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The World's Foremost Amusement Weekly



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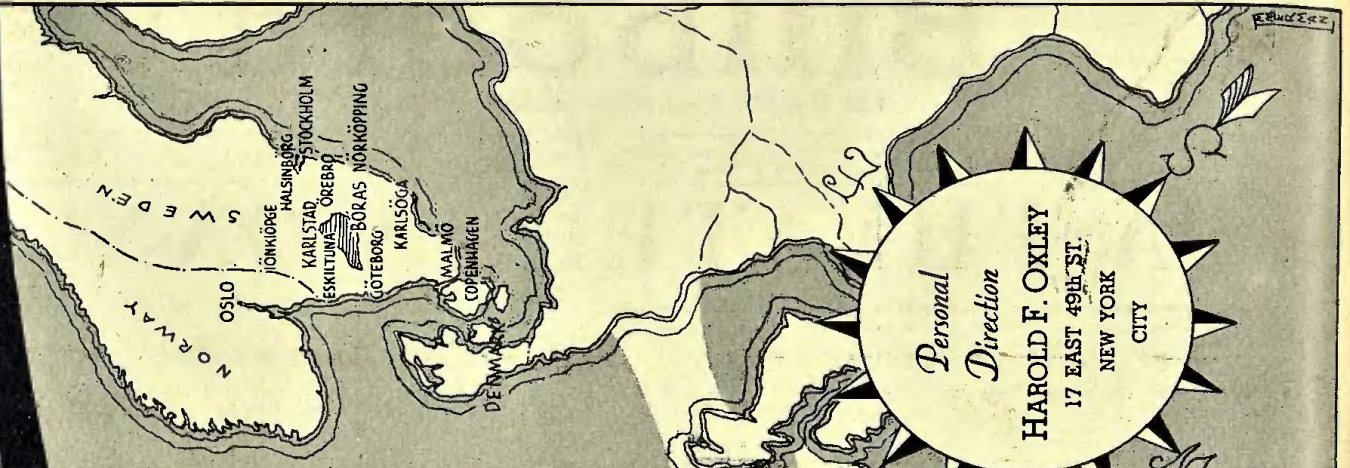
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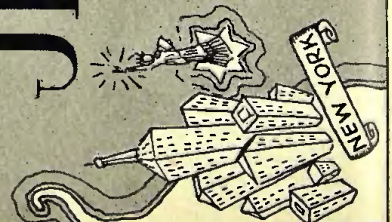
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The World's Foremost Amusement Weekly

May 1,
1937

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WPA THEATER IN DANGER

Wired Outdoor News Flashes

CHICAGO, April 26.—Howard Bary, manager Hagenbeck-Wallace Circus, states that he plans to bring over a new animal act from Europe and has ordered a new-type exceptionally lightweight aluminum arena for it.

SAN ANTONIO, April 24.—Fred Beckmann and Barney S. Gerety signed contracts yesterday to present the Beckmann & Gerety Shows at the "Battle of Flow-

ers" celebration here in 1938. These shows, rounding out their engagement here tonight, have so far established new records for this event. Carnival has received public acclaim for the merit and magnitude of the attractions as they appeared here.

CHICAGO, April 24.—A. H. Barkley, veteran carnival general agent, has taken (See WIRED OUTDOOR on page 91)

Joe C. Donahue Traffic Manager H-W; C. W. Finney General Agent

NEW YORK, April 24.—S. W. Gumpertz announced today that Joe C. Donahue, of the Ringling-Barnum Circus, has been transferred to the Hagenbeck-Wallace Circus as traffic manager. Donahue will leave immediately for Chicago. The duties of traffic manager and general agent had been handled by Edward Arlington, assisted by R. M. Harvey, prior to Howard Bary assuming control of the show. C. W. Finney is the new general agent of H-W.

Ralph Clawson, who has been in charge of assembling the H-W show, will remain with that contingent until it opens under canvas next week, before resuming his duties as equal adjuster of the Big Show.

Gumpertz sent 12 high-school horses from the Ringling show to H-W this week, and Poodles Hanford, assistant equestrian director, took five of his own

trained equines along with him.

Ringling-Barnum, now in its third week at Madison Square Garden here, is playing to capacity business over the week-end. Ticket department reports heaviest final-week advance sale on record, indicating that usual closing-week letdown will probably be averted this year.

Meetings Between Studios and Unrecognized Film Unions Start

HOLLYWOOD, April 24.—First formal discussions between producers and leaders of unrecognized film unions under the Wagner Act collective bargaining clause will be held Tuesday morning,

FERA Officials Noncommittal; Admit Hopes for Funds Slight

With pleas for cash coming only from FTP, project appears in danger of folding—meanwhile, \$10,500 fund for retraining FTP workers granted by Rockefeller

WASHINGTON, April 24.—While ranking officials of the FERA here declined to be quoted or even make definite commitments, sentiment was evident at headquarters here that Federal Theater Project is on its last legs. Admissions are being made readily to the effect that additional funds to carry on the project are almost too much to hope for. The FTP has no militant friends among the higher-ups vested with control of federal relief activity, altho on the other hand, no one can be found engaged in gunning for it in particular. It is obvious that pleas for cash will come only from those in charge of the show biz make-work department, and it seems extremely doubtful that their voices will sound loud enough in the ears of the money men on Capitol Hill.

With the shekels no longer forthcoming, the FTP seems destined to pass out of the federal relief picture, probably (See WPA THEATER on page 97)

Pitt Rodeo Biz Ahead of 1936

PITTSBURGH, April 24.—With the West Penn Hospital Auxiliary sponsoring the first night (Wednesday, April 21) of the 10-day rodeo at Duquesne Garden for charity, gate receipts tripled the opener here a year ago, despite rain and chilly weather. Harris Amusement Company sold house outright to the auxiliary, with prices upped slightly over remaining three afternoons and nine nights. About two-thirds capacity Wednesday. Each show gained attendance with tonight jammed. If patronage continues next week like first four days box office will gross more than \$25,000, according to Garden Owner John Harris, or double last year's take.

City folk are going for the cowboys in a big way, ogling trailers parked out (See PITT RODEO BIZ on page 91)

New Entry Makes Equity's Battle Three-Sided Affair

Second indie ticket headed by E. J. Blunkall—denies affiliation with defunct "Forum" group—petition for Hampden totals 650 names but aims at 1,000

NEW YORK, April 24.—A big Equity election battle may be forthcoming if a second independent ticket, now being circulated via petition, comes thru with the required number of signatures and takes its place beside the Walter Hampden petition, in the event the latter is persuaded to run. At this stage, it looks like a three-cornered fight, with E. J. Blunkall, member of the Equity council, the latest to enter the ring in opposition to Frank Gillmore, present AEA president. Hampden, thus far, has consistently denied he would run, but the petition on his behalf numbers some 650, and the Equity independents are still trying to change Hampden's viewpoint with additional names from Hollywood. They hope ultimately to jack the total to 1,000.

Word of the latest petition, urging Blunkall for president, leaked out of the Lambs' Club Thursday night. In addition to Blunkall's name, ticket includes Paul Dullzell (incumbent) for executive secretary. Osgood Perkins is also mentioned.

Blunkall, contacted Thursday night at his home by phone, verified the story, but yesterday was of the opinion that it was perhaps Ralph Theodore, not he (Blunkall), who spoke. But he admitted the fact that a petition was being sent around, and said he had it in his pocket but could not show it for publication because all the names on the ticket had not been contacted as yet.

Reticent as to stating his party's platform prematurely, Blunkall nevertheless said that actors were standing still, despite world progress. He added, also, that radio actors should be organized, and that the conservative element of

(See NEW ENTRY on page 97)

with Pat Casey representing the producers, and Kenneth Thomson, secretary, representing the Screen Actors' Guild. Thirteen other crafts in the newly formed federation of film unions have filed applications for similar conferences, and their representatives will probably convene with Casey during the next two weeks. Early sessions between the labor representatives and the producers' mediator on the recognition issue will probably be entirely one-sided, with Casey in the listener's chair and the craftsmen doing the talking.

Entire Wagner law situation will be handled as an industry matter in the major companies rather than individually, with Casey sitting in for the producers and handling matters himself wherever possible. In cases of disagreement between labor representatives and Casey the matter will go before the producers as a whole for decision. Independent companies will probably be handled individually, but they will not be approached until the major studio situation is out of the way.

Demands of the actors' group were below (See MEETINGS BETWEEN on page 97)

Seek Equity Salary Slice

Faction to seek cut in dues and reduction of Equity execs' pay roll

NEW YORK, April 24.—Two proposed amendments to the constitution will come up at the annual meeting of Actors' Equity, petitions having been received by AEA asking for a cut in annual Equity dues from \$18 to \$15, and a reduction in the salaries of leading officers.

Difference in dues amounts to \$3 or 25 cents per month. Advocates of the measure seem to feel that insofar as dues are paid semi-annually, \$7.50 is less of a dent on the pocketbook than \$9.

Petition for a reduction in salary asks that the president of Equity be paid not more than \$7,500 per year, and the executive secretary not more than \$5,200. In the past these matters have been in the hands of the Equity council. President Frank Gillmore, however, has voluntarily taken cuts during the depression years, the \$7,500 asked for in the petition being about one-half of what the job paid before the depression.

Both proposed amendments will be sent out to the membership and will then be taken up at the meeting, where a two-thirds vote will be necessary for passage. Failing this, a referendum may be resorted to.

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IA Hopes To Take in 10,000 Lab, Theater, Exchange Men

Giving ushers Class B membership with lower convention vote—circuits understood preferring IA to possible CIO or indie rival unions

NEW YORK, April 24.—International Alliance of Theatrical Stage Employees hopes to increase its membership from 30,000 to 40,000 by taking in film exchange employees, film laboratory workers, Eastern studio workers and theater ushers, ticket takers, cashiers, assistant managers and managers. Fearful lest the Committee for Industrial Organization or independent unions will cut in on this last large section of unorganized theatrical workers, the IA has definitely decided to take in ushers and other low-salaried groups whom it had always avoided. It will handle this influx of new members by giving ushers a Class B membership. Altho ushers will have their own locals and elected officers in addition to the usual representation of one convention delegate to each 100 members, their delegates will cast a smaller proportional vote.

Ushers will probably have to pay about \$1 a month dues, as against an average of \$40 a month dues most stagehands pay. Ushers will probably be organized in Theater Employees locals, which will probably also include cashiers, ticket takers, etc. (See IA HOPES on page 18)

Elkorts in Auto Accident

CHICAGO, April 24.—Eddie Elkort, theatrical and night club manager for Music Corporation of America, and his wife were slightly injured in an auto accident here on Thursday night when a speeding auto smashed into their car while waiting for a red light to change. Elkort was laid up for three days and expects to be back on the job Monday.

I'd Walk 20 Miles for a—

BOSTON, April 24.—Opera company playing here needed a jackass for *Pagliacci*. Songbirds managed to hire one, but the animal refused to get in a truck carrying him to the theater. He insisted on walking, and forced "keepers" to trek 20 miles with him. Bill for \$40 for the animal and \$3.50 for the sawdust.

Convention of Variety Clubs

Third annual gathering held in Omaha—big show given—officers re-elected

OMAHA, April 24.—Five hundred barkers from the country's 18 Variety Club Tents came to town last week for the third and biggest National Variety convention. The delegates and visitors heard Chief Barker John Harris, of Pittsburgh, praise an asserted improvement in films, saw him shake his head pessimistically to the local press over the prospects for flesh shows and then witnessed what the local critics said was the most pretentious stage show here since vaudeville's brightest days.

The paradox of the two-day convention Saturday and Sunday was that the assembled delegates—almost exclusively film exhibitors—looked to the flesh acts to entertain them after seven hours of deliberations that concerned chiefly motion picture business.

The big show, headed by George Jessel as master of ceremonies, included five (See CONVENTION on page 97)

Detroit Passes Theater Curfew

DETROIT, April 24.—New theater curfew ordinance was passed by the City Council this week, following prolonged conferences with exhibitors, resulting in final approval by Allied Theaters of Michigan.

Principal provisions are: Children may not attend shows unless accompanied by an adult under the following restrictions: To 10 years, after 7 p.m.; to 16 years, after 10:30 p.m., and boys to 18 years and girls to 21, between 2 and 6 a.m. School children may not attend in any case, even if accompanied by an adult, between 8 a.m. and 1 p.m. on school days.

Theater owners succeeded in placing a provision in the ordinance making the parent as well as the theater owner responsible, and another making it an offense to buy a ticket for a child not under the adult's charge.

Another provision forbids employment of children under 17 in any capacity, including acting and ushering, in theaters, without individual permit from both the Board of Education and the State Labor Department.

WPA Scenic Artists Strike

CHICAGO, April 24.—A strike called by the WPA scenic artists here is holding up the opening of *The Lonely Man* at the Blackstone Theater. It was learned this week. The boys are asking for more money, with officials here not ready to give in. Several meetings between the factions have been held at WPA headquarters, with the strikers maintaining their stand that they rate a higher scale.

While the relief boys are on a weekly salary, they have been doing little work for the last couple of months, due to the absence of newly scheduled productions.

When and if *Lone Man* opens, it will star John Huston, son of Walter Huston, who has hopes of taking it to New York following its local try-out stay.

New ARNEW Ruling Brings Resignations

CHICAGO, April 26.—During the national executive board convention of the Association of Radio News Editors and Writers, which closed a two-day session here yesterday, it was ruled that associates of news services may remain members of the organization but cannot hold office. Ruling forced the resignation of Ted Christie, of Universal Service, as secretary; W. J. Heggen, of United Press, as treasurer; and Dixon Stewart, of Transradio, as member of executive board.

John Van Cronkhite, of Van Cronkhite Associates, received a vote of confidence and was retained in the office of president. Al Hollander, of WJJD-WIND here, was elected secretary-treasurer, and Beckley Smith, of WJAS, Pittsburgh, was named member of the exec board.

ARNEW board also resolved to demand a public retraction from *The Saturday Evening Post* for its recent article on radio news, which allegedly stated that news programs are censored by their sponsors. The first annual convention of all ARNEW members will be held here the first week in September.

Neb. Bank Night Test Waits

LINCOLN, Neb., April 24.—Bank Night test case at Beatrice, Neb., was taken under consideration by District Judge Messmore today after hearing arguments of both sides. He promises an early verdict. Both sides will take case immediately to Supreme Court after his ruling. Single point in case is whether a consideration is given to win. Attorney-general claims that patron's time, registration effort and presence at the theater on Bank Night is consideration.

Pitt Kaufmann Writes Play

PITTSBURGH, April 24.—Premiere of *Not in the Catalog*, originally titled *The Scorpion*, is scheduled for Theresa L. Kaufmann Auditorium April 27. Written by George S. Kaufmann (Pittsburgh lad, not the *Of Thee I Sing*, etc., George), play is heralded as a social problem opus of love and sacrifice. Author has written flock of one-acters, including *Prom Night*, winner of Pittsburgh Drama League contest, 1933.

No Equity Bonds Up Yet, But Cowbarn Announcements Start

NEW YORK, April 24.—Tho no bonds for summer stock have been posted as yet with Actors' Equity, the usual avalanche of spring announcements from the hinterlands is beginning to usurp what interest still attaches to Broadway legit.

Most formidable lineup announced thus far for the summer is that of Skowhegan, Me., the playhouse's list of stars overshadowing the winter legit season on Broadway. Slated to appear are Jean Dixon, Arthur Byron, James Rennie, Owen Davis Jr., Frankie Thomas Jr., Peggy Wood, Francesca Bruning, Hardie Albright, Katherine Alexander

and Jackie Coogan, the latter skedded to make his legit debut. Plays will be staged by Melville Burke and will include two new pieces by Owen Davis and one by the late Sam Shipman.

Among the important spots already crashing the drama pages with plans and prophecies is Union College, which will begin its third annual Mohawk Drama Festival July 6 for a period of six weeks, with seven plays skedded. Mr. and Mrs. Charles Coburn, directors, will appear in three or four productions, alternating with guest stars. Subject to slight revision, the play list at present includes *Twelfth Night*, *The Bear's Stratagem*, *The Plutocrat*, *The Devil's Disciple*, *The Imaginary Invalid* and *The Bourgeois Gentleman*, all comedies.

Ann Arbor Dramatic Festival, Ann Arbor, Mich., opens May 17 under direction of Robert Henderson and will be climaxed by presentation of *Tovarich*. Gilbert Miller's New York success, *Perdition* has also been secured from Noel Coward to produce *Tonight at Eight-Thirty*. First set of the latter, in (See NO EQUITY BONDS on page 10)

Pitts Exchange Help Organizing

PITTSBURGH, April 24.—Movement to organize movie exchange employees under AFL banner started here this week, with meeting of impromptu board of stewards and potential membership scheduled for Thursday (29) to form code on collective bargaining, wages, hours and working conditions.

In the wake of almost complete unionization of city's powerful steel industry movie union is expected to meet with little opposition from exchange managers, according to Lawrence J. Katz, head of Moving Picture Operators' Union, Local 171, and spearhead of drive.

Membership will include shippers, inspectors, inspectresses, postal clerks and other employees, except stenogs, bookers and managers. Thursday meeting will elect officers, form platform and decide to ask for official conference with exchange heads.

Union will also try to eliminate seventh-day shift in attempt to increase number of workers on film row. Altho pay ranges from \$15 to \$40, average is near first figure.

Movement, if successful, is expected to lead to unionization of employees in front of theater, including ushers, ticket takers, cleaners, doormen and the like.

WILL HUDSON and EDDIE DeLANGE

(This Week's Cover Subjects)

WILL HUDSON is the arranger and Eddie DeLange the leader of the orchestra bearing their name, a group the trade believes firmly is steadily climbing towards the heights in the dance field. Their origins and backgrounds are surprising in view of their present activities, DeLange having been an actor in Hollywood for five years before becoming a musician; Hudson working as a mail clerk before turning composer and arranger. DeLange's father was a playwright and producer, having written Weber and Field's first show. Hudson was brought to New York thru Cab Calloway.

Between the two have been produced more than 30 popular tunes, these including hits of the "Organ Grinder's Swing," "Mr. Ghost Goes to Town" and "Eight Bars in Search of a Melody" caliber. Additionally, Hudson wrote the band's compelling and distinctive theme, "Hobo on Park Avenue." The band is known not only for its excellent rhythm and musical production, but for a type of arrangement that is apart from anything used by other bands.

Laws and Lawsuits

The second of a series of articles on Laws and Lawsuits Pertaining to the Amusement Business appears in the carnival department of this issue.

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Ohio Clubs Cashing In

Pick up patronage driven out of Wheeling due to beer license mixup

WHEELING, W. Va., April 24.—Ohio-side night spots are profiting by the "purge" that has darkened nearly 100 places here after the State tax commissioners' office revoked beer licenses where other alcoholic drinks were served. Ohio cities are enjoying a grand rush of pleasure seekers and all resorts are crowded nightly. The Ramona, Bellaire, O., is doing a good business without a floor show.

The Kenny Mara, Bridgeport, O., and the Grand View Garden, Steubenville, O., are turning customers away.

Left jobless by the purge are waitresses, 200; bartenders, 150; musicians, 100, and entertainers, 50.

The Hollywood Grill hopes to reopen. The Club Diamond will not try for a new license but Owner Danny Phillips will open park-plan dancing there next week.

Old Towne Club will reopen after alterations. Other places still closed are Sibert's, Marble Inn, Gypsy Village and about 90 others.

Langner "Doesn't Know" Of Guild-Howard Tie

DAYTON, O., April 24.—Lawrence Langner, New York Theater Guild director, stopping off over the week-end with Mrs. Langner on their way from Hollywood to New York, denied knowledge of the story to the effect that the Guild and Leslie Howard were hooked up in a motion picture venture. "But then we've been away four weeks," he said, explaining that the trip to the West Coast had no significance whatever in connection with the Guild going into the movie business.

"The Guild would like to see *Porgy and Bess* on the screen," he said, but added that he did not know of any definite plans toward this end. Personally he declared himself a theater man and not interested in pictures.

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WANTED
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Those Versatile Musicians

HOLLYWOOD, April 24.—From band stands to hand stands on motorcycles is the jump that three musicians accomplished. Hap Ruggles, Jimmy Crawford and Wayne Fitzgerald are now members of Victor McLaglen's world-champion stunt riding troop of 32 men. They recently defeated the former champs from Mexico City.

Treasurers May Go Union

NEW YORK, April 26.—Worried by the possibility of rival groups unionizing their jobs, there is a movement within the Treasurers' Club to change from a social club to a union. A meeting was held Friday night by club members, who are expected to agitate within the club for union status. There is talk of Treasurers' Club members joining the Association of Theatrical Agents and Managers, which has an American Federation of Labor charter, and then the ATAM joining the International Alliance of Theatrical Stage Employees. A Treasurers' Club official this morning denied it is active in union affairs but tied the affair up with present agitation aiming at organizing front-of-house employees.

Gillmore Delays Trip

CHICAGO, April 24.—Frank R. Gillmore, head of Actors' Equity, has postponed his scheduled business trip here this week until June, the local branch informs. Gillmore has been reported contemplating plans to help unionize radio talent in this area. Announcers talking unionization will await his arrival for an organization conference.

Dallas Books Lanny Ross

NEW YORK, April 26.—Lanny Ross has been booked by Charles J. Freeman, of the Paramount office, for a two-week run at the casino of the Greater Texas and Pan-American Exposition in Dallas. He will appear there the weeks of July 24 and 31, with Phil Harris as the band attraction.

Municipal Opera for New York Suggested to Theater Council

NEW YORK, April 24.—Possibility of hyping the local legit scene with a municipal opera company, similar to the one operating successfully in St. Louis, will be advanced as a subject for discussion at the forthcoming American Theater Council Convention by Dorothy Bryant, executive secretary of Chorus Equity. Plan, which would be engineered by ATC, calls for a city-owned outdoor stadium in some easily accessible spot, such as Central Park or Riverside Drive, and for backing by the hotel industry, taxi and bus corporations and others likely to derive benefit from the project.

Logic behind the scheme is based on a few simple facts. (1) New York is visited by many out-of-town people during the summer months. These people have no yen to see movies, which they can see more cheaply at home, but want legit productions, particularly musicals. The summer dramatic season being slack, a

AFA Benefit Draws 3,000; Gross \$9,000, 3 Gs in Ads

NEW YORK, April 26.—American Federation of Actors' annual benefit at the Metropolitan Opera House last night, attracted 3,000 patrons who witnessed a long variety bill, featuring Mayor La Guardia himself leading three city employee bands and a glee club. Gross was estimated at about \$9,000, with another \$3,000 coming from souvenir program advertising.

Among those who appeared were Bill Tilden, Babe Ruth, Billy Glason, Edgar Bergen, Henny Youngman, Billy Gaxton, Estelle Taylor, Sybil Bowan, Harry McNaughton, Ed Sullivan, NTG, Six Debonnaires, Ted Adair, Bobbie Joyce, The Machinists, Bartlett Simmons, Buds of Stoopnagle and Budd, Dan Healy, Pat Rooney, William Hargraves, Barto and Mann, Rene and Estella, Duke Ellington, Bill Bailey, Ivy Anderson, Masey and Brach, Johnson and Dean, George Dewey Washington and Sam Taub. The Lambs' and Twelfth Night clubs contributed sketches, the Harlem Uproar House sent over its entire revue and Alfredo Salmaggi offered four singers from his Hippodrome opera.

Rosita Royce Injured

DENVER, April 24.—While appearing at the Roxy Theater, Salt Lake City, Rosita Royce was injured when a heavy wooden cross fell. She continued her performance altho her back was taped from the neck to hips. One of the doves used in her dove dance also was injured. Act is current at the Denver Theater here.

No Action on Chi Union

CHICAGO, April 24.—Local branch of IATSE is not contemplating immediate action to unionize all unorganized help in theaters here, Frank Olsen, local head, states. During the international board of directors' meeting held here April 16, plans to organize labor in theaterdom were further developed, but no immediate action for this territory was outlined. International President George E. Browne is in the city working on the project.

municipal opera would fill the bill. (2) New York has a better setup than St. Louis, in that talent is floating around idle, whereas in St. Louis the principals must be transported from New York, entailing added expenditures.

Failure of the Randall's Island company to click well last summer in no way reflects on the chances for success of Mrs. Bryant's plan. Reasons for such a statement are that the Randall's Island venture did not begin until the last half of August and when it finally began to function stories broke in two of the daily newspapers to the effect that the stadium was unsafe. Again, Randall's Island proved rather inaccessible to Metropolitan residents and visitors. Company at Jones Beach, too, was situated so as to draw Long Island folk mostly. Neither the Jones Beach nor Randall's Island companies were civic propositions.

Hearst Goes Holy in Detroit; Refuses "Hot" Night Club Ads

DETROIT, April 24.—A private civil war is on between night spot publicity men and *The Detroit Times*, Hearst-owned newspaper. *The Times* has followed the usual rather sensational policies of Hearst papers until about three weeks ago when it began censoring advertising for night spots. Individual words have been deleted in advertising, and a large cut planned for an ad for the Club Mayfair was scratched at the last minute as a bit too revealing of the figure of Zorine, nude of the show.

Another spot found any version of "tease" was out, when they tried to use the caption, "Tease From China," for a Chinese stripper—and yet a burlesque house got away with "strip-tease" in an ad at the same week.

Advertising men for the niteries are puzzled over the situation, and don't

know how to plan their copy. Attempts to find the party responsible have resulted in buck-passing at the newspaper offices.

Apparent result is that *The News*, only other evening paper, and *Free Press* are going to get plenty more space from theatrical ads, as the admen are getting disgusted with *The Times*.

Dance Center Ballet; American Hawaiian Show

NEW YORK, April 24.—Longhairs had a chance to witness two more or less unusual entertainments this week, the initial production of the Dance Center's season of ballet repertoire at the Dance Center and Huapala (Vivienne Mader) in a series of native Hawaiian dances at Town Hall. Moving spirits of the Dance Center are Gluck Sandor and Felicia Sorel, the former recently connected with the WPA dance theater. Two numbers given were *El Amor Brujo*, by De Falla, and *Isabella Andreini*, from the *Commedia Dell Arte*. Choice of themes was fortunate, the last-named piece contrasting pleasantly with the somber mood of the first. Production was handicapped owing to the unfinished condition of the stage, but the company met the situation with a fine performance.

At Town Hall Vivienne Mader, together with Mikel Hanapi and his Ilma Islanders, presented the dances and music of Hawaii. Authenticity of the program was attested to by a letter from the Hawaiian Society, and a large number of Hawaiians in the audience were vociferous in applauding the singing and dancing. Technique of Miss Mader, an American, was interesting in its emphasis on gestures with the hands, facial expressions and other pantomimic effects to help tell the stories of the dances. Entire presentation was carried off with good theatrical sense.

WANTED AT ONCE
Agency or Broker to handle proposition good for \$500,000 and more. Must be acquainted with every branch of motion picture industry. Wire BOX 210, Olean, N. Y., or Wire BLC 48, Olean, N. Y., Via Western Union.

WANT ACTORS, MUSICIANS
Two Shows.
Young General Business Teams, those doubling Orchestra and Specialties preferred. Need single General Business Men doubling Orchestra. Salary sure; long season. State all.
BILLY (TOBY) YOUNG, Mgr.,
Toby's Players, Eufaula, Okla.

WANTED QUICK
FOR PLATFORM MEDICINE SHOW, Young Black Face Singing and Dancing Comedians, Straight Man, Piano Player. Must fake and transpire. Other useful People, at once.
GEORGE A. WARD, Pryor, Okla.

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

FROM MAINE TO CALIFORNIA. MIAMI TO HONG KONG
It Matters Not Where From, Send Us Your Orders for
TICKETS
And We Will get them To You Via Air, Rail, Steamboat, or Truck. Prices Right.
THE TOLEDO TICKET COMPANY, Toledo, O., U. S. A
NO C. O. D. ORDERS.

BRITAIN "REGRETS" TELE

Receiving Sets Placed on Sale Too Soon Is Unofficial Report

American manufacturers played smarter hand in holding back on sale of sets until prices are low—\$325 average British sets—antiques soon?

LONDON, April 17.—Official opinion in British broadcasting circles, reported strictly on an unofficial basis, is that England has jumped the gun on television and the sale of television receivers. The theory is advanced that in biding their time, both in the broadcasting of images and the sale of receiving sets, American manufacturers have shown more wisdom. Numerous disadvantages are cited. First and foremost is that those tele receiving sets which have been sold may be antiquated within the immediate future. It is even possible that within a year advances in the picture broadcasting industry may make the sets sold recently of little value. Purchases of television sets in England have been limited, it is said, to people living within a radius of 65 miles of London, which is as far as reception extends. Set purchasers would be more than justified if they complained upon finding that the sets they have bought, running about 65 guineas (slightly more than \$325), have little use soon after purchase.

It is advanced that England should have waited to sell tele sets as American manufacturers have done and are doing—that is, until such time as national picture broadcasts are possible, together with the sale of comparatively inexpensive receiving sets. Technically, American television is at a par with British tele.

CBS-Guild Confabs Still On; No Deal Yet

NEW YORK, April 24.—Friday's meeting of the Columbia Broadcasting System officials and representatives of the American Guild of Radio Announcers and Producers resulted in concessions on both sides but no final agreement was reached. Guild originally sought recognition and a minimum pay and hour agreement, and while it is understood that conferences were amicable enough, no definite agreement or contract was signed by CBS.

Guild is still working independently of American Federation of Labor or Committee for Industrial Organization affiliation, but it is understood that at least one established union is making eyes at the Guild.

Negotiations will continue next week.

Delay Carlson Case

NEW ORLEANS, April 24.—Civil District Court this week refused Southern Broadcasting Company, lessors of WJBW, temporary injunction, restraining Charles Carlson, owner, from interfering with station operations pending ruling. Carlson has been ordered to show cause why preliminary injunction should not be issued, however, with the case, due yesterday, postponed because of a court holiday.

Seek Vault Group On Co-Op Disc Deal

NEW YORK, April 24.—An attempt is being made by McCann-Erickson to line up Eastern seaboard safe deposit companies to sponsor a disc show. Ad agency is working on New York, New Jersey, New England and Pennsylvania vault firms to sell them the idea of a co-operative dramatic production.

Banks and their affiliates are awakening to radio slowly and nibbling is reported to be slow thus far on the co-operative idea. A group of banks now has a show on CBS.

Dolly Stark With Ayer

PHILADELPHIA, April 24.—Report has Dolly Stark signing up with N. W. Ayer & Sons to work under Les Qualey as coach for the baseball play-by-play announcers. Last season Stark, did his spilling over WIP for Ayer agency on baseball, basketball and football games, sponsored by Atlantic Refining.

Noise Commercial

PITTSBURGH, April 24.—Newest screwy commercial promoted by WWSW, expected to click because of uniqueness, starts thrice weekly schedule tomorrow at 7:15 p.m. Called "Audiographs," program asks listeners to guess meaning of series of sound effects, as per Publicity Manager Kay Balfe's, "the sound of an explosion plus a wind-effect record indicates *Gone With the Wind*." Sponsor is May-Stern, one of city's largest furniture stores.

Variety Shows Due For Summer Boosts

NEW YORK, April 24.—Radio has hit a time where program ideas appear to be at a premium. That indication is gathered from the inclination of numerous sponsors and their advertising agencies to rely on time-worn variety and guest star program setups for their summer shows. Altho in a number of cases no summer show is set as yet, the variety thing is pretty certain to obtain, emcee and all.

Gulf Oil, Ipana-Sal Hepatica and Jello are among three of the shows mentioned to revert to the emcee pattern for the summer. With Fred Allen going off Ipana at the end of his contract in June, summer show being built, with Peter Van Steeden's Orchestra remaining on the show, will most likely be an expansion of part of the policy lately in effect on the Allen show, using unknown or comparatively unknown performers as guest stars.

Emcee spots on the other two shows will most likely go to announcers. Harry Van Zell will most likely get the spot on the Gulf show while Phil Baker takes the summer off. Orchestra on this program is due also for a summer change. Don Wilson is to do the emcee on the Jello program during Jack Benny's layoff.

Barnett Joins Rocke; Drops Own Enterprise

NEW YORK, April 24.—Joe Barnett, independent radio producer and author, is giving up his own office to go with Rocke Productions. Barnett, who handled Jones and Hare and Igor Gorin, acts he'll bring with him in his shift, will handle talent and production in his new spot.

Barnett in getting a vice-presidency with Ben Rocke's company replaces Nat Wolff, now in Hollywood.

NEW YORK, April 24.—Selection of William Neel to handle the trade news publicity assignment for NBC is effecting a slight departmental change in the handout bureau. Neel, who succeeds Gar Young in that spot, will work in the press department under Wayne Randall. Previously the trade angle has come under station sales promotion.

Young left NBC after many years to join Hearst in a promotional capacity.

Gumshoe Firm Testing Radio

PHILADELPHIA, April 24.—The Great American Detective Service, a private Sherlock Holmes agency, spots a test series over WIP with a network show in the wind. Takes a quarter hour on Thursdays to dramatize true crime stories taken from the files of the agency. In turning to radio, the first time for any advertiser of this sort, Jess Douglas, Great American prey, says the basic idea is to place before the public "the need for the confidential service rendered by a private detective agency and to build a demand for this service among manufacturers, employers and individuals."

Scripts employ live talent and are written by Bradford Henning, radio director of the Solis S. Cantor Agency, Philadelphia, which placed the account.

Power Boost to KROY Means CBS Chain Deal

SACRAMENTO, Calif., April 24.—Royal Miller, owner of KROY, started east last week to apply for 1,000 watts, but received word in Omaha that the hearing before the Federal Communications Commission had been postponed to May 19. He'll go back then. Station is now 100-watt, sunup to sundown. Understood here it will become Columbia outlet if 1,000 watts are granted.

Steve George, sports editor *The Sacramento Union*, has inaugurated a bi-weekly sports talk on the outlet, newest Sacramento station.

Skoal's June MBS Show

NEW YORK, April 24.—Skoal is readying a 15-minute weekly show to originate on the Coast. Program will probably be a musical production with a picture tieup. Show, handled by the Peck Agency, will commence about the middle of June on the Mutual Broadcasting System. Product is an anti-septic.

Transradio Files Second Suit Against UP; Charges 50-G Libel

NEW YORK, April 24.—Suit for \$50,000, alleging libel, was filed this week by Transradio News against United Press. Basis for the suit is a sales promotion letter recently sent radio stations by UP in its campaign to sign additional stations as subscribers. This is TR's second suit against UP, which is a co-defendant in a monopoly suit, together with Associated Press, International News Service and the two major networks, NBC and CBS. Libel suit was filed thru Isaac Digges, TR's attorney, who is also handling the monopoly action.

Transradio refers to the letter as claiming that service rendered by Transradio was "inadequate." UP's letter to the station said, in effect, that: "This was a general report of the central division in

which you (the station) are mainly interested." Letter then listed UP as gaining 21 stations and losing none in the past six months; International News Service as gaining one and losing three, and Transradio gaining none and losing seven. It is alleged that UP averred that the reason TR's seven stations shifted alliances was because those stations found its news coverage "inadequate."

UP's answer is due this week, a short time before it will appear in the monopoly suit. Letter enters the reserve calendar list May 10 and is figured to start trial on or about the third week in May. Basis for the Transradio action is that the defendants conspired, thru the Press Radio Agreement, to set up a monopoly in the distribution of radio news.

Show Biz "Fatal" Says B-S-H Exec

CHICAGO, April 24.—"Try not to go into show business, it's fatal," warned Henry Selinger, radio head of the Blackett-Sample-Hummert Agency here, in speaking before 600 advertising students at the Steuben Club on Monday. This was his closing statement of a talk in which he urged prospective time buyers to make sure that their direct competitor is not on at the same time or that a preceding program on the station they have in mind is dull enough to warrant dial twisting.

He pointed out that most products need longer than 13-week programs to sell over the air. "It takes 13 weeks," Selinger stated, "to build an audience." He added, however, that a 13-week program will do the job when it stars a leading "name" or has a sensational merchandising idea behind it.

He encouraged the use of spot advertising in addition to chain programs, because, in his opinion, it is an effective local test of the product, it has an opportunity to select preferred stations and has the benefit of being used on locally prominent radio features.

Promotion Men Nix Steps for Free Space

NEW YORK, April 24.—Sales promotion men associated with New York stations and networks held the first of their informal luncheon get-togethers this week. Hereafter they'll meet once a month instead of oftener, as originally proposed, next meeting being May 19.

First meeting was mainly devoted to "verbal" handshaking. Most surprising event was the boys' reaction to publicity. Asked to fill in a questionnaire as to policy of the group, the sales promotion men almost to a man voted in opposition to any steps which might result in the group getting publicity. They claim it's not an act.

\$200 Tele Set Firm Gets Stock Sale Oke

NEW YORK, April 24.—Securities Exchange Commission has approved International Television Radio Corporation's application for listing of its stock. Firm will complete arrangements with its underwriters, before announcing classes of stock or book values.

William H. Priess, president, expects to produce a set retailing for about \$200. His system, in which Lee DeForest is interested, employs a vibratory mechanical method as opposed to the cathode ray tube systems used by Radio Corporation of America and Philco.

Dime Ciggies Taking To Local Sport Shows

NEW YORK, April 24.—Cigarettes are warming to sports this season. Following Chesterfield's announcement of sports broadcasts, Brown & Williamson have signed with 21 stations for local sport commentators. Firm is also sponsoring the Kentucky Derby on NBC.

Most of B. & W. sport spels will plug Avalon (10 cents) and Sir Walter Raleigh. Programs will be 15-minute spots on from two to six days weekly. One station, WTMJ, Milwaukee, will air a 10-minute sport chat. Stations getting this account are: WOR, New York; WFIL, Philadelphia; WSJS, Winston-Salem; WSB, Atlanta; WBNS, Columbus; WFMB, Indianapolis; WRVA, Richmond; KSTP, St. Paul; WTMJ, Milwaukee; KOIL, Omaha; KFOP, Lincoln; KMOX, St. Louis; WJDX, Jackson, Miss., and eight Don Lee stations.

WRVA, Richmond, is owned by Larus Brothers, tobacco manufacturers. Their Domino cigs and Edgeworth tobacco have a disc show, *Moments You Never Forget*, on a list of stations.

B. B. D. & O. handle the B. & W. business.

Argue Appeal in Waring-WDAS Case

PHILADELPHIA, April 24.—Altho numerous courts throught the country have suits brought by recording artists against radio stations to restrain the broadcasting of their phonograph records, the WDAS-Fred Waring contest was the first to reach a high court. Decision of Judge Harry S. McDevitt, president judge of the Common Pleas Court, enjoining WDAS from airing Waring's discs, sustained by the court en banc, was argued last Wednesday (21) before the Pennsylvania State Supreme Court. Maurice J. Spelser, counsel for the National Association of Performing Artists, represented Waring. William A. Schnader, former Pennsylvania State Attorney-General, who sat with the defense at the original trial as friend of the court in the interests of the National Association of Broadcasters, represented WDAS. Chief Justice John Kephart presided.

Spelser argued that Waring has a common property right in his interpretative efforts as musical director of Waring's Pennsylvanians. The unchecked airing of his platters, he contended, interfered with his contractual relations both with any prospective radio sponsor who would desire Waring's exclusive services and with the Victor Record Company, which agreed that all waxings be for home consumption only. He also contended that since a phonograph record could not be read, requiring mechanization for translation, it was not a publication.

Schnader put forth that the creative artist, the songwriter, was fully protected and compensated by ASCAP, and that Waring relinquished all common law rights to profits derived from his interpretative treatments when he allowed them to be published, thru records, for sale to the public.

While the American Society of Recording Artists, a West Coast org waging a similar legal battle, desires to license radio stations for use of platters, during the course of his arguments Spelser indicated that NAPA would seek a different course if given judicial sanction. Any license fees NAPA could get from the several hundred radio stations throught the country would be a meager and insignificant melon for the recording artists to cut. Reading between the lines, should NAPA eventually get control of recording activities, stations may be faced with the possibility of fees for each time a record is aired, rather than a blanket sum. At the same time NAPA could freeze out the broadcasting use of any platter.

Spelser also indicated that NAPA has dropped all hopes of putting thru the amendment to the Copyright Act of 1909, introduced in the House of Representatives by Representative J. Burwood Daly, of Pennsylvania, figuring that it can be done better thru the courts in getting property rights for interpretative artists. Waring trial was originally heard here December 12, 1935. Judge McDevitt handed down his decree nisi January 18, 1936, which was made final February 19. Decision was sustained by the court en banc May 27. State Supreme Court Wednesday reserved decision on the appeal, expectation being an opinion will be handed down within the next (See ARGUE APPEAL on page 8)

Timing Plugs

SAN FRANCISCO, April 24.—After hearing howls raised in many quarters against the length of commercials on radio in general, Ed Franklin, KJBS operations manager, decided to make a stopwatch check to learn how much of KJBS's air time actually is devoted to plugs.

Out of a total operating day of 13 hours and 45 minutes, not counting an all-night program, actual time given to commercial copy was an hour and 36 minutes. Average length of a spot announcement was 39 seconds; average quarter-hour commercial program carried 1 minute 36 seconds of advertising copy.

WAPI Shifts to CBS; Power Boost

BIRMINGHAM, Ala., April 24.—Strong undented reports are that official announcement is soon forthcoming that WAPI will go to Columbia, while WBRC vice versa to NBC. Change is scheduled for August of this year when lease of WAPI changes hands. Insiders say that WAPI will probably hop to 50,000 watts, full-time instead of present 5,000 and share with KVOO, Tulsa, and change from 1140 to 1180 band.

WBRC, recently granted jump from 1,000 to 5,000 watts, will go to NBC Red network and it is believed that WSGN, owned by The Birmingham News, will get the Blue network.

Acquiring of WAPI by CBS gives that network something it sadly needs in the Deep South. NBC has 50,000 watters at both Nashville and Atlanta, while CBS has had to content with smaller powered stations south of Louisville and Charlotte.

ACCOUNT PLANS

BACHMAN CHOCOLATE Manufacturing Company, New York, adds a daily sports shot over WCAU, Philadelphia. Already has three contracts running locally on WFIL. E. W. Hellwig Agency, New York, handles the account.

GARDNER Manufacturing Company planning a national spot campaign, adds WIP to the test series of spots carried over WFIL, Philadelphia. Introducing a dry hair shampoo powder. Placed direct, no agency assigned to the account as yet.

GANTNER & MATTERN Company, San Francisco (Gantner Swim Suits), will use five 30-word announcements over WNAC, Boston, starting May 17. Emil Birsacher & Staff placed.

SCHUTTER-JOHNSON Candy Company, Chicago (Old Nick Candy Bar), is using 30 125-word announcements five times weekly on WNAC, Boston. Started April 20 as a participator in the *Racing Matinee*. Placed direct.

CHEVROLET is considering using foreign news programs on several stations.

Majors Plan New Deals on Broadcasting Arrangements

New contracts to be issued within a month—teams to demand protection on baseball news, end pirating—headache for Western Union—clubs want more dough

NEW YORK, April 24.—Contract trouble has developed between both the American and National leagues and organizations buying baseball news for broadcasting. Leagues are working on new forms designed to tighten the teams' "property rights" of such news, raise the intake and eliminate pirating of news. Both leagues are working together on contracts which will be issued in about a month. Newspaper wire services, Western Union, stations and sponsors will probably be affected by the new agreement. Western Union, it is understood, is particularly worried about the new terms. Firm is being sued by WJBK, Detroit, to compel telegraph company to furnish baseball reports to it and the new contract will be a second baseball headache. WJBK claims that baseball news is sold to WWJ, Detroit, and that Western Union should not be allowed to have exclusive contracts with one station, as it is a public utility.

File Appeal on KTHS Sale Writ

HOT SPRINGS, Ark., April 24.—Chamber of Commerce board of governors has voted to appeal to the State Supreme Court the ruling of Chancellor Frank H. Dodge on the right of the former board to sell Station KTHS "against the majority consent of the membership."

Chancellor Dodge, named to preside in place of Sam Garrat, who disqualified himself because he was a member of the Hot Spa chamber, ruled the contract which would turn the station over to Colonel T. H. Barton, oil magnate, was legal.

"We will not accept Chancellor Dodge's ruling as final," an attorney for the local group stated. "And we now intend to file our claims with the Supreme Court of the State."

Fight over the right to sell the station has been a bitter one, sellers contending that station was worthless to Hot Springs as an advertising medium because of its inability to "get out." Objections to the sale of the station centered that the \$75,000 sale price was too small and that loss of station would hurt the community. KTHS, a pioneer of the Southwest, for several years was the only network outlet in Arkansas.

Chain Break Thing Due for NAB Airing

WASHINGTON, April 24.—Proposals for modification of the present chain-break announcements will be discussed at the forthcoming National Association of Broadcasters, it is understood. Feeling among stations about any reform is mixed. It is felt that home offices of the stations would like to toss a bone to the ad agencies in the way of attempted reformation, but many stations, both web affiliates and indies, thumb the idea.

Afraid it would cut the intake too much and force a hike on rate cards.

Script Library Service Lists 3,800 Titles; Broun at \$5 Per

NEW YORK, April 24.—A catalog of the Script Library Service of Radio Events, to be issued this week, will list about 3,800 titles of scripts of all kinds written for radio. Programs range from five-minute spots right up the line. Script service is to the dramatic end of radio what the various transcription libraries are to the musical end of programing.

Prices for the scripts range from \$1 a script up and in a few cases the costs of the scripts go below the dollar mark. Thus one of the library's best sellers, a five-minute daily almanac program, has a top price of \$20 a month. A Heywood Broun script may be had for \$5 a show. Writers on the list are names in the sense that they are known radio authors, altho not necessarily famous. Among the flock of scribblers are Ben Hawthorne; Georgia Backus, a partner in the firm; Ed Morse (Blackett-Sample-Hummert, Chicago); H. Alexander, Hyman Brown, Jack Hanley, Walter Colby, Dr. J. H. Crum, Lloyd (Aquet) Dare, Gladys Shaw Erskine, Finis Farr (William Esty), Carl Gluck, noted little theater director, and a flock of others.

Authors split on a 50-50 basis and their deal with the company provides that no script may be withdrawn until after six months with the library, as a mutual protection measure. Also if a specific number of sales are made within the period the script can't be taken away. Authors are not sold on a basis that they'll make a quick cleanup, but that they will have an income resulting from multiple sales on a small fee basis. Authors split 50-50, with the library paying all sales and promotion costs. About 238 stations are on the subscribing list. Stories run the gamut of types—mysteries, humor, fashion, designing stuff, etc. Platters are provided if wanted.

Catalog, in addition to showing costs, gives the number of people in the cast and the like. Writers are given credit lines on the broadcasts, which is seldom done on the networks. Audition scripts are furnished free.

Charges to the stations are based on the stations' own card rates. Library hasn't found any cases of chiseling, but believes that because of the federal licenses involved, mooch cases could easily be handled thru the FCC.

Wax Ban No Help To Chi Musicians

CHICAGO, April 24.—From all indications, the recent ruling of the Chicago Federation of Musicians demanding stand-by orks for all Chicago-manufactured musical transcriptions used on local radio stations caused no tilt in the ranks of employed musicians. In fact, those opposed to this device claim that many men are losing work because of it.

They point out the various transcription companies here who curtailed all work in local studios. Firms with branches in New York or Hollywood transferred their activity to those points, while the smaller recording people are bidding time.

Reactions from several local execs of the leading wax firms lead to the belief that the victims of the CFM ruling will take no action before the convention of the American Federation of Musicians in Louisville in June. They will bring this to a showdown then and see it thru one way or the other.

James C. Petrillo, head of the CFM, which was instrumental in getting the ruling thru locally, will lead the battle at the convention for the national enactment of such a law. At present he requires a written guarantee from all local transcription firms wishing to record music that the work will be used in homes exclusively. Several name bands who were contracted to do record work here lost out because of the CFM stand. Among those were Bob Crosby and Wayne King.

Churches Use Wax On New Holy Day

NASHVILLE, April 24.—Radio played an important part in the celebration of a new religious holiday in the South. The Methodist Episcopal Church, South, inaugurated "Bishops' Day" April 23, new feastday will be celebrated by congregations throught the South.

Three bishops visited the WSM studios and their sermons, as well as solo and choir musical selections, were recorded. The discs will be used on other stations below the Mason-Dixon line and will also be amplified for use in various churches.

LOS ANGELES, April 24.—Al Williamson has been appointed producer-writer of *Calling All Cars* by Hixson-O'Donnell Agency to succeed Sam Pierce, resigned. Show goes over both CBS Coast web and Don Lee chain, with latter carrying reenactments of earlier shows.

Hearst Offers Runyon Et Al. for Air Programs

NEW YORK, April 24.—Another shot in the press service battle for increased sales of feature news programs will be heard when a King's Feature booklet hits the mails next week. Service, including Hearst's International News Service, Universal Service and International News Photos, is exploiting its "news reservoir" as a source of program material. United Press is similarly radio-minded and is developing program ideas based on news and personalities. King's Feature brochure will probably sharpen the battle lines.

Ten programs have been lined up by King. They are in script form, on discs or, in several cases, in idea form ready for production. Well-known syndicated writers are included in the programs—Floyd Gibbons, Peg Murray, Harrison Carroll, Frunella Wood, Elsie Robinson, Davis J. Walsh, Damon Runyon and Edward Gottlieb.

United Press is also working on feature news programs. Use of staff writers by news syndicates is designed to make for easier selling because of their followings.

PLYMOUTH says—
Look at all Three!

WHN
(DIAL 1010) says—
Look at all Three!

WHN SHOWMANSHIP STATION No. 1

WHN 1540 Broadway
covers the nation's richest market effectively and economically. More and more advertisers are finding out that fact to their advantage.

Look at these three showmanship chests, all of which are at the disposal of our advertisers:

1. The entertainment experience of **LOEW'S THEATRES.**
2. The production resources of **METRO-GOLDWYN-MAYER.**
3. The vast talents of the **WHN ARTISTS BUREAU.**

Represented by E. KATZ SPECIAL ADVERTISING AGENCY

Radio Circulation Measurement Easy, Karol Tells Science Body

NEW YORK, April 24. — Means of measuring radio audiences, surveys and effects of listening were discussed by John J. Karol, director of marketing research of the Columbia Broadcasting System, at a meeting of the American Institute this week. Karol also revealed the findings of a study of "what people do as they listen."

"After some experimental spade work we found that radio lends itself peculiarly well to measurement, for listening involves, first of all, the ownership of a receiving set, then the throwing of a switch and the turning of a dial—all positive acts subject to direct analysis," he declared. "Our approach to the problem could, therefore, be statistical and factual."

"Field surveys employing sampling techniques have provided analyses of our 24,000,000 radio families by geographical divisions, by income classes and population groups. Radio ownership, we find, is higher in the urban districts. In cities over 10,000 population 93 per cent of the homes are radio-equipped, while in towns under 1,000 population 77 per cent of the families own radios. A special cross-tabulation of over 13,000,000 family records conducted for us by the U. S. Census Bureau enabled us to determine radio ownership by economic classes, and it was found that 90 per cent of families with incomes of \$10,000 or more own radios compared with 52 per cent ownership among families with incomes under \$1,000," Karol continued.

"In an area such as the middle Atlantic States," the CBS research expert said, "there is 88 per cent ownership, while in the Mountain States of the U. S. ownership drops to 69 per cent. We know that over 90 per cent of all radios are kept in good working order and that at least three-fourths of all radios are in use some time daily. The average set is in use about four and one-half hours daily and there are slightly more than three persons listening to each set in use."

"Unusual programs can change listening habits and increase the load at about any hour," Karol declared. He cited Edward's abdication speech at 5 in the afternoon and the Presidential inauguration from 11:30 a. m. to 3 p. m. as examples. Peak of normal listening hours is, however, between 7 and 10 p. m.

Results of a preliminary study of what fans do as they listen were also described. The study revealed "that four items—listening, eating, resting and reading, received the highest percentages for men. For women the story was different. They checked listening, sewing, resting, ironing, eating, cleaning, reading and cooking. Women checked more and different items than the men. These sex differences are due largely to the types of work women perform during the day, and also to the fact that women are at home about twice as many radio hours per day," Karol also disclosed that an

investigation showed that adults spend 45 per cent of the "total time devoted to communicative behavior in listening, 30 per cent in talking, 18 per cent in reading and 9 per cent in writing."

WGCM and WMFN Sales To P. K. Ewing Okehd

NEW ORLEANS, April 24.—Purchase of two Mississippi radio stations by P. K. Ewing, vice-president and general manager of WDSU, New Orleans, has been confirmed by the FCC. They are WGCM, Gulfport-Biloxi on the Gulf Coast, and WMFN, Grenada, the latter only a permit for a station that had been completely destroyed by fire while franchised for Greenville, Miss., over a year ago.

WGCM was purchased from Sam Gates and the Grenada outlet from the Attala Broadcasting Corporation, which had purchased the permit from a Greenville owner. Along with the approval of the two sales the commission also will permit installation of new transmitting equipment on 1210 wave, at the present site on the grounds of the Great Southern Golf Club, midway between the Coast cities, and for erection of new studios in both towns. Ewing has announced the appointment of his son, F. C. Ewing, as manager of WGCM. He as yet has no definite plans for WMFN.

GULFPORT, Miss., April 24.—Revision in policy of station, its personnel and addition of several new commercials and sustainings were made last week by P. K. Ewing, new operator of WGCM, Gulfport. Jimmie Haslett, Ellis O'Neill and Eddies Carnes are new announcers, and Hartford Trospner, new chief engineer. Carter's Little Liver Pills has signed for daily spots; Chevrolet for 15 minutes three times a week, program *Musical Moments*; United Drug, *Magic Hour* discs, 15 minutes for 15 weeks. Philco has also signed for Transradio News 15 minutes daily. Ewing promises to add much live talent to sustaining features of station, one of oldest indies on the Gulf Coast.

Ewing, also recent purchaser of WMFN, Grenada, Miss., is proposing to construct new transmitter in the North Mississippi city. WMFN lost its transmitter about a year and a half ago due to a fire and J. E. and C. A. Wharton, former owners, now propose filing of permit for new station at Clarksdale.

ARGUE APPEAL—

(Continued from page 7)

two months. Next and final step for this case the United States Supreme Court, also some legal lights who heard the appeal before the State's highest court expressed doubt as to whether the highest court would accept the case for its docket.

Air Briefs

New York

UNION activities are spreading today among engineers, talent and announcers. Recent gains made by both CIO and AFL affiliates and Wagner Act decision have caused a union stir in air circles and new unions are in the making while older ones are seeking to include radio. Field, generally, has been operating on an open-shop or non-union basis, but chances are that within the year much of radio will be organized. Most discussions have been of a peaceful nature, but at the same time spokesmen are stressing the fact that radio conditions are often deplorable and that unionization is the answer. CBS continues its talks with the American Guild of Radio Announcers and Producers while WHN goes on with its powwow with engineers.

That Ben Lieder memorial program on WEVD, a moving production, was done by more than one radio name, but working incognito. . . . Lanny Ross contract expires in September. Option will probably be taken up. . . . General Mills pleasing stations by its stand on baseball broadcasts. Some stations are selling dugout interviews and baseball chat before and after games, with nary a squawk from Mills. . . . Solly Fields doing free lance radio writing. Has a serial, *Highway Boy*, on WIND, Chicago.

First *Nighter* moves to CH1 from Hollywood. . . . Robert Simmons, Revelers' tenor will be voice-tested by Twentieth Century-Fox. Already screen-

tested. . . . Joe Hoffman, former conductor of this column, will wed in June. Now on RKO lot in Hollywood. . . . Ted Streibert off to the ANA and Four As conventions, driving with Mrs. Streibert.

Gardner agency's new office has a radio studio; complete unit, suitable for rehearsals and recording. Director Roland Martini expects to have it in working order beginning of next month. . . . Herschell Hart, WWJ, Detroit, in and out of New York. . . . Henry P. Johnston, of WSGN, back to Birmingham after New Yorking for the ANPA meet. . . . Tom Lane, of *The Herald-Trib.* city desk, replaces Dot Hass at WOR press department. . . . Dave Munro, who conducted an advertising column for *The Billboard*, getting out *Space and Time*, inside ad agency stuff bulleting. . . . Ben Bernie to New York, starting with May 4 broadcast. . . . Jack White (without the Giants) is being offered as a radio comic. . . . Feenamint is changing plans. Will probably stick to Mutual for the summer, with a new show. . . . Russ Pierce, of Cecil, Warwick & Legier, leaves in two weeks for a European once-over. Will do newspaper and magazine articles and kodak assignments. Also o. o. talent and programs for possible home use. Adele Wesly will sit in at his desk. . . . Dave Driscoll has shared himself a twin set of commercials, Minit-Rub and Decorative Cabinet Company on WOR.

Chicago

FIBBER MCGEE and Molly will broadcast from Hollywood, starting May 3, while working in Paramount's *This Way, Please*, with Charles (Buddy) Rogers and Shirley Ross. Will return to local NBC studios at the conclusion of the picture. . . . Don McNeill, Helen Jane Behlke and Clark Dennis are scheduled to return to WCFL's *Breakfast Club* this week. It's an NBC show which, incidentally, will not be heard in Chicago this summer due to Daylight Saving Time. . . . Mr. and Mrs. Jack Brooks (he's the CBS tenor) are in Kentucky.

The *Northerners* program on WGN has been renewed for another year. . . . Kaye Brinker is starting a new daytime commercial over WBBM next month. Will be a dramatic show with Kaye writing scripts. . . . The removal of *Barry's Frolics* from the afternoon schedule to a late Saturday evening hour on WBBM is attracting some of WLS National Barn Dance listeners. Show is now heard from 10:15 p. m. to 12:15 a. m.

Consolidated Drug Trade Products is

From All Around

JOHN STOREY, business manager of WTAG, Worcester, Mass., has named Howard Perry commercial manager of the station. It's a new job. . . . KSO-KRNT, of the Iowa Broadcasting System, have added seven new engineers in Ralph Bates, Buford Cannon, Robert Chadwick, William Glynn, Frank Ligouri, Frank Parsons and Arthur Peavey. . . . KEHE in Los Angeles held a four-day shindig to celebrate its new transmitter, starting April 26. . . . Muriel Mosier becomes traffic manager at KFRU, Columbia, Miss., May 1. She is the wife of Wally Mosier, station's continuity chief. . . . Gladys Varnum, from *The Chicago Daily News*, has joined KSO-KRNT. . . . Sally and Sue are a new sister team on KFRU, Columbia, Miss. They're 17 and 19 years old, respectively. . . . Pat Taylor is now with WMFR as an announcer, replacing Jack Day, shifted to WJSJ.

Bill Pabst, assistant manager of KFRU, and Wilt Gunzendorfer, head of San Francisco branch of Thomas Lee Artist Service, to Los Angeles on business. Pabst to KHJ, where he will battle to straighten out befuddled Don Lee web schedules before Frisco radio eds give

featuring the Pickard Family in a new series of one-hour commercials over WGN every week night 6 to 7. All members of original family are back. . . . Virginia Clark, the attractive WBBM actress, said "yes" to J. O. Bengston, local business man. . . . Joan Blaine is back from her vacation and will return on the NBC airwaves May 2 to start *Tales of Today*. . . . Edward Smith is leaving his production director's post at WGN to turn program department manager of General Mills in Minneapolis. Leaving station May 15 for a two-week vacation before taking on the new job. . . . Jane Kaye, of WJJD, has been engaged as vocalist by Joe Sanders and his orchestra. . . . Kay Chase, script writer, back from Florida. . . . Bob Trendler, WGN arranger, recuperating from an emergency acute appendicitis operation. . . . Parker Willson, of the *Molly of the Movies* show, was one of several air performers to be screen-tested last week. . . . Louise Campbell, radio actress, left for the Coast and the Paramount studios for a role in *Wild Money*.

up and toss KFRU listings out of the sheets. . . . John Donohue has been added to KYA sales staff, appointed by station manager Bob Roberts. . . . KFRU sales manager Ward Ingram announces addition to sales staff of M. L. Peterson, formerly of Salt Lake City.

Rex and Von Gallion, airwaving as *The Galloping Gallions*, leave KFH, Wichita, Kan., for KVOO, Tulsa, Okla., the last of the month. . . . Hannah Lee Childs, Detroit girl, who has been heard over several New York stations, is now being heard in her own bi-weekly program over CKLW, Detroit. . . . A new radio station, 7QT, is being built in Tasmania. It is rapidly nearing completion. . . . Martin Heyman is a new announcer at WELI, New Haven, Conn., succeeding Jay Coffey, who becomes continuity writer on the same station. . . . Approval has been given WATR, Waterbury, Conn., for a change in frequency from 1190 to 1290 kilocycles and power increases from 100 watts days to 250 unlimited. . . . Clair B. Hull, manager of WQZ, Tuscola, Ill., was elected president of Rotary International Tuscola Club at annual election of officers April 20.

CBS and WJAS Call A Recapture Draw

PITTSBURGH, April 24.—Returned from New York conference with CBS bigwigs, WJAS co-owner and commercial manager Robert Thompson Sr. informed that "we are 100 per cent happy with Columbia" in answer to report that station may split with chain because latter wants spot now held for local sponsor for 13-week national contract.

Unmentioned by Thompson, however, was changing of time of Wilkens Jewelers' Community Sing from usual Friday at 10:30 to Tuesday in couple weeks to make way for Sinclair Oil program. Whether any connection exists between CBS recapture clause and change of Wilkens show, doing well on the Friday time, is conjecture. Jewelers also sponsor Amateur Hour, in its second year on station, every Sunday afternoon..

First station to affiliate with Columbia when chain was promoted by George Coates, WJAS ranks as seventh most important in entire circuit on basis of time rate.

CBS and WJAS were at loggerheads for some time over the Edwin C. Hill Lucky Strike news program recently started. CBS sent thru its recapture order to the station, which, it is said, replied that it "no could do." In the first place WJAS had the Kaufman department store on the air for a noon-time news period for several years and didn't like the idea of firing off a local sponsor, paying card rate, for a chain account at less. Additionally, a factor causing a stalemate was that Kaufman's contract with WJAS provides the store with protection on news broadcasts in the hours preceding and following its program, with Lucky Strike's show coming in under this classification. WJAS and CBS are also said to have been at loggerheads on the Beneficial Management program and still another account, which was finally shifted to KQV, of the same ownership as WJAS.

Dailies Like Radio But Want Property Rights

NEW YORK, April 24.—American Newspaper Publishers' Association powwow did not give great vent to fireworks apropos radio. Newspaper executives discussed the matter of radio competition and radio's use of news, but no major changes of policy were made. As an increasing number of publishers are seeking to buy or develop radio stations, their present attitude toward the matter differs from their stand of previous years.

ANPA's radio committee issued a report outlining the news uses of radio and emphasizing the "property rights" of news-gathering organizations. The report read, in part: "We should not tolerate a situation in which there is a general pilfering of our news. The proprietary rights in our news are our stock in trade. We again appeal to publishers to give serious thought to this subject, because the entrance of radio into the field of general communications has opened a medium which encourages the pilfering of news. "Publishers should investigate their news departments to see if their news is being used for sale to advertisers for broadcast purposes in unfair competition with newspapers."

The committee also discussed the function of the Press-Radio Bureau and described television and facsimile advances.

Steinhauser's Crusade No Hillbilly Stopper

PITTSBURGH, April 24.—Hillbilly radio shows interspersed with pop music are clicking in Western Pennsylvania despite a crusade against the pseudo-mountaineer musicians led by Si Steinhauser, radio critic on *The Press*. Steinhauser's feud, now about a month old, raised so much chatter that he printed batches of pros and cons in *The Press* columns. Tho admitting everyone should have his say, Steinhauser has continually voted thumbs down on the mountain men.

KDKA *Cornfield Follies*, emceed by Smiling Billy Hines, opens tonight for a series of weekly broadcasts in New Castle, Pa., after six nights of ethering from Ellwood City, Pa. Slim, Jack and the Gang, together with other studio talent, are on the program.

Bug Series

NEW YORK, April 24.—Bedbugs and their buddies will take scum powders when On the Spot Exterminating Company gets after them. Rodent killers are using spot announcements on WNEW for 26 weeks. Copy announces that firm's product will rid homes of ants, bugs and kindred pests.

La France Show Set For Don Lee Network

DETROIT, April 24.—General Foods has entered into a contract on the Don Lee network involving \$73,000 for time and talent. Program will plug La France starch and bluing products and will be on the air 15 minutes each day, five days a week.

House Undivided is the title of the program, written by Herbert Connor, who also wrote *The Boy Detective* and *Betty and Bob*.

GMAC's News Spots

DETROIT, April 24.—General Motors Acceptance Corporation, Detroit, will be the sponsor of a 15-minute news period program, which will be on the air seven nights in the week, from 6 to 6:15 over WIRE, Indianapolis, and the Don Lee Network. Contract placed by Campbell-Ewald Company.

Southern Dailies Use Radio To Combat Child Labor Criticisms

BIRMINGHAM, Ala., April 24.—WGSN is using a *Carriers' Party* to stimulate interest in *The News* and *Age-Herald* station and to combat adverse criticism of the use of boy carriers. Proponents of the Child Labor Amendment and similar laws have often criticized this form of newspaper delivery. Copy brings out but doesn't stress fact that the boys' school marks are average or above. Prominent citizens who delivered papers in their early days are occasionally guested as examples of carriers who "made good."

Show is an amateur production, talented by selections from 600 boy carriers. Ira Leslie produces, talent being a German and swing band, Hawaiian Trio and novelty, vocal and instrumental acts. While the twin dailies employ about 1,200 newsboys, only the 600 serving Jefferson County circulation are eligible for the show. Station has 250 watts daytime, 100 evenings, and only carriers in territory covered by WGSN do radio promotional work. Each boy calls on five subscribers weekly to inform them of the show and to request them to dial it in. News of the productions is also passed on to school chums of carriers. House-to-house calls average 3,000 weekly, and different subscribers are called on each week. Dailies give the show space in the

Sunday edition and in both the a.m. and p.m. Wednesday papers. Wednesday editions also carry a small ad.

Henry P. Johnston, station vice-prez, reports that there were several sponsors after the show, but it is to remain as a sustainer.

KRMD Reports Net At \$300 Per Month

SHREVEPORT, La., April 24.—A net profit of \$300 a month has been realized during the last six months by Station KRMD, indie, according to the station's semi-annual report. Report was filed together with the station's license request for the next six months. According to the figures, station has spent \$400 a month for talent and \$1,300 for other purposes, with a gross income of \$2,000 a month.

During the six-month period reported on, the station operated on an average of 420 hours per month. Sponsored program have averaged 149 hours a month. Average hours daily was 14 with exception of Sunday.

Broken down, the station's commercial programs have been 30 per cent talent, 2 per cent sports and 3 per cent news. Sustainers have been 49 per cent entertainment, 3 per cent educational, 5 per cent religious, 1 per cent agricultural, 2 per cent sports and 5 per cent news.

Denver Theater Shows

DENVER, April 24.—Denver Fox theaters are now presenting three half-hour radio broadcasts weekly called *Theater Harmonies*. Over Station KLZ here they are broadcast by remote control from the Paramount Theater on Sunday, Monday and Wednesday. Programs usually include talent from the Taber Theater stage show and the Denver Theater orchestra and announcements of features running currently at the Fox houses.

DETROIT, April 24.—William G. Rambeau Company, radio station representatives, has opened offices in the General Motors Building, George W. Diefenderfer, formerly with the Chicago sales staff, is in charge.

DENVER, April 24.—KFEL, Denver, has added G. A. (Rocky) McDermott to its commercial staff. McDermott was formerly with WTAD, Quincy, and WROK, Rockford.

DES MOINES, April 24.—KFRU, Columbia, Mo., has joined the Corn Belt Wireless operated by WHO, Des Moines.

Promotional Shorts

TRANSCRIBED Teddy Bergman program for Bigelow Sanford Carpets has a three-way promotion deal given dealers and arranged by Radio Events, builders of the program. One is a contest dealers arrange with local six houses in conjunction with pictures being shown, with theater audiences entering a "Hollywood Room Recipe Contest," room to be typed after a room in the film used. Another is a June Brides' contest. Blanks given contestants show rug sizes, dealers' names, cut outs for furniture pieces, etc.

S. & W. Packing Company, sponsor of *The Junior News*, arranged to have the broadcast of the program April 23 originate in the San Francisco Auditorium before a convention of Boy Scouts from the San Francisco Council Area. Eddie Firestone Jr., narrator, swore in a number of the honor Scouts as *Junior News* reporters, which entitles them to submit news items for dramatization on the program. Most of the items submitted by listening kids are about friends who have performed some act of heroism. Show heard on KPO and NBC Red.

WNBR, *Memphis Commercial-Appeal* station, celebrated its 12th anniversary last week with a specially planned all-day program. Established in 1925 as WGBC as a Baptist church transmitter, station was acquired by Francis and Mallory Chamberlin in 1929 and was incorporated in 1930 as the Memphis Broadcasting Company. *The Commercial-Appeal*, also owners of WMC, bought the station last year. Leading Memphis merchants have purchased plenty of time for special array of birthday talent. Station staff includes Francis Chamberlin as program director and sports, Mallory Chamberlin, as commercial manager; Carl Hagman, Paul Hodges, Grover Godfrey and Everidge Smith, ad department; Tony Benander and Russ McDonald in the production department, and Fred Vose, Harold Russey and Gordon Simmons as announcers or operators.

Fleischmann's *Yeast Bread Diet* booklet, issued to the bakery trade, combines with radio copy in defending the baking industry from attacks by faddists. The 16-page booklet goes into the subject more deeply than radio announcements, of course, and is designed to develop trade and dealer good will.

Ernest B. Loveman, Philco advertising manager, has developed a Coronation promotion to cash in on the epoch-making short-wave broadcasts to be made from England during the ceremonies. Plan centers on a Coronation receiving set model, labeled with a tag die-cut in the form of the English crown and

printed in gold and purple. Special window streamers printed in the royal hues will call attention to the special model. Newspaper ads will stimulate in the special, a wide variety of mats having been prepared for dealer use. In addition, spot radio announcements are available for use either by distributors or dealers over local radio stations.

To its many and varied extra-broadcasting activities, Martha Laine's Women's Club on WFIL, Philadelphia, added a permanent Social Service Bureau, Volunteer listeners serving as case workers, each case called to the bureau's attention will be investigated by members of one of the squads and the necessary requests for food or clothing will be broadcast during the club's air meeting. Bureau has been provided with permanent headquarters in the WFIL studios.

A string of syndicated cartoons designed for use on radio program pages is offered by the Superior Features Syndicate, Kansas City, Mo. All cartoons have a radio theme and captions carry station's call letters as part of the gag. Humorous pictures are intended to be used by stations in the pages of their affiliated newspapers. Syndicate was started by Al Stine, Gene Thornton and Don Davis, of WHB, after cartoons the first two had done for WHB clicked strong.

Orville R. Foster, *Your Day Dreamer*, of WMT, Cedar Rapids, mails his fans printed pages of *Beautiful Thoughts*. Poems are printed on coated stock and are punched so that they may be saved in loose-leaf scrapbooks. Seven Up is the sponsor.

Schaefer beer distributes a well-produced program to its Sunday night WOR studio audience. Program is printed on good stock and cast is listed in a two-column center spread with single columns of copy on each side. Advertising copy gives a concise, colorful history of Schaefer's progress.

WOWO, Fort Wayne, has had a four-page brochure issued by NBC. Station becomes a member of the basic blue network May 1 and copy stresses the station's equipment and coverage. A market map takes up another page and the back outside cover quotes clients.

Webster Eisenlohr, cigar maker, expands on the Inter-City network, adding four stations to WMCA. Firm concentrates on sports and uses the horse-race results to plug its smokes. Currently using a giveaway, for five bands, of a booklet *How To Figure Parlays*.

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

ROY ★★ ★
Dramatic Baritone
Address Communication
THE BILLBOARD,
1564 Broadway, N. Y.

GOBEY
VINGENT LOPEZ
★ and his Orchestra ★
NASH MOTOR CO.
★ CBS with Grace Moore from Hollywood, ★
★ Calif. Address: M.C.A., Los Angeles, Calif. ★

WANTED
Hillbilly Musicians and Singers who double, Girl Accordionist doubling songs or dance, Novelty Musicians, other Acts who write. Salary sure, no layoffs. JACK PIERCE, National Radio Jamboree, April 28, Kent Theater, Philadelphia, Pa.; April 29, Palace, Salem, N. J.; April 30, Miller Hotel, Philadelphia, Pa.
TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

Program Reviews

"Sports Parade"

Reviewed Wednesday, 2:30-5:30 p.m. Style—Variety show. Sponsor—General Mills, Inc. Agency—Knox-Reeves, Inc. Station—WMCA.

This program, with the distinction of being one of the longest on the air (evening barn dances top it, although it's probably the longest matinee in radio), isn't designed for a three-hour listening period by the same audience. This is obviously too much to ask. Nevertheless, the program is easy listening; despite the audience turnover, the commercials aren't overdone and the headache of turning the dial for good afternoon shows is eliminated. Results for General Mills should be good.

Production runs at a fairly zippy pace, presenting an admixture of sport news, music and film chatter done okeh by Buddy Cantor. Lee Grant (nom-de-rado) has the orchestra and turns in a true surprise, band doing a tip-top variety job, from swing to rumba and sweet, and all good. Singers include Jerry Baker, Kay and Buddy Arnold, Helen Young, Lorraine Barnett.

Show is on a test basis for its first week. B. H.

"Flying Dutchman"

Reviewed Monday, 9-9:30 p.m. Style—Variety show. Sustaining on WHN (WLW-WHN network).

This production, which officially linked the WLW-WHN stations together, is a pleasant but not outstanding half hour of entertainment. Opening of the "WLW line" was done without undue ballyhoo or extravagant promises. Speeches were held down to a welcome minimum. William S. Hedges, vice-president of Crosley Radio, was introduced and spoke briefly on the new "experiments" and the benefits to be derived from the use of New York talent and WLW's productions.

Flying Dutchman ork is conducted by William Stoess and employs novelty effects to good advantage. Specialists on the program included the Three Spades, a rather commonplace trio, and the Devoe Sisters. Gals have a hushed, deep-down delivery that registers well. B. H.

"Manhattan Mother"

Reviewed Tuesday, 10:45-11 p.m. Style—Serial drama. Sustaining over WBBM (Chicago).

A new dramatic serial piped locally five nights weekly and featuring Kay Brinker in the titular role. It is one of those modern stories centering around a mother's love for her daughter. Casual listening cannot expect much entertainment out of this one unless one hearing proves interesting enough to make a regular member of the program's audience.

It is the story rather than the players that will determine the fate of this feature. When caught the plot was switched to too many characters and too many situations. Dialog was not exactly brilliant either.

Another point not in favor of this quarter-hour session is the time. The question is whether a large story-listening audience can be developed a quarter of 11 at night. George Watson is announcing. HON.

"Kilbuck Players"

Reviewed Sunday, 3:30-3:45 p.m. Style—Sketches. Sustaining on KDKA (Pittsburgh).

World's "smallest theater," the 44-seater Kilbuck, airs original and adapted scripts. Robert Alan Green directs the group.

Unicorn and a Fish reviewed was a humorously pleasant if unexciting sketch about young love and family by play, somewhat in the *Pepper Young* or *One Man's Family* vein. Gag angle is that one family, pretenders to blue-blooded veins, are actually in the pigs' knuckles and fish market biz.

Green handles the program as an experiment and the *Fish* production revealed the deft action and dialog. Improvement could be made, however, by

soft-pedaling the too frequent sound effects.

Cast included Eula Mae Jackson, Paul Crawford, Rita Fichter, Keith Lundy and Stewart Phillips. M. F.

"Cownie Serenades"

Reviewed Thursday, 5:45-6 p.m. Style—Musical. Sponsor—Cownie Fur Company. Station—WHO (Des Moines).

When Harold Fair, WHO program director, "found" Juan Ricardo it was a lucky day, because Ricardo is real radio material. Not only is his voice as romantic as his name, but he's handsome and, although he has been on the air a very short time, the femme contingent is already in line for autographs.

Station is capitalizing on the romantic interest in this excellent program which carries only solos by Ricardo, plus the commercial airing, which isn't too heavy and yet gives information on furs and their care. Type of woman who is interested in furs is interested in the type of voice and selections by Ricardo.

Using only a piano and violin accompaniment, such selections as *Love, What Are You Doing to My Heart?*; *Dark Eyes*, *Blue Hawaii* and *Give Me One Hour*, Ricardo's own announcement of the numbers, stressing romantic backgrounds wherever possible, is far from the crowd type of appeal and yet makes no bid for concert manner. Altho the Latin element is definitely on his side, his speaking voice is clear and void of accent. R. W. M.

The University Explorer

Reviewed Tuesday, 9:30-9:45 p.m. PST. Style—Commentator. Sponsored jointly by the University of California Alumni Assn. and West Coast stations releasing the program.

For over four years one of the Coast's outstanding educational programs has been that of *The University Explorer*, now heard twice weekly on NBC and once on the Don Lee network. Altho of little actual monetary value to the stations, the show is greatly prized not only because it is a good-will getter but because of its own intrinsic excellence.

The Explorer, whose identity is not revealed at the mike, is Hale Sparks, youthful public relations executive of the University and possessor of one of radio's best personalities and speaking qualifications. On each program he presents a scholarly, but not too academically trade-marked, treatise on some phase of knowledge, usually one that is currently in the public mind. For example, this show dealt with the newly discovered "brass plate" of Sir Francis Drake that set historians agog.

Titled *A Pirate Leaves His Calling Card*, the quarter hour set forth, in well-pre-

pared understandable language, a clear and authentic picture of the significance of this discovery. Just as many educational features are dull and uninteresting, the *Explorer* is usually vital, timely and awake to the layman's demand for that which he can understand, that in which he will be interested and by which he will be entertained. P. K.

"A Night at an Inn"

Reviewed Wednesday, 7:30-8 p.m. Style—Sketches and songs. Sponsor—Old Shay Ale. Station—WCAE (Pittsburgh).

Appropriately titled for this type sponsor, show follows thru with music suggesting conviviality and includes a brief dramatic sketch on a Belgian hotel incident during the war days.

"Guest composer," honored by Earl Truax and ork, was Cole Porter. Nine of his hit tunes were played and several sung by Nancy Martin. Three Little Maids furnished further vocalizing.

While the program is no world-beating new idea, it entertains and probably gets the men fans thinking about ale. Commercials are brief but stimulating. M. F.

"Aunt Harriet's Nieces and Nephews"

Reviewed Saturday, 10-11 a.m. Style—Children's hour. Sponsor—R. H. White Company. Station—WEEI (Boston).

Harriet Gustin produces this show, sponsored by a department store to develop a following among youngsters—and their parents, who foot the bills. Aunt Harriet and Uncle Ray (Ray Girardin, WEEI announcer) classify the talent and kids, good, bad and otherwise, are spotted. Idea is that each kid's folks are potential customers, and there's no reason to lock the doors to new customers.

All youngsters are nieces or nephews on the air, as usual. In addition to these radio programs store has formed hobby clubs and special window displays of interest to children. A mail puller has the young ones writing answers to weekly questions. "Winners" have the names read off the following week on the honor roll.

A cheap show to do and one that can build up good will. S. P.

Lem Turner and the Four Dons

Reviewed Friday, 5:45-6 p.m. Style—Variety program. Sponsor—Crazy Water Company. Station WHO (NBC Red network).

Selection of Lem Turner, WHO singer-comedian, and the Four Dons, instrumental ensemble was a happy thought for this new program introducing Crazy Pizz, newest products of the Crazy Water Company. Turner is a good comedian, plays the harmonica and has a pleasing

singing voice. As emcee for the show he carries it along at a good speed and is ably assisted on the music end by the Four Dons, who play accordion, guitar, violin and string bass. Jug Brown is featured with the ensemble in comedy songs. Stan Widney is announcer.

Using such numbers as *Rise and Shine*, *They Call Her Frivolous Sal*, *I'm Confessin'* and a comedy version of *Blue Skies*, there's plenty of diversification and entertainment in the program. While the "crazy" angle is emphasized, it isn't overdone, and the comedy is above par for a 15-minute program. R. W. M.

Disputed El Paso Station Starts Soon

EL PASO, Tex., April 24.—KROD, El Paso's newest radio station, will be ready for operation in two months, Dorrance D. Roderick, owner and publisher of *The El Paso Times*, said recently. Studios will be in a downtown building and a transmitter near Washington Park, six miles away. Station will operate on 1500 kilocycles with 100 watts power. Application for 250 watts at night has been made.

Merle Tucker, director of broadcasting for the Texas Centennial last year, has been named manager of the station, and Edward P. Talbot engineer.

Roderick's petition was fought on the ground that newspaper ownership of the El Paso station would give to the paper, only one published in the city, domination of news and propaganda in that section. FCC Commissioner Stewart was one of the most strongly opposed.

NO EQUITY BONDS

(Continued from page 4)

cluding *Ways and Means*, *Still Life and Family Album*, will open the season. Festival's second production, starting May 22, will be Henderson's current Hollywood piece, *Merchant of Venice*. Gordon Davlot's *Laughing Woman* is slated for May 27.

Maryverne Jones' Starlight Theater at Pawling, N. Y., opens a 16-week season May 31. *Across the Blue*, a new play by Miss Jones, will be tried out with Pauline Fredericks in the lead. Among those listed to appear in the company's opening production are Maida Reade, John Barclay and Starr West.

Actor-Managers, Inc., has taken the Newport, R. I., Casino for the third season, an eight-week stretch beginning July 13. Four new plays will be presented by a resident company with visiting stars. Executive director will be Helen Arthur.

The Stage Associates, a group of former Professor Baker students from Yale, is planning a season in an up-State New York resort, the project being preliminary to a Sunday night theater showcase in New York City in the fall. Scripts under consideration are *The God Innis*, *Guest of Honor* and *Morning After*.

Richard Aldrich succeeds Robert Edmond Jones as producer in charge of the sixth annual play festival to be held in Central City, Colo., July 17 to August 7, inclusive. Nothing definite decided.

The Green Mountain Playhouse, directed by Harold Putney, opens its second season in Burlington, Vt., in a few weeks. Jack Stern, director of a new group, the Theater of Revivals, announces that casting will begin for a permanent company which will present plays at the Queensboro Theater, Elmhurst, L. I. Plays will be selected from successes of the past 20 years. The Warren Players will open their third season July 1 at Spring Lake, N. J., with the *First Mrs. Frazer*, with Frances Neilson in the title role. Other plays during the eight-week season will be *Ada Beats the Drum*, *No More Ladies*, *Uncle Tom's Cabin* and *Ice Bound*.

Robert Porterfield's Barter Theater, Abingdon, Va., will start to function June 30; season at Governor's Island, N. Y., will be under the wing of Charles O. Carey; the Keene, N. H., summer theater opens July 5 for a five-week session under Freeman Hammond; County Theater at Suffern, N. Y., opens its fifth season June 28; by arrangement with Lawrence Langner, Day Tuttle and Richard Skinner will open the season at the Westport, Conn., Country Playhouse June 28, and Chapel Playhouse, Guilford, Conn., is set for June 21.

Manhattan Players at Mt. Vernon, N. Y., opened April 10 with *Biography*.

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.

BERT LAHR, whose previous radio efforts were generally just so-so, displayed a noticeable improvement in his current stanza. He has good, hard-hitting material to work with and he uses it to score bull's-eyes. Idea is that Lahr is left a hotel. It is staffed, and guested with a rather daffy crew, which will probably make Lahr's life anything but a bed of roses. Lahr is a worthy addition to the Sunday night funmakers' fraternity. His chief obstacle is the annoying competition furnished by the wordy commercials plugging Dr. Lyons tooth powder. He'll have to be plenty good to overcome those drawbacks.

WNEW's *Lend a Hand* show, first of the so-called find-a-job programs in New York City, offers a pitiful exhibit of jobless people seeking to secure positions thru radio interviews. Jobs will probably be found for some of them, but it would be quite naive to believe that the sponsor, Madison Personal Loan Company, is just doing a humanitarian job. Shows of this type are chock-full of human interest and are cheap to pro-

duce. But fundamentally, just another exploitation of human misery to entertain the folks.

Jack Armstrong, the "All-American Boy," kept away from blood and thunder and on the program heard probably held the full attention of youngsters and many of their elders. Jack and his crowd sought and found the legendary spot where elephants go when they're tired of it all. The playing and sound-effects were soft-pedaled and a welcome relief from much of the smash-bang-bang stuff heard on the kilocycles.

Interview Friday night on WMCA with "Faithful Mary," one-time leading disciple of "Father Divine," handled by Frankie Basch, was sock radio. A red-hot news figure, "Mary" is a subject leading in human interest at this time, and her answer to the effect she didn't really consider her former leader "God" was a highlight. Broadcast, done from the studio, was a quarter hour packed with interest.

HIT COLLEGE BOY BOOKERS

Radio Acts In Demand

Chicago theaters, cafes booking local radio acts—in addition to usual names

CHICAGO, April 24.—Local radio talent suitable for theater and night club work is finding a profitable outlet in this area. Night club and theater managers are eager to book radio acts with a local following. There is a demand for radio performers as emcees or vocalists augmenting the regular floor bill. While name radio performers have been dotting theater and floor bills here for months, local air performers are encouraged into the other fields because of the comparatively little money being paid them on sustaining programs.

Among recent acts doubling between the airwaves and spotlight are Pierre Andre, Sylvia Clark, Barbara Parks, Lois LaChance, Jane Kaye and Phil Friedlander.

Morris Silver, head of the William Morris Agency here, is using radio performers to emcee the showing nights at the Stratford Theater Wednesdays.

Chicago Pro Music Men Plan Outing

CHICAGO, April 24.—Local branch of Professional Music Men, Inc., set May 21 for its first picnic outing.

Joe DuMond, the Josh Higgins of Finchville on NBC here, had his latest song, *An Old Braided Bag*, published by Will Rossiter.

Edgar Leslie and Joe Burke placed their latest with Joe Morris Company. It is *It Looks Like Rain in Cherry Blossom Lane* and was introduced by Guy Lombardo last week.

I Fell in Love With Something, new song by Carl Hoefle, manager and accompanist of WGN's Tom, Dick and Harry program, was introduced over the air last week by Bud Vandover of that trio.

Leo Feist, Inc., moved into the Woods Building May 1.

Buckeye Ballroom Booking Name Bands

BUCKEYE LAKE, O., April 24.—Pier Ballroom, which opened Easter with Hensel Stayton's Orchestra booked for Sunday assignments, will operate hereafter on Saturday and Sunday until May 29, with the exception of May 27, when Clyde McCoy and orchestra come in for one night only.

Hotel Lake Breeze here will open May 1, altho the hotel's night spot has been in operation with special floor shows nightly since March 17. Owing to good business, Manager B. C. McKinstry plans to keep the spot going until the end of September. Billy Cullitan and orchestra recently played there, with Jimmy Rascheal set for May 1 and 2.

Backs Band Bill

DES MOINES, April 24.—Des Moines Musicians' Union has indorsed the bill passed by the House and now in the Senate which would permit Des Moines to come under provisions of the Iowa band law. This law, now applying to cities of less than 125,000 population, permits cities and towns to levy a special tax, not to exceed one-eighth of a mill, for financing band concerts.

Musicians Sue Ray Noble

NEW YORK, April 24.—Musicians' Local 802 has postponed trial of claims entered against Ray Noble, band leader, by Robert E. Doty and Dan D'Andrea. Total involved is approximately \$300 for services rendered. Noble at present is on the Coast but is expected here in two or three weeks.

That Old Stand-By

NEW YORK, April 24.—Importance of love (not sex) in our daily lives, come the revolution notwithstanding, is adequately pointed out by music publisher Jack Mills, who notes that in the list of most played numbers on the air last week five included the word "love" in their titles. Specifically, *I've Got My Love To Keep Me Warm*; *Goodnight, My Love*; *When Love Is Young, Love and Learn* and *Love Is Good for Anything That Ails You*.

No Delay in Music Code Thru Change

NEW YORK, April 24.—Change in the setup of Music Publishers' Protective Association and the American Society of Composers, Authors and Publishers will not delay the adoption of the music code of fair trade practices, according to John G. Paine, MPPA chairman, who will soon become general manager of ASCAP.

Date for the general trade conference to be held here has not yet been set.

Greene Heads Buffalo Band

BUFFALO, April 24.—Ted Greene, violinist in Allen Brooks' Band, which played the Savarin Cafe here, now has a group of his own finishing the season at the Savarin. Brooks' Band went to Glen Park Casino, Williamsville, for the summer months.

Students' Commission Racket Spiked by Musicians' Union

AFM issuing no licenses unless campus "agents" are "reliable"—college boys cornered band dates, demanding split fees—3,500 college music affairs yearly

NEW YORK, April 24.—American Federation of Musicians, according to Bert Henderson, AFM official, will issue no licenses to college students enabling them to act as agents unless they are actively engaged in the booking business and are permanently located in the various college towns on whose campuses they operate. Determination on the part of the AFM to issue licenses only to thorough substantial people is the result of an abuse whereby students with inside college connections corner band dates for school functions and then chisel in on commissions. The average college or university averages 50 or 60 dates per year using music. In order to cash in on this trade many licensed AFM agents employ sub-agents around the campuses, the subs often being students. In many cases the local boy does not care to work thru an agent and therefore applies for a separate license.

Mayer Ball Team Challenges

NEW YORK, April 24.—Mayer Music Publishing Company has once more mustered a baseball nine from its staff, captained this year by Norris Gunderson. Team has started practice and, according to outlook, have an A-1 outfit. They extend a challenge to all comers in the publishers' and dealers' fields.

Bradford Roadhouse Burns

BRADFORD, Pa., April 24.—Fire destroyed the Plantation, a roadhouse eight miles from Bradford, N. Y., Thursday. H. P. Houser, owner, estimated the loss at \$12,000.

Reviews of Records

By M. H. ORODENKER

Victor

TOMMY DORSEY once again forges to the head of the class. His *Blue Danube* has been bucketed better by brother Jimmy. But the turnover, *Black Eyes* (25586), sends the sweetest swing this side of any act's alley. Tommy sets the pace with muted slide and Dave Tough traps hot-akt to lift Johnny Mince's licking for two chors. (he replaced Joe Dixon's clary in the lineup); Peewee Irwin (taking over Max Kaminsky's chair) and Bud Freeman ride the trump and tenor respect. BUNNY BERIGAN splits one with Tommy, *All Dark People Are Light on Their Feet* (25557), but it proves a dull session. Dorsey makes the *Wanted* side a smoothy. However, Bunny bucks up the boys, getting off with *Cause My Baby Says It's So* and *You Can't Run Away From Love Tonight* (25562), a hot hymnal from red-top Carol MacKay on the latter side.

FATS WALLER'S wallerisms make a dandy double for *To a Sweet Pretty Thing and Cryin' Mood* (25551), altho it's a cryin' shame Gene Cedric's tenoring is limited to a split chorus on that side. But to make up for it Fats gives way on *Eoo-Hoo* and *The Love Bug Will Bite You* (25563). The git-boxing is that of Albert Casey, a young kid that Waller discovered and is bringing along. GUY LOMBARDO has a double to his makings, *On a Little Dream Ranch* and *Kitchy-Mi-Koko Isle* (25560). XAVIER CUGAT doubles the litting melodies of *It's No Secret I Love You* and *A Love Song of Long Ago* (25561). Both waltzers, altho label gives the *Secret* side as a fox-trot.

Scratch and git-boxers, who studied their lessons from the Venuti-Lang lds, can find new inspiration in the stringy swingere of *Nagasaki* and *Shine* (25558) by the HOT CLUB OF FRANCE QUINTET. Plates are European importations and bear out the universal language of swingin'. STEPHANE GRAPPELly makes the fiddle scratches, smacking an Eddie South-Louis Armstrong influence, while DJANGO REINHARDT, a gypsy with swing in his soul, gifts off the sensational git-boxing. And with only three fingering digits, the other two being paralyzed and absolutely worthless. ROGER CHAPUL and frere JOSEPH REINHARDT (guitars) and LOUIS VOLA (slap bass) complete the quint.

With Fats Waller, Bunny Berigan, Tommy Dorsey, Dick McDonough and George Wettling closeted in the studio, a jam session is inevitable. And jammin' it is for *Blues* and *Honeysuckle Rose* (25559).

Bluebird

OZZIE NELSON turns in four danceable sides, *I'll Never Tell You I Love You* with *To a Sweet Pretty Thing* (6909) and *Cause My Baby Says It's So* with *You Can't Run Away From Love* (6909). SHIRLEY LLOYD (subbing for Harriet Hilliard) la de das the *Never Tell You* side, with Ozzie croaking the others. Orthodox orking with TED MACK'S croonerie gives four sides, *Spring Cleaning* with *On a Little Dream Ranch* (6922) and *Words Fail Me* with *Carelessly* (6920). For your LOUIE ARMSTRONG folio, *I've Got the World on a String* and *There's a Cabin in the Pines* (6910) is a repress. TEDDY HILL waxes Savoy ballroom barreling with *Big Boy Blue* and *The Harlem Twist* (6908), the latter sounding like a Harlem twist to *Sensation*. CLARENCE WILLIAMS goes Dixieland on four sides with a Dixieland combo. *Turn Off the Moon with Jammin'* (6919) and *More Than That with Top of the Town* (6918). It's the spirit of 1917 in the CLARENCE WILLIAMS BLUE FIVE days, but the rhythm section, especially the back-beat crash cymballing, fails to give the required lift. *Rhythmic Rhapsody* and *Swanee River Blues* (6921), by BOOTS and his BUDDIES, sound like a BERNIE MOTEN re-issue.

Melotone

NAT BRANDWYNNE embellishes *To a Sweet Pretty Thing* and *I Dream of San Marino* (7-05-27) with smart duchin-esque Stelnwaying. GENE KARDOS makes only so-so syncopating with *You Can't Take It With You* and *Wanted* (7-05-28). CHICK BULLOCK, chirping the chorus, churns out standard fox-trotting with *It's Swell of You* and *Never in a Million Years* (7-05-25). RUDY VALLEE balladeers in three-quarter time to *Seventh Heaven* and *The Coronation Waltz* (7-05-26).

Brunswick

In the morgan manner, RUSS MORGAN makes shoe-gliding imperative with *To a Sweet Pretty Thing* and *On a Little Dream Ranch* (7866). HAL KEMP satis-

Midwest colleges, in particular, use most of the name bands. Students of these spots rarely have an opportunity to see the leading bands but, owing to the prevalence of Hot Clubs on campuses, the boys are avid students of dance music. They know what bands they want and are willing to pay for them. Band leaders themselves find the youngsters among the most sophisticated of swing addicts.

Extent to which the abuse of chiseling commissions might have developed is indicated by the fact that there are 700 in the United States.

In addition the AFM is refusing licenses to all other applicants who are suspected of being office-in-hat agents, fly-by-nighters or part-time bookers. Angle is that the 1,200 licenses already in operation should take care of the field and that new licenses should be granted only a careful check.

fles with tunes from the musical comedy (*Babes in Arms*) genera. *Where or When* and *Johnny One-Note* (7865). PHIL REGAN, the orking by CY FEURER, warbles with great effectiveness *Was It Rain?* and *Last Night I Dreamed of You* (7864). Trumpeter EDDIE SAUTER dressed *I Would Do Anything for You* and *Liza* (7868) in glad rags for RED NORVO. But the recording fails to give the real relaxation of Red's routin' tooters, bad balancing especially marked in the wood-pile sequences on the *Anything* side, yet you can lick your chops to the solo spare-ribbing of *Liza*. With Duke Ellington back on the stem, TEDDY WILSON takes on Johnny Hodges, Harry Carney and Cootie Williams (B. Goodman's Allan J. euss augmenting Cozy Cole and John Kirby in the solid section) for *How Could You?* and *Carelessly* (7867). BILLIE HOLIDAY chants 'em to a cat's likings, and tenor blow-pipers can start lifting Carney's delightful doings on the latter plate.

Vocalion

With the fronts sending their pipes, ED FITZPATRICK has *Sweet Heartache* and *I Dream of San Marino* (3510), and SKEETER PALMER makes for fox-trotting with *Never in a Million Years* and *I'm Bubbling Over* (3512). FLETCHER HENDERSON gets a new label for his *Rose Yard* and *Back in Your Old Back Yard* (3511), another for the collection. For that razz-m-tazz Dixie stuff, ALBERT GALE gives *Since My Best Girl Turned Me Down* and *Horses and Numbers* (3514) and IKE RAGON rags *Maple Leaf Rag* and *Slap That Bass* (3513). LOUIE PRIMA is back in the delta mood again. Ditched the biggie band (still has Meyer Weinberg for licorice lickings) and from out Hollywood's Trocadero is back with a barrel-wood gang living *The Love Bug Will Bite You* and *Fifty-Second Street* (3509). MILDRED BAILEY, with her own ork, makes rookin' chair lullaby of *Never in a Million Years* and *There's a Lull in My Life* (3508). But you don't need three guesses to know that it's Norvo (hits the woodpile on the *Million* side), lads further spirited by ROY ELDREDGE'S swing-outs sitting in for the session.

Agents Beef At AFM Rule

Law enabling band leaders to void contracts brings yells—AFM not worried

NEW YORK, April 24.—The new ruling of the American Federation of Musicians that a band may terminate its contract with an agency in the event the latter does not secure employment for the band for a period of six weeks within the term of the contract has resulted in threats of a lawsuit by disgruntled agents. Many agents have protested that the AFM has no right to take such arbitrary action and hint at a lawsuit in order to define the legality of such a procedure. According to Bert Henderson, AFM official, the Federation has heard of no test case being prepared for the courts.

AFM's stand, according to Henderson, is that it does not want to see its members hanging on to contracts producing no employment. Such a condition leads to bands securing jobs from outside agents, which in turn leads to the abuse of fee-splitting.

As yet no license cancellations have arisen from the ruling and the AFM takes lightly the threat of court proceedings.

Wordings of the law, passed at the meeting of the international executive board in Miami, reads:

"That in any case where the agency fails to secure any engagement for a period of six weeks during the term of the contract the member shall have the right to terminate the contract. However, a member cannot after six weeks continue under the same contract and thereafter attempt to terminate same.

"However, a member can only cancel his contract with the consent of and as a result of an investigation by the Federation. This done, the member must notify the agency in writing of the cancellation of his contract."

Francis Craig Band Set

NASHVILLE, Tenn., April 24.—Francis Craig and orchestra, practically a fixture at the Hotel Hermitage here for the last six years, has been signed to continue indefinitely. Also airs every Monday over an NBC (Red) network.

Sheet-Music Leaders

(Week Ending April 24)

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. Will You Remember? (Schirmer) (6)
5. Love Bug Will Bite You (Santly) (8)
6. What Will I Tell My Heart? (Crawford) (4)
7. Blue Hawaii (Famous) (12)
8. Sweet Lailani (Select) (9)
9. Too Marvelous for Words (Harms) (11)
10. When the Poppies Bloom Again (Shapiro) (5)
11. When My Dream Boat Comes Home (Witmark) (7)
12. Trust in Me (Ager) (10)
13. September in the Rain (Remick) (13)
14. My Little Buckaroo (Witmark)
15. Serenade in the Night (Mills)

PHONOGRAPH RECORD best sellers will be found on page 83.

Now It's 'Shuffle Rhythm'

PHILADELPHIA, Pa., April 24.—Jan Savitt, musical director at KYW here, brought forth a new sort of tempo at the Princeton Prom last week. He describes his type of swing music as Shuffle Rhythm and explains it in the following manner: "The effect is obtained by playing eight half-beats to the bar instead of the usual four. The eight-beats, tho, are divided between the brass and reed sections, giving the rhythms a continuous roll, resulting in an easy riding swing tempo."

Expect 500 at AFM Meet; Largest Yet

NEW YORK, April 24.—Annual convention of the American Federation of Musicians in Louisville has definitely been set for June 14 at the Kentucky Hotel there. Confab will extend thru June 18 and will be preceded by an international executive board meeting of two or three days' duration. Federation headquarters expect this convention to be the biggest yet, anticipating some 500 delegates representing 700 locals. Last year's attendance was approximately 425 delegates.

Nationalization of the theater drive, recordings and radio, broadcasting will probably be leading issues.

Rubinoff's Co-Op Symphony Dream

SALT LAKE CITY, April 24.—Dave Rubinoff stopped off here en route to Hollywood and spoke of a plan for a co-operative symphony orchestra with 100 or so musician members participating equally in the profits. This was his professional answer to today's economic challenge.

With his \$100,000 Stradivarius under his arm he posed for pictures and said a "Stand-in-for-Strad" would have to be made to comply with insurance contract which forbids the instrument being exposed to the heat of the klieg lights.

Paul Whiteman Into Flint

DETROIT, April 24.—Del-Ray Orchestras and Attractions booked Paul Whiteman and his orchestra for a one-nighter for the Industrial Mutual Association, Flint, Mich., May 7. This marks the biggest name booked for Flint since the GM strike.

Marvin Fredericks and band were set by the same office for another four weeks at the Book-Cadillac here.

Six spots already signed up for the summer season, in Michigan.

Platt Pilots Akron Dansant

AKRON, O., April 24.—Lew Platt, well-known Eastern Ohio night club operator, ballroom executive and band booker, will be manager of the spacious dance pavilion at Summit Beach Park here, officials of Summit Beach, Inc., announced this week. The pavilion, one of the largest in the Middle West, will play topnotch "name" attractions thruout the season. It has been completely remodeled and the beer garden has been eliminated. Opening has been set for April 29, with Sammy Kaye and his orchestra. Pavilion will operate on a part-time basis until the official opening May 29. Roller rink also will operate thruout May.

Night Spot Revamped

WHEELING, W. Va., April 24.—Wheeling's swankiest night club, Club Diamond, will be converted into a ballroom under the management of George L. Mumley. After alterations dance spot will be known as Club Diamond Roof. It is planned to open shortly with Billy Oullitan's Band, of Cleveland. Located atop the Pythian Building, new dance place will accommodate 1,000 couples. Park-plan dancing will be the policy.

Tom Lyman at New Club

NEW YORK, April 24.—Tommy Lyman is currently featured at the new spot, The Oaks, on East 47th street, following his long tour of out-of-town clubs.

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 16, thru Thursday, April 22, and also, for comparative purposes, from Friday, April 9, thru Thursday, April 15. 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 16-22	April 9-15
			Net. Ind.	Net. Ind.
1.	Carelessly	Berlin	36	20
2.	September in the Rain (F)	Remick	32	24
3.	Too Marvelous for Words (F)	Harms	29	28
3.	Where Are You? (F)	Felst	29	22
4.	Sweet Is the Word for You (F)	Famous	27	26
4.	Never in a Million Years (F)	Robbins	27	14
5.	Little Old Lady (M)	Chappell	23	17
6.	Boo Hoo	Shapiro, Bernstein	21	29
6.	Swing High, Swing Low (F)	Famous	21	23
7.	To a Sweet and Pretty Thing	Shapiro, Bernstein	20	11
7.	You're Here, You're There, You're Everywhere	Marlo	20	9
8.	How Could You?	Remick	19	10
8.	Moonlight and Shadows (F)	Popular	19	12
9.	They Can't Take That Away From Me (F)	Chappell	16	17
9.	Serenade in the Night	Mills	16	14
10.	What Will I Tell My Heart?	Crawford	15	21
10.	Love Bug Will Bite You	Santly-Joy	15	16
10.	You Showed Me the Way	Robbins	15	8
10.	When Love Is Young (F)	Miller	15	8
11.	Blue Hawaii (F)	Famous	14	10
11.	It's Swell of You (F)	Robbins	14	7
12.	Let's Call the Whole Thing Off (F)	Chappell	13	13
13.	Trust in Me	Ager, Yqllen	12	16
13.	Was It Rain? (F)	Santly-Joy	12	11
13.	They All Laughed (F)	Chappell	12	9
13.	One in a Million (F)	Hollywood	12	6
14.	I've Got My Love To Keep Me Warm (F)	Berlin	11	14
14.	This Year's Kisses (F)	Berlin	11	13
14.	In a Little Hula Heaven (F)	Famous	11	10
14.	Slumming on Park Avenue (F)	Berlin	11	8
14.	Sweet Lailani (F)	Select	11	8
14.	That Foolish Feeling (F)	Felst	11	6
14.	Wanted	Sherman-Clay	11	6
14.	Jamboree (F)	Felst	11	5
15.	You're Precious to Me	Marks	10	17
15.	There's a Lull in My Life (F)	Robbins	10	13
15.	Wake Up and Live (F)	Robbins	10	9
15.	Just a Quiet Evening (F)	Harms	10	4
16.	The Mood That I'm In	Broadway	9	10
16.	On a Little Dream Ranch	Shapiro, Bernstein	9	8
16.	Maybe	Rialto	9	7
16.	I'm Bubbling Over (F)	Robbins	9	6
16.	Seventh Heaven (F)	Hollywood	9	5
17.	My Little Buckaroo	Witmark	8	8
17.	Love Is Good for Anything that Ails You (F)	Santly-Joy	8	8
17.	As Long As You've Got Your Health (M)	Marlo	8	4
17.	I'm Hatin' This Waitin' Around	Harms	8	6
17.	Moon Is in the Sky	Movietone	8	4
18.	When My Dream Boat Comes Home	Witmark	7	11
18.	He Ain't Got Rhythm (F)	Berlin	7	9
18.	I Dream of San Marino	Crawford	7	7
18.	My Last Affair (F)	Chappell	7	6
18.	I Can't Lose That Longing for You	Donaldson	7	6
18.	Where or When? (F)	Chappell	7	6
18.	Johnny One Note (M)	Chappell	7	4
18.	Turn Off the Moon (F)	Popular	7	4
18.	Vlenna Dreams (F)	Harms	7	3
19.	Big Boy Blue	Schuster	6	15
19.	Get But You're Swell (F)	Remick	6	15
19.	Just To Remind You	Donaldson	6	11
19.	Spring Cleaning	Berlin	6	10
19.	Night Ride	Mills	6	7
19.	Summertime (M)	Chappell	6	3
19.	Love Is News (F)	Movietone	6	0
19.	Perfect Song	Chappell	6	0
19.	Changes	Felst	6	0
19.	Coronation Waltz	Major	6	0

Turn to our Amusement Machines, Music Section, for listing of five best record sellers (Bluebird, Brunswick, Decca, Master, Variety, Victor and Vocalion) for the week ended April 26.

Ed Sligh Denies Reported Deal With Fanchon & Marco

CHICAGO, April 24.—Eddie Sligh, of the Sligh & Tyrrell Agency, denies the report that the office has been taken over by Fanchon & Marco. While F. & M. have been negotiating with the local agency in an effort to invade the Midwest area, the deal is still far from closed, Sligh says.

It is understood that when and if a deal between the two firms comes thru, Eddie Sligh and Phil Tyrrell will maintain their identity as managers of the cafe and hotel departments for Fanchon & Marco. Sligh informs that the reason the office is interested in the deal is the market F. & M. have for their talent. Should the deal fail to materialize, Sligh

& Tyrrell will open a branch in New York to ship talent to the Midwest dates.

Sligh adds that deal does not involve Consolidated Radio Artists, which is out of the picture as far as the S. & T. agency is concerned.

Cincy Patrons 'Shoot' Talent

CINCINNATI, April 24.—Candid Camera Night was introduced to the patrons of Jimmy Brink's Town Club Tuesday night. It was the first time that the Queen City's profile seekers were invited to bring camera and bulbs to a night club. Management made it an eve of enjoyment for the "candiders" by permitting them to "shoot" the entertainers until their film gave out.

Music Items

JOHN REDMOND AND LEE DAVID are responsible for a new addition to Exclusive Publications catalog. Title *Side by Side on the Mountain Side I Sit Side by Side With Susie*. Described as a fox-trot novelty.

CLARENCE E. STEINBERG, proxy of the Music Friends' Service, Inc., has been appointed town attorney of Roslyn, L. I., in Nassau County. He was selected from a group of three candidates by the board of trustees, of which Mrs. George E. Brower, wife of the Supreme Court Justice, is a member.

REMICK'S ANNOUNCES the songs in the score of *The Singing Marine*, new Warner film musical. They are *Night Over Shanghai*, *You Can't Run Away From Love Tonight*, *Cause My Baby Says It's So*, *The Lady Who Couldn't Be Kissed*, *I Know Now* and *The Singing Marine*, by Warren and Dubin.

FRANK ALBERT, of the Albert Music Company, Sydney, Australia, paid a brief visit to New York on his way to London. He represents E. B. Marks and during his stay here was the guest of Herbert Marks.

One of the ace teams in Tin Pan Alley recently decided to quit placing songs with firms that they claim are picture-minded; that is, publishers who devote their efforts chiefly in plugging movie songs. They claimed their creations were being neglected, besides having a slim chance to compete with the celluloid compositions. Altho independent enough to be able to tide over a stretch of idleness, they found this procedure didn't work because their rating in the ASCAP suffered. Now they are turning them out about four a week.

WHITNEY BLAKE, music publisher, has just released *You're a Hit* and feels the title is prophetic. Like Blake's release of last month, *Stand By for a Radio Flash*, *Hit* is a "modern love ditty with a swingy tempo."

BILLY HAYES, Philadelphia ork leader, and Morde Berk collabored for *How Can You Turn Me Down?* Set with Schuster-Miller.

MARION SUNSHINE is back in New York after a winter's sojourn in Florida. Has a new tune, *I Got a Guy*, published by Joe Davis.

NICK KENNY is getting a fine play with his latest, *Carelessly*, which he wrote with his brother Charles.

JOE MORROW, composer of *Haunting Me* and other successes, was married to Beatrice Mills, eldest daughter of Irving Mills, in Hollywood April 20.

MAJOR MUSIC COMPANY will move into larger quarters in the Brill Building, New York, in May. Firm has sold the Canadian rights of *Coronation Waltz* and *Words Fail Me* to Gordon V. Thompson. A new release in the office is *Another Night, Another Dream*, fox-trot by Niesen and Milton.

JACK SEATZ, contact man of Leo Feist, Inc., will celebrate his birthday and eighth year with the firm July 12. A party has been planned for the Lake Michigan, New York.

JOE DAVIS sees another winner in *When Two Love Each Other*. It bears a subtitle of *As You and I* and is by Arthur Altman, Vincent Rose and Harry Pease.

ALEX HYDE has found a home for his latest, *Step Aside, Here Comes Love*. Roy Music Company has it.

Publishing one's own song in the hope that it might be eventually taken over by some big firm has its advantages as well as its drawbacks. A certain well-known writer recently went to a considerable expense in getting out a song only to learn that title and theme had been used many times before.

Stuff Smith Hits Road

NEW YORK, April 24.—Stuff Smith leaves the Onyx Club May 10 to do one-nighters, including dates at Harvard and Princeton universities. He returns to the Onyx about June 10.

More Bills To Curb Bookers

Philly actors backed by labor dept.—triple contracts and \$120 fee asked

PHILADELPHIA, April 24.—Campaign waged to license Pennsylvania bookers has reached the legislative stage, the Walsh-McGee Bill in the House and the Frey Bill in the Senate. Aimed primarily to "clean up" the night club field, action was instituted by the United Entertainers' Association, local org of night club entertainers. Tom Kelly, UEA head, was instrumental in enlisting the support of the State Department of Labor and Industry.

Bills provide for triplicate contracts on all dates between the night club owner, the actor and the booker; exact a \$120 yearly license fee from the bookers, and place their activities under supervision of the State Labor Department, making it impossible for the out-of-town bookers to operate here without a license.

In an effort to tighten up loopholes Kelly has proposed several amendments. Plans are made to tack them on the Frey Bill, in which case Walsh and McGee will waive their bills.

Pittsburgh Musicians Elect

PITTSBURGH, April 24.—Seven theater commissioners for Pittsburgh Musical Society, Local 60, were named yesterday at the annual election, as prospects brightened for the musicians' union closing contracts with Stations WNSW and WVAS-KQV by May 1, according to Secretary Charles Graffelder. Commissioners, who will be relatively idle because a two-year contract with local theaters is in force until 1938, are Herman Clement, Julius Spiro, Gil Merone, James Comoroda, Barry Lyon, Mike Amen and David Marino.

Frederick's Detroit Record

DETROIT, April 24.—A new house record for the Book-Cadillac is reported for Marvin Fredericks and orchestra. Fredericks opened February 12 and has just been extended to May 20. Bookings were made thru the Del-Ray Orchestra and Entertainment Bureau, which also held the previous record for the hotel with Del Delbridge's own orchestra.

Philly Club Reopens

PHILADELPHIA, April 24.—After closing Mary Lee's Nightcap, fronted by a local entertainer bearing that name, Max Beeman makes a fresh start again on his own. Unshuttering as the Latimer Club, with a talent roster including Melba Boudreaux, Nadine Wayne, Eleanor Miles and Sue Villano.

CRA Signs Pittsburgh Club

CLEVELAND, O., April 24.—Consolidated Radio Artists, thru its local manager, Stan Zucker, has signed the New Penn, night club 15 miles southeast of Pittsburgh, to book CRA name bands exclusively this summer.

Clyde McCoy and his orchestra open for two weeks May 13 and will be followed by Reggie Childs May 27 for three weeks. Johnny Hamp, Jack Denny, Don Bestor and Barney Rapp are others slated for summer engagements.

Call Them Dressing Rooms

DETROIT, April 24.—A move for better conditions in dressing rooms in local night spots is due. Dressing rooms are all in about 75 per cent of all spots, according to Chuck Burns, of the Affiliated Theatrical Offices of America.

In other spots, dressing must be done in the basement between beer kegs, sometimes in mixed company, in toilets, or in a corner of the kitchen. Complaints of managers that acts will not carry wardrobes are often based on refusal of acts to thus risk ruining a valuable wardrobe.

Action may be sought thru the Board of Health.

Disc News in This Issue

In the Music Section of the Amusement Machines Department will be found each week additional news of phonograph recording activities, coin-operated machine merchandising and a listing of best sellers of the leading record labels.

"Peeler" Action Threatens in A.C.

ATLANTIC CITY, April 24.—Strip acts should be confined to the burly stage and not invade night spots, according to the opinion of Commissioner of Alcoholic Beverages D. Frederick Burnett of the State of New Jersey, who has just started a State-wide investigation of the situation with the backing of the Atlantic City Beverage Association and various locals thruout the State.

For more than a year the strip-act business has been going to the night spots and last season in Atlantic City the strippers from the burlesque on the Boardwalk were Sunday school teachers in comparison to the group which took hold in the night spots, including one spot which featured a nude revue. Burnett has watched the situation to a point where the stripping has gone out of the art stage to something more spectacular and every spot is trying to outstrip the other.

Burly houses are ruled by a certain set of censor restrictions but the night spots have no such deterrent and legit song and dance acts have been taking it on the chin as the strippers stepped in.

Burnett would change this and put the night spot show back in its place. A State law to this effect is looked for before the summer sets in. And strange as it may seem the cafe owners themselves, for the most part, are the ones lining up with Burnett. The ACLBA at its meeting this month went on record backing the commissioner and none of its members are interested in the strip business, preferring it to go back from where it came—the burly house.

CAMDEN, N. J., April 24.—Local Excise Board will have none of strip-tease. Ed Markowitz, who operates the Wall Street Club, local hot spot, had his license suspended for 10 days because of strip-tease in the floor show. Board has the backing of State Alcoholic Beverage Control Commission in banning the bares.

Marsala Signs With Mills

NEW YORK, April 24.—Joe Marsala and band, currently at the Hickory House, has signed with Irving Mills to record four sides for variety. Selections include *Wolverine Blues*, *Chime Blues*, *Jazz Me Blues* and *Clarinet Marmalade*.

Braggiotti Symphony

NEW YORK, April 24.—A concert to be given at Boston Symphony Hall May 6 will bring together Paul Draper, tap dancer of screen, stage and night clubs, and Mario Braggiotti and his society orchestra. Braggiotti will feature his own composition, *Spanish Rhapsody*.

Teaching the Ultras How

NEW YORK, April 24.—The swanky Rainbow Grill and Rainbow Room atop the RCA Building are going in for more or less proletarian forms of exploitation. Dance team of Glover and LaMae teach patrons of the Grill rumbas and tangos, while Eddie Le Baron, ork leader in the Room, offers the same inducement once a week.

Helbock Opens New Club

NEW YORK, April 24.—Latest in novel night clubs will be the 8-H, skedded to make its bow April 30 on the site of the old Onyx Club on 52d street. It is named and designed after the largest studio in Radio City. Joe Helbock, owner of the present Onyx Club, is the sponsor of the new venture.

CRA Bands on Cruises

NEW YORK, April 24.—Thru a deal set by Harry Moss, of CRA, name bands will be used on the Potomac River Line at Washington this summer in place of the local bands used up to now. Charlie Barnett and Rita Rio first two bands scheduled for week-end cruises.

New Copyright Bill in Senate

Akin to Daly Bill—ASCAP Montana appeal gets reserved decision

WASHINGTON, April 24.—Another copyright bill, aiming at protecting the interpretive rights to a musical composition, has been introduced by Pennsylvania Senator Joseph P. Guffey. Measure is akin to the Daly Bill, sponsored by National Association of Performing Artists. Latter org, with Fred Waring as its leading spirit, claims the interpretive efforts of band leaders should be protected by copyright.

HELENA, Mont., April 24.—Attempt of American Society of Authors, Composers and Publishers to get an injunction restraining enforcement of the anti-ASCAP bill in this State brought forth a reserved decision from the three federal judges who heard the application recently. ASCAP's attorneys and the State will prepare more briefs.

In addition to M. C. Gunn, ASCAP's Montana counsel, ASCAP was represented by Herman Finkelstein and Louis B. Frohlich.

In accordance with the new Montana law preventing a licensing agent from acting as the representative of more than a single copyright owner within the State, ASCAP has ceased licensing commercial users of music here. This means that radio stations, cafes and other music users do not pay the music tax pending the final decision by the courts. In the event ASCAP is successful in its attempt to have the law declared unconstitutional no effort will be made to collect the fees unpaid during the period covered by the dispute.

U. S. Bands in Paris

PARIS, April 16.—Fred Adison's Band has replaced the Ray Ventura Collegians in local commercial radio programs. Paul Florenda's Cirque Medrano band goes on the air from the Radio-Cite studio every night. Ventura and Collegians go to the Palais de la Mediterranee in Nice. The Lecuona Cuban Boys are at the Bagdad here.

Odd Plug for Film Songs

PHILADELPHIA, April 24.—Booking of *Top of the Town* for the Stanley Theater finds Jack Lynch saluting the Universal pic in his ads for the Cafe Marguery. Lynch's show changes its billing to the *Top of the Town Revue*, and his newspaper ad lists all the pic tunes, which the floor talent and house band are featuring.

Reis Authors Show

PITTSBURGH, April 26.—For the 10th year G. Norman Reis, '16, is author of the University of Pittsburgh musical *Cap and Gown* show, this year titled *Trailer Ho!* It is being directed by Gene Kelly, dancing master, and Carl Cass.

Warner Signs Goodman

PHILADELPHIA, April 24.—Warner has snared Benny Goodman for Hollywood. Sudden change in bookings makes MCA drop Goodman's week at the Earle Theater here, as well as several other dates.

Add That Sentimental Touch to Your Program With This Beautiful Ballad

"WHEN IT'S SPRINGTIME BACK HOME AGAIN"

DON NIXIE, Publisher
Hobart, Ind.

10 SURE-FIRE PARODIES \$1

With Hit, Surprise Punch Lines on "This Year's Kisses," "Good Night My Love," "Night Is Young," "Dreamboat Comes Home," Etc. Put a dollar bill in an envelope and get these encore getters NOW! Your money back immediately if they are not the best you ever used. Also 6 Sure-Fire Monologues for \$1 and 10 Comic Recitations for \$1.

HARRY PYLE, 804 W. 180th St., New York City.

CRA-F&M UNITS ARE SET

Band-Floor Show Combos Being Pushed for Summer Bookings

Toby Wing and Reggie Childs' Band may head first of flexible units—to play theater and dance dates—versatile band and two or three acts are basis of units

NEW YORK, April 24.—Consolidated Radio Artists and Fanchon & Marco are definitely working out plans for producing band units flexible enough to play both theater and dance dates this summer. First unit will probably be headed by Toby Wing and Reggie Childs' Band. F. & M. and CRA officials have been conferring on budgets and are trying to avoid topheavy shows. Some of the CRA bands being considered adaptable for the unit idea are Rita Rio, who used to be a dancer; Blue Barron, who has done vaude; Maurie Sherman, also experienced in stage appearances; Nick Lucas, a vaude veteran; Barney Rapp and Joe Rines. Rines, new under the CRA banner, has been doing the Iodent program over NBC and is a light comedian and emcee in addition to leading the band. He will probably head a 14-piece band unit and two or three acts.

The increasing tendency of ballrooms to add cafe adjuncts makes the band-and-floor-show idea more attractive than ever. It seems dance music is not enough, dancers wanting to see a show as well. Furthermore, CRA and F. & M. feel flexible band units that carry light production effects and a small cast and which can play all kinds of dates will be highly salable this summer.

CRA booked a floor show into the Lookout House, Covington, Ky., opening today and comprising Kirby and LeGage, Stroud Twins, Una Cooper and Sally Gay. Set for two weeks by Leo Salkin, of CRA's Chicago office. The Kenmore Hotel, Albany, has been taking CRA bands and F. & M. floor shows the past several weeks. Paul Whiteman's Band and floor show at the Drake Hotel, Chicago, is a CRA booking.

St. John Night Clubs Doing Well

ST. JOHN, N. B., April 24.—Patronage at the dine and dance clubs in the St. John zone has been increasing substantially. Floor shows are offered one to two nights weekly at the Checker Club, Trading Post and the Castle, all having opened within recent months. Orchestras are Johnny Murchison's Commodores at the Checker; Bruce Holder, at the Trading Post, and Ken Jones, at the Castle.

Only one of the local dance halls, Campus Club, is active, with dances three nights weekly. Venetian Gardens has been out of the picture for two weeks. The Studio, Ritz, Oddfellows' Hall (East), Oddfellows' Hall (West), Orange Hall, Ritchey's Hall, Kelly's Hall and Mesa have been functioning infrequently for several months.

Price cutting has been an important factor in the dance situation. Running dances the same nights and free admission to women have been the means of dance-hall suicide.

Det. Agency Adds Band Man

DETROIT, April 24.—Ken Lockwood, publicity director of American Attractions, says the office has put Bernard Besman in charge of the orchestra department. Besman has personally directed the Milt Bernie Orchestra at Eastwood Amusement Park Ballroom the last two seasons. He opens the department with this band and the Baker Twins, Charlie Lazin, Lyman Barrow and Bob Shepler.

Nice Clean Fun

CHICAGO, April 24.—An all-steel de luxe model coffin has been added to the setting of the Devil's Rendezvous, eerie night spot bedecked with skull bones, cemetery room and torture chambers. Operator Rudolph Lucchesi states that it's hard to get the customers out of the coffin once they try it. "Future ghosts" see three floor bills nightly.

Chicago Cafes Hunt Line Girls

Shortage of line, show girls—salaries go up—advertise for newcomers

CHICAGO, April 24.—Continued shortage of line and show girls, heavily in demand by night club and one-night bookers here, points to a boost in salaries for beauties willing to break in into this field. The better lines in this area are under management contracts to bookers and agents who are asking and getting fancy prices.

Low salaries, chiefly, discouraged girls from turning to line or show-girl work. The more talented ones entered the specialty field, which they found more profitable.

Several good lines managed by Sammy Clark and Guy Magley, among others, are getting steady work.

Clubs unable to book gals thru agents have turned to the classified departments of local dailies in an effort to attract new blood. Mike Fritzel and Joe Jacobson, operators of the prominent Chez Paree, in the market for dancing showgirls, are training newcomers for their production numbers.

Bookers point out that new beauties must be recruited from this area, as a similar shortage prevails in almost every city.

New York City:

MITZI GREEN will definitely open at the Versailles May 13 instead of April 29. . . . JACK GUILFORD and the Andrews Sisters have been set by Will Weber as additions at the Frolics. Also placed Jack Beekman at the Yacht Club.

BILLY MAHONEY, at Martin's Rathskeller for the past 13 weeks, has had his contract extended to the end of May. . . . MARY JANE WALSH, radio singer and recently heard on the Rudy Vallee program, has opened at the new Whirling Top Club. Also booked for four weeks at the Mayfair, London, beginning May 24. . . . THE WHIRLOS now playing a return engagement at the Village Barn. One member, Victor Emanuel, recently annexed the five-mile championship of Cleveland and Northern Ohio.

Chicago:

NANCY LEE, of the Red, Hot and Blue chorus, will remain in the city to work this area as a vocalist. . . . Paris Montparnasse Revue, which closes at the Casino Parisien Thursday, opens at the Chicago Theater the following day. . . .

Here and There:

STONE AND VICTOR, dance team, are at the Green Lantern, Schenectady, N. Y. Return engagement. . . . HAPPY JACK ADAMS, emcee at the Winnie

Sticks to His Knitting

GARY, Ind., April 24.—There's no limit to this hands-across-the-sea business, as witness the sudden turn in the heretofore local career of Jacob L. Schwartz, 48-year-old tailor. Schwartz, from his quiet sanctum here in Gary, is operator of a night club in Peiping, China.

This all happened in one fell swoop, when Schwartz' aunt, a Miss Ginsberg, who had been residing in China, died recently and willed her nephew a lot of Chinese dollars, jewelry and the Chinese nitery.

Schwartz, evincing no desire to quit making clothes and become the Sherman Billingsley of Peiping, says he will leave the operation of the hot spot to his friend, Oren Walker, an attorney in Tientsin.

Ice-Skating Show Clicks

NEW YORK, April 24.—Success of the ice carnival floor show at the Shoreham Hotel, Washington, which opened Monday night, has already brought many nibbles from other hotels seeking the attraction. Sam Shayon, of Fanchon & Marco, handling the show, is now working on other deals. Washington show includes Evelyn Chandler, Bruce Mapes and Charles Hadlett, skaters, and a line of eight F. & M. girls working on ice skates.

New Casino Show Postponed

NEW YORK, April 24.—New show at the Casino Parisien, Chicago, has been postponed a week and will now open Tuesday. In addition to Arren and Broderick, the Four Kraddocks and Piroksa, the show will also include Anita Jacobi and the Lindstroms. Leonidoff, of the Music Hall here, will produce the show, with Florence Rogge handling the dances.

To Open London Casino

LONDON, April 24.—Winter Garden, 1,700-seat theater in the West End, dark for nearly a year, is to be taken over by Clifford Whitley, who intends to run it as a theater-cabaret after the style of the successful London French Casino. Two hundred thousand dollars will be spent on alterations and decorations.

Club Chatter

Winkel Club, Kansas City, for the past 10 weeks, has returned to the Red Gables Club, Indianapolis. . . . COUNT BULAWSKI and Company completed their three months' stay at the Merry-Go-Round, Miami, and are now in their fourth week at the Blossom Heath Inn, Shreveport, La. . . . RONI WARREN and his Gay Boy Revue go into their fifth edition at the Club Paree, Hartford, Conn. . . . TOOTS AND JACKIE RICHARDS are touring with the Wilbur Cushman unit, *Brezing Along*, in Southern territory. They return to the Hi-Hat Club, Chicago, after their run. . . . JERRY GILBERT, current maestro at the Edgewater Gulf Hotel, Biloxi, Miss., recently accompanied Governor Chandler, who tried his throat as vocalist during a recent Mississippi vacation.

THE SIDELL SISTERS, American acrobatic dancers, are at the Perroquet, Nice. . . . PAUL AND NINO GHEZZI, "upside-down" dancers, are at the Chat-Noir, Oslo, Norway.

HELEN AND ELEANOR ETHERIDGE are in their third week at the Club Gatineau, Ottawa. . . . MARIA KARSON DUO have marked their fourth month at the Hotel Jermyn, Scranton, Pa. . . . VALLEY AND LEE have gone into the Continental Arms, Baltimore, after two weeks at Getzo's Club there. . . . THE TIFFANYS opened at the New Gladstone Hotel, Casper, Wyo., April 12. . . . VICTOR AND RUTH, skaters, closed at

C. B. Cochran's 1-Year Show

Stages latest Trocadero, London, floor show, which changes once a year

LONDON, April 7.—Owned by Joseph Lyons and Company, England's premier catering and restaurant firm, the Trocadero Grill Room in the heart of Piccadilly presents a new floor show once a year.

Charles B. Cochran, foremost English impresario, is the producer and the show runs exactly a year. Performances are of 50 minutes duration once nightly, with the exception of Sundays, when there is no entertainment and dress is not essential.

Current show is *Eve in the Park* and it's corking and well-devised entertainment. Holds everything from a bunch of lovelies who stick mainly to the Coronation colors of red, white and blue to three specialty acts of different nationalities. Amazing use is made of the small stage and the featured number, *Eve Dresses for the Park*, reverses the order of the "strip tease." In this case Eve, played by Eileen Moore, a stunning beauty, starts at scratch and gradually dons all her clothes for the morning walk. Not the slightest bit of suggestiveness about it and cleverly done.

Specialties are great, with first honors going to Patsy and Bobby, youthful American team, who are dynamite. The girl is about 16 and the boy a year or so older but the stuff they do is terrific. Faultless tap and acro dancing, coupled by amazing somersaults and other feats, and all sold with compelling showmanship. Team show-stops and should certainly go places.

Joe Jackson Jr. does his father's act (with permission of the old man himself) of stealing a bike. Young Jackson's a great pantomimist and the touches of senior are ever evident. Gets all the laughs in the show and is indeed popular.

Joe Ortnes and partner are a couple of Australian jugglers with a somewhat different array of tricks. Use plenty of props and novel effects whilst Ortnes proves that he can balance more things at one time than any other juggler. Carl Randall arranged the dances; Doris Zinkelsen, the decor, and George Frank Rubens, the music for a model little show that sees Cochran as a truly clever producer. Bert Ross.

Club Books Prize Fights

PHILADELPHIA, April 24.—In an effort to keep the spot out of the red, Benny the Bum's will convert the floor space into a boxing ring, interspersing bouts between sips. Efforts are being made to bring down Jack Dempsey to referee the opening card.

The Yen Ho Restaurant, Boston, and are currently at Blue Moon Gardens, Newport, R. I. . . . DERONDA AND BARRY are in their sixth week at the Hotel Jermyn, Scranton, Pa., presenting eight different routines nightly. . . . TOBY WADDELL opened April 12 at the Anchor Club, Sandusky, O., after two weeks at Paradise Club, Findlay, O. . . . CHARLES ORDWAY is in his second year at Club Rival, Baltimore. . . . MARSHA BLEUEL will be in Toledo for four weeks, having recently closed Fort Wayne, Ind., and Saginaw, Mich.

Now It's Three-a-Night

DETROIT, April 24.—This one is vouchered for by Lionel Kaye, of the Amusement Booking Service, who has been handling some shows for the Corktown Tavern.

Spot has upped to three shows a night running an hour apiece, and Kaye's suggestion to acts on the bill is to take three bows instead of two and thereby avoid any wait between shows.

MCA Corrals Many Spots

Grabs hotels and clubs for floor shows—CRA also adds new spots

NEW YORK, April 24.—Music Corporation of America is having considerable success in corralling hotels and night clubs for exclusive bookings, both for floor shows and bands. Mannie Sachs, MCA floor show booker, has been doing a lot of traveling, lining up spots, and in several trips managed to grab off a number of places. Many other spots are scheduled to come into the office within the next few weeks, the majority of them being at summer resorts.

One of the new spots is the Chez Maurice, Montreal, which will get its MCA floor shows starting May 10. Boots McKenna will remain there to do the producing. Colonial Inn, Singac, N. J., near Paterson, is another new spot and opened Monday. Show includes Nila Taylor, Vera Fern, Carlo and Norma and a line of girls. Village Barn here has signed with MCA for shows and bands, with a change of show scheduled for next month.

Westchester Billmore is also going on the MCA books, with Henry King's Ork going there. The Atlantic Beach Club is also tentatively lined up and it is likely that Shep Fields and ork will play there.

Billmore Hotel here gets MCA shows this Monday, with Florence and Alvarez and Al Bernice opening. Astor Hotel also using MCA floor shows, the show now including Roy Campbell's Royallists and Florida Vestoff, while the band is headed by Eddie Elkins. The Pennsylvania Hotel will take on a floor show soon, following the exiting of the Benny Goodman Ork the end of this month. Other hotels booked by MCA include the Plaza, Waldorf and Pierre here. International Casino here will be booked by MCA when it opens in the fall. Hollenden, Cleveland, is also booked by MCA.

Among new spots on the CRA books are the St. Paul, St. Paul, opening with Charles Agnew; the Lowry Hotel, St. Paul, which Nick Lucas opened recently; the Schroeder Hotel, Milwaukee, which Jerry Johnson opens May 1; the Brighton Beach Pavilion, Brighton Beach, N. Y., which Harold Stern opens July 4 to 10, followed by Frank Dailey, July 11 to 17, and Jack Denny, July 18 to 24.

Brooklyn Circuit Using Acts

NEW YORK, April 24.—Randford Circuit, operating theaters in Brooklyn, is in the market for radio acts to make occasional personal appearances. Al Shayne played several week-ends ago for the circuit at the Savoy and Walker theaters, the booking being for Friday, Saturday and Sunday. Other attractions are being sought, but no other acts have been contracted as yet.

No Flesh in St. Louis As F. & M. Spot Goes Pix

ST. LOUIS, April 26.—With the St. Louis Theater switching to a straight picture policy last Thursday, the town is devoid of stage shows. Ambassador Theater, also a Fanchon & Marco theater, dropped its stage shows a month ago.

The combo policies here were not successful, and no plans have been made for stage shows returning next season.

Fields, Sobol State Repeats

NEW YORK, April 26.—Benny Fields and Louis Sobol have been booked for repeats at Loew's State here. Sobol, Journal columnist, returns May 27, while Fields is scheduled to come in early in June.

Now It's Jigfield Follies

CHICAGO, April 24.—The New Towne Club, colored talent spot, has ushered in a new show, *Jigfield Follies*.

A Switch

BOSTON, April 24.—Charles Koerner, in charge of theaters here for RKO, pulled a novel switch this week on the double-feature angle. Whereas a double-feature pix policy is commonplace, Koerner reversed the procedure and ran a double-feature stage show at the RKO Theater, advertising it as such. One part of the show was a four-act vaude bill, and the other was a unit, *St. Moritz Follies*, with Kit Klein.

802 Pushes Vaude Drive

NEW YORK, April 24.—Jack Rosenberg, president of musicians' Local 802, is currently on a tour contacting other locals in order to secure backing for urging nationalization of the theater drive at the annual convention of the American Federation of Musicians June 20.

Some time ago a meeting of the membership at large authorized Rosenberg to take this step, but information from the local a few weeks ago indicated the move was of no great significance in that it would require voting on the subject by each of the locals contacted.

It is evident, however, that 802 is determined to press the nationalization of the theater drive beyond a mere talking point.

Rosenberg's tour, according to 802 information, was to last some eight or 10 days. Just what locals he is approaching is not known.

