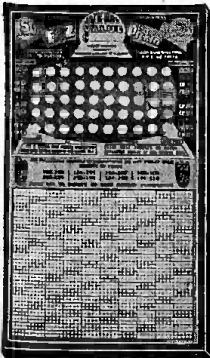
TAX PAID F. O. B. CHI.

HOME RUN \$62.50
Original Baseball Bumper Spring Game.
ROLA SCORE \$139.50
New 1937 Model 9-ft. Bowling Game.

BUDIN SPECIALTIES CO.
174 S. PORTLAND AVE. BROOKLYN, N. Y.
Metropolitan New York Distributor.



CHICAGO COIN Corp.
1725 W. DIVERSEY • CHICAGO



A GARDNER BOARD THAT'S GOING BIG!!

No. 2100EZ (EZ Pickin), Semi-Thick—9 3/4 x 17 in. 2100 Holes @ 5c... \$105.00 Pay Out 75.00	No. 2100EZ (EZ Pickin) 10c Semi-Thick—9 3/4 x 17 in. 2100 Holes @ 10c... \$210.00 Pay Out 150.00
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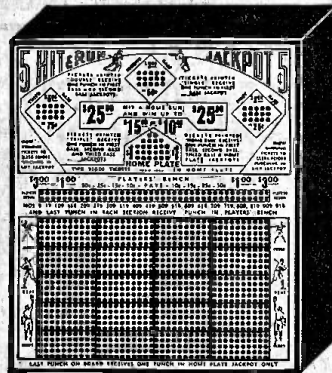
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No. 1049 — 1,000 Holes.
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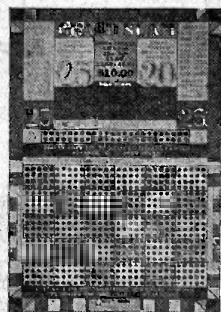
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HIGH SCORE BUMPER SPRING

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- Batting Average Award!
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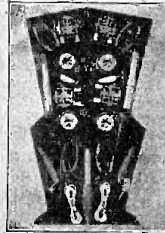
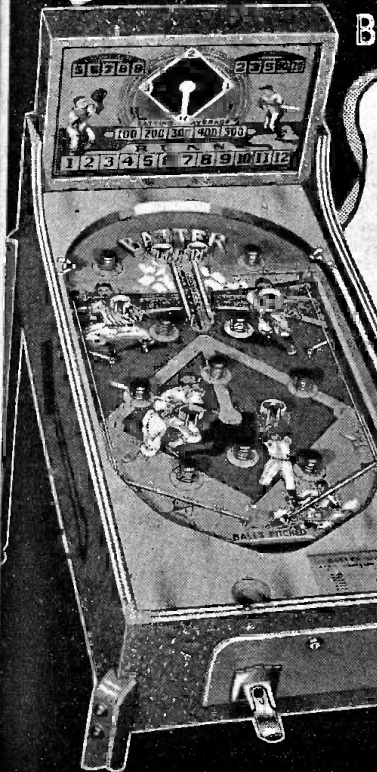
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AMUSEMENT PIN BALL TABLES

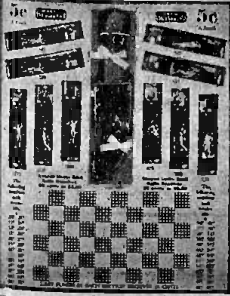
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 This 1500 Hole Board comes complete with ten Photo Knives and one large Hunting Knife in sheath. The Photo Knives are under celluloid and winner of each knife also receives coupon ranging in value from 50c to \$5.00.
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BUMPER SPRING 5 BALL NON PAYOUT

*Exciting As Blackjack!
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CARD TALLY BOARD OPTIONAL

Shows the four Card Suits, No Trump and Double which indicate odds paid according to Award Card. An assortment of Award Cards furnished with each game. Card Tally board or odds Tally board Optional.



Never before has the furious excitement of Blackjack been put into a game more realistically. Player knows, from the very start of the play what point he must beat to win. Shoots 5 balls to beat Dealer's score and not exceed total of 21. Possibility of exceeding 21 creates intense suspense! Every time a ball hits a bumper-spring it's a point. Flashograph on Tally board automatically keeps point-by-point totals. Odds 2-1 to 20-1!

Two or more players may play competitively for high score, with equal excitement!