Dows Get Portland, Me.

NEW YORK, April 24.—Dow office here has added Keith's, Portland, Me., to its books. House is full-weeker, opening Sunday midnights.

Vaudeville Notes

VARIETY CLUB, Pittsburgh, will move from own building on William Penn way to five-room suite in William Penn Hotel May 1. . . . Eddie Miller is staging a musicale for his vocal pupils May 16 at the Mansfield Theater, New York, with Harry S. Miller producing and directing, and Bert Reed, musical director. . . . Lawrence Beatus, Loew district manager, is celebrating his 25th anniversary with the circuit. . . . Byron and Lydia, dance team, returned from a three-month trip to South America. . . . Billy Creedon has set the Three Rays (Marge Raye, Florrie Vee and Dorothy Gray) in Europe. He also set the Four Coeds, who will open May 14 in San Remo, Italy. Another of his acts, Three Dolls (Betty Jaeger, Jo Martin and Winn Johnson) are booked until June 15 with an all-girl unit.

JACKIE HELLER returns to Chicago May 7 to fill a week at Oriental. . . . Nicky Nicholas, soubret, joined Dick Bergen's third *Stars and Strips* unit at the Lyric, Indianapolis, Friday. . . . Four Vespers will play the Tower, Kansas City, week of May 7. . . . Four Ortons are back in New York after a long season in Europe and South Africa. . . . Tania and Kirshoff will double the week of May 6 between the Hollywood Restaurant and Loew's State, New York. . . . Edith Roark has been signed by Fanchon & Marco to a five-year contract. . . . Russ Morgan and ork have been signed for a Warner short, deal handled by F. & M. in conjunction with CRA. . . . Avalon, Chicago, played its first stage bill in several months last week. . . . Morris Silver, William Morris Agency head in Chicago, finally pulled out for his New York business trip. . . . Wilt Gutzendorfer, Frisco head of the Thomas Lee Artists' Bureau, made a trip to Los Angeles, where he set Sid Chatton, young Canadian imitator, for appearances at the Paramount and Orpheum theaters, in a couple of night spots and on the Fred Astaire radio show.

ROY ATWELL left Chicago Friday night for Coast to appear in a Warner pix. He missed several shows at the Chicago Theater because of illness. . . . Stuart Morgan Dancers and the Cabin

Sticks Profitable for Radio and Picture Acts

Morris office routes acts in unheard-of places for six-month and year runs — towns want radio and pix "names"—circuits find occasional bookings profitable

NEW YORK, April 26.—Small towns and even those having no place on the map, truly the sticks, are climbing to greater prominence as profitable avenues for acts. William Morris Agency has been routing acts on one-night stands all over the country and keeping may going consecutively for close to a year. Acts are of average radio and picture importance. Along with the interest of the sticks in flesh, the circuits report that the small towns that get occasional shows react most favorably, business responding unbelievably and the audiences being less exacting on the quality of the shows, with the result that the shows are inexpensive.

Jack Blue New Talent Theater

NEW YORK, April 26.—Jack Blue, who schools talent, has conceived a plan to bring his pupils to the attention of professional fields. He has arranged to operate the MacDougal Club on East 73d street and to call it Jack Blue's New Talent Theater.

Theater is scheduled to open May 23, running Sunday recitals, the admission being on subscription. In July dramatic shows will be run during the week, open to the public, the first show being *When the Wife's Away*, by Lee Beggs.

Sally Rand for Steel Pier

ATLANTIC CITY, April 26.—Sally Rand and her unit have been booked for the Decoration Day week-end, starting May 29 for three days, at the Music Hall of the Steel Pier. The theater's regular season, with shows running a full week, is scheduled to start June 16.

Martin Wagner, of the Morris office, handles the one-night stands. Among the States visited by the tour are Pennsylvania, West Virginia, Virginia, Kentucky, Ohio, Indiana, Illinois, Missouri, Oklahoma, Kansas, Arkansas, Delaware, Maryland, North and South Carolina and Tennessee. The towns played include Buckhannon, W. Va.; Gillespie, Ill.; Pinckneyville, Ill.; Malden, Mo.; Big Stone Gap, Va.; De Soto, Mo., and many others of like size.

The houses on this tour lean to acts that have fair radio and picture reputations. Emerson's Mountaineers, hillbilly act, started on the tour Christmas Day and is booked until the middle of July, with very few layoffs. Cabin Kids have been on tour since last June and still working. Gene Autry and Tex Ritter, movie cowboys, are also big hits on this one-nighter tour. Borrah Minevitch's boys, without Borrah, who is making pictures on the Coast, are also being routed by Wagner. They are now on theater dates, playing one-nighters thru Illinois and Indiana. Wagner is also offering the *Murder in the Red Barn* pix with an emcee and community sing.

Circuits have realized this past season more so than any other season the importance of booking occasional stage shows into small towns devoid of stage shows. From the East to the West practically all the circuits have been throwing in shows once a month or once in two months. The box-office reaction to this policy has been amazing. Furthermore, the business has been done to shows of lesser importance, where there has been cheating on talent to allow for girls and production. Still, the houses reveal that the tastes of audiences in these communities are considerably less exacting than those where shows play consistently. It appears to work as the audiences are glad to get whatever they can just so long as it is a stage show.

One spot that has been doing a big business with occasional shows is the Paramount, New Haven, which gets another show the week of May 14 when *Hollywood Hotel* comes in. On that week Paramount will also have spot-booked shows in Buffalo and Omaha. RKO has been spot-booking shows occasionally into Eastern towns such as Providence but more so in the Midwest territory such as Iowa. Warner went in for the plan recently in Newark, and Loew has been carrying out the idea in Ohio towns.

Rheingold's Catskill Tour

NEW YORK, April 24.—Sidney Rheingold has returned to the indie booking field after being out of the business for the last two years. He is again booking the Joe Dealey road-show tour, which comprises one-day stands in Liberty, Monticello, Saugerties, Walden and Ellenville, all in this State. The booking will start May 30.

Sybil Jason for Detroit

DETROIT, April 24.—Sybil Jason, kid movie "name," will make a personal appearance at the Fox Theater here week of May 7. Deal was set by the William Morris Agency.

Very Colorful (Pun)

NEW YORK, April 24.—The impressive orchestra list of CRA boasts of such "colorful" names as Blue Barron, Thelma White, Les Brown, Ted Black and Irving Rose.

Kids have been booked by Billy Rose for the Fort Worth exposition, opening June 26. . . . Donald Novis is now under the management of the Morris Agency. Office is also managing Man Chu, magician, who opens Wednesday (28) at State, Hartford, Conn., and goes into Fay's, Philadelphia, May 7. . . . Additions to the Xavier Cugat show at the New York Paramount, opening May 5, will be Del Casino and Larry Blake. . . . *Slums of Paris* unit has been booked for the Oriental, Chicago, week of May 14. . . . Keene Twins, Vic and LaMarr recently arrived in London for two weeks at the Savoy Hotel and are now doubling into the Palladium for an indefinite run with *Swing Is in the Air*.

AL ROSEN, manager of Loew's State, New York, has been ill at his home for several weeks, suffering from a serious throat infection. . . . Milton Douglas, comedian, is to make a test soon for MGM, arranged by Nick Agneta, of the Curtis & Allen office. . . . Valley and Lee, comedy dancers, played Folly, Brooklyn, the last week-end, spotted there by Lew Sharp. . . . Thomas W. Ryan returns to the States next month after a seven-month tour with Don Francisco. He has taken over the management of an English act, Eddie Smith and Girl Friend, Smith a golf pro doing trick golfing and his partner supplying comedy. . . . Current revue at El Chico, New York, will tour next month, with Benito Collada arranging dates. Cast will include Adelina Duran, Chita, Carlos Montoya, Maclovia and Candido and Los Rancheros.

FRANCES MCCOY, while playing with *Paradise on Parade Revue* at Fox's Palace, Milwaukee, was notified to appear on the Warner lot June 10. . . . Leon Errol, while at the Riverside, Milwaukee, caught the first ball of the Milwaukee Brewer ball team's season pitched by Mayor Dan Hoan. . . . *Swingtime Follies* is the new title of the John Bilsbury-Al Weston show which opened as *Bubbling Over* in Nashville recently. Recent additions included Fern Dale, Leo Arley and Oliver Sisters and Bill Talent. Cress Troupe left to join the Hagenbeck-Wallace Circus.

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Loew's State, New York

(Reviewed Thursday Evening, April 22)
Layout at the State this week, built around Cab Calloway and band, is a typical Harlem show with torrid music, stepping, singing and a tramp band novelty to top it all off. Ork, 15 pieces including Calloway, gives out with plenty of tunes, old and new, including *Harlem Congo*, *Hi-De-Ho* *Miracle Man*, *That Man Is Here Again*, *Minnie the Mocher*, and others. Audience knows what to expect in the way of musical style and gets it. Calloway thruout hypos the presentation with his unique posturing, hoofing and singing before the mike. Comes thru best with rendition of *Miracle Man* and scores his best comedy cavorting around to a new novelty dance tune titled *Peckin'*.

Evelyn Keyes, lithe colored hooper, has the tapping assignment. Rhythms are precise, emphasizing subtlety and tricky combinations rather than ankle-breaking tempo. Accomplishes her difficult turns with ease, possesses a pleasing manner and goes off nicely.

Arvis Andrews, colored soprano, offers *Copper-Colored Man* as her first. Calloway day off-side business while Miss Andrews sings, but then retires from the spotlight. Gal has a voice of knife-edge clarity which hits the high notes and holds them beautifully. Followed with a medley of minor-key tunes, including *Deep River*, *Kentucky Home*, *Swanee River* and others, the lyrics being cleverly worked together.

Entrance of the Cotton Club's Tramp Band is cleverly staged, the boys coming on with their washboards and jugs after the regular contingent announces a sit-down strike. What goes on is heated insanity, with various individuals stepping forward with bits of hokey, mugging and wild hoofing. Outfit scored the biggest individual hit.

Pix, *Maytime*. House jammed.
PAUL ACKERMAN.

State-Lake, Chicago

(Reviewed Friday Afternoon, April 23)
Too much small-time stuff in *Casa Manana Revue* to make it a candidate for a key city bill. Some gosh-awful comedy material, lukewarm line routines and seemingly endless stooging business put this one on the rocks. There are a couple of good turns, but they are lost in the bushel of bad ones.

Sid Page emceeds the affair in addition to doing his old act with his couple of female stooges. In the opening number, while gals led by Peggy Earl do a swing tap routine, Page does some N. T. G. -ing in the audience. Returns to chew worn-out gags with Delano Dell before again bringing on Peggy in a takeoff of a wrestling match.

Hazel Kennedy follows with an eccentric spring dance, and the Brown Brothers, acro team, do a nice turn, closing with several good tricks.

More gags between Page and Dell before the girls usher in the exploited Princess Yeva, Oriental dancer, who does an ordinary exotic shaking routine.

Dell comes on to single with some bad material, but redeems himself partially with a brief bit of stepping. A Chinese magician is next with a neat act, which includes cigaret, card and vanishing chicken tricks. A little more talk would help. Page's burly of the magic act nets him some laughs.

Barbara Parks, local cafe singer, is an extra act on the bill. Warbled *That Foolish Feeling* and *You Can't Stop Love*. Reception was warm enough to warrant another song.

Page's act is next, with Peggy Earl and Betty Robbins doing the stooging. Can stand a little refurbishing. Best act on the bill is Larimer and Hudson, veteran bicyclists, whose turn is more entertaining than ever. Herb Larimer, in his tramp outfit, has some nice comedy bits before doing his stuff on a two-wheeler. He and his woman partner close riding and posing on the same bike. Big hand.

All back for the finale. On screen, *A Doctor's Diary* (Paramount). House good downstairs first show opening day.
SAM HONIGBERG.

Roxy, New York

(Reviewed Friday Evening, April 23)
A bill that must necessarily play second fiddle to the pix offering is headlined by John Steel, that one-time silver-voiced tenor of more than a dozen musicals and revues of that many years ago. It is with deep regret and unwillingness that we cannot paint a glowing, triumphant comeback for him. There

are flashes of his former brilliance in his medleys of *Polites* and *Music Box Revue* scores that he immortalized, but more often he is shaky and uncertain. His once limitless range of voice is now forced and off-key, a fact that cannot be hidden behind intricate arrangements and lavish surrounding production effects, as in his *A Pretty Girl Is Like a Melody*. He received a grand ovation, sentimentally deserved.

Show-stopping acclaim is accorded those zanies, the Three Sailors, recently featured in the film, *Top of the Town*. From their comic walk-on, that three men on a pair of legs stunt, to their beg-off bows they delighted with their antics. Eumacides run from senseless patter and face-slapping and a tango burlesque and acro-knockabout on to funny but nevertheless skillful tapwork while skipping rope. Swell sight comedy thruout.

Against what was meant as a Congo jungle background, but whose silhouetted palms made it look more like a desert isle, the Gae Foster Girls performed routines as Congo warriors (in silk panties), with spears and shields in their hands, as is Miss Foster's wont. The usually very capable line looked ragged in unwieldy routines. Abetting the aboriginal illusion, the Jay Dennis Girls, a harmonizing dozenette, lent their blended chanting of modernized jungle rhythms.

Also in the same motif and from the same setting emerge Myles and Kover, adagio dancers, depicting another side of equatorial existence. As a white trader, in tattered shreds of clothing and with bull-whip snapping, he cowers the blond girl and as she attempts escape he forces her thru a furious series of spins, leaps, tossing and twisting in mid-air. Then in slower tempo and softer music they continue in slower adagio and control work, finally walking off across stage with the girl held aloft in pose. Turn is noteworthy for difficult work impressively done, the gracefulness of both members and the fitting musical accompaniment.

Pix is *Wake Up and Live*.
Biz S. R. O. GEORGE COLSON.

Paramount, New York

(Reviewed Wednesday Evening, April 14)
Swing is king at the Paramount on the current show. The pix is *Swing High—Swing Low*, in which MacMuray does a takeoff of a top trumpet tooter, while the band show has "Satch-mo" Louis Armstrong and his hotter-than-hot horn. The band show is a 53-minute session and a mopup for audiences here. Not all that it should be tho, for Armstrong and his hot senders only do four numbers, letting the rest of the time go to six specialty turns. There's a long wait between the band's first and second numbers, and this reviewer for one was plenty impatient. House at this last-show catching looked like another record breaker and applause returns were terrific all the way.

Armstrong has 14 white-coated swingers in his band, the layout comprising three trumpets, three trombones, four saxes, piano, guitar, drums and bass viol. What a rhythm outfit! They really go to town, blasting at times and also toning down to swiny little things. Yet, as said before, the band's on its own for only four numbers, and that's surely not enough of Armstrong music. Louis is a showmanly leader, as usual always singing a chorus, but packing his punch with his outstanding trumpet tooting. That horn certainly rates the kisses he bestows on it, for it climbs higher and higher beautifully and responds magically to everything he puts into it. The band numbers are *Swing That Music*, *Skeleton in the Closet*, *St. Louis Blues* and *I Hope Gabriel Likes My Musto*, the last calling for some solo bits by the bandsters, who are all swell musicians.

Press sheet lists the Armstrong specialty people as Sonny Woods, Bobby Caston, Two Zephyrs, Alma Turner, Gordon and Rogers, George McClellon and Billy Adams. Armstrong introduces them, but only a few of the announcements are understandable. First turn is a tap-dancing lassie, who beats out excellent taps and at the same time has a grand sense of rhythm. She, as all the other turns, went over very big. Next is a girl singer whose work is just average. The Zephyrs have a long inning, starting off with contagious washboard music. Into comedy pantomime of a slow-motion nature, first doing a mild crap game and then into a funny fight, finishing with okeh hoofing.

Sonny Woods follows to show-stopping success, and he's different among col-

ored singers for his high piping. Lot of quality to his singing, and the high notes catch on handily. Gordon and Rogers provide laughs with their loud clothes, and they get across well with their hoofing and singing. Last of the specialties is George McClellon, who fares big with his comedy, working slow and gabbing it out cleverly with Armstrong. He has much comedy talent, and he also does a swell job on the clarinet.
SIDNEY HARRIS.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, April 22)
Looks like the Music Hall finally has a picture that can successfully negotiate a couple of weeks' run, the film being *A Star Is Born*, starring Janet Gaynor and Fredric March. Business was very good at this catching. Length of picture, close to two hours, trims the rest of the program, the extra dishes comprising a 32-minute stage show, a two-minute session from the symphony and a Walt Disney cartoon. Stage show is adequate enough but not of the usual Music Hall proportions.

La Vie Parisienne is the title, the opener being *On the Boulevard*. It's the show's weakest inning, starting with a songfest led by Dorothy Miller, a pleasant-voiced soprano, who is joined by the glee club in familiar dinner clothes. Idea centers around flower girls. Rockettes tail-end the number with a snappy routine that doesn't allow much room for their faultiness precision.

Montmartre is considerably better, because the show's two specialties are spotted here. Strong acts, too, and of class caliber. First is Raphael, a repeat booking, whose mere one number is certainly not satisfying enough from one who plays the concertina so brilliantly. He's followed by Georges and Jaina, doubling from the Waldorf-Astoria, a superb dance team. Their first routine is to slow tempo, revealing outstanding dance technic that allows for considerable grace of body and shows Jaina's ballet training. Next is a syncopated item, cute enough, but the band didn't get together with the team.

Moulin Rouge is the big item for spectacle, starting with Viola Philo in one of her thrilling soprano sessions. Then to full stage, effective lighting, and the Ballet and Rockettes combined with the aid of white plumes to turn out socko ensemble numbers. Very colorful, it was a strong getaway for the show.
SIDNEY HARRIS.

Oriental, Chicago

(Reviewed Friday Afternoon, April 23)
Plenty of entertainment on the boards here this week to overcome the freak attraction, this time a publicized model undressing on the stage. Dorothy Hild's attractive line does three lively numbers, the most novel one being used to introduce Fritz Wick, who made the front pages here recently. Gals are garbed in *Esquire's* funny little men outfits and do a trucking routine.

Ted Allen, champion horse-shoe thrower, is first. His presence can be forgiven, because he possesses a nice stage appearance and injects a little showmanship into his work. He is an expert at his trade and executes some difficult pitches.

Marion Bellet and the English Brothers entertain with their knockabout work, individual acro turns, face-slapping and by taking plenty of other punishment. Hard workers all, they don't give the act a chance to relax.

Fritz Wick works before a magazine-cover curtain and, as she tells of the ads, she disrobes to her birth costume. Just a stripper standing in one place.

Johnny Perkins next takes over the emcee work and himself delivers a couple of sunshine songs. The boy still has plenty of personality and netted nice response, even tho some of his comedy talk wasn't as new as it could be.

Ether Tarles, amateur contest winner, impersonates celebs in the next spot. Her best takeoffs are those of Edna May Oliver and Katharine Hepburn. Her Winchell is weak.

Val Stutz, juggler, earned a good reception with his routine that carries the finesse of a good magician's act. Works mostly with balls and clubs.

Reynolds and White scored with their

dick Conway and Parks olyde
Conway and Parks
Colored Comedy Song and Dance Sensation,
Week April 22,
MICHIGAN THEATRE, Detroit, Mich.

comedy-fiddling concoction that boasts of many funny nondescript bits. Both start in tramp clothes, with the woman transforming on the stage later on to a good hand from the audience.

On screen, *Fifty Roads to Town* (20th Century-Fox). House good at second show opening day.

SAM HONIGBERG.

RKO Keith, Boston

(Reviewed Friday Afternoon, April 23)

Two stage presentations were the swan song of Charles W. Koerner's current season of 34 record-breaking weeks of booking at this house. Not since the 1927-'28 pre-depression seance has the box office seen such a pile of shekels. A two-flicker policy begins next Thursday and runs until fall rolls around.

Fifty-minute *Glorified Revue* opens with a coliseum setting, with the Dancing Darlings (18) serving real tennis balls to the audience as an entree to a love set of tennis. Dick, Dinah and Don prove to be versatile and hard working with acro and knock-about bits. Trio keeps moving along at a steady pace, with each anticipated piece of business living up to expectations. Fem does a novel tight-rope walk, splicing it up with

splits. Three-high tricks, particularly the turn-around, were great.

Frances Arms offers a Hebe gal tete-a-tete about a guy named Throckmore Cohen and his loving, Antonio and Lena with their kid problem, Mrs. McInty and her better-half trouble, which leads Miss Arms to tell the fem audience the lowdown on husbands. A nice bit is the old cronie character endeavoring to flirt. She talk-sings here and there for effect. Okeh.

Barbara Belmore gives the patrons some outstanding acro and fan dissemination, numbering high-kick splits, a hand-walk around the stage, somersplits and a bevy of other fast-moving acro gems. Has great finesse at fan weaving. Frank Gaby returns to this house in a new *Gift of Gab* act, featuring James, his red-headed dummy, and Billy Curtis. Gaby uses a collegiate prof garb and shoots James thru a question-and-answer pace. Jimmy pours out when Gaby warbles *Ah, Sweet Mystery of Life*. Jim retaliates with *It's De-Lovely*. Curtis comes on with some gaggy intro about imitations and goes thru lip motions of singing *Good Night, My Love*, which winds up showing Gaby doing the actual vocals.

Second portion is *St. Moritz Follies*, starring Kit Klein, fem Olympic speed champ. An emcee opens with a film (Universal Newsreel) showing Kit at Buffalo and Newburgh, N. Y., going thru instruction and racing chores. Action shifts to the ice carnival on specially treated slabs of composition applicable to skates, covering an area of 800 square feet. Crystal spot depicts snow. Sonya and Margo do some interesting figure skating, and Kit has the show from then on with a waltz clog, some dazzling speed skating enhanced by special spot effects and demonstrations.

Bobby Hearn, champ barrel jumper, uses his skill to whittle over seven barrels in various formations and then over 10. Miss Klein, as the only woman barrel jumper on ice, clears four of them. An ice ballet by the line wound up a 20-minute *Follies* stint. Kit did a bit of spelling.

Pix is *Breezing Home* (U). Good bit. SIDNEY J. PAINE.

Hackney Empire, London

(Week of April 19)

One of the Stoll Circuit, Hackney Empire, a neighborhood house, rates special mention this week as the nine-act program holds no fewer than six American acts.

Barry, Andree and Brett, English tap and rhythm dancers, have the talent but the turn cries for a producer. Jack Goldie, American black-face singing and whistling monologist, is a corking entry for the deuce spot here. He can show plenty of the younger school points on delivery and showmanship. Voice, comedy and presentation all okeh. Three Rayes, young gals, are in their second week in England with a knockabout hoke act that holds a bunch of good acrobatic tricks and dancing steps. Kids are clever, work hard and look nice.

Billy Bennett, English "name" comedian, is very popular and plenty blue. Bob Lloyd, heavyweight comedian, and partner, Betty, a good feed and dancer, are the third and last of the English acts on this bill. Again typically English, but they rate pretty good entertainment. Lloyd spends his first day at every theater digging up local facts for his monolog, which is plenty popular with the outfronters. Nellie Arnaut and Brothers are surefire in any man's country. A splendidly produced act replete with comedy, dancing, acrobatics and versatile instrumentalism. Easily one of the major hits in the lineup.

Nina Mae McKinney, colored songstress with a film, radio and vaude rep this side, shares billing honors with comedian Bennett. She is striking and has a fascinating way with her. Aided by two male pianists she lets forth a string of pop tunes in pretty good voice. Act needs better producing and choice of numbers. Nevertheless, it's a big hit here. Wright and Marion, comedy team of the forceful delivery and hat-smashing genre, are favorites here. They work at a fast tempo and at times they are plenty blue, but their success is never in doubt and they stop the show cold. Page and Nona, sixth and last of the American acts, have a corking wire act with just the right number of difficult tricks. No stalling, smart dressing and a capable method of selling their punchy stunts. They rate tops with a clever act that holds the patrons till the final curtain.

BERT ROSS.

Empire Music Hall, Paris

(Week of April 12)

Empire Music Hall is presenting its second bill under the direction of Jules Marx, and with the exception of the headliner the program is good entertainment. Henry Garat, film star, gets feature billing and appears on stage with the pit ork, doubling as a jazz band, and the ballet girls. Garat renders several songs, but has no voice. Excellent accompaniment by Serge Glyksson's Band is best part of number.

Most spectacular bit of the bill is the elaborately mounted illusion number of the Isola Brothers, former theater moguls, who present skillfully several highly mystifying stunts which net them a big hand. Good stage presentation, also given the Gosvok ballet, a group of attractive girls presenting varied routines of excellent ballet bits with several good solo numbers. Act is neatly costumed.

Sonia, Gansser and Marco score with amusing burlesque adagio, which is well routined. Chrissy de Lagrange, shagely aerialist, clicks in difficult webbing stunts worked at high altitude. Charton's Marionettes are a class act and amusing.

Georges Bastia is an excellent and sarcastic caricaturist, but fails to renew his material. Pierre Dac is one of the best of the local nut comedians who puts over crazy line of laugh-pulling patter. Rolly Rolls is a clever pianist with several fine comedy gags which he mars by ridiculous makeup.

Austel and Arthur offer novel hand-to-hand balancing and tumbling medley with the understander revealing a cast-iron abdomen—his partner nonchalantly using this tender spot as a springboard. Show is opened by the Two Wakens in neat hand-to-hand routine and closed by the Christians, who put a big bunch of white pooches thru neat tricks. Act marred by slow tempo.

THEODORE WOLFRAM.

Berlin Bills

(Month of April)

Scala program runs smoothly and is good entertainment featuring four American acts. George Prentice repeats with his corking up-to-date version of *Punch and Judy*. Act is made most enjoyable by the inclusion of several topical touches. Three De Long Sisters are graceful and personable acrobats, the outfronters admiring the ease with which they form most difficult tricks. Ray Saxe, novelty saxophonist, playing two instruments at once and even dancing and spinning ropes simultaneously, is one of the sock hits of the bill. Monroe Brothers, in their familiar hobo makeup, combine belly laughs with skill on the trampoline. Conchi Lena is a prime favorite with her Spanish dancing and the girl is certainly a looker. Jushny and his Bluebird exercise a popular appeal. Rodella, Ruis and Artix have a routine of difficult cycling tricks which they put over well, and Niotna

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and Partner are a standard comedy tumbling act in these parts. The inevitable local comedians in Carl Walter Popp and Willie Bolesko offer their respective singles.

Wintergarten bill is of average quality. Two outstanding hits are Buck and Chic and Company, corking Western ensemble, still scoring a major success despite the fact that a copy act was only a month ahead of them here, and the Berosinis, with a thrilling high-wire act. Sylvia de Bettini is a graceful dancer with a flair for novelty. Clemens Belling, with two girls, does a smart comedy turn featuring acrobatic work and some clever stunts with dogs. Nicola Lupo scores with quick-change work and the rest of the lineup includes Irene Clarton and Company, Emele and William Blacker, Jack Hill Girls, Hanna Feller and Company and Marlene Brumbach, all successful.

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R K O THEATRES

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Radio City, New York

Hollywood Restaurant, N. Y.

Nils T. Granlund, who opened this spot eight years ago for Joe Moss and later broke away to play opposition, is back in the fold. He is still welcome here as evidenced by the many patrons who greeted him.

Back from an extensive vaude tour, which followed his Paradise run, he should be an asset for Moss, especially during the coming World's Fair season. NTC is undoubtedly one of the least talented performers around, but there is also no doubt that he is a great glad-hander who does much to make cabaret patrons feel they're having a perfectly naughty time. He has become a sort of common denominator for the tastes of out-of-town patrons. He says out loud what they're thinking and in that way plays close to their tastes.

He doesn't try to really tie the show together or to give each act a buildup. Rather, he emceeds in a casual careless manner, mumbling the names of the acts and interspersing his introductions with retorts to hecklers and leering wisecracks at the showgirls. His is not an engaging performance, but the audience seemed to love it, and that alone should excuse it, of course.

The show itself is a colorful, nudeful and pleasant affair. The specialties are not so hot, the emphasis being on the eye-catching assortment of nudes and semi-nudes. The 16 chorines are young and coy and go thru rather interesting dance formations directed by Boots McKenna. The dozen parade girls (among whom are Dorothy Daniels, Genevieve Anderson, Jackie Davis, Sylvia Dale, Mona Jansley, Collette Francis, Marguerite Hall and Hazel Grace) are nifty lookers who, along with the chorines, look alluring in Mme. Berthe costumes and La Ray shoes.

Tania and Kirsoff are an easy click in the big Congo number, offering their *Dance of the Forbidden Necklace*, in which a live snake is used. A bold experiment in a restaurant, they manipulate the snake so cleverly that it does not become offensive. In their second number Kirsoff flips daggers from his mouth at the shapely form of blond Tania, giving customers a thrill rarely experienced in a floor show.

Another slick item is the Six Debonairs, novelty hoofing turn. It has six tall and handsome youths (Maurice Kelly, Edwin Gale, Buddy Hertel, Jack Voth, Hal Voth and Hal Murray) tapping away neatly and going thru interesting light comedy routines. Made a swell impression here.

Len Manning and Mitzl is a cute dog act, the small dog going thru a drunk and then thru a contortion and balancing routine reminiscent of the Paul Sydel act. Del Casino, a holdover, is still a handsome and skillful handler of romantic tunes—the type that gives the girls a break.

Charmion, a shapely brunette, who was billed as Queen of the Nudist Cult at the recent San Diego Exposition, proves to the bulging-eyed customers that she has no qualms about nudity, altho for the sake of art she flutters a veil ever so provokingly. Bobbie Joyce is another lovely brunette. She comes thru with swell acrobatic and contortion stunts.

Heloise Martin, the girl who became famous because she took a shower bath in college, is back here after several new escapades. Beaming with eagerness to please, she offered a nice tap-toe specialty.

Agnes and Tommy Nip Jr., stemming from the well-known Nip family, are a likable brother and sister team who perform a musical comedy tap routine nicely. Patricia Gilmore does the vocals on the Congo number, making a good impression.

Val Emmett, high baritone, and Tommy Reilly, tenor, are a new singing and piano team, with Jim Peterson at the piano. Only on for two numbers, both engaging ditties well handled. Ted Adair, young acro dancer, who specializes in leaping spectacular routines, is a definite sock item.

The Mitchell Ayres Band of nine men

and the leader accompanied the show capably. Formerly the Little Jack Little Band, this new co-op combo is set here on a long-term contract.

A 10 p.m. show is being tried out for the first time. It's a loose, rather informal affair, depending mostly on the size of the patronage. Business, since NTC's return, has been heavy.

Paul Denis.

Blackhawk, Chicago

A cozy 375-seater located in the heart of the loop and one of the most popular spots in town. Joe Sanders and orchestra, the Blackhawk's on and off outfit for the last 10 years, are featured attraction and club's leading big stimulant. Sanders has developed a large following, and his versatile boys are not disappointing the customers.

Three floor bills nightly, listing two acts in addition to the ork's songstress. No cover charge, with minimum being \$1.50, except Saturdays, when it is 50 cents higher.

Star of the floor bill is an engaging dance team that has already run up an amazing run of eight months. They are Ruth and Billy Ambrose, youthful and highly personable steppers, who do a variety of turns with equal ease and finish. Scored with a *Blue Danube* waltz, an infectious swing version of *Way Down in New Orleans* and a fast and talented fox-trot to the tune of *Riding High*. Team makes a great appearance, and the girl has plenty on looks and personality.

Show was opened by Paul Olsen, rag-doll dancer, who gets laughs with his mugging and rough handling of his silent partner. He will be succeeded in opening spot next week by the Three Short Waves, popular impersonators.

Barbara Parks, vocalist with band, miked a trio of pop tunes in good fashion. She is a shapely brunette who handles a song with proper sales technique.

Sanders handles most of the vocals himself during dance sessions, with occasional relief furnished by Jack Swift. Sanders has a rich voice and a winning personality. His boys dish out all types of music, pleasing dancers of all ages.

Sam Hontigberg.

Walnut Room, Bismarck Hotel, Chicago

The Walnut Room, noted for its out-of-the-ordinary entertainment, scores again with the combo booked by Managing Director Roy Steffen for the spring show.

Eddie Varzos, well known for his gypsy music, moved into the spot Friday with a versatile eight-piece band that plays not only gypsy tunes but also rumbas, tangos and popular numbers with equal facility. They were given a great reception, which was well deserved, for they are fine entertainers. Instrumentation of the band is interesting. Nat Farber plays piano; Eddie Varzos, violin; Paul Lyman, second violin; Ted Hermansen, accordion; Ralph Hancock, bass; Charles Tamburino, trumpet; Bob Christian, drums, and Jose Bethincourt, marimba. Every one is an artist. Bethincourt (member of the well-known Ortega family) is outstanding with his Guatemalan marimba music, and Varzos excels in violin. Lucio Garcia, band singer, has a splendid voice.

Following the band's opening number, the Walker Trio, Marge, Jo and Lee, vocalized *Rhythm Is Our Business* and *Sweet Sue*. Excellent harmonizing, the two pretty girls and handsome young man packing pleasing personality. Scored handsily. Eddie Varzos next offered two violin solos, *Dark Eyes* and *Escalita*, with fine artistry that won generous appreciation. Dean Murphy, capable emcee, here proved himself an accomplished impersonator by giving true-to-life imitations of Lionel Barrymore, Laughton and Roosevelt.

Bethincourt gave a highly entertaining rendition of *Dizzy Fingers* on the marimba to heavy applause. Followed it with *Peanut Vendor*, for which Lucio Garcia sang the vocals. Show closed with the Dancing Duanos, Latin-American team, whose graceful tangos and

Night Club Reviews

ballroom routines made a favorable impression.

An entirely different mid-evening show was presented at 10 o'clock, in which two visiting members of the show that recently closed participated. Monta Monteria, striking tall brunet dancer, did a pleasingly picturesque dance from the opera *Carmen*, and George Nelldoff, great favorite here, sang the *Volga Boatman* and *Old Man River*. Eddie Varzos scored again with two violin solos, *Bublitshka* and *Turkish Street Song*, and the Walker Trio sang the old Isham Jones' favorite, *Sweet and Slow*.

A pleasingly different show, offered amid the restful atmosphere of a room which is a favorite of Chicago's discriminating diners.

Nat Green.

Club South Bluff, Peru, Ill.

Tinney Cosgrove recently remodeled this spot, nestled away from the maddening crowd, and from both entertainment and service standpoints has made it the smartest in this area. The floor bills are dipped in big-time flavor, some fine acts coming out of the Marr & Clark office, Chicago.

Show caught on celebrity night (Wednesday) ran an hour and had few dull moments. Idea of weekly business stimulant is to star a notable, in this case being Sylvia Clark, pert little radio comedienne. Business was good, considering rain, with most of the 350 seats taken.

On hand were seven acts, emceed by Ted Miller. Gretchen Kimmell, a striking blonde, opened with a rhythm song and tap routine and later returned to score with a novel tap to *Bolero*. A hard worker.

Roberta Roberts, attractive torch-singing redhead, impressed with a voice that promises to carry her far. Variety in selections and added experience will boost her standing. Warbled *A Pretty Girl Is Like a Melody* and *My Man* and was generously miked.

Jeanne Walker, cute and talented tap-dancer from Windy City's Palace Theater, is playing a return here and continuing to please with her fresh and versatile work. Kid's routines are clever and her accompanying enthusiasm is refreshing.

Moss and Manning, versatile dancers, opened with a novel toy-soldier routine well done. The girl displays marvelous control, especially in her acrobatic work. Returned later to do a fast Russian acro turn.

Fanchon Davis impressed with her classy work. Her modernistic dance turn in a Cossacklike costume is smartly done. Ted and Art Miller next come on for a comedy talk and song session. Do special material, with only the musical end rating a higher bracket listing. Art, with his dead-pan physiognomy, gets laughs. Gab is off color.

Sylvia Clark closes and closes big. Stayed on for 14 minutes and the imbibing customers wanted more. Her personality is highly engaging and her delivery polished. Did four specials, closing with a socko, *His Majesty the Baby*. George Edwards at the piano. Shows twice nightly. Carl Shorn's

lively six-piece ork furnish the music for both the floor bill and dance sessions.

Intermission entertainers include Miss Roberts and Harry Cox, strolling guitarist. His own ditty, *Tangle Weed Around My Heart*, is a fetching one. Alice Murphy is their capable pianist.

Sam Hontigberg.

Midnight Ramblers Orch.

Reviewed in the main dining room, Niagara Hotel, Niagara Falls, N. Y. Style—Dance band.

With the absence of "name" bands, which come to this historical spot only in the warm weather season, the Midnight Ramblers, billed as "The Band With Incomparable Rhythm," are the best outfit in town. Music is rhythmic in a very sophisticated way, as only the very smart crowds flock Saturday nights to this emporium.

The Ramblers number six and each one is of considerable talent. George Zenner, drummer, manages. Playing with a combination that is chiefly string, he knows how to put the muffer on his drum-beats and blend them well with the soft, scintillating notes played by his cohorts. Evan White plays a regular and also an electric guitar. He is outstanding in Western New York and is always featured by the band. There is noticeable improvement each time we hear him and he impresses us as one who is destined to go places. Ray Wood, pianist, acts as Buffalo representative for the band. At the violins are Roy Burnham and Nelles Burnham, who are not related, by the way. Charles Russels does a tops job with his bass.

Band plays for the most part request numbers. They are not just thrown-together renditions either, for the boys appear to have a long repertoire of well-arranged and thoroughly rehearsed numbers. Cards are placed at each of the tables in this hotel during Saturday night dancing and the guests are permitted to request as many numbers as they desire. The stunt is a very popular one here.

During the week nights the Ramblers are kept pretty busy playing for sponsored events in Niagara Falls and Buffalo.

H. J. W.

Joe Sanders and Orchestra

Reviewed at the Blackhawk Cafe, Chicago. Style—Dance music.

A versatile 13-piece organization which has placed the Blackhawk on the map, having entertained customers in that spot during on and off periods for the last 10 years. The band goes in for all types of music, picking up new fads but not letting go of the established ones. As a result, it draws patrons of all ages and is fully equipped to satisfy their wants in dance tunes.

Joe, at the piano, doubles as vocalist. He is a winning personality with his clever introductions and rich, intimate voice. Vocally he is supported by Jack Swift, another personable tenor, and Jane Kaye, a recent addition.

Instrumentation: Gary Nottingham, trombone and violin; Dale Stoddard, Bill McDowell and Ell Phillips, saxes and clarinets; Hubert Finlay, sax, violin and conductor; Bob Irey, guitar and violin; Rex Downing, trombone; George Wendt, trumpet; Jack Gillespie, trumpet and mellophone; Jack Cathcourt, trumpet; Dean Stevenson, drums; Eddie Edwards, tuba, and Joe Sanders, piano and vocals. Arrangements by Nottingham, Stoddard, Cathcourt and Stevenson. Hon.

IA HOPES

(Continued from page 4)

takers and assistant managers. Laboratory workers go into separate locals. Local lab men have been placed with Local 889 here, including the entire force at the Fox De Luxe lab just organized, and the Fort Lee Consolidated lab just set on a one-year contract. Richard Walsh, IA vice-president, is handling the lab situation.

Film exchange employees are now being organized in Cleveland, New Haven, Buffalo, Boston, Detroit, Philadelphia, Denver and New York. Joseph Basson is in charge of local exchange plans. Separate locals are being set up for the exchange men.

The IA is not touching janitors. The Building Service Employees' International Union is getting after this class and locally has set up Local 54, called the Amusement and Cultural Employees' Union. Lou Conway is president and says he has already lined up quite a membership. George Scallsce, ESERU-Eastern representative, is pushing the drive, which will take in theater janitors

along with janitors and ushers in amusement parks, sporting arenas, ballrooms and recreation centers.

It is understood that the major circuits are not opposing the IA's unionization drive, figuring it is better for them to deal with an established union than with new ones which might be linked to the militant CIO.

The Wagner law is, of course, an important factor and the IA, as well as all unions, have been encouraged to rush plans before rival unions get a foothold.

DENVER, April 24.—New Film Exchange Employees' Union is asking for a scale of \$35 for shippers and heads of ad sales, with \$25 for assistants; \$22 for head inspectors and \$20 for other inspectors. No change in hours and wages is asked.

Officers of the new local are Bud Austin, Warners, president; Lee Cronk, Paramount, vice-president; Sue Rhodes, Paramount, recording secretary, and Max Gilbert, secretary-treasurer.

According to organizers, all but one man in nine exchanges have joined, with Fox and Metro employees remaining out.

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Vogue Room, Hollenden Hotel, Cleveland

Santoro and Loraine, ballroom dancers, head a snappy program offered here. Graceful and well trained, the two make an exceptional appearance. Edith Griffith is wowing them with her vocal numbers. Possessed of personality, she is going over well. Frank Payne, impersonator, does a list of imitations ranging from Amos 'n' Andy to Tom Manning, local sports announcer. The crowd approves.

During the cocktail hour Bernard and Stevens entertain with violin, accordion and vocal numbers. Sammy Watkins and his orchestra give the musical background. One of the biggest hits—the not featured—is Joe Baidi, accordion player with the band. Joe formerly played vaudeville, broadcast over NBC and Columbia networks and is one of the piano-accordion players who go to town and make them like it. He holds the center spot when the others are not working.
H. R. Hoyt.

Surf Club, Hotel Hildebrecht, Trenton, N. J.

Hotel Hildebrecht's Surf Club is popular niter here, with frequent floor-show changes and snappy dance band. Johnny Costes' six-piece orchestra provides music.

Spot open six nights a week, Sunday excluded, but change in local regulation may lead management to open on the Sabbath, altho policy not yet decided. Club seats 300 and is jammed Saturdays, when added attractions bolster floor show. Current attraction is Frank McCormick, who also emcees, and blond Ruth Kidd, a sing-dance pair, who are getting plenty of applause.

Illis Deon, songstress, is another pleasing attraction on current show. No cover or minimum during week, but \$1.25 minimum Saturday night. Club serves a la carte meals and has bar adjoining dance room. Orchestra is steady attraction.
F. P. Krieg.

Top Hat, Union City, N. J.

This spot is a good example of how not to run a night club.

First of all, posters all over town and even on the ferry to Weehawken, which is on the way to Union City from Patrons taking the signs seriously and showing up for the dinner show will discover there just ain't such a thing. Club is running two late shows and dancing starts at 9 p.m., even tho the placards plug dinner dancing. And then there's the Julie Wintz Band advertised heavily in reality Wintz went out five weeks ago and the Michael Mells Band came in.

Possible reason for this carelessness might be the owners' plans to open a new Top Hat Club on the site of the Elks Club near by and to revamp this spot into a club scaled for the cheaper crowd and featuring an all-colored show. This club would become the Stadium Club and the new Top Hat would cater for the so-called money crowd. New club is to open in the fall and would include a recreation center, two cabarets, including a huge one featuring name bands. Owners plan an \$8,000 a week budget for the twin cabarets.

Current feature of this spot is the Michael Mells 11-men band, a good dance outfit highlighted by Mells' excellent muted trumpet. Band goes on over WNEW 10 times a week.

Floor show is produced by Al Davis and comprises Bobby Bernard, emcee and singer; Ether Martin, singer-dancer; Al Larsen, tenor; Carlton and Miller, dance team, and a six-girl line produced by Mildred Raye. Show goes on twice a night.

Al Longano is the assistant manager. Spot is a nice-looking, high-ceiling room boasting a large dance floor and a comfy cocktail lounge. Dinners are \$1.25 and up.
Paul Denis.

Italian Village, Hotel St. George, Brooklyn, N. Y.

Located on the ground floor of one of the largest hotels in the country, this spot enjoys the reputation of catering to the cream patronage from this vast section across the bridge. Clientele being almost entirely local, the entertainment is chosen with that in mind. Bills are of the straight variety type, without a line or showgirls and with little of the

current fad for nudty presentation. Shows are presented twice nightly for dinner and supper and run about 50 minutes.

The several offerings are introduced and tied together by Jay Johnson, who, in addition to his emcee chores, offers a rather lengthy but thoroly enjoyable turn of choruses of mildly blue lyrics, accompanying himself on the squeeze box. Special appeal is injected when he waxes satirical in his *It Happened to Me in Manhattan*.

The Nathane Brothers offered a slightly different version of acrobatic and balance work by working the first half of their act while grinding away at fiddle and mandolin, capping by a head-to-head balance. For remainder of turn routine hand-to-hand strong-arm stuff and control work is offered, substituting touches of hoke in place of the instrument playing. Not spectacular but novel and fast.

Blond and pretty Patricia Morley does cute personality songs in a rather low, lusty voice of no exceptional beauty, but scoring heavily with vivacious appearance and tingling delivery.

A pleasant digression is the smooth and high-pitched harmonizing of the Ambassadors, an eight-member male chorus. In regimental mufti, they went thru a nice selection of numbers that included *The Musketeers*, excerpts from *Rose-Marie*, a medley of college songs; *Lover, Come Back to Me*; *Sylvia* and others of the same type. They seemed to please immensely and were recalled for several epodes.

Diminutive comedienne Haline Francis faréd moderately with drunky harassing of Emsee Johnson, off-key singing and inebriate antics. She appeared to be trying too hard, with resulting impression of exaggerated efforts.

A special feature, offered as a rule only during the supper show, is St. Claire and Yvonne in their *Rendezvous With Death*. With unusually gruesome makeup and shrouded in black, along with impressively weird music and effective lighting, St. Claire horrifies and chills as he alternately manhandled and fondled the semi-nude form of Yvonne. A vampirish attitude brings the dance to a close. Intwoven with the bizarre spectacle are evidences of dancing skill and grace.

Eli Dantzig and his Cavaliers supply, as they have for the past seven years, both dance music and show accompaniment.

Phil Traversi entertains between sessions with selections on the Hammond electric organ.

Minimums range from \$1 week days to \$1.50 on Sundays and \$2 on Saturdays.
George Colson.

Mayfair Casino, Cleveland

For the last fortnight coryphees of the Fanchon & Marco revue, which Manager Harry Propper offered here, contented themselves in pedaling about the stage on bicycles. Now the newest aggregation has taken to roller skates and quite class is it all. In twos, fours and sixes they roll about the stage, keeping good formation and introducing something of a novelty to patrons of this particular night spot.

The chorus is the high spot of this particular show, as the remainder of the bill lacks any really outstanding individual. Chester Fredericks does good tap stuff and not so good comedy, and Bill Steele is a good emcee but not so hot as a vocalist. The dance team of Nadine and Kirk come to bat with routines reminiscent of Astaire and Rogers and make a go of it.

Clint Noble, leader of the little swing band in the Mayfair cocktail lounge for many months, leaves to open with a 12-piece orchestra at the Trianon Ballroom for a limited engagement. Aud King, 23-year-old youngster, is making the arrangement. He looks like a comer. Band opens April 27.
H. R. Hoyt.

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Orchestra Notes

BATH AND TURF CLUB, Atlantic City, unshutters for the summer, with Al Francis' Club Babbette bringing in Eric Correa for the opening.

JIMMIE LITTLEFIELD initiates the dance season at Willow Grove Amusement Park, Philadelphia.

CHANGES IN PHILADELPHIA niteries bring Jack Moss to Tony Murray's Cafe, Mae Clark to the Paramount Grille, Jimmie Thorp to the Morocco Cafe and Tommy Scott to the Nixon Ballroom. Roadhouses find Dan Duncan at the Sunset Inn, Drexel Hill, Pa.; Joe Kane at Crystal Tavern, Westmont, N. J., and Buddy Brion carrying on at Ray's Log Cabin, Gloucester Heights, N. J.

CHET STEADMAN and orchestra are at the Hotel Francis, Monroe, La. AL DUNN and his 10 Clouds of Joy are at the Wagon Wheel, Alexandria, La. Band opened April 10 and will stay indefinitely.

JIMMIE CLAYBROOK and ork are setting the tempo for the dancers at the Rotisserie, Jackson, Miss.

LEON BELASCO and band and the Andrew Sisters are in the Blue Room, Roosevelt Hotel, New Orleans.

BUD SCOTT'S Band is at the Crystal Club, Natchez, Miss. Club will open its swimming pool about May 1.

GLEN GRAY'S Band moves into the Palomar, Los Angeles, for an indefinite engagement May 25.

LOUIS PRIMA and band, currently at the Hollywood Famous Door, have been engaged by 20th Century-Fox for *You Can't Have Everything*.

NICK STUART and band, playing at The Tavern, Reno, have been ticketed for musical shorts at RKO.

LES HITE and band, including June Richmond, blues singer, have been signed for *Murder in Swing Time* by Condor Pictures.

BUD AVERILL'S Orchestra, playing at Paradise Cafe, Los Angeles, has been given a remote line by KMIE on a daily schedule.

HENRY DURST closed a 15-week run at the Eastman Hotel, Hot Springs, April 24 and opened an indefinite engagement at the Hotel Heidelberg, Baton Rouge, La., April 26.

DOM DEE and band are playing an eight-week engagement at the El Cajal Club, Newark, N. J.

SID AUSTIN and ork are now in Canada ailing over G.F.R.E. Austin visiting his parents there for first time in six years. Outfit returns to Laurels Country Club, Sackett Lake, N. Y., in May.

JIMMIE WILKIN'S writes from Lima, Peru, informing us that he is now working on the M. S. Santa Maria there.

AL APOLON and band closed a nine-week run at the Chateau Moderne, New York, and plan to open a Kentucky spot for CRA soon.

JACK STAULCUP and ork returned to the Arcadia Ballroom, St. Louis, April 6 and will stay there until end of season May 9.

RED CULLOM and band closed at the Southern Club, Pampa, Tex., but reopen a New Mexico spot pronto.

COTTIE CLARK and her all-girl band from Dixie have been booked for the Bertrand Island Park Ballroom, Lake Hopatcong, N. J., May 29. They come from the Ansley Hotel, Atlanta.

DAVID ULLMAN, musician, filed bankruptcy proceedings in Brooklyn. Liabilities \$13,000; no assets.

JOHN HOTHERSALL, 27, ork leader of the Canadian Pacific liner Empress of Australia, disappeared from the ship at sea April 17 while en route from Nassau to New York. His home was in Preston, England.

JOE REICHMAN opened at the Fairmont Hotel, San Francisco, April 20 and was more enthusiastically received than any band to open in Frisco in many months.

GRIFF WILLIAMS out of the Mark Hopkins, San Francisco, April 25. Following a one-nighter at Sweet's Ballroom, Oakland, Calif., the next night, he headed east for Chicago. Al Kavelin opened at the Mark April 27.

ASSOCIATED AMERICAN ARTISTS is booking the following bands in and around San Francisco and as far north as Portland: Jack Trent, Jaquin Gill, Bob Saunders, Freddie Nagel, Jack Winston, Gene Englander, Roger Burke, Noel Thomas and Bob Harrison.

KING'S JESTERS are being brought east from Chicago by CRA. Go into a New York supper club June 1 with an NBC wire.

ART CRIPPEN and band, current at the Troc, Hollywood, have signed with

CRA, along with Herman Middleman's Band, now in Pittsburgh.

NICK LAROCCA and the Original Dixieland Band go into the New York Paramount Theater, set thru CRA, May 5 and follow with a summer run at the Fort Worth Centennial.

HUDSON-DELANGE Band will tour the Cy Schreiber ballrooms May 25 to June 17.

JERRY JOHNSON'S Band opens May 1 at the Schroeder Hotel, Milwaukee, booked by CRA.

FLETCHER HART TRIO is new combo under CRA management. Current at the Walford Hotel, Danville, Ill.

FERDE GROFE will do a symph concert at the Hollywood Bowl, Los Angeles, July 22. Set by Cliff Webster, of CRA's Coast office.

PETER KARA has a new nine-piece combo playing in and around New York. JACK DENNY and orchestra open at the Drake Hotel, Chicago, May 6, following Paul Whiteman.

GEORGE HAMILTON and orchestra left Chicago on a one-night tour before opening a two-week stay at the Peabody Hotel, Memphis, May 15. Will follow with a three-month engagement at the Beverly Wilshire, Beverly Hills. Business Manager John Shaheen is accompanying the band.

FOREST BRADFORD and band have just begun their third season at the Glenn Rendezvous, Newport, Ky.

HAPPY JAKE and his South Dakota Ramblers, of Rudd, Ia., will open at Casa Loma Pavillion, Saint Ansgar, Ia., May 22, after which the outfit will make Wisconsin taverns until July 4.

JACK WARDLAW and his orchestra are playing five Southern States out of the Jefferson Hotel, Columbia, S. C., where the band returns each Saturday for a half hour over Station WIS and to play the Jefferson Chatterbox. Band consists of Jack Wardlaw, Klettie Nowland, vocalist; Clay Good, vocalist and comedian; King Walker, "Boo" Graham, Matthew Wingard, Keith Osburne, Dick Bryan, Dave Smith, Bucky Adams, Derrell Forrest, Bert Harp, Shubert Holt and Wilbur Glover.

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Reviews of Acts and Bands

Les Triunes

Reviewed at *Oriental Theater, Chicago*.
Style—Acrobatic. Setting—Full stage.
Time—Seven minutes.

Three boys (George Wright, Jay Hackl and James Pentell) who do a neat hand-balancing turn and pitch in some unusual tricks because of the extra man in the act. Work in very brief tights, with Wright acting as middle-man. Novel bit is the boys' nose trick, a triple-deck effect in which they get a chance to display both grace and strength. Well received when caught. HON.

Three Maniacs

Reviewed at *Folly Theater, Brooklyn*.
Style—Comedy, dancing and singing.
Setting—In one. Time—Eleven minutes.

Page, Dodge and Page, billed as the Three Maniacs, displayed little genuine talent or personality. Act consists of three young men, all short on personality and ability. They offer a taste of effeminate entertainment and then do a completely unfunny Sally Rand burlesque. Act lacks the finesse to put this sort of stuff over. B. H.

Sue Ryan

Reviewed at *State-Lake Theater, Chicago*.
Style—Comedy. Setting—Front of band. Time—Ten minutes.

Sue Ryan, comedienne who once did a double with a bass-playing blonde and later made the rounds with the Benny Davis show, is now on her own and looks like a real comer. When caught, she not only made a show-me audience sit up and take notice but stopped the show cold. Did an encore and was forced to return for a bow-out speech. Her voice has improved in both qual-

ity and delivery, and her work, in general, gained in polish. Does satires of a French singer warbling *Speak to Me of Love*, of a torch songstress gesturing *Out in the Cold Again* and of an opera singer making faces doing *Wake Up*. Finishes with a high, clear note. Encored with *Alexander's Ragtime Band* as romanticized in 1913 and shouted-out in 1937. HON.

Don Ricardo

Reviewed at *State-Lake Theater, Chicago*.
Style—Juggling. Setting—Full stage. Time—Eight minutes.

A youthful, amiable juggler and ball-balancer. While his tricks don't appear to be too difficult, they are neatly executed and pleasing. Works with one ball most of the time, balancing it on his cone-shaped stick, nose and cheeks. An unusual effect is furnished by his twirling of a pole and ball, giving the impression of a barber's trade-mark. Finishes with an intimate touch, tossing a beach ball to the customers, who return it to be balanced. HON.

Billy House

With Nina Olivette

Reviewed at *Palace Theater, Chicago*.
Style—Comedy. Setting—Special. Time—Twelve minutes.

Back in vaude after a run with *White Horse Inn* on Broadway, House finds himself in need of some material. At this spot he acted as emcee, in addition to doing his own act. Comes on "in one" for some gags, mostly funny to the pit boys, and then asks for prospective talent to come up on the stage for auditions.

Nina Olivette and an unbilled blonde come on from up front, Nina costumed as a country maiden. The gals do some rick talk, Nina ending with some awful

singing into a tricky mike. The next turn finds Billy and Nina gagging, followed by Nina's familiar dance to various rhythms abruptly switched by the ark boys. In a special full-stage setting, the trio returns to do a skit labeled *We, the People, Peek*, a satire on a radio announcer's wife, which has plenty of worn-out gags. Announcer is broadcasting a baseball inning, while Billy and unbilled blonde engage in some hugging. Nina appears briefly as the maid. HON.

Heloise Martin

Reviewed at *RKO Keith Theater, Boston*.
Style—Dancing novelty. Setting—Full stage. Time—Seven minutes.

Drake University's shower-bath coed, who peeped for *College Humor* magazine while under the shower and obtained splash stories in the country's sheets. The lady is a nifty number, both facially and bodily. She's on three times, first explaining her magazine escapade in a magenta cellophane raincoat, thursty; Cleopatra took a bath in oil, Anna Held took a bath in milk, and she merely took a bath in a shower.

Second appearance is a cute toe dance to prove to the customers that she really abandoned Broadway for a college education. She has ability. Final appearance was used to reward a male plant with a shower of kisses, providing the lad, who was to have been a Harvard student, could stand on both his digits after a dizzy ride by Earl, Jack and Betty, roller-skating turn. S. J. P.

Falls, Reading and Royce

Reviewed at *State-Lake Theater, Chicago*.
Style—Eccentric dancing. Setting—Front of band. Time—Six minutes.

A trio of knockabout dancers, who do not do the usual routines and do not stay on as long as the average act of this type. The two boys and girl come on for a soft-shoe routine in which a shoe-falling bit and switching spot business is cleverly worked in. The boys follow with a hand-balancing burly in which

they earn a good hand with a couple of difficult tricks. Gal returns in briefs and together close with individual acro competition. Great shove-off trick is a rolling-boat effect by one of the boys. HON.

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Higher Price On Pix Sales

More money and greater bidding since the new Dramatists' Guild contract

NEW YORK, April 24.—Prices received for the sale of plays to the screen since the new Dramatists' Guild contract went into effect March 1, 1936, have been substantially higher than last year's, and bidding on individual plays has been more spirited, according to Sidney R. Fleischer, arbiter. Fact that even small independent companies are now jumping into the free-for-all is considered a triumph by the dramatists.

Acceptance of the new contract was accompanied by loud squawks on the part of the screen interests, the main beef being that they were not sufficiently protected under the new agreement. Threats to the effect that the screen moguls would cease backing Broadway productions caused some consternation, in that such backing has been very much needed since the Wall Street debacle in 1929. Situation was such that the pix companies were accused of having a strangle-hold on Broadway legit, of invading Broadway, etc. Fleischer, however, is of the opinion that Hollywood will prove amenable regarding the backing of plays.

Since August 1, 15 plays have been purchased thru Fleischer's office by picture companies.

Liberty Theater Suit Scheduled

NEW YORK, April 24.—Attorney Sidney R. Fleischer will soon go to court representing the 234 West 42d Street Corporation, formerly the Klaw & Erlanger Corporation, in the latter's case against the Daniels Holding Company, involving payment for the value of the Liberty Theater.

Liberty Theater was constructed by Klaw & Erlanger in 1902 and under terms of the 30-year lease the Klaw & Erlanger Corporation was to be paid by the landlord the value of the building after the expiration of that period. Costing originally \$125,000, current value was to be decided upon by an appraiser.

After 29 years had elapsed rent was not forthcoming and disposes proceedings were taken, with the result that now the landlord claims the 234 West 42d Street Corporation is not entitled to payment for value of the building.

Disposes proceedings should not affect the obligation to pay, as per stipulation in the original lease, according to Fleischer.

From Out Front

By EUGENE BURR

Mrs. Zilch and Mrs. Oglethorpe were talking. They were soft, stout ladies with pretty pink faces and with noses that were pinker still. In their veins flowed the milk of human kindness and as they talked and rocked they bounced a bit comfortably. They were altogether comfortable ladies, warm and pretty; seeing them, one instinctively wanted to rest on them. Soft and pink and white, they rocked gently upon the front porch and talked desultorily of this and that.

"You know, I haven't been to the theater in years," said Mrs. Zilch.

"Neither have I," said Mrs. Oglethorpe.

"No, the movies are enough these days," said Mrs. Zilch. "And besides, what dreadful prices they insist on asking for theater tickets!"

"The theater's just for the rich," said Mrs. Oglethorpe.

"Really, I can't see what anyone sees in it any more," said Mrs. Zilch. "Just some posing young intellectuals who fancy themselves better than their betters."

"Yes, and the rich too," said Mrs. Oglethorpe. "Tho' of course they only go because it's a place to wear their clothes."

Mrs. Zilch mused gently. "It didn't use to be like that," she said. "Why, in the days when they charged sensible prices for tickets they put on really good shows. I'll never forget the first time I saw *The Two Orphans* or *Nellie the Beautiful Cloak Model* or *Up in Mabel's Room*. Those were good plays—and they didn't charge much for them either."

Again she mused. "But now what do they give you?" she asked rhetorically. "I've been to a few plays this year and last, and what do they give you? There aren't any really good actors, you know—just people who want to break into the movies and can't. I saw Cathleen Hayes, I think it was, and Helen Cornell and some of the others; they're just people who can't break into pictures."

"There was a Helen Hayes in pictures once," interrupted Mrs. Oglethorpe.

"Yes, but this one—I'm sure her name was Cathleen—this one can't be the same. She tried to play Queen Victoria but in the later scenes I'm sure they had someone else in the part. Anyhow, that Hayes girl on the screen wasn't so good; I didn't think she was nearly as good as Janet Gaynor, did you?"

Without pausing for a reply, she continued. "They just give you a lot of people who can't break into pictures and a lot of cheap scenery—no lovely settings like those that William Powell and Myrna Loy always live in—and you sit in uncomfortable seats and they treat you like just somebody else seeing a show, with no ushers in uniforms or anything." She shook her head. "No, I don't see where they get the nerve to charge what they do—especially when they put on such bad plays."

"But sometimes they use the same plays in pictures," Mrs. Oglethorpe vouchsafed timidly.

"Of course they do," said Mrs. Zilch, "but only the best ones. That's just what I mean; you can see the same show, much better, and with really good people in it, for just part of what you'd pay to see it on the stage. Why, take that *Mary of Scotland* that Katharine Hepburn was so good in; I hear that that Hayes girl played it on the stage. And the Cornell woman played Juliet on the stage; just think of having to see her instead of an actress like Norma Shearer!"

Mrs. Oglethorpe shook her head in doleful agreement.

Mrs. Zilch continued. "And then, of course, even good plays are made better when they're turned into pictures, because the picture people—they have really good writers out in Hollywood, of course—change them when they're not so good. Why, I hear they had to change every word of *Mary of Scotland* to make it good enough for people to see in pictures. The fellow who wrote it first—Sherwood Anderson or Andrew Maxwell or something, I think his name was—wrote it so badly that the Hollywood writers had to change every word of it. And that thing called *Winterset*. I saw it on the stage, you know, and it was perfectly terrible. Everybody got killed and it was so dull with long speeches and words that simply no one could understand and the most uncomfortable feeling all thru it. Well, I saw it again in pictures and there was a happy ending and the words had been changed and it was much better." She paused. "You know, Maudie took me to see a few plays last year," she added as an afterthought, "but this year she hasn't asked me. I think (with fine contempt) that she thinks I don't really appreciate them!"

Maudie was a serious, dark-haired girl who sought eagerly but who seldom achieved satisfaction.

"We don't have to consider what Maudie thinks," said Mrs. Oglethorpe. "She's so definitely beneath us."

"Of course," said Mrs. Zilch. She sniffed. "Maudie says that you can like a play even if it's unpleasant and you don't agree with the author. Why, she even liked some *communist* plays last year. Imagine! In pictures communists always get exactly what they deserve. I'm so glad that picture people feel that America is good enough for all real Americans." Again she paused. "And the funny plays that Maudie claims she likes," she added. "They're so disturbing. You know, I thought about some of them for hours—simply hours—after I got out. That's not what I call entertainment. I don't think Maudie likes them either; she simply pretends she does because she thinks it's smart. No one could really like them; they're so disturbing!"

"Pictures really are much nicer," said Mrs. Oglethorpe.

"Of course," said Mrs. Zilch decisively. "Why, take that *Winterset*. Whoever thought up the horrible, unhappy ending they had on the stage? People don't want to see unpleasant things like that—at least I don't. I like things to be happy and nice and sentimental."

"I think," she added reflectively, "that most people who say they like the theater really don't. I don't see how they can. Just because someone had told him it was good Mr. Zilch insisted on our going to that *Richard XIV*, or whatever it is, the other night. Of course it's Shakespeare, so it must be good—but I think even Shakespeare would have been much better off with happy endings, don't you?"

Mrs. Oglethorpe nodded vaguely, impressed.

Mrs. Zilch leaned forward confidentially. "I didn't really like it," she said. "It was boring—that's the way with all those plays—and most of the time I didn't know what they were saying. I enjoyed *Personal Property* up at the Capitol much better; Robert Taylor's in that."

"I think he's such a fine actor," said Mrs. Oglethorpe.

"He is," said Mrs. Zilch. "Now, why can't they have someone like Robert Taylor play this *Richard* thing; then they'd have some excuse for the prices they charge! Robert Taylor's a really fine actor; I think he's so handsome, don't you?"

From the eminence of the front porch the two ladies looked down to the lawn and saw Maudie, who was being greeted by a young gentleman who had just arrived. He drew himself up stiffly, bowed and passed his arm beneath hers, and then they went off together.

Mrs. Oglethorpe bounced a bit in agitation. "They're probably going to the theater again," she said.

Mrs. Zilch sniffed. "Let them," she replied. "As for me I'd rather sit comfortably in a movie, where nothing comes up to disturb you and you don't have to think. Passing the time's all I want; where does all the other stuff get you anyhow?" And she stuck up her little pink nose superciliously.

Lack of Support For Chicago WPA

CHICAGO, April 24.—WPA Theater activity here dropped to a new low, with only one play on the boards. Lack of enthusiastic support has caused a delay in plans which had included the presentation of several more productions. While the projects this season have been playing to nice attendances, it is reported that most of them did not retrieve the nut.

On now is *Mississippi Rainbow* at the Princess Theater. The comedy has an all-colored cast and is going into its eighth week Monday. Windy City's Harlem has been giving it a fair amount of support. Its Saturday midnight performances are usually played to good turnouts. Promised soon is *Lonesome Man*, a new play that was to have opened Wednesday but didn't because of "technical difficulties."

Hedgerow's 14th Birthday

PHILADELPHIA, April 24.—Celebrating its 14th birthday Wednesday, Jasper Deeter's Hedgerow Theater at Moylan-Rose Valley marked a distinct departure from the established custom by not producing an original experimental play. Instead, holidayed with *Andre Obeyes Noah*, masks, music, dance and pantomime going into its making. Deeter appeared in the title role, his first opening in a leading role in over six years.

Noah is Hedgerow's first new production of this season, its 121st in the repertory, and begins the summer schedule of six performances weekly. Lennox Robinson's *The Round Table*, opening May 3, will be the 122d production. Hedgerow's fourth annual Shaw Festival is slated for July.

Philly Season Ending

PHILADELPHIA, April 24.—Going in to last lap, Forrest and Chestnut hope to keep the legit season alive in May. Following the premiere of *Orchids Preferred*, Tuesday (27), Forrest gets Katharine Cornell for another fortnight May 10 for *Candida* and *Wingless Victory*. Chestnut has *Boy Meets Girl* and aims to milk its run. Nothing else on deck, and final curtains will ring down the season for both houses. Locust and Erlanger stick to pix, and the only other attraction promised is *The Eternal Road* for the local Metop. But with no cooling system at that house, will probably hold off until the fall.

Belasco, Wash., Again Pix

WASHINGTON, April 24.—Unfortunately career of Belasco, once No. 1 legit house here, reached another stage last week with announcement that Jules Leventhal is bowing out after two dark weeks, with venerable theater going back to pic grid under Sam Cummings' aegis. Jack Thoman, boss under Radin and Levine, returns as manager, with *Ecstasy* skedded as initial offering.

Cowl Does a Barrymore

DAYTON, O., April 24.—Jane Cowl was in the midst of a conversation with Carrie Reynolds in the last act of *First Lady* at the night performance of the play at the Victory Tuesday.

Suddenly she looked up and addressed the audience: "Ladies and gentlemen, will you excuse me a moment. There is such a racket backstage that I can't hear myself talk."

With that the play came to a halt as Miss Cowl hurriedly walked to the rear of the set and said a few words to someone offstage. Stagehands were busy removing scenery and props from the stage to the waiting trucks outside, and doing it with undue commotion, Miss Cowl said afterwards.

No one in the audience down front heard any noise.

Given a tremendous ovation from a capacity audience at the close of the play, Miss Cowl stepped before the curtain to apologize again for her interruption.

Not since E. H. Sothern and Julia Marlowe rang the curtain down on a performance because their musician was talking to local musicians backstage a dozen years or more ago has anything of this nature happened here.

BROADWAY RUNS

Performances to April 24, inclusive.

Dramatic	Opened	Perf.
Amazing Dr. Clitterhouse, The (Hudson)	Mar. 2	64
Behind Red Lights (48th St.)	Jan. 13	119
Boy Meets Girl (Ambassador)	Nov. 27	597
Brother Rat (Billings)	Dec. 16	154
Cornell Repertory (Empire)		
Candida	Mar. 10	33
Wingless Victory, The	Dec. 23	108
Curtain Call (Golden)	Apr. 23	108
Dead End (Belasco)	Oct. 28	624
Eternal Road, The (Manhattan Opera House)	Jan. 7	121
Excursion (Vauderbilt)	Apr. 9	120
Having Wonderful Time (Lyceum)	Feb. 10	78
High Tor (Beck)	Jan. 8	128
Hitch Your Wagon (48th St.)	Apr. 8	20
King Richard II (St. James)	Feb. 5	92
Masque of Kings, The (Shubert)	Feb. 8	88
Miss Quix (Miller)	Apr. 7	22
Penny Wise (Morosco)	Apr. 19	8
Sun Kissed (Little)	Mar. 10	54
Tobacco Road (Forrest)	Dec. 4	1482
Tovarich (Fleming)	Oct. 16	215
You Can't Take It With You (Booth)	Dec. 14	155
Victoria Regina (2d engage.) (Broadhurst)	Aug. 31	270
Women, The (Barrymore)	Dec. 26	140
Yes, My Darling Daughter (Playhouse)	Feb. 9	89
Musical Comedy		
Babe In Arms (Shubert)	Apr. 14	13
Frederika (Imperial)	Feb. 4	84
Show Is On, The (Winter Garden)	Dec. 25	140

Oldest Actor Honored

PHILADELPHIA, April 24.—Rudolph Duering, believed to be the oldest actor in the United States, was honored last Friday on his 88th birthday at a reception given by the Charlotte Cushman Club. Appearing in opera and legit for

more than 60 years, Duering supported such noted figures as David Warfield and Frances Starr and made his last professional appearance two years ago in operas presented by the Philadelphia Orchestra. Casts of *Susan and God* and *Boy Meets Girl* were on hand to honor the aged actor.

New Plays on Broadway

Reviewed by Eugene Burr

MOROSCO

Beginning Monday Evening, April 19, 1937

PENNY WISE

A comedy by Jean Ferguson Black, featuring Linda Watkins, Kenneth MacKenna and Irene Purcell. Staged by Arthur Sircom. Setting by Cirker & Robbins. Presented by Juliana Morgan.

Jeff Bertram Thorn
Tina Irene Purcell
Martha Mildred Wall
Gordon Kenneth MacKenna
Penny Linda Watkins
Katherine Nancy Sheridan
Commissioner Dunn Albert Bergh
Penny Wise Farm in Connecticut. ACT I—Afternoon, Late in August. ACT II—The Following Morning. ACT III—Two Hours Later. It's hard to review a play like *Penny Wise*, the comedy by Jean Ferguson Black that Juliana Morgan brought to the Morosco Theater Monday night; there's so little that you can say about it, either way. Certainly it provides a pleasant share of light entertainment, gay, frothy and amusing; just as certainly it has long dull stretches, far too many words, lines and situations that fall dismally to come off, and a general thesis that is neither very new nor particularly engaging. As a spring show, it is a pleasant surprise; as a midseason comedy it is lightweight and below par. Since, however, the season is presently the spring, the best thing to do, I suppose, is to put *Penny Wise* down as a pleasant surprise and let it go at that.

It's all about the usual philandering playwright (according to the written testimony of its own members, the Dramatists' Guild seems to be made up of gentlemen who squeeze the writing of plays between the far pleasanter and more exigent activities of Don Juans)—it's about a philandering playwright, married to a nauseatingly sweet and seemingly simple little thing who just doesn't know anything about plays. Husband sights a light o' love in every new skirt that flutters upon the horizon, and in each pretends to find the mate for whom his soul has yearned since first it churned up its spirit-plasm from the abysmal mud. He pretends hard, convincing both himself and the other party concerned—but safe in the subconscious knowledge that at the last moment Penny, his wife, will happen along and set everything right. This Penny does by pretending to be so sweet and simple that the girl of the moment can't possibly take advantage of her. Gordon, the playwright, projects a trip to Brittany with each rose-lipped maiden; many are the Brittany trips that he and Penny take.

The peculiar part is that the girls concerned subsequently become firm friends of both husband and wife—tho it's hard to see how even a girl who hadn't been in love with Gordon could possibly stand Penny's self-conscious saccharine. Two such, as Miss Black's play opens, plan to preserve this curiously sacred marriage from the inroads of the latest light o' love. Penny in part forestalls them by inviting the girl in question up for a week-end at the farm that is called Penny Wise, but the two retired inamorates undertake to wise her up, regardless. Surprisingly, she turns out to be a quite sensible girl who decides that, Penny or no Penny, she's going to do what is right for Gordon. Gordon, when he finally understands that Penny is to be told, is at his wit's end—which, really, seems to be his usual habitat anyhow.

The girl tells Penny—and Penny, smiling with the well-known charming smile of the Kalkaks and the Jutes, pretends not to understand. Finally the other girl too falls dispirited prey to her vacuumlike simplicity and decides that she and Gordon had better not go off to Brittany after all. Penny goes around pretending brightly that nothing has happened, and the curtain descends on her just in time to prevent strong-minded customers from going out in energetic search of a red-hot poker.

A thoroughly charming cast of bright and pleasant players gets whatever is to be gotten from Miss Black's script. Included, fortunately, are Mildred Wall, Irene Purcell, Kenneth MacKenna, Bertram Thorn and Nancy Sheridan, and all of them do more than Miss Black to provide the pleasant share of light

entertainment that the play possesses. Linda Watkins, as Penny, gives a composite portrait of Elsie Dinsmore, Little Eva, Zasu Pitts and the balmier aspects of Ophelia. It's just possible that Miss Black's Penny wasn't quite so self-consciously insipid as she appears on the Morosco stage.

GOLDEN

Beginning Thursday Evening, April 22, 1937

CURTAIN CALL

A play by Le Roy Bailey, featuring Ara Gerald. Directed by Dickson Morgan. Settings designed by Cleon Throckmorton. Costumes designed by Ellis Porter. Presented by Quigley-Schachtel, Inc.

Lackey Frank Thomas
Alberto Brewster Board
The Princess Marie Curtis
Pietro Rizzo Blaine Cordern
Alessandro Casella Auguste Aramini
The Young Lady Sandra Kostner
Lolo Campinili Almira Sessions
Doctor Conti Mortimer Weldon
Antonio Sebastiano Guido Nadzo
Reno Rizzo Selena Royle
Isola Casella Ara Gerald
Anna Michelele Burani
Ambassador Arnaud de Bordes
Sister Frances Reinhart
Call Boy Arnaud de Bordes
The Nurse Sandra Kostner
The Intern Tommy Muller
PART I—Episode 1: An Evening in 1894. In the Palace. Rome. A Corridor Behind the Boxes. Episode 2: An Evening a Year Later. A Convent Near Rome. A Hallway. Episode 3: An Evening Five Years Later. A Hotel in Paris. A Corner of the Lounge. Episode 4: New Year's Eve, 1900. A Hotel in Paris. Casella's Apartment. PART II—Episode 1: Early Morning, New Year's Day, 1900. Casella's Apartment. Episode 2: Early Evening the Same Day. At the Theater. Casella's Dressing Room. (The Stage Will Be Darkened To Denote the Passing of an Hour.) Episode 3: Twenty-Five Years Later. A hotel in America. Casella's Apartment.

Everyone connected with the production of Le Roy Bailey's *Curtain Call*, which a new firm called Quigley Schachtel, Inc., presented at the Golden Theater Thursday night, is very careful to suggest that it's all about Eleanor Duse and her unfortunate—and unfortunately famous—affair with D'Annunzio. One supposes that it really is, since the program carefully states that Mr. Bailey, as a young man in Pittsburgh, was so smitten with La Duse's greatness that he tramped with her for a year and a half, doing odd jobs, and when she died he came on to New York and more odd jobs, including walk-ons for the Theater Guild. Oldsters with accurate memories claim that Duse died several weeks after she opened in Pittsburgh in 1924—which makes Mr. Bailey's "year and a half" seem like something of an exaggeration. So, unfortunately, is his play.

It is, one fears, all exaggeration. Certainly Duse, a great and tragic figure, could never have been so exaggeratedly doleful as Mr. Bailey makes her. Certainly D'Annunzio could hardly have been quite so exaggeratedly a cad. Surely no rival in love was ever so exaggeratedly malicious as Mr. Bailey's Rena. As a matter of fact, according to those who had the not unmixed pleasure of attending on opening night, Rena was so unadulteratedly vicious that the freer spirits among the customers began hissing her. The whole thing, what with Mr. Bailey's heavily soporific writing and heavily lachrymose sentimentality and heavily hoked sense of the theater, seemed far more like a preview for the American Music Hall than a serious memorial to a very great lady of the stage. In the light of the play the management's insistent hints that it was about Duse are quite understandable. No one would have suspected it otherwise. Mr. Bailey takes his actress, whom he calls Isola Casella, as she retires from the stage and goes into a convent on the death of the father of her child. There the child dies also, and there she succumbs to the blandishments of a playwright many years her junior. Coming out of the convent at his behest, she tours in his plays over a period of five years, and in the process of making him famous loses her fortune. Then she discovers that he not only has been carrying on an affair with her manager's wife, but has made public, in a blatantly revealing novel, his relationship

with the actress. With broken heart she nobly walks out on him, throwing herself with fervor into her acting, until she dies in an American city, unfriended and alone.

The mere recital of the skeleton of fact and near fact is so touching (albeit it is pretty badly hackneyed in both life and the theater) that it is hard to see how Mr. Bailey managed to make so woefully inept and awful a play from it. He did, tho.

Miss Ara Gerald is faced with the dreadful job, not only of playing Duse—an impossible job for almost anyone,—(See NEW PLAYS on page 27)

SAM S. SHUBERT

Beginning Wednesday Evening, April 14, 1937

BABES IN ARMS

A new musical comedy, with lyrics by Lorenz Hart and music by Richard Rodgers. Staged by Robert Sinclair. Choreography by George Balanchine. Settings designed by Raymond Sovey. Costumes by Helene Ross. Orchestra under direction of Gene Salzer. Supervised and produced by Dwight Deere Wiman.

Maizie LaMar Ethel Intropidi
Dan LaMar Jere Delaney
Val LaMar Ray Heatherton
Nat Blackstone George E. Mackay
Emma Blackstone Aileen Poe
Marshall Blackstone Alred Drake
Billie Smith Mitzl Green
Sheriff Reynolds George Watts
Gus Fielding Rolly Pickert
Booker Vanderpool Kenneth Wilkins
Pinkie Bob Fishelson
Lee Calhoun Dana Hardwick
Beauregard Calhoun Douglas Perry
Sam Reynolds Ray McDonald
Miles Reynolds Grace McDonald
Lincoln Vanderpool LeRoy James
Peter Duke McHale
Baby Rose Wynn Murray
Ivor De Quincy Harold Nicholas
Irene De Quincy Fayard Nicholas
Rene Flambeau Aljan De Loville
Phil McCabe Alvin Kerr
Dr. Snyder George E. Mack
Bobby Bobby Lane
Elenore Elenore Tennis

THE GANG

Gloria Gloria Franklin
Mitzl Mitzl Dahl
Jean Jean Owens
Ted Ted Gary
Don Don Liberto
Libby Libby Bennett
Verna Verna Ceders
Marjorie Marjorie Jane
Betty Betty Lee
Connie Connie Leslie
Audrey Audrey Palmer
Claire Claire Harvey
Davenie Davenie Watson
Stella Stella Clausen
Tania Tania Clegg
Elen Eleanor Fiata
Georgia Georgia Hiden
Cedda Cedda Petry
Ursula Ursula Seiler
Roy Roy Adler
Buddy Buddy Allen
Mick Mickey Alvarez
Jay Jay Bee
Jack Jack Stanton
Danny Dan Bailey
Bronson Bronson Dudley
Alex Alex Courtney
Cliff Clifford Darling
Jimmy James Gillis
Bob Robert Rounseville
In Lee Calhoun's Follies:
The Singer Wynn Murray
The Child Douglas Perry
The High Priest Alred Drake
The Priestess Elenore Tennis
The Nubians The Nicholas Brothers
The Acrobat Bobby Lane
The Specialty Dancers Mitzl Green
and Duke McHale
and the Gang
In "Peter's Journey":
The Prince Duke McHale
His Attendants Kenneth Wilkins
and Leroy James
Rockefeller Rolly Pickert
The Mermaid Elenore Tennis
Creta Garbo Cedda Petry
Marlene Dietrich Ursula Seiler
Clark Gable Ted Gary
and the Gang
Fairchild and Carroll at the Steinways.
The Action Takes Place in Seaport, L. I.
ACT I—Scene 1: The Kitchen of the LaMars' House. Scene 2: A Street. Scene 3: The Oscar W. Hemingway Post of the American Legion. Scene 4: A Discarded Railway Box Car. Scene 5: The Calhoun Living Room. Scene 6: The Back Door of the LaMar House. Scene 7: The Stage of the Old Barn Theater. Scene 8: The Wings of the Theater. Scene 9: The Stage of the Old Barn Theater.
ACT II—Scene 1: A Stable on the Work Farm. Scene 2: Ballet, "Peter's Journey."

Scene 3: The LaMars' Field. Scene 4: A Bedroom in the LaMar House. Scene 5: Solarium of Seaport Yacht Club.

The much-publicized *Babes in Arms* is here and undoubtedly scores of talent schools are already telling young hopefuls of the lucky youngsters budding all over the stage at the Shubert Theater. The Shubert will undoubtedly become a mecca for youngsters who want to become stars, for on its stage parade a vast array of youthful performers full of vigor, eagerness and a pleasing touch of talent.

From far away (talking about the seat this reviewer occupied) the show impressed as a thoroughly pleasing, fresh and almost always melodious affair. It was a pleasure to sit back and not expect an array of dynamic attention-compelling stars, for *Babes in Arms* successfully shuns playing up individuals and manages to sell the show as a whole. As it is the cast is good, with three or four standing out, but not too much; the music is lilting, altho not of hit caliber; the lyrics are often very clever; the dialog is quite often very bright, and the plot—well, you know what musical comedy plots are.

In case you must know, the story is all about a bunch of kids in a home of some sort who try to avoid farming by putting on a show. Under the beady and somewhat despotic eye of the sheriff they stage their show. The show flops, and when the plane of a transatlantic flyer falls on the farm grounds the kids stage a fake broadcast that pleases the sheriff and frees the kids from bondage. It's all very vague, but you won't mind.

Mitzl Green, now a confident and quite capable ingenue, has the lead. Her acting is good, but it's her singing that stops the show. Her sure handling of the rhythm ditty *The Lady Is a Tramp* is outstanding. Opposite her we have Ray Heatherton, radio baritone, who struggles manfully with a weak role except for his excellent last scene and who exhibits a pleasing singing voice. A surprise hit is registered by retound Wynn Murray, a girl with a flair for comedy and skillful handling of light ditties. Her rendition of *Way Out West* and *Johnny One-Note* is a treat. Then there's the Nicholas Brothers, doubling out of the Cotton Club floor show. Their stunning dancing and odd singing make them easy show-stoppers, just as they are at the Cotton Club.

Lovely Grace McDonald and Rolly Pickert make an ingratiating song and dance team, while Alred Drake and Dana Hardwick come thru with some invigorating acting. Elenore Tennis, from vaude, contributes a nice toe dance, and Bobby Lane comes thru with sock acrobatics.

Duke McHale does stand-out work in the refreshing and captivating ballet arranged by George Balanchine. Called *Peter's Journey*, the ballet has McHale going thru a dream journey that is one of the most delightful items seen around for quite some time.

Of the 11 tunes featured two are being plugged over the radio, *Where or When* and *Johnny One-Note*. Chappell is publishing the score. It seems that *Way Out West*, *Johnny One-Note* and *The Lady Is a Tramp*, all novelty numbers based on bright lyrics and simple melodies, have the best chance to build up into popularity.

Once again *Babes in Arms* is a thoroughly pleasing show, despite the slow spots and the vague book. And with only a couple of other musicals in town it should be able to enjoy a good run.
PAUL DENNIS.

(43rd Anniversary)

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Thru Sugar's Domino



ENCOURAGEMENT for what we have become accustomed to call vaudeville but which is really the branch of show business devoted to variety entertainment at popular prices comes from an unexpected quarter. So unexpected, in fact, that the character of the source makes the tieup seem ludicrous. We mean the active part that has been taken lately by film companies in providing an incentive to vaudeville and specialty people to continue working in the four and five-a-day grinds—and even in the honky-tonks and come-and-go night spots.

What has often been predicted will happen has come to pass. At least, part of the prediction has materialized. The rest should follow unless a phenomenal change takes place in the trend overnight, occasioned perhaps by something as vague and undefined as yet as television. It was stated frequently when stage shows began to exit from the show business scene that sooner or later the film companies would feel the need of stage shows as a developing ground for talent and a breeding place for new talents and personalities. It was also opined that as soon as the film interests feel this need they would take the steps necessary to fill it. At this time the need is being openly admitted and something is being done about it. As yet the action has not been extended to the reopening of theaters with stage shows. But it appears to be inevitable that sooner or later it will; under the guise of philanthropy, of course.

* * *

Ever since the beginning of the talkie era, specialty and vaudeville people have been employed in the casts of films. At the very start the exploitation of variety performers took the form of employment in shorts and condensed (in the can) variety shows. But at that time it was rare to behold a vaudeville performer actually cast for a part in full-length production, except occasionally in the big musicals wherein variety shows were in one way or another interpolated into the script. It wasn't long before films began to raid legit—finally winding up with the cream of Broadway players under contract and actually dominating the talkie stages. Thus the trend continued until quite recently. Then came the cycle of films best described as musical comedies. Genuine talent became a vital need. It wasn't enough to hire a handful of fairly talented specialty people and let it go at that. What Hollywood saw clearly that it needs were performers who were not only talented in the trained-seal fashion but who could also carry parts in a story script.

The next step came with the incursion into Hollywood's ranks of such personalities as Fred Astaire, Ginger Rogers, Eleanor Powell, Paul Draper—to name only a few. These pointed the way. The stampede was on. In ever-growing numbers the pick of vaudeville folk, neglected all too long, were pulled out to movie lots with flattering offers garnished with options that were taken up as fast as they expired. Hardly a film released by a major company these days does not have its complement of vaudeville-bred personalities. It was the talkies' crying need for talent that only vaudeville can produce that put the Ritz Brothers back in the big money class. And where did Clark Gable get his start? And Walter Huston, the Marx Brothers and about 50 others? In more recent interludes the talkies have taken into their midst such definite vaude types as Martha Raye, Bob Murphy (who seems to get more assignments these days than Floyd Gibbons during a war), George McKay and Harry Burns (the "I tink you touch" man).

In addition of those personalities to the Hollywood taxpayers' lists is quite in accordance with a carefully laid out plan. The few bookers left in the vaudeville wings of the outfits involved in film producing, distributing and exhibiting are now required to double as talent scouts for the film wings. Their general instructions are to dig up more Astaires, Powells, Ritzes and Rogerses. Their general objective is to pick up somebody who has not been thought of before as film material but who has probably been on view in the vaude emporia for years. These days when an act tries to get booked into a theater it is more than likely that the booker is giving more thought to the six possibilities than to the qualifications of the act for the deuce spot in next week's Paramount or State show. From this it can be seen that the subservient bookers, happy enough to be kept on their grooming jobs after the horse has died, are going about it in an archaic, clumsy fashion. It would seem to be logical that the film companies so eager to exploit new personalities of vaude background should espouse vaudeville and thus achieve the double purpose of lessening the strain on their producing machines in Hollywood and creating new personalities to be transmuted into box-office gold.

* * *

The films have developed stars after a fashion. Stars that are as fragile as the substance used in creating the glamour with which they are surrounded. This has been an expensive, tortuous process. It will probably be employed as long as Hollywood exists. But it need not be the predominating force in the factoring of star material. The job can be done more effectively and with more lasting results by using material that has been bred in the fertile soil found only in theaters with real audiences responding to living actors. Sooner or later this truth will be evident. We have a feeling that it is more evident to Hollywood today than ever before. And therefore the outlook is far brighter than ever before for stage shows to be reinstated all over the country by the circuits tied up financially with Hollywood.

The Broadway Beat

By GEORGE SPELVIN

RUDY VALLEE is planning to open a summer stock company at Larchmont, his first venture as a legit producer. . . . Sign on a West 52d street restaurant: "Thru These Doors Pass the Most Delicious Steaks in the World." . . . Night club owners, like waiters, usually spend their nights off hanging around other clubs. . . . Labor tip: Local 16 of the waiters' union, which was rocked by the Dewey probe, is stronger than ever, now that it's racketeering officials are safe in jail; it's taken over another floor, and its out to organize every night club and eatery in the midtown section. . . . That big burst of smoke that startled 47th street last Saturday afternoon was a fire in the chimney of the Somerset Restaurant; no damage done, but plenty of fire-trucks and excitement for a while. . . . Midget Tommy Keegan, the AFA's unofficial office greeter, will be missed; he just landed a 30-week contract down South. . . . Owners of local Spanish night clubs are worried about the Spanish civil war; most of them side with the rebels, but pretend they're neutral, figuring that any definite stand will hurt business. . . . A big Broadway beer garden plans to change its name and atmosphere to Bavarian or Swiss, rather than the present German, because there have been business losses due to the Hitler angle—even though the owner is Swiss and is by no stretch of the imagination a pro-Hitler man. . . . After Leslie Howard revives his *Hamlet* on the road next season, he plans to come back to Broadway in a new show—probably something to do with a Guild-Howard-film setup. . . . Vic Hyde, the youngster who has scored sensationally with his one-man band and who has skyrocketed his home town of Niles, Mich., to local prominence because of his repeated references to it, ran into tragedy when he played Detroit, right near Niles; he'd been waiting to play it, so that he could knock the hometowners for a loop with his latest wardrobe—soooo, when he finally played Detroit he had to wear a Southern costume in keeping with the Dixieland Jubilee motif of the show. . . . Nilesians, tho, 'gave him a testimonial dinner, with Vic insisting that all the proceeds go to charity.

There are plenty of stories coming out of the St. James Theater telling how grand Maurice Evans is to work with and also of the fine feeling of the entire company. For instance, Augustus Duncan, that grand old actor who plays John of Gaunt, had a birthday the other Saturday; he didn't think anybody knew about it, but the rest of the cast caught on, and gave him a surprise party, complete with flowers, tea, telegrams and all the trimmings, after the performance. . . . Ann Brock, who is Alan Brock's sister, has joined the cast of *Naughty-Naught* over at the American Music Hall, where she played last year in *Murder at the Old Red Barn*. . . . Marty Whyte, now agenting in Chicago, visited New York last week, driving in with Shavo Sherman and driving right out again with Jackie Green for a trip to Hot Springs. . . . MGM, which originated the famous "Garbo loves Taylor" line, is billing the Marx Brothers' forthcoming *Day at the Races*, "Groucho loves Groucho! Harpo loves Harpo! Chico loves Chico!" . . . The Federal Theater Project is planning a new post, that of public relations counsel, with Ted Mauntz, current press department head, mentioned for the job. . . . Incidentally, when Harry Chanin released information a few weeks ago about the Federal Theater's occupancy of the Chanin Building, he said that his building was the nicest in the city—but maybe he's getting nervous now, for the FTP has brought over all its excitement, and the building is becoming uproarious.

Chicago Chat

By NAT GREEN

IT'S a little early to take stock of summer legit prospects, but offhand we would say that indications point to a fairly good summer—exceptionally good as compared with several years past. . . . There have been several times in the last three or four years when the Loop was without a single legit show. . . . Last June one lone attraction, Katharine Cornell, was holding the fort until the WPA show, *Broken Dishes*, opened. . . . Later there was an interval during which not one show graced a Loop house. . . . This season, while bookings at present are more or less indefinite, it appears we shall have several theaters tenanted during the hot months. . . . *You Can't Take It With You* shows no sign of weakening and may survive until fall. . . . *Brother Rat* is a possibility and various other shows are tentatively scheduled for summer showing in Chicago. . . . So it is unlikely that Loop houses will be untenanted.

Charlie Althoff, well-known rube comedian, also is a dog fancier, and at the recent spring trials of the Sussex County Sport and Conservation League in the East, Althoff's English setter, Kenneth's Highland Lassie, was the winner. . . . He was handled by Charles Althoff Jr. . . . Jack Lavin, manager for Paul Whiteman, is a former rep showman it was revealed when Lavin and the writer happened upon Walter F. Driver (known to his friends as Omar the Tent Maker) on the Magic Carpet and Jack recalled incidents of his days with "rag oprys." . . . Whiteman, by the way, is demonstrating in the Gold Coast Room of the Drake that he is still the "King of Jazz." . . . The North Shore smart set is packing the Gold Coast Room nightly. . . . Francis Marquis reminds us that the costumes worn by Ethel Merman, who is making a modish hit with her "hillbilly" and "finale" costumes in *Red, Hot and Blue*, were created for her by the New York couturiere, Wilma. . . . The wife of Capt. Willie Mauss (he was in the show at the Chicago Theater last week) is expecting a visit from the stork along in July. . . . That was Jimmy Durante's schnozzola dodging in and out of music publishers' offices in the Woods Building.

Casino Parisiens will introduce intermission entertainment when its new spring revue opens April 29 (postponed from April 27 because of its elaborateness). . . . Nightly at 10 o'clock, Lou Breese's *Gay Ninety Revue* will be presented. . . . The informality characteristic of music halls of the '90s will prevail, the audience to have a large part in the fun. . . . Jack Williams, 19-year-old dancer at the Chez Paree, is being hailed as a real find. . . . He's a show-stopper. . . . Halls from Santa Rosa, Calif., and has been playing professionally less than a year. . . . He is under contract to Universal Pictures. . . . Chic Endor and Charley Farrell are slaying 'em with their comedy songs at the Congress Casino. . . . Endor is the son of Mrs. Harry Noyes, of Kewanee, Ill., and the proud mother and stepfather are visiting them here. . . . *Take It Easy*, the new comedy opening at the Studebaker May 1, was first produced by the Chicago Group Theater under the title *The Angel*. . . . It has been rewritten and recast, and the reception accorded it here will determine whether or not the producers will send the piece to New York for production this fall.

"Arizona Mahoney"

(PARAMOUNT)

Time, 60 minutes. Release date, December 4, 1936. Directed by James Hogan. Screen play by Robert Yost and Stuart Anthony, based upon Zane Grey's "Stairs of Sand." Cast—Joe Cook, Robert Cummings, Joan Martel, Larry Crabbe, Margery Gateson, Richard Carle and others. Reviewed at the Mayfair, New York.

The film serves well for an old-home-week celebration or as an accompaniment to a stuffy, pseudo-romantic picture which does nothing more than flash ballyhooed actors and actresses. It runs true to regulation as a cowboy thriller, containing the vital elements of a stage-coach robbery, a pretty gal, rustlers and a swell shooting affray comparable to any produced by the nickelodeons.

Joe Cook, as Mahoney, lends a bit of circus tomfoolery to appease womenfolk.

What plot there can be midst cattle thieves and the kind of nonsense everybody laughs at without knowing why boils down to the incidental romance between the deceased rancher's daughter and a perfect yokel. Larry Crabbe and his cohorting brigands reform in purpose rather than in deed. Now they steal cattle to please the girl's whim and thereby ignite a shooting opera.

The bill is unpretentious. Members of the cast seem to enjoy themselves and can't help making the lookers-on feel the same way. *Weiss.*

"Love From a Stranger"

(UA)

Time, 87 minutes. Release date, April 17. Directed by Rowland V. Lee. Screen play and dialog by Frances Marion, from the play by Frank Vosper, which was based on a short story by Agatha Christie. Cast—Ann Harding, Basil Rathbone, Bruce Setton, Binnie Hale, Jean Cadell and others. Reviewed at the Rivoli, New York.

Earlier this season the late Frank Vosper, well-known London actor, made his New York debut in a play he had adapted from an Agatha Christie short story. It was called *Love From a Stranger* and, with certain important reservations, it turned out to be an above-average horror thriller. Now Trafalgar, an English film organization releasing here thru United Artists, has filmed it, with a couple of American names in the leads. It's a good example of what can happen to even a mediocre play if it falls unwarily into film hands.

Love From a Stranger is all about a girl who wins the grand prize in a lottery, decides to have a good time for a while, breaks with her hide-bound fiancé and then takes up with a polished and traveled gentleman who comes to rent her flat. She ends by marrying him and going with him to live in a little cottage in the wilds of Kent. There, slowly, he grows stranger and more violent, and finally, thru a succession of events, the wild and horrible suspicion dawns on her that he is a mass murderer wanted in Canada for the evisceration of a long succession of wives. She realizes that she is to be next.

To reveal how she escapes wouldn't be playing fair—but on the stage it was tremendously tho' theatrically effective.

In the film it isn't—nor is any other part of the slowly growing horror-crescendo upon which the story is based. For one thing shifts weaken the emotional coherence. For another the well-known leisurely English film pace has the picture wandering gently when it should have rushed forward headlong. But chiefly the lack of effect is due to the hamfisting of Ann Harding and Basil Rathbone in the leading roles.

Miss Harding and Mr. Rathbone, being both graduate of the stage, should really have known better. Perhaps it was the fault of the director, Rowland V. Lee—but no matter whose fault it was, they so overemphasize the horror sequences, they chew so much scenery and rant so ridiculously that an audience that should have sat spellbound at the climax laughed its collective head off and rolled merrily in the aisles. Mr. Vosper's play really wasn't that bad; when he and Jessie Royce Landis played it on the stage it had a certain theatrical power. In particular Miss Landis' splendid stage playing stands out in marked contrast to Miss Harding's overblown and phony emoting.

Vosper died recently, disappearing mysteriously from a ship in mid-

Atlantic. The accepted theory is that he threw himself overboard after having been turned down by a very lovely girl—but if the authorities are smart they'll find out if there was a screening of the film version of *Love From a Stranger* on board. *Burr.*

"Outcast"

(PARAMOUNT)

Time, 79 minutes. Release date, February 5. Director, Robert Florey. Screen play by Frank R. Adams. Cast—Warren William, Karen Morley, Lewis Stone, Richard Carle, Jackie Moran, Christian Rub and Esther Dale. Reviewed at Loew's Mayfair, New York.

It is difficult to forgive the antiquity of this yarn, its nauseating embellishments, which may have been designed to bring the epic up to date, and the stereotyped performance of the cast. Paramount is old and experienced enough to have ironed out the hop-scotch pattern of this picture. Compared with the well-directed medical films projected in the past two years, the M.D. angles here are bromidic and unimpressive, besides being carelessly exploited.

In those parts of the country where city fathers maintain unflexible moral criteria it would be quite proper to ostracize a man professionally for a social indiscretion. That is what happens to Dr. Philip W. Jones for his patient's having taken a fatal overdose of a prescribed-sedative (the patient was another man's wife in love with her doctor). Jones is tried but acquitted of murder. The husband of the deceased swears vengeance, and being in a financial position to satisfy the urge, makes it impossible for the doctor to associate himself with any hospital. In an out-of-the-way village he is befriended by a retired lawyer, Abbott, thru whose influence he is able to build up a local practice. Margaret Stevens is the avenging demon until she wilts. Newspaper clippings falling into the clutches of the town's most malicious nag reveal the doctor's past and almost bring about a lynching. Pretty speeches explain everything for the usual happy ending. Satellites in the cast put on a more natural show than the leading characters. *Weiss.*

"A Star Is Born"

(UNITED ARTISTS)

Time, 111 minutes. Release date, April 30. Producer, David O. Selznick. Director, William A. Wellman. Screen play by Dorothy Parker, Alan Campbell and Robert Carson. Cast—Janet Gaynor, Frederic March, Adolphe Menjou, May Robson, Lionel Stander, Andy Devine, Elizabeth Jenns, Edgar Kennedy, Owen Moore, J. C. Nugent and others.

Cheers upon cheers for this picture of pictures, one of Hollywood's greatest efforts. Surprisingly it's a story of the movie industry, a back-yard product. For sheer honesty, depth of emotion, brilliant play-acting and ever so many excellent qualities there's none better. It's done in technicolor, but there is no scenic buildup and, in fact, the color is unobtrusive. The box office is written all over it, and the "can't miss it" buildups from reviewers will bring 'em in.

It's Gaynor's best, in a role that makes her the envy of all femme flickerites. The story's all hers, but March does his usual grand job, giving his dramatic role, and a difficult one, outstanding treatment. Rest of cast works in excellently as well. Not only the cast but the story and direction rate equal buildups.

A young miss from the sticks dreams of movies and is encouraged by her philosophical granny. She finds the movie field a tough nut to crack when she hits the Coast, with the usual struggle for room rent, meals, etc., but she meets up with a male star, a boozier, who gets her a test and speaks up for her because he's in love with her. She clicks right from the start, but her star lover is on the skids.

They marry, she climbs to fame and he hits the gutter. His come-down sets him on drunken sprees frequently, but the love of the two is great. On one too many an escapade, he learns that she's to give up the movies just for him. He takes an out by drowning himself, and deep in sorrow she's still resolved to quit but hangs on thru a pep talk from her old granny. *Harrie.*

"The Wave"

(MEXICAN GOVERNMENT)

Time, 62 minutes. Release date, April 20. Directors, Fred Zinneman and Gomez Muriel. Screen play by Paul Strand and Velazquez Chavez. Cast—Native Mexican fishermen. (No billings.) Reviewed at the Filmarte, New York.

Strictly for the art and left-wing parishioners, this pix will probably get a bit of mitting, but it's a thumbs-down proposition as far as mass appeal is concerned.

Mexican government paid the bills for this one and evidently doesn't figure on getting out of the red. It won't. The propaganda angle is there, as the current Mexican setup is left of center, but the soap-boxing is restrained. Actual story concerns a group of Mexican "native fisher folks" (that's what the menu says, anyway) who are exploited. They seek to unite but there is lack of understanding and an almost slap-stick mauling contest gets going. Leader is killed and only then do men begin to realize the necessity of unity to achieve their ends.

Only outstander is the unbilled leader. A good-looking lad who emotes well. It's difficult to believe that he's strictly a native fisherman. Hollywood ought to look him up, if the language barrier isn't too difficult. Pix is in Spanish, with English subtitles done by John Dos Passos and Leo Hurwitz. Attempts at symbolism are obvious, thin and strained. They fall flat.

It's mild art and nothing for the usual run of houses. *Hall.*

"When Love Is Young"

(UNIVERSAL)

Time, 76 minutes. Release date, April 4. Directed by Hal Mohr. Screen play by Eve Greene and Joseph Fields from a magazine story by Eleanor Griffin. Cast—Virginia Bruce, Kent Taylor, Walter Brennan, William Tannen, Jack Smart, Christian Rug, Greta Meyers, Nydia Westman, Jean Rogers and others. Caught at the Roxy, New York.

The tremendous ingenuity of the motion picture field is finely exemplified by Universal's *When Love Is Young*. Universal took a magazine story (actually bought it, one supposes) that told all about how a small-town singer won fame and fortune on Broadway with the aid of a press agent who was in love with her, while all the time she still held dreams of the boy back home. Having bought it, Universal set two more writers to work to do a screen play and then actually filmed the thing. The ingenuity of this is tremendous; it might even be called appalling. For it must take tremendous ingenuity to do all these things and still keep a bunch of cash customers, forced to sit thru the picture, from rising up in their might and smashing the screen.

This time Virginia Bruce, who can neither act nor sing, is called upon to play the singing actress. Kent Taylor is determinedly handsome as the noble press agent who gets her in the end; William Tannen plays up all the offensive attributes of the offensive lad she left at home; Walter Brennan is forced yet again to do his Scandinavian character act as a kindly uncle, and Jack Smart gives a really amusing performance as a Broadway producer.

Despite Universal's ingenuity, however, the Warner musical-film organization will probably squawk that Universal has stolen their story. After all, it's the only story that the Warner crew has got. *Burr.*

"Thunder in the City"

(COLUMBIA)

Time, 85 minutes. Release date, April 25. Directed by Marion Gering. Screen play and dialog by Robert Sherwood and Aben Kandel. Cast—Edward G. Robinson, Luli Deste, Nigel Bruce, Constance Collier, Ralph Richardson, Annie Esmond, Arthur Wontner, Elizabeth Inglis and others. Reviewed at the New Criterion, New York.

Mix the first half of the South Sea Bubble history with P. T. Barnum procedure, add a dash of trick photography and pithy dialog, set the pace at a rapid gait and the outcome will be *Thunder in the City*. The relation between the

title and the story is negligible, except for a possible far-fetched symbolism of the word thunder for Robinson's showmanship.

When he himself isn't caught in the whirl of events he is a go-getting salesman with implicit faith in the mass of Barnum-Guinan minute men. Ousted from his position with an American automobile manufacturer for being too bizarre in his promotion methods, he takes a stand in England. Whereas some titled but poor English relations scheme to dump their frozen real-estate assets on to him for a handsome financial return, dare-devil Robinson reverses matters to talk his cousins' titled friends out of their African mines, organizes a dummy corporation, sells common stock to the public at large, and as a whole conducts business along lines outlawed in America under the SEC and similar bureaus. But in England everything seems to go. His purpose, outside of his characteristic love of business adventure, is to win the hand of Lady Patricia, who will marry the highest bidder. Competition is provided by the banker, Ralph Richardson, who beats him to the draw financially by buying up the manufacturing patents of the mineral. Story returns to the commonplace to assure the audience that the lady will tie up with Robinson anyhow. Details are a bit preposterous occasionally but unoffending fiction.

Robinson's vigor has an inexhaustible appeal to all classes, creeds and ages. The picture is peppy, loaded with wholesome laughs and quite likely a box-office attraction. *Weiss.*

"A Family Affair"

(MGM)

Time, 68 minutes. Release date, March 12. Director, George B. Seitz. Screen play by Kay Van Ripper, based on a play by Aurania Rouverol. Cast—Lionel Barrymore, Cecilia Parker, Eric Linden, Mickey Rooney, Charley Grapewin, Spring Byington, Julie Haydon, Sara Haden, Allen Vincent, Margaret Marquis, Selmar Jackson and Harlan Briggs. Reviewed at the Rialto, N. Y.

Staiding, the drama from which *A Family Affair* was adapted, was eminently successful in New York some eight years ago. In its picture form it is a harmless concoction, neither very bad nor very good, but just about hitting the level considered excellent by the Legion of Decency. Lionel Barrymore is in it, is well cast and affords some pleasurable moments. Otherwise pix is fodder for the masses.

Story occurs in a tank town where Judge Hardy tries to block construction of an aqueduct engineered by crooked politicians. Latter align the press against Hardy, drag in some juicy scandal concerning his daughter and attempt to prevent his renomination for the judgeship. Town and family line up against the old boy, but he confounds the good burghers with facts showing he is on the right side of God and country. Minor threads concern the different love affairs of Judge Hardy's children, all of whom are threatened with loss of soul mates on account of the gossip spread by the wicked. But when Hardy fires the cannon all is solved.

This is the sum and substance of the piece, affording the simple a tear and presaging not much dough in the coffers of MGM. Skoal! *Ackerman.*

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THE FILM WEEKLY AUSTRALIA

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Australian Office of THE BILLBOARD.

Republic Case Put Off Until May 24

NEW YORK, April 24.—Police summons against the Republic Theater, served on the Holly Holding Corporation and Eddie Goodman, manager, was answered Thursday in West Side Court on 54th street. Case was adjourned until May 24.

As yet, no other summonses have been served on burlesque theaters for giving indecent performances, according to word emanating from Second Deputy Police Commissioner Sullivan's office.

Beef Trust Commends License Commissioner

NEW YORK, April 24.—Beef Trust Billy Watson, now touring the Independent Burlesk Circuit, marking his 56th year in show business, wrote License Commissioner Paul Moss, commending him for his action against burlesque theaters. He wrote in part that by cutting out strip and tease acts, the clean burlesque houses are given a chance to exist.

Watson is also bringing suit against the Eitinge Theater here and the Casino, Brooklyn, for infringement on his Beef Trust rights. Suit involves \$50,000 damages.

New Orleans May Get Burly

NEW ORLEANS, April 24.—Dauphine Theater here, long darkened since burlesque last played this far south, is being renovated for an opening September 4 as a burlesque house, reports here persist. Anton Scibilla holds the lease.

Indie Houses Start Closing for Summer

NEW YORK, April 24.—The Hudson, Union City, and the one-nighters in Pennsylvania drop off the Independent Circuit today for the summer. One-nighter towns are Harrisburg, Allentown, Reading and Williamsport.

Next Saturday the Casino, Toronto, exits and goes into stock, while the Century, Brooklyn, also bows out, but stays an extra week to play a colored unit, Irvin Miller's *Brownskin Models*. The following week the Empire, Newark, exits, but will follow with two colored shows, playing Jimmie Lunceford and Lucky Millinder orks.

Indie-BAA Contract Huddle Due Shortly

NEW YORK, April 24.—Following receipt of another wire from Issy Hirst, head of the Independent Burlesk Circuit, calling for the new contract from the Burlesque Artists' Association, Tom Phillips, head of the actor organization, notified Hirst that some word will be sent him in 10 days. At that time the BAA will notify him of the date and place for a contract meeting.

In the meantime, Hirst has sent out letters to the member theaters of the circuit requesting a meeting. This meeting would deal with a discussion of the last season's affairs and will also take in policy for the new season.

HELENE CORTEZ rushed to the Blaine Hospital, Detroit, last week for appendicitis operation.

Fulton, N. Y., To Run 2-a-Day Burly

NEW YORK, April 24.—The Rialto sector will get another burly house next month, the Fulton, planned for a two-a-day policy. House was subleased by Alex Ypkel to Alfred Herman Engel, of Chicago, who is on the staff of the Gaiety Theater here and is a nephew of I. H. Herk, co-partnered with Abe Minsky in the Gaiety operation. Present plans call for the Fulton opening May 14.

Fulton seats 980, and reported rental is around 750 weekly. New tenant has a yearly lease with options. House will run two-a-day at a reported top of 99 cents, and the new operator has plans for using "name" bands besides burly, mentioning Cab Calloway as the opener, tho' not likely to get him. Ypkel will still retain his offices in the Fulton for the time being.

The Fulton is alongside the Gaiety on the 46th street side, and both houses will run burly, the Gaiety in a grand policy. Fulton's lease, and those of all the theaters from the Morocco on 45th street and along Broadway to the Fulton on 46th street, have 90-day demolition clauses. This is done in case plans for an amusement center on that property go thru, but any such move is unlikely for two years or so.

Max Wilner Closing Philly House May 1

PHILADELPHIA, April 24.—Max Wilner rushes the season and calls it quits at his Shubert house next Saturday, May 1. Marked his first entrance in local field, house formerly operated by Max Rudnick, and promises to be back in the fall. Wilner is now dickering for an Atlantic City house.

At the other houses, Issy Hirst may change the usual procedure and shutter his Bijou for the warm weather, moving his stock crew to the Trocadero, Indie circuit house. There are also reports that Harry Slatko, who formerly presented septa variety shows at the Lincoln and Nixon-Grand, will turn to colored burly this fall, Broad Street Theater, opposite the Shubert, mentioned as the house.

VALDA, colored strip-teaser, left the Oriental, New York, April 15, and opened the following day around the corner at the Harlem Uproar Club, where she replaced Lovey Lane, who returned to burlesque. Stanley Woolf, agent, arranged the Valda deal.

U-Notes

By UNO

HELEN ROGERS, prim with *Oriental Girls*, Indie show, was visited by her son, Irwin, 7, from Brooklyn, during Union City, N. J., engagement.

BOB BIRCH, operator of the Grand, Canton, O., and Woody Leuthold, candy concessioner, of Cleveland, were New York visitors April 20: Birch plans to present burly stock again next season at the Grand for the first few weeks and Indie shows later.

BILLY DANIELS, tenor-juve, made his burlesque debut via the Oriental, New York, April 18. Replaced Ben Hamilton in the Minsky house.

EILEEN HUBERT, slated for a dancing principal's berth when she chorused at the Eitinge, New York, recently, and Bettie Lee, another ex-burly chorine, now touring with a carnival in the West.

HELEN TROY, new principal in New York, soon to be spotted by Dave Cohn in local stock houses.

RENEE D'ARMOND, coached by Jacques LaMarr, made her debut as a strip-teaser at the People's, New York, April 16. Comes from niteries in the South.

JOEY FAYE, comic, doubling at the Apollo, New York, and over WEAF every Sunday, 9-9:30 p.m. Air broadcast is on the *Manhattan Merry-Go-Round* program.

FRANCES McAVOY, principal with the *Merry Maidens*, Indie show, celebrated a birthday backstage at the Century, Brooklyn, April 17.

GUS SCHILLING tendered his notice and left the Weinstein shows April 24. Betty Rowland, diminutive dancer, left the week before at Minsky's, Brooklyn, and was replaced by Lovey Lane at the Republic, New York, April 18.

AMY FONG, featured on the Indie Circuit, while in Baltimore April 15 was guest of Honor at a dinner tendered her by Chinese members of a textile conference in the U. S. from Shanghai; also on the night following by a group from the Chinese Embassy. Miss Fong plans a (See U-NOTES on opposite page)

Burlesque Reviews

Irving Place, New York

(Reviewed Wednesday Evening, April 21)

Repercussions of the Gotham case are evidenced in the listless production offered at this downtown house. Shows caught here are usually zippy affairs. But with the current situation on stripping, the peeling contingent is restrained and there's not much to make up for it. Patrons are wising to the fact that a pinch generally means other houses will tame down, and the boys and girls stay away in surprising numbers.

More comedy would have hyped this bill. Men were there and were good, but material was lacking. Pants-wearers included comics Eddie Kaplan, Slats Taylor and Billy Wallace, straight man Joe Wilton, and juveniles Bob Rogers and Jack Keller. Boys worked hard and when material was good they went over, but they needed more good material. Hotel bit, cafe scene in pantomime and a train berth number topped the bits.

Disrobers included Marie Cord, Ermaine Parker, Dorothy Dee, Estella Montillo and Diana Johnson. All the gals showed the effects of the restraint under which they were worked and several had to refuse encores for further exposures of the epidermis. Gals stayed glued in skin tights and went easy on the hand work. Performances, because most of the strippers were limited to that alone, were only fair, with the exception of Miss Montillo. This shapely brunet possesses sparkle and a trim, well-trained body. She went thru a few simple acrobatics, beyond the scope of

many strippers, and displayed real ability.

Production, handled by Jack Montgomery, was only fair. Line of 12 ponies, plus five showgirls turned in rather shoddy work. Best scenes were the opener, Paris cafe number, and a spider web production. Other productions could have stood more color.

If indications show that strippers are to be put in cages and tamed, it's the time to spend more money on comedy and production. It would probably be a good investment. BENN HALL.

Burly Briefs

RED MARSHALL, Murray Leonard, Dolores Dawn, Mike Sachs and Alice Kennedy have been booked for a three-week run at the Old Howard, Boston, starting June 7. . . . Nedra Gallagher is the new stenographer in the office of the Burlesque Artists' Association, and the office staff will be expanded with another girl. . . . Sue Phillips, wife of Tom Phillips, BAA head, is now in Meridian, Miss., visiting relatives and recuperating from a sinus ailment. . . . Beverly Carr was the subject of a feature story in *The New York World-Telegram* a week ago Tuesday. . . . Billie Holmes exited abruptly from the Eitinge, New York, last week. . . . Joyce Breazelle was

held another week at the Oriental, New York, and goes into the Eitinge this Friday, with Betty Rowland taking her spot at the Oriental. . . . Annette is continuing on at the Oriental, delaying her Miami trip, which now is scheduled for May 15.

RALPH BROWN will not go into the Oriental, New York, this week as scheduled, and instead Rudy Toombs will get his spot. . . . Burly folks at the Cameo, Hartford, Conn., are getting thru, those exiting including Bobby Faye, Charlie McNally and Harry Allen. . . . Herbie Faye, with a 40-week contract from Abe Minsky to be worked out at the Gotham, New York, is filling in with two weeks downtown at the Gaiety before stepping into the Oriental for a run. . . . George Kaye was stricken with laryngitis last week at the Eitinge, New York, and Gordon Clark took his spot for a couple of days before opening Friday at the Oxford, Brooklyn. . . . June Marshall will fill in the next couple of weeks at the Gaiety, New York, before sailing for Paris.

ERNIE GILBERT, writer, was called in by H. K. Minsky to furnish clean comedy bits. Some bit versions of Gilbert's are *Grand Hotel*, *Amateur Hour*, *The Politician* and *Katherine of Russia*. . . . Among Nat Morton's recent placements are Jo Ann Carroll, Herbie Faye, Betty Rowland and Rudy Toombs, Oriental, New York; Barbara Doane, Gaiety, New York; and Buddy Spencer, Joyce Breazelle and Gordon Clark, Eitinge, New York. (See BURLY BRIEFS opposite page)

A TENOR SUPREME

BILLY DANIELS

Just Closed Nine Months of a Most Pleasant Engagement at the BLACK CAT CLUB, New York City.

Now at H. K. & Morton Minsky's ORIENTAL THEATRE, New York City, Indefinitely.

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

PROFESSIONAL CARDS
"SLATS" ERMAINE
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Com. Talking-Strip.
In the East after 2 years with Popkin & Ringor, California.
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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 Nite 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

J. M. GROSS, of the American Attractions, Detroit, has leased the Ramona Theater, Ramona Park, Grand Rapids, Mich., for the summer and will personally produce shows for the house. Musical comedy tabs, plus two acts of vaude, will be used. Tommy Hanlon and Nellie Clark will head the permanent company. One show will be presented nightly, with a reserved-seat policy. There will be three matinees a week. Admissions will be scaled to a 50-cent top. . . . Bobby Dyer, now in New Zealand with the A. B. Marcus show, posts from Suva, Fiji, under date of April 1: "Having swell trip. Laying over here to see the sights. We used to kid about Cook's Tours. Well, this is beginning to seem like one. Remember me to the gang." . . . Jack Bell, violinist, is now with Renee Kay's girl show on the L. J. Heth carnival. . . . By-Gosh reports that he is now presenting his gift show in six Pennsylvania towns in the Pittsburgh area. . . . Arthur P. Almond, formerly for many months pianist with the Cotton Watts tabs in Knoxville and Chattanooga and who now has the ork on the R. M. S. Arawa, inks from Wellington, New Zealand, under date of March 27: "To go on the radio here is like it is in England—quite an achievement. Some of the smaller stations will take anybody if they can yodel or play a 'git fiddle,' but all they get is a 'thank ya.' Well, anyway, my band had the pleasure of broadcasting a 25-minute program over Station 2YA here and 'got paid for it!!' 2YA is the station in New Zealand, so it's quite a feather in the cap for the maestro!!! We leave for England tonight. We have had quite a trip, still I'll be glad to get back to England. And I'm going to have another try to get back 'home' to the U. S. A."

FLO NICKERSON reports that her 18-people *Swingtime Varieties* unit, managed by Samuel Jebb, of Boston, has found conditions excellent in the Southland. Company worked 10 weeks for Wilber-Kinsey Theaters, five weeks for Lucas & Jenkins, four weeks for Sparks and five weeks at the Embassy Club, Jacksonville, Fla. At the termination of its engagement at the latter spot, unit will do night club work in New England and Canada, returning to the South in September. . . . Rufus Armstrong, veteran tab comic and manager, has just left his bed after lying flat on his back for two months with colitis and jaundice. He's rarin' to put on the khin-piece and red nose. Rufe is at home in New Bern, N. C. . . . Dee Beachum, former chorine, is said to be working as a beauty operator somewhere in the South. . . . Jim Bennett, well-known tab and burly producer and actor, is back as producer of the floor shows at Coconut Palms night club in Eastwood Park, Detroit. Ella Sears (Mrs. Bennett) is producing the numbers at the same spot. . . . Roy E. Butler, of tab and rep fame, is still en route with the General Electric unit, doing his novelty four-people act billed as Richey and Company. Unit has been in Alabama the last 11 weeks. Roy's wife has just rejoined the company, after being seriously ill for some time. . . . Verna Barton is in Atlanta, after closing with the Att Candler tab.

Oxford, Brooklyn, Robbed

NEW YORK, April 24.—Oxford, Brooklyn, was nicked for \$1,100 early Monday morning when three armed men held up Fred Franklyn, manager, in the office of the theater. Money represented the week-end receipts, and it was the second robbery since March, 1936, when a hold-up netted bandits \$450. Franklyn was found bound and gagged by Al Simon, operator, and Frank White, usher.

BURLY BRIEFS

(Continued from opposite page)

YORK. . . Deane Lee, stripper and dancer recently at the Roky, Cleveland, is niece of the late Don (Hokum) Lee and Lella Dean Lee, former burlesquers. . . . Dorothy Allen, former showgirl, has been made a principal by the Weinstocks in New York.

CHICAGO BRIEFS: N. S. Barger, Rialto op, back from New York. . . . Frankie Ralston, former Minsky and Jack Kane producer, in to assist the staging of shows at Blondie's night spot. . . . Ingrid, new face among strippers here, is being

booked into local spots by Sammy Clark. . . . Mary Sunde is following June St. Clair into Colosimo's. . . . Joan Lee and Milton Frome visiting the Windy City, following a stay at the Mayfair Casino, Cleveland. Are returning to New York. . . . Darlene returned to her home here, following an engagement at the Capitol, Toledo. . . . Late Milt Schuster placements: Irene Cornell and Charmaine, at Gayety, Minneapolis; Miss Sakura, Casino, Toronto; Louise Kellar, National, Detroit; Charles Holloway, Homer Meachum, Margie Kelly and Vanya Karanova, Roky, Cleveland; Babe Davis, Gayety, Milwaukee; Megg Lexing, Avenue, Detroit; Bella Breng's Golden Horse, Rialto, here, and Bobby Vail, Capitol, San Francisco. . . . June St. Clair will remain another two weeks at the Rialto before pulling out for New York and a vacation.

U-NOTES

(Continued from opposite page)

trip to California after the end of the season to see her family.

LINDA BARRETT, formerly Victoria St. Mary, showgirl, promoted to the principal ranks by Allen Gilbert and

contracted for 80 weeks at the Apollo, New York.

BILLY FIELDS, comic, jumped from Toronto to Pittsburgh to fill in a four-day layoff prior to returning to his Indie show, opening in Chicago.

JOAN CARROLL, now with the Oriental stock, New York, was guest star April 10 week-end at the Nomad Club, Atlantic City, where sister June Lacey is a specialty performer.

TAMARA, dancer, and other co-principals of Jacques LaMarr at the People's, New York, helped celebrate a LaMarr birthday in the Palace Hotel, New York, April 15.

RUBY WALLMAN, Shirley Woods, Billie St. Charles and Molly Gorman were elected officers of the new Irving Place (New York) Roller Skating Club, which conducts races every morning in Central Park.

RUTH COBURN, prim, hit by an auto April 17 in New York on her way to the *Merry Maidens* show at the Century, Brooklyn. Car grazed her slightly, and

she recovered quickly to make a bee-line for the subway.

BETTY PALMER and Mrs. Frank Bryan, wife of the Bijou, Philly, producer, are enjoying an eight-week European tour.

BUDDY AND BETTY ABBOTT and Lou Costello finished 30 weeks with the *Winners* at the Apollo, New York, April 15. Open June 26 at the Steel Pier, Atlantic City, where they will remain until Labor Day.

NEW PLAYS

(Continued from page 23)

and certainly so for Miss Gerald—but also of playing Duse in a peculiarly bad play. She is, at any rate, gallant. Some of the others are not quite so gallant, spouting the author's lines as tho they were doing it that way to spite him for having written them in the first place. Selena Royle and Blaine Corder do manage to take some of the curse out of the script, even tho Miss Royle is forced to go thru the role of the very villainous villainess.

Really the only thing even remotely suggesting Duse at the Golden is *Curtain Call* itself. It seems to be a product of the period when she was first gaining her fame.

CHICAGO, April 24.—Vinton Freedley, *Red, Hot and Blue* producer, is leaving for the Coast next month to line up talent for his next musical, which he plans to open on Broadway next season. He hopes to get several screen names to head the lineup.

Endurance Shows

Everything Is Set For Dunlap Contest

HALEDON, N. J., April 24.—Opening on what is known as the Haledon show lot, the Ray E. (Pop) Dunlap Enterprises will get under way with a great array of walkathon talent. A number of the best teams in the country have signified their intentions of participating.

Show will again be under the mammoth tent that seats over 5,000 people. It is located in the heart of the industrial district, only a mile from the downtown district of Paterson, N. J. Ample free parking space will be provided and the big canvas auditorium will have a new inside setup. Gigantic bally front will be nearly 100 feet long with hundreds of colored lights and a big neon circle in the center.

Auspices for the event are the Haledon Hose Company, with Joe Acker in charge of the committee. Same capable staff will again be with the Dunlap organization, with the addition of but one or two new people. Masters of ceremonies are Bill Stein, Dick Edwards and Danny Brammer. A new addition to the m. c. platform is Thelma Walters, personality singer.

Contest will be aired three times a day over WNEW, except Sunday, when but one broadcast will be heard. General Manager Dick Edwards will also handle publicity. Concession manager is Harry Dunlap; head judge, Dick Layer; maintenance, Lane Jasper. Other departments will be the same as last year.

Rumor has it that this will be "Pop" Dunlap's last season of walkathons, as he has another promotion that will carry him right up to the New York World's Fair. Music for the show will be furnished by Don King and his Californians, featuring Al Brinkley.

Joseph E. Bell Company, Newark, will again handle the arrangements for the canvas, while the J. Donald Bish Company, Campgaw, N. J., will handle the seating arrangements.

DOC (BLACKY) KIRBY, trainer, will again be connected with Josh Kitchens' show this season.

DICK EDWARDS, who has been director of exploitation for several months at the Embassy Club, Canton, O., will leave shortly after May 1 for Paterson, N. J., where he will resume his duties with the "Pop" Dunlap organization. Edwards several years ago conducted successful marathons in Canton and was for some time exploitation director at Meyers Lake Park there.

INTERNATIONAL'S Salina, Kan., contest is reported to be drawing a fine array of endurance talent. Staff will include such names as Monty Hall, Hal Brown and Duffy Davidson. Mickey Brennan will have charge of the floor, with Jack Kelly and Roy Meyers handling the comedy. Auditorium has accommodations for 2,500 patrons, with the contestants' quarters equipped with all conveniences. Prize money is \$1,000.

International intends to carry over all contestants for its Hutchison, Kan., opening. Salina show is sponsored by the Leslie Kreh Post No. 62, American Legion.

ENDURANCE CONTEST operators are urged to shoot a line to this column, outlining their present activities or their plans for the summer.

WE HAVE HAD inquires the past week on Guy Swartz, Dick Willing, Forrest Bailey, Frank and Lee Trenery, Henry Lewis, Teddy Hayes, Frankie Wiseburn, Harry Clark, E. Kenny Werkman, Cliff Real, John Stevenson, Eddie Fetter, Louie Meredith, Ruthie Snyder, Rookie Lewis, Leonard (Pop) Reeder, Harry Hamby, Helen Tyne, Joe Oneil, Joe and Mary Rock, Tommy Greenhouse, Archie Gayel, Helme Rink, Moon Mullins and Fred Peters.

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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 report.
DERBY SHOW
Mickey Brennan, Floor Judge, Warren Hotel, Salina, Kan.
Flash Teams Guaranteed Transportation

WANTED STOCK PRINCIPALS must be able to study parts.
20 CHORUS GIRLS 10 shows a week.
FOR SUMMER SEASON AT RAMONA PARK THEATER, GRAND RAPIDS, Opening June 1—Write or wire immediately.
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WILMINGTON, DELAWARE
Opening Thursday, May 6th, 1937
LAST CALL — WALKATHON CONTESTANTS
Wishing to Join the First and Best Contest in the East, have time UP TO \$2,000.00 IN CASH PRIZES.
THERE WILL BE FOUR PRIZES—\$1,000.00 — \$500.00 — \$300.00 — \$200.00.
Start the Season with the Biggest and the Best.
WOLFE-KITCHENS ENTERPRISE
"THE RINGLINGS OF THE WALKATHON."
JOSEPH KITCHENS, Manager, Hotel Olivere, Wilmington, Del.

RAY "POP" DUNLAP'S EUROPEAN WALKATHON
Opens Thursday, May 13, Haledon, N. J.
\$2,000 — CASH PRIZES — \$2,000
Dancers write or wire at once RAY POP DUNLAP, Care Alexander Hamilton Hotel, Paterson, N. J.
Broadcast three times daily — WNEW — 1:30 to 1:45 p.m. — 7:45 to 8:00 p.m. — 10:30 to 10:45 p.m. Bill Stein at the Mike.

WALKATHON CONTESTANTS!
GEO. L. RUTY
OPENS A REAL VIRGIN SPOT
MAY 12, 1937.
Good couples that have talent communicate. Prefer couples that have never been with us. No hotel dancers, agitators or trouble makers. Communicate by letter only.
No Collect Wires.
GEO. L. RUTY, ANNAPOLIS HOTEL,
Washington, D. C.

Tolbert Refunds To Overflow Mob

MONTGOMERY, Ala., April 24.—Milt Tolbert Palace Tent Theater was forced to refund more than \$100 to patrons when they stormed the box office to protest that they couldn't crowd inside or that they couldn't see when they got inside during the show's engagement on the old Gunter Park site here Friday night of last week.

Confusion began, according to local police, when members of the large audience sitting in the rear of the tent complained that they couldn't see for those in front who were standing up. In the meantime, police say, a group lined up in front of the box office on the outside complained that the tickets which they had purchased were useless, as they could not get seats inside.

A show attaché interrupted the performance to announce that those who couldn't see might have their admission money refunded. Those on the outside and a number of those on the inside availed themselves of the offer. Police prevented further disorder and the show went on uninterrupted. No arrests were made. The crowd was said to have been the largest ever to witness a tent-show performance in the city.

Cause for the unusual turnout was the appearance on the Tolbert stage of Lassie White and Honey Wilds, veteran minstrel stars, long a favorite with Montgomerians. Lassie and Honey appear in both the main show and the concert.

Other features of the Tolbert show include Slim Williams, Toby Eastman, Stan Stanley, Red Jenks, Bea Jenks and an attractive chorus.

Ogunquit Playhouse On Equity Basis

OGUNQUIT, Me., April 24.—Walter Hartwig, director of the Ogunquit Playhouse, admitting that there is considerable competition on all sides of him in the summer-theater business in this section, has announced that he will again open the Playhouse this year on a 100 per cent Equity basis.

He believes it to be the best interests of the Playhouse to work with seasoned troupers, he says. The policy at Ogunquit has been to engage a new guest star for each production. Play schedule will be announced some time in May.

Hank Patterson Frames Units for Western Tour

SALT LAKE CITY, April 24.—Hank Patterson, production manager for several farce musical comedy companies, is organizing his first unit in Salt Lake City. Patterson has just returned here from the Coast and brought back with him Avonda Phelps, leading woman; Smiles Beverlirma, ingenue; Rose Marlowe, soubrette; Andy Anderson, old-time comedian and heavy; Al Sodos, comedian and juvenile, and Bob Clark, specialty man. Phil Rand, leading man, is joining from the East.

Grosch is making the sets in Los Angeles, and the first production will open in a few days. Clark Whyte is musical director. He also comes from the East. Patterson units are slated to play theaters in Utah, Idaho and Montana. Name of the first show is *My Wife's Family*.

Rep Ripples

E. F. HANNAN has purchased from Violet Williams the large collection of book-plays owned by the late Ed Williams.

MRS. DON KIMMEL (Myrtle Lee) was stricken suddenly ill while working the Wonder Bar, Cincinnati, the other week and was taken to the Cincinnati General Hospital, Cincinnati, April 17, where she underwent an operation. Her husband supplied the blood for a transfusion. Myrtle is on the road to recovery and expects to leave the hospital in a few days. She will rest up for a couple of weeks at their home in Upper Sandusky, O., before resuming work.

J. DOUG MORGAN, tent show owner-manager, spent several days on the Texas Longhorn Show the past week.

BILLY DE ARMO, novelty juggler, in a visit to the rep desk last Friday (23) denied that he would be with the Kelly Stock Company in Michigan this season, as reported last week. De Armo, who last week was a feature at the Cat and the Fiddle, Cincy night spot, returned to Detroit Monday morning. He is set on a long string of fair dates for the Gus Sun office, beginning in the late summer.

"SOAPY" AUSTIN and wife, Annabelle, who closed their own company at the Rialto Theater, Knoxville, Tenn., April 10, joined Jack Paige on the Strates Shows in Portsmouth, Va., April 22. With the Austin company when it closed were, besides "Soapy" and Annabelle, Maurice Luckett, Jeanne Reynolds, Verna Barton, Norman Roberson, Ernest Candier and others.

ROBERT G. TOEPFERT, well known in Cincinnati rep and stock circles, has the role of Napoleon in Ernest Toller's *No More Peace*, now being presented by the Federal Theater Players at Emery Auditorium, Cincy.

RUSTY AND DOT WILLIAMS and daughter, Wilma and Billie, have just begun their fifth consecutive season with Odell White's Talking Picture and Vaudeville Show.

MRS. GEORGE T. CRAWLEY, of Crawley's Comedians, now on tour thru Texas, is mourning the loss of her performing dog, Lady Mickey, who died recently at Irondeau, Mo.

Kansas City Jottings

KANSAS CITY, Mo., April 24.—Bob and Gladys Peagin left here this week to join the Harry O. Brown Show in Wisconsin.

Abe Rosewall, former comedian and director with Dubinsky Bros. and the Biehl Sisters' attractions, is manager of a theater in Springfield, Mo.

Clark Snodgrass and Eva Burns have joined Allen Bros.' Comedians in Arkansas.

Jimmie Hull's Comedians opened this week in Alexandria, La., for an indefinite engagement.

Bisbee Comedians In Old Territory

CENTERVILLE, Tenn., April 24.—Bisbee's Comedians, who ushered in the season to a good start at Parsons, Tenn., April 8, are playing their old-established territory in Kentucky and Tennessee. All equipment has been revamped and redecorated, with the color scheme black and white. Show moves on four trucks and two trailers. All new scenery has been added this year, with the troupe presenting a complete change of bill each night, using all Harrison plays. Show carries a band and orchestra.

Roster includes J. C. Bisbee, owner-manager; Mary Bisbee, leads; Jimmie Parsons, leads and sax; Rube Brasfield, featured comic; Eleanor Brasfield, ingenue; Clyde McWhirter, juveniles and band and ork leader; Gladys Atkins, characters and piano; "Slatz" Emanuel, general business and sax; Sid Winsters, general business and dancer; Leonard Atkins, trumpet; Mary Emanuel, second business; Mahala, magician; Herbert Jeanguenat, trombone; Zeke DeWitt, bass; F. M. Crafton, tickets; Carl Belcher, boss canvassman, with a crew of four men.

Bisbee Comedians are playing three-day and week stands. Manager Bisbee reports that the show is off to its best start in years.

Jimmie Hull Show In Alexandria, La.

ALEXANDRIA, La., April 24.—Jimmie Hull Players opened an engagement under canvas at Bolton and Murray, downtown corner here, Monday night, under auspices of the American Legion.

Show recently finished six months at Dallas, and Hull is planning extensive tour of the deep South "carrying on the traditions of the old Paul English Players and the Sedgwick Players."

A swing band accompanies the troupe. Daily radio program being aired in conjunction with stand over KALB, local indie. Admits are held at 25 cents for adults and 10 cents for children.

Newport Casino Opening Late

NEWPORT, R. I., April 24.—Newport Casino Theater expects to operate under same management as last year again this summer, opening its season late in July and probably playing a shorter season than other vacation-time theaters in the territory.

Lysa Ayer left here recently to join the Norman Ginnivan show for the season under canvas.

Mr. and Mrs. Jack Percy, after spending the winter in Florida, are back in the old home town, Farmer City, Ill., to make preparations for the opening of their tent season next month.

H. V. Darr, formerly associated with the Darr-Gray Show, came into the village this week to join the advance crew of the Chase Bros.' Circus.

Ted Hawkins has joined the Dickson circle in Minnesota.

Reported here that Harry Shannon, well-known rep manager, will desert the field this summer to launch a one-night-stand *Uncle Tom* show in Ohio.

Sid and Did Kingdon were seen on the local rialto this week-end. They will join a Midwest tent show soon.

Princess Stock Company, management Ed C. Ward, after a winter in the South, played its first Missouri spot this week. Troupe is headed for its regular territory in Central Missouri.

Tip Tyler's Comedians will open under canvas at Altus, Okla., this week. Dalsy Boyington Johnson recently joined the Ralph Moody circle in Nebraska, replacing Hazel Williams, who was forced to close on account of illness.

Jack Kelly's No. 2 company is rehearsing at St. Charles, Mich. Allen Bros.' Comedians will open under canvas at Paragould, Ark., next week.

Roster of Dewey Campbell's Showboat Players, now on tour in Northwestern Minnesota, includes Eddie Ojala, Walter Litscow, Carl and Helen Grandl, Marie Cramer, Walter Heinz, Flo Campbell and Dewey Campbell, manager.

Hugo Players Begin 30th Season May 24

ASHLAND, Neb., April 24.—Hugo Players will usher in their tented season here May 24. This will mark the show's 30th season on the road, which fact will be emphasized in all billing. An old-time "meiler" has been resurrected and will be staged just as it was done in the good old days.

Manager Harry Hugo, who has just returned from California, reports that he has secured a location near Hollywood for a winter run of tent stock next season.

Lippett Players Begin Barn Run

PROVIDENCE, April 24.—Robert Eshelman and his Lippett Players got the jump on all other summer playhouse troupes Monday night when they inaugurated their second season at the Barn Theater in Cumberland, R. I., 20-minute auto ride outside this city.

Company was late starting last year, not getting the converted barn into shape until practically all other summer theaters in the country had called it quits for the year. Then the Lippett Players stuck it out until snow began to fall, when they launched out on a Southern New England circuit, playing one night a week in halls and theaters around Providence.

They plan to run for 26 weeks this season. In the company are Manell Stalard, Stanley Grady, Malcolm Beggs, Betty Ferris, Robert Hicks, Stanley Nelson, J. Lamson Eddy, Natalie Barnes, Titus Ringer, Ella Gerber, George Siebenthaler and Lee Beggs. Opening production was *Just Married*. Group is playing six nights a week, with no matinees.

Baurac To Head Rep Group

AMARILLO, Tex., April 24.—Dan Baurac, who recently announced that he had closed with the Personality Players to join the Balley, Rowe & Walsh Show in San Antonio, now says that he is making arrangements to launch the Personality Players on their summer tour the first week in May. The show, Baurac says, will carry 15 people and will work one and three-night stands in Texas. Roster will include, besides himself, Jo Loden, comedienne; Deane Brown and Grace O'Day, leads; Ann Luttrell, Jack Baurac, Eden Eagles and Them Rhythm Boys.

HUGO PLAYERS WANT

Juvenile Team, man capable doing some leads; Musicians for B & O.; those doubling Stage or Specialties given preference. Raymond Jacobs write. Can also use Juggling Agent. This show plays its established route, then goes to Coast for winter. Tell just what you do, mentioning salary expected. Address HARRY HUGO, Grand Island, Neb.

WANTED

Leading Lady, General Business Team, Musicians for Bally Band to double Orchestra, Circus Girls, Boss Canvassman to handle 60x120 ft. Three night and week stands. Long season. Join on wire, April 26 and week, Courtland, Va.; Boykins, Va., next. DEB COOK, Sole Owner and Manager COOK'S COMEDIANS.

Wanted A-1 Agent With Car

Close Contractor and Biller. Two-night stands. References required. Sister Song and Dance or Musical Team, Hillbillies, Novelty Acts, Sound Car, Electrician, Truck Mechanic, Boss Canvassman. May 17. ORIGINAL BARN DANCE COMEDIANS, 4200 Pearl Street, Jacksonville, Fla.

WANTED

FOR BARTONE'S IDEAL COMEDY CO. Single Male Piano Player. Prefer one that can double bits and small parts. Canvas Man and Cook. Prefer man and wife. State lowest salary. Open May 17. Answer Altabay, Ind., until April 28; then Mt. Orab, O. B. BARTONE, Albany, Ind.

WANTED

FOR GINNIVAN DRAMATIC COMPANY "TENT THEATRE," OPEN MAY 3. Strong Single Vaudeville Act. Must change for week. Consider Team if satisfactory. No Talking Acts. FRANK R. GINNIVAN, Manager, Tent Theatre, Ashley, Ind.

WANTED

Young General Business Team, Specialties; Man for Sax or Trumpet, Young Leading Man, Specialties, Sax or Trumpet. If you are BOOZERS don't answer. Would buy Dramatic End for 40-ft. Top. THE FAVORITE PLAYERS, Palestine, Ill.

WANTED FOR DICK LEWIS SHOW

One-Nighter (Twenty-Second Season). People all lines except leads. People dancing. Teams or Singles, Musicians that can sing. Good proposition for Hill Billy Act. Working Men that can drive. State all in first letter, no time to hiker. Joe and Ben Bennett, writer, Alberta, Virginia.

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WANTS—Five clever Comedy Teams, men with wives; must Sing and have good Specialties. Girls, double Chorus. All versatile Performers write. Five-piece singing, entertaining Orchestra with Leader, all young performers. Send in 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 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. Boozees and agitators lay off. We furnish ropes. BossCanvassman to take full charge. Three Helpers to work on canvas and seats. Must be A-1 truck drivers.

NATHAN C. OBAN, 11 Fulton Street, Nashua, N. H.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

S. W. (SYL) REILLY, Columbus, O., magian and luminous paint expert, was in Cincinnati last Saturday on business and pleasure. He was a visitor at the magic desk during his stay in the Queen City.

PALMER AND DOREEN, after two weeks at Old Vienna, Cincinnati, are this week playing several private club dates in town.

HARI, "prince of magic," is now en route with Gilbert's Comedians. He has just added two new illusions to his act.

DOC NIXON, as Chandu, has just completed successful dates at theaters and night clubs in Minneapolis, St. Paul, Duluth and Winnipeg and is now overhauling and redecorating his paraphernalia before moving on. His bamboo frames production and duck trick seem to be as popular as ever.

MAURICE RAYMOND, who spent the winter in the Twin Cities, last week presented his two-hour show at a St. Paul church. His presentation drew a lot of praise from the local magic lads.

SEEMS TO US that too many magic manufacturers are working on the basis of price, rather than quality. The watchword seems to be: "Chisel a bit here, chisel a bit there; get a few cents under the competitor's price and snatch the business." It doesn't seem like the proper idea to us. We've seen magic equipment manufactured by such a dealer and it looked as tho it had been made from an old orange crate. There wasn't a semblance of workmanship, flash or finish. It had "price" stamped all over it. Very often such paraphernalia has to be almost rebuilt before it is suitable to be used professionally. When a magician buys a piece of apparatus he as a rule doesn't mean to keep it a week or a month. He means to hold on to it as long as it is effective with his audiences or as long as it will hold up. It usually means years. With the hard usage the average magic equipment gets on the stage and on the jumps, some of the stuff we've seen come from these "price" manufacturers wouldn't last a week. No magician can do himself justice with inferior equipment. And we haven't seen a first-class magician yet who would quibble over a few dollars in price when he knows that he's getting a return for his money in quality merchandise. What's that old saying about "building a better mousetrap and the world will beat a path to your door?"

MING, billed as "China's greatest conjurer," is in the midst of a four-week stand in the Twin Cities. His appearance last week at the Palace, Minneapolis, was a noteworthy success. Aside from the usual cigaret manipulations, his beautiful linking ring routine and presentation of the rice bowls are the most outstanding items in an unusually interesting and brain-teasing routine. The fact that he is a bona fide Oriental adds much to the spectators' interest.

PAUL ROSINI scored in handy fashion at the Orpheum, Minneapolis, last week, assisted by a stooge and a bevy of chorines. With Ming, Nixon and Rosini in town, Brown's Magic Shop was a daily meeting place for the gang, with a continuous exchange of moves and gags on tap.

JEAN FOLEY, who recently was forced to leave the Rajah Raboid show in the East, due to illness, is moping at his home in Pittsburgh and will resume with Raboid in the near future. Raboid recently visited Foley in Pittsburgh to discuss further plans for the former's unit.

LA FOLLETTE presented his ghost show at the new Lord Baltimore theater, Baltimore, last week. He reports that he crowded 1,800 people into the 900-seat house, with a turnaway of more

than 600. LaFollette leaves Baltimore May 8 to become connected with Bill O'Brien at Revere Beach, Mass., for the summer. LaFollette will operate two amusement enterprises there and will spend his spare moments preparing his show for next season.

WE HAVE JUST RECEIVED our copy of Percy Abbott's new catalog. The 320-page book is being put out free by Percy and it's the finest and most complete magic catalog we've ever had the pleasure to gaze upon.

JOE RAYNO, after a week at the Hotel Beaver, York, Pa., opened Monday (28) at Zittle's Rathskeller, Philadelphia, April 26. He recently closed at the Coconut Grove, Philly.

BEN CHAVEZ and family were guests of honor at a dinner given at the Oklahoma Club, Oklahoma City, by Emmet Barbee, during their recent engagement at the Warner Theater in that city. Those present, besides Barbee and the Chavezes, were Dr. and Mrs. F. T. Stackpole, Mr. and Mrs. Grady Nicholson, Mr. and Mrs. Frank Caton, Mr. and Mrs. Bill Dorfield, and Sammy, the telephone-trick wizard.

ED BURCHELL postals from Norwalk, O.: "Caught Johnny DeVant and Company in A Fantasy in Silks, Gays and Cocktails April 17 at the Rialto, Flint, Mich. In a smooth and customer-pleasing routine he produces silks, cocktails; vanishes his cane, thimbles and finishes with cards. Works with one fem assistant."

CHICAGO SAM put on a show at the Women's Club Theater there April 21. Those taking part were Douglas McKay, B. A. Gustafson, Eugene Bernstein, Bob Lotz, Joseffy and Eugene Laurent and Company. Vic Torsberg acted as emcee. Some 600 spectators were on hand.

ANNUAL NIGHT of Magic and Mystery presented by the Indiana Society of Magicians at the Civic Theater, Indianapolis, recently panned out the most successful event the organization has ever sponsored. Show pulled a full house. Those who showed their wares were W. S. Zarick, Roger Dunn, W. E. Pollard, Tom Murray, Sam Sterns, Murlyn, Perette and Louise, Marvelo, Argus, Percy Abbott, Hubert Collins and George T. Purves Jr.

PERCY ABBOTT, of Colon, Mich.; Black, Sterns, Stone, Braxy, Connell, Wedertz and Aker will appear on the program of the Annual Spring Magic Festival to be staged by the Fort Wayne, Ind., Magicians' Club at the Fort Wayne Art School Friday night, April 30.

JOHN H. DAVISON, who with the recent death of W. W. Durbin became national president of the IBM, was honored at a testimonial performance given under auspices of Rhode Island Ring 44, IBM, at Holy Family parish hall, Woonsocket, R. I., April 18. C. Hall Covell did a blindfold drive thru the city in the afternoon and at the matinee and night performances were seen William Baker, Rev. William J. Raiche, Mysterious Ingram, Madame Murnie, Lucien C. San Souci and many other New England magi. R. I. Ring also gave its second annual public show in Pawtucket April 9, with President Davison appearing on the program, introduced by Harry Ballin as m. c. Show ran nearly three hours and was witnessed by audience of several hundred.

THE WIZARD CLUB, Chicago, staged one of the most successful magi shows seen in the Windy City for some time April 7 at the private theater at the Elenor Club in the Stevens Building, Chicago. Wizard William Moyer acted as emcee and introduced nine, each one a surprise to the audience, as no one knew, not even the Wizard members, who were to appear on the program. "Charlie," Chinese magic, opened the bill and was followed by Lee Phillips, Frank Franklin; Syd Page and "Willie," a newcomer in the field of ventriloquism; Smiling Schullen, Irving Dorenfeld, Silent Gene; Haskell, California's gift to the profession, and Bunin's Marionettes. Dancing followed the show.



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

LYSBETH HUGHES—member of the Horace Heidt contingent who when caught at Loew's State, New York, appeared a setup for the movies. Makes a stately and beautiful appearance, being tall, dark-haired and pretty. Plays with the band as a harpist, but also contributes solo work in which she displays a grand soprano voice. Voice has quality and charm and is perfect for musical comedy and operetta numbers.

WILLIAM DEWHURST—veteran English character actor who appeared briefly on Broadway in the ill-fated *Young Madame Conté*. Gives a subtle performance, filled with finesse, creating an outstanding characterization in a relatively small part. Films could use him to great advantage.

RAYMOND HUNTLEY—another English import for *Young Madame Conté*, in which, as one of the actor-

neys, he gave a true-hewn performance, deftly and excellently played. Has appeared in pictures in England and ought to be excellent material for Hollywood.

CAMERON HALL—still another English import for *Young Madame Conté*, in which he does a finely drawn characterization. He, too, has appeared in English pictures and would be a definite addition to the ranks of Hollywood character men.

For LEGIT MUSICAL

SUE RYAN—singing comedienne who looks like a real bet for a revue. Has a nice soprano voice and her satires on torch, French and opera singers are tops. Given material along this line, she should prove a certain show-stopper. Was a solid hit at the State-Lake, Chicago, when caught.

deceased is requested to get in touch with Yarnell at the Wuerth Theater, Ypsilanti, Mich.

TOM WATERS, minstrel vet, pencils from Shamokin, Pa.: "Our eighth annual Kiwanis Minstrels was produced and directed by Dr. C. E. Mackin, with Llewelyn Richards, choral leader, and myself, writer and producer of material. Played to capacity houses April 5 and 6 and a sellout at Danville, Pa., April 7. First part had 38 voices, all nicely blended and ably directed by Richards. We are in demand all over the anthracite coal region. Our street parade was reminiscent of the good old days—black silk toppers, gray military capes with red satin lining, canes and banners, led by Prof. Howard Thomas' Band. Who says minstrelsy is dead?"

WINSTEAD'S MIGHTY MINSTRELS opened in Suffolk, Va., April 20 for week's engagement. Parade was put on at noon with band and walking Johnnies in flashy red uniforms. Outfit has new khaki top, with everything black and span. Bessie Smith is featured and goes over big with her blues songs. SIX good-looking high browns in line. Four funny endmen and good middle man. Fifteen cents general admission, with additional nickel for reserves. At opening show every seat was filled. Bill is changed nightly and midnight shows are given on Friday and Saturday. Rex M. Ingham, general agent of the World Wonder Car, and Mrs. Ingham were guests of Owner Winstead at opening performance.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

AL BERNARD writes home to New Orleans from New York, saying that his new songs are clicking, especially *Papa String Bean*, written with Jimmy Durante, and *There's a Kitchen Up in Heaven*. He has published a third, called *Preach Dat Devil Away*.

LEON LONG, colored magician and advance agent, writes that he caught the Milt Tolbert Show, featuring Lassies White and Honey Wilds, at Montgomery, Ala., April 16, and says the crowd was the largest he has ever seen at a minstrel or tent rep performance in his 30 years on the road. The big top was jammed to capacity, with several hundred turned away, Long says. Long reports that he also visited H. S. Palmer's J. C. Lincoln's Minstrels in Dawson, Ga., and that he expects to visit his friend, Aaroh Gates, on the Rabbit-Foot Minstrels soon.

WALTER BROWN LEONARD'S Minstrel Memorés:

Next in order comes a feature That is widely advertised. As "The Man Upon the Wire"; We were very much surprised As he staggered toward the footlights, Where he does a funny fall; Then he climbs upon the wire, Watch him tremble, see him stall; Now he nearly loses balance As he awkwardly disrobes, Throwing off his ragged garments— They're as old as those of Job's; Now arwayed in gorgeous trapping, As he wrinks at us below, While he does his daring antics At the old-time minstrel show.

A PERFORMER who is reported to have said that he was the Moran of the team of Moran and Mack died recently at Ypsilanti, Mich., collapsing on the street, apparently from malnutrition. He had gone to Gene Yarnell, manager of the Butterfield-operated Wuerth Theater, Ypsilanti, the day before and identified himself as Moran. Following his death it was found that no marks of identification were on his person. A wire to Los Angeles disclosed that the original George Moran is still alive. Ray Conlin, booking agent, who was formerly associated with Mack, stated that he was probably a former blackface who had been with Mack. Any one who might know the identity of the



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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. Letters 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 800 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Geneseo, Ill.

The letter of Red Nichols in the Forum of April 10 regarding modern dance bands interested me very much. I believe modern dance music was in the making a long time before 1916 and the Dixie-land Jazz Band I remember well on a visit to New Orleans in 1910. New Orleans at that time had plenty of saloon-dance hall combinations and they used six to eight-piece colored orchestras. These men worked long and hard and played the modern style at that time, plenty hot and fast. About those years dance arrangements were thin; trombone parts usually had a little run in the introduction and the remainder not much more than a band bass trombone part. But these men in New Orleans at that time were already playing plenty hot. Dance band men of today have done much to improve their work and musicians have done lots of studying. But I feel that in the days when the "Paddy wagon" was all hitched and ready to go near the street corner in New Orleans colored bands were already playing modern. Maybe men older than myself can verify this even for years before. Yes, I feel the modern dance playing "acorn" was planted way back when, no one knows, by the colored race.

PAUL E. DAMANN.

Mayfield, Ky.

I am not a general agent nor will I ever be one, as that is not my calling, but am a regular reader of *The Billboard*. Am not going to humble or exalt Walter B. Fox or any other first-class promoter and general agent, but wish to state that Mr. Fox, in his special article in the Spring Number of *The Billboard*, did not state all the facts in reference to his great strategy in keeping another carnival from coming into a town by his organizing the fictitious carnival and "stretching a red herring across their trail." The red herring failed in its lineal measure as well as diameter. By the posters it appeared he organized the fictitious show. It did appear, too, that he rented the lot for the show that never existed, and it may be that the townfolks are still looking for the Blank Blank Show to come in, as he says. But Mr. Fox did not tell all the facts. The show he was trying to keep out was the McClellan Shows, which went into the town concerned a week before the opening of the fictitious show, rented the same lot and played it during the week the fictitious show was supposed to appear. Therefore the lot owner got rent from two shows for the same week and the printer got a job printing posters for the "Never Existed Shows." Thus one place where strategy failed. In another part of his article Mr. Fox states he spent much of his valuable time in getting signers and a permit to show on a certain lot, later waking up to the fact he had not secured a lot to play on. Not knowing about the lot, it seems to the writer, did not show much strategy or wisdom, but perhaps Mr. Fox intended to bring out his great strategy by showing how he overcame the lot problem. I am all ways glad to read articles of praise for good promoters and general agents.

L. OPSAL.

Toledo.

A couple of years ago Allen Sanders, theatrical editor on *The Toledo News-Bee* and a loyal friend of magic, wrote an article, bringing in most all the names of those in Toledo who were interested in magic professionally, semi-professionally and amateurishly. Today that record would be incomplete, as the crop has grown with such alarming proportions that one is inclined to believe that Toledo has more who are interested in magic to the square inch than any other city and, one might add, more who are willing to go out and work

for nothing, satisfied to get their glory out of a free feed and their names in the daily papers. So do you wonder why we shudder when we read from time to time of how busy the Toledo magicians are and how far ahead they are booked? What they forget to tell us is how many of these dates are charity affairs, how many dates they play for the Red Cross and how many churches they appear at because they are friends of the preachers or know someone on the entertainment committees. They feel that by obliging with a free act they gain a little publicity, which does not pay room rent. Toledo magicdom has some features worth mentioning. One man received \$100 for an act at a rich man's house party in Detroit. Another man knows all the dodges used by spirit mediums, but he is modest and keeps these secrets to himself. And there is the chap who plays the grade schools at a 5-cent admission and claims he is making money; then there is the boy who tried his famous trunk-escape trick at the Paramount. He put a pair of bathing trunks on a rope and either forgot or did not know the real gimmick, for he could not get them off. There was a man who had his picture in the Sunday paper and was supposed to appear at a big Cleveland hotel; a friend called at the hotel to see him and he was not there. The manager said he did not even know of the act. The latest sensation in this town is a chap who does not even take a magic magazine giving talks on the history of Oriental magic. This surely is a live burg for magicians, if you don't care what you say. HARRY OPEL.

Boston.

I picked up *The Billboard* and noticed "Red Onion" mentioned in it. Maybe this is the William Judkins Hewitt of the old days. Today I was thinking of what we did not know at that time. By "we" I mean independent shows. During the years of 1908-'09 we were at Tampa (Fla.). Fair, Big Otto, animals; Doc Furner, Hamilton and Sibley's 10-in-1. I had the Katzenjammer Kastle, George F. Dorman was next to me with a girl show. John M. Sheesley had concessions, and Mitchells had Merry-Go-Round and "roulette wheel" and human heart show with Irish Jack Lynch. What we did not know was that we pulled off a sit-down strike in that year. Before we arrived in Tampa we understood the gates were to be free. We let one night go; then we got together and told the committee we would refuse to open any of the attractions and everyone turned off his lights. Harry Wright, their promoter, arranged the next day for the gates to be free for the remainder of the fair. That is the year we kept together and went to Key West, Fla. Otto's elephant was the first one they had ever seen there. We had a high diver as a

Thinks Man on Front Made Old Midway Shows

free act. Just imagine trying to drive a stake into solid rock. That was Key West in those days. It was in this same year that Bennie Krause organized his carnival. As it seems to me it is more than 40 years that I have been reading *The Billboard*. At that time I was making fairs in New England. Since those days I have made nearly all in Nova Scotia and Canada with shows and concessions of my own. In 1903 I framed a moving picture show playing Iowa, Missouri and Kansas, featuring *Great Train Robbery*, *Life of American Firemen*, *Lynching at Cripple Creek*, *Silver Colorado Wends Its Way*, etc. That year in Ottumwa, Ia., Ed Heinz organized a carnival and I joined him there. I had a six-piece family band for the front. We ended in Black Rock, Ark., and maybe someone who was there is still alive to tell the story. Velare Brothers was the free act. Get Irish Lynch to tell of the time Bobby Kane placed the boxing kangaroo in the show window in San Francisco and when Doc Turner sent money and tickets from Chicago to Twin Falls, Ida., to the "Bearded Lady." Two of the greatest single platform shows I was with were George McCarthy's Dolletta and John Metz with Serpentina. It shows that it is the man on the front. HUGH J. NORMILE.

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New York.

One hears many circus managers saying that, altho the people still like iron-jaw displays, there is nothing new with this type of acts, so why bother to engage them? Why not an iron-jaw display with the girls dressed as cowgirls and cracking whips, spinning ropes, etc., while performing

Asks About R. R. Circus Wreck in Pa.

in the air? While I am writing this I am wondering whether any circus people know of a circus wreck around Simpson or Carbondale, Pa. It was supposed to have been either the Al G. Barnes or John Robinson Circus in the early part of the 1920s. WENDELL J. GOODWIN.

West Chester, Pa.

To settle a controversy I would like to know what season saw the last great overland wagon show and when the motorized circus was born. I do not claim to be an authority on the subject but it has been my opinion that the answer to both questions came with the R. T. Richards Circus, season of 1917. I do know that other shows later than that season toured with wagons but none, to my knowledge, could compare in size with the Richards show. Richards Circus even today would not be classed as a small show. When it opened in Dover, N. J., on May 10 it had more than 150 head of the finest baggage stock in the country, many large baggage, tableau and cage wagons, five elephants, two camels and an excellent performance, with wild animal displays in the arena. The street parade would be a credit to shows this season. At the opening the show had a few pieces of motor equipment and the advance was motorized. In Troy, N. Y., in June more trucks were added and some wagons and

Queries on Motorized and Wagon Shows

horses left behind. Occasionally thru-out the season more trucks were brought on and by the time the circus showed my town on September 20 it was more than half motorized, with baggage stock cut down to about 70. I do not know of another show that used trucks so extensively as the Richards outfit previous to 1917, altho, of course, it was never a complete truck show. A picture of the pole truck is interesting when compared with those of today. Whether the Richards Circus conforms with my opinion or not it will always be an interesting one to me. I would like to read more about it and I believe it would appeal to many others. Probably the reason one very seldom reads or hears much about the show is because not so many fans had the opportunity to see the circus. It was out only one short season, closing on October 6 in Media, Pa., and, as the jumps necessarily had to be short, it did not cover so much territory. It exhibited at only a few stands in Pennsylvania, Delaware and Maryland, spending the summer in Massachusetts, Connecticut and New York. It did have the distinction, however, on August 30-September 1, of showing New York City at 143d street. HERBERT A. DOUGLAS.

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Saranac Lake

By JOHN C. LOUDEN

Jules Zwilling is our latest guest-patient. He is from New York, where he was formerly investigator in the copyright bureau of the Will Hays office.

Garry Sitgreaves has been added to the up-patient list and is now enjoying a meal in the dining room. Garry is one of the successful rib cases of the Lodge and is coming along nicely.

Mrs. James N. McCarthy, who has been visiting her daughter, Peggy here at the Lodge for the last three months, left for New York to attend the wedding of her daughter Patsy. Mrs. McCarthy will return to Saranac Lake in about two weeks.

Teddy Bodwell was pleasantly surprised last week by a visit from his parents, Mr. and Mrs. Frank Bodwell, and his sister, Barbara. They were well pleased with Teddy's progress.

Florence Burt, of New York, visited Jules Zwilling here over the week-end. Florence is in charge of the social-service auxiliary of the Beth David Hospital, Brooklyn.

Pauline Turnicky enjoyed the company of her husband, Andrew Turnicky, and her baby son, Walter, over the week-end. They have returned to New York greatly pleased with Pauline's progress.

Write to those you know in Saranac Lake.

Ruining a Good Thing

BURLESQUE today, as a business, is a "good thing," the gambler's vernacular for a profitable venture, and successful showmen are gamblers at heart. Burlesque operators, for the most part, are neither showmen nor gamblers. They're men who stoop to new low levels to reap a quick-money harvest and who try to be "the king" of their field. This type of operator has been flourishing the last three or four years, but while it has been flourishing the field itself has been hitting the downgrade, the road greased by police and public authorities.

A great percentage of burlesque operators are shoeshiners who grab off a theater, promote an unsuspecting angel or get ready cash from concessioners. The operator usually has no thought of building up the house into a permanent profitable venture. His idea is a quick harvest and he feels the only way he can achieve this is to see how much filth he can provide so that the house may be talked about. It usually is talked about—so loudly that police and licensing authorities hear it and apply the pressure.

Recently a New York operator flew off the handle at a hearing before the License Commissioner, launching a tirade against that overseer of theaters. The commissioner remarked that the operator's attitude was indicative of all burlesque operators.

Operators seem to forget that they are in a business comparable to the old days of the speakeasy. Everyone knows it exists but it cannot be flaunted in the faces of the people and the authorities. Burlesque operators have become publicity mad, employing high-pressure exploiters to sell the strip women and even going to Washington to make a "patriotic" spectacle of the strip tease.

Auto drivers in some States have to pass a State test before they may drive. Perhaps burlesque operators should likewise qualify to run theaters.

The Final Curtain

ASBURY—Harry Elias, 70, president Enterprise Manufacturing Company, Philadelphia novelty and specialty concern, April 15 at his home in Elkins Park, Pa., suddenly. His widow and two daughters survive.

BIEMER—George A., 63, widely known sports promoter, of pneumonia at his home in Fort Wayne, Ind. Survivors include one son and three brothers, one (Frank) manager of Shrine Theater, Fort Wayne. Burial in Fort Wayne.

BRIGGS—Walter J. (Wink), 50, singer, in St. Joseph's Mercy Hospital, Detroit, April 14. He was formerly with *Shubert Passing Shows* and has recently been emcee at Cascade Showboat, Detroit. He was once manager of poster department at Paramount Exchange in that city. Survived by two brothers and a sister.

BRUEGGEMANN—Sadie, employee of Cincinnati branch of Warner studio, recently in that city of bronchial pneumonia.

CAPLAN—Maurice J., 47, president Metropolitan Motion Picture Company, Detroit, April 18 at Henry Ford Hospital there following an operation. Caplan was an outstanding figure in Detroit club and athletic circles. Last year he was president of the Variety Club and this year served as a member of the board of trustees. Survived by his widow, five brothers and three sisters. Burial in Woodmere Cemetery, Detroit.

CATHCART—James C., superintendent of Belle Isle bathhouse, Detroit, for 17 years, at his home on Belle Isle from a heart attack April 19. Survived by his widow, a son and three daughters.

DALBY—Mrs. J. S., 60, wife of J. S. Dalby, pioneer concessioner in the carnival business in the '90s, at her home in Fort Worth, Tex., March 18 of pneumonia. Mr. and Mrs. Dalby operated concessions independently and in 1905 traveled with Brundage & Fisher Shows. Survivors are her husband, four brothers, Willis, Blaine and Sherman Stanley and Seville Decalb, and a sister.

DUTTON—Mrs. Emma M. (Bartlett), playwright, at her home in Chelmsford Center, Mass., of pneumonia April 15.

Gus Hill

Gus Hill, 78, theatrical producer and Indian club swinger of the old vaudeville days, died April 20 of a heart attack in the hallway of a home of a friend in New York. He lived with a brother, Harris, at Hotel Flanders in that city.

Hill was active to the end, maintaining a Broadway office and appearing occasionally at non-professional revivals with old-time performers. Not long ago he succeeded Eddie Dowling as president of the Theatrical Democratic League, held office in the American Federation of Actors, helped to organize the Actors' Fund and tried to restore vaudeville to its more glorified position. He was to have appeared in the benefit performance for the American Federation of Actors at the Metropolitan Opera House April 25.

Hill was born in lower Manhattan. His family name was Gustave Metz, but he took the Hill part from the name of Harry Hill's old saloon, a favorite resort for boxing fans 50 years ago.

His first stage success was as an Indian club swinger. In 1932 he threatened a club-swinging comeback on the basis of the daily practice he had continued. In 1883 he played in a vaudeville number with John L. Sullivan, being featured in a "collar and elbow wrestling" number. On an old building in upper Park avenue still stands the sign "Gus Hill's Minstrels," a form of entertainment he popularized a decade ago.

It is estimated that he produced at least 50 plays. He was a founder of the old Columbia burlesque chain and a promoter for the so-called cartoon comedies, including *The Yellow Kid*, *Happy Hookigan*, *Mutt and Jeff* and *Bringing Up Father*. He is credited also with having discovered such stage successes as Weber and Fields, Sophie Tucker, Fred Stone and Ben Turpin. His long association with Broadway and vaudeville enabled him to become an authority on theatrical law and history.

Hill's wife, known to the theater as Estelle Wellington, died in 1933 and was a dancer in some of her husband's productions. He was buried in Evergreen Cemetery, Brooklyn.

Leaves a husband, a son and two sisters. Funeral April 17.

FLYNN—Ray, 44, production manager at 20th Century-Fox studios, of pneumonia in a Los Angeles hospital April 16. Except for a brief period in 1936 Flynn had been with the Fox studio for the last 18 years. Survived by widow and two daughters.

FORREST—Albert J., vaudevillian, at Seattle April 20. He and his son, Ernest, teamed as the Musical Forrests. Later he was with Honey Boy Evans Minstrels and in vaudeville. Survived by his son.

GEDGE—W. Wright, 63, secretary and general manager Michigan Broadcasting Company, which operates Station WMBC, April 15 at his home in Grosse Pointe, Mich., after a brief illness. Survived by his widow, two sons and a daughter.

GUCKIAN—William S., 64, more than 25 years identified with Preble County Fair board and in recent years its president, at his home in Eaton, O., April 25 after brief illness. Burial in Eaton.

HALL—Gertie, tall lady, at Woodruff, S. C., April 19. Burial there April 20.

HARRIS—Harry, 65, attorney, April 20 at Great Neck, L. I. He had been associated with Elek John Ludvigh in legal work for film companies.

HELLER—Henry G., retired actor, recently at his home in Reading, Pa., after an illness of five weeks. On the stage, where he generally played villain roles in Gay '90s productions, he was known as Norman H. Gilbert. He began his stage career in 1892 with DeKane-Hamilton Minstrels and later joined Standard Dramatic Company. He was associated also with Himmelein Stock Company and Bon Ton Stock Company, retiring about 25 years ago.

HOPE—Frederic, 37, art director of MGM studios, in Los Angeles April 20 of an appendectomy. He designed sets for motion pictures. Survived by widow and three children.

JOHNSON—Guy Irving, 53, well-known concert singer, at Pelzer, S. C., recently. Survived by widow, two daughters and two sisters. Body was cremated at Macon, Ga., following funeral services at Pelzer. Ashes were taken to Lowell and interred in the family lot in Edson Cemetery.

KETTLER—Fred, 78, for many years advance man for circuses, at Wooster, O., April 22 after an extended illness. Burial at Wooster.

LEATHERS—George, operator of Wilson Theater, Greenfield, Mo., in that city recently. Survived by widow and a son, Paul, who will continue to operate the Greenfield house.

LINCOLN—Harry J., 60, composer and music publisher, of a heart attack April 19 at his Philadelphia home.

LINK—William (Billy), 70, veteran vaudeville and stage player, in Los Angeles April 17. He had been in show business more than 50 years, starting as a black-face comedian in 1891 and later traveling in Europe and America as a vaudeville headliner.

MCCRATH—Thomas, 79, actor, in Lenox Hill Hospital, New York, April 22 from a complication of diseases. He was in original cast of *Sherlock Holmes* with William Gillette at Garrick Theater, New York, and appeared with Brooks & Dickson's production of *The Roman's Rye*. His first stage appearance was with Boston Theater Company in production of English melodramas. In the '90s he acted under management of Charles Frohman at Academy of Music and later played in *Abie's Irish Rose*. McGrath was a member of the Actors' Order of Friendship, Actors' Fund, the Lambs and Actors' Equity Association. Burial in the family plot near Boston.

MATHEWS—Mrs. Tyree Horn, 58, author, April 16 in Hollywood. Survived by husband, Joseph Mathews, and a sister.

MEEKER—Edward Warren, 63, minstrel and first announcer for Edison Phonograph records, April 19 at his home in Orange, N. J. Recently he appeared as a singer and entertainer in taverns and night clubs. His widow, son and daughter survive. Burial at St. John's Cemetery, Orange.

MENCHES—Mrs. Catherine Lippert, 69, widow of Frank Menches, who was well known as a concessioner and who claimed to be the originator of the first ice-cream cone, April 15 at her home in Akron, O. She worked with her hus-

band handling concessions at fairs and later assisted him in his cone manufacturing business at Akron. Two daughters and a son survive. Burial at Akron.

MILLER—Mrs. Louise D. Miller, mother of Alice D. G. Miller, screen writer, in Los Angeles April 16.

MINTURN—R. E. (Doc), recently at his home in New Lexington, O., after a long illness. In his early days he was connected with the old John Robinson 10 Big Shows as legal adjuster and sidishow orator. Survived by widow and two daughters. Burial at New Lexington.

MOONEY—Harry (Pop), 68, circus trouper, recently at Pyramid Hill, Victoria, Australia, of double pneumonia. He was conducting an elephant act with Wirth Bros., Ltd., Circus. Before leaving America 12 years ago he had been connected with Barnum & Bailey Circus and Singer's Midgets.

MORAN—Stella, 28, of team of Anna and Stella Moran, harmony singers, and for many years with Viola May in *Miss Dumbell*, suddenly at Waterbury, Conn., April 15. Burial in Milford, Conn.

NESTLE—Charles, 88, midget, internationally known as Commodore Footie, at his home in Fort Wayne, Ind., April 17 of senility, as mentioned in *Late Deaths* last week. He was believed to have been the oldest midget in the world. At his bedside were his widow, Eliza, now 80; a sister, Charlotte Brooks, and a brother, Daniel, all of Fort Wayne. Nestle retired from the profession 20 years ago.

NUSSENBAUM—Julia, 24, violinist, April 18 in Roosevelt Hospital, New York, 11 hours after she had been beaten with a claw hammer in a Times Square rehearsal studio. She had been engaged in night club work.

PETERSON—Ray, 46, prominent independent exhibitor, April 17 in Los Angeles as a result of an automobile accident. He had been operating movie theaters in Pasadena, Calif., the last 14 years and was also interested in several Los Angeles houses. Widow and daughter survive.

PURDUE—Mae, 23, hula dancer, in County Hospital, San Pedro, Calif., April 20 of burns received when her grass skirt caught fire.

RANZATO—Virgilio, 53, composer, April 19 in Milan, Italy. His opera, *Luna Park*, has been performed in this country.

ROBINSON—Charles L., 61, well-known bandmaster in Maine, at Rockland, Me., April 15 following an operation for a blood clot on the brain. He was a 32d degree Mason. Survived by widow. Burial at Rockland.

SHEAKS—C. V. (Dick), 41, concessioner with Modernistic Shows, at General Hospital, Knoxville, Tenn., April 21.

Clay M. Greene

Clay M. Greene (Clarence Burdick), 59, general agent for the Goodman Wonder Show, died at Raleigh, N. C., April 18 of heart trouble, as mentioned in *Late Deaths* last week. He was a native of Milton, Wis.

The greater part of his life was spent in show business. As an actor many years ago he played the part of Mephisto in *Faust*, at which time he adopted the name of Clay M. Greene, which he carried the rest of his life. His entry into the carnival business was in 1910 with Harry Hunter Shows. In 1911 he was with the C. W. Parker Greater Shows, then under the management of the late Harley S. Tyler. In 1912 he joined the Al Brown International Shows and the following year helped to organize the Brown & Cronin Shows. For the following seven years he was engaged in burlesque, sponsored events, promotions and various other lines of endeavor.

His passing cast a gloom over the entire Goodman Show, as he was well liked and had demonstrated that he could properly route and book a carnival. He was a member of the Maecnic fraternity and of the S.L.A.

Funeral in Raleigh April 20. Body was accompanied by Mrs. Greene and her sister, Mrs. Anne McCloy, to Janesville, Wis., and burial was at Milton, Wis., in the family lot.

Survived by parents and a brother. Buried at St. Marys, O.

SILBERT—Jacob, 67, Yiddish actor, of a heart attack while dining in a New York restaurant April 19. He appeared in productions at the old Bowery Windsor Theater, New York, 50 years ago. Recently he had been appearing in Federal Theater productions and was rehearsing for the forthcoming *Jail Birds* the day of his death. He had a leading part in the Jewish opera *Aktydas Itzchok*. His wife was appearing in a Jewish production, *The Dishwasher*, at Parkway Theater, Brooklyn. He leaves also three children.

SINNETT—Lyda E., 70, mother of J. S. Sinnett, mentalist-magician, at her home in Owensboro, Ky., April 14.

STRUBHAR—Harry E., 44, auditor for Interstate Theaters, of a heart attack in Dallas.

STUHLTRAGER—Mrs. Laura D., 58, wife of John P. Stuhltrager, head of a chain of independent picture theaters in Philadelphia, April 16 in Broad Street Hospital there after a short illness. She is also survived by a daughter.

TAYLOR—Enoch E., known professionally as Enoch, suddenly in Miami April 13. Since coming from England 35 years ago Taylor has toured with a water act. His specialty was remaining under water for great lengths of time. Survived by his widow and daughter.

THOMPSON—Mrs. Constance Charlotte, 56, mother of Merle Oberon, screen actress, in London April 23 after a long illness.

VINCENT—Howard, 62, pianist and piano manufacturer, April 15 at his home in Philadelphia suddenly. His widow survives.

WHITE—Charles O., 61, former manager of Wichita Theater, Wichita, Kan., at Veterans' Hospital there April 3 after a long illness. Surviving are his mother, Mrs. Jane White, and a brother, Al.

WILLIAMS—William L., old-time dramatic man, in Pittsburgh April 6 of lobar pneumonia. His career began with Grand Stock Company, Pittsburgh. He was also with Harry Davis Stock Company as character man, Joshaway Simkins No. 1 Show as Arnold Blanc and played *heavies* in *Ten Nights in a Barroom*. In vaudeville in the teams of Williams and Emery, Williams and Hamilton and Williams and Kirk. Kirk, of the last-named team, was his wife. She survives him.

WILNER—Maurice, 81, retired showman and father of Max Wilner, operator of 44d Street Apollo, New York, and Shubert, Philadelphia, burlesque theaters, April 16 in French Hospital, New York, from complications. He leaves another son, Harry.

YOUNG—Louise, partner of C. G. Hees, who operates candy floss machines and signs, in Chicago April 1.

Marriages

ADAMS-HOLLEY—Oscar Marshall Adams, emcee in the *Pan-American Revue*, to Marie Kedra Holley, member of chorus, at Monroe, La., April 18.

ALEXANDER-VAREN—Gene Alexander, assistant booker for Universal Pictures in Detroit, and Virginia Varen, of Chicago, April 8.

BEEMER-WALS—Brace Beemer, head of Brace Beemer, Inc., radio advertising agency, Detroit, and former production chief at Station WXYZ, and Lita Wals, WJW singer, at Toledo, O., April 16.

BENGSTONE-CLARK—J. O. Bengstone, nonpro, and Virginia Clark, CBS actress, in Chicago April 24.

BRASSIL-REYNOLDS—Joseph Brassil, of Sacramento, Calif., manager of the advance advertising car for the Al G. Barnes-Sells-Floto Circus, and Edra Gene Reynolds, of Sand Springs, Calif., in Los Angeles March 19.

FOSTER-BURMEISTER—Norris Foster and Lucille Burmeister, inspector for Universal Pictures in Detroit, in that city April 10.

GOULD-HAYNES—Dave Gould, Hollywood dance director, and Mitzi Haynes, film actress, recently in Albuquerque, N. M.

GRIPPO-BROWNE—Jon Grippo, cartoonist, and Flo Browne, actors' agent, in Los Angeles January 8, it has just been learned.

GUEST-MAYNARD—Edgar A. Guest Jr., son of Edgar Guest, poet and radio editor of *The Detroit Free Press*, to Betty Jane Maynard, of Detroit, in that city April 17.

KNORR-GOLD—Leon W. Knorr, manager of the Transit Theater, Allentown,

(See MARRIAGES on page 93)

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place.

Parcel Post

- Barry, Barbara, 4c
Barlett, N. E., 15c
Glaussen, Theo, 10c
Craft, Don, 10c

Ladies' List

- Adams, Mrs. Kate
Adriano, Madam
Ainsworth, Gertrude
Akins, Alice
Alessandro, Mario
Alexander, Mrs. J.

- Leo, Bobbie
Miss Buddy
Lee, Katherine
Leo Lohu, Princess
Leonard, Iris

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Shaffer, Mrs. C.
Signa, Lady Jack
Sims, Madam Gill
Slane, Sunny
Small, Mrs. Lynn

- Demling, J. H.
George, Ray
Dennis, W. J.

- Geoffrey, Maurice
Hughes, Claude
Huggett, W. V.
Hugo, Harry
Hull, Hubert

Gentlemen's List

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Adams, Black
Adams, Frank A.

- Hammond, Billy
Hammond, Earl
Hamoka, Frank
Hampton, Corlie

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ACTS, UNITS AND ATTRACTIONS

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

Route Department

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

EXPLANATION OF SYMBOLS

a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; re-road house; re-restaurant; s-showboat; t-theater.

NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Gray, Alexander (Biltmore) Miami, h. Gray Sisters (Royal Palm) Miami, h. Greene, Kay (Casino Da Urca) Rio de Janeiro. Green, Terry (Yacht) NYC, nc. Greene, Jackie (Benny the Bum's) Phila, nc. Greene, Mizzi (Versailles) NYC, nc. Gregory, Jack, & Co. (Cat & Fiddle) Cincinnati, nc. Guarencitas, Las (El Chico) NYC, nc. Guy, Barrington (Ubangi) NYC, nc. Gurr, Vernon (Park Plaza) NYC, nc. Gwynne (New Yorker) NYC, h. Gypsy Irma (Crisis) NYC, o.

Hagen, Beatrice (Michigan) Detroit, t. Hale, Shirley (Famous Door) Boston, nc. Hall, Marshall (Gardens) Montreal, h. Hall, Frank (Park Plaza) St. Louis, h. Hap Hazard & Co. (Orph.) Memphis, t. Hall, Kiki (La Paloma) Miami, nc. Halliday, Ruby (Chez Brummel) Cannes, France. Halliday, Heather (Ambassador) NYC, h. Halliday & Clark (Congress) Chi, h. Hallow, Bunny (Royal Palm) Miami, nc. Halsey, Alma (Jimmy Kelly's) NYC, nc. Hamilton, Betty (Edgewater) Lafayette, La., nc.

Hamilton, Milton (Como's) Buffalo, N. Y., nc. Handie & Mills (Gloria) Columbus, nc. Harcin & Houston (Bait) NYC, nc. Harter, Ruth (Mount Royal) Montreal, Que. h. Harris & Howell (Met.) Boston, t. Harris, Alice (Kit Kat) NYC, nc. Harris, Tom & Mickey (Vesuvio) St. Petersburg, Fla., nc. Harrison, Splice (Gay '90s) NYC, nc. Harston, Marion (Small's) NYC, nc. Harvey, Dave (Bagdad) Miami, nc. Hastings, Sue (Rainbow Room) NYC, re. Hawthall, Henry (Peacock) Columbus, O., nc. Hawkins & Payne (Garden) Boston, nc. Hawthorne & Whitney (Nixon Cafe) Pittsburgh, nc.

Hayes, Carol (Crisis) NYC, re. Haynes, Mizzi (Hollywood) NYC, re. Heath, Helen (Versailles) NYC, nc. Heidt, Horace & Orch. (Earle) Washington, t. Helaine & Donaldson (Kenmore) Albany, N. Y., h. Heller, Jackie (Capitol) Washington, t. Henry, Noel (Granada) NYC, h. Herrera, Sarita (Yumuri) NYC, nc. Herman & Elmer (Gypsy Tavern) NYC, nc. Hewitt, Buster (La Paloma) Miami, nc. Hickory Nuts (Wivel) NYC, re. Higgins, Peter (Frolic) Miami, nc. Hinkle, Peter (Kansas City, Mo., t. Hill, Letha (Cedar Gardens) Cleveland, nc. Hill, Milton (Edgewater) Lafayette, La., nc. Hill, Ruby (Uproar House) NYC, nc.

Hilliard, Jack (Royal Frolics) Chi, nc. Hixson, Max (Champion) Montreal, nc. Holden, Virginia (Grandview Gardens) Stevensville, O., nc. Holland & Hart (Radio City Rainbow Room) NYC, nc. Hollywood Hotel Revue (Plymouth) Worcester, Mass., t. Holmes, George (Black Cat) NYC, nc. Hoppers, Lindy (College Inn) Chi, re. House, Billy, & Co. (Pal.) Chi, t. Howard, Adrienne (Marina) NYC, nc. Howe, Dorothy (Tower) NYC, h. Hubert, Fritz & Jean (Pal.) Chi, t. Hudspeth, Dr. & Mrs. C. E. (Dutch Mill Inn) Binghamton, N. Y.

Huff, Tiny (Barrel of Fun) NYC, nc. Hughes, Lyeth (Lithia) NYC, h. Hunt, Les (Casino Da Urca) Rio de Janeiro. Hyde, Vite (Michigan) Detroit, t. Hyde, Victor (Mirador) NYC, nc. Ice Ballet (Boston) Boston. Iceland Trio (Rosebush) Pittsburgh, Pa., h. Internationals, Three (Rosevelt) NYC, h. Irving, Jack (Bagdad) Miami, nc.

Jackson & Brown (Uproar House) NYC, nc. Jackson, Mills & Reeves (Famous Door) Boston, nc. Jackson, Paul (Old Mill Tavern) Jackson, Mich., nc. Jacobi, Anita (Casino Parisien) Chi, nc. James, Fred (Kit Kat) NYC, nc. Janello, Marie (Barritz) Phila, nc. Jay, Luella (Tower) Kansas City, Mo., t. Jeanette & Kalan (Chalfonte) Pinchurst, N. C., h. Jeanette, Sonya (Park) Madison, Wis., h. Jeffers, Dorothy (Park Central) NYC, h. Jester, Walter (Chateau) St. Louis, h. Jerry & Turk (Bail-Bail) Chi, nc. Joffee, Ruth (Famous Door) Chi, nc. Juhl Jr., Wally (Coronado) St. Louis, h. Johnny & George (Yacht) NYC, nc. Johnson, Elmer (606 Club) Chi, nc. Johnson, Luc (Garden) NYC, h. Johnson, Lydia (Paradise) NYC, re. Johnson, Mae (Ubangi) NYC, nc. Johnston, Grace (Park Central) NYC, h. Jones, Alan (Radio City Rainbow Room) NYC, nc.

Jones, Dick & Dottie (Jimmy Kelly's) NYC, nc. Jones, Ray (Queen Mary) NYC, re. Jordan, Verne (Open Door) Chi, nc. Jordan, Elx (Capitol) NYC, May 1, t. Joyce, Jacqueline (Mirador) NYC, nc. Kane, Allen, & Boys (Monte Carlo Bar Hotel) Chi, h. Karnsy, Jim (Le Mirage) NYC, re. Karsyn Duo (Jermyn) Scranton, Pa., h. Kay, Beatrice (Tony's) NYC, nc. Kay, Dolly (Royal Frolics) Chi, nc. Kaye, Jane (Blackhawk) Chi, nc. Kaye, Johnny (Trottas) Baltimore, nc. Kell, Eddie (Shrine Circus) Ft. Wayne, Ind. Kelly & Hayes (Warner's) Oklahoma City, t. Kelly, Marie (Piazza) Brooklyn, h. Kenney, Billie (Cortez) El Paso, Tex., h. Kenny, Phyllis (Park Central) NYC, h. Khadrac, Nicolas (Russian Art) NYC, re. King, Bob (Park Central) NYC, h. King, Rex (Famous Door) Chi, nc. Kirby & Duval (Shea) Toronto, t. Kirk, Jean (Village Barn) NYC, nc. Kirst, Albert (Rosevelt) New Orleans, h. Kissinger, Dick (Lincoln) NYC, h. Kitaros, The (Mayfair Casino) Cleveland, nc. Kitchell, Iva (Village) NYC, h. Kradkocks, Four (Casino Parisien) Chi, nc. Kramer, Ida (Swanee) NYC, nc.

L. La Centra, Peg (Meadowbrook) Cedar Grove, N. J., nc.

A. Aarens & Broderick (Casino Parisien) Chi, nc. About Dancers (Palmer House) Chi, h. Abbott & Robey (Colonial) Dayton, O., t. Adair, Ted (Hollywood) NYC, re. Adalet (French Casino) NYC, nc. Adams, Billy (Uproar House) NYC, nc. Adler & Taub (Continental) NYC, re. Adrian, Irie (Leon & Eddie's) NYC, nc. A.J. Princess (Casino Da Urca) Rio de Janeiro. Alan & Anise (Cotton Club) NYC, nc. Alcaraz, Mari & Chiquita (Paradise) NYC, nc. All Abdeen (Uproar House) NYC, nc. Allen, Ted (Oriental) Chi, t. Allis, Francis (Casino Da Urca) Rio de Janeiro. Alma & Roland (Royal Palm Club) Miami, Fla. Almonte, Marie (Maria's) NYC, nc. Ambassadors, The (St. George) Brooklyn, h. Amrose, Ruth & Billy (Blackhawk) Chi, nc. Amsterdam, Morey (Colonial) Dayton, O., t. Anderson & Allis (Lyric) Indianapolis, t. Anderson, Ivey (Cotton Club) NYC, nc. Andre, Janis (Paradise) NYC, nc. Andre, Pierre (Chez Paree) Chi, nc. Antonio & Rene (Yumuri) NYC, nc. Archer, Gene (Bait) NYC, nc. Arden, Anoly (Mayfair Casino) Cleveland, O. Arden, Donn (Commodore Club) Detroit, nc. Aristocrats, Four (Palmer House) Chi, h. Arlene (Frolics) Miami, nc. Armando & Maria (Broadway) Syracuse, N. Y., re. Arms, Francis (Boston) Boston, t. Armstrong, Louis, & Band (Paramount) NYC, t. Aurelia & Pedro (Kit Kat) NYC, nc.

B. Bailey, Bill (Cotton Club) NYC, nc. Bailey & Marr (Beacon) Winnipeg, Can., t. Bailey Sisters (Lookout House) Covington, Ky., nc. Baker, Bonnie (Lookout House) Covington, Ky., nc. Baldwin & Bristol (Orph.) Memphis, t. Ballantine & Pierce (Cocoanut Grove) Boston, nc. Bamba Trio (El Bolero) NYC, nc. Banks, Sadie (Old Roumanian) NYC, re. Barber, Hal (Flamingo Club) Orlando, Fla., nc. Barclay, Dick & Evelyn (Showboat) Pittsburgh, nc. Barclay, Les (Queens Terrace) NYC, nc. Bard, Robert (Ambassador) NYC, h. Barnes & Steger (Famous Door) Boston, nc. Barnett, Lorraine (Valencia) NYC, nc. Barrett & Smith (Chalfonte) Pinchurst, N. C., h. Barrett, Sheila (Savoy-Plaza) NYC, h. Barton, Mary (Jimmy Kelly's) NYC, nc. Barry, Paul (New Yorker) NYC, h. Bartholomey, Lillian (French Casino) Miami Beach, Fla. Berto & Mann (Paradise) NYC, re. Beatriz (Variety) NYC, nc. Beckett, Marian, & English Bros. (Oriental) Chi, t.

Bell & Grey (Silver Dollar Club) Flint, Mich. Belmore, Barbara (Boston) Boston, t. Bell's Hawaiian Folies (Fox) Phoenix, Ariz., May 1-4, t. Bemis, Beverly & Billy (Paradise) NYC, re. Beno, Ben: Birmingham, Ala. Bendley, Gladys (Ubangi) NYC, nc. Bentum, Bench (Funland Park) Miami. Bergen, Edgar (Waldorf-Astoria) NYC, h. Bernard, Phil (Royal Palm) NYC, h. Bernard & Henkle (Club Alabama) Chi, nc. Bernis, Al (Met.) Boston, t. Bernier, Nelda (Edgewater) Lafayette, La., nc. Bert & Jay (Colonial Village) Peoria, Ill., nc. Bert, Billy (Oasis) Detroit, Mich., c. Bethitt, Drouper, Danville, Va. Biltmore Boys, The (Wm. Penn) Pittsburgh, h. Blackstone (St. Charles) New Orleans, La., t. Blaine, Dorothy (Harry's New York Cabaret) Chi, nc.

Blaine, Rose (Leon & Eddie's) NYC, nc. Blanche & Elliott (Palomar Club) Los Angeles, nc. Blanchard, Jerry (18) NYC, nc. Blake, Charles (Ambassador) NYC, h. Blake, Anika (Club Mirador) Pittsburgh, nc. Blenders Four (Embassy Club) San Francisco, nc. Bolero, Mike (St. Louis) St. Louis, t. Bongo, Congo (Uproar House) NYC, nc. Bonner, Carl & Leone (Radio City Rainbow Grill) NYC, nc. Booth, John (Commodore Club) Detroit, nc. Bordine & Carole (Wivel's) NYC, nc. Borngraver, Bernice (Romance Inn) Angola, N. Y., nc.

Bosher, Dora (Russian Art) NYC, re. Bouche, Nevie (Edgewater) Lafayette, La., nc. Bourbon & Raine (Village Barn) NYC, nc. Bowes, Major, Intl. Revue (Stanley) Pittsburgh, t. Bowes, Major, All-Girl Unit (Ms.) Dallas, t. Bows, La Verne (Ballyho Club) Columbus, O., nc. Boyer, Lucienne (Cafe de Paris) London, nc. Bradford, Barbara (Paradise) NYC, re. Brae, Boots (Plane) Mars) Chi, nc. Bray, Alma (Mirador) NYC, nc. Bredwins, The Three (Casino Parisien) Chi, nc. Brenker, Roy (Kit Kat) NYC, nc. Britz, Phil (Mount Royal) Montreal, h. Brooks, Betty (Open Door) Chi, nc. Brooks, Howard (Drouper) Chi, h. Brown Bros. (Sheridan) Chi, t. Brown, Danny (Frontenac) Detroit, nc. Brown, Eddie (Ben Lomond) Ogden, Utah, h. Brown, Evans (Billingshurst) Elyria, O., h. Brown, Mardo (Cotton Club) NYC, nc. Bruce, Betty (French Casino) NYC, nc. Bryson, Clay (Montclair) NYC, h. Buckley, Dick (Planet Mars) Chi, nc. Burchard, Fairfax Carter (Biltmore) NYC, h. Burkhart, Peggy (Plaza) Brooklyn, h. Buckley Sisters (Cat & Fiddle) Cincinnati, nc. Burnett & Wait (Royale Frolics) Chi, nc. Burns, Boots (606 Club) Chi, nc. Burns, Jimmy (Village Brewery) NYC, nc.

C. Caidos & Balins (Rosevelt) New Orleans, h. Calem, Hazel (Kit Kat) NYC, nc.

Calgary Bros. (Cocoanut Grove) Hollywood, nc. California Collegians (Lyric) Indianapolis, t. Calloway, Cab, & Orch. (State) NYC, t. Campbell, Burns (Javo Jungle) Pittsburgh, nc. Campbell's, Roy, Royalists (Astor) NYC, h. Campo (Pal.) Cleveland, C. t. Campo, George (Ritz-Carlton) NYC, h. Carega, Verne (Valhalla) NYC, re. Carewe, Lucille, & Her Melody Men (El Reno Club) Ottawa, Ill., nc. Carroll, Bud, & Ross (Shea) Toronto, t. Carlton & Juliette (Biltmore) Providence, h. Carlton, Lydie (Frolic) Albany, N. Y., nc. Carpenter, Imogene (St. Moritz) NYC, h. Carr, Billy (606 Club) Chi, nc. Carroll Sisters (Callente) NYC, nc. Carroll, Marie (Gaynor's Club) Milwaukee, nc. Carroll, Winnie (Dizzy) NYC, nc. Casanova (Valencia) NYC, nc. Casa Manana Revue (State-Lake) Chi, t. Casino, Red (Hollywood) NYC, re. Cello, Betty (Harry's New York Cabaret) Chi, nc. Celso, Van (Versailles) NYC, re. Cevene Trio (Tower) Kansas City, Mo., t. Chappell & Drumb: Marshall, Mo. Chappy (Casino Parisien) Chi, nc. Chas & Barbara (Freddie's Cafe) Cleveland, re. Charmion (Hollywood) NYC, re. Charmion (Pal.) Cleveland, t. Chis, El (Chico) NYC, nc. Chocelates Drops, Three (Theatrical Club) Phila, nc. Clare & Sanna Sisters (Earle) Washington. Claudet, Marguerite (Jermyn) Scranton, Pa., t. Chlams, Margie (Edison) NYC, h. Clifford & Marion (Lyric) Indianapolis, t. Coca, Imogene (Ambassador) NYC, h. Cole, Lester, Singers (Michigan) Detroit, t. Cole, Raymond (Variety) NYC, nc. Colby, Walter (Barrel of Fun) NYC, nc. Collean (Gay '90s) Chi, nc.

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

Collette & Galle (Red Gables) Indianapolis, nc. Collins, Dee (Radio City Rainbow Room) NYC, nc. Conrad, Emerson (St. George) Brooklyn, h. Conrad & Haycock (Flamingo) Orlando, Fla., nc. Convey, Milly (Mirador) NYC, nc. Conway & Parkes (Michigan) Detroit, t. Cook, Eileen (Village Casino) NYC, nc. Cooper, Ted (Tower) Kansas City, Mo., t. Cooper, Evelyn (Kit Kat) NYC, nc. Cooper, Una (Hi-Hat) Chi, nc. Coral Islanders (Montclair) NYC, h. Correls, Claudia (El Gaucho) NYC, nc. Corrie, Leola (Edgewater) NYC, t. Cornett, Alice (Lexington) NYC, h. Cortez, Gene (Frontenac) Detroit, nc. Cortez & Marquis (Lotus Gardens) Cleveland, nc. Cotts, Three (Paradise) NYC, re. Cotton Larry (Biltmore) NYC, h. Courtney, Ann (Montclair) NYC, h. Coward, Lindan: Social Circle, Ga. Crane, Ford (Nixon Cafe) Pittsburgh, nc. Craven, Fran (Berolotti) NYC, re. Craver, Ted (Village Barn) NYC, nc. Crawford, Jack (Ringside) Ft. Worth, Tex., nc. Cross & Dunn (Chez Paree) Chi, nc. Cunningham, Flary (400 Club) Wichita, Kan., h.

D. D'Arroy Girls: Clinton, Mo. Dale, Marion (Le Mare) NYC, nc. Dale, Virginia (Silver Bowl) Sacramento, nc. Dandies, Four (Larus's) NYC, re. Davies, Mary (Billingshurst) Elyria, O., h. Davis, Gordon (Gypsy Tavern) NYC, nc. Davis, Lole (Edgewater) Detroit, nc. Dawn, Alice (Hollywood) NYC, nc. Dawn, Patricia (Casino Parisien) Chi, nc. DeBolt Twins (Royal Palms) Miami, Fla., nc. DeBouville Boys (Famous Door) Boston, nc. Debonairs, Six (Hollywood) NYC, re. Del Rio, Jose (Frontenac) Detroit, nc. DeCléo, The Magician (Fair Grounds) Paris, Ill., Apr. 26-May 8. DeFlores, Felipe (Yumuri) NYC, nc. De Jarnette, Renee (Radio City Rainbow Room) NYC, nc. DeRonza & Barry (Jermyn) Scranton, Pa., h. Diaz, Hazel (Small's) NYC, nc. Diaz, Jose (El Gaucho) NYC, nc. Dick, Don & Dinah (Boston) Boston, t. Digges, May (Cotton Club) NYC, nc. Dillon, Jack (Paradise) NYC, re. Dimas & Anita (Bal Tabarin) NYC, nc. Dimtrial & Virgil (El Gaucho) NYC, nc. DiPalma, Angelo (Nixon Cafe) Pittsburgh, h. Dixie Four (Colonial) Dayton, O., t. Dixon, Dixie (Crescent) Detroit, cb. Dolores (Ambassador) NYC, h. Dore, Dorothy (Leon & Eddie's) NYC, nc. Drew, Druscilla (Kit Kat) NYC, nc. Duanos, The (Bismarck) Chi, h.

Duke, Bessie (Cotton Club) NYC, nc. Duxey, Norman (Nixon) Pittsburgh, c. Duns, George (Chez Ray Ventura) Paris, nc. Duncan Judy (Royale Frolics) Chi, nc. Dunn, Vera (Famous Door) Boston, nc. Dunn & Clayton (Queens Terrace) NYC, nc. DuPont Bob (Casino Atlantico) Rio de Janeiro, nc. Dunn & Wise (Greystones) Mansfield, O., c. Dunn & Clayton (Barrel of Fun) NYC, nc. Duran, Adelina (El Chico) NYC, nc. Duskin, Joyce (Paradise) NYC, re. Dyer, Hubert: American Legion, Moline, Ill.

Easton, Bob (Orph.) Los Angeles, t. Edwards & Farney (Royale-Frolics) Chi, nc. Elaine & Barry (Park Central) NYC, h. Elliott, Baron (Showboat) Pittsburgh, nc. Endor & Farrell (Congress) Chi, h. Eric, Duke (Cincinnati) NYC, re. Ernestine & Joseph (Queen's Terrace) NYC, nc. Errico, Edna (Famous Door) Boston, nc. Esquires, Four (Mayfair) Cleveland, re. Everett & Stevens (St. George) Brooklyn, h.

F. Fair, Virginia (Maria's) NYC, nc. Fargo, Billie (Clarendon) Daytona Beach, Fla., h. Farmer, Chic (Bait) NYC, nc. Farrar, Jane (1523) Phila, nc. Farries & Goodelle (Vanderbilt) NYC, h. Faye, Françoise (Lyric) Indianapolis, t. Faye, Joyce (Berolotti) NYC, re. Fenton, Mildred (Rosevelt) New Orleans, h. Ferguson, Bobby (Ballyho) Phila, nc. Ferver, Mitty (Biltmore) Miami, h. Fetchit, Stepin (Earle) Phila, t. Fields, Berna (Mayfair) Boston, nc. Fink & Maxine (Chateau) Detroit, nc. Fleurette (Village Casino) NYC, nc. Florentino, Consuelo (Merry-Go-Round Bar) NYC, nc. Flying Aces (Romance Inn) Angola, N. Y., nc. Fogarty, Alex (Weylin) NYC, h.

G. Gaby, Frank (Boston) Boston, t. Gale, Barbara (Butler's) NYC, c. Gallagher, Shirley (Frolic) Albany, N. Y., nc. Gallo, Norms (Commodore) NYC, h. Gardner, Joaquin (Palmer House) Chi, h. Gard, John (Piccadilly) NYC, h. Garner, Nancy (Wivel) NYC, re. Garette, Jeanette (Rosevelt) New Orleans, h. Gaston & Andre (Mayfair) Detroit, nc. Gaston (Monte Carlo) NYC, nc. Gay Nineties Quartet (Gay Nineties) NYC, re. Gaynor, Marilyn (Chateau Moderne) NYC, re. Georges & Jaina (Waldorf-Astoria) NYC, h. Gershwin, Virginia (Broad-Mont) Chi, cb. Giants of Rhythm, Three (Cotton Club) NYC, nc.

Gibson, Virginia (Bagdad) Miami, nc. Gilbert, Bob & Fleurette (Colosimo's) Chi, re. Gilbert, Elsie (Hi-Hat) Chi, nc. Gilbert, Ethel (Gay '90s) NYC, nc. Gillespie, Julie (White) NYC, h. Gilmore, Patricia (Hollywood) NYC, re. Girardi, Adele (Hickory House) NYC, re. Gitanilla, La (Valencia) NYC, nc. Gobs, Three (Uproar House) NYC, nc. Golden, Les (Brown Derby) Boston, nc. Goldsmith, Paul (Old Mill Tavern) Jackson, Miss., re.

Goll, Wanda (Le Mirage) NYC, nc. Gogora, Carlos (El Chico) NYC, nc. Goodwin, Jack (One Fifth Ave.) NYC, h. Gordon, Don (Place Elegante) NYC, nc. Gould, Sisters (Goldstone) Chi. Gower & Jeanne (Biltmore) NYC, h. Grauman, Saul, Revue (Capitol) Washington, t.

LaVerne Quartet (Frolcs) Miami, no.
 LaZellas, Acrist (Indoor Circus) Auditorium,
 Kansas City, Mo.
 Laevin, Bens (Brevoort) Chi, h.
 Lafayette & Laverne (Jefferson) St. Louis, h.
 La Marr, Bobby (New Earl) Baltimore, no.
 La Monte, Jean (Frontenac) Detroit, no.
 Lamar, Henry (Gay '90s) NYC, no.
 Lane, Lovoy (Harlem Uproar House) NYC, no.
 Lane, Ted (Lookout House) Covington, Ky.,
 no.
 Lane, Tree & Edwards (Leon & Eddie's) NYC,
 no.
 Lang, Art (Capitol) Washington, t.
 Lanham's Torrid Tempos (Rainbow Inn) Tul-
 sa, Okla., no.
 Lannette Sisters (Orph.) Dubuque, Ia., t.
 LaRue, Bobbie (Plymouth) Columbus, O., no.
 Lathrop Bros. & Virginia Lee (Chicago)
 Chi, t.
 Lawrence, Adele (Brown Derby) Boston, no.
 Lawrence, Lucille (Valhalla) NYC, no.
 Lawlor, Terry (Frolcs) NYC, no.
 LeRoy & West (Hi-Hat) Chi, no.
 Le Son, Let (New Yorker) NYC, no.
 Liddy & Lita (Mayfair Casino) Chi, no.
 Lee, Bonny (Trocaador) Dallas, Tex., no.
 Lee, Gretchen (Gibson) Cincinnati, h.
 Lee, Virginia (Barclay) Chi, no.
 Leon Sisters (Silver Bowl) Sacramento, no.
 Leonard Jr., Charles (Gypsy Tavern) NYC, no.
 Leroy, Hal (Mayfair) Boston, no.
 Leslie, Mona (Town Casino) Miami, no.
 Leslie Sisters (Orph.) Dubuque, Ia., t.
 Leslies, The (Mayfair Casino) Cleveland, no.
 Lewis, Ann (Kit Kat) NYC, no.
 Lewis, Greta (Bertolotti) NYC, no.
 Lewis, Joe (Frolcs) NYC, no.
 Lewis Sisters (18) NYC, no.
 Lewis, Ted, & Orch. (State) Cleveland, t.
 Lewis, Jeanne (Mayfair) Cleveland, no.
 Lewis, Tex, & Millbilles (Village Barn) NYC,
 no.
 Lieblich, Tod, & Co. (Benny the Bum's) Phila.,
 no.

Life (Gypsy Tavern) NYC, no.
 Lime Trio (Pal.) Cleveland, t.
 Linden, Harry (Open Door) Chi, no.
 Lindstrom, The (Casino Paristen) Chi, no.
 Lincy & Suzi (Village Casino) NYC, no.
 Ling, Soo (Callente) NYC, no.
 Linn, Ann (Zell's) NYC, no.
 Lineback, Lucien (Colonial Club) Jackson,
 Miss.
 Lonas, John (Gambie Inn) Detroit, no.
 Long, Avon (Ubangi) NYC, no.
 Loper & Hayes (Chez Maurice) Montreal, no.
 Lopez & Anita (Brill's) Newark, N. Y., no.
 Lorna & Carr (Capri) Lawrence, Mass., re.
 Lowell, Alice (Manhattan) NYC, no.
 Lowry, Phil (Italian Gardens) Pittsburgh, no.
 Lucille (Madeleine) NYC, re.
 Lucky Sisters (Small's) NYC, no.
 Lunard & Perkova (Silver Bowl) Sacramento,
 no.
 Lydia & Jersey (Met.) Boston, t.
 Lynn, Dale (606 Club) Chi, no.

M

McBride, Jack (Romance Inn) Angola, N. O.,
 no.
 McCabe, Sara Ann (Ritz-Carlton) NYC, h.
 McCoy, Elena (Jimmy Kelly's) NYC, no.
 McCullay, Jeanne (St. George) Brooklyn, h.
 McKenna, Charles (Barclay) NYC, no.
 McMahon, Larry (Village Barn) NYC, no.
 Mack, Della & Billy (Casino da Urca) Rio de
 Janeiro.
 Mack, Helen (Jefferson) St. Louis, h.
 Mack, Lyle (Frontenac) Detroit, no.
 Maclovia & Candido (El Chico) NYC, no.
 Madou, Frances (Warner) NYC, no.
 Madison, Rudy (Gay '90s) NYC, no.
 Mae, Edna (Paradise) NYC, re.
 Maeshall, Kay (Governor Clinton) NYC, h.
 Mahony, Billy (Martina) NYC, no.
 Mail, Paul (Frolcs) NYC, no.
 Manners, Gene, & Bernice Lee (Paradise)
 NYC, re.
 Manners, Lorraine (Dempsey's) Miami, re.
 Manning, Lize & Mitzi (Hollywood) NYC, re.
 Manolita (Russian Art) NYC, no.
 Manon, Sylvia & Co. (Pal.) Cleveland.
 Manors, Molly (Parody Club) Chi, no.
 Mansfield & Lamar (Ambassadeur) Cannes,
 France, no.
 Mars, Vanda (Ball) NYC, no.
 Marcell, Dolores (El Algon) Chi, t.
 Marco & Marsha (New Tirolli Casino) Juarez,
 Mex.
 Marliuz (El Gaucho) NYC, no.
 Marino, Joe (Fort Do) Chi, no.
 Marion & Irma (College Inn) Chi, no.
 Marita, La (Valhalla) NYC, no.
 Marka (Piccadilly) NYC, h.
 Markoff, Gypsy (Ball) NYC, no.
 Marsh, Carolyn (Chicago) Chi, t.
 Marsh, Howard (Mayfair Club) West Orange,
 N. J., no.
 Martin, Muriel (Venezia) NYC, no.
 Mario & Floria (Palmer House) Chi, h.
 Marjora (Chez Paree) Chi, no.
 Martins & Virginia (Wine) NYC, re.
 Martyn & Margo (85 Club) Kansas City, Mo.,
 no.
 Marvo, Magician (Sythiana, Ky.
 Mary, Erik & Co. (Savoy) London, h.
 Mason, Jack (New Tovar) NYC, no.
 Mason, Johnny & Andrea (Casino da Urca)
 Rio de Janeiro.
 Matthews, Babe (Ubangi) NYC, no.
 Maurice & Cordova (Ritz-Carlton) NYC, h.
 Mayfield, Katherine (Queen Mary) NYC, no.
 McKay, Dee Lloyd (Harlem Uproar House)
 NYC, no.
 Meller, Joan (Old Roumanian) NYC, re.
 Melis, Kirk & Howard (Capitol) Washing-
 ton, t.
 Melising, Melba (Merry-Go-Round Bar) NYC,
 no.
 Miac (Kenmore) Albany, N. Y., h.
 Middleton, Thelma (Harlem Uproar House)
 NYC, no.
 Midnight in Paris (Carolina) Charlotte, N.
 C.; (State) Sparta, S. C., 2-4, t.
 Miles & Kover (Roxy) NYC, t.
 Miles & Kover (Biltmore) Miami, h.
 Miller, Beth (Remous Door) Boston, no.
 Miller, Louie (Colosimo) Chi, re.
 Miller, Marty (Turk Club) Pittsburgh, no.
 Miller, Martin (Gay '90s) Chi, no.
 Minor & Root (Chez Paree) Chi, no.
 Mitchell, Vivano (Cocoanut Palms) East Dea-
 troit, no.
 Monroe & Adams Sisters (Orph.) Mem-
 phis, t.

Montaya, Carlos (El Chico) NYC, no.
 Montes, Nena (Casa Valencia) NYC, no.
 Montgomery, Marshall (Village Barn) NYC,
 no.
 Montez & Maria (Anchorage) Phila., c.
 Montmartre Boys (Jimmy Kelly's) NYC, no.
 Moore & Adams Sisters (Embassy) San
 Francisco, no.
 Moore, Lela (Casino) St. Remo, France, no.
 Moore & Dene (Ubangi) NYC, no.
 Morales Bros. & Little Daisy (Blue Boat Inn)
 Detroit, no.
 Morgan, Grace (Biltmore) Providence, h.
 Morgan, Marion (Harry's New York Cabaret)
 Chi, no.
 Morgan, Stuart, Dancers (Pal.) Chi, t.
 Morley, Patricia (Le Grange) Brooklyn, h.
 Morrill, Mack (Piaz Grill) Brooklyn, c.
 Morris, Will & Bobby (K. of O. Circus) New
 Haven, Conn.
 Morrison, Joe (Orph.) Memphis, t.
 Morton, Alvara (Club Minuet) Chi, no.
 Morton, Eddy (Club Frontenac) Detroit, no.
 Muriel Dancers (College Inn) Chi, re.
 Murray & Alan (Bagdad) Miami, no.
 Murray, Eddie (Barbary Coast) NYC, no.
 Myrus (College Inn) Chi, no.

N

Nadine & Kirk (Mayfair Casino) Cleveland,
 no.
 Nary, Charles (St. Regis) NYC, h.
 Nathane Bros. (St. George) Brooklyn, h.
 Nazarro Jr., Nat (Lido) Montreal, re.
 Nelson's Boxing Cats (New Yorker) NYC, h.
 New Yorkers, Three (Stork Club) NYC, no.
 Newdahl, Clifford (White) NYC, h.
 Newell, Vivian (Commodore) NYC, h.
 Newton, Magician, & Co.: Woodsboro, Md.;
 Tanysytown, Md., 28-May 1.
 Nian & Rina (Leon & Eddie's) NYC, no.
 Niemi Sisters (Barney's) NYC, no.
 Nicholas Bros. (Cotton Club) NYC, cb.
 Niles, Noma (Swanee) NYC, no.
 Nip, Agnes & Tommy (Hollywood) NYC, re.
 Nixon, Doris (Blue) NYC, no.
 Nixon, Lois (Chez Maurice) Montreal, Can.,
 no.

THE NONCHALANTS

Now playing
"FINBURY PARK EMPIRE" AND "STRAF-
FORD EMPIRE" Theatres, London, Eng.
April 27, BRITISH TELEVISION BROADCAST.
MUSIC CORPORATION OF AMERICA
 Nolan, Marion (Adelphia) Phila., h.
 Nolan, Nancy (Queen Mary) NYC, re.
 Nolan, (Southland) Boston, no.
 Norman & McKay (Casino da Urca) Rio de
 Janeiro.
 Norman, Fay (Paddock Club) Louisville, no.
 Nova, Yvonne (Village Casino) NYC, no.
 Novak, Wilma (Famous Door) Boston, no.

O

O'Donnell, June (606 Club) Chi, no.
 Oide, Betty (St. Regis) NYC, no.
 Olson & Johnson (Main St.) Kansas City, t.
 Olson, Joan (Stevens Hotel) Chi, h.
 O'Neil, Catherine (Royal Palm) Miami, no.
 Orlins, Toddy (Nut Club) NYC, no.
 Ortega, Rosita (Round Room) NYC, re.
 Oshin, Lissy (Frolcs) NYC, no.
 Osman, Sally (Harry's New York Cabaret)
 Chi, no.
 Ost, Charles (Carmichael Club) Augusta, Ga.,
 no.
 Owen & Parco (865 Club) Chi, no.

P

Pace, Elmer (Ben Leonard) Ogden, Utah, h.
 Pace & Blanche (Bal Tabarin) NYC, no.
 Page, Helen (Theatrical Club) Phila, no.
 Page, Sid (State-Lake) Chi, t.
 Palagi, Nella (Silver Bowl) Sacramento, no.
 Paley, Nellie (Round Room) NYC, re.
 Palmer & Dorcen (Old Vienna) Cincinnati, re.
 Palmer, Gladys (Three Deuces) Chi, no.
 Palmer, Paddy & Peggy (Harry's New York
 Cabaret) Chi, no.
 Palmer & Peach (Kit Kat) NYC, no.
 Panchoito (Yumuri) NYC, no.
 Parlato, Joe (Erevort) Chi, h.
 Parish, Deane (Chez Maurice) Montreal, no.
 Parrish, June & Adele (Palmer House) Chi, h.
 Parks, Barbara (Blackhawk) Chi, no.
 Parsons, Kay (Sawdust) NYC, no.
 Pasquale & La Dorr (Edgewater Beach)
 Chi, h.
 Paul, Don (Majestic) Ft. Worth, Tex., t.
 Paxton, Glen (Lincoln Highway Inn) Misha-
 goon, Ind.
 Payne, Billy (Penthouse) Boston, no.
 Peacock, Melvin (Linger Bar) Sheboygan,
 Wis., no.
 Pecoraro, Dick (Monte Rosa) NYC, re.
 Pegue, Paul (Blue) NYC, no.
 Pennington, Ann (Yacht) NYC, no.
 Peters, Kay (Sawdust) NYC, no.
 Pelpno & Beatrice (New Yorker) NYC, h.
 Pepto (Edgewater Beach) Chi, h.
 Pepper, Evelyn (Romance Inn) Angola, N. Y.,
 no.
 Peppers, Three (Hickory House) NYC, re.
 Perkins, Johnny (Oriental) Chi, t.
 Perrin, Lee (Leon & Eddie's) NYC, no.
 Perry, Frank (Tuxedo Club) Phila, no.
 Perry, Marge (Palm Garden Club) Colum-
 bus, O.
 Peterson, Ivor (McAlpin) NYC, h.
 Phelps Twins (Harry's New York Cabaret)
 Chi, no.
 Pierce & Harris (Sapphire Room) NYC, no.
 Pike's (Casino Paristen) NYC, no.
 Pierre & Temple (Biltmore Bowl) Los An-
 geles, h.
 Plant, Mark (Town Casir) Miami, no.
 Plaut, Jerry (Dixie Club) NYC, no.
 Plaza, Trina (El Gaucho) NYC, no.
 Poe, Evelyn (Yacht Club) NYC, no.
 Poe, Les (Silver Bowl) Sacramento, no.
 Poison, Marion (St. Regis) NYC, h.
 Pore, Vic (Palais Royal) Lansing, Mich., no.
 Pryor, Roger, & Show (Earle) Phila, t.

Q

Queens of Rhythm, Four (Schlitz Winter Gar-
 den) Chi, no.
R
 Raborn, Beth (Callente) NYC, no.
 Racketcheers, Three (Yacht) NYC, no.
 Ramon & Le Moyne (Webster Hall) Detroit, h.
 Ramon, Charles (Town Casino) Miami, no.
 Ramon & Rosita (St. Regis) NYC, re.
 Ramon, Sig (Bertolotti's) NYC, h.
 Rancheros, Los (El Chico) NYC, no.
 Rand, Sally, Show (Loew) Montreal, t.
 Rand, Peter (Fringe Casino) NYC, no.
 Randall Sisters, Three (Lyric) Indianapolis, t.
 Randolph, Amanda (Black Cat) NYC, no.
 Raphael (Ambassador) NYC, h.
 Ray, William (Ball) NYC, no.
 Raye, Buddy (Edison) NYC, h.

Reat, Petti & Lester (Orph.) Memphis, t.
 Reector, Roy (Le Mirage) NYC, no.
 Reed, Billy (606 Club) Chi, no.
 Reeves, Billy (French Casino) Detroit, no.
 Regan, Phil (Pal.) Chi, t.
 Regar, Charlotte (Skylight Club) Cleveland,
 no.
 Reid, Alice & Billy (Romance Inn) Angola,
 no.
 Reis, Y.
 Reinhart, Robert (Ambassador) NYC, h.
 Reils Brothers (Royale-Frolcs) NYC, no.
 Reikoffs, The (French Casino) NYC, no.
 Renard, Jerl (Open Door) Chi, no.
 Renard, May (Royal) Long Island, N. Y., no.
 Renaud, Rita (Mirador) NYC, no.
 Renee & Estelle (Cotton Club) NYC, no.
 Renee (Jimmy Kelly's) NYC, no.
 Rene & Rome (Dutch Village) Toledo, O., no.
 Reyes, Alvin (Biltmore) NYC, h.
 Reyes, The (Greenbrier) White Sulphur
 Springs, W. Va., h.
 Reynolds, Pearl (Mirador) NYC, no.
 Reynolds Skating Girls (Met.) Boston, t.
 Reynolds & White (Oriental) Chi, t.
 Rhodes, Dale (Northwood Inn) Detroit, no.
 Rhodes, Dorothy (Kit Kat) NYC, no.
 Rhythm Boys, Three (Callente) NYC, no.
 Richards & Carson (Paradise) NYC, no.
 Rickard, Carl (Open Door) Chi, no.
 Rickard, Vernon (Sapphire Room) NYC, no.
 Rios, Rosita (El Chico) NYC, no.
 Ripa, Bob (Ritz-Carlton) NYC, h.
 Rivero, Rudy (Pelican) Houston, Tex., no.
 Roberts, Harley (State) Pontiac, Mich., t.
 Roberts, Charles (Royal) Casino NYC, no.
 Robinson Twins (Yacht Club) Chi, no.
 Rock, Mildred (Mayflower Casino) Chi, re.
 Roe, Chuck (Wivel's) NYC, re.
 Rogers, Dorothy (Netherland Plaza) Cincin-
 nati, h.

Rogers, Sally (Skylight Club) Cleveland, no.
 Rogues, Three Musical (Barney Gallant's)
 NYC, no.
 Rohrkaste, Marianne (Brown) Louisville, May
 1, h.
 Rohrer, Billie (Frontenac) Detroit, no.
 Roland, Mary (Paradise) NYC, re.
 Roland & Roberts (Stevens) Chi, h.
 Rolph, Wynne (Wivel) NYC, re.
 Romono, Caesar (St. Regis) NYC, h.
 Romero, Arturo (Buckingham) NYC, no.
 Rosita & Fontana (Versailles) NYC, re.
 Ross Twins (Bagdad) Miami, no.
 Ross, Dr. Sydney (Radio City Rainbow Room)
 NYC, no.
 Ross, Joe (Frolcs) Albany, N. Y., no.
 Royxettes (Michigan) Detroit, t.
 Royal Jesters, Three (Dempsey's) Miami, re.
 Royal Moscowians (Miami) Dayton, O., May
 7, h.
 Roy's Palm Boys (Netherland Plaza) Cincin-
 nati, h.
 Rue Quos Trio (Pioneer Tavern) Longview,
 Wash.
 Russell, Johnny (Paradise) NYC, re.
 Russell, Ruth (Gypsy Tavern) NYC, no.
 Ruth, Loma (Venezia) NYC, no.
 Ryan Sisters (Como's) Buffalo, N. Y., no.

S

St. Claire & O'Day (American) NYC, no.
 St. Claire & Yvonne (St. George) Brooklyn, h.
 St. Claire, Sylvia (St. Regis) NYC, h.
 Sailors, Three (Roxy) NYC, t.
 Sallet Puppets (Chicago) Chi, t.
 Sanchico, Nemesia (Lida & El Gaucho) NYC, no.
 Satch & Satch (Mirador) NYC, no.
 Saunders, Alex (Terminal) Augusta, Ga., h.
 Sandino & Fairchild (Commodore) NYC, h.
 Savage, Jean (Southern) Baltimore, h.
 Saxton, Lou (Callente) NYC, no.
 Scott, Mary (Kit Kat) NYC, no.
 Seton, Ann (Sapphire Room) NYC, no.
 Setz, Val (Oriental) Chi, t.
 Seymour, Ann (Penthouse) Boston, no.
 Shannon, Dick (Rendezvous) Houston, Tex.,
 no.
 Sharon, Mrs. Revue (Grand Terrace) Wichita,
 Kan.
 Shaw, Helen (Callente) NYC, no.
 Shaw, Wini (Chez Paree) Chi, no.
 Shea, Doris (Club Mirador) Pittsburgh, no.
 Sheridan, Eleanor (Radio City Rainbow Room)
 NYC, no.
 Sherman, Muriel (McAlpin) NYC, h.
 Sherrick, Arthur (St. Regis) Phila, no.
 Shert Bros. (Berger) NYC, no.
 Shore, Willie (Colosimo's) Chi, no.
 Short Waves, Three (Blackhawk) Chi, no.
 Shutta, Ethel (Royal Palm) Miami, no.
 Siboney Quartet (Le Mirage) NYC, no.
 Simpson, Faith & Carl (Lookout House) Cov-
 ington, Ky., no.
 Sinn, Elvira (La Paloma) Miami, no.
 Slesman, Dan (Fort Pitt) Pittsburgh, h.
 Skerry, Anthony (Majestic) Boston, t.
 Skyrockets, Four (Gay '90s) Chi, no.
 Sloan, Irene (Kit Kat) NYC, no.
 Slums of Paris (Pal.) Cleveland, t.
 Smith, Cyril (Chicago) Chi, t.
 Smith & Dell (Ball) NYC, no.
 Snyder, Glyde (Cocoanut Grove) Minneapolis,
 no.
 Snyder, Billy (Hi-Hat) Chi, no.
 Solar, Willie (Village Barn) NYC, no.
 Sophisticates, Three (Met.) Boston, t.
 Sorenson, Capt. Carl (Mayfair) Detroit, no.
 South, Paul (Lookout House) Covington, Ky.,
 no.
 Southland Rhythm Girls (Jimmy Brink's)
 Cincinnati, no.
 Spear, Harry (Levaggi's) Boston, re.
 Spenser, Amy, & Roger Sinclair (Black Cat)
 NYC, no.
 Stanley, Jane (Du Pierrot) NYC, re.
 Starns, Jack & Co. (Shea) Toronto, t.
 Stars and Strips Revue, Unit 3 (Lyric) In-
 dianapolis, t.
 Steel, John (Roxy) NYC, t.
 Steel, Ed (Mayfair Casino) Cleveland, no.
 Stephenson, Gail (Castel Terrace) Columbus,
 O., no.
 Sterner, Kean & Lois (Bal Tabarin) Paris, no.
 Stone, Dick (Essex House) NYC, h.
 Stone, Chas & Helen (LaSalle) Chi, h.
 Stoneham, Charles F. (Buckingham) NYC, h.
 Strong, Benny (Mayfair Casino) Cleveland, no.
 Stroud, Claude & Clarence (Colosimo's) Chi,
 re.
 Stuart & George (Jean's) NYC, no.
 Stuart, Geo. (New Tovar) Boston, h.
 St. Clair, June (Colosimo's) Chi, re.
 St. Onge, Joe (Police Circus Coliseum) St.
 Louis.
 Sullivan, Mickey (Eden Gardens) Worcester,
 Mass.
 Sullivan, Freda (Casino Paristen) Chi, no.
 Suzanne & Evelyn (Royal) Long Island,
 N. Y., no.
 Swann, Russel (Palmer House) Chicago, h.

Swifts, Three (French Casino) NYC, no.
 Symington, Eve (Waldorf-Astoria) NYC, h.

T

Tania & Kirsoff (Hollywood) NYC, re.
 Taylor, June (St. Regis) NYC, h.
 Taylor, Alex (Cotton Club) NYC, re.
 Temptations, Four (Edgewater) Lafayette, La.,
 no.
 Theodora (El Chico Club) Binghamton, N. Y.
 Thomas, Audrey (Kit Kat) NYC, no.
 Thorne & White (Chez Paree) Chi, no.
 Thury, Hon. de (Tokay) NYC, re.
 Tie Toc Girls (Casanova) Hollywood, Calif.,
 no.
 Tio, John (Tower) Kansas City, Mo., t.
 Tiran Trio (Adelphia) Phila, h.
 Tolley, Beth (Gypsy Tavern) NYC, no.
 Tom & Charlie (Du Pierrot) NYC, no.
 Tomack, Sid (Royale-Frolcs) Chi, no.
 Tondelayo (Ubangi) NYC, no.
 Torres, Ralph (Edison) NYC, h.
 Towne & Knott (Commodore) NYC, h.
 Toy & Wing (Orph.) Memphis, t.
 Tucker, Johnny (Venezia) NYC, no.
 Tudor Sisters & Avery (Shrine Circus) Ft.
 Wayne, Ind.
 Tranger, Don (Villa Valencia) Springfield,
 Ill., no.
 Travers, Jean (Adelphia) Phila, h.
 Travis, Mildred (Parody Club) Chi, no.
 Truders, Four (Colonial) Dayton, O., t.
 Truders, Carner (Larue) NYC, no.
 Turry, Dorothy (Chateau Moderne) NYC, no.
 Turner, Evelyn (Radio City Rainbow Room)
 NYC, no.

U

Utric, Lenore (Capitol) Washington, t.
 Underwood & Underwood (Round Up) Boston,
 no.
V
 Valdez, Vern (Club Frontenac) Detroit, no.
 Valle & Lee (Continental Arms) Baltimore, h.
 Vallon, Nannette (El Gaucho) NYC, no.
 Vance, Charlotte (Harry's New York Cab-
 aret) Chi, no.
 Van, Gus (Bal Tabarin) San Francisco, c.
 Variety Boys (Mayflower Casino) Chi, re.
 Veloz & Yolanda (Plaza) NYC, h.
 Venetia, Arturo (Buckingham) NYC, re.
 Vestoff, Florida (Astor) NYC, h.
 Vic & Lamar (Ambassadeur) Cannes, France,
 no.
 Vilton, Helen (Dear Chees Casino) Brooklyn, no.
 Vint & Walters (Rooftop) New Orleans, h.

W

Waddell, Toby (Anchor Club) Sandusky, O.,
 no.
 Wade, Dorothy & John (Romance Inn) Ango-
 la, N. Y., no.
 Wade's Sophisticates (Romance Inn) Angola,
 N. Y., no.
 Wages, Johnnie (Moose Club) Erie, Pa., no.
 Wahl, Dorothy (Club Minuet) Chi, no.
 Waite, Kenneth, Troupe (Convention Hall)
 Kansas City, Mo., 24 May
 Wald, George (Gibson) Cincinnati, h.
 Walker, Buddy (Yacht) NYC, no.
 Walker, George (Savarin) Buffalo, N. Y., no.
 Wallace, Babe (Uproar House) NYC, no.
 Walters, Gene (Disney) NYC, no.
 Walton, Vera (Palm Garden Club) Colum-
 bus, O.
 Ward, Mae (Lido) Tulsa, Okla., b.
 Ward, Finkle & Terry (Colosimo's) Chi, re.
 Ward, Sid (Miami Club) Milwaukee, no.
 Warren & Bodde (Mirador) NYC, no.
 Washington, George Dewey (Cotton Club)
 NYC, cb.
 Waters, Ethel (Cotton Club) NYC, cb.
 Waters, Tervis (Capitol) Ashita, t.
 Wayne, Ruth (Callente) NYC, no.
 Webb, Capt. Geo. (Celebration) Harrisburg,
 Pa.
 Weber, Kay (Congress Hotel) Chi, h.
 Weber, Harry Foster (Merry-Go-Round Bar)
 NYC, no.
 Wellman, Alice (Le Mirage) NYC, no.
 Wells, Wally (Barney's) NYC, no.
 Wences (Holborn Empire) London, t.
 Wenzel, Dorothy (Italian Gardens) Pittsburgh,
 no.
 Whalen, Jackie, Steamline Steppers (Club
 Stanley) Montreal, Can.
 White & Cole (Club Esquire) Toronto, Ont.
 White, Jack (18) NYC, no.
 White, Ann (Bertolotti's) NYC, re.
 White, Belva (85 Club) Chi, no.
 White, Danny (Merry-Go-Round) Brooklyn,
 no.
 White, Paul (Kit Kat) NYC, no.
 White, Lawrence (Moxy) Paris NYC, re.
 White, Sammy (Warner) Oklahoma City,
 Okla., t.
 Wick, Fritz (Oriental) Chi, t.
 Wiles, Three (Pal.) Cleveland, t.
 Wilkens, Dorothy (New Yorker) NYC, h.
 Williams, Art (Club Alabam) Chi, no.
 Williams, Jack (Chez Paree) Chi, no.
 Williams, Rubberlegs (Southland) Boston, no.
 Wills & Gilmore (Mayfair) Detroit, no.
 Wills, Francis (Royal Frolcs) Chi, no.
 Wilson, Lee (Gypsy Tavern) NYC, no.
 Wilson, Jackie & Honey (Village Casino)
 NYC, no.
 Wiske Bros. & Armida (King's) Auckland,
 New Zealand, 6-May 4, t.
 Wolfend Duo (Shrine Circus) New Haven,
 Conn.
 Wolf, Tiny (Yacht) NYC, no.
 Wolfe, Lorna (Trocaador) Dallas, no.
 Woods & Bray (Netherland Plaza) Cincin-
 nati, h.
 Worth, Grace (Dorchester) London, h.
 Wright, Cobina (Ambassador) NYC, h.
 Wright, Edith (Commodore) NYC, h.

Y

Yanyego Voodoo Dancers (Le Mirage) NYC,
 no.
 Yost, Ben, Singers (Pal.) Cleveland, t.
 Young, Ben (Blackstone) Ft. Worth, Tex., h.

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

A
 Abbot, Dick: (Emerson) Baltimore, h.
 Abrams, Al: (Mayfair Casino) Cape May,
 N. J., no.

Adams, Johnnie: (Dutch Gardens) Dayton, O., no.
Adcock, Jack: (Continental Room) Philadelphia, no.
Albin, Jack: (Village Casino) NYC, no.

Ferd, Don: (Stratford) Bridgeport, Conn., h.
Ferrick, Tom: (Roundup) Boston, no.
Finch, George: (Shore Road Barn) Brooklyn, no.

Long, John: (John Marshall) Richmond, Va., h.
Lucas, Clyde: (Lowry) St. Paul, h.
Lyons, Bob: (Commodore Club) Vancouver, B. C., Can.

Rosenthal, Harry: (Merry-Go-Round) NYC, no.
Rous, Hal: (Kit Kat) Philadelphia, no.
Rudolph, Herbie: (Broad-Mont) Chi., cb.

Baer, Billy: (Desbler-Wallick) Columbus, O., h.
Baer, Ted: (The Stables) Topeka, Kan., no.
Barker, Eric: (Albion) NYC, h.

Genovese, Vince: (Arcadia) St. Louis, b.
Gil, Mandel: (Plaza Esenada) Esenada, Calif., no.

McCaun, Grace: (Chinese T Gardens) Detroit, Mich., no.
McCune, Will: (Plaza) NYC, h.
McGraw, Bob: (Green's Casino) Pittsburgh, Pa., no.

Sabin, Paul: (Dempsey's) Miami, re.
Sadler, Laddie: (Vesuvio) St. Petersburg, Fla., no.
Sales, Lou: (Mayflower Casino) Chi., no.

Blaes, Jerry: (Park Central) NYC, h.
Blake, Ted: (Ritz) Pittsburgh, h.
Bonelli, Michael: (Lido) Worcester, Mass., re.
Boroff, Mischa: (Morocco) Mountaineers, N. J., no.

Hall, George: (Taft) New York, h.
Hamilton, Artie: (Klown Klub) NYC, no.
Hamp, Johnny: (Muehlebach) Kansas City, h.

Meador, Bob: (Versailles) NYC, re.
Meeker, Bobby: (Claridge) Memphis, h.
Mel, Michael: (Top Hat) Union City, N. J., no.

Stevens, Tommy: (Cocoanut Grove) Bridgeport, Conn., no.
Steffler, Wally: (Utah Empire) Salt Lake City, h.

Borer, Mischa: (Netherland) NYC, c.
Bragall, Vincent: (Essex House) NYC, h.
Breeze, Lou: (Casino Parisienne) Chi., no.
Breinholt, Verd: (Lagoon) Salt Lake City, no.

Holden, Gally: (College Inn) San Diego, no.
Holmes, Herbie: (400) Wichita, Kan., no.
Horton, Harry: (Le Mirage) NYC, no.

Moore, Eddie: (Eagles) Itasca, N. Y., b.
Morell, Larry: (Merry Gardens) Lynchburg, Va., no.

Van, Bob, & Chicago Esquires: (Hotel Miami) Dayton, O., h.
Van Loon, Dutchy: (Famous Door) Boston, no.

Caceres, Emilio: (Chez-Anti) Buffalo, no.
Calloway, Cab: (State) NYC, no.
Campbell, Jan: (Club Paree) Hartford, Conn.
Campus Jesters: (Cypress Arms) West Hartford, Conn., no.

Imperial Trio: (Imperial) NYC, h.
Irwin, Don: (Troadero) Houston, Tex., no.
Islanders, The: (New Howard) Baltimore, h.

Nagel, Harold: (Pierre) NYC, h.
Nagar, Pat: (Chesterfield Club) Chi., no.
Nash, Freddy: (Del Monte) San Francisco, no.

Wade, Johnny: (Romance Inn) Angola, N. Y., no.
Wagner, Bill: (Jimmy Kelly's) Brooklyn, no.

Darril, Pat: (Wonder Bar) Zanesville, O., no.
Davidson, Trump: (Esquire) Toronto, no.
Davies, Al: (Saratoga Inn) Saratoga, N. Y., h.
Davies, Lew: (Embassy) Jacksonville, Fla., no.

Kain, Paul: (Commodore) NYC, h.
Kane, Evalyn: (Cannonier's) NYC, re.
Kavell, Albert: (Cosmopolitan) Denver, Colo., h.

Pablo, Don: (Merry-Go-Round Club) Dayton, O., no.
Packard, Freddie: (Jonathan) Los Angeles, no.

Whalen, Jimmy: (Bertolotti) NYC, cb.
Whiteman, Paul: (Drake) Chi., h.
Whites, Hod: (Club Edgewood) Albany, N. Y., no.

Deer, Don: (El Casar) Newark, N. J., no.
Delmar, Jack: (La Casa) Phila., b.
Delman, Cy: (Coronado) St. Louis, Miss., h.
Emmy, Earl: (Palumbo's) Phila., no.
Denny, Jack: (Merry-Go-Round Bar) NYC, no.

Kress, Andy: (Avon Inn) Asbury Park, N. J.
Krimin, Oostya: (Russian Bear) New York, re.
Kuenzler, Robert: (Martin's Rathskeller) NYC, no.

Rainbow Ramblers: (Club Moose) Haverhill, Mass., no.
Rapp, Barney: (Chase) St. Louis, h.
Rausch, George: (Melody Mill) Chi., h.

White, Thelma: (Kenmore) Albany, N. Y., h.
Whitey, Walter: (Steamship Zee) Chi., no.
Whitney, George: (Topsy's Roost) San Francisco, no.

Edmund, George: (Loyalty) NYC, c.
Elkins, Eddie: (Astor) NYC, h.
Ellington, Duke: (Cotton Club) NYC, no.
Ellott, Lee: (Four Towers) Cedar Grove, Wis., no.

La Salle, Frank: (Wivel) New York, no.
Laser, Walt: (Nightingale) Warsaw, Wis., no.
Legman, Bill: (Club Traction) Mobile, Ala., no.

Rosen, Tommy: (Wisteria Gardens) Atlanta, no.
Rosen, Tommy: (Wisteria Gardens) Atlanta, no.

Young, Bob: (Bal Tabarin) San Francisco, no.
Zarnow, Ralph: (Kit Kat Klub) Des Moines, Ia.
Zarin, Michael: (Waldorf-Astoria) NYC, h.

DRAMATIC AND MUSICAL

Brother Rat: (Plymouth) Boston, no.
Bankhead, Tallulah: (Auditorium) Memphis, Tenn., 28.
Fenn, 28. (Ryman) Nashville, 28.
Gibson, George: (Temple) Birmingham, Ala., May 1.
Boy Meets Girl: (Chestnut St.) Phila., 28-May 8.
Cate, D'Oyly, Opera Co.: (Lionel) Boston 28-May 8.
Close Quarters: (Selwyn) Chi.

Tom Mix Has Many High-Class Features; Fine Horse Display

CINCINNATI, April 24.—The Tom Mix Circus, which gave a preliminary performance at Anniston, Ala., March 31 and had its premiere at Birmingham April 2-3, came up rapidly from the South and played at Hamilton, O., near Cincinnati, yesterday. Show will be in Ohio for several more stands, then goes into Pennsylvania, New York and New England.

The show has encountered quite a bit of rain and cold weather—has been on many muddy lots—but despite this business has been good. Memphis, Mo., and Evansville, Ind., were stands that were particularly good. At Hamilton, with ideal weather, a half house at matinee and capacity at night.

The show is a high-class motorized organization, moving on 58 units—trucks and semi-trailers, all Ford equipment being used. There are also approximately 75 house trailers and private cars with the show. The personnel of the organization totals approximately 425.

One of the very best performances ever seen on a truck show is offered by Tom Mix, and the cowboy star certainly plays a big part in both the big show and Wild West. Two standouts especially noted with the organization are its horses (there are 45 head of fine stock) and the many good-looking young women who participate in the aerial ballet and menage number. The show is nicely dressed thruout and class is apparent on all sides.

The show has a number of "big league" numbers. Among the features are Ray Goody, wire walker; Irma Ward, aerial gymnast; Liberty horses; the Arleys, perch; the Five Bucks, teeter-

board acrobats; Max Gruber's elephant-zebra turn; Hanneford family of riders and the Arbaugh family of flyers; Charles Arley, head balancing on trapeze. Equestrian Director Rhoda Royal directs a fast-moving and peppy program.

The performance is presented in three rings. Big top is a 130 with three 50s; menagerie a 120 with three 30s.

Display No. 1—Grand introductory pageant.

No. 2—Garland entry, with John R. Agee at the head, nicely presented.

No. 3—Ring 1, pony drill by Joe Bowers; center, dogs, Homer Hobson Sr., and pony drill by Helen Ford in Ring 3. Later Bowers presents his jumping monkey. This and the other animal numbers were roundly applauded. (Bowers is Tom Mix's private chauffeur.)

No. 4—Kaarin's Aerial Ballet, with 13 girls participating, is a dandy flash. A very interesting number.

No. 5—Principal acts, with the Hannefords in all rings—Isabel in the center. Nicely done.

No. 6—Tom Mix, with Tony Jr., in a fine exhibition of marksmanship, followed by high-school, Liberty and menage horses directed by Mix. John R.

(See TOM MIX on page 74)



C. W. FINNEY has been appointed general agent of the Hagenbeck-Wallace Circus by Manager Howard Y. Bary. Clint started in show business when a mere boy with one of the Gentry Bros.' shows and has been with Hagenbeck-Wallace, Sells-Floto, Buffalo Bill and Miller Bros.' 101 Ranch shows. He was g. a. and traffic manager for the Ranch show. —Photo H. A. Atwell.

Cole Business Is Very Good

Turnaways at Chicago Stadium April 17-18—likely to hang up new record

CHICAGO, April 24.—The Cole Bros.-Clyde Beatty Circus, which got off to a flying start on Friday of last week with probably the biggest opening attendance of any circus that has played the Stadium, has kept up the pace consistently, and on Saturday and Sunday played to turnaways, something no other circus has done so early in an engagement. Business thruout this week has been very good and it looks as if the show is going to hang up a new record here.

Trimming and re-routing have brought the show down to a smooth, fast-moving performance that goes over big with the customers. Because of the great amount of material in the show the hurdles and races are being omitted thruout the engagement here.

Staffs

Executive staff of the show here is: Jess Adkins and Zack Terrell, associate owners and managers; Floyd King, general agent and traffic manager; Jess Marden, special representative; Earl Lindsay, treasurer. Novels Burkhart is in charge of the front door, a job he handles with finesse and efficiency. Arnold Maley will again have the white ticket wagon this season, and Robert Courtney inside tickets.

Staff for the Stadium includes Donald S. MacLeod, manager; William H. Burke, box-office treasurer; Joseph McGrail, auditor; Jim Mullen, publicity; Ed Callahan and Al Soudan, master electricians; Jerry Sheehan, master carpenter; Al Melgard, organist. Jack Pfeifferberger, a real vet of the white tops, is in charge of the back door.

Due to the haste in reporting the opening a couple of minor errors crept into the story. The entire ballet was furnished by Betty Jones, of the Betty Jones School of Dancing, Evanston. Betty Jones created and produced all of the dances in the spec and has done a very fine job. The spec as produced here was entirely different in subject matter and treatment from that in New York. It is colorful in the extreme and shows the practiced hand of Rex de Rosselli.

Notes

One of the biggest laugh-getters in the show is the burlesque Mexican bull fight staged by Jose Gonzales and Homer Hobson, using three dogs realistically caparisoned as bulls. Purposely starting slowly, it builds up to a smashing funny finish, with a realistic "bull" charging the "bullfighters" at lightning speed.

The clown contingent is unusually good. Between the various feature acts there are always a score of joeys working, which speeds up the tempo of the show. (See COLE BUSINESS on page 39)

Russell Bros. in New Dress Has Fine Start at Rolla, Mo.

PARIS, Ill., April 24.—Russell Bros.' Circus, now in its second week, is hitting its stride in great style with all indications pointing to a banner season. The show got off to a fine start in Rolla, Mo., April 15, the hometown folks turning out for two big houses. Weather was ideal in the afternoon, a bit chilly at night.

The show presents a magnificent sight on the lot with gleaming new canvas from candy stands to cookhouse, and much splendid new mechanical equipment. Albert McCabe's concessions are perhaps the best equipped ever with a motorized show and, with the new Side Show banner line and impressive new big show marquee, give the midway a beautiful flash.

Ledgett Directs Program

That Manager and Mrs. C. W. Webb have framed the greatest show of their career is apparent on all sides. The program, presented under Equestrian Director Fred Ledgett, is more ample than ever before and is dominated by quality thruout. The horse numbers have been materially enlarged and dressed up, and there is one aerial number in which 15 girls work at one time.

The performance moves at the swift,

Mike Pyne, manager advertising cars; Ray Swanner, 24-hour agent; J. W. Simms, banner advertising; C. C. Smith, treasurer; Ivan Starr, auditor and in charge of tax box; Mrs. William Newton, superintendent front door; Owen Conrad, superintendent transportation; Herbert Bishop, master mechanic; Benjie Waters, musical director; L. L. Buckner, superintendent big-top canvas; Louie Reed, superintendent elephants; Horace Newton, superintendent privileges; James Moran, superintendent inside tickets; (See HOXIE PROGRAM on page 61)

Bary Orders New Paper for H-W

ERIE, Pa., April 24.—Howard Y. Bary, manager of Hagenbeck-Wallace Circus, was here Wednesday and ordered a complete line of new paper from the Erie Lithographing and Printing Company for C. W. Finney, general agent. Bary has displayed great interest in the Erie company producing new and snappy designs that will stand out whether in ordinary exhibition points or in the intense opposition that comes up from time to time with any big circus.

J. R. Lowe, president of the Erie company, predicts a big success for the H-W show under direction of Bary, who has many plans that have never been executed by any shows in the past.

Hoxie Program Is Meritorious

New organization managed by Cly C. Newton—Billroy opposition at opening

LAGRANGE, Ga., April 24.—Jack Hoxie Circus, a new show, got off to a favorable start with performances here April 16.

Organized and assembled in a comparatively few weeks, show is remarkable in that it has no details unattended, a smooth-working compact staff, first-rate equipment and a meritorious performance.

Credit for the successful launching of the new enterprise, is largely due Cly C. Newton, who despite his youthful years is recognized as an able circus executive, and Jack Hoxie, who in addition to being the featured performer, has a business interest in the show.

The show was organized and made ready for the road at Raymond, small Coweta County town, about 35 miles northwest of here. Jump was made to Lagrange day before opening. At dress rehearsal first night high windstorm swept section and the new big top suffered some damage. Extraordinary measures were required to keep top in air.

Show had day-and-date opposition with Billroy's Comedians at opening. Matinee was capacity and about two-thirds full at night. Shows were on lots on opposite sides of town. Members of Billroy's personnel were guests at matinee performance.

Performance is given in three rings. New top, made by U. S. Tent and Awning Company, is 90 with three 40-foot middle pieces. Reserves are "star backs." New marquee is unusually attractive.

Department Heads

Newton and Hoxie have assembled a staff of seasoned executives. Elmer Jones, who had the Cooper Bros.' railroad show in Canada last year, is general superintendent. George L. Myers, former equestrian director of Sells-Floto and King Bros' shows, is in charge of performance. F. L. (Kokomo) Anders is legal adjuster and Al Martin assistant.

Hoxie and Newton are co-owners, Newton is manager and other staff members include Harry V. Winslow, general agent; Jay Abernathy, contracting agent; L. Verne Slout, contracting press agent;

Excellent Biz For Rice Show

IRVINE, Ky., April 24.—Dan Rice Circus, which played here recently, has been well received in coal region of East Kentucky. Show has had excellent business since opening in Jackson, Tenn.

Ray Marsh Brydon, owner, is dividing his time between show and advance inspecting territory and in his absence from show Ira M. Watts, general superintendent, is in charge.

Performance has been highly commended by newspaper reviewers and physical equipment of show is in first-class condition.

Ringling-Barnum Biz on Par With '36; May Set a Record

NEW YORK, April 24.—After nearly two weeks of operation at Madison Square Garden here, the Ringling-Barnum show continues to play to business that is nothing short of sensational. Despite missing Easter week this year, always the biggest for the Garden engagement, total business to date has been on a par with 1936 and indications point to a record-breaking business for the engagement as a whole. Advance sale predicts heavy houses beginning Wednesday of final week, with sell-outs on closing days. Houses this week have been extra heavy with complete sell-outs and turnaways Friday, Saturday (today) and Sunday afternoon. Ticket sellers report that people are asking for the more expensive ducats this year, a healthy sign in any trade.

Carl Hathaway, superintendent, who is assembling the balance of the show in Sarasota, sent word to S. W. Gumpertz this week that preparations are nearing completion and that final trains will depart for Brooklyn, inaugural can-

vas stand, early in the week. Brooklyn lot this year is the old show site at DeKalb and Cypress streets, near Ridgewood, and has not been used by the Ringling-Barnum show in several years.

Program has been clicking splendidly all week with very few waits or interruptions. Antoinette Concello is perfecting a triple on the flying-return act but as yet has not used it in show; Nina Palmares, fem member of the Naitto wire-walking troupe, who dislocated her elbow opening night, is back in the act again; menage act has been re-routined to still better effect, if that's possible, and brings down the house at every performance.

S. W. Gumpertz, general manager; Dexter Fellows, several of the clowns and performers will be guests of the Circus Saints and Sinners' Club at the Hotel Commodore on Wednesday. Gumpertz will be official fall-guy for the monthly meeting of the unique organization.

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PER ROUTE

ORRIN DAVENPORT, Equestrian Director

POODLES HANNEFORD, Assistant Equestrian Director



With the
Circus Fans

By THE RINGMASTER

President, **FRANK H. HARTLESS**, W. M. BUCKINGHAM, 2880 West Lake Street, Chicago, Ill.
Secretary, **THOMAS BANK**, Norwich, Conn.

(Conducted by **WALTER HOHENADEL**, Editor "The White-Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., April 24.—Circus Fans attending the opening of Cole Bros.' Circus in the Stadium at Chicago on April 16 were Mr. and Mrs. Clint Beery, son and daughter; Mr. and Mrs. Charles Collins, Walter Krawiec, Col. William Sneed and Fern Moseley; Mr. and Mrs. W. J. Gehl, of Hartford, Wis., and W. H. Hohenadel, of Rochelle. Party was seated in a box which was decorated with a large banner of welcome to the show. Ray Dean gave the Fans a special announcement, welcoming them on behalf of the circus just before Colonel Sneed blew the whistle for the grand entry. Witnessed an excellent perform-

ance and all were of the opinion that the show this season tops anything that Adkins and Terrell have presented previously.

On April 10 Fans made the Hagenbeck-Wallace show at the Coliseum. Those present were Col. William S. Sneed, chairman of the John Davenport Tent; Irving K. Pond, Mr. and Mrs. Charles Collins and little daughter, E. L. Williams, Walter Krawiec and son, Clint E. Beery, John Shepard, Burt L. Wilson and his father, Burtis H. Wilson. A sign hanging from the balcony over the group welcomed the H-W show to Chicago. Announcer called attention of audience to the fact that Fans were present. All enjoyed the performance immensely and feel that Ralph Clawson and associates are to be given a lot of credit for "a lot of circus" and a smooth-running performance in the short time they had to get it together.

Storms H. Shults, CFA, of Galesburg, and wife bought the first tickets at opening of Russell Bros.' Circus at Rolla, Mo.

Joseph E. Minchin, of Paterson, N. J., writes that the circus bug has got him again. He and his wife caught opening of the Cole show at New York and visited in the dressing rooms. They were at the runs when the Big One arrived and attended the dress rehearsal and also the opening. Had visits with a number of the folks. Between shows on April 10 had dinner with Mr. and Mrs. Paul Jung, of the Big One, and Doctor and Mrs. Staples, Circus Fans, of New Haven, Conn.

Burtis L. Wilson, of Chicago, accompanied by his wife on their way to the Southwest, caught dress rehearsal of

(See CIRCUS FANS on page 74)

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CIRCUS
MADISON SQUARE
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THE GREATEST SHOW ON EARTH

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MOTORIZE
The Show Must Move
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WANTS Side Show Attractions for one-day stands, both Platform and Pit. Work on percentage or salary: Freaks, Midgets, Giant, Fat People, Pig Heads, Flea Circus, Monkey Circus, Big Snake, Punch and Judy, Fish Bowl Illusion, Unborn Show, Mummy, Working World, Marionettes, Untamable Lion Act, Mermaid, anything that will get money. Also Talkers and Ticket Sellers. All Privileges open. Banner Man Alice Mae Brown write. Glass Blower, Juice Joint, Mitt Joint, Horoscope, Photo Joint, Candy Floss, Popcorn and Peanuts, Grab Joint, Frozen Custard, Tattoo Artist, Cook House, Novelties, Candle Makers, Clay Modeler, Medusa and Tex Cooper write. Joe Glacey, Doc Westlake and Rose Westlake wire. Show opens about May 6. M. A. (HANK) GOWDY, Manager; W. H. (BILL) RICE, General Agent; TOL TEETER, Proprietor. Write 505 Virginia St., Wichita Falls, Tex.

BILLPOSTERS, BANNERMEN, LITHOGRAPHER WANTED
For FORT WORTH FRONTIER FIESTA. Must have Circus experience. No New York. Local Shorts, Amateurs or Joe Morgans can light with this show. Abie the Louisville Agent, Swede Seattle Hanson, C. R. Newman, Bert Taylor, Frank Geyser, S. J. Vogel, L. B. Greenhaw, Jack Ellis, James Kinsella, Claude Morris, Tommy Connors write.
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DAN RICE CIRCUS WANTS NOW
Experienced Cook House Waiters; also a real first and second Cook. Must be clean and know what it's all about. Also can use Property Men. Walter Levina either come on or write. Can use fast Seat Butchers. All reply to **DAN RICE CIRCUS**, Whitesburg, Ky., April 28; Cumberland, Ky., 29; Evarts, Ky., 30; Pineville, Ky., May 1.

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Under the Marquee

By CIRCUS SOLLY

HAROLD J. CONN, of Lansing, Mich., will be in clown alley with Lewis Bros.' Circus.

REX M. INGHAM states that Kay Bros.' billing at Burlington, N. C., was a credit to any size circus.

WALTER L. MAIN is at Seventh Avenue Hotel, Pittsburgh, where he will remain indefinitely.

K. E. SIMMONS visited Tom Mix Circus at La Fayette, Ind., April 20. Despite light showers, attendance was good.

THERE IS a great scarcity of riding acts in this country. Riding and flying acts command the biggest salaries with a circus.

H. B. (YELLOW) BURNETT will have the banners on Lewis Bros.' Circus. He was in Cincinnati last Tuesday and called at *The Billboard* offices.

ED WYNN, radio comic and ardent circus fan, was one of the many visiting celebs at Madison Square Garden this week.

ACCORDING to railroad contracts made at the railway offices by various circuses, Hagenbeck-Wallace will move on 30 cars; Cole Bros. on 40 cars in two sections.

KARL KING, of Ft. Dodge, Ia., nationally known band leader and composer, was guest conductor of the massed band of 2,000 on second day of the Drake relays at Des Moines April 24.

HOW ABOUT those fellows who call themselves showmen who can't guy out a big top in a storm or tie a half hitch?

BARNEY KERN, manager of No. 1 car of Hagenbeck-Wallace, while in Cincinnati last Monday visited *The Billboard* offices. Al Spencer, lithographer with the show, also called.

EDDIE VAUGHAN, he of the East St. Louis Vaughans, has his hands full, as usual, handling traffic, police, etc., during the Manhattan engagement of the Ringling show.

TOM MIX, wearing a 10-gallon hat, red jacket and boots, visited Roy H. Faulkner, president of the Auburn Automobile Company, at Connersville, Ind., April 22. Mrs. Mix accompanied him.

KEN MAYNARD was at South Bend, Ind., April 12 and gave an exhibition with his horse, Tarzan, for the Studebaker corporation employees. Mrs. Maynard, the daughter of a prominent South Bend family, will travel with her husband on Cole Bros.' Circus.

YOU DON'T have to wear a salt and pepper suit or a lion's claw for a watch charm to be a showman or any other of those ancient earmarks.

Cole-Beatty Circus, has had only one week's layoff since the opening of the 1936 circus season. That was last Christmas, when he visited his son, Delbert, at Green Bay, Wis. The youngster (6 years old) is now visiting his father during the show's Chicago engagement.

DOWNIE BROS. will be first circus to exhibit at Johnstown, Pa. (May 14), this season, informs Clarence E. Pfeffer, who adds: "Would advise other shows planning to exhibit here to come on these dates—May 28, June 12 and June 26, pay days."

NEVER LET personal feelings sway you when it comes to hiring a competent man if he can fill the bill. Many in show business are a little off center.

CHARLES (KID) KOSTER attended opening of Ringling-Barnum at the Garden and says that it is the best performance he ever witnessed—show snappy and full of great novelties. He is in his 31st week in advance of *Boy Meets Girl*.

IT'S GOOD to see George H. Degnon back in the circus business. He is contracting press agent for Hagenbeck-Wallace and while in Cincinnati last Monday visited *The Billboard* offices. He also did the locals in Cincy. George in-

formed that the cities he has been in are very prosperous.

ROY BARRETT, clown, now with Cole Bros.' Circus, at the Stadium in Chicago, will leave show at the completion of its engagement there and go to Madison, Wis. (Dr. Tom Tormey will take him in hand), where he will undergo operation on both of his legs, which were injured when he ran into an iron stake while with the Barnes show. They had apparently healed, but are now causing him trouble. Lack of light in the backyard was the cause of the accident, he said. Barrett also said that he was offered a road tour with the Cole show, but will be unable to take it because he believes that he will be laid up for a while.

LEO ABERNATHY, president of the billposters' union, states that when a daub is leased by a circus it belongs to that circus until the exhibition date. If it is covered by another circus employing union billposters, the rightful lessor has permission to take it back. If it is covered a second time, the union billposter doing it will be required to pay a fine of \$100.

Beers-Barnes Takes to Road

SENECA, S. C., April 24.—Beers-Barnes Circus, which opened its season in Western South Carolina, played its fourth spot here to good business. Rain caused the matinee to be fair, but the evening performance was seen by a capacity crowd. Highlights of the show are Frank P. Meister and his musicians, Sadie Beers and Dorothy Barnes on the wire; the Mixons, double traps, and Charles Beers' trained bears.

Lee N. Daniels has the Side Show, which drew its share of patrons. All show properties are in perfect condition, and trailer sleepers are provided for all. A new auxiliary light paint was added here. Roger Barnes is agent and Harold Muir has charge of the advance. After two more weeks in this territory, show will go into Virginia and farther north for the summer.

West Va. Good For Wallace Bros.

CINCINNATI, April 24.—Wallace Bros.' Circus played to good business in West Virginia, according to reports. Harold Lengs, contracting press agent, has arranged for many good publicity breaks. Show played principal cities of State, including Grafton, Morgantown, Fairmont, and entered Ohio at Marietta today. Newspapers have given praise after-notice.

A. J. McKnight, Gardner (Mass.) circus fan, was a recent visitor. He had an enjoyable chat with Manager Ray W. Rogers. In addition to Hoot Gibson and Texas Ted Lewis' contingent of cowboys and cowgirls, concert has Jimmy Sabo, wrestler, who is proving a good feature.

Barnes Car Rosters

SAN FRANCISCO, April 24.—Roster of Advertising Car No. 1 of the Al G. Barnes-Sells-Floto Circus: John J. Brasill, manager; Don Hanna, contracting press; Earle DeGlopper, brigade manager; Mack Powell, George Lowe, Ginger Huth, steward; C. Forrest Biggs, Ramon Ivers, George Ratcliffe, Fred Pyne, Al LePine, Robert Flannigan, Dick Powell, Herbert Wilson, Jack Carlino, William Burkhardt, George Orth, Del Ulstad, Red O'Malley, Carlton Duke, Roy Clough, Stanley Michaud, Eddie Brannan, Steve Kuznic, Harley Ellis, Roy Justice, Barney Evans.

Car No. 2: Mike Lyons, manager; G. W. Hanna, Dick O'Brien, John Gibson; Neil Lakka, porter.

McDougal With Mix

COLUMBUS, O., April 24.—Cliff McDougal arrived here from Hollywood and started working as story and radio man for the Tom Mix Circus. He came here a week ahead of show and will work two cities each week.

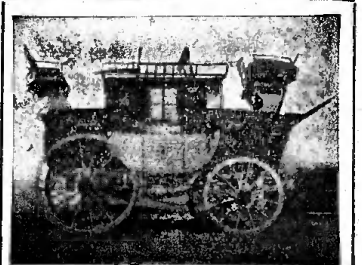
James Woods Show Starts

Inglewood, Calif., first stand for Yankee-Patterson under auspices

LOS ANGELES, April 24.—The Yankee-Patterson Shows, reorganized and incorporated under the California State laws, with James Woods, Harry New and George Emerson the incorporators, opened at Inglewood, Calif., April 15 under auspices of Order of Lions and Boy Scouts.

During the layoff there has been much work done on the equipment. Louis (See JAMES WOODS on page 74)

DAINTY CYSE
AMERICA'S OWN LILLIAN LEITZEL
O'DELL
Now Appearing With
COLE BROS.-CLYDE BEATTY CIRCUS,
Stadium, Chicago, Ill.



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Downie Bros. Circus Wants
Legal Adjuster. Address Chas. Sparks, Mgr. Route: Portsmouth, O., April 28; Chillicothe, O., April 29; Athens, O., April 30; Lancaster, O., May 1; Steubenville, O., May 3.

GRACE and TEX ORTON and TETER
Write me care The Billboard, Cincinnati, O., at once.
JACK HOXIE

The Corral

By ROWDY WADDY

CONTRA COSTA County Horse Show and Rodeo, which will be held at the Castro Ranch, just north of Richmond, Calif., is being staged by P. L. Castro, president of the annual show.

PASCAL AND LILLIAN PERRY have been contracted to present their shooting act on the Tivoli Circuit in Australia. The Perrys will sail on the Marlposa from Wilmington, Calif., April 28. They recently returned from a successful tour of Japan.

TOM MORAY, young Dude Ranch entertainer, and his manager, Bob Street, are on their way to the West Coast after spending the winter in Denver. Moray is in possession of several good offers and may appear in pictures.

CHIP MORRIS, who just concluded successful engagements at the Shrine Circus, Hartford, Conn., and the Waterbury Circus, Waterbury, Conn., is headed for Pittsburgh, where he will enter the bulldogging and bronk-riding contests at the Colonel Eskew rodeo there. Chip is also presenting a combination Western drama and posing act.

E. A. RAFFETTO has been named chairman of the five co-ordinating committees which will produce the 10th annual Mother Lode Rodeo at Sonora, Calif., soon. Harry Rowell is manager. Prize money posted for the event totals \$3,500 and 22 Brahma bulls have been imported from Mexico as an added attraction and test of skill for some of the many good riders expected to participate.

"WATCH THAT KID from Connecticut," is the statement not too infrequently heard from rodeo performers these days. The subject of these remarks is 9-year-old Billy Walker, lariat performer, of Danbury, Conn., whose work with the rope is a revelation to oldtimers who have viewed his performances. Billy has been in demand for personal appearances, while awaiting a call from the Paramount studios for picture work.

RAPID PROGRESS is being made on the new \$14,000 grand stand at the California Rodeo grounds at Salinas, Calif., it was announced this week by Walter M. Andersen, construction foreman. When completed the total seating capacity at the grounds will be 18,000. Twenty men are employed on the project, which has been under way since April 1. Should there be sufficient funds when the stands are completed, the California Rodeo Association will construct additional stables for 50 head of cattle for the stock show.

ALAMEDA COUNTY, Calif., claimed a second champion cowboy as a resident last week when Pete Knight, well-known rodeo performer, established residence in Hayward, Calif. Knight will live near another champion, Johnny Schneider, of Livermore, who won the all-around cowboy title in 1932. Schneider is in Australia at present, but is expected to return in time for the Hayward (Calif.) Rodeo. There is hardly a rodeo in America that Knight has not entered during his 15 years of following the shows. Every year during that time he has been one of the money performers in the shows at Madison Square Garden, Chicago, Calgary, Pendleton, Cheyenne, Livermore, Salinas and elsewhere.

SECOND ANNUAL Tulsa (Okla.) Rodeo to be held at the Tulsa Fairgrounds pavilion April 28 to May 2, inclusive, is jointly sponsored this year by the Tulsa Four State Fair Board, the Senior and Junior Chambers of Commerce and the Retail Merchants' Association. H. D. Binns and Tom Kelly are managing the contest and about \$5,000 prize money has been posted for the more than 200 entries to shoot at. Binns and Kelly have personally selected 100 head of Brahma steers, which will be brought in from Mexico, and a carload of bronks from Montana, Wyoming and Arizona for the competition. Other officials include Floyd Gale, arena director; Chester Byers, who will head the trick ropers, and Glen Condon, who handled the publicity for last year's Tulsa show, is serving in the same capacity this year.

BILLY CROSBY and George N. H. Hennessey, after a successful engage-

ment at Hot Springs, Ark., have been retained by the Pine Bluff (Ark.) Stock Yards committee to handle the entire Civic Celebration and Rodeo to be held there May 1 and 2. Two performances will be held daily in addition to a monster civic parade in which people from the surrounding country for 100 miles participate. Town is well papered and, according to Hennessey, is taking on the atmosphere of a typical Western town of the early days, with many natives wearing big hats and colored shirts. What is expected to be a big feature is the huge barbecue to be held May 2, with all newspaper men in that part of the country as guests of honor. O. I. Stafford is chairman of the event.

COWBOY STANDINGS for the 1937 Grand Champion Cowboy title, under the rules and regulations of the Rodeo Association of America, were as follows on April 8, including Casa Grande, Florence, Phoenix, Tucson, Wickenburg, Ariz., and Palm Springs, Calif., events: Carl Shephard, 1,749; Asbury Scheil, 1,739; Breezy Cox, 920; H. Linder, 789; Everett Bowman, 784; Pete Grub, 779; Eddie Woods, 769; Buckshot Sorrels, 766; Doff Aber, 671; J. Rhodes, 642; Smoky Snyder, 632; Jake McClure, 629; (See CORRAL on page 41)

Col. Johnson Denies Deal

CINCINNATI, April 24.—Colonel W. T. Johnson, in a wire from San Antonio, denies that he has sold his rodeo. In last week's issue there appeared a report that he had disposed of his stock and saddles to Everett Colburn and Harry Knight. The Colonel's wire reads: "Have not sold my rodeo and if I do I will be sure to give you all the particulars myself."

BOSTON, April 24.—Garden officials here received a wire last week from Everett Colburn stating that negotiations for the acquisition of Colonel Johnson's stock and saddles had been called off. No reasons were given.

COLE BUSINESS

(Continued from page 36)

show and makes the necessary wires incident to setting nets, etc., unnoticeable. There are many laughable stunts, every clown contributing his share, and to this reviewer they have more genuinely funny stunts than he has seen in years. Chester Barnett and his hind-leg dog present one of the outstanding clown numbers, drawing tremendous applause. The auto gag and the clown band and the pantomime work of Otto Griebling, producing clown, and Emmett Kelly are other outstanding features.

Harold Barnes, young wire-walker, who was a sensation last year, continues to improve and is making a place for himself among the top liners.

Cyse O'Dell is better than ever in her one-arm plumes, done high in the dome of the Stadium. Act is given a nice build-up and Miss O'Dell performs with pleasing grace.

With Victor Robbins as band master the band does a swell job. Robbins, with years of experience to his credit, knows circus music "backward" and has the knack of getting the best out of his men. His music is fast and snappy and has a great deal to do with keeping the show moving at a fast pace. Julienne Rogers, prima donna, vocalizes pleasingly over the public-address system.

Bee Starr, aerialist, is trouping again for the first time in a number of years. During the time she has been away from the white tops she has played the leading vaude houses of the country and also has worked many indoor and summer resort engagements. She is now back at flying and doing a nice job.

Excellent supplementary music is furnished by Al Melgard at the console of the huge Stadium pipe organ. Melgard is a past master at this work and fits his music nicely to the tempo of the various acts.

Excellent Side Show

Lou Delmore has only a part of his Side Show attractions here. His platforms are conveniently spotted around one side of the corridor. Lou always dresses his show attractively and while it is shown at a disadvantage in its present location it attracts much attention. The show as it will appear on the road follows: Lou C. Delmore, manager; Jack Ryan, microphone announcer; Al Linton, inside lecturer and sword swallower; Arthur B. Palmer, auditor of front door; John R. Gibb, auditor of tickets; Frank Loving, ticket seller; Boston Towne, ticket seller; Gibb Sisters, Siamese twins; Betty Green—Koo-Koo the Bird Girl;

Dexter Fellows

(CSCCA)

Tent Tattles

By FRED PITZER

NEW YORK, April 24.—Ed East and Ralph Dumka have joined the Tent and in celebration of that event they started a new program on WJZ for Kellogg's Corn Flakes. The program comes on at 7:45 p.m. They were brought in by Jim Knox.

Recently Dexter Fellows was stricken with striped pants, a cutaway coat, a piccadilly collar and an ox-eye daisy in his buttonhole. The doctors say his blood pressure is normal and his arteries 100 per cent functioning. They say he will survive, sartorially speaking. Signe, his wife, will do the season with him again this year.

Sam Gumpertz has consented to be the Fall Guy for the April luncheon on April 28.

Whenever the Big Show hits town it seems to be a signal for every magazine and newspaper to print circus stories, hitting different angles of this form of amusement. Of this year's output the most informative articles (three of them) appeared in *The New York Post* and were written by Earl Wilson.

Jolly Bill Steinke is known where children and good wholesome fun are concerned. Thru his conception those mythical people of the nursery rhymes, comic strips and childhood story books are soon to be one big happy family on the walls of NBC's new "Children's Studio." Our own Jolly Bill and his 23-year-old daughter, Bettina, are putting all these lovable characters in a mural painting which will be completed some time in May. The Tent wants to thank you, Bill, for this great work and to congratulate you on having such a talented daughter, and Bettina two of you it ought to be a perfect job.

F. Darius Benham tells a strange story. Last fall when the Calumet Club opened, financed by George Smith, they asked him to attend and bring some prominent person. He brought Martin Johnson. Johnson died and the other day Benham attended the funeral of George Smith. It's a strange world, indeed.

We record with much sadness the death of three of our members. George C. Smith Jr., president of Street & Smith, died in the Fifth Avenue Hospital after a brief illness. Christopher J. Dalton, confidential attendant in Supreme Court, Brooklyn, also died after a brief illness, and F. C. Kilem, of the firm of Kilem-Brown, after a lingering illness. Requiescat in Pace!