22" x 44"
A. C. Current Only
IMMEDIATE DELIVERY

The perfect companion-game to sensational **ELECTRIC SCORE BOARD!** Same play-compelling features—same high quality workmanship . . . same flash . . . but with a new powerful appeal to Blackjack fans!

Odds Tally Board
or
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\$69⁵⁰

TICKET MODEL ⁵ BALL \$99⁵⁰

SKYROCKET EARNINGS!

● BREAKING ALL PROFIT RECORDS

ELECTRIC

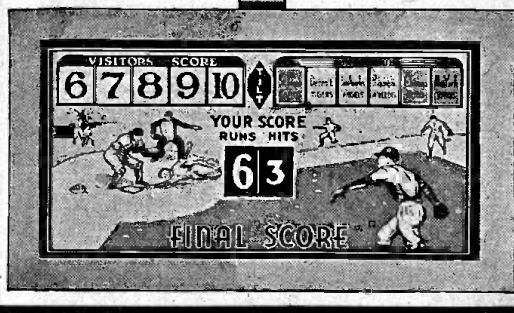
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*1937's Greatest
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Shows Six Leading Ball Clubs, which indicate odds paid according to Award Cards. An assortment of Award Cards furnished with each game. Ball Club Score Board or Odds Score Board optional.



★ 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 this sensational new Baseball Novelty that has the earning power of the best payouts!

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 root. Every time the ball bumps a bumper bring it's a hit! 4 hits record a run. Flashograph keeps play-by-play score. When the 5th ball is played "Final Score" appears under the Flashograph. Odds up to 40 to 1!



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FEATURES

Flashograph, Movietype score projector. Mystery Slot the outstanding feature of Gottlieb payouts. Positive mechanical adjustment of odds. Entire mechanism mounted on sliding Chassis in back of score board, 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.

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STILL LEADS IN PAYOUTS!

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This message is directed to money-minded operators. To men who want real steady earning power. Yes! These five games will appeal to you fellows out in the field who are not satisfied with one or two features that seem attractive. You must get something different. Something better. Something that is complete. You must get games that attract and hold the play.

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Pacific's
BALL GAME

Only
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Real baseball with movie reel effects on giant electric scoreboard showing players running the bases. Pacific's BALL GAME is a quality product priced way below the market so you can get your money back quick!



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\$24950

Pacific's Deluxe Bell has cherries, bells, bars and all the fruit reel symbols plus the magic of spinning lights and the come-on of two chutes, 5c and 25c. Plays nickels to start . . . then quarters to "out-guess and get ahead." Top payout of \$9.00 with both chutes going. Takes in money six times faster than standard bell machines. You'll do the biggest money job of your life with Pacific's Deluxe Bell!



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Exclusive new third dimensional lighting effects. Mysterious. Fascinating. Changing odds and changing scores. Flashing graph recording. Best novelty game you can get for your money. Remember the name—SKOOKY!
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5 BALL NOVELTY



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One shot bumper type payout. Wall popping harder than ever. Fighters in action. Sixteen fast rounds give odds of 10 to 150 as you pummel those bumpers on the button hard and often!
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Its mystery chute plus the flash and whirl of light and color in the back panel plus its odds of 10 to 150 make it a steady favorite. One of the greatest pay tables ever designed!
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★ *New!*

★ *Efficient!*

★ *Perfect!*

MILLS GOLF BALL VENDER →

★ Built exclusively for Golf Clubs, it's the first machine of its kind to do everything a golf ball vender should do.

★ It's a full fledged Vender but it pays out not in mints or checks but strictly in Golf Balls.

★ Every coin played in is registered. Every ball paid out is registered.

★ Capacity 130 to 150 Golf Balls. It saves you excessive service, protects you against a needless waste of time and effort.

★ It is entirely automatic, works just like a Mills Mystery. It comes in a beautiful cabinet, and through a large merchandise display window, shows the Golf Balls, all of them nationally advertised.

★ If the machine runs out of Balls, it may be reloaded by the Pro. Each ball he puts in is then registered. The Pro sells all his balls at highest prices charging them against the cash box.

★ Be the first to offer this marvel to all the clubs in your district, showing them what a coin machine can put in the treasury and how it can make the Club the most popular place in town!