We have had several sessions at the Big Show since its advent at Madison Square Garden. Manager Sam Gumpertz is looking fine and is very hopeful for a banner season; Mrs. Ringling is looking younger than ever and is just as charming; Freddie Bradna only looks at home to me in an equestrian director's outfit; Ella Bradna looks natural on a horse; Pat Valde is the only man who can see every act at the same time and tell whether they are clicking; Felix Adler always looks serious out of clown makeup; Shorty Flemm is getting fat; Palidor is holding his own with the rest of them and his creations are splendid; Curley is the best front-door man we have ever met; Iko and Eko have taken off some poundage; the Dall Family are bundles of sunshine; the new giant tops them all. He is the biggest man we have ever witnessed and we have seen all giants, big and little.

Lemore, knife thrower; Anderson Sisters, tiger girls; Forrest Laymon, armless wonder; Duke and Pauline Kamakua, Hawaiians; Meiba Kalama, girl of mystery; Jolly Mazie, fat girl; Cliff Thompson, giant; Margaret, midget lady; Ajax and Broadway Vanity revue; P. G. Lowery band and minstrels; Anna Loving, trained pythons; Bobbie Tucker, Jean Darrow, Renee Ramey, Leona Teodora, Irene Spencer and Nova Talbert, dancers; Alide Chedell, mentalist.

Maynard Big Hit

Altho still suffering from a broken ankle, Ken Maynard, Western picture star, is carrying on and his individual performance gets a big hand from young and old alike. His horse "Tarzan," a beautiful animal, shares applause honors.

Dennie Curtis' comedy mule act has been one of the show's big laugh hits. Show's management would like to have it on the road but it is probable that other summer engagements will prevent Denie remaining with the circus.

Program, Staff Of Barney Bros.

FLAGSTAFF, Ariz., April 24.—Barney Bros. Circus, which opened at Glendale, Ariz., is now in its sixth week. Show has had good biz with exception of a few stands where inclement weather was encountered. Forty Chevrolet units are used to transport the organization. Big top is a 90 with three 40s; side show, a 70 with three 30s; menagerie, a 60 with three 30s. A sacred white elephant arrived here to enlarge elephant herd. Show had some long jumps thru New Mexico but runs were made in good time. Show will go north and east.

The Program

The program follows in order: Spectacle, *Spirit of the Dance*. Liberty ponies, Viola Herriott; military ponies, Milt Herriott. Swinging ladders, Barbara Shellar, Josephine Shellar, Mlle. Blackburn, Jeanie Herriott, Clara Mario and Charlotte Patt. Goats, Capt. White; Bimbo, wonder dog, Prof. Zerado; terriers, Johnny Herriott. Clowns, headed by Eddie Shellar. Shellar Family of five; bicycle act on elevated stage. Patt Sisters, high aerial cradle act; Poncho and Bobbie, flying rings; Great Mario, on high-swinging rope. Two equines presented by Viola Herriott; six spotted Liberty horses, Milt Herriott; lugged horse (See PROGRAM, STAFF on page 63)

Roberts Show Ready for Road

SOMERVILLE, N. J., April 24.—The new Roberts Circus being organized here is ready, which is some two weeks before opening day. Visitors at quarters are loud in their praise of the equipment. Everything is new and fresh. The jade green reserve chairs especially have brought forth considerable comment. "Scotty" O'Brien, boss canvas man, is proud of his work and can hardly wait to get it on the lot.

Clarence Auskings, general agent, is contracting the better show towns and "coming soon" paper is going up.

ROGER A. BARNES, agent for Beers-Barnes Circus, advises that thru the efforts of J. E. Dillard, circus fan of Seneca, S. C., the show was able to tie up with good auspices there April 19.

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Remarkably popular! Nationally fast selling! Balloon, with two-color print, affixed to lithographed cardboard head, with feet in cellophane-window package. Or in bulk, with or without feet. The outstanding money-getter of the season. An exclusive OAK-HYTEX-WALT DISNEY novelty.

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WANTED

Cowboys, Girls, Indians, Acts. Twenty weeks' work. Booked by George A. Hamid. Show opens Lafayette, Ind., May 9 to 16; Anderson, Ind., May 17 to 22. All write WILLY HINGLER, Manager, Lafayette, Ind.

HOWE BROS. CIRCUS

WANTS Performers and Concert People. Fallon, 28; Austin, 29; Battle Mountain, 30; Elko, May 1; Winnemucca, 2; all Nevada. TOM ATKINSON.

NOTICE TO SHOWMEN

High School Saddle Horse, black; weight 1050, height 15 1/4 hands, age 8 years. Can perform a variety of tricks. Will book on good contract. Curiosity seekers keep off. Horse is at liberty. Wire or write I. D. STONE, 704 Webster St., New Orleans, La.

15 Years Ago

(From The Billboard Dated April 29, 1922)

Capacity crowds greeted the Hagenbeck-Wallace Circus at the opening in Louisville April 22. The parade, a display of flash and splendor, gained high commendation from the natives.

The 43d annual tour of the Walter L. Main Circus and Andrew Downie's Wild Animal Shows Combined got under way at Havre de Grace, Md., April 22, with the big top filled to capacity at both performances. A practically new show had been constructed and many high-class features were being offered. The Howe Great London Circus began its northward trek after completing a successful Southern California tour.

The Charles Siegrist act was enlarged to 10 people. Act, formerly presented by seven people, was a feature with the Ringling Bros. and Barnum & Bailey shows. . . . Mrs. Agnes Lausten, one of the featured equestriennes of the Al G. Barnes Circus, suffered painful injuries when she was kicked by a horse, she was riding at the organization's matinee performance at Oakland, Calif., April 21. . . . Following a successful showing at Houston April 15 and 17, Gentry Bros. Circus and Wild Animal Arena began its 1922 road tour, with Galveston, Tex., being the first stop. Rex M. Ingham, former troupier, had just opened a pet store in Washington. . . . Officials of the Sparks Circus reported that the organization was enjoying excellent business in Virginia territory.

Sells-Photo Circus concluded a most satisfactory engagement at the Coliseum, Chicago, on April 24. Members of the Chicago White Sox and the St. Louis Browns, headed by Baseball Commissioner K. M. Landis and Managers Kid Gleason and Lee Fohl, were guests of the management at the show's last performance. . . . Joy Sutphen and W. J. Lester had just succeeded in getting a local license for small circuses playing Omaha.

RUSSELL BROS.

(Continued from page 36)

what different instrumentation in his band this year which imparts a modern flavor to the musical setting. The band introduces various specialties in opening concert, and Norman Carroll panics the assembling crowds with his come-in antics.

The Wild West concert, while without a name attraction, is not lacking in talent and offers excellent entertainment. It is directed by Chief Keys, whose own roping, sharp-shooting and unsurpassed knife-throwing are highly meritorious features. An interesting innovation in the concert is the actual filming of movies, the pictures later to be shown in local theaters. W. C. Dean is the cameraman.

A worthy addition to the show's organization is a completely equipped hospital unit, in charge of Dr. C. A. Conyers, assisted by his wife as nurse.

The Program

Display 1—Tournament. A colorful and impressive spectacle as the performing personnel passes in review, whereupon "the show is on".

No. 2—Equine Skill. Cunning pony drills, presented in Rings 1 and 3 by Frank B. Miller and Vee D. Powers. In center ring a fine Liberty horse exhibition by Hazel King.

No. 3—Parade of Clowns. Ludicrous pranks, grotesqueries and whimsies by the zanies of clown alley.

No. 4—Fachydemie Playmates. Amusing tricks performed by the elephants under direction of Genevieve Hughes in Ring 1 and Bobbie Warinner in Ring 3.

No. 5—Comedy Acrobats. In Ring 1, the Lelands in a fast routine, finishing with their pedestal dog. Over center ring, the Conner trio in a combination trampoline and high-bar number, filled with laughs and swift action. In Ring 3, cyclonic mirth on horizontal bars by the Bellentena Brothers.

Social Security Act

Questions and Answers on the Social Security Act will be found in the carnival department.

No. 6—Quints of the Air. A lovely and graceful aerial presentation in which five girls perform in unison. Followed by a brief interlude by the clowns.

No. 7—Perch Act. The Rebras, an expert duo from France, give a performance that is above the average with two different perches, then bring their offering to a sensational climax with their bicycle loop-the-loop. The latter rigging is so heavy that it has to be hoisted in the air with block and tackle. Then as Mons. Rebra adjusts the perch to his belt and balances it, the ropes are let fall and the girl on the bicycle starts pedaling, steadily gaining momentum until she finally goes over and then repeats her perilous loop six or eight times.

No. 8—Concert Announcement. Really a number in itself, with 10 mounted people on the track and Chief Keys and his family in the center ring in full Indian regalia.

No. 9—Canine Capers. Three truly superior trained dog acts, presented in Ring 1 by Maxine Fredrick, in Ring 2 by Vee D. Powers and in Ring 3 by Betty Willis. Misses Fredrick and Willis each has a wire-walking dog, and Powers has a rope balancing dog that is a standout.

No. 10—Miss Aerioletta. This dainty little person (Mrs. Walter Jenner) is without question one of the very foremost aerial gymnasts of the day. Her routine, performed with unerring confidence and style that is a delight to watch, runs the entire scale of difficult trapeze tricks and comes to a hair-raising finish when she does a standing ankle drop and then somersaults from the trapeze to a perpendicular rope. An outstanding number.

No. 11—Highly Gaited Horses. Separated from the regular menage act this season, the gaiters provide a splendid exhibition of horsemanship and a fast-moving number that elicits high praise from horse-lovers.

No. 12—Animal Antics. In Rings 1 and 3 dogs and monks riding on ponies, presented by Vee D. Powers and Hazel King. In center ring, Jules Jacot's three performing bears.

No. 13—Slides for Life. Backward foot slide by Al Conner (billed as the Great Alberto), and Iron-jaw slide by Bertha Conner (billed as Reckless Violetta)—two quick numbers that always please. Followed by exploits on the Roman rings by the Willis Sisters in Ring 1 and Maxine Fredrick in Ring 3.

No. 14—Buddy, the Seal. There has perhaps never been a single trained animal to receive the acclaim which invariably greets this amazing sea lion. Buddy is presented with a keen sense of showmanship by Walter Jenner.

No. 15—Menage Horses. The Russell show has always been noted for its fine high-school horses, but never before has it had an offering as extensive or as beautifully presented as this. A refreshing new note is struck in the wardrobe of the women riders. They appear in dresses of a decidedly feminine design as if gowned for a garden party or to serve as bridesmaids at a wedding. Various pastel colors are worn in the afternoon and white and silver at night. The riders are Irene Ledgett, Bobbie Warinner, Hazel King, Genevieve Hughes, Grace Morris, Jean Wallick, Betty Willis, Ginger Willis, Vee D. Powers and Frank B. Miller.

No. 16—Wire Act. In Ring 1 the Spencers and in Ring 2 Miss Fredrick. In the center the Conner Family in an exceptionally neat offering on the tight wire.

No. 17—Comedy Prize Fight. Clown boxing is not new, but this travesty on the art of the squared circle is staged by Tony Leland with such zip and novelty that it constitutes one of the comedy highlights of the program. All the clowns take part.

No. 18—Aerial Ballet. An eye-filling number, executed by 10 girls on ladders around the track to the accompaniment of serpentine, cloud swings over the end rings and a loop over the center. On the ladders, Frances Fisher, Maxine Fisher, Mlle. Rebra, Genova Starr, Bobbie Warinner, Jean Wallick, Genevieve Hughes, Betty Willis, Ginger Willis and Clementine Spencer; serpentine, Bertha Conner and Helen Fredrick; cloud swings, Ethel Jenner and Maxine Fredrick; loop, Grace Morris.

No. 19—Elephants. The bulls in their standard act, worked with skill and precision by Irene Ledgett, assisted by Elvin Welsh.

No. 20—Iron Jaw. The indispensable feats of "dental dexterity" performed by Bertha Conner, Grace Morris and Genova Starr.

Laws and Lawsuits

The second of a series of articles on Laws and Lawsuits Pertaining to the Amusement Business appears in the carnival department of this issue.

No. 21—Teeterboard Acrobats. The Six Lelands take the spotlight with their presentation of thrilling somersaults and catches from the teeterboard. Florence Leland distinguishes herself as catcher, and the act is concluded with some plain and fancy ground tumbling.

No. 22—Clown Crazy Number. The circus jesters circumnavigate the track in their farewell appearance.

No. 23—Five Fearless Flyers. Program is brought to a great climax by a flying troupe which gains in popularity with each succeeding season. In wardrobe, all-round showmanship and actual achievement Bob Fisher's flyers have few equals.

Personnel

C. W. Webb is general manager, Pauline Webb, superintendent of personnel; Ray Blankenship, general agent; Bill Moore, legal adjuster; James H. Webb, secretary and treasurer; Justus Edwards, general press representative; William B. Antes, press back; Francis Kitzman, brigade agent; Joe C. Webb, special agent; J. E. Mead, programmer; Robert O'Hara, superintendent of tickets and advertising manager; Robert Stevens, superintendent of front door; Albert McCabe, superintendent of concessions; Dr. C. A. Conyers, physician and surgeon; Fred Ledgett, equestrian director; L. Claude Myers, musical director and mail agent; Frank B. Miller, superintendent of ring stock; Vee D. Powers, superintendent of dogs and monkeys; Elvin Welsh, superintendent of elephants and menagerie; Chief Keys, concert director; Jack Crippen, superintendent of wardrobe; H. H. Hall, manager of side show; Jerry Martin, director of side-show band; George Werner, lot superintendent; A. H. Wyche, big-top boss; Whitley Simerson, side-show top boss; E. A. Peterson, mechanical superintendent; Louis (Heavy) Hansen, chief electrician; Louis Schmideke and L. B. Kennedy, boss mechanics; Jesse L. Morris, boss carpenter; Alex De Beers, master painter; Tom Flaherty, boss property man; S. L. Carter, steward.

Tickets: Robert O'Hara, superintendent; L. W. Hutchison, assistant; Irene O'Hara, Charles (Dad) Eyer, Hazel Peterson.

Front door: Robert Stevens, superintendent; Milton Sydow, assistant; Bill Antes, exchange desk; Edna Antes, tax box.

Concessions: Albert McCabe, superintendent; Eddie O'Day, cashier; Lloyd Haley, No. 1 stand; Fred Merkle, lunch stand; Eddie Daley, No. 2 stand; L. M. Shaver, novelties; Babe McCabe, pop corn; "Strawberries" McCranie, candy floss; Edward Knight, Robert Lane, Walter Hunsberger, Wyman F. Taylor, Andrew Thompson, Henry Carter, James O'Shaughnessy, seat buffers.

Menagerie: Elvin Welsh, superintendent; Pete Gibbons, assistant; Hugh S. Davenport and Alonzo Tyler, cage men; Paul Brown, Jacob's bears; Charles Ellis Webb, Edward Love, Bill White, Leonard Peyton and Chester Fimmel, ring stock grooms; Ralph Eaves and Bob Leland, pony boys.

Big-show band: L. Claud Myers, leader; Fred Dupile, Ryst Hendricks, Al Jackson, cornets; Thomas Sutton, Sumner Allen and Frank Conway, saxophones and clarinets; Fred Stewart, Bliss Clare and R. L. Scott, trombones; Walter C. Dean, baritone; Harry Murray, sousaphone; Eldon O'Rio, drums; Babe Hutchinson, callopie.

Ushers: Rex Harrington, superintendent; Van Hogan, Joe Stogner, Arthur Hogan, Warren Thompson, Gene Yowell, Raymond Bartlett and Louie Ellis.

Property men: Tom Flaherty, boss; J. B. Graham, assistant; Edward Slenker, chief rigger; Warren Parker, Allen Vaughan, Dave Moyer, William Stevenson, Harold Falso, John MacFayden, Harry Keller, William Whitford, Milton Jordan, Robert L. Whitey, Albert Light, John Burris Hardin and Roy Shelby.

Canvas: George Werner, lot superintendent; A. H. Wyche, big-top boss; J. W. Decker, assistant, and 40 men; Whitley Simerson, side-show canvas boss, and 10 men; Baldy Emerson, kid pusher; Tom Murray, sailmaker and stake driver.

Mechanical department: E. A. Peterson, general superintendent; J. B. Kennedy and Louis Schmideke, mechanics; Leslie Swency, assistant; Raymond Har-

vester, gasoline man; "Speedy" Spain, tire man; Jack Winn, water wagon.

Lighting department: Louis (Heavy) Hansen, chief electrician; Richard Shounney, assistant; James Turner, Ernest Geren and Jakey Todd, linemen.

Dining department: S. R. Carter, chef; L. A. Robertson, second cook; Paul Hollingsworth, head waiter; Harry Hammond, Gall Hardman, James Clement, Everett Morgan, Willard Starr, Ike Butler, Dan Conley, Fred Guinness, Bill Heather, Jim Yates, Sam McGuffey and G. M. Montgomery.

Side Show

H. H. Hall is manager; A. B. Fredrick, assistant; H. T. Hobson and A. B. Fredrick, ticket sellers; Marion Wallick, front door; C. H. Lamont, inside lecturer. Attractions: Rex Lee-Roy, expansionist; Fredrick Musical Troupe; Princess Marajah, mentalist; Chinese Mystery Illusion; Joe Grendol, sword swallowing; Pearl White, iron-tongus girl; Hindu Needle Mystery; Madam Ve Ara, magician; Punch and Judy. Band and Georgia Minstrels: Jerry Martin, leader; Boskie Kirkland, trumpet; Joseph DeMent, tuba; Broadway Joe, drummer and comedian; Levett Gardner and Lindale Arthur, sobrets.

Pit Show—Ethiopian pavilion. Prof. Agnew's petrified man exhibit.

Notes on Opening

To Storms Schulz Jr., CFA, of Galesburg, Ill., went the distinction of buying the first ticket of the Russell show for the 1937 season. Schulz, with his wife, arrived in Rolla day before opening and spent two days on lot. Burt L. Wilson, prominent Chicago CFA, and wife were also on hand the day before.

Other visitors at opening were Lawrence and Louis Mellor and Frank Capp, of Baker-Lockwood, Kansas City; Carey C. Emrie, of Mt. Washington, O.; H. L. (Cookhouse) Kelly and Guy Simpson, Newton, Ia.; Mr. and Mrs. Keith W. Frank, Peoria, Ill.; F. D. Gardner, Maywood, Ill., and Mrs. Sam B. Dill. Mrs. Dill, besides being the sister of Albert McCabe, of concessions department, is a good friend of the Jenners.

As usual, opening day was a holiday in Rolla. Stores were closed for the afternoon, courts suspended and schools dismissed. The Lions' Club had the young children of the community as its guests. The Chamber of Commerce had a Russell Bros. luncheon day before opening and W. B. Antes and Justus Edwards, of press department, appeared on program.

Mary Pauline Webb, daughter of E. K. Webb, superintendent of winter quarters, rode on an elephant in entry on opening day. Mr. Webb's son, Charles, has "joined out" with the show as ring-stock groom and expects to learn the circus business from the ground up.

The Five Fearless Flyers ended their final indoor engagement at the Shrine Circus in Kansas City April 11 and made a flying trip (no pun intended) to their home in Bloomington, Ill., before joining show in Rolla. Joe Remlett is new catcher with act this season.

Various new trailers are to be noticed on lot. Among those having new "homes on wheels" are Mr. and Mrs. Fred Ledgett, Mr. and Mrs. Walter Jenner, Mr. and Mrs. L. W. Hutchison and Mr. and Mrs. Albert McCabe. The McCabes also have exceptional sleeping accommodations for their men in concession department.

One familiar personage absent from the opening was Robert O'Hara, superintendent of tickets and advertising manager. He was still in Rolla Hospital recovering from a broken leg he sustained some four weeks before when thrown from a horse. Is anxiously looking forward to time when he can join the show.

Bob Stevens, new superintendent of the front door, drove 1,400 miles to get to Rolla in time for opening. The Lelands also had a long drive, coming from New York.

The Conner family had a busy winter. When not playing indoor dates they were in Gainesville, Tex., serving as trainers to the Community Circus. They are high in their praise of the Gainesville organization and particularly A. Morton Smith, its guiding spirit.

Many oldtimers made the remark that the opening presented a sight rarely seen—all canvas new at one time. Because of the bright light in the big top due to new canvas amateur photographers were busy.

Among new equipment is a canvas loading device which was designed by Manager Webb and Lot Superintendent Werner—is expected to be a great boon in rainy weather.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

RETURNING from his first trip in the interests of the new organization, Fred Martin, secretary-treasurer of the Roller Skating Operators' Association of the United States and general manager of Arena Gardens Roller Rink, Detroit, scene of the first annual national amateur speed roller-skating championships on April 2-4, is deeply impressed with possibilities for the new association.

"Upon my arrival in Niagara Falls, N. Y., starting a six-day tour, I stopped to see my friend Al Dexter, who operates a very nice rink there. It seems that he was bitten by the old wanderlust germ, for he asked where I was going and when I told him I was on my way east, he said: 'I have a nice new La Salle and would like to break it in.' That being the case, far be it from me to argue. I was pleased to have company on the trip and off we went.

Many Stops Made

"On the whole, it was a wonderful trip. We toured thru' New York, New Jersey, Pennsylvania and Long Island. I wanted to stop in Ohio on the return but found it impossible, as time was limited.

"I want to express my thanks to my many friends and rink operators whom we met on the way and my only regret is that we did not have more time to spend with them. Wonderful hospitality was shown us. Our major stops were in Hackensack (N. J.) Arena; Dreamland Park, Newark, N. J.; Carman, Circus Garden and Chez Vous rinks, Philadelphia; Brooklyn (N. Y.) Roller Skating Rink; Fairgrounds Rink, Mineola, L. I.; Skateland, New York City, and Scott's Rink, Buffalo. We stopped at numerous smaller rinks.

Much Interest Shown

"The courteous reception we received everywhere leaves me with the impression that our new organization of roller-skating operators, now in its infancy, of course, has great possibilities, for everyone seems enthusiastic and willing to co-operate to build this association into an organization of unlimited strength so as to have complete control of all roller-skating activities in the future. Full data on this is being compiled in the office in Arena Gardens, Detroit, and I would like to hear from all rink operators thruout the country. We will gladly send them all information upon request."

DICK BOLTON won fourth heat in the tri-State roller-skating speed tournament, recently in Winland Auditorium, East Liverpool, O., edging Nelson Dallas



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WANTED RINK OPERATOR
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and Johnny Jones to take the most exciting heat of the series to date. Others in the fourth event included Harold Locke and Harry Jackson, East Liverpool; Walter Barcheski, Alliquippa, Pa.; Virgil Scott, Beaver Falls, Pa., and Wayne Parker, Chester, W. Va. Blanche Berry, Beaver Falls, won girls' preliminary from Virginia Green, East Liverpool.

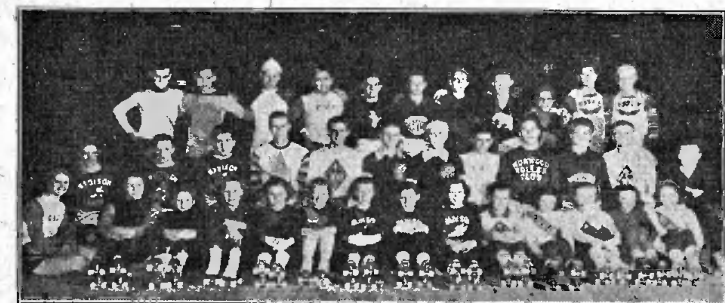
ENDING one of its biggest seasons, Madison Gardens Rink, Chicago, will close at the end of this month for summer. J. C. McCormick, owner and operator, will install a new floor before opening next fall.

WHILE the Skating Carters were at the Brown Derby in Boston a concentration of skating acts was noted in Beantown, writes William Carter. Roller-skating acts in Boston at the time were Earl, Jack and Betty; Victor and Ruth, Diamonds, Lockwells; Skating Carters and several others.

DIAMOND Duo report that they are still playing the Red Man's Club in Rochester, N. Y.

WORD from Manny Nathanson is that the Continental Thrillers, sensational two-man and one-woman skating act, sailed on the S. S. California from New York on April 17 for a three months' engagement in the Atlantic Night Club in the Panama Canal Zone.

OPENING of Playland Roller Skating Palace, Rockaway Beach, New York, on April 3, was such that he ran out of skates and had to turn patrons away, reports Manager James C. Affenit. New rink will specialize in waltzing and instruction for beginners. Assisting in this are Misses Barbara and Joan Killip.



COMPLETE ENTRY PHOTO of United States amateur speed championships in Arena Gardens, Detroit, on April 2-4. Left to right—Rear row: Kenneth Haller, Pittsburgh; John Uebel, Dover, O.; Hershel Rhodes, East Liverpool, O.; Bert Emanuel, Cleveland; Joe Ketter, Cincinnati; John Scott Jr., Boston; Lloyd Christopher, St. Louis; Louis Dick, Vincent Vassallo, Newark, N. J.; Dudley Maher, Armand Johnson, Detroit. Middle row: Leonard Godfrey, Don Hamel, Erving Resnick, Austin Thornton, Norman McGinnis, Detroit; Ed Chudy, Harold Saindon, Chicago; Bert Emanuel, Cleveland; Frank Wermes, Cincinnati; Ernest Scott, Boston; Ed Theiner, Detroit; Harry Schierbaum, Chicago. Front row: Lillian Lewis, Cleveland; Earline Marquardt, St. Louis; Vivian Bell, Nancy Flock, Mary Lou Clark, Cincinnati; Ann Manion, Mary Cunniffe, Helen Fleece, Helen Cunniffe, Beatrice Hancock, Shirley Hill, Virginia Hancock, Detroit; Virginia Schwartz, Navarre, O.; Verna Picton, Detroit.

twins. Manager Affenit found that he had known their father in an earlier venture in London, Eng. Pater Killip is an excellent skater and frequent rink visitor.

HAPPY JOHNSON, organist in Madison Gardens, Chicago, says the waltz is most popular and stuff like *I Love You Truly* and *The Waltz You Saved for Me* brings down the rafters. When crowds want action, Happy gives 'em popular tunes in hot swing tempo. All Chicago rinks feature organs and usually give top-billing of the organist's name in ads and on marquee.

FINKS and Ayres and Avalon Sisters, roller skaters, are with the Cirque Medrano in Casen. Two Lindstroems, European comedy roller skaters, are leaving Paris for Chicago to open at the Casino Parisien in the Morrison Hotel. Three Veronas, roller skaters, are at the Ambassadeurs in Copenhagen.

TEACHERS and pupils reversed places in Brightmoor Roller Rink in Brightmoor, Detroit suburb, when some 75 teachers of Colley High School were guests of the management. Their young pupils from the school taught the pedagogues how to skate, and they liked it so well that they insisted on paying for their good time. Brightmoor Rink is making two policy changes, said Manager Karl Couyoumjan. One will be Thursday night dancing, alternating with six nights of skating. New low admission price is 10 cents for spectators only. Ad-

mission for skaters remains at 25 cents. Past skating customers will receive guest passes when they pay a quarter admission, entitling them to visit later as spectators only. Manager Couyoumjan returned from a week's trip visiting rinks in Racine and Milwaukee, Wis., and in Chicago.

JAMES P. CONNORS, 53, once one of New England's leading fancy skaters, a teammate of "Jigger" Higgins on the Providence Mohawks in the heyday of roller polo, and employed now by a dye and print works in Clyde, R. I., was written up in a feature article in *The Warwick* (R. I.) *Times* of April 16.

ALASKIAN Ice Palace, Wihitta, Kan., home of the Skyhawks of the American Ice Hockey League, has been converted into a roller-skating rink. It has been redecorated, has 16,000 square feet of maple floor and is air-conditioned.

BUSINESS in Eastwood Park Rink, Detroit, has been 95 per cent better than a year ago, said Manager Frank Kutzen. It remained open all winter.

WILD BILL LYONS and Jerry Luther won the second Seltzer Transcontinental Roller Derby ending in Cincinnati Music Hall on April 21. Second in the 2,500-mile grind were Joe Nygra and Tiny McDowell; third, Kitty Nehls and Muscles Stampley; fourth, Ma and Bill Bogash; fifth, Honey Thomas and Al Fishman; sixth, Kate Carney and Tommy Atkinson; seventh, Vera Klassen and Mickey Milane; eighth, Hazel Love and Chuck Hanson. Eddie Rager, Cincy speed skater, who entered with a partner and later continued as a solo, was

river towns along the Willamette and Columbia rivers. The visiting rink managers were impressed with the beauty of Chez Vous Rink.

With Vic Brown and Fred Martin as temporary pilots, the new rink operators' organization should achieve success. Mr. Martin intimated while in Philadelphia that plans are on for a new rink in Detroit next fall which will be much better than Arena Gardens.

It is gratifying to report that a \$200 fine imposed on Edward S. McKaig, president of Philadelphia Skating Club and Humane Society, for allowing 7-year-old Shirley Foster, Philadelphia ice and roller exhibitionist, to perform at recent ice contests was revoked after an appeal to a higher court. While Shirley was not allowed to testify, in a private conversation with the judge she said it was just play for her to skate and the judge agreed that 15 minutes of artistic skating could hardly be called a detriment to the child's welfare.

Bumps and Falls, Mineola, N. Y., rink news, has graduated from the mimeograph stage to a newsy printed sheet, and Earl Van Horn, we surmise, is the "skate," otherwise editor.

Tryouts for the Seltzer Roller Derby, slated to open early in May in Philadelphia Arena, probably will be staged in Malcolm Carey's Circus Garden Rink.

Ben Morey, Bridgeport, Conn., will open his Riverview Rink, Pennsville, N. J., on May 14, with annual Salem (N. J.) high-school party as opening event. Jesse (Pop) Carey hid himself to Reading, Pa., and is preparing his Carsonia Park Rink for early opening.

Rumor has it that Miss Betty Williams, Circus Gardens Rink, and a lady partner are readying a comedy skating act.

Fred Murree (Bright Star) was a repeat act at Fuchs' Rink in Pittsburgh and accompanied Manager Fuchs' revue on a tour of near-by rinks. Revue is a novel advertising stunt for the Diamond Rink and one that could be used by others. This novelty skating act helps to draw skaters to the Diamond as well as create a friendly touch.

Jack Dalton is still packing them in at his Chester, Pa., Rink. During summer he will renovate his Olympia Rink, Lancaster, Pa.

Joe Engel, Black Cat Rink, near Wilmington, Del., will convert it into a night spot for summer and operate it as a rink next winter. It has been a popular skating spot the past winter.

Joe Barnes opened his Woodside Park Rink, Philadelphia, on April 17 and will run on a two or three-night schedule until formal park opening on Decoration Day.

CORRAL

(Continued from page 39)

T. Altraminio, 606; Pete Knight, 595; Hugh Bennett, 566; Arthur Belost, 545; Harry Knight, 518; B. Mulkey, 516; George Cline, 446; T. Rhodes, 442; Shorty Ricker, 430; Jim Brister, 392; Roy Lewis, 380; Gene Ross, 377; Roy Adams, 369; L. Conley, 356; Dick Trullitt, 339; Hub Whiteman, 329; Hoyt Hefner, 324; Buck Standifer, 308; Jonas DeArman, 304; John Bowman, 301; Dogtown Slim, 290; Paul Carney, 288; Ted Powers, 282; Maynard Gaylor, 278; Frank Schneider, 247; Shorty Hill, 242; Canada Kid, 236; Stub Bartelme, 228; H. McCrorey, 221; Lee Barkdoll, 210; Clay Carr, 202; H. Strickland, 200; Jackie Cooper, 198; Ralph Bennett, 193; Jack Sellers, 187; Jim Whiteman, 172; Everett Shaw, 152; Charles Jones, 141; Carl Arnold, 138; Henry Sniwey, 135; Clyde Burke, 130; John Jordan, 129; Jim Irwin, 128; Hank Mills, 116; Bill McMacken, 108; Homer Pettigrew, 106; Ken Hargis, 102. Bronk Riding—Pete Grubb, Doff Aber, Herman Linder, Pete Knight. Bull or Steer Riding—Smoky Snyder, Jonas DeArman, Eddie Woods, Paul Carney, Bareback Riding—Hoyt Hefner, Shorty Hill, Frank Schneider, Paul Carney, Calif Roping—Asbury Schell, Carl Shephard, Jake McClure, Everett Bowman, Steer Wrestling—Shorty Ricker, Gene Ross, Dogtown Slim, Hub Whiteman, Team Roping—Carl Shephard, Asbury Schell, Breezy Cox, John Rhodes.

forced out near the finish by a knee injury.

Some Notes From Philly

By E. M. MOOAE

Fred Martin, Detroit Arena Gardens Rink, and Al Dexter, rink owner of Niagara Falls, N. Y., accompanied by Vic Brown, pilot of Dreamland Park Rink, Newark, N. J., visited Philadelphia rinks during the week of April 18. In addition Chris Jeffries and Steve Emery, Imperial Rink, Portland, Ore., escorted by Earl Van Horn, Mineola (L. I.) Rink, also gave the Philly roller pavilions an inspection.

Mr. Jeffries' Imperial Rink is one of the finest on the Coast and Van Horn got most of his early training on its floor. In addition to running the Imperial Mr. Jeffries has the distinction of having operated the only floating skating rink in America, touring the

There Is Big Money in a ROLLER RINK

properly managed and equipped with the **Best Rink Skates. Ask Us**

Write us for Booklet No. 6 on Successful Rink Management.

Recent improvements in our Skates make them stronger and better than ever.

CHICAGO ROLLER SKATE CO.
4127 W. Lake St. CHICAGO, ILL.

No. 778

REVERE BEACH BOOM

About \$200,000 Is Being Spent

New rides and buildings going up—single El fare and new org are factors

REVERE BEACH, Mass., April 24.—About \$200,000 is being spent at the beach front this season. Leading the procession is Mrs. Catherine Bopp, widow of a beach pioneer, and young, aggressive Henry Chester Trask, Boston engineer, whose relatives own considerable property along the beach front, and who, himself, owns some choice frontage.

Mrs. Bopp and Mr. Trask will spend all of \$70,000 to rebuild a brand-new double-track Coaster on site of the old Derby Racer, the land being owned jointly by them. After weeks of deals and counter-deals by ride engineers and builders and prospective lessees, when the story broke that the ride would actually be built the center of the ocean-front midway rejoiced.

Second O'Brien Show

Contract for building was let to Harry C. Baker, who immediately installed as riding device engineer Howard A. Bauscher, Lancaster, Pa., who built the old Derby Racer 27 years ago this spring. Mr. Bauscher's office is in rear of the building over which the new double-decker will be built. The same building will house a new show, Bill O'Brien's No. 2 show here, with the Glenn Porter Troupe Jungle Show. Mr. Porter will manage the unit. This location was held down for two seasons several years ago by the Carl J. Lauther Side Show.

The Ridgeway interests are spending something like \$30,000 topping the deck of the Nautical Gardens with a portable structural steel setup by the Whitledge Engineering Company, Lynn, Mass. The new deck will go night spot, with name bands, radio hookup and floor shows.

More for South End

William McGinness is building a new platform ride for individual gasoline cars on the south end, Greenberg property, Shirley avenue, and the ride will be in operation soon. Boston & Maine yards received the big Bug ride that Harry C. Baker shipped in and which will be installed on a plot formerly a part of the Lightning Coaster, just below the McGinness location, and there are other plans for this plot.

Red Brady and Joan, free act booked out of the George Hamid office, and who own several double Loop-o-Planes and Aeroplane, will be back from South America with these rides again, and it (See REVERE BEACH on page 66)

Moxahala To Add Features

ZANESVILLE, O., April 24.—Moxahala Park here will again be operated this season by A. & D. Amusements, Inc., of which Walter Delscamp, Dayton, O., is president, and George Anagnost, Dayton, resident manager. Pre-season dancing is being operated each Sunday with park opening scheduled for Decoration Day. Last season the park enjoyed one of the most successful seasons in the past eight years and new rides and features are being sought. Among piconics last season were those of American Rolling Mills, Kearns-Gorsuch Glass Company, Standard Oil, Roseville and Crooksville Community, New Lexington, Ludwici-Celeston Tile Company and many others.

BRIDGEPORT, Conn.—Mr. and Mrs. (John and Mary) Knecht, of this city, have been in Savin Rock Park, West Haven, Conn., nine seasons with their Arkansas Kids ball games, he with 128 kids on the rack and she with 132 cats.

Social Security Act

Questions and Answers on the Social Security Act will be found in the carnival department.



PAUL H. HUEDEPOHL, widely known manager of Jantzen Swimming Association, Portland, Ore., who this season will sever his connection with Hayden Island Amusement Company, operator of Jantzen Beach, Portland, to devote his full time to conduct of "Learn-To-Swim" campaigns and giving service to members of the swimming association. This will necessitate considerable travel about the country in addition to his supervision of swimming promotional work in general.

Outlay of \$50,000 For Buckeye Lake, O.

BUCKEYE LAKE, O., April 24.—Buckeye Lake Park, operated by Buckeye Lake Park Company, of which John J. Carlin, Baltimore, is president and A. M. Brown general manager, will spend about \$50,000 for new equipment, rides, concessions and other improvements this spring.

Manager Brown said the midway is being revamped, with all rides and concessions facing on a circular space and accessible by new asphalt walks now being installed. New rides will include Tumble Bug, Whip, Dogdam, Loop-o-Plane and miniature railway.

Never in history of the park have so many requests for concession space been received, he said. A new night club will be a midway feature. Crystal Ballroom will be open on Sundays until park opening on Decoration Day. Name bands will be the policy again this season.

Johnny Hayes, formerly with Hardgrove Bros., joined the staff as director of exploitation and in charge of promotional work, Manager Brown said.

Some Manufacturer's Experiences In Dealing With Park Managers

Address of Wallace St. Clair Jones, new president of the group and head of William B. Berry Company, Boston, on "Observations and Experiences of the Manufacturer in Dealing With Amusement Parks" 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 dealing with the subject allotted to me it is my desire first to make this paper one of personal experiences, because I think the personal touch frequently is more interesting, at least to those who read the paper and possibly to those who hear it. Then I want to show that it is highly desirable for all of us to belong to the New England Section of the National Association of Amusement Parks, Pools and Beaches and also to the national association itself. In discussing the subject from these two points of view I trust that I will not offend anyone. I also trust that the paper may create some discussion.

Eastwood Off To Big Start

Early season's bow turns 'em away in Detroit—improvements cost \$80,000

DETROIT, April 24.—Detroit's early park season got off to a good start over the week-end with opening of Eastwood Amusement Park, East Detroit, following a brief pre-view the week before. Saturday was hampered by heavy rain in the morning, but late afternoon and evening were clear and business reached near top for an opening. Records were broken on Sunday. General Manager Henry Wagner guessed that 50,000 people were turned away because of lack of parking facilities. During summer this condition will be alleviated by availability of parking spaces temporarily unusable due to heavy rain.

Calling it the greatest opening in his 30 years of operation, Manager Wagner commented on improvements. About \$80,000 has been spent on park improvements since Labor Day. Major improvement is new Eastwood Gardens, big outdoor ballroom, to be completed in time for Decoration Day. This has a modernistic front with large mirrors and border in red and blue. Ballroom is 310 by 110 feet, and will hold 10,000 dancers. Seating capacity for 3,000 will be provided at refreshment tables.

Indirect lighting will be used thruout. (See EASTWOOD OFF on page 45)

Coney Steamer Biz Is Up

CINCINNATI, April 24.—If patronage accorded thus far to the Coney Island steamer Island Queen may be taken as a criterion, there is every reason to believe that the outdoor amusement season will be best in many years. "Moonlite" dance excursions staged by the steamer last Saturday and Sunday night and the all-day sightseeing excursion Sunday proved highly successful, with attendance that topped the corresponding period of last year by a substantial margin. Clyde Trask and his orchestra returned to the steamer's ballroom deck Saturday night to open an engagement that will continue until opening of the Coney Island park season.

RAYNES BEACH, N. B.—Mr. and Mrs. Bud Tippett, proprietors and managers of Dominion Park here, who spent the winter in St. John, N. B., hotel, reopened their residence in the park and are the only residents of that riverside. Season starts on May 24, altho the park opens two weeks previously.

In Flood's Wake

WHEELING, W. Va., April 24.—With general closing of night spots, attention is focused upon the deserted State Fair Park. It has been abandoned since the March 19, 1936, flood and Wheeling has been without an amusement park since. Nearest one is in Steubenville, O., 25 miles north. Roller Coaster, swimming pool, dance pavilion and a few buildings survived the flood, but many concessions and other buildings were washed out. Park is a section of the fairgrounds on south end of Wheeling Island, called the largest populated river island (nearly 10,000) in America.

Baker Boosts NAAPPB Plan

President hopes for nation-wide coverage by risk setup for entire industry

NEW YORK, April 24.—Harry C. Baker, president of the National Association of Amusement Parks, Pools and Beaches, in a recent address before New England Park Men's Association, spoke of the success thus far achieved by the association in solution of amusement men's public liability insurance problems and prophesied even greater results in the future. In his article appearing in the last issue of *The Billboard* he told of the situation now confronting many amusement men because of delays in ordering equipment for the 1937 season, with the result that many of them will not have the necessary equipment ready for formal openings.

In a recent interview in his New York office Mr. Baker said: "Procrastination seems to be one of the failings of outdoor showmen, be they owners, managers or concessioners. We have been conducting a strenuous campaign thru the office of our secretary, A. R. Hodge, ever since the last convention of the (See BAKER BOOSTS on page 45)

Clem White Joins Carlin Balto Staff

BALTIMORE, April 24.—Clem White has joined the staff of John J. Carlin, Carlin's Park here, in charge of advertising and publicity, succeeding the late Harry Van Hoven.

Mr. White was connected with Pallsades (N. J.) Park several seasons and for the past 10 years has been identified with ice hockey in Madison Square Garden, New York City.

He traveled with the Rangers in the National Hockey League, Philadelphia Ramblers in the International circuit and Rovers in the Eastern loop. He is one of the press representatives for all three clubs, members of Lestrack Patrick's New York-Philadelphia Three-R hockey chain, and has announced hockey in the Garden for nearly eight years.

Haynes Has Michigan Spot

GRAND HAVEN, Mich., April 24.—Highland Gardens, Highland Park, here will be under management this year of R. (Husting) Haynes, last year associated with Douglas Glazier at Park Island, Lake Orion, Mich. Gardens are within 60 rods of Michigan State Park, which last year had attendance of 1,650,000. In two buildings on the beach are dance hall, roller rink, bathhouse, restaurant, confectionery, grocery, bicycles, shooting gallery, games and concessions. One of the features will be free acts never used before at Highland Gardens.

Laws and Lawsuits

The second of a series of articles on Laws and Lawsuits Pertaining to the Amusement Business appears in the carnival department of this issue.

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of Cincinnati Office, The Billboard)

Surveying Playground

ATLANTIC CITY—Spent the past few days vacationing here and, despite it being out of season, there was quite a crowd in the resort town. During one of the jaunts on Boardwalk I had a chance to make some observations about the biggest and most renowned beach community. First (and I've written this before), I don't think there are enough open-air tanks in Atlantic City. There are, of course, countless numbers of bathhouses, many of which should be closed. And it's on this one observation that I'd like to dwell for a minute. Altho millions of dollars are being spent each year by hotel operators and other business men to attract throngs, not even a little time is being spent to protect the populace when they get here.

It is my contention that too many unclean, small bathing establishments are permitted to operate for no apparent good reason. The resort itself is kept in tiptop shape. The boardwalk is always clean and tidy, and, while another opinion of mine is that there should be more patrolmen on the walk itself, in general no complaints as to operation of the city can honestly be made.

Why then in the center of this shining cleanliness and proper management should a number of insignificant dilapidated bathhouses and other booths continue to stand out like sore thumbs? There apparently is no rule on the regulation of individual boardwalk concessions. It's a shame to see so many places that should have been painted way back in 1930 with amateurish signs posted on fronts brazenly announcing a new season soon, with no apparent sign of any rehabilitation work planned.

The same situation exists in many parks and pools throuout the land, with amusement men so anxious to rent concessions that they pay no attention to the manner in which these concessions are run. To be sure, general moral and health rules have got to be observed and most park and pool men watch out for that, but they forget all about general appearance of each stand. With the result I think that these bad-looking concessions hurt establishments housing them.

I think a rave is due the new Beech-Nut exhibit on Central Pier here because

of its originality. Which reminds me to suggest to operators of big swim pools to look into the possibilities of renting space adjacent to tanks for exhibition and exposition purposes. National concerns and organizations are interested in putting across their projects wherever crowds congregate. If a tank is such that it plays to hundreds of thousands each week and has available facilities that corner store might bring in much more if it were rented to a national advertiser who may want to put an exhibit there instead of converting it into another sports shop. Wonder why Manhattan Beach and affiliated pools never went in for this additional revenue.

Biggest Claims Start

Bronx Beach and Pool, in uptown New York City, overlooking Long Island Sound, boasts of being the largest filtered salt-water pool in the Bronx. So say its ads, which are the first to break this season in the vicinity. I think nearly every other pool in the Bronx claims that distinction also. Every summer around this time, when the opening ads start breaking, pool men seem to act like a bunch of kids, crying, "My pool is the biggest," etc. To all of which all I can say is, "So what?" I never could understand what distinction it is to have the largest salt-water pool or the largest so-called sanitary pool or the largest this or that. If it's really the world's largest open-air tank like Fallsades (N. J.) pool or the world's largest inclosed natatorium like the mammoth St. George then it's something to rave about, but to claim something which really is meaningless like the world's largest filtered pool when every tank is filtered nowadays is very unwise, in my estimation at any rate. Apropos of the Bronx Beach mention, it is interesting to note that that tank is slated to open on May 22 and that it is plugging a special rate of 10 bucks for season lookers if sold before May 15. While the "biggest" claim in the Bronx Beach's initial ads caused my outburst, another part of that ad caught my fancy and it's only fair that I make mention of that, too. I refer to the management's boast that the Bronx Beach is a "family resort," which is a term that I like.

Gals Too Expensive

George Goldberg, publicity man for Day-French Manhattan Beach interests, broke down and confessed to the writer that, even tho he received international publicity last year on the women's national outdoor swim meet, he isn't bidding for the tourney this summer because it cost too much. George claims that because the girls command so much publicity each summer they are getting to be more in demand and the price for most places is getting to be prohibitive. Bidding at the time this column went to press was between Chicago and San Francisco for this summer's nationals. However, what with Eleanor Holm, Johnny Weismuller et al. slated for Rose's Cleveland show, I don't think the girls will get as much publicity this year as they did last. So watch out, you Chicago and Frisco pool fellas, think before you leap.

Charleston, W. Va., Spot To Be Enlarged

CHARLESTON, W. Va., April 24.—C. A. French, owner of Rock Lake swimming pool, six miles from here on the St. Albans car line, announced that he will construct an amusement park around the pool.

Rides are to be installed and probably a portable roller-skating rink will be among features. The modern pool is well equipped and is a popular spot in this section.

Orange Lake Taken Over by H. T. LeVan

NEWBURGH, N. Y., April 24.—Howard T. LeVan, the past four years lessee of Orange Lake Amusement Park, six miles west of here, reports having purchased all assets, including the land, from Orange Lake Development Company.

He has workmen engaged on a five-year rebuilding program and improvements for this year will be completed for the season's opening on Decoration Day. The spot is noted for beautiful flowers and shrubs.

PUBLIC NOTICE

Notice is hereby given that the City Council of the City of Long Beach will receive sealed bids at the City Hall, Long Beach, N. Y., on Tuesday, May 4th, 1937, at 8 p.m., at which time they will be publicly opened and read, for the leasing of the following exclusive concessions in and about the Ocean Beach Park in the City of Long Beach:

- (a) Boardwalk Wheelchair Concession
- (b) Beach Chair and Umbrella Concession
- (c) Beach and Boardwalk Photo Concession
- (d) Beach Restaurant Concession
- (e) Comfort Station Concession

Any bidder may bid on any one or more of the concessions listed above.

The Information for Bidders, Form of Bid, Form of Contract and / or lease or Licenses, including the general conditions, specifications, etc., and copies thereof may be examined and obtained at the Office of the City Clerk, City Hall, Long Beach, N. Y.

Each bidder must deposit with his bid security in the amount of not less than 5% of the bid in the form and subject to the conditions provided in the information for bidders. No bidder may withdraw his bid within fifteen (15) days after the date set for the opening thereof.

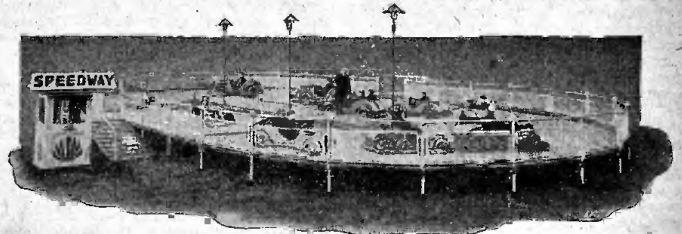
The City of Long Beach reserves the right to reject any informalities in and to reject any and all bids, and to accept any bid it deems most advantageous to the City.

Dated: April 9th, 1937.

JAMES G. BLAKE,
City Clerk,
Long Beach, N. Y.

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.

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The Loop-o-Plane is in its Fourth big season. Write for booking or purchase through our easy payment and finance plan.

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THE SKILL GAME SENSATION OF 1937
PERMANENT • PORTABLE
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WATER SKOOTER

THE PLAYGROUND OF THE HUDSON VALLEY.
ORANGE LAKE PARK
NEWBURGH, N. Y.
CAN PLACE TWO MORE RIDES. Will furnish building for WALK-THRU or FUN HOUSE. Long Lease can be arranged for any WORTH WHILE ATTRACTION.
HOWARD T. LEVAN, General Manager.

American Recreational Equipment Association

By R. S. UZZELL

The World's Fair committee of AREA met with officials of the big show on April 15 in the offices in the Empire State Building. W. F. Mangels, Harry C. Baker, Norman Bartlett, Maurice Plesien and R. S. Uzzell, of our committee, were present. Only one absent member makes a fine showing for the busy members of your committee.

William Rabkin, who was in Paris, sent this message: "Greetings from Paris. Will be home soon and make up for any time I may have lost as a committee man on the World's Fair."

It was a meeting characterized by perfect harmony and permeated with a spirit of willingness to co-operate at every turn. This auspicious beginning presages much for our industry, since it assures us that the professional promoter with a shady record will be stopped at the portal and all devices with no chance for success will be censured by our committee.

Good Beginning Made

The management virtually makes your committee a part of the group responsible for producing a great fair. Earl Andrews, the general manager, expressed his appreciation that our committee are all practical men actively engaged in the business and all reside in New York, making it easier for all to attend meetings, which he thinks should be held bi-weekly.

His able assistant and head of the

department of concessions, Maurice Murrey, was enthusiastic and most cordial over this new setup and invited us to frankly put our problems before them and help in their solution. No arrogance and no arbitrary positions manifest on either side.

What a beginning! It's no walk-away. There are grave problems to meet and we are asked to sit in. A \$50,000,000 show is not produced with a magic wand and without money. There is a financial burden which all participants must help to bear.

Committee as Aid

Our rides and attractions will be asked to pay \$25 per lineal foot for "A" location, \$15 per lineal foot for "B" location and \$5 for "C" lineal front foot location. An additional space charge is 20 cents per square foot for first 20,000 square feet, 20,001 to 40,000 square feet, 15 cents per square foot, and over 40,000 square feet, 10 cents per square foot.

Then your percentage of your gross receipts is a subject for individual adjustment on each attraction, as no uniform percentage rate would be just to all rides and devices.

Concessions for vending articles, selling food and rendering services will be put up for sealed bids. This in no way applies to rides, shooting galleries, etc. No applications for rides, etc., will be considered before June 1, 1937. Application blanks will be shortly available and will be mailed to our members. The outline of this preliminary setup is in print, copies of which have been mailed to all members of AREA.

While this committee is of your selection and will serve you, it is to pass on many questions which serve the industry as a whole. Any ride or device from any source will be carefully considered. Your committee is not final authority, but only a voluntary aid in helping the management to arrive at conclusions. It is our aim to help in avoiding old abuses and eliminating the objectionable and undesirable.

No Chance for Tyros

Experience and financial resources will equal the demand of all factors to be met, and unimpeachable record for integrity and accomplishment are prime requisites for a contract award. Mr. Murrey said that if the president of New York City's largest department store applied for an amusement ride contract his application would be rejected on the ground of inexperience. Woe be unto the man with big ideas backed with no money and no reputation. Moral and financial responsibility must stand the test before applications are considered.

The entire personnel of the executive offices of the exposition will move from the Empire State Building to the administration offices on the grounds at Flushing Meadows about August 1, 1937, as this building is expected to be complete at that time. The saving in rent is a fine sum which can be diverted to other uses for the advance of the gigantic building program. The press carries daily items now that show the growth of the fair and demonstrate the certainty of this exposition.

PHILADELPHIA.—Willow Grove Park, which opened for week-ends on April 24, will usher in the regular season on May 30, and many improvements are under way.

Baker and Vaszin Confer On Devices for Resorts

DAYTON, O., April 24.—Aurel Vaszin, president of National Amusement Device Company, has returned from New York, where he conferred with Harry C. Baker, making final arrangements for racing coaster cars and equipment for Revere Beach, Mass., order consisting of 24 cars, brakes and operating transfer-table mechanism, total being for more than \$25,000.

Mr. Baker and Mr. Vaszin visited Playland, Rye, N. Y., where the device company furnished all devices for the model funhouse which Mr. Baker is building there. Mr. Baker had a large crew employed all winter on the funhouse.

The device company also furnished Manager Charles Diebel with a streamlined train for Idora Park, Youngstown, O., and is installing an electrically propelled water ride, The Garden of Youth, in Riverside Park, Indianapolis.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Greatest biz pickup in seven or eight years is reflected in the Long Island region, and most certainly it will have its favorable consequences in the amusement industry this summer. Flushing Bay is to be improved, being as it is the nearest body of water to the World Fair site at Flushing Meadows. Some \$3,000,000 or more will be spent on improving the waterway, and the prediction is that after the great exposition is over a colony of the Coney Island aspect will come into being. Years ago there was one in the territory.

For the best publicity yarns sprung by anyone around Long Island, word for word, our congrats must go to Frank (Bring 'Em Back Alive) Buck. Broad Channel amusement park functioning, Castle Beach Club, Atlantic Beach, bids fair to be one of the most active spots of the shore this summer. Exactly 50,000 persons attended Long Island Food Show in Jamaica. Curious to see what Island hawkers will feature this year. Last year it was ice-cream sticks, which went great guns.

ROCKAWAY BEACH: Everything being readied for the Decoration Day opening, and things are decidedly better this year, with people more eager to invest. As usual, Ukln, chop-suey overlord, is among first 'concessioners open. Lift bridge at Neponset, linking Rockaway Peninsula with Brooklyn, will be opened on July 3, it has been stated.

Fred Franklin, manager of the Oxford, Brooklyn burly house, a dweller now at Arverne, Rockaway Point bungalow colony renting best in years, Jerry Bassman back for a visit. Bill Flemming now a New York City fireman. Jerry Claire a benedict. What's become of Jack Hoins, the publicist? Gus Shellackas' Crystal Restaurant opened at Seaside, first sign of doings in that region. Carey Phelan and Jim Keane, two of the better known Seaside tavern keepers, are already in motion.

LONG BEACH: Post-office dedication was one of the most important recent civic events. Drive afoot to sponsor WPA public concerts this summer. This town will probably have more burlesque people vacationing here than any other metropolitan community. Reaction toward the ruling of city council calling for a quarter charge for transient bathers who use the beach seems to have the strong favor of the local citizenry. Taxpayers seem to think someone should help them bear the burden.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, April 24.—While present city-wide preparation and interest are centered on the Horse Show coming to the Auditorium and a number of civic events, amusements are tuning up for Decoration Day, when a big round-the-island boat race will take place for a \$5,000 trophy and \$3,000 in cash prizes. This race starts off Steel Pier, which is especially arranging its 5,000 seating capacity on the extreme ocean end. All along the Boardwalk and at other piers similar plans are being made to view the event.

Steel Pier will have three name bands in the ballroom, three theaters open and practically its entire summer schedule started. Plans are under way to put in a name band at Million-Dollar Pier for this day, while national exhibits are rushing work to interest the thousands of visitors expected. July 9-11 were announced as dates for the annual Headliners' Frolic, when newspaper men of the nation gather as guests of Atlantic City Press Club.

Jack Pepper emceed a revue at Steel Pier over the week-end and clicked in good order. Publicity Manager Harry Volk of the pier went to work getting the summer program arranged. George Rutty, back in harness, is getting set for a new walkathon spot to open on May 12.

Outings and Acts Feature Season at Clementon Lake

CLEMENTON, N. J., April 24.—T. W. Gibbs, manager of Clementon Lake Park, announces many improvements and additions this season. A new Lusue Water Scooter, No. 5 Ell Ferris Wheel, new Auto Scooter cars and 1937 model Whip cars will be installed. All buildings are being overhauled and painted.

This park has a large number of Sunday School picnics, last season 170 were held. During the 1937 season 19 Middle Atlantic championship swims, three junior national swims and canoe championships will be held. Outboard motor racing is held at night, illuminated by large floodlights.

Free acts every day will be booked by the George Hamid office. Opening of the season is announced for May 15.

New Long Beach Boardwalk Dedication Being Prepared

LONG BEACH, L. I., N. Y., April 24.—Dedication of the new \$2,000,000 Boardwalk, last stages of which are being finished, will take place on Decoration Day, said Mayor Charles Gold, chairman of the committee in charge.

Promenade replaces one that stood for almost two decades and in cost represents \$2,000,000. The incidental expenses for beach protection work to assure the safety of the walk brings the cost to almost double that figure.

President Roosevelt has been called upon to dedicate the Walk, and there is likelihood that the nation's chief executive may press a button in Washington to signalize the event. Money to underwrite the cost of the structure was supplied in the form of a loan and grant by the federal government.

Now Deauville-on-Owasco

AUBURN, N. Y., April 24.—Into the discard has gone the name Island Park, foot of Owasco Lake. Edward F. Brayer, new owner, has added a European tinge. His name for the resort, Deauville-on-Owasco, was filed in Cayuga County clerk's office.

Huedepohl To Devote Entire Time To Jantzen Swimming Association

PORTLAND, Ore., April 24.—Because of increasing work of the Jantzen Swimming Association a change will be made this year in the functions of Paul H. Huedepohl, manager of the association. Detailed work of helping communities conduct "Learn-To-Swim" campaigns by mail, together with service that is being given members of the swimming asso-

ciation, will necessitate the severance of Mr. Huedepohl's connection with Hayden Island Amusement Company, operator of Jantzen Beach, this year.

When asked regarding the new plan, Mr. Huedepohl said, "It is regrettable that I am compelled to do this, as the entire outlay of the swimming pool department is my idea and plans, having supervised construction from the beginning and managed it nine years, and it can be readily understood how one feels in giving up something that really is dear to him."

"However, Jantzen Knitting Mills feel that I can be of greater service to the swimming pool fraternity by spending my entire time and devoting my energy to the furtherance of our program. This, of course, will necessitate more extensive traveling for me thruout the country and supervising swimming promotional work in general."

OAK-HYTEX BALLOONS

NEW! MICKEY MOUSE & PALS TOSS-UPS

A famed quartet from the Mickey Mouse comedies all set to bring you in lots of money. Stand 20" high. Individually packed in decorative envelopes. Offered only in the Oak Line.

For Sale by the Leading Jobbers.



The OAK RUBBER CO. RAVENNA, OHIO.

TO LEASE—1937
Ballroom, fully equipped and decorated. Want Hustling Dance Man. Have roller rink; will lease to man with skates and organ 50-60. Space for strip photo, no competition. Location, Highland Gardens, Grand Haven, Mich. Write or write R. HUSTLING HAYNES, 2925 Central Ave., Middletown, O., until May 1. Then Highland Gardens, Grand Haven, Mich. P. S.—Free acts for beach write.

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 BY FOWLER, INC.

WHAT DO YOU WANT?

We want Concessionaires. Will build to suit your purpose. Large Swimming Pool, 1 1/2 by 70 ft. Also one for Kiddies, now being constructed overlooking ocean. Fine location. Let us know what you want. Act promptly.
HERBERT REALTY & IMPROVEMENT CO., Seaside Heights, N. J.

FOREST PARK SEASON OF 1937

WANTS Rides and Concessions on a percentage. WANTS Loop-o-Planes and large Ferris Wheel and Kiddie Rides. CAN PLACE several good Wheels and a Bingo Game that can operate for money or prizes. CAN USE a good Dance Manager and also a good Roller Rink Manager. Both must be young, neat in appearance and go-getters, and be able to promote. Our Park is located eight miles east of Toledo, on main highway and caters to night life. We also operate with our Park a Trailer Camp and have Cottages for tourists. The best spot in Northwestern Ohio. Address C. J. UTHOFF, Manager, Forest Park, Genoa, O.
We use Free Acts also and play Traveling Bands.

CARROUSEL ORGANS

Musio Rolls for Artizan (North Tonawanda) Instruments. Cardboard Music for All Makes. Tuning and Repairing. Bargains in Newly Transformed Organs.

B. A. B. ORGAN CO., 340 WATER ST., NEW YORK CITY

Cincy Coney Agent Proud of Record

CINCINNATI, April 24.—Edward J. (Mickey) Norton is celebrating his silver anniversary with Coney Island, Inc. He is proud of his record and as he goes about town, and out of town, too, heralding a "Moonlite" dance excursion or a Sunday sight-seeing cruise aboard the Island Queen one may detect a bit of cockiness about him unusual in his customarily modest makeup.

Started as Pin Boy

He started to work at Coney Island as a pin boy in bowling alleys, an attraction there 25 years ago. For 17 years he has been Coney Island "agent," responsible for outdoor billing and advertising. He travels some 20,000 miles each season within a radius of 150 miles of Cincinnati, planting road signs and posting paper telling of the merits of Coney.

He got his start as an agent while an usher at old Heuck's Opera House. He was advertising agent seven years at the Grand Opera House during winters, while looking after Coney's interests in summers. His winter work also included advance work from Coast to Coast for Klaw & Erlanger, Dillingham and Fanchon & Marco.

And a Hero, Too

During his service with Coney he acquired much knowledge of amusement park business and 13 years ago, before present owners took over, H. A. Hubbard, Pittsburgh, who had leased it, turned over management to him during latter half of the season. Norton also had a fling at pro baseball, once being a star of the Blue Grass State League. He is president of the billposters' union, and to his neighbors in California, O., he is one of the heroes of the January Ohio River flood. He sheltered eight families, 32 people, in his home, the only house in California above high water, and in addition he helped save a drowning child.

There will be a place of honor for "Mickey" Norton at the banquet board when the "New and Greater Coney" is dedicated on May 22, promises Fred E. Wesselmann, vice-president and chairman of the board.



EDWARD J. (MICKEY) NORTON, Cincinnati's Coney Island's "agent," is observing his silver anniversary with Coney Island, Inc., this year. He is proud of his record, which will be honored with a special place at the banquet when the "New and Greater Coney" is dedicated on May 22. He started work as a pin boy in bowling alleys which were an attraction there 25 years ago. For 17 years he has been responsible for Coney outdoor advertising and billing, traveling about 20,000 miles each season within a 150-mile radius of Cincinnati.

other banner season and promises lots of new attractions for the old structure. Will of the late Charles Jenkinson, operator of Jenkinson's pavilion at Point Pleasant, and several concessions in Ocean Grove, provides for the continued operation of the spots by the family.

City now plugging "Holland Tulip Week in America" to be celebrated here on May 8 and 9 when several million Dutch tulip bulbs, planted three years ago, are expected to be in bloom thruout the city. Special programs have been arranged and week-end will fill nicely lull between Easter and Memorial Day observances.

SOME MANUFACTURER'S

(Continued from page 42)
around in his own membership for the person or company with whom he wants to place his business. He may feel that he is getting a better proposition from someone unknown on the outside, but as a rule he fares very badly.

For example: A very good customer of mine in New England saw a very flowery advertisement in one of the trade papers. All he had to do was to send \$22 to St. Louis and he would receive the finest frankfurt machine in the world. He had never heard of the company advertising and knew nothing about it, but he sent the \$22 and as a result never received either the machine or his money. He was so ashamed of himself that he said nothing about it except to a few of his intimates.

One of our very good members purchased a corn popper from a fellow who had no office and no permanent home, and with it he purchased pop corn and boxes, all, of course, at very attractive prices. Then he introduced the salesman to some of his friends in the association and let them get stuck, too. He was lucky and got his corn popper, but did not get his supplies. His friends just lost their money.

Dealing With Members

On the other side of the picture you have members of our association supplying equipment to the parks from their permanent locations, either offices or factories, and standing back of equipment and fulfilling orders to completion.

Our principal asset in our business is our friends who have dealt with us satisfactorily for a great many years. We consider it not only our asset but an asset to those with whom we trade. An order placed without a friendly spirit back of it is a liability and not an asset. And that friendly spirit is exemplified in our New England group. It is exemplified to a certain extent, but possibly to a lesser degree, in the national association because the national association is so much larger and its membership more widely distributed.

Some years ago when D. S. Humphrey concluded to take over the concessions at Euclid Beach, Cleveland, he had to

purchase frankfurt equipment. He went right to the national association, found out who was making frankfurt equipment in the group, told that manufacturer, who happened to be us, his problem, accepted our recommendations and purchased the equipment. Lakeside Park, Dayton, O., had the same problem and at the end of the first season the manager wrote most flattering letters to us.

Learn by Experience

Do not feel that this is a sales talk on my part. Examples of this kind can be found with many of the manufacturers' group, and I mention these simply to show that those who join our association are pretty liable to be right and that the fly-by-night salesman who comes into your park and tells you a good story should not receive your consideration, altho he may seem to have a very good proposition for you.

Sometimes our members must learn by unfortunate experiences before they finally conclude to deal with their own. One of our very honorable past presidents of the national association had this experience. He traded with the man who had no office and was not a member of the national association and did not even exhibit. Said past president placed orders with him and after a while discovered his error and now religiously trades with the men of our association.

Now just a word about our association from me as a manufacturer. In our New England group here represented we all feel a friendly spirit. We all speak right out in meeting and all have a part in the doings of the group. Cost of membership is low so that anyone who wishes to join is not hurt by the financial strain. Our conventions are run at small expense and we have a very fine spirit of co-operation.

Suggestions on NAAPPB

The national association is so much larger that it cannot obtain these ends as readily as we do. The expense of joining the national association is too great for most of us. Personally, I feel that this cost should be reduced. The railroads cut their fares almost in half and have profited by it. I think the national association can do the same. The national association, by and large, has rules and regulations which, when adhered to strictly, frequently work hardships. We had examples of this at the last convention in Chicago. These rules and regulations are necessary, but could be applied a little more intelligently perhaps.

By and large, the national association is most important to us all and does a wonderful job. It is a regular old-home week at the conventions, enjoyed by us all. The last convention, which had a registered attendance of about 1,300, was proof positive of this.

I therefore feel that we should all support the national association as far as possible, and those of us who are in the industry in New England should all support without exception the New England group. The parks should purchase as far as possible from the membership, and the manufacturers should take more than usual interest in the equipment which they sell to their fellow members.

BAKER BOOSTS

(Continued from page 42)
association in the Hotel Sherman, Chicago.

To Double Volume

"It looks as tho we were going to at least double last year's premium volume, but I am frank to say that I am surprised to note how many, even of our biggest operators, delay such an important matter as arranging for public liability insurance until the last minute. After all the mere sending of a questionnaire to the secretary's office involves no expense and no obligation and materially expedites the handling of those very important problems, such as price quoting and inspection.

"I am confident that another year or two will see this plan in operation and working for the benefit of park, pier, pool and beach operators all over the United States. We have been working for years in our association to do more for operators of smaller parks and individual concessioners and this public liability insurance plan offers the greatest benefit to them which we have ever been able to provide, and, while the response thus far has been most gratifying, it is not what I hope will be realized in the immediate future.

His Own Experience

Last year's policyholders enjoyed a

flat 10 per cent reduction on both manual rates and minimum premiums with the same experience credits allowed. The usual 25 per cent additional charge for contingent liability was waived, a material saving was afforded on excess coverage and a dividend of not less than 10 per cent will be paid shortly to each policyholder thru participation in the profits earned under the plan.

"My own experience during the 1936 season was most gratifying and both the inspection and claim service ran far beyond my most optimistic expectation. We of the association have no quarrel with any other carrier or carriers. We have set out to provide the members of our industry with first-class coverage at moderate cost. This we are accomplishing and on behalf of my fellow officers and directors I extend a most hearty invitation to all park, pier, pool and beach men and their concessioners to join with us now to bring about at as early a date as is possible our proposed universal coverage for the industry. Our secretary, A. R. Hodge, Suite 295, Hotel Sherman, Chicago, will be very glad to handle any inquiries either by letter or on our standard questionnaire form promptly and he will see that the brokers interested render prompt service."

EASTWOOD OFF

(Continued from page 42)

Floor is a granite composition in terra cotta red tone; \$2,000 has been spent to move trees into the ballroom to make the setting more realistic. An orchestra shell 62 feet across has been constructed to house 80 musicians. Entrances are direct from the street as well as from the park. Paul Whiteman has been tentatively engaged to open and Rudy Vallee has been booked for an August date. Other name bands are being arranged thru the Music Corporation of America. A budget of \$70,000 has been set aside for bands for the season. Present ballroom, to be held in reserve for wet or cold nights, will house 2,500, making a unique combination of large indoor and outdoor ballrooms. Fifty-cent admission will be charged.

Skating rink is to be closed for summer and the building will be used as a service structure for the new ballroom. Picnic tables are to be moved into a portion to serve as a picnic shelter building. For ballroom patrons there is a six-foot walk, 310 feet long, along side of the structure, leading to parking lot. In Eastwood 35,000 additional watts of lighting have been added and a new transformer bank was necessary to handle the load, 800 watts being added to front of the Showboat alone.

Seven New Rides In

Advertising program is set on a budget of nearly \$20,000. There will be regular programs of fireworks. Free-act policy has not been announced.

Riall McLain, manager of Eastwood Coaster Company, reported biggest opening business in the park's history. Company has spent more than \$35,000 on improvements and installed seven new rides. A Philadelphia Toboggan Company Merry-Go-Round has been installed in a building erected at a cost of \$7,000. Kiddieland has been reconstructed and includes Tickler, Blue Goose, Miniature Whip and Kiddie Airplane, all from W. F. Mangels Company. This installation has been moved to the former picnic grove in center of the park. New Loop-o-Plane has been installed and Cagney Brothers sold a new streamlined Zephyr ride. Loop-o-Plane has done exceptionally well, being heavily plugged in advertising.

York for Pool Again

Marlow Wise, appointed assistant general ride superintendent, was formerly a ride foreman. The ride company has 45 employees, compared with 39 at the same time a year ago. Swimming pool, operated by McLain's company, is being refurbished and will probably open about May 20. Benny York will return as pool manager.

Louis B. Mylls has been made manager of Coccoanut Palms Garden, coming from the Showboat, which is now in charge of Elmer Lucas. Ballroom opened with Fats Waller's Orchestra for three days, drawing capacity crowds totaling 8,000 patrons. Frank Kutzen, rink manager, is doubling as manager of the ballroom, following George Heddon. Special promotional ideas being used are typified by double features of the popular Tango game, gift nights on Mondays and policy of free games every hour.

Asbury Park, N. J.

By RICHARD T. HOPPER

Reade's Casino continues to pack them in on the "Walk"; 3,700 danced to Horace Heidt and his orchestra and personnel of his pop radio show. Frank Dailey and his orchestra, scheduled for Saturday, will be followed by Hal Kemp and his combo on Sunday. Walter Reade was so elated with the Heidt take he has promised dancing this summer in both Casino and Convention Hall to take care of expected crowds.

Boardwalk activity takes on added impetus this time of year as painters, decorators, carpenters and other artisans are preparing buildings and equipment for the summer. Warm weather has added much to expectations of concessioners, based on crowds the past few week-ends.

Concessioners on the "Walk" are in a steam at present with two groups, city council and beach commission, both claiming jurisdiction over all rents, supplies, pay rolls, etc. Beach commission started to function last week after State Court of Errors and Appeals refused to issue stay against it, pending city's appeal of the validity of the beach commission act. The beach commissioners, S. H. Calvert, George Smock II, Carlton Roberts and James Forsyth, contend they are the legally constituted beach commission to run all beach-front affairs.

City council retaliates by asking, "What beach commission?" Legal gripe is that the commission was created under an act providing for its appointment "with the advice and consent of the State Senate." So far, despite appointments last year, the Senate has either refused or forgotten to confirm the appointments. Councilmen contend no confirmation bars commission from functioning. Courts will have to decide it.

A. M. Williams is readying his Palace amusement spot on Lake avenue for an

G. F. BOOSTS BIG ACTS

Credit Is Given By No. Montana

Manager DePue declares good attractions policy is to be continued

GREAT FALLS, Mont., April 21.—"Steady adherence to the policy of buying the best available professional talent in as large a measure as possible has resulted in making North Montana State Fair one of the most successful of its type in the nation and the policy will continue to be rigidly adhered to," declared Harold F. DePue, secretary-manager of the fair, principal speaker at the annual fair dinner in the Hotel Rainbow, at which he disclosed that net operating revenues of the fair in 1936 were \$30,727.95 in excess of expenditures.

Speaking before an overflow audience of more than 300 rural and business leaders of the State, Manager DePue pledged that the high entertainment standard of the fair will be upheld this year.

(See G. F. BOOSTS on page 48)

Canandaigua Construction Program Is Put Up to WPA

AUBURN, N. Y., April 24.—Plans were completed in Canandaigua for submission to WPA officials of a building program for the newly acquired fairgrounds of Ontario County Agricultural Society in the Bristol Hills.

Officers hope to secure approval of a plan to erect seven exhibition buildings as a WPA project at estimated cost of more than \$20,000. It is planned to get construction under way for completion for a fair in August.

In addition to buildings planned Mrs. Ogden P. Letchworth, Canandaigua, whose Bristol Hills farm adjoins the new fairgrounds, will erect a grand stand at her half-mile race track with proposed seating capacity of 2,000. Both track and grand stand will be available to the fair society for use during its annual exhibitions under an agreement in connection with purchase of land from Mrs. Letchworth last fall.

N. Y. Dog Racing Bills Would Increase State Aid

ALBANY, N. Y., April 24.—County fair associations are interested in two dog racing bills passed in the Assembly on Wednesday. One, passed 120 to 28, provides for formation of corporations for raising, breeding and improving thoroughbred racing dogs and for license fee of \$200 for each racing date and for a State tax of 15 per cent of admission fees.

The other bill, passed 120 to 27, provides for appropriation and apportionment to State agricultural fair societies of additional moneys of \$200,000 from funds first collected out of revenues from taxing thoroughbred dog racing.

The fair associations now receive an appropriation of \$200,000 from the State yearly and enactment of this bill would give them \$400,000 annually. Supervision and regulation of dog racing would be under the State racing commission. Bills now go to the Senate.

Charlotte Manager Named; Plan Permanent Buildings

CHARLOTTE, N. C., April 24.—Bill Arp Lowrance, editor and publisher of The Mecklenburg Times, was appointed manager of Carolinas Agricultural Fair here for this year by directors. He was authorized to open an office, employ a secretary, publish a premium list and take care of other early details.

Groundwork for a permanent Charlotte fair, with buildings valued at from \$100,000 to \$200,000, has been laid. First season of the fair last fall proved successful, with attendance of 225,000.

Mighty Shesley Midway, which appeared at the 1936 fair, has been booked again.



HAROLD F. DePUE, secretary-manager of North Montana State Fair, Great Falls, who declares the policy of buying best available professional talent, which has made that fair a big success, will be continued. At the annual board dinner he announced that net operating revenue in 1936 was \$30,727.95 in excess of expenditures. Since the start of the fair in 1931 a surplus of \$158,700.21 has been acquired and on opening day this year the 1,000,000th patron will pass thru the gates.

Matheson Relieved By King, Vancouver

VANCOUVER, B. C., April 24.—J. K. Matheson, manager of Vancouver Exhibition Association, suffering from a temporary breakdown, has been relieved of his duties by directors. Prof. H. M. King, head of the department of animal husbandry, University of British Columbia, has accepted the position of interim manager for the next four months.

Mr. Matheson is recovering and is expected to be well again shortly. University authorities have agreed to grant Professor King leave of absence.

Professor King came here 17 years ago, joining the agricultural department of the University. He came from Ontario Agricultural College and has been prominently identified with the exhibition association and with other fairs of the Pacific Northwest.

Off-Season Activities on Trenton Fairgrounds Will Draw Thousands

TRENTON, N. J., April 24.—President George A. Hamid, New Jersey State Fair here, and Harry E. LaBrique, resident manager, have put in motion plans looking to utmost utilization of the 110-acre fairgrounds during that part of the year when most fair plants are idle. First move was to convert one of the larger exposition buildings into a dance hall and recreation pavilion, where barn dances, carnivals, conventions, exhibitions and similar events can be presented. This building will serve also to augment facilities provided for picnics and outings, so that there will be a dry and comfortable place where the picnic activities may be carried on without regard to inclement weather.

Arrangements have also been perfected to install a regulation baseball diamond and soccer field, where semi-professional leagues may play. Twin picnic groves of oak trees will shelter many basket picnics from surrounding churches, schools and organizations. Already a number of large New Jersey outings have been scheduled, among them being those of the Chamber of Commerce, Elks and John A. Roebing employees' basket picnic. Grounds being on the edge of the city with public transportation to the gates gives perfect facilities for such events. Children's playground is equipped with latest devices for smaller children as well as for adults.

U. S. Support Sure for N. Y.

World's Fair participation to tune of \$5,000,000 set—19 States already in

NEW YORK, April 24.—Federal participation in the New York World's Fair of 1939 was virtually assured this week when the House of Representatives voted \$5,000,000 appropriation for the big expo, and Senate leaders expressed the opinion that the higher house will approve the same measure within the next couple of days.

Bill, creates a United States New York World's Fair Commission to consist of the secretaries of state, agriculture, commerce and labor and leaders of the Senate foreign relations and House foreign affairs committees.

Up to this week 19 States have already passed legislation providing for participation, with Missouri leading the amount of provisional funds by appropriating \$250,000. Hawaii is considering a bill calling for an exhibit fund of \$300,000; Pennsylvania Legislature is confronted with a bill providing for \$500,000 and is expected to pass it. Fifteen other States have similar legislation up for consideration.

Badgers Will Ban Passes

MADISON, Wis., April 24.—It was indicated following four regional meetings in April by Wisconsin Association of Fairs that practically all fairs in the State will issue no free passes in 1937, and these fairs will use the ticket-count system in operation by Winnebago County Fair Association. Only concession games of skill will be permitted and supervision will be close, it was declared. Operators of girl shows will be required to post a \$200 deposit to insure operating within regulations.

DANVILLE, Ill.—The 17th annual catalog, profusely illustrated in colors of designs and set-pieces and just off the press, is perhaps the most striking ever issued by Illinois Fireworks Company here. It has a foreword by President J. P. Forchettu and shows many types of displays suitable for any outdoor celebration as well as daylight fireworks.

Hughes, Conklin Inspect Blackpool

PARIS, April 19.—Returning from a brief vacation on the Riviera, J. W. (Patty) Conklin, Canadian showman, and Elwood A. Hughes, general manager of Canadian National Exhibition, Toronto, stopped over in Paris to look over the amusement park and grounds of the Paris International Exposition of 1937.

While inspecting the fun zone of the exposition Mr. Conklin met Leonard Thompson, head of the Blackpool (Eng.) Pleasure Beach Company; Harry G. Traver, of Traver Enterprises, and Charles Page, American engineer, who is supervising construction of the Cyclone scenic railway which Mr. Traver will operate at the exposition.

Conklin, Hughes and Thompson left for London and last Monday the Canadian showmen inspected Director Thompson's big amusement park in Blackpool. He is an important builder of amusement park rides and some important deals involving both American and British built rides are practically assured thru conferences held in Paris, London and Blackpool, it is said.

Whiteman Again For Fort Worth

Engagement is for entire run of Fiesta—city issues contract for buildings

FORT WORTH, Tex., April 24.—Paul Whiteman and his orchestra and entertainers will play for Casa Manana Revue of Fort Worth Frontier Fiesta for the second year, confirmation of the engagement for the entire run of the show being made by Billy Rose. Original Dixieland Jazzband, Nick LaRocca, Larry Shields, Anthony Sparbaro, Eddie Edwards and J. Russell Robinson, also has been signed for Pioneer Palace.

Terms under which the Fiesta Association will be permitted to use Memorial Coliseum and Municipal Auditorium for part of this year's show require that the association be responsible for all operation costs, repair of any damage to buildings and maintenance of a staff sufficient to protect the buildings. Association is to reimburse the city for salaries of two caretakers and two night watchmen, about \$100 per week. City will retain control of buildings by continuing its own representatives in charge.

Plugged by Foot Race

Any permanent improvements made by the association, such as a portable (See WHITEMAN AGAIN on page 48)

Fed Case Called No Bar to Frakes Dates

CHICAGO, April 24.—Captain E. E. Frakes, presenting a thrill program with deliberate airplane crashes, can proceed with bookings this season thru Barnes-Carruthers Fair Booking Association without expectation of molestation from the department of aeronautics of the federal government, according to its attorney, J. Clark Taylor Jr., Columbia, Tenn.

It appears, Attorney Taylor writes, that the government desires to amend a complaint pending in a case in Federal Court for the middle district of Tennessee, the attorney holding that the government cannot now make out a case of violation of rules of the air commerce act and that this had been tacitly admitted.

However, he has agreed to amendment of the government's declaration but advises that the case cannot be heard at this term of Federal Court and that "there is nothing to stop Captain Frakes from continuing thru this season."

Social Security Act

Questions and Answers on the Social Security Act will be found in the carnival department.

More Talent For Cleveland

"Drunkard" and Tom Patricola signed — brisk demand for tickets is reported

CLEVELAND, April 24.—The *Drunkard*, which had a four-year run in Los Angeles and which was one of Chris Morley's productions in the old theater in Hoboken, will be an attraction at 1937 Great Lakes Exposition. Contracts were signed this week by Hargraves and Retcher, handling the entertainment, and Almon R. Shaffer, associate expo director, show to be spotted on site occupied last season by John Hix's *Strange as It May Seem* show.

Entrance will be a replica of the front of the Old Town Hall and auditorium will seat 1,500. Hargraves and Retcher are reassembling cast of experienced people with specialties, single and double novelty acts, rube, hillbilly and gay '90s turns. As is customary, performance will be burlesqued, with audience given plenty of opportunity to join in choruses, boo, applaud or hiss as they please.

Newest in Billy Rose endeavors is signing of three people, Johnny Welsmuller, having been engaged as male star of the Aquacade, to lead the contingency of watermen, with Eleanor Holm Jarrett playing opposite him and Aileen Riggen watching over destinies of the chorus. Signed also by Rose was Leontine McGregor, Miss Florida for 1937, who will be one of the outstanding aquatic beauties. Rehearsals of chorus and mermaids continue at the Hotel Allerton.

Rose Gets Patricola

Tom Patricola, dancer of vaudeville and musical comedies, has been engaged by Rose as producer and emcee for his Pioneer Palace. It will be his job to stage the old-time show in the place with acts ranging from bell ringers, glass blowers and fire-eaters to a chorus in a beef trust. Pioneer Palace, spotted on site of the French Casino in Streets of the World, will be fashioned after the Wild West dance hall of fiction with log exterior and "longest bar in the world." Patricola was Rose's headliner in Fort Worth last season.

Plans for radio programs have been shaped. Sherwin-Williams band shell, 50 feet high with wings 100 feet wide, has been moved from the main entrance to a spot not far from the Aquacade. New acoustic and lighting facilities are being installed with seating arrangements for 4,000. Ralph H. Humphrey, director of radio activities, announces Guy Lombardo's Band as first offering. Gene and Glen, who started there, will be back with their Jake and Lena characterizations. Betty Winkler, star of *Girl Alone*, who also started her career over WTAM, is a third offering.

Ending old-home week with these three, there are Marion and Jim Gordon (Fibber McGee and Molly), bringing Ted Weems Band with them. Lucille Manners is another. The Revelers Quartet returns, with Irene Wicket, the Singing Lady, and Uncle Ezra. Carborundum Band of 60 pieces will come for a Sunday's stay. Showboat and Ben Bernie's Band are on the fire and contracts may be signed soon. Also there will be the Allerton Hotel Male Chorus of 50 voices with 16-piece orchestra, recitals by leading organists of the nation and appearances of various orchestras.

Peep Shows Are Out

Combination expo tickets have been placed on sale. George D. Whitehead, ticket sales department, reports that

WANTED

Circus Acts for Indoor Circus and Fair Dates. Animals, High Acts, Novelty Acts, Clowns, etc. Lowest salary; full details first letter.

B. C. TRUAX ATTRACTIONS
Wichita, Kansas.

WANTED

Rides and Concessions or complete Carnival.
LOGAN COUNTY FAIR,
Stapleton, Neb., September 15, 16, 17.
Write, wire or phone RALPH FIFIELD.

more than 750,000 advance orders were placed during the first week, with church groups, fraternal orders and social bodies plugging sales. More than 1,000,000 tickets have been disposed of and sales reported continuing without sign of abatement.

Bill for government participation in the expo having been signed by President Roosevelt, committee appointed lists H. M. Gillman Jr., department of interior; H. R. Stutsman, commerce, and H. T. Baldwin, agriculture. Displays will be spotted in the Hall of Progress and in the Making of a Nation in Lakeside Exhibition Hall.

The peep show is out this year. This was announced shortly after the beginning of the campaign following a meeting of the board of directors. Later, after consultation with Cleveland city council, greater intent was evidenced. Now there can be no question. The peep show is out for 1937 Great Lakes Expo, and that is that.

Pa. Farm Show Take Bigger

HARRISBURG, Pa., April 24.—Receipts of the 1937 Pennsylvania Farm Show exceeded those of the 1936 show by \$6,000, Howard G. Elsaman, director, reported to the Farm Show commission. Total 1937 revenue was \$62,872.44. Commercial exhibitors contributed by paying higher rental for space in the 11-acre Farm Show building. By giving the frozen custard concessioner space on a percentage rather than rental basis the commission increased its revenue from this source by \$1,640.30.

Fair Elections

MERIDIAN, Miss.—Mississippi Fair and Dairy Association elected I. A. Rosenbaum, president; Clint Vinson, vice-president; Hillman Taylor, secretary and treasurer; Elizabeth Frost, assistant secretary and manager.

GREAT FALLS, Mont.—O. S. Warden, publisher of *The Great Falls Tribune*, was elected president of North Montana State Fair board to succeed the late W. F. O'Leary, who served as president several terms. The new president has been on the board several years and since start of the fair in 1931 has been a leader in advocating many of its successful features. G. T. Boyd and W. H. Bertsche will succeed themselves as vice-presidents. Other members are Sam Stephenson and Herman Lenz.

Frisco Expo Concession Policy Is Aimed Against Overloading

SAN FRANCISCO, April 24.—With intention of protecting concessioners and showmen against "overloading" and excessive competition at 1939 Golden Gate International Exposition, executives announced policies and rules covering concessions and procedure to be followed by applicants.

Points in general policy governing acceptance of concession applications, as laid down by the committee on concessions headed by Milton H. Esberg, in cooperation with Frederick Weddleton, chief of the concession division, and approved by the exposition management committee are: Financial responsibility, experience of applicant and those who will operate concession, earning capacity of concession, probability of concession stimulating exposition attendance and settled limit on number of concessions in each classification.

Applications Number 691

"It is our intention to limit the number of concessions in each unit of classification to prevent overloading and excessive competition on the midway," Mr. Esberg said. "We shall strive to have all agreements between concessioners and the exposition company fair, equitable and mutually agreeable and profitable. No concessioner will be required to purchase products or merchandise from any particular person or firm."

Among rules announced were: No sound amplification equipment will be permitted in front of any concession on the midway, no walking or peddling privileges will be granted, no sale of patent medicines will be permitted on the grounds, except in drug stores authorized by the exposition company. He

Big Exhibits Go to Dallas

Pan-American carriers to have 10,000 feet—interior of Casino planned

DALLAS, April 24.—Greater Texas and Pan-American Exposition last week contracted for a combined exhibit by Pan-American Airlines, United Fruit Lines, Munson Lines and Grace Line in the Transportation Building. Exhibit will occupy 10,000 square feet and will be a display of methods used by carriers between Southwest and Central and South American countries. Robert Thatch, vice-president and general manager of Pan-American Airlines, signed the contract.

A valuable sequel to the comprehensive Texiana museum assembled in 1936 for showing in the \$1,300,000 Hall of State was obtained from Tulane University School of Middle American Research. Entire museum of the Tulane department will be moved here and exhibited free in the State Hall, and a number of modern works of art from the same display will be hung in the Art Museum on the grounds. Dr. Herbert Gambrell, of the exposition staff, negotiated the loan, working with Director-General Frank McNeny and Tulane University officials.

Mormons To Exhibit

The Institute of Sugar and the Institute of Tobacco, both semi-official agencies of the Cuban government, took a large space in the Pan-American Palace for a joint exhibit. Tropical Feed Company, San Juan, Puerto Rico, took 8,000 square feet in the Pan-American Palace. Church of Jesus Christ of Latter Day Saints (Mormon) agreed to use 315 square feet in the Varied Industries Building for an exhibit of models and statuettes, as well as other works from its tabernacle in Salt Lake City, exhibit designed to bear out the Pan-American theme.

Palatial headquarters was provided for members of federated women's clubs of all nations when L. B. Denning, Lone Star Gas Company, turned that firm's air-conditioned building over to the club women, costing about \$125,000, the

structure was the Hall of Religions at Texas Centennial Exposition in 1936.

Ticket Campaign On

All planning for Pan-American Casino, main amusement spot, was completed. Frank L. Andrews, vice-president of National Hotel Management Association, arrived by plane to complete the contract by which his company will handle catering for the casino. Announcement that the firm will sign the contract was made by Ralph Hitz, president.

Prospectus for interior of the casino was released by Joe Mielziner, designer. A large cocktail bar will be in the central entrance foyer. From the entrance, horseshoe shaped terraces will extend to the stage. Terraces will be built for tables for two, four, six and eight. Light pylons on the floor by the walls will afford an ever-changing soft glow of pastel lights. Erection of a proscenium arch will enlarge the stage to dimensions of 45 by 70 feet, and a revolving stage 32 feet in diameter will rest in its center. Interior architecture will follow modern classic type. Casino will be thoroughly air-conditioned.

Promotion department has launched its campaign for sale of 500,000 tickets by June 1 and had completed arrangements for 105 special day programs, Promotion Director Frank N. Watson said.

George A. HAMID INC.
Wonder attractions

A LIMITED NUMBER

Of outstanding attractions are still available for early season engagements at Fairs, Celebrations, Special Events, etc.

Fairs are urged to book immediately if they wish to take advantage of choice programs.

ONLY REPUTABLE ATTRACTIONS PAY DIVIDENDS

1560 Broadway
New York, N.Y.
 Bryant 4-2410

THE STRATOSPHERE MAN

World's Highest Aerial Act.
Finishing With a 500-ft. Slide for Life.

Available for Fairs, Parks, Celebrations.

Address Care of The Billboard, Cincinnati, O.

WANTED RIDES

SHOWS AND CONCESSIONS FOR **SHERIDAN (IND) FREE FAIR**
AUGUST 25-26-27-28.
"Indiana's Biggest Free Fair."
TOM BAKER, Secretary, Sheridan, Ind.

WANT ACTS FOR FAIRS, JULY 4th

WANT FLYING ACT, ANIMAL ACT, LADY and MAN Skating Act, and more Acts of all descriptions for Fairs and Celebrations. Lightning Duo, write at once. WILLIAMS & LEE, 464 Holly Ave., St. Paul, Minn.

WANTED TO SELL

All Concessions and Amusement Privileges for **THE FLEMING CO. FAIR,**
August 19 to 21, 1937.
PEARCE WEST, Secretary, Ewing, Ky.

Fairs' Popularity Returning

By Fred A. Chapman

A FEW years ago it was thought the county fair was a thing of the past, a forgotten institution in the march of time. The automobile, which first threatened the life of the county fair, is aiding the comeback. County fairs' growing popularity is due partially to the automobile, an invention which re-



FRED A. CHAPMAN, secretary of famed Ionia (Mich.) Free Fair, president of Michigan Association of Fairs and past president of the International Association of Fairs and Expositions.

cently appeared to be the most powerful contributing factor towards the extinction of fairs.

A decade ago one might have been justified in predicting that the county fair was disappearing. It would have been correct to blame the automobile, for it appeared that the county fair would disappear because rural people no longer were restricted to travel within their own county. Now we know that the automobile, with its mobility, not only has increased attendance but enables visitors to compare the fairs they visit and has helped produce better fairs, the success of which depends on local management, local support and a community spirit.

Strive for Approval

It is well to remember that fairs make their greatest appeal to people who live in smaller communities and the same class of people who have moved to the larger cities. Fifty-one per cent of the population of the United States still live in cities of 10,000 and under. Our program of activity and entertainment should be directed to make the greatest appeal to this class of our patrons.

The successful fair man appreciates the fact that we have been undergoing a change in our national life. It is doubtful if we can reap success if we follow the same program or proceed along the same lines that we did a decade ago. Fairs, like all other organizations and institutions, are largely in the making; we are continually trying to ascertain the demands of the public and then meet those demands. A successful fair, as I see it, is of the type which meets with the general approval of the majority of people who patronize it or live in the territory served by it and pay its way.

Clubs Great Asset

With the passing of the years I appreciate more and more the fact that as individuals we play a small part in creating conditions. We can create results and help conditions. In the events of life which are constantly taking place changes come about and new conditions arise which must be dealt with. Fair officials should and do adjust themselves as individuals and organizations to the changing conditions of the times.

Rural life is not as drab as it was 15 years ago. The line which divided the urban dweller from his country neighbor has been largely eliminated by good roads and the automobile. This modern method of transportation permits the man and his family on the farm to

mingle more freely with his city neighbor. Improved farm machinery, household conveniences, electric lights, telephone, radio and rural free delivery make the average country home but little different from the home in the city and consequently their tastes, desires and amusements differ very little.

It is encouraging to note the great interest and growth in 4-H Club activities. No greater contribution can be made to help the community spirit and interest in our fairs than the encouragement we give to 4-H Club boys and girls. We should increase the opportunities for these boys and girls to show their ability in all activities connected with their club work and similar interests.

Will Rogers' Example

Clean, wholesome amusements at our fairs are essential. We cater to women and children; we invite them to attend all our attractions. This puts the responsibility on the management to see that no show on the grounds will offend women and children. I think that the late Will Rogers showed the way. Nobody ever saw a movie in which Will Rogers had a part that presented a situation, a theme or a line of conversation which could possibly bring a blush to the cheek of the most prudish. Nobody ever heard Will Rogers in a play, on the radio or in a speech of any sort use an expression of doubtful meaning nor write a line in his newspaper articles which could be construed as even remotely risque.

Yet Will Rogers was in greater demand for movies, for radio, for speeches, for comment of all kinds than any man or woman in the world. Will Rogers became a rich man, his income larger than many a great industrialist. Will Rogers was clean in his personal character and clean in everything he placed before the public. In that characteristic of his there should be a lesson for all showmen and fair men; he showed the way and set an example for clean amusements.

I am firmly convinced that so far as amusements are concerned the public is constantly demanding a higher type than it did a decade ago. Once the public becomes accustomed to something better it is never satisfied with seeing or hearing something of an inferior quality. This is true of amusement, displays, transportation and fairs. I am not telling any manager something new when I say the fair of today should render an equal service to both the city dweller and his country neighbor.

Transportation Is Aid

Exhibits of the fields and orchards of the farm should be of such a nature as to advise the city dweller of the fact that the things which he needs can be procured in the neighborhood served by the fair, and the city dweller should take advantage of this display and determine where and how he can procure those necessities. The fair should be one of the greatest agencies in the country for those who raise pure-bred animals for sale and should act as a means of bringing together both seller and buyer.

There is no question of the value of a county fair that is run on modern lines and up-to-date business methods. No other enterprise appeals to so many interests, and exhibitors are the backbone of State fairs and international expositions. No other event draws as many people to a community as an up-to-date county fair.

Most of us fair secretaries are happiest on our busiest days. Some are disgusted with everything when they are out of pace with the whole world. But in searching for the reason they never think of examining themselves. How the world treats you is usually the result of how you treat the world. How often have you heard the expression, "Oh, if only something would turn up." It's a fine wish, but we seldom cash in on mere wishes in this world. Get out and hustle just a little; things usually turn up for the man who digs.

Competition will naturally eliminate the unnecessary or weak fairs. The ease of transportation via automobile will afford an opportunity for the better county fairs to continue to grow and prosper.

DETROIT—Miss Doris Speakman, office manager of Michigan State Fair, has returned to the office following recovery from a serious operation, having been absent about six weeks.

Fair Grounds

IRONTON, O.—Lawrence County Fair Board announced a fair will be held here this year after a two-year lapse.

JEFFERSON, O.—After 51 years of service at Ashtabula County fairs, T. Weatherston, grounds superintendent, resigned.

MILWAUKEE—Karl S. Reynolds, executive vice-president of Wisconsin State Chamber of Commerce, has accepted an invitation to serve on the national advisory committee of New York World's Fair of 1939.

DOVER, O.—Tuscarawas County Fair directors have joined other Eastern Ohio fair boards in boosting admission price from 25 cents to 35 cents. Price for autos and grand stand will remain at 25 cents. Horse-pulling program will include a contest every morning.

MADISON, Wis.—Krueger Bill, introduced in the State Assembly, would change the deadline for filing of fair statements with the commissioner of agriculture from last day of December to last day of October.

LEWISBURG, Pa.—Plant of Union County Fair, said to be oldest in Pennsylvania, first held 85 years ago in New Berlin, was sold at sheriff's sale for \$4,200 to Lewisburg National Bank, holder of \$12,000 in mortgages on the property. A syndicate of 25 Union County men plan to purchase the plant from the bank and continue it in operation.

ST. JOHN, N. B.—Fair plants in Fredericton, St. John, St. Stephen, Woodstock, Moncton, Chatham, N. B.; Amherst, Pictou, Halifax, Yarmouth, Windsor, Lunenburg, Bridgewater, Antigonish, N. S., and Charlottetown, P. E. I., are to play prominent roles in Coronation Day (May 12) celebrations in the maritime provinces. Practically every city and town and many villages are sponsoring celebrations in honor of the formal crowning of King George VI. In some instances fair associations are wholly in charge.

MERIDIAN, Miss.—Ernie Young's Revue for the grand stand and Gruber's World's Exposition Shows for the midway have been booked by Mississippi Fair and Dairy Association, reports Elizabeth Frost, assistant secretary and manager.

ALGONA, Ia.—A new 4-H Club barn probably will be ready for the 79th Kossuth County Fair this year, said Secretary E. L. Vincent. Acts and revue have been contracted thru Barnes-Carruthers and fireworks thru Thearle-Duffield. Crowley's United Shows will be on the midway for the third consecutive year.

MARNE, Mich.—WLS Barn Dance has been signed for Berlin Fair, said President H. Fred Olman, to appear twice on opening date. Concessions and rides go to K. G. Barkoot. Henry H. Leuders will again provide revue. Ottawa County board voted \$300 toward premiums, which have been increased 10 to 20 per cent. Many improvements were made possible thru success of the last two fairs.

WHITEMAN AGAIN

(Continued from page 46)

floor in the Coliseum, will revert to the city when the show is over. Fiesta is to carry liability insurance to indemnify city against any damage claims. The group also will be required to post a bond, not only to indemnify the city against damages to buildings but also for performance of contract by the show. Contract prohibits Fiesta use of motion pictures and public-address equipment except by permission of the city. It also will prohibit changes in the electrical system. Coliseum is to house an industrial exhibit showing Texas progress, and Sallie Puppet show, first suggested for Jumbo building, now is slated for Municipal Auditorium.

Edward L. Lark, boosting the local

show, and Lloyd Hayes, representing Dallas Greater Texas and Pan-American Exposition, began a 1,700-mile foot race on April 17 from the blockhouses here to New York City as a publicity stunt for both shows. Both are pulling miniature covered wagons, displaying advertising for the shows.

Rose in Cleveland

James F. Pollock, secretary-manager of the Fiesta, is negotiating with Oklahoma Indian officials to bring 30 or 40 Indians here again this year to occupy the Indian Village and perform war dances as free attraction.

As Billy Rose; Dana Suesse, songwriter, and John Murray Anderson, stage director, have been in Cleveland for more than a week working on the Aquacade there, work on the local show has practically stopped. Carlton Winckler, stage manager and lighting technician, is in Agua Caliente, Mexico, in a search for talent.

G. F. BOOSTS

(Continued from page 46)

year. He said more high-class acts have been booked this year than ever before, as an initial move in carrying out that pledge.

Much Repeat Business

"Proving that the policy outlined has demonstrated itself to be worthy of continuance, it may be well to point out that North Montana State Fair, started in the depression year of 1931, has in the interim acquired a surplus of \$158,700.21, has seen its turnstiles click to the tune of \$81,441 paid admissions and on opening day this year expects to pay a cash award of \$100 to the millionth person to pass thru its gates," he continued.

"True significance of the cash record and of the attendance record is not realized until it is revealed that there are only 90,000 persons living within a radius of 150 miles of the fair. It becomes immediately evident that a very large portion of our attendance was repeat business. And this repeat business was due largely to the fact that we contracted enough high-class acts to insure mid-week changes of program.

"In establishing what, in view of the circumstances, must be judged one of the most remarkable fair records in the nation, we have followed the policy thruout of dealing only thru major recognized booking agencies or with individuals whose integrity has been established. That is why I am now able to promise you definitely that the 1937 North Montana State Fair program will eclipse anything in its history."

Bill of Acts for '37

In the six years the fair has operated, Mr. DePue pointed out, the night show has been provided three times by Ernie Young, once by A. F. Thaviu and twice by Barnes-Carruthers, who have again signed to stage the night show this year. Both Ernie Young and Barnes-Carruthers acts have been signed for performances before grand stand and bleachers. Those to be supplied this year by Young include Takteta Japs, the Hamiltons, the Gauchos, the Danwills and Joe and Pete Michon.

Barnes-Carruthers will supply the Curtis Combination, Healy and Mack, MacDonald Trio, Aerial Bauers, Tripoli Trio, Smith's Ponies and Cimse. Specialty acts booked with the Barnes-Carruthers night show, *Soaring High*, include Grey Family, Ray and Sunshine, Five Wonder Girls, Empire Cotette; Ross, Pierre and Sherman; Bobby Jean and Company and Gaudsmith Brothers.

As a thrill-day attraction on final day Barnes-Carruthers will again provide Captain F. F. Frakes, this year in an aerial dogfight. An added attraction, also to be supplied by Barnes-Carruthers, will be an auto rollover. Believing that balloon ascensions are so old that they are new again, Baldrige Balloon Company has been given the contract for a daily ascension.

Goodman Booked Again

Goodman's Wonder Shows and concessions will be on the midway, marking the fourth year that Max Goodman has had the fair concession privileges. For the seventh consecutive year Thearle-Duffield fireworks will serve as the finale for each night show. A 43-race program has been outlined with \$16,000 in purses. For educational displays more than \$40,000 in prize money has been posted, said to be more than is offered by any other fair in the Northwest. A major educational feature will be the National Hereford Show, held here for the third successive year, with \$10,000 in prize money posted.

Max Gruberg Starts Heavy

Alexandria, Va., opening—reported a surprise—show has many new attractions

ALEXANDRIA, Va., April 24.—The World's Exposition Shows, under direction of Max Gruberg, opened its season here Monday night, April 19, most auspiciously, with 10,348 going thru the gate. Fine weather prevailed, a host of visitors were entertained and not a hitch occurred that in any way marred the 1937 premiere of the organization.

No less a sum than over \$40,000 has been spent on the show, all of which is absolutely new in the way of tents, fronts and appurtenances, and on 14 riding devices, 12 of which were on the lot and two in wagons on the grounds, space not permitting their erection.

All five of the Washington, D. C., newspapers were liberal with their space, The News running the first front-page picture of the erection of the show last Saturday, carrying it thru all editions, and another layout of the motorcycle stadium with the English champion rider, Dorothy Stone. With her are Speedy Dawkins and Del Crouch. The front is 95 feet long and brilliantly illuminated.

Tented Attractions

Shows: Monkey Circus, Gerald Weeks, manager; Harold Copeland, front man; Jack Thompson, tickets. Motordrome, Del Crouch, manager; riders, Speedy Dawkins and Dorothy Stone; assistants, T. Terry, B. Schumann and Melvin Douglas. Freak Show, Newton Kelly, manager. Attractions, Ringman Mack, Chief Long Time Sleep, Chief High Star, Gene Hoxie, Lewis De Witte, Henry King, Albert Zimmers, Mrs. Albert Zimmers, William Martin, Craig E. Crane, E. Keane, Earl Housling, Frank Bennett, Mrs. Frank Bennett and Art Relsel. "Alcazar Prison" Show, G. R. Spencer, manager; Claude and Leroy Tarrant, assistant wardens. Midget Village, Thomas Vollmer, manager; Princess Violet, Robert Hohlman, Mrs. Alice Holmes and two children, Lorin Seydell, Tiny Mite Louise, Major Gulliver and Lilliputian Dannie. Rainbow Frolies, Jack Montague, manager; Joe McNeely and Wesley Howard, tickets; "Dardanella," feature dancer; Jolly Joy Granlich, producing comedian. Chorus and ballet, Lillian Royce, Nellie (See MAX GRUBERG on page 55)

State Fair Shows Prosper on Early Trek

NEEDLES, Calif., April 24.—In speaking for the State Fair Shows, which is now on its eighth week of the season, Dave Lachman, manager, said: "It is a pleasure to report that every stand to date has been a winning one, both shows, rides and concessions have enjoyed good business. Press and public seem pleased with the attractions presented, and the color scheme of the midway has come in for much comment as to its impressiveness."

Several new chromium fronts have been completed. The Paris Follies front is 50 feet wide and adorned with 30 lights. The trained animal show is a new addition and is really meritorious. Jake Dymes' Harlem Steppers has 20 performers, band and orchestra and is getting first honors. W. H. (Bill) Rice promoted two successful public weddings at both Phoenix and Prescott, Ariz."

Toffel and Amazon Shows Combine

CHICAGO, April 24.—Johnny Toffel announced here last week that the Great Amazon Shows, organized in Florida during the winter, have combined with the Johnny Toffel Shows and that this combination makes a very formidable outfit. The title from now on will be the Johnny Toffel Shows.

The organization is managed by John Toffel Sr. and has W. K. Reese as concession manager; Jack V. Orr, as superintendent of shows, and John Toffel Jr., in charge of all rides.

J. Geo. Loos Gets Laredo for Three Years

LAREDO, Tex., April 24.—At a meeting held here April 17 J. George Loos was awarded a three-year contract for the annual George Washington birthday celebration.

In making plans for the expansion of the festivities here the committee decided to hold an international fair in conjunction with the celebration for two weeks each year and also international Olympic and Rodeo contests.

Beckmann & Gerety Break a Record

SAN ANTONIO, April 24.—The Beckmann & Gerety Shows opened the season here Monday, April 19, at the annual Fiesta de San Jacinto and "Battle of Flowers" celebration. The 18 rides, 20 shows and 20 concessions being located on Main and Military plazas.

Business for the first four days recorded a most gratifying increase over the same period of last year. Rain and wind at about 9:30 Tuesday night sent a record-breaking and spending crowd scurrying home and practically ruined what would have been a good day.

Complete roster of attractions and personnel will be issued by Kent Hosmer, press agent for the shows, from St. Louis, the next stand.

Hennies Bros.' Shows Get Record Start at Ft. Smith

Open with children's matinee and big at night—many wires from well wishers—all new new fronts and canvas—several new shows—illumination a feature

FORT SMITH, Ark., April 24.—With ideal "good old summer-time" weather prevailing, the Hennies Bros.' Shows enjoyed a real record opening here last Saturday, April 17, auspices of the Trades Labor Council. The season started in the afternoon with a children's bargain 5-cent matinee, and the show got away to a flying start. At night there were 9,300 paid admissions to what *The Fort Smith Southwest-American* and *Times-Record* credited as being not only the largest carnival to appear here but by far the most pretentious and brilliantly illuminated.

The opening night was covered by *The Times-Record* city editor, J. E. (Pat) Garner, who had a season of trouping with the old Morris & Castle Shows as manager of their wax exhibit, titled the "Hall of Fame."

All day both Orville W. and Harry W. Hennies were recipients of more than a score of telegrams of well wishes for a profitable and successful season, including messages from Showmen's League of America, Heart of America Showmen's Club; their mother, Mrs. Daisy Hennies, Kansas City; Mr. and Mrs. John R. Castle, Mr. and Mrs. Noble C. Fairly, Mr. and Mrs. Johnny Lavin, Joe Murphy, Irving C. Ray; the ex-employees of the old motorized show, now with the Fairly-Martone Shows; Tommy Martin and Eddie Phillon; Al C. Hartmann, of *The Billboard*; Robert T. Carr, of Shreveport, La.; William R. Hirsch; Charlie T. Goss, of East St. Louis, and many of the firms that the show did business with while wintering the past five months in Shreveport.

In a previous show letter a mistake was made by the writer in enumerating the numbers of shows and rides just before the opening and wishes to correct the error, as the Hennies Bros.' Shows midway will consist of exactly 15 tented attractions and 18 rides, starting at Joplin, Mo., at which place the brand-new Dogma ride joins. The Octopus ride joined here and also the new Darkest Africa attraction of Mrs. W. W. Dyer and will make its debut to the show world, along with a fun show called Hokum, operated by Mrs. Hazel Martin.

New Fronts and Canvas

All new show fronts, with copper chromium along with neon lighting, prevailing; brightly painted and decorated rides, many of them brand new, and many new faces; in fact, the Hennies Brothers are presenting a complete new show, from front gate to back, the midway measuring 2,347 feet front-line space surrounding the 18 riding devices, using none of the old United Shows of America fronts or canvas. All canvas is brand

(See HENNIES BROS. on page 55)



MAX GOODMAN AT THE "MIKE" THANKS THE THROGS for its sincere co-operation in helping him launch his new show, the Goodman Wonder Shows, at Raleigh, N. C., Saturday, April 17. Left to right, John Swain, secretary Merchants' Association; Mrs. Joseph Goodman, Mayor George Iseley of Raleigh; Mrs. Max Goodman, Max Goodman and Joseph Goodman. Max not alone thanked the local folk but all the staff and workmen who co-operated with him in making his dream a reality.

Sheesley Midway Hit By Young Tornado

KNOXVILLE, Tenn., April 24.—A young tornado and thunderstorm hit the Mighty Sheesley Midway here Thursday and demolished \$4,000 worth of show equipment and greatly retarded the progress of the shows, which appeared here under the auspices of the Central Labor Union.

Grant Lester's and Harlem on Parade wagons were blown over face down, destroying lights, illusions and all equipment necessary to operate both shows. Much other damage was done by the storm, such as concession tents ripped to shreds and merchandise stock strewn all over the lot.

The Twin Wheels were sprung and moved over eight inches. The crossbars connecting them were possibly responsible for the fact that they remained in the air.

The Merry-Go-Round was shifted three inches and several people are in the hospital as a result of the ravages of the winds. Two workmen, 21-year-old Chester Willard, of Lansing, Mich., and Robert Elms, 30, of Pittsburgh, received back injuries; Andrew Duryea, Negro, of Rockville Center, L. I., N. Y., was only slightly hurt. The wind, accompanied by a heavy rain, hit the midway in mid-afternoon.

The show opened yesterday in its entirety with the exception of shows and concessions that were destroyed.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Third Rail, Va. Week ended April 17, 1937.

Dear Onion:

This is it. Not a town in sight, not even a country store or a warehouse. The entire show was loaded on the train and was on a siding. The only location that I can give is that the show was on the third rail counting from the right, but do know that we are still somewhere in Virginia.

Early Sunday (a little after sundown, to be exact) our train pulled out of Permanent Wave, Va., yards and parked on this siding at 9 p.m. All with it knew that we were making a short 300-mile run and just took it for granted that we were stalling to give the privilege car its weekly break. But when Monday night approached and the car ran out of stock and the entire personnel ran out of money it was then that we sensed that something was wrong.

Tuesday arrived and still no locomotive hitched on the head end. It was

then that the neighboring farmers received the much-talked-about farm relief. They were relieved of all the food-stuffs on their places. It was first rumored that our all-women train crew had tied the show up, demanding either money or the husbands that the management had promised them.

Wednesday the bosses arrived back to the show train, bringing a truckload of meats and groceries, and this action automatically released the live hog that had strayed into our stock car an hour before. Pete Ballyhoo then delivered a flowery speech, asking all to sit tight and not worry. The show treasurer then announced that the show would now start celebrating the Ballyhoo Bros.' "Brass Jubilee."

Thursday the women on the show declared a "hang-up strike" by hanging their family washing on the telegraph wires that ran alongside of the tracks. They refused to take down their displays (See BALLYHOO on page 55)

TWENTY-FOURTH SEASON

FAIR AT HOME SHOWS, Inc.

Combined With

★ Traver Chautauqua Shows, Inc. ★

12 RIDES 3 FREE ACTS

ANNOUNCES
OPENING THE SEASON MAY 1 TO 8, AT
POMPTON LAKES, NEW JERSEY

WANT

On Account of Disappointment Want **COOK HOUSE**. Will Guarantee \$400 Meal Tickets.
Also Want **TEN-IN-ONE** or any other Show capable of getting Real Money. Can use an Agent for Second Work.
Few choice Concessions open. Must be straight, as we will not tolerate graft in any form; making our Concessions a paying business.
CALL AT WINTER QUARTERS, CHATHAM, N. J. Or Write or Wire

GEO. W. TRAVER, Mgr., 39 No. Summit Ave., Chatham, N. J.

WANTED---TRI-STATE SHOWS---WANTED

Have Merry-Go-Round, Ferris Wheel, Tilt-A-Whirl, Chairplane, Kiddie. All owned by the management. Want any Ride that don't conflict with the above. Shows of all kinds, also the following Concessions: American Palmystry, Popcorn, Candy Floss, Custard, Corn Game, Scales, Penny Arcade, Long-Range Shooting Gallery, Help on all Rides, Ball Game Agents, Six-Cat Worker, Linwood and Oakman Blvd., Detroit, Mich., week April 26.

LOUIS MARGOLIS, Mgr., 406 Hazlehurst, W., Ferndale, Mich.

CLINT'S EXPOSITION SHOWS

West Brownsville Vol. Firemen, West Brownsville, Pa., April 24-May 1, followed by twenty weeks in towns; not playing the sticks. Can place Shows that don't conflict. A few choice Concessions open, such as Groceries, Photo, Bowling Alley, Custard, Grind Stores, Lead Gallery (Miller, wire), Candy Apples, Custard.

CLINT ROBERTS.

COREY GREATER SHOWS

WANTED—Acts, Freaks and Talker for Ten-in-One Show. State lowest salaries. Musicians and Performers for Plant Show, Hawaiian Dancers and Talker for Hawaiian Show, Greek, Fat Girl, Half-and-Half. Have outfits for any worth-while Shows. Will work salary or percentage. Mabel Mack come on Hill Billie Acts, Loop-o-Plane, Kiddie Autos, Octopus, Flat Rides, one more Free Act, Foreman for Big Eli Wheel, Working Men who can put up Big Tents, Ringer Man, Contest Promoter, Program Man. Few choice Concessions still open. Address: E. S. COREY or GEORGE F. DORMAN, P. O. Box 818, Johnstown, Pa. P. S.—Larry Osborn wants Cook and Griddle Man.

WANT SHOWS M. R. WEER SHOWS WANT CONCESSIONS

OPENS MAY 1, BLOSSOM FESTIVAL WEEK, BENTON HARBOR, MICH. 2-SATURDAYS-2. SHOWS—On account of disappointment, want high-class Girl Show with own outfit. Eddie Herman, Glenn Wyble wire. Any other high-class Shows, with or without own outfit. Low percentage. CONCESSIONS—WANT legitimate Concessions of all kinds except Cook House, Corn Game, Ball Games, Diggers, Photos, Popcorn. HELP—WANT first-class Electrician, high-class Bannerman. Fair salaries and Celebration Committees in Indiana and Michigan, we have a few open dates. What have you? All address **MABEL R. WEER, Route 6, Cassopolis, Mich.**

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 BINCO MERCHANDISE.
Slum of Every Description. No Catalogue.

Barkoot Opening Draws Good Crowds

TOLEO, O., April 24.—Located at Central and Stickney, Barkoot Bros.' Shows opened their season here last Saturday to good crowds. There were four rides in operation, Merry-Go-Round, Eli Wheel, Loop-o-Plane and Kiddie Autos, and all did a nice business. Business for the concessions was fair. Lot was muddy Sunday but many people were on hand just the same. Clinders were put on the lot but not enough to keep the people out of the mud. The way the crowds milled thru the mud indicated that people are still hungry for outdoor amusements.

Lineup of shows is not complete, as several that have contracted haven't arrived yet. Most of the people who were with the show last season are back. Glenn Wyble has Girl Show, Snake Show and Kiddie Autos. Barkoot Brothers have Merry-Go-Round, Eli Wheel, Loop-

o-Plane. Chuck Ray is on the Merry-Go-Round and Paul Campbell on Eli Wheel. Harold Cramer is on Loop-o-Plane, assisted by Curly Powers. Concessioners include Lylo, cookhouse, and grab; Joe Sparks, seven; Arvilla Campbell, ball game; Jack and Dorothy Raterink, pop corn, cigaret shooting gallery; Mrs. Dewey, photo gallery; Wasson, corn game; Etminger, caramel corn, candied apples; Johnson, scales; Al Cooley, two; A. J. Bennet, two; Stubby Fulcher, seven; Charlie Chase, cane rack. Manager K. G. Barkoot plans to add two more rides shortly. Reported by H. G. Hockett.

Buck Expositions Open to Big Crowd

MT. VERNON, N. Y., April 24.—The O. C. Buck Expositions opened the season here Thursday night, April 15, auspices of the Veterans of Foreign Wars. Commander Andrew Voght and Teddy

C. & W. Shows Open Good

Ideal weather prevails — Mayor Grayson sponsors ceremonies—many lights

HIGH POINT, N. C., April 24.—The Cetlin & Wilson Shows opened the season in this city Saturday, April 17, under ideal weather conditions, with the official opening sponsored by His Honor, Mayor C. S. Grayson, assisted by Commander Ira P. Walker of the V. F. W. and Ted Miller, press representative of the show.

When the switch was thrown in and the 1,360 lights on the entrance glared forth it was what has always been said, but in this case a reality, a blaze of glory. All that had the pleasure of seeing it last night expressed the same unanimous expression, "the most outstanding front in the show business."

Congratulatory telegrams and letters were received from George A. Hamid, Max Linderman; W. H. Dunn and Stickney Boyd, of the Wilson Fair; Charles Cohen, Jimmie Conners; W. E. Sykes, who is confined to Municipal Hospital, Norfolk, Va.; Jack V. Lyles, Norman Y. Chambliss, Neil Berk, the Showmen's League of America and David Endy.

Speedy Merrill's front for his Wall of Death is really beautiful, as is the new neon-lighted front for the Paradise Revue. The Streets of Cairo front is not quite complete. Sammy Lewis with Harlem Revue has a beautiful front and a real cast of people. Owing to late arrival of Doc Garfield, crew is still working to complete his front for Hall of Science, tho he opened on schedule. Leo Carrell has enlarged and beautified his Monkey Circus. Baby Lillian is the feature of Duke Jeannette's super side show. Willis Johnson has all-velvet draped stages for his performance in the Illusion Show. Rides have all been repaired, with practically every one white or ivory. Billy Morgan has a new sound system for street and midway broadcasting.

Phil Hamburg With It

John W. Wilson, general manager of the shows, announced that he has added Phil Hamburg to his Streets of Cairo as general manager of that unit. Hamburg, who is one of the few remaining old-time showmen, started his career in 1893 at the first Chicago World's Fair on the original Streets of Cairo and has been the originator of many shows now playing on carnival midways. He is also credited with being the first to bring out the so-called athletic show.

"In acquiring Hamburg for my Streets of Cairo," stated Wilson, "I am in accord with the thoughts expressed in recent issues of *The Billboard*; that is, to try to induce the old-time showman to return to the carnival business, for with him will come the originality, glamor and showmanship that laid the foundations for the carnival as it is today." Reported by George Hirschburg.

Hughes were in charge and expressed themselves as well pleased on behalf of the committee, and despite threatening weather a large crowd was present.

The outfit has all new canvas and the show as a whole makes a nice appearance, but owing to a small lot several rides had to be left out. The new Octopus did not arrive in time and the Swift Water Circus replaced the flying act for this engagement, latter to join later.

Much comment was given the new fronts, Motordrome and illumination. Many visitors were on hand, including Arthur E. Campfield, Baker-Lockwood representative, New York; Nelson Wingate, of the De Luxe Shows of America; Billy Marcus, former carnival man but now a motion picture executive, and Mrs. Mabelle Kidder, of the World of Mirth Shows, who was on to open her Temple of Mystery with the Buck Expositions.

If the opening night's business can be taken as a criterion Manager Buck is confident of a good season and it might be added that all the rides and shows that were open had fine patronage considering the overhanging clouds. Reported by Ross Manning.

Big Tops Play French Street Fairs

PARIS, April 19.—The big canvas-domed, frame-construction circus arena of the Cirque Medrano is installed at the street fair in Caen, April 11 to May 2. The Cirque Bureau big top is feature attraction at the street fair in Lyons, April 9 to May 9. The Cirque Leonce, after playing street fair at Rheims, opened at the street fair in Chalons-sur-Marne on April 18 for two weeks' run.

Street fair at Rheims has 80 rides and concessions, including Auto Scooters, Caterpillar, Loop-the-Loop swings, Autodrome, Aeroplane ride, Radio Cars and many shows. Street fair at Lille has 90 rides and concessions, including Auto and Water Scooter rides, Caterpillar, Whip, Autodrome and shows.

This Lion Probably Did Not Dance

DALLAS, April 24.—A verdict favoring Billy Edwards, professional wrestler and operator of Billy Edwards' Wrestling Arena at the Texas Centennial Exposition in 1936, was returned by a jury in a State District Court.

The jury estimated that \$250 would compensate Mrs. Norma Edwards, no kin of the wrestler, for injuries she alleges she sustained when she entered a cage to dance with a lion in Edwards' show last September. Her medical costs were set at \$70.

Mrs. Norma Edwards and her husband had asked \$8,885 damages. The jury found Mrs. Edwards negligent in several acts and found Billy Edwards, or his agents, negligent only in failing to let the woman out of the cage immediately.

Mrs. Edwards said she had been hired to execute a dance in the lion's cage. Attorneys said the lioness is Zimba, owned by Noble Hamiter, of Dallas.

Conklins Return; Hughes Will Later

NEW YORK, April 24.—Mr. and Mrs. J. W. (Patty) Conklin returned on the Queen Mary this week from a two months' stay in Europe. Conklin visited London, Paris and several other cities in the quest of novel attractions for his All-Canadian Show and the midway of the Canadian National Exhibition and reported the acquisition of several unusual numbers due to arrive in New York on a later boat.

The Conklins, who traveled greater part of the time with Elwood A. Hughes, managing director of the CNE, attended the Grand National Steeplechase at Aintree and visited Leonard Thompson's Pleasure Beach at Blackpool, the Ideal Home Show at Olympia, and the site of the forthcoming Paris Exposition. Hughes will remain in London until after the Coronation.

Mr. and Mrs. Conklin departed for Hamilton, Ont., on Thursday. The Conklin show, which has been assembled by Frank Conklin this year, opens its season in that city April 29.

Byers & Beach Shows Report Fine Opening

KENNETT, Mo., April 24.—The Byers & Beach Shows opened the season here Saturday, April 10, on a downtown lot, auspices of the American Legion, and had weather fair but the evenings were cool. Business far exceeded all previous openings in this city.

The trucks purchased from Charles T. Goss and Big Eli trailers purchased from Eli Bridge Company arrived and add much grace to the fleet, as all trucks and trailers are uniformly painted in red and lettered in gold. Harry M. Beach, part owner of the show bearing his name, carefully directed building of the new show fronts and equipment and during the meantime finished his Masonic degrees.

Among the happiest on the show are Mr. and Mrs. Tommy O'Laughlin, of the Athletic Show, who are proud to announce the birth of a 9-pound boy. Visitors were Frank M. Sutton, of the Great Sutton Shows; J. W. Byers, owner and manager of Byers' Greater Shows; "Dad" J. M. Byers, Tommy Fuzzell, D. W. Griffith, Steve Lee, Roy Lee, Ray Wheelock and wife, Carl Byers has booked the Crawford's free act. Reported by Don Trueblood.

Goodman's Makes Debut

Trying conditions met—
Raleigh mayor christens
the show—many visitors

RALEIGH, N. C., April 24.—Never did a new show work under more trying conditions and yet accomplish so much as did the Goodman Wonder Show the opening week here. Nearly everyone in the capital city showed unbounded interest in the industry, new to them as well as to the show world. The weather man was on his good behavior, ground out a brand that Max Goodman could not have improved upon and made it last the greater part of the week.

The show was the mecca for scores of showfolk from other parts, many of them passing thru or going to their own enterprises. The formal opening was Saturday night, April 17, when Mayor George Iseley broke a bottle of champagne on the corner of the office wagon.

The midway is one of which any owner may be justly proud. Not all contemplated attractions could make the run to the opening stand, but they will be added. Entering the midway one comes to Walter K. Sibley's side show, in which are several attractions that graced the midway of the World's Fair both years in Chicago as material parts of the "Believe It or Not" show. Then comes the aerial rigging of Valencia, the human top, who does stunts on a swinging pole far above the crowd.

Show of Shows

The Show of Shows, an Elsie Calvert creation, is a really beautiful thing back of a gorgeous front. Singer's Midgets are next in line. Twin Big Bill Wheels, bright in their new spring dress and brilliantly illuminated, set off their spot on the lineup.

The Swing Time attraction front is another fine feature creation, set off to great advantage by its next-door neighbor, the Life Show. This in charge of Dr. Sam Friedman. It is entirely white, with indirect lighting, and by no means the least attractive on the midway.

Then comes a new Dangler, with the next-door neighbor another gorgeous creation entitled Fantasma. A bright new Ridee-O is alongside.

In the center of the midway are some concessions. Over the Jumps, Skooter, Whip, Heyday and Kiddie Ride. At the entrance is the unofficial office, presided over by Mrs. Eddie Madigan, ably assisted by her husband.

All attaches are uniformed with neatly cut suits of United States Marine tinted khaki. The whole ensemble makes the Goodman Wonder Show live up to and worthy of its title. The artistic work of the show, which has gained hosts of favorable comments, is the production of George von Stein. The general trend is to the modernistic.

Wires Received

Wires: W. R. Hirsch, Bob Carr, S. Lick & Brothers, Charles Goss, W. D. Bartlett, Showmen's League of America, Mr. and Mrs. J. C. Simpson, Nagold Company, Sam and Gus Lieberwitz, Amusement Novelty and Toy Company, Mr. and Mrs. John J. Benjamin, Joseph T. Monsour, Gladys McDuffy, Julia Hirsch, Jake and Mannie Hirsch, Mildred and Arch Clair, Rube Lieberman, Globe Poster Corporation, Sol's Liberty Shows, J. T. Hobby and Son, Mr. and Mrs. Lem Blakeman, Jack V. Lyles, Show of Shows (Elsie Calvert), B. W. Kerr, Harold F. Deppe, Lou and Ned Torti, Al C. Hartmann, Mrs. B. Dorsman and family, Nate Audse, Joe End, Dan and Leo Greenspan, Louis Leonard, S. T. Jessop, Noble G. and Viola Fairly, Gullman Bros., Helen Stock, Fred C. Murray, Mr. and Mrs. J. R. Castle, Charles B. Blum, George Freeman, Mrs. C. M. Greene, Rai and Moise Hirsch, Cornell Novelty Company, Rosenbluth Bros. & Company, North Dakota State Fairs at Minot, the Chandlers, Mr. and Mrs. Carl Wagner, H. L. Lieber, Dr. Sam Friedman, Sheriff Tom Hughes, George A. Hamid, Louis Rifkin, Sophie and Himie Wagner, George and Margaret Bray, Lucian J. Arell, Rodin Novelty Company, Tom Allen, Moe and Pearl Meyerson, J. C. Tommy Thomas, Edward A. Hock, Imperial Shows, Wiley McKinney, Sam Wagner and Louis New-

man, Johnny Kline, Dr. A. Robson; Billy, Sadie and Joe Jeannette; Freddy and Chuckle Schwartz, Miriam and Louis Lasco, Beatrice and Harry Friend, Ike and Dora Simon, and Bill Powell, of Berlin.

Floral pieces received: Mr. and Mrs. Eddie Latham, Mr. and Mrs. Jack Arterburn, Dave Stock, Lusse Brothers and a huge horseshoe from the staff.

Visitors: Milton Morris, Robert Lusse, Starr DeBelle, Eddie Eger; James C. Simpson, wife and niece; Mrs. Bertha (Gyp) Daniel, Mrs. Betty Hardwick, Mr. and Mrs. Joseph Stly, Mrs. Jack Neil, Mr. and Mrs. Jean Delabates, Mr. and Mrs. Sig Shumway, Mr. and Mrs. Verne Sands, Forrest Scruggs, C. G. Dodson and wife, Sam Kaplan and wife, Mr. and Mrs. Ed Brewer, Joe Pollack, Mr. and Mrs. Ray Balzer, Mr. and Mrs. F. W. McGuey, Charles Weintraub, Tom M. Allen, Mr. and Mrs. A. J. Gray, J. S. Upchurch, Mr. and Mrs. Marcus, Robert Brumleve and J. E. Tiernan. Reported by Beverly White.

Dumas & Reid Open Fine in Detroit

DETROIT, April 24. — William G. Dumas and John F. Reid closed the first stand of the season for the Happyland Shows Tuesday at Fort and Southfield roads in Lincoln Park, southern Detroit suburb, and reported business good, particularly over the week-end.

With more carnivals on the lots than have played Detroit in about seven years, Dumas & Reid opened with the largest show they have had for their first stand in their career.

The Lincoln Park stand was for the local Post No. 67, of the American Legion. This past Saturday's business picked up toward evening after a heavy morning downpour and damp Saturday afternoon.

Captain Ritz's Motordrome, Alexander's Penny Arcade and Johnny Ray's Side Show and Snake Show are features of the shows this season. New Ridee-O was received from the Spillman Engineering Company and proved immediately popular. A new Octopus ride has been ordered. Ray Teehaah opened with a large brand-new cookhouse.

Spencer & Clark, New Show, Bows

WASHINGTON, Pa., April 24.—Under auspices of the Italo-American Politico Club, Spencer & Clark Exposition Shows, a new organization in the field, opened its season here last Saturday evening. Weather was all that could have been asked for. Business was beyond expectations.

Following is the roster: C. D. (Jack) Clark, manager; Sam Spencer, treasurer; Mrs. Rae Adele Clark, secretary; Theodore Meadows, electrician; Jimmy Russell, property man; Homer Brooks, mechanic; the writer, in charge of all advance promotions. Rides: Ferris Wheel, Walter Eldridge, foreman; Dale Osborn, second man. Chair-o-Plane, Earl Brooks, foreman; Godfrey Azele, second man. Tilt-a-Whirl, Mac Master, foreman; Clarence Householder, second man. Auto Kiddie Ride, Dave Harris, owner; Joe Saunders, foreman. Shows: Girl Show, Beauty and Elsiens in charge; Mary Miller, dancer; Elsiens, fan dancer; James Wright, ticket seller. Crime Show, Sammy Littlebridge, manager; Carl Grafton, helper. Minstrel Show, a company of 11 with seven-piece colored band; Pete Nelson, manager. Several rides and shows were late in joining but will be at next spot, Kiltanning, Pa. Capt. Earl MacDonald is the free act, doing high dive in tank.

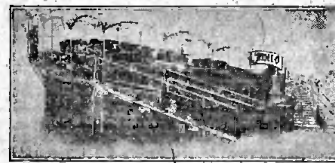
Concessions: Cookhouse, Mr. and Mrs. Harry Devore, managers; Mr. and Mrs. Harry Devore, managers; Mr. and Mrs. Lewis Bartley, helpers. Corn game, Al Williams and family. J. E. Moberg with Fish Pond, Allen MacElroe, operator. Clothes-Pin Pitch, John Dougherty, operator. Pitch-Tilt-U-Win, Robert Fielder, operator. Cigaret gallery, Billy Hale, operator. Candy Wheel, Morris Brown, operator. B. L. Decker, three ball games, Doris Collins, operator. Shooting Gallery, B. L. Decker, operator. Bumper, Jean Collins, operator. Mr. and Mrs. Homer H. Simons, English Penny Roll Down and Blower. Radios, J. R. Teter, operator. Clocks, George Wentz, operator. Cigaret Shooting Gallery, Mrs. Teter, operator. Grocery Wheel, Johnny Domico, operator. Mitt Camp, Frank and E. Mitchell, owners. Lewis Black, two ball games, with himself and H. Black, operators. Country Store, Mr. and Mrs. Henry Hawes. Earl McDonald, Photo

ODDITIES WANTED FOR RIPLEY'S (BELIEVE-IT-OR-NOT) ODDITORIUM

This Summer in Cleveland, O., and Dallas, Tex,
We want the best in the world. What have you
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Soft Drink and Ice-Ball Concessions—you'll color or flavor. Just add water. NOTHING
be surprised at how good a drink you can get ELSE, and 1 gallon makes 8 gallons of a fin-
at a cost sensationally low. ished product that brings customers back for
Marie Antoinette is a highly concentrated, full- "seconds." Guaranteed pure and wholesome.

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Cash With Order, Prepaid.

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WANT for the choice spots in the States of Michigan and Wisconsin. All Celebrations and
Promoted Spots: Cook House? Guaranteed privilege in meat tickets. Stock Wheels, Coun-
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Free Act for long season. All Rides booked, WANTED—Ride Help in all departments. Address

COTE'S WOLVERINE SHOWS, Jack Purcell, Mgr.

Mt. Clemens, Mich., this week; Royal Oak, Mich., May 8 to 16.

McCLELLAN SHOWS

WANTED—Mechanical Show (Carl Woodin answer). Athletic Show, with or without equipment; Crime,
Unborn, or any good Attractions. WILL BOOK Loop-o-Plane or Octopus, Pony Ride. WANT Man for
Front of Geek and Girl Shows. WANT Girls for Side-Show Acts. Write JOHN HUTCHENS, WANT
Saxophone Player for hottest Minstrel Show on road. Salary paid by office. CAN USE Tire Help, A-1
People all times. No pay rate. WANTED one Agent for Blower, one for Skillo, Scales, Cigarette
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Arcade (Haverstick answer). Frozen Custard, Ice Cream. All people joining now given preference at
our long route of Southern Fairs. Come on. Week April 26, Centralia, Ill.; Belleisle, Ill., week May
8. Champaign, Decatur, Danville, all Illinois, follow under strong auspices.
ROY GOLDSTONE, General Manager.

NOTE—We positively hold signed contracts for 12 Fairs, also Vincennes, Ind., 4th July Celebra-
tion; Hattiesburg, Miss., Armistice Celebration, downtown.

Gallery and Penny Pitch. Ben Chappelle, Charles Proudey, owner; William Miller,
Bowling Alley. Candy Apples and Pop helper. Mrs. Charles Proudey and
Corn, Dave Harris and wife. Ball Game, Thomas Proudey, Penny Pitch. Re-
port by William J. Klingler Jr.

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50 UNITS
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Accepting Orders for June and July Delivery
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Most comprehensive line of Apparatus and Supplies
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ATTENTION
Novelty and Concession Men, a new seller or give-
away for small premium. "The Lord's Prayer" or the
Ten Commandments on a Copper. Retail at 5c. to
you 1 1/2 each, or \$1 per 100 plus postage. They
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FOR SALE
Unborn Show, 30 Human Specimens, \$300, Crime
and Dope Show, War Show, Unborn Show, number
of Illusions. Write for list and prices.
D. J. GORMAN, 345 N. 8th St., Philadelphia, Pa.

Midway Confab

By THE MIXER

OPPOSITION BATTLES: How absurd. In Los Angeles. Was with Hilderbrand's Shows playing lots in that city."

JACK V. LYLES in and out of New York in the interests of O. C. Buck.

MRS. (MARK) MAUDE CORNISH WESCITT — Write Josephine Cornish Wild.

BUSINESS is operated on the basis of confidence and credit, not bull and con.

J. W. TRUEMAN letters from Augusta, Ga.: "Leaving to join Jere Shaw's Shows."

JOE KARR, of the Blue Ridge Shows, reported from Tucapau, S. C., of his deep interest in the late Charles C. Blue.

WONDER WHO will be the general agent for the Goodman Wonder Show.

R. S. HETTENGER cards from Pittsburgh that he wants to know where J. E. Summers, the human cannon ball, is.

WONDER whatever became of Mrs. Ben Krause and the Krause Greater Shows.

IF SOME are press agents, then the Panama Canal is Niagara Falls.

OF COURSE the show is bigger and better than ever before. This is 1937.

Well, anyway, the carnival never was as phony as some radio programs!

BOB HALLUM cards from Cowan, Tenn.: "Cumberland Valley Shows will open season here. Has rides, shows, Motordrome and free act. Will have pay gate. Rocco Oleo has cookhouse."

MRS. DOROTHY BISHOP letters from Gallup, N. M.: "Am in hospital here recovering from a heart attack. Would appreciate hearing from friends in the show business."

a result we have not signed with a show."

ROBERT R. KLINE used to be called a fast-stepping general agent, but one wonders what has become of him. He might be up in the hollows of Kentucky and Tennessee for the Royal Palm Shows, who knows.

LOOK TO the future but don't try to con yourself that you will be infallible in predicting what it will be.

E. CLAY MAY, special agent for Shee-ley, visited *The Billboard* offices last week. He is very proud of the outfit this season and says it is true that the opening stand for the shows was the best opening date in the history of that organization.

HAPPY WALKER letters from Pitts-
burgh: "Miller and Walker have booked their new diner with Christ United Shows, opening May 1. We have L. A. Miller, B. T. Beatty, Red Woods and Joe Panarda here now. It looks like it is going to be a prosperous season."

A LOT of men get credit for being hard-headed business men while in reality they are just pretenders.

MAYBELLE KIDDER, who has the il-
lusion shows on the World of Mirth and O. C. Buck contingents this year, in New York on business. Renewed acquaintance with Rajah Raboid, the illusionist, who is returning to the business with a show this year.

MIKE GRAVIS, of cookhouse and cus-
tard fame, visited *The Billboard* offices last week to report that he arrived from Rocky Mount, N. C. to open with the Broadway Shows of America in Newport, Ky. Mike said his brother John would refrain from the road this season.

CALL a four-flusher's bluff and he is liable to squawk so he can be heard a mile. This proves something or other.

BEN BENO, aerialist, cards A. C. Hart-
mann from Birmingham: "Staying on all season with Royal Palm Shows. Passed up all my fair-and-park bookings. Berney Smucker sends best regards. Show is located here right in heart of the city on First and Second avenues at 12th street."

JACK PERRY, manager Merry Rose Perry, fat girl, cards from Jackson, Tenn.: "Have changed shows since last card. Found C. L. Spencer, manager World Amusement Company, a real showman and honest in all his dealings. We opened with F. H. Bee Shows here."

YOU WON'T get anywhere if you rest on the assumption that you are right and the whole world is wrong.

DICK WAYNE BARLOW cards from Brookfield, Mo.: "Been away from the carnival and circus business for several years. Am now in the theater advertising line. Wrote my old partner, E. Marley Barnes, several times but no reply."

EARL W. BACON letters from Detroit: "Am trying to locate my father, William Wellington Bacon. He has been connected with carnivals all his life. Saw his name in *The Billboard* during the year of 1934. He worked for Rosco Wade's carnival, Whitie Davis and West Bros. Amusement Company."

THE WORLD has been going on for millions of years and the perfect human being has not been found yet.

FRANK STARKEY cards from Haines City, Fla.: "Have organized the Haines City Amusement Company. N. G. Smith is president and myself manager. Have a building 60 by 120. We specialize in merchandise machines and have pool-



SOMEWHERE IN FLORIDA, BABY RUTH, of the Royal American Shows, took a notion to "take mother's advice" and not go near the water, so she sat down on the sand adjacent to the Gulf of Mexico. Here we see two hefty men and two charming bathing beauties trying to get this fat girl up on her feet again. There are bathing beauties and bathing beauties, but it is a safe bet that this hefty "little lady" is about the largest of them all. Photo by Datsweil.

MR. AND MRS. C. J. MARTIN card from Greenfield, O., that they have booked their photo machine and shooting gallery with Howard Bros.' Shows.

E. A. WALL cards from Gallipolis, O.: "Will be back with Howard Bros. Shows as general superintendent after being away for three seasons."

KNOWLEDGE is a pet aversion with alto-
gether too many people in this world.

MRS. MAX LINDERMAN spent several days in New York last week. Reports the World of Mirth aggregation just about set to debut.

FRANK DUFFIELD, of Thearle-Duffield Fireworks Company, in New York and out again before many of the boys were aware of it. Contacting near-by parks, the purpose.

FAIRLY-MARTONE SHOWS, motor-
ized, are now making three-day stands.

DR. J. C. WALZ cards from Marion, Ill., that he joined the McClellan Shows with his python snake and that he is well pleased with the show and its management.

BUCKY-WUCKY: Just a new title for a fun-
house.

GEORGE SELLERS cards from Centra-
llia, Ill.: "Booked my concessions with Great Superior Shows. Had nice winter

J. R. EDWARDS, manager of the at-
tractions bearing his name, letters from Wooster, O.: "Have been given contracts for the Putnam Pumpkin Show, to be held in Zanesville, O., week July 25."

MAURICE BAYLOR cards from Col-
umbus, O., that he, John Whitaker and Charles Poukshis will join the American Exposition Shows, a F. E. Gooding unit, at Middletown, O.

SOME PEOPLE only write home and friends
when they are in need. Strange things are
some human beings.—Tillie Faw Clothes.

DICK COLLINS is tough as an oppo-
sition press agent. "Why WAIT for the
minnow when the whale is here," was one
of his latest and it happened at Alex-
andria, Va.

HOWARD INGRAM cards from Char-
lotte, N. C.: "Am trainmaster for Shee-
ley, making fifth season. Was in quar-
ters building and organizing. Naturally,
rumors that I am with another show
are false."

REGARDING ROUTES: Please do not state
"This week, next week and the week after."
Give the exact dates for each stand.

HARRY OWENS cards from Arlington,
Ill.: "Mary Gayner and myself are here
at home. She has been sick for some
six weeks but is feeling better now. As

SOL'S LIBERTY SHOWS



Feature a brand new
1937 Model Du-Plex
Unit of No. 5 Wheels.
Always dependable
profit-payers. Built to
render a generation of
trouble-free service.
Invest your money in
a time-tested success-
ful device. No. 5
BIL ELI Wheel.

ELI BRIDGE COMPANY
Builders of Dependable Products.
800 Cass Avenue, JACKSONVILLE, ILL.

room and bowling alley, something new hereabouts."

J. ED BROWN letters from Mexico City, Mexico: "Been married 25 years and am now giving my wife her much-belated honeymoon. This is a nice place. Drove down from Dallas. Will go to San Antonio for the "Battle of Flowers" and then back to Dallas for "Believe It or Not."

SENIOR GEORGIE LEE letters from Key West, Fla.: "Am the talker and big eater on the Minstrel Show. Was with Krause Greater Shows, but Shorty Harris, Rufus, Simpson and myself were left here when the show departed. The late Charles C. Blue knew me. Tell our friends."

GO ON and tell the chump to stick and win. Some concessions are so rank that even a "stick" cannot win.

GENE DAVIS cards from Ladd, Ill.: "Earl Bunting and Mark Williams are now neck and neck in Joe Tilley's mustache derby. Mark claims to have grown as much hair on his upper lip in two weeks as Earl has in 10 years. Boys in the Tilley Shows' quarters are making book on the outcome of this race."

PAUL OSBORNE letters from Savannah, Ga.: "Dodson's Shows opened here on the fairgrounds. Ten-cent gate. Weather, perfect, and business for shows and rides good. Concessions, a bloomer. My agents are J. A. Heath, Jimmy Hicks, Joe Moore and Joe Reed. Dave Carroll, press agent."

IT IS a good thing that there are now about eight big carnivals, so that some of the pretenders can copy ideas from—and they speak of my shows.

DOC WADELLE letters from Tyler, Tex.: "No longer with Texas Longhorn Show. Have signed with John Francis show interests as publicity man, to join at St. Louis. Now that I have changed pastures I will have to plow deep, sow well and reap cream stories. I know John Francis." Doc—G. Grabill wants to hear from you.

HARRY E. CRANDELL, special agent, Sam Lawrence Shows, letters A. C. Hartmann from Bristol, Va.: "Am managing to do my work ahead of the shows, but it is quite a task after a year's layoff, a great part of it spent in bed. Haven't much strength and the unusual strain uses up what little I have very quickly. An abundance of tented oprys in this section."

CHICK ALLEN has the finest looking line of stock concessions with the Rubin & Cherry Exposition that I have seen in years.—Chris M. Smith.

FLORENCE FISCHER letters from Dallas: "After spending the winter in St. Louis, arrived here for the exposition. Worked a concession for Tom Morris during the 1936 centennial. Will be with him this season in his new eating emporium, located opposite Grand and Second avenue entrance. This is the show headquarters. Look for a prosperous season."



MEL H. VAUGHT, executive head of the State Fair Shows, a western carnival now rated as one of the most progressive in the field. Vaught is also president of the Southwestern Showmen's Association. Photo was taken recently in Phoenix, Arizona.

I. H. WOLFINBARGER cards from St. Paul, Minn.: "Have never written the Midway Confab column before tho I have been in the concession business for 20 years. Now have five photo booths and have some pretty fair spots booked, including the Minnesota State Fair. Working store buildings for the present. Max Sanders was my partner 15 years ago. He was with the Royal American Shows three years ago."

TALK around New York again about forming an Eastern Showmen's League. Idea pops up periodically but dies down again before definite action transpires.

LITTLE FRANKIE GRAVES letters from Rochester, N. Y.: "Am a night club manager. In the past have managed Adirondack Tavern, Winsor-on-the-Lake, Gay 90 Club, Westminster Park and at present am managing the Seneca Terrace Supper Club. Will join Bantly's All-American Shows. This will make my second season in outdoor show business. Last season was with Hartzberg's Keystone Shows."

MAX LINDERMAN has placed an order with the Fort Morris Machine & Tool Works, of New York City, for one of the 1937 model Electro-Freeze custard machines. New outfit marks the second of its kind the mogul of World of Mirth has purchased in the last two years. Frank Miller, circus concessioner, is financially interested in the Electro-Freeze enterprise and uses them on the Ringling-Barnum Circus.

I'VE GOT THE GIMMICK! Those checkers and counter-ups in some of the big city cafeterias can outcount an adding machine. Their racket is to outcount the public's tray of food. Those boys on dem roll-downs are pikers when it comes to outcounting.—Soapy Glee.

M. L. BAKER cards from Woodruff, S. C.: "New arrivals on Baker's Wild West and Slide Show with the R. H. Work Shows are Mr. and Mrs. Jeff Murphy. Jeff is a clown and does a table rock act, Mrs. Murphy a musical act. Shorty Robeson has four cowboys. Jack Belou does magic and Mrs. Belou dances. Ed Andrews has a fire act, and we have Odell's hillbilly musicians, and Dick Andrews is on the ticket box."

JACK WIZIARDE letters from Fort Morgan, Colo.: "Going to Westmoreland, where we have five men overhauling and painting trucks, seats and properties. We plan to open with our Trades Day Show in June. Have lined up some nice bookings for it. Will play fairs August to October. Mrs. Wiziarde, who has been very ill, is better. Frank Wiziarde has been working on the West Coast. He made a trip east. Buck Weir, of the Four Ortons, will be back with us, as will be Cap Button and Dorn Dusler."

PROSPECTIVE carnival patrons go to the show lots to be amused and to be treated like sane human beings. Those so-called concessioners who bark at them or get snippish with them are hurting their own business and that of the carnival they are with.—Wadley T.H.

WALTER B. FOX writes from Paducah, Ky.: "W. H. (Billie) Owens resigned as secretary Al C. Hansen Shows to accept a similar position with Sol's Liberty Shows. . . . Frank J. Kingman, a concessioner with same shows for several years, recently closed with that organization at Princeton, Ky. . . . Friends of Danny Klein are again requested to write him at Veterans' Hospital, Tuscaloosa, Ala., as he will be confined to that institution for some time."

FLOYD NEWELL, press agent Mighty Sheesley Midway, was recently host to the New York sports writers when the Giants baseball team was in Charlotte, N. C. He showed them the midway and gave them a whirl on the rides. In the party were the nine top ranking baseball writers from Gotham, none other than Jim Kahn, Sun; Al Laney, Herald-Tribune; John Drebing, Times; John Ebinger, Daily News; Bill Slocum, American; Garry Schumacker, Journal; Tom Meaney, World-Telegram; Jerry Mitchell, Post, and Ken Smith, Daily Mirror.

JAKEY BROWN letters from San Francisco: "Just saw Polish Fisher leave for the East. All the boys here have heard his jackpots, so guess he went away to get some new listeners. He sure has a lot of them. Anyway, all the West Coast showfolk wish him the best of luck and we will all miss him. Saw the Shrine Circus here and it was one of the very best I have even seen. George W. Christy's educated horse act was tops.

OLD STANDBY

NOW IMPROVED!



Evans' Portable MUTUEL CANDY RACE TRACK

THEY flock around this new sure-fire money maker! It holds 'em—keeps 'em spending—and rakes in the profits! Has Mutuel Device with changing odds from 5-1 to 15-1. Mutuel permits use of high-grade merchandise of endless variety with much more flash and bigger attraction. Can also be used for straight play.

Fitted with 1/2 up to 30 artistically painted removable horses. Brightly colored, chrome trimmed, octagonal cabinet, 6 feet in diameter. Strong, substantially made. Rugged mechanism built for hard use. Guaranteed absolutely. Easy to transport. No Midway or Amusement complete without Evans' Candy Track!

THREE MODELS—

- ★ Mutuel
- ★ Electric Indicator
- ★ Standard

Write for Complete Details.

Be sure to get our latest Park and Carnival Catalog.

H. C. EVANS & CO.

45 Years of Leadership.

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CHICAGO



Have You Seen The New Model

ELECTRO-FREEZE

GREATEST SENSATION IN SANITARY FROZEN CUSTARD MACHINES, AIR COOLED COMPRESSOR, NO ICE NO SALT NO WATER (These Features Will Save the Cost of the Machine in One Season.)

Cleaned and Sterilized in 5 Minutes. Capacity 30 Gallons per Hour—50 to 60% Overrun. Can be seen in operation with Frank G. Miller, en route with Ringling Bros. Circus, or call or write to us direct at PORT MORRIS MACHINE & TOOL WORKS 712 East 135th Street NEW YORK CITY

novelties — CANDY PACKAGES — premiums

DIXIE DAINTIES

BIGGEST — FLASHIEST — BOX FOR THE PRICE! With assorted chocolates — Cellophane Wrapped. Packed 110 to base—\$4.45 per Case.

DAINTY NIBS PACKAGES

\$10.00 Per 1,000 — 200 to Case — \$2.00 Per Case. Needle Books, \$1.25 per Gross; Jap. Clg. Cases, 50¢ Dozen; Jap. Cameras with Film, 70¢ Dozen; Slum from 45¢ Gross. 25% Deposit. Balance C. O. D. CUTLERY SETS—LAMPS—ALUMINUM WARE—LUNCHEON CLOTHS 500 Other Items to Pick From. — Price List Sent on Request.

EAULA CANDY CO. 1203 CALHOUN ST. COLUMBIA, S. C.

BANTLY'S ALL AMERICAN SHOWS

OPEN CITY PLAY GROUND, HEART OF CITY, DU BOIS, PA., MAY 1 TO 5. Want Flying Return Act and other High Sensational Acts. Those that wrote before write again. Will give liberal proposition for Loop-O-Plane and Tilt-A-Whirl. Can place all kind of Legitimate Concessions, including Strip Photos and Money-Getting Grind Shows. Want Working Men in all departments. Come on, will take care of you. Address HERMAN BANTLY, Reynoldsville, Pa.

FREE ACT QUICK FREE ACT

Account of disappointment want sensational Free Act, also Athletic Show and other Shows of merit. WANT capable Man to promote Public Weddings. CAN PLACE faw more Concessions, and also want Grind Store Agents. C. McKittrick wants capable Side Show People, Magician that can lecture, Glassblower and Working Acts. Long season and safarías sure. Address

YELLOWSTONE SHOWS

Albuquerque, N. M., April 26-May 8; Santa Fe, N. M., May 10-16.

There was quite a reunion and a big crowd came up from Los Angeles. Have visited a number of the West Coast carnivals and they all look fine and appear to be in good shape."

ERNEST J. THOMAS letters from Winnfield, La.: Speaking of the Modern Noah's Ark: Have been a steady reader of *The Billboard* for many years, but this is my first letter to Midway Confab column. For myself and assistant, Forrest C. Beaten, will say that this "Ark" is the cleanest and best organization we have ever been with. It is handled by that veteran showman, H. L. Anfenger, who lives up to his reputation for being a square shooter. The company neither recognizes nor tolerates grift of any kind and presents only clean entertainment that is really educational. Anfenger has a habit of being courteous to his employees and gives credit where credit is due. We have been with him for five years and have never missed a pay day. *The Billboard* is the showman's guide."

IT'S A SAD SIGHT: Merry-Go-Round and trucks worn out, tents in the air and no show inside and no performers in sight. Yet some will say "our shows" and wanted shows that don't conflict. Just why some people will insist on chiseling themselves out of everything by resorting to skulduggery will probably always remain a mystery.

J. W. SHILLAN letters *The Billboard* from London, Eng.: "Enjoyed a nice visit from Mr. and Mrs. Patty Conklin and Elwood A. Hughes, general manager Canadian National Exhibition. We all run around quite a lot together and they have thoroughly enjoyed their visit to London. They left for the south of France but will return here before sailing for America. Patty told me he was immensely interested in Scoota-Cars and Scoota-Boats. Our petrol cars are now being used in 25 countries throught the

★ ★ ★ ★ **ASTRA** ★ ★ ★ ★
FORTUNE TELLING PACK

(WITH LUCKY NUMBERS)
These cards tell fortunes based on the signs of the ZODIAC. Complete with illustrated instructions and in tuck case. Retail for 25c. Sample Book, 15c. Dozen, \$1.00 or \$5.00 per 100.

MAGNOTRIX NOV. CORP. 136 Park Row, N. Y.

Harry Lewisten Can Place TALKERS, GRINDERS

On monster Snake and Side Shows. Also one or two Dancing Girls. Show opens 29th, Hamilton, Ontario. Wire, don't write. Ticket if I know you.

HARRY LEWISTEN
Conklin Shows, Hamilton, Ontario.

W. E. WEST MOTORIZED SHOW

Wants capable Show People. Manager for Girl Show, Half and Half for Side Show, Concession Agents that can grid and work for stock; Banner Man that can sell advertisement, no high-power exp artist; Vaudeville People, good Front Man, Corn Game Manager, Ticket Sellers. Will book any good Concession that don't conflict. No grift. Committees and secretaries will book dates in Kansas, Nebraska, and Missouri. Fairfax, Okla., this week; Fredonia, Kan., week May 3. No tickets furnished. Pay for your telegrams.

OPENING MAY 3 Johnny Toffel Shows

Pecatonica, Illinois. Concessions Wanted.

WANTED LEGITIMATE CONCESSIONS

of all kinds except Cookhouse and Corn Game. Show opens at Carrollton, Mich. 3. Address: **CARLSON SHOWS**, Manistee, Mich., or Carrollton, Mich.

M. B. AMUSEMENT CO.

Wants small Cookhouse, Concessions of all kinds, Athletic People, Ride Help. Will trade Photo Gallery, Trailer for Housecar. Puxico, Mo., April 26 to May 1; Advance, Mo., May 8 to May 8.

DAILEY BROS.' SHOWS WANT

Lindy Loop and other Ride Help, capable Show Manager, Girl and Cook open; Stock Concessions. We have Capt. Dan Riley's Five Lions Free Act. This week Pleasant Hill, Mo.; Scialia follows. Curley Hebbert writes.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

world, while Scoota-Boats are being used in nearly 40 countries. Our petrol cars are made in America under license from us by the Spillman Engineering Corporation, and the Scoota-Boats are manufactured by R. S. Uzzell Corporation in New York."

PICKUPS on Texas Longhorn Show, Tyler, Tex.: Warren Walker and wife were guests. Formerly with Bill Hames Shows' concession row. . . . Earl Koon and Red Hobbitt joined with some concessions. . . . Ira Dyer is managing Tom Morris' Kiddie Rides. . . . Dr. J. J. Hamiter, veterinary, of Dallas, owner of Hamiter Circus, free act on the show, arrived with the wrestling lion that figured in the out of the ordinary court case in Dallas, wherein this lion was charged with biting a fan dancer at the Dallas Exposition. This lion is contracted to ride a horse with the show's free act program. . . . Leonard Johnson, drummer and comedian, and Dora Limbs, pianist and dancer, are back on Green River's minstrel production. . . . Edward LeRoy, high-wire walker, visited and was given a midnight luncheon.

FOLLOWING an annual custom, talent from the Rubin & Cherry Exposition during its week in Tuscaloosa, Ala., staged a special matinee performance at the Veterans Hospital for the wounded soldiers. Talent included the entire membership of the Midget Revue with Dolly Kramer as mistress of ceremonies; the Great Richardi, magician, in feats of legerdemain; Tex Tyler, cowboy yodeler; Maxine Powell, tap dancer; Mimi Carneau, sword swallower; J. T. Saylor, "Popeye the



MR. AND MRS. JOHN T. HUTCHENS, of museum fame, standing by their home on wheels just before they started on the road this season from Cassville, Mo.

Sailor"; Maxie Sussler, midget clown; Peggy Delmar, singer; the Holland Entertainers Duo; Bobby Bandell, singer, and the entire "La Bomba Rhumba" Spanish revue. Walter D. Nealand was master of ceremonies and announced the acts. Mrs. Annie Gruberg and Col. Everett Jackson were in charge of the arrangements for the event, which was staged in the auditorium on the hospital grounds.

MRS. LOUIS ISLER entertained some of the ladies of the J. L. Landes Shows at her home Thursday afternoon, April 15. They had a wonderful time and the dinner served by Mrs. Isler was so wonderful that the ladies failed to find words to express themselves. They did say, however, that the table fairly groaned under the weight of the sumptuous meal.

The ladies sat around all afternoon telling the stories of their experiences in the carnival business. All in all it was one of the most entertaining afternoons ever spent by the ladies, and they all are of one opinion and that is that Mrs. Isler is a wonderful hostess and that she really knows how to cook.

The ladies present were Mrs. J. L. Landes, Mrs. Verna Adams, Mrs. Edith Buntin, Mrs. Lola Hart, Mrs. Claud Decker, Mrs. Mavis Mullens and Mrs. Millie Isler, hostess, says a reporter for the Landes Shows from Chapman, Kan.

SHOW LETTER WRITERS! Please! News cannot be written until after it happens. Kindly write Show Letters after the full engagement has been played, whether it be for one day or two weeks. Thank you. It is for two or week ended.

Spring and The Billboard

By **BILLY GEAR**

Long winter is over, yes, spring is here; *The Billboard's* announcements make this so clear. Ads like this in each issue you will see: **WANTED—A tent, ride or what might it be?** Showmen watch the columns each issue thru For a glimpse of something that may be new. They wait for it weekly, time seems so long; They put their ads in; they cannot go wrong. Hunting for new items, novel and queer, For freaks and other things to make crowds cheer; For bandmen, agents, talkers that can talk. Girls for ball games that do not always squawk. The circus, rep show, carnival and such Have ads in each issue asking for much. Yes, showmen each have their yearly spring cry For something all-new; they surely all try To give the public thrills, new, up to date; They run ads galore, it's their yearly trait; And when they "spring" in the spring it's a treat. Their work is all done, their job is complete; Now on the road the caravan is bound, All in high spirits, to band's every sound. The boss so proud as he looks at his show Never thinks of cost or how he spent dough, But starts out all new with bright coat of paint; Good season or bad, he makes no complaint; He just takes what comes, bank roll, fat or slim, Good naturedly—it's the gypsy in him.

Jimmie Boyd "All Fussed Up" at Festus

Festus, Mo., April 21, 1937. The *Billboard* Publishing Co., Cincinnati, O. Dear Sirs: I am inclosing a clipping from the Osceola, Ark., paper with an account of the opening of the Great Sutton Shows, and you notice that I still say GREAT despite the fact that the Chump educator who edits the Carnival section wants to PAN shows using the word or prefix GREAT with the title of their shows. Of course we can't all be as smart as he is, so I am inclosing the clipping for him to butcher up to suit himself, as it seems to be absolutely necessary to have a sworn statement as to the number and kind of rides and shows, and I am inclosing a photo of the sound truck for his scrapbasket. Probably you think that I don't like the **BLACK-FACE** print in the *Carnie* column; well, I don't, and I am expressing the thoughts of lots of the show people who are afraid to say what they think. He could do better writing up the good points, instead of trying to PAN every show that doesn't operate the way he wants it to, or the way it was done 20 years ago. There are plenty of show people who only look at the routes and wastebasket the other bunk, who used to be readers from the front page to the back page and most of your readers refer to *The Billboard* as the Chump Educator, so put me down in any column you want me to and throw away every article I send in but we still don't like that smart patter. Yours very truly, **JIMMIE BOYD**, Agent, Sutton Shows.

Big State Shows Open Road Tour

HOUSTON, April 24.—The Big State Shows closed their engagement here on the lots April 10 and opened their road tour at Tomball, Tex. Weather encountered on the Houston lots was far from good, and as a result the business was just average for these locations.

Several new tops arrived, as well as two shows and a new fence. An entrance arch has been built, which, with new banners for shows, gives the outfit a dressed-up appearance. The rolling stock was in fine condition for the road.

Concessioners: John Thomas, lead gallery; C. Campbell, penny pitch and mouse game; J. W. Hunter, snowballs and pop corn; H. B. Birkes, photos; Dewitt Blair, string game; Lee Turner, bottle game; Frank Harrison, cookhouse, and J. C. Burke, novelties.

Shows: McKuhn's Monkeyland, Jack Zando and Tony Paradise, Abu-dulla and Otis Laberta's Side Show.

New arrivals: Willie B. Knott, William Paul Swank, Arthur J. Gregg and Benjie Lee Croy.

Staff: Paul Williams, owner-manager; B. Copper McDonald, agent and secretary; Barbara Lane, purchasing agent; Bessye Menard, special agent and banners; Red Robertson, master mechanic; Eugene Boyer, lid superintendent; Bill Swords, ride superintendent; Jack Robinson, superintendent of shows, and Manager Williams, in charge of concessions. Ted Townsend presents his high dive as the free act. Reported by B. C. McDonald.



EDDIE MILLER is shown here guarding his biggest catch of fish made the past winter at Gibsonton, Fla. William G. Dumas, of the Happyland Shows, Detroit, is the sponsor of this snapshot and lists Miller as being a frozen custard concessioner.

Kennedy Shows Open To Good Business

LOS ANGELES, April 24.—With good weather prevailing, Kennedy's Greater Shows inaugurated its season April 3 at Glendale, Calif., under Veterans of Foreign Wars auspices, to business which was far above anticipations, according to Doc Hall, assistant manager. Show presents a bright, flashy appearance and noticeably fine paint job together with new tents and fronts. Complimentary notices were received by the organization from local press, committee and Glendale city officials.

Shows' engagement at Brea, Calif., April 10, under local Fire Department auspices, was also successful. Management has also contracted the Blythe (Calif.) Rodeo and Whooperino Days and Annual Hilderado Days celebration at Las Vegas, Nev., under local Elks' sponsorship. Show will tour Northwest and Kennedy, owner and manager; Doc Hall, Coast territory. Staff includes F. J. assistant manager and secretary; Jack Greenhalt, general agent; Mrs. Frank J. Kennedy, treasurer; J. D. Wilson, pro-

motor; Bill Wilson, electrician, and Lloyd Wilson; legal adjuster.

Visitors: Dr. Ralph E. Smith, James J. Jeffries, O. H. Hilderbrand, George Silvers, Mr. and Mrs. Ed Walsh, Harry G. Seber, Bob Winslow, Henry Fanning, Charles Steffens, Charlie Soderberg, E. Picard, Lucille King, George Simmonds, Fred Shafer, Cash Rogers, George Burnham, Mr. and Mrs. George Wiler, A. E. Weber, Frank W. Babcock and Milt Runkle. Frank and Bob Downie, Chet Bryan, C. Turner, Mr. and Mrs. Fred Shullman, Harry Phillips, Harry Fink, Mr. and Mrs. George Timmerman, Harry Sussman, Ada Mae Moore, Cal Lipes, Mr. and Mrs. Henry Tomney, U. G. Harris, Hugh Weir, P. E. Payne, Paul W. Richmond, Mr. and Mrs. Bennie Carroll, Ed Rickey, Joe Silverman, Ross R. Davis and Bill Olsen.

CINCINNATI, April 24.—E. S. Corey wired *The Billboard* from Johnstown, Pa., "George F. Dorman, late of the Krause Greater Shows and one-time carnival owner, has signed as assistant manager and secretary of the Corey Greater Shows and opened in Johnstown April 22."

15 Years Ago

(From The Billboard Dated April 29, 1922)

Staff writers on the Dayton, O., newspapers were high in their praise of the K. G. Barkoot Shows after viewing the organization's opening there April 17. . . . Mighty Doris Exposition Shows, "the Tented City," sprang into being at Kansas City, Mo., to swell business and high commendation. John Lazia was owner-manager of the 25-car organization. . . . S. A. Solomon, vice-president of Singer Bros., novelty house, had just returned to New York from Europe, where he was successful in placing for his company some very extensive contracts with leading manufacturers abroad for novelties and fancy goods of all kinds. . . . B. Hullinger, well-known Chicago ride owner, was selected to assume charge of the concessions, rides and shows for the Gold Star Mothers' Benefit and Carnival for disabled and needy soldiers.

After more than a month of preparation, during which its 25 cars were newly painted and gone over by experts, the H. W. Campbell United Shows departed from Houston, going to Fort Arthur, Tex., for a week's showing. . . . Greater Sheesley Shows summed up its engagement at Yuma, Ariz., in the words of Caesar, "We came, we saw and we left carrying with us the good will of the community." . . . Clarke B. Feigar, press representative and publicity man, formerly with the United Film Ad Service, Kansas City, had just been placed in charge of publicity work for the Siegrist & Sibon Shows. . . . With all equipment spick and span and the organization perfected for 24 weeks in Wisconsin territory, Hansher Bros.' Attractions was eagerly awaiting its opening at Milwaukee.

E. A. Warren, well-known general agent and publicity man, deserted the ranks of the showmen and settled down permanently in Kansas City and returned to his former business, printing. . . . C. R. Leggett Shows were enjoying a pleasant and profitable engagement at Orange, Tex., under local Fire Department auspices. . . . H. E. Parker, concessioner, returned to Chicago from the Coast, where he spent the winter working some of the big indoor events. . . . Despite the fact that it was Holy Week, Jacksonville, Fla., gave the Johnny J. Jones Exposition a good week's business. . . . Bennie Smith left the atmosphere of Peachtree street and Atlanta in general and joined William Strode's Southern Exposition Shows, holding down the fronts of the Dixieland Minstrels and Athletic Show.

Harry Schwartz again signed with the Interocean Shows as lot superintendent. Mrs. Schwartz had several concessions with the organization. . . . Mrs. Otto F. Ehring, of the Ehring Attractions, and Mrs. Charles E. Kilpatrick, both well known to showfolks, were instantly killed April 21 at Dayton, O., when the automobile in which they and their husbands were returning to Columbus, O., from a visit to the K. G. Barkoot Shows was struck by a cut of cars being pushed by an engine at the Dutoit street and Pennsylvania crossing. Neither Ehring nor Kilpatrick was seriously injured, the former receiving but a severe shock and a cut on his left leg and the latter several lacerations about the left foot and hand and the head.

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HENNIES BROS.

(Continued from page 49)
new from the Baker-Lockwood Manufacturing Company. The wagons and railroad equipment of the old U. S. of A. Shows were rebuilt and seven more wagons built in quarters, and five system flats are now being used in the two-section show special train.

To the Lorow brothers, Skeeter and Snookie, much credit is due for the installation of the many thousands of feet of neon lighting tubing, they working day and night the last five weeks of winter-quarters time, making this show one of the largest users of this type of decorative illumination.

The seven fighting lions featured in Bill Kemp's Motordrome arrived in time for the opening from Ft. Lauderdale, Fla., where they had been featured all winter at the Lion Farm of Miles Reilly, trainer and worker.

Many New Shows

Lillian Murray Shepperd's Casa Madrid

is truly a beautiful stage musical revue, adorned by a 96-foot black chromoid and neon-illuminated front; Arthur Ray's Harlem on Parade, a well-produced colored musical tabloid, features the Business Men's Rhythm Trio, the greatest colored dancers ever seen under canvas and of one of Major Bowes' amateur hour programs. The Lorow Brothers' Freak Odditorium, along with E. O. (Button) Grantham's Monkeytown attraction and Bill Kemp's Motordrome, were top-money shows the opening night and came in for much favorable comment at the hands of the local press.

Eddie Doyle's Life Marches On, an educational exhibit, and Front Page, an attraction that appeals to the thinking public and those seeking entertainment of a high type, are presented by Fred Bantlemaun and managed by George Sargent; Harrison King's Palace of Wonders, an illusion show par excellence, and Mrs. Shepperd's Artist Models were also listed as outstanding among the shows that greeted the first-nighters.

Art Martin's Bughouse and Oscar Halverson's Funland seemed to please those who went in for fun and frolic.

Hennies Brothers Pleased

Jimmy Allan has been appointed as stockman of the concession department and Berni Baker has been added to the office force as assistant to the treasurer, Eddie Saunders.

Jack Kenyon and Ted Webb's portable midway cafe is about the last word in show cookhouses, with a color scheme of white and black, wooden floor and gray top, trimmed in red, with counter, stools, tables and chairs black with red trim. Their fixtures, display cases and trimmings of chromium, with a white and black ceiling, from which indirect lighting fixtures hang and illuminate the classy little cafe. Much credit is due Mrs. Kenyon for her untiring efforts and ideas employed, along with husband, Jack, and Ted Webb, who also has custard machine and candy floss on the show.

Two mighty proud and appreciative young showmen, Harry W. and Orville W. Hennies, who have in the short course of three years forged to the front among carnival operators, giving credit to those who have helped them in their fast climb upward in their chosen profession. Reported by Joe S. Scholibo.

BALLYHOO

(Continued from page 49)
until they were guaranteed that the show would move.

Friday was the loneliest day of the week. No mail, no news and, above all, no *Billboards*. To make it worse the Delco plants ran out of gasoline, leaving us in the dark. Every time a train passed we lost a man. That night, amid the rumble of passing trains, rail birds screeching, owls hooting, employees grumbling and camp fires burning, suddenly out of nowhere an engine silently backed up and hooked on the train and whistled the high ball.

The confusion was on. Mothers grabbed their children, men called their dogs, parrot and canary cages were rushed in, the weekly washings were pulled down and stewpots kicked over with everyone dashing for the train. Twenty minutes later we were on our way. It was then that Manager Ballyhoo made public for the first time the reason for the long delay. We had been waiting for Tiffany's to deliver the all silver free act rigging that General Agent Lem Trucklow had promised our committees. MAJOR PRIVILEGE.

MAX GRUBERG

(Continued from page 49)
Lane, Grace Ryan, "Pancake" Montinero, Mazie Montague, Lucy Welde, Fannie Brisbane, Mollie Dwyer, Peggy Kaplan, Mary Streator, Jennie Simpson and Clara Hayes. Orchestra, Earl Ward, director; Chester Royce, trumpet; Jimmy Simpson, sax; Billy Gale, trombone; George Washington Biggs, drums; Earl Ward, piano, and Leo Burke, emcee.

Aphrodite Show: Gene Eugene, with Fred King and Harry Baltimore; Norman Wold, manager. Sex Show and Artists Models. Mrs. Norman King, manager; Ailene Raffia, Grace Perry, Marguerite Pelly, Genevieve O'Malley, Gertrude Schiltz and Alfred Peck. Love Nest, Al Morin, manager; Jimmy Stokes, tickets. Funhouse, Al Morin, manager; Bill Stokes, assistant; Grace Fields, tickets. Blarney Castle, James DeWitt, manager; Dick Corinne, assistant.

Mysteria-Illusions, Jack and Preacher Monroe, managers, with 12 illusions, featuring Cremating a Woman in Mid-Air. Life Show, Dr. John Fisher and Ben-

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★ Coleman Instant-Gas Appliances set the stage for the finest kind of real city gas service everywhere you go! Whenever and wherever you need brilliant white light or quick, powerful heat, you can depend upon a Coleman Lantern, Stove or Burner to do the job perfectly!

Economical and compact Coleman Stoves and Burners are just right for cooking in concessions, restaurants, trailers, cottages, apartments . . . for heating steam tables, griddles, coffee urns, boilers . . . for use in "hot-dog" and popcorn stands. They make their own gas from ordinary gasoline. They're "ready to go" any time, anywhere!

Coleman Stoves for trailers, lunch stands, commissaries. Light and regulate instantly, just like city gas. Sturdily built to stand hard use.

Coleman Burners deliver intense, low-cost heat just where you need it. A variety of sizes to fit every requirement.

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Cheapest, Best, Genuine. Many models. 10 Patents. Latest patent 4/20/37. Floss \$1.00. Electric Popper \$3.00. Guaranteed. Catalog Free. NATIONAL FLOSS MACHINE CO. New York City.

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READING'S UNITED SHOWS

Wanted Help on Rides, also Concession Agents and Minstral Troupe with Band. Stock Concessions Wanted—Hoops, Bumpers, Bowling Alley, Scales. For Sale—Set of 6 Erie Diggers with top frame and stock. Springfield, Tenn. this week; Dickson, Tenn. next; followed by Portland, Tenn. Strawberry Festival. W. J. WILLIAMS, Gen. Mgr.

CARNIVAL WORKERS

CRAZY NEW NOVELTY A GOLD MINE OF PROFITS See R.O.L.O Ad on Page 70.

SHOWS SEASON HERE

MOTORIZE
THE SHOW MUST MOVE
Write for R.O.L.O. Ad, GOSB, STANDARD ORETROLET CO., EAST ST. LOUIS, ILL.

CARNIVAL WANTED

To Play at St. Michael's Ball Park, McAdoo, Pa., One Week in July. Write GUS LESHEFFKA, McAdoo, Pa.

Ferris Wheel Operator Wanted

Can place experienced, sober Operator for Single Big Ferris Wheel immediately. Long season, good treatment, good wages. F. L. FLACK, Mgr., NORTHWEST-ERN SHOWS, 36 East Woodbridge St., Detroit, Mich.

master; Jack (Whitey) Hewett, master builder and electrician; Carl Nestor, assistant. Dr. John Fisher, physician. Reported by Dick Collins.

MILWAUKEE, April 24.—The Ellman Shows of this city are scheduled to open the season May 15 at Kenosha, Wis.

nie Rockford, managers and lecturers; Jimmy Robson, tickets. Revelation, Jack Monroe, manager, and Jim Breese, tickets.

Concessions are run mostly by the office, Milton Morris, manager of the show, has a most beautiful bingo game, built on a decidedly new plan and seating 120 players at one time around four counters, the display being at the end of the tent, which is four square and is 30 by 50 feet.

Harlem Frolles, Richard Scott, manager; G. W. Gresham, stage manager; Freddie Benet, bandmaster of Rhythm Kings; Ernest Gilmore, tenor sax; Alx. Bowie, trumpet; Willie Brown, alto sax; John Meyers, piano; Eddie Bishop, drummer; G. W. Gresham, bass. High-brown chorus, Gypsy Sue, chorus director; Corinne Armstrong, Ruth Williams, Nina Witherspoon, Margaret Mackie, Rosie Lee Harvey. Principals, Willie Elliston and Rex Jackson, dancers; George H. Jones of W. Henderson, comics; Freckles Gresham, blues and lites; Eleanor Fields, torch; Scottie Jones, talker; Bill Grimes, tickets; Richard Mackie, boss canvas; Joe Sayer, assistant.

Amusement Rides

Rides: Merry-Go-Round, Isaac Span, Wellington McLaughlin, Theodore Prus and Leonard Green. Whip, William Wright, foreman; Charlie Lewis and Frank Zisko. Lindy Loop, Roy Luther, foreman; Montague McNeill, Dunk Nickson, Charles Hendricks. Pony Ride, James Lacey, manager. Chair-o-Plane, Thomas Messick, foreman, and David Curtis. Loop-the-Loop, Fred Marley, manager. Three Ell Wheels, Bob Hill, Peter Lisowsky, Roy Herndon, A. W. Cunningham. Cotton Rogers is manager of Caterpillar, with James Devoy, Gil Davis and Barney Green. Thriller and Rolling Waves, James Dayton, Jum Clark and Pierce Egan. Kiddie Ride, Billy Stevens and Jack Monroe. Tilt-a-Whirl, James Gilfoil.

Staff: Max Gruberg, owner and director-general; Milton M. Morris, manager; J. W. Stephenson, assistant manager; William Macey, secretary; Eddie Rahn, general agent; Joe Manheimer, promoter and special agent; Louis Firpo, train-

Buckeye State Shows

Hattiesburg, Miss. Week ended April 17. Location, heart of town, Walnut and Buschmann streets. Weather and business, good.

This engagement was a complete success. Show's first week of real spring-like weather. Large turnout each afternoon for the children's matinees. Considerable credit is due Flying Lesters, aerialists, for their skill and splendid performances. Tilt-a-Whirl, top money, followed closely by Ell Wheel. All other attractions played to profitable returns. The show was complimented by city officials for its cleanliness and manner in which it was conducted. Commissioner Fewell Thompson highly praised the management. Mickey, a dog, the show's mascot, passed away April 16. He was everybody's pal. Manager Joe Galler purchased a 1937 Buick to match his new de luxe trailer. Merry-Go-Round foreman Charles Harvey and Pat Brown, long-range gallery are building new trailers. D. L. Fraizer, concessioner, has fully recovered from bronchial pneumonia and is back on the job. Mr. and Mrs. H. O. Stearns, he the manager of the Saenger Theater and former carnival official, were nightly visitors, as were Mr. and Mrs. C. E. Taylor, amusement people. ELOISE LOWRY.

Crystal Exposition Shows

Gaffney, S. C. Week ended April 17. Location, Cholette highway, mile from town. Auspices, American Legion. Weather, cold. Business, good when weather permitted.

This was the opening stand and showed here 10 days. Opened Thursday night with cold and rain, with practically no business. Remained cold the next two days but business improved every night. The engagement finished okay for everyone despite some overcast weather. Wonderful co-operation from the American Legion. The show in general makes a fine appearance, with nine rides and opening with eight shows and a Penny Arcade. The casting act of Fearless Flying Flemmings acts off the midway just flight, with Art Carver's trampoline act on one side and the Carver Brothers' double traps on the other. Manager Bunts has an order in for another Ell Wheel which will be delivered in June. Lineup: W. J. Bunts, manager; Mrs. Bunts, secretary-treasurer; Herbert Wiggins, general agent; Harry Black, special agent; Punch Allen, press agent; Charles Saunko, lot superintendent; High Johnson, electrician; Shorby Rice, carpenter; and Walter Bunts, front-door tickets. Foreman of rides: Whitey Kelly, Ell Wheel; Lee Dehnert, Octopus; Kenneth Hatcher, Chairplane; Slim Prince, Loop-o-Flame; James Mullis, Tilt-a-Whirl; Raymond Tray, Loop-the-Loop; Shorby Rice, Kiddie Autos and Chairplane; and Henry Clark, Merry-Go-Round. Managers of shows: Prof. Harrell, Ten-in-One; Eddie Mack; Darktown Strutters; Art Carver, "world's smallest circus"; Ray Snyder, Nina's Frolloose Youngsters; Joe Oakleaf, Penny Arcade; Mr. Ed Mack, Life; M. Egalsom, Jungle Show; William Clemson, Darkest Africa; Sam Petrilli and Mickey O'Brian, Athletic Show. Concessioners: Johnnie Bunts, Harry Benje, John Vaday, Joe Oakleaf and Pete Smith. Charley Phillion has a nicely framed cookhouse. Mr. and Mrs. Elim Thorngerson left. Arthur Seymour joined here. PUNCH ALLEN.

Johnny J. Jones Exposition

Columbia, S. C. Week ended April 17. Auspices, BPOE, No. 1190, Elks' Charity Fund. Weather, rain and cold. Business, below expectations.

On a level grassy lot, located across from the State Fair grounds, the organization spent the first week of the season. Monday and Tuesday, extreme cold weather kept prospective patrons indoors and the midway suffered accordingly. With Old Sol giving the best that was in him Wednesday helped to draw a fair gate patronage and increased grosses for the shows and rides. Thursday found many visitors that had journeyed from near-by towns as well as many local friends of the show on the midway to give the new Jones Exposition the once over. Then Old Jupiter Pluvius decided to mar their visits with a steady down-pour of rain that lasted all thru the night and caused the show to lose the entire night's business. Assistant Manager Tom M. Allen had the lot laid out to perfection. With ample, level space to properly locate each attraction the setup made a most impressive appearance. Treasurer Arthur Atherton had

Full Week Carnival Show Letters

(As Reported by News Representatives for the Shows)

more than his hands full taking care of all the opening week's financial details. Secretary Ralph Lockett made a fine showing in the local papers with his novelty advertising tieups, gaining many free inches of advertising space for the shows. Lot Superintendent Jimmy McElheney put the show on the lot in quick time. Master Builder Tom Salmon is still working on new fronts, some to be erected for the first time in Washington, D. C. F. E. Haney's direct from the factory Auto Scooter tops in beauty. Lee Cuddy gave the patrons an eyeful with his new Octopus, this being the first appearance of this ride in Columbia. The new office Ride-o is a flash from the ticket boxes to the top. Pearl Harvey's Caterpillar ride has a new rainbow tunnel and bally cloths. Friday gave the show a real summer day and the midway and gate registered a very satisfactory one-day gross. Saturday, just fair. Visitors: Augusta Exchange Club members, headed by E. E. Fund, president; E. L. Sumerau, manager Exchange Club Fair; C. H. Kirby, Jerome Connell, John Caldwell and Charles G. Paschal; Dave Whitcover, president, and Paul V. Moore, general manager, of South Carolina State Fair, and Mr. and Mrs. Sam E. Lawrence, of the shows bearing his name. STARR DEBELLE.

Marks Shows

Richmond, Va., April 12-17. Location, Petersburg pike and Maury street. Business, fair. Weather, four nights cold and threatening, one cold and rain, one clear and warm.

South Richmond gave John H. Marks his opening business in the eight years his shows have made this section of his home city. With temperature around freezing, 3,100 paid admissions at front gate opening night. There was a steady increase, with weather remaining cold until Thursday night, when showers cut attendance. Friday, coldest night of week, saw a marked increase, and a beautiful day and start Saturday night gave the show a good matinee and an excellent night's business.

Ell wheels and Ride-o ran neck and neck a few dollars ahead of Caterpillar. Al Paulert's Beauty Revue topped shows, with Jimmy Hurd's Wall of Death and Doc Anderson's Harlem Dandies close. Supported by strong co-operation from Times Dispatch, Art Eldredge, with Marks' Animal Exhibit and Hollywood Monkeys, entered top-money class. Al Palmer's showmanship and hard work overcame fact his Trip to Mars was making its fourth annual appearance in neighborhood and registered excellent business. Dorothy Palmer was in ticket box and efficient Henry Wyman inside.

New canvas among the shows and concessions contributed to the attractive appearance and aided business. New marquee is a masterpiece of tent making. Front gate is improved by a band stand, with George Stoltz and his concert band alternating with a reconditioned sound truck in keeping the front alive with melodies. Uniforms have been ordered for ticket sellers Hester and Johnson and sound truck operator Margerum.

Mack A. Glynn's diner, new from the ground up, made a pronounced hit. Mrs. Glynn, as hostess, helps greatly to dress up this restaurant.

Mrs. Marks, greatly improved in health, visited with Queen Jean, who will shortly celebrate her fourth birthday. Mrs. Al Huband and daughter; Mr. and Mrs. T. A. Ricel, parents of Mrs. Marks; Mr. and Mrs. Rice, Jack Burns, Christopher Dominecki, H. A. Pleasant; Garber, Sherwin-Williams local branch; Thomas J. Nelson, auditor; Etwell, whose insurance firm carries Marks Shows' policies; L. P. Curry, of the Reliance Engraving Company, and T. A. Jordon, of Virginia Stereotyping Company, were business associate visitors. Jimmy Simpson, of minstrel show fame, was a visitor twice during the week, in town arranging for engagements of his one-nighter.

Children of St. Helena's Orthodox Catholic School were guests of Marks Tuesday. Joseph End was warmly welcomed. J. Stanley Roberts found the latchstring out. Substituting at the last moment for Eddie Viera and his Four Devils came the Four Aces direct from Jack Schaller's offices in Los An-

geles and they clicked. Under direction of Paul Nickels, the act is made up by Lee Neese, Don Hartman and Howland Howe.

In walked Starr DeBelle, of the Johnny J. Jones Exposition, en route to Washington, and Gaylord White, of the World of Mirrh. A carnival press agents' union was immediately formed, with Walter Nealand being elected president, and decision to stage a sit-down strike on a current carnival pest was reached and will be heard from later in the season. CARLETON COLLINS.

Santa Fe Exposition Shows

Milford, Utah. Week ended April 11. Auspices, American Legion. Weather, cold. Business, fair.

Show moved here from Las Vegas, Nev., in record time, but encountered snow and sleet. Tommy Gaspar, tralmaster, had the show up and ready for Tuesday night. Considering the cold weather business was good. Hank Carlisle is on a booking tour. Mrs. Carlisle is handling bingo during his absence. Sex expose is topping all shows. Charlie Tubbs serves fine meals and his midway cafe is a favorite among showfolk.

Delta, Utah. Week ended April 17. Auspices, American Legion. Weather, perfect. Business, good.

Tuesday, opening night, whole town turned out in good carnival spirit. American Legion committee co-operated in every way to make the date a success. N. L. West's side show got top money. Townfolk busied themselves buying tickets to see if the Ethiopian midgets have grown since last fall. Mickey and Minnie, of the mbuse circus, have disappeared and the whole carnival went out trying to find them. Seven-year-old Bobby Gaspar is the official water boy. Show played here last fall.

EDNA GASPAR.

Brown Novelty Shows

Thomasville, Ga. Week ended April 10. Location, municipal airport. Auspices, Junior Chamber of Commerce. Ten-cent pay gate. Weather, rain four days and cold two days. Business, only fair.

Arrived here in rain and mercury low but opened as per schedule Monday night. Promotion of food and auto show created local interests. Decorations of hanger and booths by Ashburn Finch caused favorable comment. Grove Laboratories sent their health train and this, with sound trucks of Arcadian Nitrate and Ford Motor Company, together with show sound equipment, furnished plenty of inside and outside music. Public wedding on Monday night, Old Fiddlers' contest on Tuesday night, Wednesday was amateur night, Thursday baby show in afternoon, Friday special Ford night and Saturday gift night helped to draw attendance. Ford Motor Company sent special exhibit for show. Midway free acts were Prince Nelson, high wire; Ethel Garland, in combination iron jaw and swinging trapeze with loop-the-loop from 75-foot rigging, and the Coddinos, Australian whip-cracking and knife-throwing acts. Concessioners: Mr. and Mrs. Roy Fullhart, cookhouse; Charlie Beasley, Mrs. F. Z. Vasche (bingo), Bobby Burns, Mr. and Mrs. August Litts, Mr. and Mrs. Frank Crawford, Mr. and Mrs. Doc Taylor, Mr. and Mrs. F. Decker, Mr. and Mrs. Jim Warring, Paw Tate Mr. and Mrs. Art Henry, Frank Jaquinto, F. W. Ryan and Mr. and Mrs. W. Gross. Handling of entire promotion brought favorable newspaper comment. WPAX, local radio station, co-operated with full Sunday program, including interview with Prince Nelson. This helped greatly in bringing many to the midway. Friday night over 6,000 admissions. Junior Chamber of Commerce, with active committee, worked hard thruout week. F. PAISLEY DAVIS.

Texas Longhorn Show

Athens, Tex. Week ended April 17. Location, East Tyler street. Auspices, fire department. Ten-cent pay gate. Weather, clear and warm. Business, fair.

Show came here from Corsicana, Tex. Lee Fine, chief mechanic, had trucks, autos and trailers in perfect form. The light plant accomplished wonders. Blue ribbon went to chief electrician Robert

Young. New music has been added to the street calliope truck, which has a pretty girl posing on a genuine Texas longhorn adorning the front as it parades the streets. Dr. J. J. Hamiter, Dallas veterinary, joined with menage horses, trained ponies, trick mules and a dog circus. His son, J. J. Hamiter Jr., handles the equine, canine and mule performers. Assisting him are Harry Boyd, Walter Radde and George Merrill. Free act was Mouton, human miracle. Newsboys were midway guests, also underprivileged children. Mr. and Mrs. C. W. Anderson on the midway with their two midget sons, who are billed as Jack and Jill. Their 7-year-old sister chaperons them, and Jack King is their manager. Eddie and Evelyn James and daughter, Lois, formerly of Dodson's Shows, were given a dinner. Ray Turentine was located near the main entrance with photo gallery. Tom Moroney is a newcomer with an auto baby ride and concessions. Five Maltese kittens were born in side-show cat orchestra. They are exhibited in a fancy bowl. "Happy" Everett's young gorilla, Abner, attracted many people in a store show window, where it wrote on a typewriter. J. J. Hamiter has a special baby carriage for his young gorilla. Visitors: Jack Ellis, Mrs. Ella Walters, B. H. Nye, Harley Sadler, Jack Rooney, Charles T. Goss, the Scotts, Rev. Ben Cox and Mrs. Felda Shuford. R. H. McCorkle and Major Nightfoot are organizing a high-school band in six surrounding towns. Hugh Kirkpatrick, oil man, and H. E. Hershberger are tops at making and engraving finger rings. DOC WADDELL.

White City Shows

Walsenburg, Colo. Week ended April 17. Location, Highway 85, close to town. Weather, warm. Business, very good.

Show opened Monday to a fair crowd and by Wednesday night the midway was almost too small for the crowds. Good business was enjoyed by everyone. The shows ran neck and neck for top money till Saturday night, when Irish McMillen's Athletic Show carried off honors. Kid Tiger joined this show and was a big hit. Eddie Knickerbock joined Harry Sucker's bingo game. Claude Renner has taken over the duties of 24-hour man and special agent. Doc H. S. Gero and wife joined with new cookhouse on wheels. Otis Vaughn and Lillian Vaughn, chef and waitress. Joe Barrell left for Hilderbrand's United Shows. Nearly everybody is busy building new concessions. Happy Whitman, blanket wheel; Johnny Sterling, blower and cigarlet gallery. Frank Downie, of Downie Bros.' Tent and Awning Company, and Mr. and Mrs. Ben Daubert were visitors and also delivered new banners for side show and took orders for a number of concessions tops and one more new show top. Manager C. F. Corey and wife spent a busy week entertaining old friends and committees. JACK ELHART.

Hilderbrand's United Shows

Hauhtorne, Calif. Nine days ending April 11. Location, Hauhtorne boulevard. Auspices, Veterans of Foreign Wars. Business, fair. Weather, clear.

Showfolk spent the week celebrating. Outstanding was the wedding of Marie Peniston, of the Four Queens, to Virgil Shenefield, a nonprofessional. Wedding took place at home of Mr. and Mrs. Jack Schaller on Glenhurst avenue, followed by an elaborate reception and banquet after show. Mr. and Mrs. Tony Strueby attended the bride and groom as best man and bridesmaid. A rousing reception was given the happy couple upon their arrival on the showgrounds. On their final performance Sunday night Four Queens, under direction of Tony Strueby, departed for Baltimore. Cast included Rena Levin, Fritzie Asay, Marie Peniston Shenefield and Boots Strueby. Regrets for their departure were expressed by the entire show. Mrs. Claude Baris celebrated her husband's birthday by a Dutch luncheon upon the showgrounds, which was attended by 80 showfolk. Mr. and Mrs. Hl Severen entertained at a fried chicken dinner at their apartment. Fred Stewart celebrated his birthday. Five Thrillers replaced Four Queens as free act. Fern Cheney gave a dinner party to a number of friends. Mr. and Mrs. Bud Cross returned from visit to Silverton, Ore. Dixie Olson departed to join the Kennedy Greater Shows. The tempting diversions in the menu offered by Mrs. Emmy Clifford's cafe has the entire show agog. Mrs. Nadine J. Fromm,

Portland, Ore., is the house guest of Lucille King. The title of the two most popular young ladies on the show has been awarded to Claire Herti and Lucille Kimball, of Bud Cross' Concessions.

The show has completed several Hilderbrand-type trucks for Frank Babcock to be used when his show takes to the road. A welcome visitor was Phil Williams, general agent for a West Coast organization. Hazel Fisher and Verna Seeborg are exhibiting their latest acquisition, "Pug Ugly." Visitors at the office were Mr. and Mrs. Allen A. Mitchell, of Hermosa Beach, retired showfolk from the East Coast, who are conducting the Red Front Cafe in that city.

During the final performance of the Four Queens Boots Strueby met with a painful accident when the last two ladders collapsed. It is believed Mrs. Strueby will be able to resume her part in the act. Charles Soderberg purchased a new semi-truck and housecar and will give his first performance in Monrovia. Mr. and Mrs. Tommy Lee's new housecar is having extra features installed. Mrs. O. H. Hilderbrand and baby, Betty Joan, are visiting her mother in Hood River, Ore. June Pickard added a concession. Mr. and Mrs. D. G. Couden's *Novelties of 1937* is doing nicely. Athletic arena, operated by Kid McCann Currier, topped the shows nightly. Mr. and Mrs. E. Pickard received the delivery of one of Hilderbrand's house trailers. The show purchased two new semi-trucks. Two new Octopus fences have been ordered from Eyerly Aircraft Corporation to be placed about the Mix-Up and Twin Ell Wheels. The pennant and penny concession of Joe Disanti has been doing exceptionally good business. The cast of the Five Thrillers are Reggie Marrion, manager; Gilbert Atell, Lucille Bennett, Vivian Taylor and Alfred S. Keenan.
WALTON DE PELLATON.

McClellan Shows

Marion, Ill. Week ended April 17. Auspices, fair association. Business, good. Weather, fair.

Show arrived here Sunday and everything was up and going Monday night. Greenwood (Miss.) Tri-County Fair has been contracted. Mr. and Mrs. T. Neal celebrated their 25th wedding anniversary. Robert Purdue joined as reader in Kattie Thomas' mentalist booth. Doc Waly, Hot Springs, Ark., arrived with a 22-foot python. Friday was a spring day and everybody was painting and repairing. General Manager Roy Goldstone built three new concessions, ham and bacon, bucket and mentalist camp. Visitors: A. C. Choate, of Choate Comedians; Texas Red Allen and wife, Charles Higginbottom and Mr. and Mrs. Laughlin, all of West Bros' Shows; Dr. Street, of Washau Indian Med Company; Robert Steayer and W. M. Murphy, of Pan-American Shows; W. J. Dunn, Leona Leonard, William Maxwell and Bert Moss, of Great Superior Shows; Mrs. J. L. Barker and Mr. and Mrs. OoKle, of Barker Shows. Albert Petka arrived in charge of Mrs. Roy Goldstone's fishpond concession. William Plum, general workman for Goldstone concessions, died in a Carbondale hospital of acute appendicitis. Body was sent to his home in Cincinnati for burial. A large floral offering was given by members of this show.
L. OPSAL.

Western States Shows

Corpus Christi, Tex. Ten days, ending April 18. Fair and Exposition. Attendance, excellent. Weather and business good.

Opened to very good business. Forty thousand attendance first three days. This is the third fair for this city. This show played the first and third fairs here. Several new shows were built for the "Battle of Flowers," San Antonio, as everything must look its best for this event. Among them are motordrome, snake and Scotty Norton's new idea of three side shows. The largest is the mammoth turtle show, that is managed by Hank Gowdy, formerly of the Pacific Whale Shows. The turtle was caught in Aransas Pass, Tex., by Jack Ruback and his party while fishing there. It weighs over 900 pounds and is judged to be over 400 years old. Many friends came over from San Antonio to visit the show and to go fishing. They were A. Odadal, Mike and Hymio Ruback, Mrs. Dick Word and Mrs. Campbell, Bobby Hyman's mother, who brought Larry Wood Jr. and Eddie Hyman down to visit their mothers. MURRELL WOOD.

Golden State Shows

Ventura, Calif. Week ended April 11. Still date. Location, Meta and Ventura avenues. Weather, warm in daytime, cool nights. Business, good.

Preceded by two other carnivals here, gross on shows and rides a little ahead of last season. Al G. Barnes-Sells-Floto Circus played a couple of blocks away on Friday and brought many visitors into town and helped business on that day. Many old acquaintances were renewed and thru the courtesy of Sylvester L. Cronin, genial manager, practically everyone on the show visited the circus either at the matinee or night show. The courtesy was reciprocated by Manager Will Wright and many of the circus performers, executives and help took in the rides and shows. Theo Forstall, George Tipton and several of the executives were entertained by Will Wright and a very pleasant day was closed in the wee small hours. Other visitors were J. W. Peterson, Cliff McDougall, Harry Chipman, Mark Kirkendall and Harry Sussman. Scooter continues to be the most popular ride with the Octopus a close second. Bill Hobday added two new attractions to his Side Show and topped the shows, altho Hickman's Miniature Circus, a very novel show, ran very close. Giggle House, under management of Leroy Belyea, is doing nice business. Joe DeMouchelle did a good job on publicity, including a tieup with *The Ventura County Star*. Mr. and Mrs. Dick Kanthe, of the Athletic Show, gave a party in honor of Dick's birthday.
LEIGH PRINGLE.

Reynolds & Wells' United

Lebanon, Mo. Week ended April 17. Auspices, American Legion. Weather, clear. Business, good.

Opened season Saturday, April 10, with ideal weather and crowds that packed midway until midnight. Gloom was cast over the entire show Sunday when word was received of the death of Mrs. Leonard Wells, of Omaha. Mrs. Wells was the mother of one of the owners of the show and was well known in the show among concessioners, she having several sons and daughters in the business.

Tilt-a-Whirl topped the rides. Big Ell Wheel a close second. A. N. Opsal's corn game got a big play every night. All concessioners did well. J. E. Miller's mechanical battlefield, a reproduction of the World War, received much comment and publicity. Burckett's Freak Animal Show features a cow with two bodies. General Agent Noel and the writer returned from a trip and visited several shows and all report good business.
JACK LINDSAY.

Wallace Bros.' Shows

Paducah, Ky. Week ended April 17. Auspices, Red Men. Location, North Eighth street circus grounds. Weather, cool and windy with rain Wednesday. Business, good. Pay gate.

One of the writer's "home towns" and his fifth engagement under the same auspices. Third engagement here for this show. The committee, presided over by the perennial Al Foreman and assisted by Mrs. Foreman, co-operated with the staff to the fullest extent and a "tieup" with Radio Station WPAD was helpful. Attendance was heavy, considering freakish weather. Visitors here headed by Mayor Scott Lemon of Mayfield and party; Harry S. Berger and wife, of Al C. Hansen Shows; Chief of Police Bryant and Detective Chief Kelly Franklin; Mr. and Mrs. F. N. Sorrel; Mert Sloan, of Lakewood Night Club; Carl Cohen and Mildred Hodges. Mr. and Mrs. Frank Sparks received many compliments on their new de luxe cookhouse. Crawford Duo, aerialists, furnished the free attractions. It's a boy in the Parks family; pater Howard Parks passed the cigars. Harry Cohen under the weather for several days. General Agent A. R. Wadley celebrated his birthday anniversary and received several choice gifts. The writer received many letters of commendation and his article in the Spring Number of *The Billboard*.
WALTER B. FOX.

Dee Lang Shows

St. Louis. Week ended April 11. Second week at Fourth and St. George streets. Weather, variable, mostly cool. Business, fair.

Rides continued well. Shows doing only fair. A truck move was made across

town where shows were set up and ready to operate by Monday night.

St. Louis. Week ended April 18. Location, 19th and Penrose streets. Weather, warm. Business, excellent.

Shows opened exceptionally good, due mostly to merchants' tickets, which will be in effect during all the still dates.

Two more attractions, Hell's Angels and monkey circus, opened here. Show is awaiting arrival of the Octopus, which with Dixieland on Parade, Mysterles of India and Illusion Show, will complete lineup of shows and rides. Concession row is well pleased with business. Mickey Mansion, manager of Side Show, reports exceptionally good business. One more week on this location, then the show leaves the city for regular road tour. Mike Schemel, previously attached to show in capacity of Chairplane manager, passed away, and a beautiful floral tribute was sent by employees of the show. Building improvements under direction of Heavy Vaughn continue at full blast. Lloyd Statler is manager of new Doggem, which gets top money. Among rides, Harry Moore, with the Caterpillar, is a close second. Kid Murphy, with his *Follies of 1937*, tops the midway, with Mickey Mansion's Congress of Wonders close behind it.

Gus and Mary Forester, of cookhouse fame, are doing a good job of feeding showfolks.
RAY VAN WERT.

K. & G. Amusement Company

Shirley, Ark. Week ended April 10. Weather, cold and rainy. Auspices, city council. Business, fair.

Altho it was too cold for large crowds, Saturday was a fair day and a good matinee was had. William Pipe, owner of show, left for Ft. Smith with his new truck to bring back a new Hershell Kiddie ride. Mr. and Mrs. J. J. Clark joined with their concessions. Roster: Mrs. Pike, Ell Wheel tickets; Buckler Red, tickets and first man on Chairplane; Oss Daniels, cookhouse and photo machine; Ike Goldstone, corn game; Eddie Morgan, penny pitch; James Hill, concessioner; Earl Tate, owner and manager of nudist colony; Wild Bill, manager of Ten Nights in Paris, girl show, and Bobbie Burns, manager of dancers Peggy Burns' and Dimples.
JAMES HILL.

De Luxe Shows of America

Lancaster, S. C. Week ended April 17. Auspices, American Legion. Weather, rain and cold. Business, fair. Location, fairgrounds.

This was the opening spot for the show. General Manager E. E. Prell has all new panel fronts painted and lighted and each show is equipped with a loud-speaker. The midway has a new lighting system with neon signs. The Mae West monkey high dive is a good act, the monkey jumping 75 feet into a net. Pauline Black and Curley Bananos do the high dive into water. Visitors were Moet Williams, secretary of Monroe Fair; Clyde Skidmore, secretary of Albemarle Fair; R. H. Work, of the Work Shows, and Paul Wadell. Staff: S. E. Prell, manager; William Hasson, assistant manager; Dan Dennis, secretary; Ben Cheek, general utility; Joe Parson, assistant utility, and Chuck Simons, electrician. Ride lineup: Walter Preston, Merry-Go-Round foreman; Harry Fox, Whip foreman; Gus Elsnor, owner of the Octopus, Phil Netzer, foreman; Jimmy Sheridan, foreman of twin Ell Wheels; Alfred Weckesser, Kiddie Ride foreman; Abe Prell, owner of Loop-o-Plane; A. C. Davis, Loop-o-Plane foreman; Henry Fuller, Chairplane foreman, with F. A. Fryor assisting; Gener Hays, Ride-o-O foreman, assisted by Howard Fryor. Show lineup: Bobby Hasson, Ten-in-One show; L. L. Coffey's *Follies of 1937* has the following girls: Mrs. Cecilia McGuire, Jackie Chapman, Anita DeLoach, Marie Sexler, Mary Standwood, Betty LaRue, Patsy Browning and June Vooris and Burger Waster's Orchestra; Kay Hayes is talker and Harry Johnson and Pete Davis, ticket sellers. James McVey has monkey circus and trained dog, Silver Son; Charles A. Taylor, manager of the Southern Minstrel Show, which has 22 people, including Banjo Bernie and orchestra; Doc Wilford Blume has Adam and Eve Show; Frank King, a new crime show, *Folly of Crime*, and is assisted by Mrs. King in ticket box. Concessions: Joe Smith, Penny Arcade; James Morgan, three ball games; Harry and Margie Stevens, bird store and duck pond; Mr. and Mrs. Jack Russell, fish pond and shooting gallery; Joe Lux, blanket store; Paul Prell, bingo, rolldown, pitch-till-you-win and grocery store; Uine Parkson, pop corn and cane rack; Harry Mattison, hoopla; Pop Wright, long-

range shooting gallery; Henry Poe, novelties; Harry Finnigan, three penny pitches; E. C. Weber, photo gallery; Joe Hennis, cigars; Morris Vlivona, custard; Murphy, cookhouse; Harry Montgomery, chef; Jack Riegel, artist; Jimmy Street, calliope, and George Rutland, night watchman.
FRANK KING.

Mighty Sheesley Midway

Charlotte, N. C. Eight days ending April 17. Auspices, Knights of Columbus. Location, Irwin Creek and West Trade street. Weather, variable; rain one day, straw hats next and overcoats following. Business, excellent.

This was one of those "red ones" the outdoor showfolk dream and cut up about. John M. Sheesley, general manager, and everyone else connected with the show were elated, because it was the biggest opening week this show has ever had in its 28 years of existence. Shows and rides opened daily at 10 o'clock in the morning and packed them in until the wee hours of the morning, this continuing until the closing hour on Saturday night. On the opening morning about 15,000 children participated in the safety parade. Mayor Ben Douglas, who is a friend to all show people, officially opened the festivities by greeting the children via Radio Station WSOB in a full-hour program. He also crowned the queen in Mrs. Jack Wright's popularity contest on Friday night, which also was broadcast. At the same time the writer was made an honorary member of the Junior Chamber of Commerce by Mayor Ben Douglas and asked to spread a good word for the friendly city before returning for the Charlotte Agricultural Fair. Hourly broadcasts over WSOB direct from the Nite in Paris Revue daily helped to swell receipts, among the performers participating being Pa and Ma Sherman, Ethel Windsor, Tony Arrianda's Royal Hawaiian Trio, Al Renton's man Oddities and Charlie Taylor's Harlem on Parade band. Several wagons overturned in the soft ground pulling off the lot, causing the train not to leave before 3 o'clock Sunday afternoon. Visitors: Mr. and Mrs. Sol Solomon, Johnnie Bullock, Harriet Hoyle, R. H. Work, Mr. and Mrs. Eddie Billeff, Sam Prell and Max Goodman. John M. Sheesley is short two of his upper molars, having had them pulled. P. C. Clark, show artist, did a swell job on the front, particularly Jack Winslow's Monkeyville front. Jack Shapiro designed a swell line of paper for the show. New radio booth, designed and built of plate glass and stainless steel, is a knockout. J. B. Hendershot, general agent, a visitor and entertained the staff at a party. Richard Brown, father-in-law of Noel Lester, had to leave due to operation on his wife. Victor-Victoria spent several days in the local hospital. Mr. Ripley, please note: Pete (Chew Tobacco) Lewis ate seven helpings of roast beef and three helpings of roast chicken at one sitting. He insisted that he had had a good wind. The show thanks Radio Station WSOB, *Charlotte Observer*, and *Charlotte News* for splendid publicity.
FLOYD NEWELL.

Barfield's Shows

High Springs, Fla. Week ended April 17. Location, right in town. Weather, pleasant. Business, very good.

Conditions, generally, unusually good here. Railroad shops and transportation pay rolls are larger than they have been in several years. Whole week of spring-like weather. Mr. and Mrs. Albert Farley were visitors while on their way to join Broadway Shows of America with their public-address system. J. W. Fernandez, nephew of Mrs. Barfield, joined and is operating her Mickey Mouse concession. One more week terminates the Florida tour for this unit. All looking forward to the spring opening at Griffin, Ga.
P. F. BEHRNS.

Kennedy Greater Shows

Bres, Calif. Week ended April 18. Auspices, Fire Department. Weather, cool. Business, none.

Show moved here from Glendale at night with trucks and opened Monday on time but business throuout the entire week was nil. The town is in heart of an oil field and was looked forward to as a real spot but it seemed as tho the natives just didn't care about carnivals. The few that did come on the midway were spenders but not enough of them came to make a profitable week. Thursday night Doc Hall had as his guests two of his old-time friends, Henry Fanning and Jack Steengrafe, umpires in the

Pacific Coast Baseball League. A little party was held in the office with Frank Kennedy, Loyd Wilson and Steve Henry sitting in and a Dutch lunch and beer were served. A surprise wedding at Glendale opening week should start the season off in style, the happy couple were Jack Clark and June Short, both agents on the penny pitch for Mrs. Olsen. Visitors: Hugh Weir, concessioner, of Long Beach; Ed Walsh and wife, Bristol Hotel, Los Angeles; P. J. Pickren, manager Whooperino Days at Blythe, and Chat Bryant, custodian PCSA clubrooms. Mrs. Loyd Wilson purchased a candy floss machine and has installed it in her pop corn concession. Dowhls Brothers finished a new 10-in-1 tent, 20 by 65, and delivered it here, they are building two more new tops to be delivered soon. Two baggage cars and four trucks transport the show.

DOC HALL.

OAK-HYTEX BALLOONS

NEW! MICKEY MOUSE VARIETY STRIPES



A SIDE SHOW on balloons, with Mickey or members of his troupe appearing in six "acts" around each balloon. Popular multi-color prints.

Made only by Oak under exclusive license from Walt Disney Enterprises.

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LOWEST PRICES PEANUTS — POPCORN

Confectioners' Supplies, Corn Syrup, Coconut, etc., etc. Prompt service.

E. CHERRY, Inc. 238 Market Street, Philadelphia, Pa.

Sunset Amusement Co. WANTS

Mechanical Show and Glass House, Pony Ride, Drive Yourself Autos, Custard, Cigarette Gallery, Bumper and other Legitimate Concessions open. Address: Kellogg and Western Ave., Peoria, Ill., this week.

WILL BUY USED DUAL LOOP-O-PLANE

Wire K. & K. AMUSEMENT CO., 11430 E. Jefferson Ave., Detroit, Mich.

WANTED

Cookhouse, Mouse, Floss, Fishpond, Cigarettes and Lead Gallery, Diggers, Scooter, American Mitt Camp, Shows—Athletic, Snake, Monkey, Girl, small Pit Show, Millibilly with own outfits or will furnish. Open May 1, Nokomis Ill. ATLAS SHOWS, F. A. CHLEBUZ.

SECOND-HAND SHOW PROPERTY FOR SALE \$1.05 pr. Richardson Roller Rink Skates, all sizes. \$2.50 New Aluminum Floodlight with clamp, bracket and cellaphone. \$20.00 Country Show Wheel with shipping case. \$40.00 Automobile Bumper Game with track and car. \$16.00 Mickey Mouse Ventriquist Figure, fine condition. We buy skates, all makes; Laughing Mirrors, Concession Tents. Pay Cash. WEIL'S QUIRISITY SHOP, 20 S. 2d St., Philadelphia, Pa.

CUMBERLAND VALLEY SHOW WANTS FOR ANNUAL CLOVER FESTIVAL

WILL BOOK Loop-o-Plane. Winchester, Tenn., May 3-8. Complete 5-in-1 or 10-in-1 Show, with or without canyos, or any other capable Show that doesn't conflict. Chorus Girls and Musicians for Minstrel Show. Percentage and salary. WANT A-1 Athletic Man, A-1 Ferris Wheel Man. Sober and reliable. WANT Frozen Custard, Photo, Ball Games, all Stock Stores open, etc. Prices reasonable. 12 straight Fairs already booked, starting in August. Others pending. Openings for all capable Show People. What have you? Address all mail to ELLIS WINTON, Mgr., Cowan, Tenn., this week; Winchester, Tenn., next week.

LAST CALL--Prudent's Amusement Shows

PLAYING THE BEST SPOTS ON LONG ISLAND, OPENS MAY 15, UNDER AUSPICES OF GERMAN AMERICAN SOCIETIES, LINDENHURST, L. I., N. Y. WANTS A few more Grind Stores and Stock Wheels. WILL BOOK OR BUY; a Chair-o-Plane, Address M. A. PRUDENT, 124 Cedar Ave., Patchogue, N. Y. Phone, Home 315. Office between 9 A.M. and 12 Noon. Call 1530.

Zimdars' Greater Shows

Flat River, Mo. Week ended April 17. Location, intersection Highways 61 and 32. Auspices, Lion Club. Weather, bad. Business, fair.

On account of bad weather week before, Manager Zimdars concluded to stay over the second week, but weather man was against show. Quite a few ventured out in the rain and cold nights, some of them good spenders. Visitors were Mr. and Mrs. Al Baysinger, of Baysinger Shows (the missus surely is not missing any meals); James Beyers and his father, of Beyers' Shows; Jimmie Morrissey, of Baker & Lockwood Tent and Awning Company, who landed quite a few orders for canyos; Ted Reed and wife. The Reeds had a party for the showfolks at their tavern Friday night and all had a royal time until the wee hours of the morning. Reed is a well-known showman and is making good with his tavern six miles from Flat River. He advertises like a circus. Saturday night was the only break show had on the two weeks and it really was a break—real weather, 2,893 thru the gate, all rides, shows and concessions doing real business. Taylor and Moore, free act, held them late, the turn going over big. CHARLES SEIP.

West Coast Amusement Co.

Sacramento, Calif. April 12 to 19. Auspices, VFW. Weather, good. Business, good.

Located on Alhambra boulevard next to Alhambra Theater and with warm weather except for one night, business was best show experienced here in 10 years. Lucille King and Pickles Pickard were nightly visitors. Both on advance of Hilderbrand Shows. Herman Q. Smith was also a visitor, as was Charles Faine, of California State Fair.

Octopus topped all rides on midway. Carl Holt and M. E. Arthur battled it out for top money on side shows. Whip and double Loop-o-Plane did good business nightly. All concessions did fair. Bingo, operated by Mrs. H. Bowan, got a big play last of the week.

Wire from Manager Krokos in New York said he had about ended his six months' trip to Europe and would be on show in Oakland. Ladies of Kit Kat Club busy getting a big picnic started for the near future. Drum Corps of VFW on hand nightly to help boost things along. Eddie Harris added a big new cigarette wheel, making four for him. The long lost Charles Walpert arrived for a visit with the writer and is on his way to buy an Octopus, which he states he will book on the Clark Shows. Jack Carter and Mr. and Mrs. Myers, of the Lodi Legion Picnic, on hand with their big smile and glad handshake. Season so far the best yet. W. T. JESSUP.

Great Superior Shows

Benton, Ill. Week ended April 17. Auspices, American Legion. Weather, ideal. Business, good.

Auspices and officials among the finest this show has ever had the pleasure of doing business with. Manager Beaty and Assistant Manager Blake, after enjoying the good fellowship of all officials of the local Legion Post, had their membership transferred to the Benton Post. After the ceremonies Beaty and Blake entertained the officials of the post at a fried chicken dinner at midnight, prepared at the cookhouse.

O. J. Beaty, general manager; Roy Blake, assistant manager; T. Gregory Murphy, general agent; Sam Riley, contracting agent; Mrs. O. J. Beaty, treasurer; Dr. Henri Clayton, secretary; Phil Rocco, lot superintendent; Pete Fred-

erksen, electrician; Jimmie O'Brien, master of transportation; Jimmie Bedwell, master mechanic; Wylie Clay, scenic artist; Micky Sullivan, trainmaster; Earle Hunter, neon signs and sound equipment. Rides: Merry-Go-Round, H. A. Dally, foreman; Delbert Dunlap and Robert Morgan, assistants. Twin Eli Wheels, Roy Peak, foreman; Roy Taylor, Robert Taylor and Earl Johnson, assistants. Whip, Bill Browlee, foreman; Fred Hansen, Joe McVey and Frank Wilson, workmen. Loop-o-Plane, Robert Dobbs, foreman; Tex Cathard and Chuck Wallis, assistants. Giant Chairplane, R. L. Wade, owner and foreman; Pete Standish, assistant. Kiddie rides, Buster Lamont, superintendent. Shows: Hollywood Oddities, M. Dunne, manager; Leona-Leonard, featured sex attraction; Alberta, snake charmer; Prof. Sweet, one-man band; Kato, the untamable lion, and his pal, Brownie, dog; two-headed baby. Mighty Dixie Minstrels, French Harrison, manager; Roy Skinner, stage director; Stump, band and orchestra leader; Buck Suber and Albert Prowell, featured comedians; Madam Hunt, blues singer; Daisy Killebrew, director of chorus; Frances Hunt, Jeanie Hunt, Anna May Marvin, Jeanette Brown, Eva Smith, Sallie Johnson, chorus. Musicians, Pete Killebrew, drums; Henry Brown, trumpet; Butch Radcliff, French horn; Snowy Andrews, sax; Bowen Carter, clarinet; Melvin Jones, piano. Athletic Show, under direction of Happy Jack Spurgin; Young Gotch, wrestler; Fighting Freddie Fidler, heavyweight boxer; Pee-wee Little, lightweight. Streets of Paris, O. K. Kelly, manager; dancers, Fannie Kelley, Ginger Gardner, Naomi Bostwick, Stella Wren and Ina Cole. Musicians, Harold Hicks, piano and musical director; Fred Moore, violin; O. B. Watts, viola; Manuel Rizzo, cello; George Wortham, drums; Bart McHaffy, flageolet. Darkness and Dawn Illusions, Henri Clayton, manager; five assistants and 15 illusions. Penny Arcade, Ralph Bouge, owner-manager. Nadjl, Queen of Fire Dancers, with four girls. Free acts, Taylor Brothers, aerial gymnasts; Peanuts, high-diving dog, and Dare-Devil Bovey, on steel mast. Concessioners, Ralph Pogue, Humpy Taylor, Taylor Brothers, Phil Rocco, John Asher, Cotton Lynch, George Sellers, Curley Parker, R. L. Wade, Jim Simes and Earl Duncan.

DR. HENRI CLAYTON.

L. J. Heth Shows

Columbia, Tenn. Week ended April 17. Location, hosiery mill lot. Auspices, American Legion. Business, good.

Only accident of season happened on last location in Birmingham, Ala., when center pole of Merry-Go-Round fell and hit Paul Reynolds, causing a broken collar bone. He is recovering fast. General Agent H. B. Shive back on the job recovered from his recent illness and looking great. Page's Kiddie Band scoring a big hit with public. Marie Leonard has joined her husband Harry. They have added their Burning-a-Woman-Alive act in addition to the impalement act. La-Ceill Daley has a beautiful new booth in Ray Daley's Cavalcade of Wonders.

JOE J. FONTANA.

Fairly-Martone Shows

Pittsburg, Kan. Week ended April 17. Weather, bad. Business, fair.

Following Ft. Smith (Ark.) engagement, which was marred by rain and cold weather—two nights completely lost—show moved into Pittsburg over Arkansas mountains in good time, with no trouble with trucks. All equipment arrived by 6 p.m. Sunday. Pittsburg found another week of very unfavorable weather—rain, wind and cold. Good crowds, however, have been turning out and seem to want outdoor amusements, so the management is very optimistic and is looking forward to a big season.

Alice Melville is still adding new features to her Manhattan Revue Show. D'Arcy Girls, free act, are proving a good drawing card. J. O. Shannon arrived a week ago with his new Octopus ride and is holding first place in the check-up each night. Noble C. Fairly has returned to the show from a business trip. Visitors on the midway the past two weeks included Marty W. Williams, from Joplin, Mo.; Doc Allman and G. Walters, from Kansas City; Bud Anderson, from Seal Bros.' Circus; Carl V. Nold, whose home is in Pittsburg; George F. Lewis (Prince Omar) and wife, who stopped over and paid Rebba Gilberts a visit while they were en route from Chicago to Los Angeles. M. VAN HORN.

Tinsley Shows

Greenville, S. C. Fifteen-day engagement ended April 17. Auspices, DAV. Location, Perry avenue circus grounds and Park place. Business, fair. Weather, unsettled.

Initial engagement of the new Tinsley Shows undeniably established this organization as a strong factor in small-time field. No records were broken and no 8,000 and 10,000 attendance nights were recorded; however, the show did do a nice business when weather permitted. First three days weather was near perfect and a nice gross resulted. Then came intermittent rains thruout the engagement, with several nights lost entirely.

Building operations continued thruout the home-town stay and practically everything was completed for the first move. Fred Miller's Swing Revue came thru with top money for the shows, with Prof. Shapiro's side show and museum a close second. George Gregg did not open the Plantation Melodies until the close of the engagement. This attraction when completed will carry 22 people, be office operated, and with new stage effects, scenery, etc., should step right up front in the money. Many visitors, as previously recorded, were seen nightly on the midway thruout the Greenville stay and commented favorably on the general makeup and scheme of midway. Concessioners not heretofore listed follow:

Mr. and Mrs. Ben Wolfe, corn game and fishpond; Doc Lindley, penny pitch (2)—operators, Billy Kinlaw and Molly Brockover; Mr. and Mrs. Frank Oestricher, penny pitch, jumble and cigaret shooting gallery; J. B. Gillispie, pop corn; Joe Russell, ham and bacon; Mr. and Mrs. C. M. (Curly) Morley, ball game and penny pitch; Rex Canada, skee ball; Madame Yofons, palmistry; W. D. Bartlett, diggers—I. W. Shorty, manager; T. B. Lasure, cotton candy; E. R. Mater, strip photos; Frank Long, milk bottles; Tommy Thompson, cart rack; J. E. Saxe, O. K. Weston, bumper; R. H. Dyer, jewelry shooting gallery; Mr. and Mrs. Harry Dooling, dart game.

R. F. McLENDON.

Al Baysinger Shows

Fredricktown, Mo. Week ended April 16. Location, on Highway 8. Weather, rainy and cold. Business, poor. Potosi, Mo. Week ended April 17.

Opened in the heart of town at Potosi and all enjoyed good business. Saturday Old Sol shone in all his glory, resulting in a profitable day for everybody. Top honors went to baby Auto Ride and Ferris Wheel.

Personnel of show is as follows: A. S. Baysinger, owner and manager; Maude L. Baysinger, secretary and treasurer; Doc Randall, general agent; Sid Crane, special agent. Concessioners: Maude Baysinger, William (Wallie) Wallace, Amelia Wallace, E. S. Perkey, Hank Smith, W. A. McCauley, Mrs. James Prince, M. Casey, James Prince, Mrs. Vess Crawley, D. Wilson, Lee Baker, Walter Logston, Doc Angle, Sam Moore. Rides: Ferris Wheel, Jack Shannon, tickets; Mrs. Jack Shannon, Kiddie Auto Ride; C. F. Barrett, Merry-Go-Round; Slim Farmer, Chair-o-Plane. Shows: Athletic Show and Kongo Show, Jack Carroll; Monkey Circus, Vess Crawley. Curly Wilson is electrician and has charge of transportation. Lot superintendent is Jerry De Ford. SID S. CRANE.

Clark's Greater Shows

Merced, Calif. Week ended April 18. Weather, good. Business, good.

Fourth week out and everyone a winner. Slow start here but business wound up extra good. Congress of Oddities continues to top the shows, with Gay Paree running a close second. Of the rides Scooter and Octopus are racing for top honors. Lineup now consists of seven rides, eight shows and about 25 concessions. Frank Redmond does a beautiful job of laying out the lot and visiting showmen have made much comment on it. Manager Clark can always be found doing something to improve the show. LAWRENCE LA LONDE.

MT. STERLING, Ill., April 24.—At a recent meeting of the directors of the Brown County Fair Association contracts for the midway attractions were awarded to the Ralph R. Miller Exposition Shows. Dates for this year's fair are the first week in August.

Rosters of Carnivals

(As Reported by Show Representatives)

Dodson's World Fair Shows

SAVANNAH, Ga.—Roster of shows, rides, additional staff members and concessions on the shows at recent opening here.

Shows: Leaping Lena, William H. (Bill) Davis, manager; Harrison McCormick, ticket box; Madeline Edna Worthington, lecturer. Mechanical City, Capt. Elton Denham, manager; Howard Edward Morrison, ticket box; Major Franklin Parker, lecturer. Darkest Africa, 60-foot bamboo front, Charles LeRoy, manager; Hugh Priest (Prince Mongo), producer; Princess Hootia Aliba, Chief Boko, medicine man; Addis Aadaba, women of Burda Bush Tribe; Ubangi savages; African pygmies, Hosey and Esther; long-necked women from Belgium Congo, Largeo and Keenie; main ticket box, Shorty O'Brien; second ticket box, Frank Wakefield; lecturer, Henderson Melorse. Southern Revelers, an all-colored musical comedy, Sol Speight, manager; Homer Acuff, talker; Happy Jack, dancer; Harry Gibbs and W. H. Williams, comedians; Catherine Foster, soubrette; Castella Robinson, impersonator. Chorus, Louise Goodman, Essie May Johnson, Louise Thomas, Ruby Marrita Wilson and Dorothy Raymond. Chorus dance numbers produced by Myrtle Lee Speight. Band and orchestra, Joseph Raymond, trumpeter; Nathaniel Colman, drummer; John Jackson, trumpeter; H. E. Johnson, trombone; Freddie Frazier, piano; Robert Geuard, banjo; Richard Wallace, sousaphone; J. D. Jones, trombone; Philmore Stanford Jr., sousaphone and leader. Two Franciscos. Sex Show, James Jackson, talker; Mrs. H. S. Trainer, talker; Mrs. Onia Garcia, tickets, and Frank Garcia, canvasman. Motordrome, Olive Hager, owner and announcer; ticket boxes, Frank Gibson and John McFarland; Dudley Lewis, rider; Iris Stewart, fancy rider; Arthur Evans, mechanic; Abe Collins, attendant, and Charles Smith, construction foreman. Artist and Models, posing show, Lucille Osbourn, producer; Jess McCormick, talker; Ed Pond, ticket box; William McCormick, talker; posing girls, Lydia Osbourn, Kitty Ellis, Anna May Connelly; Dave Smith, utility man. International Congress of Oddities, Robert Curtis, manager; Marie Raymond, tattooed lady; Andy Brisley, fire manipulator; midgets, Joe Pollock, Eugene David, Eulie Davis and Sarah Cleveland; Rubber Nelson, Swedish shin man; Senor Pedro, pain-proof man; Gilbert (Tiny) Riechert (Slim Jim), and Big Bertha, fattest and thinnest; Eva Latour, monster pythons; Larry Johnson, sword swallower; Billie Noblitt, Mysteries of Egdad; Royal Scotch Highlanders, entertainers, Peggie Loga, Major James West, Henry MacLaren and Allison Cochran; Sandy Hogan in charge of front; ticket boxes, Fred Schwartz, Mickey Brown and George Dixon; Clarence G. Woodward, boss canvasman; culinary department, Gus Moore and William Collins. Illusion Show, Emerson Wade Hopkins, talker and manager; ticket boxes, Leonard Harrison and William A. Shuman. Streets of Cairo, Moe Epersten, manager and talker; ticket boxes, Earl Haynes and Richard McDowell. Lollypop Ship, J. Harley Roy, captain; Mrs. Jennie Roy, first mate. Round and Round, J. George Roy, manager; Jack Applegate, tickets, Nudist Colony, Joe De Trapani, owner; Sailor Joe Simmons, talker; Bill Adams and Hall Murphy, ticket boxes; Bee Thompson, nudist queen; Marie De Trapani, designer. Gay Paree, Etta Louise Blake, manager and hostess; Bennie Merrill and Jack Burns, tickets; Eddy Taylor, talker; Jimmy Doss, producer and emcee; Charles (Curly) Whire, orchestra leader; Nick Wilke, comedian; Jackie Rody, Hawaiian dancer; Sidney Castiglia, fan and flame dancer; Mary Glover, blues singer; Jessie Clark, Oriental dancer; Ruby Dodson, specialties; Peggy Harrell, featured principal; Carole Berry, chorus and tap specialty; Mary Burton, Billie Bryan, Esther Myer, Sylvia Knowles, Mae Edwards, Tess Lovely, Lee Sims and Joan Perry, chorus. Rides: Loop-o-Plane, Clyde Mitchell, foreman; Hugh Smith, Dick Bollin, helpers; Mrs. Hazel Webster, tickets. Long-range gallery, Mr. and Mrs. Ed Matson. Scooter Ride, Holliday, foreman; Jack Sutton, Jack Phillips and Hubert Patrick, helpers. Hey-Dey ride. Peter Loftus, foreman;

Morris Dice and Texas Oshey, helpers; Norma Compton, tickets. Octopus ride, Arthur Bechard, foreman; Bob Gladden, assistant; Mrs. Connie McCormick, tickets. Ferris Wheel, Bill Burton, foreman; Roy Hickman and J. C. Terrell, clutchmen; Mrs. Harry Dice, tickets. Merry-Go-Round, Ray Mead, operator; Happy Havens, boss; Simon Read, Joe Perkins, Foster Malone, Hiram Nevers and Sam Coleman, helpers. Whip, Robert Moore, foreman and clutch; Mrs. George Williams, tickets; John Boudreau on gate. Merry Mix-Up, Harley Johnson, operator; Leo Murphy, tickets. Blue Goose kiddie ride, William G. Hutchinson, operator; Mrs. Hutchinson, tickets. Baby Auto Ride, L. Kniffen, owner and tickets; Penny Pendergraft, operator. Pony Ride, eight Shetland ponies, H. (Fat) McCaully, owner; Mrs. Mae McCaully, tickets; Paul E. Glazer, tractor driver and mechanic; Fat McCaully, tractor driver and mechanic; M. Williamson, tractor driver and assistant mechanic. Concessions: Cookhouse, Danny La Rouch, manager; Danny La Rouch Jr., assistant manager; G. C. Lance and Joe Sparra, cooks; Whittie West, Henry Morris, Dick Austin, Bill Booth and Earl Thompson, waiters; Joe Lambert, griddle; Shorty Walker, cashier; Pete Gibbs and Tom Jones, dish washers; Tommy Tunkins, yard man. Palmist booth, Madams Zelma (Mrs. C. E. Sherman), Mrs. Louise Lemoine and Mrs. Richard Dykman, readers; Charles Ruley, talker. Grind store, C. E. Sherman, owner; Charles Moss, Jack Tempkin and Morris Zhor, agents; blanket wheel, C. E. Sherman, owner; William Kelly, agent. Photomirror Studio No. 1, M. E. Shoemaker, Shoemaker, Diggers, Dinty Moore; candy apples, Norman Jacobs. Guess-your-weight scales (2), Louie Hersh and Verne Wolf. Hoop-la, Mr. and Mrs. F. W. (Toronto Red) McGuey. Skeeball, Joe Osar, Bill Granito and Harry Kushner. Grab Joint, Tommy (Greasy) Allen, Mrs. Maude Allen and Bill (Gold Tooth) Shirely. Hoop-la (2), Mrs. Abe Stark and Thomas A. Percival and Jack Golden. Ball games, Lee McDaniel and Betty Waters. Lunch stand, Mel Dodson Jr. and Spike Adams. Pop corn, Lincoln Winston. Cigaret shooting gallery, Mr. and Mrs. B. F. Kling. Bingo, Allen Speelman, superintendent of sound; John M. Williams, Ray E. Hart, Henry Leeder, William A. Smith, Fred E. White and Burton Kelly, checkers; Mrs. Guy Dodson; Mrs. Mel Dodson and Elmer Day, managers. Staff: Lee Folkner, chief

electrician; Bill Clark, first assistant; Abe Clark in charge of electric, light towers; assistants, Harry Bowman, Leo Mason, Tom Hastings and William Clark. Joe De Trapani, scenic artist and designer. Red Ballweg, sign writer and painter. Mrs. Dan Montgomery, main entrance ticket seller. Don Montgomery, trainmaster. Train crew, S. F. Harper, Hugh Jackson, Carl B. Morrin, Walter Moner, F. L. Nozern, Melvin Lawrence, Ben Fields and L. Goodwin. Reported by Dave Carroll.

Young built a new front for the girl show. Kid Bruce has been making good headway with his girl show and is ready. Steve Barto has rebuilt the Merry-Go-Round. Al Zurinkas, master of transportation, has the loading equipment in good shape. Ike Wallace has arrived with his El Wheel and crew. R. H. Wade and family, of Wade Shows, visited recently. Reported by Jack Bell.

Howard Bros.' Shows

MILLFIELD, O., April 24.—Last-minute touches at quarters is being done. Painting of rides, show fronts and trucks is under supervision of Frank Burkett. Show will open season in Athens, O., May 1. George Harding will have concessions and will be in charge of the advertising for the show. Shows and concessions: Moore's trained animal show; F. A. Short will have musical comedy, Hawaiian and Nudist shows; L. B. Lucas, Ten-in-One; H. A. Smith, Zzooyozz show; Fred Mines, show; Speedy Babbs, Motordrome, and A. Carpenters, pony ride; Robert Adams, corn game; C. J. Martin, photo gallery and pitch-till-u-win; G. A. Harding, caramel corn and show balls; R. S. Simmons will again have cookhouse and concessions. William Smith, W. Radford, John Colburn, Brooks Mason, Harry Wambolt and Jess Bradley, concessions; Charles Laisron, candy floss, and Madam Roma, mentalist booth. Reported by Dolly Simmons.

Frisk Greater Shows

MINNEAPOLIS, April 24.—Weather more summerlike and opening date creeping up, and work is at its peak at quarters. Two new trailer trucks bought by Frisk have been turned out with new 24-foot semi-bodies and will be used to transport the new Tilt-a-Whirl that is ready for delivery from Sellner Manufacturing Company in Faribault, Minn. George Powell, scenic artist, has the Merry-Go-Round ready to turn out of paint shop. Ferguson came in from Spokane with his crew and concessions. Cars are due from factory for a new 20-car double-breasted kid ride that Frisk built.

Mrs. Frisk entertained a number of show people on April 17 in honor of her birthday. Evening was spent in Frisk's home here in Minneapolis with the usual birthday festivities. Quite a few people are waiting for the 26th, time the show will move over to St. Paul, including Mr. and Mrs. Ferguson, Mr. and Mrs. Gene Reil, Neal Lannigan, all of concession row; Master Mechanic Louis Watrous, wife and crew of 10 of the working boys. Show will go out on its fleet of 12 trucks and a new panel sound truck purchased by Frisk. W. C. Show Print has the order for paper, including a new-style herald that the writer made up, which will be a descriptive outline of show including coupons. Reported by H. D. Smith.

Ellman Shows

MILWAUKEE, April 24.—Work at quarters is going along at a rapid pace for opening at Kenosha, Wis., May 15. The electrical wiring is rapidly taking shape. The trucks are getting the final coat of silver and are looking better under the supervision of George Kovatch. The writer will again be *The Billboard* agent and electrician. Reported by Jimmie Franklin.

All-American Exposition Shows

FANKTON, S. D., April 24.—Show will open season May 8, Norfolk, Neb. Executive members have all arrived at quarters. H. V. Petersen, general manager, returned from Minneapolis, where he has been contracting searchlight advertising during recent months. P. M. Jones, general agent, returned from booking trips in South Dakota, North Dakota and Montana. Charles Andersen, concession manager; H. C. Hansen, ride superintendent, and Soren Hansen, electrician and mechanic, are back on the job again. Reported by Jonesy Jones.

Harris Carnival

FINDLAY, O., April 24.—Everything is ready for the opening in Kokomo, Ind. Show will leave quarters April 27. The Kents, who spent the winter in Florida, arrived. Clint Brandon is set with a new top and a flash of radios. Al and Fay Fromuth have made several changes in their cookhouse. Jack Doty wrote that he would be in before the opening. Reported by George Cain.

Marks Shows

RICHMOND, Va.—Roster as reported here at opening stand of the season: Glynn's Diner, M. A. Glynn, manager; Mrs. Glynn, cashier; Frank Shang, griddle; James Ambrose, chef; Jerry Flynn, night man; Danny Dugan and Barney Brock, counter men; Frank Tryeck, Rual Ray, Frank Smith and George McCarty, waiters; John Hayes, Thomas McCann, kitchen. Revue, Al Paulert, producer and manager; Mona Maye, Sally Maye, Nellie Sink, Gertrude Giguere, Helen Stearn and Bobbie Tucker, dancers; Bill Owens, Bobby Thomas, tickets; John Haddad, flageolet player; Tony Rucci, accordion and callopie; James (Red) Gray, canvas. Harlem Dandys, E. C. (Doc) Anderson, manager and producer; Evelyn Anderson, stage manager; Joseph Brooks, straight; Joe Bradley, Hubert Fuller, Walter Berry, comedians; Tommy Woods, acrobatic dancer; Wallace Berry, tap dancer; Alvina Prince, Mattie L. Richards, Lillian C. Williams, Annie M. Mackelhaney, Cleo Lawrence, Tecra Fuller, Gladys Mitchell, chorus; Sena Hunter, blues singer; Doc Anderson, trombone; Johnny (J. C.) Capers, trumpet; Joe Keenan, banjo; Mack Jones, piano; Pringle Williams, drums; Jack Canady, bass, orchestra. Wall of Death, James M. Hurd, manager and orator; "Dare-Devil" Mayzell, "Speedy" Thurman Logan, "Reckless" Paul Leonard, "Fearless" Irene Logan, riders; Joseph O'Hara and Allen Christopher, tickets; Robert Burton and Harry Tipper, utility men; John W. Vogel, chef. Marks Wild Animal and Hollywood Monkey Circus Combined, Capt. Art Eldridge, producer and manager; Thomas Schultz, lecturer and assistant trainer; Ralph Mail, Homer Gibson, managerie attendants; Mrs. Art Eldridge, tickets. San Quentin, Carleton Collins, "warden"; Henry (Duke) Hyatt, manager and lecturer; W. B. Lewis, Earl Black, guards; Mrs. Henry Hyatt, tickets. Funhouse, Al Palmer, manager; Eddie Faunce, Floyd Wyman, assistants; Mrs. Palmer, tickets. Jungle Jim, Mrs. Malzie Usher, manager; George (White) Usher, orator; William Usher, Harry Fontaine, tickets; George Roberson, fire dancer; Alfred Brooks, reptiles. (See MARKS SHOWS on page 61)

Spring-Quarters News and Gossip

(Reported by Show Representatives)

Curl Greater Shows

LONDON, O., April 24.—Work at quarters here is in full swing under direction of Superintendent Don Wagner. Manager Curl purchased a new callopie and sound truck. The color scheme this year on all rides, show fronts and trucks is silver and red. Bobby Burns and assistants, of concession department, are recent arrivals after a winter in Georgia. Bernie Sollars, El Wheel foreman, has a new house trailer. Doc Edwards, general agent, has a new Packard car. Leo Bailman, formerly of Riddle's unit and King Bros.' Circus, will be on side show. Some new ideas in publicity will be tried out this season. Side-show act engaged is DeLores DuShane, lady ventriloquist. Reported by L. E. (Roba) Collins.

O'Brien's Greater Shows

BOSTON, April 24.—Final touches are being made for opening here, April 30. New arrivals are Nathan Waterman, Murray Berstein, of Boston, and Jimmy Boucheno, of Medford, Mass., all have concessions. Harry Prince, of Boston, has contracted bingo. Pete Millar, of Bridgeport, Conn., and Joe Pelaguine, of Brockton, Mass., have concessions. Steve Passas, of Chelmsford, Mass., has frozen custard; Eddie Goodman, photo studio, and Harry H. McMillen, of Clarion, Pa., the cookhouse. McMillen has purchased a new International truck. Manager Ed-

ward O'Brien has ordered a 30x50 top for Jack Anderson's Monkey Circus. Billy McFall, painter for the show, has completed new banners for Jimmy Demos' Athletic Arena. The new 30-foot marquee for the main entrance is in red, white and blue. Charles Metro, assistant manager, has purchased all new machines for his motordrome. He will feature Bobby LaMarr, of Canada, with her trained lions. Mrs. O'Brien's Chair plane has arrived from South Carolina and has been newly painted and wired. The El Wheel, recently purchased by Eileen Williams, will be ready for the opening. Its seats are painted white with red trimming. The writer will have charge of the front gate, also official mail and *The Billboard* agent. Reported by Al Manning.

P. J. Speroni Shows

ROCK FALLS, Ill., April 24.—Much work is in progress in quarters, everything being thoroughly overhauled and repainted. P. J. Speroni is building a new kiddie ride. Fourteen workmen are employed. Esther L. Speroni is booking the show. Reported by Shorty Pagett.

Peerless Exposition

PITTSBURGH, April 24.—A crew of 12 men has completed painting and repairing equipment. John Leys, electrician, has electrical appliances in shape. Red Moran built a new side show. Helen

Social Security Act

Questions and Answers

A FEW days ago a Federal Circuit Court of Appeals at Boston declared the Social Security Act invalid because it interferes with the rights of the individual States of the Union. However, this does not mean that the law does not have to be complied with. The question of the constitutionality of the Act is now before the United States Supreme Court at Washington and before this court gives its final decision the law must be observed.

Immediately after the Boston decision Thomas H. Elliot, general counsel for the Social Security Board, issued the following statement: "The Social Security program will be continued to be carried out as heretofore in the absence of any adverse decision by the Supreme Court."

Carnival Owners

J. A. W., assistant manager of a good-sized carnival, has asked questions which really cover everything in connection with a carnival in a very practical way. We have therefore gone to a considerable length of giving the questions fullest consideration and here is the result:

CONCESSIONS—Owned by individuals who pay to the show management a set amount of rent or privilege weekly:

(A) You collect from this concessioner 1 per cent of the earnings of each of his employees.

(B) As owner of his concession he is

considered an independent contractor and in business for himself. He personally is exempted from payment of taxes on his earnings, but he must match the taxes paid by his employees out of his own pocket and turn the total amount into your office for settlement with the government. Your office is actually only the agent for collections and is responsible that the internal revenue collector gets the money. You should give concessioner or ride or show owner a receipt when they turn this money over to you and keep a carbon copy of the receipt on file.

(C) The concessioner is obligated to deduct this tax from ALL his employees, agents as well as outside help; in fact, everyone who is on his pay roll, even if he is only a workman helping on stock or concession.

(D) The owner of the concession must have an employer's identification card, not an employee's account card.

RIDING DEVICES—Owned by individuals who pay the show management a percentage of the gross receipts of said rides as ground rent or privilege. These rides are owned by an individual and operated by an individual who hires and pays his own help:

(A) You are responsible for the collection from this said ride owner of 1 per cent of the earnings of his employees plus 1 per cent from him.

(B) As owner of his own riding device he is exempt from payments on his earnings or percentage of gross receipts over and above the amounts he pays to his employees.

(C) The owner of a riding device booked with a carnival organization must make application for an employer's identification card, not an employee's account card.

(D) For example: A ride is booked with this show on a percentage basis. The show takes a percentage of the gross receipts. Your question is: Is the show expected to collect Social Security Tax from the ride owner when ride owner pays his own help and collects the tax? Shall the individual ride owner remit direct or shall he turn the money over to the show office to be turned in with our Social Security collections? The answer: The fact that the ride is booked on a percentage basis makes the show temporary part owner of the ride, as far as the tax payments are concerned and therefore the tax payments should be handled thru the show office. The fairest way would be to charge the employers 1 per cent against the "nut" of the ride and deduct the amount before the split is made between ride owner and office. But this is up to an agreement between the show and ride owner.

SIDE SHOW ATTRACTIONS—All equipment owned by show but leased to an individual who hires and pays his own help or employees and pays to show for use of said equipment and ground rent a percentage of his gross receipts, and (2) individual owns all his own equipment, hires and pays his own employees and pays to show as ground rent a percentage of his gross receipts:

The answers to this question are exactly the same as above stated for independent ride owners. As long as side shows pay a percentage to the show office the carnival is considered as a part owner and should handle the tax as agent for the independent show. The owners of such side shows are considered as individual contractors and must have an employer's identification card, not an employee's account card. They do not pay any tax on their own earnings except that the independent show has to match the 1 per cent deducted from the wages of its employees. Who pays this employer's 1 per cent is left to an individual agreement, but really should be charged against the "nut" of show before split with office is made.

TO YOUR GENERAL QUESTIONS PERTAINING TO RIDES, SHOWS AND CONCESSIONS—The individual owner of ride, show or concession who books his equipment on a show, hires and pays his own employees, is considered an independent contractor, and as such PERSONALLY, as far as his own earnings are concerned, an employer and exempt from the taxes. It will be the safest way for the show to remit thru the show office, especially when an independent show or ride is booked on a percentage basis.

The show office should keep all records turned in by independent ride and show owners on file for their own protection. Where a concession leaves at the end of a week without notice to the show management and without turning in the taxes for employees the show owner can hardly be held responsible for the tax. It will be sufficient to keep proof of this fact on file in the show office, and when one of the internal revenue collectors checks up to notify him of this fact.

If any concession man or independent show or ride owner makes intentionally wrong statements and reports to the carnival office and should try to get away with something by not reporting or remitting for some of his employees and the government should find this out and have the proof for it, Section 807 (c) of the Act would apply, which provides for fines up to \$10,000 and imprisonment for up to five years.

It would be advisable for any carnival to have receipt blanks on hand to be given out to concession, show and ride men when taxes are turned over to the show office. The form should be as follows:

(Name of show) ----- Week ended-----
Received from Mr. ----- Show or Conces-
sion or Ride -----

The following taxes under Social Security Act:

Name of Employee	Account No.	Amount of Wages Paid	Tax Deducted
Frank Smith	234-878-012	\$34.8	\$ 1.8
John Williams	456-789-123	18	18
Total taxes paid on employees			\$ 34
Paid by employer—identification card 165-XYZ-456			34
Total Tax Received (Signed) Exposition Shows			\$ 68

This sample gives you a fair idea how to protect yourself. Duplicate should be kept at show office, original given to man who pays.

Sheet Writer Anxious To Know

H. S. H., of Sallisaw, Okla., a sheet-writer, wishes to know if a sheet-writer or subscription agent would come under the tax regulations of the Social Security Act. There has not been any official ruling made in regard to sheet-writers. In fact, if you would tell an internal revenue collector that you are a sheet-writer he probably would not know what it is or what to do about it.

In our opinion magazine subscription agents come under two different classifications. If such an agent represents only one newspaper or magazine and works on a certain fixed commission basis with only this one publication, he would be doubtless classed as a traveling employee of the publication and would fall under the Security Act. In that case the publication would have to collect and pay the old-age pension tax. However, we believe that most sheet-

writers, especially if they are taking subscriptions for several publications and work independently as free-lance agents, giving out premiums, can be considered as independent business men who would personally be exempted from any tax under the Act and would have no tax at all to pay, as they have no employees and work alone.

Members of a subscription crew would, however, be considered as commission salesmen and would come under the tax regulations of the law.

Only One Account for Employee

Paul T., trainmaster with a carnival, wishes to know if he would have to apply for a new employee's account card whenever he starts on a new job.

He does not have to do this. After you have made your application for your account card you receive a number which is yours for life. All you have to do is to carry your account card with you and give its number to your new boss when you start on a new job. Article 6 of the Treasury Decision 4704, pertaining to this question, reads as follows: "Every employee shall advise every employer for whom he performs services what his account number is. Care must be exercised that the employer is advised of the correct number. Such advice shall be furnished to the employer as soon as the employee enters the employ of any employer. Any employee may have his account number changed at any time by applying to the Social Security Board and showing good reasons for a change. With that exception, only one account number will be assigned to an employee. The number so assigned shall be used by him even tho he enters the employ of other employers."

Nothing in Law About Minors

L. B., concession man, who works fairs and celebrations, wishes to know if the Social Security Act prohibits the employment of minors, as he carries some young folks along to help him with his stands. The answer is no. There is in the entire Social Security Act not one word said about the employment of people under age. However, a number of States have laws that prohibit the employment of children, and it would be unwise for any concession or show man to carry people under 18 years of age except members of his immediate family.

Booking Office Heard From

W. & L. Attractions, of St. Paul, writes: "We are a booking office, handling outdoor acts and troupes. We applied last fall for an identification card to our internal revenue collector and we were told that we were exempt from the Social Security Act. There seems to be quite some doubt in the regional office at Minneapolis, and other booking offices we have seen seem to be also in some doubt about our standing. Please give us your opinion how booking offices in general are affected by this law."

You probably do not come under the Unemployment Tax Division of the Social Security Act because you do not employ eight or more people as clerks, etc., in your office. The acts you are booking are not considered as employees. They are independent contractors and have to look out for themselves in living up to the law. This is probably what your internal revenue collector had in mind. However, you would fall under the old-age pension division of the Security Act if you have even one employee working in your office. In that case you would have to apply for an identification card and your employee or employees for their account cards. If you and your partner are doing all the work of the firm yourselves and have no employees, you can disregard the Social Security Act and its tax regulations entirely.

Wishes To Know About Husband

Mrs. J. D. B., of Shreveport, La., asks: "If a lady operates a show on a carnival is it necessary that her husband, who helps her and receives no salary or pay of any kind, obtain a Social Security card?"

You would have, in some instances, a hard time to convince an internal revenue collector that the husband of a lady running a show with a carnival is working for her without pay of any kind. According to the law, the husband in such a case would be the employee of his wife and would need an account card and pay taxes. However, in your case we would suggest that "Mr. and Mrs. B." take out an employer's identification card as co-partners in the show. Your postmaster will tell you how and where to apply for the card, which does not cost anything. This would make both husband and wife owners of the show in the meaning of the Security Act

1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 95 cards, \$5.25; 50 cards, \$6; 25 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 80 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 1,500 different cards, per set, \$1.25. Wood markers. Set of markers, 50c. Automatic Bingo Shaker, real class, \$12.50. Bingo Blackboard, cloth, size 24x36 (Rolls up), \$2.00. Bingo Record Sheets, 24x36, 20 for \$1.00. Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO.
19 W. Jackson Blvd., Chicago

ALL-AMERICAN EXPOSITION SHOWS

Opening Saturday at Norfolk, Neb., May 8-15; Yankton, S. D., May 17-22. CAN PLACE a few more Concessions that do not conflict, and also Shows with or without Tops. Address Yankton, S. D.

WANTED

Man with Merry-Go-Round, Ferris Wheel and Chairplanes for this summer. License will be taken care of. Money-making proposition. See or write NICK JOVICH, Jenkintown, Ky.

PEARSON SHOW WANTS

PIT SHOW PEOPLE THAT ARE ABLE TO HANDLE SHOW. Owing to illness Athlete Show is open. Open Green Hill, Ill., May 1. Winter Quarters, Ramsey, Ill., till April 28.

FRUIT CONCENTRATES

Soft Drink and Ice-Ball Concessionaires. Get our prices on Fruit Concentrates and Supplies.

Cold 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.

133 E. Pearl Street,

Cincinnati, Ohio

"MODERN NOAH'S ARK"

PRESENTING MOST UNUSUAL ANIMAL LIFE.

Will Buy or book Big Horse Exhibit. Must Be the Best.

CAN PLACE Cook House, Grab Joint, Frozen Custard. Must have own transportation. Morris Michael, Sam Serlin wire. Show 7 days a week, 2 and 3-day stands. We draw the crowds. Arthur Hoffman will buy Baby Camel, Midget Horse, Llama, Zebra, Yak, Gnu, Large Dogs and any hay eating Animals. No freaks. North Little Rock, Ark., until May 3; Russellville, Ark., 4-5; Fort Smith, 6 to 9. Address H. L. ANFENGER.

and would make both exempt from paying taxes on themselves, as owners of shows are independent business people and free from the tax.

Small Show Owner Inquires

The owner of a small show now playing in Georgia, R. R., has the right idea. "I am never in wrong," he writes. "I never go around looking for trouble. I have been reading your articles in *The Billboard* on the Social Security Act. I am anxious to do what's right. Therefore I would like to know if a small show having a personnel of eight or less people can ignore this law or what do we have to do?"

No show, regardless how small, can afford to ignore the Social Security Act without getting into serious trouble, because we happen to know that the government will keep strict tab on all outdoor shows.

If you employ eight or more people for 20 weeks of a year, even only one day in any given week and the weeks do not have to run consecutively, you are subject to the Unemployment Division of the Security Act and have to pay 2 per cent tax on all wages you are paying to your employees during the year. You pay this tax for 1937 in January, 1938. It is against the law to charge this tax to your employees—you must pay the unemployment tax yourself.

If you are employing less than eight people or work less than 20 weeks of a year you can disregard the unemployment tax section of the law and do not have to pay this tax.

Nevertheless, regardless of how many people you employ, one or four, or seven or more, your show is subject to the old-age pension section of the law. As owner of the show you must take out immediately an employer's identification card and must see to it that every one of your employees, except if they are 65 years old or older, gets an account card. The postmaster of any town will tell you how to go about this. Then you will have to deduct 1 per cent of all wages you pay to your employees and match this amount out of your pocket, keep the records and make the monthly payments to the internal revenue collector either in your home district or where you are showing, or at Baltimore, Md., which is the central office for the Security Act, within 30 days from the last day of the month you are paying for. Just follow the advice given by *The Billboard* articles and you won't go wrong.

Taxes Must Be Mailed In

Several show owners wish to know if internal revenue collectors will call regularly on the lots to collect the Social Security taxes. No, they will not call. This tax is handled somewhat different from the State sales taxes and other local taxes. It is handled just about like the federal amusement tax on admissions.

The unemployment tax is paid only once for every year; namely, on or before January 31 following the end of the year for which payments have to be made. You can pay this tax also if you wish in four installments, but the first installment must be paid on or before January 31 of the next year.

The old-age pension tax is paid monthly within 30 days from the end of the month for which you are settling. This tax will not be collected on the show lots but must be mailed in with all the necessary reports as described in previous articles in *The Billboard*, either to the internal revenue collector of your home office or to the internal revenue collector at Baltimore, Md., where the entire Social Security legislation centers.

While an internal revenue collector cannot force you to pay the security taxes to him on the lot, except when they are overdue, you must give the federal officer full access to all your records and give him every opportunity for a checkup he wants. If you refuse to do this you are liable to get into serious trouble and special rulings may be invoked against you which may force you to put up a very heavy bond to secure the tax payments and many other serious inconveniences. Therefore it is advisable to comply with this law to the very best of your ability. We are sure that you will find the internal revenue officers always reasonable and willing to help provided you show your good intentions to live up to the law. They have not written the law, but it is their sworn duty to enforce it.

MARKS SHOWS

(Continued from page 59)

Henry (Bright Eye) Smith, lecturer; Berdie Brooks, goona dancer; John Smith, Marie Allen, jungle oddities; Al-

fred Johns, alligator wrestler. Merry-go-round, George S. Gist, manager; Aca Denford, Bill Franey, assistants; Mrs. Mary McDonald, tickets. Ferris Wheels, Benjamin Holliday, manager; Anthony Martin, William Lloyd, Charles Peterson, assistants; Mrs. James Zabriskie, tickets. Ride-o, Fred (Tex) Leatherman, manager; Tommy Heath, Harry Martin, Donald Sanderson, Harry Blyth, assistants; Mrs. Fred Leatherman, tickets. Lindy Loop, T. E. (Shorty) Davis, manager; Roy Harding, George Smale, Lee Hall, assistants; Mrs. Lee Hall, tickets. Caterpillar, F. B. (Slim) Carver, manager; Earl Cameron, Buck Jones, H. P. (Happy) Carman, F. E. Ash, Tom Willis, assistants; Mrs. F. B. Carver, tickets. Chair-o-Plane, Bert H. Britt, owner and manager; Homer Evans, Ray Mustine, assistants; Mrs. Bert Britt, tickets. Loop-o-Plane, S. T. Martin, owner and manager; Milton E. Rice, Henry Crump, assistants; Mrs. Crump, tickets. Whip, C. R. (Jack) Dempsey, manager; Jimmy Rowell, John Blanton, James V. Black, assistants; Mrs. James Rowell, tickets. Kiddie rides, R. C. McQueen, owner and manager; Clayton Klinger, Chester Young, Adolph Coleman, Henry (Bud) Blackwell, assistants; Mrs. R. C. McQueen, tickets. Concessions: Photo Gallery, Paul Lane, owner; Dave Lane, manager; Mrs. Billie Lane, Mrs. Bill Braswell, J. C. Redmon, assistants. Blankets, Paul Lane, owner; Buckets Setzer, manager; Mrs. Buckets Setzer, Edwin Ashton, assistants. Chrome, Paul Lane, owner; Sam Palitz, manager; Al Palitz, Bill Braswell, assistants. Corn game, Jack Chisholm, owner and manager; Mrs. Jack Chisholm, Mr. and Mrs. Weldon Britt, Henry Palmer, Jack Manzi, assistants. Fishpond Jack Chisholm, owner; Joseph A. Qufan, manager. Japanese bowling game, Jack Martin, owner and manager; Mr. and Mrs. Barney Swartz, Tony Tearnio, Carl Barker, assistants. Ball game, Jack Martin, owner; Mrs. Janette Martin, manager; Mrs. Marie Trelxer, assistant. Penny pitch (two), Peter Richards, owner and manager; Mrs. Richards, Mr. and Mrs. James Mills, Sam Wrubie, assistants. Novelities, Ted Milligan. Ball game, Frank Harrison, owner; Mrs. Virginia Harrison, manager; Mrs. Jackie Hunt, assistant. Diggers, candy apples, E. H. (Happy) Hawkins, owner; William (Scotty) Brown, William Weakley, assistants. Ball game, Mrs. E. H. (Mickey) Hawkins, owner and manager; Lira Sink, assistant. Mickey Mouse game, Herman Tribune, owner and manager; Percy Sink, assistant. Weight guesser, Pete Madura, owner and manager; Mrs. Madura, assistant. Chrome, Frank (Polack) Break, owner and manager; Frank Harrison, T. R. (Red) Hunt, assistants. Pitch-till-u-win, Mrs. Frank Break, owner and manager. Pitch-till-u-win, Brayton Seamon, owner and manager; Mrs. Seamon, assistant. String game, Mr. and Mrs. James A. Roach, owners and managers. Bowling

alley, Mrs. James M. Raftery, owner and manager. Pop corn, cotton candy, James H. (Turk) Laird, owner and manager. Reported by Carleton Collins.

HOXIE PROGRAM

(Continued from page 36)

Jerry Starr, assistant; Lawrence Meek, superintendent properties.

Leon Bennett is Side Show manager; Neal McRae and Billy Stiles are on Side Show ticket boxes; E. H. Alexander, bandmaster, with nine musicians, and Don Taylor, inside lecturer. Taylor also does Punch and Judy. Attractions in kid show include Alexander's Minstrels; Carman, mentalist; Hopkins' Royal Highlanders, Scotch troupe; Chief Brown Sugar and Indian Village; dancing girls in annex. Adele Nelson's elephants are in Side Show when not performing in big top. Veteran Wingy Sanders has Side Show canvas.

Steve Burke, who has been Hoxie's assistant for nine years, painted show at Raymond and there is an attractive color scheme. Show travels on approximately 35 trucks, mostly Internationals and GMC machines.

Bennie Waters' Band furnished peppy musical score for big show performance. Personnel includes Waters, director; Spud Slovensky, Carl Wooler, Carl McCollough, cornets; Eddie Kreibel, George Yates, clarinets; Al Fuller, E. C. Brown, trombones; Tom Ross, baritone; John O'Hara, Chop Elstone, basses; Frank Ople, Louis Shaw, drums.

Show performance is well dressed. Myers, who also is announcer, is faultlessly attired in top hat and evening clothes, and every act is well costumed.

The Program

Opening tournament has entire personnel of performers, led by Dixie Starr, and is followed by introduction of Jack Hoxie.

Hoxie performs in new elaborately hand-carved gold and silver saddle made for him by El Paso saddlemaker at a cost of \$3,800. Also Hoxie is using two special-made silver revolvers, presented to him by the Colt pistol people.

No. 2.—Jess Franklin and Irene Parker in novelty adagio act in center ring.

No. 3.—Nagel's dogs in center ring.

No. 4.—Jimmie Gordon on rolling globe in Ring 1, and Pat and Willa LeVolo in feats of balancing, Ring 3.

No. 5.—Clowns, Joe Franklin trio and Huffy Hoffman.

No. 6.—Edward Cuen's ponies in center ring.

No. 7.—Fred Gordon, frog contortion number, Ring 3, Clowns, Ring 1.

No. 8.—Clowns on hippodrome track.

No. 9.—Chauncey Barth, teeterboard act, in center ring, with Josephine Barth and Jess Franklin.

No. 10.—Concert announcement. In lineup: Bolder Landry, trick roper; Shorty Moore, bronk rider; Red Cunningham, bronk rider; Vic Clark, trick

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roper; Chief Brown Sugar and nine Indians.
No. 11.—Marie Gordon, chair balancing, Ring 1. Neal McCrear, balancing, Ring 3.
No. 12.—Huffy Hoffman, funny Ford, and clowns.
No. 13.—Barth, perch act, in center ring.
No. 14.—Charles Gordon trio in Roman ladders in center ring.
No. 15.—Bolder Landry, wire act, Ring 1; Pat and Willa LeVolo, bicycle and wire act, Ring 3.
No. 16.—Jack Hoxie and Dixie Starr in second concert announcement.
No. 17.—Neal McCrear, cloud swing, in center ring.
No. 18.—Clown numbers.
No. 19.—Adele Nelson's elephants (three), performed by Adele Nelson and Louie Reed.
Show executives announced several other acts will join next week. Show moved from here to Carrollton, Ga., about 45 miles, and is headed north into East Tennessee and West Virginia.
One of the busiest men on the lot is Ivan Starr, brother of Dixie Starr (Mrs. Hoxie), who is experiencing first season as a circus executive, altho he trouped as wire performer with Butters act on Downie show last year.
W. F. Duggan, owner of the Duggan Bros' Circus, which was on the road a few seasons ago, motored 850 miles from Miami to witness opening. His friend, Cly Newton, pressed him into service on front door account of the big crowd at matinee.
Merchants' tickets were used in Lagrange and will be used by Hoxie show at "selected stands" during the season, it was explained.
Several carloads of well wishers came over from Macon. These visitors included Eddie Jackson, who left to join the Big Show advance the day afterwards; E. L. Mallard, Robert Spear, retired Brookline, Mass., banker and circus fan, and Paul M. Conway, Macon attorney.

Trailer Legislation

ALBANY, N. Y., April 24.—New York State Assembly has passed the bill to amend the Penal Law relative to burglary so as to include within the provisions of the law house trailers in the definition of buildings. Assemblyman W. Allen Newell, sponsor of the proposed new law, said the trailer problem presents many ramifications among which are registration, taxation, reciprocity, public health and safety. During the coming summer not only the Motor Vehicle Department but also the Public Health Department of the State will make surveys, he declared.

CINCINNATI, April 24.—Word from R. H. Hinckley, concessioner, from Atlanta, states that the Georgia General Assembly recently passed an Act providing for a maintenance tax on trucks and trailers of all kinds, as well as busses. Act requires the Motor Vehicle Division to furnish a designated maintenance tag to each applicant required to register under the law, says Hinckley, who adds: "This law is now in effect but they have granted a grace period till May 1, 1937, after which there will be a 20 per cent fine for so many days. No matter where you are with a Georgia plate, you still come under this law. A lot of people to whom I talked asked me what it meant—said they had their 1937 tags but didn't have their maintenance tags. My answer was that they must have both."

DETROIT, April 24.—The final draft of an ordinance to regulate the use of

house trailers in Detroit is now being prepared by the committee which was appointed several months ago. Purpose of ordinance is to provide suitable quarters for trailer campers as well as to protect the public from unsanitary conditions.

MADISON, Wis., April 24.—Bill No. 288-S has been introduced in the senate by the committee on legislature which, if passed, will be used by department officials to assist them in co-operating with other States in arriving at uniform legislation affecting license fees and ton-mile tax. Measure provides for establishment of a Wisconsin commission on interstate co-operation.

The Dauge bill (699-A), amending the statutes to provide that the gross weight carried by the wheels of a semi-trailer having two wheels shall not exceed 16,000 pounds when operating over a Class A highway, has been introduced in the assembly. Present limit is 19,000 pounds. Measure further provides that gross weight carried on any vehicle wheel shall not exceed 8,000 pounds on Class A and 6,000 pounds on Class B highways. It further prohibits the operation on any public highway, except as provided by section 85.53 and subsection (5) of section 85.47, of any motor vehicle if its gross weight is more than 40,000 pounds. The weight permitted on any axle or wheel shall be computed separately only if the axle is not less than 40 inches distant from another axle, according to this bill.

Laws and Lawsuits Pertaining to Amusement Biz

IN THIS day many carnivals, circuses and other shows travel exclusively by motor vehicles. Therefore it is interesting for the officials, managers and employees of these organizations to know that recently the higher courts have rendered several important decisions explaining various phases of the law from which may be determined how to avoid liability for injuries caused by motor vehicles.

In fact, some courts have stated that if paid vehicle drivers are informed of their personal responsibilities for injuries caused by negligent driving there is no question but that the knowledge thus imparted will induce them to use a higher degree of care to prevent accidents.

For example: In a leading case (218 N. Y. S. 536) the testimony proved that a paid driver negligently drove the vehicle in contact with a pedestrian who, being seriously injured, sued the driver for damages. This court held that any driver is liable in damages, even though he may not be the owner of the automobile, if he operates it in a careless manner and effects an injury.

Therefore every driver who possesses property or other valuables should exercise great care to avoid causing injuries, because if thru negligence he injures any person or property, as other automobiles, he can be held personally liable and the court may order his home or other valuables seized and sold to satisfy the judgment.

Another well-established point of law

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How To Avoid Liability for Injuries Caused by Motor Vehicles

By Leo T. Parker, Attorney at Law

SERIES No. 2

This is the second of a series of 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.

is that a motor vehicle driver who negligently causes the death of a person or while he is violating a State statute may be criminally prosecuted for the offense of involuntary manslaughter and he is subject to a long-term penitentiary sentence.

What Is Negligence?

Negligence is the lack or want of "ordinary care." In other words, if a driver fails to use that degree of care which, under the identical circumstances, would have been used by other reasonable and prudent drivers he is negligent.

Also it is important to remember that violation of a State law is more effective and likely to result in legal negligence and consequent liability than where a city ordinance is violated. Naturally if a city ordinance contradicts a State law the ordinance is void and of no legal effect. But if one driver violates a valid State law and another driver violates a valid city ordinance, the one who violates the State law is in the eyes of the court the greater violator. Furthermore, many courts have held that it is gross negligence to violate a State law.

Frequently the drivers of vehicles used for carnival, circus or other show purposes faithfully believe that no negligence or liability can exist if they comply with certain legal requirements, such as stopping at stop signs, following thru on green lights at street or highway intersections, keeping on the right side of a street or highway, extending a hand to signal a turn or stop, etc. However, this usual belief is incorrect. The law expects every motor vehicle driver to exercise under all circumstances ordinary care to prevent injuries to all persons and property. In order that readers may readily comprehend the importance of this assertion, illustrations of late higher court cases will be given.

For illustration: In Leader, 270 N. W. 280, decided January, 1937, a driver stopped his vehicle at a stop sign and then proceeded to cross the street intersection. He collided with another car which was being driven at right angles to his directional movement. He contended that he was not liable because he had obeyed the law and had stopped before attempting to cross the intersection. However, the higher court held the owner of the vehicle liable in damages, saying:

"The purpose of a stop street is to afford traffic on it a preference. It is the duty of one arriving at such street not only to stop but to so remain until a reasonable opportunity to proceed appears."

Also in Warren, 186 Atl. 615. Here it was shown that a pedestrian was almost across the street when the traffic light changed. A motor vehicle, which was given the right-of-way by the changed light, struck the pedestrian. The pedestrian sued the motor-truck owner for damages. The latter contended that he was not liable because the pedestrian was injured while walking across the street against a red light.

However, under the circumstances the higher court held the owner of the motor vehicle liable in damages and explained that the latter was negligent, altho he was advancing on a green light.

Duty To Prevent Injuries

On the other hand, all motor vehicle drivers are expected by the law to use ordinary care to protect themselves

against injury and should at all times keep their vehicles under control so that they may stop if necessary within the distance that vision is good.

For example: In a late case (188 A. 703) decided 1937 the higher court explained the law as follows: The law generally also requires that the operators of motor vehicles shall keep a proper lookout for other vehicles and persons on the highway.

And in another late case, Blahut vs. McCahill, 163 So. 195, it was shown that a motor vehicle was left standing in the road without being guarded and without lights or any signal whatsoever of its presence. Another vehicle, driven by a man named McCahill, collided with the standing vehicle, thereby causing serious injuries to persons who were riding on the moving vehicle. The injured persons filed suit to recover damages.

During the trial evidence was introduced proving that McCahill was traveling 40 miles an hour and could not slow down when he observed the stalled vehicle. Therefore the higher court held McCahill responsible for the collision and said:

"We are therefore convinced that young McCahill was grossly negligent and, in fact, driving recklessly and that his negligence was a proximate cause of the accident."

Of course, if the testimony had proved that McCahill had exercised ordinary care to prevent the collision the owner of the stalled vehicle would have been liable. Generally speaking, unless the testimony indicates conclusively that the driver of the moving car was grossly negligent the owner of a vehicle left standing at nighttime without lights on a street or highway is liable. For example, if a vehicle is left standing on a sharp curve or in a fog or under numerous other circumstances its owner will be held liable for injuries to person or property resulting from a collision. This is true because, altho all drivers are required to keep their vehicles under control so that they may stop within normal vision, the circumstances may be such that the court will decide that the driver of a vehicle traveling at normal speed on a highway has a right to expect that all other vehicle owners will use ordinary care to keep the streets and highways reasonably safe for travel.