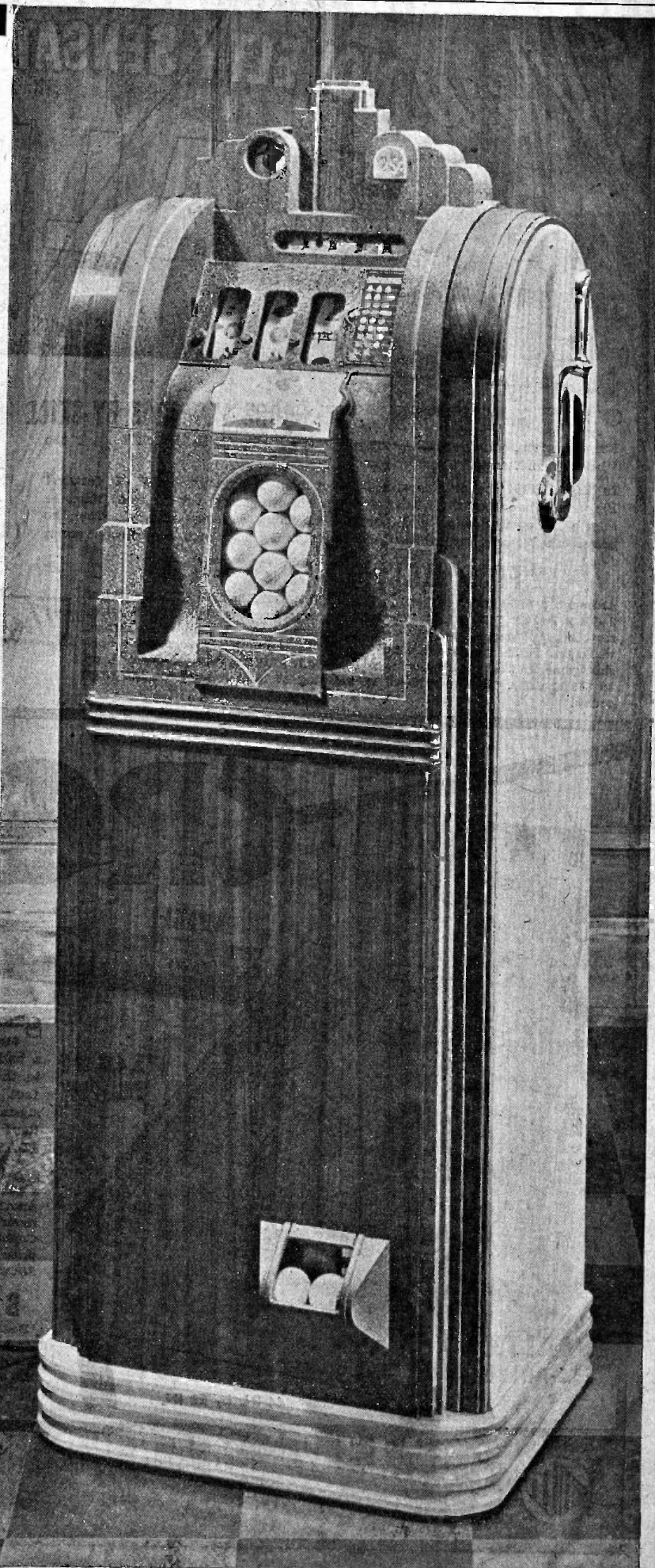
★ This brand new Mills machine opens up a new form of operation. Go after the juicy golf ball business!

MILLS NOVELTY COMPANY

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Prompt Delivery—Write for Special Quotations



New NOVELTY SENSATIONS BY Bally!

EQUALITE

FAST 5 BALL PLAY! BUMPER ACTION

● **PLAYER SELECTS HIS OWN SCORE AND ODDS BY SKILL**

Bumper-action, plus new, different play appeal! 'That's EQUALITE . . . the "better-than-Bumper" bumper-game!

In EQUALITE the ever-popular Selector idea is actually a SKILL feature! Player shoots one or more balls to select his own score. At the same time, he selects his own odds, as awards vary depending on score selected. Then he presses the "Bally Button" and shoots remaining balls to match selected score.

FAST PLAY! FAST PROFITS!

Although 5 balls are available to player, AVERAGE PLAYER SHOOTS ONLY 2 OR 3 BALLS PER GAME. Certain low scores receive high awards when matched, and player shooting to match a low score may actually press button while first ball is in motion. Thus EQUALITE is practically as fast as a one-shot game, and actual location tests prove EQUALITE'S ability to take in up to \$50.00 daily. Get your share by ordering at least a sample EQUALITE today!