To avoid liability all drivers should abide by rules, as follows: (1) Frequently inspect the brakes, lighting system and mechanism. (2) Never park a vehicle on a highway unless in a location where drivers of other vehicles, traveling from all directions, have clear vision, and then the vehicle should be driven off the highway as far as possible. (3) If the vehicle stalls or it is necessary to stop and change a tire permit the vehicle to roll off the traveled portion of the highway if it is possible to do so. (4) If the occasion is at nighttime post flares or red lanterns 50 feet to the front and rear of the vehicle. (5) Under all circumstances have in a convenient location for immediate use either flares or lanterns in event the electric lighting system of the vehicle becomes inoperative.

Inspection Avoids Damages

In all cases involving injuries caused by motor vehicles the courts carefully consider and determine whether the party being sued had frequently inspected the mechanism or condition alleged to have resulted in the injury. For instance: If it is alleged that a col-

lision was caused by defective brakes, blinding headlights, extinguished tail-lights or the like the owner of the vehicle may avoid liability if he proves that he or his employer recently inspected the same.

In the leading case of Nelson vs. Signal, 51 Pac. (2d) 885, it was disclosed that a passenger vehicle collided with a trailer. The driver of the passenger vehicle was killed and his dependents sued to recover damages, contending that when the collision occurred there were no tail-lights on the trailer.

During the trial it was proved that the trailer was equipped with two tail-lights situated on the chassis and another light fastened onto the extreme rear of the trailer. Also testimony was given which proved that repeated inspections were made of these lights by the truck driver from the time he left on the trip to a point a few miles from the scene of the accident. On each of these inspections the lights were observed to be burning brightly. This court held the truck owner not liable.

Interesting Reading

Undoubtedly many owners, executives and managers of shows and concessions and also drivers of motor vehicles may have leisure time and desire to read interesting and recent higher court decisions involving motor vehicle litigations. Therefore a carefully selected list is included herewith. These books may be obtained at almost any large public library or, with proper introduction, in the libraries located in federal buildings, county courthouses and city halls. These cases are as follows:

Accident caused by high speed: 4 N. E. (2d) 441. Unlighted vehicle: 98 S. W. (2d) 144. Injury caused by sleeping driver: 187 Atl. 783. Driver signals with hand: 188 S. E. 209. Driver fails to signal a turn: 164 Atl. 492. Collision with parked vehicle: 62 Pac. (2d) 117. How to stop vehicle: 63 S. W. (2d) 664. Collision on straight highway: 244 N. W. 660. Defective vehicle: 250 N. W. 713. Violates traffic law: 182 N. E. 60. Wanton and willful carelessness: 191 N. E. 745. Pedestrian killed while walking on highway at night: 187 Atl. 757. Drives on wrong side of highway: 62 Pac. (2d) 455. Collision with automobile coming from driveway: 290 N. Y. S. 766. What is gross negligence?: 188 S. E. 465. What is contributory negligence of pedestrian?: 187 Atl. 865.

Rules for Drivers

A review of recent higher court cases discloses that motor vehicle drivers may avoid liability by following certain rules laid down at different times by these courts. These rules are:

(1) Always remember that you are using at your own risk that which is considered by all courts as a "dangerous instrument" which requires careful operation, frequent inspections and consistent use. (2) Slow-moving vehicles keep to extreme right side of street. (3) Don't pass another vehicle at a curve. (4) Don't speed for intersections or lights. (5) Don't park disabled vehicle on highway. (6) Don't have glare or blinding headlights. (7) Always keep vehicle under control. (8) If a child appears near curb slow down. (9) If foggy or slippery be ready to make emergency stop. (10) Don't speed up when another vehicle attempts to pass you. (11) Keep in proper driving lanes. (12) Don't permit your lights and brakes to become defective. (13) Always look before backing up. (14) Use care when you pass thru signal lights. (15) Signal and look both before making a turn. (16) Discard worn tires. (17) Don't pick up strangers. (18) Move to extreme right when driver in rear blows his horn. (19) Don't zigzag when passing another car. (20) Pull to curb when fire department or other emergency vehicle approaches. (21) Always park close to curb. (22) Be careful, altho another driver is violating a traffic regulation. (23) Remember that you are personally liable for your negligence both criminally and financially. (24) Obey your employer's instructions. (25) Don't use your employer's vehicle for your own pleasure. (26) Don't drive after drinking intoxicants. (27) Know the State and city traffic laws and obey them. (28) Don't permit children to ride or assist you to load or unload.

Big Program At Humboldt

Strawberry Festival to have talent array — John R. Ward Shows on midway

HUMBOLDT, Tenn., April 24.—Committee chairmen for fourth annual West Tennessee Strawberry Festival, to be held in the spring, have concluded arrangements to present one of the largest and most interesting entertainment programs ever attempted by the sponsoring committee, according to R. D. Neely, chairman of free attractions. Due to its success with three previous festivals, committee has arranged to take care of more than 50,000 visitors from all sections of Tennessee and bordering States.

Festival will include a gigantic float parade, horse show, baby parade, selection of a junior king and queen and band contest, with more than 80 bands scheduled to participate. Event will be concluded with crowning a queen and queen's review and ball on the festival grounds with Johnny Hamp and his orchestra furnishing music. The Delores, wire performers; Steiner Trio, horizontal bar funsters, and Latham's Circus have been contracted to furnish a one-ring circus of free attractions.

John R. Ward Shows will furnish the midway attractions. Prof. Charles Schwartz will stage balloon ascensions on each of the three days. A. X. Hunt and Mrs. Howard Hamilton, co-chairman of the parade committee, report that more than 35 floats have already been entered.

Orders for 19 of the 30 exhibit booths, which will be under a 60 by 90 tent, have been received by Dan J. Scott, concession chairman. F. W. Jacobs and S. A. Barrix report that all space for community show exhibits has been taken. A local concern is decorating the town. Each merchant yearly spends a considerable sum to have his business house done up in festival colors of red and green. City is bedecked with welcome signs and streamers across streets, on all leading highways and streets to festival grounds. A festival magazine is being printed to further advertise the event.

Annual West Tennessee Strawberry Festival Association was organized in 1934 by Carey S. Hill, J. D. Benter Jr., M. I. Baum, F. W. Jacobs, P. T. Howe, T. O. Lashlee, A. H. Williams and Dan J. Scott, of this city. They compose the executive committee. Association is a non-profit sharing organization with the profit accrued from previous festivals being used to defray expenses of the 25 separate and distinct sub-committees in sponsoring future festivals.

Labor Date in Knoxville Gets Plenty of Publicity

KNOXVILLE, Tenn., April 24.—Staging a safety parade of several thousand school children, bringing newspaper and radio boys out for a steak dinner and lying in with the biggest daytime show on WNOX, Floyd (Whitey) Newell, press man for Mighty Sheeley Midway, hit several publicity angles never used here before.

Show placed as many as four stories in one day in *The News-Sentinel*, with a swell feature on Sonora Carver and her diving horse, Red Lips.

Knoxville Central Labor Union sponsored the week's stand.

Street Fair for Hubbard, O.

HUBBARD, O., April 24.—Free acts, rides, concessions and a pyrotechnic display will be features of the six-day, fifth anniversary Street Fair to be held here this summer under Crique Club auspices, according to D. J. Miller, chairman.

Neenah, Wis., Has Profit

NEENAH, Wis., April 24.—Net proceeds from the three-day annual Twin City Home Show, sponsored by Neenah Kilwanis Club, totaled \$721.96, said A. C. Haselow, chairman. The money will be used for underprivileged child work. About 4,000 attended the show with total receipts amounting to \$1,477.31.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Canton Home Show Success; Plan Larger Event Next Year

CANTON, O., April 24.—This city's first Home Show in more than a decade, sponsored by Canton Real Estate Board and presented for five days in city auditorium, drew more than 8,000 paid admissions, said R. F. Goodnow, managing director. Chester Seran, committee chairman, announced that plans for an exposition next year on a much larger scale have been made.

Local dance bands, radio acts and night club unit shows provided entertainment. All of the 50 booths were sold to exhibitors.

Wirth at Waterbury Again

WATERBURY, Conn., April 24.—Frank Wirth Circus, which played for Zindah Grotto, concluded a most successful week and, commencing on Wednesday, turnaways were recorded every afternoon and night, necessitating giving three shows on Saturday. Prices were increased this year. Grand Monarch Hugh McKay selected Waterbury for his visitation and members of Connecticut Grotto came in a body to the circus Saturday night. Before leaving Frank Wirth signed a contract to again appear here in 1938.

Wirth Thanked in Hartford

HARTFORD, Conn., April 24.—Shrine Circus here, presented by Frank Wirth, it reported, will make biggest profit in the Shrine's eight years of operation. Fred Williams, chairman of attractions, declared the program best ever presented here. Jerry Scott, general chairman, publicly thanked Frank Wirth for the performance and co-operation extended the Shrine. A sports writer of *The Hartford Daily Times* had a feature story on Wirth. Tentative dates are set for 1938.

Mack Parrett Re-Engaged

CIRCLEVILLE, O., April 24.—Mack Parrett Jr., secretary of Circleville Pumpkin Show Society for the last six years, has been re-engaged for another year, it was announced at a director's meeting. Directors also voted to turn the flower exhibit over to Pickway County Garden Club. Show, said to be one of the outstanding sponsored events in the State, always attracts a record number of concessioners and attractions.

Mich. Elks Book Happyland

MONROE, Mich., April 24.—For the coming Elks' Jubilee week here a contract has been made with the Happyland Shows, operated by William G. Dumas and John F. Reid. Free acts were booked thru Harold Brow, Amusement Booking Service.

Shorts

ANNUAL Wichita (Kan.) Food Show offered 10 vaude acts, including Betty Reed and her Round Town Revue, Evelyn Price and her Price Tags, Four Clowns, Bুদ্ধie and Billie Carr, Burns Twiners, Colleen Lowder, Dave Roberts, Jeanette Lee, Jackie Roggan and Barbey Star.

SHEBOYGAN (Wis.) common council voted to grant request of Wolf-Olson Post, Veterans of Foreign Wars, to omit license fee for a carnival it plans to bring in. The veterans realized about \$900 from a 1936 carnival.

AT THE annual Jamboree staged by Deseret Gymnasium in Salt Lake City, vaudeville, under direction of Manager H. C. Mortensen, included Buddy Cox

and his slide for life, Jackson Tumblers and Chase fencing artists.

FOR Chippewa Valley Centennial and Homecoming Exposition in Chippewa Falls, Wis., Albert Smith has been named chairman; W. J. Hanson, assistant chairman; T. J. Cunningham, John Hockenbroch, Clarence Balts, John Zesiger, honorary chairmen.

A BILL in the Pennsylvania Senate in Harrisburg would create a commission to participate in the sesquicentennial of the organization of Allegheny County, Pittsburgh, during 1938. Proposal would authorize the governor to appoint a commission of seven and appropriate \$50,000 for work of the group.

OFFICERS and members of Harrison Post, American Legion, have completed agreements with Dr. Lee E. Wolfe to put on a two-day carnival and rodeo in celebration of Independence Day on the fairgrounds, Corydon, Ind. Wolfe is secretary of Harrison County Agricultural Society.

ANNUAL STREET FAIR, under local American Legion auspices, will be held at Columbiana, O., in the fall. Usual school awards will again be given this year. Celebration will feature free attractions, shows and concessions. Committee will be named shortly.

GREATER ROGERS Shows have been booked for Martin (Tenn.) 20th Annual Sweet Potato Carnival and Independence Celebration, said Secretary Robert Whitcomb Jr., Martin Chamber of Commerce.

A PAGEANT OF BRIDES, in which more than 40 bridal costumes of the past and present will be modeled, old-time square dancers, a May festival and several midway attractions will be featured at the Centennial Celebration, which will be held at Hudson, O., soon. Mayor Guy F. Garman is committee chairman.

EARL C. WHELDEN, committee chairman since the affair's inception, is again in charge of arrangements for the 14th annual indoor circus to be held soon at Rhodes - on - the - Pawtuxet, Providence, under Palestine Shrine Temple auspices. As in the past, proceeds will go to the Shrine Hospital for Crippled Children.

AT Benton Harbor (Mich.) Annual Blossom Festival James Melton, radio and screen singer, will head professional talent. Acts and clowns have been signed for the two-week event.

PROGRAM, STAFF

Continued from page 39)
and small pony, Bobbie White. Introduction of Arizona Bob and his cowboys and cowgirls. Spanish web, Josephine Shellar; high-swinging perch, Great Mario; Spanish web, Vera Patt. Miss Patt finishes with 70 muscle grinds. Riding dogs and monkeys, Jean Herriott; "Jargo," by Poncho White; dogs and ponies, Viola Herriott. Clown, miniature version of an apartment house on fire. Shellar Troupe, rolling globe. Finishing with three high on globe. Iron Jaw, Bobbie White, Mlle. Blackburn, Clara Mario. Clowns in walkarounds. Elephants, Milt and Viola Herriott. Wire act, Buck Bonham; hand balancing, Great Mario; comedy slack wire, Eddie Shellar. On track, high-leaping greyhounds, Viola Herriott. Clown band, led by White. Menage and dancing horses, Milt Herriott, Viola Herriott and Buck Bonham; Shellar Family, comedy jugglers. Triple trapeze, Three Shellar Sisters; single trapeze, Bobbie White; the Zeradas, double trapeze. Pony-monkey jockey race.

Concert by Arizona Bob and company in Western sports and pastimes. Is in charge of Arizona Bob and Buck Thompson.

The Staff

C. M. DeVere and J. D. Foss, owners and managers; Olive DeVere, secretary and treasurer; Gus Schwab, legal ad-

WANTED RIDES-CONCESSIONS-ACTS

Crique Club Fifth Anniversary
STREET FAIR
June 21-26, Inclusive
One Block From Public Square.
Half million people within 10-mile radius to draw from. No large Carnival has ever shown here. Payrolls exceeding 1929 figures. Boxing, Athletic Events, Amateur Contest and Fireworks already scheduled. Committee will give full cooperation. Write at once to:
D. J. MILLER, Crique Club, Hubbard, O.

WANTED

Shows, Concessions, Prices on Free Acts, High Dive or Aerial, June 14 to June 10, inclusive. X on Ball Game and Eat House sold. Good spot at Jasper, Ind., following week; 80 miles distance.
HARRY G. MYERS POST No. 142
Cannelton, Ind.
By JOE McMAHON, Chairman Carnival Activities.

WANTED CARNIVAL

Last of May or June
Jesse M. Dykes Post No. 12, American Legion, Richmond, Ky.
J. W. ELDER, Commander.

WANTED CARNIVAL CO.

JULY 4th AND 5th.
2-Day Free Celebration, Main Street, Auspices Veterans of Foreign Wars.
HENRY BUELOW, Secretary, Reedsburg, Wis.

CARNIVAL WANTED

During Summer Months, Under Auspices of
UNIONTOWN HOSE CO. No. 2,
at Hastings, N. Y.
Address: Raymond Hogue, Secretary,
Hastings-On-Hudson, N. Y.

WANTED - BIG CARNIVAL

JULY 4th CELEBRATION
Event Sponsored by
HENRY N. TATE POST No. 70, AMERICAN LEGION.
Would especially like to hear from the following shows: Dodson's World's Fair Shows, World of Wirth and Johnny J. Jones Exposition.
Full Co-operation of Members Assured.
R. C. BRAY, Chairman, Appalachia, Va.

WANTED

For a Four-Day Picnic at the Devil's Promenade, three miles S. E. of Oklawaha, Fla., 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.

WANTED CIRCUS

8-Ring, one-day, July or August. Good town. Only one Circus a year.
SPONSORS VETERANS OF FOREIGN WARS,
1717 Halsted St., Chicago Heights, Ill.

WANTED

FREE ACT for 4th Annual 4th of July Celebration, July 3. Carnival and Concessions booked.
COLUMBUS ADVERTISING CLUB
G. R. FIELD, Chairman, Columbus, Kan.

WANTED

Three or More Ride Carnival Company,
For the 3-4-5 of July.
A Good Live Place.
KILLDEER MT. ROUNDUP
Killdeer, N. D.

juster; Ralph Noble, lot superintendent and side-show manager; Al Clarkson, general agent; Ted Fleury, brigade manager; Milt Herriott, equestrian director; Bud Headley, musical director; Bill Hart, boss canvasman; Frank Sullivan, side-show boss canvasman; Joe Braser, head mechanic; Steve Braser, assistant mechanic; Dutch Waldon, steward; Bob Stevens, lunch stand; Joe Levine, superintendent concessions; Sidney (Buck) Bonham, boss property man; Henry Kieren, superintendent ring stock; James La Fane, superintendent manager and elephants; Jerry Russell, announcer; Poncho White, producing clown; G. W. McKay, superintendent tickets; Red Rumble, novelties.

HELP This Department by Telling Committees About It.

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10c a Word

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FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE.

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5c WORD (First Line Large Black Type)
2c WORD (First Line and Name Black Type)
1c WORD (Small Type)
Figure Total of Words at One Rate Only
No Ad Less Than 25c.
CASH WITH COPY.

ACTS, SONGS AND PARODIES

COMEDY MATERIAL WRITTEN TO ORDER for Stage, Night Club and Radio. Originality and exclusive rights guaranteed. **EDDIE HUGHES**, Care Lenora's Studio, WMCA Bldg., 1697 Broadway, New York. Circle 7-2258.

AGENTS AND DISTRIBUTORS WANTED

AGENTS - DISTRIBUTORS - NATIONALLY known line Nickel Cigars, \$1.35 box fifty, postpaid. Remittance with order. **NATIONAL CIGAR**, 1182 Broadway, New York. x

AGENTS - STICK-ON-WINDOW SIGN LETTERS; 500% profit; free samples and liberal offer. **METALLIC LETTER CO.**, 439 N. Clark, Chicago. x

AGENTS - BIG MONEY FOR YOU IN TIP-TOPS. A brand new household utility item with real merit and sales appeal. Distributors, demonstrators, canvassers, route-men, connect now. Sample and details, 25c. **SCHMUHL MFG. CO.**, Centerline, Mich. x

AGENTS - CANVASERS BUY HOUSEHOLD Products cheaper. Your own literature. Latest deals. **PATY CO.**, Dept. E, Somerville, Mass. x

AN EXPERIENCED SALESMAN WHO HAS THE ability to organize and train salesmen on the most amazing subscription plan of the century. Write **R. L. HARRINGTON**, Dept. 16, Topeka, Kan. my22x

ATTENTION, SUBSCRIPTION SALESPERSON—If you work east of Rockies and north of Mason-Dixon line, write for proposition. **AMERICAN POULTRY JOURNAL**, 538 S. Clark, Chicago. x

GOLD REFLECTING WINDOW SIGN LETTERS, penny each. Large sizes. Easily applied. New Styles. Absolutely beautiful. Free samples. **ATLAS SIGN WORKS**, 7941F Halsted, Chicago, Ill. my1x

CONCESSIONAIRES, ATTENTION! WRITE Curtis Bros. for Particulars. New device, world beater. 1,000 Salesmen wanted. **662 29TH AVE., SOUTH**, St. Petersburg, Fla. my8

EXPERIENCED SUBSCRIPTION MAN WANTED as State Representative—Attractive club national farm magazines; liberal proposition. **PUBLISHER**, 715 Shukert, Kansas City, Mo. my29x

"IT'S A HIT WITH BASEBALL FANS"—Baseball Pool Boards. Big profit for agents. The best seller on the market. Sold only in quantity lots. Write for particulars. **A. J. VANASSE**, 6001 Corson Ave., Seattle, Wash. my15

MAKE MORE MONEY TAKING ORDERS—Shirts, Ties, Hosiery, Raincoats, Uniforms, Dresses, Sales Kit Free! Experience unnecessary. **NIMROD COMPANY**, Department 43, 4922-28 Lincoln Ave., Chicago. my1x

PITCHMEN-SHEETWRITERS, ATTENTION! 1937 Press Cards, just like the reporters carry. Two-color flash with your permit number. Send 25c for generous samples. **BUDENKAYE ENTERPRISES**, Plymouth, Pa. my29x

PITCHMEN! SOLICITORS! MAKE EXTRA money with new stamping outfit. Stamp checks, plates, fobs. Catalogue 69-B free. **C. H. HANSON**, 303 W. Erie, Chicago. x

PLANET TROPICAL TABLETS—A SPRING Tonic and Health Builder. Flashy dollar package. Write quick for samples and prices. **PLANET PRODUCTS CO.**, Orlando, Fla. x

SELL FAN FLADES, LEE, TEXIDE, SILVERTEX, Latex, Bandages, Sundries, Novelties, etc. **KEARNY WHOLESALE DRUG**, 456 Kearny St., San Francisco, Calif. my29x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. my1x

500% PROFIT! GOLD REFLECTING LETTERS for store windows. Large sizes 1c; free samples. **MODERNISTIC SIGN**, C-3004 Lincoln Ave., Chicago. x

ANIMALS, BIRDS AND PETS

ACQUIRABLE - ORANGUTANG, BABOONS, Monkeys, Leopard Cubs, Jaguar, Tigers, Lions, Small Elephants, Wart Hog, Wild Cats, Badgers, Baseball Donkeys, Pythons, Macaws, Parrots, Pedigree Great Danes, Russian Wolf Hounds, Etc. Birds, Reptiles, Iguanas, Lizards, Turkeys, Etc. **LINDEMAN**, 63 West Eleventh, New York, N. Y.

DONKEYS (BURROS), SPECIAL FOR BASE-ball Play, \$20.00 each; Black Spider Monkeys, tame, \$20.00. Wire **UNIVERSAL PRODUCTS CO.**, Laredo, Tex. x

GILA MONSTERS, \$5; RATTLESNAKES, \$2; Chuckawallas, \$2; two Freak Pups, each born one front leg, \$15 each. **EVANS**, Taxidermist, Phoenix, Ariz. x

HUMBOLDT BRAND SAKI MONKEY, \$40.00; Black Marmoset, \$15.00; Woolly Dragoon, \$50.00; Giant Rhesus, male, \$25.00; Baby Rhesus, each \$10.00; eleven foot Python, \$65.00; Tame Feeder. Japanese Mice, Fancy Mice, Rats, Squirrels, Racing Turtles; **DETROIT PET SHOE**, 624 Michigan, Detroit, Mich.

PLENTY HEALTHY SNAKES, ALLIGATORS, Armadillos, Cilas, Monkeys, Prairie Dogs, Ringtail Cats, Wild Cats, Peccaries, Monkeys, Parakeets, Mice. Wire **OTTO MARTIN LOCKE**, New Braunfels, Tex. my8

SNAKES—HARMLESS, ASSORTED DEN, \$10.00; Batic Snakes, \$5.00 den; Chinese Dragons, large, \$8.00; medium, \$6.00; Black Iguanas, \$2.00; Gila Monster, \$3.50; Armadillos, \$2.00; Wild Cats, \$7.00; Mexican Yellow Head Parrots, \$10.00, with Metal Cage, \$13.00; Full Singer Canaries, \$5.00; Snookum Bears, \$12.00; Black Spider Monkeys, tame, \$20.00; Rhesus Monkey, \$15.00. **NATIONAL PRODUCTS CO.**, Laredo, Tex.

TWO NINE MONTHS' FEMALE LION CUBS, extra fine. Male Jaguar, two Female Leopards. Sell or exchange. **EHMLER ESTATE**, Hoosick Falls, N. Y.

WANTED TO BUY—2 YOUNG RAZOR BACK Hogs. Address **CAPT. IRWIN**, General Delivery, Harrisburg, Pa.

15 LARGE ASSORTED SNAKES, \$10.00; FIFTY Snakes for \$25.00. Literature free. **ELLISON MITCHELL**, collecting naturalist, St. Stephen, S. C. my22

BUSINESS OPPORTUNITIES

BE INDEPENDENT - SELL BY MAIL. 376 answers in five days using this plan. Particulars free. **B. UNIVERSAL**, 277, Herrin, Ill.

CORN POPPERS AND GASOLINE BURNERS, Stoves, Tanks, Supplies, etc. Wholesale and retail. **IOWA LIGHT CO.**, 111 Locust, Des Moines, Ia. my1x

SELL BY MAIL! BOOKS, NOVELTIES, BAR- gains! Pictures, Calendars. Big Profits. Easy sales. Particulars free. **F. ELFCO**, 438 N. Wells, Chicago. trnx

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

BALL GUM, FACTORY FRESH, 12c BOX; TAB, Stick, Midget Chicks, Venter type Machine Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. in26x

BONES, AUTOMATIC PAYOUT DICE MA-chines, slightly used, real bargains at \$52.50 each. 1/3 down, balance C. O. D. **BUCKLEY MFG. SALES**, 336 W. Forsyth St., Jacksonville, Fla. x

CIGARETTE MACHINE, \$3.50; REEL 21, \$9.00. Trade Mills Small Scales for Mills Silent Slots or Q.T. Will trade Wurlitzer Phonograph P-12 for Rays or Paces Races. **O'BRIEN**, 89 Thames, Newport, R. I.

DIGGERS—TWO LATE 1936 EXHIBIT IM-perials, absolutely the same as new; on location three weeks, then placed on sales floor, \$100.00 each. 1/3 Deposit, balance C. O. D. Shipped subject to your approval or will trade for Late Model Slots. **W-B SERVICE CO.**, 414 Orange St., Toledo, O. x

FOR SALE - 3 1934 MUTOPOSCOPE ROLL Chutes, \$50.00 each, and three '33 Mirror Backs, \$35.00 each. In condition, still on location. Write **SAM BERMAN**, care Billboard, 1564 Broadway, New York.

FOR SALE—FOUR 25c MILLS BLUE FRONT Mystery Payout Side Venders, exceptionally clean machines, \$40.00 each. 3 Bally Rays Tracks, over 2,000 series, with Texas State license paid, \$160.00 each. 1/3 deposit. **V. N. REASER**, 207 East Rio Grande, Victoria, Tex.

FORCED TO SACRIFICE—EXHIBIT'S SHOOT-A-Life Gun, perfect condition, \$75.00; Keeney's Targette Ray Rifle Game, floor sample, \$110.00. 1/3 Deposit, balance C. O. D. **SQUARE DEAL NOV. CO.**, Cave City, Ky. x

FOUR GÖTTLIEB'S DERBY DAY WITH CLOCK, almost new, \$75.00; two Derby Day, \$50.00; four Rotary Merchandisers, \$115.00; eighteen Merchantmen, \$60.00. **RODIN NOVELTY CO.**, Sioux City, Ia.

LATEST MODEL EXHIBIT SHOOTALITE (DUCK Targets), only used twenty-two days, guaranteed satisfaction, \$115.00. **WALKER NOVELTY CO.**, Poplar Bluff, Mo.

MILLS MYSTERY BLUE FRONT VENDERS, Gold Award, light oak cases, late serials, perfect condition. Nickel, \$57.50; Olme, \$62.50; Quarter, \$67.50. **SOUTHERN CONFECTION CO.**, Box 1109, Fayetteville, N. C.

MODEL F. CLAWS, \$25.00; STAR ELECTRIC Hoists, Red mule, \$50.00, or will trade for late One Ball Boards. **APEX NOVELTY**, 305 Robbins, Niles, O.

PENNY ARCADE MACHINES—MOST COM-plete assortment. Reasonable. Cranes, Diggers, Claws, \$20.00 up. International Hand Operated, \$15.00. Seeburg Hockey. **MUNVES**, 145 Park Row, New York. x

QUICK BARGAINS—FIFTEEN 5c WATLING * Rola-Top, double J.P., \$45.00; three 10c Watling Rola-Top, double J.P., \$45.00; two 25c same, \$42.50; seven 25c Caille Cadets, \$42.50; six 10c Caille Cadets, \$45.00. All machines in good condition. Caille machines factory reconditioned. **CAILLE BROTHERS CO.**, 6200 Second Blvd., Detroit, Mich. x

SLOTS—FLORIDA SEASON IS OVER—MILLS: 3 Nickel Play, 2 Dime Play, 1 Quarter Play. All Blue Front Side Vender, Mystery Pay-outs. Serials around four hundred thousand. Perfect condition. Price \$55.00 each. Watlings: 8 Nickels; 4 Dimes; 3 Quarters. All Roller-tops; Side Venders, Mystery Pay-outs. Serials around seventy thousand. Good condition. Price, \$42.50. All above machines ready to run. Nearby operators should come see them. Usual only about 6 months. Will ship in original boxes. 1/3 cash deposit. Ship same day. References Dun & Bradstreet. **W. E. DUGGAN**, Eustis, Fla. my1x

TOM MIX RADIO RIFLE, USED THREE WEEKS, good as new, perfect condition, \$225.00. Used, \$150.00. **C. O. D. HYMEN KANTOR**, Clarksdale, Miss. my1

TURF CHAMPS, \$64.50; TYCOONS, \$19.50; Dival Court Games, \$7.50; Mills Escalators, \$35.00; Mills Double Jaks, \$25.00; Single Jaks, \$15.00; Slot Machines, \$10.00; Skee Ball Game, \$59.50 up. Bumpers, \$40.00. **LEHIGH SPEC. CO.**, 2nd and Green Sts., Philadelphia, Pa.

TWO MILLS 25c DICE MACHINES, \$120.00. Like new, used less than 60 days. Guaranteed in good condition. **M. A. AMUSEMENT COMPANY**, Jackson, Tenn.

WANTED—1 OR 2 GENCO CRACK SHOTS AT right price; Wurlitzer P-12s, Rockola Reg. '36. **HORTON BROTHERS**, Courtland, Ala.

WANTED: SKEEBALL ALLEYS, ELECTRIC Eyes, Exhibit Ticket Machines, Penny Arcade Machines, Cranes, Atlas, All American Baseball. **GUSS**, 39 Union Square, New York. x

WE ARE OVERSTOCKED WITH USED PIN Games. Send stamp for our bargain list. **GOBBODY**, 1824 East Main St., Rochester, N. Y. my1

WRITE FOR OUR LIST OF RECONDITIONED Used Machines of all descriptions. Will buy Lite-A-Lines and Galloping Dominoes. **AMUSEMENT NOVELTY SUPPLY CO.**, Elmira, N. Y. July9x

3 TOM MIX RADIO RIFLES, USED VERY LIT-tle, \$250.00 each; 1 Seeburg Ray-O-Light, \$250.00; 1 Universal Cabinet Style DeLuxe, \$175.00; Used Phonographs, \$75.00 up. All machines reconditioned. **F. O. B. WICHITA**, **C. G. HILLCROSS COMPANY**, 617 West Douglas, Wichita, Kan.

5 APT 1c BIG GAME HUNTERS, WITH GUM Venders, \$10.00 each; 10 9-Foot RolaBall Alleys, \$75.00 each. Send 1/3 deposit. **ROBYNS-CO.**, 1141B DeKalb Ave., Brooklyn, N. Y. my8

6 AUTOMAT PEANUT MACHINES, \$25.00, OR \$4.50 each. Like new, work perfectly. Northwestern "33", \$3.50. Others. **BYRON**, 2045 Irving Park, Chicago.

2 KEENEY JUNIOR BOWLETTES ON LOCATI-on in Queens County, \$75 each. Good condition. Two months' use. **HARNETT**, 209-42 Bardwell Ave., Queens Village, L. I., N. Y.

8 BRAND NEW ELECTRO HOIST DIGGERS, latest models, in original crates. Guaranteed perfect condition. Only \$100.00 each. \$25.00 deposit with order. **STAR MACHINE MANUFACTURERS**, 1371 East Bay Ave., Bronx, N. Y.

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 29,000, \$8.00. 4 Tom Mix Rifle Machines, \$150.00. 1/3 deposit, balance C. O. D. **KEENEY MFG. CO.**, 2611 Indiana, Chicago. my1

30 BUMBERS (NOVELTY), LATE MODELS, slightly used, \$29.75. Satisfaction guaranteed. **COAST COIN MACHINE CO.**, 2399 Clover Place, Los Angeles, Calif.

300 MODEL ZM COLUMBUS PISTACHIO MA-chines, porcelain, \$22.25 each; 5 Mills Mystery Extraordinary, rebuilt, \$50.00 each; Jennings Chiefs, late model, \$50.00 each; King Six Jr., \$6.00. Hundreds of bargains. **NATIONAL HANDBOOK**, 110 East 31st, Erie, Pa. my1

COSTUMES, UNIFORMS, WARDROBE

A-1 EVENING GOWNS, WRAPS, FURS, STAGE and Street Wear. Bargains. **CONLEY**, 310 West 47th St., New York City, N. Y. x

CURTAIN, 12x32, \$10.00; BEAUTIFUL VELVET Cyle, \$125.00; Band Coats, Regulation Blue, \$2.50; Caps, \$1.50; White Mess Jackets, \$3.00. **WALLACE**, 2416 Nosh Halsted, Chicago.

INDIAN COSTUMES, CURIOS AND BEAD-work. Buying direct from Indian. Prices reasonable. Free catalogue. **PAWNEE BILL'S INDIAN TRADING POST**, Pawnee, Okla. my1x

INDIAN RELICS, BEADWORK CURIOS, Weapons, Catalogue 5c. 5 Arrowheads, 20c; Eagle Feather Indian War Bonnet, \$9.00, fine. **INDIAN MUSEUM**, Northbranch, Kan. x

SPECIAL SALE - ALL DESCRIPTIONS HIGH class New and Second-Hand Uniforms, Costumes, Character Wardrobes, Full Dress, Waiter Outfits for sale, hire. Lowest prices. Written description on request. No catalogs. **DAVID'S**, 129 West 42d St., New York. Bryant 9-3325.

FORMULAS

EARN MORE MONEY—VALUABLE RECEIPTS and formulas for making money with small capital. Samples 25c. Circulars free. **WARREN**, 15 Park Row, New York City. my15x

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL Development. Newest guaranteed formulas. Biggest catalog free. Special prices, leads. **GIBSON LABORATORY**, Chemists, BH-1142 Sunnyside, Chicago. x

FORMULAS - GUARANTEED, LABORATORY tested and approved. Latest fast sellers; none better; lowest prices; catalog free. **KEMICO LABS**, 65 Parkridge, Ill. x

FORMULAS - LATEST MONEY MAKERS. Write for free literature describing newest Formulas for fast sellers. **H-BELFOR**, 4042 N. Keeler, Chicago.

MAKE MONEY WITH FORMULA "35." IN-redients obtainable anywhere. Product sells wherever people live. **SENECA SPECIALTIES**, Geneva, N. Y. my1

75 MONEY MAKING FORMULAS, 50c (MONEY order); Candy Apple Recipe included free. Seventeen years supplying the best. **PITTMAN LABORATORIES**, Box 4423, Atlanta, Ga.

FOR SALE—SECOND-HAND GOODS

CORN POPPERS, GASOLINE, ALL ELECTRICS, geared 12 quart kettles; Grisette Outfit, Caramel Corn Equipment. **NORTHSIDE CO.**, 2117 Harding, Des Moines, Ia.

FINAL CLEARANCE—1/2-HORSE, 110 VOLT induction, alternating Motors, \$8.50; 1,000-watt Generators, \$19.50; other bargains. **ELECTRICAL SURPLUS COMPANY**, 1885 Milwaukee, Chicago.

FROZEN CUSTARD MACHINE, VELVO ONE 3-Way Cabinet, metal containers. Two Single Cabinets, metal containers. One Sterilizer. Cash Register. All necessary equipment. Sacrifice all \$185.00. **VIC SANTO**, Billboard, 1564 Broadway, New York.

NU-WA CUSTARD MACHINE, USED TWO seasons, overhauled, AC or DC Motor, \$450.00 cash. **GENERAL EQUIPMENT**, 423 W. South, Indianapolis, Ind.

NU-WA FROZEN CUSTARD MACHINE. Mounted on 1 1/4 Ton Ford Truck. Will sacrifice for quick sale. With or without truck. **E. M. BUZZARD**, 1255 Oakwood Ave., Columbus, O.

10 KW, 110 V. D. C. GAS ENGINE GENERATOR Set. General Electric make. Good condition. INDEPENDENT ELECTRIC MACHINERY CO. 300 S. W. Blvd., Kansas City, Mo. my8

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 BARGAINS—LIGHT PLANTS, UNAFONS, Wax Figures, Human Embryos, Curiosities, Tanagra Illusions, Two-Headed Baby—Others. UNIVERSAL, 849 Cornelia, Chicago.

ADULTS AND KIDDY CHAIR PLANES. Sixteen seat capacity. Kiddie Aero Plane, twenty-four capacity. Kiddie Autos. CALVIN CRUNER, Pinckneyville, Ill. my1

AEROPLANE RIDE, WHIP AND PENNY ARCADE. Good condition. Bargain. A-MILTON, 4 N. Holladay Ave., Portland, Ore. my1

BALLOONS, PARACHUTES, INFLATORS, ROPE Ladders, Etc. THOMPSON BROS. BALLOON CO., Aurora, Ill.

CAGNEY STEAM ENGINE—THREE CARS, Accommodates 36, 800 feet track. Bargain. Write FIVE STAR AMUSEMENT, Box 65, S.S., Youngstown, O.

CIRCUS BLEACHER SEATS, ALL SIZES, NEW and used, out on indoors, with or without foot rests. PENN BLEACHER SEAT CO., 1207 West Thompson, Philadelphia, Pa. my1

FOR SALE—ORGAN, No. 146 NORTH TONAWANDA; 10 Music Rolls \$200.00, 50 Pair skates, Richardson Fibre, small sizes, \$1.00 Pair. H. P. HURKETT, 134 W. Allegan St., Otsego, Mich.

AUTOMATIC DONUT MACHINE, KARMELO-KORN Krispette Outfit, Candy Floss Machine, Potato Chip Outfits. Bargains. Concession Canvas, cheap. ANCHOR, 1045 Abbott, Detroit, Mich.

KIDDEY RIDE, ORGAN NEW, COST \$550. Take \$250 cash. Also small Spillman Carousel cheap. ADAMS, 180 Woodbine St., Brooklyn, N. Y.

LAUGHING MIRROR SHOWS, GET THE MONEY at parks, carnivals, fairs, museums, etc. Small investment, big returns. C. J. MURPHY, Elyria, O. my8

MODEL OF TWINS (32 INCHES LONG) joined together by top of skull; also two Colored Photographs (4 1/2 feet by 6 feet) of these twins. STEINHARDT, 3821 Nautilus Ave., Brooklyn, N. Y.

SIDE SHOW PIT—SEVEN FEET SQUARE, Khaki 8 Red Anchor Make. PROF. HOPPER, Painted Post, N. Y.

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

\$275.00 STRIP PHOTO OUTFIT—COMPLETE and in perfect condition. For quick sale, \$100.00. HASSAN, Box 971, Parkersburg, W. Va. my15

HELP WANTED

AGENTS FOR GRIND STORES—KENTUCKY George, Joe Cobbman, Red Webster, can place you. EDW. R. GOLE, J. J. Page Shows, Harlan, Ky.

BLACK OR TEAM FOR MEDICINE SHOW—Change for two weeks. No booze. Wire lowest. DOC BEN COX, Sumter, S. C.

EXPERIENCED TRUMPET MAN FOR OLD-Time Mixed Band, Radio Work. Steady. Also Tenor Sax doubling Clarinet. BOX C-234, Billboard, Cincinnati, O.

FLYER FOR CANNON ACT WANTED—STATE weight, height, age. Wire W. PARENT, Greenville, O.

LINE GIRLS DOING SPECIALTIES, TAP AND Ballet. Steady work, good salary, wardrobe furnished. BETTY BRYDEN, 832 Fox Theater Bldg., Detroit, Mich. my22

PIANO AND TENOR SAX IMMEDIATELY—Read, take-off, jam harmony. Location, salary. State all. Wire GIL JENSEN, Minot, N. D.

TROMBONE WANTED—TROUPEUR, SMALL band, hard work, regular sure week stand carnival. Bill Cleverger write. Open first May. METTLER BAND, Harrison, O.

VAUDEVILLE PERFORMERS, DOUBLE PIANO; also Performer that understands tent outfit, plenty help, drive truck, week stands. LE VANT SHOW, Thompsonville, Mich.

WANTED—MUSICIANS ALL INSTRUMENTS for Unit Show. Write DEACON THOMAS, Bijou Theatre, Knoxville, Tenn., April 23, 24.

WANTED—EXPERIENCED MED. PERFORMERS. Singles, Doubles, Black and String Music preference. No boozers. SATANIC MED. SHOW, Randles, Mo.

WANTED—RHYTHM PIANO; ALSO FIRST Trumpet. Good men only. Join on wire. State qualifications. Salary expected. RAY KEYS, Fairmont, Minn.

WANTED—SEAL BROS. CIRCUS, TWO Strong Cornets. Lyons, 28; Holsington, 29; Russell, 30; Hays, 1, all Kansas. Wire J. C. ROFRON.

WANTED—NOVELTY SWING BAND. Summer engagement. Miami in the fall. State all in first. EL RANCHO CLUB, Box 1, Chester, Pa.

WANTED—A CLEAN COT PARTY THAT CAN handle and lecture on Pythons. L. H. FIELD, Osseo, Wis.

Show Family Album



PICTURE TO THE LEFT was taken about 1911 or '12 when Billie Harrington and Guy Dodson had their own carnival entitled Harrington & Dodson Shows. Harrington passed away October 24, 1930. Dodson has since made a name for himself as fops among show owners. Left to right: Mrs. Tessie Harrington, Mrs. Guy Dodson, Guy Dodson and Lucile Dodson. Mrs. Harrington will be remembered as producer and manager of the famous Tessie Show. She recently returned to this country after two years in the Orient and Philippine Islands and is living in San Diego, Calif., with her son, Theron J. Harrington.

Picture to the right is that of a dainty equestrienne in her day—Lottie Aymar. It was taken in 1897 when she was with the Sig. Sautelle Circus. She is now in her 80s and living with her daughter on West End avenue in New York City. She was a niece of Johnny Aymar, who broke his neck trying to do a triple somersault in England in 1858.

While a young girl in 1870 Lottie Aymar traveled with her father and mother, who were showing in the isolated mountain district of Colombia, South America. One night they were awakened by one of their working men who said they were being surrounded by a band of hostile Indians who already had purloined some of their horses and ponies. Her father lost no time looking into the trouble, for without their horses they would be stranded, as they were their only means of transportation. After a long confab with the chief to prove to him that they were only a troupe of performers he consented to leave them alone if they would give a free show at a designated place. To this Miss Aymar's father consented, as it was a small price to pay for their freedom and safety. The next day they put on the show and it made such an impression on the chief that he asked her mother if she wouldn't go with him to see his sick mother. With some trepidation she followed him to his wigwam and took with her a kit of medicine which she always carried. She looked the chief's mother over and left some pills. Lottie Aymar does not know whether the medicine killed or cured, but of one thing she is certain—it helped to save their lives.

The Billboard invites its readers to submit old-time photos for reproduction herein. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals as they appeared in the old days who are STILL LIVING will be welcomed. Remember, photos must be clear enough for reproduction purposes. They will be returned if so desired. Address them to Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

WANTED TENOR AND SOPRANO—CHAR-acter People, Musical Drama. Potential 3 years' booking. Murry write. BITTRICK, 1014 Shafer Bldg., Seattle, Wash.

WANTED TO OPEN CALIFORNIA MAY 7. 11-Piece Orchestra, Stage and Dance Work. One nighters, steady work. Must have dependable transportation, P.-A. system, uniforms, novelties. Also want Girl Singer and Tap Dancer. B. BERNARD, General Delivery, Casper, Wyo.

WANTED—3 OR 4-GIRL COMBINATION FOR Summer Job. Write, send photos and full information in first letter. BOX 781, care Billboard, 1564 Broadway, New-York.

WANTED—1ST TRUMPET, GOOD TONE, READ. Large band, long contract, location. Salary \$20. Wire GEO CORSI, Iron Mountain, Mich.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1937 Forecasts. Crapology Sheets, Books, Crystals, Lucky Pieces. Most complete line in world. New 140 illustrated page catalogue, 30c. Leaders since 1921. NELSON ENTERPRISES, 198 South Third, Columbus, O. my8

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City. my8x

PINKY PUNCH—JUDY—VENTRILOQUIAL and Marionette Figures, none better. New and Used Bargains. PINKY, 64 W. Erie, Chicago. Lists Free.

MISCELLANEOUS

ALL 4 FOR DIME PHOTO SUPPLIES AT CUT prices. Our new Photostrip Outfit, 1 1/2x2, or 2 1/4x3 1/4, complete, \$140.00. WABASH PHOTO SUPPLY, Terre Haute, Ind. my8

GOLF CLUBS—BANKRUPT STOCK; 4,000 new, clean regulation size, and weight; hickory shafts, chromium plated, right hand irons, \$40.00 per 100. Sample five-club matched set, \$2.50; no woods. Used on every popular golf club course in U. S. LINCOLN SURPLUS CO., 516 Chestnut, Freeport, Ill. my8x

ROLLS DEVELOPED—TWO PRINTS EACH AND Two Free Enlargement Coupons, 25c. Re-prints, 2c each, 100 or more, 1c. SUMMERS' STUDIO, Unionville, Mo. my8x

4-FOR-DIME OPERATORS MAKE BIG SAVINGS by buying all supplies from one source. Write for a catalog and the lowest prices in the country on paper, rolls, mounts, mirrors, cameras, booths and everything else you need.

MARKS & FULLER, INC., Dept. P, 44 East Avenue, Rochester, N. Y. x

M. P. ACCESSORIES & FILMS

ANY 16MM SILENT PROJECTOR CONVERTED into 100% Talkie Sound on Film, \$100.00; 35MM Size, \$200.00. REMINGTON QUALITY PICTURES, Box 524, Cincinnati, O.

COMPLETE 35MM SOUND PROGRAMS RENTED anywhere, \$10.00 per week. Good prints, no junk. Wanted Portables. MOORE BROS. EXCH., Portsmouth, O.

BIG ANNUAL CLEARANCE EVENT IS NOW ON. Save 20 to 50%. Projectors, Sound Equipment, Public Address, Screens, Accessories, Supplies, everything for the theatre. Send for Big Bargain Book. CONSOLIDATED THEATRE SUPPLY CORP., 1600-B Broadway, New York. my8

MOVIE ROADSHOW BARGAINS — 35MM. Sound Portables, complete. Limited quantities. DeVry Sound Projectors, complete with Amplification, Speaker, \$500 value, now \$195. Weber Sound Projectors with Amplifiers, Speakers, \$700 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 if wanted with 2,000 ft. magazines. CONSOLIDATED THEATRE SUPPLY CORP., 1600-B Broadway, New York. my8x

ROAD SHOW EXHIBITORS — COMPLETE 9 Reel, Late 16mm. Sound Programs, \$20.00 week. Fine prints. Tremendous selection. EASTIN PICTURES, Davenport, Ia. my15

ROAD-SHOW SOUND SPECIALS—WESTERN'S, Actions, War and Passion Plays, Write APOLLO EXCHANGE, 117 So. 9th St., Newark, N. J. my8x

STOP! LOOK! SEND FOR OUR BARGAIN List of Film, Projectors and Sound Equipment. Compare our prices and send us just a trial order. ZENITH, 308 W. 44th, New York.

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue \$ free. MOVIE SUPPLY CO., LTD., 844 S. Wabash, Chicago. my15

WANTED—UNBORN PICTURE FOR ROAD Show. In first-class condition with advertising matter. Must be reasonable. NELAND ENTERPRISES, Jasper, Fla.

WANTED TO BUY OR RENT 16-AND 35MM Sound Portables. Must be bargains. F. SHAFER, Sumner, Ill.

2 BRAND NEW 1937 ACME MODEL SAW PRO-jectors, \$1,190.00 value. Our bargain price, \$525.00. 2 Brand New Holmes Educators. Value \$1,195.00. Our bargain price, \$685.00. Used Portable Silent Acmes, \$29.00. OAK STORAGE CO., Armitage and Western, Chicago, Ill. x

2 RCA 35 MM., PORTABLE SOUND ON FILM Projectors, including amplifier, speaker, two 1,000-ft. magazines. All necessary accessories. Practically new, \$500; original cost \$1,875. F. H. HANGES, 3 N. 7th St., Philadelphia, Pa. x

PERSONALS

DIVORCES, SO QUICK, SO EASY. SEND \$1.00 for copy of Arkansas Divorce Law. W. P. DODDS, Attorney, Beebe, Ark. my15

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Side Show Banner Painters. Daytime or time serving the showmen. MANUEL'S STUDIO, 3544 North Halsted, Chicago.

BEST CARNIVAL AND SIDE SHOW BANNERS on Earth. Positively no disappointments. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago, Ill. my8

HEADQUARTERS FOR BANNERS (NEW USED). Positive crowd stoppers. Professional Artists, finest materials, lowest prices, quick service. UNIVERSAL, 849 Cornelia, Chicago.

PAINTED SCENERY, CYCLOGRAMS, DRAPERY Curtains for Night Clubs, Tent Shows, Etc. Reasonable prices. KNOXVILLE SCENIC STUDIOS, Knoxville, Tenn. my22

TENTS—SECOND-HAND

HEADQUARTERS FOR TENTS (ALL SIZES). Sidewall, \$15.00 hundred feet. Tarpuilins, Bally Cloth. All kinds Show Goods. UNIVERSAL, 849 Cornelia, Chicago.

THEATRICAL PRINTING

NEARGRAVURE — 125 2-COLOR LETTER-heads, 100 Envelopes, \$1.99. Dodgers, thousand 3x8, \$1.25; 4x9, \$1.75; 6x9, \$3.00 cash. Delivered. SOLLIDAYS, Knox, Ind.

WINDOW CARDS, 14x22, 100, \$2.50; 11x14, 100, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Pa.

6x9 DODGERS—5 THOUSAND, \$4.25; 5 thousand 3x8 Dodgers, \$3.00. F. O. B., 1/3 deposit. Free cut service. QUAKER, 643 Washington St., Atlanta, Ga.

100 LETTERHEADS, 100 ENVELOPES, 100 BUSINESS Cards, your name, address, postpaid, \$1.00. Cash with order. NOICE PRINTING CO., Columbus, O. x

150 SNAPPY BOND LETTERHEADS, \$1.00 PRE-paid. 200 Professional Post Cards, 3 lines copy, \$1.00. Samples free. RIGGS PRESS, Weyau, Ind.

200 (14x22) 6 PLY WINDOW CARDS, \$6; your copy, date changes, 25c each. DOC ANCEL, Ex-Trouper, Leavittsburg, O.

1,000 6x9 CIRCULARS, \$1.50; 5,000, \$4.50; 1,000 Letterheads or Envelopes, \$2.00; postpaid zone 4. LAWDALE PRESS, Box 303, Franklin, N. H. my1

WANTED TO BUY, LEASE OR RENT

PRACTICALLY NEW - MERRY-GO-ROUND, Big Ferris Wheel, Loop-o-Plane, Portable Skating Rink, Kiddies' Auto Ride complete, ready for operating. Must have full description, age, original cost and condition guaranteed by mail. Quote best delivered price and terms. C. A. FRENCH, 602 Randolph St., Charleston, W. Va.

USED FISH POND; ALSO TWO OTHER USED Games. S. RAICHLEN, Apt. 4B, 715 W. 175th St., New York, N. Y.

WANTED-TWO PORTABLE SKATING RINKS, forty by ninety; also Skating Instructor who can handle. Write LARRY FULLER, Houghton Lake, Mich.

WILL BUY MINIATURE TRAIN, GASOLINE Autos, Dodgem, Scooter Cars, Amusement Rides, Fun House. Write BOX C-238, The Billboard, Cincinnati, O.

FLUTIST-THATRE EXPERIENCE. ALL MATTERS welcome. Also summer engagements. Write BOX C-235, Billboard, Cincinnati, O.

RELIABLE MALE DRUMMER WANTS LOCATION job, preferably in night-club. Young, sober, no weed. Complete outfit, can swing, feature vibs if job pays. Work novelties, arrange, sing some. Experience as organizer. Completing third year on established road band. Answer by letter only. Address MUSICIAN, Care Geraldine Klinefelter, Gregory, S. D.

SOUSAPHONE, ORCHESTRA, BAND, TICKET for security. CLARENCE DELIVERY, Nevada, la.

STRING BASS-DANCE. AGE 20. READ OR fake anything. Single, sober, reliable, union, neat appearance. Picture on request. Prefer good location job; all others write. FABYAN WRIGHT, Reedsburg, Wis.

TROMBONE, FORMER TROUPER, WANTS CONNECTION Shop or Municipal Band. Location only. Double Sousaphone, Small hotel, club, restaurant orchestra. Write if steady. BOX C-229, Billboard, Cincinnati, O.

TROMBONE, DOUBLE SAX, SWING STYLE. Featured Singer. Tone, range, take-off, read well, experienced. Young and reliable. ART WEITE, 1905 Stevens Ave., Minneapolis, Minn.

TRUMPET-EXPERIENCED BAND, ORCHESTRA. Reliable. F. BELL, 806 Howard Ave., Altoona, Pa.

ACCORDION OR PIANO and Six-String Guitar. Team of two, experienced in dance music and theater. Can give specialties. Sight readers, 22 and 25 years old, unmarried, non-union, but willing to join. JOHN McCORMICK, GENE DIXON, Bourbon, Mo.

MUSICAL DIRECTOR - Leader unit, vaudeville, production, twelve years' experience. Formerly Lewis, Fox. References available. Will locate material. Address MUSICAL DIRECTOR, 438 Crown St., Brooklyn, N. Y.

PROFESSIONAL DRUMMER - 15 years experience. Young, sober, reliable. Cut it with anything. Join immediately. Only steady reliable job considered and ticket if far. Write or write stating all. BEN FAVISH, 3792 Talman Ave., Belleair, Ohio.

SWING TRUMPET-Doubling Ride Cornet; arrange, sing. Second cornet in big band. Want pay-off location. Enter June third. Have excellent sound system. Name experience. BOX C-232, The Billboard, Cincinnati, O.

AT LIBERTY PARKS AND FAIRS

AERONAUTS - BALLOON Ascensions by Lady or Gent. Established 1911. Write or wire. JOHNSON BALLOON CO., Clayton, N. J.

BALLOON ASCENSIONS - Boy and Girl Parachute Jumpers. Modern equipment. JACKSONVILLE BALLOON CO., Jacksonville, Ill.

BALLOONISTS AND PARACHUTE Jumpers, operating from balloons and airplanes. One outfit now in South, has some open time. THOMPSON BROS. BALLOON CO., Aurora, Ill. Established 1903.

ARMSTRONG'S FAMOUS COMEDY FORD ACT - Well known. Literature. ROSCOE ARMSTRONG, Montezuma, Ind.

BIG MARIONETTE CIRCUS AND VAUDEVILLE Show. Large Life-Like Puppets, 26 to 36 inches. Any length programs. Appeals to young and old. For your resort, real clean show, first-class stage settings, handled by two people. For Free Act or enclosure. Now playing North Carolina schools. Address CLAUDE BYRNE, 4507 McKinley St., Philadelphia, Pa.

BINK, KING OF THE SLACK WIRE-THREE acts; Wire, Trapeze and Comedy Juggling, all real acts. GEO. BINK, R. 1, Box 112, Cudahy, Wis.

CARMENE'S CIRCUS REVUE - 5 COMPLETE and distinct free attractions. Aerial and Platform Acts. Have some open time. Address P. O. BOX 21, Williamston, Mich.

DAREDEVIL GIRL PARACHUTE JUMPER - Available to join All-Circus. Go anywhere. JALLY PYNB, General Delivery, Haverhill, Mass.

HIGH AERIAL ACT FOR OUTDOOR EVENTS - Appearance guaranteed. BOX C-223, Billboard, Cincinnati, O.

THREE NICE ACTS-COMEDY TRIPLE HORIZONTAL Bar, Tight Wire and Trampoline or Bounding Net Act. Flirting falls, horsecomings, parks, etc. Write for price. LA-BLONDE TROUPE, 915 Court St., Pekin, Ill.

WIRE ACT AND HIGH TRAPEZE ACT FOR Fairs and Celebrations. Price reasonable. BOX C-222, Billboard, Cincinnati, O.

AERIAL COWDENS-Three separate and distinct fast-stepping acts, Double Trapeze, Comedy Etc. Climbing Ladder and Illuminated Swing Ladder. If you want snappy acts that will please your patrons, send for literature and price. Address care Billboard, Cincinnati, O.

AT LIBERTY - Rice's Troupe of Comedy Pigs and Dogs for Fairs, Parks and Circus. A real novelty act. 1200 Linwood Ave., Jackson, Mich.

AT LIBERTY - Captain Irwin's Dog and Pony Show for Fairs or reliable Circus, featuring Pony Drills, General Exhibits of Trained Dogs, High Jumped Pony. Full hour's show. Gen. Del., Harrisburg, Pa.

IF YOU WANT A REAL FEATURE Book York's Four-Act Combination. A big drawing card. Real flash, indoor or out. Escape Act, Puppets Act, Live Stock Tricks, Death Walk, it's new. For particulars of act, open time, write GALE YORK, 212 W. Superior St., Fort Wayne, Ind.

O'NEILL BROS. - Two Clowns with their Comedy Trick Mule, Slim Milk. A big feature. With data open. A real act. Write O'NEILL BROS., Wealaco, Tex.

PAMAHASKA'S Dog, Pony, Monkey and Bird Circus offers the most beautiful domestic and tropical animal and bird performance that pleases all ages. This marvelous performance is presented by Prof. Pamahaska himself for this attraction. Address GEO. E. ROBERTS, Manager Pamahaska's Studio, 615 W. Erie, Philadelphia. Telephone SAGmore 5538.

STEINER TRIO - America's Outstanding Comedy Bar Act. One Young Lady, two Gents; also 3 People Comedy, Acrobatic Novelty, including big screen Clown Number. Literature and terms on request. 13802 Glenwood Ave., Detroit, Mich.

THREE NOVELTY ACTS - America's best lady globe act. She comes down stair steps and uses an iron globe. Some of the most different and new people wire act and a juggling act. Write for prices and literature. THE CHRISTYS, Keokuk, Ia.

WILLIAMS & BERNICE COMPANIES, three standard acts. Comedy Bounding Trampoline, Trapeze Comedy, Aerial Rings, Peculiar Rope Act; Comedy Novelty Act, with Three Dogs, One Cat; lithographs, window cards, newspaper mats furnished. Bona-fide surety bond guarantee appearance. Secretaries, managers (note), these "sure-thing" comedy acts, most consistent "laugh-getters" are essential for well-balanced entertainment. Address care Billboard, Cincinnati, O.

AT LIBERTY PIANO PLAYERS

AT LIBERTY - Piano Players, a Team. We have 3: Swing set and -Trumpet, doubles violin and clarinet. Pianist, good accompanist and plenty rhythm and take-off immediately. Don't misrepresent. JIMMIE MOORE, Elk Hotel, Charleston, W. Va.

AT LIBERTY SINGERS

SPLENDID BARITONE SINGER, M. C. - Excellent wardrobe. Just completed five months one spot. Worked via radio, screen and clubs. Cc anywhere. Please don't misrepresent. BOX C-236, Billboard, Cincinnati, O.

CLIFF ALLEN - Vocalist extraordinary. Jackie Heller style. Double Spanish guitar, mandolin, banjo, lute. Instrumental specialties, swing, fast, read. Nick Lucas voice guitar act. Swing, rhythm, hot pluckin' cocktail room attraction, swing bands. Have a few more. Young, sober, appearance. Experienced radio, club, stage. I'm not misrepresenting. Are you? 816 W. 80th St., New York.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY - VERSATILE TEAM FOR TENT, Rep. or Med. Man, Comedy; Wife, works all acts. Both sing and dance. We feed ourselves and have own trailer. Advise best joint salary. BOX C-238, Billboard, Cincinnati, O.

NOVELTY MAN - TRAPS, CHAIR BALANCING, Juggling, Webs, Acrobats. Change for week. Up in acts, straight and second comedy. Salary your limit. JOE AREDO, 119 E. 2nd St., Winona, Minn.

AT LIBERTY - Med. Team. Change strong for two weeks. Play piano. Sober and reliable. Salary your limit. Address MED. TEAM, Gen. Del., Mt. Vernon, Ill.

AT LIBERTY - B. F. Comic, Specialties, Acts. Change strong for week. Lots of pep. Lecturer, arranger. Best of reference. Sober and reliable. Address LAUGHING SAM CHARLES, 284 W. 1st St., Junction City, Kan.

MR. GLENN KIRBY - Tap, Eccentric, Baller Skates, Buck and Wing-Dancer. Phone Franklin 8281. Address 4267 Delmar Blvd., St. Louis, Mo.

VERSATILE NOVELTY TEAM - Salary or percentage. Have completed med. outfit. Lecturer or team write GLENNY AND FORD, Billboard, Cincinnati, O.

VERSATILE TEAM - Man comedy, general business as cast. Proving novelty acts, banners, Lady A-1 pianist, flashy fakir. Read parts. Both sing. Especially interested in medicine shows. Experienced all lines. All offers considered. BOX C-237, The Billboard, Cincinnati, O.

REVERE BEACH (Continued from page 42) would appear the south end will build into a solid front of money-getting attractions.

Activities All Along A ride is being planned for the old Marathon Building, owned by the Andrew Casassa interests. Fred Hurley may have a new ride in the building at Beaver street and the Boulevard. Bill O'Brien has spent several thousand dollars making ready new attractions, and there is activity with money behind it from one end of the beach to the other. North-end new attractions will be Scooter Cars of Mike Zaccaria, who has completed a new building for another ride, the Motorcycle Dodgem. Concessioners are spending money for new buildings and new interior setups. The beach is booming, one fare of the Boston Elevated and proposed new activity of the Beach Business Men's Association having lent courage for the new investments.

At Liberty Advertisements

AT LIBERTY ACROBATS

PHILIP PIANOTONE - HAND BALANCING, Tumbling, Comedy and Clowning. Can stooge with piano, accordion. Height 5 ft., 2; weight 140; age 27. Write 146 N. Ashland Blvd., Chicago.

AT LIBERTY AGENTS AND MANAGERS

ADVANCE AGENT for Rep. or One Nighter Under Canvas. Experienced, fast, sober, reliable. Also will consider Stage Unit for Theatres. Have good consecutive profitable route, all territories. Rush details. HARRY A. ROGERS, Care Billboard, Cincinnati, O.

MANAGER AND LECTURER - High class, educated man. Fine appearance. Two years Century Progress, Chicago; one year San Diego Fair; last summer Dallas Fair. Convincing talker and can manage any attraction of merit. Know the English language and how to use it. Address BOX C-233, Billboard, Cincinnati, O.

PARK MANAGER - Have 16 years' experience. Reliable, unblemished character. Do not drink, married. Salary or percentage or both. AMERICAN GRAYBILL, Box 1, Blackwood, N. J.

YOUNG BALLROOM Dance Manager available for summer. 18 years experience in dance business. Has own winter ballroom 6 years. Will build up your dances. New ideas and successful variety nights will make your Monday to Friday nights pay better. Write DANCE MANAGER, P. O. Box 15, Allentown, N. J.

AT LIBERTY BANDS AND ORCHESTRAS

A 10-PIECE COLLEGIATE ORCHESTRA. Will consider summer resort engagement after June 1. Prefer spots in Wisconsin or Northern Illinois. Carry full library, novelties, etc. Only legitimate offers considered. Communicate with BOB POLLITT, 911 Reba Place, Evanston, Ill.

BOB HERRON AND HIS POPULAR K. G. N. O. Swing Band. Five men. Available June 1. Location only. BOB HERRON, Dodge City, Kan.

HERB KING AND HIS KING KONGS - WHITE Eight-Piece Standard Swing Band, featuring Girl Director playing Violin, Imperial Marimba, Vibra-Harp and Accordion. Band has novel arrangements of Mexican and Cowboy music. Recommendations: Cavern Cafe, Nogales, Sonora, Mexico; Hereford Night Club; Santa Rita Hotel, Tucson, Ariz. Contract expires May 27. Desire summer location or travel. Will augment. Write or wire 318 Oak, Nogales, Ariz.

HENRI LA-PELT AND HIS MIDNIGHT RAMBLERS at Liberty. A sweet five-piece band for modern or 50-50 dance. We all double. HENRY PELTIER, 618 Orr St., Piqua, O.

BILLY COPPOL AND HIS ORCHESTRA - Five professional number ten years, now playing the Gypsy Village Nite Club for over forty weeks. Band doubles on various instruments, including vocal trio, piano accordion, violins. Wardrobe and public-address system. Reliable, union, play floor shows. Agents and bookers please contact at once. Available after April 20. Reliable, steady engagements only. If interested, wire or write stating all. BILLY COPPOL, 2408 Jacob St., Wheeling, W. Va.

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY NOW - CIRCUS Advertising Banner Painter. "Going back to the road." If you have an opening, I play Baritone. Have my own car. Also a good Trombone Man wants a job. Can join on wire. Address CARL P. SCHUYLER, General Delivery Dilley, Tex.

JUGGLER, MAGICIAN, ETC. - OPENING, LECTURE. ALDO, Care O'Brien, 437 Pleasant Ave., New York.

NEATLY FRAMED HULA SHOW, PHOTOS, African Dip, Sound Car and a new Show for fair season. OWILL TRUESDELL, Rush City, Minn.

HIGH ACT - Several other Circus Acts. Contortion, Traps, Acrobatic, Circus, Carnival or Med Show. GEO. HIGGINS, Care Gen. Del., Grand Rapids, Mich.

PUNCH AND MAGIC for Side Show. Assist on lecture if required. Can join on wire. BEN BERNARD, Care Mack Winkle, 2858 W. 16th St., Brooklyn, N. Y.

AT LIBERTY COLORED PEOPLE

BELLHOP - Colored, 16 years' experience. Nine years as head bellman. Summer or year around hotel. Age 38, polite and reliable. (EDDIE) COLLINS, 286 Taylor Ave., Columbus, O.

AT LIBERTY DRAMATIC ARTISTS

CHARACTER COMEDIAN - WIFE, GENERAL Business. Characters, doubles Piano, Strong Double Specialties, Singing, Dancing, etc. Pep, personality. Produce A-1 concepts. Modern wardrobe, reliable. WILL AND AVIS FERNS, Park Hotel, Columbus, O.

AT LIBERTY AFTER JUNE 10 - Young man, 20, dramatic experience with Little Theatre and College productions. Wish connections with professional stage. ALBERT DICKSON, 708 University St., Muncie, Ind.

AT LIBERTY - Dan Baurac, age 29, five feet ten, 135 lbs. Juveniles, Tobies, Ge. Strings, Single Dance Specialties. Good study, decent wardrobe. Single, sober, reliable. General Delivery or Western Union, Ansville, Tex.

AT LIBERTY MAGICIANS

HARRIE THE MAGICIAN starts April 25th to entertain at Park Hotel, Columbus, O. Use case Act that is different address mail to HARRIE, care Billboard, 1564 Broadway, New York.

AT LIBERTY MUSICIANS

TRUMPET - BOB ROCKEY, Athens, O.

ALTO SAX - DOUBLING CLARINET, BARITONE, Violin. Location only. Union. MUSICIAN, 2107 Slauson Ave., Racine, Wis.

ALTO SAX, FLUTE, CLARINET, BARITONE Sax; also arrange and sing some. Young, reliable. Locations preferred, no joints. Cut or no notice. EARL WHITE, Care General Delivery, Albert Lea, Minn.

ALTO SAX - DOUBLING CLARINET, VOCAL. Read, jam. Young, experienced. Salary only. Prefer reading band. Write or wire MUSICIAN, Care J. C. Walker, Ranger, Tex.

AT LIBERTY - SWING STYLE TROMBONE Man. 20, Single, 4 years dance experience. Read, take off. No smoking or drinking. Will consider any good offer. No panics, please! Contact DONALD E. BRAGG, 1702 Seventh Ave., Marion, Ia.

BASS FIDDLE MAN - DOUBLES VIOLIN. Young, union and years of experience. Go anywhere. DON MILLER, 453 Saint James Place, Chicago, Ill.

DRUMMER - EXPERIENCED SWING, YOUNG, sober, union. Prefer nice club. Job must be steady. State all. J. DEZSO, 203 W. Elm St., Carbondale, Ill.

DRUMMER - YOUNG, MODERN, RELIABLE. Thoroughly experienced all lines. Read, fake, sing. Married. Prefer location. Must be reliable. Join immediately. BUD KEYS, Hoyward Hotel, Hamilton, O.

LOOKI MR. ORCHESTRA LEADER, BOOKING Agent or Resort Manager. Couldn't you use a 14-year-old Trumpet Wizard who can hold first or second chair or play in the floor show? Plenty of experience and references. At liberty about June 1. Have unusual range. State all in first letter. Hurry. HARRY GISH JR., Kentucky Kernels Orchs., R. No. 1, Paducah, Ky.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

Opening of Outdoor Amusement Season Ups Merchandise Sales

Many of the leading wholesale merchandisers catering to coin machine operators report that the opening of the outdoor season has already stimulated a sharp advance in the sale of merchandise to this group for use as merchandise and prize awards. Although the season is just beginning to get under way, a number of innovations in operations this year are expected to maintain a consistently heavy demand for goods. Outdoor spots and groups of machines, including diggers and amusement machines, offering merchandise prizes under canopies, will be quite a new feature.

Premium houses report that operators are stocking heavy on cameras, fishing tackle, flashlights, smokers' accessories and items that appeal to outdoor lovers. These items are being used for high scores on rifle machines, bowling games and for salesboard deals. Incidentally, salesboards have taken on a new life since the return of warm weather and it looks as tho they will be most popular around amusement centers this summer. Evidence of the growing popularity of the digger machines for outdoor spots is seen in the action of one concern which this year is operating a string of digger concessions with carnivals, circuses and permanent outdoor spots. Since the incentive for playing depends upon the merchandise used at outdoor locations, operators are demanding top quality in their orders. They also are devoting more

time to the problem of displaying the awards attractively, as this is a most important angle at outdoor locations.

With the reopening of the Texas Centennial, along with the broad advance in national income over last year, it is expected that the outdoor coin machine and amusement business will be good throughout the country and that the volume of really worth-while merchandise distributed will set a new high for this branch of the industry.

Baseball Opening Aids Mdse. Sales

Opening week in the major league baseball season brought about a heavy demand for many novelties which haven't been given a thought since the World Series last fall. Merchandisers received considerable play on such items as baseball bats and balls as charms, and paper weights in the form of baseball players in action. Busts of baseball stars, card sets with well-known players and many other pieces were in demand by the general trade and moved in brisk style.

There was also a noticeable boost in the sale of other goods along the baseball line. Sportlands are beginning to feature a goodly amount of baseball equipment. Their early start was encouraged, no doubt, by the success enjoyed the last few seasons with this goods.

Elsewhere in the industry baseball equipment just now is about the most attractive merchandise to be found. Pitchmen in the eight cities where major league openings were held got off to a good start and capitalized on heightened interest to the tune of a large volume of novelties.

Salesboard operators, as well as pin-

Retail Trade Volume Higher During Week

Trends in retail trade were, for the most part, toward increased volume during the past week, with a lack of uniformity throughout the country as a whole, according to the Department of Commerce in its report on business conditions in 37 key cities.

The uncertainties which characterized retail trade were likewise reflected in wholesale lines. Many wholesalers reported that they have not as yet experienced a great post-Easter pick-up in spring business, while it is yet too early for heavy summer trade.

Direct-Selling Mdse. Mfrs. Plan Convention

The 22d annual convention of the National Association of Direct Selling Companies will be held at the Spink-Wawasee Hotel, Wawasee, Ind., June 2. It was learned this week. Plans are being made to present a program chock-full of subjects of vital importance to the direct-selling business.

Among those who have already made reservations are many large-scale makers of novelty and premium merchandise, as well as numerous producers of household and specialty items that are largely distributed thru agents, demonstrators and pitchmen.

game men, have also begun to feature baseballs, bats, gloves, protectors, caps and other items for awards and high-score prizes. Operators report that since this merchandise has become well established it is just about tops for stimulating play on their games at this time of the year.

New Merchandise Getting Big Play

This season's new merchandise is already getting action from all premium buyers, and the summer outdoor season promises to be one of the biggest for buying that wholesale merchandisers have enjoyed in many years.

Toys, novelties, staples, flash ware, kitchen utensils, prize merchandise and every type of material has begun to move at a rapid rate, and it has been noticed that the same buyers of past years have increased their orders for the coming season.

The roll-down games, which are at last getting into the outlying territories where sportlands are being formed, have attracted much buying on their own account. These games will be the biggest merchandise users in the coin-operated field, it is believed.

Bingo is also expected to lead the parade of the buying for the coming summer. Its growth has been one of the marvels of the year. Bingo has captured the public fancy all over again.

Summer resort sportlands and arcades will, as usual, be one of the biggest sales sources for premium merchandise, the wholesale trade reports.

Merchandise displays are the finest that have ever been seen in any of the spots. Not only are they featuring better merchandise, but as one of the sportland men remarked: "They actually look like merchandise stores using coin operated equipment as a stimulant for sales."

Diggers are also opening with the new season and these machines will, as always, use the most expensive of the smaller novelty merchandise to attract play.

Novelty Cocktail Sets Attractive

One of the most attractive of the larger flash items being featured by the wholesale merchandise trade is the novelty cocktail shaker sets. These chrome, glass and varicolored items with their gleaming cocktail glasses have become one of the staples of the business because of their flash appearance.

The new sets introduced in the last several months have captured the attention of all premium merchandise buyers, as well as the public. They are complete in every detail and not only make a unique feature of the shaker itself but combine the use of glass with metal in the cocktail cups.

Cocktail sets featured this year will be among the best sellers, wholesale merchandisers report. They also state that the sets are only the beginning of their plans to feature the better grade flash merchandise, which is always the biggest action-getter of the outdoor season.

Some of the new cocktail sets have gone extremely modern. Use of wood in combination with chromium and glass adds richness to the general attraction of the merchandise as well as real sales appeal.

Tom Gilkinson Joins Midwest Merchandise

KANSAS CITY, April 24.—Tom Gilkinson, for the last several years with the Southern Premium Company, of Dallas, has severed his connection with that firm and is now associated with the Midwest Merchandise Company, of this city. Gilkinson, who is well known among concessioners, particularly those in the Southwest, is at present making a tour of Texas and Arkansas in the interest of the Midwest Company.

Chester I. Levin and Edward Johnson, owners of Midwest, feel that Gilkinson will prove a valuable asset to their firm. He will call on the carnival trade exclusively.

March Sales Advance 18% in Rural Areas

WASHINGTON, April 24.—Daily average sales of general merchandise in small towns and rural areas of the United States in March were about 18 per cent above the same month of last year and were almost 30 per cent above those for the same month of 1935, the Department of Commerce reports. Sales for March also increased considerably more from February than the usual estimated amount at this season of the year, it was stated.

The department said that total rural sales for the first quarter of the year were about 14 per cent above those for the same period last year.

Pa. Factories Up Payrolls

Employment and pay rolls in Pennsylvania factories increased more than seasonally from February to March, according to indices compiled by the Federal Reserve Bank of Philadelphia on the basis of reports from 2,311 companies employing 544,000 wage earners whose compensation averaged \$4,140,000 a week. This was the third consecutive month in which favorable changes were reported. The number of workers on the rolls about the middle of March was 1 per cent larger than in February and wage disbursements were nearly 4 per cent greater.

Philly Biz on Par With '36

Business activity in the Philadelphia trading area decreased from the high levels of the previous week with the exception of retail trade, but generally compared favorably with the corresponding week of 1936. Unweighted average of percentage gains or losses in volume of preliminary, unaudited dollar sales of department stores showed an increase of 4.9 per cent over the previous week and a decrease of 25.3 per cent from the corresponding week in 1936. Similar average for specialty shops showed gains of 1 per cent and 11.6 per cent for the two corresponding periods.

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

GREAT events cast their shadows ahead and leave their footprints behind. News of the New York World's Fair is plentiful, altho the event is still two years away. But I am wondering whether the premium men can afford to wait until the event is right on top of them before taking an active interest in the affair. Experience with the Chicago Fair has shown how much these gigantic undertakings affect premium selling. The recent revival of premium selling, display methods and advertising had its inception in Chicago, and the New York Fair no doubt will do similar good service for the merchandising end of the concession business. The point to keep in mind is that the millions of visitors take away from the fair an impression of how things should be handled and naturally will expect their local undertakings to come up to the standards of the big one. Another point to remember is that the big show advertises the small ones. Thus, the thing to do is to work up sentiment for premium selling during 1937 and '38, with the chance for a really big cleanup in the summer of 1939.

I expect premium merchandising to do great things this summer. Operators, therefore, can do a real selling job. With this great chance before them, concession operators will want to extend their activities. Have you looked over your merchandising display? Are you sure that there is not a line of goods somewhere that you have not as yet tried? If so, give it a test this year. The fact that the line has not been seen thus far in premium displays does not mean that it will not find favor with the players. The crowd is new every year and new customers have new needs. My advice is to talk this over with your supply house. Maybe you have missed a first-class bet all these years.

Supply-house show windows are indicative of a trend to new and better merchandise. Broadly speaking, the tendency is for larger sets of everything that sells in sets, such as tableware, etc. Here are a few items that clearly define the trend for the summer: Handbags, the large ones to hold needlework; mechanical electric appliances, including hair dryers, and small traveling pressing irons, if the price is right; sporting goods and health-building appliances. The latter are good demonstration items. And don't forget that badminton, as a lawn game, is gaining rapidly in appeal. Seaside items, such as rubber animals and swim rings, are also good. A friend of mine cleaned up last year with a display of tanning lotions. Small furniture items, such as rockers, footstools, etc., are becoming feasible, as they may be taken home in the car. Tableware is getting bulky, larger plates, more pieces and decidedly in better taste. Games have become more intricate and, incidentally, more costly.

And here are a few last-minute reminders: Men's articles have been quiet, but they will be rushing soon. Fall prices will be higher. Make arrangements for fall purchases now. Dinnerware is active and at higher rates. Watch overall stocks; prices are definitely up.

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.

Lucky Coin

A new lucky coin with a relief of Joe Louis, who occupies the center of attention in the fighting world today, is being marketed by Zimmerman-Post. The head of Joe Louis occupies one side of the brass coin and "Very Good Luck," with a facsimile of his signature, appears on the other. This good-luck piece is expected to have an especially good market in the colored territories. A special form is also prepared with a hole bored thru the coin and a chain attached, giving the effect of a key chain for other uses.

the principle of the Nite-Lite pencil, the Too-Lite screwdriver incorporates a flashlight attachment which shines a light on the object at the same time the screwdriver is being used. The tool, no larger than the usual size instrument, can be operated with one hand, light and all, and allows for interchangeable blades. The handy instrument should prove a boon to garage men, radio mechanics, machinists, typewriter repairmen and all other persons who have occasion to use a screwdriver. It is strongly constructed of finest steel and has standard replacement parts. It looks like a swell item for pitchers and also can be used as an effective premium.

Dandelion Killer

A more timely item than the new dandelion killer just announced by the Weedkiller Company was never introduced. Firm claims the item will clean any lawn of dandelions quickly and easily. Unit consists of a rod which holds a special chemical developed after more than six years of research. A plunger at the top of the handy rod shoots a small amount of the chemical onto the weed, killing every bit of life from the top of the plant to the ends of its roots. No bending, pulling or digging is necessary with the tool. Looks like a spring and summer winner for agents and demonstrators.

Straw Caps

A new type of cap, made of straw, has just been introduced by the Taylor Hat & Cap Manufacturers to the direct-selling trade. Caps would also make excellent premium items. They are made of genuine, flexible Toyo straw and are ventilated and air-cooled. Unusually light in weight and smart in appearance, they are ideal for summer wear, motoring, golfing and all outdoor sports, as well as street wear. Reinforced taped seams, non-breakable visor and a genuine all-leather sweatband are other distinctive features. Taylor line also includes Leghorn straw hats and special rainproof Bangoras.

Too-Lite Screw Driver

Toolite Corporation, manufacturer of the Nite-Lite pencil, is introducing its latest patented device, the Too-Lite Screwdriver. Instrument supplies an advantage long sought by every person using a screwdriver in a dark place. Based on

Social Security Token

Fin-Cray Company has introduced something new and novel which it styles a social security token. It is a small metal frame made of nicked steel and closely resembles the top of an ordinary latchkey. The center on both sides shows celluloid windows and the holder of the token can record a social security account number, as well as name and address, on the reverse side. It is constructed to fit key rings, key chains, watch chains, etc. Company is the inventor of the device and patents are pending. They state that they are receiving a heavy response from pitchers throughout the country.

GOOD FOR DEMONSTRATORS



COMBINATION GLASS CUTTER KNIFE—Two Blades, Clip and Pen, Glass Cutter and Corkscrew, Nickel Finish, Metal Handle. Center with Fancy Colored Celluloid Inlay. Equipped with Shankle for Chain. Size of Knife Closed, 3 1/2". One Dozen in Package.

B100175.
PER GROSS 12.00 PER DOZEN 1.05



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 15077—Per Dozen 1.25

N. SHURE CO.
Adams and Wells Sts.,
CHICAGO, ILL.

ELGIN OF WALTHAM \$1.95 Ea.

7-Jewel, 18 Size Watches, in New White Cases.
18-Jewel, 16 Size Elgin and Waltham \$2.75.
Flash Carnival Watches that do not run, 50¢ each.
Send for Price List.
Your Money Back if Not Satisfied.
CRESCENT CITY SMELTING CO.
Old Gold and Silver Buyers and Refiners,
118 N. Broadway St. Louis, Mo.

Kitchen Kombination

Everedy Company, manufacturer of the Speedy-Clean cooking utensils for premium and prize use, has originated an all-purpose set consisting of two Speedy-Clean items with but one dual-purpose cover. Purpose is to hold price down in the face of rising costs. Company's Krome Kitchen Kombination is made up of a chicken fryer, one casserole and one chrome cover. Exterior surfaces are of highly polished chrome. No part ever needs scouring and may easily be washed in soap and water.

Pouring Spout

Newest and what promises to be among the best sellers of the household items of the year has just been introduced by the Schuhl Manufacturing Company. It is known by the trade name of Tip-Top pouring spout. Item may be used as an (See NEW ITEMS on page 73)

NEW JOKE ITEM—WILD FIRE SELLER!



"SIT DOWN" ANSWER BOOKS! Laughs, Laughs, Millions of Laughs. Papers and magazines are full of sit-down. Think of the field for this item right now. It's rich! You have to see one to appreciate the possibilities. Books 3x5 inches, in flashy color binding, contain 25 tear-out token answer cards. Books go like hot cakes for a dime. The time is ripe for this item, let's clean up on it quick! 100 prepaid to you for \$4.50. Twenty postpaid for \$4.00. Single sample two dimes. Map up. Order now.
RILEY'S SPECIALTY HOUSE,
Spartanburg, S. C.

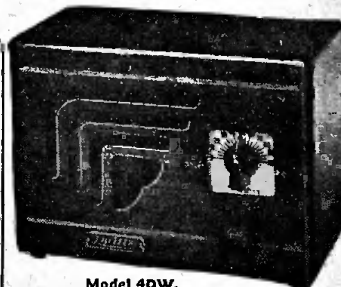
THE SMALLEST MIDGET RADIO MADE

EXACT SIZE 7-7/16x4 1/2x5 3/4" WITH A DYNAMIC SPEAKER

- Striped Walnut Cabinet
- New Style Zephyr Dial
- Side Method Tuning
- Lift Wound Coils
- Exceptional Sensitivity
- Hair Line Selectivity
- Moving Coil Dynamic Speaker
- Filtered Signal Detector
- Tremendous Volume
- 43 Pentode Output
- R. C. A. Licensed
- Exclusive Style
- Original Design
- Set and Tubes Guaranteed

You Don't Need Any Free Trials, Our Sets Really Work. Continuous repeat orders is our best proof.

Send for New Catalog



Model 4PW.
\$6.60 each \$7.25 each

PLAYLAND SUPPLY CO., INC.
14 West 17th St. New York City
The Smallest Radio in the world with a full sized 5" Dynamic Speaker

Carnival Novelties

New Stock Just Arrived

BB1 Men's Toy Wrist Watches, 1 in box.....Gro. \$3.75	BB6 High Hat Fur Monks, 8 in. Gro. \$7.00
BB2 Gillette Style Blue Blades.....Per 1000 3.50	BB7 Piggy Wings, Compo, 8 3/4 in. Doz. 1.25
BB3 Flying Birds, Outside Whistle.....Gro. 1.85	BB8 Cell. Doll, 7 in., with Flame Dress.....Gro. 8.50
BB4 Flying Birds, Inside Whistle.....Gro. 2.85	BB9 Swaggar Sticks, 36 in.....Gro. 6.50
BB5 High Hat Fur Monks, 6 1/2 in. Gro. 3.75	BB10 China Head Swaggar Sticks.....Gro. 8.75
Parade Games, Balloon Toss-Ups, Daisy Cork Guns and Corks, Wood, Aluminum and Iron Milk Bottles, Cane Rings, Coward and Mex Hats, all sizes; Min. Straw Hats, Bayon, Cloth and Paper Parasols, Corn Game, Merchandise, Banknotes and Easter Novelties.	BB11 Jap. Big Cases, Pearl Inlay Gro. 4.50
1937 CATALOG WILL BE READY MAY 1	BB12 Reach Bounder Balls.....Doz. 1.15
25% DEPOSIT REQUIRED ON O. O. ORDERS	BB13 Carnival Print Balloons No. 8.....Gro. 2.35
LEVIN BROS.	BB14 Serpentine Balloons, 45 in.....Gro. 3.75
TERRE HAUTE, IND.	Guns and Corks, Wood, Aluminum and Iron

SQUIRT DOG ASH TRAY—CARNIVAL SPECIALS

BB22—NOVELTY CIGARETTE EXTINGUISHER ASH TRAY. Bisque dog standing on ash tray made of bright colored bisque. Dog has a soft bell. When squeezed, the dog performs. A very clever new item. Per Dozen, \$1.20; per Gross, \$12.00.	B109—Two-Tone PARADE CANES. \$7.50 Gross
Sample, Prepaid, 25c in Stamps.	B110—FIONA O'CONNOR PARASOLS. 8.50 Gross
MIDWEST MERCHANDISE CO. 1026-28 BROADWAY, KANSAS CITY, MISSOURI	B111—BALLOONS, Assorted Carnival and Circus Prints. Inflate to 9 inches. 2.00 Gross
	B112—BOUNDER BASE BALLS. 1.10 Dozen

We have for immediate shipment, complete line of Merchandise for Corn Games—Ball Games—Snow Cones and Pop Corn Cones—Hoop-La Blocks and Hoops. Write us for your requirements. Order from this ad. NEW CATALOG SOON.

BEN HOFF FULL AND COMPLETE LINE OF NOVELTIES, TOYS, CANES & DOLLS

OUR SPECIALTY FOR OVER 15 YEARS
NOVELTY MEN, SCALE MEN, BALL GAMES, SKEE BALLS, CARNIVAL AND PARK CONCESSIONAIRES—
Lowest Prices on the Market

NEW 1937 CATALOG NOW READY. GET YOURS!
NEW ART TOY & FEATHER CO.
29 EAST 10TH STREET (Stuy. 9-0688) NEW YORK CITY.

FREE SAMPLE CASE

Write for Details Today!
WINTON D. E. BLUE BLADES, \$5.00 PER THOUSAND

Royal Night D. E. Blue Blades, \$3.50 per 1000
25% Deposit on C. O. Dr.—Incl. Postage.

CHAMPION SPECIALTY CO., 314-L Central St., Kansas City, Mo.

NEW MADE TO ORDER RINGS

ANY DESIGN YOU WANT here

PRICE AS LOW AS \$1.75 A DOZEN
ALL ORDERS FILLED
NO MATTER WHAT QUANTITY
Concessionaires (Pitchmen) Salesmen Premium Men! Have your own special designed rings to sell or use as gifts. We have a wide variety of designs, and make these rings exclusively for you. No one else can get them from us. All designs include name-plates, pictures—in fact, anything that you want. Richly engraved and artistically finished. Has attractive design of different jewelry. Make a "class" with your own made to order Guaranteed Rings.

FREE! Simply make rough sketch of design wanted or explain what you want. We'll send you our lowest wholesale prices and submit additional designs or suggestions. No obligations to buy. We'll hold your order for 30 days.
VICTORY SALES CO. Box 1090, Dept. 7 J 01, CHICAGO, ILL.

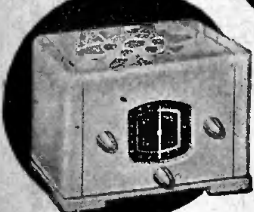
NEW REDUCED PRICES! IMPORTED RUGS 55 Cents and up

(Oriental Designs) All Sizes
REAL FLASH! BIG VALUES! Rugs are in demand everywhere. And these rugs have a startling appeal to the eye and the pocket-book. Get in the big-money class now. Send \$1.00 today for 24" x 40" sample rug and circular giving descriptions, sizes and new reduced prices for the most complete line of low-priced rugs on the market.

M. SEIDEL & SON
243 W. 30 St. New York, N. Y.
Established Since 1910.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

What! only **8.44** LOTS OF 6



SAMPLE \$8.94

Put a \$2.00 deposit with order, balance C. O. D. Purchase price refunded, no questions asked, within 5 days if not 100% satisfied.

for this **5 TUBE 2-BAND RCA SILVER RADIO!**

MONEY-BACK GUARANTEE

A buy if ever there was one! Beautiful walnut finish cabinet. **OVERSIZE** super-dynamic speaker. 4-color illuminated airplane dial. Three controls—special switch for police calls, amateurs, etc. 5 powerful tubes—including 1 latest type **METAL TUBE**. Very selective. Gets **DISTANT** stations. AC-DC 60 cyc. 110 volts. Size 9x7½x6". Complete with Aerial. **ONE YEAR GUARANTEE.**

Ivory, Green, Orchid, Blue, White, 35c extra

24 Hour Shipping Service!

SILVER MFG. CO.
Dept. B,
612 No. Michigan Ave., CHICAGO.

FREE 1937 Catalog—25 Exclusive Models, 4 to 14 Tubes. Farm, Auto and Home Radios. Send 1c for sample push-card, photo and plan. Give radios away FREE and make \$19.00 on every deal.



CRAZY NEW NOVELTY PAYS Fortune To Salesmen!

Pitchmen-Demonstrators Distributors-Merchants **Amazing "LASSO" Makes Cowboy Tricks Easy for Everyone!**

You won't believe your eyes! Yet with a simple twist of the wrist you will be performing like an expert all the tricks the cowboys do with rope lassos. (Not a rope, yet give the **SAME** effect.) Wedding Rings, Corkscrews, Skipping thru Loops—the whole bag of tricks, easy with "RO-LO," an amazingly clever, astonishing simple invention.

SPECIAL Low Prices to Quantity Users. Carnivals, Concessionaires, Theaters, Radio Sponsors, Etc. WIRE!

It's the latest craze—taken up enthusiastically by boys, girls, men, women. Spreads like wild fire because the more you do it the more you like it. RO-LO sells on sight—a demonstration brings a crowd—and the profits start rolling in **FAST**. Low price in large quantities.

WILD 10c SELLER
Yes—10c One dime. With a big profit for you. Sells with machine gun speed—5, 10, 25 sales at a demonstration. With RO-LO you figure your profits by the minute! Send 10c for sample now—or better yet, rush \$1.00 for starting supply of 20 RO-LOs. Sent prepaid. Bring you \$2.00 quick! Blow yourself to a real bank roll with this newest, hottest, wildest, seller in years. **ACT NOW!**

RO-LO SERVICE
Dept. 25, 717 N. Michigan Ave., Chicago

NOTES from SUPPLY HOUSES

A line of new chromium-plated novelty products is being placed on the market by Chromecraft, Inc., which has hitherto manufactured display fixtures. First major product is a vase holder, designed on the order of a modernistic adaptation of flower design. A metal-weighted base insures it against tipping, while the holder portion consists of four wide strips of spring steel, brilliantly polished, fluted and resembling the petals of a flower. These hold any of several various sized vases securely in place.

A special type of picture holder is also available. Adapted from display card holder principles, it has a rack at the bottom and a spring-clip at the top to hold the picture securely in place. The standard itself can be adjusted to meet the height of any average picture. The base is swivel-mounted, allowing it to be changed into various positions as desired.

A series of chrome-plated bowls is also being prepared for the line, but will not be added until later.

Sam Brody, of Jersey Trading Company, which features premium, bingo and general merchandise sales, has just introduced a new Soda King salesboard deal which he believes will be as great as his first one featuring the revolving electric clock. New 600-hole board offers two of the popular Soda Kings, 1½z bottles, with 12 extra free cartridges. Company's new catalog of Jersey premium merchandise and skill award plans is ready for mailing. Incidentally, the Jersey Company catalog is said to be the first in the industry to arrange for a special reduction in the prices featured for the bona fide operator of coin games. A special discount statement is included with the catalog so that the operator can show the catalog premiums to his locations and still realize a profit from their purchase.

Burel & Company have introduced a line of small novelty items that have been a great business builder for vending machine operators. Mixed in with regular vending merchandise, such as candy and nuts, such colorful novelties and charms as dogs, lions, tigers, penguins, monkeys, elephants, shoes, skulls, horses' heads, dice and many other items draw attention to machines and increase play. So popular is this plan that many collectors make a hobby of such vending purchases and work toward a complete set. Company reports that the novelties move merchandise so fast that a stale product is a thing of the past.

With the marriage of Sam Gordon last week the only remaining single boy of the five Gordon brothers is Louis, advertising and sales manager of Bengor Products. The boys, who are familiar to all in the novelty trade, would like to see conditions remain as they are for some time to come. Ben Gordon, proprietor of Bengor, claims: "In our business we need someone who gets around quite a bit, and Louis is the only one who is now able to get the outside reaction. Louis is quite a playboy, hitting up the night spots, ball games and Broadway shows and is always looking to take the short end of an 8 to 5. In

BINGO PRICES GO DOWN

- 1,000 Bingo Special Cards - 95c
- 25,000 Markers - 90c
- 5,000 Award Certificates - \$5.00
- PENCILS, Per Gross - 50c
- 1/3 Deposit Must Accompany Orders, Balance Shipped C. O. D.

Write for Complete Catalog.
Jersey Trading Co.
11-15 E. Runyon - Newark, N. J.

CARNIVAL—CIRCUS—STREETMEN



- SUN GLASSES, Doz. 70c
- FLYING BIRDS, Doz. 25c
- SAILOR BILLS, Doz. 75c
- HAT AND CANE DOLLS, Doz. 70c
- FUR MONKEYS, Doz. 35c
- FELT SPANISH HAT, Doz. \$1.75
- STRAW COOLIE HAT, Doz. 90c

SEND FOR 1937 SUMMER CATALOG FEATURING 712 CARNIVAL ITEMS. **GORDON NOVELTY CO.** 821 Broadway, New York City.

End your correspondence to advertisers by mentioning The Billboard.

that way he is able to come into the office with fresh ideas."

Plate Manufacturing Company is now making Curly Lox-Movie Star-2-in-1 Curlers, which are being placed on the market thru drug stores, 10-cent stores and department stores. Robert T. Plate is the head of the company.

Master Radio Laboratories, manufacturers of radio noise-filters, have moved to larger quarters at 132 Bleecker street, New York. The concern, conducted by Lou Levy, who claims to be the originator of what is familiarly known as the radio plug, was started in a small way and has had a steady, healthy growth since its inception. Among the various specialties manufactured by the firm are the All-Wave Filter and the Super-Power Filter.

Levy, himself an experienced pitchman, has always been a strong advocate of giving quality merchandise to the buyer. "I believe," states Levy, "that the business of selling radio filters can last as long as radio sets are in use, as there is a genuine demand for a product such as we offer. However, in order to preserve the business, the customers should never be sold an item that might injure a radio set. For that reason we equip all of our plugs with genuine Duco condensers."

As a pitchman Levy was always identified with electrical products and before establishing his filter business was a gap worker.

Federal Razor Blade Company, heretofore identified with the double-edge razor blade industry, announces that it has invaded the single-edge field, and has established a separate manufacturing unit equipped to turn out single-edge blades in large quantities.

Russell Robinson, present of the company, states that advance orders now on hand will keep the new factory busy for several months to come. Robinson also states that his firm entered the field upon the insistent demand for a single-edge blade from its many distributors throughout the country.

Epstein Novelty Company, for many years situated on Park Row, New York, has moved to newer and larger quarters just a few steps from its former location. Although previous announcements of the removal have been issued, it was not until this week that the full staff was in operation in its new site.

Firm, which was founded by Albert Epstein, pioneer in circus and carnival supplies, is now operated by his sons and daughter. With the younger Epsteins introducing new methods into the business the firm has had a rapid growth and is regarded as one of the leaders in the trade.

Plymouth Jewelry Exchange has just received 10,000 12-page catalogs from its printers for distribution. Catalog contains every variety of standard makes of men's and women's wrist, pocket and novelty watches. Sam Finkelstein, proprietor, explains that the catalog is called a Keystone catalog and all the watches are listed showing retail prices. Advantage of the catalog is that it can be shown to a prospective customer with the price printed under each watch, thus giving the customer the confidence that he is able to buy the watch at the legitimate wholesale price.

Charles J. Morley, who has been in the fountain pen manufacturing business for more than 20 years, recently organized his own company in New York.

The name of the new organization is Philco Pen Company and Morley reports that he is greatly pleased with the fine response he has received from his early announcements in *The Billboard*. It seems many of his old friends are glad to see Charlie in business for himself.

Outstanding in a complete line of all types of pens is the popular Pearl Plunger, which Philco is now featuring.

Milton D. Myer Company, supply house for novelties, razor blades, notions and general merchandise, is now in its new location and handling a large line of circus, carnival and peddler supplies.

Spors Company's revised catalog showing thousands of bargains is now ready for mailing. Firm announces that it has many selling sensations of its own creation. It should pay agents, salesmen, concessioners and pitchmen to send for Spors' catalog.

SPRING SPECIALS

- 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 to Display Card, Retail Value, \$1.50, Each, Card 22c
 - SQUIRTING CIGARETTES—Original IMP. 3 Cigarettes, Doz. 50c
- Send for Giant 1937 Catalog Containing 3,000 Fast Sellers.

BENGOR PRODUCTS CO.

878 BROADWAY, NEW YORK, N. Y.



69c EACH
No. B101—Case Metal, Assorted Colors, Snap or time Pictures. Size: 1½ x 1½ in.

TEN FOR \$6.50

B101½—Films for above, 8 exposures to Roll. Per Dozen Rolls 85c

No. B100—American Made Lapel Watch. Sample 83c
Lots of 20 or More, 77c Each.

Send for New 1937 Catalog.
ROHDE-SPENCER CO.
Wholesale House
223-225 W. Madison St., Chicago.

CRAWLING BABY DOLLS

SELLS ON SIGHT \$2.25 DOZEN

B15X17—Large-size mechanical Crawling Baby Doll. Celluloid and metal construction with cotton print dress. Doz. \$2.25

- OTHER BIG SELLING NOVELS**
- B13N113—Mechanical Aviator Toy, Doz. \$2.00
 - B15X10—Mech. Hand Car on Track, Large size, Doz. \$3.50
 - B15X11—Mech. Car on Track, Doz. \$2.00
 - B15X6—Mech. Clown on Horse, Doz. \$2.00
 - B15X8—Mech. Dog and Boy Racer, Doz. \$2.00
- 25% Deposit on All O. C. D. Orders. Catalog Free on Request. State Your Business.
- JOSEPH HAGN CO.**
"The World's Bargain House," Dept. BB,
223 W. Madison St., Chicago, Ill.

DIAMOND WRIST WATCH

With 36 Sparkling Facet-cut Diamonds. Latest Vogue in Ladies' Jeweled Wrist Watches. Gross \$1.75
Wholesale Price \$1.25
Copies of From \$100 Model, In ½-Dozen Lots, Each \$1.75
25% Deposit, Balance C. O. D. 50c Extra for Sample.

SEND FOR NEW SPRING AND SUMMER KEYSTONE CATALOG.
PLYMOUTH JEWELRY EXCHANGE,
163 Canal St. (Dept. B), New York City.



WONDER MOUSE

A Big Demonstrating Seller. Per Gross \$2.00.
Tennis Racket, Puzzle, Gross \$3.50.
Hindu Money Fanter, Gross \$1.75.
V. Magic Paddles, Gross \$1.75.
Ring Illusion, Gross \$1.75.
Ball & Vase Trick, Gross \$3.75.
SQUIRT CIGARETTES, Gross \$4.00.
Rubber Glove (Shame), Gross \$4.00.
Hindu Prayer Chain, Gross \$1.75.
Amputated Finger 90c, Duck Quack 50c, Large NECKING METER 70c, Snake Linstick 70c, Sphinx Puzzle 35c, Gooty 8 puz 70c, Rubber Jack-nife 35c, Rubber Fruit 35c, AND OUR LATEST, SUPERFINE CHOCOLATES—when the box is opened a little fellow stands up in box, \$1.50; also our NEW SORE MOUSE, actual size fuzzy finish, also with hook on bottom, Doz. 50c.
MAGNATRIX NOV. CORP., 138 Park Row, NEW YORK.

REMINGTON

PENS • PENCILS • COMBOS

JOHN F. SULLIVAN
458 Broadway, NEW YORK CITY

LATEST STYLES IN RINGS
Cameo and Whitestones.
Highest grade Rhodium and Gold Finish. Send \$3 for 20 Samples of popular styles.



OLYMPIC BEAD CO.
307 5th Ave., New York

PEARL \$24.00 PLUNGERS



Ink Gauge—Tells When to Refill—Fill-gree 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.

AGENTS
BIRTHDAY AND CONVALESCENT GREETING CARDS,
In Boxed Assortments.
Vary liberal commissions. Write for particulars.

DOROTHEA ANTEL
226 West 72d Street, New York, N. Y.

UNDERWOOD



SPECIAL
BLACK JUMBOS | \$18.00 | Buy Now. Quantity Limited.
GRODIN PEN CO., 398 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-61 Box 353, Hamilton, Ontario.

PUBLISHERS REMAINDERS **HOT-CHA BOOKS**

Health, Astrology, Psychology, Fiction and Non-Fiction, to retail at 5c and 10c. Small investment—BIG PROFITS. Send stamp for latest list. None free. **P. LEWIS & CO., 117 East 23rd Street, New York, N. Y.**

EVERYTHING IN FOUNTAIN PEN LINE.
Flashlight, Pencils, Vest Pocket Flashlights.



JAS. KELLEY, The Fountain Pen King,
487 B'way, N. Y. C. CHICAGO, 180 W. Adams St.
784 Mission St., San Francisco, Calif.

MEDICINE MEN

Send 50 cents for our **dry HERE 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.

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.

PLUNGER PENS \$22.50 Gr.



SELL THE NEW "NATIONAL" LINE.
Clean goods. Prompt service. Factory prices.
5 Samples—Complete Line, \$1.00, Postpaid.
Order Direct.

NATIONAL PEN CO.,
210 W. 8th Street, Kansas City, Mo.

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.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

ANDY STENSON
flashes from New York: "Still at the Garfield auction here and doing good business under the capable supervision of Sam K. O. Brenner. Almost all the auctions on the Great White Way are finding business okeh and patiently waiting for the New York Exposition to spring. Understand Sol Stein is trying to get the ex on all legitimate auctions for the event. Sergeant Poulos' emporium seems to be doing a swell business. The Morris Boys are selling kitchen utensils and using the old English method. Harry Corry would call it the jam. Joe Benson is reported to be back in action again at St. Petersburg, Fla. H. M. Brill auction will close here May 1. Louis Colmes has returned from Europe and it is reported that he will wed his former secretary, Fay Wax, next month. Outstanding figures now on the main stem include Billy Felice, Archie Wagner, Sam Diamond, Max Jurow, Helen Kestenbaum and Louis Cohen."

FAMOUS LAST WORDS IN PITCHDOM:
"I thank you and later you'll thank me."

JOHNNY McLANE
is now in Shamokin, Pa., after encountering many closed towns going east from Pittsburgh. Writing from Pennsylvania city, he says: "Enjoyed two swell weeks in Williamsport, Pa. Didn't pitch but worked my act at night spots. That oldtimer, Jack Kiser, was there and he has a trained police dog that does tricks not unlike those performed by Boomerang Baker's dog. Met Doc Mitflin, the magician, and Ed Bloom and understand that Tom Waters, the old troupier of Kickapoo Indian fame, who lives just over the mountains from here, is in good health. Certainly did enjoy the piece on Morris Davidson in the 'Pitchmen I Have Met Series.'"

A. R. MURRAY
"the man from 10th avenue" and self-styled "God's gift to the sit-downers," tells from Elkhart, Ind., after a long silence: "My partner, Bob Martin, 'prince of entertainers and entertainer of princes,' and I are going to take out what we believe to be the largest medicine show ever to hit the road. Bob is pitching five different products. We are booked in Indiana all summer."

PLENTY ARE the pitchmen who find fault with others, but few are they who discuss their own faults.

RICTON
"Barnum of the sticks," inks from Oconee, Ga., that his med opera is now in its 211th week of continuous operation, making one and two-day stands under canvas. He adds that he is finding money plentiful in Georgia territory. Recent visitors to the show at Oconee were Carl and Leavell Williams, who are operating a talkie show at Mitchel, Ga., and enjoying good business.

THE ILL-FATED
Katex med show has folded after six weeks of terrible business and Doc Cay D. Hommach has returned to his farm at Fayetteville, Ark. info Happy O'Curran from Fort Smith, Ark., under date of April 19. "I'm opening my show tonight in Van Buren, Ark. Roster includes Patsy Baker, Mantez O'Curran, Smoky and Mary Pittman and yours truly. Pipe in, Doc Hathaway."

THE C. O. D. at the post office ceases to be a worry when plenty of stock is in the keister.

"QUITE A NUMBER
of the boys in pitchdom showed their respect for Doc Lipps when they visited his grave at New Haven, Conn., recently," says Harry Schwartz. "Included

among them were Doc Atlas, Bill Hookim, Doc M. J. Martin, Mike Sullivan and Joe Hall. Lipps was certainly well liked among the fraternity."

EVERY PITCHMAN is the author of his own destiny. Blame all shortcomings on yourself.

JACK WILSON
pipes from Washington under date of April 17: "Gene Ross, Joe Roberts, Martin Brothers, Mr. Lewis and the missus are working here, but the town will be closed after May 1 to parking lots. The government is taking them under control and a \$500 license is involved. Six pitch demonstrators are working Murphy's department store here. Prince Yogi, who is en route to Baltimore from Florida, is driving a new Buick sedan. This spot is plenty hostile and rumors making the rounds are that any new workers appearing here are liable to a fine, arrest and then a shakedown. Town is no good anyway except on government pay days and the streets are closed at all times. I would suggest making a pitch in front of only the Senate, Congress or the White House, because that is where all the filthy lucre is obtained."

CHIEF GRAY FOX
inaugurated his outdoor season at Fairfield, Ill., to good business April 17. William and Eva Auton, with the organization since January 1, have left in favor of opening their own little show. Chief's roster includes Eddie Stroder, Irland Clause, Hilda Swan, Peggy Stroder, Parson Little and David and Gaynell Swan.

MOST OF A pitchman's luck is made, not found. Dame Fortune smiles on those who make the best and most pitches.

S. B. BILLS
Please communicate with your wife at 408 Sunset terrace, Amarillo, Tex., immediately. Your daughter must undergo a serious operation, a report from your wife says.

MILTON (CURLY) BARTOK
is headed east with his family in his palatial housecar. Curley is clicking in a big way, working windows with his public-address system.

BERT GLAUNER
is working out of Detroit and reports trickling in indicate that the Glauners are running true to form in gathering in their share of the long green.

THAT OLD BOY
past 60 years young, Tom Sigourney, is showing the younger blood how it is done. Tom has been making the rounds of a big chain-store organization with the eucalyptus oil and is demonstrating that he can stand the gaff, for he hasn't missed a single day's work since the holiday season. Here's another of Tom's weekly epigrams: "The Bible says 'Love thy neighbors.' Thanks, I'll take a little bourbon."

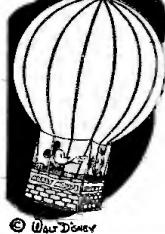
BE REGULAR by piping in all important news and necessary information.

SMOKY JOE WYLES
shoots from Corpus Christi, Tex., after a long silence: "Doc Paul Compton is at present showing here and after watching him work for three nights I believe he has one of the cleanest little outfits I have ever seen. His organization carries 15 people, an eight-piece band and two public-address systems, one for the platform and the other for a Dodge panel sound truck. Natives are all strong for him. Present mayor of this city is also the town's leading physician and, believe it or not, he used Compton's sound truck for a week, which Compton donated to him free of charge. It doesn't pay to knock the local doctors."

ST. LOUIS NOTES:
Frankie Veil, who has been working flukem here, has left for Pittsburgh. . . . Carl Heber is still going strong after a year's run on Sixth street with the liquid solder. . . . Henry GeGast and the

OAK-HYTEX BALLOONS

NEW! MICKEY MOUSE STRATO/PHONE BALLOON



A great novelty put up in a flashy package. Colorful cardboard basket is attached to balloon by an ingenious method. Easily assembled. 13" overall. Exclusive OAK-HYTEX WALT DISNEY novelty.

Sold by **Leading Jobbers.**

The OAK RUBBER CO.
RAVENNA, OHIO.

PHOTO JEWELRY

DEMONSTRATORS ATTENTION!

Photo Jewelry Is the 1937



Money-Making Item. Everybody wants to carry a miniature picture on a piece of jewelry. Our new line is unusually well-made and expensive looking. Send \$2.00 for 10-piece sample line. No. P10, including ring, pendant, 2 brooches, 3 solid and flexible bracelets, 2 tie holders and top pin.

Send \$2.00 for 18-ring sample line of Whitestone Rings—Rhodium and Yellow.

HARRY PAKULA & CO.
5 No. Wabash Ave., Chicago, Ill.

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.

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.

TELL US PRICE YOU WANT TO PAY.
WE HAVE IT!

NASSAU PEN & PENCIL CORP.
116 Nassau St., New York City.

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.

20 PER GROSS PEARL COLORS \$36.25 PER GROSS
Send 30¢ for Prepaid Sample

LIFE-TIME GUARANTEE
BUY DIRECT FROM MANUFACTURER
Better Quality—No Extra Cost!

NUPOINT PENS & PENCIL 11 EAST 19 ST. NEW YORK, N.Y.

Laws and Lawsuits

The second of a series of articles on Laws and Lawsuits Pertaining to the Amusement Business appears in the carnival department of this issue.

missus are working gummy to a fair take. . . Red McCoy and the missus are collecting with the watches, as is Charlie Rice. . . Jimmy Kelly is going strong with bricks and revelation boxes, and Blackie Kessler is getting his share of the long green with the gummy package.

JAY (MARVO) CODY . . . mechanical man, shooting gallery operator and well known to the tribes and kelster fraternity, has recovered from a

WORLD'S LOWEST PRICED WHOLESALES

VALUES TO GET EXCITED OVER... IN

- Razor Blades, Toiletries, Notions.
- Novelties, Gifts and Premiums.
- Sales Boards and Deals.

Get Our 196-Page Catalog FREE.

MILLS SALES CO.
Our Only Mailing Address OF NEW YORK INC.
901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALES

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, 5c in 45c today, for postpaid sample and full information.

ZIMMERMAN-POST, Inc.
519 Donovan Bldg., Detroit, Mich.

SELL MEN'S NECKWEAR
Profitable Proposition for Active Men who want Ready Cash Every Day!!
Write TODAY for FREE Illustrated CATALOG featuring the newest in sure-fire money makers.

EXQUISITE CRAVAT CO.,
234 Englewood Ave., Dept. R-4, Englewood, N. J.

VETERANS' BIG SELLERS!
Our sales are increasing. Get your share. New! Great Flash Covers, Primer of Constitution, Every body must have one. Will Rogers' Latest Jokes, 5c. Flashy Armistice Day Closing Cards, 5c. Veterans Magazine, Holiday Flashers, 5c. Veterans' Joke Books, 5c. Patriotic Calendar Hot Season, 5c. Samples, 10c. **VETERANS' SERVICE MAGAZINE**, 157 Leonard Street, New York.

recent attack of the flu at his home in Cynthiana, Ky. Cody when able will resume his activities as an advertising medium with his mechanical man make-up.

SOME PITCHMEN get in their best pitch when their bankroll is at its lowest.

DR. HERBERT KELLETT . . . who has worked corn punk for the last quarter of a century and is well known in pitchdom, is now blind and both he and the missus are ill. They would like to hear from friend in the business. Their address is 3824 Delmar avenue, St. Louis.

STANFORD (SAM) SMITH . . . erstwhile resurrection plant worker, is reported to be working spots in Kansas City, Mo., and clicking.

DON'T ALWAYS BLAME closed towns on the acts of local merchants. Did you ever stop to consider the fact that the short-comings of a lot of pitchmen is responsible for more closed towns than all other elements combined?

DOC C. H. SNELLENBERGER . . . is passing out the cigars these days, his missus having presented him with a bundle of loveliness April 2. It's a husky seven-pound boy and, according to Doctor Dick, now 4 years old and a brilliant specimen of the wide open spaces. Both mother and son are doing well. Doc says he is glad to learn that Hap Phillipson is getting it. He is anxious to know why the old med men haven't piped in lately.

B. STARLING . . . fogs one thru from Lexington, Ky.: "Gus Ross, Bill Hynes, Eddie Nicholson and Burt Jordan have left the city for the more lucrative spots. I visited George Rabbittfoot and Frank Hauer in Somerset, Ky, recently and they seemed to be doing okeh.

THERE'S ALWAYS room for new acts. Work the old nagging boys and originate something. Numerous fellows have become rich at it.

"HERE I AM . . . among the Indians and high hills feeling like a million and doing okeh," cracks Hot-Shot Austin from Tahlequah, Okla., under date of April 10. "Have been out seven weeks and find things on the sheet much better than a year ago. Seems as tho everyone has a little money. Worked Poteau, Heavener and Sallisaw last week to the best week's business since I opened the 1937 season. The outlook for this year is bright for all the boys who will work and get away from the old snatch-and-grab method. Met Doc Clark and Doc Lewis at Heavener and they seemed to be in good spirits and doing okeh. Also had a pleasant visit with my old friend Hanlan at Fort Smith. Here's a tip for the boys on the sheet. Don't overlook the Social Security Act. If you are working only one sheet you are not classed as a free-lance business man and therefore are not exempt. If you handle more than one paper or several publications on a commission basis and make an expense account to balance correctly you are classed as free-lance independent operator and therefore do not come under this law. I'm leaving here tomorrow for Pryor, Okla., and then to Vinita, Okla., for court week. Will see all the boys

Pitchmen I Have Met
By SID SIDENBERG

Some funny twists and turns of fate is the reason many of the popular figures in Pitchdom turned to pitching for a livell-hood. As a result of a queer turn Bert Jordan became a pitchman, and a good one. He's the type who refuses to acknowledge that there are any closed towns and believes a fellow on his toes can always make the grade when out banging away in an endeavor to land some loose and extra shekels.

When Bert was about 16 years old that famed veteran of the medicine show world, Jack Payne, moved into Norfolk, Va., with his med aggregation of performers and lecturers and opened on a lot in the busiest section of the city.

One of his most ardent admirers was Bert Jordan, who bunched up with the rest of the kids to wait for the old doctor, who wore \$10 gold pieces for buttons on his coat and \$5 gold pieces for buttons on his vest. In his trousers pockets jingled a load of pennies, nickels and dimes, which he tossed to the kids on his way to the lot. Talk about advertising, those were the days when pitchmen advertised, and in a big way, too.

Bert never did get over seeing the old doc throw that hard coin away. He went home and dreamed of the day when he would be pulling the same stuff and garnering the big dough after talking to the audience.

Bert got his big break when one of the boys working can openers came to town. Bert never got an audience with the doctor, but one of the boys working from a kelster permitted Bert to make a few pitches when he went to lunch. Soon after Jordan made a novelty house and bought his way thru the portals of Pitchdom.

Since then this veteran has worked every item that will make a pitchman a b. r. In recent years Bert has been making a specialty of the ink sticks, can openers, razors and sharpeners. He has very few turndowns on record, for he begins by selling to the powers-that-be before he makes his talks to the tips on the streets.

Jordan is a war veteran and married and calls Cincinnati home. He is 44 years old.

on the East Coast this fall. Come on, Pete and Pat, pipe in."

PITCHMEN'S SAYINGS: "If they're good for fish I'll take three."—Stanley (Sam) Smith.

MARY AND JOE PERRY . . . who have been in Chicago since the yuletide season, are really clicking, working pens in the Windy City's Loop. They are patiently awaiting the arrival of warmer weather, when they will again hit the road.

ALLAN BRYANT . . . is operating the bingo stand with Sol's Liberty Shows this season.

MONEY SPOTS: Ivorydale in Cincinnati is one of the best factory spots in the country. Reports to the effect that spots in the vicinity are closed are true at times. Those of you in this vicinity, however, will not be going much out of your way when you take a shot at Ivorydale. If you happen to be on the spot when it is open it will get you a good day's pay. Parking lots in downtown Cincinnati have been worked by some of the boys and if you are coming this way don't leave without a try.

RAYMOND LINDSEY . . . and Jack Kline were seen working the paper-folding tricks and Svengali decks to a good business at Ninth and Vine streets, Cincy, last week.

SLIM W. I. ELAM . . . Indianapolis candy jam flash, has the candy privilege with Mit Hinkle's Texas Ranger Rodeo.

ROBERT (RED) MARCUS . . . is marking time in Cincy, awaiting this year's opening of the Great Lakes Exposition at Cleveland, where he will operate the same concession he had last year.

Pitchdom Five Years Ago

Hardesty, with auto polish, and Anderson, with sharpeners, were working Greenville, O., to fair biz. . . Slim Murphy was working to good business in the Boston Store in the Bang-Bang City. . . After passing out threaders in Chicago for some time George Earle headed west in quest of more fertile spots. . . Fred Dean, former novelty worker, retired from the biz and opened a hostelry under his moniker at Greenville, O. . . D. P. (Hoot) MacFarland was busy proving to the natives of Woolwich, Me., that there was economy in buying his products beyond the negative influences of the depression. . . J. J. Mahoney was working his auto polish and clicking thru Atlanta territory. . . Hot-Shot Austin was enjoying fair business in the berry and potato sections of Mount Olive, N. C. . . Jake the Barber and Professor Roberts were reported to be going like a house afire in a new spot on Madison street, Chicago. . . Frank X. Murphy, rated for some years as one of the fastest sheetwriters on the road, was in Evansville, Ind., organizing the Frank X. Murphy Shows for the road. . . Conditions were not so hot for Tom Sigourney in New York. . . Economic conditions in New Jersey had reached a point where the natives were cultivating whiskers to save on barbers, razor blades and shaving cream, according to Zip Hibler, who announced that he was in the center of it all. . . Ernie, the magician, was pitching soap for Dr. Thomas, in addition to doing the bally and pitches for Dr. Perry. . . Reports emanating from Florida indicated that the past winter was the toughest sales trouper had experienced in 20 years. Plenty of hustling pitchmen left via the Walker & Turner route. . . Dr. Perry had three stores going on the Boardwalk at Coney Island and Natural Health had one. Sergeant Poulos moved his store from the Boardwalk to Atlantic City. . . That's all.

MEMORIES: Remember the powerful battery of pitchmen that made Detroit in the old days? How could the boys in the factories resist buying with such personalities as Calculator Williams, Tisha Budha, Joe Wahl, Bozo Chesterfield, the Murphy Twins, George Earle, Joe Clark, Lester Kane, Bert Glauner, Shorty Treadway, Gene Courteaux, Harold Newman, Louis Long, Herb Casper, Jetty Myers, Bill Meyers, Jim Lockwood, Guy Warner, Bill Danker, Old English Harry and Mike Whalen on the scene? Those were the good old days.

DR. FRANK G. KREIS . . . scribes from Scranton, Pa., under date of April 16: "Have been busy producing a minstrel show, comprising 75 people, for various organizations here this past winter. Tommy Strunk has his car overhauled and is ready to work the auction sales. Local stores have been pretty well worked by the boys, displaying everything from gummy to scopes. Sweeney and Rooney are busy here with a dance school and booking office, Here's a little tip to med shows contemplating coming this way. Don't do it, because you'll starve to death. Nellie Hilton and Company are sejourning at Vineland, N. J. Madame Mayfield infos that she has been out scouting for territory, but she hasn't found any that is better than Pennsylvania."

JACK HALLIGAN . . . and Lady Leona are reported to be making Evansville, Ind., to a good take.

GRANGER THORNBERRY . . . of sheet note, has left the Hoosier capital and is headed for points north.

TRIPOD OPININGS: Why is a has-been pitchman like a worn-out motor? They both knock. Tighten your bearings, boys.

PAUL BECKETT . . . fountain pen ace, is preparing his outfits for a summer's campaign at Riverside Park, Indianapolis.

ERNEST APTHERTON . . . of pen fame, is working Ft. Wayne, Ind., with the ink-sticks at the plants in that town.

AL EISENBERG . . . of peeler fame, who has been holding down the chain stores with his powerful peeler demonstration almost all winter, is reported to be the possessor of a heavy wad of folding dough.

HENRY CARR . . . who was sloughed by the powers that be in the Queen City recently while working watches and blades, moved on to

RECAMIER MFG. CO., INC.
SUCCESSORS TO THE BUSINESS CONDUCTED BY HARRIET HUBBARD AYER IN THE YEARS 1856-1887

FACE POWDER
NOT CONNECTED WITH THE BUSINESS CONDUCTED SINCE 1907 BY HARRIET HUBBARD AYER A NEW YORK CORP.

Send 50¢ For Sample Deal And Catalog...

DON'T!
Miss the Opportunity To Cash in on This World-Famous Four-Piece Cosmetic Deal
Perfume—Powder—Lipstick—Cold Cream.
Each Item Individually Boxed.
\$38.40 Gr. Deals
Or Individual Items
\$9.60 Per Gross
Orders Shipped Same Day
25% Deposit on C. O. D.'s
Cuts and Mats Free
Coupons—85¢ per 1,000.
TIFFANY TOILETRIES, INC.,
50 E. 11th St., N. Y. City.

Dayton, O., where he is reported to be doing a swell business.

"HERE I AM... in the Land o' Lakes," letters Frank M. Walker from St. Cloud, Minn. "Am working Northern Wisconsin and Minnesota to good results. Jumped in here ahead of the tourists this year and business is okeh despite a late spring. This spot seems to be off the beaten trail for pitchers. Haven't seen any of the boys up this way. Almost all of the towns are open to doorways and free on your own o. m. if you handle the proposition right. Plenty of creameries can be worked, and county-seat towns are good on court days and Saturdays. If any of the boys are growing tired of the blue laws in the East, I believe they would do well to give this territory the once over. Plan to make the Northwest later in the season. Was glad to see those pipes from Hot-Shot Austin and Doc George M. Reed in a recent issue."

HUSTLER'S TIPS: The boys working the studio coupons would do well if they took on a good supply of picture frames of the stand variety. Even those making a business of selling aspirin cards, etc., would find ready customers for the item when making their calls. They should find it a lucrative side line.

J. B. WILLIAMS scribbles from somewhere in Ohio: "Passed thru Columbus, O., recently and stopped off to see our old friend, Mrs. Jessie Grauman, who is operating a swanky hamburger shop there. It's a real setup, boys."

JAMES H. McCASKEY... the cow and poultry periodical distributor, pencils from Buckhannon, W. Va. that he is going deeper into the thicket as soon as the cow paths get better. "The long green, success and happiness come to only those who ride the waves of time with the tides of life flowing outward. Our progress depends mostly on our will to do," he adds.

NEW ITEMS
(Continued from page 69)

opener and pouring spout for canned liquids and while primarily designed for use with condensed milk it may also be used with many other canned products, such as orange juice, canned beer, cooking oil, etc. It consists of a pointed, stainless-steel spout, which is forced in at the edge of the can by means of a detachable wooden handle, which is then removed, leaving a neat-looking and efficient pouring device inserted in the container. A hinged cover serves to close the opening when not in use and as the entire spout is of stainless steel it may be left inserted until the can is emptied. No air hole is required. The pouring ease and sanitary protection afforded by the device is such a contrast to the old method of punching a hole on each side of the can that the manufacturers claim it fills a long-felt need and will be especially appreciated by house-trailer travelers. Handles in colors to match other utensils make this an attractive looking item of guaranteed quality.



YOU'RE RIGHT, it's Milton (Curley) Bartok, who is consistently rated to be one of the greatest med purveyors of all time. Rating 100 per cent in appearance, Curley is a gentleman's conception of a gentleman, a wonderful personality and a real honest-to-goodness high-class pitcher.

St. Louis

ST. LOUIS, April 24.—Carnivals playing here this week are Dee Lang's Shows; Charles Oliver Amusement Companies Nos. 1 and 2, both on different locations. In Granite City, Ill., the Greater Exposition Shows are holding sway, with Zimdar's Greater Shows, Al G. Hodge Shows and the Donald McGregor Shows all playing in East St. Louis. Beckmann & Gerety Shows open Wednesday next at Kingshighway and Natural Bridge road for a 10-day engagement.

Mrs. Catherine Oliver is in the city visiting. L. S. (Larry) Hogan is looking after the coming engagements of Beckmann & Gerety.

Jimmy Morrissey, of the Baker-Lockwood Manufacturing Company, of Kansas City, spent several days visiting various shows around this section. He reported good business for his firm.

Carey C. Emrie, one of the oldtimers in the circus and carnival business, is visiting with his daughters and relatives. Emrie has been making his home in Cincinnati.

F. C. Proper, prominent concessioner, left to join the Ed Groves Shows, Clinton, Ind., where he will have the corn game and several other concessions.

Tudor Cameron, for many years in the stock and repertoire game and for the past several years on different carnivals, is making his home in this city and is associated with the Powers Printing Company.

Matt Dawson, of Gellman Brothers, of Minneapolis, is in this city with a display room at one of the local hotels of carnival merchandise. This is Dawson's first trip to St. Louis in several years.

Alice Lundquist, whose friends in the outdoor show business are legion, was among *The Billboard* office visitors on Thursday when en route from Chicago to New York. Lundquist is now associated with the Carl G. Fischer Musical Instrument Company as traveling representative.

WPA Has Excellent Biz at Ridgewood Stadium

NEW YORK, April 24.—The WPA Federal Theater Project's three-ring circus closed the second of its week-end runs at the Ridgewood Grove Stadium, Brooklyn, April 20. Biz has been excellent at all six performances. More than 600 people were turned away at Saturday and Sunday matinees, with the result that show's engagement has been extended until May 11. Newspapers have been generous with stories and pictures.

Show will open under canvas about May 18 at Sunnyside. Miss Lancaster, trapeze performer, has joined. *Long Island Daily Advocate* recently carried an editorial commenting on the large number of WPA circus personnel who have returned to commercial circuses this season. The editorial eulogized the project as a "worthy institution giving employment to the unemployed of the grand old institution."

Advance brigade will have all new paper, with several three-sheet boards for the Savage Africa spec. Lew A. Ward, producing clown, is working on several new walkarounds and clown numbers for the canvas season, reports Wendell J. Goodwin.

Wallace Bros.' Show First In Wheeling in Two Years

WHEELING, W. Va., April 24.—Posters were placed in the Wheeling district last week, heralding the appearance at the fairgrounds on Wheeling Island April 27 of Wallace Bros.' Circus.

It will be the first appearance of a circus in the Wheeling district in two years. Cole Bros. billed Wheeling last year, but later canceled the date.

The flood of March 19, 1936, left the State Fair Park a shambles of wreckage and the fairgrounds filled with debris, and there was no acceptable space for a showing. The grounds have been cleared to some extent.

Beverly Kelley With H-W in Chicago

CHICAGO, April 24.—Beverly Kelley, well-known publicity man, was called in to Chicago by Howard Y. Bary to assist in handling the press for the Coliseum engagement of Hagenbeck-Wallace. Kelley will not go with the show on the road.

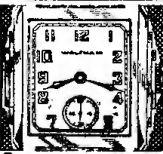
QUICK CHANGE OUTFIT

DISGUISE YOURSELF—LOOK COMICAL

LOTS OF FUN
FOOL YOUR FRIENDS

4 PC. QUICK CHANGE OUTFIT
A Brand New Item That Sells On Sight!
COLORED GOOGLES—FALSE NOSE—GROUCHO MOUSTACHE—FALSE TEETH.
All Mounted on Cellophane Wrapped Display Card.
Gross \$4.80
SILK FLORAL DESIGNED PARASOLS.
Straight Handles, 23" Spread.
FELT SPANISH HAT with Bright Color Ball Fringe and Chin Cord, Regular Head Size.
DOZ., \$1.75; GRO., \$19.50.
1937 Carnival and Seashore Price List Now Ready, Sent for Free Copy Today.
EPSTEIN NOV. CO.
Our New and Larger Headquarters, 116 Park Row, New York City.

LUCKY CHARMS
New and Large Selection, Send for Special Charm Price List No. 501.



ROSEN & MALTZ 801 Sansom Street Philadelphia, Pa.

REBUILT WATCHES

12 SIZE ELGIN OR WALTHAM	7 JEWEL \$3.25	16 SIZE ELGIN OR WALTHAM	7 JEWEL \$3.00
	15 JEWEL 4.25		15 JEWEL 4.00
	17 JEWEL 5.00		17 JEWEL 4.50

LATEST CHROME CASES. MOVEMENTS LIKE NEW.
O-Size Elgin and Waltham Gents' Wrist Watches. 7 JEWEL \$4.00, 15 JEWEL 5.00.
New Fancy Dials, Cases and Pigskin Straps. Send for Catalogue.
Swiss Ladies' 6 1/2" 8 Jewel \$3.50, 8 1/4 Chrome Cases 15 Jewel 4.00, 17 Jewel 4.50.
Yellow Case add 75c.
RAILROAD WATCHES OF ALL MAKES. Complete Line of Watch Cases—Rebuilt Watches of All Descriptions.
TERMS: 25% WITH ORDER, BALANCE C. O. D.

Heller's Acme Shows, Inc.
WANT Show Folks. Will furnish complete Side Show, also complete Unborn Show outfits. WANT Ferris Wheel Foreman, Chairplane Foreman. WILL BOOK Loop-o-Plane. Red Brady, can use your Free Act, too. WANT Free Acts. Concessions open: Cigarette Shooting Gallery, Hoop-La, Groceries, Dolls, Lead Gallery. All address, this week, South River, N. J.; Manville, N. J., week of May 2-May 9, two Sundays.

WANTED SOBER, RELIABLE MAN
To operate circus style Cook House. One with circus experience.
Address
BECKMANN & GERETY SHOWS St. Louis, Missouri

Very Good Biz For Barnes Show

NAPA, Calif., April 24.—Business as a whole the past week for the Barnes-Sells-Floto Circus has been exceptionally good. Manager S. L. Cronin receives compliments every day from the press and city officials on the high-class organization, as well as the fine performance presented.
Sterling (Duke) Drukenbrod, manager of the Side Show annex, is still getting the folks in. The front has a 180-foot banner line with all new double-deck paintings. Josephine Martin has added a new snake box and some unusual reptiles.
Gertrude Gourdeau, being an initiate of the mysteries of the Stake and Rope Society, received a bad cut on her ankle at San Luis Obispo and three stitches were necessary. She has returned to the show.

At Taft, which had not been made in two years, a very good matinee and evening house.
Mr. and Mrs. A. M. Keene (publisher of *The Midway Driller*), with E. W. Callander, managing editor of *The Taft Daily*, had the writer, Harry Chipman, to a circus party after the night show. Was attended by all of the oil company officials. The dining room of a downtown hotel was decorated with all sorts of circus cutouts on the walls, circus favors, etc. The women's organization gave a "circus bridge party" in the afternoon and everyone attended the circus at night.
Manager Cronin sent clowns headed by Abe Goldstein and Bagnagni to the Children's Ward of the Merced County Hospital, where they entertained the shut-ins. The doctor in charge entertained the troupe at a special dinner at his residence. Paul Terry, of *The Merced Sun-Star*, even tho he broke his ankle and was on crutches, insisted on joining the writer and Mr. McClung, the publisher, on a special tour of the back yard. Mr. Griffin and V. P. Reich, publishers of *The Merced Express*, spent the entire day with the writer on the lot. Sam Thomason, absent for over a week from the front door with a severe cold, returned to his duties at Merced.

BINGO
SUMMER SPECIAL
COMPLETE GAMES CONSISTING OF
1. A set of 10-ply heavyweight cards, printed in 2 colors.
2. Enough wooden discs to be used as markers.
3. A set of 75 wooden call numbers, printed both sides.
4. Master cardboard chart.
Put Up in the Following Size Sets and Prices:
50 Card Set—Complete...\$ 2.50
100 Card Set—Complete... 5.00
300 Card Set—Complete... 13.00
1/3 Deposit—Balance C. O. D.
BUY DIRECT FROM MANUFACTURER AND SAVE MONEY.
Visit our showrooms for a complete line of Bingo and Concession Merchandise.
E. S. LOWE CO., INC.
688 Sixth Ave., New York City.

Every \$1.00 Gets you \$5.00
Yes, sir, real profit. Goodrich Bone Workers' always have dough, and when you tell prospects Bones are made by the Goodrich Co., Est. 1864, they buy with complete. Pitmen, Window Workers, Distrs. write for low gro. prices. Best season ahead. Sample 10c.
GOODRICH,
1500 West Madison, Dept. BG-5, Chicago.

ELGIN & WALTHAM WATCHES \$1.85
In New Cases, As Low As...
Send for Circular, showing the Biggest Bargains in Rebuilt Watches and unredeemed Diamonds in the country.
H. SPARBER & CO.
106 North 7th Street, St. Louis, Mo.

showfolks after the night performance at his home. At Taft a group of showfolks from Los Angeles, headed by Mrs. Peggy Forstall, spent the day on show. Mrs. Ruby Kirkendall caught show at Merced and had a pleasant visit with the folks and plans staying over several days in Merced visiting her brother, who resides there, before returning to Los Angeles.

Margaret Pettis Hurt
DAYTON, Tenn., April 24.—Margaret Pettis, 14-year-old aerialist with Mighty Haag Circus, was seriously hurt here this week when she fell from a trapeze during a performance. The performer is the daughter of Mr. and Mrs. Ernest Pettis, of Alford, Fla.

Creditable Showing For H-W in Chicago

CHICAGO, April 24.—Hagenbeck-Wallace Circus, which concludes its engagement here Sunday, has made a creditable showing considering its newness and short billing. Business for the closing week has been only fair, due no doubt to the Cole-Beatty opposition at the Stadium.

Howard Y. Bary, who purchased J. Frank Hatch's interest in the show, assumed charge of the organization last Tuesday.

H-W, Cole for Cincy

CINCINNATI, April 24.—This city will have two circuses two weeks apart. Hagenbeck-Wallace will show on the Cumminsville lot May 1-2 and Cole Bros. on the Fourth and Smith streets lot, as it did last year, May 16-17.

Start a POTATO CHIP BUSINESS

IN YOUR KITCHEN and MAKE MONEY!

Buy Potatoes for 2c A POUND

Sell Them as Vita-Sealed Chips for 35c a POUND



There's big money in Potato Chips for any man or woman who wants a business capable of paying as much as \$23.50 a day in profits. Just think of it. You can install the wonderful new machine in your kitchen—just manufacture and seek a sensational new kind of "Greaseless" Potato Chips and let the stores sell them for you. Only \$2.50 invested in raw materials brings back \$10.00 in cash. EVERYTHING FURNISHED. You don't have to have a lot of money to start this business. A small investment in the machine puts you in a big profit business of your own. I send you everything including speed-slicer, cooker, oil-extractor (for making new "GREASELESS" chips), a big supply of printed bags and free advertising material. No experience is needed as I send complete, simple instructions showing how to start this business. A. Prices, pictures and complete plans will be sent free for the asking. **DON'T BUY ANYTHING**—Just send your name and address on a postcard for all this free information, including the "Secret of Making Greaseless Potato Chips." No obligation, but hurry and you may become independent as so many others have done with these fast-selling new "Greaseless" Chips. Address your card to G. H. HARDT, 325 W. Huron St., Dept. C-125, Chicago, Ill.

BALL THROWING GAMES

Open on American Exposition Shows. Will sell exclusive privilege for same. Address inquiries **THE F. E. GOODING AMUSEMENT COMPANY, OPERATORS** Box 388, Columbus, O.

Wallace Bros. Circus

Featuring **HOOT GIBSON**
Want real entertaining Midget or Novelty Act strong enough to feature in Annex. Can place dancer who has youth and looks. Write including photo. W. R. GUMBERT, Side Show Mgr., Thursday, Warren, O.; Friday, Sharon, Pa.; Saturday, New Castle, Pa.

BIRD ACT FOR SALE

10 Love Birds, 4 Ringneck Doves, Large Macaw, White Breasted Toucan. All props complete; bargain price. **W. CONLEY**, 3807 Paxton Ave., Cincinnati, O.

WANTED FOR

Joe 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 Cigar stand. **JOE SHAW**, 405 Real Estate Trust Bldg., Phila., Pa.

FOR SALE

Modern House Car — 157" Wheelbase, Chevrolet. Fully equipped, complete plumbing, in good condition. Apple sleeping quarters for 4 to 6 people. A-1 mechanically, low mileage. Reasonable offer considered. For demonstration write D. KELLAR, 463 Hudson St., New York City, or call Walker 5-4437.

CIRCUS FANS

(Continued from page 37)
Russell Bros. Circus in Rolla, Mo., April 14. Were entertained by Justus Edwards, Bill Antes and the Webbs. Had dinner in cookhouse in evening. Burt writes that they have a swell outfit and a stronger show than any in last five years. Dr. David E. Reid, CFA, drove from his home in Lebanon, Ore., to attend Shrine Circus put on by Polack Bros. in Portland.

While in Chicago recently had the pleasure of visiting John Shepard, former editor of *White Tops*, at winter quarters of Hale Bros.' Miniature Circus. Shepard is constructing all new cages for what is said to be the largest miniature menagerie top in this country. At present is planning on building 50 dens and now has 16 practically completed; also five giraffes and some draft horses that he has carved out of wood. In afternoon we attended the Hagenbeck-Wallace at Coliseum and in addition to witnessing a swell show visited with Capt. Terrell M. Jacobs and wife. Jacobs has a beautiful photograph album presented to him by two young circus fans, a niece and nephew of Burt L. Wilson. In front of book a card is attached lettered with Jacobs' name and also the names of the children. Bottom of card has a cartoon showing Jacobs in a lion's den with all the animals named for regulars at the Atwell Luncheon Club.

JAMES WOODS

(Continued from page 38)
Velarde, superintendent of canvas, and assistants completed a new 40-foot middle piece and top is now a 100 with two 40s. In grand-stand section 344 chairs were added and with the blues will seat approximately 2,750, according to Woods. Interior of Side Show presents fine appearance with new bally platforms. There are several new outside banner fronts.

Performance is given in one ring and on hippodrome track. There is a lot of the program in the air. First performance delayed somewhat in the rearrangement of rigging. Doors opened at 3 p.m. for matinee and top was packed to ring bank on straw, and cookhouse sideway was used to provide seats for the crowd. Night house capacity.

The Program

Tournament, mounted people on foot and lead animals. With special announcement, Elinor Velarde, high trapeze with forward somersault to heel catch for finish. The Clarkonians, flying return act, four people, with flyer doing twister and somersault to hand catch as high spot. Gus Lind, foot balancing, barrels and grotesque objects. Concha Escalante, hand-balancing tilt-away chairs, one-hand balancing on block pyramid. Harry Wooding's goats, worked by Chick Seaver. Rope-walking goat received a big hand. The clowns, burlesque boxing. Fay Walcott and Bill and Pat Kling. Marshall Griffins, Liberty horses. Clown number in ring and on track. Principal bareback riding act, Ernestine Clark. Unsupported ladders, the Lind Duo; on tight wire, the Clark Sisters. Concert announcement, introducing Marshall Griffin, John Sonney, Chick Seaver and the Clarks as concert features. Johnny Sonney and King, educated trick horse, with Queen, canine performer. Revolving ladders, with Kling Brothers doing comedy and straight tricks. Marshall Griffin, menage horses, with Marshall Griffin, Estelle Worland, Martha Bienville and Chick Seavers the riders. Swinging ladders, Clark Sisters, and Manuel Velarde, Mexican slack-wire act. Principal riding act, the Clarks, two men and two women. Clown number. Second concert announcement. Harry Wooding's military ponies, worked by Millicent Thayer. With special announcement, a most remarkable juvenile performer, Louis Velarde Jr., on the bounding rope. The Clarks, seven in number, snappy juggling act. The order of the program, it was stated, would be changed and two more acts, ground acrobatic and trampoline, would be added.

Concert and Side Show

The concert: Marshall Griffin, Chick Seaver and Johnny Sonney, trick riders; the Clarks, trick ropers and whip cracking; and Mijuana, knife and ax juggling. Side Show managed by Chief Thunderbolt. Zomo, Abyssinian Pygmy; M. Dumond, sword walker; Lanta, Impalement act; Chief Thunderbolt, fire eater; Belletha, girl with three hands; Zakk, prehistoric man; Princess Luretta, defying death; Tova, walking ladder on sharp-edged knives, saws and swords; Clarks Duo, Impalement act and Punch and Judy; David Rankin, the Yankee

Whittler; Anato Hayes, anatomical wonder. In Annex, Win-Bob and girl revue. Bob Winslow makes openings, is inside lecturer and announces the big show. Johnny Stewart and Ed Morton on ticket boxes.

The clowns—Fay Walcott, Bob and Pat Kling, Pedro Gonzalez and Paul Torrean. The band—Charles Post, director; Fred Kruse and Charley Post, trumpets; Miley Thomas, small drums and trap; George Thomas, bass drum; Mrs. Charley Post, euphonium; Glenn Turner and Phil Moore, trombones; Charles Clemmensen, sousaphone. A very snappy band.

The Staff

The staff: Jimmie Woods, vice-president and manager; Sid Murgatroyd, general agent; Bill Linnet, treasurer; Ernest Clark, equestrian director; Bob Winslow, announcer; William H. Kolp, legal adjuster; Louis Velarde, superintendent of canvas; George Fabian, lot superintendent; Lloyd Sheeler, electrician; Eddie Connors, banner solicitor; Israel Escalante, boss props; Herman Ebert, superintendent tickets; Tom McQuillan, local contractor.

On the advance: Earl Maxwell, Bob Pinkert and Marshall Flynn. Cookhouse: Jack Blinn, steward; Bill Sergius, chef; Mrs. Jack Blinn, on range; George Daley and Ed Turner, waiters; Nate (Denver) Kline, superintendent of concessions, with M. Levy, Dave Stump, Joe Foster, Ed Wiler, Whitey Martin, Gus Carlson, M. Harter and Wade Geisler on stands and seat salesmen.

It was stated that after the North Hollywood date the show, which is being transported on trucks, will take to the rails, for cars. Plans to make the Pacific Northwest and territory in the 11 Western States.

TOM MIX

(Continued from page 36)

Agee and Homer Hobson Sr. are in the end rings with hackney horses. On the track were Max Gruber and the following menage women riders: Kaarin Turney, Florence Burslem, Lillian Arbuckle, Doris Wren, Ella Anthony, Mary Kinko, Carrie Royal, Dickey Parker, Lottie Shaw, Boots Sallee, Joy Myers, Lula Nolen and Jessie Arbaugh. This display was one of the highlights.

No. 7—A big laugh hit was the clown boxing number by Bumpsy Anthony and Jimmy Davidson.

No. 8—Charles Arley, in center, in a fine head-balancing trapeze number, both stationary and swinging. He smokes and drinks while upside-down. Mildred Allen and Joy Myers, in end rings, with muscle grinds well done.

No. 9—Clown antics.

No. 10—One of the best wire acts in the business, Ray Goody, who does a remarkable "drunk" excellent dancing and closes with back somersault, feet to feet. Much applause.

No. 11—Here was a mixture. Three Bucks, in center, in a fast comedy act number; Ring 1, Bumpsy Anthony had the crowd laughing with his troubles with a bicycle; Ring 3, Kinko in contortion feats. Novel display.

No. 12—A great little artist is Irma Ward, aerial gymnast. She performs on the web, rings and finishes with one-arm planges, all done in a most graceful manner. A big hand.

First Wild West announcement.

No. 13—Tom Mix's Liberty horses, well directed and presented by Max Gruber with six in center; Rhoda Royal (four) in Ring 1, and John R. Agee (four) in Ring 3. Always an interesting number.

No. 14—In center ring, Two Arleys in excellent high-perch work, concluding with their "human gyroscope" feat. Everything they do registers. In end rings, Mildred Asher and Dorothy Taylor on revolving trapeze.

No. 15—In end rings, Joy Myers and Miss Bud Asher in feats of iron jaw. In center, the Five Bucks in a very good teeterboard act. One of their bits was a double somersault into a chair. They close with some fast tumbling. In act are James and Ann O'Donnell, Al Helwig, Tommy Ross and George Carl.

No. 16—Max Gruber's Oddities of the Jungle (Elephant Eva and a zebra working together) is a standout—one of the very finest of animal numbers. Eva does a series of stunts that "wows" 'em. They include dancing, walking a six-inch plank and playing tennis. After knocking down the pins (does three frames) Eva goes to score board and places her marks. A fine performing zebra. Heavy applause. Frank Whalen and Tom Hensley in end rings with elephants. Heavy applause.

No. 17—The George Hanneford Family of riders (three men, two women) went

over for a big hit, especially George with his fine riding and comedy. He is working every minute and at conclusion of turn was warmly applauded.

No. 18—Clown crazy number.

No. 19—Arbaugh Family (three men, two women), flying return number, in which some excellent feats, such as double somersault, twister, etc., are accomplished. A fine closer for a fine show.

Good clown numbers (very few walk-arounds) thruout the performance offered by Jimmy Davidson, Kinko, Bumpsy Anthony, Arnt Augustad, James O'Donnell, George Carl, Tommy Ross and Roy Brown.

The show has a peppy band and is excellently directed by Carl O. Robinson. Lineup: Herman Miller, Harry Shell, Emile Schurr, Joe Rodgers, cornets; Wiley B. Scott, John Kelley, clarinets; William Moore, trombone; Charles Fournier, baritone; Marlin McGowan, bass; Frank Verdi, drums; Tommy Comstock, callopo.

Wild West

The Wild West is in keeping with the big show and registered just as big as the main performance. Many remained for the concert, which is under direction of Tom Mix and who appears thruout. Tom does trick and fancy pistol shooting, single horse roping off horse and big horse catch. In lineup are Hank Linton, trick roping; Herman Nolan, trick roping; Jack Knapp, trick roping and clowning (he pulls some great stuff); Vic Smith, trick riding; Lottie Shaw, trick riding; Boots Sallee, trick riding; Ella Linton, trick riding and roping; Rex Rossi, trick riding and rope spinning; John R. Agee, whip cracking and announcer. Joe Bowers also is in concert.

Side Show

Ted Metz, manager of Side Show, has a very good lineup of attractions, which include Bert, frog boy; Moga, Ethiopian spotted leopard boy; Alice from Dallas, fat girl; Robert Ray; Emily Minton, large snakes; Tony, Tom Mix wonder horse; Fay Asia, mentalist; Sally, trained chimpanzee (trainer, Dolores Surtees); Frank Julian, tattoo; Frank Stratton, magician; Princess Ann, midget; Sohltze, pinhead; Scotch band, the McLanes; Annex, double-headed baby (James Williams). On front are William Lowmyer, George Surtees and Bill Helbing. George Hodson is boss canvas man. The top is a 160.

The Staff

Dail E. Turney, manager; Charles Warrell, assistant manager; Rhoda Royal, equestrian director; Herb Duval, legal adjuster; Robert Brown, treasurer; Vern Arbuckle, secretary; Fred Smythe, announcer and press agent; Jack Burslem, superintendent concessions; William Flowers, superintendent reserved seats; Dennie Helms, lot superintendent; Herman Nolan, superintendent ring stock; G. M. Shaw, purchasing agent; Russell Kelly, superintendent of props; Red Parker, superintendent of lights; Joe Ford, chief mechanic; Fred Shafer, superintendent menagerie; A. Ailster, cookhouse steward; Frank Mauer, head chef; reserved seat ticket sellers, W. Horton, Billy McVay, George W. Helms, Arthur Wright; downtown sale, Harold Walrath; tax box, James Turney; head usher, Dutch Dekok, with eight assistants; front door, Edward Badia, superintendent—Cameron Simpson, Roy Walo, Warren Masher; Bob Stephens, banner and program advertising; Mrs. J. E. Turney, wardrobe; Carl O. Robinson, musical director; Paul Korth, special officer.

Advance department: P. N. Branson, general agent; J. Hervey, contracting agent; Edward Caupert, in charge of paper; Henry Barth, special agent; Edward Totenhagen, checker-up; Edward L. Conroy, contracting press agent; Dan Pyle, Irish Horan, Cliff McDougall, press agents. There are 20 billers.

Notes

A good bit in big show is when a Ford coupe is driven on track, stops and out pile nine joey. Tom Mix between innings is busy working on his kitchen trailer. It will be a dandy. In one corner will be a shower. Tom has a collection of 3,700 guns of all kinds, which is exhibited in department stores thruout the country—at some for one week and others for two. Among visitors seen on the lot were Clara Odona, Dr. Robert Carothers and Mr. and Mrs. Henry Oosterkamp. Eighteen employees of *The Billboard* were on hand to see the performances.

Hartmann's Broadcast

WARNING! Unless you have a stomach that is not easily turned, don't read this. We almost had nausea typing it and we doubt that the linotype operator will succeed in setting it without vomiting or at least gagging.

At an independent carnival in a suburb of Detroit the other day appeared a snake charmer, the story goes. It was a man in this case, and included in his routine was the placing of the head of a reptile in his mouth. Somebody apparently forgot to strip the snake of its fangs and the charmer was bitten on his tongue. Despite the bite the charmer finished his routine and then sought some anti-venom serum at a hospital.

We hold nothing against snake shows when properly conducted, but when the head of a reptile is placed in the mouth of a human being it is about as disgusting as the rat-eating show that seems to have passed into oblivion—permanently, we hope.

Needless to say how harmful things of this sort are to the carnival form of amusement. Showmen who have the future of the business at heart condemn such "presentations"—and committees having any respect for their patrons would never permit them.

† † †

HERE'S a nice dose of medicine for knackers of carnivals. It's in the form of extracts from a speech made by Hon. Luther Davis, mayor of Tuscaloosa, Ala., on the occasion of the 1937 opening of the Rubin & Cherry Exposition. In speaking to Mr. and Mrs. Rubin Gruberg, owners of the show, the mayor said:

"It is with a great deal of pleasure that I welcome you back to Tuscaloosa on this, your third, visit to our city. The people of Tuscaloosa feel as I do, that this is our show and when we hear annually that you good people are coming back to show in our town it is a real treat for us. As your shows have always been on a high plane, I personally am very happy for the citizens of Tuscaloosa and our surrounding territory to have such a high-class form of entertainment as presented by your shows.

"I congratulate the Legion on getting your shows and you on having such fine sponsors, and it is my sincere hope that you will come back with us for the next 25 years."

† † †

DON'T be surprised if steps are taken to unionize all workers with circuses, carnivals and other shows in the outdoor field. Such a proposal was brought up, we understand, at a meeting of the National Board of the International Association of Theatrical Stage Employees in Chicago a few days ago but was tabled until the next meeting, to be held about June 1.

† † †

CHARLES A. JACKSON JR., Commissioner of Public Health and Safety of Benton, Ill., sends a clipping from Benton Evening News of April 17, which tells of the chief of police, after receiving numerous complaints concerning skin games at a carnival held on East Washington street under auspices of the American Legion, ordering six of the operators of such to leave town or suffer the consequences. "Taking the officers at their word," the clipping continues, "they left 'on high,' with no forwarding address.

"Two of them were brought before Justice of the Peace George B. Moore by Deputy Sheriff James Mundell after they had taken \$10 from one man and \$20 from another. They made restitution of the money and were permitted

to go on their way with orders not to return.

"Verne Mitchell, Legionnaire chief of police at the carnival, with eight Legionnaire deputies, is keeping strict watch for law violations in and around the carnival grounds."

In a note accompanying the clipping Mr. Jackson, who likes cleanly conducted carnivals, says: "It is these unfortunate things that work to such a great disadvantage to the carnival world, civic organizations and city councils co-operating with carnivals.

"Carnival history in Benton is interesting. For a number of years carnivals were barred from Benton because of a similar incident. Five years ago I, a member of the city council, co-operating with others, succeeded in opening Benton, and since that time practically all carnivals playing here have been clean and well received. They furnished clean amusement and made money.

"Such incidents as mentioned in the clipping not only hurt the show concerned, the American Legion under whose auspices it appears and the carnival world, but cause city councils trying to co-operate to be extremely cautious of the many good, clean carnivals now on the road."

The show in question probably has its arguments, but regardless, any manager permitting things that are against the wishes or orders of the sponsors or city officials is only putting thorns in the path of the real showman.

Showfolk Pay Tribute to Charles C. Foltz (Blue)

"Knowing Charley as we did will say that the show world and the world in general has lost one of its best friends."—Harry E. Wilson, press representative, Bantley's All-American Shows.

"The news of the death of my old friend Charley Blue came as a distinct shock to the members of the Rubin & Cherry Exposition and a sad blow to me. I have known Charley for the last 20 years and he has done me many favors in the past."—Walter D. Nealand, publicity director, Rubin & Cherry Exposition.

"Sorry, indeed, to learn of the death of my friend Charley Blue. He was my friend for more than 20 years."—Rodney Harris, bandmaster, Downie Bros. Circus.

The Wright family received a distinct shock when reading in *The Billboard* of the death of our good friend, Charley Blue. We agree most heartily with A. C. Hartmann's comments and know that *The Billboard* staff will miss him the most of all his many good friends.—J. D. Wright Jr.

The writer and entire personnel of the L. J. Heth Shows wish to extend their sympathy to the family of the late Charles C. Blue. The show world suffered a great loss thru his death.—Joe J. Fontana.

Am sure that the entire show world will miss Charley Blue and more especially those of us who at different times have been closely associated with him. My sympathy goes to "Mom" and the boys who have worked with him down thru the years.—Harry E. Crandell.

We regret to hear of the passing of Charley Blue. He was certainly a fine gentleman and had many friends. As we know, death is a part of life and there are three great things that happen in every man's life (with the exception of a bachelor). We are born, we get married and we die.—Lew Dufour.

Many showmen will miss the friendship of Charley Blue, as we all knew him as a real showman. I for one.—W. H. (Duke) Brownell.

Mme. Bedini Ill

CHICAGO, April 24.—Mme. Bedini, who with Sir Victor has the beautiful four-horse Liberty act on the Hagenback-Wallace Circus, contracted a severe cold several days ago and has been confined to her bed, threatened with pneumonia.

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1564 Broadway, New York, N. Y.**

Massachusetts Fairs Co-Operate In Memorial to Elkanah Watson

WORCESTER, Mass., April 24.—Adverse weather could not keep enthusiastic fair men and women from attending the 17th annual spring meeting of Massachusetts Agricultural Fairs' Association in the Hotel Bancroft here on April 22. President Frank H. Kingman, secretary of Brockton Fair, presided at the meeting, attended by about 50 from a large percentage of Massachusetts fairs. Secretary-Treasurer Alfred W. Lombard read minutes of the annual session in the Hotel Brunswick, Boston, on January 21 and 22, and Milton Danziger, assistant manager of Eastern States Exposition, Springfield, and chairman of the resolutions committee, gave a resume of resolutions passed on deaths of several prominent members and epitomized with the statement that the MAFA is on record as unalterably opposed to part-mutuel betting at fairs.

Chairman Ernest H. Sparrell, executive committee, and junior past president of the association, Norwell, placed date and location for the 18th annual convention as January 20 and 21, 1938, in the Hotel Brunswick, Boston. This move to hold the State-wide meeting at the same spot is a result of favorable impressions made on State senators and representatives last January. Association is co-operating with Berkshire Pomona County Grange No. 6 in erecting a rugged boulder with plaque in honor of Elkanah Watson, father of American agricultural fairs. Erection of the memorial would be on the site where Watson promoted the first exhibition with sheep, nucleus of the fair of today, in 1807 in Pittsfield (Mass.) Park. Kelton B. Miller, editor of *The Berkshire Evening Eagle*, presented the plaque to Charles H. Brown, master of Berkshire Pomona Grange, which on April 9 voted to sponsor this project.

Premium Boost Coming

Mr. Sparrell, as chairman of the special legislative committee, said dog racing interests are with the fairs and that horse racing interests will conduct racing in the exemption period from August 15 to October 1. A welcome report was that last year's \$25,000 allotment for premiums has been boosted to the former \$30,000.

President Kingman made these appointments: Executive board, Charles A. Nash, general manager of Eastern States Exposition, Springfield, chairman; Ralph H. Gaskill, secretary of Essex County Fair, Topsfield; Samuel T. Sheard, manager of Sturbridge Agricultural Association and second vice-president of the MAFA; Willard A. Pease, Chester, secretary of Highland Agricultural Society, Middlefield, and Warren V. Bodurtha, Blandford, third vice-president. Judging committee, L. B. Boston, managing director of Hampden County Improvement League, chairman. Special legislative committee, Fred B. Dole, Franklin County Fair, Shelburne, chairman; Paul W. Foster, Great Barrington; Milton Danziger and Ernest H. Sparrell.

Mr. Lombard, assistant director Mas-

sachusetts Department of Agriculture, urged individual fair officials to dispense publicity, gave instructions as to premium allotments and method of sending in premium lists for approval in a talk on "The Division of Fairs Latest." "A Word About Premium Lists," Earle S. Carpenter, Massachusetts State College, Amherst, told of the association's request three years ago to have his students compute a premium list for major and smaller fairs, worked out in detailed classification, and he spoke of changes that have taken place since and offered a 16-page outline of a suggested premium list. President Kingman appointed a committee on fair survey comprising Mr. Danziger, chairman, with Mr. Carpenter and Mr. Dole. Shortly after lunch Chairman Danziger reported back with three survey plans.

Traube and Bell Talk

Leonard Traube, national promotion manager of George A. Hamid, Inc., delivered an address chock-full of promotion and publicity ideas that were later discussed. It was evidenced that many of his suggestions will be utilized to advantage this season. Floyd Bell, publicity director of Eastern Racing Association, Brookline, Mass., prefaced an interesting talk with "A good publicity man does not make speeches, he writes good ones for others to make," and more on his address will be reported in a later issue.

Carleton (Sandy) McVarish, promotion manager of WNAC, Boston, and Yankee Network, spoke on advantages of radio in connection with fairs. Concentration on radio advertising was stressed, and he declared that radio advertising should not replace newspaper advertising, as each has its place. This was further endorsed by Van Sheldon, manager of Yankee Network Artists' Bureau. It appears that Massachusetts fairs will take more to radio and include its use as a yearly budget item. Messrs. Nash, Lombard and Pease were appointed by President Kingman to discuss regulatory rules for fair animals with officials of the Society for Prevention of Cruelty to Animals. It was felt that fair men should have some say about treatment of animals inasmuch as they are part of daily routine.

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Will LEASE or PLACE
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25 People Show, \$7,000 Production.
ALL BRAND NEW.
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1564 Broadway, New York.

Out in the Open



Roger Littleford Jr.

Conklin Reviews European Showfront—New Circus Spec—Circus, Park and Fair Gossip

IT'S a marvelous institution. Nothing on this side of the Atlantic can begin to compare with it from sheer magnitude, beauty and public appeal. So comments J. W. (Patty) Conklin on Pleasure Beach, Leonard Tompson's big amusement center at Blackpool, England. Patty and Mrs. Conklin returned last week from a combined business and pleasure trip thru England and the Continent, and the master of the new midway at the Canadian National Exhibit, Toronto, is bubbling over with enlightening accounts of the foreign showfront. The tour obviously afforded several surprises, but from the drift of his conversation it is apparent that Blackpool

provided the center of the Canadian showman's interest. "I thought I had seen just about the most elaborate amusement setups the world has to offer, but Blackpool astounded me. The size, the tremendous expense involved and the scope of its presentations are breath-taking, to say the least. . . . Do you know that Thompson, who, incidentally, is just about tops as a showman in my estimation, practically controls all rights to amusement projects in the British holiday center? No rides or shows or similar shops four feet or more in height can be erected within the grounds without his okay. And what can one do with anything less than four feet in the air? And speaking of crowds, we evidently don't know what they are over here. Pleasure Beach can take care of 500,000 people in a single day."

Besides visiting Blackpool the Conklins, who spent most of their time in the company of Elwood A. Hughes, managing director of the CNE, visited the Ideal Home Show at Olympia in London, the Television show of the British Broadcasting Company, the famous Gingerbread Fair in Paris and the site of the forthcoming Paris World's Fair.

According to Patty, many of the attractions at the Big Paris expo will not be ready to open on time. A great amount of money has been invested in the project and elaborate preparations are being made, but something is evidently lacking from an administrative standpoint, he thinks. Queried why he did not remain in England a few days more for the Coronation, Friend Conklin answered: "After all, you know I have a show opening in Hamilton next week, and anyway, after seeing the general setup for the Coronation we're convinced that Americans who remain at home will see and hear a lot more of the ceremonies via the newsreels and radio."

IF PLANS go thru, the New York WPA circus unit will have one of the most unique opening specs in history when it goes on tour this summer. WPA boys are planning to combine circus talent and the cast of *Bassa Moona*, Federal Theater's Negro dance drama, in an inaugural display lasting more than 15 minutes and featuring all sorts of unusual numbers. *Savage Africa*, as it will be tabbed, will consist of about 100 colored performers who will offer a savage witch dance, human sacrifice, executions, and "Wedding of the Prince and Princess" as a finale. It sounds unusual and a bit fantastic, to say the least.

The WPA sawdust show, which has been playing arenas and auditoriums around Greater New York all winter, has been planning to travel under tents for some time. A series of unforeseen obstacles has cropped up, but, according to reports, we will actually see it on the road within the next month or so. "Road" will be confined to suburbs of New York and Long Island and nearby counties.

CLEM WHITE, who will be in charge of publicity for Carlin's Park, Baltimore, this year, formerly was associated with Madison Square Garden and Pallsades (N. J.) Amusement Park. . . . Bert Nevins, who handles press agent duties for Pallsades at present, will have a vastly improved playground to sell in 1937. Plenty of money has been spent on renovation and improvements and Lake Placid Bob Sled Run, new ride, is nearing completion under supervision of Norman Bartlett. It will be ready to satisfy thrill-seeking patrons when the park opens on May 15. . . . Paul C. Morris and Arthur Johnson, who handle promotion and general publicity at Playland, Rye, N. Y., are emphasizing picnics this year. Playland, too, will be garbed in new dress this year. We would like to ogle the paint bill.

GERTRUDE AVERY, producer of the *Diamond Revue* for past five seasons, in New York on business. Unit will be on the Barnes-Carruthers fair circuit again. . . . Great Florescu, high-pole artist with the Ringling-Barnum show at the Garden, is giving New Yorkers thrills that are old stuff to a multitude of fair customers. He will play fairs again this year, leaving the R-B show after the Boston engagement. . . . New wrinkle in Eastern fair attractions will be introduced this year when the George Hamid office presents the WLS Barn Dance, group of singing, dancing and comedy-dispensing ether artists. . . . George Jackson, Nelson, Neb., former secretary of the Nebraska State Fair, has finished a book on county, State and world's fairs. Will be off the press shortly.

THAT WAS T. A. Loveland, of the

Frank Buck Enterprises, conferring with Sam W. Gumpertz at Madison Square Garden last week. . . . Interesting side-light—the oversized, specially braced chair constructed for Robert Wadlow, the Alton giant, in Gumpertz's private Garden office. . . . It is gratifying to hear that Bob Hickey has been re-engaged by Howard Y. Bary to head the press department of the Hagenbeck-Wallace show. For a while it looked like Hickey might be left in the cold, together with other leaders of the short-lived Hatch regime.

AL HAMILTON, producing Shrine circuses for George Hamid and Bob Morton, paused in New York for brief visit between Albany and New Haven dates. In all probability Hamilton will be out with his Jungle Wedding again this summer. . . . Mickey King, petite artist of the air, in Manhattan to visit her sister, Antonette Concello, featured flyer of Ringling's Flying Concellos. Mickey has been dividing her time recently between vaude and winter Shrine dates, appearing next at the Hamid-Morton New Haven show. Antonette has practically mastered the triple somersault and will probably introduce it before the Big Show leaves the Garden.

Johnson With Eakin Bros.

CANTON, O., April 24.—"Silvers" Johnson informed *The Billboard* representative here that he has contracted with Eakin Bros. Circus and will produce the clown numbers and present his funny Ford act. Mrs. Johnson, he advised, will do swinging ladder and traps with the same show. She will spend three weeks at her home at Fox Lake, Wis., before joining the show. Johnson plans to go immediately to Ingalls, Ind., to start rehearsals.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., April 24.—The Association's second bulletin of the year has been mailed to the entire membership in connection with the subject of public liability insurance.

May we impress upon the member shows of the association that the purpose of the information requested in the bulletin is to obtain a general idea of the carnival insurance field so that the carriers who will underwrite the same will have a basis for rating, temporarily at least, the premiums to be paid.

It is very essential that each and every member of the association promptly answer the questions in the bulletin and return at once to the AOA office here. These bulletins are sent only to member shows and the information contained in them is for the benefit of member shows only.

Social Security

The subject matter in this issue on social security completes the discussion of the old-age provisions of the Federal Social Security Law.

The statute title VIII contains a provision for a jeopardy assessment which in some instances may give carnivals a little difficulty. The statute provides that whenever in the opinion of the collector the interests of the government will be jeopardized by delay, he shall have the right to make an immediate assessment of taxes due. When such a situation arises the tax may become immediately due and payable regardless of any other time limitations prescribed in the statute, and the tax thereupon becomes immediately payable. The law provides that the payment of a jeopardy assessment may be stayed by filing a bond in twice the amount. It is our suggestion that shows be especially careful to file their returns promptly as provided by law and pay the taxes due monthly not later than the expiration of 30 days following the month for which the tax is payable if they are to avoid any difficulty under the jeopardy assessment provisions of the law.

The statute also has ample provisions relating to interest and penalties for the failure to pay an assessment after notice and demand and for the delinquent or false filing of returns.

It is manifestly impossible to cover all of the various questions which arise in the field of social security in a general article of this nature, and we again invite the members of the association to write us as to their specific problems on the subject.

In the next issue of *The Billboard* we

Notes From the Crossroads

By NAT GREEN

ONE of my very good circus fan friends takes exception to the variation in conventional clown costume used by Joe Coyle. While giving Coyle full credit for his excellent work, my friend objects to the broad, flat cap he wears as being contrary to clown tradition. I cannot agree with him. Tradition is a fine thing, within bounds, but we are sometimes inclined to carry it too far. Then it becomes an obsession that stops the wheels of progress. True, the little peaked cap, or cap and bells, has been a standard trade mark of the clown from time immemorial. But it has never intrigued me—that, of course, is only my own personal reaction and perhaps I'm devoid of sentiment. It's the work of the clown, rather than his costume, that interests me. If he can make me laugh I care not what he wears!

Fred Kressmann in turning in the financial report of the Showmen's League spring Theatrical Night at Thursday's meeting said that the report prepared by Walter F. Driver, co-chairman, was the cleanest and most complete ever presented. Every ticket sold was listed and accounted for and there was a most complete itemized list of expenditures and receipts. Net receipts turned in amounted to \$861.98 and there is \$40 still outstanding, making a total of \$901.98 for American Hospital.

Daily Times devoted its column, *Times Talkies*, to the circuses two days last week. . . . On one day the daily question was propounded to six performers with the Hagenbeck-Wallace Circus, all of different nationalities, and the answers were given in the language and handwriting of those interrogated. . . . The following day Cole Bros.-Clyde Beatty Circus performers were questioned and the answers given similarly. . . . Harry S. Noyes, veteran agent, in town greeting old friends. . . . Ray Harris, clown, left the A. G. Barnes Circus and has joined Hagenbeck-Wallace here. . . . Bert Peck, well-known night club booker, had a roller-skating act, the DeWitt Trio, with the H-W show at the Coliseum. . . . Bunny Bryan, manager of the Pantheon Theater, renewed acquaintances on the Cole-Beatty show. . . . In years past Bunny spent several seasons with the Walter L. Main Circus, Rex Dog and Pony Show, Sells-Floto and other shows. . . . Tex Sherman, who has left the Tom Mix show, is visiting in Chicago. . . . Pat Murphy, manager of the Cole-Beatty No. 2 car, has the town heavily billed with "Now" paper. . . . Miacahua, Brazilian wire-walker, is booked for the indoor circus in Kansas City the end of May. . . . She was booked into the Coliseum here by the veteran Charles L. Sasse. . . . Nate Eagle was in town for several days, alternating between the Showmen's League and the Magic Carpet. . . . Alicia Villa, attractive daughter of Pancho Villa, is proving good copy for the newspaper boys.

Cole Bros.-Clyde Beatty Circus has had many well-known visitors during its Stadium engagement. Among those noticed on opening night were Hugh Barnhart, Rochester (Ind.) publisher, and Mrs. Barnhart; J. C. McCaffery and Sam J. Levy, president and past president, respectively, of Showmen's League; Jack Duffield, fireworks impresario; Col. William S. Sneed, chairman John Davenport Top, CFA; Clint E. Beery, past national president CFA; H. A. Atwell, noted circus photographer, and Mrs. Atwell; Eugene Whitmore, editor *American Business*; Thoda Crocroft, head of American Theater Society, and Hon. Edward J. Kelly, mayor of Chicago. J. Frank Hatch, Poodles Hanneford, Beverly Kelley, Dall Turney and others have been frequent visitors.

plan to commence a series of articles dealing with unemployment provisions of the Social Security Law, namely, Title IX, which law imposes a tax on employers only and is to be distinguished from the old-age provisions which we have been discussing and which imposes a tax on employers and employees alike.

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Army and Navy Needle Books. In 25c Envelopes. Gross \$1.05
Fly Ribbon, Sealed Top and Bottom. 100 Rolls 60c
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We SHIP from COAST TO COAST for LESS

TILLEY SHOWS WANT

One more Show to feature, with or without own outfit. Concessions, experienced Ride Help. Champaign, Ill., this week; East Peoria, next week.

THIS IS A RAILROAD SHOW AMERICA'S CLEANEST CARNIVAL Great Sutton Shows

Sikeston, Mo., April 19-24; Festus, Mo., April 24 to May 1. Top salary paid out of office. Can place Caterpillar Foreman. Have complete outfit for single Pit Attraction of Grand Show. Wire or write Greenboro, N. C., this week; then Charleston, W. Va., May 3 to 15; Logan, W. Va., May 17 to 22; Huntington, W. Va., May 24 to 29.

CAN PLACE

Good Side Show Freaks, Girl Show, talent of all kinds for Girl Show. Top salary paid out of office. Can place Caterpillar Foreman. Have complete outfit for single Pit Attraction of Grand Show. Wire or write Greenboro, N. C., this week; then Charleston, W. Va., May 3 to 15; Logan, W. Va., May 17 to 22; Huntington, W. Va., May 24 to 29.

DODSON'S WORLD'S FAIR SHOWS

WANTED

To join on wire, McComb, Miss. Experienced Man and Wife to take charge Thru for Dime Photo Gallery. A-1 Hamburger Griddle Man. Pay your wires. **JOE GALLER, BUCKEYE STATE SHOWS, McComb, Miss., week April 28.**

CONCESSIONAIRES

CRAZY NEW NOVELTY | **A GOLD MINE OF PROFITS!**
See RO-LO Ad on Page 70.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, April 24.—Vice-President Frank P. Duffield presided in his usual capable manner at Thursday night's meeting. Seated with him were Treasurer A. L. Rossman, Secretary Joe Streiblich and Past Presidents Sam J. Levy and C. R. Fisher.

All committees pledged have earnest co-operation thruout the summer and everything points to a real year for 1937. Clubrooms will be redecorated, necessary improvements made and a pleasant home will await upon their return in the fall.

Brother Harry Coddington, who is still confined in the hospital here, is resting as well as can be expected. He is anxious to hear from his friends.

Members attended the Cole Bros.' performance here April 19 as guests of Brothers Jess H. Adkins and Zack Terrell. They report that they enjoyed an evening of real entertainment and a message of appreciation has been sent.

The grim reaper again invaded our ranks and the month of April finds us with the loss of two of our beloved brothers, Clay M. Greene and Charles C. (Blue) Foltz. Members arose in silent prayer in their memory.

Ginger Neuburger and Eddie Hunter, while en route to join the Rubin & Cherry Shows at Peoria, stopped off here long enough to visit the rooms. Al Wagner and the missus, in town for a few days, also visited the rooms.

Nate Eagle was also in town but missed his usual call.

Brother Fred Kressman is doing a real job as chairman of the finance committee. He has added a new department to his work and is now the collector for the Penny Parade.

Greetings and pleasant messages were received from Past President Patty Conklin, J. Ed Brown and Eddie Niece.

Just one more meeting and we will be on our way until the fall. So as you go thru the summer be sure to have plenty of applications on hand. No telling when they may come in handy. Write Secretary Streiblich. He'll send them to you.

Brother Colonel Owens is showing a slight improvement and seems to be resting nicely. Finance committee has finished its audit of the Spring Benefit report. They announce it correct in every detail and compliment the committee on its thoroughness.

Ladies' Auxiliary

Regular bi-weekly social was held last Thursday. Clara Harker, a new member, was hostess.

Attendance was large and a pleasant evening was spent at cards and bunco, with many nice prizes for the winners.

President Frances Keller, Treasurer Edith Streiblich and Lucile Pope planned an auto trip to Milwaukee but bad weather caused it to be postponed until another day.

Mrs. Al Wagner, who is in town for a few days, gave the ladies a pleasant surprise by attending the social. Ladies report that they immensely enjoyed being guests at the Cole Bros.' showing here April 19.

A last reminder of the big party to

West Shows Impressive

Work in quarters reveals pleasing results — new marquee and illumination

NORFOLK, Va., April 24.—The West World Wonder Shows started the season here as per schedule Thursday evening, April 15. The unit appearance on the midway clearly demonstrated that Frank West, owner-manager, by his untiring efforts thruout the rebuilding period and combined with the lavish expenditure of money, truthfully resulted in the production of a really beautiful show. To the showmen present it loomed as a most impressive carnival spectacle.

So well did the Fearless Falcons present the free act that Manager West immediately booked them for the season following their first performance.

From the front gate to the back end of the midway innovations in illumination and the unusual style and completeness of the fronts grace the organization as never before in its history. The main entrance is built after the architecture of the Virginia Colonial homes, with four massive columns, indirect lights at the top, title of the show in electric letters between them presents the appearance at the entrance of a miniature world's fair. Back of this is the new green canvas marquee, 50 by 25 feet, which is also elaborately illuminated. The whole theme being "Southern Hospitality."

Tented attractions are Fritzie Brown's Ten-in-One, managed by Bill Cain Jr.; Dr. and Mrs. Bernard's Snake Show, Syd Smith's Chinatown and Sand shows; Louis and Kay Weiss' Follies Parisienne, Hawaiian Nights and Miss America; Homer Sharer's Roberta Show, G. Smithey's Animal Arena. All of these attractions are outstanding.

The leading concessioners are Fritzie Brown, assisted by Dave Tollin, who also has the cookhouse; Bob Matthews is associated with Brown in the operation of the Diggers, Mr. and Mrs. Buck Weaver have frozen custard, peanuts and pop corn; Bill Jones has a most elaborate bingo game, with Gene O'Donnell in charge; Mr. and Mrs. Art Courtney have several new ball games and penny pitch.

Veteran trainmaster Ed Peyton had the train in readiness for the first move. Nell Burk, general agent, was in for the opening. Ted Woodward pleased the management with his excellent billing for this city and South Norfolk. This report by Frank LaBarr, mail man and *The Billboard* agent.

be held Saturday, May 1. Chairlady Phoebe Garsky is anxious to have a large attendance and is working hard to that end. She hopes all members will keep this notice in mind.

Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, April 24.—Thirty-seven of the faithful came out for Monday night's meeting. Dr. Ralph E. Smith, first vice-president, presided. He is pinch hitting in the absence of President Will Wright. Out of the order of business came requests for information as to when the cut rate for membership in the new drive would become effective. It was announced that beginning with this meeting the \$10 initiation fee should be canceled until December 15. This means that new members pay just \$10 and receive in return a membership card which is good until December 1, 1938.

Membership drive prizes and donors are as follows: First prize—A life membership, donated by Johnny Branson. Second prize—Reservations for 10 persons at the Charity Banquet and Ball, donated by Will Wright. Third prize—Three-year membership. Fourth prize—Two-year membership. One-year memberships will go to the winners of fifth, sixth, seventh,

Spectacular New Business

Combination Toaster and Hamburger Machine Better Than 100% Profit



A new opportunity is now afforded every man and woman. Start today! Cash in on the health and sanitary campaigns thruout the country. Health departments in every city say the unsanitary Hamburger stands must be improved.

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Attractive—Sanitary—Profitable. Every Restaurant, Drug Store and Cafe is a prospect for this new electric unit.

COSTS NOTHING

to learn all facts about this wonderful new business. Amazing details sent absolutely FREE—show exactly how you can start at once and make good profits from the very first day! Send your name on a post card for our special quick-starting offer. Do this at once, and this time next week you may actually be in a good business for yourself.

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624-B So. Michigan Ave. Chicago

BROADWAY SHOWS of AMERICA

Want Motordrome, Side Show Attractions, Mental Act, Midgets or any Outstanding Freaks. Inside Lecturers. Can also place Talkers and Grinders. Will book Shows of merit with or without outfits. Want Concessions of all kinds. Want Ride Help for Tilt-A-Whirl and Caterpillar. Can place Promoters that can handle Contests and Public Weddings, also Second Man. Newport, Ky., Week April 26; Covington, Ky., Week May 3.

INDEPENDENT RIDES, SHOWS AND CONCESSIONS. FOUR BIG EVENTS

Average Attendance Exceeds 250,000.

BARREN HILL FAIR JUNE 18-26
 SPRING MILL FAIR JULY 9-17
 KIMBERTON FAIR JULY 21-31
 FLOURTOWN FAIR AUGUST 6-14
 NORTH WALES FAIR Write for Dates

NO PUNKS WANTED

Write S. M. GLASS, Secretary, Conshohocken, Pa., R. D. 2. Tri-County Fair Association of Eastern Pennsylvania.

ERIC B. HYDE SHOWS

WANT legitimate Concessions—Arcade, Bumper, Pitch-Til-Win, Candy Floss, Stock Wheels, etc. Merchandise only. WANT organized Mental Show and other Shows with own outfits. WANT Octopus. WILL BOOK OR BUY small Merry-Go-Round. WANT Tilt-a-Whirl Foreman and Ride Help. WANT Free Acts, preferably Fire Dive and High Pole Act. CAN USE Leaper for Flying Return Act. Week April 26, Sweetwater, Tenn.; week May 3, Harriman, Tenn.

CRYSTAL EXPOSITION SHOWS

WANT for the Following Fireman's Celebrations, All Celebrations, Not Just Still Dates

EAST RADFORD, VA. | WYTHEVILLE, VA. | WINSTON-SALEM, N. C.
 MARION, VA. | ELKINS, N. C. | GALAX, VA.
 PULASKI, VA. | NORTH WILKESBORO, N. C. | NORTON, VA.

WANT Concessions of all kinds, reasonable rates. Shows with own outfits, 25%, or will furnish outfits complete. WANT one more FREE ACT, one more Colored Trombone Player, Salary, \$10 per week. Address this week W. J. BUNTS, Abingdon, Va.

WANTED—MILLER BROS. SHOWS—WANTED

OPENING NEW CASTLE, IND., MAY 1. ALL NEW.

Featuring Fearless Greggs, Autos That Pass in the Air and Shooting Lady Out Cannon. CAN USE one more Feature Show. USE Good Talkers on Pit Show, Girl Show, Darkest Africa. CAN USE Mental Act, also Acts for Side Show. WILL PLACE Motordrome, Monkey Circus, Crime Show, Big Snake. USE Ride Help. Concession Agents for Wheels and Grind Shows. WILL BOOK Octopus and any Flat Ride. PLACE Girls for Girl Review, Hawaiian Show and Posing Show. Write of wire to MILLER BROS. SHOWS, New Castle, Ind. P. S.—Fair Secretaries, have few open dates. Come, look us over.

THERE ARE "SCORES" OF REASONS Why YOU SHOULD BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

Have you inquired about our hospitalization plan; also our cemetery? The thoughtful showman will contact our secretary or any other officer.

eighth and ninth prizes. All memberships donated by Ted Metz.

The matter of purchasing a massive tiger head to top the monument in Showmen's Rest then came up for discussion. It was decided to let a local monument company submit drawings and other information. Action on the matter, however, will be taken in the fall when the majority of members have returned. Harry C. Rawlings, appointed by the chair as acting secretary, went thru the duties delegated to that office. Financial report was satisfactory. There were no new members up for consideration. However, many members came thru with requests for application blanks as soon as they learned definitely how the membership drive was to be handled.

Communications: J. Ed Brown came thru with a terse but important card informing that he is taking Mabel on a honeymoon in Old Mexico before returning to

the Ripley "Believe It Or Not" show at Dallas. Mr. and Mrs. Frank J. Kennedy lettered appreciation for the floral piece sent by the club for their show's opening. Doc Hall, assistant manager of the Kennedy Greater Show, also sent his thanks. Ted LeFors wrote at length of doings with the American United Shows, where he and Marlo are the featured free act. Mill Runkle wired from Oceanside, Calif., that he had closed contracts for the Frank W. Babcock Shows to appear there. Other communications were received from Dick Barlow, Chris Olsen and Emil G. Seitz. All report that they are doing okeh.

No further reports were received from the committee concerned with fighting the atrocious Flint bill. The Irish banquet, consisting of corned beef and cabbage and the usual refreshments, followed. They were donated by Ed Walsh. Jack Bigelow won the weekly award for the second successive week.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

ANOTHER EXPOSE

Paramount Pictures has announced a picture, "King of Gamblers," calculated, as the announcement says, to "take audiences right into the heart of the slot machine racket. Not a preachment but a sizzling piece of screen entertainment ripped raw from the secret annals of organized crime."

The precedent for such a picture is apparently the book "Crime, Inc.," which pays respect to the "slot machine-racket" and sets forth the idea that merchants all over the country are "forced" to accept amusement machines into their stores. The announcement of the Paramount picture does not indicate whether it will show the location owner or merchant as a victim of the racket, forced to accept slot machines and amusement games whether he wants them or not.

According to the announcement, the picture "exposes one of America's major industries and one of gangland's biggest sucker rackets. For a take of more than \$150,000,000 a year the overlords who run this racket will do anything, even murder."

Apparently there is some difficulty in estimating what the take really is when one follows all these exposes. One of the most recent estimates says that the profit in Florida alone will be no less than \$20,000,000 for the year. If the business in Florida turns in that much profit, obviously the estimate for the entire country at \$150,000,000 must be too low. It is quite apparent in the beginning that somebody is doing a lot of wild guessing and yet most of them say they are doing it "on good authority."

The characters represented in the picture will be of great interest to the coin machine industry. The mathematician is introduced to show that marble games are fixed to pay only 30 per cent to the player; the manufacturer affirms that he did not think the machines would be used for gambling; the player is pictured as not worrying about his nickel, for he has his eye on winning the jackpot. There is apparently some confusion about the operator. The big operator is supposed to operate thru agents who merely do the collecting. The trade will not be able to understand the full implication here, unless it is remembered that in real rackets there is always a big shot behind the scenes.

It would be an amusing contest to have the thousands of operators of coin machines over the country try to name the big shots who are behind the scenes in the so-called coin machine racket.

How to meet the shock of this picture as it runs its course is a question for the coin machine trade. If it proves to be profitable at the box office a series of such pictures will most likely appear. Pictures are just like amusement games; when one is a hit a whole series will follow. The real damage of such a picture will be felt by the smaller operators and the echo of it may appear also in some of the legislatures now in session.

If such exposes set forth the idea that merchants are made the victims of a racket by being forced to accept machines against their will, operators in some centers may find it advisable to enlist the co-operation of merchants to offset

such false implications. There are too many reputable merchants with amusement games in their places of business, and too many merchants asking for the games, for such implications of a racket to be taken too seriously. Operators know, of course, that it is the demand of merchants for the newest and latest games that keeps him continually buying machines to be ahead of his competitor. Too many merchants' organizations have also gone on record as favoring the games for the idea to stand that they are forced to accept such devices.

The relationship of operators to local proprietors and managers of movie houses is important. The problem is not to arouse any resentment among the movie proprietors in any way. Most of them understand the situation and know what it is all about. In fact, the picture may offer an opportunity to get better acquainted with local movie owners and managers and cultivate their friendship. There will be some far-seeing men in the trade who will help the local movie house advertise the picture, maybe loan machines for display, and in other ways co-operate with the people in the motion picture business.

A Chicago newspaper made an effort to spring a rift between the movie house proprietors and the coin machine trade by reporting that operators of pinball games were responsible for the legal drive against bank nights in picture houses. Everybody in the coin machine business knows that, of all people, operators of coin machines are very much in sympathy with the principle and practice of bank nights. But the move was made to stir up enmity between coin machine operators and movie proprietors. So operators everywhere should be on guard that no such rifts occur because of any pictures that pretend to expose the "coin machine racket."

The sportsmanlike way to look at the picture, and all like it, is that it is good entertainment. A large section of the public has shown that it likes crime and racket stories, just as a large section of the public has shown that it likes coin-operated games and slot machines. The movie interests, from the producers in Hollywood to your neighborhood house, are catering to the public by offering a particular kind of amusement. If the public likes exposes of the coin machine business in the movies it is very likely to get them. The newspapers have found such exposes to be sensational and apparently profitable in selling newspapers. The movies have exposed various kinds of rackets, except perhaps their own. They have even gone so far as to expose phases of the rackets in the newspaper business. It has all been good entertainment and in a few instances may do good.

The final effect of these motion picture exposes of the "slot machine racket" is not easy to guess. To some extent it will advertise the machines and certainly will show that the player is not coerced into playing the machines. The worst effects of the picture will fall upon the smaller operators who are trying to make a living. They won't be able to laugh at the false implications and irony in such exposes of the coin machine trade. To a man they will all be wondering why pick on them when there are so much bigger rackets in most any other business you may choose to name.

KEENEY

ELECTRONIC

GAMES

NO HOLES—NO BUMPERS

FIRE BALL

5-BALL, NOVELTY

This is the game that has set a revolutionary trend in play principle and in novelty game earnings. No holes or bumpers, with more flash and thrill than ever embodied in a pin game. The high score game which others are trying to imitate but none can equal.

MAGIC LAMP

1-BALL, PAYOUT ODDS-CHANGING

Same "no-holes, no-bumpers" principle as FIRE BALL. Hits or scores recorded by ball passing thru one of five Electronic-beams on playing field. Not a dead inch of space on the playing board, and not a dull second from the time ball leaves plunger trough until it hits the bottom out-hole.

TOTAL DAILY PRODUCTION 400 GAMES
IMMEDIATE DELIVERIES

Direct or Thru Keeney Distributors



POWERPAK EQUIPPED
MOVIE SCREEN
TOTALIZER

OPERATORS!
\$69⁵⁰



A. B. T. "490"
COIN SLOT
POWERPAK EQUIPPED
MOVIE SCREEN
TOTALIZER
EXTRA LOW PRICE

J. H. KEENEY & CO., "The House that Jack Built" 2001 CALUMET AVE., CHICAGO

THE FINEST EXAMPLE OF PRECISION ENGINEERING EVER EMBODIED IN A COIN GAME

KEENEY'S Track Time

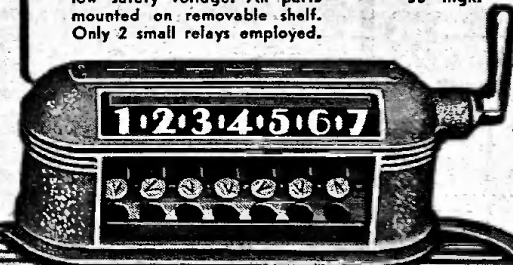
7-PLAY, 3 SPINNING DIALS

\$7 AWARD
POSSIBLE FOR SINGLE NICKEL PLAYED

Showing of played number on first dial pays off with higher award if number also appears on second dial, and increasingly higher award if also coming up on third dial.

Features:

1. Interchangeable "boards" or tops in converting to Number or Bell-Fruit symbols.
2. No possibility of set sequence of numbers. Dials stop separately from left to right.
3. No powerpak, and operates on low safety voltage. All parts mounted on removable shelf.
4. Illuminated, 7-play, coin head with improved, unbreakable clutch.
5. 10,000 test plays on each game before shipping, and all parts of triple normal load capacity.
6. Magnificent console cabinet, 38" high.



Operators
\$279⁵⁰

TICKET MODELS \$10 EXTRA

New Shipping

Write for Descriptive Booklet



J. H. KEENEY & CO., "The House that Jack Built," 2001 CALUMET AVE., CHICAGO

AMERICAN SALES CORPORATION
CHICAGO, ILL.
936 WRIGHTWOOD AVE.,

OPERATORS! Are you prepared for the big summer season ahead? You'll need the best games and plenty of 'em. Our Extended Credit Plan enables you to buy on convenient terms, with no carrying charge added. We'd like to give you more details. **WRITE FOR CREDIT!**

Lee D. Jones

P. S.—Quarter-Pole. Pete would like to hear from Romany Red, last heard of with the Mighty Short Shows.

Ponser Explains Expansion Plans

NEW YORK, April 24.—George Ponser reports that the opening of his new offices in Philadelphia is the first link in a big chain planned by the firm. Since the announcement of the opening of these offices Ponser said that the firm has received many complimentary wires and suggestions from manufacturers.



GEORGE PONSER

"Some of the suggestions," he said, "tie up with the firm's present expansion program. In each of the new offices to be opened we will use only trained salesmen who have been with the company for some time." Ponser plans to give these men the opportunity of managing the branch offices. Ponser feels certain that this plan will greatly aid the manufacturers which the firm represents, for this setup will permit them to get their games on location in record time.

Ponser left for Chicago to discuss his plans at greater length with the manufacturers. He stated before leaving that he intends to arrange for an entirely new delivery schedule of new games while in the Windy City.

truly amazing
VANAK
SLUG REJECTOR
Over 5,000 new, satisfied Customers since January 1, 1937.
See Your Jobber or Write
A. DALKIN CO.
4311-13 Ravenswood Ave., Chicago.

SALESBOARD OPERATORS
FOR REPEAT BUSINESS - - BIG PROFITS!
USE A REAL DRY SHAVER
\$10.00 Nationally Advertised

CLIP SHAVE ELECTRIC RAZOR

TREMENDOUS DEMAND **\$5.00** CLEAR PROFIT ON EACH DEAL
HOT-FAST and you make

Operators are earning up to \$200.00 a week with Clip Shave. Backed by extensive national advertising it is the Biggest Money Maker in the country today.

AMERICAN NOVELTY CO., 1841 BROADWAY, (Dept. B-1) NEW YORK CITY

B 4 "B" SPECIALS B
\$4.00 SALE
Your choice of any of the following. All reconditioned. Ready to Operate.

BIG SHOT CRACKER JACK | **SCORE-A-LITE THRILLER**
QUE, JR. TORPEDO | **TOTALITE STOCK EXCHANGE**
PIPIN LINE-O

SHOOT-THE-CHUTES
1/3 Deposit, Balance C. O. D.
WRITE FOR PRICE LIST No. 232.
BESSER NOVELTY CO.
3020 OLIVE ST., ST. LOUIS, MO.

BADGER NOVELTY COMPANY
NOVELTIES PREMIUMS SPECIALTIES

IT'S READY NOW!
Send for a Copy and Save Money
Our new catalogue contains thousands of new items—Novelty, Concessionaire Goods, Specialties, Sales-boards, Promotions, 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.

"G-MEN" SPECIAL FLICKER
Late Green Cabinet
\$39.50
GERBER & GLASS
914 Diversey Parkway, Chicago, Ill.

CENTER FOR BARGAINS
RECONDITIONED AUTOMATIC PAYOUT TABLES:

ACE GOLD RUSH PROSPECTOR PUT 'N' TAKE BAFFLE BALL BIG FIVE GOLDEN HARVEST JUMBO \$12.00 13.00 14.50

DE LUXE 46 TROJAN SUNSHINE DERBY GRAND SLAM ALAMO MULTIPLAY **17.00**

TEN GRAND PEARLESS SUNSHINE BASEBALL DERBY DAY HIGH CARD COLLEGE FOOTBALL **19.00** **55.00**

1/3 Deposit, Balance C. O. D. F. O. B. Milwaukee, Wis.
NEW GAMES—Get Our Pricest
MILWAUKEE COIN MACHINE CO.
3725 W. Center St., Milwaukee, Wis.

New Orleans
NEW ORLEANS, April 24.—Unusually hot weather and lack of rain find parks, resorts and other outdoor spots well patronized these days and operators are being forced to move their new equipment out of closed areas to the summer gathering spots to gain best advantage of the play interest. At gatherings of both the coin machine and music operators' associations this past week an air of enthusiasm was noted, as few members said that their business has shown any letup with the change of season.

First samples of Bally's newest counter game, Nougat, arrived this week, and Julius Pace, head of the Dixie Coin Machine Company, says that his firm has already sold its first lot before arrival. Other Bally games, including Fairgrounds, Carom and Booster, are selling as fast as stock reaches the firm's display room, Pace says. He does not expect any appreciable letup in interest this summer.

Stoner's Turr Champs, on location at the Sport Center on St. Charles street along with 12 more recent machines, seems to be holding its own against all comers, Jack Sheehan, manager, says. "There is something fascinating about this older game that keeps up players' interest," Jack says. Also seen on location at the center this week is the old Pamco favorite, Lite-a-Line.

Keeney Foresees Changing Taste

CHICAGO, April 24.—According to Ray Becker, sales manager of J. H. Keeney & Company, his firm is always prepared to give the people what they want by knowing in advance just what they will want. "Jack Keeney," states Becker, "is probably more awake to the needs of location owners than any other man in the business. Usually he knows what the public wants before the public actually knows itself. When the time is ripe there's a Keeney game to meet the demand. The way our recent releases have gone over makes it look like each game was designed by Old Man Public himself. We at the plant know and will continue to know just what the public desires and will continue to give them just what they want a little better than they expect."

"Specifically," he continued, "I refer to Fire Ball in novelty games, Magic Lamp in payouts and the Bat-'Em-In model of Bowlette in bowling games. Players wanted a new type of action in pin games. Keeney knew it and gave it to them. They wanted baseball in a new form, so Keeney has given them Bowlette with a baseball scoring motif. And the effectiveness of this 'give them what they want' policy can easily be proved by the overtime production schedule and the hundreds of games being shipped daily."

SPECIAL - SPECIAL - SPECIAL - SPECIAL

Chiefs, late serials, bells like new \$ 57.50
Mills Blue Fronts, late serials 60.00
Jennings Consoles, like new 90.00
Pace Blue Fronts, like new 45.00
Pace Bantam, 100 play 15.00
Jennings Buttness, 50 play 15.00
New Jennings Consoles, 100 play 110.00
Single Jackpots, good shape 15.00

MARBLE TABLES

Bally Bonus 22.50
Challenger 22.50
Jumbos 15.00
Pamco Parlay 22.50
Crub Stako 22.50
Mills McCoy 30.00
Credit 20.00
Double Header 20.00
Aces 10.00

Pace's Racer, 3500 Serials, \$175.00

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.

S. S. Dahls, the "flower" of operators of Louisiana's new oil area, De Ridder, spent a short time in New Orleans this week looking over the display rooms of distributors here, restocking for increasing business in his section, where oil has brought prosperity the like of which has never before been experienced there.

Geraldine (Jerry) Pace, daughter of the genial Julius, will be one of the headliners at the Schramm Radio School show to be held here late this month. Jerry has been a star scholar and big things are predicted for the beautiful brunet daughter of a distributor.

Natchez, Miss. Bill says that the recent annual Garden Pilgrimage in that city drew thousands of visitors from all sections of the country and helped to bring an era of good business to that section. Each year Natchez opens its numerous ante-bellum homes and gardens with a big pageant, Bill explains.

R. H. (Mac) McCormick, district manager for Decca records, says that demand is still good for recordings of Bing Crosby, Jan Garber and other stars of recent movies. Mac returned this week from a trip to Dallas, where he found music operators as optimistic as they are thru-out the Louisiana territory and in New Orleans.

Detroit

DETROIT, April 24.—Warren R. Zerby, operator of the Freeland Specialty Company, is leaving this week for a short trip to State College, Pa., his home town. Mr. and Mrs. Zerby will make the trip to be on hand for the celebration of his father's 70th birthday. This will be Zerby's first visit to his home town in six years. Zerby predicts that business in the pin game field will probably drop a little in the next few weeks, what with summer coming on. "Since the strike we have had only a slight pickup," he said. "Individual operators, however, will have good weeks."

Peter Odis, Michigan representative for the Seeburg Corporation, and Mr. Roberts, general sales manager of the company, spent two days during the past week with officials of the General Amusement Devices Company, Inc., here. The company has just taken over the franchise for the Keeney line, and Harold Chereton, general manager, is particularly enthusiastic over the prospects on the new Fireball. "This looks like a real machine for the modern operator," he stated. "Operators in Michigan may be assured that they will receive the same complete service and satisfaction from us as they formerly did by dealing directly with the Keeney Company."

After returning from Chicago last week, O. D. Griffin, Detroit jobber, suffered a nervous collapse. He is now convalescing and will be back on the job just as soon as he is able.

Morey Kutzen and Robert Kernat, owners of the K. & K. Amusement Company, have moved their offices to 11430 East Jefferson avenue. They have closed their former downtown office in favor of the new east side location. For some time the progressive company has been one of the larger operators in this territory.

Game Captivates Fleeing Robbers

CHICAGO, April 24.—A prominent operator in Michigan recently reported an unusual tale to Sam Wolberg, who with Sam Gensberg heads the Chicago Coin Corporation. According to the letter Wolberg received, the firm's new game, Replay, is quite a public benefactor.

Wolberg quotes from the letter as follows: "It may surprise you to learn that a Replay game which I have on location in one of the busiest cigar stores in my city recently was instrumental in effecting the capture of two burglars who had broken into the store and robbed the till of several hundred dollars early one morning. According to the officers who made the arrest, the bandits were on their way out when they paused at the game. This was their undoing, for they became so interested in playing the game that they spent almost an hour putting into the machine several rolls of the nickels that they had taken from the safe. A passing police car caught a glimpse of the two men playing the machine, stopped to investigate and took the robbers into custody. The men admitted that if it had not been for the game they would have made their getaway."

"Altho this incident may sound greatly exaggerated," continues the letter, "I assure you that every word of it is true. When a game can attract the attention of men engaged in an undertaking so hazardous to their liberty, just imagine how it affects persons in the normal walks of life. The details of the story were printed in our local paper a few days ago and I have been using it to impress my location owners with the powerful attraction that Replay holds for all types of players."

"A local columnist has jokingly suggested that all locations be equipped with games of this type to insure against robberies, and I in turn suggest that all locations be equipped with Replay to insure additional profits for everyone concerned."

Gottlieb Likes Long Distance

CHICAGO, April 24.—To anyone who may have had difficulty in contacting the Gottlieb factory by telephone one day last week Dave Gottlieb, president, offers his apologies. He claims to have set some kind of a record for high-priced conversation on that day. "It was the biggest talking day I ever had," stated Dave, "and a red-letter day for orders, too."

"My first call came from Arthur Burrows, of the Burrows Automatic Machine Company, London. He expressed his delight with our new Electric Scoreboard, which has proved quite a favorite in England, even tho it features the popular American pastime of baseball. The conversation was by no means a social call, for he placed a large order for our

Man Goes Wrong

CHICAGO, April 24.—Reynolds Poland, Royal Coin Machine Company, was married to Leola Kaufman at the Belden-Stratford Hotel at 8 p.m. April 11. They were attended by six bridesmaids and six ushers.

Maid of honor was the bride's sister, Gertrude Kaufman, and the best man was the bridegroom's brother, Peter Poland. Mr. and Mrs. J. Wagner, the bridegroom's grandparents, journeyed from California for the ceremony.

Mr. and Mrs. Poland will spend their honeymoon traveling in the East.

new Electric 21, Scoreboard and Trading Post.

"While this conversation was going on calls kept coming in from many parts of the United States and our switchboard soon became tied up. Among those calling were Sam London, of the Milwaukee Coin Machine Company; Hy Greenstein, of H.V.-G Games Company, Minneapolis, and George Ponsler calling from New York to order still more games.

"Whoever said talk is cheap couldn't have been referring to long-distance telephone conversations," concluded Gottlieb, "for Burrows and I talked \$163 worth on that London call alone. These calls, however, are added proof of the popularity of our games."

Long Run on Counter Games

CHICAGO, April 24.—A record for consistent long-time sales on a single group of coin-operated games is claimed by William (Bill) Woollen, sales manager of the Buckley Manufacturing Company, for the counter games made by his firm. As Woollen expressed it, "I refer to Cent-a-Pack, Alwin, de Luxe Cent-a-Pack and Mutuel Horses, which over a period of months have sold more consistently and earned more than any other single counter games or group of games.

"Perhaps the general comparison is not entirely fair, inasmuch as Buckley was the first manufacturer to make games with practical changing-odds reels. However, a specific comparison of the earnings of these games, both singly and as a group, reveals the fact that our counter games have definitely established themselves as the leading machines.

"We are especially proud," he went on, "of the record made by Cent-a-Pack. After 18 months of steady production it is recognized by the majority of operators for its unfailing appeal and stamina. The high Buckley standards of production have been rigidly adhered to in the making of this game, as well as in the construction of our other games. Cent-a-Packs, which were first placed on location a year and a half ago, are still performing as efficiently and profitably as ever and have required less service than other machines of similar type."

MAKE MORE MONEY THIS SUMMER... Operate WURLITZER'S SKEE BALL



● Wherever installed, Wurlitzer Skee Ball has scored a smash hit for operators. Its eye catching appeal pulls crowds. Its big athletic appeal keeps them playing and paying you. Substantially constructed for years of play—Skee Ball is already America's biggest money making bowling game, and is going places. If you would get and hold the big locations... make this your most profitable summer... operate Wurlitzer Skee Ball. Write or wire for prices and particulars now! The Rudolph Wurlitzer Company, North Tonawanda, N. Y.

It's AMERICA'S BIGGEST MONEY MAKING BOWLING GAME - WURLITZER'S SKEE BALL REG. U. S. PAT. OFF.

WE ARE DIRECT FACTORY DISTRIBUTORS TO JOBBERS AND OPERATORS OF ALL THE LATEST AND BEST MACHINES!!

USED SPECIALS	
Bolo	\$ 7.50
Rack 'Em Up	22.50
Bumper	49.00
Turf Champs	57.50
A. B. T. Big Game	
Hunters:	
Blue Cabinet	10.00
Brown Cabinet	5.00
Neck 'n' Neck	11.50
Short Box	9.50
Hold 'Em	9.50
Lights Out	15.00
Mad Cap	5.50
Excel	7.50
Tricks	5.00
Bank Nite	7.00
Draw Ball	12.50
Happy Days	17.50
Brand New A. B. T. Target Skill with 5 Moving Targets	\$39.50
Koeney's Stop and Go (1-Ball)	59.50
1/3 Cash with Order, Balance C. O. D., F. O. B. Mt. Vernon, N. Y.	
Totalizer	\$15.00
Balance	4.00
Banker	4.00
Scissors	4.00
Ball Fan	4.00
Kings	4.00
New Yorker	7.00
Round 'n' Round	12.50
Buckley's Double Nugget	7.00
All Exhibits Ticket Games, Each	7.00
NEW TYPE D. C. INVERTER (Best Made) Only \$15.50. BRAND NEW.	
Groetchen's Turf Flash	\$5.00
Mills Tickettes	2.50

WE CARRY ALL THE NEW GAMES OF THE FOLLOWING MFRS.:

- BALLY MFG. CO.
- D. GOTTLIEB & CO.
- DAVAL MFG. CO.
- STONER MFG. CORP.
- GENCO, INC.
- MILLS NOVELTY CO.
- O. D. JENNINGS & CO.
- A. B. T. MFG. CO.
- L. B. ELLIOTT CO.
- CHICAGO COIN CORP.
- EXHIBIT SUPPLY CO.

WRITE TODAY FOR COMPLETE LISTS AND PRICES!!

OAKWOOD AMUSE. MACHINE CO., Inc.

129 MT. VERNON AVE., MOUNT VERNON, N. Y.

SLOT OPERATORS READ THIS

\$100 DOES THE TRICK

There is nothing that will discourage a SLOT MACHINE PLAYER quicker than a partly filled or completely empty upper reserve jackpot. So why keep on operating equipment with double visible jackpots, when for only a small sum of money you can convert your old-style machine into the latest, up-to-the-minute Single Jackpot machines.

Give the players a full Jackpot to shoot at... a nice fresh looking Jackpot each time you collect. Our special aluminum castings match perfectly with your machines. They can be installed on your machines, right in the location in only a few minutes time. Install them for steady, permanent play and profits. Castings now ready for Mills (old style) Blue Fronts and War Eagle machines. Order your sample casting today. . . . Costs you only a buck (\$1.00) and changes your luck.

HUBER COIN MACHINE SALES COMPANY
600-610 W. VAN BUREN ST., CHICAGO, ILL.



END OF SWORDFISH CONTEST IN MIAMI. Front row, Nat Cohn (left) and Irving Sommer, Modern Vending Company, New York. Rear, left to right: Harry Rosen, of Modern; Capt. Roy Savary, of boat Panacea; Harold Kahn, orchestra leader who made the catch, and Marvin Liebowitz, New York operator.

ADVERTISE IN 'THE BILLBOARD' — YOU'LL BE SATISFIED WITH RESULTS

Seeburg Phono For Broadcasts

CHICAGO, April 24.—A letter recently received by N. Marshall Seeburg, head of the J. P. Seeburg Corporation, illustrates clearly the perfection of reproduction that is characteristic of its instruments and also brings to light a novel method of promoting play on phonographs.

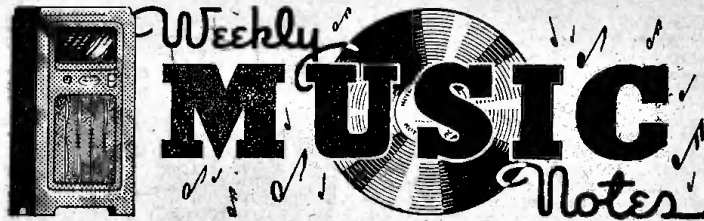
Quotations from the letter follow: "I have been operating music machines for nearly 10 years. For the last seven years I have used Seeburg machines exclusively. The reasons why are so clearly stated in your advertisements that it isn't necessary for me to go into details on that score. What will interest you most, I am sure, is the fact that I have adopted a Melody King to a new use.

"Aside from my operating activities I run a small broadcasting station in my community and use, quite naturally, a great number of recordings. For these recorded programs I have been using Seeburg phonographs. I purchased several Melody Kings recently and you can imagine my surprise when, after using one of them for the first time on the air, I received quite a few telephone calls from my friends asking how I managed to get an entire orchestra to come to our little town to broadcast. Although I had announced the broadcast as a series of recordings, my friends refused to believe me.

"This same appeal," the letter continued, "has made my route of phonographs highly profitable. Patrons have found that they get more musical entertainment for their money from the Seeburg phonograph.

"In between groups of recordings I make the following announcement: 'You have been listening to a recording by . . . on a Seeburg phonograph. Listen to a Seeburg Melody King (or Symphonole as the case may be) in your favorite drug store, tavern or restaurant.' My location owners report that this means of promotion has greatly helped to increase the play on phonographs.

"Since this is strictly an agricultural community the majority of play on my phonographs occurs on Saturdays and



Sundays, when the farmers visit the small towns in the area to do their weekly shopping. By means of my radio station I have been able to contact these people in their homes and have successfully brought to their attention the fact that they can get more enjoyment out of their visits to town by spending part of their recreation time listening to the world's best music on a Seeburg phonograph."

Gets Ahead of Rising Prices

GREENVILLE, N. C., April 24.—L. B. McCormick, of the McCormick Vending Machine Company, doesn't believe in letting grass grow under his feet. Just as soon as the first announcement was made that Wurlitzer-Simplex prices would rise June 1 this live-wire operator, who already successfully operates 1,100 phonographs, hopped a plane for Wurlitzer's North Tonawanda plant and placed an order for 265 more of the instruments.

It is reported that McCormick has been a Wurlitzer customer for the last three years. He operates in both North and South Carolina and in Virginia. To cover this large territory he has 21 trucks in constant use. He is chiefly a music operator, although he is interested in other devices, too.

This was McCormick's first visit to the Wurlitzer factory, and after seeing the plant, he stated: "I was amazed at the size of the factories. After seeing how Simplex machines are built and the

quality of materials and workmanship that go into them I can readily understand why prices must advance June 1. Believe me, this organization has the facilities to do things right, and I am proud to be associated with it."

In expressing his good wishes to McCormick, Homer Capehart, vice-president of Wurlitzer, remarked: "Ordering 265 more machines at this time is an indication of the sound business judgment which is behind your tremendous success. Many other live operators are also placing substantial orders for immediate shipment. To a man they have taken the news of the coming price rise gracefully. They understand that increasing material costs give us no other alternative save that of cheapening the quality, which we most emphatically will not do."

Rock-Ola's New "16" Is Popular With Ops

CHICAGO, April 24.—Rock-Ola's new "16" Rhythm Master phonograph is said to be topping all of the firm's other models in popularity with operators. They say that they find the simple mechanism of the machine a distinct advantage, as it eliminates vibration, jamming and wear.

"The beauty of the machine's cabinet, operators report, never fails to elicit admiration from the public, and the rich, clear tones always attract favorable attention. The ops find that these advantages and many others make the 16 Rhythm Master a real profitmaker.

One of the features that is being emphasized is the scratchless full-range reproduction. It is said the machine's special unit in the amplifier completely eliminates all the disagreeable needle scratch.

Capehart Visits Modern Vending

NEW YORK, April 24. — Homer E. Capehart, Wurlitzer's vice-president in charge of sales, came into New York this week at the request of Modern Vending Company to discuss the matter of deliveries of Wurlitzer phonographs. The phonographs have not been coming

Sheet-Music Leaders

(Week Ending April 24)

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. Will You Remember? (Schirmer) (6)
5. Love Bug Will Bite You (Santly) (8)
6. What Will I Tell My Heart? (Crawford) (4)
7. Blue Hawaii (Famous) (12)
8. Sweet Lullaby (Select) (9)
9. Too Marvelous for Words (Harms) (11)
10. When the Poppies Bloom Again (Shapiro) (5)
11. When My Dream Boat Comes Home (Witmark) (7)
12. Trust in Me (Ager) (10)
13. September in the Rain (Remick) (13)
14. My Little Buckaroo (Witmark)
15. Serenade in the Night (Mills)

in to Modern Vending as fast as they would like them to, and Capehart explained to both the Modern officials and local operators that due to the exceptionally large amount of orders it was difficult to keep production at such a high pace. He declared, however, that the new Wurlitzer phonographs would now be coming in as fast as orders were taken.

Action again is the keynote of Modern Vending Company, now that Irving Sommers, Nat Cohn and Harry Rosen have returned from their vacations in Florida. All the boys have pleasant memories of the marvelous weather, horse-back riding, golfing, swimming and, most of all, fishing. Fishing down in Florida has so captured the enthusiasm of Modern officials that while lining up their new plans for the coming season a fishing story always crops up somewhere in the conference.

Cohn says: "It'll take me two or three weeks to get in full stride again."

Capehart left New York to visit a few more key territories, and Modern Vending officials were all keyed up for bigger and better sales.

MODEL "K"

RECREATES THE TRUE TONAL VALUE

THE Seeburg 1937 MULTI-SELECTOR MELODY KING

J. P. SEEBURG CORP.
1510 DAYTON STREET - CHICAGO

THE SEEBURG FRANCHISE IS MORE VALUABLE



I. F. WEBB, manager Rock-Ola phonograph division, snapped upon his return from successful eastern selling trip. Webb and J. A. Weinand, assistant manager phonograph division, are shown scheduling the many shipments to the East.

Factory Training

By WALTER B. REED

General Service Manager of the Rudolph Wurlitzer Company

Rudolph Wurlitzer Company, in furthering the co-operative policies of its organization with music operators all over the country, has developed a system of intensive field service training for operators and their service men.

Any operator knows that most of the difficulties he has with various types of coin equipment on location come principally from the little things—a slight maladjustment here or a small part out of line there. Service men, because of lack of specific instruction in the workings of the mechanism, may endeavor to correct situations which have developed thru normal use and thru ever so slight failure to secure the right adjustments may throw the entire timing of the mechanism out of line. Result—an inactive machine and a loss of income to the operator.

Not content with relying upon service manuals and bulletins covering the care and mechanical operation of phonographs, Wurlitzer goes far beyond this. We have a staff of trained service instructors in the field whose sole job it is to instruct others in the proper maintenance of equipment at all times.

Each factory service instructor is assigned a specific territory and he spends all his time in that territory. He regularly calls on the operators and spends all the time required to thoroughly acquaint operators and their organizations with proper ways to service and keep equipment in tip-top condition.

Our men repeatedly call back from time to time to check on the thoroughness with which the operator and his service organization are functioning. If any man or group of men have missed certain points from previous training they are given individual attention so they may become more proficient in their jobs. All this means more profit to music operators.

Continue Work On Music Org

DETROIT, April 24.—Informal conversations were being carried on this week thru the offices of Automatic Merchandisers' Association of Michigan with a view toward organization of the music-machine field. Frederick E. Turner, association president, has been spending considerable time on promotion work as well.

Definite plans will be announced as soon as enough music operators have



SIGNING AN ORDER FOR 265 WURLITZER PHONOGRAPHS. Left to right, Homer E. Capelhart and W. R. Deaton, of the Rudolph Wurlitzer firm; L. B. McCormick, of Greenville, N. C., who signed the order, and J. E. Broyles, also of the Wurlitzer firm.

signified their interest. All operators who have music machines are to be eligible for the projected association.

"It looks as tho every operator is going into the music machine field," B. J. Marshall, head of B. J. Marshall, Inc., said this week. "The steadiest buyers are those operators who have had the machines some time, proving that they are confident it is a field for steady expansion."

"The intake is a little slower than in some other lines but the net returns over a longer period even up well with other kinds of amusement machines and operators are looking at it from this angle."

Music machine operators are continuing to expand their operations locally, with the steady customers of Mills Novelty Company, for instance, buying more new machines this week. These include Vincent Stempfen, of Dearborn, Mich., and E. W. Mitchell, of Detroit.

New York

Tom Burke's party at the Cotton Club for his employees and friends was quite a gay affair. Dave Stern; Harry Wichansky, of Royal Distributors, as well as some 50 other guests, made up the party.

Henry Cooper, of Rex Novelty, claims that one of the biggest reasons for his success is minding his own business.

Willie Blatt is leaving for Chicago to bring back some new games which he

claims will be the best his territory has ever seen.

The Photomatic which operates down in the 33d street Hudson Tube station gets a great play. No attendant in charge. A Stock Exchange pin game in the same spot also pulls the crowds. The pin game is placed on four iron legs that are sunk in a heavy concrete base, with the cash box hinged and locked.

The new Automatic Canteens which are being placed in the various terminals are very attractive.

Sam Strahl and Mr. and Mrs. Bill Gersh were seen at Ruby Foo's Den on Gresh Street (52d) guzzling the spot's famous bird's nest soup.

Tom Singleton, of Syracuse, N. Y., popped into town and used those great big bills to buy new equipment.

French column continues to arrive on almost every boat. The buying of slots is more brisk than it has been in years.

It is reported that Pokerinos are becoming big money-makers in the sticks.

Al Lifshay, of Amalgamated, is in full charge of the organization's business while Louis Goldberg is recuperating from his operation. Lifshay is doing a commendable job of directing the organization.

Irving C. Sommer, of Modern Vending

Company, teamed up with that super-salesman, Joe A. Darwin, of Wurlitzer, this past week. They have probably put over some big deals by now.

Jack Fitzgibbons is busier than a one-armed painter trying to complete deliveries on the new Bally games. Every time Bally announces a new game the Fitz force goes wacky with the wires and phone calls that pour in from miles around.

It is rumored that Al S. Douglas, of Daval, may come direct from Florida to New York before returning to Chicago.

Many of the boys are already scouting the resorts. Some of the spots will have complete sportlands this year.

Dave Robbins has his hands full trying to get all the Ricochet games the ops are asking for.

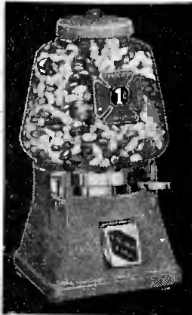
Five Best Record Sellers for Week Ended April 26

	BLUEBIRD	BRUNSWICK	DECCA	MASTER	VARIETY	VICTOR	VOCALION
1	B6878—"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.	1175—"Sweet Lelani" and "Blue Hawaii." Bing Crosby.	108—"Minuet in Jazz" and "Twilight in Turkey." Raymond Scott Quintet.	526—"It's Swell of You" and "There's a Lull in My Life." George Hall and orchestra.	25559—"Jam Session" and "Honeysuckle Rose" and "Jam Session" and "Blues." Tommy Dorsey, Bunny Berigan, Fats Waller, Dick McDonough, George Wettling.	3498—"It's Swell of You" and Ooh, But I'm Happy." Little Jack Little and orchestra.
2	B6896—"Never in a Million Years" and "It's Swell of You." Ozzie Nelson and orchestra.	7856—"They All Laughed" and "Slap That Bass." Fred Astaire with Johnny Green and orchestra.	1186—"Moonlight and Shadows" and "I Never Realized." Bing Crosby.	101—"I've Got To Be a Rug Cutter" and "New East St. Louis Toodle-O." Duke Ellington and Orchestra.	524—"Wake Up and Live" and "Never in a Million Years." Red Nichols and orchestra.	25549—"They Can't Take That Away from Me" and "I've Got Rain in My Eyes." Tommy Dorsey and orchestra.	3499—"Now You're Talking My Language" and "It Must Be Love." Isham Jones and orchestra.
3	B6876—"Arkansas Banzooka Swing" and "Banzooka 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.	1185—"What Will I Tell My Heart?" and "Too Marvelous for Words." Bing Crosby.	104—"Sweet Is the Word for You" and "The Trouble With Me Is You." Mario Braggiotti and orchestra.	532—"Too Marvelous for Words" and "Now You're Talkin' My Language." Chu Berry and Stomp Stevedores.	25554—"Spring Cleaning" and "You've Been Reading My Mail." Fats Waller and orchestra.	3431—"I've Got My Love To Keep Me Warm" and "One Never Knows." Billie Holiday and orchestra.
4	B6882—"You Can't Cool a Good Man Down" and "You Gotta Quit Draggin' Around." Bob Skyles and orchestra.	7854—"The Love Bug Will Bite You" and "On the Isle of Kitchy-Mi-Boko." Hal Kemp and orchestra.	1203—"They Can't Take That Away from Me" and "Slap That Bass." Jimmy Dorsey and orchestra.	106—"Where Is the Sun?" and "When Love Is Young." Rudolph Friml Jr. and orchestra.	525—"Clouds in My Heart" and "Frolic Sam." Barney Bigard and Jazzopaters.	25548—"The Love Bug Will Bite You" and "Dreamy Eyes." Guy Lombardo and Royal Canadians.	3500—"Wake Up and Live" and "There's a Lull in My Life." Tommy Tucker and orchestra.
5	B6897—"The Love Bug Will Bite You" and "Would You Like To Buy a Dream?" Teddy Hill and orchestra.	7861—"When Love Is Young" and "Did Anyone Ever Tell You?" Jan Garber 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.	515—"Caravan" and "Stomp Jones." Barney Bigard and Jazzopaters.	25551—"To a Sweet, Pretty Thing" and "Cryin' Mood." Fats Waller and orchestra.	3501—"Flany Doodle Swing" and "Pianology." Earl Hines and orchestra.

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VENDS EVERYTHING
Size 7x7x14"
5 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. Bakod enamel or porcelain finish.
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Many have started with one Tom Thumb Vendor, owned chain in a year, earned more than ever before. We show you how. Think of the people who eat Nuts, Gum, Candy. All of them your prospects. The 1936 Tom Thumb is the finest miniature vendor you have ever seen—15 exclusive features, including "Magic Coin Selector." Neatness and beauty opens many stores, waiting rooms, beer taverns, restaurants to Tom Thumb where unsightly machines are barred. Don't confuse Tom Thumb with any ordinary cheaply built vendor. We are first to meet the operators' requirements in a small merchandiser. Operators write us once for bulletin and price list. Tom Thumb is available in the popular 1 1/2 lb. and 3 lb. sizes.

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SPECIAL

BRAND NEW! ONE CENT STICK GUM, PEANUT, HERSEY VENDORS.

Only **\$2.50** Each

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PORTERS, CONCESSIONERS, TAVERN KEEPERS

Install Vending Machines in Night Clubs, Gas Stations, Recreation Parlors, Taverns, etc. Buy Merchandise and Machines from us. These new Machines are \$5.00 Each. Big Profits.

KAPLAN Chicago, Ill.
1815 South Kostner,



N. J. Cigaret Org Meeting

Adopts program to secure co-operation of other groups in State

NEWARK, N. J., April 24.—Last meeting of the Cigaret Merchandisers' Association of N. J., Inc., was attended by nearly every operator in the State. New members were admitted and framed membership certificates were presented to all members of the organization.

At the present time the constitutional committee is considering an elaboration of and several additions to the constitution, by-laws and trade practices of the organization, together with the drafting of a code of ethics. This action is deemed necessary for the permanence of the organization.

In order to foster the same spirit of co-operation and friendliness in the industry as manifested by its members, the association has invited the presidents and managers of other associations to attend its future meetings as guests of honor. Invitations have been sent to Edward Dingley, president of the Pennsylvania association; George B. Currier, president, and Charles E. Miller, manager, of the New York association; and M. J. Zimmerman, president of the Connecticut association. Invitations will also be extended to operators in States near by who have not as yet formed organizations. Representatives of manufacturers of machines and matches and heads of various publications and business institutes have been invited to appear as principal speakers. An industry dinner, short business meeting and entertainment are being planned for every third monthly meeting.

The C. M. A. of N. J. has engaged the services of Sol L. Kesselman as its counsel to aid it in opposing attempts of the State Legislature and local municipal taxation boards to tax, license or curtail the growth of the cigaret machine industry.

From many sources it has been learned that the New Jersey association is one of the strongest and most efficiently conducted in the automatic cigaret vending industry. Says Rowe-Gram, publication of the Rowe Manufacturing Company: "We are deeply impressed with the

alertness, efficiency and aggressiveness of their manager, LeRoy Stein. We are genuinely pleased to congratulate the cigaret machine operators of New Jersey upon the noteworthy job they have done thru their organization and for already having demonstrated their ability to cope successfully with all troublesome obstacles."

Candy Section Requires Space

CHICAGO, April 24.—Downtown offices of the J. D. Drushell Company will be located at 32 South Clinton street beginning today. This move is said to be due to the increased activity that arose with the recent installation of a candy service department for operators of the Automatic Store vending machines made by the firm.

J. D. Drushell, head of the firm, stated that the downtown branch has been under the management of E. B. Fitzpatrick for several years and was originally designed to handle only business emanating from Chicago and its metropolitan area. It consisted of a display room, reception room and general offices in one of the prominent office buildings in the Loop, but of late it became evident that expansion was necessary.

In addition to the old setup of display and conference rooms the new quarters will afford a larger storage space, over 1,700 square feet being available for this purpose. With the company now carrying stocks of candy for the convenience of operators, as developed under the introduction of Automatic Stores, the larger space will be utilized not only for storing the stocks but in facilitating shipping operations. In the latter regard the new location possesses an added value in its being closer to freight and express terminals.

With the expansion program now under way, the company is planning to open offices in New York in order to take care of the Eastern territory. Arrangements are being completed to handle the Pacific Coast with C. F. Wurdig, who has been affiliated with the Drushell organization for many years. Wurdig is now in Chicago, winding up preparations for the West Coast coverage, and will leave for California next week.

New Gum Vender Holds 125 Stix

CHICAGO, April 24.—Roy Torr reports that during the last five years his company has sold over 60,000 peanut and ball-gum vendors. Now he is all set to distribute a new penny vender called Sober-Breath Gum. The new chewing gum, he maintains, will relieve alcohol, onion and other objectionable odors.

"Sober-Breath Gum will be merchandised thru a high quality vending machine which will sell at a popular price," Torr says. "The product is of guaranteed quality and has a universal appeal. The vender will sell at a low price. It is equipped with a trouble-free and efficient coin detector, fingertip pressure delivery, has a simple and easily accessible mechanism, is easy to load and will hold 125 standard sticks of gum. The new vender is sturdily constructed and may be easily attached to walls or door jams with a few screws.

"We have thoroly tested this vender," Torr went on, "and the success with which both the machine and the special flavored gum have met has been very unusual."

New Vending Machine Firm

ALBANY, N. Y., April 24.—Jalna Sales Corporation of Queens County, newly formed \$10,000 automatic vending machine company, was issued a charter of incorporation this week by the secretary of state. Promoters and stockholders are Lawrence Serlin and Harry Fraier, of Elmhurst, N. Y., and Jacob Kauffman, Brooklyn.

Op Succeeds With Fortune Machines

DETROIT, April 24.—Louis A. Colen, operating the Commercial Automatic Vending Sales Company, has been ill for some time, but is planning to return to active operation now after several months' convalescence. He suffered from a hemorrhage and other complications.

Colen is operating the Planetellus Fortune Teller, specializing in major locations such as leading Detroit theaters.

"We are almost alone in this field," Colen said. "It has been tried in New York, Chicago and elsewhere but operators have not seemed to succeed with it. However, we have been getting along well. The field is limited—there are only two major types of locations—theaters and department stores.

"The Planetellus is strictly a vending machine, giving a specialized service, and usually one person will patronize the machine only once but the field is wide as far as potential customers are concerned."

Colen was operating some 40 Skee Ball machines when he was taken sick and was forced to discontinue all operations in that territory. He may enter some other vending or amusement machine field at a later date.

The Detroit city council has awarded the contract for both pay toilet locks and weighing machines in city-operated comfort stations to the Nik-o-Lok Company. The firm, which has had the contract in the past, is operated by Frederick E. Turner, president of Automatic Merchandisers' Association of Michigan. The contract was given upon recommendation of H. W. Busch, commissioner of parks and boulevards, despite competitive bidding.

New Vending Co. Is Incorporated

DETROIT, April 24.—National Distributors Corporation here has recently been incorporated to manufacture, distribute and operate vending machines. Company is capitalized at \$1,000, with common stock issued at \$10 per share.

Jack Ross, who was listed as sole stockholder of the company, has left the organization, and Edward E. Smotkin, attorney who handled the incorporation, is also acting as manager.

Company has seven models of vending machines on a square design of attractive appearance. Selective-type candy and nut machines are planned.

People over in Ireland are beginning to be interested in coin machines. Russell Anger, head of the American Dispensing Company, decided this week. He has just received inquiries on his new soap-vending machine from Dublin in response to a recent advertisement in The Billboard.

"I hadn't expected any foreign circulation when I placed the ad," Anger said. "The result has more than surprised me, indicating the wide coverage available in the field."

London

Machines of the rotary type lead the field in Britain these days, there being nine different models in operation. First in the field was Exhibit Supply's Rotary Merchandiser, which holds its own in face of the now keen competition. Then came Walton's conversion of his Multi-Play crane for 8 or 12 players into



VACATIONING IN ARKANSAW. Left to right: Mrs. Jimmy Passanante, Florence Walsh, her sister, and Jimmy Passanante, head of J & J Novelty Company, Detroit.

SALESBOARD OPERATORS AGENTS - DISTRIBUTORS

\$15.00 NATIONALLY ADVERTISED PACKARD LECTRO SHAVER

PRICED LOW
BIG PROFIT SPREAD
QUICK ACTION
(Small, Fast Moving Card)

The New PACKARD Lifetime LECTRO-SHAVER is a Sensation.

MAKE BIG MONEY GIVING THIS RAZOR AWAY FREE!

Send for Free Sample Salescard and Full Particulars Today.

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Is Your Subscription to The Billboard About To Expire?

a pusher merchandiser. Next on the scene was Crater, an entirely automatic non-electric rotary, which for some reason or another has not yet reached the popularity anticipated for it. Ahrens produced his Rotary Skill, which has sold well. At Christmas W. Thompson brought out a football rotary, a model footballer taking the place of usual pusher tip and a miniature goal being placed on one side of merchandise delivery chute. Coin-Operated Machine Exposition brought forth two more. Walton introduced his Waltonian for four players, and Mutoscope Reel its Rotomatic. Gottlieb's Trading Post has just arrived to create quite a stir, and Burrows Automatic Supply Company, Ltd., has the Magic Hand. On this the merchandise remains stationary in 14 cups round a numbered dial. Inside dial is a hand which rotates on insertion of coin. Player having selected desired number on front dial endeavors to stop hand thereon by pushing in button. If successful, bottom of cup drops automatically and prize is delivered thru front chute. Of these machines, three are American, five British and one Continental.

Two novel merchandisers of different pattern emanate from Bryan, prominent British manufacturer. One is Pendulum, a six-sided affair accommodating three players at one time for individual play. Eighty prizes hang on hooks arranged on spider-web pattern wheel, which rotates by motor drive. Each player unit consists of a free pendulum hung from roof of machine. Player inserts coin, turns handle and pendulum makes one swing across spider wheel to center and back. Any projecting hook struck by pendulum dislodges prize for delivery to player. Other machine is Bran Tub. Inside glass-topped cabinet is a bran tub similar to those seen at Christmas bazaars. Upon insertion of coin tub starts to revolve slowly and at same time a suspension arm supporting funnel-like prize collector makes slow, varying movement across tub as if selecting prize. At same time sawdust is disturbed as tho by hidden hand. After a few passes arm comes to rest and collector is lowered to sawdust and a peculiar sound is heard. Collector rises and moves over to open end of prize chute and a prize in carton is delivered to player at base of cabinet. A prize is forthcoming every time. The sawdust has nothing really to do with it as prizes are automatically delivered from chute at back of machine. Illusion is quite good.

In addition to above, operation continues of British Treasure Cruise merchandiser, Magic Finger and cranes of American, British and French manufacture.

Appeal of bowling tables does not appear to be falling off. Large numbers of American Skee-Roll and British Skee-Ball will be in operation this summer at seaside resorts. Two novelties—both of British manufacture—have been introduced into this class. Short in length, they dispense with familiar cups. One is 8-Spot by Amusement Equipment Company, Ltd. This has eight metal discs on slope at end of table. Metal balls are used and all making contact with a disc remain thereon until next play. Balls are held in place by Magnetic influence. Second is Hi-Hi, of Burrows. This has miniature coconuts of wood on pegs and player bowls to knock down as many as possible. "Nuts" are on chains which draws them back on to pegs when next coin is inserted. Skee Lite is a British bowling table of average size with trips instead of cups. Every time a trip is knocked down by a ball a corresponding light comes to life on overhead indicator.

In pin game market bumper-type tables rule the roost. They certainly get the play with the public. All types are American, with Bally Bumper and Stoner Ricochet hitting the high spot for sales. Major Automatics, of London, that produced non-battery Scram, acknowledged to be one of best British tables ever, has new game in preparation.

William Rabkin, who made many friends at the exposition, has left London for a few days on visit to Belgium. Bill, as everyone here knows him, has joined the British Automatic Machine Operators' Society and participates in Slot Club functions. This all-for-fun coin machine organization is still going strong with its monthly supper and entertainment nights. A special night was

held at the exposition, with Frank Mellor, editor of *World's Fair*, in chair. Last month John Holloway, of Samson Novelty, presided, and chairman on April 14 was Edward Graves. Photographs of all chairmen are to be hung in club's meeting place.

Excellent business continues to be done by British firms in French market. A large contingent came over from France to exposition, and for third time British Automatic Machine Operators' Society will send delegation to French show in Paris, May 27, 28 and 29.

New chairman of British Automatic Machine Operators' Society is Phil Sherris, youngest holder yet of this office. William Green, of British-American Novelty Company, is his deputy. Tish Willmott is again president.

William Green is new chairman of Manufacturers and Distributors' Section of BAMOS, the body responsible for organization of the London coin machine exposition. His deputy is B. W. Brenner, combining office of treasurer.

Buckley's L. V. Hodgson has just paid visit to Paris in company of Percy Goddard, of Goddard Novelty Company, Ltd. This is Hodge's second trip to the gay city, previous occasion being with 1936 BAMOS exposition delegation.

BAMOS Manufacturers and Distributors' Section plans to extend 1938 exposition in London to five days instead of four. Date will be end of February. BAMOS Ladies' Festival will be held on last night.

British Automatic Company, Ltd., largest general operating concern in Britain, celebrates its jubilee this year. Company has upwards of 50,000 machines of all kinds in operation.

A tour round London gives one impression that it has more sportlands than ever before. Opening of so many new places is no doubt brought about by hopes of big business from Coronation crowds.

Coronation will see introduction of new 12-sided nickel coin, value three-pence. This is favored by manufacturers of machines here.

Coin Operated Machine Supply, British representative for Daval and Groetchen, has opened new premises near to old headquarters, which it still retains.

Traffic Manager Gets Entangled

CHICAGO, April 24.—Bill Davis, débonair representative of National Carloading Company and who is well known to Chicago coinmen for his ability to untangle traffic snarls, recently announced his engagement to Sylvia Greenberg. By so doing he has broken the tradition of the exclusive "Club 701" and has cut himself off from further participation in the club's inner shrine, which is open only to avowed bachelors. Marriage is set for June 8. Davis' many friends in the coin-machine industry extend their congratulations and best wishes to the happy pair.



BUT WHEN A DISTRIBUTOR SNAPS a manufacturer playing his own game, that's news. William Blatt (left) gets a candid view of Jack Keeney playing the Keeney Fire Ball game.

Eddie Ross Is Still Optimist

CHICAGO, April 24.—Eddie Ross, the singing Orleto from Baltimore, came to Chicago last week to place orders for many types of machines. He had taken a new lease on life for two years, he said. His optimism was in part due to the passage by the Maryland Assembly of a tax bill which included the licensing of pinball and digger machines at \$25 per year.

But while here Ross received word from Baltimore that the bill would probably fall because of a pocket veto by the governor. Newspaper reports have since confirmed the fact of a definite veto. A special session of the Assembly will probably convene during the week of April 26 to pass another revenue bill to provide for social security and relief funds. Opposition to the bill recently passed centered chiefly about the provision to license bookie establishments at \$5,000 per year. Maryland permits racing and is said to receive about \$1,000,000 per year in revenue from the pari-mutuel tax. Prominent newspapers which opposed the bookie and coin-machine license provisions profit noticeably from the sports pages and news of racing bets. Washington newspapers about two years ago called attention to the inconsistency of newspapers featuring racing news and bets paid, while opposing other forms of gambling.

Ross stated while in Chicago that if the present bill failed there was no hope of a license bill during a special session. A license bill on coin machines passed both houses of the Assembly two years ago and failed at that time for lack of the governor's approval.

Ross was accompanied on his visit to Chicago by Morris Chernock, another Baltimore coinman. Ross stated that table games would continue to be profitable in spite of some rumors that they might gradually disappear. The fact that manufacturers are limiting the volume of their output, he said, is a great help to the operating field in preventing overcrowding. The phonograph business has two good years ahead yet, he predicted. In fact, he said, business is good and Orleto Coin Machine Corporation expects continued improvement. "Even the used-machine problem is not as serious as it may sound," he added.

Hotel Locations Like Slug Device

CHICAGO, April 24.—A. Dalkin, president of A. Dalkin Company, reports that the success of the Vanak slug detector has greatly assisted operators in placing machines in many of the Minnesota hotels.

"Many hotel men have not accepted machines on location because they dislike the grief of plugged-up machines and the appearance of slugs in the coin box, Dalkin said. "It is our opinion that many of these people resent slugs as much as a bad check. Operators in the Northwest territory have opened up many locations because the Vanak slug detector has eliminated the calling of a service man or placing the 'out of order' sign on games. Instead they are dividing the profits of good nickels in place of foreign slugs."

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 Cold Award.

Built for 1c-5c-10c-25c Play

Made Only by

WATLING MFG. CO.

4640-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770. Cable address "WATLINGITE," Chicago.

PEANUT or BALL GUM VENDORS

At Attractive Prices
MADE IN 5 SIZES

1 1/2	POUND CAPACITY
3	" "
4 1/2	" "
6	" "
8	" "

PRICED AT \$2.40 UP
OVER 60,000 SOLD IN
the last five years.

Write Today
for
Details and Prices

ROY TORR 2047-A So. 68th St.
Philadelphia, Pa.

RECONDITIONED MACHINES

With the following guarantees: All Games have been overhauled from top to bottom. The Cabinets are washed and polished. All batteries are tested for voltage. Playing fields are trim and clean. No dirt rings around runways. No bent pins. Legs are strong and firm. Coin Chutes smooth.

3 for \$8.00

Any Three of the following machines for \$8.00. We reserve the right to substitute in the event we are out of any numbers when orders are received.

Ball Fan	Hop Scotch	Lucky Stars
High-Low	Neotact	Rotafon
Line-O	Par Golf	System
Poly Poly	Scram	Schmange
Spifire	Wm. Toll	Zenith
Twister	Flying Colors,	Zoom
Balance	Sr.	

3 for \$16.00

Any Three of the following for \$16.00
TORPEDO (GROSS), BIG SHOT, CHAMPS, EXCEL, SCOTTY

Daval Races \$4.00. Penny Pack (Reg.) \$7.50
Large "GLOBE OF THE WORLD" Cloche Attached. Excellent Salesboard Item. \$2.00
Each.

Terms: All orders under \$10.00 full cash, others 1/3 Deposit, Balance C. O. D.

MILLER SALES CO.
4404 Manchester Ave., St. Louis, Mo.

1934 MUTOSCOPE CRANES

Treasure Islands, Deluxe Buckley, Slots, Pin Tables, Gonzo Bank, Rolls, Balls, Skee Balls; also two Frozen Custards, York Easy Freeze at \$250 each.

DOC FORREST DISTRIBUTING CO.,
1679 Main St., Buffalo, N. Y.

ATLAS GAMES MUST BE OK OR YOUR MONEY REFUNDED

BRAND NEW

FACTORY CLOSE-OUTS — IN ORIGINAL CARTONS

- FIRE CRACKER\$39.50
- ROLL OVER\$35.00
- RACK 'EM UP\$29.50

Write for Special Price Bulletin Just Released

ATLAS NOVELTY CORPORATION

2200 N. WESTERN AVE., CHICAGO, ILL.

1967 FIFTH AVE. PITTSBURGH, PA.

Personal Services

WORLD FAMOUS FOR THE BEST USED BARGAINS! WE ONLY ADVERTISE MACHINES WE HAVE IN STOCK!

JOIN OUR PROFIT SHARING PLAN!! WRITE FOR DETAILS

● 5-BALL AUTOMATICS ●		LIGHT-UP PIN GAMES	
Jumbo (Cash) - \$14.00	Belmont (Cash), floor sample - \$90.00	Neck 'n' Neck - 8.50	Bolo - 7.50
Jumbo (Ticket) - 16.50	Passless (Cash) - 22.50	Mad Cap - 6.50	Excel - 6.50
Mileah (Cash) - 40.00	Round Up (Ticket) - 35.00	Rugby - 10.50	Broadway - 6.50
Mileah (Cash) - 37.50	All Stars (Ticket) - 35.00		
Challenger (Cash) - 40.00	Bally Bonus (Ticket) - 27.50		
Paul-Wuritz (Cash) - 40.00	Bally Natural (Cash) - 40.00		

TERMS Full cash with all orders for \$10.00. Over, 1/3 Cash Deposit, Wo Ship, Balance C. O. D., F. O. E. New York.

FITZGIBBONS DISTRIBUTORS, INC.

453 WEST 47th STREET, NEW YORK, N. Y.
362 MULBERRY STREET, NEWARK, N. J.

EASTERN FACTORY REPRESENTATIVE FOR BALLY MFG. CO.



Over 100 JUNGLE DODGERS

On Location! AND STILL GOING STRONG!

WESTERN MUSIC CO.
579 Milwaukee, Denver, Colo.

TRADE US YOUR SLOTS

- 1 Mills 25c DICE, Like New.....\$10.00
- 2 Mills 25c BLUE FRONT MYSTERY 52.50
- 2 HI-DE-HOS, C. P. Like New..... 45.00
- 2 Bally BLUE BIRDS, C. P. 20.00

1/3 Cash, Balance C. O. D.
M. A. AMUSEMENT CO.
Jackson, Tenn.

Favors Bringing Up Former Bill

BALTIMORE, April 24.—While awaiting the convening of the special session of the Maryland Assembly, called to raise funds for security and relief, Senator J. Allan Coad expressed his view that the former relief bill should be passed again at the special session and sent back to the governor. The bill to which he referred was passed during the closing days of the regular session and contained provisions for licensing diggers and amusement games at \$25 per year. Opposition to the bookie license feature as well as that of coin machines led to a veto by the governor.

Said Senator Coad: "I am against a real estate tax increase, I am against a sales tax and I am against a gross receipts tax. It goes without saying I am against a cigaret tax. I recall that the Legislature submitted to Governor Nice a tax bill which he vetoed without even so much as giving it a trial.

"In my opinion he should be given that bill back again, take it or leave it." Thus was reiterated the Senator's demand for a trial of the measure passed at the regular session of the General Assembly and thus went out the rallying call to county legislators against all the

tax program so far announced, according to *The Baltimore Sun*.

Grading Plan On Used Games

NEW YORK, April 24.—Joe Fishman and Al Schlesinger, of the Fishman-Schlesinger Distributing Company, formulated a plan this week for the grading of used games which is based on suggestions from various operators throughout the country, they stated.

Schlesinger explained the idea by saying: "Inquires from many operators reveal that some men prefer one type of used machine, while others prefer another. For example, there are operators who want only the latest used games and some who don't want a game until it has been greatly reduced in price.

"To meet the demands of these operators we have decided to grade our games. By that we mean that we will classify all our games into three groups. Naturally, the No. 1 grade will consist of only the latest used machines.

"Regardless of the price of the machine, the grade will be given first consideration. This will not necessarily mean that one grade will be much higher priced than the others. It will mean, however, that operators interested in the newer used machines will be able to refer to those games instantly without having to read a complete list of games to find them."

Reports Gains In Foreign Biz

BROOKLYN, April 24.—Supreme Vending Company, Inc., reports that there has been a definite increase of foreign business during the past three months. William Blatt, president of the firm, attributes the increase to the demand which European and Asiatic markets are making for used machines. The average duty of 25 per cent boosts the price of new machines so high, he maintains, that foreign markets are turning more and more to used machines.

Blatt claims that his firm is one of the largest export houses in the industry. A complete section of his offices is devoted strictly to foreign business. "In the past week alone," he stated, "we received orders from Belgium, Portugal, New Zealand, Australia, China, the Straits Settlements, France and England. Of course, the exposition to be held in Paris this summer has added greatly to our French business. The machines that will be scattered about the grounds at this exposition should greatly increase foreign interest in games of all types.

"I have made a detailed study of the ups and downs of the foreign markets and how they affect our business. As we ship games abroad practically every day, our firm acts as a pretty good barometer of fluctuations in the foreign coin-machine industry."

Blatt believes that conditions have brightened themselves in most of the countries and that greater foreign sales will be enjoyed this year than for many years past.

Douglass Leaves Miami for Home

MIAMI, April 24.—Al S. Douglass, president of Daval Manufacturing Company, left here this week to drive back to Chicago. He told his many friends here that he wants to be back at the factory when the firm's new games come out of the experimental department. Douglass states that the firm intends to present several new games during the coming season which are sure to make a hit with the industry.

"There is no doubt," he said, "that many of the operators will be looking forward to the debut of these machines so as to get off to a running start in the big outdoor season. Therefore we are planning many surprises. We feel certain that business will be better this summer than it has been the past few seasons."

Operators Buy Baseball Games

CLEVELAND, April 24.—"In the past I have seen excitement on the part of operators when some new game came out, but I have seen nothing to compare to that on the bumper type of novelty baseball games," said M. M. Marcus, prominent Ohio distributor.

"With baseball on everyone's tongue, these games are certainly timely. Operators tell me that players just flock around them and that there is just as much interest as in a real game."

One Ohio operator commented to Marcus: "All I need to hear is the cracking of peanuts and the cry of ice-cold pop to make me think that I'm really at a ball game." Marcus attributes much of the revived interest in novelty games to those of the baseball type.



BOB NORMAN, who directs the advertising and publicity program of the Rudolph Wurlitzer Company. Wurlitzer has initiated a vast publicity program to create good will among locations for music operators.

Pamco's Skooky Ready for Trade

CHICAGO, April 24.—Pacific's new five-ball novelty game Skooky has just been announced to the operator trade. Early samples appearing on distributors' display room floors are reported to have met with splendid reactions, on advices received by Paul Bennett, general sales manager at Pacific.

"Third dimensional lighting effects, something new and different in games, is a patented invention exclusively Pacific," Bennett said. "They lend an awe-inspiring aspect of magic to Skooky. It is doubtful indeed that any other light-up system has ever aroused player curiosity as much as the colorful third-dimensional numbers and designs which appear on Skooky's backboard. Operators and distributors have proclaimed the new lighting effects as being the most sensational improvements in light animation since electricity was first introduced in games.

"The player's score is immediately established after a run of light animation up and down thru a series of numbers on the left-hand side of the backboard. At the same time a set of odds varying in values from 2 to 40 flicker up and down on the right-hand side to establish the award to be allowed should the player equal or surpass his established score which shows on the opposite side.

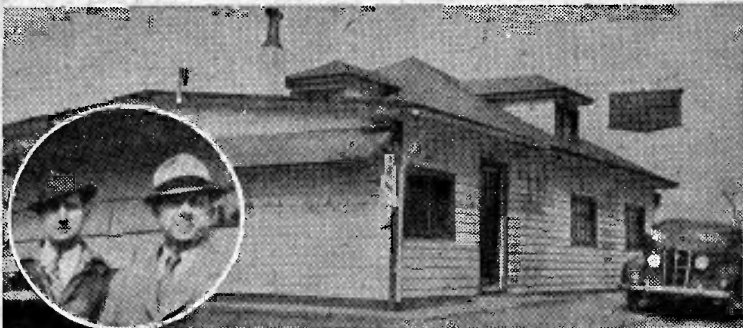
"Not until the last ball reaches the very bottom can you say that the Skooky player's score is out of reach, for the game has been carefully planned and engineered to insure a close call every time. Awards, too, are properly determined so that a proper balance is established in favor of the operator. The game is also most modern in appearance. Unique color designs are described as gracing Skooky's streamlined cabinet. Wherever color is needed there you find it in Skooky and in the proper combination. The only clash in Skooky's entire repertoire comes when those lively balls pummel away at the quick-acting bumper springs or when two distributors in the same city meet the Skooky Special that's bringing them into town."

Texas Meeting Set for May 16

DALLAS, April 24.—It looks like the members of the Texas Coin-Operated Vending Machine Association will have quite a time at their annual meeting this year, which will be held at the Rice Hotel, Houston, May 16.

Not only will the business meeting be of value to the members, but quite an entertainment program has been arranged as well. The business meeting will convene at 2:30 p.m. and will be followed by a banquet at which a top-notch band and several high-class entertainers will appear.

In addition, several of the leading manufacturers have consented to donate machines which will be awarded to those lucky members who hold the winning numbers. A large number of association members are expected to attend the affair.



CLAWSON'S BARBEQUE, New Kensington, Pa., is proving a profitable location for a Wurlitzer phonograph. Inset: Bill Clawsen (left) owner, with Louie Adams, of Adams Brothers, New Kensington operators.

Genco Moves To Boost Turnout

CHICAGO, April 24.—Altho the Genco plant in Chicago has been working 24 hours a day since the release of its "100 per cent coverage" games, Batter Up and Running Wild, Genco officials report that the demand for the games has been so large that deliveries have fallen a bit behind schedule.

Meyer Gensberg reports that the frantic calls from distributors and jobbers for more of these games indicate that they will be in production for an indefinite length of time. In preparation for the long run a readjustment of the entire production line and schedule has been made. This adjustment has already proved its effectiveness and in a short time all back orders will be filled.

"Our apologies are tendered to the many coin-machine men who have waited for Batter Up and Running Wild," states Gensberg. "We could have made immediate delivery at all times on both games by rushing production, but that would have meant a sacrifice of quality and of a reputation for perfection which we zealously guard. Under the new production arrangements, altho games are produced more rapidly, each of them maintains the custom-built standards which have characterized Genco games and have made them one of the most consistently profitable lines of machines in the industry."

Announce New D. C. Inverter

NEW YORK, April 24.—Charley Lichtman, of Midtown New York Distributing Company, presented a new D. C. inverter to the trade during the past week. Lichtman reports that it is especially built for the operator to use on any type of D. C. location.

Lichtman claims that the new unit is the simplest that has ever been developed. All that is necessary is for the operator to plug it in and the change is accomplished.

"The inverter can be used," he states, "on all the popular games now on the market. A special model has also been prepared to take care of the larger current requirements of some games. This latter model is being shown at the firm's offices and has attracted much attention."

Lichtman reports that the firm building the unit has been manufacturing electrical specialties for the trade for many years and has a fine reputation for skilled craftsmanship.

Baseball Board Appeals to Ops

CHICAGO, April 24.—According to Sam Worth, of the Worthmore Sales Promotion Service Company, Inc., an aggressive salesman can begin with a few

locations and build up a business that will yield him close to \$5,000 a year profit with the proposition his firm has on the market.

"The new business booster," states Worth, "is known as Play Baseball, and it incorporates tremendous appeal, together with the added seasonal popularity of America's national sport. Customers operating this deal can make scores in much the same way as in playing actual baseball, and various scores result in awards to the customers.

"Dealers like the deal because it involves no extra work for them, and it takes no time or trouble for them to explain the deal. It is not a salesboard or a trade card, but is worked by sealed fool-proof coupons. The operator gives a coupon to the customer with every sale. The deal practically operates itself."

Worth maintains that the new deal is going over big with all operators and that Play Ball is a real trade booster and money maker.

Third Week on Target Drive

CHICAGO, April 24.—Entering the third week of its seven-day free trial offer on the Jungle Dodge rifle range, Gerber & Glass announce that the demand continues to grow greater day by day. According to Paul Gerber, the great response from colmen thruout the nation, as well as from the distributors in foreign countries, has kept the Universal Manufacturing Company plant at South Bend, Ind., in high-speed production since the first announcement of the offer.

"Reorders are coming in at a highly satisfactory rate," he said, "and reports of the earnings of the machine are astonishing even to us. When you figure these earnings in ratio to the low cost of the game it is easy to understand why so many operators have taken advantage of the seven-day free trial offer and why so many of them are now operating routes of Jungle Dodgers. According to the report of one distributor, an operator purchased six machines within the last two weeks as a direct result of a seven-day trial on one machine."

Gerber believes that in spite of the hundreds of Jungle Dodgers now on location and the many more out on the seven-day test, only the surface of a huge market for this machine has been touched. As he puts it: "Every machine that goes out on trial usually is accepted before the seven-day period has elapsed. With the hundreds of games to be shipped in the near future, the game will eventually become an important part of every operator's equipment."

Johnson Enjoys Texas Response

CHICAGO, April 24.—Catching a few minutes' respite from the day's activities, Jimmy Johnson found time to long-distance a batch of orders from Dallas to his Western Equipment and Supply offices in Chicago.

According to Hugh Burras, sales manager for the organization, Johnson is being received with open arms by Texas distributors. His popularity has been greatly increased by the fact that he brought to Texas news of the Winner and Fast Track, his latest games, together with a promise of immediate delivery on them.

Johnson reports: "Conditions are very good and promise to be even better as the season progresses. Texas operators have accepted Western games with a great deal of enthusiasm and are clamoring for more and more of them." He also stated that he has been conducting location tests along with distributors and operators and that the earning power of the games has been most surprising.

Johnson states that after leaving Dallas he will continue his tour of the State and contact distributors in all of the major cities.

Summer Trade Speeds Rock-Ola

CHICAGO, April 24.—Summer resorts bid fair to become one of the most fertile fields for coin-machine operators this season, judging by the numerous inquiries being received by manufacturers and distributors.

This was forcefully brought to the attention of a Billboard representative

EMBASSY
SMALLEST PORTABLE RADIO

AC. DC. • LESS THAN 5 LBS.

5 WAHL EVERSHARP PENCILS • 2 RADIOS

The grid contains names of salesboard operators such as Edna, Nina, Clara, Ruth, Len, Irene, Lucia, Rena, Betty, Alice, Mary, Laura, Naomi, Sadie, Fern, Vera, Frances, Martha, and others, each with a 'PUSH' button.

SALESBOARD OPERATORS

DO BUSINESS THE ADVANCE WAY
You'll Get **FAST ACTION!**
BIG PROFITS!

Ask Any "ADVANCE" Operator
RADIO DEAL || **SILEX DEAL**

This deal is a hit—a spontaneous knockout. You can't afford to overlook it. Uses a PORTABLE RADIO which for FLASH and PERFORMANCE is the Finest Type on the market. CHOICE OF COLORS—Red, Brown, Blue and White. It has ALL LICENSED TUBES and sold with a ONE-YEAR GUARANTEE for Satisfaction. A.C.-D.C. just plug it in. Awards include 2 RADIOS and 5 WAHL EVERSHARP PENCILS. Tested and Proven a highly successful FAST MONEY MAKER.

Works on a smaller card and is VERY FAST. Awards include 2 SILEX COFFEE MAKERS, 8 Cup size, complete with STOVE, CORD, and HOT PLATE and 2 WAHL EVERSHARP PENCILS.

TIME IS MONEY!
ACT TODAY!

Be the First in Your Territory to Work These deals. Gain Exclusive Distribution for Your Vicinity.

SEND FOR FREE SAMPLE SALECARD AND FULL PARTICULARS TODAY
ADVANCE DISTRIBUTORS, Inc. 395 Broadway, New York, N. Y.

on his visit to the big Rock-Ola plant a few days ago. The immense office was a beehive of activity, and when Tom Hanlon, advertising manager, was asked the reason he replied: "It's the summertime influence. While summer is still a couple of months away, operators who follow the trend of the times are convinced that 1937 will see the biggest summer-resort business in years and they are placing large orders with the distributors for early summer delivery."

"Resort business last year was better than it had been in many years, and this year it bids fair to top even the big seasons of the middle '20s. Coin machines have become popular and well established in numerous summer-resort spots. Operators have found these spots excellent profit makers and this season they are putting in many new machines."

All of the Rock-Ola machines, Hanlon says, fit into the resort picture. Radio rifles, World Series baseball game, Rock-o-Ball senior and junior and phonographs all have a strong appeal to resort patrons. Operators have become aware of this and are preparing to put in many new machines.

State Bill To Set Local Fee

MADISON, Wis., April 24.—Bill No. 863-A has been introduced in the State Assembly by the committee on insurance and banking, providing for an annual \$300 license fee for operators of amusement devices.

Operators of the devices would be required to register them with the city or town where the games are located at a fee to be fixed by the local governing body, but not to exceed \$10. Registered machines would be supplied with a tag bearing the operator's license number as well as his name and address, and the name of the city issuing the same.

Machines would not be permitted to be operated within 300 feet of any school building, nor would persons under 18 be permitted to play them. Operators would be required to be residents of the State for three years before being permitted a license.

This is the third measure for the regulation of amusement machines and coin devices to be introduced in the

AVON SAVES YOU Many Dollars!

Bargains
IN PAYOUT TABLES AT PRICES SO LOW WE CANNOT QUOTE THEM IN PRINT!

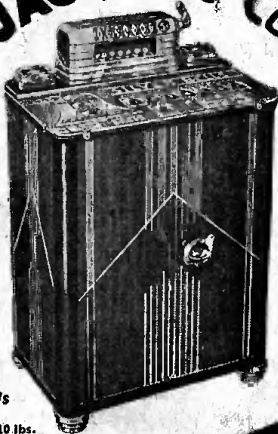
WRITE FOR PRICE AND PARTICULARS TODAY!
SAVE MORE - PROFIT MORE with AVON!
"SERVICE THAT MERITS SALES"
AVON NOVELTY SALES CO.
5907 EUCLID AVE. CLEVELAND, O.

State Legislature in the last several weeks. The Ingram Bill (272-B) has been referred to the committee on State and local government, while the Thelsen Bill (836-A) has been referred to the committee on commerce and manufactures. The former is a Senate and the latter an Assembly measure.



ROY BAZELON, Monarch Coin Machine Company, Chicago, does some serious shooting on Carom, one-shot payout game made by Bally Manufacturing Company.

SEVEN JACK POT COMBINATIONS



Both Models
36" x 36" x 19"
Shipping Weight 210 lbs.

EXHIBIT'S RACES
The World's Finest Race Machine.

SILVER BELLS
The World's Greatest Jack Pot Bell Machine

Positively....
the world's finest coin machines. Nothing can equal the money getting power of these great machines. 3 spinning reels—7 separate jack pot combinations—7 coins per game means 7 times the profit. For mechanical perfection—for money making ability—for genuine quality—we guarantee you'll agree that Silver Bells and Exhibit Races are positively the World's greatest and finest coin machines. Silver Bells has Bell machine fruit symbols on its 3 spinning reels—Exhibit Races has race track symbols and pays on Win, Place, Show, and Purse. Demand these greatest of all Profit Producers from your jobber or write today for complete details.

NOTE: For special territory we can furnish with Ticket Payout.



SEVEN JACK POT COMBINATIONS

SEVEN COINS PER GAME

SEVEN TIMES FASTER PLAY

SEVEN TIMES the PROFIT

EXHIBIT SUPPLY COMPANY 4222 WEST LAKE STREET CHICAGO

Promises Big Machine Show

Silent Sales will entertain Northwest coinmen for two days

MINNEAPOLIS, April 24.—Golden invitations were in the mail this week, going to manufacturers, jobbers and every operator-customer of the Silent Sales Company, inviting them to attend the "House of Winners spring show," to be held at the firm's office April 30 and May 1. William (The Sphinx) Cohen promises a show of shows. "Never in the history of the industry have so many new machines been shown under the roof of a single distributor," he claims.

Cohen states that the first showing in the Northwest of the following late machines will be made by his firm on the above dates: Club Bell and Bonus, by Mills Novelty Company; Console model and 1937 Paces Races; Keenette, Magic Lamp, Fire Ball and Santa Anita, by Keeney & Company; Columbia Bell, Ginger and Dixie Dominos, by Groetchen Tool Company; Simplex phonograph and

Skee Ball, by Wurlitzer; Winner, Roll 'Em, Fast Track, Moviegraph and two dice games, by Western Equipment & Supply Company; Ball Fan, by Stoher Corporation; New Deal, Deauville and Pop 'Em, by Elliott Products Company; Novelty Candy Vendor, Races and Silver Bell, by Exhibit Supply Company; Paddle Wheel, Runnin' Wild and Batter Up, by Genco, Inc.

Marshall Reports Business Booming

CHICAGO, April 24.—Ben J. Marshall, president of the B. J. Marshall Company, Inc., distributing agent, Detroit, recently paid a hurried visit to Chicago and placed several large orders.

Marshall reports conditions in Detroit as particularly advantageous; in fact, to such an extent that he made the statement that business in the coin operating field is better than at any time in the many years he has been identified as one of the leading distributors of Detroit.

While at the Rock-Ola plant here Marshall placed an order for 50 of the Rock-Ola 1937 World Series baseball games, 75 Rhythm Master phonographs and 16 pay-out tables, together with a selection of a number of pin games. Marshall predicts the biggest summer season operators have ever known.

New Policy for Avon Novelty Co.

CLEVELAND, April 24.—Art Nagel, head of the Avon Novelty Sales Company, announces the inauguration of a new low-price policy to augment its service to operators in the Cleveland territory.

"Altho this is the first public announcement of our new price setup, our many customers who were informed of the new price policy have responded in a very gratifying manner," reports Nagel. "Our service trucks are busy day and night transporting games to near-by cities in response to the many orders that are continuously pouring in, and we are looking forward to greatly increased business in the near future."

To take care of expected orders Nagel has stocked up on both new and reconditioned games. He announces that his organization is ready to take care of all orders with the Avon "service that merits sales." Nagel states that in order to keep Avon service up to par he has added to his staff of mechanics, and due to steadily increasing business he has appointed Harold Schulof as his assistant.

At the present time Schulhof is contacting Avon customers in Ohio and adjacent territory, where he is well known and liked by coinmen. Schulhof has spent many years in the industry and is thoroughly acquainted with the operating requirements of various localities.

on the sales staff of the Jennings firm for many years and the promotion comes as a deserving award to this aggressive young man. With the appointment also came the news of an aggressive sales program on some of the latest Jennings products.

One of the new machines is to be called Dixie Bell, with the attraction of three jackpots. It has been tried out over a period of many months by Henry Fox, veteran slot operator of the South. Fox gives the machine his hearty approval.

Asked about the beginning of the sales drive, Perkins said: "What the heck, this going to begin. We've begun already."



HARRY F. MOSELY, of Richmond, Va.

Perkins Promoted To Sales Head

CHICAGO, April 24.—Announcement was made this week of the appointment of B. F. Perkins as sales manager of the coin-machine division of O. D. Jennings & Company. Perkins has been

GET OUR PRICES ON NEW MACHINES		HUBER COIN MACHINE SALES CO.,	
JOE'S WEEKLY SPECIALS			
Rotary Merchandiser, Used 1 Week	\$ 89.50	Rookola Credit (Like New)	\$27.50
Ray's Track (Check or Cash)	225.00	Bally's Sky High (New Floor Sample)	47.50
Western's Grand Prize (Like New)	55.00	Rock-Ola's Alarm (Brand New)	55.00
Keeney's Stop and Go, Used 2 Weeks	7.50	One Better (Brand New)	55.00
Bally Belmonts, Used 1 Week	50.00	Jennings Chief Bells, 50, 100, 250 Size (Like New)	60.00
A.B.T. Grub Stakes, Like New	35.00	Mills Wolf Head Bells, 50, 100, 250 Size	32.50
Western's Policy (New) Floor Sample	42.50	Mills Escalator Vendors, 50	37.50
600-610 W. Van Buren St., Chicago, Ill.			

Genuine ELECTROPAKS

COST NO MORE THAN THE CHEAPEST IMITATIONS!

So be sure to Buy or Specify . . .
GENUINE ELECTROPAKS!
 USED BY 98% of the Manufacturers
ELECTRICAL PRODUCTS CO.
 6535 RUSSELL AVE. • DETROIT, MICH.
 NEW YORK OFFICE: CHICAGO OFFICE
 8 WEST 29th ST. 616 WEST JACKSON

Girl Cracks Front Page

Coin machine girl makes big human-interest story in Chicago Tribune

CHICAGO, April 24.—Amber Wilson, pretty bookkeeper for the Huber Coin Machine Sales Company, cracked the front page of *The Chicago Tribune* this week as the heroine of a human-interest story that may bring her a thousand proposals from coin machine men. Here it is:

"KALAMAZOO, Mich. — Miss Amber Wilson, of Cedar street, boarded a Chicago-bound Michigan Central train here this afternoon. Her two sisters saw her off, telling her not to worry and to have a good time. Then as the train pulled out the sisters went to a movie. Train rides sometimes are boring, and frequently the traveler's only entertainment is worrying whether everything was left just so. Thirty miles out of Kalamazoo Miss Wilson began worrying about her home. Forty miles out she began worrying particularly over a curling iron she had used just before leaving.

She's Certain

Forty-five miles out Miss Wilson had worried enough to feel certain that she had left the iron attached to the electric socket, and that this might start a fire. Miss Wilson decided upon heroic action.

She hurriedly scribbled a note, asking the finder to please notify the Kalamazoo fire department to hasten to her home and put out a fire.

Then as the train roared thru Niles, 50 miles from Kalamazoo, she tossed out the note.

The Niles station agent plucked up the note. He read it. He muttered "Gosh!" and then dashed for the telegraph office. "Curling iron; fire in Cedar street, Kalamazoo," he wired the Kalamazoo agent, giving the address.

Firemen in Action

Assistant Fire Chief L. J. Curry sent a fire company to the Wilson home. It is a large dwelling in a thickly populated district.

They broke into the house. They found the curling iron, red hot, and they also found a fire. It wasn't much of a fire, mostly smoke, and the firemen didn't have much to do but to disconnect the iron.

"But it could have been a bad one if it had gotten a start," said Chief Curry. Miss Wilson is being hailed tonight as the first person ever to put out a fire 50 miles away.

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1c Skill Game DUCK SOUP

It's Legal!

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Earn \$2.00 to \$10.00 Daily.

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"Watch the DUCK Div!"

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 1/4 dep. with order, bal. C.O.D.

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and all kinds Coupons for Operators. Daily and Weekly Series. Names and Numbers in Nat. and Amer. League, with either Amer. Ass'n., Pacific Coast, International, Western, N. Y. P., Southern or Texas Leagues. 2, 3 or 4-way Baseball Series and Pull Tickets. 2 Aces, 3 Aces, Square Deal, Raffle Cards, Seven Lucky Numbers, Economy Play, Newspaper-Headlines, Daily Doubles, Tips, Games, Special Tickets to order, etc., galore. Get new copyrighted confidential course of instructions, just out—"HOW TO START IN THE BASEBALL TICKET BUSINESS." Price, \$50.00. Full particulars FREE. Make \$300.00 weekly; send \$2.00 NOW for \$5.00 worth Assorted Samples, Catalog, Rules and Particulars. Refund first order. (Est. 1919, Ref. Dun & Bradstreet.) Season is here. Rush! Wire or write.

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 322 N. Senate Avenue, Indianapolis, Ind.

10c 5 NUMBERS ON EACH TICKET

LUCKY CIRCLES

15 NUMBERS ON A TICKET
 600 HOLES THICK BOARD
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TAKES IN \$50.00
 PAYS OUT 36.50
 \$5.00 AND \$10.00 PRIZES PROTECTED.

PRICE \$1.28
 Plus 10% Tax.

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15 NUMBERS ON A TICKET
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TAKES IN \$50.00
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 \$5.00 AND \$10.00 PRIZES PROTECTED.

PRICE \$1.28
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5c 5c

OPERATORS

PHOTO KNIFE BOARDS GOING STRONGER THAN EVER!

This 1500-Hole Board comes complete with ten Photo Knives and one large Hunting Knife in sheath. The Photo Knives are under celluloid and winner of each knife also receives coupon ranging in value from 50c to \$5.00.

Deal takes in \$75.00 and pays out \$34.20. Sample price, \$5.00, Lots of 10 or more, \$4.50.

H. G. PAYNE COMPANY
 312-314 Broadway, Nashville, Tenn.

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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.

Deal takes in \$75.00 and pays out \$34.20. Sample price, \$5.00, Lots of 10 or more, \$4.50.

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 312-314 Broadway, Nashville, Tenn.

LOOK

75 A. B. T.'S 1c PISTOL TARGETS

Equipped With Meters, Used Less Than 30 Days

Single Machine, \$27.50
 Lots of 10, \$25.00 Each
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ALL MACHINES LISTED BELOW HAVE BEEN REPAINTED and Overhauled Mechanically, Guaranteed Perfect Condition.

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1 PACES RACES, 30 to 1, Cash Payout, Used 10 Days, Black Cabinet, 4268	275.00
3 PACES RACES, 30 to 1, Check Separator, 4171-3359-3358-4189-4163-4242-4201-4183	220.00
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7 TURF CHAMPS, SERIALS 9800, USED 10 DAYS, GUARANTEED LIKE NEW MACHINES. JUST UNPACKED.

Each \$60.00

1 POST TIME, F. S.	\$115.00
6 RACK'EM-UP, Brand New	32.50
1 GALLOPING PLUG	22.50
1 BELMONT, Perfect	32.00
1 GOTTLIEB STARTER, F. S.	20.00
2 TOM MIX	150.00
1 EAGLE EYE	150.00
5 BOLD NOVELTY, Like New	10.00
9 HI DE HO, Cash and Ticket, Used 2 Weeks	75.00
2 ACE MACHINES	8.00

1 HURDLE HOP	20.00
1 BALLY DERRY, Perfect	30.00
1 WHEEL OF FORTUNE	20.00
1 TYCOON, Perfect	7.50
20 TURF CHAMPS, Clean, Like New	55.00
2 DAILY LINTS	10.00
1 KEENEY DE LUXE	7.50
1 DOUBLE HEADER	15.00
1 SKY HIGH, Perfect	12.50
1 BREAKNESS, Perfect	75.00
2 TOTALIZERS, F. S.	10.00
1 FIRE CRACKER, F. S.	98.00
3 GOLDEN HARVEST, Perfect	15.00
22 REEL 21, Like New	6.00
2 PENNY SMOKES	5.00
3 PENNY PACKS	2.50
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3 Races	6.00
1 PALOOKA, SR	30.00
2 CHUCKALETTE, S. U.	150.00

Write and ask us to put you on our mailing list. Get our prices on the latest creations on the pin game market before buying elsewhere, as we stock all those that are available for delivery from the respective manufacturers.