The BALLY BUTTON

WRITE FOR PRICE

44 IN. by 22 IN.

CROSSLINE

WITH

"RADIO RAY" ACTION



5, 4, 3 or 2 BALL PLAY

STUDY the illustration . . . notice the black lines criss-crossing back and forth on the board. They're part of the panel design—but shoot a ball across any one of those lines and—presto!—the totalizer adds 10 to the score! Uncanny! Mystifying! Yet based on a simple, scientific fact. "Magic Mirrors" throw an invisible "Radio Ray" along the black zig-zag lines—and totalizer operates every time a ball rolls through the Ray! "Radio Ray" Action ELIMINATES ALL DEAD SPACE FROM PLAY-FIELD.

NEW "BALLOON TIRE" BUMPERS!

Another Bally creation! Pure gum rubber rings mounted on metal "mush-room" posts. "Balloon-Tire" Bumpers, together with new "Rubberall" Cushions along edge of board, give the ball a peculiar "English" full of surprise twists and twirls . . . and the ACTION which INSURES "PIN GAME" SUCCESS!

BE FIRST! CLEAN UP BIG PROFITS!

"Radio Ray" Action is today's best bet for a bigger crop of novelty nickels. And in CROSSLINE you get "Radio Ray" Action GUARANTEED TROUBLE-PROOF BY BALLY! Be first with this new revolutionary idea. Don't wait till the other fellow beats you to the choice locations—order CROSSLINE today!

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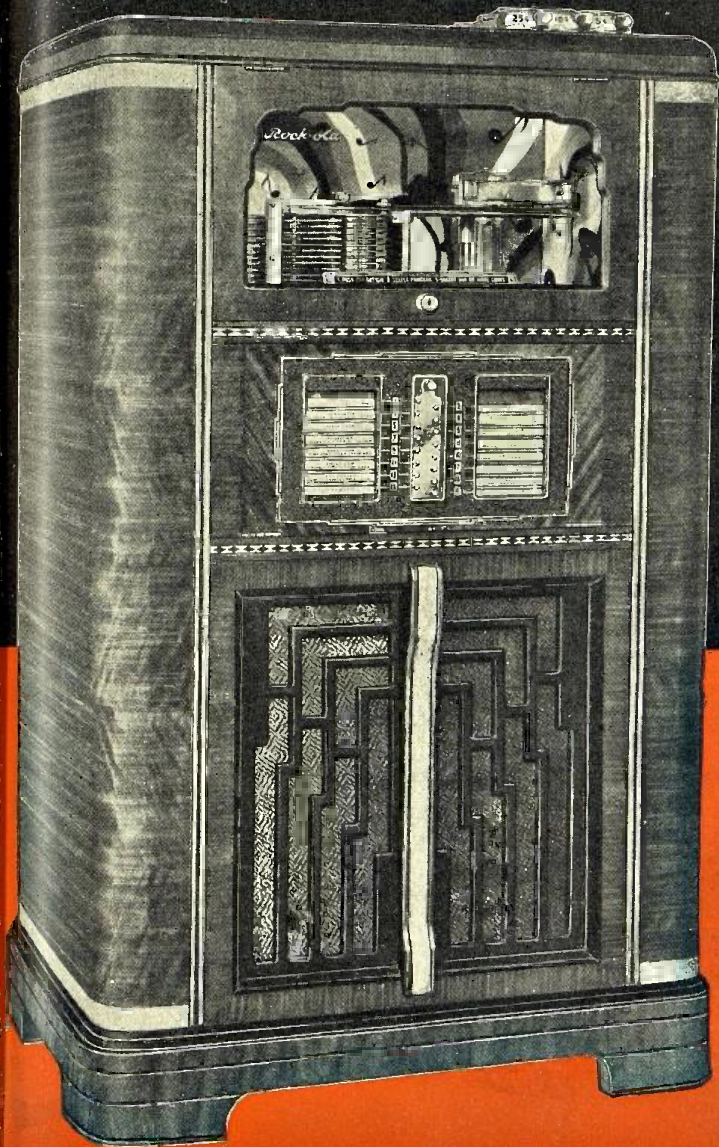
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2640 BELMONT AVENUE
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Eastern Distributor

453 W. 47th St., New York, N. Y.

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RHYTHM MASTER

MASTER OF THEM ALL! America's most successful Music operators are buying Rock-Ola's 16-record Rhythm Master—the best there is in music! Truly the master for tone . . . for cabinet beauty . . . for mechanical perfection . . . **AND THE MASTER OF THEM ALL FOR PROFITS.**

BETTER TONE! Hear this famous instrument with your own ears! You will say the tone is matchless! Revolutionary! Rich . . . clear . . . deep . . . and powerful. Jensen speaker, Rock-Ola deluxe amplifier. Full floating baffle.