MOSELEY VENDING MACHINE EX. INC.,

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PUT and TAKE

5c 10c

300-FOW-NO. 1

Take-in . . . \$18.50
 Pay Out . . . \$10.00
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BOARD -- ONLY Plus 10% U.S. Tax

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OPERATORS Write For Details on Superior's Fund Raising Series. They'll Make You Financially Independent.

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Will be unable to pass by Grand Slam without feeling that "urge" plenty of play appeal for the general public, too, with a chance at \$25 and \$20.

48 WINNERS — DOUBLE JACKPOT.
 Board Takes In, 600 Holes @ 5c \$30.00
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ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

CAILLE SLOTS

1936
5c, 10c, 25c

\$59.00

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1415 Wash. Ave., S.,
MINNEAPOLIS, MINN.

TEN STRIKES

\$69.00

PALOOKA SR.
6 Slots
BALLY-MULTIPLE

\$29.00

SPECIAL FAVORS TO CLUB MEMBERS
WRITE FOR PARTICULARS

\$22.50

Your Choice
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DOMINOS
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Your Choice
Reliance Dice Game
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Gallop Plug
Blue Bird

\$37.50

HIALEAH
Like New

BALLY ROLL

Like New

\$59.00

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Any Game Listed Below With the Purchase
of a New Pin Game:

- Doluxe or Trojan \$9.00
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Ball, Jumbos, Big 5 Junior, Reel
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Gottlieb, High Cards, Derby
Day, Footballs with Clock,
Rover

\$79.00

- Ray's Track,
Like New \$229.00
- Caille 1936 Slot \$44.50
- Rol-A-Top, 10c \$49.50
- Belmont, New \$39.00
- Big Richard, Sunshine Derby,
Little Dukes, Rainbow, Bonus,
Peerless \$15.00

\$19.00 Pamco Parlay, Bally Derby, Tycoon, Harmony
Bells, Alamo, Credit, Leatherneck, Silver Cup,
Daily Races, Red Sails, All-Star **\$19.00**

Two New Bally Novelty Games

CHICAGO, April 24.—Pledging to speed deliveries by 24-hour production on the new Crossline and Equalite novelty games, Ray Moloney, president of Bally Manufacturing Company, revealed that orders already booked for the two new numbers forecast another record-breaking run equal to if not greater than the now popular Bumper boom.

"Operators," Ray stated, "have worked up such a terrific appetite for Bally novelty games that it has been necessary to serve up two games in one helping in order to satisfy the many operators who want variety but who have resolved to use only Bally games. You've probably noticed how whenever a couple of operators get together the conversation runs along these lines: 'Yes, Bumper is the greatest game ever built but what on earth will we replace it with when it becomes necessary to make a change?' That's the question bothering operators and Bally has the answer; in fact, two answers!

"Equalite has all the action and thrills of Bumper plus a new idea that speeds up the play and actually gives Equalite fully 50 per cent greater earning power than Bumper at its best. Player gets five balls for his nickel, but the average game requires only two or three balls, often only one. Thus altho Equalite is a five-ball game and therefore welcome in any novelty territory, its earning power is practically as great as a one-shot.

"Whereas Equalite carries on the popular coil-spring bumper, Crossline strikes out a new angle so revolutionary, so astounding that Crossline is destined to rank as one of the few games which have really made coin-machine history. This new idea is radio ray action, whereby the score advances when a ball rolls across a line painted on the playfield. Sounds uncanny and looks even more mystifying than it sounds. But it's based on a simple, scientific fact. A series of mirrors throw a ray of light along the path of the zig-zagging line and the totalizer is electrically energized whenever the ball rolls thru this ray.

Don't make the mistake, however, of thinking Crossline is merely a mystery machine. It's got plenty of action too, action due to our new balloon-tire bumpers which are almost as revolutionary as radio ray action itself. These new balloon-tire bumpers consist of pure gum rubber rings mounted on metal mushroom posts and they give the ball a peculiar, crazy 'english' with surprise twists and twirls that bring out the full effect of radio ray action. Crossline is a combination of ultra-modern science and amusing action that will positively sweep fun-loving, mystery-loving America off its feet."

THE GREATEST, NEW AUTOMATIC PAYOUT MACHINES IN THE BUSINESS



WESTERN EQUIPMENT & SUPPLY CO.

925 W. NORTH AVE. * CHICAGO, ILL.

REBUILT GUARANTEED PACES RACES
30 to 1 Odds
\$215.00

RAYS TRACK
\$200.00

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10 SEEBURG SELECTOPHONE PHONOGRAPHS LATE 1935 MODELS—LIKE NEW \$95.00 EACH

- PACES RACES (Late Serials) \$185.00
- RAYS TRACKS (Like New) 215.00
- ROVER (Used 2 Weeks) 79.00
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- GRAND PRIZE 69.00
- BONUS 22.50
- TRAPLITE 65.00
- GALLOPING PLUGS 27.50
- MULTIPLE 27.50
- GRAND SLAM 22.50
- DAILY RACE 27.50
- SUNSHINE DERBY 22.50
- REPEATER 18.50
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TERMS: 1/3 With Order, Balance C. O. D.
AUTOMATIC AMUSEMENT CO.
101-103 N. Fulton Ave., Evansville, Ind.

FOR IMMEDIATE SALE

50 A. B. T. Skill Target Machines,
\$25.00 EACH
Used only 30 Days.
Write or wire
EARL E. REYNOLDS
Suite 222, Jefferson Hotel,
Dallas, Tex.

WIN A TIE

NO BLANKS — EVERY PULL WINS

PAY 1c TO 48c

AS THE YOU CANT LOSE

STEWART MANUFACTURING CO.
BOX 66 • ADRIAN, MICH.

SALES BOARD OPERATORS!

Our latest and best. 48 fine neckties on handsome salesboard having 48 pulls from 1c to 48c. No blanks. Each pull wins a necktie. Legal everywhere. Takes in \$11.76 and sells out quick. Profits \$40 up per week. Big repeats. Write quickly for sample deal, \$7.22 prepaid. Quantity prices and full information on request. Good territories still open. Write for full information on our complete line of counter cards and novelties.

STEWART MFG. CO.
BOX 66 Adrian, Mich.

LADY LUCK

1200 Hole Form 4190
Takes In \$40.00
Pays Out 19.00
Price With Easel . . . 2.01
Plus 10% Federal Tax

Holiday Boards, Holiday Cards and Holiday Headings.

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

CHAS. A. BREWER & SONS
Largest Board & Card House in the World
6320-32 Harvard Ave., Chicago, U. S. A.

LADY LUCK

Make Big Money with Our
Sales Board Operator What's Your Bid?
The Fastest Selling Salesboard on the Market.

It's Simple Pays Big Cash Awards and Big Profits

BELIEVE IT OR NOT—This Board is always a complete sell out. As high as \$80.00 has been taken in on one board; the payout is \$24.00

50 of these Boards placed right will make you a handsome income. ONE SAMPLE BOARD WILL CONVINCe YOU IT'S A WINNER. SHIPPED ANYWHERE BY EXPRESS PREPAID.

\$3.95 C. O. D.
Order Yours Today

PEACHY NOVELTY CO., DEPT. B.
POPLAR BLUFF, MO.

ATTENTION OPERATORS!

Here They Are!

AMERICAN EAGLE JAR DEALS

Varied SIZES and "TAKES" to Choose From
Operators everywhere are cashing in on the big profits and quick "sell-outs" that only American Eagle Jar Deals make possible. There's an American Eagle Jar Deal to meet your particular needs. Investigate!

WRITE FOR LITERATURE AND PRICES TODAY!

H. & H. NOVELTY SALES CO. 645 HAMM BLDG., ST. PAUL, MINN.

Slug Visible Slotted Coin Counter

The Operator's Friend. Transparent, with slot gauge giving absolute accuracy in count, shows up slugs, easily emptied into roll tubes. The best hand counter doing work of mechanical counter. Try a sample, \$1.25 each, or \$2.50 a set consisting of penny and nickel counter. The penny counter can also be used for tubing dimes.

ACCURATE COIN COUNTER CO.,

50 PENNIES

THE ACCURATE COIN COUNTER COMPANY

Wrapper Tubes, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes.
Write for Big Lot Prices.
PATTON, PENNSYLVANIA

PROFESSIONAL SALE OF BOND DEPOSITS

THE FASTEST SELLING BOARD ON THE MARKET

CASHIER'S BOX
Do Not Use Less Than 20c

Queer Laws

Reprinted from *The Nutley Sun*, Nutley, N. J., July 17, 1936:
No matter how long we watch the operation of the law in relation to gambling, we'll never get accustomed to it. Think of laws which forbid bagatelle machines but ignore stock exchanges, horse tracks, dog tracks, sweepstakes, baseball pools—in fact, every sort of gambling on a far larger scale.

In a world where everybody gambles, even the men who make and enforce laws against gambling, it is at once hypocritical and silly to have such laws at all. Why do we insist on saying one thing and doing another? All the laws that ever have been passed or ever will be can't stop gambling. They can open it to blackmail and graft. They can encourage criminality in connection with it. And that they have done. Still there are the laws ready to be put to work on such a trifling diversion as snapping little balls around a board to win a small prize of money or merchandise.

WIRED OUTDOOR

(Continued from page 3)

up the duties left idle by the death of Clay M. Greene on the Goodman Wonder Show. Barkley will make this city his headquarters, as he has for the last several years.

GALLATIN, Tenn., April 24.—For the second time this week the L. J. Beth Shows were beset with a fire. Thursday morning the housecar belonging to Paul Reynolds was destroyed by flames. Due to quick work on the part of employees of the shows the rest of the property was made safe.

CHICAGO, April 24.—Action of the Cole Bros.-Clyde Beatty Circus to prevent several performers who had signed contracts with it from working for the Hagenbeck-Wallace Circus was amicably settled in court Friday. Under terms of the decision Jack Joyce, horse trainer, will work for Cole Bros., and Ira Millette and Ernie White, aerialists, and Harry M. Cress troupe of acrobats remain with Hagenbeck-Wallace.

Seils-Sterling Opens Well; Rain Mars Succeeding Dates

FULTON, Mo., April 24.—Clear sunny skies and satisfactory crowds greeted the Seils-Sterling Circus when it opened its season at Springfield, Mo., April 16. After the two-day Springfield showing the organization played Lebanon, Mo., April 19 to good business. The heavens fell at Eldon, Mo., however, and after canceling the engagement there the organization went into Jefferson City, where it found conditions worse. Show dried out here.

The Orton Leidtke Troupe joined at Lebanon. Grace Orton is doing a new aside for life this season. Springfield opening was marred by an accident which befell midget clown, Buddy Wedin. He sustained a broken leg and ankle when attempting to make a jump from the Zeppelin, in which he makes a round-the-world tour and which was moored at the top of the tent. He was sent to the Burge Hospital at Springfield, where he will be confined for some time.

The Cinderella spec in which lavish and colorful costumes designed by Mrs. LaRue are featured is causing favorable comment. Joe and Bebe Siegrist composed the lyrics for the spec's song. Music is by Francis Peasley and Fred K. Leonard. Gressa Morales, beautifully costumed, is presenting a Spanish dance. Recent visitors included Mr. and Mrs. Spencer Huntley, Mr. and Mrs. Vern Crawford, Jimmy Potter, Mr. and Mrs. Jack Harrison, G. W. Christy, Mary Norton and Reb Russell.

'Closed Shop' for Seasoners

ATLANTIC CITY, April 24.—This is going to be a record-breaking season for crowds here, according to indications, and money promises to be more plentiful than in previous years. However, it will do those on the loose no good, as the resort will be practically a closed shop. Local amusement enterprises with big stakes have taken every means of protecting investments against season settlers. The city in turn has given its support to the locals with a new scale of licenses and restrictions which will make it tough going on the seasoner.

Dressing Room Gossip

AL G. BARNES-SELLS-FLOTO—Roland Simpson, who was taken down with pneumonia and sent to hospital in Los Angeles, was released and joined show again completely recovered. Members of the backyard have been killing dull moments by reading *Hey, Rube*, which was published by the writer, Harry Chipman, and his father, Bert Chipman. Some talk has been suggested on starting a loaning library. The Cristianis have an interesting circus book that they are loaning to readers. It was printed in Europe. James V. Chloupek, CFA, of Oakland, has been on show visiting previous to the Oakland engagement, which is his home. He is head of James A. Bailey Top No. 9.

Much comment is going on in the backyard about a new choir composed of Chick Dale, Roger Moore, Fay Avalon, Jimmy Flagery and Billy Pape. There are some wondering how long their "rehearsals" will continue, if you know what we mean. Arthur Burson had many visitors in Fresno, also several of his relatives were on for the day. Mme. Cherie has gone to Los Angeles on business and during her absence Grace Asher has taken over the ballet girls and statuary acts. Stella Stone has joined show and is now a member of the backyard contingent. Her husband is a musician in Edward Wocekeners' big-show band.

The wire display has been rearranged. Hal Silver is working the drunk in center (three acts are in display), then doing the straight feature finish spot by himself. Fay Avalon is doing straight on the wire instead of comedy. Percie Reinoehl has joined and is presenting aerial acts in big display of aerial novelties. The Artony Troupe of flyers is receiving equal applause with the Cristianis, Ortens, Amerika Olvera and Bert Nelson—all acts being highly complimented in each city by the critics.

Patricia Salmond, former trouper, visited friends in dressing room at Visalia. Al Onken, oldtimer, was on the lot at Fresno and stated he had been there for 10 weeks in the hospital and was just up and around. He plans on returning to his home in Los Angeles shortly. Several members of Howe Bros.' truck show were visitors at Modesto. Something unusual in weather is being experienced—no rain and evenings very mild. Earl De Glopper is now on advance staff under General Agent J. D. Newman.

"Bassa Moona" To Tour With WPA Circus Unit

NEW YORK, April 24.—*Bassa Moona*, dance drama produced this winter by the New York WPA Federal Theater Project, and the local WPA circus unit will go on tour together this summer. The legit play, consisting of a large group of Negro actors and dancers, will be used as the spec of the circus, with the possibility that some of the numbers of the stage version will be woven into the regular sawdust performance.

Local Federal Theater office is reported to be having difficulty arranging definite date for the opening of the tenting season. Circus will probably debut late in May and tour will be restricted to New York City and environs.

Mrs. Chas. C. Foltz (Blue) Wishes To Thank All Friends

CINCINNATI, April 24.—Mrs. Charles C. Foltz (Blue), widow of the late carnival editor of *The Billboard*, wishes to thank, thru this medium, all friends who responded with telegrams, letters and floral offerings during her bereavement.

Lewis Booked for Ohio

DOVER, O., April 24.—The Lewis Bros. Circus, well known in this territory, is to play extensively thru the State, according to present plans. The show has been contracted here for May 18 and is understood to have lined up a score of stands in the State, mostly under auspices.

Paul Lewis, owner-manager, it is said, plans to play many of the smaller industrial cities usually passed up by the larger shows.

PLAY BALL!

Swing Into the Season With This Harlich Profit-Hit.

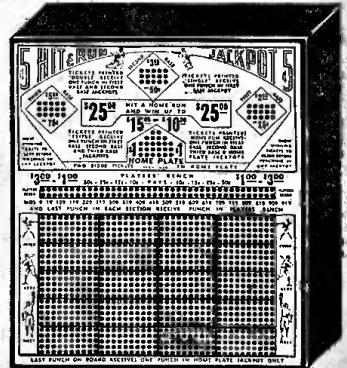
HIT AND RUN JACKPOT.

No. 1049 — 1,000 Holes.
Takes In \$50.00
Average Payout 18.88
Average Gross Profit . . . \$31.12

This, and Hundreds of Other Profit-makers, Are Described in Our New Colorful Catalog Which is Now Ready. Write, Stating Your Line or Business, To

HARLICH MFG. CO.

1401-1417 W. Jackson Blvd. Chicago, Illinois



★ 165 RECONDITIONED ★
PAY TABLES NONE OVER \$12.00
Pay Tables made by Bally, Mills, Jennings, Rock-Ola, Keeney, Gottlieb, Pacific and Exhibit included in this sensational sale.
5c and 10c SLOTS none over \$17.00 each
WRITE or WIRE For Complete List HURRY! HURRY! Write Immediately
SQUARE AMUSEMENT CO.
335 MILL ST. POUGHKEEPSIE, N.Y.

Chase Opening Set for April 28

KANSAS CITY, Kan., April 24.—Chase & Son Circus, which will be the first circus to show here in four years, will open April 28 under auspices of the KC Boosters' Band. Tickets have been on sale in 40 different business places for 20 days and more than 2,400 adult and child tickets have been paid for to date. KC Boosters' Band, a city band of 40 pieces, will participate at the opening.

Six hundred and fifty reserved star-back seats have been painted and all trucks are in shape. The shops have been in charge of Buck Smith. Advance cars are done in silver with red letters, but red and blue are the dominant colors around the show. The marquee is 20x20 with two entrances, and the poles are in silver.

J. C. Admire, general agent, reports wonderful banner and merchant ticket sales ahead. Admire's son will soon arrive to take out a second advance crew. Mr. and Mrs. Howard Bray are in Ohio setting spots for May dates and working on sales. Thirty-two employees of the Graham Plumbing and Heating Manufacturing Company recently visited quarters. Fielding Graham, of that concern, is well known in show business, having exhibited domestic animal acts at fairs and homecomings. He is manager of the Chase show.

On first advertising crew are Harry V. Darr, in charge of cars; Harry Hones, W. H. Harris, Lester Little, Robert and Chet Bandy. On second car, H. V. Darr Jr. and Abner Obright.

Blomberg Joins Haag Bros.

ALBANY, Ky., April 24.—Big Bill Blomberg joined Haag Bros. Circus at Crossville, Tenn., with his husky dogs, high-school horse and pony drill. Show made a 90-mile jump from Spencer, Tenn., over the mountains and arrived at Albany at 10 o'clock. Business has been satisfactory.

Mrs. Ernest Haag, Helen Haag Durett, Guy Schmuck and Harry Haag Jr. from Mighty Haag Shows visited at Albany April 18.

Main To Play Ohio

ZANESVILLE, O., April 24.—Contracting agents of the Walter L. Main Circus have been given a permit for that show to exhibit here May 4, coming from Logan, O. The show is again being routed by the veteran Walter L. Main. It is likely that show will pick up considerable Ohio territory before proceeding east.

6 Large Assorted Pearl Colored FISHING & HUNTING KNIVES
On Board Pays Out 300-Hole 5c Cigarettes (14 Packages) in \$15.00 NET TAKE, \$12.80
No. B115—Sample \$3.25, 12 Lots, Each \$3.00, 25% With Order, Balance C. O. D.
Our New Colored Page Catalog Full of New 1-2-5c Assortments and Boards and Counter Machines Now Ready. Send for a Copy and Save Money.
LEE MOORE & CO.
180-182 Adams St., Chicago

Philadelphia

PHILADELPHIA, April 24.—Business still fair at museums. Eighth Street has this week Eddie Rowan, bagpuncher; Vallani, magic; Takyama, Japanese top spinning; Foses Plastique; Mysteria Illusion. Annex, dancing girls.

South Street has Black Bottom Colored Revue; Simms, juggler; Doc Lamar, Chinatown expose, and Mme. Camille, mentalist. Annex, dancing girls.

Doc Ogden and wife were visitors during the week. Doc, one of the old-time side-show men, is now in the advertising promotion business.

Curley Ingram is getting ready to place his concessions with one of the carnival units operating in this vicinity. Jere Shaw's first unit will open at Bordentown, N. J., April 28.

No permits for carnivals have been issued this year in this city.

Australian Business Good; Royal Show Gets Record

SYDNEY, Australia, March 30.—All records for the Sydney Royal Show were broken when Easter week provided the best weather in months. All attractions did well.

Greenhalgh & Jackson's Amusements did excellent business with their eight top-line shows. Dave Meekins was also in the money with his attractions.

Cole Billing Pittsburgh

PITTSBURGH, April 24.—Ora O. Parva was here yesterday beating the drums for Cole Bros. Circus, scheduled for May 21 and 22. His early visit, which included placing of newspaper ads two weeks before usual schedule for annual visit, was induced by leak of info that Hagenbeck-Wallace is expected to be here a week earlier.

SAVE ON SLOTS

Here are Significant Savings on New and Super-Reconditioned Slots. Every used one has been completely overhauled by our factory-trained experts. They look Grand, Operate Grand, and You can buy them at Grand Savings. Rush your order by wire or letter. Quantities limited.

NEW WATLING ROL-A-TOP SLOTS

Stock No. 135, Wonder Bell, 5c; No. 136 Wonder Vender, 5c; No. 137 Gold Award Wonder Bell, 5c; No. 132 Gold Award Wonder Vender, 5c; No. 145 Wonder Bell, 10c; No. 146 Wonder Vender, 10c; No. 147 Gold Award Wonder Bell, 10c; No. 142 Gold Award Wonder Vender, 10c; No. 155 Wonder Bell, 25c; No. 156 Wonder Vender, 25c; No. 157 Gold Award Wonder Bell, 25c; No. 152 Gold Award Wonder Vender, 25c. Each \$88.50.
NEW JENNINGS CHIEF, Side Vender, Nos 121602-122274, 5c Play. \$89.50

MILLS O. T.—4320, 475, 2391, 4647, 6423, 5c Play. \$29.50
JENNINGS CHIEF—117795, 9335, Each. \$9.50
JENNINGS CENTURY—5c Play, 114256, 115107, 113184, 114656, 112780, 112771, 113875, 112733, Each. \$4.50
JENNINGS VICTORIA ESCALATOR—5c, 111299, 111309, 111046, 111314, 32.50
WATLING ROL-A-TOP, Gold Award, Wonder Vender—5c, 69641, 69618, 69679, 69251, 65177, 67703, 68082, 71648, 71302, 68023, 68417, 71152, 74052, 68040, 72179, 68101, 73939, 65321. \$75.50
WATLING ROL-A-TOP, No. 135—72758, 72576, 70317, 68826, 72194, 5c Play. \$75.50
WATLING ROL-A-TOP, No. 145—68831, 68466, 69880, 71523, 73428, 32739, 10c. \$75.50
WATLING ROL-A-TOP, No. 152—Skill, 68416, 68424, 68608, 25c Play. \$75.50
WATLING ROL-A-TOP, No. 155—76742, 74732, 73889, 25c Play. \$75.50
WATLING TWIN BELL—50296, 55001, 50219, 59586, 57435, 55971, 55772, 5c Play. \$24.50
WATLING WONDER VENDER—83951, 62994, 63789, 5c Play. \$29.50
Terms: F. O. B. Dallas. 1/3 Cash With Order, Balance C. O. D.

SUPER-RECONDITIONED SLOTS

MILLS BLUE FRONT—Nos. 324580, 327131, 5c Play, Dark Side Wall. \$59.50
MILLS BLUE FRONT—Nos. 351593, 361715, 361594, 5c, Light Side Wall. \$9.50
MILLS BLUE FRONT—Nos. 348962, 324940, 348968, 344463, 348934, 344417, 344137, 10c, Dark Side Wall. \$9.50
MILLS BLUE FRONT—365338, 25c, Dark Side Wall. \$9.50
MILLS BLUE FRONT—249624, 25c, Dark Side Wall. \$9.50
MILLS GOLDEN BELL MYSTERY—307606, 183791, 350794, 302771, 1c Play. \$5.00
MILLS GOLDEN BELL MYSTERY—311289, 311320, 324473, 345608, 321541, 5c Play. \$4.50
MILLS GOLDEN BELL MYSTERY—330310, 300486, 334526, 353671, 25c. \$4.50
MILLS SKYSCRAPER—336649, 330887, 339556, 1c Play. \$25.00
MILLS ESCALATOR—Front Vender, 5c Play, Nos. 280759, 295722, 294933, 291411, 313359, 279047, 286643, 315043, 315005, Each. \$4.50
MILLS EXTRAORDINARY MYSTERY BELL—5c, 347488, 371482, 346257. \$4.50
MILLS EXTRAORDINARY MYSTERY BELL—10c, 359390, 350756. \$4.50
MILLS EXTRAORDINARY MYSTERY BELL—25c, 351080, 351389. \$4.50
MILLS WATLING MYSTERY S. V.—357582, 357610, 359047, 353915, 359658, 357572, 356647, 353922, 357583, 357592, 359850, 357577, 356951, 356648, Each. \$49.50

ELECTRO-BALL CO., Inc., 1200 Camp, Dallas DISTRIBUTORS

Jungle Dodger Making Records

CHICAGO, April 24.—Gerber & Glass, national distributors for the Jungle Dodger target machine, were elated this week as distributing organizations in various sections of the country moved to handle the machine in their particular sales fields. Gerber & Glass officials reported that the largest single order ever placed for a target machine came to them this week from a Pacific Coast distributing firm.

Other distributing firms which are reported to have taken on the Jungle Dodger include Western Music Company, Denver; Central Distributing Company, Kansas City, and Cleveland Automatic Vending Company, Cleveland.

The Denver firm is said to have placed more than 120 targets recently, while the distributor in Kansas City reports selling them "by the hundreds." Milt Kreis, of the Cleveland Automatic Vending Company, says that the demand for the target machine is "sweet music to my ears."

ROUTES

(Continued from page 35)

Charleston 29; (Lyric) Richmond, Va., 30-May 1.
First Lady: (National) Washington 26-May 1.
Great Waltz: (Bushnell) Aud. Herford, Conn., 28; (Shubert) New Haven 29-May 1.
Greenwood, Charlotte: (Cox) Cincinnati 25-28; (Shrine Aud.) Des Moines, Ia., 30-28; (Auditorium) Kansas City, Mo., May 1-2.
Icicle's Delight: (Erlanger) Phila.
Orchids: (Foster) Phila.
Red, Hot and Blue: (Grand O. H.) Chi.
Tobacco Road: (Palace) Superior, Wis., 28; (Paramount) St. Cloud, Minn., 29; (Winona) Winona 30; (State) Eau Claire, Wis., May 1.
Tovarich: (Blitz) Los Angeles 26-May 1.
You Can't Take It With You: (Harris) Chi.
Ziegfeld Follies: (Hanna) Cleveland 27-May 1.

INDEPENDENT BURLESK

Beef Trust: (Howard) Boston 26-May 1;
(Empire) Newark, N. J., 3-8.
Brown Side: (Hudson) Union City, N. J., 26-May 1.
Crazy Quilt: (Casino) Pittsburgh 26-May 1;
(Gayety) Baltimore 3-8.
Ladies in Lingerie: (Trocadero) Phila 28-May 1;
(Casino) Detroit 3-8.
Merry Maidens: (Empire) Newark, N. J., 26-May 1; (Trocadero) Phila 3-8.
Nothing But Dames: (Gayety) Cincinnati 26-May 1; (Gayety) Detroit 3-8.
Original Girls: (Howard) Boston 3-8.
Pardon the Glamour: Open week 36-May 1; (Rialto) Chi 3-8.
Paris by Night: (Casino) Toronto 26-May 1.
Pepper Pot Revue: (Capitol) Toledo, O., 26-May 1; (Casino) Pittsburgh 3-8.
Snyder's Boogie Show: (Gayety) Detroit 26-May 1; (Capitol) Toledo, O., 3-8.
Swing Girls: (Gayety) Washington 26-May 1.
Top Hat Revue: (Rialto) Chi 26-May 1; (Gayety) Cincinnati 3-8.
Topsy: (Gayety) Baltimore 26-May 1; (Gayety) Washington 3-8.

REPERTOIRE

Bilroy's Comedians, Billy Wehler's: Johnson City, Tenn., 28; Kingsport 28; Bristol, Va., 30; Marie: (Metrol) 3-8.
Blythe Players: Deal Island, Md., 26-May 1.
Harvey's Players: Dyersburg, Tenn., 26-May 1.
Hayworth, Seabee, Players: (Elk) Elkin, N. C., 29; (State) Cherryville 30; (Avon) Lenoir May 1.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo: Juliette, Ga.; Stone Mountain 3-8.
All-American Expo.: Norfolk, Neb., 8-15.
American Expo.: Middletown, O.; Dayton 3-8.
Anderson-Strader: Wichita, Kan., 26-May 8.
Atlas: Nokomis, Ill., 1-8.
B. & V.: Wallington, N. J., 29-May 8.
Bach, O. J.: South Glens Falls, N. Y., 30-May 8.
Bantley's All-American: Du Bois, Pa., 1-8.
Barfield's Cosmopolitan: Griffin, Ga.
Barkoot Bros.: (Front & Main sts.) Toledo, O.; (Army & Loc.) Brownsville 2-9-1.
Baysinger, Al.: Montgomery City, Mo.
Bazinet, Wm., & Sons: St. Paul, Minn., 26-May 8.
Beckmann & Gerety: (Kingshighway & Natu-ral Bridge) St. Louis 28-May 8.
Bee, F. H.: Paris, France.
Blue Light: Laurinburg, N. C.
Blue Ridge: Dandridge, Tenn.
Blue Ribbon: Owensboro, Ky.
Blumenthal Attrs.: Pittsburgh, Pa.
Broadway Shows of Amer.: Newport, Ky.; Covington 3-8.
Brown Novelty: Cordale, Ga.
Buck, O. C.: Mt. Vernon, N. Y.
Buckeye State: McComb, Miss.
Bullock Am. Co.: Boone, N. C.; Jefferson 3-8.
Burdick's All-Texas: Mason, Tex.
Burkers: Vandalla, Ill.
Byers & Beach: Rolls, Mo.
Byers Greater: Ste. Genevieve, Mo.
Campbell United: Aragon, Ga.
Carlson: Carrollton, Ark., 3-8.
Centanni: Port Reading, N. J.; Passaic 3-8.
Central State: Great Bend, Kan.
Cetin & Wilson: Winston-Salem, N. C.
Christ United: Ashland, O., 1-8.
Clint's Exps.: Brownsville, Pa.
Coleman, J. B.: Waterbury, Conn.
Colley, J. J.: Edmond, Okla.
(See ROUTES on page 94)

SPORS CO., 537 Erie St., Le Center, Minn.

GREATER EXPOSITION SHOWS, Inc. WANT HULA SHOW

Must have Musicians and Dancers who can entertain. Will furnish complete frame-up with gold leaf front. Can Place Reliable Ride who can drive Trucks. WANT Girls for Ball Games and Posing Show. WILL PLACE Concession Agents who will work for Stock. WANT strong Side Show Acts. Tom Seely writes. REAL LIVE COMMITTEES AND 4TH OF JULY COMMITTEES IN 100 MILE RADIUS OF CHICAGO, WRITE US.
Decatur, Ill., Week April 26; Strestor, Ill., Week May 2.

WANTED AT ONCE

Neat Cookhouse. Have long season of fairs, closing latter part November in Louisiana. Wire or write
SNAPP GREATER SHOWS
522 Joplin Street, Joplin, Mo.

LAST CALL Joyland Shows LAST CALL

OPEN MAY 3, PONTIAC, MICH. SAGINAW, ALMA, PORT HURON AND LANSING TO FOLLOW. POSITIVELY FIRST SHOW IN.
WANT legitimate Concessions that do not conflict. Special inducement to Shows with own outfits. If you want to play the cream of Michigan, wire. No time to write. Address
JOYLAND SHOWS
ROSCOE T. WADE, Park Revere Hotel, Detroit, Mich.

BUCK STEELE'S OKLAHOMA RANCH WILD WEST SHOW

Wants for 1-Day Stand Motorized Circus, Indians who do Knife Throwing, Implement Act, Bow and Arrow Shooters, Dancers. Must have good wardrobe. For the Big Show, 2 more Clowns. For White Band, good Bass and Cornet. Other Musicians write. For Colored Band, Cornet that can read and take. Horse Car sleeping accommodations. For W. A. MUSE, Billposters and Lithographers that drive trucks. Address **BUCK STEELE**, Macomb, Ill., April 29; Keokuk, Ia., 30; Carthage, Ill., May 1; Fort Madison, Ia., May 3.

WANTED FOREMAN

No. 5 Ell Wheel. Top salary to capable, reliable man.
WRIGHTSMAN AMUSEMENT CO., Willow, Calif.
WANTED
Ferris Wheel and small Merry-Go-Round to play the streets of Baltimore for 10 consecutive weeks under strong auspices. Also interested in buying a Ferris Wheel, Merry-Go-Round and a mounted Custard Machine. Reliable parties write at once. Others do not waste our time. For W. A. MUSE, MENT CO., 1035 S. Charles St., Baltimore, Md.

CASTLE'S UNITED SHOWS

WANTS General Agent, High Free Acts, Rides and Shows that do not conflict. Legitimate Concessions. Castle wants Agents, Ride Help, Train Bands, Girls for Posing Show, Minstrel Performers. Fair Secretaries write or wire us for dates. Augusta, Ark., week April 26; Pargould, Ark., week May 3.

WANTED

Nothing less than a 20-Car CARNIVAL for first or second week of this August. Write to RAYMOND B. FRANK, Secretary and Labor Assembly, 1109 S. Wayland Ave., Sioux Falls, S. D. Please send best contract.
KAY BROS.' CIRCUS AND ART MIX WILD WEST
WANT Feature Acts, Pantomime and Bar Clowns. Assistant Boss Carnival. MAY USE Seal Act. William Picard writes. Musicians write. WILL BUY small Menage Horse. Millersburg, Wednesday; Danville, Thursday; Ashland, Friday; Frackville, Saturday; all Pennsylvania.

START THE SEASON RIGHT
PRICE SERVICE
FLASH
WRITE FOR CATALOG TODAY!
CATALOG READY MAY 1st

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1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

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Oriental Sweets	SMILES
LARGE SIZE PACKAGE.	
100 To Carton	200 To Carton
100 Pkgs. \$2.00	200 Pkgs. \$2.00
500 Pkgs. \$10.00	1000 Pkgs. \$10.00
1,000 Pkgs. \$20.00	

These packages contain Assorted Caramel Kisses, guaranteed to stand up in all kinds of weather. Send for FREE Illustrated Catalog of Our Complete Line. 20% Deposit with Order, Balance C. O. D.
DELIGHT SWEETS, Inc., 50 East 11th St., New York City

DIXIE MODEL SHOWS

Princeton, W. Va., week commencing May 3d, followed by Gary, W. Va., week May 10th. All people contracted please report for the opening at Princeton. Can use a few more Merchandise Concessions, also Shows with own outfits. Eggleston and Simon, Taylor and Moore and all others, will expect you there. Communicate with J. P. BOLT, High Point, N. C., this week; then as per route.
P. S.: Want a good show front builder to join on wire. All season's work.

Babe Kaufman Contemplates Taking Over Entire Building

NEW YORK, April 24.—Babe Kaufman, well-known woman coin machine impresario with headquarters in New York and New Jersey, keeps steadily expanding her organization. In addition to distributing and jobbing Babe also carries on quite an extensive operation. Recently cigaret machines were added to the many other types of equipment carried by the company. In order to better serve her clients a fleet of trucks was bought and now Babe informs that she contemplates taking over an entire building at the central point of her operations in New Jersey.

The building, it is said, has an underground drive thru which her trucks may pull in and out and which be stationed overnight. The upper story of the building is to be used as a stockroom for machines and a vault will be built to store cigarets.

The necessity for the building is explained by Mrs. Kaufman, who says: "Quite a few hundred cigaret machines have already been placed on location and with more continually coming in from the factory I must have room for storage and display. When a service call comes in I want to be able to give immediate service and the only way to do this is to have the proper facilities to take care of the emergency calls."

MARRIAGES

(Continued from page 51)

Pa., and Florence Gold, Philadelphia nonprofessional, at Allentown April 10.

LA HAIT-CYRAN—Arthur La Hait, radio singer and manager of the Regent Theater, Amsterdam, N. Y., and Gladys Cyran, secretary in the offices of REKO Radio Pictures, in Albany, N. Y., April 24.

MYERS-GIBSON—L. John Myers, radio technician, and Diana Gibson, film actress, June 29, 1936, it has just been revealed.

MYROW-MILLS—Joe Myrow, songwriter, and Beatrice Mills, daughter of Irving Mills, in Los Angeles April 20.

O'BRIEN-KELLER—Kenneth O'Brien, of United Artists' New York publicity staff, to Katherine Keller, nonpro, at Delmar, Calif., April 24.

RICHARDSON-SMITH—Edwin O. Richardson and Maude M. Smith, known as Alice, the Alligator Girl, at Tampa before joining the Ripley Show with the Royal American Shows. Bride is a sister of Aloa the Alligator Boy, who this year will appear at Coney Island, N. Y.

TOUGHY-McCORMACK—Arthur L. Toughy, assistant manager of Loew's Orpheum Theater, Boston, and Miss McCormack, nonprofessional, of Arlington, Mass., in Boston recently.

WILLIAMS-BLAISEDELL—Alexander Williams, member of the New York Philharmonic-Symphony Orchestra, and Frances Blaisdell, flutist, April 20 in New York.

WOOD-PATRICK—Thomas Wood and Lee Patrick, REKO actress, April 1 at Balboa, Canal Zone.

Coming Marriages

Robert Brittingham, nonprofessional, and Elaine Corletto, ticket seller at Steel Pier, Atlantic City, in that city soon.

Joseph Allegio, nonpro, and Esa Matel, cashier at Loew's Theater, Wilmington, Del., soon.

Russell Walker, former announcer at Station KYW, Philadelphia, and Josephine Currier, secretary to E. H. Gager, KYW plant manager, in Philadelphia May 6.

Births

A nine-pound son to Mr. and Mrs. Bert Evans April 10 at Calumet City, Ill. Parents have been known in dramatic, burlesque and tab circles for many years.

A daughter to Mr. and Mrs. Anson Weeks at Evanston Hospital, Evanston, Ill., April 15. Father is the orchestra leader now at Edgewater Beach Hotel, Chicago.

A daughter to Mr. and Mrs. Richard Miller at Columbia Hospital, Milwaukee, recently. Mother is Jean McGregor, who plays Dorothy Moran in Today's Children, radio drama on WMAQ, Chicago.

A seven-pound son, Maxim Edward, to Mr. and Mrs. Doc C. H. Snellenberger at

Forest Park, Ill., April 2. Father is a pitcher.

An eight-pound son to Mr. and Mrs. John Denman in Denver recently. Father is manager of the Broadway Theater in that city and mother was formerly Trixie Robinett, dancer.

Eight-pound 10-ounce son to Mr. and Mrs. Ed Barravalle in Los Angeles April 16. Father is MGM sound technician.

To Mr. and Mrs. Murray Link a daughter, Ann, recently. Father is technician for Station KMTR, Los Angeles.

Seven-pound son to Mr. and Mrs. Sam Katzman in Los Angeles April 21. Father is film producer.

A six-pound daughter, Margaret Mary, to Mr. and Mrs. Emmet Leibs recently in Detroit. Parents are heard in the Escorts program over Station WXYZ.

Late Deaths

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

FIELDS—George, 43, radio comedian, suddenly April 25 in the Pennsylvania Railroad Station, New York, of heart attack.

Mr. Nail Opens in His Home Town

MONROE, La., April 24.—C. W. Nail Shows opened their season here April 15. This city, which is the organization's home town, has been closed to carnivals since 1927. City authorities, however, made an exception in this case due to the fact that the shows are considered a local institution.

Lineup of attractions includes four rides, owned by the management and managed by the following: Merry-Go-Round, Philip Roy Powell; Whip, Perry Clement; Big Eli Wheel, George Starks; Merry Mix-Up, Joe Walker.

No expense has been spared in lighting either the rides or the midway. A new top designed by Carl Kennedy for the Minstrel Show was set up for the first time last Saturday. Show has L. E. Duke as talker and Wilbert Williams stage director. Fifteen colored performers furnish the entertainment. W. H. (Pop) Dyer has the Athletic Show, with the missus as ticket seller. Concessioners include Ed and Louisa Hall, who have several concessions, including corn game and pop corn; George and Nettie Hall, John Doyle, "Doc" and Mrs. Barker, Elta Fontenot and Lillian Shafer. Mrs. T. H. (Candy) Kinkade has the cookhouse, with Bernard Quigley as griddle man.

Show staff is as follows: Capt. C. W. Nail, owner and manager; Mrs. C. W. Nail, secretary and treasurer; Earl Atchison, special agent; Charles Shafer, ride superintendent; L. E. Duke, scenic artist, and Leonard Higgins, electrician. Show moves in three baggage cars and a fleet of trucks. Reported by R. S. Halke.

His a Bountiful Life

CINCINNATI, April 24.—Doc Waddell, the circus parson, now chaplain and publicity engineer for the John Francis show interests, infos:

"Held a memorial service at Tyler, Tex., for my old troupier friend on the old John Robinson 10 Big Shows, R. E. (Doc) Minturn. For three years he was "shut in." Couldn't lie down even to sleep. When he gave up it was the end. Indeed he'll be missed! Oh, that vacant chair in his home. Wonderful wife he had. She and two wonderful daughters, both happily married, one living in Cleveland and the other in Willard, O.

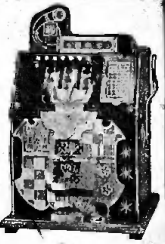
Hear me: Doc Minturn, my dear friend, with a pure golden heart, began to pray as the sunset of earth waned and the shadows of eternity wrapped his body for the grave. He was marvelous as a side-show orator and great as a legal adjuster. He sang a song of wisdom. There was healing melody in his heart. He possessed the spirit of God Harmony when he rowed out on the Forever Unknown Sea. He has left it to lighten the burdens of loved ones behind. It is a cleansing flow that establishes joy and good. He was a victory song of life. The world is blessed by his grace and sweetness. He whistled and smiled, as it were, as he rowed out in death just as he did when he walked to the shrine of the old show lot. His farewell was thus:

Bountiful life is guiding me Out of darkness into light. Clear-eyed and joyous, I shall see Only the good and true and right.

SAVE WITH VEMCO

SACRIFICE! THREE 5c Pace's Races THIRTY CASH PAYOUT 1937 MODELS A REAL SACRIFICE! WRITE FOR PRICES

MILLS BLUE FRONTS GUARANTEED LIKE NEW Perfectly Reconditioned. Wire Your Order while they last. Enclose \$3.00 Deposit with wire. \$69.50 EA. Dark Cab. \$74.50 Light Cab.



ORDER THESE SEVEN WURLITZER P-412 PHONOGRAPHS LIKE NEW! Only \$111.50 Each

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CLOSEOUT BARGAINS IN 1-BALL PAY TABLES SLOT MACHINES-PIN GAMES-OTHER GAMES! EVERYONE GUARANTEED! Phone, Wire, RUSH YOUR ORDER

Table listing various slot machines and pin games with prices. Includes categories like 1-BALL AUTOMATICS, MULTIPLE AUTOMATICS, and NOVELTY PIN GAMES.

TERMS One-Third Certified Deposit MUST Accompany all orders. We ship Balance C. O. D., F. O. B. Fayetteville. WRITE FOR NEW COMPLETE MONEY-SAVING LIST OF ALL LATEST AND BEST GAMES!

THE VENDING MACHINE COMPANY FAYETTEVILLE, NORTH CAROLINA

150 Animals In Burial Plot

DALLAS, April 24.—One hundred and fifty circus animals now rest in an animal burial plot here, two miles out of city limits on the Overton road, that is maintained by Dr. James J. Hamiter, a veterinarian who initiated the memorial park 25 years ago. The animals range from a puppy to a veteran horse of the Tom Mix Circus and include white rats, elephants, tigers, seal, giraffe, three lions, monkeys, other horses, parrots, canaries, leopards, rabbits and love birds. Many of them are shipped here from far-off points, and some of the more beloved and famous pets have costly funerals, altho there is no charge asessed show people or clients for the privilege of burial in the plot. The animals are placed in caskets and buried beneath trees, which are the only monuments. Stars of many shows have lost several days' pay to serve as pallbearers for favorite animals, and during off seasons or while on tour in this section they return to pay their respects to the animals with which they trouped. Several acres have been set aside for future expansion of the burial ground.

Dr. Hamiter's two sons tour the country as animals trainers with shows.

Shows in Denmark

COPENHAGEN, April 19.—The indoor and tent circus season will soon be in full swing in Denmark. The Circus Miehé-Kolzer, with heated big top, is playing Copenhagen until May 10, when the Schumanns open their indoor season at the Circus Schumann. Featured on the Miehé-Kolzer bill are the show's trio of elephants; the Four Rastellis, bounding trampoline, and Recha, illusionist.

Jose Moreno, juggler on slack wire; Erik Fiddety Troupe, comedy trampoline, and Johnson's 18 drug-store cowboys are at the National Scala. The Three Veronas, roller skaters, are at the Ambassadeurs, and the Three Arnos, acrobats, are at the Valencia.

Tent circuses hitting the road this month are the Circus Miehé-Glauret, opening at Nakskov; Circus Belli at Horsens and Circus Gebr. Schmidt at Grenaa. The Circus Robert Daniel and Circus Louis Schmidt are also on tour. The Circus Orlando, Swedish tent circus, opened at Melmo, Sweden. Circus Schumann continuing its run at Cirkus-holm.

P. M. McCLINTOCK, of Detroit, attended Cole Bros. and Hagenbeck-Wallace in Chicago April 16 and then flew to Kansas to "shoot" Seal Bros.' parade.

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Baseball bumper pin Game HIT! Changing odds and runs with every skill shot. RUSH YOUR ORDER!
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The High Score bumper game sensation! MUCH MORE than a 19 high score game. Many adjustable PLUSES. Adjustable RECORDER. FOUR ORDER NOW!
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THANKS PHILADELPHIA
FOR THE MARVELOUS RECEPTION YOU GAVE OUR NEW OFFICES ON OUR GRAND OPENING DAY! WE'LL DO OUR BEST FOR YOU AT ALL TIMES TO PROVE OURSELVES WORTHY OF YOUR COMPLETE PATRONAGE! WE'RE ALWAYS READY TO HELP YOU WITH THE NEWEST AND BEST GAMES AND THE FINEST SERVICE AND CO-OPERATION!

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900 North Franklin
Philadelphia (MARKet 2656)

Bill Rabkin Is Given A Rousing Home-Coming

NEW YORK, April 24.—The Queen Mary steamed into New York Monday, dropped anchor, and Bill Rabkin, president of International Mutoscope Reel Company, stepped on shore to a rousing reception from his office executives, led by Grace Rabkin. A host of friends also were on hand to escort Bill off the boat.

Al Winters, sales manager, had the offices decorated with banners, posters and flowers and when Bill arrived at the office his entire staff gave him a royal welcome. Work was suspended for half an hour while all joined in the festivities. Due to the large amount of orders on hand work had to be resumed, but it was some hours before the excitement of Bill's return wore off.

Rabkin left New York early in January and visited England, France, Holland and Belgium. He returned to these shores with a large share of business. Now that Bill is back at the helm action is once more the keynote of International Mutoscope.

ROUTES

(Continued from page 92)

- Conklin's: Hamilton, Ont., Can., 29-May 8.
- Corey Greater: Johnstown, Pa., 28-May 8.
- Corey Greater No. 2: St. Michael, Pa., May 10-15.
- Cote's Wolverine: Mt. Clemens, Mich.
- Crowley's United: Marshall, Mo.
- Crystal Expo.: Abingdon, Va.
- Cumberland Valley: Cowan, Tenn.; Winchester 3-8.
- Cunningham: Powhatan Point, O.
- Dalley Bros.: Pleasant Hill, Mo.
- De Luxe Shows of Amer.: Danville, Va.
- Dick's Paramount: Central Falls, R. I., 29-May 8.
- Dixie Model: Princeton, W. Va., May 3-8.
- Dixie Belle: Owensboro, Ky., May 1-8.
- Dixie Expo. Shows & Alabama Am. Co.: Linden, Ala.
- Dodson's World's Fair: Greensboro, N. C.; Charleston, W. Va., 9-15.
- Endy Bros.: Chester, Pa., 28-May 8.
- Evangeline: Tallahassee, Fla.
- F. & M.: Milton, Pa., 1-8.
- Fair at Home: Pompton Lakes, N. J., 1-8.
- Fairly-Martone: Nevada, Mo., 28-29; Clinton 29-May 1.
- Florida Expo.: Chadbourne, N. C.
- Frisk Greater: St. Paul, Minn., 1-8.
- Funland: Murfreesboro, Tenn.
- Georgia Attrs.: Donalds, S. C.
- Gibbs, W. A.: Independence, Kan.
- Gold Medal: Jonesboro, Ark.; Cairo, Ill., 3-8.
- Golden State: Monterey, Calif., 27-May 2; Menlo Park 4-9.
- Gooding, F. E.: Piqua, O., 3-8.
- Greater: Springfield, O., 30-May 8.
- Goodman Wonder: Asheville, N. C.
- Great Olympic: Beaver Dam, Ky.
- Great Superior: Danville, Ill.
- Great Sutton: Festus, Mo.
- Groves Am. Co.: Clinton, Ind.
- Gruber's World's Expo.: Annapolis, Md.
- Hames: Seminole, Okla.
- Harris: Kokomo, Ind., May 1-8.
- Heller's Acme: South River, N. J.; Manville 2-9.
- Hennies Bros.: Joplin, Mo.; E. St. Louis, Ill., 3-8.
- Heth, L. J.: Bowling Green, Ky.; Owensboro 3-8.
- Hilderbrand United: Napa, Calif.; Ukiah 3-8.
- Hodge, Al G.: Fern, Calif.
- Honest Bert: Rock Island, Ill., 1-16.
- Howard Bros.: Glouster, O., 1-8.
- Hughey Bros.: Blue Mound, Ill., 1-8.
- Hurst, Bob: Pittsburg, Tex.
- Hyde, Eric B.: Sweetwater, Tenn.
- Imperial: Muncie, Ind.
- Jones, Johnny J.: Expo.: Washington, D. C.
- Joyland: Pontiac, Mich., May 1-8.
- K. G.: Cabool, Mo.
- Kaus United: (Chase & Luzerne sts.) Baltimore 3-8.
- Kennedy Greater: (Rodeo) Blythe, Calif.; Barstow 3-9.
- Keystone: Waynesboro, Pa., 28-May 8.
- Lagasse Am. Co.: Worcester, Mass., 12-22.
- Landes, J. L.: Junction City, Kan.; Eldorado 3-8.
- Lang, Dee: Alton, Ill.; Edwardsville 3-8.
- Large & Lane: Oakland, Miss.
- Lawrence, Sam: Bristol, Va.
- Lewis, Art: New Britain, Conn.
- Liberty National: Providence, Ky.; Earlington 3-8.
- McClellan: Centrella, Ill.; Belleville 3-8.
- McGregor, Donald: Staunton, Ill.
- McKee Am. Co.: Hominy, Okla.
- M. B. Am. Co.: Fulton, Mo.; Advance 3-8.
- Melodic Expo.: Greenville, Ky.
- Marks: Charlottesville, Va.
- Martin's United: Azusa, Calif.
- Midwest: Alamogordo, N. M., 26-28; Garritozzo 29-May 2.
- Miller Amusements: Ponchatoula, La.
- Miller Bros.: New Castle, Ind., May 1-8.
- Miner Model: Pennsburg, Pa.
- Model: Etowah, Tenn.
- Modernistic: Tazewell, Tenn.; Middleboro, Ky., 3-8.
- Mountain State: Pettus, W. Va.
- Nail, C. W.: Bastrop, La.
- New England: Poughkeepsie, N. Y.
- Page, J. J.: Harlan, Ky.; Bluefield, W. Va., 3-8.
- Pan-American: Harrisburg, Ill.
- Pearson: Greenville, Ill., 1-8.
- Peerless Expo.: Athens, O.
- Poille: Grand Rapids, Mich., May 1-8.
- Regal United: Maud, Okla.
- Reading's United: Springfield, Tenn.; Dick- 3-8.
- Reid Greater: Jacksonville Beach, Fla.
- Rice Bros.: Ayer, Mass., May 1-8.
- Rogers & Powell: Brookhaven, Miss.
- Royal American: Atlanta, Ga., 28-May 8.
- Royal Palm: Birmingham, Ala.; Decatur 3-8.

Concessionaires!
GET THE 'LOW DOWN' ON LOWEST PRICES



Hundreds of "Up to the Minute" Merchandise Values — Lamps, Clocks, Blankets, Radios, Chromeware, Plaster, China, Canes, Slum and Novelties.

All Orders Shipped the Day Received.

Continental
3RD & WELLS STS. PREMIUM MART MILWAUKEE, WIS.

WIRE-DON'T WRITE

WE ONLY HAVE SIX MACHINES

It's the famous MOVIE-OF-U or the same device which was operated so successfully at the Chicago World's Fair, the San Diego Exposition and the Dallas Centennial. It enables every man, woman and child in the world to see themselves in Motion Pictures—like the most famous Movie Stars. And it only costs them 25c.

This ingenious machine offers you unlimited opportunities for tremendous profits and steady income. **BETTER WIRE US NOW!**

WILLIAM M. BRANTMAN
10 SOUTH LA SALLE ST., CHICAGO

WANTED -- SHOWS, DROME

Also Illusion, Midget, Fat or any Pit Show. Will furnish outfit and wagons. Want Ridee-o, Octopus, Tilt-a-Whirl, Scooter, Auto Speedway. Will furnish wagons. Legitimate Concessions all open. Want Ride Help. Contact **JAKE RIMEL, Supt.** This week, Norfolk, Va.; next week, Wilmington, Delaware.

WEST'S WORLD'S WONDER SHOWS

EVANGELINE SHOW WANTS

Colored Musicians and Performers for Minstrel Show. Work 50/50 of gross, with a guarantee of \$5.00 per person a week. PLACE good Illusion Show. Have Black Tent, 24x28, will furnish, Snake Show, Crime Show, Midgets (Grinnell answer), Penny Arcade, Ten-in-One, Working World, RIDES—Loop-o-Plane, Pony Track, Drive-Your-Own-Auto, Legitimate Concessions, String Game, Bumper, Fish Pond, Clobbepins, Lead Gallery, Cigarette Gallery, Photo Gallery, Slum Spindle, Bottle Game, Nail Joint, Hoop-La, Scales, Frozen Custard, Snow Cones, Ice Cream, Floss Candy. Agents for Cat Back and Stock Concessions. Route: Tallahassee, Okla., week April 28; Wilburton, Okla., week May 3; Tulsa, Okla., week May 10.

AL G. HODGE SHOWS, INC.

WANT two more Shows and Penny Arcade. CAN PLACE few more Concessions that do not conflict. WANT Whip, Tilt-a-Whirl, or any Flat Rides. Bill Pink wire me. Playing only industrial cities, timed for payroll weeks. Harry (Doc) Allen just returned with the best Season's Bookings of Fairs and bona-fide Celebrations in the Central States. All address **AL G. HODGE SHOWS,** W. M. TUCKER AND ANDY CARSON, Managers, Pekin, Ill., this week; Danville, Ill., week May 3.

JOHN R. WARD SHOWS WANT

FOR HUMBOLDT, TENN., STRAWBERRY FESTIVAL, WEEK MAY 3; MEMPHIS, TENN., GOTTON CARNIVAL, WEEK MAY 10; POPLAR BLUFF, MO., OZARK JUBILEE WEEK, MAY 17, AND OTHER GOOD ONES TO FOLLOW.

Managers and People for following Shows: Ten-in-One, Athletic, Girl Torlew and our Motordrome, which has two Lions. PLACE capable Show People. Rubber Mack wants Performers and Musicians for Minstrel. WANT Ride Foremen for Merry-Go-Round, Tilt-a-Whirl, Dual Ferris Wheels, Ride Help all departments. PLACE legitimate Concessions. WANT TO BUY used Calliope. Pine Bluff, Ark., this week.

WEST BROS. AMUSEMENT CO.

Want concessions that work for stock, money getting shows. Wonderful show territory, two spots a week. Caterpillar Foreman, Wheel Foreman, other ride help come on. Celebrations start June 10, North Dakota; Canton, Ill., week April 26; Quincy, Ill., week May 3; Washington, Ia., week May 10; Fort Dodge, Ia., week May 17.

WHITE BAND WANTED

State salary wanted for 6-piece band and color of uniforms in first wire or letter. WANT Stock Concessions, no grift. No Shows or Rides wanted at present. Slim Reynolds wants Tattooer who can drive truck. H. B. Blackburn wire us quick. All address **PARIS, TENN., THIS WEEK.**

F. H. BEE SHOWS, INC.
Sixteen proven fairs. First fair starts July 12.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

CONCESSIONAIRES! HERE IT IS!

SEND FOR IT TODAY!

OUR NEW 1937 CATALOG IS NOW READY!

If you're a live-wire Concessionaire, Corn Game Operator, Pitchman, Novelty Worker or Musician, 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!

GELLMAN BROS.
119 North Fourth Street
MINNEAPOLIS MINNESOTA

FOR GAME OPERATORS
* DITCHMEN
* NOVELTY MEN
* AUCTIONEERS
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RIALTO ASSORTMENT

Extension Edge Box. Assorted Colors. Packed with 2 Layers of High-Grade Assorted Chocolates. In Cups, not wrapped in wax paper. We deliver what we advertise—no substituting.

Box to Carton.
DOZEN, \$1.30
CARTON, \$5.20

25% Deposit with Order. Balance O. O. D. Send for Free Illustrated Catalog.

MARVEL CANDY CO., Inc.
101-103 Wooster St. New York City

Concessionaires. NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GROUND STORES, WAREHOUSES, PARKS, CORN GAMES, ETC.

Catalog with New Low Prices
THE TOP NOVELTY COMPANY
TIPECANOE CITY, OHIO

SIEBRAND BROS. SHOWS

Wants Circus Acts, Team, Three or Four Acts, Ground and Aerial, Single or Double Acts, also Man Clown. Franks please answer. Want Colored Trumpet Player and others for band. Want Hula Show. Wire or write Reno, Nev., until May 8.

WANTED

Lease railroad car that will sleep twenty-five or more with kitchen door, for loading. Wanted Used Minsirel Parade Coach and Chorus Wardrobe. Will buy sixty or seventy Dramatic End Top, also Seats, Chairs, Ten K. W. Light Plant, Small Used Bus, Trucks.

V. MACKAY
Care The Billboard, Cincinnati, O.

ANDERSON-GRADER SHOWS, INC.

Can place one or two Shows with their own outfits, also few Legitimate Concessions. Wichita, South Broadway, April 28 to May 1; North Broadway, May 2 to 8. Address all mail to Wichita, Kansas.

McMAHON SHOWS

Want Animal Show, Illusion Show, Snake Show, any show that don't conflict. Concessions—Frozen Chandel, Shooting Gallery, Hoopla, Burner Joint, Seals or String Joint, Bill Wheel Foreman, also reliable man to handle Drive-It-Yourself Auto Ride. Show opens May 8, Marysville, Kan.

FOR SALE

48-foot 3-row Park Merry-Go-Round, 50 Animals, 2 Chariots, Organ, Motor, Decorations. New condition.

A. KARST, Forest Park, Hanover, Pa.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

Rubin & Cherry Expo.: Peoria, Ill.; Decatur 3-8.
Santa Fe Expo.: Garfield, Utah.
Sheeley Midway: Norwood, O.; Richmond, Ind. 3-8.
Shenandoah Valley: Pamplin, Va.
Shugart Bros.: Paris, Tex.
Siebrand: Fallon, Nev., 29-May 1.
Silver State: Trinidad, Colo.; Pueblo 3-8.
Sims Greater: Windsor, Ont., Can.
Six, J. Harry: Carrollton, Ky.
Smith Greater: Atlantic, Chester, S. C.
Sol's Liberty: Bloomington, Ill.; Champaign 3-8.
Southern Expo.: Orange, Va.
Sparks, J. F.: Bucyrus, O.
Spencer & Clark Expo.: Kittanning, Pa.; Carnegie 3-8.
Speroni, J.: Rock Falls, Ill.
Stanley Bros.: Waynesboro, Pa.; Columbia 3-8.
State Fair: Las Vegas, Nev., 27-May 2; (W. 9th, South & Main sts.) Salt Lake City, Utah, 4-9.
Strates: Portsmouth, Va.
Stoneman's Playland: Tracy City, Tenn.
Sunset Am. Co.: Peoria, Ill.; Muscatine, Ia., 3-8.
Texas: Corpus Christi, Tex.
Texas Longhorn: Tyler, Tex.
Tidwell, T. J.: Monahans, Tex.
Tilley: Champaign, Ill.; Peoria 3-8.
Toffel, Johnny: Peacotiana, Ill. 3-8.
Tri-State: (Linwood & Oakman blvd.) Detroit, Mich.
Wade, W. G.: Detroit, Mich., May 1-8.
Wagner, C. G.: Kokomo, Ind.
Wallace Bros.: Henderson, Ky.
Ward, John R.: Pine Bluff, Ark.; Humboldt, Tenn., 3-8.
Weir, M. R.: Benton Harbor, Mich., May 1-8.
West Bros.: Am. Co.: Canton, Ill.; Quincy 3-8.
West Coast Am. Co.: Lodi, Calif., 1-3.
West Coast Am. Co. No. 2: Lincoln, Calif., 1-3.
West Coast: Spokane, Wash.; Coeur d'Alene, Ida., 3-8.
West, W. E., Motorized: Fairfax, Okla.; Pre-Jeda, Kan., 3-8.
Western States: Austin, Tex.; Greenville 3-8.
West's World's Wonder: Norfolk, Va.; Wilmington, Del., 3-8.
White City: Helper, Utah.
Wilson's: Owosso, Mich., May 1-8.
Winters Expo.: Carmichael, Pa.; Burgettstown 3-8.
World Am. Co.: Dickson, Tenn.
World of Fun: Glade Springs, Va.
World of Mirth: Alexandria, Va., May 1-8.
Work, R. H.: Piedmont, S. C.
Yellowstone: Albuquerque, N. M., 28-May 8.
Zimdars Greater: Wood River, Ill.; Litchfield 3-8.

CIRCUS AND WILD WEST

Barnes-Sells-Floto: Redwood City, Calif., 27; San Mateo 28; San Francisco 29-May 2; Vallejo 3; Santa Rosa 4; Eureka 5-8; Petaluma 7; Stockton 8; Willows 9.
Beers-Barnes: Jonesboro, Tenn., 29.
Cole Bros.: (Stadium) Chicago 16-May 2.
Hagenbeck-Wallace: Kokomo, Ind., 27; Muncie 28; Anderson 29; Dayton, O., 30; Cincinnati May 1-2; Columbus 3; Mansfield 4; Canton 5; Alliance 6; New Castle, Pa., 7; Pittsburgh 8.
Howe Bros.: Fallon, Nev., 28; Austin 29; Battle Mountain 30; Elko May 1; Winnemucca 2.
May, Tom: Mansfield, O., 27; Akron 28; Youngstown 29; Oil City, Pa., 30; Du Bois May 1; Williamsport 3.
Polack Bros.: (Convention Hall) Hutchinson, Kan., 22-May 8.
Ringling Bros. and Barnum & Bailey: (Madison Sq. Garden) New York City 8-May 1; (Boston Garden) Boston, 3-8.
Roberts: Clinton, N. J., 29; Frenchtown 30; Lambertville May 1; Hopewell 3; Mt. Holly 4; Palmyra 5.
Royal Bros.: Grand Falls, Tex., 27; Royalty 28; Pyote 29; Barstow 30; Mentone May 1.
Seal Bros.: Larned, Kan., 27; Lyons 28; Herington 29; Russell 30; Hays May 1; Ness City 3.
W. P. A.: (Ridgewood Grove Stadium) Brooklyn, N. Y., May 2-4.

MISCELLANEOUS

Cox Ben, Med Show: Sumter, S. C., 26-May 8.
Craig's Vaudeville Med Co.: Centerville, N. Y., 28-May 1.
Dells, Three: (Palace of Wonders) Poughkeepsie, N. Y., 26-May 1.
Delmar, Hypnotist, Escape: (Fox) Watsonville, Calif., 28-May 1.

Gilbert Comedians: Mauk, Ga., 26-May 1.
Green's, Lew, Show: Anderson, Ind., 28-May 1.
Hunsinger, Harry, Magician: Concord, Mich., 28-May 8.
Huntington, Magician: Batesville, Miss., 28; Sheffield, Ala., 29; Gadsden 30; Atlanta, Ga., May 1-2; Griffin 3; Milledgeville 4; Carrollton 5.
Long, Leon, Magician: Bessemer, Ala., 29-30; Birmingham May 1-15.
McNally Variety Show: Groton, Vt., 26-May 1.
Malloy, J. R., Circus Revue: W. Kittanning, Pa., May 1-3.
Marine & Firestone Co.: Seminole, Okla., 26-May 1; Shawnee 3-8.
Marquis, Magician: (Ruble) Logan, O., 30-May 1; (Grand) Ashland, Ky., 3-5; Welch, W. Va., 6; (Memorial) Mt. Vernon, O., 8.
Miller, Al H., Show: Ellaville, Ga., 26-May 1.
Original Floating Theater: Manteo, N. C., 26-May 1.
Ricton's Show: Deep Step, Ga., 28-29; Riddleville 30-May 1.
Sharpsteen Show: Concord, Mich., 28-May 1.
Washer Bros.' Show: Gibsland, La., 26-May 1.

Los Angeles

LOS ANGELES, April 24.—Outdoor amusements are getting into stride with the warmer days and nights. The beaches are attracting large crowds; at Ocean Park, over 125,000 last Sunday, and same for Venice Pier, Redondo Beach and Newport. California Zoo is doing big week-end business.

Ross R. Davis, at both Lincoln and Griffith city parks, is hanging up new records for business done.

Joe Diehl Jr., at the Kiddie park, stated that crowds could not be accommodated the past two week-ends. At the stadiums, bicycles, autos and wrestling are drawing big crowds.

Ben H. Martin Shows, playing suburban spots, is doing good.

Frank Kennedy Greater Shows closed at Brea after a good week and reported a good opening at Victorville, Calif. Doc Hall, of that show, was back in town for a short stay.

O. H. Hilderbrand, of Hilderbrand United Shows, left to join the show, which is now hitting the high spots for the usual summer tour of the Pacific Northwest.

Milt Runkle, after several years retirement, is with the Frank W. Babcock Shows, which opens May 5 at the Cinco de Mayo Fiesta.

Ben Stone, formerly with Paul Oleon on Conklin's All-Canadian Shows, is in town. He plans to stay in and around Los Angeles in the novelty business.

Louis Manly, working on the Cyclone Racer at Long Beach as bally, is doing Punch with public-address system.

Allan Shaw, with wife and daughter, is back from the Antipodes. He says magic goes over in a big way "down under." He plans to make Los Angeles the home town.

Rainbow Pier at Long Beach has a new Scooter and Octopus.

Jack Buzzell, back from a trip north, may locate at Long Beach.

Zack Hargis is with the Yankee Patterson Show.

Joe Glacey returned to the Golden State Shows after a scouting trip in Southern California.

Cal Lipes is at Rainbow Pier with the Copenhagen Flea Circus.
Cantu, the magician, writes of having much success playing night clubs in Old Mexico.

George L. Crowder in from San Jose for a short visit.

Eddie Nash stopped while en route east.

Valli, magician, with Bozo playing junior matinees, reported going big.

Stan Brunner, of the Olympic Concession Company, has contract for the six-day bike race at Pan-Pacific Auditorium. (See LOS ANGELES on page 98)

16 Countries Represented In Philly Poster Exhibit

PHILADELPHIA, April 24.—The International Exposition of Design in Outdoor Advertising, which opened in the Franklin Institute here April 16 and runs thru June 27, is an exposition unique in the annals of American art. Here (See 16 COUNTRIES on page 96)

H-W To Play Customary Route E. Ohio, W. Pa.

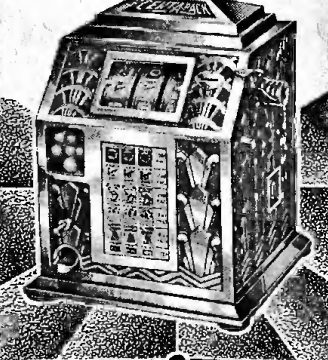
CANTON, O., April 24.—The Hagenbeck-Wallace Circus will play its customary route in Eastern Ohio and Western Pennsylvania. Several Eastern Ohio industrial cities already have been contracted, altho no definite dates have been assigned and no billing is up as (See H-W TO PLAY on page 99)

BETTER BUILT BY BUCKLEY

For 18 Months, the World's Largest Selling — Most Popular Counter Machine!

CENTAPACK

\$16.50 Tax Paid, F. O. B. Chicago.



THE OUTSTANDING NON-AUTOMATIC FRUIT REEL JACKPOT COUNTER GAME!

ALWIN

\$25.00
Tax Paid, F. O. B. Chicago.



THE MOST CONSISTENTLY PROFITABLE CHANGING-ODDS CIGARETTE GAME EVER MADE.

De Luxe CENTAPACK

\$22.00
Tax Paid, F. O. B. Chicago.



BUCKLEY MFG. CO.
2156 W. WASHINGTON BLVD., CHICAGO, ILL.

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 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!

Order From Your Dealer or
L. B. ELLIOTT PRODUCTS CO.
3017 CARROLL AVENUE CHICAGO

No score or direction chart needed. All in Light-up Back Panel.

La France Institute and the American Russian Institute, which are representatively foreign, a number of posters have been especially prepared for the exposition by leading young American artist designers. Exhibition committee includes Russell L. Davis, associate director in charge of Graphic Arts of the Franklin Institute; E. Lewis Brunham, Charles T. Colner, T. H. Dougherty Jr., W. H. Fulweller, Nathan Hayward, Richard W. Lloyd, A. B. G. Steele, J. Todgdell Stokes and W. Chattin Wetherill.

Paris Bills

PARIS, April 19. — Albert Powell, American trapezist, heads the new program at the Cirque Medrano. Working at extreme height, Powell scores a smash hit with his spectacular contortion bits and daring trapeze tricks. King Repp, comedy juggler, also gets good billing and puts across his tricks and gags in good style.

Outstanding hit registered by the Three Marcellos, who present neat and decidedly novel routine of difficult hand-to-hand and head-balancing stunts. Flying Banvards on in their well-known bounding trampolining act, with Banvard doing comedy and flying.

Gilbert Houcke scores with sensational jockey riding. Mona, Tymga, Henry and Era present spectacular adagio dance bit and an acrobatic burlesque dance. Donio's pooches are well trained and amusing.

Miss Mireilly, young trapezist, and Smoll and Conny, equilibrists, are at the Gaumont Palace. The Two Chesterfields, musical clowns, and Rodita and Partner, comedy acrobats, are at the Petit-Casino. Barbara La May, contortionist, is at the Bobino.

Jean Houcke, French circus operator, is preparing a circus to operate at the Paris International Exposition of 1937. Alex and Porto, the Cirque Medrano clowns, have been booked for the summer season at the Tower Circus in Blackpool. Y. Jay Quincy and Venie Quincy, the American high diver, have left for Berlin to appear with the Circus Hagenbeck.



ONE OF THE POSTERS which adorned the walls of the International Mutoscope Reel Company's office in New York last week when the firm's chief, Bill Rabbit, returned home from a European business trip to be welcomed in gala fashion by his entire staff.

is the Six Algevois, flying trapeze. The Cirque Leonce is playing Chalons-sur-Marne, with bill featuring the Amadoris, flying trapeze.

The Three Tenos, aerial; Billy Bourbon, tumbler, and Willy Woltdar, juggler, are at the Casino Municipal in Nice. Charles Hoover, contortionist, is at the Casino Municipal in Cannes. Olga Statis, equilibrist, is at the Capitole in Avignon.

European Notes

PARIS, April 19.—The Circus Semay is playing at Laeken, suburb of Brussels. Togare and his tigers; the Four Ortons, wire walkers; Five Astony Sisters, aerial flash; Barty Bros., comedy acrobats, and the Llaezed Arabs, tumblers, are at the Empire in Brussels.

Paul Gordon, the American slack-wire walker; Flying Juliens, comedy-trampoline; Charlie Twines, contortionist, and the Six Lucky Girls, acro flash, are at the Carre in Amsterdam. Stanley, Toni and Mae, aerial flash, are at the Arena in Rotterdam. The Cristescos, bar act, are at the Schauberg-Variete in Munster.

VERNE AND ELSIE WOOD, of Detroit, former troupers, visited in Chicago April 20 with Art Lind and Roy Barrett, who are in clown alley with Cole Bros.' Circus. According to Vern and Elsie, the clown band number, under leadership of Otto Griebling, made the customers rock with laughter.

MIGHTY HAAG Circus was host to more than 200 boys from the white and colored departments of the Florida Industrial School for Boys, Marianna, Fla., April 6. They were transported to the grounds by truck. Mrs. Ernest Haag, owner of the circus, gave each boy a box of pop corn.

Notes From France

PARIS, April 19.—The Cirque Medrano frame "construction" circus arena has been installed at Caen for a three-week run. On the opening bill are Alfred Court's big cats, Edwards' horses; Nicol and Martin, comedy cyclists; Finks and Ayres and the Avalon Sisters, roller skaters; Elroy, armless marvel; Two Pierrotys, acrobatic comedians; Three Horodeschi, bar act; Two Percelys, equilibrists, and Alex and Porto, clowns. The Cirque Medrano tent circus is, touring the south of France.

The Cirque Franco-Belge opened at Roubaix with bill including Otto Schumann's horses; Nor-Ber-Tys, aerial; Four Macks, American roller skaters; Three Acathans, tumblers; Holla Bros., hand-to-hand; Great Beels Troupe, acrobats; Two Descamps, bar act; Nelly and Serge, contortion; Djim, Bill and Schlax, comedy bike; Monetti Girls ballet, and clowns, Carroll Trio and Cogglin and Ploum.

The Cirque Bureau is playing long stand at Lyons, using Cirque H. Raney title for the date, which is a Raney privilege. Added number for this stand

Circuses Business Barometer

The following editorial appeared in the Gladewater, Tex., Daily Times-Tribune, issue of April 18:

"Sawdust rings, spangles, clowns, acrobats and trained animals have, far more definitely than any robin ever could, announced that spring reigns throughout the land. The circus—leading type of clean outdoor entertainment touring America—has once more come out of winter hibernation. With most of the big circuses operating the past week, and practically every circus planning a tour this season to be showing before the close of this week, leaders in this type of amusement look forward to the most profitable season in seven years.

"Circuses are considered by most of us merely for their amusement. But they are also a business barometer. One large railroad circus reported fine business for opening week in New York City. Another circus opening its 54th annual tour in New York the past week reported largest advance sales in six years during first four days of the show. In California another of the larger circuses got a bad start because of the weather (imagine it, in California), but ended the week with an average increase in business over last year's receipts. Smaller shows have variously reported good business since opening this season. Industrial strikes are expected to be the largest hazard to circuses this year.

"As the summer comes and goes and circuses work their way thru the industrial districts and into the South, following the money crop harvest, it will be interesting to note which sectors are prosperous enough to attract them, and which places are avoided."

NEW DATE BOOKS



Name in gold letters on covers, 15c extra for each line.

FOR 1937
NOW ON SALE
Arranged Especially for Your Needs
Dated From January 1, 1937, to
January 1, 1938.

The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2 3/4 x 5 1/2 inches—just fits the vest pocket. Contains complete calendars for years 1937-1938, U. S. and World Maps, 110 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information.

**PLENTY OF SPACE FOR BOOKINGS,
ROUTES AND SPECIAL NOTATIONS**
For sale at all offices of The Billboard. Mailed to any part of the world for 25c each.

Cash With Order
ALL MAIL ORDERS SHOULD BE SENT TO
CINCINNATI OFFICE

The Billboard Publishing Co.
25 Opera Place, Cincinnati, O.

Ted Stoner, Dave Robbins Visit New York Jobbers

NEW YORK, April 24.—Dave Robbins was accompanied on his way home from Chicago last week by Ted Stoner, of the Stoner Corporation. Stoner and Robbins covered most of the New York State jobbers and report they took quite a good many orders on Stoner's new games. The smiling duo wound up in Brooklyn, and Ted Stoner stayed around a day or so as a guest of the Robbins family.

Ted Stoner remarked about the fine reception he received from the jobbers, who were very happy to meet the man who turned out such exceptional tables in the past few years. Ted promised them that the machines that were com-

ing along in the near future would give his friends additional reason to cheer as, in his opinion, they will be even better than those produced by his firm in the past.

16 COUNTRIES

(Continued from page 95)
for the first time the poster and poster publicity receive fitting recognition. Arranged by the Graphic Arts Section, the entire area of Franklin Hall is devoted to a comprehensive survey of the later phrases of poster design. Affair is appropriately international. More than 300 posters, representing the most recent productions of the foremost poster artists of some 16 different countries, are on view.

Altho a majority of the posters come from collections such as those of the

Games Big Draw For Kansas Inn

WICHITA, Kan., April 24.—Grapevine Inn, suburban spot, owned and operated by the Buscher brothers, Henry and Johnnie, is doing great business and a large end of its success is being credited to the drawing power of amusement machines.

Place is nearest approach to a sportsland in this part of the State, with the brothers playing it smart when they built an addition by giving a third of the new space to machines, placed by Harold Matheny, of the Matheny Company.

Outlay includes Pace's Races, Chuck-Luck, Skee Ball, ray gun and several bumper spring and novelty games.

NEW ENTRY—

(Continued from page 3)

Actors' Equity should go forward somewhat more readily. Asked whether his party was in any way affiliated with the supposedly defunct Forum group, Blunkall said no, that he had no kinship with them, but that he was going "down the middle."

Whole Equity situation now shapes up like the lower house of the French parliament. Right wing of the right, politically speaking, is Gillmore; left wing of the right is Blunkall; right wing of the left is Hampden; all that's needed to complete the picture is a left wing of the left.

WPA THEATER—

(Continued from page 3)

by easy steps, pressure, for new appropriations being exercised in behalf of other phases of FEWA payouts. Indications are that directors in key cities will receive some form of bad news within two weeks.

NEW YORK, April 24.—A gift of \$10,500 from the Rockefeller Foundation to the WPA Federal Theater will enable some 40 directors, playwrights and designers to undergo a six-week course of experimentation at Vassar College, from June 15 to August 1. WPA believes this retraining will result in higher production standards on the part of the FTP units throughout the country.

The college will act as a disbursing agency for the funds and will also give the use of its experimental theater, plant and equipment.

DES MOINES, April 24.—In reviewing *Pursuit of Happiness*, the first show of the Federal Theater players at the President Theater here, the half-filled house saw a production worthy of any stage. Receipts were \$47.25, a sum which, if taken nightly, will pay rent and other incidental expenses during the anticipated run of eight weeks. If the theater project shows profit, it will get only the glory. The cash will be allocated to projects which are non-profitable.

Under the direction of Herbert Ashton Jr., outstanding work was done by L. Lucille LaValliere, Ruth Whitworth, John Morris, Max Cristmann and Roy Burnett. Morris looks and acts like a good bet for either the stage or pictures.

Dan Finch's one set used for the entire play was outstanding in scope and detail. Costumes were attractive, and presentation was comparable with any traveling or stock company the city has had in recent years.

MEETINGS BETWEEN—

(Continued from page 3)

ing compiled over the week-end by Guild leaders. Requests will include machinery for arbitration by impartial committees in disputed issues, regulations governing work of extra and bit players, code of practice for free-lance players and correction of asserted abuses in connection with contract players, transportation to and from location sites.

Some doubt was expressed last week that the Wagner act rulings would apply to picture production, but analysis of the measure by producers' legal advisers rendered interpretation of the act as applying to the industry. Authorization of Casey to represent the studios in the Motion Picture Producers' Association and acceptance of applications for confabs with the unrecognized groups followed.

CONVENTION—

(Continued from page 4)

acts borrowed from the Orpheum's *Look and Life Vanities*, but the bill was topped by Ada Brown; the Ted Healy

stooges, Garner, Wolf and Hakens; Sandra, exotic dancer; Ben Yost and his 12 Ensigns, and the 13 Byton dancers. The Orpheum acts were Yorke and Tracy, comics; Frazee Sisters, singing duo; Ben Berl, juggler; Five Tip Top Girls and Terry Howard. Roy Kautz led the 20-piece band.

The local Variety tent also offered a first-class show in *Slippery Gulch*, a '49er camp complete with saloons, cafes, gambling house and a "burleycue." The show at the latter had Jim Parrish as emcee, with these acts: The Three Lupinos, La Salle and Valle, Irene Kay, Harley Paige, Lucien Cheret, Buddy Milso, Royal Flush Lovelles.

Both shows were given at Hotel Fontenelle, where all convention sessions were held. Local Variety put \$1,200 into decorations for the Gulch and building of a stage for the night show. Tariff was \$10 a plate for the dinner plus both shows. An elaborate program with unusual art work by W. F. Greenfield netted local Variety \$3,500 in advertising.

Variety's officers were all re-elected. They are: Chief Barker, John N. Harris, Pittsburgh; First Assistant Chief Barker, Duke Clark, Columbus, O.; Second Assistant Chief Barker, John Maloney, Pittsburgh; Dough Guy, James G. Balmer, Pittsburgh, and Property Man, Frank Drew, Cleveland.

Cincinnati was named as the 1938 convention city. No date was set for the convention.

PITT RODEO BIZ—

(Continued from page 3)

side the Garden, a few even stopping Westerners in downtown streets to ask why the gals wear earrings and high boots, a sight unusual to Pittsburgh except for annual visit of contestants brought in to ride Col. Jim Eskew's stock. Big stimulus to trade has been the high-powered daily paper and billboard promotion by George Tyson and Tom McKee.

Eighty-four contestants are entered, more than doubling the number of last year's contestants. Cash awards totaling \$2,000 have been split into four \$500 purses, including day money and finals. Local merchants and manufacturers are also giving seven merchandise prizes.

Acts brought in by Colonel Eskew include his roping son Junior, Buddy McFarland, Cy Compton, Monte Reger, Tim Horn Hank Keenan, Curley McCall, Clyde and Bill Rogers, Pachco Villa Jr. and Reger youngsters, Buddy, Virginia and Dixie.

Acts, except bucking and steer turns, appeared Wednesday afternoon at Aspinwall Soldiers' Hospital. Thursday morning they played before the Breakfast Club in William Penn Hotel. They will perform at St. Vincent de Paul Orphans' Hospital in southside Pittsburgh under auspices of Scripps-Howard press next Tuesday.

Jack Gordon, who sustained a sprained ankle Wednesday after being bucked off his first horse, returned today. Slim Welch sustained a broken shoulder when Strawberry Roan bucked him off tonight.

Hall's Early Biz Very Good

CARUTHERSVILLE, Mo., April 24.—Hall's Trained Wild Animal Circus is now in its 12th week and doing very good. Played 10 weeks in Georgia, three of them exceptionally big, and two weeks in Tennessee. Show is now in Missouri. Show has had some cold nights and much rain.

The show's summer season officially opened April 10. However, the new big top, a 60 with two 30s, was put in use the last of March. It was made by Kerr. It is khaki, trimmed in red. Kerr is getting another 30-foot middle piece ready, which will be picked up when show gets near Chicago.

The show's other big top is now the side show and menagerie. It is 45 by 85 and is in charge of Charles X. Abbott, who recently joined and is also putting on the concert in the big show with the assistance of a troupe of five Westerners. A new banner line has recently been added from Universal and a pit show, which together with show's concessions makes a good-looking midway.

Manager Charles R. Hall is up and around again but he is not well yet. Was sick in his trailer for eight days. However, with the assistance of Earl Keene the show went on.

Gene Dent has joined, helping on canvas, and Claude Porter on props. L. C. (Toby) Holder now has charge of the

Its LOCATION PERFORMANCE has made RICOCHET "THE GAME OF THE YEAR"



\$59.50

SIZE 21" x 41"

ELECTROPAK EQUIPPED

"AIR RACES" -- Now \$159.50

STONER CORPORATION

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IMMEDIATE DELIVERY OF STONER'S HITS I

RICOCHET	AIR RACES
\$59.50	\$159.50

PERFECTLY RE-CONDITIONED PIN GAMES

Bola	Hold 'Em	Exact
Short Sox	Neck 'n Neck	Ticket Games
.. \$ 7.00	.. \$10.00	.. \$7.50
.. 5.50	.. 8.50	.. 7.00

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES.



2 in 1 Vendor
Vends Over 20
Different Items.

D. ROBBINS & CO.

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BROOKLYN, N.Y.



6 Col. Cig.
Vendors.

cookhouse. Recently the show had to make an 85-mile detour in pouring rain, arriving in Dawsonville, Ga., at 7 o'clock. There was quite a crowd at the show, which started at 8:45.

E. S. Holland, general agent, is blazing the trail and quite often finds spots which have not had a circus in years, with the result that capacity houses are played.

Luganos Hurt in Drop

PARIS, April 12.—As a result of a guy wire breaking the Two Luganos, performing double trapeze number at the Cirque Lamy in Nerc, were thrown to the ring and seriously injured. Lugano suffered a broken leg, while his wife escaped with a sprained ankle and bruises. Both are in the hospital.

**'AMERICAS FASTEST SELLING
BASEBALL BUMPER PIN GAME!'**

DAVAL BASEBALL

**WILL
MAKE YOU
MORE MONEY
THAN YOU EVER
THOUGHT POSSIBLE
WITH ANY KIND
OF A GAME**



**GUARANTEED AND
PROVEN 100% PERFECT**

Daval Baseball is the 5-Ball novelty bumper spring game you can depend upon to equal and even beat payable profits. 100% perfect mechanical performance guaranteed by Daval... 'nuff said!

Get Busy! Rush Your ORDER NOW!

PRICE ONLY
\$64.50
TAX PAID
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\$500 EXTRA

DAVAL MFG CO. 200 SO. PEORIA ST. CHICAGO

Premiums

Of special interest to many coinmen and salesboard manufacturers will be the National Premium Exposition to be held at the Palmer House, Chicago, from May 3 to 7, inclusive. This will be the seventh annual convention sponsored by the Premium Advertising Association of America, Inc. According to a mailing piece sent out the first part of this week, over 120 exhibitors will show their wares, including practically all of the larger manufacturers of premium merchandise in the country.

LOS ANGELES

(Continued from page 95)

Charley Rissing, recovered from recent illness, will open at the Sonora (Mexico) Rodeo.

B. M. (Doc) Cunningham has the "Young America" miniature circus ready. He may take it to Cleveland.

George Naski came in from San Antonio en route north.

R. S. Moyer will be at Ocean Park with magic show.

Ted Le Fors, with the American United Shows in the Northwest, writes that business has been very good.

Ben Dobert just back from an extended prospecting trip and made many of the shows en route. At Victorville he caught the Howe Bros. Circus; at Las Vegas, Nev., the Santa Fe Shows, owned

BLOOD PRESSURE

COIN MACHINES, original, patented. The biggest hit of the year. Hundreds now on display throughout country. Ideal for Fairs, Resorts, Drug Stores, etc. Operated with or without an attendant. Exclusive territory arranged. Now at \$39.50. Send for illustrated circular. LAUF. MANOMETER CORP., 4532 Park Ave., New York City.

BARGAIN

2 BRUNSWICK-BALKE AUT-O-BOWL PORTABLE BOWLING ALLEYS. Complete with accessories, in first-class shape. No reasonable offer turned down.

SPORTLAND ARCADE

638 South State Street, Chicago, Ill.

by Bess Harris, and made the opening of the Monte Young Shows at Provo, Utah.

White City Shows at Trinidad, Colo., are doing very good.

W. S. Neal's Yellowstone Shows, from Albuquerque, N. M., will move to opening stand at Gallup, N. M.

George Scott Shows, day and date, with the Barney Bros. Show at Holbrook, Ariz. Both did well.

Frank Burke's Shows at Winslow, Ariz., had fine weather and good business.

C. F. Zeiger Shows at Tucson, Ariz., doing very good.

Mel Vaught Shows at Needles, Calif., going strong.

The Arkle Risner Shows are doing well.

Dr. R. Garfield, of Hall of Science

fame, after vacationing at Long Beach, went east.

Harry Sussman is associated with Charley Hugo, who is booking attractions for Oriental tour.

Mr. and Mrs. Dave Gillespie, in by auto from New York, stopped en route to San Francisco.

Charles Redrick joined the Pollack Bros. Circus.

Frank Downie, back from Arizona and New Mexico, reports that the outlook for outdoor shows is good.

Jack Bigelow has the corn and peanut concession at California Zoo.

**Zack Miller Reopens
Fight To Keep Ranch**

OKLAHOMA CITY, Okla., April 24.—Col. Zack T. Miller has reopened his fight to keep the 101 Ranch at Marland. He filed a petition in Federal District Court to reinstate the voluntary bankruptcy suit he originally filed in January, 1935. In that suit he claims title to the ranch, the White House and the equipment of the old 101 Ranch Wild West Show, all of which, in the succeeding two years of litigation, were adjudged the property of somebody else under foreclosure proceedings.

Ground for the reinstatement is the recent decision of the United States Supreme Court holding the revised Frazier-Lemke farm bankruptcy act constitutional and ordering that all suits dismissed under the original invalidated act be reinstated without additional cost.

**Inventory Filed by Winter
Quarters Realty Company**

BRIDGEPORT, Conn., April 24.—Assets of \$60,285.76 in cash and liabilities of \$469.79 are listed in an inventory filed in the Superior Court here this week by the Winter Quarters Realty Company, now in the process of dissolution.

The company was formed as a holding concern to take over the former winter quarters property of the Ringling Bros. Circus at Railroad avenue and Norman street and which was recently sold to the city for playground purposes. Is known now as the Harvey Went Field.

Directors who signed the inventory were C. Barnum Seeley, a grandson of the late P. T. Barnum; Henry H. Renell and Attorney Sanford Stoddard. The company owes \$300 to Seeley and \$169.79 to the United States Government on an income tax account for 1936.

Clarksburg's No. 1 Fan

CLARKSBURG, W. Va., April 24.—James T. Keenan, of this city, has been rated Clarksburg's "No. 1 circus fan." He has attended every circus performance given in this city the last 45 years and many in adjacent cities.

He recalled that the Adam Forepaugh Circus, en route from Cumberland, Md., to Parkersburg, W. Va., detained elephants here Sunday, September 28, 1890, to "water" them in a field. He said a rabbit, chased by boys, stampeded the elephants and "there was a great turmoil before the trainers succeeded in corralling them."

First Circus Tights

CINCINNATI, April 24.—The following, which was a clipping, was submitted by Ed Christensen, ventriloquist, who has been with circuses: The use of tights for circus performers is said to go back to 1848. Before that performers wore short jackets, knee breeches and stockings. One afternoon a rider in the John Robinson show misplaced his costume, as the story goes, and before he could find it had to appear in the ring. He did his turn in his underwear. The freedom of action thus afforded was so great that the fashion created by necessity became more and more favored until long drawers developed into tights.

**Olive Clark Tells
Of Costuming Show**

According to Mrs. Olive Clark, who has been in the wardrobe department of the Ringling Bros. and Barnum & Bailey Circus for the last eight years, people do not realize the amount of labor and efficiency required in the making of elaborate costumes used in a circus. Her work deals mostly with women's costumes, yet she must also see that the headgear harmonizes with the costume.

The importance of the wardrobe department can be seen thru the description of her work in connection with this year's circus tournament, which represents England and India. First she must get her muslin lining the correct size, mark it and lay it on the material, cut it out and pin it together, then it is ready for designing. In the tournament costumes she has tried to picture the Orient by draped Turkish trousers, boleros, the Turkish girdle and panels and a few tassels. She has used considerable gold and sequin cloth.

Mrs. Clark said that in designing a costume it is essential to have the proper materials and that she arranges the material to be used—ornaments, laces, jewels, tassels, braid and whatever else is necessary—before her and selects whatever harmonizes best. Costumes are made for durability but retain a dainty appearance, she said: She has made the costumes for the women on the elephants with full Turkish trousers, and for the women in the rickshaws and chairs has designed elaborate dresses.

The walking women have draped Turkish trousers and draped skirts, and some of the mounted women wear Turkish veils. The knights' costumes worn by the mounted women represent the English phase of the tournament. Other parts of the wardrobe are the elephant, horse and camel blankets; the banners, cellophane tassels and the wire arrangements used for different purposes wrapped in gay colors of marabou.

Mrs. Clark further said that Mr. Banchi, who has charge of the whole wardrobe, has designed some beautiful elephant, horse and camel blankets.

Mamerto Show Readying

SANTA FE, N. M., April 24.—The Mexican circus, El Circo Mamerto, well known in Mexico and Western United States, is getting ready to hit the trail and will be a much improved show. It has added a modern RCA loud-speaker amplifier.

A feature which the show will carry will be a public Mexican kitchen and dining room in which real Mexican dishes will be prepared and served to the public by an expert Mexican chef.

The show is named after a famous Mexican comic character, which appears in the Sunday funnies in Mexico, something like our American Popeye. The organizer and manager, Ignacio Perez, is a well-known actor and musician and has toured this country with different shows and Mexican Tipica orchestras.

ST. LOUIS, April 24.—Five Flying Fishers left after the Police Circus engagement for Manhattan, Kan., to open with the J. L. Landes Shows as free attraction.



W. J. RYAN (left), vice-president and general manager of O. D. Jennings & Company, Chicago, congratulates B. F. Perkins upon his appointment as sales manager of the coin machine division of the Jennings firm.

LOOK

IN THE WHOLESALE

MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES

PREMIUMS AND SPECIALTIES

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 town how to make money by selling our **PLAY BALL** coupons.

PLAY BALL
HOME RUN
2.50
SAVE YOUR COUPONS WHEN YOU HAVE THE CHANCE.
BASEBALL YOU WILL RECEIVE \$1.00
FREE BASEBALL COUPON
COUNTER DISPLAY PAYOUT SCORE-BOARD, 9x12 Inches. Printed in 3 colors.

★ Here it is, boys... the best working, quickest paying deal ever advertised. It's **BASEBALL**, that multi-million dollar national craze that makes hundreds of fellows rich every year.

If you're tired of the same old stuff—let me tell you a better way to make big money. You then **HERE'S WHAT YOU WANT!** Not a Sales Card. You don't need a dealer's counter and let me tell you, this is **NEW**. Folks go not a far as they do to play the nation's old fashioned way to play the nation's favorite sport. Dealers are crazy about you. **WILD** over this new way to play the nation's favorite sport. Keep or work on percentage. **"PLAY BALL"**, keep or work on percentage. You can sell it to dealer, or work on percentage. Also makes fine give away trade booster for any retail store. You can work it either way on all three ways.

Brand New!

HOME RUNS GALORE
The greatest game in the world, and the greatest business get. Dealers seem to think the same as we do for whoever it has been offered dealers, who are sick and tired of the "same old story" game. "Gobbled 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.

TEAR OPEN THE PLAY BALL

The National Pastime
WORTHMORE CHICAGO

SPECIAL OPERATORS DEAL
Each Deal Consists of 4 Payout Assortments: 2500 Tickets and 1 Display Payout Score Board.
5c A PLAY
Assortment No. 1—Pays out 40% —208 Winners.
Assortment No. 2—Pays out 50% —234 Winners.
Assortment No. 3—Pays out 60% —260 Winners.
Assortment No. 4—Pays out 75% —283 Winners.

PRICES
1 Deal, \$3.50
6 Deals, \$18.90
12 Deals, \$35.70

WORTHMORE SALES PROMOTION SERVICE, INC.
221 EAST 20th STREET, Dept. B. CHICAGO, ILLINOIS
Pioneers and Originators of Sealed Coupon Trade Stimulators.

Tavern Report Suggests Liberal View of Evils

Nine out of 10 Chicago taverns violate rules, survey reveals — juvenile report calls attention to underlying causes — liquor trade approves fairness of report

CHICAGO, April 24.—Chicago's taverns were the subject of an eloquent report, the third annual one to be made by the Juvenile Protective Association. The report was made public by Jessie F. Binford, executive director of the association. The report showed that of 3,028 taverns visited by investigators in seven months, violations of regulations were found in 2,732 of them. These violations included a wide list of conditions from improper lighting to prostitution and gambling. But as soon as the report was made public the liquor and tavern trade associations and leaders hastened to approve the facts and especially the spirit of the report. Instead of viciously condemning the taverns for conditions found the report shows a broad sympathy and understanding of the many problems which are in the background. The Juvenile Protective Association is concerned only with the problem of selling liquor to minors, but in making their investigations the workers discovered that the problem of minors is often related to other problems of supervision and control. Hence the report covering various phases of the tavern problem.

"Public demand must be carefully considered," the report said. "Patrons want to be entertained. They want to lose their inhibitions; they want music, songs, gaiety. There is a demand for these things on the part of a large number of persons who look for them in the tavern. The demand is soon followed by a supply."

The problem of girls and women who frequent the taverns is also considered with reason and good judgment: "It entails little expense to install slot machines, dice games and other gambling devices and to enlist hostesses, waitresses and even entertainers who themselves, in many cases, are having a difficult struggle in making enough money to keep body and soul together.

"As to the unattached women who

frequent many Chicago taverns, they also enhance the tavern trade, since they supply what a great many men are either looking for or have no aversion to when they meet it. Many women who frequent Chicago's taverns have no intention except to enjoy themselves. There are, however, a great many women and young girls under economic, social and other pressures who cannot withstand the rigors involved in meeting their problems. It is this group that has suffered from the evils and ills of the tavern."

Thus the Juvenile report puts the blame for conditions not so much upon the tavern but upon those economic and social conditions that are in the background. The report also discusses the fierce competition in the tavern field, saying that "many tavern owners have difficulty in making both ends meet and find it easy and inexpensive to supply what the patrons demand."

H-W TO PLAY
(Continued from page 95)
yet. An option on the fairgrounds here, only available circus lot within the city limits, was taken two weeks ago for the entire first week in May, with the understanding that the show will play one day here that week. Akron is contracted

for May 4, and Youngstown gets a date that week.

Permit applications have been made in a dozen other stands within a radius of 50 miles of here, with Washington, Pa., in Western Pennsylvania "penciled in" for May 15. Indications are the show will head east. Throughout this territory the H-W show will be headed by the Wallace Bros., Downie Bros. and Mix motorized shows, all of which are moving eastward.

Because of the Great Lakes Exposition again this summer the lake-front lot will not be available for circuses and it is not likely any of the major shows will attempt to play it.

Springfield May Get Saturday Show Permit
SPRINGFIELD, Mass., April 24.—Mayor Henry Martens has agreed to reconsider his recent refusal to grant a Saturday circus permit for Springfield if application for such is made.

The merchants' division of the Chamber of Commerce here opposed any Saturday circus showings for fear of loss of revenue to downtown stores, and the mayor, believing this to be the stand of the entire body, refused any Saturday permit. When, however, it was pointed out to the mayor that this was not the case and that the drawing power of a circus would likely attract as much business from out of town before and after an afternoon performance as might be lost during the actual hours of the performance he said that he was perfectly willing to reconsider the case.

Senator Lewis Renders Service to Mrs. Greene
CHICAGO, April 24.—Ever thoughtful of others, United States Senator James Hamilton Lewis rendered great service to Mrs. Clay M. Greene, widow of the general agent for the Goodman Wonder Show. He met her on the train as she sped to Raleigh, N. C., where Mr. Greene died.

Senator Lewis gave her a letter to "The Friends of Ambassador Josephus Daniels," former Secretary of the Navy, and his former fellow senators that placed

ANOTHER SPORS SCOOP.

RECAMIER
Successor To The Business Conducted By **HARRIET HUBBARD AYER**
During the Year 1888-1887. Not Connected With Business Conducted Since 1907 by **HARRIET HUBBARD AYER.**

Offers D248 Deal. Consists of: 1 Jar of Cold Cream, 1 Box of Face Powder, 1 Bottle of Perfume and 1 Lipstick. Quality Merchandise—repeat sales. Full Size Packages—expensive looking. Dealers welcome you. Sales Coupons for Above Deal, 85c a 1000.

SAMPLE DEAL 33c, DOZ. 28c Each
SPORS CO., 537 Superior St., Le Center, Minn.

JUNGLE DODGER
Greatest Rifle Game in America!
STOCK ON HAND
Order Yours Today!
7 DAYS' FREE TRIAL!
CENTRAL DISTRIBUTING CO.
105 W. Linwood, Kansas City, Mo.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

the Old Tar Heel State at her command, because the Ambassador to Mexico is idolized in North Carolina.—Beverly White.

OPERATORS · JOBBERS · DISTRIBUTORS

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\$50.00
PER DAY

THE 6-FOOT Extraordinary OPERATOR'S MODELS THE WHOLE COUNTRY'S TALKING ABOUT.

POKERINO and NUMBERINO

MEN & MACHINES

Henry C. Lemke, manager Lemke Coin Machine Company, Detroit, reports that the Tom Mix Radio Rifle and the School Days Rifle created considerable comment at the Detroit and Michigan Exposition and Midwest Sportsman's Show held recently in Detroit, and he sends us a photo as evidence. Due to the publicity and unique arrangement Lemke made concerning the Rock-Ola radio rifles, crowds actually stood in line to play the games.

In New York. He has a summer resort hotel at Loch Sheldrake, N. Y., is looking for talent, remembered that Sommers is quite familiar with show people and so came to him for some help in selecting performers.

Carl Trippe, owner of the Ideal Novelty Company, St. Louis, advises that his Springfield, Mo., branch has moved to larger quarters. The move was necessitated by the tremendous business being done by the branch office, and Trippe attributes the success of the branch to the valuable services of Bob Osterburg, his manager there, and Miss E. Ray, secretary.

A double-page advertisement sponsored by the Associated Retail Independent Merchants and Operators appeared in the March 13 issue of *The Observer*, Daytona Beach, Fla., daily. It is so daring as to paralyze all those fellows in the coin machine trade who are always afraid that somebody will publish something that might injure the sale of machines. It publishes some of the good and some of the bad news items that have appeared in Florida papers. It faces in bold type the figures of the popular vote in which a majority of those voting went against the licensing of coin machines. Altogether it is a bold, daring, progressive piece of public relations that should be plastered all over the offices and sleeping rooms of some members of the trade who prevent any progressive steps to set up a public relations program.

Jerry Kertman, of the American Coin Machine Company, Rochester, N. Y., is visiting various manufacturers in Chicago to insure fast delivery on new productions due to be released this week.

The news notes from London this week provide an excellent review of the types of machines that are now growing in popularity in the British market. The rise to prominence of the rotary machines that dispense merchandise prizes should be of special interest to American manufacturers.

Our London letter also reports a British operating company that has about 50,000 machines of all kinds in operation. That is an indication that even operating may get to be big business.

Hugh Burras, sales manager of Western Equipment and Supply Company, Chicago, says he will attend the "show of shows" to be staged by Silent Sales Company in Minneapolis April 30 and May 1. Burras will be accompanied by Mrs. Burras.

Accompanied by H. Costerg, his New York agent and interpreter, Albert Habib, of Paris, visited the plant of Western Equipment and Supply Company, Chicago, last week. Tentative arrangements were made for Habib to handle Western products in France.

Hugh Burras, of Western Equipment and Supply Company, Chicago, announced the pending release of Big Roll, a new de luxe seven-chute automatic dice game. It will have "moviegraph action," simulating a human hand to shake and roll the dice for 12 winning combinations.

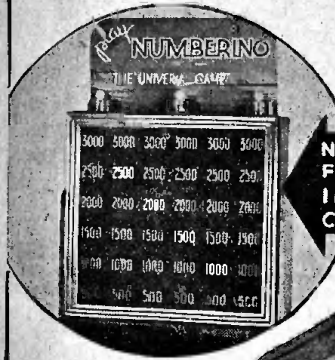
National Industrial Conference report shows a total of 8,914,000 unemployed persons in the United States in February, a decrease of 17.3 per cent from February, 1936. The total number of employed persons is estimated to be 43,881,000 persons.

"New habits of travel have created in the United States a total amount of travel previously unheard of anywhere in the world," says Ralph Budd, railway president. And all over the United States operators of coin machines are making plans to cater to this vast horde of travelers who have money to spend.

Westbrook Pegler, columnist, has been paying his respects recently to "crooked, gay Miami and the strange laws enacted by Floridians." Pegler, usually careful to look behind the scenes, apparently let somebody hand him a good one when he says that "one representative of the slot machines estimated that the profit on a single season would come to \$20,000,000."

While in Miami, Irving Sommers, of Modern Vending Company, New York, stayed at the Evans Hotel, owned by Irving and Arthur Evans. This week Irving Evans dropped in to see Sommers

POKERINO AND NUMBERINO ARE APPROVED AS LEGAL GAMES OF SKILL AND ARE BEING USED WHERE PIN GAMES CAN'T RUN! 5 BALLS 5c—MANUAL CONTROL. TAKE YOUR CHOICE. POKER PLAY OR NUMBER PLAY' SAME PRICE!



NUMBERINO FACE FITS IN SAME CABINET

SENSATIONALLY LOW PRICE TO ELIMINATE ALL COMPETITION

\$ 95 EACH FOB N.Y. TAX PAID

READY FOR DELIVERY - WIRE YOUR ORDERS



INTERNATIONAL MUTOSCOPE REEL CO. INC. NEW YORK CITY
516 W. 34th ST.
THE HOME OF THE WORLD FAMOUS "ELECTRIC TRAVELING CRANE"

YOU CAN'T DODGE THE FACTS!

JUNGLE DODGER
100% PERFECT!
100% PROFITABLE!

THE FINEST RIFLE GAME IN AMERICA IS WAITING HERE FOR YOU!

7 DAYS' FREE TRIAL!

Get Your Order in Now!

CLEVELAND AUTOMATIC VENDING CO.
2637 SUPERIOR AVE. CLEVELAND, O.

Midwest Most Reliable Distributors

WHILE THEY LAST

Reconditioned—Ready To Operate.	Live Wire (Bumper)	\$27.50
Peerless (7x1) ..	Madcap	7.50
Repeater ..	Rugby (Bumper)	12.50
Fambler ..	Swingtime	22.50
Thoroughbred ..		
"New Mod." ..		195.00

Complete Line of All Late-Type Bumper Games in Stock for Immediate Delivery

CALL NOVELTY CO.
1310 PINE ST. ST. LOUIS, MO.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Evans' DE-LUXE PAYOUTS Unequaled FOR PERFORMANCE AND PROFITS

Evans' famous Precision Engineering, the result of 45 years pioneering experience, is your guarantee of PERFECT PERFORMANCE. Brand new, original, not copied or changed over from older models. Every machine is built RIGHT. Evans games are absolutely free from "bugs."

For top profits and unfailing performance, these De-Luxe Payouts stand alone in their class! Reports prove an earning capacity far greater than "bell" machines! Ask any operator who owns one! Better still, see them at your jobber or write direct for complete details.

7 TIMES EARNING POWER

7-coin visible drop chute accepts one to seven coins at each play!

SPINNING FLASHER LIGHT

Whirling, sparkling lights reflect thru the playing field and come to rest on the winner!

MIRROR-BAK-FIELD

An illuminated modernistic mirrored top, decorated in dazzling colors. Marvelously rich!

MODERNE CABINET

Absolutely class! Ebony black trimmed in silver. 38" high, 36" long, 19" deep.

REGISTERED COPYRIGHTED AND PATENTED DECEMBER 31, 1936.



GALLOPING DOMINOS

Fascinating Dice Payout \$325

BANGTAILS

Superb Horse Race Payout \$335

ROLLETTO JR.

Automatic Roulette Payout \$345

5c or 25c Play

PLAYING FIELDS INTERCHANGEABLE AT NOMINAL CHARGE

Check Separator \$10 Extra. Concealed Payout Drawer or Open Cup Optional.

All Prices F. O. B. Chicago. Federal Tax Paid.

H. C. EVANS & CO. 1522-28 W. Adams St., Chicago, Ill.

Bennett Describes New Console Bell

CHICAGO, April 24.—Replete with new ideas in practical scoring methods, Pacific's De Luxe Bell console machine is said to be creating quite a lot of excitement among operators in many sections of the country. Paul Bennett, general sales manager of Pacific, describes the game as being a masterful product.

Bennett says the game presents a wide variety of sensational new play-attracting features, while at the same time it holds the old favorite bell, bar and fruit-peel idea which everyone in the country is so familiar with and which has seldom if actually ever been surpassed in earning power.

"Pacific's De Luxe Bell is equipped with two coin chutes," Bennett said. "The one at left takes quarters only and is tied in with a series of payouts ranging from 50 cents on the cherries, etc., up to \$7.50 on the bells and bars. The right-hand chute plays nickels and may be operated at the same time with the quarter chute. The nickel chute engages a system of payouts ranging from 10 cents on cherry combinations up to \$1.50 on the bars and bells and other well-known symbols.

"The cherries, bells, lemons, oranges, plums and bars in De Luxe Bell appear on a giant pie-shaped circular plane on top of the console cabinet. When the coins go in the playfield touches a button and immediately different colored lights shoot from the center in a myriad array of beautiful tones. From 2 to 16 lights

flare out in various symbolic formations. They whirl, flicker, pass and répass. Then all animation ceases, leaving two or more set of lights illuminated. Then a snappy little trailer light starts flickering around the complete circle and comes to a stop. When only two series of symbols are showing the chances of obtaining an award are comparatively slim. However, one always comes close enough to an award to find De Luxe Bell's action most tantalizing.

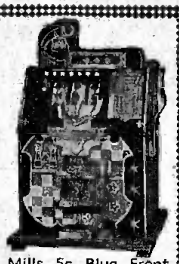
"It is indeed a thrill for players to suddenly find all the lights illuminated with a solid flare of light showing all awards, both high and low, ready to return a positive payout."

Operators' Forum For Smaller Ops

To the Editor: "Your idea for an operators' forum is one of the best I have seen in a trade magazine. From all the publications I read I receive very few ideas for the improvement of my business, and that's the very reason why an operator buys them. The advertising is of mutual advantage to both the manufacturer and operator. The insipid articles, however, about a firm receiving large orders on games, moving their quarters or telling us about the earning power of a machine grow more than monotonous.

"We appreciate the fact that your position as a publisher forces you to give space to your advertisers so that they can express their ideas to the coin-machine world, but it is a privilege that has been overdone.

"We want to hear from that timid little fellow out in the country who took last year's game, made a few changes and took in new game profits all over again. Has he ever had the opportunity to express his ideas? I know he wants to, for the coin-machine field is more closely knit together than we admit. But how can he tell us about his ideas or accomplishments when the pages of our media of exchange are presided over by the 'big shots.'"—S. A. M., New Jersey.



Mills 5c Blue Front M. C. V.

MILLS BLUE FRONTS

THOROUGHLY RECONDITIONED — GUARANTEED LIKE NEW. NOW OFFERED FOR

ONLY (dark cab.) \$69.50 EA. (light cab.) \$74.50

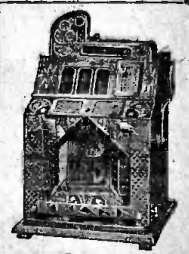
Don't hesitate! Get yours while they last.—Write order with \$10.00 deposit on each machine wanted today.—Instant shipment.

THE VENDING MACHINE COMPANY 209-11 FRANKLIN ST., FAYETTEVILLE, N. C.

LIKE THIS — Only \$39⁵⁰ each

GUARANTEED MECHANICALLY O. K. Wire \$10.00 deposit with order. We ship balance C. O. D. Instant shipment. Write for complete bargain list slots and games.

The Vending Machine Co. 209-11 FRANKLIN ST. FAYETTEVILLE, N. C.



Mills 5c Silent J. P. FOK

WURLITZER F-12 Perfect Condition \$129.50

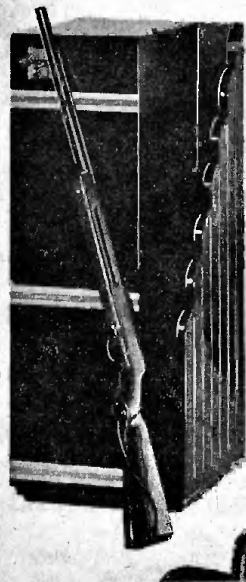
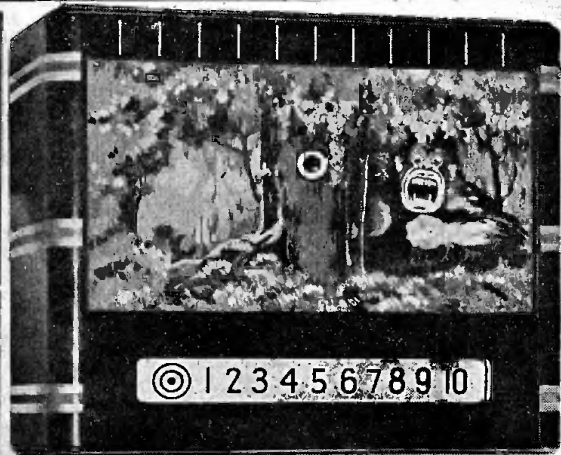
SINGLE—\$139.50. Lots of 10

★ BALLY BUMPERS \$37.50 ★ BOLO \$7.50 ★ USED PAYOUTS, PERFECT CONDITION, \$49.50. LATEST NOVELTY GAMES ON HAND, WRITE FOR INFORMATION. **BABE KAUFMAN, Inc.** (CIRCLE 6-1642) 250 W. 54th St., N. Y. C.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

We Told You So-Didn't We? 100% MECHANICALLY PERFECT!



IT COSTS YOU NOTHING to try the

Jungle Dodger
ELECTRIC EYE RIFLE RANGE

SOLD ON A 7 DAY MONEY-BACK TRIAL! IF YOU HAVEN'T TAKEN ADVANTAGE OF THIS MOST UNUSUAL LIBERAL OFFER-DO SO AT ONCE!

\$99⁵⁰ Wall Model
\$109⁵⁰ Floor Model (Shown)
NO IF'S-NO AND'S-NO BUTS
Remember—It's Not a Sale Unless You Are Satisfied! Gerber & Glass' Famous Policy.

EXCLUSIVE NATIONAL SALES REPRESENTATIVE!

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

LOWER PRICES ON BETTER RECONDITIONED GAMES!

PAY TABLES

All Stars.....\$24.50	Rambler.....\$22.50
Cocktail Hour 18.50	Redman.....23.50
Golden Harvest.....13.50	Sky High.....17.00
Mileast.....28.50	Sportsman vis. 7.50
King Fish.....10.00	Ten Grand.....15.50
Multiple.....31.50	Treasure Ship.....5.00
Pamoo Parlay.....18.50	Turf Champ.....64.80
Peerless.....21.00	Tycoon.....21.50
Peekness.....78.00	Wall St.....10.00
Put 'N' Take.....8.00	

NOVELTY GAMES
Beamite
Tit for Tat
Contact
\$4.50 each
1/3 Dep. With Order, Bal. C. O. D.
Immediate Delivery on Jennings, Mills, Pace
new and used slots.
Write for price list on all new and used games.



Tom Thumb Jar Games

Sample Jar, 5c Sale, 200 Winners, \$18.80 Profit.
Price, Express Prepaid, \$2.15. Low Prices on
Quantities. Write for Details 39 Other Games.
TOM THUMB, Dept. 77 Nauvoo, Ill

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Ponser Gets Big Philly Welcome

PHILADELPHIA, April 24.—George Ponsler opened in Philadelphia today and the operators responded with a welcome that exceeded even the fondest expectations of the company. From early morn until late at night operators, jobbers and distributors paraded in to wish Ponsler success.

George was on hand early and was the most genial of hosts. Bert Lane, sales manager, dropped his many important duties and drove in to help the new enterprise start off with a bang. Joe Ash, who is in charge of the Philadelphia office, knows the operators here personally and greeted them with warmth. Bats and drinks were on hand for all.

Out-of-town friends and business associates sent telegrams and flowers, extending their wishes for the success of the George Ponsler Company. Flowers were received from Mr. and Mrs. Art Nagles, Avon Novelty Sales Company, Cleveland; Eddie and Morrie Gensburg, Atlas Novelty Company, Chicago; Bill Gersh and Leo Bernstein, of Byrde, Richard & Pound; Chicago Coin Machine Company; H. C. Evans Company; Genco, Inc., Phil Greenberg and Sam Chaban, Dave and Nate Gottlieb, C. R. Kirk & Company; Bill Rabkin, of International Mutoscope; Pacific Manufacturing Company and Western Equipment and Supply Company.

Telegrams of congratulation kept pouring in all day long from all points of the United States. A drawing was conducted late in the evening. Four Ponsler Jiffy Testers were handed out to the following Philadelphia ops: Ben Kaufman, of Kay Music Company; W. Tolly, of

Everyready Company; Leon Rachlis and I. Steinberg. A Gottlieb Electric Scoreboard was won by Guy Delmont, of Mercer County Amusement Company, and A. Lerner won the choice of either a Genco Batter-Up or Running Wild.

The party broke up late, with Philadelphia well aware that the operators of Pennsylvania would get the same service and late machines that New York operators get.

Among the many visitors were the following:
Jack Sheppard, David Krieheff, Herbert Burr, A. Lerner, Edward Klein, Bill Rodstein, Louis N. Sussman, Alexander Cohen, Michael Spector, Larry Yanks, T. Medvene, M. Goldstein, Norman Levy, Philip Dribin, John Workman, Sam Guralnick, Sam Stern, Engel and Spector, Samuel Snyderman, William Evers, Sam and Max Lerner, David N. Schwartz, David Stern, Samuel Klein, Joseph Fireman, Samuel S. Pinkowitz, Bernard Bloom, Irwin Newman, Albert M. Rodstein, Ed Bloom, Al Sichel, Philip Crossner, Leon Rachlis, D. Margohn, Sidney Rosenfeld, Al Granns, Philip Salesky, W. Tully, R. Ferrell, James Clement, Arthur Miller, A. G. Snyder, Kenneth Pollack, Joseph Sichel, I. Steinberg, Jack Kay, Harry Kricheff, George Workman, Marty Mitnick, Frank Engel, Leonard Williams, Guy Delmont, S. H. Williams, Nat Rosof, Frank Urban, John E. Lake, Erwin Weiss, Myer Frank, William Simpson, Dominick Scarpa and Samuel Ruth.

representative for Chicago Coin Machine Company, reports an exceptionally large sale of the new novelty game Re-Play. Budin says the operators like the added feature of the free play on every sixth game and the free play bumpers.

"When I was in Chicago," Budin says, "I thought the game had an exceptional appeal and placed a large order. However, the sale has gone beyond my expectations. In addition to the fine player appeal the operators are very well pleased with the way the game stands up on location. They claim they have absolutely no mechanical trouble at all."

License Bill on Oklahoma Calendar

OKLAHOMA CITY, April 24.—While the Oklahoma Legislature has been debating various revenue measures, J. T. Daniel, speaker of the house, sent his measure to tax coin-operated amusement machines, salesboards, etc., to the calendar without reference to a committee. The companion bill to appropriate the revenues from this proposed tax to buy free textbooks was also sent to the calendar April 19.

The former State law to license slot machines and other types of coin machines is still held in abeyance, pending a popular vote at a general State election. In accordance with a decision of the State Supreme Court. The governor some weeks ago stated publicly that the present session of the Legislature should legalize coin machines or they should be strictly prohibited.

Budin Has Big Sales on Re-Play

BROOKLYN, April 24.—Hymie Budin, of Budin Specialties Company, Eastern

THE GENCO "100% COVERAGE" GAMES ARE GOING TO TOWN!

BATTER UP!

BASEBALL BUMPER SPRING



RUNNING WILD!

HIGH SCORE BUMPER SPRING



Have you seen it?
Have you played it?
Operators Tell Us It's The Best Baseball Bumper Spring Game They've Found!

- Extra Battering Average Award
- Regular High Run Awards
- Skill Home Run Shot
- Required Runs to Make and Odds Change With Every Play and With Every Home Run Made.

More Than Just A High Score Bumper Game — It Has Those Extra Features That Make A Game Profitable For Many Months!

- 2 Side Kickers Send Balls Back Over the Playing Field
- 500 Points Skill Lane Shot
- Big Totalizing Backboard
- AND GENCO'S NEW ADJUSTABLE AWARD RECORDER THAT KEEPS COUNT OF ALL WINNING SCORES.

AN APOLOGY Because we have been swamped with orders for Running Wild and Batter Up, it has been humanly impossible to make deliveries as per schedule. However, we are now working 24 hours a day and shipments should be back to normal in the immediate future. You'll be glad you waited for these two GENCO hits.

Both GAMES \$ **64.50** Deluxe 22'x46' CABINETS
5 BALLS EACH
F.O.B. CHICAGO TAX PAID
Genco Inc.
2621 N. Ashland Ave., Chicago

AWARD RECORDER CAN BE SET TO BEGIN CHECK AT ANY OF SEVERAL HIGH SCORES

Music Pays in Barbecue Spot

NEW KENSINGTON, Pa., April 24.—Adams Brothers, local Simplex operators, say that they have proof that the earning power of Wurlitzer phonographs holds good in all types of locations. These alert operators recently installed a machine in Bill Clawson's Barbecue, roadside refreshment billed as "the hottest spot in Western Pennsylvania." Depending for the most part on the trade

of passing motorists, the location has proved a "hot" one for music too, report these operators.

As Louis Adams puts it: "The success of this location has taught us a lesson. A Wurlitzer doesn't need silk drape surroundings to get the play, for it's own beauty and gorgeous tone make listeners want more all the time."

It is reported that the experience of Adams Brothers is typical of other operators who have placed the instruments in all types of locations from the lowly hot-dog stand to the most fashionable of hotel lobbies. Their experiences have proved that people of all classes like to listen to good music and are willing to spend their money to hear it.

Florida Coin Men Using Petitions

MIAMI, April 24.—While four bills against renewing licenses of slot machines have been dumped into the legislative hopper, Florida coinmen are accused by the opposition of being quietly at work in circulating petitions for a new bill to continue the State license, according to a front-page story in *The Miami Herald* this week.

The *Miami Herald* publishes prominent racing news and bets paid, while the State of Florida permits racing and pari-mutuel bets.

The opening paragraph of the petition being circulated by coinmen reads:

"We, the undersigned, have since the last general election learned the facts and truth relative to coin-operated machines, as compared to propaganda, and respectfully request you gentlemen to support the movement to continue the legal operation of coin machines, for the following reasons."

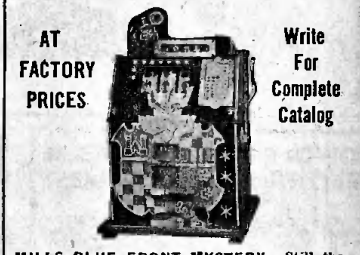
The petitions are addressed in blank to State senators and representatives and list the reasons, which include the statement that play on the machines is voluntary and that 90 per cent of it is by visitors. It also is stated that 7,000 merchants benefit by the operation of slot machines and they represent financial

GUARANTEED RECONDITIONED PAYTABLES

ALAMO	\$24.50
PEARL HARBOR	22.50
KING FISH	14.15
BIG RICHARD	32.50
GOLD RUSH	12.50
DAILY RACES	22.50
COTTLIEB BAFFLE BALL	12.50
NATURAL	37.50
PROSPECTOR	12.50
BALLY DERBY	32.50
GALLOPING PLUGS	25.00
PALOOKA, JR.	32.50
GRAND SLAM	25.00
JUMBO	19.50

Many More Re-Conditioned Games in Payouts as Well as Amusement Games. Write for Price List!

ALL TYPES OF MILLS BELLS AND VENDERS



MILLS BLUE FRONT MYSTERY—Still the most popular Bell and Venter in the world. A marvel for consistent service. Never gets out of order. Made in 5c, 10c, 25c and 50c Play.

BALL GUM 15c a Box (100 Pieces). Case Lots (100 Boxes), \$12.00. 1/3 Deposit With Order.

SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO

assistance to 30,000 persons in the community.

The petitions also recount that the legalizing of pari-mutuel betting in the State was "bitterly opposed" when it was suggested, but since it went into effect little is heard of the opposition, and the act has resulted in thousands of additional dollars in the State and county treasuries.

New Games Will Pep Summer Biz

NEW YORK, April 24.—John A. Fitzgibbons reports that he expects the industry to enjoy one of its greatest booms during the coming summer. He attributes this to the fact that there has been a revival of interest in the entire coin ma-

chine field and the interest has been stimulated to such a point that there is a definite demand by the public for new games.

"This demand," he maintains, "is certain to create one of the most profitable seasons operators have ever enjoyed. We are therefore planning to launch one of the biggest sales campaigns in our history."

"We are developing many new plans," he went on, "which are certain to create greater interest in coin machines, so that when the summer season definitely arrives these new ideas will further help the operators along. One of our aims is to improve the setup of our present profit-sharing plan. This has been one of the most successful plans ever introduced in the industry and it will be given particular stress as soon as the summer season opens."



R. C. HAIMBAUGH, Wurlitzer chief engineer (left), discusses important plans with an assistant. "There are eight distinct steps in developing an idea," Haimbaugh says.

SENSATIONAL!

SWEEPING AMERICA LIKE WILDFIRE

Pacific's

DELUXE BELL



\$249⁵⁰

It is a job of genius! A money-making masterpiece! And no wonder. De Luxe Bell, with its fruit-reel symbols gives you all the appeal of the bell machine plus the magic of spinning lights and the come-on of two shoots—5c and 25c. Nickels to start and keep going. Quarters to outguess and get ahead. Top payout of \$9.00. Takes in money six times faster than a standard bell machine. Better get yours now. Be ahead of the others!

Pacific's

SKOOKY



\$72⁵⁰

Ask any operator—any jobber—any distributor—they will all tell you "Skooky is America's new novelty game" sensation! Skooky's magic mirror and third dimensional lighting is hypnotic in its appeal. Add all these—the flashograph scoring board—the changing odds and the changing scores, and you have a winner of the first magnitude. It is a race to see who will get Skooky first. So write, wire, phone or see your nearest distributor today!

PACIFIC MFG. CORPORATION

4223 LAKE STREET ★ CHICAGO
Los Angeles Office • 1320 South Hope Street

RED-HOT PROFIT TEAM

SENSATIONAL
BLACKJACK
NOVELTY

ELECTRIC "21"

BUMPER-SPRING
5-BALL
NON-PAYOUT



22"x44"
AC Current
Only

Odds Tally Board
or
Card Tally Board
Optional

\$69⁵⁰

Ticket Model ⁵BALL \$99.50



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.

ELECTRIC "21"—All the Excitement of Blackjack! Player knows from the very start what point he must beat to win! Shoots 5 balls to beat Dealer's score and not exceed total of 21. Every time a ball hits a bumper spring it's a point! Flashograph on Tally board keeps point by point totals. Odds 2-1 to 20-1. Two or more may play competitively for high score with equal excitement!

FEATURES IN BOTH GAMES

- ADJUSTABLE AWARDS—positive mechanical adjustment of odds.
- MYSTERY SLOT—the Outstanding Feature of Gottlieb Payouts.
- FLASHOGRAPH—Movie-Type Projector records play-by-play score.
- MECHANISM—mounted on sliding chassis in back of score board, removable in a jiffy.
- TILT-FOILER—lights up and cuts off all playing lights when tilted.
- ILLUMINATED A. B. T. COIN SLOT—last coin visible.

ELECTRIC

SCORE-BOARD

BUMPER-SPRING 5-BALL NON-PAYOUT
1937's GREATEST BASEBALL NOVELTY

BALL CLUB
SCORE BOARD
OPTIONAL

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.



SCORE BOARD—Baseball In All Its Thrills! All the best features of Novelty Games and Payouts combined! Visitors' Score and Odds turn up on the Score Board. 5 balls to shoot. Every time the ball bumps a bumper spring it's a hit! 4 hits record a run. Flashograph keeps play-by-play score. Odds up to 40 to 1.

IMMEDIATE DELIVERY

D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO, ILL.



22"x44"

AC Current
Only
Odds Score Board
or
Ball Club Score
Board
Optional

\$69⁵⁰

Ticket Model ⁵BALL \$99.50

GOTTLIEB PAYOUTS STILL GOING STRONG!

New NOVELTY SENSATIONS BY *Bally!*

EQUALITE



**BUMPER ACTION! NEW SKILL IDEA!
ALMOST AS FAST AS A ONE-SHOT!**

Player gets 5 BALLS—BUT AVERAGE GAME REQUIRES ONLY 2 OR 3 BALLS—often only one! Player shoots one or more balls to select a score on outside ring of numbers—presses the button and continues shooting to match the selected score. Certain low scores receive high awards—and player shooting to match low scores may actually PRESS BUTTON WHILE FIRST BALL IS IN MOTION!

EQUALITE is already topping Bumper's record for full-up cash boxes—because it's EVERYBODY'S GAME! Players PICK OWN ODDS BY SKILL, and every player can shoot for his "par" on EQUALITE. Skill sharks make a play for the "tough" scores and big winners. Average players go for the smaller awards that are easier to hit. And everybody's happy—to the tune of \$40 to \$50 daily play! Get your share—order EQUALITE today!

The **BALLY BUTTON**

\$72⁵⁰

F. O. B. CHICAGO.
44 IN. BY 22 IN.



CROSSLINE

**"RADIO RAY" ACTION
AND "BALLOON TIRE" BUMPER ACTION**

THE SCIENTIFIC SENSATION of the age! Shoot a ball across any one of the white criss-cross lines and—presto!—the totalizer adds 10 to the score! Uncanny! Mystifying! Yet surprisingly simple! "Magic Mirrors" throw invisible "Radio Rays" along the white line—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 "mushroom" posts . . . giving ball a peculiar, crazy "English" with surprise twists and twirls . . . and the kind of ACTION you need for "pin-game" SUCCESS!

BE FIRST! CASH IN BIG! ORDER TODAY!

WRITE
FOR
PRICE

44 IN. BY 22 IN.

OPERATORS! GET **NUGGET**... SENSATIONAL COIN-OPERATED SALESBOARD BY BALLY!
CAROM • BUMPER • BALLY BOOSTER • RAY'S TRACK • RELIANCE • BALLY BABY



BALLY MANUFACTURING COMPANY
2640 BELMONT AVENUE
CHICAGO, ILLINOIS

John A. Fitzgibbons

Eastern Distributor

453 W. 47th St., New York, N. Y.

The umpire **NEVER** makes a mistake and the operators are **ALWAYS SAFE!**



with **ROCK-OLA'S**
WORLD SERIES

Making "home-runs" with operators in **BIG PROFITS.**

Why?—Because it is **THE ONLY REAL BASEBALL GAME.**

You owe it to your profit to figure your coin machine cost by the **YEAR**—instead of by the **DAY!**

—**MODERNIZE YOUR GAMES! GET GAMES THAT LAST AND MAKE MONEY FOR YOU LONG AFTER MACHINES HAVE EARNED THEIR COST.**

What will your present equipment be worth next year?

Your **WORLD SERIES** will go on and on—year in and year out—with continuous constant profits for a long, long time. One of hundreds of similar reports make this simple but startling truthful statement — "World Series in drug store at LeClaire Hotel, Moline, grossed \$148.00 in six days—acts perfect, works like magic, no mechanical difficulties whatsoever. Machine still going strong."

Line up with Rock-Ola products for a permanent profitable business. Operate the kind of equipment that is easy to place in the best spots at bigger commission—for the operator. See your distributor now.

IT'S
Real
BASEBALL

ROCK-OLA'S RADIO RIFLES!



Rock-Ola's **TOM MIX RADIO RIFLE!**

ONLY A FEW DOLLARS A WEEK PAYS FOR IT!

Nothing like it for consistent profits. It pays for itself so quickly—in just a few weeks—that operators are amazed! A small down payment and easy weekly payments soon give an operator ownership to the sensational rifle with the **BIG NAME.**

Every day's delay means a golden opportunity slipping through your fingers. You deserve the **BEST** so why deny yourself that **EXTRA** profit which **TOM MIX** will bring you?

Rock-Ola's **SCHOOL DAYS!**

EARNING CAPACITY \$9.00 PER HOUR.

So inexpensive that operators wonder why they delayed buying so long—because one order in almost every instance means a standing order for additional machines.

So inexpensive that operators frequently pay for the machine in the first few days. Very small down payments and very small weekly payments. This machine is becoming known as the quickest to pay for itself that operators have ever known.

Suitable to all locations. Can be placed on wall or in upright position on graduated heights. A "natural" for any location.

Ask your distributor to tell you how quickly this pays for itself through dozens of examples he has on record.

WILL HOLD locations against any competition. Try one—and you'll want **MORE.**



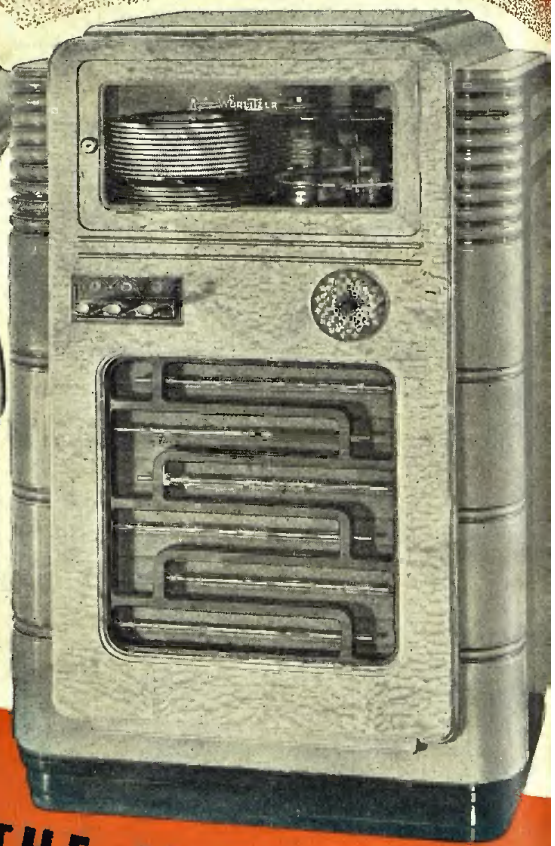
ROCK-OLA MFG. CORPORATION

CHICAGO, ILL.



**"YOU'LL BE HAPPY, TOO
IF YOU OPERATE
WURLITZER-SIMPLEX
AUTOMATIC PHONOGRAPHS"**

**Profit by the Example of
AMERICA'S MOST SUCCESSFUL OPERATORS
... Operate
WURLITZER-SIMPLEX Automatic Phonographs**



America's largest and most successful music operators will tell you that to make good you must have a good instrument behind you. That's why they operate WURLITZER-SIMPLEX Automatic Phonographs—the one instrument that gets and holds the best locations—that is replacing less appealing phonographs in locations everywhere. Why handicap yourself with equipment that doesn't measure up to Wurlitzer-Simplex performance? Get your share of the big money in automatic music. Get the colorful eye appeal—the beauty of tone—the life-like realism of Wurlitzer-Simplex music behind you and you'll be happy, too. Find out if there is still room in your territory for another Wurlitzer-Simplex operator. The coupon will bring you the answer. The Rudolph Wurlitzer Company, North Tonawanda, N. Y. Canadian Factory: R C A-Victor Co., Ltd., Montreal, Quebec, Canada.

**THE INSTRUMENT
that
GETS and HOLDS the
BEST LOCATIONS**

**WURLITZER-SIMPLEX
AUTOMATIC PHONOGRAPH
*Sold only to Operators***

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, N. Y.

Please let me know if there is room for another
Wurlitzer-Simplex Operator in my locality.

Name.....
Street.....
City..... State.....
Present Occupation.....