BETTER MECHANISM! ROCK-OLA Phonographs are known everywhere as the phonographs with simplest mechanism. All unnecessary parts have been eliminated. Nothing to jam! Nothing to wear out! No vibration!

WORLD SERIES *Real Baseball!*

The five World Series machines in Sherman Hotel, Chicago, have shown phenomenal returns for four consecutive months and still going great.

Many other spots have two and three **WORLD SERIES** in the same location. World Series has proved to be the outstanding machine of this generation.

Never in History has there been any **LEGAL** machine strong enough to take in this kind of money.

The 1937 World Series will remain **POPULAR** as long as **baseball is the Great American Sport.**

Without this **REAL** baseball machine on **YOUR** locations is simply passing up big profits which you deserve to give yourself.



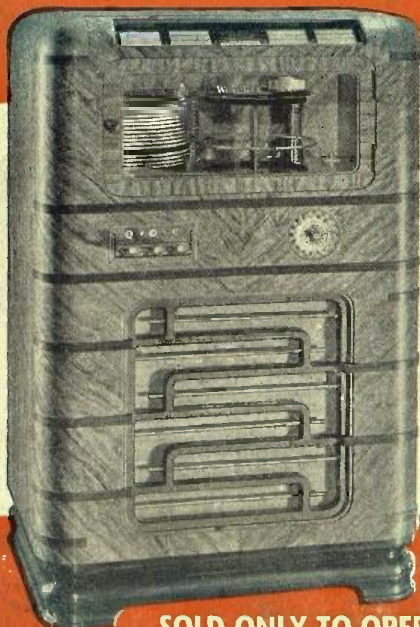
ROCK-OLA MFG. CORPORATION, 800 N. KEDZIE AVE., CHICAGO, ILL.

OVER 50 OPERATORS QUALIFY FOR WURLITZER'S "CARLOAD or MORE" CLUB

in first 3 months of 1937



CARLOAD SHIPMENTS of WURLITZER-SIMPLEX AUTOMATIC PHONOGRAPHS
Breaking All Records



SOLD ONLY TO OPERATORS

THINK of it! Over half a hundred of America's most successful operators have already received shipment of one or more carloads of Wurlitzer-Simplex Automatic Phonographs in 1937. Hundreds of other operators have received less than carload shipments.

No wonder Wurlitzer business is running way ahead of last years first quarter totals—is smashing every record in the industry for sales. What does it all mean? Just this! America is becoming automatic music conscious; is turning more than ever to the one instrument that outsells all other makes combined; is forcing Wurlitzer's mammoth North Tonawanda, New York plant to capacity production in order to meet this demand.

Cash in on this opportunity to make money. Place your orders now to insure early delivery. If you aren't operating in music, now is the time to start. Find out if there is still room for a Wurlitzer-Simplex operator in your locality. Write, wire or phone today. The Rudolph Wurlitzer Company, North Tonawanda, N. Y. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

A FEW OF THE 50 OPERATORS

who have received shipments of ONE or MORE CARLOAD ORDERS January 15 — March 1st, 1937

- Wm. Corcoran, San Francisco, Cal.
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- Modern Vending Co., New York, N.Y.
- Automatic Music Co., Boston, Mass.
- Simplex Distributing Co., Jacksonville, Fla.
- Orion Coin Machine Corp., Baltimore, Md.
- McCormick Vending Co., Greenville, N. C.
- Mosely Vending Machine Ex., Richmond, Va.
- Novelty Amusu Co., Savannah, Ga.
- Ohio Specialty Co., Cincinnati, Ohio
- Pacific Distributors Co., Seattle, Wash.
- Alamo Sales Co., San Antonio, Texas
- Queen City Amusement Co., Plainfield, N. J.
- Stone-Berts, Chicago, Ill.
- Ohio Specialty Co., Louisville, Ky.
- Phono-Matic Co., Los Angeles, Cal.
- Triangle Music Company, Cleveland, Ohio.
- Universal Automatic Music Co., Chicago, Ill.
- Mohr Bros., Los Angeles, Cal.
- Santone Coin Machine Company, San Antonio, Texas